



# MAIN STREET SIGNAGE IMPROVEMENT DESIGN PROJECT

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PREPARED FOR:  
TOWN OF UXBRIDGE, MASSACHUSETTS

JUNE 16, 2023

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## ACKNOWLEDGMENTS

*The Town of Uxbridge, Massachusetts issued a Request for Proposal for The Main Street Signage Improvement Design Project in February of 2023 for the purpose of selecting an Architect or Design Consultant to prepare and provide building and street signage designs and renderings for a select number of commercial and mixed-use buildings located along the Main Street Corridor of Uxbridge.*

*The project has been funded by the Town of Uxbridge and the Commonwealth of Massachusetts in part through a Regional Economic Development Organizations (REDO) grant from the Massachusetts Office of Business Development (MOBD).*



## EXECUTIVE SUMMARY

### STATEMENT OF PURPOSE

**The Main Street Signage Improvement Design Project** is the next phase of a multi-phased project with the purpose of considering each commercial building in the Uxbridge's Main Street Corridor (which has been defined as beginning with the CVS store at the northern end of Main Street/MA-122 and the intersection of Hartford Avenue, and extending to the original Bazaleel Taft House at 240 South Main Street and intersection of Route 146.) and developing a design approach that recognizes the character-defining features, the historic fabric and the opportunities to envision a sense of place that identifies Uxbridge through the experience of linking buildings, open spaces and pedestrian corridors through wayfinding, building signs, traffic controls and pedestrian improvements.

As the next phase in the Main Street Design Initiative for Uxbridge, and as a follow up to our recently completed work for the initial phase, the Main Street Façade Improvement Design Project, we set out to provide up to sixty (60) sign designs and renderings. The buildings to be considered are commercial or mixed-use buildings located along the Main Street corridor.

### METHODOLOGY

- Conduct a design study of each sign in the Main Street District in order to create a theme and look that ultimately will create the Uxbridge sense of place, and that would complement the proposed scope of building design improvements from the Main Street Façade Design Improvement Project. The Main Street Signage Design Improvement Project for the business, building, public wayfinding, street signs and traffic controls will be produced as follows:
- Select Candidate Signs – co-operatively with the Uxbridge Department of Economic Development and Community Planning and the Main Street Initiative Design Task Team, up to sixty (60) signs/locations will be selected for signage improvement design.
- Provide an Architectural/Design Description – Each subject sign in its current state with will be documented with supporting photos and detailed description.
- Signage Improvement Design for Each Subject Sign – We will create a design that works in concert with the proposed facade improvements to further enhance the sense of place for the entire district through individual building sign design
- Prepare and Provide Rendering Highlights – We will create overlays for each rendering that highlight improvements, designate materials, and incorporate complementary elements.
- Prepare Individual Renderings – upon completion of an approved design, we will provide renderings that can be replicated and be included in the Uxbridge Main Street Initiative Sign Improvements catalog, both print and electronic as well as on enlarged posters used to promote the program.

- Prepare and Provide Cost Analysis – We will prepare an estimate of costs for implementing the individual sign improvements.
- Prepare Draft Signage Bylaw- Provide draft language for an inclusive signage bylaw that can be adopted by the Town via a vote at a Town Meeting.
- Prepare Signage Guideline- Provide language for a comprehensive Main Street Sign Guideline Document.

## DESIGN PHILOSOPHY

Preservation enables us to gain a sense of ourselves and the historic places we cherish tell us who we are, where we have come from and help direct us into a more consistent and healthier path into the future. Preservation provides us with tangible objects that provide identity, memory and continuity to ourselves, our communities, and our own personal history. It helps root us in our heritage; it develops unity and provides a spirit that helps define a neighborhood, a community, a city. It retains a personality, a timeline and it provides answers to the questions of time and place, rise and fall, riches and neglect. And this gives reason to the pursuits of identification through a heritage bond that provides the foundation for identity and purpose.

Our methodology is based philosophically on accepted and established preservation theory and practice as advocated by The Secretary of the Interior’s Standards for the Treatment of Historic Properties, the Secretary of the Interior’s Standards Guidelines for the Treatment of Cultural Landscapes, the National Trust for Historic Preservation, and the American Institute of Conservation of Artistic and Historic Works. As much original material as possible shall be maintained, interventions shall be the minimum necessary to ensure the extended life of all building and landscape features, and all restoration procedures shall be proven reversible where feasible and accurately recorded. The Easton Architects team consists of preservation architects, historians, engineers, landscape architects and architectural conservators with extensive experience and knowledge of building technologies and materials. Our deep knowledge of The Standards creates a foundation for all our work, and we are adept at creating design solutions that respect these guidelines.

## PROJECT APPROACH

Our preservation team specializes in providing restoration and conservation strategies for the preservation and rehabilitation of historic properties, developed through research and strategic analysis of historic fabric to determine the most appropriate and cost-effective design solutions. Our project approach begins with research—both archival and hands-on—to understand the history and evolution of the Town, building site(s), climate, and environmental conditions. A thorough understanding of existing conditions and building materials provides an essential foundation for our design projects; and this knowledge allows us and our clients to make informed and strategic decisions. Our approach to the Building Signage Improvement Design Project will be accomplished in the following phases:

Phase 1: Architectural Survey/Study

Phase 2: Proposed Signage Locations and Initial Design Investigations

Phase 3: Final Renderings and Cost Analysis

Phase 1: Architectural Survey/Study

Our approach will begin with an Existing Sign/Location Survey. Having performed extensive research and design work during the Façade Design Improvement Project, we feel we are ideally positioned to continue the next phase of work with an extensive understanding of the unique appeal of Uxbridge, and the desired results of the project. As we did with the buildings selected for the façade design project, together with the EDCP, we will select the sites/locations/signs/buildings for study. Our survey work will continue to address the gaps that exist in the architectural character of the Town (and/or neighborhood for the allotted locations), and areas that need an improved connection to the heart of Uxbridge in the Core Business District and the Uxbridge Common District, and consider how new signage and wayfinding can be incorporated into the streetscape, and in conjunction with the proposed Façade Design Improvements, enhance the character defining features of each.

Phase 2: Proposed Buildings and Initial Design Investigations

We will establish visual consistencies and anomalies that exist within neighboring sites, and repetitive characteristics, materials, and scale. With this information, we will establish a network of travel highlighting key areas that require attention, and develop the signage model based on the location and key characteristics- building style, sign location (building or streetscape, as an example) as well as geographic wayfinding as it relates to the historic context of the Town and the surrounding buildings, keeping in the forefront the design improvements proposed. In approaching the design for the individual signs, we will prepare rendering sketches that highlight improvements, address materials, and incorporate complementary elements.

Phase 3: Final Renderings and Cost Analysis

After review of the design, and approval by the Main Street Initiative Design Task Team, we will provide finished renderings that can be replicated and included in the Uxbridge Main Street Initiative Sign Improvements catalog, and in print and electronic form as well as on enlarged posters used to promote the program. As a final component for the sign study, we will prepare a cost estimate for implementing the individual improvements. This estimate will be based on industry standards, percentages of overall costs to establish benchmarks for labor, mobilization, insurance and overhead and profit for the builder, and on estimated quantity takeoffs for materials. Our final deliverable will be consistent with our book format submitted for the Main Street Façade Design Improvement Project.



## ARCHITECTURAL HISTORY OF UXBRIDGE

**The Town of Uxbridge** is in Worcester County, Massachusetts, 38 miles southwest of Boston and was first colonized in 1662 and incorporated in 1727. Uxbridge served as a prominent textile center during the American Industrial Revolution and retains its historic charm and appeal, with 53 sites on the National Register of Historic Places, and five Historic Districts. There are a multitude of styles that express the architecture of Uxbridge, relating directly to its development from an early agricultural region to its peak as a manufacturing and milling center during the mid to late 19<sup>th</sup> century. The family names of Aldrich, Farnum, Taft, Day and Capron are synonymous with the Town, and the legacy of its built environment.

Agriculture was Uxbridge's chief economic base, like every inland community during the colonial period. Despite its agrarian base, 60% of Uxbridge's land was still wooded by the turn of the century, due to its hilly contours and local waterways. Iron ore was mined in the Ironstone area, and grist and sawmills, a distillery, a fulling mill and trip hammers took advantage of the numerous falls, especially on the town's smaller rivers and streams, during the 1700s<sup>1</sup>. Much of the development during this era was built in the Colonial Period (in Uxbridge from 1662-1830) and Georgian Period, with the most fully developed example of Georgian architecture being the Bazaleel Taft House built between 1780-1790. Although there is some notion that it was built after the Revolution, the house preserves elements that were introduced in the Boston area as early as the 1740-1750s, including twin chimney plan with a central hallway, hip-on-hip roof with pedimented dormers, and pilastered entries with pediments set on pulvinated friezes<sup>2</sup>.

The development of improved waterpower engineering in America made it possible for mills to tap the much greater power resources of major rivers such as the Blackstone. A major industrial complex grew at the junction of the Mumford River and the Hartford Turnpike, including the granite Crown and Eagle Mill. With the coming of textile mills after 1810, residential typologies expanded in their variation. Timber-frame construction of one and two stories with a central chimney plan continued to be the most common single-family residence in this period. The W. Aldrich House of 1786 preserves many important elements of this vernacular. Into the Federal Period (1789-1865), more pretentious houses of the same typology were characterized with late Georgian details of splayed (wood) window lintels and pedimented entries, as seen at the Dexter Richardson House of 1800-1810 and the Sylvanus Holbrook House of 1780<sup>3</sup>.

The Blackstone Canal opened in 1828 and with Uxbridge the halfway point between Worcester and Providence, the town became an overnight stop for canal boats, further expanding economic and commercial opportunities in the town. Although this was a period of local prosperity, one during which existing mills expanded and new mills were established, architectural taste remained conservative. This may have grown out of local Quakerism as many of the town's leading businessmen were either Quakers or of Quaker descent. It also may have been influenced by the small scale of local water power sites which (prior to the local introduction of steam power) restricted the growth of mills and thereby hindered the large scale, accumulation of capital by individual mill owners. Houses designed in the Greek Revival style

1 Uxbridge Reconnaissance Report, Blackstone Valley-Quinebaug Shetucket, Massachusetts Heritage Landscape Inventory Program, Massachusetts Department of Conservation and Recreation, June 2007

2 National Register of Historic Places Inventory Nomination Form, Uxbridge Multiple Resource Area, October 31, 1984

3 Ibid, National Register of Historic Places Inventory Form

(1832-1860) seem to be evenly divided between one- and two-story structures. In rural areas, many earlier houses such as the Zadock Taft House (18th century and 1845-1855) were extensively remodeled with corner pilasters, pilastered entries, 6/6 sash and other details of the style. <sup>4</sup>

Mill building was active throughout the period, both at textile manufacturing sites and at smaller sawmill sites. While the former is represented by several important complexes, the latter are represented only by the Aldrich Sawmill of 1835, a utilitarian, timber-frame structure built on a high granite base.

Following the Federalist period interest in masonry mill construction, local mill owners returned to wood construction, beginning with the rebuilding of the Waucantuck Mill in 1838. This building was a three-story wood frame structure with a combined bell and stair tower. The structure was enclosed by a pitched roof and was trimmed with simple Greek Revival style details. This same basic plan was used for the Central Woolen Mill in 1852 and at the Rivulet Mill in 1872. With the full utilization of available water power and the availability of reliable steam power in the 1850s, most local mills installed boilers and steam engines together with new picker houses and storehouses, virtually all of which were one- and two-story brick buildings with Italianate style details. <sup>5</sup>

The canal was outmoded by the introduction of the Providence and Worcester Railroad (1847) and, seven years later, by the Boston and New York Railroad. After the canal closed, Moses Taft diverted a section of the flow as a power canal for the Central Woolen Mill (later Stanley Woolen Mill). Canal and railbed construction attracted immigrants to south central Massachusetts, many of whom remained in Uxbridge to work in the textile mills. The textile industry was strong through the 19th century, and in 1865, Benjamin and Joseph Blanchard established two stone quarries which provided building material as far away to Providence, Boston and New York. Agriculture continued to dominate the northwest part of town, with a major shift from mixed farming to predominantly dairying and livestock operations <sup>6</sup>. As the economy grew, prominent buildings designed in the style of Queen Anne (1880-1910) Victorian (1837-1901), Gothic Revival (1830-1860), Italianate (1850-1880), and Second Empire (1860-1900) were expressive of the success and expansion of Uxbridge.

As the town grew, commercial development was focused in the Uxbridge Common District where two-story wood-frame and brick buildings were built near the intersection of Douglas, Main and Mendon Streets. Fires in 1895 and 1896 pushed the construction of the town's first three-story brick commercial blocks. The Bank Building of 1895-1896 and the Farnum Block of 1895 were the most fully developed examples of late Victorian commercial architecture. At the same time, the replacement of a utilitarian train depot at the town center with a new and finely detailed Romanesque/Queen Anne style depot in 1895 provided a major building that served an important function and was also a source of civic pride.

<sup>4</sup> Ibid, Uxbridge Reconnaissance Report

<sup>5</sup> Ibid, National Register of Historic Places Inventory Form

<sup>6</sup> Ibid, Uxbridge Reconnaissance Report

## THE FARNUM BLOCK

The Farnum Block stood at the northern end of a short series of commercial blocks in the center of Uxbridge, on the west side of Main Street at its junction with Mendon Street. It was three stories in height, built of red brick in the Renaissance Revival style. The ground floor housed two commercial store fronts, topped by a metal cornice. The upper floors were divided vertically into three sections, defined by recessed arched panels, with paired sash windows at each level. Decorative pressed brick panels were set between the arched panels, and the building was crowned by a decorative metal cornice with modillions and egg-and-dart moulding. The side walls were more plainly finished. The block was built about 1895 and was designed to house retail spaces on the ground floor, professional offices on the second, and an auditorium/meeting space on the third. This building plan was typical for commercial buildings of the period, as also seen in Uxbridge's Bank Building (destroyed by fire in 2013).

## THE TAFT BROTHERS BLOCK

The Taft Brothers Block is the most historic commercial building, located at 2-8 South Main Street. Prominently located in the town center at the corner of Mendon and Main Streets, it is a three-story brick structure, with modest Late Victorian stylistic details. Its first floor has commercial retail storefronts, while the upper-floor windows are set in openings with granite sills and lintels. Brick corbelling marks the cornice below the flat roof. The upper floor is taller than the other floors and houses a large auditorium space. It was built in 1896 for Robert and Jacob Taft, operators of a grocery, after the previous building on the site was destroyed by fire.

