



575 Dalton Avenue, Pittsfield, MA 01201

ph. 800.458.2376 fax. 413.443.0034  
gjsigns.com

April 15, 2015

Town of South Hadley  
Planning Board – Richard Harris  
116 Main Street  
South Hadley, MA 01075-2896

Re: Berkshire Bank  
74 Lamb Street  
South Hadley, MA

Mr. Harris,

We formally submit the proposed signage change for Berkshire Bank. This change consists of one freestanding sign and one wall sign. The existing & proposed comparisons are listed below. All signs meet size allowances per zoning regulations.

#### Free Standing Sign Comparison

Existing Size	40.00 SQ FT	Proposed Size	47.00 SQ FT
Illuminated Area	37.29 SQ FT	Illuminated Area	24.88 SQ FT
Overall Height	14'6"	Overall Height	13'0"
Setback	10'0"	Setback	10'0"

#### Free Standing Sign Summary

Proposed sign is 7.00 Sq. Ft. larger in overall area as compared to existing. The surface area of both signs is equivalent. The illuminated area is a reduction of 6.41 SQ FT. The overall height is a reduction of 1'6" and the setback remains the same. The proposed new sign meets zoning regulation for size, height & setback.

#### Wall Sign Comparison

Existing Size	32.00 SQ FT	Proposed Size	25.00 SQ FT
Illuminated Area	25.43 SQ FT	Illuminated Area	10.58 SQ FT

#### Wall Sign Summary

Proposed sign is 7.00 SQ FT smaller in overall area as compared to existing. The illuminated area is a reduction of 14.85 SQ FT. The proposed new sign meets zoning regulations for size & placement.

As an overall summary, the proposed signs have less illuminated area than the existing and an overall reduction in illuminated sign area of 21.26 SQ FT, while not increasing the overall sign area of combined signs. We feel that our application is reasonable for the area and we are not creating a detriment to the community, but improving existing conditions. We look forward to formally presenting this to the Planning Board on Monday, April 27<sup>th</sup> at 6:30pm.

A handwritten signature in blue ink, appearing to read 'John Reuge', is located at the bottom right of the page.



Proposed Freestanding Sign 47 sq. ft.



Existing Freestanding Sign 40 sq. ft @ 10' setback

**Side by Side Size Comparison**

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**BERKSHIRE BANK**

Sales Rep: J. Renzi  
 Job Name: Berkshire Bank  
 Job Location: South Hadley, MA  
 Sheet: 1 of 5  
 Date: 2/2/15  
 Job #:   
 Scale: as noted  
 Drawn by: LH

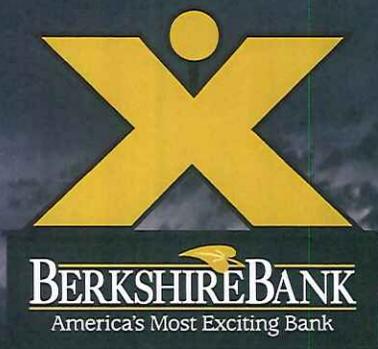
Berkshire Bank  
 74 Lamb Street  
 South Hadley, MA

**Rev 4/8/15**

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 APPROVED AS NOTED

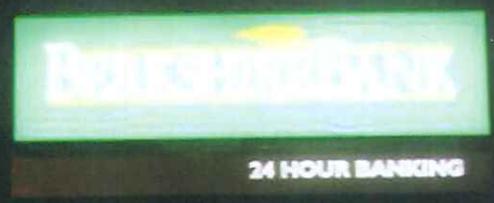
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*Proposed Freestanding Sign*

**Side by Side Night Comparison**



*Existing Freestanding Sign*



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Sales Rep: J. Ranzl  
Job Name: Berkshire Bank  
Job Location: South Hadley, MA  
Sheet: 2 of 5  
Date: 2/2/15  
Job #:   
Scale: as noted  
Drawn by: LH

