



For Use by Permitting Coordinator:

Date Received: 12/28/18

Determination of Completeness: y.m.k.

Additional Information Received: \_\_\_\_\_

Application Withdrawn: \_\_\_\_\_

**TOWN OF STURBRIDGE**  
**APPLICATION FOR PERMANENT SIGN**  
REVISED 2/07/11

**RECEIVED**

DEC 28 2018

DESIGN REVIEW  
COMMITTEE

Site: 83 Hall Rd  
Location (Street Number and Street Name)

**Section 1. Applicant/Owner/Agent Information:**

**A. Applicant:**

Business Name: Comfort Inn + Suites (LNL Hospital LLC)

Applicant Name: James Carlin Ace Signs Inc

Address: 477 Cottage St  
Springfield, MA

Phone: 413-246-0949 Fax: 413-732-5653

Email: jcarlinjr@acesignsinc.com

**B. Property Owner:**

Name: Parlin Desai

Address: 83 Hall Rd  
Sturbridge, MA 01566

Phone: 646-594-5371 Fax: 508-347-3514

Email: parlindesai@gmail.com

**C. Agent Information:**

Business Name: \_\_\_\_\_

Agent: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Section 2. Basic Site and Project Information:**

A. Assessor's Parcel Identification Numbers: 315-02538-083

**B. Proposed Sign Information:**

Please provide a general description of the sign and location of the sign (attach additional sheets if necessary):

Sign #1 Externally illuminated 34 SQFT pin mount  
logo + letters 1/4" aluminum

Sign #2 Remove existing wall letters / No replacement

Sign #3 Reface existing pylon sign  
externally illuminated

C. Note any current zoning or general bylaw non conformance associated with the property or the application:

none

D. Note any special permit or variances granted or denied or in process at this time:

none

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**Section 3. Required Application Submittals:** The applicant shall submit one original set and six copies of the application and final drawings and one set of materials at the time the application is submitted to the Town Planner. The following information must be submitted with the application for a sign permit for new signs and changes to existing signs: (At its discretion, the DRC may substitute some requirements with a site visit).

- A Site Plan showing property lines, setback areas, access points, traffic flow and a scaled site plan showing property lines, appropriate front, side, and rear yard setbacks as identified in the Zoning bylaw, pedestrian and vehicular access and existing buildings and significant site objects and features, and the existing and proposed sign locations shall also be shown.
- A drawing of the proposed structure or sign, including color and type of surface materials, showing front elevations, rear elevations, and side elevations, where there are not adjoining buildings. The drawing should accurately convey the design of the sign including lettering styles, size, and composition. The location, font, and contrasting color of the street number shall be easily read by emergency personnel and patrons/visitors.
- A description of the materials, colors, and lighting, (if the sign is to be lit), to be used in the modification of an existing sign or construction of a new sign. The presentation of photographs showing the existing signs to be modified would be helpful. Samples of the colors of the proposed sign and materials to be used for the construction of the signs and supports shall also be submitted.
- Scale drawings of the proposed sign, (whether the modifications of an existing sign, or the provision of a new sign) shall be submitted, including a plan view and an architectural elevation of each side. One architectural elevation will suffice if all sides are identical. All drawings shall include dimensions indicating the length, width, and height of the proposed signage as appropriate to the information conveyed by plan or elevation. Applicants shall review the Town of Sturbridge Zoning Bylaw for detailed information on zoning limitations and requirements relative to their signage situation prior to designing any new proposed signs. The Bylaw may be accessed on line at the following link:  
[http://www.town.sturbridge.ma.us/Public\\_Documents/SturbridgeMA\\_PlanningDocuments/Zoning%20Bylaw%202010?FCItemID=S02B54AC5](http://www.town.sturbridge.ma.us/Public_Documents/SturbridgeMA_PlanningDocuments/Zoning%20Bylaw%202010?FCItemID=S02B54AC5)



- Planting plan, with descriptions of materials. Planting plan identifying the proposed plant material and quantity of each by location on plan; an overall plant list, which at a minimum identifies total quantities of each plant used; botanical and common name for each plant, and size of the plant material at time of installation.
- Photographs of existing signage on the site and the building will aid the DRC in making its decision and are required as a submittal.

