



Town of Sturbridge

DESIGN REVIEW COMMITTEE

DESIGN REVIEW COMMITTEE NOTICE OF DECISION SIGN

Applicant: Deep Roots Distillery USA, LLC
Errica DeVarenne
89 Breakneck Road
Sturbridge, MA 01566

Phone: (508)347-3525

Property Owner: Sturbridge Market Realty, LLC
Eric Rubin
PO BOX 619
Fiskdale, MA 01518

Parcel Information: Assessor's Map 415-02431-559

Zoning Designation: Commercial Tourist District

Property Location: 559 Main Street

Description of Request: Sign Design Request

Date of Meeting: September 22, 2021

Meeting Details: Request to allow for the installation of a new 36x36 double sided metal frame building sign with sintra base and exterior vinyl logo.

Committee Members Present: Chris Castendyk, Brad Goodwin, Chris Wilson, and Rich Volpe

Applicant for Permanent Sign Request:

- Design approval for a 36x36 double sided building sign.

Dimensions:

- Building Sign: 36x36

Colors:

- Sign Background: White
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- Sign Lettering: Green
- Sign Graphics: Green

Materials:

- Sign Frame: Metal
- Sign: Vinyl

Materials Reviewed:

- Sign Application
- Sign renderings
- Material Samples
- Town Planner Report

Lighting: Down lighting on each side of sign, consistent with other signs on the building.

Landscaping: N/A

DRC Comments/conditions: The applicants asked if they could also have a small building sign near the door that would direct people and deliveries to their location within the market. The Town Planner explained that they can only have one building sign but they can have directional signs that are 5 sq.ft. or smaller. The DRC stated that the applicant would need to provide renderings and location where the directional signs would be located to the Town Planner.

At the meeting of September 22, 2021 there was a motion by Chris Castendyk, seconded by Brad Goodwin and voted 4-0 to approve the building sign as presented and possible directional signs with details sent to the Planning Department.

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

9/29/21
Date

cc: Building Inspector