

	HISTORIC PRESERVATION COMMISSION AGENDA ITEM EXECUTIVE SUMMARY			
	Agenda Item Title/Address:		COA: 11 N. 3 rd St.	
	Proposal:		Sign	
	Petitioner:		Rick Streng, Streng Design & Advertising	
Please check appropriate box (x)				
PUBLIC HEARING			MEETING 10/19/16	X
AGENDA ITEM CATEGORY:				
X	Certificate of Appropriateness (COA)		Façade Improvement Plan	
	Preliminary Review		Landmark/District Designation	
	Discussion Item		Commission Business	
ATTACHMENTS:				
Sign rendering & proposal				
EXECUTIVE SUMMARY:				
<p>Proposed is new signage for Abby's, located in Old St. Charles Place.</p> <p>The signage includes a circular fox graphic and a letter sign. The fox graphic is constructed out of 1.5" thick high density urethane foam. The letter sign is made of individual tin letters affixed to a wood panel.</p>				
RECOMMENDATION / SUGGESTED ACTION:				
Provide feedback and recommendations on approval of the COA.				



ABBY'S

11
North Main Street

Abby's
BREAKFAST & LUNCH
Open 7 Days a Week, 7:30 - 3
630.377.0797
www.AbbysBreakfastAndLunch.com





The letters are a spray painted tin block lettering.

Letters attached to wood backing.

Please let me know if you have any other questions.

Thank you,

Kelly Ross

Director of New Business Development
Streng Design and Advertising

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PROJECT QUOTE

REVISED September 26, 2016
Abby's Breakfast and Lunch
Attn: Rob Mond

Abby's — Fox Sign for outdoor use

Artwork: Using illustrated artwork of fox or foxes, create a 4' diameter circular sign to place outside the Abby's restaurant, above their new lettered name sign.

Layout, art production and prepress, image adjustments of fox artwork, project management and proofs are all expenses covered under and billed against monthly client retainer.

Vendor costs for sign printing and construction, as well as obtaining use of the fox artwork are additional expenses billable to Abby's.

Sign Construction: See attached PDF layout reference "HDU_FoxSign_MockupB.pdf". 48" diameter circle, constructed out of 1.5" thick HDU (high density urethane foam) like the client's current Abby's sign. The printed vinyl art of the Foxes adhered to flat foreground surface, and the circular frame painted black. Background area ground down approximately 3/8" into a faux-wood texture finish, paint color TBD.

\$600	Licensing fox image from artist*
\$1640	A. Banner Up Signs: sign construction, painting, graphic printing and finishing**
\$1925	B. Strata Signs: Sign construction, painting, graphic printing and finishing**
\$300	Installation by Banner Up, assuming no special considerations from building owner.*** Strata Signs offers no installation. Customer would have to install that option.

Turnaround time from Banner Up is approximately 4 weeks from artwork approval of finished print-ready art. Turnaround closer to 5 weeks for Strata.

Please confirm the size specification, that a 48" circle will fit the intended space available.

*The artwork licensing fee covers only the use of the image on the outdoor sign. If Abby's wishes to use the same fox artwork on additional materials, we'll have to negotiate further with the artist for fees for multiple or unlimited use of the artwork. These are licensing fees only, and the artist retains all ownership and rights to the original art, to use, license, or sell elsewhere.

**With daily outdoor use and eastern exposure, the paint and printed graphics on the sign are likely good for 5 years before sun fading would require repainting or resurfacing the graphic images.

***Installation would be drilling and screwing sign to building, painting screw heads to match sign.

Tax and shipping are additional, where applicable.

Thank you,



Rick Streng