

February 11, 2016

Dear Historic Preservation Commission Members,

Enclosed are illustrations and a brief background to assist you in making a decision regarding the appropriateness of Three Daughters Boutique signage. We are a retail clothing & gift boutique specializing in women's apparel and located at 311 North 8th Street, Suite 102, in the Historic Haymarket District.

Our focus was to design signage appropriate to the historic character of the district. We focused on creating signs to depict the late nineteenth and early twentieth centuries. Three Daughters Boutique signage is compatible with the character of the Haymarket neighborhood in size, scale, material and color.

We took special note of the extensive use of striped fabric awnings commonly seen in historic photographs of the Haymarket.

Our focus was the Following:

1. Primary function of signs is to identify 3 Daughters Boutique.
2. No part of 3 Daughters Signage will disfigure or conceal any significant architectural feature of The Sullivan Building.
3. Signage is in harmony with the buildings on each side of us and to the Haymarket district as a whole.
4. Three Daughter's Signs are well designed, well executed and well located relative to The Sullivan Buildings.

We used Incandescent illumination for wall signs and awnings to provide ambient light for pedestrians.

Thank you for your time and consideration. Please feel free to contact us with any questions. We look forward to becoming a part of the Haymarket.

Best Regards,

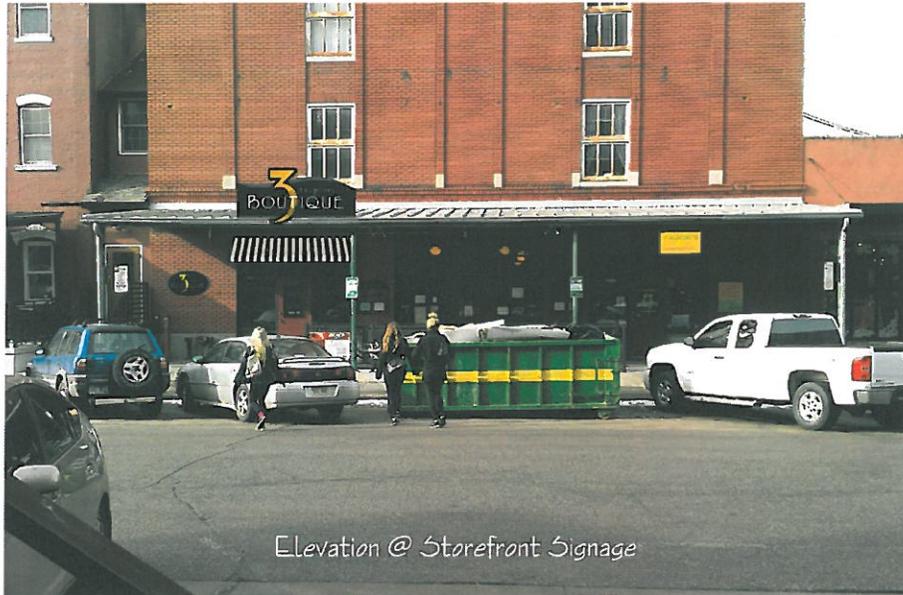
Stephanie and Mitch Johnson
Three Daughters Boutique
Owners
402.730.8393

Brittany and Brad Love
Love Sign Company

*Note: It appears we may be incorrectly identified on the map in the "City of Lincoln, Haymarket Signs" informational packet. #4 should be the Sullivan Transfer Building, not Carter Transfer Building.