Following the turn of the century, the 1920s brought the automobile, and local roads were improved for traffic. Route 122 (Main Street) became the main north/south road; Route 146 (Ironstone Road) became an alternate route south of Uxbridge Center; and Route 16 and Hartford Avenue became the main east/west routes. Demand for road construction materials brought the opening of many sand and gravel pits in Uxbridge, which continue in use today. Many of the mills continued in operation until the 1970s (the Stanley Mill did not close until 1988). Following the departure of the textile industry, Uxbridge, like its Blackstone Valley neighbors, was left to face high unemployment, polluted rivers, empty industrial complexes, and a decaying downtown. The past decades have seen a dramatic turn-around of the town's fortunes and a reevaluation of the heritage landscape features that define its character and reflect its long and varied history.



## NATIONAL REGISTER AND HISTORIC DISTRICTS

Along the Main Street Corridor, including sections in the North and South ends, there are several historic districts, including National Register Historic Districts, one Local Historic District, and two inventoried neighborhoods.

The Center part of Main Street has the large Local Historic District of Uxbridge Town Common and Center District. There are also two National Register Districts in the central section of Main Street, the Blackstone Canal Historic District, and the Uxbridge Common District. Both National Register Districts overlap with the Local Historic District. There are two inventoried areas; South Main Street District and North Main Street District which are on either end of the center point of Main Street.

The North Main Street area has two National Register Districts, the Rogerson's Village Historic District and the Rivulet Mill Complex. Rivulet Village sits next to Rivulet Mill Complex which is an inventoried area.

The eastern side of South Main Street is part of the Blackstone Canal Historic District due to its adjacency to the Blackstone River.

### NORTH MAIN STREET- INVENTORIED AREA

North Main Street developed through the mid-18<sup>th</sup> and 20<sup>th</sup> centuries as a residential neighborhood. The specific period of significance listed on the inventory form is 1790 - 1915. It mainly consists of wood frame houses. Through the development of the Blackstone Canal and Providence and Worcester Railroad, transportation through North Main Street decreased, allowing it to be develop as residential properties. Directly Southeast of North Main Street is Uxbridge Center which is the civic and commercial area of the town. As this area increasingly developed, North Main Street was subdivided into house lots consisting of several different styles, including Greek Revival, Victorian, Gothic Revival, Italianate, Second Empire, Queen Anne, and Dutch Colonial.

### SOUTH MAIN STREET- INVENTORIED AREA

South Main Street's period of significance is from 1790 – 1880. It is directly south of Uxbridge Center and its significance is related to several residential properties that belonged to local artisans and manufacturers. The oldest building was for Johnathan Whipple, around 1790. There are also two Federalist style houses-the George Carpenter House (1815-1825) at 53 South Main Street and the Joseph Day House. The Joseph Day House was owned by James Day, grandson of Daniel Day who founded Uxbridge's first woolen mill. James Day was also involved in manufacturing with Moses Taft who both founded Taft & Day in 1849. 115 South Main Street is the Zadock Taft House, a Greek Revival example listed on the National Register of Historic Places. The Moses Taft House is also a significant example of the Italianate style at 50 South Main Street.

## UXBRIDGE COMMON DISTRICT

Uxbridge Common District is the civic and commercial center of the town. The period of significance is from 1768 – 1914. Architecturally the area has many of the first commercial and civic buildings. It was built along one of the main routes from Providence and Worcester and contains many significant architectural styles. In 1729 the town's first meeting house was built near the present day First Evangelical Congregational Church.

Eight buildings on our list of selected buildings are in the Uxbridge Common National Historic District, and three buildings sit within the locally designated Uxbridge Town Common and Center District.

The buildings in the Uxbridge Common District range in year built from 1833- First Evangelical Congregational Church-to 1914- the Blackstone National Bank (currently Unibank) Additional buildings include the Uxbridge Inn from 1881 (now Savers Bank), the Robert Taft House from 1820, and the Robert Taft stable from 1855 (currently known as the First Church Community House) and the Deacon William Capron House at 9 North Main Street from 1821 (known as One Main Professional Building).

## SIGNAGE DESIGN IMPROVEMENT PROJECT SITES AND LOCATION:

*Uxbridge Common District (NR) and Uxbridge Town Common and Center Historic District (Local):*

- Robert Taft Stable, 8 Court Street
- First Evangelical Congregational Church, 8 Court Street
- Robert Taft House (Wickstrom & Morse, LLP), 6 Court Street
- Uxbridge Inn (Savers Bank), 6 North Main Street
- Uxbridge Train Depot, 20 South Main Street (National Register Individual Property)
- Taft Brothers Block, 2 South Main Street (National Register Individual Property)
- Deacon William Capron House (One Main Professional Building), 9 North Main Street
- Blackstone National Bank, 25 North Main Street

*Uxbridge Town Common and Center Historic District (Local):*

- Taft Building, 5 South Main Street
- Corbeille Brothers Block, 28 South Main Street
- Thomas Block, 11 South Main Street
- Audsley Block, 13 South Main Street
- Taft Memorial Methodist Church, 15 South Main Street
- Gunn's Block, 6 South Main Street
- Capron Grist Mill, 16 Mendon Street
- R&J Taft Store, 6 Mendon Street
- Mendon St. Kitchen, 9 Mendon Street
- Uxbridge Senior Center, 36 South Main Street
- Uxbridge Town Hall, 21 South Main Street

*Blackstone Canal Historic District (NR) and Uxbridge Town Common and Center Historic District (Local):*

- Bazaleel Taft Law Office, 195 South Main Street (National Register Individual Property)

*North Main Street District (Inventoried):*

- Buma Funeral Home, 101 North Main Street

*Sites with Historic District Inventory/National Register Forms:*

- Robert Taft House (Wickstrom & Morse, LLP), 6 Court Street
- Uxbridge Inn (Savers Bank), 6 North Main Street
- Taft Building, 5 South Main Street
- Thomas Block, 11 South Main Street
- Audsley Block, 13 South Main Street
- Taft Memorial Methodist Church, 15 South Main Street
- Deacon William Capron House (One Main Professional Building), 9 North Main Street
- Blackstone National Bank, 25 North Main Street
- Uxbridge Train Depot, 20 South Main Street (National Register Individual Property)
- Taft Brothers Building, 6 South Main Street
- Gunn's Block, 2 South Main Street
- Capron Grist Mill, 16 Mendon Street
- R&J Taft Store, 6 Mendon Street
- Mendon St. Kitchen, 9 Mendon Street
- 195 South Main Street

*Sites not in a designated district:*

- BP Gas, 2 Hartford Ave. West
- New Life Ministries, 316 MA-122 (North Main Street)
- Kapi's Pub, 270 North Main Street
- Butterfly Gift, 264 North Main Street
- Jumbo Donuts, 5 Douglas Street
- 77 Blossom Shop, 77 South Main Street
- A&P Insurance/ Welcome Home Real Estate Magazine/ Bittersweet Hollow,  
107 South Main Street
- D&D Construction & Remodeling, 151 North Main Street
- Uxbridge Auto, 187 North Main Street
- Hellen Garage, Inc., 277 North Main Street
- B&L Pools/ Food Works, 303 North Main Street
- Old Uxbridge Fire Station, 313 North Main Street
- 115 South Main Street (National Register Individual Property as the Zadock Taft House)
- Charlie's Variety, 30 Douglas Street

## SIGNAGE MATRIX

Our approach to the sign design came by first identifying the town's signage goals. Similarly, to the facade improvement project, we wanted to use signage to activate the town by creating a more cohesive appearance. Consistency across building types, storefronts, and neighborhoods were just some objectives we found most critical in conveying cohesiveness within the town. Additionally, it was necessary for us to create standards that would work for the town presently but would also easily adapt to changes as the town develops and implements the design objectives.

We achieved this by establishing standards for the signage based on building and signage type.

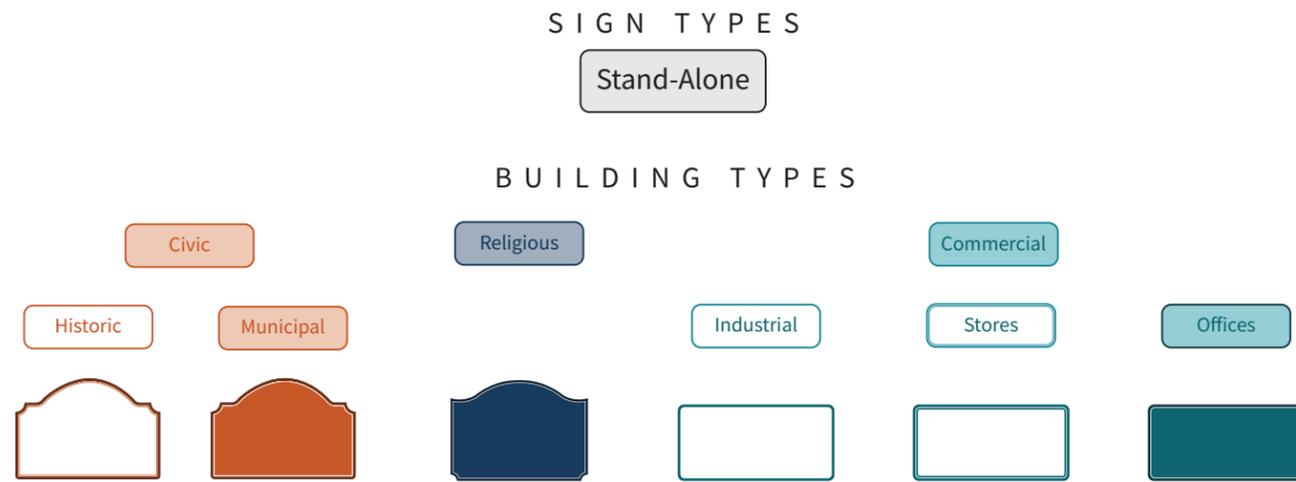
Our process began by identifying and categorizing the town's building and signage types. Each building was categorized into one of three groups: civic, commercial, and religious. Additionally, we analyzed common signage types used throughout Uxbridge and found there to be free-standing, mounted, and hanging signs.

In establishing standards, each building type was given a color from the primary colors used on the Uxbridge town website. Variations of the color schemes for each building type were created for sub-categories of more specific uses within each building type.

Each building type was then given a shape that, in addition to the color, could help distinguish it from the other building types. However, as the largest type, commercial buildings have the flexibility to have different shapes for the signage if the shape is consistent across a building with multiple businesses. Similarly, sizes would be left up to the owner as long as they are the same across a building with multiple businesses. Fonts, designs, and size would be left up to the owners of these spaces, yet design examples were created for the sake of this project. The hanging signs are 18 inches by 24 inches, the freestanding signs are 30 inches by 60 inches, and the size of the mounted signs vary across the designs.

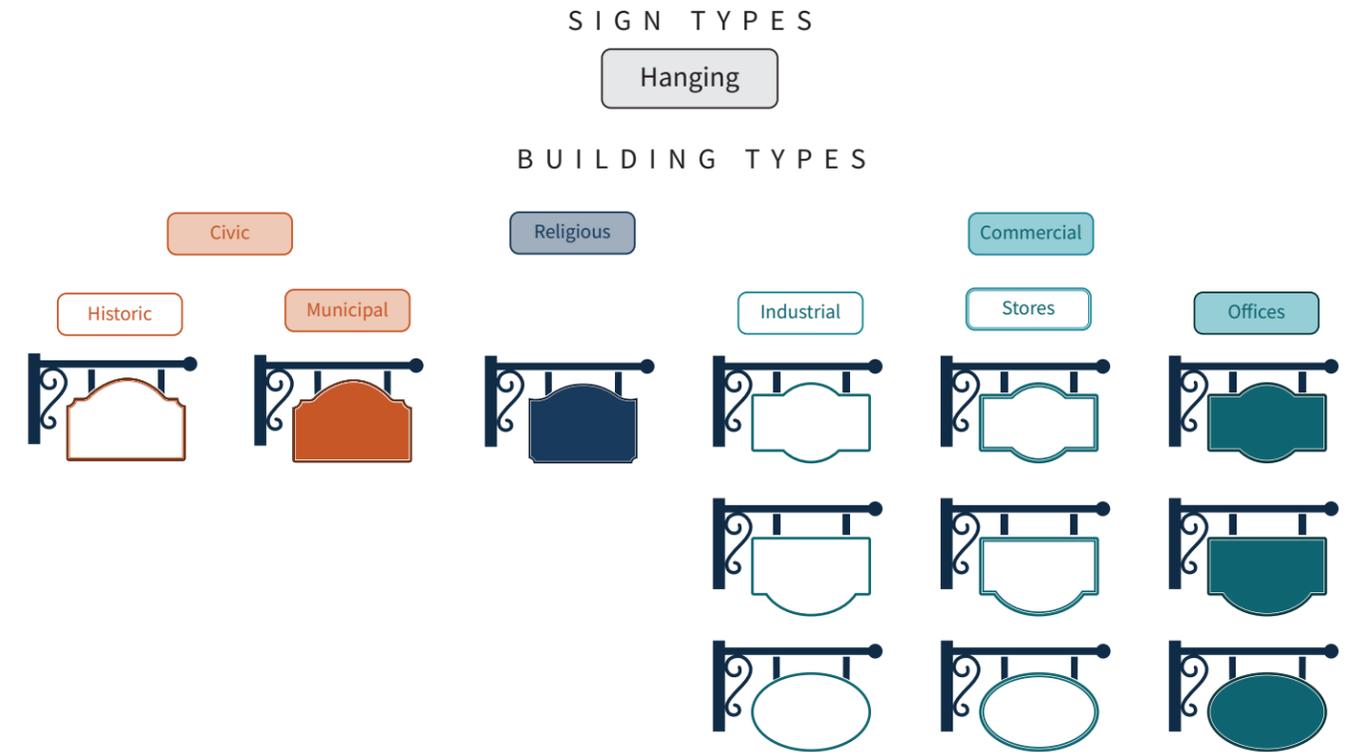
Creating sub-categories within the larger building types allows for the standards to be dynamic and grow as the town expands and new building types/businesses move in. Within the civic building type, the sub-categories of historic and municipal buildings show the importance of either type while giving a distinct look separately. Including a category for historic buildings was essential to us. With the addition of these freestanding signs, marking historic districts and buildings, the significance of these spaces will be more widely known. Additionally, including directional signage throughout the town at key intersections and public areas only reinforces the town's cohesiveness.

