

# Signage Proposal for 54 Charles Street



Red Brick Real Estate

# BACKGROUND

- Red Brick Real Estate has been located at 49 Charles Street on the second floor for 13 Years
- We rely heavily on our signage as we have chosen to not use a street-level storefront to run our business
- By being located on the second floor, we create space for retail based businesses

# PROPOSAL

- We would like to move our two signs across the street from our old location (49 Charles Street) to our new location (54 Charles Street)
- One sign is a 24” x 36” white sign with black lettering and a red “brick” (aka our logo) which is currently mounted above the entrance to 49 Charles Street
- One is a 36” x 20” (2.5” deep) burgundy listings board which is currently mounted outside the entryway to 49 Charles Street



CURRENT

Logo sign



Listings Board



RED  
BRICK  
REAL  
ESTATE LLC

Be  
Mo  
Charles St.



54



PROPOSED

Logo sign



Listings  
Board



# PLACEMENT REASONING

- On an average weekday, 80+ people walk\* by the brick facade every 15 MINUTES! Where currently a metal ladder is hung
- Instead, there could be an artfully curated information sheet, which would be a much more attractive addition to our already scenic street
- But more importantly there is no other plausible location for us to advertise our business
- The entryway of 54 Charles Street is far too hidden for us to place our listings and would crowd an already small entry space

\*based on a self conducted study done at varying times during the normal business day



These photos are to show the LACK of visibility at the recessed doorway.



# TECHNICAL DETAILS

- 24"x36" Logo sign was approved by the board in 2004. The sign has not changed since then, so we would like to continue using it.
- We'd like to hang said sign above the doorway of 54 Charles Street, suspended from the ceiling of the entrance, approximately in line with the facade of the building. As shown in the accompanying photo, there would be 2 eyehooks screwed into the top of the wooden sign with "S" hooks attaching to upper eyehooks that are secured in the ceiling of the entrance.
- The eyehooks would be matte galvanized to prevent rust.





# IN CLOSING

It is absolutely VITAL for us, as a now third floor business, to have visible and accessible signage. The locations we have picked are our only options.

We fully believe that not only would our signage fit in with the Charles Street environment, it would enhance the current aesthetic at 54 Charles Street.

Thank you for your consideration and time.