

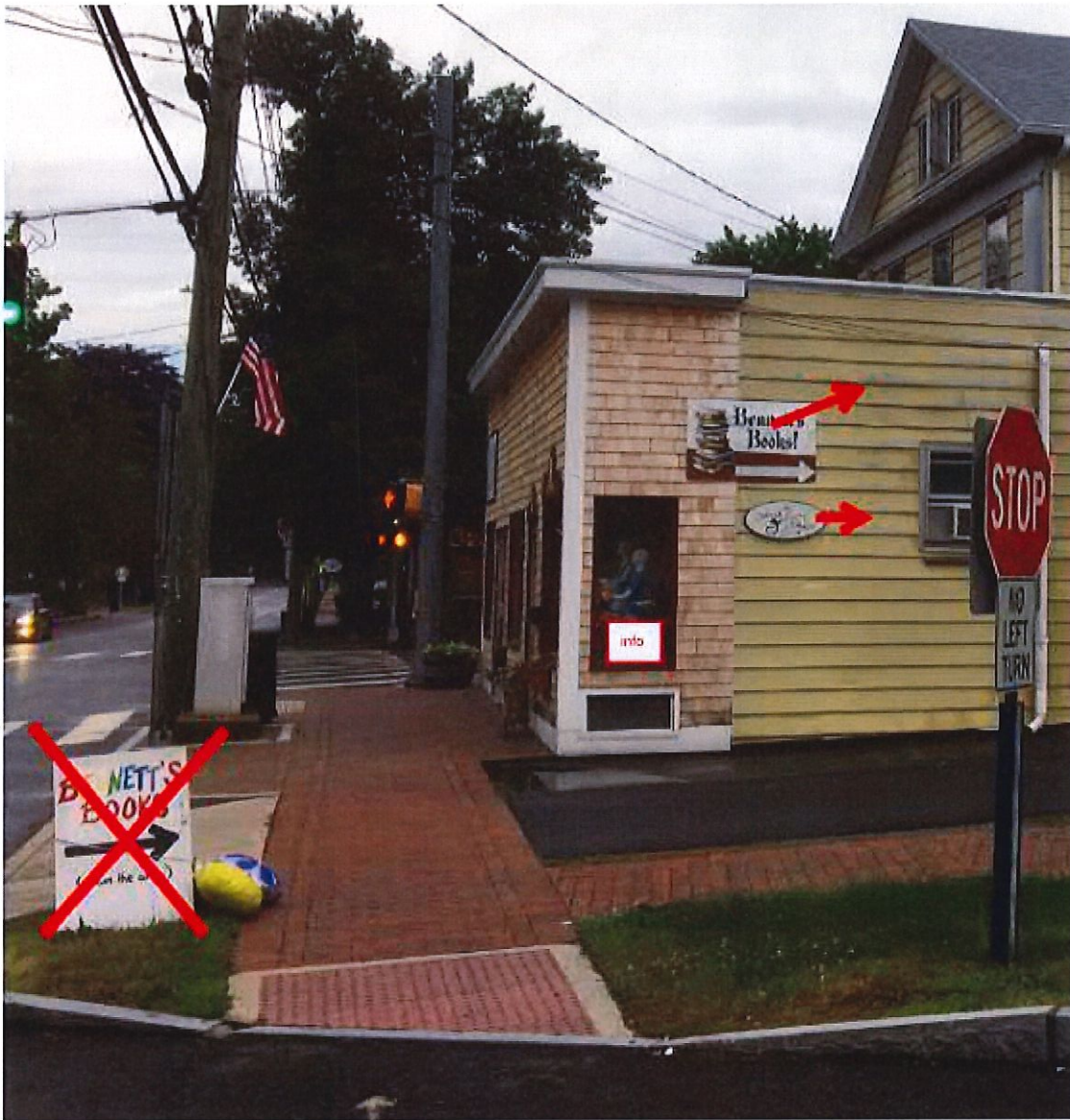
Amy Winchell

From: PAMELA POTTER <spot4@sbcglobal.net>
Sent: Tuesday, April 09, 2019 10:01 AM
To: Amy Winchell; Angus McDonald; Gina Sopneski; Jonathan Kastner; Cathie Jefferson
Cc: Alan Paradis
Subject: 169 Main Street Signage - Supplement to DAB Special Meeting Minutes 3-29-19

