

Northfield Heritage Preservation Commission Project Plan Review

501 & 503 & 505 Division Street South, Northfield MN 55057

Exterior Blade Sign Proposal Narrative

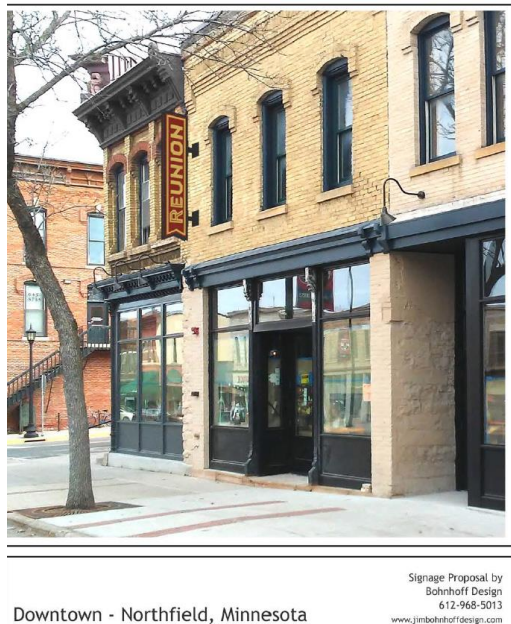
March 28, 2019

Re: Reunion Project
501, 503 and 505 Division Street South
Northfield, Rice County
SHPO Number: 2018-2373

Northfield Heritage Preservation Commission,

As a follow-up to our Certificate of Appropriateness issued in June of 2018, Reunion would like to present one additional item for your review and approval at your April 4, 2019 monthly meeting:

1. Reunion - Exterior (Blade) Signage



We are proposing **two** blade signs, in the colors, size and location shown below.

Included are alternative colors that we would like your feedback on, as well as alternative location on the north wall sign. Lighting is not addressed in these mockups, but we do understand the desire to light these signs externally from the sides.

Please let me know if you have any questions or require any further information. Thank you for your consideration, and we look forward to continue to work with you on this project.

Sincerely,

Joshua B. Drivdahl
Project Manager – Freetime Restaurants – Reunion Project

Reunion Project – Blade Sign

General Comments

Based upon previous discussions with the HPC, we are under the impression that the preferred style of exterior signage would include:

- Rectangle shape
- Blade-sign style
- Painted wood face, consistent with local signage
- Illuminated by goosenecks or similar, no up-lighting

We have engaged Bohnhoff Design for pricing and design, and their preliminary work is shown below. However, the fabricator of the signs has not yet been determined.

The below mockups show variations of the building cornice – currently maroon and soon to be painted in the same blue-grey-green of the storefront cornices. As a point of reference, we have attached the approved exterior color scheme which was reviewed by the HPC in October 2018:



Reunion Project – Blade Sign

Division Street Blade Sign

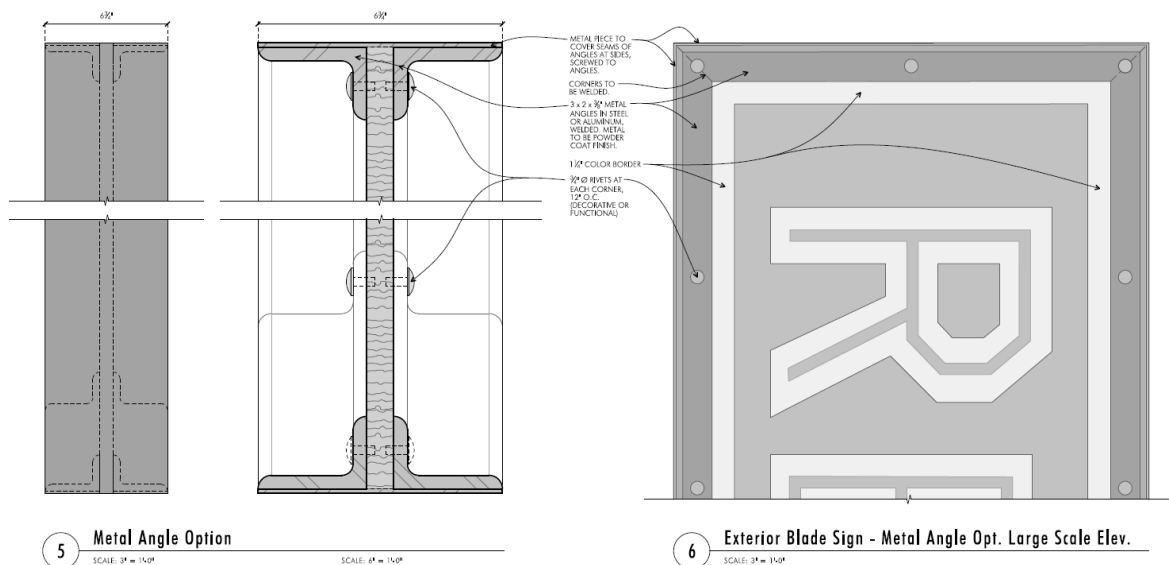
To be located on 2nd floor exterior, between 501 and 503 Division Street.

9' in height, 26" wide.

Signage proposal by Bohnhoff Design shows raised letters, metal framing, wood internals, painted:



Material detail:



Reunion Project – Blade Sign

5th Street Blade Sign

To be located on 2nd floor exterior, on North wall of 501 Division Street.

9' in height, 26" wide.

Two location alternatives –

- (1) in front of western-most window
- (2) behind first window

Signage proposal by Bohnhoff Design shows raised letters, metal framing, wood internals, painted:



We are seeking the approval of **two** signs due to the nature of this building being at a high-traffic intersection in downtown Northfield. The sign on Division Street will be most visible to pedestrian traffic along Division Street, while the 5th Street sign will be most visible to vehicular traffic arriving on 5th Street.

Reunion Project – Blade Sign

Colors

In addition, we request your feedback on alternative color schemes for this exterior blade signage. Colors under consideration by the ownership group are as follows:

1. Black & Gold
2. Navy & Gold (Navy & Yellow)
3. Maroon & Gold
4. Red & Gold
5. Cream & Red



Color option proposed by Supervox. Sim.
to St Olaf College



Color option sim. to Carleton Knights



Color option sim. to Northfield Raiders



Color option proposed by TEA2



Downtown - Northfield, Minnesota

Signage Proposal by
Bohnhoff Design
612-968-5013
www.jimbohnhoffdesign.com

Thank you for your consideration and feedback.
Reunion Opening Day is anticipated to be in April of 2019!

Joshua Drivdahl
jdrivdahl@reboundenterprises.com
joshua@freetimerestaurants.com
612.741.3085