



575 Dalton Avenue, Pittsfield, MA 01201

ph. 800.458.2376 fax. 413.443.0034  
gisigns.com

October 29, 2015

Planning Department  
Richard Harris, Town Planner  
Town of South Hadley  
116 Main Street, Suite 110  
South Hadley, MA 01075

RE: Easthampton Savings Bank  
605 Granby Road  
South Hadley, MA

Dear Mr. Harris:

Easthampton Savings Bank is upgrading their logo. They are doing this in all locations. They would like to replace their pylon sign with a monument sign. The reason for replacement is the old sign does not meet required setback. The new sign will be setback ten feet from the property line, as shown in the site plan we have provided.

The current sign has internal illumination which shines out from the entire face, and that's 32 square feet in total. The new sign only has internal illumination from the letters "bankESB" and the total square footage of this illumination is 14. (we have included a side by side comparison). The current sign has old technology of lamps. The new sign will have LED's which are much more energy efficient, U.L. approved. The new sign also embraces the current colors of green and white, with a earth tone faux stucco decorative base.

The new sign will be 51" H X 90" W and will be supported by two steel poles and a decorative base, for a total height of 96". (renderings are attached). The new sign will be fabricated out of aluminum.

I have included the following items with this application that you requested:

1. This letter and description of the proposal
2. \$50 application fee
3. Sign renderings of the proposed sign
4. Site plan marked with existing sign and proposed sign placement
5. Photos of existing illumination and proposed illumination

If you need anything else, don't hesitate to call or e mail me and I will expedite getting the items to you.

Thank-you for your guidance,

Vicki White, Graphic Impact Signs  
800-458-2376 vwhite@gisigns.com



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fax 413.443.0034

275 Dallas Ave. Pittsfield, MA 01201

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Sales Rep: A. Brazner

Job Name: ESB Bank

Job Location: S.Hadley, MA

Sheet: 1 of 5

Date: 8/25/15

Job #: \_\_\_\_\_

Scale: as noted

Drawn by: LH

**ESB Bank  
605 Granby Rd.  
S.Hadley, MA**

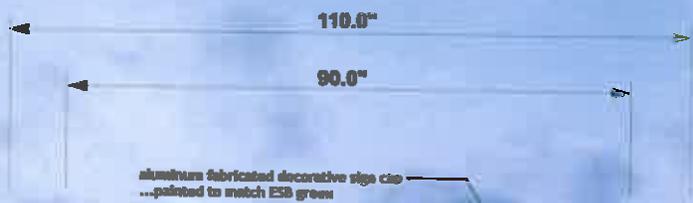
**Rev 10/30/15**

APPROVED: \_\_\_\_\_  
APPROVED AS NOTED: \_\_\_\_\_

CLIENT SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

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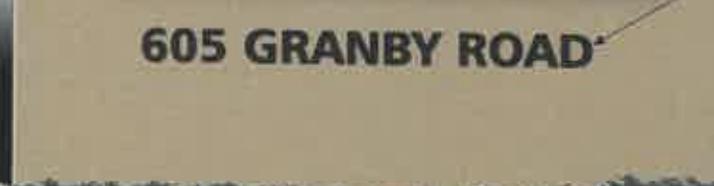
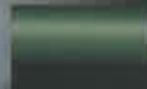
aluminum fabricated decorative sign cap  
...painted to match ESB green

aluminum fabricated sign cabinet w/ CAM routed  
aluminum sign faces...1/2" thick push-thru acrylic copy/  
logo faced with translucent green and grey vinyl film...  
internal white LED module illumination