SPECIFIC COLOR AND SHAPE

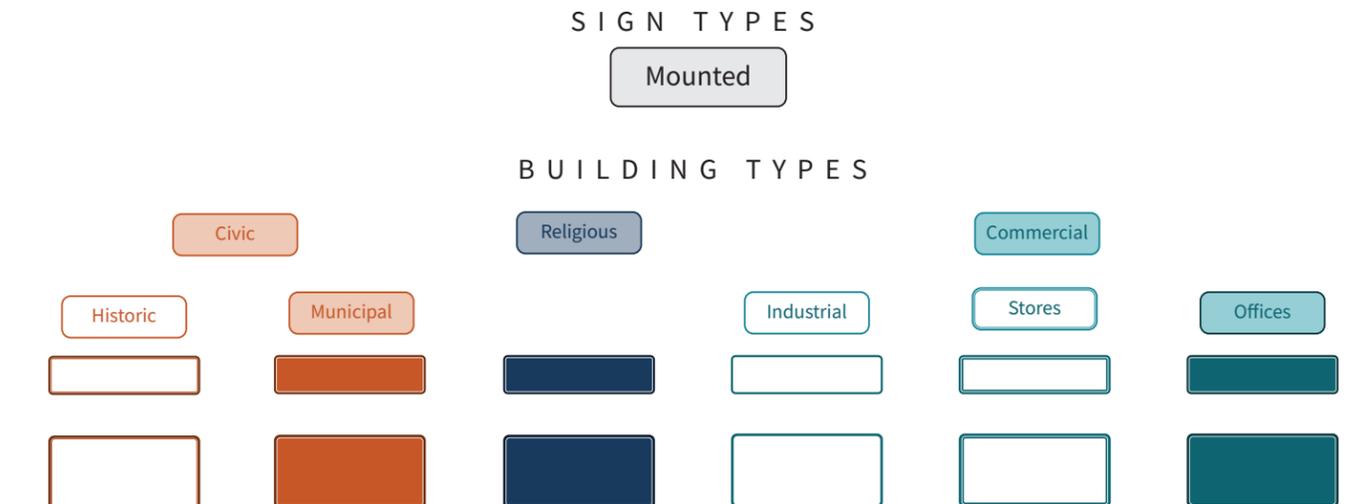


## SIGNAGE MATRIX

SPECIFIC COLOR AND SOME CHOICE OF SHAPE



SPECIFIC COLOR AND ANY SHAPE



## SIGNAGE DESIGN GUIDELINES

Buildings in Uxbridge used signs shape, lettering, and location as primary elements to identify spaces and attract people. Signage is an important and usually necessary aspect of generating activity in the town. Signs should respect the historic architectural character of the individual building and the rest of the block.

### UXBRIDGE SIGNAGE DESIGN GUIDELINES

**1.1.** Repair and restore original or historic signage whenever possible. Replace in-kind if materials are severely deteriorated. It is rare that original or historic signage remains intact within the historic district today, but any example should be preserved.

**1.2.** Locate new signs in historically appropriate locations, such as the sign band directly below a cornice or the ends of a façade.

**1.3.** Reuse existing hardware, supports, and brackets, if possible, to reduce the number of new holes created in exterior walls. Patch and repair holes or similar damage caused by previous signs installations.

**1.4.** Attach signs in a method that does not damage historic materials. If that is not possible, consider freestanding signage as an alternative. For signs attached to a masonry façade, anchors should be placed in mortar joints, not in the masonry unit. Installations should be reversible and should only require minor repairs or patches if removed in the future.

**1.5.** Scale signs to be compatible with the proportions and scale of the storefront, building, and neighboring signs. Compatible proportions should minimize the visual impact of the sign when looking at the building or streetscape. Small signs are usually the most appropriate. The size of signs and lettering should prioritize pedestrians rather than vehicles. Text heights between 6 and 12 inches are generally recommended.

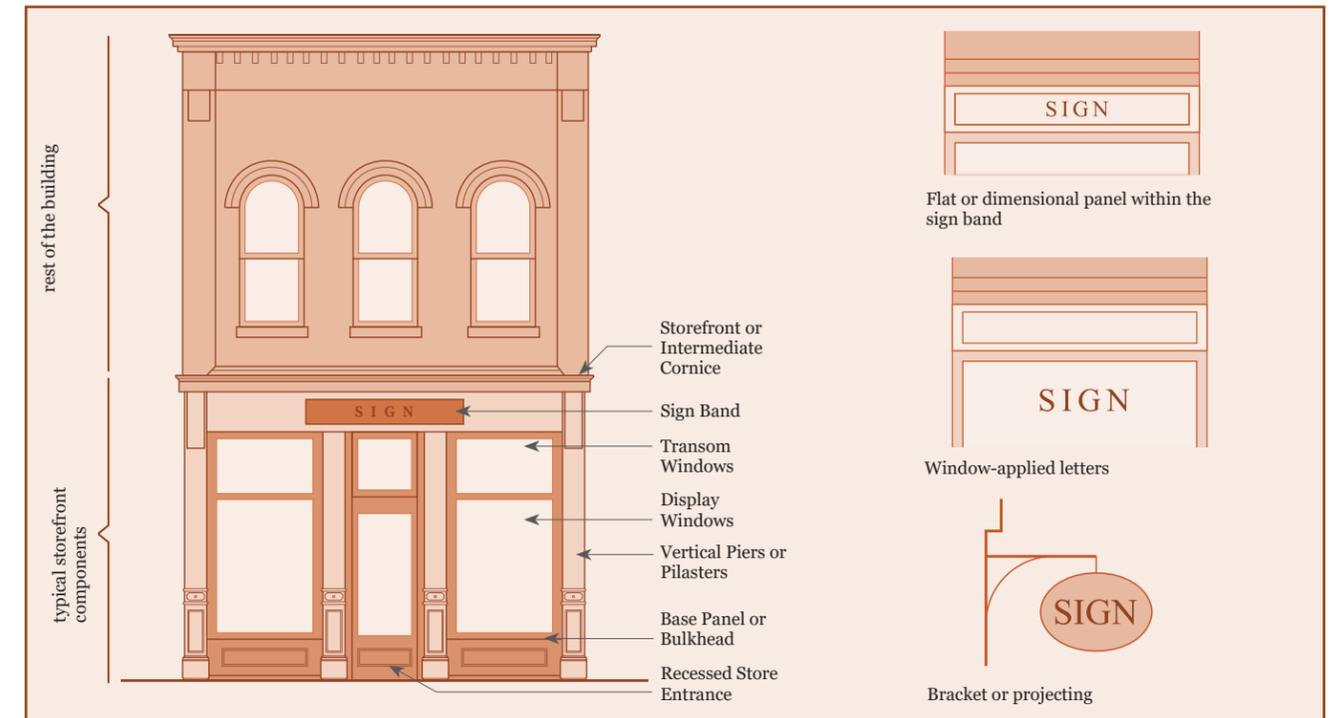
**1.6.** For wall or projecting signs, use simple shapes and profiles such as ovals, rectangles, or other shapes outlined in the signage matrix above. Shaped signs that relate to the business use may be appropriate on a case-by-case basis but are usually not recommended.

**1.7.** For projecting signs, use brackets that are simple in design and profile. Single rods and scrollwork are both historically appropriate. Metal brackets with black painted or coated finishes are the most appropriate and minimize the visual impact to the building and street. Hanging signs may not exceed 18"x24."

**1.8.** For window signs (surface-applied or painted), maintain the transparency of the window by using lettering and/or logos without a solid background. High transparency lettering and window-applied signage helps to minimize the visual impact to the building and street. Solid backgrounds are not encouraged but are not prohibited. An advantage of window signs is that they are easily reversible and do not damage historic materials.

**1.9.** Design signs to complement the architectural character of the building and the surrounding historic district, in accordance with the signage matrix. Individual expression and creativity are encouraged while respecting the historic character. Simple fonts are recommended and both serif and sans serif fonts can be appropriate. Use colors that promote legibility and complement the building's existing color scheme; muted tones, colors found in nature, white, and black are generally appropriate. Avoid excessively ornate fonts, a mix of many different fonts, and bright, neon, or high-contrast color schemes.

## SIGNAGE DESIGN GUIDELINES



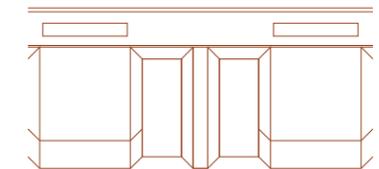
**1.10.** Coordinate the fonts and color palettes used if multiple signs are proposed for an individual business. Similarly signs for different businesses on the same building should be coordinated in their size and shape as best as possible.

**1.11.** Use high-quality and durable materials. Wood was the most common historical material, especially projecting and hanging signs, and is appropriate but not required. Composite wood, metal (for signs and brackets), applied vinyl lettering and painted lettering are also appropriate materials.

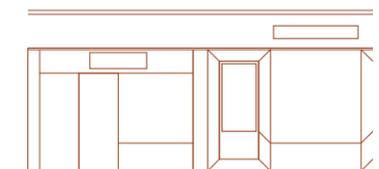
**1.12.** Comply with all Zoning Ordinance requirements including those related to number, size, and location of signs.

**1.13.** Avoid covering or obscuring architecturally significant or distinctive features. Removing or destroying historic elements for the purpose of installing a sign is not appropriate.

**1.14.** Limit the amount of signage used to avoid visual clutter. When possible, advertising signage should be prohibited.



✔ Storefronts should maintain their original layout and existing façade components and materials.



✘ It is not appropriate to disrupt the façade with alternative proportions or materials that do not match cohesively with the rest of the property.

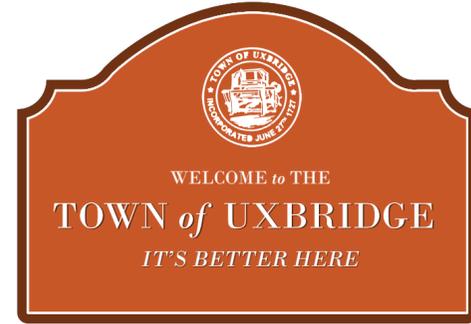


✔ Halo lit (behind)

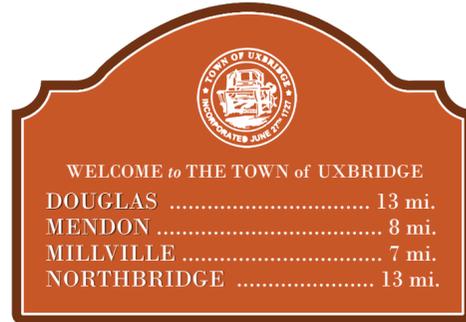
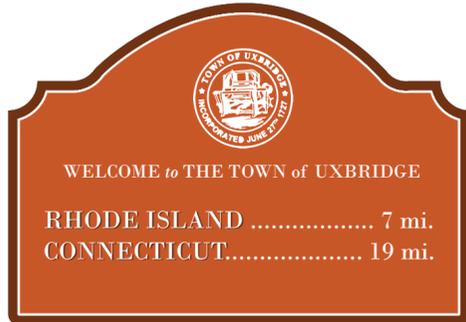
✔ Projecting above (goose neck)

✘ Projecting below (uplighting)

