



Re: Trader Joe's  
Hanover Crossings  
1775 Washington St.  
Hanover MA 02339

#### Zoning Board of Appeals :

We are asking approval for our Trader Joe's face lit channel letters. The Trader Joe's letters have red faces, and red LED's. This red letter style is their trademark and branding standard across the US. We use red LED for a specific reason; for the letters to light red. If we were to use white LED, the faces would light more pink than red.

This is a very common design for red faced signage, and is commonly used so the signs illuminate properly. Examples of red faced signs using this technique would be CVS, Target, just to name a few.

I've attached some completion photos of Trader Joe's signage for you to see as an example of what we are proposing. As you can see the red isn't extreme, it's just the combination of using these LED's with the face that make the sign a pleasant shade.

We are hoping you understand that the red LED matched with the red face, light red. Whereas white LED would light the face as pink, and that is not favorable to the Trader Joe's branding.

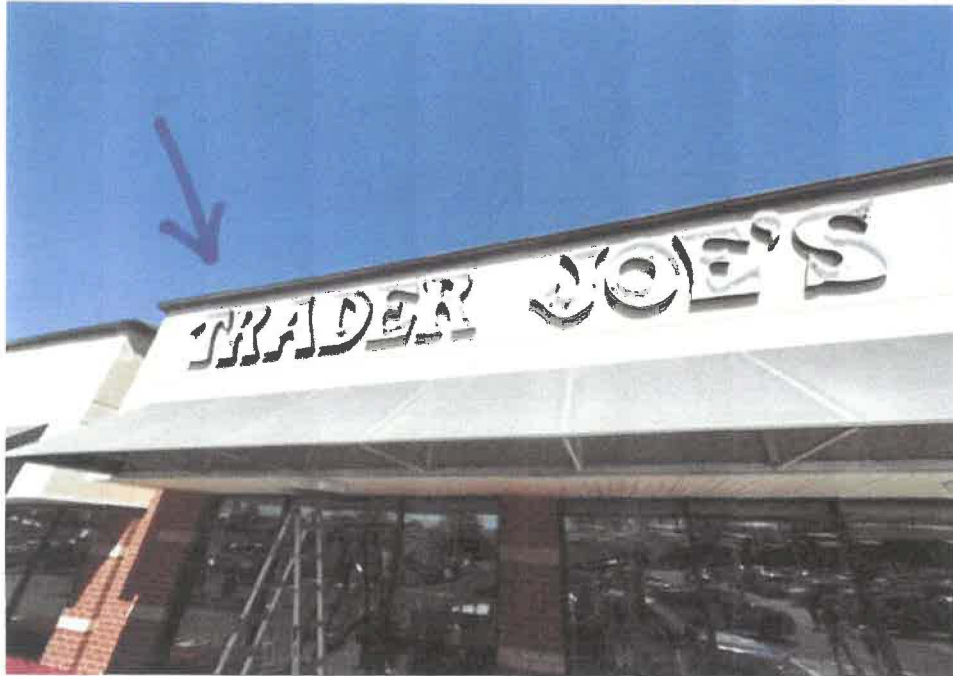
Granting this variance will not cause detriment to the public good nor derogate from the intent of the ordinance. The ordinance allows for LED lighting/internally illuminated signs. The proposed sign does not derogate from that. Public interest is served by maintaining the Trader Joe's branding and coloring for customers. Circumstances affect the structure (the Trader Joe's building) and literal enforcement of the ordinance would alter the color branding of the signs causing potential financial hardship.

Using red LED internal lighting poses no safety issues or privacy interference to adjoining properties; no does it cause immediate or potential devaluation of property values - but rather enhances value by displaying visually appealing signage consistent with Trader Joe's branding.

Please consider approving our LED spec so our illumination is consistent with a red-faced sign.

Sincerely, Broadway  
National On behalf  
of Trader Joe's

-RED LED'S INSIDE SIGN-





(New location in plaza)



# SIGN KEY

- A** 42" ILLUMINATED CHANNEL LETTERS
- B** 38" ILLUMINATED CHANNEL LETTERS

Note: Two wall signs are proposed.  
A + B  
Separate applications will be submitted.  
(one for each)

EXISTING  
TRADER JOE'S.

