



For Use by Permitting Coordinator:

Date Received: 4.2.18

Determination of Completeness: ✓

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

Application Withdrawn: \_\_\_\_\_

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

Site: 110 CHARLTON ROAD  
Location (Street Number and Street Name)

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

**A. Applicant:**

Business Name: MARSHALLS / HOME GOODS BY: AMERICAN SIGN

Applicant Name: TONY LAPO, AMERICAN SIGN

Address: 614 FERRY STREET  
NEW HAVEN, CT 06513

Phone: 203-624-2991 Fax: \_\_\_\_\_

Email: tony@americanSIGNINC.COM

**B. Property Owner:**

Name: VERELT MT STURBRIDGE MA, LLC

Address: 2325 EAST CAMELBACK ROAD, SUITE 1100  
PHOENIX, AZ 85016

Phone: 888-677-2653 Fax: \_\_\_\_\_

Email: ddelzon@verelt.com

Direct all correspondence + questions here.

C. Agent Information:

Business Name:

AMERICAN SIGN

Agent:

HEATHER HOPKINS, DUKKO

Address:

2 PHOENIX WAY

WORCESTER, MA 01605

Phone:

(508) 856-7332

Fax:

(508) 856-7332

Email:

hwoodhopkins@charter.net

Section 2. Basic Site and Project Information:

A. Assessor's Parcel Identification Numbers:

208-10 2244-110

B. Proposed Sign Information:

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

① REFACE TENANT PANEL IN EXISTING GROUND SIGN. 16" x 43.5" (5 sqft)

② REMOVE EXISTING "MARSHALL'S" SIGN (5' x 26' @ 130 sqft) AND REPLACE WITH "MARSHALL'S/HOME GOODS" (3'3" x 38'6" @ 125 sqft.)

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

application:

Signs previously approved by Planning Board.

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

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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:**  
Heather Hopkins Dudko, Agent 3/29/18  
 Applicant or Authorized Signatory 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.  
Denice DeLeon See Attached. 3/8/18.  
 Owner or Authorized Signatory Date

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

Name of Representative: HEATHER HOPKINS DUDKO

Address of Representative: 2 PHOENIX WAY  
WORCESTER, MA 01605

Phone: (508) 856-7332 Fax: \_\_\_\_\_  
 Email: hwoodhopkins@charter.net

Relationship of representative to owner or applicant: \_\_\_\_\_

**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 \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Telephone No. \_\_\_\_\_

**B. SIGN DIMENSIONS AND LAYOUT**

Overall \_\_\_\_\_ Area \_\_\_\_\_

Dimensions

Colors \_\_\_\_\_

Lettering \_\_\_\_\_

Materials \_\_\_\_\_

Other \_\_\_\_\_

\_\_\_\_\_

**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*





March 8, 2018

**RE: Sign Approval  
Marshalls/Home Goods  
Center at Hobbs Brook  
100 Charlton Road, Sturbridge, MA 01556**

To whom it may concern;

We are in receipt of the proposed sign design for your new signage at the Shopping Center and approve the sign as attached subject to the following conditions:

1. Manufacturing and installation shall be completed in a good workmanlike manner and in compliance with all applicable covenants, restrictions, statutes, regulations and ordinances.
2. Appropriate governmental permits, Owner's Association and Business Park approvals as necessary must be obtained by Tenant and provided to Landlord prior to installation.
3. All signage must be manufactured and installed by an Illinois State licensed contractor. Installer must have liability insurance and worker's compensation insurance in an amount appropriate for the scope of work.
4. The sign materials and installation methods must conform to the Sign Criteria as defined in the Lease.
5. Contractor is not permitted to make any roof penetrations to the building, remove flashing or jeopardize the roof warranty in any manner. Landlord will not be held responsible for any leaks occurring from said installation.
6. Said approval is based on measurement as provided by sign contractor and has not been field verified. If measurements are inaccurate causing a sign violation notice the Tenant and/or contractor shall be responsible to rectify.
7. Said approval for logoed awnings is contingent upon agreement by Tenant that awnings will be replaced with Center – standard awnings, upon termination of lease.

