



Town of Sturbridge

DESIGN REVIEW COMMITTEE

DESIGN REVIEW COMMITTEE NOTICE OF DECISION SIGN

Applicant: LaQuinta Inn & Suites
478 Main Street
Sturbridge, MA 01518

Agent: Ace Signs, Inc.
James Carlin
Po Box 3374
Springfield, MA 01101

Phone: 413-246-0944

Property Owner: Baliyadev LLC
Tarun Patel
478 Main Street
Sturbridge, MA 01518

Parcel Information: Assessor's Map 415-02433-478

Zoning Designation: Commercial Tourist District

Property Location: 478 Main Street

Description of Request: Request for design approval for signage.

Date of Meeting: February 12, 2024

Meeting Details:

Committee Members Present: Richard Volpe, Chris Wilson & Elaine Cook

Applicant for Permanent Sign Request:

Applicant seeks design approval for a replacement free-standing sign and two directional signs.

Dimensions:

- Free-standing sign: Option 2:
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- Sign portion: 8' 3.75" x 2' 2"
- Whole sign including base: 8' 6" x 7'
- Directional signs (Enter & Exit): 1' 5.6" x 3' 7/8"

Materials:

- Free-standing sign: Aluminum & vinyl
- Directional signs: Aluminum & vinyl

Colors:

- Free-standing sign:
 - Lettering: White
 - Logo: Golden Yellow & Tangerine
 - Background: Thunder Gray (SW7645)
 - Top Cap: Terra Cotta (Pantone 160)
 - Top-Bottom Reveal: Light Gray (Pantone 400 C)
 - Routed Grooves: Black
 - Pole Cover: Light Gray (Pantone 400 C)
 - Interior finish: Reflective White
- Directional signs:
 - Lettering: White
 - Background: Thunder Gray (SW7645)

Materials reviewed:

- Application for Design Review
- Existing conditions photos/rendering

Lighting: Existing

Landscaping: will be putting in landscape in the spring around signage.

DRC Comments/conditions: The DRC would like the applicant to put in landscaping around the signage in the spring. Once landscaping is planted, pictures should be emailed to the Planning Department.

At the meeting of March 4, 2024 there was a motion by Chris Wilson, seconded by Elaine Cook and voted 4-0 to approve the signs as presented with existing lighting and the condition that landscaping be put around the signage in the spring.

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

3/4/24
Date

cc: Building Inspector
Property Owner