Proposed town welcome sign

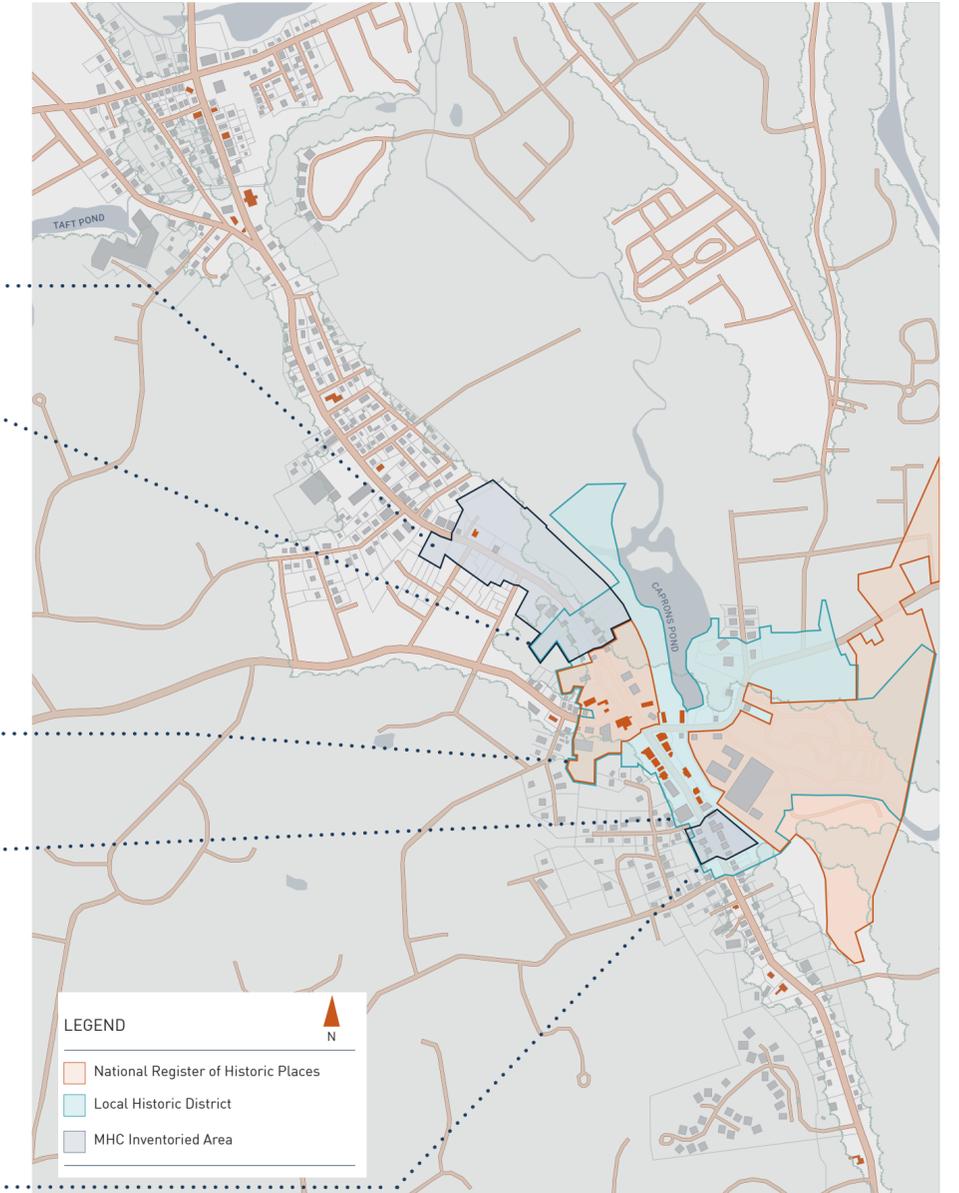
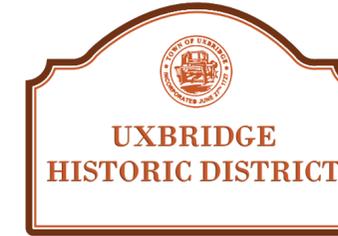
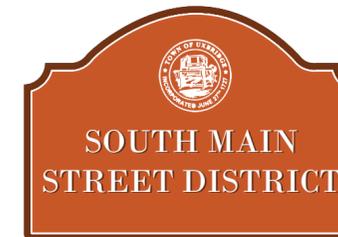
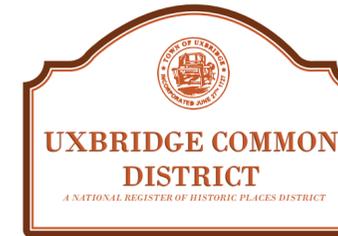
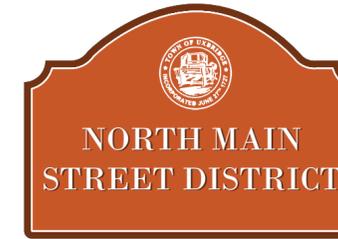
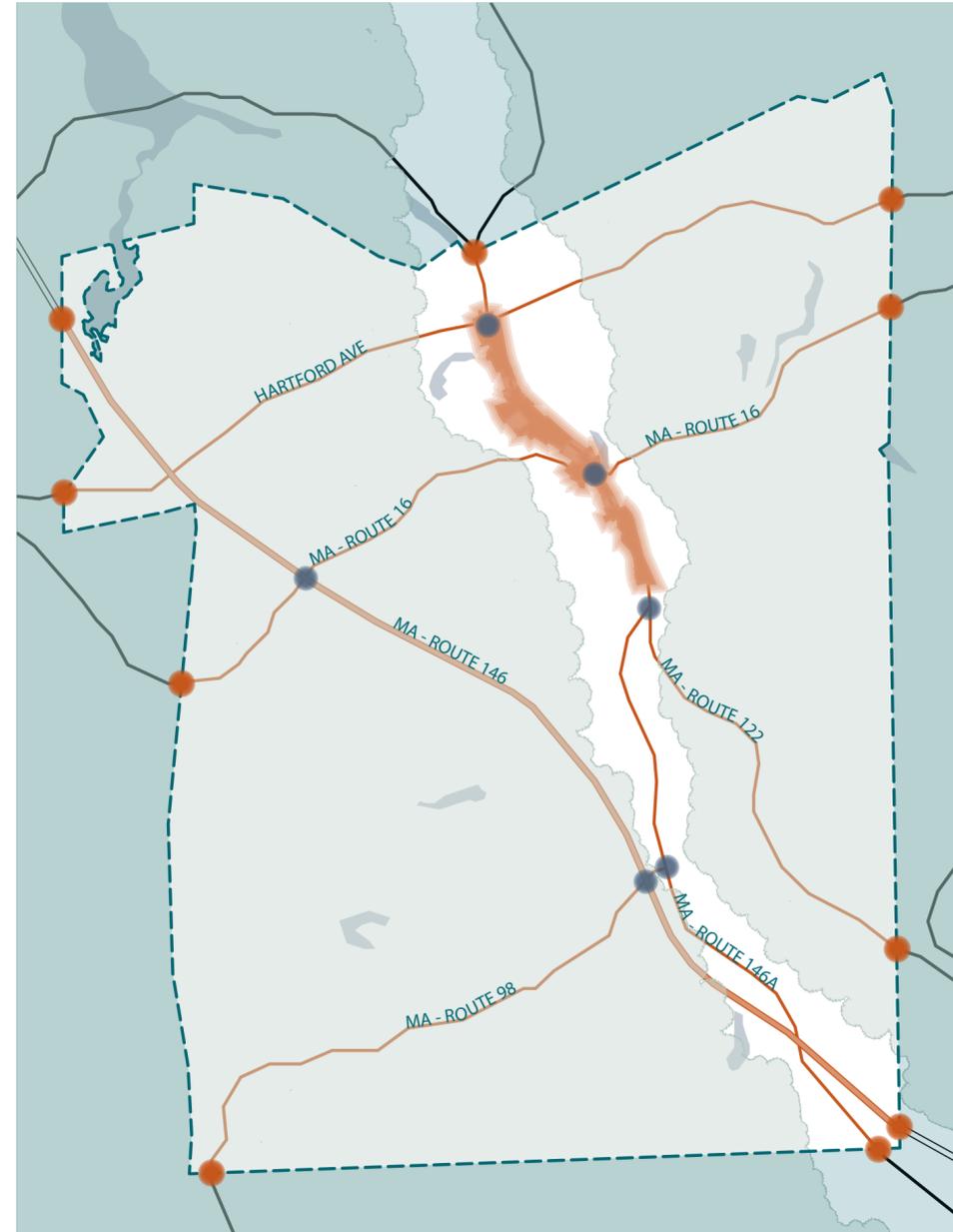


Proposed directional signs

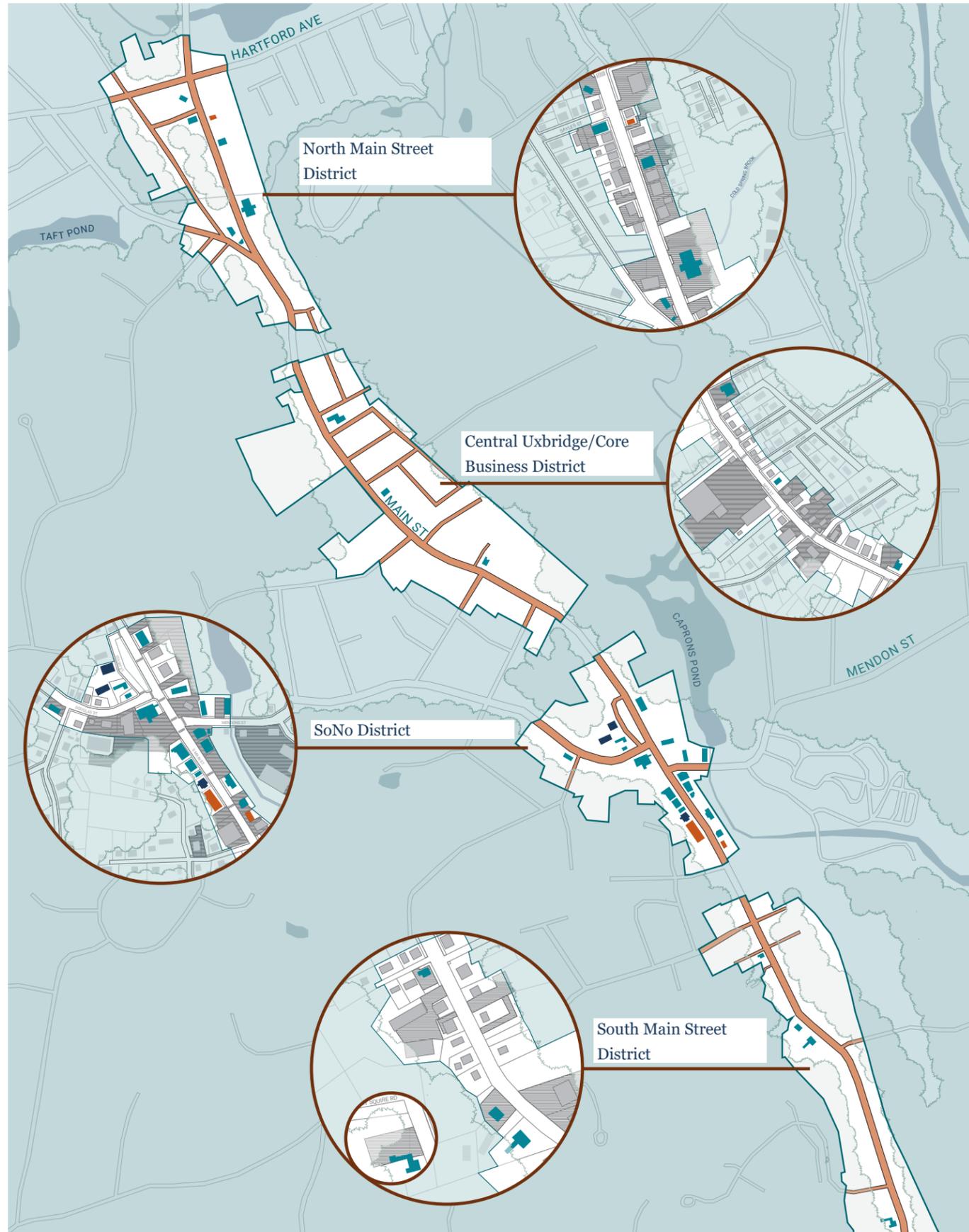


LEGEND

- Proposed Sites for Town Welcome Signs
- Proposed Sites for Directional Signs
- Active Area
- Uxbridge Boundary



## SELECTED NEIGHBORHOODS



## SELECTED BUILDINGS

### NORTH MAIN STREET DISTRICT

- 1 BP Gas 2 Hartford Avenue West (1)
- 2 New Life Ministries 316 MA-122 (North Main Street) (2)
- 3 Old Uxbridge Fire Station 313 N. Main Street (31)
- 4 B&L Pools/Food Works 303 N. Main Street (30)
- 5 Helen Garage 277 N. Main Street (29)
- 6 Kapi's Pub 270 N. Main Street (3)
- 7 Butterfly Gift 264 N. Main Street (4)

### CENTRAL UXBRIDGE / CORE BUSINESS DISTRICT

- 8 Uxbridge Auto 187 N. Main Street (28)
- 9 D&D Construction 151 North Main Street (27)
- 10 Buma Funeral 101 N Main Street (26)

### UXBRIDGE COMMONS / SONO DISTRICT

- 11 Unibank 25 North Main Street (25)
- 12 First Congregational Church 8 Court St (6)
- 13 First Church Community House 8 Court St (5)
- 14 Wickstrom & Morse 6 Court Street (7)
- 15 Jumbo Donuts 5 Douglas St (8)
- 16 Charlie's Variety 30 Douglas St (36)
- 17 One Main Professional Building 9 N Main Street (24)
- 18 Savers Bank 6 N. Main Street (9)
- 19 Blackstone Valley Music 6 Mendon St (33, 34)
- 20 Brothers Liquors 16 Mendon Street (32)
- 21 Mendon St. Kitchen 9 Mendon Street (37)
- 22 2 South Main Street (22, 23)
- 23 6 South Main Street (20, 21)
- 24 5 South Main Street (10, 11)
- 25 11 South Main (12)
- 26 Elysian Salon 13 South Main Street (13)
- 27 Congregacion Maranatha 15 South Main Street (14)
- 28 DeRusseau Real Estate 20 South Main Street (19)
- 29 Keegan Construction 28 South Main Street (18)
- 30 Uxbridge Senior Center 36 South Main Street (Additional)
- 31 Uxbridge Town Hall 21 South Main Street (Additional)

### SOUTH MAIN STREET DISTRICT

- 32 77 Blossom Shop 77 South Main Street (15)
- 33 Professional Building 107 South Main Street (16)
- 34 115 S. Main Street (35)
- 35 A Touch of Magick 195 South Main Street (17)

## NORTH MAIN STREET DISTRICT EXISTING CONDITIONS



## NORTH MAIN STREET DISTRICT PROPOSED IMPROVEMENT AREAS



## 1. 2 Hartford Avenue West

BP Gas

Year built: 1954

Architectural style: Modern

Building materials: Steel structure, painted brick, and glass

Current Use: Gas Station

### Design Intent

Create a more stylized feel to the main building with steel windows and garage doors, and a sleeker canopy that references the Mid-Century era of fueling stations, utilizing era appropriate signage and colors.

### Recommendations

1. Paint exterior walls white and green stripes at the bottom.
2. Replace window aluminum framing in expanded opening
3. Replace doors to match window aluminum style.
4. Replace gas pumps with vintage-style units.
5. Repave pedestrian sidewalks with stone or similar material.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 2 Hartford Avenue West

BP Gas

### Recommendations

1. Replace existing signage with vintage-style sign;
2. Any other signs to be added keep the vintage feel and follow the industrial style outlined in the matrix

Additional Signage



## 2. 316 North Main Street

New Life Ministries

Year built: 1920

Architectural style: Vernacular

Building materials: Brick, wood siding, asphalt shingles

Current Use: Commercial

### Design Intent

Create a more unified appearance for the building, with a simplified and well organized delineation of the most prominent elements, including a new metal standing seam roof.

### Recommendations

1. New hip roof on south side;
2. Standing seam metal canopy roof;
3. New doors and windows;
4. New brick siding

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 316 North Main Street

New Life Ministries

### Recommendations

1. Remove existing hanging signs;
2. New hanging signage at business entrances;
3. New mounted signage above windows

### Additional Signage



### 3. 313 North Main Street

Old Uxbridge Fire Station

Year built: 1900

Architectural style: Vernacular

Building materials: Wood singles siding and asphalt shingles

Current Use: Municipal Service. Future Fire Museum

#### Design Intent

The single bay fire house is an American icon, and utilizing architectural elements from the early 20th Century, the intention is to give the building a prominence of Main Street without losing its scale or appeal.

#### Recommendations

1. New gable roof with detailing and upper story window;
2. New windows/doors in existing openings;
3. New trim and siding

#### EXISTING CONDITIONS AND PRECEDENTS



#### PROPOSED DESIGN IMPROVEMENT



#### EXISTING CONDITIONS AND PRECEDENTS



#### PROPOSED SIGN IMPROVEMENT



### 313 North Main Street

Old Uxbridge Fire Station

#### Recommendations

1. New freestanding sign

Additional Signage



#### 4. 303 North Main Street

B&L Pools/Food Works

Year built: 1920

Architectural style: Industrial Vernacular

Building materials: Brick, glass aluminum

Current Use: Commercial

#### Design Intent

Two of the most prominent building typologies in the Northeast are the famed brick mills, and the smaller, brick warehouse. Pragmatic and functional, this typology provides a wide range of uses, and offers a sense of place to a region whose development centered on manufacturing.

#### Recommendations

1. New windows and doors in modified configuration;
2. New sign panels

#### EXISTING CONDITIONS AND PRECEDENTS



#### PROPOSED DESIGN IMPROVEMENT



#### EXISTING CONDITIONS AND PRECEDENTS



#### PROPOSED SIGN IMPROVEMENT



#### 303 North Main Street

B&L Pools/Food Works

#### Recommendations

1. Remove existing awning and hanging signage;
2. New mounted signage above the doors

#### Additional Signage



## 5. 277 North Main Street

Hellen Garage

Year built: 1930

Architectural style: Industrial Commercial

Building materials: Brick, glass, steel

Current Use: Commercial, gas station

### Design Intent

This is another example of the warehouse typology, and in this instance, updating the fenestration and openings to accommodate the multipurpose use as a service garage and retail shop. \*The fueling station canopy has been removed to provide a clearer view of the façade design.

