Robert Wiener - Fwd: RE: Awnings at 4 - 10 Moulton Street

Reviewed for Code Compliance
Inspections Division
Approved with Conditions

Date: 07/24/14

From: Deb Andrews
To: Robert Wiener
Date: 7/23/2014 5:09 PM
Subject: Fwd: RE: Awnings at 4 - 10 Moulton Street
Attachments: Lathrop Bills Updated dimensions-rendering.jpg; lathrop blue lobster updated dimensions-rendering.jpg

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>>> Linnette Pride <LPride@lathropmgmt.com> 7/22/2014 2:33 PM >>>
Hi Deb

I have attached drawings with dimensions of the awnings.

The graphics across the front will both be the same at 8" tall and 20'wide. Bill's side graphics is 6" x 5' wide.
On the Blue Lobster side: 177 is 6" x 12" wide,
Gifts is 6" x 1' 10" wide, and Apparel is 6" x 3' 3" wide.

I like the simplicity of the block letters so I would like to stay with this proposal.

Linnette

From: Deb Andrews [mailto:DGA@portlandmaine.gov]
Sent: Monday, July 21, 2014 4:23 PM
To: Linnette Pride
Subject: Re: Awnings at 4 - 10 Moulton Street

In general, I think these look fine. The awning company will need to provide revised drawings that indicate the height of the valance and the height of the lettering.

We do have one question/observation. We think that providing each tenant with their own typeface would add some visual interest and individuality to their signage while still maintaining the overall continuity you desire. The typeface that is shown is not very distinctive. Perhaps some consideration could be given to using other typeface(s) that have a bit more personality.

Give me a call if you have questions--874-8726.

Deb
>>> Linnette Pride <LPride@lathropmgmt.com> 7/21/2014 4:00 PM >>>
Hi Deb

At long last I think we have what we would like the graphics to look like on new awnings at Moulton Street and very much hoping you agree.