Follow Up Flag: Follow up
Flag Status: Flagged

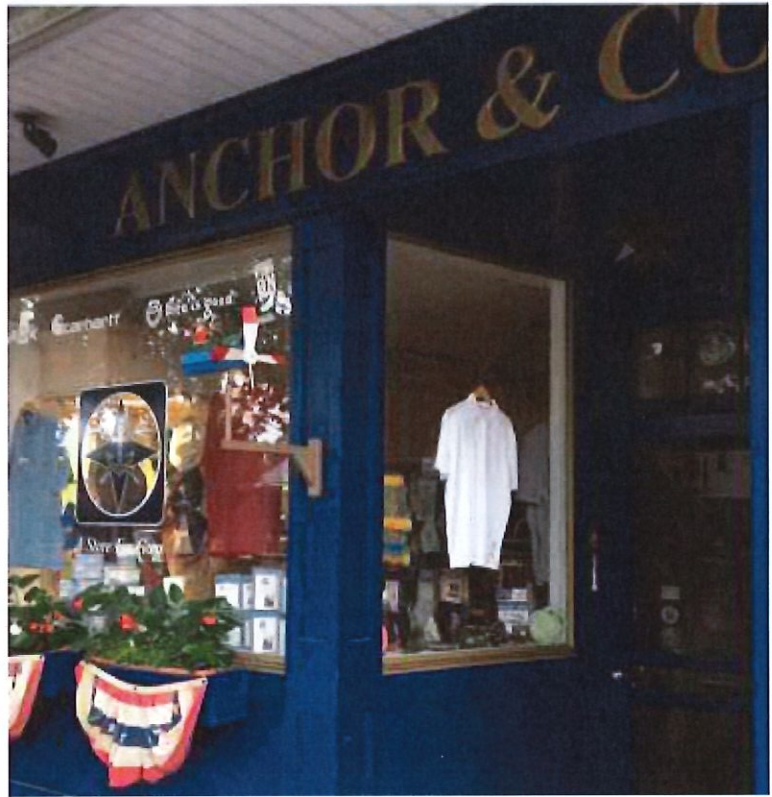














From: Paradis, Alan

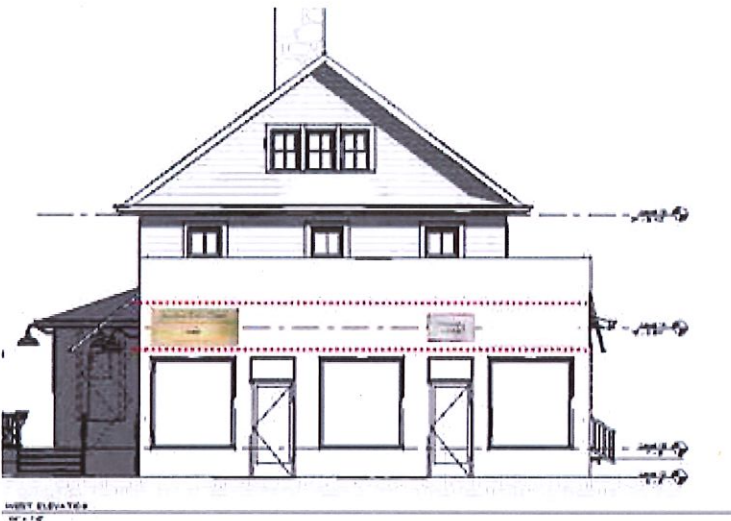
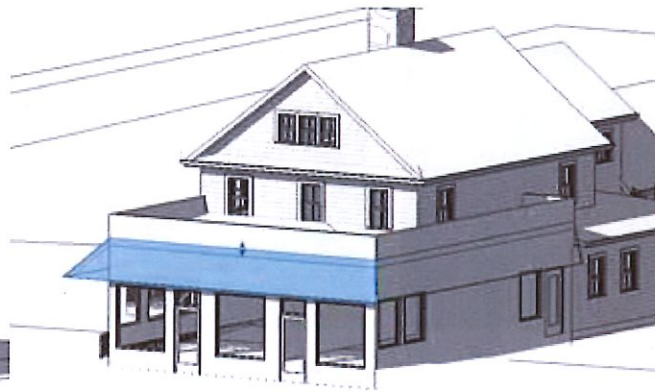
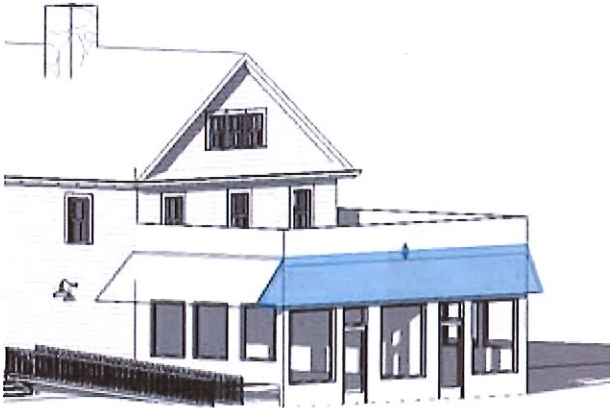
Sent: Monday, April 1, 2019 3:15 PM