### Recommendations

1. New windows and doors in modified openings;
2. Remove aluminum siding;
3. New garage bay doors and new signs.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 277 North Main Street

Hellen Garage

### Recommendations

1. Remove existing signage;
2. New signage above windows and garage bays

Additional Signage

**HELLEN GARAGE INC.**

## 6. 270 North Main Street

Kapi's Pub

Year built: 1950

Architectural style: Vernacular

Building materials: Aluminum vinyl siding, asphalt shingles

Current Use: Restaurant-Bar

### Design Intent

A classic residential style, the single story, single gable wood framed building is representative of middle-class expansion from the mid-40s to the mid-70s. This typology is typically repurposed for a variety of uses, the idea is to add traditional elements like trim, molding and classic double hung windows, along with appropriate landscaping elements that address its site and grade change.

### Recommendations

1. New windows and doors;
2. New trim and mouldings;
3. New railings and stairs from street to porch;

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 270 North Main Street

Kapi's Pub

### Recommendations

1. Remove existing hanging signage;
2. New mounted signage

Additional Signage



**7. 264 North Main Street**

Butterfly Gift

Year built: 1978

Architectural style: Vernacular

Building materials: Aluminum vinyl siding, asphalt shingles

Current Use: Commercial; gift shop

**Design Intent**

Another single-story structure, with a prominent location at a major fork. The intent is to provide a more regularized front and upgraded landscaping that softens the entrance and provides a more visually appealing street front.

**Recommendations**

1. New windows and entry door;
2. New trim and patch/repair siding.
3. New landscaping/pedestrian pattern at entrance.

**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED DESIGN IMPROVEMENT**



**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED SIGN IMPROVEMENT**



**264 North Main Street**

Butterfly Gift

**Recommendations**

1. Remove existing signage;
2. New freestanding, mounted and glass signage

Additional Signage



# CENTRAL UXBRIDGE / CORE BUSINESS DISTRICT EXISTING CONDITIONS



# CENTRAL UXBRIDGE / CORE BUSINESS DISTRICT PROPOSED IMPROVEMENT AREAS



## 8. 187 North Main Street

Uxbridge Auto

Year built: 1947

Architectural style: Industrial Commercial

Building materials: Steel, painted brick, glass

Current Use: Auto dealer

### Design Intent

The ubiquitous auto dealer building has transformed from iconic roadside showroom, to modified, aluminum and glass structures with very little street appeal. Pulling from the warehouse typology, this building can reinvent the image of the modern-day automobile showroom.

### Recommendations

1. Removal of aluminum siding;
2. Strip paint on brick;
3. New showroom windows and service bay doors.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 187 North Main Street

Uxbridge Auto

### Recommendations

1. Remove existing signage;
2. New mounted signage

Additional Signage

**UXBRIDGE AUTO**

## 9. 15 North Main Street

D&D Construction

Year built: 1980

Architectural style: Vernacular

Building materials: Aluminum vinyl siding, asphalt shingles

Current Use: Commercial; office

### Design Intent

Architectural elements that comprise a specific style have been reinterpreted- and misinterpreted- for decades. The classic gambrel roof is a staple of mid to late 70s architecture. The idea here is to create a more regularized face that simplifies the façade.

### Recommendations

1. New windows in modified openings,
2. New roof canopy over new first floor windows,
3. New shingle siding

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 15 North Main Street

D&D Construction

### Recommendations

1. Remove existing signage;
2. New mounted signage above windows

Additional Signage



## 10. 101 North Main Street

Bumba Funeral

Year built: 1900

Architectural style: Colonial Revival

Building materials: Wood frame, clapboard, asphalt shingles.

Current Use: Funeral home

### Design Intent

The stately suburban home is another icon of the Northeast, expressing a particular style that ranges from Queen Anne to Victorian, Greek Revival and everything in between. The expansion and reuse of these buildings at times does not address its historical appeal. The prominence of the garage to the street led us to enhance the plain façade while softening the edges of the hardscape.

### Recommendations

1. New wood shingle canopy;
2. New garage doors and man door;
3. Trim and moulding at attic area with new window; corner trim.
4. New landscaping at front edge of garage.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT

## 101 North Main Street

Bumba Funeral

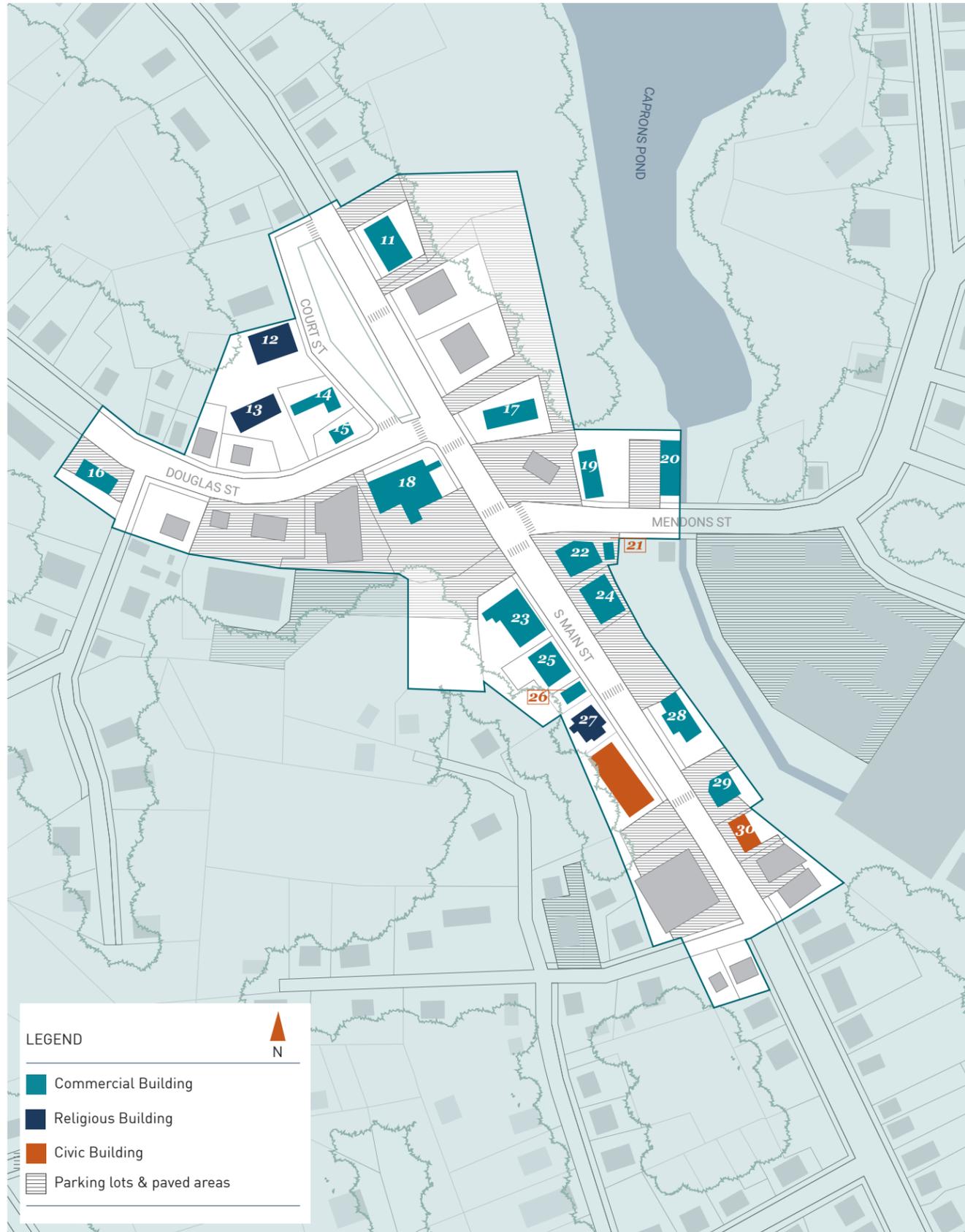
### Recommendations

1. Replace existing signage with new freestanding signage

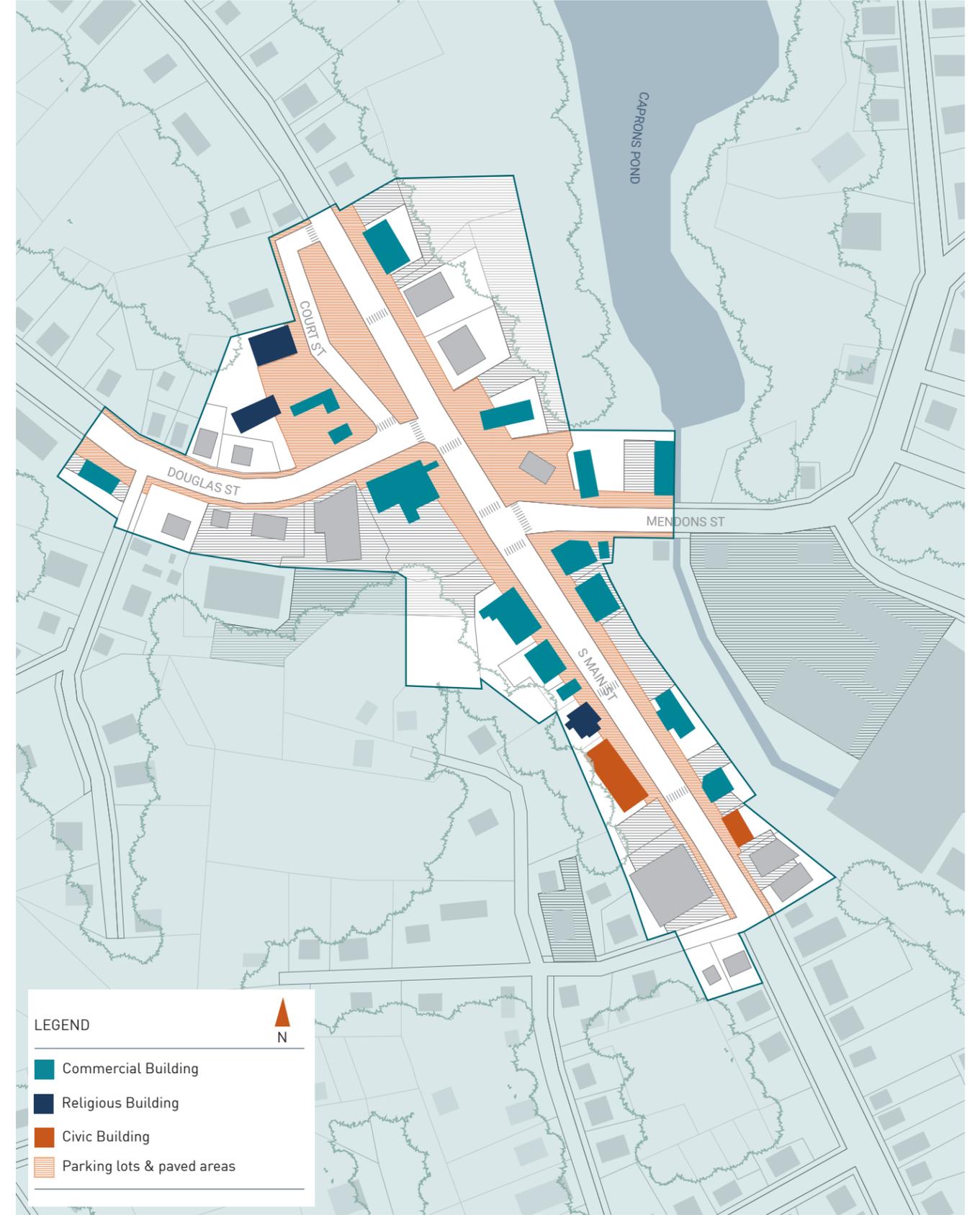
Additional Signage



UXBRIDGE COMMONS / SONO DISTRICT EXISTING CONDITIONS



UXBRIDGE COMMONS / SONO DISTRICT PROPOSED IMPROVEMENT AREAS



## 11. 25 North Main Street

Unibank

*Historic Name: Blackstone National Bank.*

*Year built: 1914 (Addition built between 1939 and 1955)*

*Architectural Style: Colonial Revival*

*Building Materials: Brick, cast stone*

*Designation: National Register Uxbridge Town Common and Center Historic District, National Register MRA, Local Historic District*

*Significance: The building has been altered and expanded over the years. However, its use has remained, and the style of its original building has been preserved*

*Current Use: Commercial*

### Design Intent

Originally the Blackstone National Bank, Unibank is a Colonial Revival-style building adjacent to the town green. Stone pediments are a prominent feature of the building's primary facade facing N Main Street. Our intent is to maintain the symmetry of the building and add a stone pediment to the rear facade.

### Recommendations

1. Remove awning replace with pediment entrance;
2. Remove fencing and replace with hedge;
3. Install new windows to continue the buildings symmetry;
4. Continue banding from street facing facade to back facade.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 25 North Main Street

Unibank

### Recommendations

1. Replace existing signage with new freestanding signage

Additional Signage



## 12.8 Court Street

First Congregational Church

*Historic Name: First Evangelical Congregational Church*

*Year built: 1833*

*Architectural Style: Greek Revival*

*Building Materials: Wood clapboard and asphalt shingles*

*Designation: National Register Uxbridge Town Common and Center Historic District, National Register MRA, Local Historic District*

*Current Use: Church*

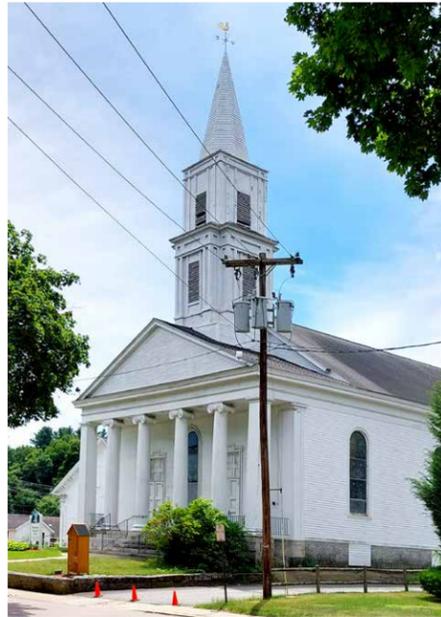
### Design Intent

The original church was built in 1731 and suffered damage in 1938. A prominent feature on the town green, the original design was expressive of the ideology of the new congregation, that developed following the split between the “liberal” and “Calvinist” branches of the church. Our intention is to return the church to its original design, which is rooted in Uxbridge history.