**Section 4. Required Signatures:**

**A. Applicant:**

James W. Culey  
Applicant or Authorized Signatory

12/27/18  
Date

**B. Property Owner:** I hereby grant permission for the applicant to apply for and erect the signs as proposed on the above referenced property.

Paul Deser  
Owner or Authorized Signatory

12/26/18  
Date

**C. Agent:** If someone is representing the applicant or the owner, the applicant must designate such representative below:

Name of Representative:

\_\_\_\_\_

Address of Representative:

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Relationship of representative to owner or applicant: Sign contractor

**Finance Director/Tax Collector: I certify that the taxes are current for the above property (applicant must obtain this signature prior to submission of this application)**

\_\_\_\_\_  
Authorized Signatory

\_\_\_\_\_  
Date

Design Review Committee Decision

**A. APPLICANT**

Name James Curtin Ace Signs Inc  
Address 477 Cottage St  
Springfield, MA 01109  
Telephone No. 413-296-0944

**B. SIGN DIMENSIONS AND LAYOUT**

Overall Dimensions 57" h x 72" w Area 39 sqft wall sign  
pole sign 4'-9" x 14'-6" 69 sqft  
Colors navy blue / orange / yellow  
Lettering Comfort Inn + Suites  
Materials wall sign 1/4" aluminum  
Other pylon lexan

**C. CONFORMANCE WITH DESIGN STANDARDS**

YES NO

- Signs with associated architectural details, materials, colors and textures are compatible with the predominant architectural character of the neighborhood, while preserving and enhancing the surrounding area.
- Advertising features, including size, location, design, color, texture, lighting and materials, shall not detract from the use and enjoyment of the proposed building and structures and the surrounding properties.
- Preservation of historic, traditional or significant uses, structures or architectural elements have been preserved to the greatest extent possible.

**D. Summary of Recommendations:**

The Design Review Committee has reviewed the above referenced sign application at its meeting held on \_\_\_\_\_ and the sign(s) as proposed have been:

Approved as proposed

Approved with the following comments or modifications: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Denied due to the following: \_\_\_\_\_

\_\_\_\_\_

Additional Comments of the Design Review Committee: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Authorized Signatory

\_\_\_\_\_  
Date

**Zoning Enforcement Officer/Building Inspector Decision:**

Approved as proposed

Approved with the following comments or modifications: \_\_\_\_\_  
\_\_\_\_\_

Denied due to the following: \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Authorized Signatory

