



Town of Sturbridge

DESIGN REVIEW COMMITTEE

DESIGN REVIEW COMMITTEE NOTICE OF DECISION SIGN

Applicant: Wicked Licks
Lynn Cormier
58 Town Farm Road
North Brookfield, MA 01535

Phone: (508) 320-3155

Property Owner: Gregory Cormier
107 Central Street
Southbridge, MA 01550

Parcel Information: Assessor's Map 415-02457-380

Zoning Designation: Commercial Tourist District

Property Location: 380 Main Street

Description of Request: Sign Design Request

Date of Meeting: April 5, 2021

Meeting Details: Request to allow the installation of a freestanding sign and a building sign at the former Visitor's Center Property.

Committee Members Present: Chris Wilson, Chris Castendyk, Amanda Normindin, Elaine Cook, Rich Volpe

Applicant for Permanent Sign Request:

- Design approval for a freestanding and building sign.

Dimensions:

- Multi-tenant Sign: Double Sided
 - Wicked Licks Sign: 48"x90"
 - Future Tenant Sign: 48"x60"
 - 380 Sign: 12"x60"
- Building Sign: Single Sided 48"x90"



- 380 Directional Sign: Single Sided 18”x32”

Colors:

- Multi-tenant Sign:
 - Wicked Licks - Background: Pantone 366 U (Lime Green)
 - Wicked Licks - Lettering and Border: Black
 - Wicked Licks – Graphic (Ice cream cone): Pantone 7509 U (Light Brown) & Pantone Purple U
 - Future Tenant Sign: No colors yet – to be decided at a future date – will come back to the DRC for approval
 - 380 Sign – Background: White
 - 380 Sign – Lettering and Border: Black
- Building Sign:
 - Wicked Licks - Background: Pantone 366 U (Lime Green)
 - Wicked Licks - Lettering and Border: Black
 - Wicked Licks – Graphic (Ice cream cone): Pantone 7509 U (Light Brown) & Pantone Purple U
- 380 Directional Sign:
 - Background: Pantone 366 U (Lime Green)
 - Lettering and Border: Black

Materials:

- Multi-tenant Sign:
 - Sign: Plywood and aluminum
 - Lettering and Graphic: Painted with vinyl applied graphics
- Building Sign:
 - Sign: ½” Lusterboard/ Cut-out (Hardwood core plywood and laminated aluminum face)
 - Lettering and Graphic: Painted with vinyl applied graphics
- 380 Directional Sign:
 - Sign: Plywood and Aluminum
 - Lettering: Painted with vinyl applied lettering

Materials Reviewed:

- Sign Application
- Sign renderings
- Existing conditions photo
- Town Planner Report

Lighting: Will come back to the board for lighting approval

DRC Comments/conditions: The Committee stated they would like samples of the lighting plan for the signage, a follow up meeting was scheduled for Tuesday April 13, 2021 after Manny’s Taqueria to review the lighting plan.

At the meeting of April 5, 2021 there was a motion by Chris Wilson, seconded by Chris Castendyk and voted 5-0 to approve the signs as presented excluding lighting.

The applicant shall be aware that this approval is for the design only. A permit to erect the sign must be obtained from the Building Inspector:

R.V.
Richard Volpe, Chair

4/9/2021
Date

cc: Building Inspector