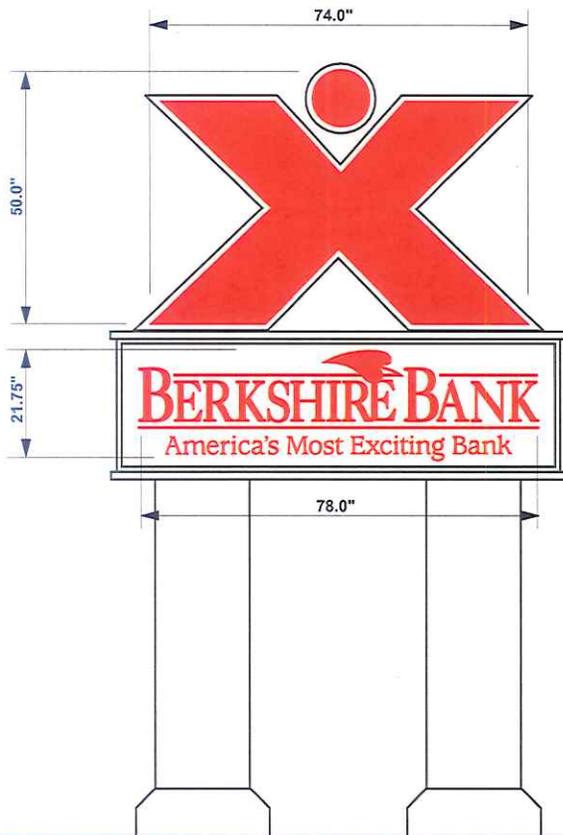
Berkshire Bank  
74 Lamb Street  
South Hadley, MA

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Measure  
Shape.1  
 Lock Selection

Objects  
Surface Area: 1,885.80 sq  
Volume: 0.00 cu in  
Center of Mass:  
0.0", 0.0", 0.0"  
Create Center Point

Shapes  
Length: ---

Dimensions  
X: 74.0"  
Y: 50.205"  
Z: 0.0"



*red areas above are the illuminated areas*  
 Berkshire Bank Logo Only = 11.78 sq. ft. illum. area  
 X-Man Logo Icon = 13.10 sq. ft. illum. area  
*actual sq. ft. of shape as calculated in  
 CAD CAM software*  
**total = 24.88 sq. ft. illum. area**

**3' x 10' upper Berkshire Bank face = 30.0 sq. ft. illum. area**  
**24 Hour Banking = 1.29 sq. ft. illum. area**  
**total = 31.29 sq. ft. illum. area**

**Illuminated Sign Area Calculations**

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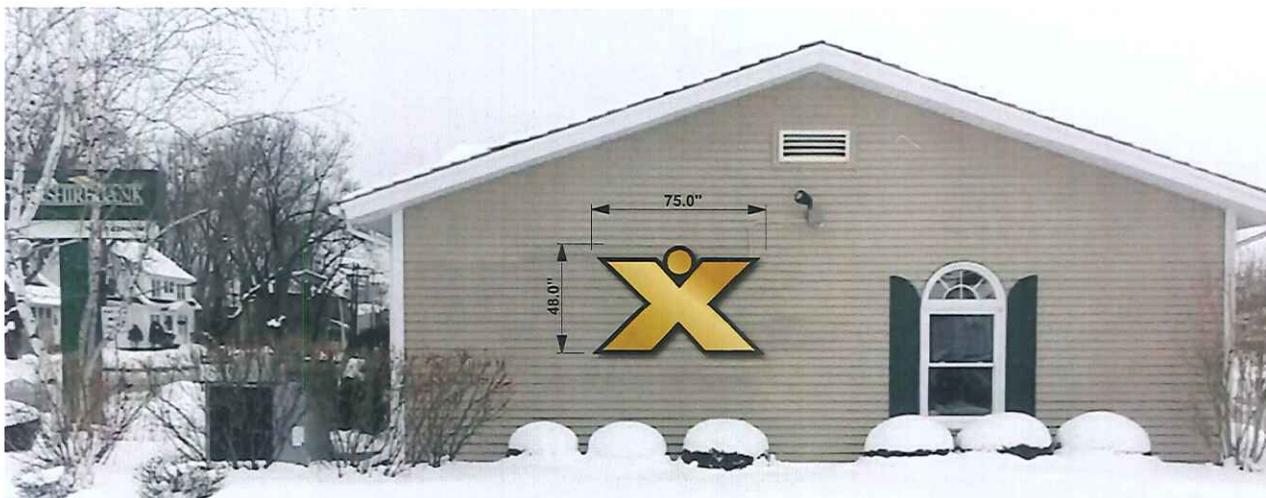
Sales Rep: J. Ranz  
 Job Name: Berkshire Bank  
 Job Location: South Hadley, MA  
 Sheet: 3 of 5  
 Date: 2/2/15  
 Job #:   
 Scale: as noted  
 Drawn by: LH

