

TOWN OF FRANKLIN  
INSPECTION DEPARTMENT  
Building Inspection – Division of Wires – Division of Gas  
Division of Plumbing  
MUNICIPAL BUILDING – 355 East Central Street  
Franklin, Massachusetts 02038

Lloyd (Gus) Brown  
Building Commissioner

Telephone: 508-520-4926  
FAX: 508-520-4906

**ZONING REVIEW**

**APPLICANT:** Cam Afonso

**LOCATION:** 860 West Central Street

**ZONING DISTRICT:** Business

**TYPE OF PROJECT:** Installation of a Sign with an Electronic LED Message Center

**DATE:** 12/11/2023 **DENY**

**VARIANCE**

**ZONING BY LAW SECTIONS:** 185-20 E.(2)

**REASON FOR DENIAL:** Applicant is seeking to install a sign that has an electronic LED message center. The building permit is denied without a variance from the ZBA.

**APPEAL OF DENIAL OPTIONS:**

**ZONING BOARD OF APPEALS**

**APPLICANT SIGNATURE** \_\_\_\_\_ **DATE**

**ZONING OFFICIAL SIGNATURE** LAB \_\_\_\_\_ **DATE 12/11/2023**

**TOWN OF FRANKLIN  
ZONING BOARD OF APPEALS**

Municipal Building  
355 East Central Street  
Franklin, MA 02038  
508-520-4926

RECEIVED  
TOWN OF FRANKLIN

DEC 12 2023

TOWN OF FRANKLIN  
TOWN CLERK

2023 DEC 12 A 10:38

ZBA APPLICATION FORM

GENERAL INFORMATION

ZONING BOARD OF APPEALS

RECEIVED

The undersigned hereby petitions the Zoning Board of Appeals for the following:

Special Permit: \_\_\_\_\_ Variance: ☒ Appeal: \_\_\_\_\_

PETITIONER: Cam Alfonso

PETITIONER'S ADDRESS: 837 Upper Union C-18 Franklin PHONE: 508-364-2905

LOCATION OF PROPERTY: 860 West Central Street

TYPE OF OCCUPANCY: BAR/Restaurant ZONING DISTRICT: Business

ASSESSORS MAP & PARCEL: \_\_\_\_\_

REASON FOR PETITION:

|                                                               |                                          |
|---------------------------------------------------------------|------------------------------------------|
| <input type="checkbox"/> Additions                            | <input type="checkbox"/> New Structure   |
| <input type="checkbox"/> Change in Use/Occupancy              | <input type="checkbox"/> Parking         |
| <input type="checkbox"/> Conversion to Addi'l Dwelling Unit's | <input checked="" type="checkbox"/> Sign |
| <input type="checkbox"/> Dormer                               | <input type="checkbox"/> Subdivision     |
| <input type="checkbox"/> Other: _____                         |                                          |

DESCRIPTION OF PETITIONER'S PROPOSAL:

Erect new Sign (Freestanding) in Same  
location - \*Adding Electronic Message Center (LED)  
\*Need ZBA Approval

SECTIONS OF ZONING ORDINANCE CITED:

Article \_\_\_\_\_ Section \_\_\_\_\_

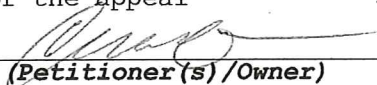
Article \_\_\_\_\_ Section \_\_\_\_\_

Article \_\_\_\_\_ Section \_\_\_\_\_

Applicants for a Variance must complete Pages 1-5

Applicants for a Special Permit must complete Pages 1-4 and 6

Applicants for an Appeal to the ZBA pursuant to Zoning Bylaw section 185-45 (D) must attach a statement concerning the reasons for the appeal

Original Signature(s):   
(Petitioner(s)/Owner)

Cam Alfonso  
(Print Name)

Address: 837 Upper Union St. C-18 Franklin, MA

Tel. No.: 508-364-2905

E-Mail Address: cam@signsbycam.com

Date: 11-15-23

**TOWN OF FRANKLIN  
ZONING BOARD OF APPEALS**

Municipal Building  
355 East Central Street  
Franklin, MA 02038  
508-520-4926

**ZBA APPLICATION FORM - OWNERSHIP INFORMATION**

*To be completed by OWNER, signed and returned to the Secretary of the Zoning Board of Appeals.*

I/We Patrick Downing  
(OWNER)

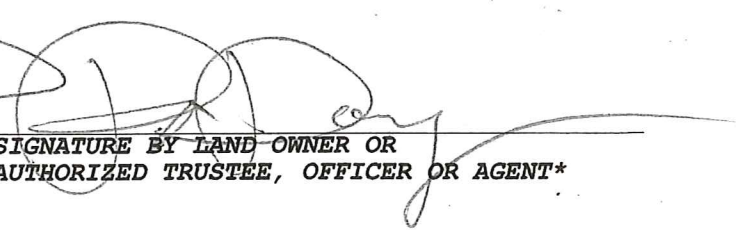
Address: 860 West Central Street

State that I/We own the property located at 860 West Central St.,  
which is the subject of this zoning application.