Included are photos of the signage for 311 N 8th Street Suite 102

1. Elevation Storefront View (below)



Love Signs
Manufacturers of Ideas

Three Daughters Boutique - Lincoln, NE

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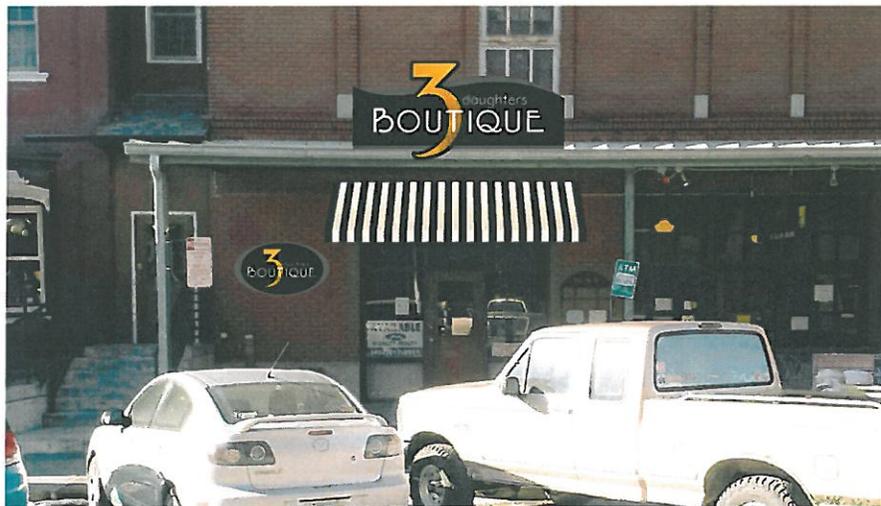
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2. Daytime view (below)



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3 DAUGHTERS

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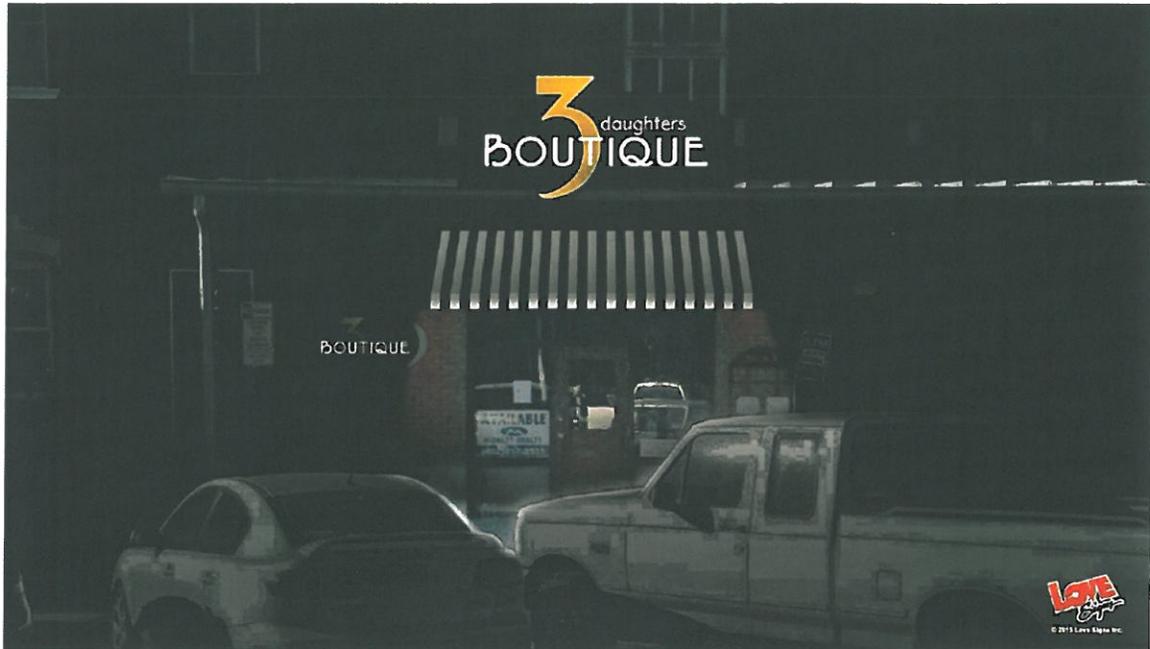
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3. Nighttime View with backlighting (below)



4. Measurements of Each sign component