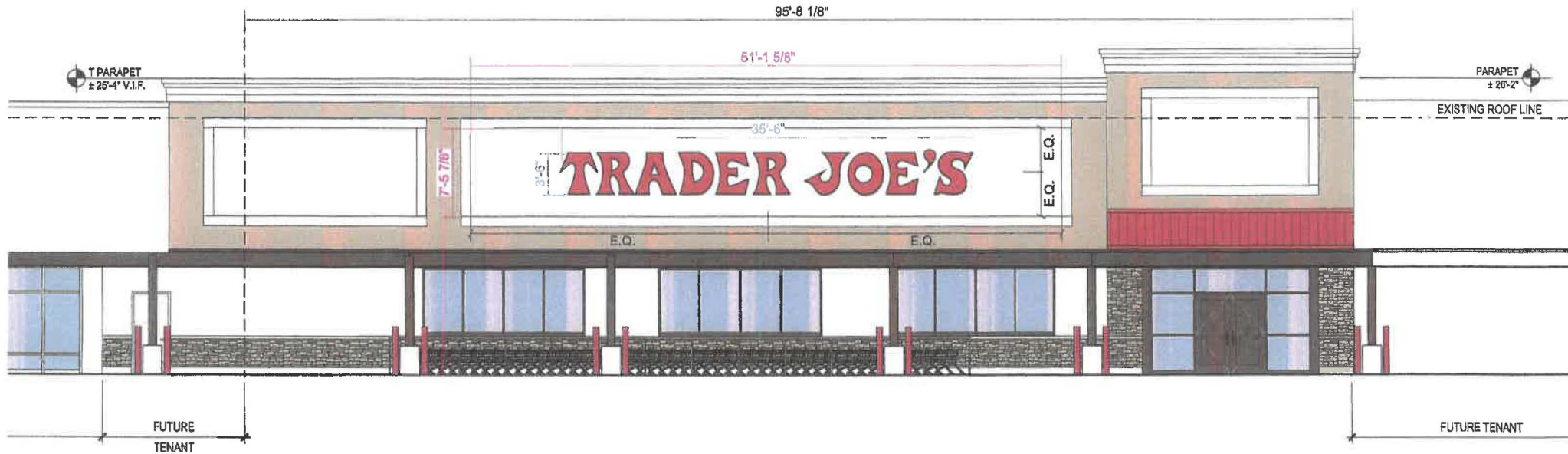
SIGN A

# NORTH ELEVATION

SCALE: 1/8" = 1'-0"

A

124.25 ft



**b** **broadwaynational**

100 DAVIDS DR, HAUPPAUGE, NY 11786  
T 631.737.3140 F 631.737.3160  
DESIGNATED BY PERMIT 32127 03.10.24 02/00 US

ELEVATION  
**TRADER JOE'S**

☐ Approved  
☐ Approved with Corrections  
☐ Rejected  
☐ Revise and Resubmit  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

1775 WASHINGTON ST  
HANOVER, MA



QTY (1)  
SIGN A

42" ILLUMINATED CHANNEL LETTERS (LINEAR)  
SCALE: 1:36

124.25 Sq. Ft.

3'-0" (42")

# TRADER JOE'S

19'-7 3/4" (235 3/4")

35'-6" (426")

14'-6 1/4" (174 1/4")

Disconnect  
Switch

SECTION DETAIL  
SCALE: NTS

NOTES:

DEDICATED 120V/20AMP AC CIRCUIT, WITHIN 6' OF SIGN, TO BE PROVIDED BY OTHERS PRIOR TO SIGN INSTALLATION

NOTES:

ALL ELECTRICAL PARTS & ASSEMBLIES UL LISTED. UL LABELS TO BE LOCATED AT DISCONNECT SWITCH.