Berkshire Bank  
 74 Lamb Street  
 South Hadley, MA  
**Rev 4/8/15**

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Proposed Wall Sign

25 SQUARE FEET



Existing Wall Sign

32 SQUARE FEET

Size Comparison



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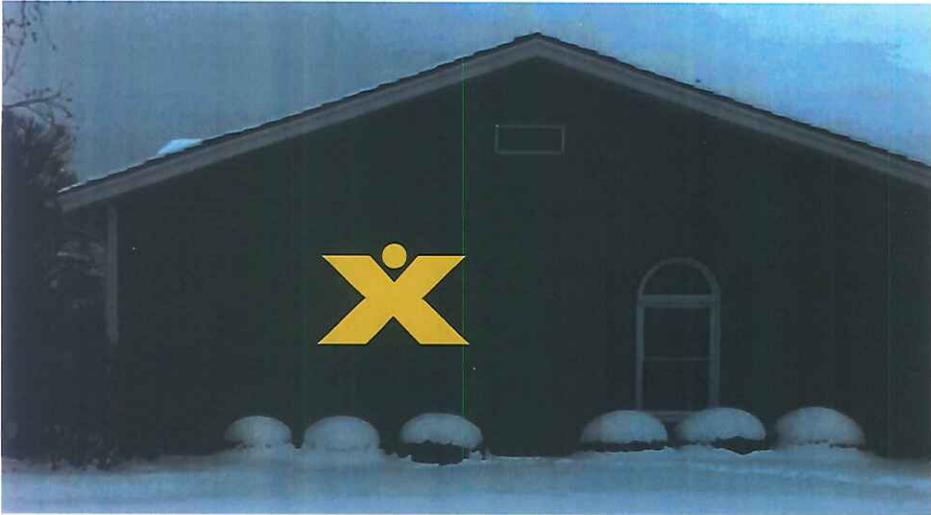
Sales Rep: J. Ranzl  
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Scale: as noted  
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Berkshire Bank  
74 Lamb Street  
South Hadley, MA

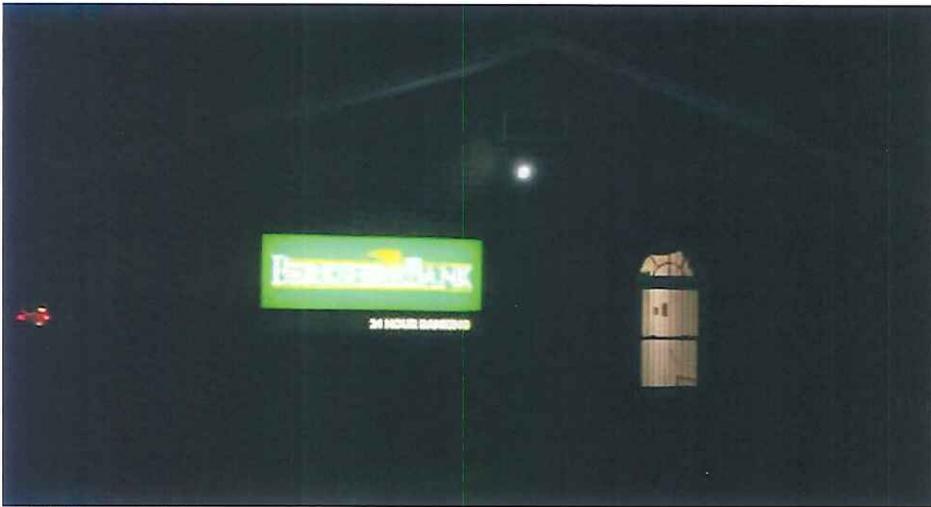
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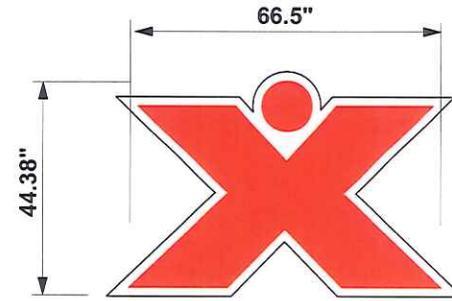


Proposed Wall Sign



Existing Wall Sign

Side by Side Night Comparison and Illuminated Sign Area Calcs



red areas above are the illuminated areas

X-Man Logo Icon = 10.58 sq. ft. illum. area

actual sq. ft. of shape as calculated in CAD CAM software

Objects	Surface Area: 1,522.91 sq
	Volume: 0.00 cu In
	Center of Mass: 0.0", 0.0", 0.0"
	Create Center Point
Shapes	Length: ---
Dimensions	X: 66.5"
	Y: 45.117"
	Z: 0.0"



