

SIGN APPLICATION-TOWN OF ESSEX

Date _____ APPLICATION FEE \$95.00 PDP PERMIT # 2013-150N
(includes recording fee) Appeal Period Expires # 10-9-13
Zoning District B-DC + MKD-PUP (B)

Address of Sign Location: 21 ESSEX WAY MAP 092 PARCEL 002 LOT 001

Business Name for Sign: PENOLETON OUTLETS (EOP OUTLETS, LLC)

Type of Sign: Free Standing _____ (size) Façade 21.5 SQ FT (size)

Height (from ground level to top of free-standing sign): _____

Applicant's Mailing Address: POYANI PIANS 3 B40 WAY #19 NASHUA NH 03063

Phone Number – Home: _____ Work: _____ Cell: 508-889-9424 Fax: _____

Applicant(s) Signature: Michela Palumbo
Landowner(s) Signature: _____

INSTRUCTIONS FOR FILING APPLICATION:

All sign approval applications will be pursuant to the Town of Essex Sign Regulations contained within Section 25.10 of the Town of Essex Sign Regulations. A copy has been attached to this application form for your review and information. Approval or denial will be based upon a complete submittal of all the required information. In the case of denial of the application an explanation will be in writing.

INSTRUCTIONS FOR FREE STANDING SIGNS:

- a) Scaled lot plan indicating sign location;
- b) Diagram if sign with information according to the attached sample diagram.

INSTRUCTIONS FOR FAÇADE SIGNS:

- a) Plan of building façade and sign pursuant to the attached sample plan.

Note: The Zoning Administrator may require additional information to make a proper evaluation on a case by case basis.

On this 24th day of September, 2013, your application was: approved _____ denied.

All signage shall conform to Sect. 3.10 of zoning Regulations.

See attachment for conditions of approval or reasons for denial.

TOWN OF ESSEX
By: Sharon L. Kelley
Zoning Administrator

ANY INTERESTED PERSON MAY APPEAL THE DECISION OF THE ZONING ADMINISTRATOR TO THE ZONING BOARD OF ADJUSTMENT WITHIN 15 DAYS OF PERMIT ISSUANCE. COMMENCING CONSTRUCTION WITHIN THIS 15 DAY APPEAL PERIOD IS PROHIBITED BY LAW.



65' 3"

45"

38' 1/2 VO

8'

local | organic | natural

12
11
10
9
8
7
6
5
4
3
2
1

Michael Patenaude

From: Sharon Kelley <skelley@ESSEX.ORG>
Sent: Wednesday, September 18, 2013 1:01 PM
To: Michael Patenaude
Cc: Eric Fitzgerald (efitzgerald@ewbdevelopment.com); Sharon Kelley
Subject: RE: Pendleton Sign

Hi Mike,

Although we came to the math differently, the sign you have proposed fits! I will sign off upon receipt of the hard copy application and fee.

Thank you for working with me on this!

SK

From: Michael Patenaude [<mailto:MPatenaude@poyantsigns.com>]
Sent: Tuesday, September 17, 2013 2:06 PM
To: Sharon Kelley
Cc: Eric Fitzgerald (efitzgerald@ewbdevelopment.com)
Subject: RE: Pendleton Sign

Hi Sharon,

The length of the store front is the 65' 3". The height of the façade (front of their space is) 11'9".

The total comes to 11'9" x 65' 3"=766 sq ft...5% would be 38 sq ft. The code allows up to 24 sq ft max. We had taken the artwork from the customer and proportionately placed it on the fascia. The signage worked up to being 21.46 sq ft total.

Please let me know if I did something wrong.

Thank You,

Mike Patenaude
Regional Account Executive
c 508.889.9424



From: Sharon Kelley [<mailto:skelley@ESSEX.ORG>]
Sent: Tuesday, September 17, 2013 12:38 PM
To: Michael Patenaude
Cc: Eric Fitzgerald (efitzgerald@ewbdevelopment.com); Sharon Kelley
Subject: RE: Pendleton Sign

Hi Mike,

I have looked over your email. My calculations show the area of the façade for this unit to be 72.52 s.f. (275"x38.5"/144), which allows for a maximum of a 15 s.f. sign. Please do the math and label what it represents and forward to me. I am not sure what number you are using for the façade. Is it 275" or 65'3"?

SK

From: Michael Patenaude [<mailto:MPatenaude@poyantsigns.com>]
Sent: Friday, September 13, 2013 2:03 PM
To: Sharon Kelley
Subject: FW: Pendleton Sign

Hi Sharon,

Please see the attached docs we discussed the other day. I have sent a package to you as well for your approval.

One of the things I am trying to do is have the sign installed by the 1st. This rush has nothing to do with you but any assistance you could provide would be helpful. I understand that I cannot install without a permit but would like to begin manufacturing if possible. If I can get some sort of verbal approval that the size and sign type are ok I can do this. We just want to make sure that the sign meets the town criteria.

A few comments:

- The sign will fall into the #11 color scheme per our discussion
- I have attached the survey of the storefront we discussed for your review.
- The sign is non-illuminated as per the attached print
- The approval for permitting from the LL is below on this email.
- I have attached the updated print with sizes per our discussion.

Please let me know any questions comments you may have. Cell or email are best.

Thank you,

Mike Patenaude
Regional Account Executive
c 508.889.9424



-----Original Message-----

From: Eric Fitzgerald [<mailto:efitzgerald@ewbdevelopment.com>]
Sent: Wednesday, September 11, 2013 3:04 PM
To: Michael Patenaude
Cc: john geddis; Peter Edelmann; Bob Bohan
Subject: Re: Pendleton Sign

We are ok with the sign. Looks great. Eric

Sent from my iPhone

On Sep 11, 2013, at 9:32 AM, "Michael Patenaude" <MPatenaude@poyantsigns.com> wrote:

> Hi Peter,

>

> Attached is the sign plan we would like to move forward with along with an authorization form. I spoke to the town the other day. They will be verifying the dimensions of the storefront, color etc. I will need your final approval for the permit to be processed.

>

> The color we chose for permitting is #11 per the town regs.

>

> The sign is a 3/4" thick acrylic stud mounted letters which will be mounted to the fascia as shown on the attached print.

>

> Please let me know any questions you may have. My cell 508-889-9424 or email are best.

>

> Thank you,

>

> Mike Patenaude

> Regional Account Executive

> c 508.889.9424

>

>

> [Description: email-signature-logo-for-75th-anniversary]

>

> From: john geddis [<mailto:jggeddis@gmail.com>]

> Sent: Monday, September 09, 2013 3:35 PM

> To: Peter Edelman

> Cc: Bob Bohan; Michael Patenaude; Eric Fitzgerald

> Subject: Fwd: Pendleton Sign

>

> Peter,

>

> I wanted to let you know that Poyant Signs will be handling the store front sign for us. Michael Patenaude is the Regional Sales Executive and he was at the property this morning to take measurements and start the permitting process.

>

> Once he has the final rendering complete he will share it with you.

>

> Let me know if you have any questions. I hope to be in Essex late Wednesday and most of Thursday. I hope you are available to meet.

>

> Regards,

>

> John Geddis