

Anastasio, Marisa

From: John Speed <john@wflrealestate.com>
Sent: Wednesday, April 21, 2021 1:13 PM
To: Anastasio, Marisa
Subject: RE: ARC Sign Subcommittee Meeting Monday April 5th 10:30am
Attachments: Ornare GNW Door Plant.png; Ornare GNW Door.png; 34 Putnum Ave storefront replacement.pdf

[EXTERNAL]

Hi Marisa,

The tenant has provided me with a **rough** mock-up of the signage and other details attached.

Answers to your other questions below:

3. ARC finds that the applicant must submit plans to show sign placeholders and any further revision or clarification on how tenant spaces will be clearly defined, and how signage will work, prior to ARC issuing a decision on the door replacement.

See Ornare GNW door. There will be a partition dividing the spaces where “fixed glass” is written. This will be concealed behind a mullion as illustrated in Option 2 in “34 Putnam Ave storefront replacement.”

a. ARC finds that the other tenant signs in this building are comprised of lettering placed on the arched section of glass. ARC requires that the applicant show the sign program (placeholders, don't need to show specific branding) for the new storefronts – will the signs for the new tenants be placed similarly to the existing tenants (recommended)? Will door/window signage be used to define the tenant spaces?

The tenant will indeed be placing adhesive lettering on the arched section above the glass, to match other building tenants.

b. ARC suggests that placing the new doors on the right and left panels instead of the central panel may be better for defining the tenant spaces.

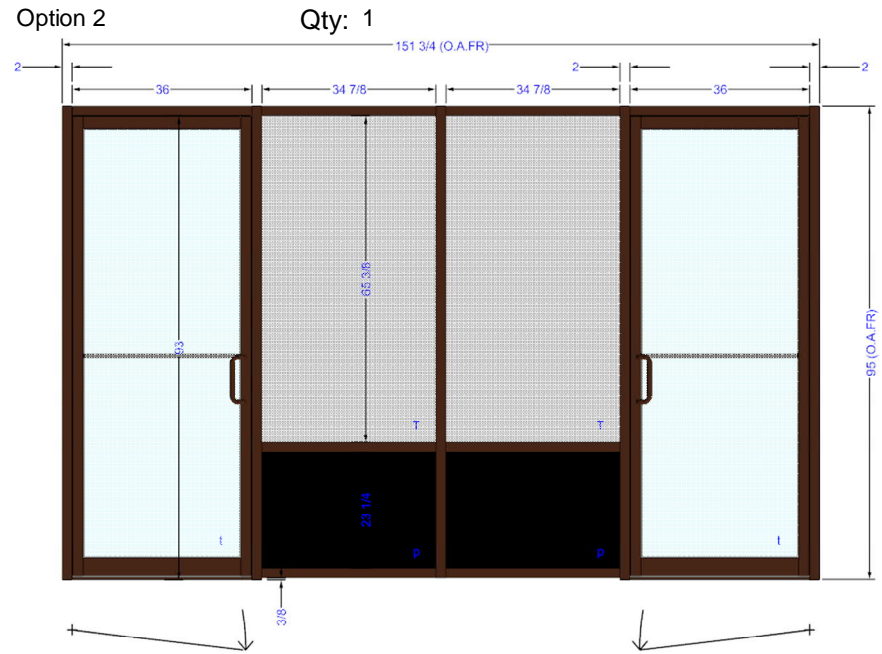
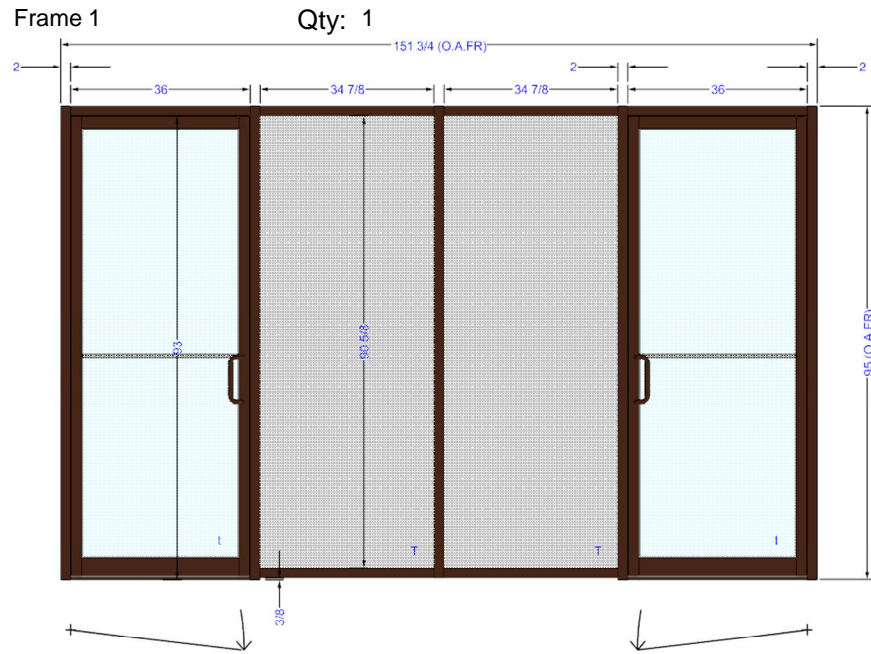
As mentioned in a previous email, there is a heating system behind each of the side panels. For this reason we decided to install two separate doors in the central panel.