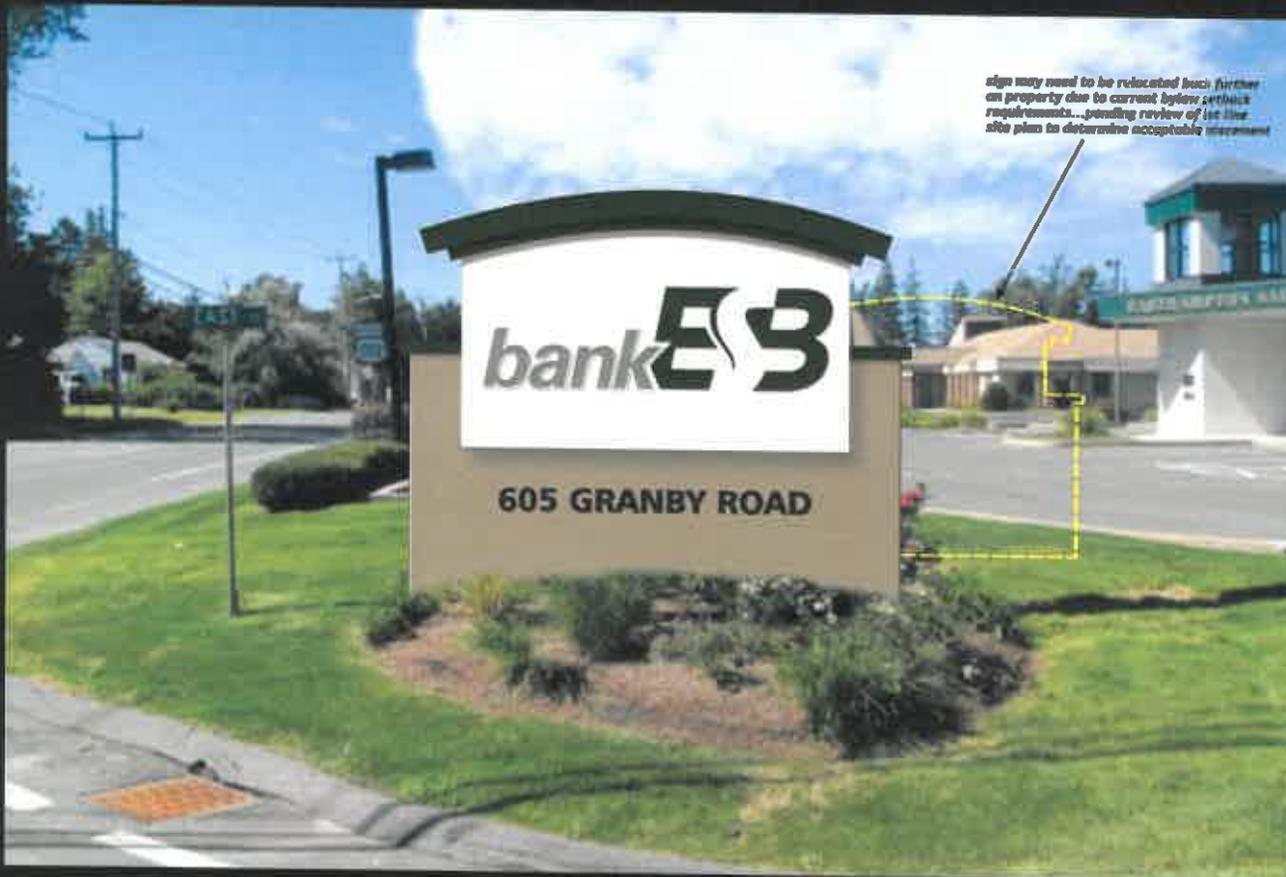
aluminum fabricated trim...painted  
to match ESB green

aluminum fabricated base abroad....  
faux stucco painted finish pale  
yellow to match Gobi Desert 710C-3

1/2" thick raised PVC address...  
painted to match aluminum bronze



(1)...Option A...DF Internally Illuminated Monument Sign...5/8"=1'-0"



*sign may need to be relocated back further on property due to current bylaw setback requirements...pending review of lot line site plan to determine acceptable placement*



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800.458.2376  
fax 413.443.0034  
375 O'Brien Ave., Pittsfield, MA 01201  
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**bank E3**

Sales Rep: M. Brazzoni  
Job Name: ESB Bank  
Job Location: S.Hadley, MA  
Sheet: 2 of 5  
Date: 8/25/15  
Job #:   
Scale: as noted  
Drawn by: LH

**ESB Bank  
605 Granby Rd.  
S.Hadley, MA  
Rev 10/30/15**

APPROVED \_\_\_\_\_  
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 CLIENT SIGNATURE \_\_\_\_\_  
 DATE \_\_\_\_\_

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Proposed Lighting at Night... 14 sq. ft. of Illuminated Area

