
Fascia Sign Permit

Jacqueline Pennington

For office at :17 King Street East, Downtown
Cobourg

Request:

- Application for a fascia sign, in the Commercial Core Heritage Conservation District.
- Proposed sign has been thoroughly reviewed and approved by the corporate franchise, ReMax LLC International, and the local brokerage, ReMax Hallmark First Group.
- Sign design considers and respects the building's existing architecture, complies with the objectives of heritage conservation, and is to identify the office.

Proposed Signage:



Key Considerations:

- Sign colours adhere to the Heritage Colour Pallet
- Font, font size, and and sign element sizing dictated by:
 - International ReMax branding and trademark standards,
 - Legal requirements outlined in the Real Estate Business and Brokers Act for a real estate office
 - Jacqueline's name and the Brokerage name must be on the sign.

Heritage Toolkit Sign Design Objectives:

<p>A sign's design should be integrated into the overall design of the façade and not be the most visible element on the building</p>	
<p>The shape, material, texture, colours and method of lighting should all be compatible with the building's architecture.</p>	
<p>Signage design, including colour, content and typeface, should communicate the character of the building and the heritage conservation district in which it is located whilst remaining simple and uncluttered.</p>	
<p>Lighting should produce an effect similar to daylight.</p>	

Lighting

Proposed sign is internally illuminated, due to font and sizing requirements.

The 'push through' lighting design provides a soft backlit glow to the small letters of the sign.

The end result is the same as the 'stick lighting' approach and requires far less lumens of light than a gooseneck pot light.

Fewer lumens = less 'light pollution'.



RE/MAX
HALLMARK REALTY LTD.



JACQUELINE PENNINGTON



RE/MAX
HALLMARK REALTY LTD.

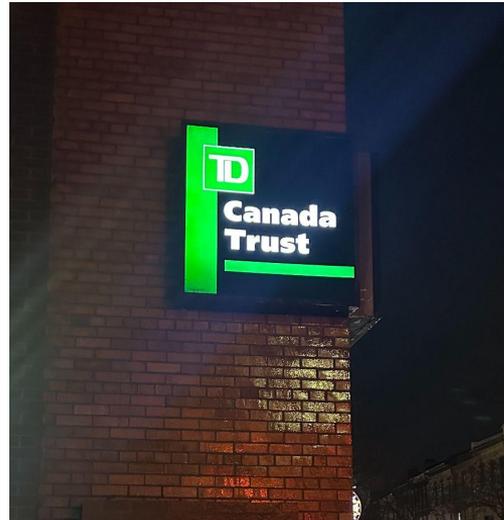


JACQUELINE PENNINGTON

Lighting

The end result is the same as the 'stick lighting' approach and requires less lumens of light than a gooseneck pot light, other examples provided by the Heritage Staff and other downtown core signs.

Fewer lumens = less 'light pollution'.



Closing Remarks

- While there were other options for office space available, and despite the stigma associated with the King Street East location, Jacqueline choose to locate in the Heart of downtown.
- Everyone on the Team is excited to be a part of the downtown community, taking part in events, and investing in where we work.
- We believe our proposed sign aligns with the historic aesthetic of the downtown core, and reflects the business striving to be part of the downtown community.