



# 25 W. Bridge Sign Application Narrative

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

Proposed installation of one replacement projecting wall 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 HDPE and is 1" thick, and will contain .5" high raised individual acrylic 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 16'-9" to the top of the bracket from grade, which would leave approximately 13'-10" 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 HDPE.

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 PPG Crushed Velvet, and the word "ARCHITECTS" is 2.5" high and the color is PPG Mystic Blue. The background panel will be a textured grey/silver metallic HDPE.

Lighting: no signage lighting is proposed.