Existing Lighting at Night... 32 sq. ft. of illuminated Area

bank **ESB**

**ESB**  
Easthampton  
Savings Bank  
Drive-Up ATM



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fax 413.443.0034  
270 South Ave. Pittsfield, MA 01201

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bank **ESB**

Sales Rep: M. Brzezina

Job Name: ESB Bank

Job Location: S. Hadley, MA

Sheet: 3 of 5

Date: 8/25/15

Job #: \_\_\_\_\_

Scale: as noted

Drawn by: LH

**ESB Bank  
605 Granby Rd.  
S. Hadley, MA**

**Rev 10/30/15**

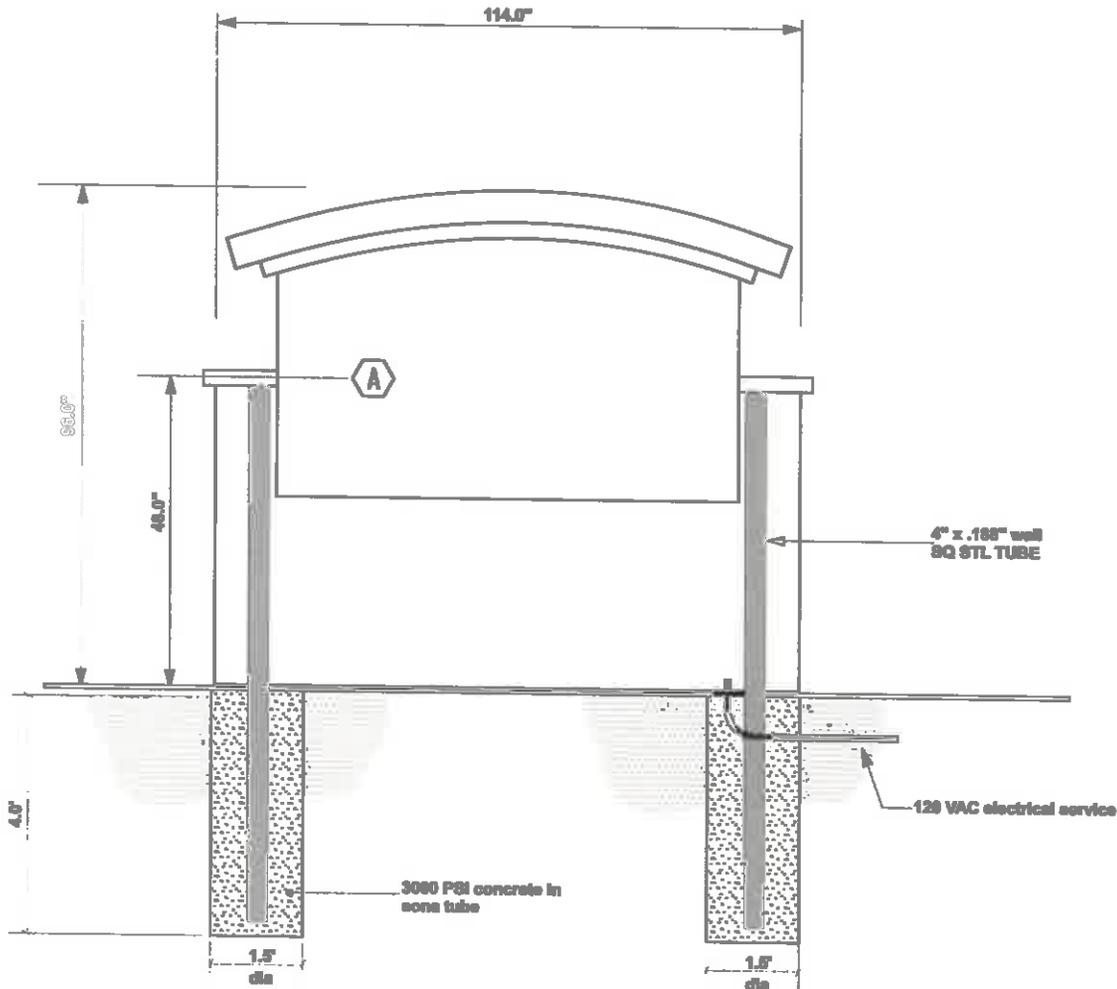
APPROVED

APPROVED OR REVISION

CLIENT SIGNATURE

DATE

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**DESIGN WIND LOAD 100 MPH**

