

## Master Sign Plan Statement : Fox in the Snow



With over 70,000 followers on social media – Fox in the Snow is a brand that truly has its roots in the world of images shared with and captured by guests. No image is more iconic or loved among these guests than that of the fox painted on the front of their original 4<sup>th</sup> Street location. After that first painting – each of the Fox in the Snow locations has eschewed traditional signage in lieu of a recreation of this simple illustration, unadorned by any words.

The hope is to bring that same magic to the new Dublin location. While technically a sign – the fox is more art than marketing - intended to engage customers and passersby as illustrated above and by countless other images shared on various platforms.

At the Dublin location – the stone façade of the building will prohibit painting directly on the structure. In this case the intention is to laser cut the fox out of steel and powder coat it. Detailing (fine lines in the image) will be applied over the base coat of paint. The entire sign will be pinned off the building to allow it to be halo lit at night.

Technically the sign exceeds the allowable size (it is approximately 10 sf) – however we feel the scale is appropriate to the building façade (smaller would feel lost). The image is not brazenly commercial (as a traditional sign would be). The speed of traffic on Bridge Street and the position of the existing building (set back behind the parking lot rather than in line with the neighboring structures) also make the case for a slightly larger image.

It is our understanding that the design standards do not allow for the use of an image (in lieu of words). For Fox in the Snow there is no precedent for anything other than this brand mark at any location. Similarly – the design standards require the use of dimensional lettering. The sign itself has dimension but again – their brand standards do not make allowance for use of any words.

The signs use of halo lighting vs. exterior lighting was at City Staff's recommendation. The metal construction of the sign – while again deviating from the Historic District's design guidelines is consistent with the character of the existing architecture.