The record title of this property is in the name of Brookdale Mill  
Realty, LLC

\*Pursuant to a deed of duly recorded in the date 4/18/15, Norfolk  
County Registry of Deeds at Book \_\_\_\_\_, Page \_\_\_\_\_; or  
Dedham Registry District of Land Court, Certificate No. 200085,  
Book \_\_\_\_\_ Page \_\_\_\_\_.

\* Registered Land

  
SIGNATURE BY LAND OWNER OR  
AUTHORIZED TRUSTEE, OFFICER OR AGENT\*

**TOWN OF FRANKLIN  
ZONING BOARD OF APPEALS**

Municipal Building  
355 East Central Street  
Franklin, MA 02038  
508-520-4926

**ZBA APPLICATION FORM**

**SUPPORTING STATEMENT FOR A VARIANCE**

EACH OF THE FOLLOWING REQUIREMENTS FOR A VARIANCE MUST BE ESTABLISHED AND SET FORTH IN COMPLETE DETAIL BY THE APPLICANT IN ACCORDANCE WITH ZONING BYLAW SECTION 185-45 (D) (2) (6) AND MGL 40A, SECTION 10:

- A) A Literal enforcement of the provisions of this Zoning bylaw would involve a substantial hardship, financial or otherwise, to the petitioner or appellant for the following reasons:

A non-approval will not allow the business to advertise charity events, wedding announcements and business information. Owner has put significant investment into the building.

- B) The hardship is owing to the following circumstances relating to the soil conditions, shape or topography of such land or structures and especially affecting such land or structures but not affecting generally the zoning district in which it is located for the following reasons:

The present location of the existing/new sign was chosen for its level topography, and town required set backs.

- C) Desirable relief may be granted without either:

- 1) Substantial detriment to the public good for the following reasons:

This sign is of significant value, and high quality fabrication. It's a beautiful structure and poses no threat to the public good.

- 2) Nullifying or substantially derogating from the intent or purpose of this Zoning Bylaw for the following reasons:

I do not believe that the sign threatens the intent or spirit of the bylaw, and will dramatically improve the

If you have any questions as to whether you can establish all of the applicable legal requirements, you should consult with your own attorney.

the  
property  
and area.



**TOWN OF FRANKLIN  
ZONING BOARD OF APPEALS**

Municipal Building  
355 East Central Street  
Franklin, MA 02038  
508-520-4926

ZBA APPLICATION FORM

DIMENSIONAL INFORMATION

APPLICANT: Cam Afonso PRESENT USE/OCCUPANCY: \_\_\_\_\_

LOCATION: 860 West Central St. ZONE: Business

PHONE: 508-364-2905 REQUESTED USE/OCCUPANCY: Distillery / Restaurant

|                               |            | <u>EXISTING<br/>CONDITIONS</u> | <u>REQUESTED<br/>CONDITIONS</u> | <u>ORDINANCE<br/>REQUIREMENTS<sup>1</sup></u> |
|-------------------------------|------------|--------------------------------|---------------------------------|-----------------------------------------------|
| <u>Lot Area:</u>              |            | <u>270,000<sup>+</sup></u>     | <u>270,000<sup>+</sup></u>      | _____ (min.)                                  |
| <u>Continuous Frontage:</u>   |            | _____                          | _____                           | _____ (min.)                                  |
| <u>Size of Lot:</u>           | Width      | <u>540'</u>                    | <u>540'</u>                     | _____ (min.)                                  |
|                               | Depth      | <u>500'</u>                    | <u>500'</u>                     | _____ (min.)                                  |
| <u>Setbacks in<br/>Feet:</u>  | Front      | <u>10'</u>                     | <u>10'</u>                      | _____ (min.)                                  |
|                               | Rear       | <u>480'</u>                    | <u>480'</u>                     | _____ (min.)                                  |
|                               | Left Side  | <u>60'</u>                     | <u>60'</u>                      | _____ (min.)                                  |
|                               | Right Side | <u>100'</u>                    | <u>100'</u>                     | _____ (min.)                                  |
| <u>Building Height:</u>       | Stories    | <u>2</u>                       | <u>2</u>                        | _____ (max.)                                  |
|                               | Feet       | _____                          | _____                           | _____ (max.)                                  |
| <u>NO. of Dwelling Units:</u> |            | _____                          | _____                           | _____ (max.)                                  |
| <u>NO. of Parking Spaces:</u> |            | _____                          | _____                           | _____ (min./max)                              |

Describe where applicable, other occupancies on same lot, the size of adjacent buildings on same lot, and type of construction proposed, e.g.; wood frame, concrete, brick, steel, etc.

