MAIN STREET IOWA

IOWA economic development

Main Street Iowa
Proposed Building Rehabilitation
Spare Time Lanes
Jefferson, Iowa
Project Number: 08915
August 12, 2015

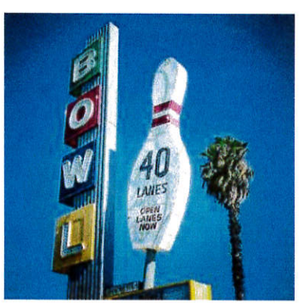
Existing

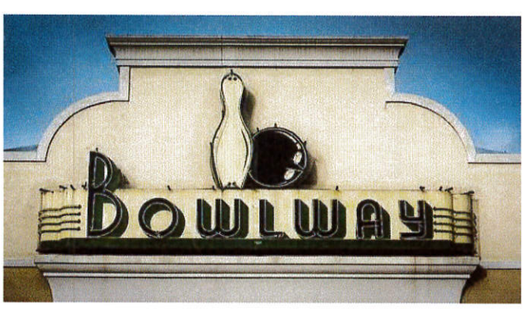
Proposed

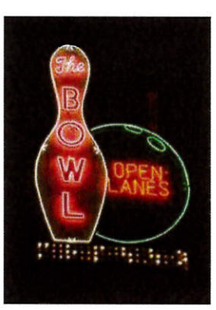
Notes:

> Remove blue siding to reveal original window openings.
> Cover window openings with vinyl graphics in sections, making sure to keep the original metal muntins on each window exposed. The dark gray covering gives the visual appearance of the original openings without requiring them to be opened on the interior wall. The purple, red, and green tie into the color scheme of the interior and bring that character to the exterior of the building. The windows provide for advertising as well: the words in the example above show bowling related services on the left side, and lounge services on the right.
> An added canopy visually breaks up the facade and provides a setting for a new sign. As discussed, a retro-inspired 3-D neon sign would add a lot to the building's exterior (see below examples). Neon bands can also be added around the canopy.
> Add vinyl signage and clear business operation hours to the main door.
> Remove vent and fill in transom window above the side entrance door like at the main entry. Add logo signage like on the main entry. As discussed on site, as the only accessible entrance, consider adding signage and an ADA accepted door handle.
> Move the existing benches/ashtrays away from the main entrance.
> Add a message board by the entrance to display upcoming events.

Sign Inspiration:







Drawn by: M. Fiala

Conceptual Drawing Only