

SKINSPIRIT

PROPOSED EXTERIOR SIGNAGE PRESENTATION
FOR COMMISSION OF FINE ARTS BOARD

PROPOSED CONSTRUCTION START: JANUARY 2022
PROPOSED OPENING: LATE APRIL 2022

DECEMBER 1, 2021

1855 WISCONSIN AVE NW
WASHINGTON, DC 20007

EXISTING SKINSPIRIT EXTERIOR: EMPTY SIGN FRAME



PROPOSED CONSTRUCTION START: JANUARY 2022
PROPOSED OPENING: LATE APRIL 2022



EXISTING WISCONSIN AVE ELEVATION

1855 WISCONSIN AVE NW
WASHINGTON, DC 20007

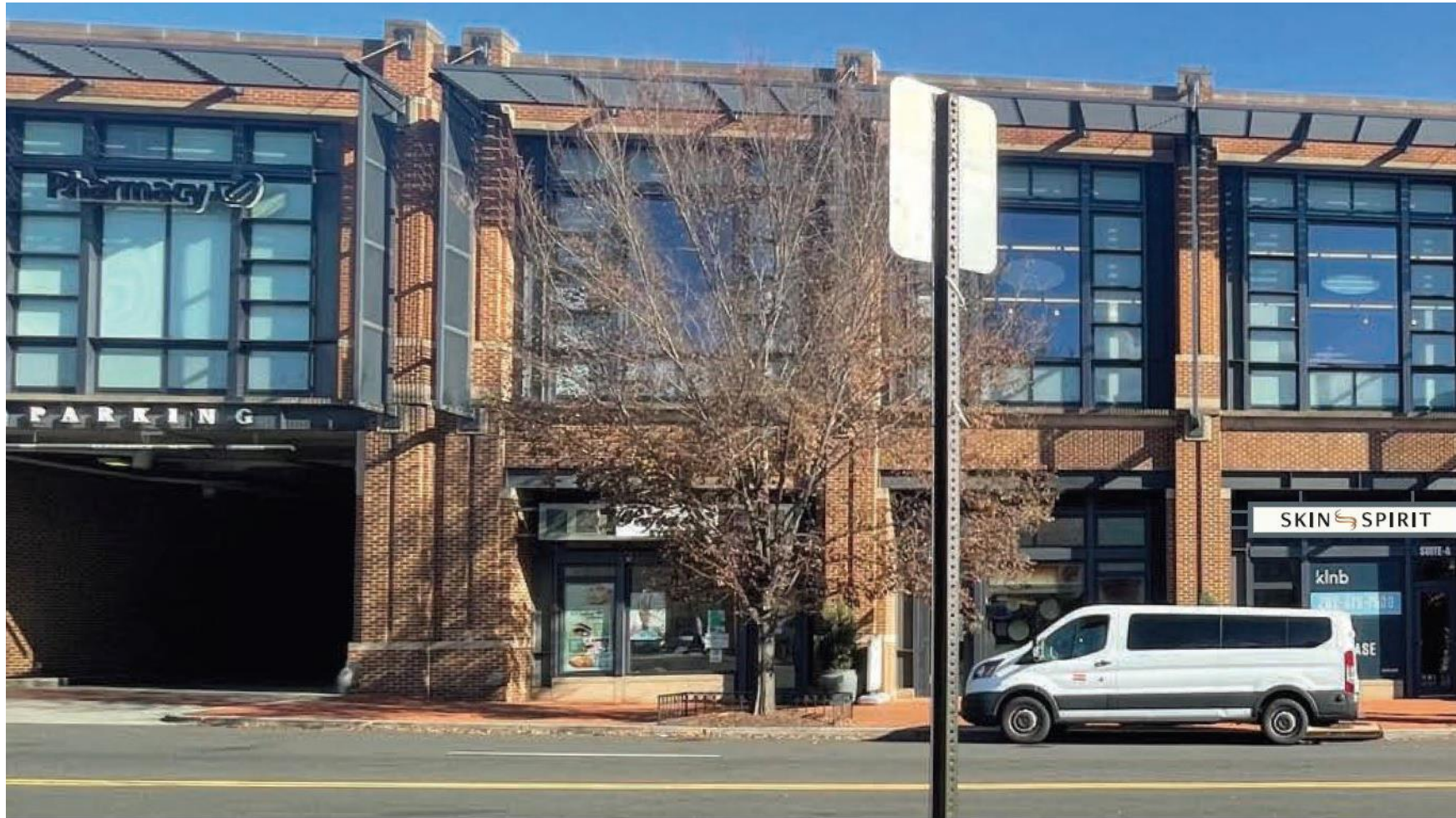
EXISTING NEIGHBORING TENANT SIGNAGE

The Perfect Eyebrows sign goes beyond the recessed sign area and is 24" (tall) x 5'-0" (length) and their taller letters are approximately 15" in height.



