

Hollis Joseph

From: skessing@artfxsigns.com
Sent: Friday, May 13, 2022 10:12 AM
To: Hollis Joseph
Subject: RE: 522 Hopmeadow Street - Farmers Insurance Sign

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Joseph,

Please note that the proposed panel is identical in size to the existing panel, and just like the existing, the proposed panel is not illuminated.

The panel is 1/8" white, aluminum panel 22"H x 120"L.

The forward applied vinyl graphics use a translucent vinyl (to be consistent with the brand colors for illuminated and non-illuminated signs), but the panel is NOT illuminated.

Any white lettering is reverse weeded, that is to say that the solid blue background color is forward applied but the white lettering will have been cut out of the background so that the white panel color can be seen to read the copy.

The panel is screw mounted into the façade.

Let me know if you need anything further.

Thank you,

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



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From: Hollis Joseph <jhollis@simsbury-ct.gov>
Sent: Tuesday, May 10, 2022 2:47 PM
To: 'skessing@artfxsigns.com' <skessing@artfxsigns.com>
Subject: 522 Hopmeadow Street - Farmers Insurance Sign

Hi Shaddy,

Can you please provide a short write up for this sign describing the lighting (if any) and the square footage of the proposed compared to the existing sign? I will add it to the file for the Commission's review.

Regards,

Joseph Hollis
Land Use Specialist
Town of Simsbury
933 Hopmeadow Street
Simsbury, CT 06070
P(860) 658 3245
F(860) 658 3217
jhollis@simsbury-ct.gov