\_\_\_\_\_  
Date

*Attach Additional Sheets as Necessary*





MA018  
 COMFORT INN & SUITES  
 83 HALL ROAD  
 STURBRIDGE, MA 01566



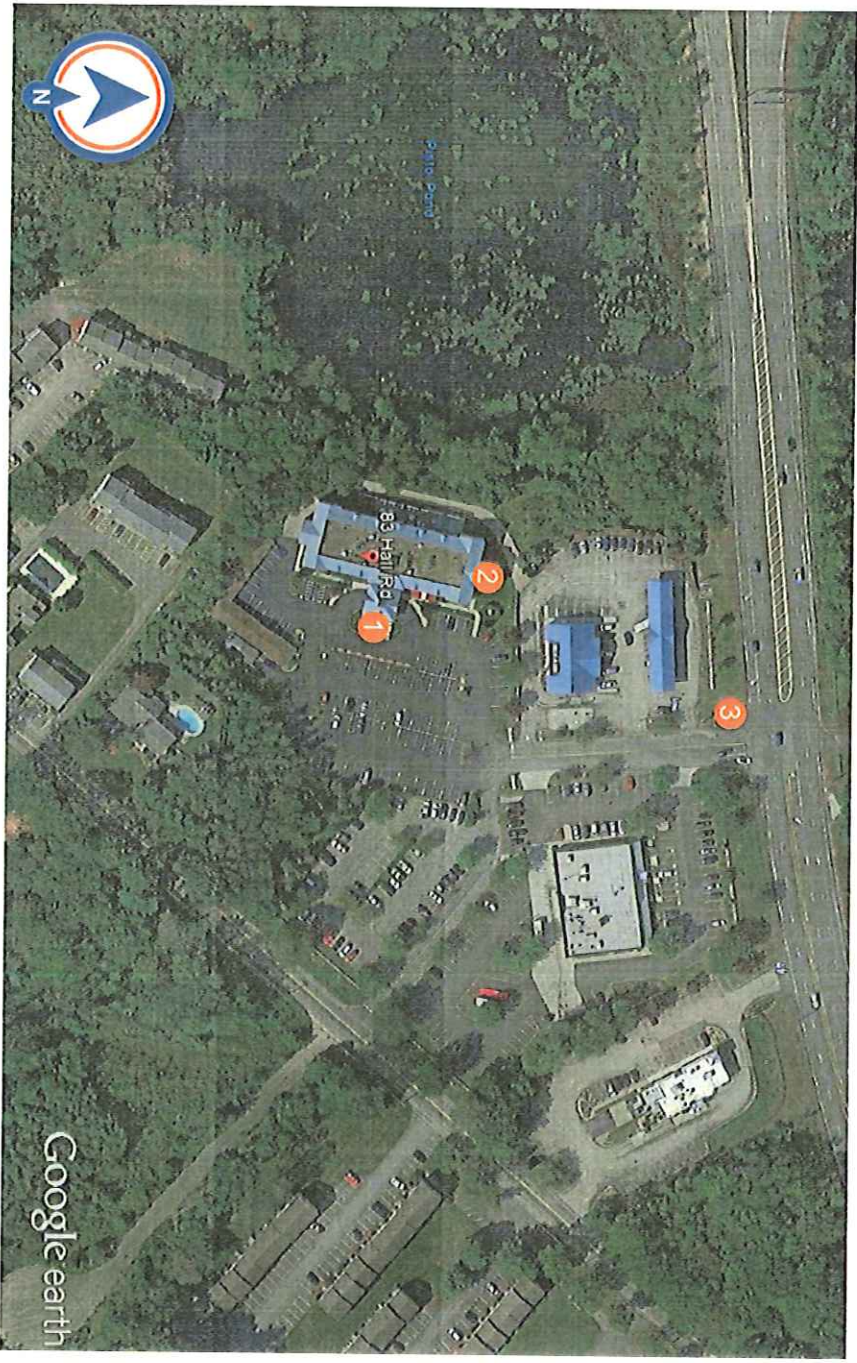
**NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.**

APPROVAL BOX - PLEASE INITIAL

| CUSTOMER APPROVAL | Date |
|-------------------|------|
|                   |      |

|           |                      |            |                              |              |    |  |  |
|-----------|----------------------|------------|------------------------------|--------------|----|--|--|
| Customer: | COMFORT INN & SUITES | Date:      | 25JUL18                      | Prepared By: | SC | <small>Note: Color and/or any note concerning reviewing or printing the drawing. It cannot used as a P/S or the correct CMW equivalent. If these address an incorrect, please provide the correct P/S number and review to the drawing will be made.</small>                                 |  |
| Location: | STURBRIDGE, MA       | File Name: | 169109 - R4 - STURBRIDGE, MA | Eng:         | -  | <br><small>DISTRIBUTED BY SIGN UP COMPANY<br/>         700 21st Street SouthWest<br/>         PO Box 210<br/>         Watertown, SD 57201-0210<br/>         1.800.843.9888 • www.personasigns.com</small> |  |





MA018  
 COMFORT INN & SUITES  
 83 HALL ROAD  
 STURBRIDGE, MA 01566

EXISTING SIGNS:

- 1 NONE
- 2 EXISTING PIN MOUNTED
- 3 4' 9" X 14' 5-1/2" PYLON AT 21' 1-1/2"

PROPOSED SIGNS:

- 1 CUSTOM 14' SET OF PIN MOUNTED LETTERS (STACKED)
- 2 NO PROPOSED SIGNAGE
- 3 4' 9" X 14' 5-1/2" FACE REPLACEMENT

APPROVAL BOX - PLEASE INITIAL

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|-------------------|------|
|                   |      |

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|           |                      |            |                              |              |             |  |
|-----------|----------------------|------------|------------------------------|--------------|-------------|--|
| Customer: | COMFORT INN & SUITES | Date:      | 10/18/18                     | Prepared By: | SC/AT/SC/KH | <small>Note: Do not scale, may not be exact when viewing or printing drawings. All colors used are PMS or the closest CMX equivalent. Please do not contact please provide the correct PMS color and a review of the drawing will be made.</small> |
| Location: | STURBRIDGE, MA       | File Name: | 169109 - R4 - STURBRIDGE, MA | Eng:         |             |  |

