



# 25 W. Bridge Sign Application Narrative

## 25 W. BRIDGE – TENANT WALL-MOUNTED SIGNS

Proposed installation of one replacement projecting wall-mounted sign to be hung from the existing wrought-iron scroll bracket. The location is along the exterior Bridge St. facade, second story, near the northwest corner.

Background: The .2446 sc site is located at the intersection of W. Bridge Street and Mill Lane, and is zoned HD-HC, Historic District – Historic Core. The site contains an existing 2-story structure with various retail and office tenants.

Projecting Sign Dimensions: The proposed rectangular, double-sided sign is 1'-9" high, 3'-6" wide, and a total of 6.13sf. The sign substrate is fabricated from HDU and is 2" thick, and will contain .5" high raised individual letters and logo elements. The raised letters encourage visual and 3-dimensional interest, as recommended by the Historic Design Guidelines. The sign is affixed to the existing wrought iron scroll bracket, which is approximately 15'-0" to the top of the bracket from grade, which would leave approximately 13'-3" clearance from grade to the bottom of the sign.

Materials: per the Historic District Code, the sign will be fabricated from the high quality, durable and weather resistant material HDU.

Colors and Fonts: Complementary and colorful signs are encouraged to help add character and interest to the building and streetscape. The colors are derived from VSWC's brand identify and logo, see attached elevation for detailed description of the colors. Per the Site Development Standards, multi-color logos count as one color. All lettering is in the font "Quasimoda". The firm name, "VSWC" letters are 5" high and the color Matthews Paint MP24100 Electrical Blue, and the word "ARCHITECTS" is 2.5" high and the color is Matthews Paint MP55697 Bluest Blue. The background panel will be HDU and the color will be Matthews Paint MP55840 Cool Gray.

Lighting: no signage lighting is proposed.

Directory Sign In addition to the wall-mounted blade sign above, we propose an address directory sign, matching the location and design of the existing sign immediately adjacent to the front entry door. This will be a 12" wide by 18" high white HDU sign, mounted in the existing frame. Lettering and design match existing, except for tenant's logo. Please see "25 W Bridge\_Directory Sign Elevation" for further details.