35.0" x 100.5" upper Berkshire Bank face = 24.43 sq. ft. illum. area  
 3.25" x 44.0" 24 Hour Banking = 1.0 sq. ft. illum. area  
**total = 25.43 sq. ft. illum. area**



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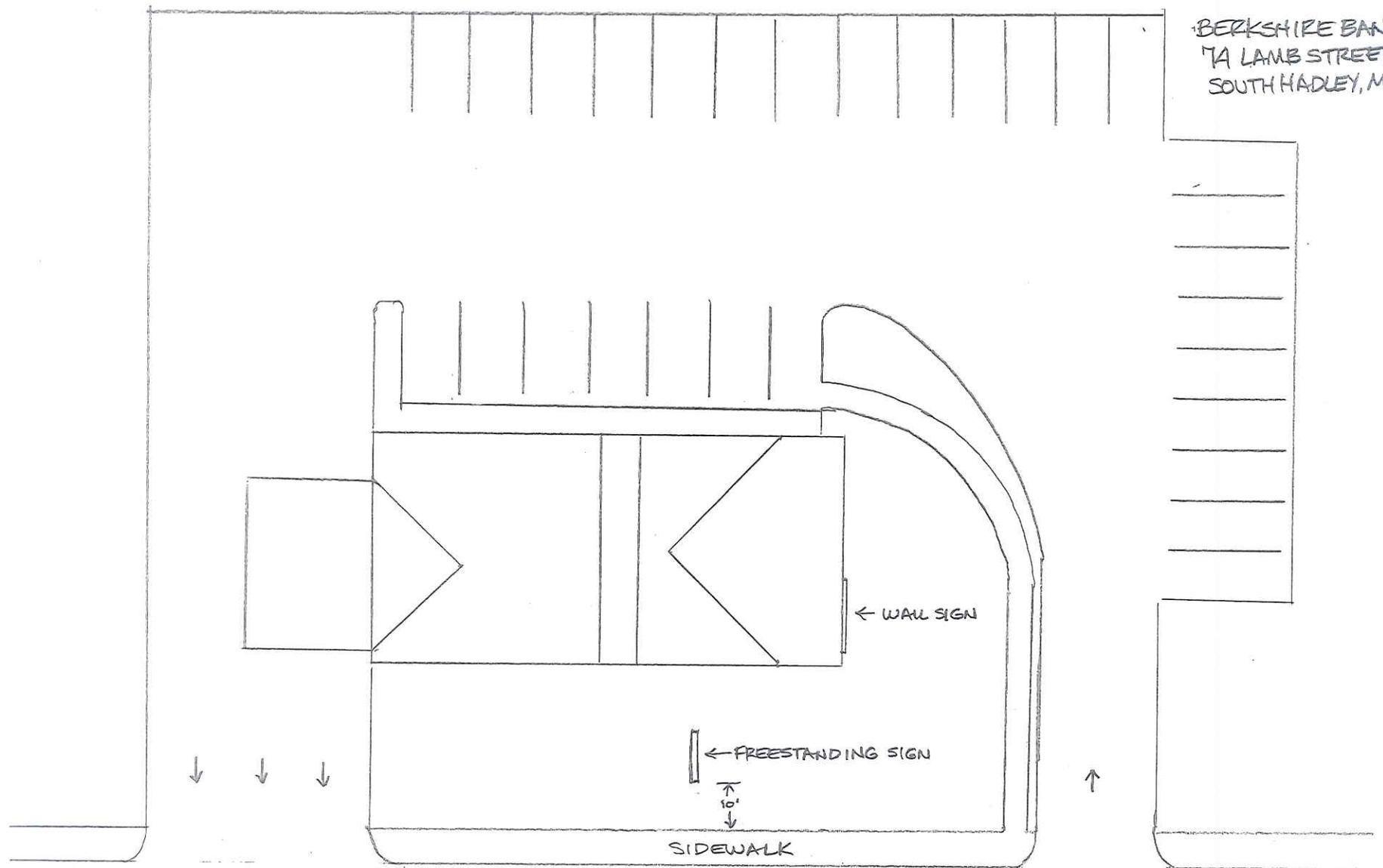
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BERKSHIRE BANK  
14 LAMB STREET  
SOUTH HADLEY, MA



← WALL SIGN

← FREESTANDING SIGN

↑ 10'

SIDEWALK

LAMB STREET

←

→