### Recommendations

1. Remove pediment entrance;
2. Rebuild stepped façade to match original;
3. Restore columns;
4. Windows and door to match original; repair/restore entry steps and porch.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



## 8 Court Street

First Congregational Church

### Recommendations

1. Replace existing sign with new freestanding sign;
2. Remove other signage

Additional Signage



### PROPOSED SIGN IMPROVEMENT



## 13.8 Court Street

First Congregational Church Community House

*Historic Name: Robert Taft Stable*

*Year built: 1855*

*Architectural Style: Italianate*

*Building Materials: Wood clapboard and asphalt shingles*

*Designation: National Register Uxbridge Town Common and Center Historic District, National Register MRA, Local Historic District*

*Current Use: Community House*

### Design Intent

Another contributing building to the town green, we viewed the side façade facing the green as the primary elevation of the building to address. The building is a beautiful example of Victorian style, and the main objective is to return this façade to its original splendor. Additional landscaping work can connect the building to the green, including alternate paving material and patterns for the streets and crossing on Court Street.

### Recommendations

1. Install new windows in original locations to match original design.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 8 Court Street

First Congregational Church Community House

### Recommendations

1. Replace existing signage with new mounted signage;
2. New freestanding signage

Additional Signage



## 14.6 Court Street

Wickstrom & Morse, LLP

*Historic Name: Robert Taft House*

*Year built: 1820*

*Architectural Style: Federal and Second Empire*

*Building Materials: Brick, wood, and asphalt shingles*

*Designation: National Register Uxbridge Town Common and Center Historic District, National Register MRA, Local Historic District*

*Significance: It is an example of a high-style federalist building at Uxbridge Center which preserves significant elements of its original design. The Second Empire features were added during a major re building, probably in the late 1860's.*

*Current Use: Office*

### Design Intent

The Robert Taft House is a striking example of Federalist and Second Empire design, and the lengthy side façade has a prominent face on the town green. Our approach is to extend the original design elements to link the residential additional with the original house, providing a new bay entrance and period specific windows on the addition.

### Recommendations

1. Construct new bay entrance with historically appropriate details;
2. Extend roof over entrance, matching existing;
3. Provide new window surround details to match original;
4. Optional brick siding to match original building.
5. Grade as appropriate with new landscaping, and new wrought iron fencing.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 6 Court Street

Wickstrom & Morse, LLP

### Recommendations

1. Replace existing sign with new hanging sign

### Additional Signage



## 15.5 Douglas Street

Jumbo Donuts

Year built: 1995

Architectural Style: Vernacular. Colonial Revival influences

Building Materials: Aluminum vinyl siding and asphalt shingles

Current Use: Commercial, restaurant

### Design Intent

A typical gabled residential style, vinyl clad building, the structure has a prominent location on Douglas Street from the main intersection with Mendon and Main. Our intent is to create a more appealing front façade that elicits the elements of Greek Revival architecture that contributes significantly to residential neighborhoods in the northeast, and Massachusetts. Additional landscaping can be proposed to soften the edge where the building and parking area meet.

### Recommendations

1. New cornice and columns
2. New pediment and entry door
3. New entablature and eave trim at roof
4. New windows and window hoods and trim
5. New accessible ramp
6. Landscaping at paving area

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 5 Douglas Street

Jumbo Donuts

### Recommendations

1. Remove existing signage;
2. New mounted and hanging signage

### Additional Signage



## 16.30 Douglas Street

Charlie's Variety

Year built: 1950

Architectural Style: Contemporary  
Vernacular

Building Materials: Frame, clapboard,  
brick, and asphalt shingles

Current Use: Commercial

### Design Intent

A traditional, single story 50's style ranch building, our idea is to create a more cohesive façade with a more regularized and attractive pattern of windows and doors, and roof vents that create a more appealing rhythm on the roof. Landscape features can address the starkness of the building base and soften the parking lot edges.

### Recommendations

1. New windows and doors in modified openings;
2. New siding and new roof vent details.
3. New landscaping at landscaping and plantings at parking and entrance area.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 30 Douglas Street

Charlie's Variety

### Recommendations

1. New mounted sign above door;
2. New freestanding sign if necessary

Additional Signage



## 17.9 North Main Street

Cove Insurance

*Historic Name: Deacon William Capron House*

*Year built: 1821*

*Architectural Style: Federal*

*Building Materials: Brick, granite, wood*

*Designation: National Register Uxbridge Town Common and Center Historic District, National Register MRA, Local Historic District*

*Significance: Outstanding local example of Federal Style.*

*Current Use: Commercial*

### Design Intent

An outstanding example of the Federal Style, the building has, in our opinion, been sensitively added to over the years. The primary objective is to address the side façade along the drive as it relates to the Mobil station. This would include a new fence, and low lying planting and vegetation, along with new stone face along the retaining wall. While more of a landscape approach, this will create an improved view from the Mendon Street and Main Street approaches.

### Recommendations

1. New fence and low vegetation;
2. New stone wall and curb, and
3. Modified plant/flagpole area.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 9 North Main Street

Cove Insurance

### Recommendations

1. Replace existing sign with new freestanding sign

Additional Signage



## 18. 6 North Main Street

Savers Bank

*Historic Name: Uxbridge Inn*

*Year built: 1881*

*Architectural Style: Italianate*

*Building Materials: Wood frame, clapboard*

*Designation: National Register Uxbridge Town Common and Center Historic District, National Register MRA, Local Historic District*

*Significance: Architecture, commerce, community planning*

*Previous use: Inn, Hotel*

*Current Use: Commercial*

### Design Intent

A highly stylized Victorian Gothic/Italianate building originally used as an Inn, the building has a significant, and not unappealing, face on Main Street. The Douglas Street elevation, which has a prominent view from the town green, becomes our focus as we address stylistic issues and a mix of architectural elements to create a more cohesive dialogue between the two facades.

### Recommendations

1. New stone base,
2. New entry portico,
3. Open porch on the corner with more specific architectural elements for the columns and entablature,
4. Accentuate the verticality of the windows at the interior stairs.

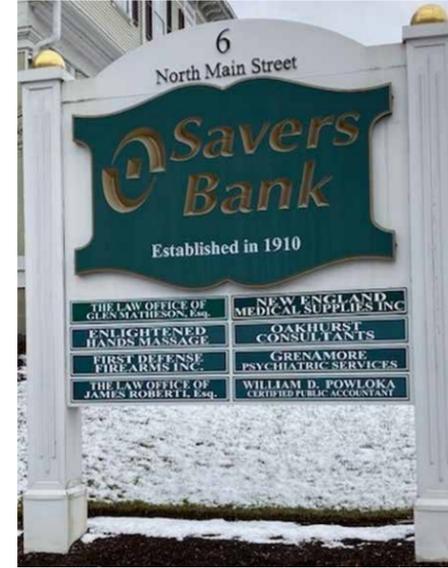
### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 6 North Main Street

Savers Bank

### Recommendations

1. Replace existing sign with new freestanding sign

### Additional Signage



## 19. 6 Mendon Street

Blackstone Valley Music/DWA

*Historic Name: R. and J. Taft Store*

*Year built: 1845*

*Architectural Style: Greek Revival (altered)*

*Building Materials: Frame, clapboard*

*Designation: Local Historic District*

*Significance: Architecture, commerce, community planning*

*Current Use: Commercial; music store*

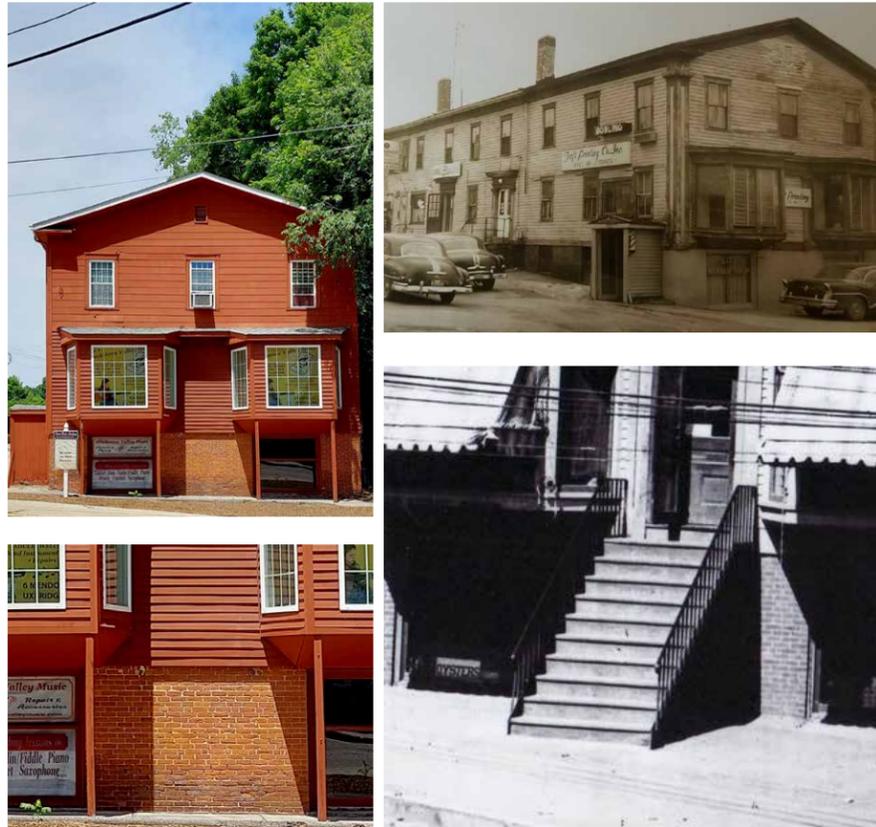
### Design Intent

Originally a multi-use mercantile building with a prominent location next to the railway, alterations to the original façade have muddled the original building and has limited appeal. Our intention is to restore the façade with original design elements, and front entry stair to Mendon Street. With our design idea to activate the alleyway across the street at Mendon Kitchen, this can provide new activity on the section of street from the train bridge to the main intersection.

### Recommendations

1. Restore front façade to replicate original design;
2. Install new corner trim and pilasters;
3. New sign boards;
4. New bay windows with bracket supports below;
5. New store front windows at lower level;
6. New front staircase.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 6 Mendon Street

Blackstone Valley Music/DWA

### Recommendations

1. Remove all existing sign;
2. New mounted and hanging sign

### Additional Signage



**19. 6 Mendon Street  
(West Facade)**

Blackstone Valley Music/DWA

Historic Name: R. and J. Taft Store

Year built: 1845

Architectural Style: Greek Revival (altered)

Building Materials: Frame, clapboard

Designation: Local Historic District

Significance: Architecture, commerce,  
community planning

Current Use: Commercial; music store

**Design Intent**

Originally a multi-use mercantile building with a prominent location next to the railway, alterations to the original façade have muddled the original building and has limited appeal. Our intention is to restore the façade with original design elements, and front entry stair to Mendon Street. With our design idea to activate the alleyway across the street at Mendon Kitchen, this can provide new activity on the section of street from the train bridge to the main intersection.

**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED DESIGN IMPROVEMENT**



**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED SIGN IMPROVEMENT**



**6 Mendon Street  
(West Facade)**

Blackstone Valley Music/DWA

**Recommendations**

1. Remove all existing sign;
2. New mounted and hanging sign

**Additional Signage**



**20. 16 Mendon Street**

Brothers Liquor Store

*Historic Name: Capron Grist Mill*

*Year built: 1855*

*Architectural Style: Vernacular with Second Empire influences*

*Building Materials: Stucco, clapboard, asphalt shingles*

*Designation: Local Historic District*

*Current Use: Commercial, liquor store*

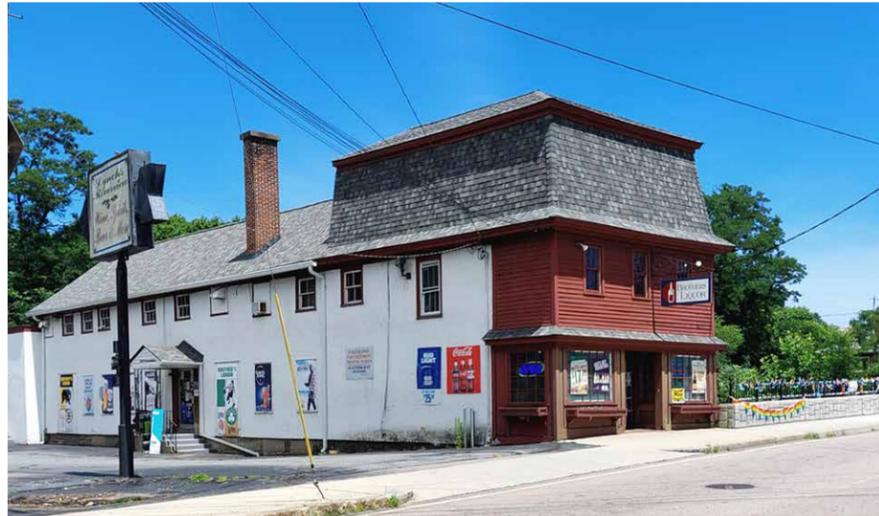
**Design Intent**

Originally a mill building with a significant location sandwiched between the railroad and the Mumford River and adjacent to the Blackstone Heritage State Park, the building's vernacular has been lost with the front mansard roof addition. Our intent is to reference the original brick mill structures from the region that creates a more appropriate façade for the building typology and addresses its prominent siting more appropriately.

**Recommendations**

1. Remove large mansard roof,
2. Install new brick on front façade with new windows and doors.
3. New brick corbelling and arches.
4. Paint additional trim and window trim to match front façade.

**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED DESIGN IMPROVEMENT**



**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED SIGN IMPROVEMENT**



**16 Mendon Street**

Brothers Liquor Store

**Recommendations**

1. Replace existing hanging sign;
2. New mounted sign

**Additional Signage**



## 21.9 Mendon Street

Mendon Street Kitchen

Year built: 1986

Architectural Style: Vernacular

Building Materials: Frame Clapboard

Designation: Local Historic District

Current Use: Commercial, restaurant

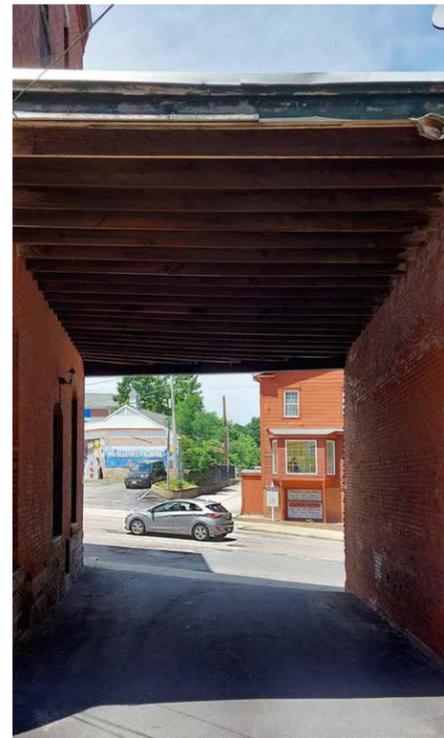
### Design Intent

Possibly the smallest structure in Uxbridge, though one with enormous appeal in a unique location. Our intention is to address the area around the building to create more user-friendly surfaces, by softening the parking area that connects to the lot for Harry's Pizza, and creating a covered terrace at the driveway to Mendon Street. New stone steps and railing linking the building and patio can activate Mendon Street.