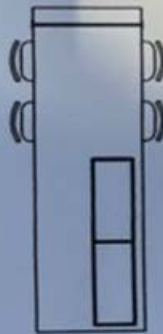
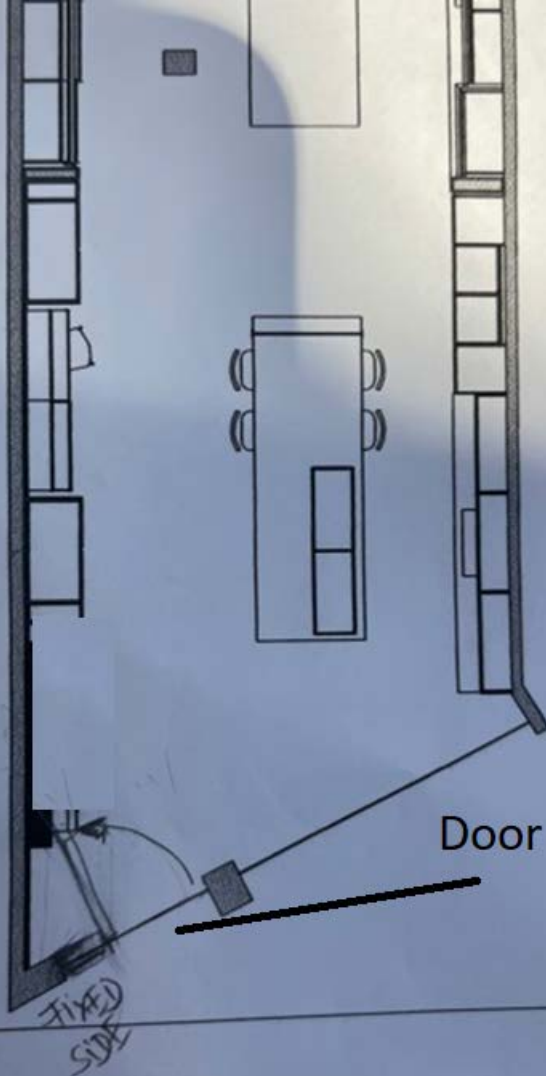
I look forward to answering any further questions at the May 3 meeting. Please let me know if there is any further information I can provide.

Best,

John M. Speed

Senior Property Manager, Sales Agent





LAYOUT

Door

FIXED
SIDE

ORNARE

Fixed glass

FALL SALE 50% OFF

Future Door