



January 14, 2021

Planning & Conservation  
Town of South Hadley, MA  
116 Main Street  
Room 204  
South Hadley, MA 01075

To whom it may concern,

We are proposing the following signage for the new PeoplesBank location at 468 Newton Street.

**Sketch A – North Elevation:**

Installation of internally illuminated channel letters and logo. The letters and logo will have the PeoplesBank branded color of trans cobalt blue with white returns and blue trim. The logo measures at 28<sup>1/4"</sup> x 34<sup>5/8"</sup> and the individual letters will measure 17" x 120". All letters and logo will be mounted directly to building on the North elevation, facing parking lot and Dayton Street. The building face is approx. 49'-6" in width and 25'-7" in height. Our proposed sign is 48.33 square feet. This sign will meet the limitation of less than 10% of the building face. The signage will be facelit internally illuminated with LEDs. The signs will be on a timer and will only illuminate one hour after the building business' hours and no earlier than one hour before opening of the building.

**Sketch B – South Elevation:**

Installation of internally illuminated channel letters and logo. The letters and logo will have the PeoplesBank branded color of trans cobalt blue with white returns and blue trim. The logo measures at 28<sup>1/4"</sup> x 34<sup>5/8"</sup> and the individual letters will measure 17" x 120". All letters and logo will be mounted directly to building on the South elevation, facing Lyman Street. The building face is approx. 49'-6" in width and 25'-7" in height. Our proposed sign is 48.33 square feet. This sign will meet the limitation of less than 10% of the building face. The signage will be facelit internally illuminated with LEDs. The signs will be on a timer and will only illuminate one hour after the building business' hours and no earlier than one hour before opening of the building.

**Sketch C – East Elevation:**

Installation of internally illuminated channel letters and logo. The letters and logo will have the PeoplesBank branded color of trans cobalt blue with white returns and blue trim. The logo measures at 25<sup>3/8"</sup> x 31<sup>1/8"</sup> and the individual letters will measure 15<sup>3/8"</sup> x 108". All letters and logo will be mounted directly to building on the East elevation, facing Newton Street. The building face is approx. 40' in width and 25'-7" in height. Our proposed sign is 39 square feet. This sign will meet the limitation of less than 10% of the building face. The signage will be facelit internally illuminated with LEDs. The signs will be on a timer and will only illuminate one hour after the building business' hours and no earlier than one hour before opening of the building.



**Sketch D – Directional Signs:**

Installation of five (5) new double-sided non-illuminated directional signs. Each directional sign face will measure 24” x 36” on a post and the it will measure approx. \_\_\_ to top of grade once installed. Each directional sign will have a header panel made from aluminum that is painted to match the PeoplesBank branded logo color of cobalt blue with white reflective vinyl lettering to read PeoplesBank. The main panel of the directional sign will be painted to match PMS 425 and will have reflective white vinyl lettering. Each directional sign copy is designed to direct the customers where to go, copy to read either Entrance, Exit Only, Do Not Enter, Parking and VideoBankerITM/ATM with arrows. These directional signs will be mounted directly into the ground.

**Sketch E – Canopy Letters:**

Installation of two (2) sets internally illuminated channel letters and logo. The letters and logo will have the PeoplesBank branded color of trans cobalt blue with white returns and blue trim. The logo measures at 18 <sup>1/2</sup>” x 22 <sup>5/8</sup>” and the individual letters will measure 11” x 78”. All letters and logo will be mounted directly to the North and South side of canopy. The building face is approx. 9’ in width and 14’-2 1/2” in height. Our proposed signs are 8.71 square feet. This sign will meet the limitation of less than 10% of the building face. The signage will be facelit internally illuminated with LEDs. The signs will be on a timer and will only illuminate one hour after the building business’ hours and no earlier than one hour before opening of the building.

**Sketch G – Freestanding Sign:**

Installation of one set of stainless-steel fabricated letters and logo. The logo and letters measure at 12” x 101”, the logo shapes will be mounted on a black aluminum backer. These letters will be stud mounted to existing brick wall that is on the corner of Lyman Street and Newton Street. The sign itself only will be lit by ground lighting and will not extend beyond the wall. The signs will be on a timer and will only illuminate one hour after the building business’ hours and no earlier than one hour before opening of the building.