The Tenant shall be responsible to contract for said work and installation is contingent upon Tenant's authorization and approval. Should signage not be installed as approved, Tenant will be required to remove and replace at its own expense.

If you have any questions or need further clarification, please do not hesitate to contact me at 407.378.2489 or via email at [ddeleon@vereit.com](mailto:ddeleon@vereit.com).

Sincerely,

**Denice DeLeon  
Property Manager, As Agent for Owner  
VEREIT MT Sturbridge MA, LLC**

VEREIT

1

Proposed



Existing



Project:

Marshalls & HomeGoods  
110 Chariton Rd  
Center @ Hobbs Brook  
Sturbridge MA 01566

2/23/2018

Date:

Tony Lafo

Drawn By:

Salesman:

Fabricate & Install (2) 16" x 43.5" x 1" Aluminum Pan Pylon Face Replacements  
with Routed Logo's backed with acrylic with vinyl overlay.



Customer Approval/Signature:

SCALE: NTS



SIGNAGE  
DRAWING

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**Proposed**



Remove existing 5'0" x 26' Marshalls sign (130 SF). Install New 39" x 38'6" Marshalls & HomeGoods sign (125 SF)

Revised External Illumination by Others

**Marshalls HomeGoods** 39" 38'6"

**Existing**

2



Project:

Marshalls & HomeGoods  
110 Chariton Rd  
Center @ Hobbs Brook  
Sturbridge MA 01566

2/23/2018

Date:

Tony Lafo

Drawn By:

Salesman:

Customer Approval/Signature:

SCALE: NTS



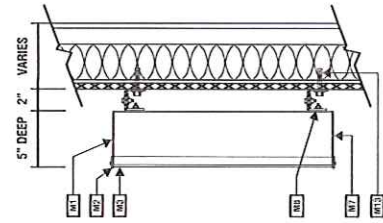
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SIGNAGE  
DRAWING

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- 061 .040 ALUMINUM RETURNS. EXTERIOR FINISH TO BE BLACK. 062 ALUMINUM BACKS HELD-IN-VELDED TO RETURNS WITH CONTINUOUS CALK @ INSIDE SCAM. LETTER INTERIORS TO BE SPRAY-PAINTED GLOSS WHITE.
- 062 1" WIDE BLACK TRIMCAP MATERIAL
- 063 3/16" THICK #2793 RED TRANSLUCENT ACRYLIC LETTER FACES
- 064 1/4" WEEP HOLES AS REQUIRED IN LOWEST SPOT ON LETTERS (NO WEEP HOLES FOR INTERIOR MALL STORE SIGN)
- 065 2" DIA. 7/8" DIA. 5/16" GALVANNEED STEEL CLIPS WITH ANCHORS. HARDWARE (TYP. DEPENDING UPON WALL CONSTRUCTION MATERIALS)
- 066 1/4" DIAMETER TUBULAR DOB ATTACHMENTS (MINIMUM FOUR (4) PER LETTER)



MARSHALLS CHANNEL LETTER COLOR SPECS:	
	TRIM CAP White
	LED MODULE White Led Module
	PAINT Pre-Finished White Channel
	VINYL (Facial)
HOMEGOODS CHANNEL LETTER COLOR SPECS:	
	TRIM CAP Black
	LED MODULE Red Led Module
	PAINT Pre-Finished White Channel
	ACRYLIC FACE 3/16" Thick #2793 Red Translucent

**SPECIFICATIONS FOR FABRICATION AND INSTALLATION:**

- Aluminum construction: backs .063 / returns .040 / depth 5"
- Mounting method: individual

**COLOR & LED SPECIFICATIONS**

- Plex Face Color: # 7328 White 3/16" with Oracal #8500 (Vinyl)
- Plex Face Color: #2793 Red 3/16"

American Sign, Inc.  
www.americansigninc.com

614 Ferry St., New Haven CT 06513 203-624-2991

tony@americansigninc.com