Install new LED Sign (Electronic Message Center)



Jane M. Pineau  
Attorney At Law  
446 County Street  
New Bedford, MA 02740

QUITCLAIM DEED

JULIE A. EVANS, as Trustee of Brookdale Mill Trust, u/d/t dated November 20, 2003 filed with the Norfolk County Registry District of the Land Court as Document Number 1,018,335, of Franklin, Norfolk County, Massachusetts

in consideration of: ONE MILLION NINE HUNDRED THIRTY THOUSAND and 00/100 (\$1,930,000.00) DOLLARS paid

grants to: BROOKDALE MILL REALTY, LLC, a Massachusetts limited liability company, of 860 West Central Street, Franklin, Norfolk County, Massachusetts

with QUITCLAIM COVENANTS,

That certain parcel of land, together with the buildings thereon, situated in Franklin in the County of Norfolk and said Commonwealth, bounded and described as follows:

Northeasterly by the Southwesterly line of West Central Street, two hundred ninety-three and 41/100 (293.41) feet;

Southeasterly by lands now or formerly of Vernon McLaughlin and of Brookdale Mills, Inc., four hundred twenty-two and 25/100 (422.25) feet;

Southwesterly by land now or formerly of The New York, New Haven & Hartford Railroad Company, two hundred seventy-one and 33/100 (271.33) feet;

Northwesterly, one hundred eleven and 59/100 (111.59) feet;

Westerly, eighty (80) feet;

860 West Central Street, Franklin MA 02038



Northerly, eighty-seven and 84/100 (87.84) feet; and

Westerly, fifty-two and 90/100 (52.90) feet, by land now or formerly of John Ketover; and

Northwesterly by lands now or formerly of said John Ketover and of Brookdale Realty Co., one hundred eighty-two and 04/100 (182.04) feet.

All of said boundaries are determined by the Land Court to be located as shown on a plan drawn by Kenneth E. McIntyre, Civil Engineer, dated April 1942, as modified and approved by said Court, filed in the Land Registration Office as No. 18471A, a copy of a portion of which is filed in Norfolk Registry District with Certificate No. 34830, Book 175.

The above described land is subject to the flow of a natural water course running through the same and shown on said plan as Mine Brook.

For title see Certificate of Title No. 167170 filed with said Registry District.

The property hereby conveyed is commercial property and grantor states under the penalties of perjury that the property conveyed herein was not the principal residence of the grantor's trust beneficiaries or the grantor's trust beneficiaries' spouse or former spouse.

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EXECUTED AS A SEALED INSTRUMENT THIS 16 DAY OF APRIL, 2019.

BROOKDALE MILL TRUST

By: Julie A. Evans, Trustee  
Julie A. Evans, Trustee

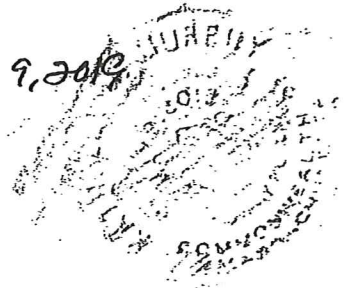
COMMONWEALTH OF MASSACHUSETTS

Worcester, ss.

On this 16<sup>th</sup> day of April, 2019, before me, the undersigned notary public, personally appeared Julie A. Evans, proved to me through satisfactory identification (which were driver's license) to be the person whose name is signed on the preceding or attached document, and acknowledged to me that she signed it voluntarily for its stated purpose as Trustee of BROOKDALE MILL TRUST.