### Recommendations

1. Renovate front steps and railing;
2. Connect rear seating area with new public space.
3. Connect to covered seating area in 2 South Main Street.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 9 Mendon Street

Mendon Street Kitchen

### Recommendations

1. Replace existing sign with new mounted sign;
2. New directional signs

Additional Signage



## 22. 2 South Main Street

Commercial

*Historic Name: Taft Brothers' Block*

*Year built: 1902 (Storefront rebuilt in 1970's)*

*Architectural Style: Victorian Eclectic*

*Building Materials: Brick, Granite*

*Designation: National Register Individual Property, National Register MRA, National Register Uxbridge Town Common and Center Historic District, Local Historic District*

*Significance: Local example of late Victorian commercial architecture.*

*Current Use: Mixed-use commercial*

### Design Intent

The Taft Brothers block is one of the four primary downtown buildings, along with 5, 6 and 11 South Main Street. These were the earliest commercial buildings developed in Uxbridge, and the Taft block has excellent street front appeal and a prime location wrapping the intersection of Main and Mendon Streets. Our intention is to create a more unified, updated storefront on the first floor with light, textured glass and regularize fenestration. Additionally, we are proposing utilizing the side covered drive as a terrace for outdoor dining, and the rear parking area as a public seating/dining area that would connect Mendon St. Kitchen and Harry's Pizza.

### Recommendations

1. Replace storefront with new steel frame window and door system.
2. Paint and repair as required upper stories.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



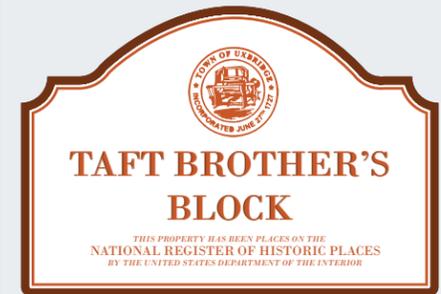
## 2 South Main Street

Commercial

### Recommendations

1. Replace existing hanging signs;
2. New glass signs above doors
3. Add NRHP sign

### Additional Signage



**22. 2 South Main Street  
(Alley Facade)**

Commercial

*Historic Name: Taft Brothers' Block*

*Year built: 1902 (Storefront rebuilt in 1970's)*

*Architectural Style: Victorian Eclectic*

*Building Materials: Brick, Granite*

*Designation: National Register Individual Property, National Register MRA, National Register Uxbridge Town Common and Center Historic District, Local Historic District*

*Significance: Local example of late Victorian commercial architecture.*

*Current Use: Mixed-use commercial*

**Design Intent**

The Taft Brothers block is one of the four primary downtown buildings, along with 5, 6 and 11 South Main Street. This alley view shows our proposal utilizing the side covered drive as a terrace for outdoor dining, and the rear parking area as a public seating/dining area that would connect Mendon St. Kitchen and Harry's Pizza.

**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED DESIGN IMPROVEMENT**

**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED SIGN IMPROVEMENT**

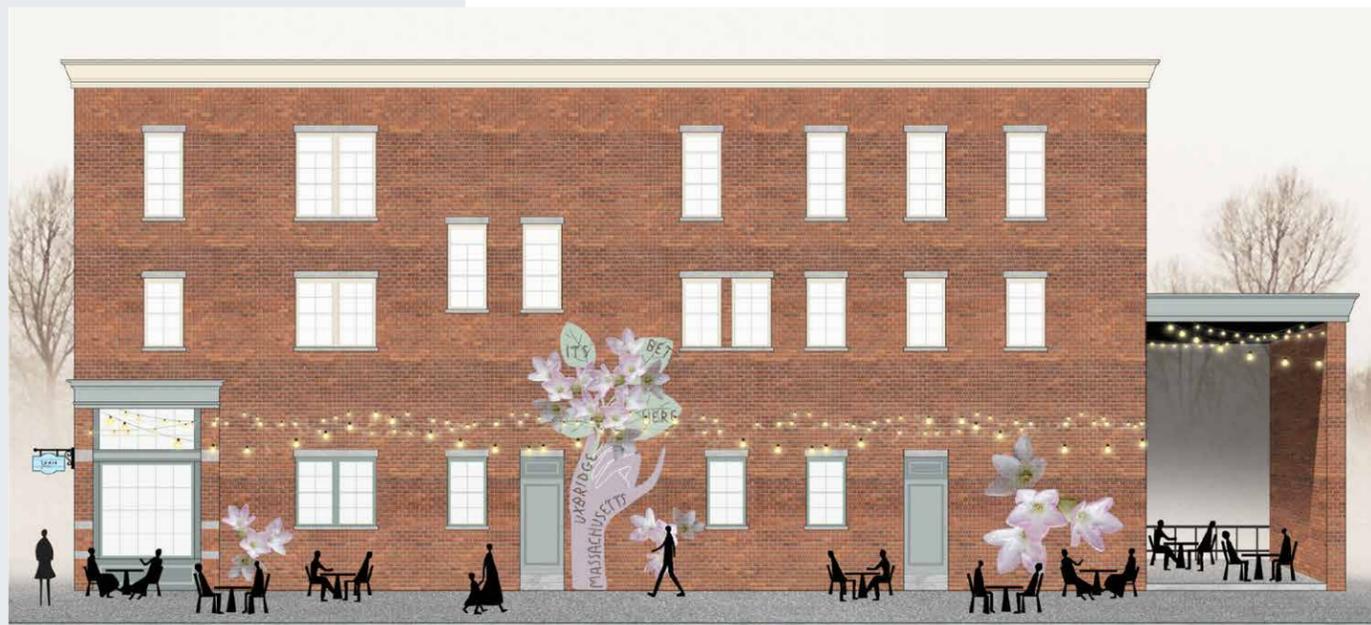
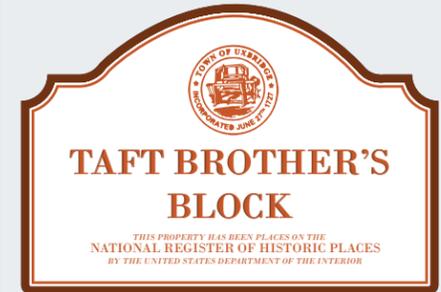
**2 South Main Street  
(Alley Facade)**

Commercial

**Recommendations**

1. New alley mural;
2. Add NRHP sign

**Additional Signage**



## 23. 6 South Main Street

Commercial

*Historic Name: Gunn's Block*

*Year built: 1897 (North half of block added, storefronts rebuilt 1960's-1970's)*

*Architectural Style: Renaissance Revival*

*Building Materials: Brick, granite, metal*

*Designation: Local Historic District*

*Significance: Local example of late Victorian commercial architecture.*

*Current Use: Commercial; restaurant*

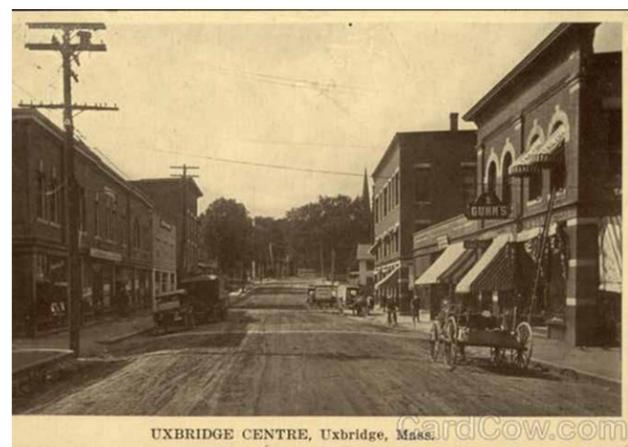
### Design Intent

The adjacent building to the Taft Brothers block is Gunn's block, dating to the late 1800s. As neighboring buildings, our intention is to create a more holistic, unified storefront presence on the east side of Main Street, linking the town blocks and helping to identify the Uxbridge Downtown sense of place. Additionally, the cornice on the southside of the building we propose wrapping the entire south face of the building, creating a more complete facade facing the public area.

### Recommendations

1. Replace storefront with new steel frame window and door system.
2. Repair as required upper stories; install cornice on south side of building.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 6 South Main Street

Commercial

### Recommendations

1. Replace existing hanging signs;
2. New glass signs above doors

### Additional Signage



**23. 6 South Main Street  
(Alley Facade)**

Commercial

*Historic Name: Gunn's Block*

*Year built: 1897 (North half of block added, storefronts rebuilt 1960's-1970's)*

*Architectural Style: Renaissance Revival*

*Building Materials: Brick, granite, metal*

*Designation: Local Historic District*

*Significance: Local example of late Victorian commercial architecture.*

*Current Use: Commercial; restaurant*

**Design Intent**

The adjacent building to the Taft Brothers block is Gunn's block, dating to the late 1800s. As neighboring buildings, our intention is to create a more holistic, unified storefront presence on the east side of Main Street, linking the town blocks and helping to identify the Uxbridge Downtown sense of place. Additionally, the cornice on the southside of the building we propose wrapping the entire south face of the building, creating a more complete facade facing the public area.

**Recommendations**

1. Replace storefront with new steel frame window and door system.
2. Repair as required upper stories; install cornice on south side of building.

**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED DESIGN IMPROVEMENT**



**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED SIGN IMPROVEMENT**



**6 South Main Street  
(Alley Facade)**

Commercial

**Recommendations**

1. New alley mural;
2. Restore Coca-Cola sign;
3. New Coca-Cola sign

**Additional Signage**



## 24. 5 South Main Street

Commercial

*Historic Name: Taft Building*

*Year built: 1906 (storefronts' posts and signboards covered with corrugated aluminum (mid-20th c.) some l-panel fixed sash added (1970's)*

*Architectural Style: Colonial Revival*

*Building Materials: Brick, Aluminum*

*Designation: Local Historic District*

*Significance: Example one of only six brick commercial blocks at Uxbridge Center.*

*Current Use: Commercial, restaurant*

### Design Intent

Known as the Taft Building, this 2-story structure has a prominent location on the west side of Main Street with 11 South Main. In referencing our approach on the east side of main street, our intention is to renovate the storefronts to create a unified design appeal along the block. Extending from the Congregacion Maranatha, this block will contribute greatly to the Uxbridge Town Send of Place.

### Recommendations

1. Repair and paint upper cornice;
2. Install new entablature;
3. Install new storefront with new brick facade at first floor.
4. Repair/restore second floor windows.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 5 South Main Street

Commercial

### Recommendations

1. Remove all existing signage;
2. New mounted signs;
3. New hanging signs

### Additional Signage



**25. 11 South Main Street**

Commercial

*Historic Name: Thomas, A. Block*

*Year built: 1925 (Alterations to storefronts, date unknown)*

*Architectural Style: Colonial Revival*

*Building Materials: Brick, metal, stone, cut*

*Designation: Local Historic District*

*Significance: Example of commercial architecture of the early twentieth century.*

*Current Use: Commercial*

**Design Intent**

Known as the A. Thomas block, the storefronts were modified in most likely the 60s. Our intention is to remove the brick veneer and infill and install a lightweight steel frame window and door system and new brick piers/façade that unifies the additional buildings on the block.

**Recommendations**

1. Repair and paint upper cornice;
2. Install new entablature;
3. Install new storefront with new brick façade at first floor.
4. Repair/restore second floor windows.

**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED DESIGN IMPROVEMENT**



**EXISTING CONDITIONS AND PRECEDENTS**



**PROPOSED SIGN IMPROVEMENT**



**11 South Main Street**

Commercial

**Recommendations**

1. Remove all existing signage;
2. New mounted signs;
3. New hanging signs

**Additional Signage**



## 26. 13 South Main Street

Elysian Salon

*Historic Name: Audsley Block*

*Year built: 1871*

*Architectural Style: Italianate*

*Building Materials: Asbestos shingle, wood*

*Designation: Local Historic District*

*Significance: One of the few wood-frame construction at Uxbridge Center to have survived the fires that destroyed most other wood-frame commercial buildings.*

*Current Use: Commercial, residential?*

### Design Intent

Known as the Audsley block, this small Victorian style building has seen modifications over the years to an otherwise understated, but charming structure. Our intention is to remove the vinyl siding and reclad in clapboard, accentuating the architectural details either removed or constructed over, and install a new, more unified designed storefront for the salon.

### Recommendations

1. New glass store front and door;
2. New trim at eave and transom.
3. Remove existing aluminum siding and install new wood clapboard siding.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 13 South Main Street

Elysian Salon

### Recommendations

1. Replace existing hanging sign;
2. Replace existing glass sign

### Additional Signage



## 27. 15 South Main Street

Congregacion Maranatha

*Historic Name: Taft Memorial Methodist Church*

*Year built: 1880 (siding, entry, and façade steps altered in 1970)*

*Architectural Style: Gothic Revival*

*Building Materials: Wood, aluminum siding, glass, asphalt shingles*

*Designation: Local Historic District*

*Significance: Example of Victorian Gothic church architecture in Uxbridge.*

*Current Use: Church*

### Design Intent

Originally built as the Taft Memorial Methodist Church, the building suffers from mid century and later renovations that have either removed or covered the appealing architectural elements from the late 1800s. Our intention is to restore the building to its original period specific design, including a stained glass design in the main window.

