

Project Description: SCAD Signage Installation

Location: Fahm Street (105' Frontage) **Date:** March 10, 2026

1. Project Overview This application seeks a Certificate of Appropriateness for the installation of new, internally illuminated signage on the brick façade of the building. The proposed signage consists of two lines of custom-fabricated reverse channel letters.

2. Signage Specifications

- **Letter Style:** Reverse channel letters with a "halo" illumination effect.
- **Color/Finish:** All lettering will feature a professional Bronze finish.
- **Illumination:** Internally illuminated with low-voltage LED lighting.
- **Dimensions:**
 - **Line 1 ("SCAD"):** 36" (h) x 130.40" (w)
 - **Line 2:** 8.172" (h) x 130.4" (w)
- **Total Signage Area:** 40.00 sq. ft..
- **Frontage:** The business maintains 105 linear feet of frontage along Fahm Street.

3. Method of Attachment The signage will be securely attached to the building façade using a stud-mounting system. These studs will be drilled directly into the brick units to provide the necessary structural support for the reverse channel housing. All penetrations will be weather-sealed.

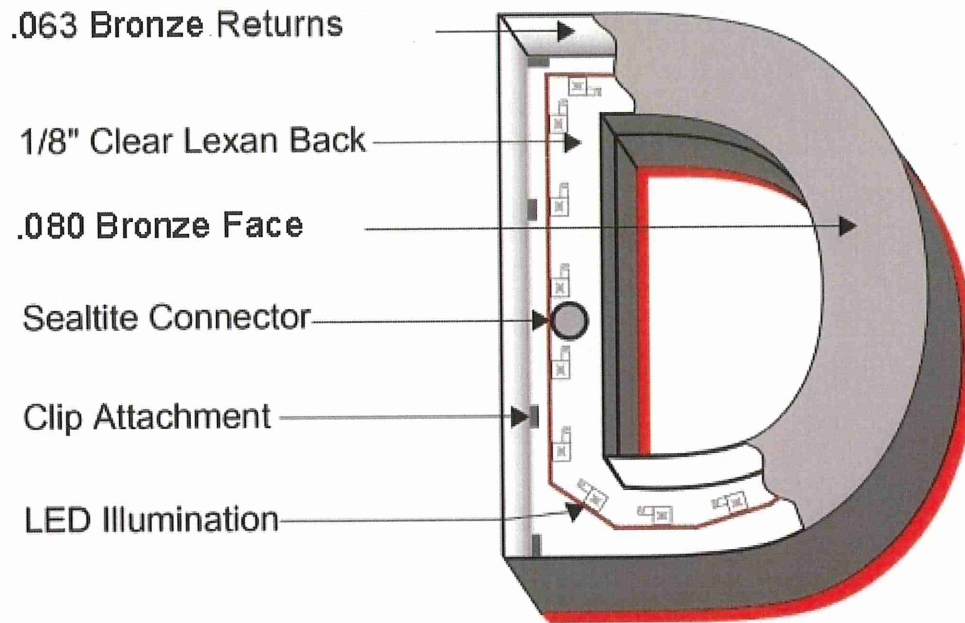
JULY 8TH

NOTE - THIS APPLICATION IS TO ILLUMINATE APPROVED
LETTERS APPROVED IN APRIL.

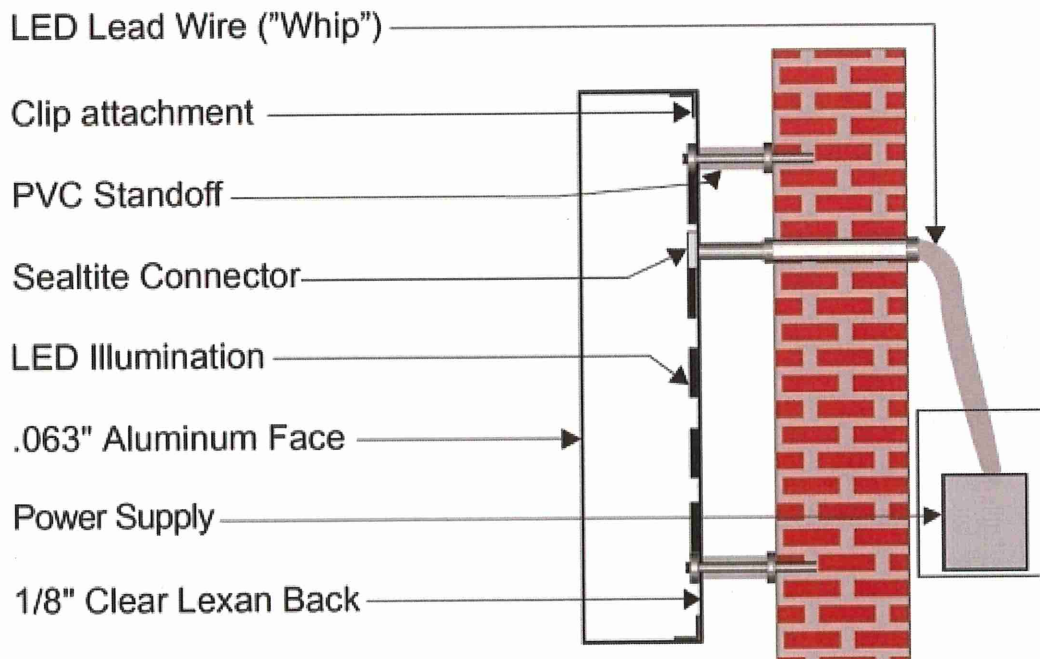
1 North Fahm Street: Fahm Hall; Bronze Reverse Channel Letters (Illuminated) / Frontage



Reverse Lit Channel Letters



FRONT VIEW



SIDE VIEW

4. Brick Attachment

- Drill mounting holes into brick masonry using masonry drill bits.
 - Install **lead shields or masonry anchors** within brick to receive mounting studs.
 - Letters spaced approximately **1–2 inches off the wall** to allow halo illumination effect.
 - Secure letters with **stainless steel nuts and washers** behind anchors or inside anchor inserts.
 - Seal penetrations with **exterior grade silicone sealant** to prevent water infiltration.
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5. Electrical Penetrations

- Electrical wiring routed through **concealed wall penetrations behind letters**.
 - Penetrations sealed with **weatherproof grommets and sealant**.
 - Wiring concealed within letter cavities and behind façade where possible.
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6. Installation Alignment

- Letters installed using a **full-size installation pattern** to ensure accurate spacing and alignment.
 - Layout verified prior to drilling into masonry.
 - Final installation checked for:
 - level alignment
 - consistent letter spacing
 - uniform standoff from wall surface.
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