$$P = .00257 (V)^2 \left(\frac{1}{1.5}\right)^{.287}$$

$$P = .00257 (100)^2 \left(\frac{1}{1.5}\right)^{.287}$$

$$P = .00257 (10000) (.24)^{.287}$$

$$P = 17.10 \text{ PSF} \approx 18 \text{ PSF}$$

**STAGE 1**

$$A = (114.0' \times 9.5') = 76.0' (4.0') = 304.0'$$

$$M = \frac{304.0' (18 \text{ psf})}{2} = 2,736.0 \text{ lb.ft}$$

$$S = \frac{M (12)}{28000} \rightarrow S = \frac{2,736.0 (12)}{28000} = 1.17 \text{ S req.}$$

= [USE 4" x .188" wall SQ STL TUBE @ 3.30 S]

**AUGERED CAISSON FOOTING (1.6' DIA)**

$$\sqrt{\frac{4.25 (Mlbs)}{300 (DIA)}} = \text{DEPTH}$$

$$\sqrt{\frac{4.25 (2,736)}{300 (1.5)}} = \text{DEPTH} = 2.96' \text{ REQ (USE 4'-0" DEPTH)}$$

(1) 20 A 120VAC CIRCUIT REQ. BY OTHERS

Underwriters Laboratories Inc.   
 NOTE: SIGN TO BEAR UL LISTING



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575 Dublin Ave. Pittsfield, MA 01201

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Sales Rep: M. Brazzini  
Job Name: ESB Bank  
Job Location: S.Hadley, MA  
Sheet: 5 of 5