Kathleen M. Murphy  
Kathleen M. Murphy - Notary Public

My commission expires: May 9, 2019



  
Jane M. Pineau  
Attorney At Law  
446 County Street  
New Bedford, MA 02740

**BROOKDALE MILL TRUST  
TRUSTEE CERTIFICATE**

I, Julie A. Evans, Trustee of Brookdale Mill Trust u/d/t dated November 20, 2003 filed with the Norfolk County Registry District of the Land Court as Document Number 1,018,335, of Franklin, Norfolk County, Massachusetts, as amended (the "Trust") certify as follows:

- (a) Julie A. Evans is the successor and current trustee of the Trust;
- (b) The trust is in full force and effect and has not been amended or modified, except as provided above, and has not been revoked as of the date hereof;
- (c) The trustee of the Trust has full power and authority and has been directed by the beneficiary of the Trust to sell certain premises situated at 860 West Central Street, Franklin, Norfolk County, Massachusetts ("Premises"), and in connection therewith to execute and deliver, on behalf of the Trust, any and all documents with respect to said transaction, including, but not limited to, a deed by the undersigned conveying the Premises to Brookdale Mill Realty, LLC in full consideration of the sum of \$1,930,000.00, together with any other agreements, assignments, certificates, affidavits, settlement statements and documents as may be necessary or desirable in effectuating said transaction;; and
- (d) There are no facts which constitute conditions precedent to acts by the trustees or which are in any other manner germane to affairs of the Trust.

Executed as a sealed instrument under the penalties of perjury on April 16, 2019.

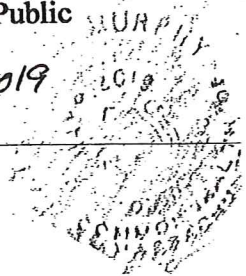
Julie A. Evans, Trustee  
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Kathleen M. Murphy  
Kathleen M. Murphy Notary Public

My Commission Expires: May 9, 2019





**DURABLE POWER OF ATTORNEY**

KNOW ALL MEN BY THESE PRESENTS that the undersigned, JULIE A. EVANS, TRUSTEE OF BROOKDALE MILL TRUST u/d/t dated November 20, 2003 (the "Seller") desires to sell certain real property located at 860 West Central Street, Franklin, Norfolk County, Massachusetts (the "Premises").

Where circumstances prevent the Seller from being personally present, in order to effectuate said sale, it is necessary and expeditious to appoint Michael Juster, Esq., or Steven A. Greenwald, Esq., or Alan Greenwald, Esq., or any of the attorneys of the law firm of Greenwald & Greenwald LLP, of 409 Fortune Boulevard, Milford, Massachusetts, to make, execute, sign and deliver all documents on her behalf, pursuant to M.G.L. 201B, as may be required to complete such sale.

NOW, THEREFORE, the undersigned, does hereby make, constitute, and appoint the aforesaid Michael Juster, Esq., or Steven A. Greenwald, Esq., or Alan Greenwald, Esq., or any of the attorneys of the law firm of Greenwald & Greenwald LLP, to be *her true and lawful attorney* for her and in her name, place and stead, individually and as trustee as aforesaid until this power shall be revoked by an instrument of revocation recorded in the Norfolk County Registry of Deeds, generally authorizing the said attorney to do, execute and perform any act whatsoever which the Seller, in her sole discretion, may deem necessary *for the limited purpose* of selling and conveying the above referenced real property, as fully as she could do if were personally present, and specifically authorizing the said attorney to execute a Settlement Statement, Closing Disclosure, and any and all documents, affidavits or certificates, in order to sell, convey and grant the said Premises, including authority to correct, change, amend or add to the deed, obtain payoffs from lenders, endorse checks, and further, to negotiate and make any and all adjustments to the purchase price, to deliver the deed and receive the proceeds from the sale of the premises in the form of a check made payable to "Greenwald & Greenwald LLP as attorney for ("Seller").

The said Attorney is empowered to determine in his sole discretion the time, place, purpose for, and manner in which the power herein conferred upon him shall be exercised, and the condition, provision and covenants of any instrument or document which may be executed by him pursuant thereto.

This power of attorney shall not be affected by the subsequent disability or incapacity of the principal(s).

EXECUTED AS A SEALED INSTRUMENT THIS 16 day of April, 2019:

Julie A. Evans, Trustee  
Julie A. Evans, Trustee of Brookdale Mill Trust  
as aforesaid

**COMMONWEALTH OF MASSACHUSETTS**

Worcester, ss.

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Kathleen M. Murphy  
Kathleen M. Murphy, Notary Public  
my Commission Expires May 9, 2019



Jane M. Pineau  
Attorney At Law  
446 County Street  
New Bedford, MA 02740

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For title see Certificate of Title No. 167170 filed with said Registry District.

The property hereby conveyed is commercial property and grantor states under the penalties of perjury that the property conveyed herein was not the principal residence of the grantor's trust beneficiaries or the grantor's trust beneficiaries' spouse or former spouse.