SKINSPIRIT PROPOSED SIGNAGE

This is our preferred signage. We will use the existing frame box and our letters will be 12" tall (Smaller than Perfect Eyebrow letters). This sign meets all code requirements and is the closest in scale to the neighboring tenant.



EXTERIOR ELEVATION WITH
PROPOSED SIGN

1855 WISCONSIN AVE NW
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SKINSPIRIT SIGNAGE LIMITED TO CENTER SPACE OF SIGN BOX

If we are required to be within the center space our letters will have to shrink to 8-1/2" tall (about 1/2 the size of the Perfect Eyebrows sign). A sign that fits within the existing center space will be very hard to read from across the street and is disproportionately small compared the neighboring tenant sign.



EXTERIOR ELEVATION WITH
SMALLER SIGN

1855 WISCONSIN AVE NW
WASHINGTON, DC 20007

EXISTING CLINIC SIGNAGE MATCHING PROPOSED GEORGETOWN SIGN



ILLUMINATED BLACK LETTERS ON WHITE SIGN BACKING. PROPOSED SIGNAGE WILL MATCH THIS LOOK AND STYLE. LETTER HEIGHT IS 12" TALL



WHITE LETTERS ON BLACK AWNING ATTACHED TO BRICK FAÇADE ON BLACK BACKING.



EXAMPLE OF EXISTING CLINIC SIGNAGE

LOCATION: UNIVERSITY VILLAGE, SEATTLE, WA

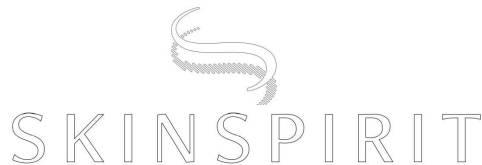
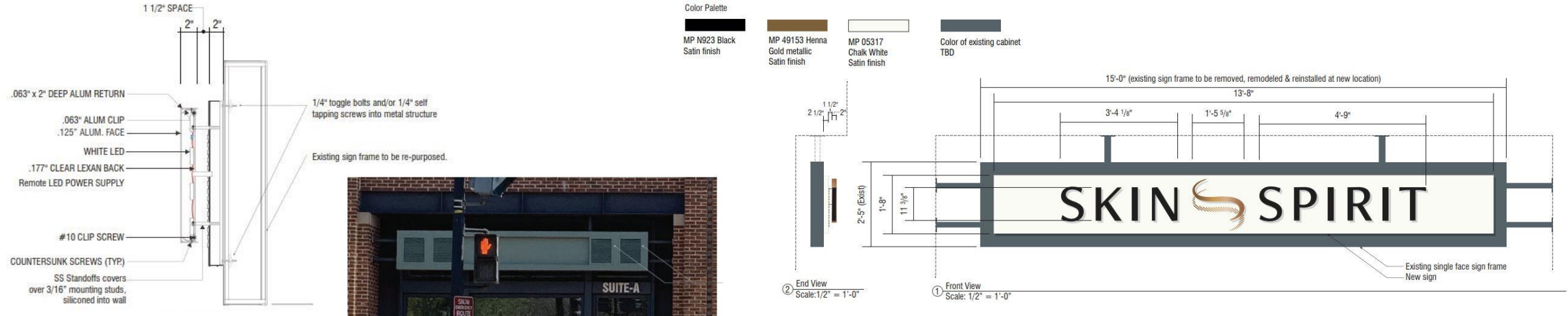
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SKINSPIRIT PROPOSED SIGNAGE DETAILS

We hope you will see from these pictures that our larger scale actually matches the co-tenant's sign and provides a better overall aesthetic for the building and neighborhood. We can confirm that the louvers serve no purpose. The existing louvers, which are constraining the desired signage area, do not vent this sign or any sign with LED's. We are proposing a sign that doesn't need any vents, can cover the louvers, aesthetically looks proper in the setting and meets all code requirements.

Additionally, we are concerned that customers from across the street or driving by will not be able to read the name of our business if we go with the smaller letters.

For a point of reference, we have 19 clinics throughout the country including Beverly Hills, the Upper Eastside in Manhattan, Palo Alto, Dallas, Houston, etc. The range of our lettering on outside signage is 12" – 26" so even our proposed larger Georgetown sign has lettering that would be our smallest to date.



SKINSPIRIT SIGN DETAILS

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