Date: 10/16/13  
Job #:   
Scale: as noted  
Drawn by: LH

ESB Bank  
605 Granby Rd.  
S.Hadley, MA

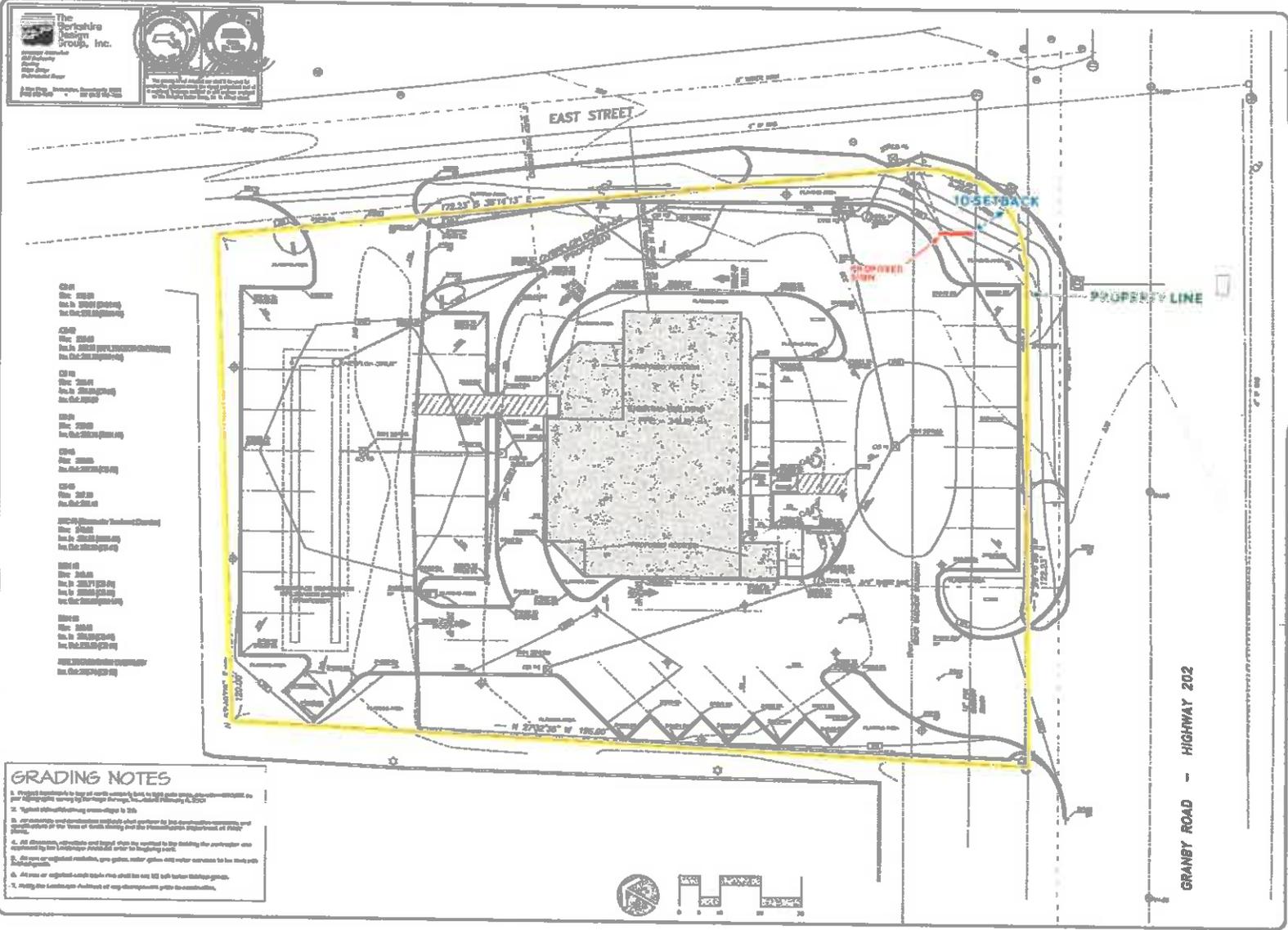
Rev 10/30/15

APPROVED \_\_\_\_\_  
 APPROVED AS NOTED \_\_\_\_\_  
CLIENT SIGNATURE \_\_\_\_\_  
DATE \_\_\_\_\_

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**The Berkshire**  
**Design Group, Inc.**  
 100 West Street  
 Suite 200  
 Pittsfield, MA 01201  
 Phone: 413.439.1234  
 Fax: 413.439.1235  
 www.berkdesign.com

The owner has agreed to hold the Engineer harmless for any and all claims, damages, losses, and expenses, including reasonable attorney's fees, that may be asserted against the Engineer by any third party, arising out of or from the performance of the Engineer's professional services under this Agreement.



**GRADING NOTES**

1. Project topography to top of earth unless noted to high water elevation. Minimum 2% slope for drainage to street or waterway.
2. Typical sidewalk having cross slope to curb.
3. All materials and construction methods shall conform to the specifications and standards of the State of Massachusetts and the Federal Highway Administration, as applicable.
4. All dimensions, elevations and grades shall be verified by the contractor and approved by the Landscape Architect prior to beginning work.
5. All new or replaced materials, pipe, gutters, water pipes and water services to be installed with submittals.
6. All new or replaced curb and sidewalks shall be set 12" left before sidewalk grade.
7. Notify the Landscape Architect of any discrepancies prior to construction.

Additional notes and specifications are provided on separate sheets.

**TEBBER ASSOCIATES, INC.**  
 ARCHITECTURE AND INTERIOR DESIGN  
 100 West Street, Suite 200  
 Pittsfield, MA 01201  
 Phone: 413.439.1234  
 Fax: 413.439.1235  
 www.tebber.com

**GRADING AND UTILITIES PLAN**  
**EASTHAMPTON SAVINGS BANK**  
 SOUTH HADLEY, MASSACHUSETTS

DATE: \_\_\_\_\_  
 DRAWN BY: \_\_\_\_\_  
 CHECKED BY: \_\_\_\_\_  
 APPROVED BY: \_\_\_\_\_

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800.458.2376  
 fax 413.443.0034  
 375 Dallas Ave., Pittsfield, MA 01201  
 gisigns.com

Sales Rep: M. Drazner  
 Job Name: ESB Bank  
 Job Location: S.Hadley, MA  
 Sheet: 4 of 5  
 Date: 10/16/15  
 Job #: \_\_\_\_\_  
 Scale: as noted  
 Drawn by: LH

**ESB Bank**  
 605 Granby Rd.  
 S.Hadley, MA  
 Rev 10/30/15

APPROVED \_\_\_\_\_  
 APPROVED/ADJUSTED \_\_\_\_\_

CUSTOMER SIGNATURE \_\_\_\_\_  
 DATE \_\_\_\_\_

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