

CALLAHAN SIGN, LLC  
P.O.BOX 744  
PITTSFIELD, MA 01202  
(413) 443-5931  
www.callahansign.com

May 18, 2018

Planning & Conservation  
Town of South Hadley  
116 Main Street  
South Hadley, MA 01075

RE: Dollar General 501 Newton Street

Mr. Harris-

Per our conversation regarding the meeting on May 14<sup>th</sup> by the Planning Department we understand we have been asked to provide additional information regarding the signage.

I have enclosed a drawing showing a “night time” simulation for the channel lettering storefront wall sign. Currently there are existing “Rome Gallery” channel letters that would be removed to make way for the new occupant. The distance of this space is 78’ total and a distance of 60’ in the decorative peak area where the proposed “Dollar General” signage will be place. I have also included the hours of operation. The lighting will not be necessary during the day (the store opens at 8am and will be on a sensor) and can be placed on a timer to be turned off an hour after closing which is 10pm Monday to Sunday.

Please contact me once the permit has been approved so production can begin. Should you need additional information or have any questions, please don’t hesitate to contact me at (413) 443-5931. Thank you!

Sincerely yours,

CALLAHAN SIGN, LLC

James Callahan  
Sales Manager  
Enclosures

JPC:bjc

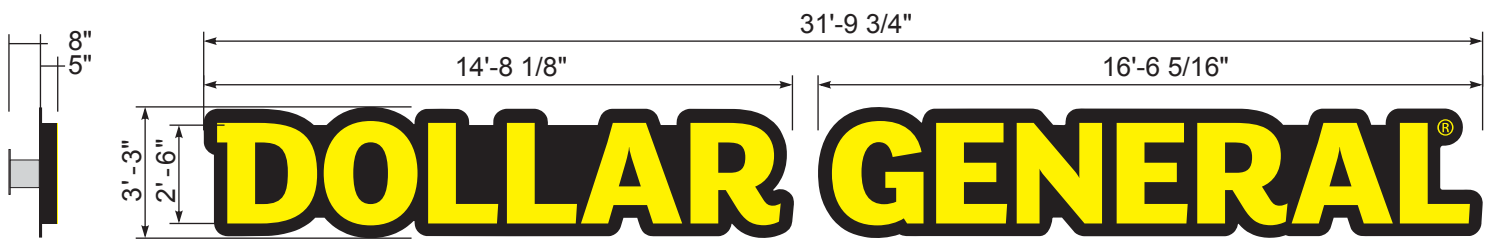


**HOURS**  
 Monday: 8:am - 10pm  
 Tuesday: 8 am - 10pm  
 Wednes.: 8am - 10pm  
 Thursday: 8am - 10pm  
 Friday: 8am - 10pm  
 Saturday: 8am - 10pm  
 Sunday: 8am - 10pm



BEFORE

AFTER



30" RACEWAY LETTERS W/ BACKER



**DISCLAIMER:** Renderings are for graphic purposes only and not intended for actual construction dimensions. For windload requirements, actual dimensions and mounting detail, please refer to engineering specifications and install drawings. These drawings and designs are the exclusive property of Everbrite LLC Use of, or duplication in any manner without express written permission of Everbrite LLC is prohibited.

Customer: Dollar General	
Project No: 383571	Scale: NTS
Date: 5/18/18	Drawn By: DB
Location & Site No: 501 Newton St Hadely, MA	
Site: DG19923	

Description: 30" Raceway Channel Letters, Backer	
Revised:	
Revised:	

Customer Approval: NOTE: Unless specified by customer, all depth of embossing will be determined by Everbrite Engineering or existing customer specifications on file. Colors and graphics on file will be used unless otherwise specified by customer.	
Please read carefully, check appropriate box and fax back to Everbrite:	
<input type="checkbox"/> Sketch OK as is	
<input type="checkbox"/> New sketch required	
SIGNATURE _____	DATE _____