**persona**  
 SIGNS | LIGHTING | IMAGE

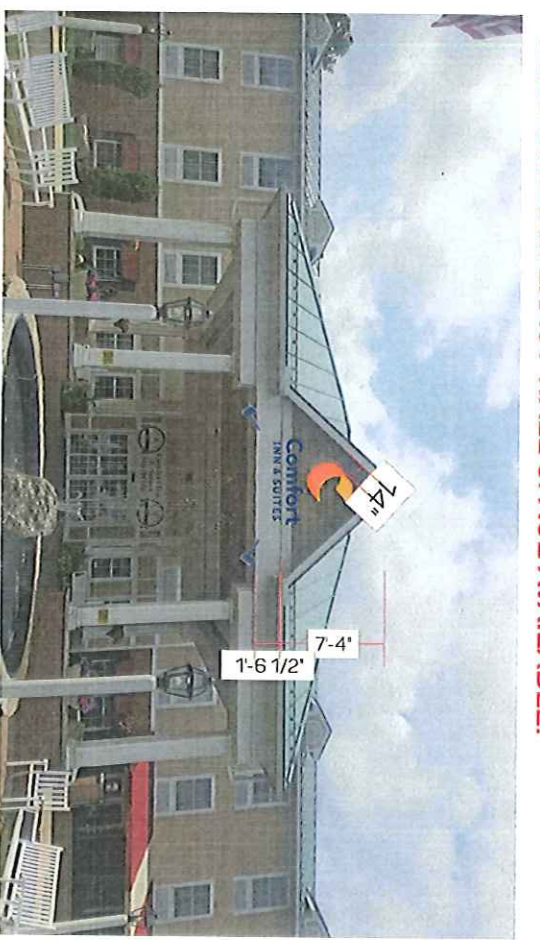
DISTRIBUTED BY SIGN UP COMPANY  
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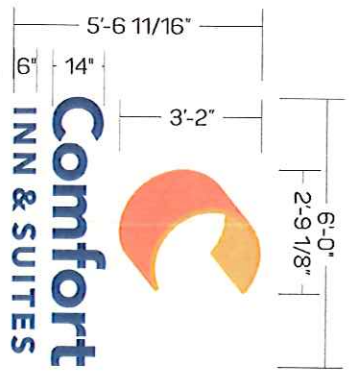
MUST CONFIRM EXACT WALL SPACE AVAILABLE.



BEFORE PICTURE



PROPOSED SIGNAGE



CUSTOM PIN MOUNTED LETTER DETAIL  
SCALE: 1/4" = 1'-0"

**NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.**

|           |                      |            |                              |              |    |   |  |
|-----------|----------------------|------------|------------------------------|--------------|----|---|--|
| Customer: | COMFORT INN & SUITES | Date:      | 25JUL18                      | Prepared By: | SC | <small>Note: Do not make any modifications when viewing or printing the drawing. All content used in this drawing is the property of Persona. If these drawings are changed, please provide the correct PLS number and a revision to the drawing in a separate sheet.</small> |  |
| Location: | STURBRIDGE, MA       | File Name: | 169109 - R4 - STURBRIDGE, MA | Eng:         |    |   |  |

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| CUSTOMER APPROVAL             | Date |