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By: Julie A. Evans, Trustee  
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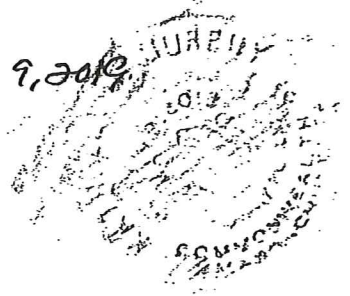
COMMONWEALTH OF MASSACHUSETTS

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Kathleen M. Murphy  
Kathleen M. Murphy - Notary Public

My commission expires: May 9, 2019





  
Jane M. Pineau  
Attorney At Law  
446 County Street  
New Bedford, MA 02740

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TRUSTEE CERTIFICATE**

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- (a) Julie A. Evans is the successor and current trustee of the Trust;
- (b) The trust is in full force and effect and has not been amended or modified, except as provided above, and has not been revoked as of the date hereof;
- (c) The trustee of the Trust has full power and authority and has been directed by the beneficiary of the Trust to sell certain premises situated at 860 West Central Street, Franklin, Norfolk County, Massachusetts ("Premises"), and in connection therewith to execute and deliver, on behalf of the Trust, any and all documents with respect to said transaction, including, but not limited to, a deed by the undersigned conveying the Premises to Brookdale Mill Realty, LLC in full consideration of the sum of \$1,930,000.00, together with any other agreements, assignments, certificates, affidavits, settlement statements and documents as may be necessary or desirable in effectuating said transaction,; and
- (d) There are no facts which constitute conditions precedent to acts by the trustees or which are in any other manner germane to affairs of the Trust.

Executed as a sealed instrument under the penalties of perjury on April 16, 2019.

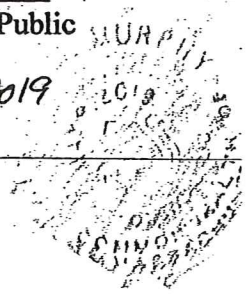
Julie A. Evans, Trustee  
Julie A. Evans, Trustee

COMMONWEALTH OF MASSACHUSETTS

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Kathleen M. Murphy  
Kathleen M. Murphy Notary Public

My Commission Expires: May 9, 2019



**DURABLE POWER OF ATTORNEY**

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Where circumstances prevent the Seller from being personally present, in order to effectuate said sale, it is necessary and expeditious to appoint **Michael Juster, Esq., or Steven A. Greenwald, Esq., or Alan Greenwald, Esq.,** or any of the attorneys of the law firm of **Greenwald & Greenwald LLP**, of 409 Fortune Boulevard, Milford, Massachusetts, to make, execute, sign and deliver all documents on her behalf, pursuant to M.G.L. 201B, as may be required to complete such sale.

NOW, THEREFORE, the undersigned, does hereby make, constitute, and appoint the aforesaid **Michael Juster, Esq., or Steven A. Greenwald, Esq., or Alan Greenwald, Esq.,** or any of the attorneys of the law firm of **Greenwald & Greenwald LLP**, to be *her true and lawful attorney* for her and in her name, place and stead, individually and as trustee as aforesaid until this power shall be revoked by an instrument of revocation recorded in the Norfolk County Registry of Deeds, generally authorizing the said attorney to do, execute and perform any act whatsoever which the Seller, in her sole discretion, may deem necessary *for the limited purpose* of selling and conveying the above referenced real property, as fully as she could do if were personally present, and specifically authorizing the said attorney to execute a Settlement Statement, Closing Disclosure, and any and all documents, affidavits or certificates, in order to sell, convey and grant the said Premises, including authority to correct, change, amend or add to the deed, obtain payoffs from lenders, endorse checks, and further, to negotiate and make any and all adjustments to the purchase price, to deliver the deed and receive the proceeds from the sale of the premises in the form of a check made payable to "Greenwald & Greenwald LLP as attorney for ("Seller").

The said Attorney is empowered to determine in his sole discretion the time, place, purpose for, and manner in which the power herein conferred upon him shall be exercised, and the condition, provision and covenants of any instrument or document which may be executed by him pursuant thereto.

This power of attorney shall not be affected by the subsequent disability or incapacity of the principal(s).

EXECUTED AS A SEALED INSTRUMENT THIS 16 day of April, 2019:

Julie A. Evans, Trustee  
Julie A. Evans, Trustee of Brookdale Mill Trust  
as aforesaid

**COMMONWEALTH OF MASSACHUSETTS**

Worcester, ss.

