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## MEMORANDUM

To: Hinesburg Development Review Board

From: David G. White

Date: July 2, 2012

Re: Hannaford – sign lighting

Town staff has inquired about the levels of lighting for Hannaford's proposed wall sign and freestanding sign. In reviewing the zoning ordinance we find no regulation regarding the levels of illumination for signs and thus have no guidance as to what is acceptable. Nonetheless, both signs will have only moderate illumination. Based on information from Thomas Signs, which is the company that will produce these signs, we offer the following:

### Freestanding sign:

- The background (shown in the illustration as “mountain green” color to match the building) is opaque leaving only the graphics illuminated.
- For the letters and logo, the sign uses a "push thru" style fabrication process with a 3/4" thick Plexiglas material with a white light diffuser applied internally, which allows for a soft, even distribution of light through the logo and character faces. The logo and letter faces use a pigmented translucent vinyl application which also reduces the light that you would usually see with an "all white" letter application. The "push thru" graphics allow for a soft

edge glow that acts in the same fashion as a reverse channel letter does. The soft edge glow helps define the lettering.

- The interior of the display is illuminated with energy efficient fluorescent lighting spaced deep within the display and is manufactured in a single lamp bank configuration to allow for a reasonable illumination.

Other manufacturers typically include a simple 3/16" thick plexiglas sheet that's mounted to the inside of the aluminum routed display faces. This process allows for 50% more light emitting through the character faces than what is proposed for Hannaford's sign.

#### Wall Sign:

- The wall sign (both logo and sub-copy lettering) will be illuminated with LED lighting.
- The logo is constructed as a single unit with an array of white LEDs evenly spaced behind a white flexible face material using a total of approximately 70 watts to give a moderate even light over its surface. The dominance of darker color vinyl overlays on the white face will further reduce effective light transmission.
- The sub copy lettering will be individual cut-out channel letters, each of which will be illuminated by three to six LEDs. Total combined wattage will be less than 7 watts. The LEDs will be red and shine through the rust-brown colored vinyl overlay on the white plastic face letters to produce a subtle reddish-brown color.