### Recommendations

1. Remove aluminum siding;
2. Restore/repair/replace wood siding and trim/mouldings to match original.
3. Install new faux stained glass window; restore steeple to match original.
4. Provide lawn/green area in small yard between church and Elysian Salon.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 15 South Main Street

Congregacion Maranatha

### Recommendations

1. Remove all existing signage;
2. Replace existing freestanding sign

### Additional Signage



## 28. 20 South Main Street

DeRusseau Real Estate

*Historic Name: Uxbridge Passenger Depot*

*Year built: 1895 (Sash update and glazed porch added in the 1970's)*

*Architectural Style: Victorian Eclectic*

*Building Materials: Brick, stone, cut, slate*

*Designation: National Register Individual Property, National Register MRA, National Register Uxbridge Town Common and Center Historic District Local Historic District*

*Significance: It retains all the major elements of its original design, remaining as a good example of Gothic Revival architecture of the late nineteenth century.*

*Current Use: Professional Office*

### Design Intent

One of the most significant, and charming buildings on Main Street, the original depot suffers from modifications that detract from the beauty of the original design elements—the woodwork supporting the depot roof, the stone base and windows, and its prominent position in town.

### Recommendations

1. Remove glass entry way;
2. Restore front portico to original with wood columns and truss work.
3. New windows with historic lite pattern;
4. New landscaped entrance area.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



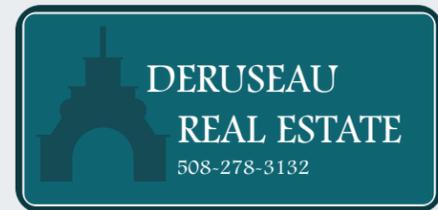
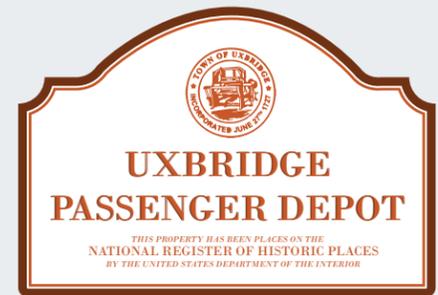
## 20 South Main Street

DeRusseau Real Estate

### Recommendations

1. Replace existing freestanding sign;
2. Add NRHP sign

### Additional Signage



## 29. 28 South Main Street

Keegan Construction

*Historic Name: Corbeille Brothers Block*

*Year built: 1930*

*Architectural Style: Vernacular*

*Building Materials: Frame, clapboard, asphalt shingles*

*Designation: Local Historic District*

*Current Use: Professional Office*

### Design Intent

The simple vernacular of the one-story structure supports its pragmatism, yet the building itself is dismissive of any link to Uxbridge, including a prominent location across from town hall. Our intent is to keep it pragmatic but stylize the vernacular to reference the brick mills structures of the Blackstone Valley.

### Recommendations

1. Remove roof;
2. Install new brick siding with new windows/doors and new garage bay door.
3. New landscape at all sides.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



## 28 South Main Street

Keegan Construction

### Recommendations

1. Remove existing signage;
2. New mounted sign

Additional Signage

**KEEGAN CONSTRUCTION**

### 30. 36 South Main Street

Uxbridge Senior Center

Historic Name: Brennan's Garage

Year built: 1930

Architectural Style: Vernacular

Building Materials: Frame, brick, asphalt shingles

Designation: Local Historic District

Current Use: Senior Center Facility

#### Design Intent

The simple vernacular of the one-story structure supports its pragmatism, yet the building itself is dismissive of any link to Uxbridge, including a prominent location across from town hall. Our intent is to transform the vernacular that recalls the roadside architecture of the mid-century modern period, with a large awning that presents and appealing welcome and upper story that visually displays the center's link to the community.

#### Recommendations

1. Remove front awning
2. New windows and entry door.
3. New brick
4. Aluminum awning and canopy
5. New aluminum panel parapet with signage

#### EXISTING CONDITIONS AND PRECEDENTS



#### PROPOSED DESIGN IMPROVEMENT



#### EXISTING CONDITIONS AND PRECEDENTS



#### PROPOSED SIGN IMPROVEMENT



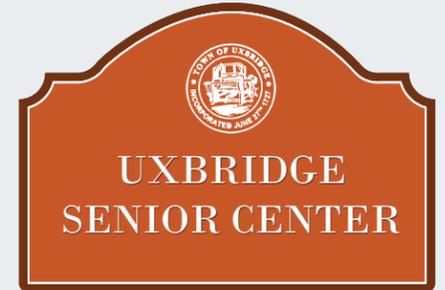
### 36 South Main Street

Uxbridge Senior Center

#### Recommendations

1. Replace existing freestanding sign

Additional Signage



## 31.21 South Main Street

Uxbridge Town Hall

*Historic Name: Uxbridge Town Hall*

*Year built: 1878-79*

*Architectural Style: Victorian Gothic*

*Building Materials: Brick*

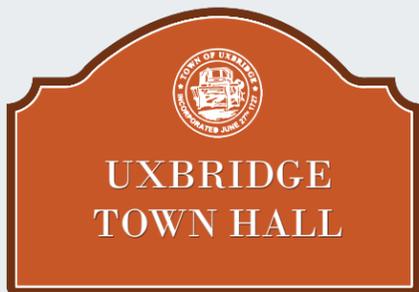
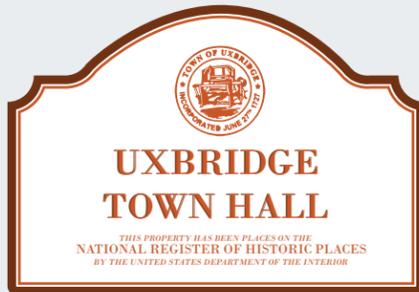
*Designation: National Register Individual Property, National Register MRA, National Register Uxbridge Town Common and Center Historic District Local Historic District*

*Current Use: Town Hall*

### Recommendations

1. Replace existing freestanding sign;
2. Add NRHP sign

### Additional Signage



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



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## SOUTH MAIN STREET DISTRICT EXISTING CONDITIONS



## SOUTH MAIN STREET DISTRICT PROPOSED IMPROVEMENT AREAS



### 32. 77 South Main Street

77 Blossom Shop

Year built: 1900

Architectural Style: Vernacular with Victorian Influences

Building Materials: Aluminum vinyl siding, asphalt shingles

Current Use: Commercial

#### Design Intent

A simple Victorian cottage from 1900, this building suffers from a loss of the elements of style that characterized the original structure, and are found in numerous structures from the period. While potential tasked with a tall order, our intent is to return the building to its delicate period character, accentuating the finer details that define the 1900s Victorian style.

#### Recommendations

1. New period appropriate windows;
2. New cornice mouldings and trim;
3. New eave mouldings; new wood siding.

#### EXISTING CONDITIONS AND PRECEDENTS



#### PROPOSED DESIGN IMPROVEMENT



#### EXISTING CONDITIONS AND PRECEDENTS



#### PROPOSED SIGN IMPROVEMENT



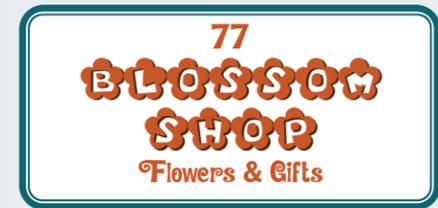
### 77 South Main Street

77 Blossom Shop

#### Recommendations

1. Remove all existing signage;
2. Replace existing freestanding sign;
3. New hanging sign

Additional Signage



### 33. 107 South Main Street

Professional Building

Year built: 1980

Architectural Style: Vernacular

Building Materials: Frame, clapboard, asphalt shingles

Current Use: Professional Office

#### Design Intent

A simple Victorian cottage from 1900, this building suffers from a loss of the elements of style that characterized the original structure, and are found in numerous structures from the period. While potential tasked with a tall order, our intent is to return the building to its delicate period character, accentuating the finer details that define the 1900s Victorian style.

#### Recommendations

1. New entry porch with metal roof.
2. New windows and siding.
3. New trim; remove shutters.

#### EXISTING CONDITIONS AND PRECEDENTS



#### PROPOSED DESIGN IMPROVEMENT



#### EXISTING CONDITIONS AND PRECEDENTS



#### PROPOSED SIGN IMPROVEMENT



### 107 South Main Street

Professional Building

#### Recommendations

1. Replace existing freestanding sign

#### Additional Signage



## 34. 115 South Main Street

Residential

*Historic Name: Zadock Taft House*

*Year built: 1845*

*Architectural Style: Greek revival*

*Building Materials: Frame, clapboard, asphalt shingles, brick chimneys*

*Designation: National Register Individual Property*

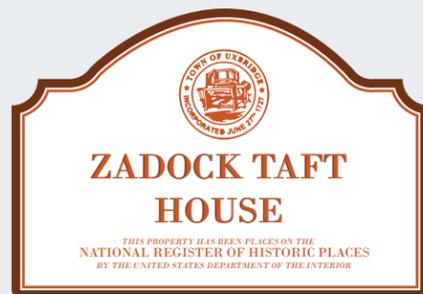
*Current Use: Residential*

### Design Intent

This attractive building is in excellent condition, and is situated on its site in a stately manner. The intent here is to bring the surrounding area of the building to scale, and to link it with its neighbors. The traditional property demarcation along streets is the low hand laid rubble wall, which in this instance would address the need for context, and provide an attractive edge to Main Street. Landscaping features along the entrance drive and side yard will add scale and context to the structure.

### Recommendations

1. Install a new rubble wall along the front yard that links the site with the neighboring properties;
2. Provide softer edges on the drive with landscape and entrance pillars;
3. Install lattice work at porch deck to connect building to the ground;
4. Add NRHP sign



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



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## 35. 195 South Main Street

A Touch of Magick

*Historic Name: Bazaleel Taft Jr. House*

*Year built: 1807*

*Architectural Style: Federal*

*Building Materials: Clapboard, asphalt shingles, brick chimneys*

*Designation: National Register Individual Property, National Register MRA, National Register Blackstone Canal Historic District, Local Historic District*

*Current Use: Commercial*

### Design Intent

With the original structure dating from 1804, this prominent Colonial era building has expanded over time. Our intention is to renovate the one story side wing and garage of the complex, based on its view to Main Street, as well as the parking area. Additional work that can be done for landscaping will soften the edges at the parking area and provide a more residential scale feel to the street side and entrance area.

### Recommendations

1. Align roofs.
2. Install new clapboard siding and windows; install new fascia board, and new stylized garage doors.
3. Provide landscaping features at entrance.

### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED DESIGN IMPROVEMENT



### EXISTING CONDITIONS AND PRECEDENTS



### PROPOSED SIGN IMPROVEMENT



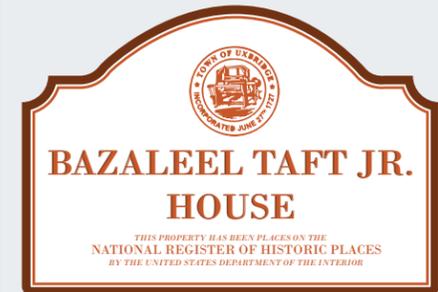
## 195 South Main Street

A Touch of Magick

### Recommendations

1. Replace existing freestanding sign;
2. Add NRHP sign

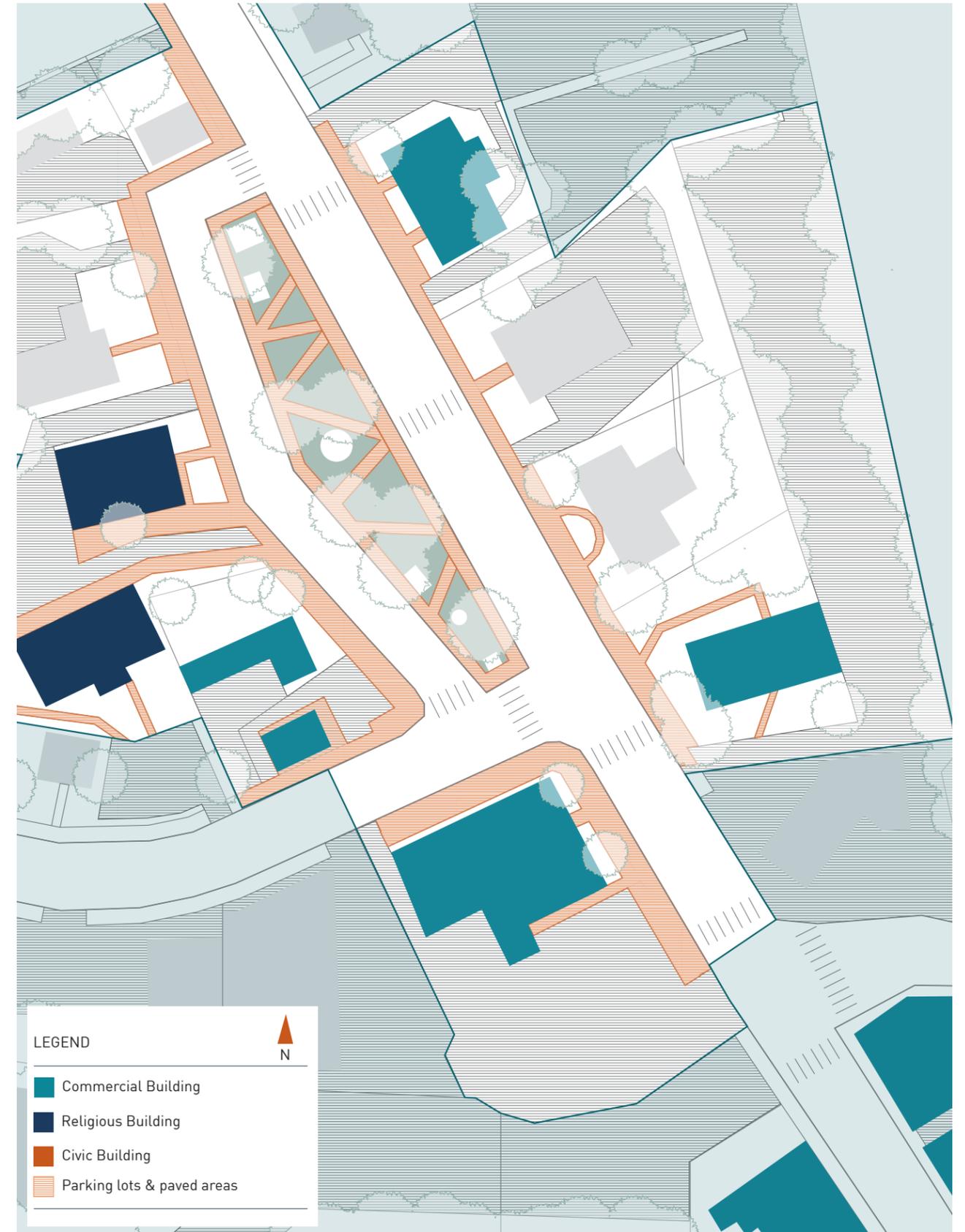
### Additional Signage



## UXBRIDGE COMMONS EXISTING CONDITIONS



## UXBRIDGE COMMONS PROPOSED IMPROVEMENT AREAS





Town Commons Proposed Improvement