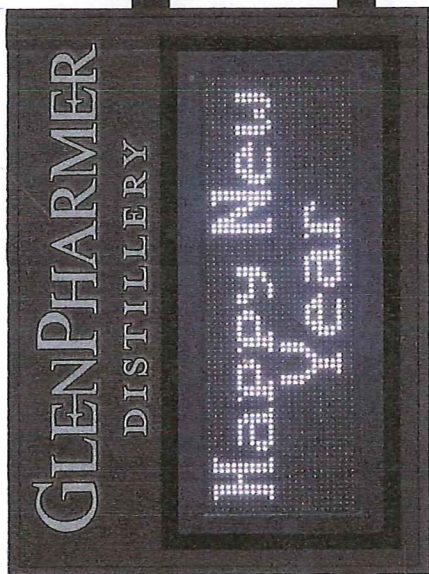
On this 16<sup>th</sup> day of March, 2019, before me, the undersigned notary public, personally appeared Julie A. Evans, Trustee of Brookdale Mill Trust as aforesaid, proved to me through satisfactory evidence of identification, which were driver's license, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that she signed it voluntarily for its stated purpose.

Kathleen M. Murphy  
Kathleen M. Murphy, Notary Public  
My Commission Expires May 9, 2019

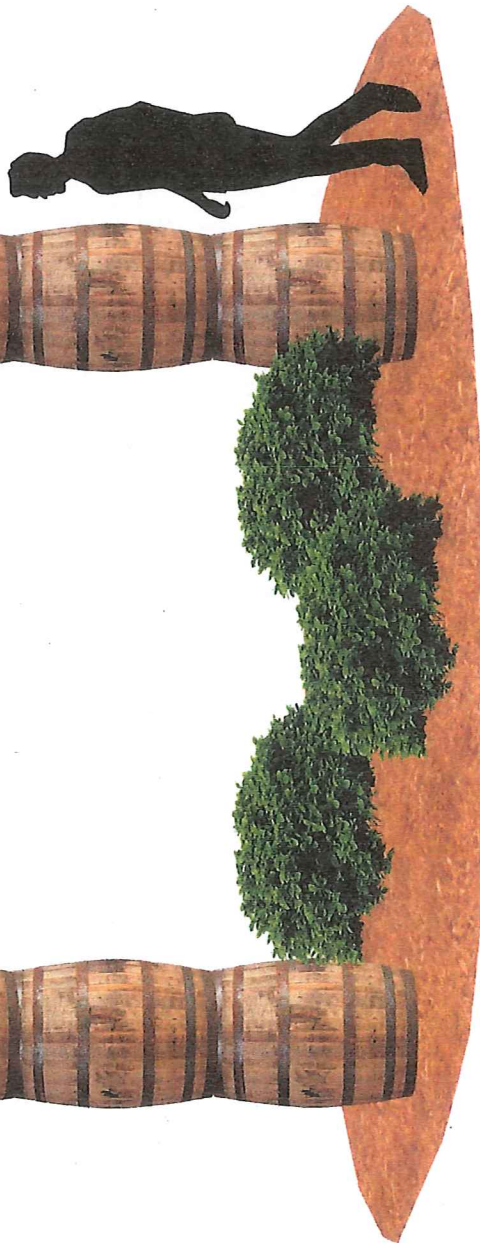


PUSH THRU CHEM-METAL LETTERS

96 in



72 in



SAMPLE



### On Premise Quote

QUOTE NUMBER: 2316357.2 (Revision 2) DATE: 9/29/2023

Signs by Cam 9010002  
837 Upper Union St Unit C18  
Franklin, MA 02038-5005  
(508) 528-0766  
cam@signbycam.com

Shipping Destination  
837 Upper Union St Unit C18  
Franklin, MA 02038-5005

Job Site:  
Name: GlenPharmer Distillery  
Address: 860 W Central St.  
City: Franklin  
State: MA Zip: 02038

watchfire

Sign ID: 1823606 W6-S

### PRODUCT SPECIFICATIONS

Pixel Pitch: 6mm LED RGB  
Pixel Matrix: 144 X 336  
Ventilation Style: Front Ventilation  
Cabinet Size: 41in H x 71in L x 5in D  
Viewing Area: 36in H x 71in L  
Double Face (Slim)  
15 Lines / 67.2 Characters at a 2" type  
500,000 Hours Mean Time Between Failure  
3-5 years (after this document is signed & returned and receipt of down payment).  
Phase Service: Refer to the Installation Manual for details on the 18 hours of operation a day, plus or minus 10% depending on how the sign is programmed.  
Example: 18.7 kWhrs a day x \$0.12 = \$2.24/day

### OPTIONS

Software  
Software Training  
Communications  
Wireless Data Plan  
Cover Mountings  
Power Mountings  
Temperature Sensor  
Sign Mounting Kit  
Technician On-Site  
Warranty