Thank you for discussing your proposed signs with the Design Advisory Board on Friday.

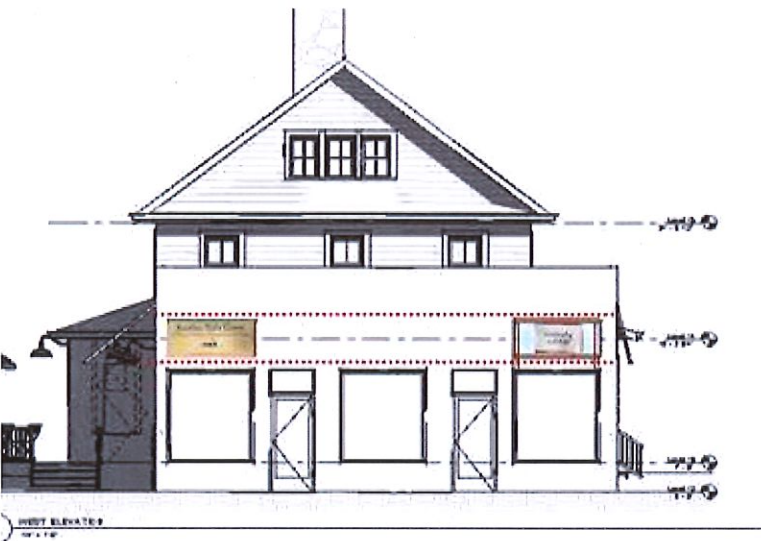
Below are some images of your building that were prepared as part of a feasibility study, so I request that you don't share or distribute them.

At the time, the approach was to do the signage on an awning with the intent of adding some color, depth, and mitigate the appearance of the "tall shingled forehead."

The awning on the front was quite steep so it offered more visual interest and opportunity for concealed lighting than cover from rain. I understand that this is outside of the scope of your signage, but the placement and alignment strategies could still apply.



Project No.	Project 50
Address	169 Main St
Client Name	North & W Elevations
Architect	1000 Broadway Ave. #100 New York, NY 10003 Tel: 212-692-1234 Fax: 212-692-1235
Scale	1/8" = 1'-0"
Drawn by	John Doe
Checked by	Jane Smith



I have also attached some images of local signage within immediate proximity. It certainly isn't comprehensive but represents a good sampling of sign types, including signage on glass.

One important thing to keep in mind is that the area of the sign is calculated as the area of the applied sign object. For example, the area of the "sign" for Anchor and Compass or Red House is the aggregate area of the individual letters; not the area of the painted wall behind them.

I hope this is helpful. Since most of this work had been prepared for a client, I request that you don't share or distribute the images of the building.

Best of luck! Feel free to contact me if you have any questions.

Alan Paradis

