

Hollis Joseph

From: skessing@artfxsigns.com
Sent: Friday, April 29, 2022 4:47 PM
To: Hollis Joseph
Subject: RE: 4 Hartford Road Abigail's Sign Application
Attachments: Abigail's_Redesign for Simsbury 2218KB.pdf

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Hi Joseph,

Please find attached our rendering of the updated design, taking into consideration the comments by the members of the Design Review Board.

1. The sign is no longer internally illuminated, but rather has a built-in external illumination by providing a down wash light in both the bottom of the cornice as well as one in the bottom of the ABIGAIL'S banner.
2. "ABIGAIL'S" typestyle has been modified to a style more in line with the design of the district.
3. We have shortened the width of the banner, by making it an integral part of the sign structure, rather than have it as an extra layer on top of the posts.
4. Yet dimensionality is maintained as the sign panel is set-in between the posts.
5. The sign size has also been reduced to 20.16SF of copy.

Note that we have contacted the Connecticut Department of Transportation with respect to the placement of the sign being within the State of Connecticut Highway Taking Line, but have not yet heard back from them.

Thank you,

Shaddy W. F. Kessing
Permit Supervisor / General Counsel
ARTeffects, Inc.

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