Ignite OPx (cloud-based)  
Web Based Software Training  
OPx - 4G Wireless with Watchfire Cellular  
Data Plan  
Ignite Sign Day Plan  
Standard 4x8 ft  
Standard 4x4 ft  
Not Ordered  
Not Ordered / Not Required  
Not Ordered  
Standard 5-Year Parts Warranty

### STANDARD FEATURES

Brightness  
Daytime 7500 Nits Maximum/Nighttime 700 Nits Maximum  
LED RGB  
Min. 1.2 Quillion  
Ignite Sign Software  
100 to 30 FPS  
150 Horizontal/95 Vertical  
Viewing Angles

Color  
Color Capability  
Weather Resistant  
Video  
Viewing Angles

## APPROVED FOR PRODUCTION:

X

### JOB INFORMATION

JOB TITLE:  
CONTACT:  
PHONE:  
FAX:  
JOB DESCRIPTION:

### SIGN MATERIAL SPECS

BANNER: ☐ COROPLAST: ☐ WOOD: ☐  
ACRYLIC: ☐ MAGNETIC: ☐ URETHANE: ☐  
PVC: ☐ ALUMINUM: ☐ NUEDGE: ☐  
SINGLE SIDED: ☐ DOUBLE SIDED: ☐

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COLOR SPECS:  
BACKGROUND:  
COPY:

OUTLINE:  
SHADOW:  
BORDER:

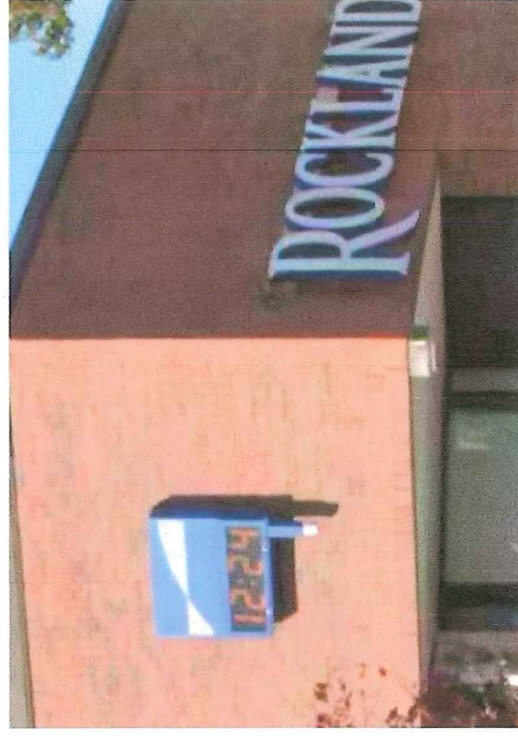
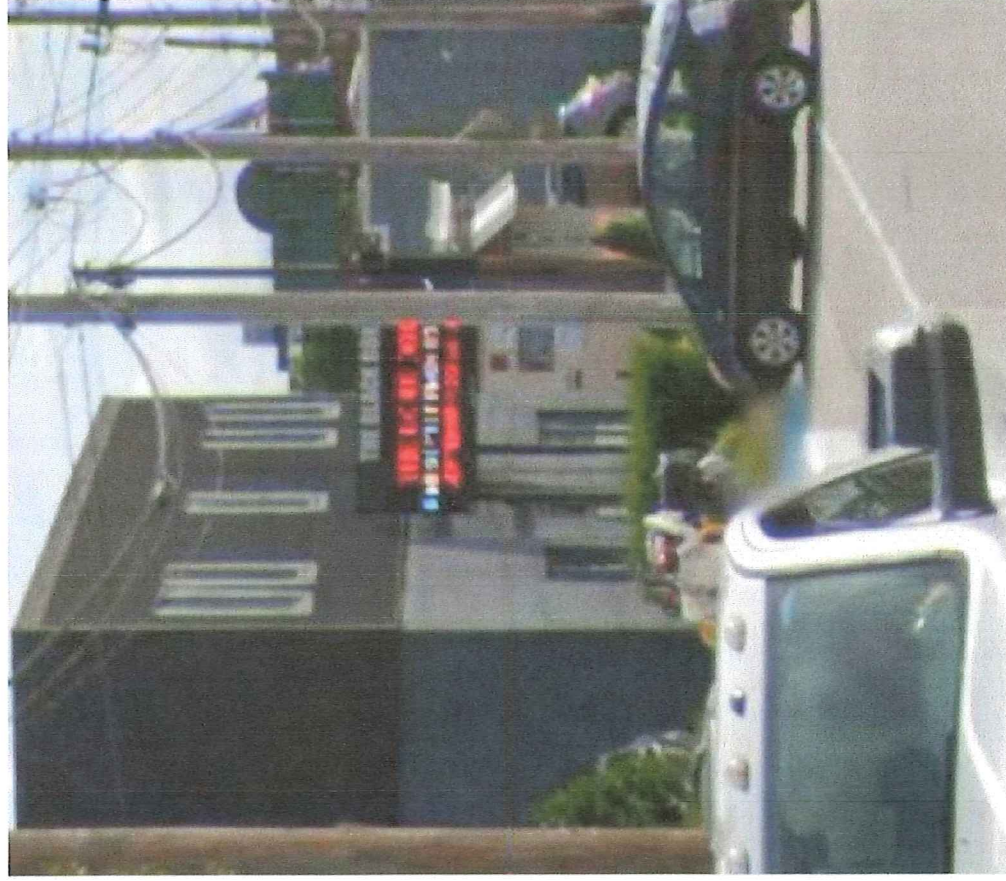
Signs By Cam Inc