Color Key



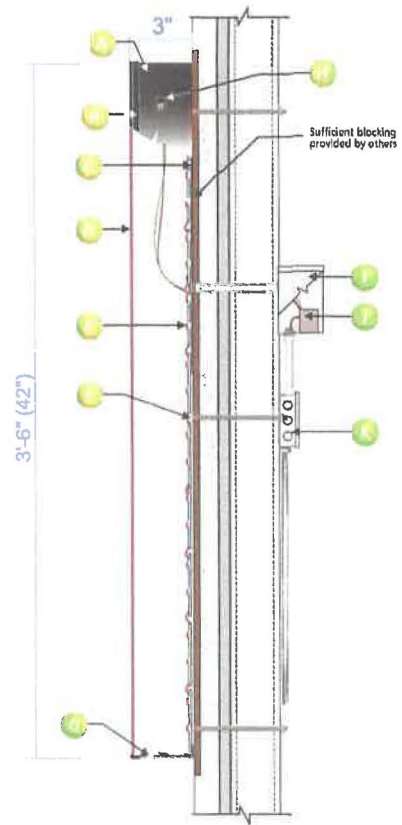
2793 Red  
Acrylic



100%  
Black

SPECIFICATIONS

- A .040 black pre-finished aluminum returns
- B 1" continuous black jewelite trim cap
- C .125 ACM backs with white interior
- D .177 #2793 red acrylic face
- E Red LED lighting
- F Non-corrosive 1/4"- 20 rev nuts for thru-bolts, with fender washers & nuts. (Mounting hardware may vary to suit wall conditions)
- G 1/4" diameter drain hole (min. 2 per letter) with light baffle
- H Disconnect switch
- I Enclosure box
- J LED power supply
- K 120V Primary power junction box by others prior to installation



VARIANCE REQUIRED

b Broadwaynational FOR RED

100 DAVIDS DR. HAUPPAUGE, NY 11788  
TEL: 631.737.3140 FAX: 631.737.3140  
INTERNET: WWW.BROADWAYNATIONAL.COM

LED LIGHTING

DETAIL  
TRADER JOE'S

☐ Approved ☐ Rejected  
☐ Approved with Corrections ☐ Revise and Resubmit  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

1775 WASHINGTON ST  
HANOVER, MA

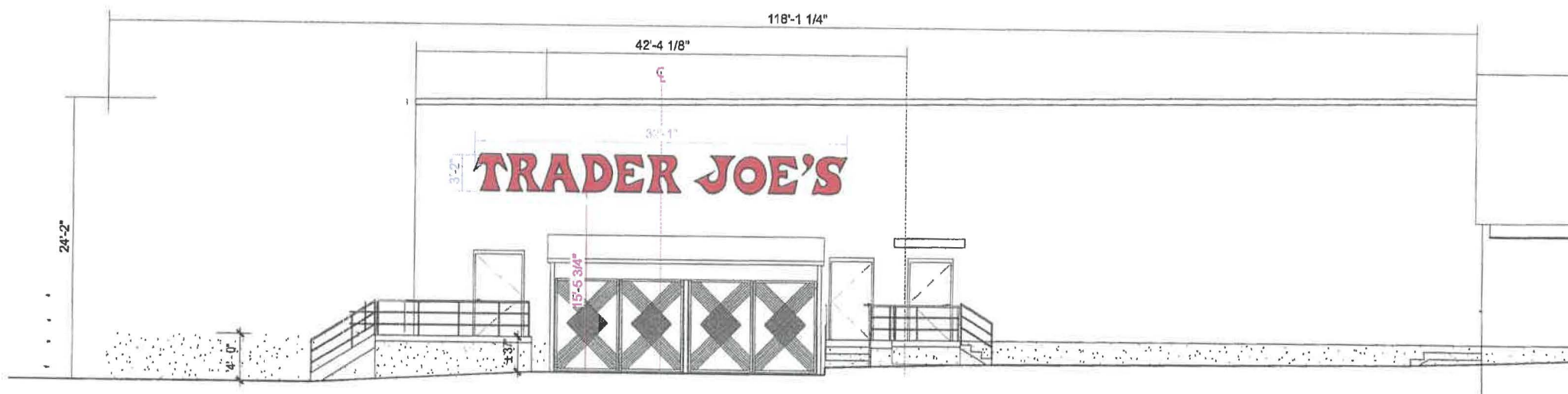
SIGN 1

# EAST ELEVATION

SCALE: 1/8" = 1'-0"

(B)