**persona**  
SIGNS | LIGHTING | IMAGE

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BEFORE PICTURE



PROPOSED SIGNAGE

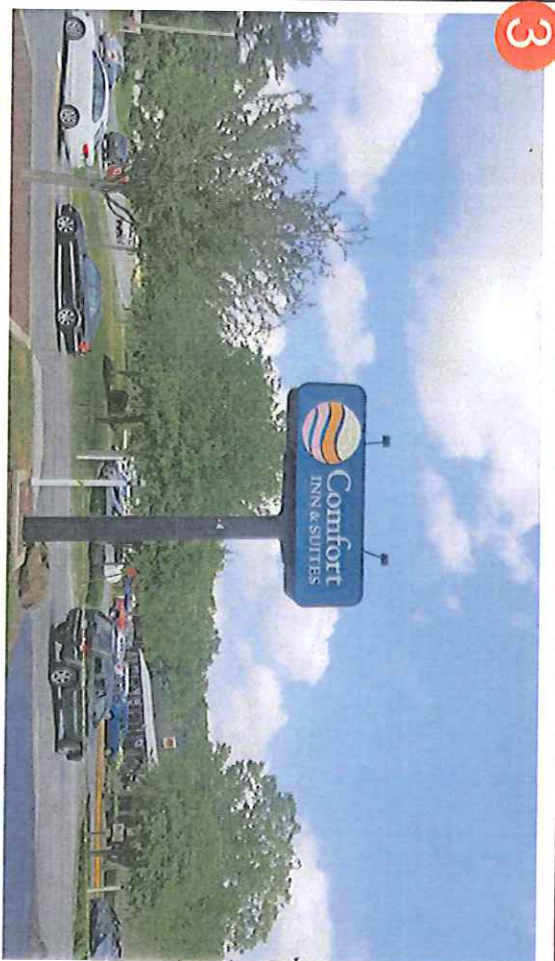
SIGN TO BE REMOVED  
NOT REPLACED

**NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.**

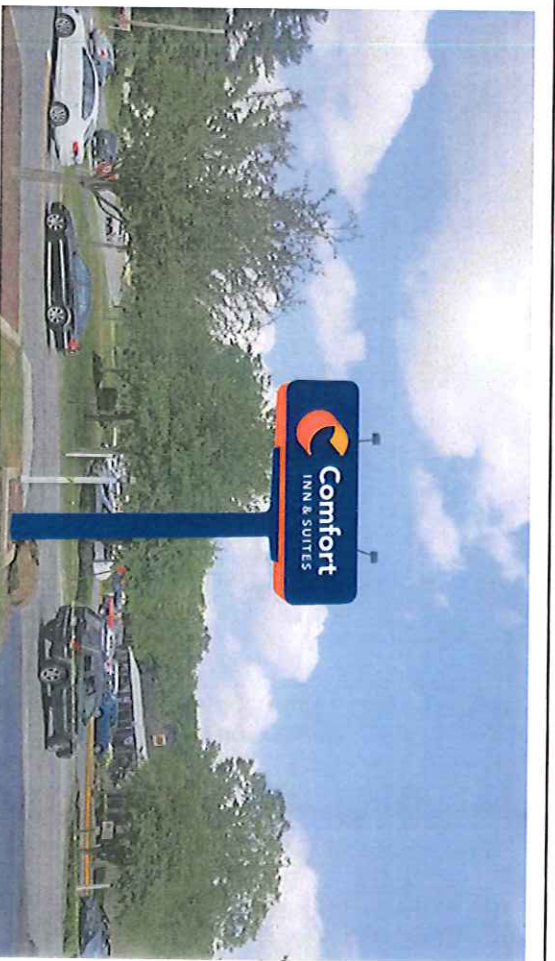
|           |                      |            |                              |  |          |  |      |   |
|-----------|----------------------|------------|------------------------------|--|----------|--|------|---|
| Customer: | COMFORT INN & SUITES | Date:      | 10/18/18                     | Prepared By:   | SC/SC/KH | <p><small>Note: Our drawings are to be used for viewing purposes only. All dimensions are for the design only. If there are any changes, please provide the correct P&amp;S and/or elevation drawings to the drawing vendor.</small></p> | Eng: | - |
| Location: | STURBRIDGE, MA       | File Name: | 169109 - R4 - STURBRIDGE, MA | <p><b>PERSONA</b><br/>SIGNS   LIGHTING   IMAGE</p> <p>DISTRIBUTED BY SIGN UP COMPANY<br/>700 21st Street Southwest<br/>PO Box 210<br/>Watertown, SD 57201-0210<br/>1.800.843.9888 - www.personasigns.com</p> |          |  |      |   |

|                               |      |
|-------------------------------|------|
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| CUSTOMER APPROVAL             | Date |





BEFORE PICTURE



PROPOSED SIGNAGE



MIDRISE SIGN DETAIL  
SCALE: 1/8" = 1'-0"

**NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.**

|           |                      |            |                              |              |       |   |      |   |
|-----------|----------------------|------------|------------------------------|--------------|-------|---|------|---|
| Customer: | COMFORT INN & SUITES | Date:      | 8/3/18                       | Prepared By: | SC/AT | <small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS number or a swatch of the drawing will be made.</small> | Eng: | - |
| Location: | STURBRIDGE, MA       | File Name: | 169109 - R3 - STURBRIDGE, MA |              |       |   |      |   |

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**persona**  
SIGNS | LIGHTING | IMAGE

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