Sign & Graphic Solutions • Uncompromising Integrity

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Watchfire www.signbycam.com



# **Town Of Franklin Existing** **LED Board Samples**



## On Premise Quote



watchfire

QUOTE NUMBER: 2316567.2 (Revision 2) DATE: 9/29/2023

SIGN ID: 1823696 W6-S

### Signs By Cam 9016802

Cam Afonso,  
837 Upper Union St Unit C18  
Franklin, MA 02038-5005  
(508) 528-0766  
cam@signsbycam.com

### Shipping Destination

Signs By Cam  
837 Upper Union St Unit C18  
Franklin, MA 02038-5005

### Job Site

Name: GlenPharmer Distillery  
Address: 860 W Central St  
City: Franklin  
State: MA Zip: 02038

### PRODUCT SPECIFICATIONS

|                     |                                                                                                                                                                                                                                                                              |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Pixel Pitch:        | W6mm LED RGB                                                                                                                                                                                                                                                                 |
| Pixel Matrix:       | 144 X 336                                                                                                                                                                                                                                                                    |
| Ventilation Style:  | Front Ventilation                                                                                                                                                                                                                                                            |
| Cabinet Size:       | 41in H x 7ft 3in L x 5in D                                                                                                                                                                                                                                                   |
| Viewing Area:       | 36in H x 7ft L                                                                                                                                                                                                                                                               |
| Cabinet Style:      | Double Face (Slim)                                                                                                                                                                                                                                                           |
| Character Size:     | 15 lines / 67.2 Characters at a 2" type                                                                                                                                                                                                                                      |
| Approx. Weight:     | 585.00 Lbs.                                                                                                                                                                                                                                                                  |
| Warranty:           | Standard 5 Year Watchfire warranty applies.                                                                                                                                                                                                                                  |
| Mfg. Lead Time:     | 3-5 weeks (after this document is signed & returned and receipt of down payment).                                                                                                                                                                                            |
| Electrical Service: | 120 VOLT 30.0 amps (15.00 per face) Single Phase Service. Refer to the Installation manual for details on wiring. Based on 18 hours of operation a day, plus or minus 10% depending on how the sign is programmed.<br><i>Example: 18.7 KWHrs a day x \$0.12 = \$2.24/Day</i> |

### STANDARD FEATURES

|                  |                                                       |
|------------------|-------------------------------------------------------|
| Brightness       | Daytime 7500 NITS Maximum; Nighttime 700 NITS Maximum |
| Color            | LED RGB                                               |
| Color Capability | Min. 1.2 Quintillion                                  |
| Includes         | Ignite Graphics Software                              |
| Video            | up to 30 FPS                                          |
| Viewing Angles   | 150 Horizontal/95 Vertical                            |

### OPTIONS

|                    |                                                     |
|--------------------|-----------------------------------------------------|
| Software           | Ignite OPx (cloud-based)                            |
| Software Training  | Web Based Software Training                         |
| Communications     | OPx - 4G Wireless with Watchfire Cellular Data Plan |
| Wireless Data Plan | Life-of-sign Data Plan                              |
| Cabinet Separation | Standard Up To 15 Feet                              |
| Power Requirements | Standard As Quoted                                  |
| Temperature Sensor | Not Ordered                                         |
| Sign Mounting Kit  | Not Ordered / Not Required                          |
| Technician On-Site | Not Ordered                                         |
| Warranty           | Standard 5-Year Parts Warranty                      |