101.59 4



**b** **broadwaynational**

100 DAVIDS DR, HAUPPAUGE, NY 11788

T 631.737.1100 F 631.737.2160

REVISIONS: 01/11/11 01/11/11 01/11/11

ELEVATION

**TRADER JOE'S**

☐ Approved

☐ Approved with Corrections

Signature: \_\_\_\_\_

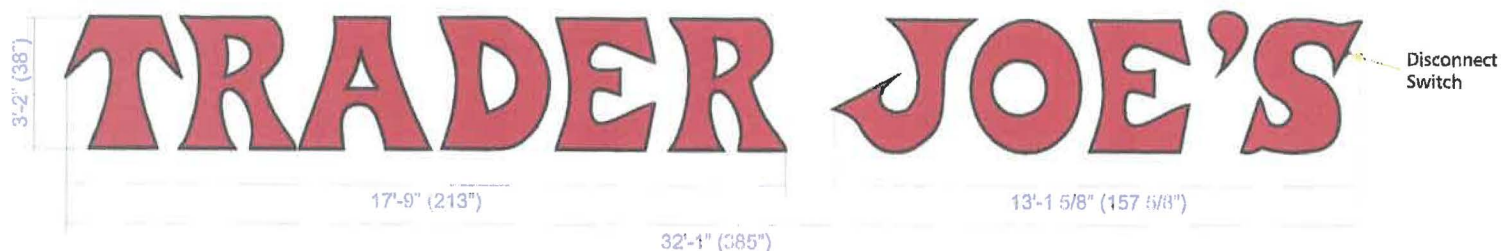
☐ Rejected

☐ Revise and Resubmit

Date: \_\_\_\_\_

1775 WASHINGTON ST  
HANOVER, MA

QTY (1) 38" ILLUMINATED CHANNEL LETTERS (LINEAR) 101.59 Sq. Ft.  
 SCALE: 1:36  
 SIGN B



**NOTES:**

DEDICATED 120V/20AMP AC CIRCUIT, WITHIN 6' OF SIGN, TO BE PROVIDED BY OTHERS PRIOR TO SIGN INSTALLATION

**NOTES:**

ALL ELECTRICAL PARTS & ASSEMBLIES UL LISTED. UL LABELS TO BE LOCATED AT DISCONNECT SWITCH.

**Color Key**



2793 Red Acrylic



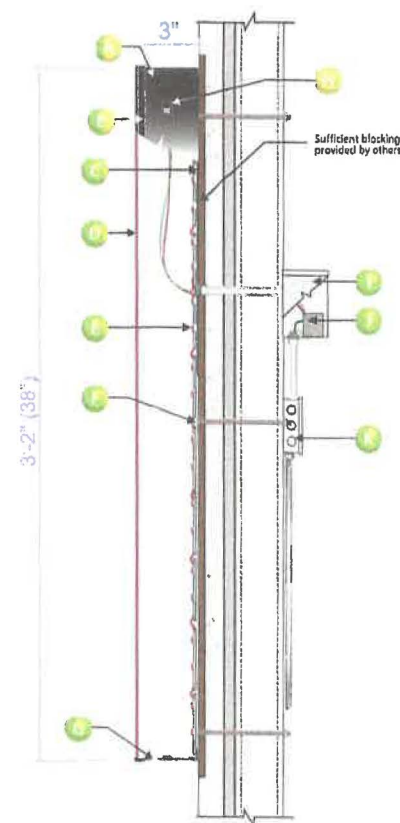
100% Black

**SPECIFICATIONS**

- A .040 black pre-finished aluminum returns
- B 1" continuous black jewelite trim cap
- C .125 ACM backs with white interior
- D .177 #2793 red acrylic face
- E Red LED lighting
- F Non-corrosive 1/4"- 20 rev nuts for thru-bolts, with fender washers & nuts. (Mounting hardware may vary to suit wall conditions)
- G 1/4" diameter drain hole (min. 2 per letter) with light baffle
- H Disconnect switch
- I Enclosure box
- J LED power supply
- K 120V Primary power junction box by others prior to installation



**SECTION DETAIL**  
 SCALE: NTS



**b** **broadwaynational**

100 DAVIDS DR, HAUPPAUGE, NY 11788  
 TEL: 732-3140-1051, 717-3140  
 WWW.BROADWAYNATIONAL.COM

**DETAIL**

**TRADER JOE'S**

☐ Approved ☐ Rejected  
☐ Approved with Corrections ☐ Revise and Resubmit  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

1725 WASHINGTON ST  
 HANOVER, MA