Main Street Iowa
Proposed Rehabilitation
Unger Insurance
Jefferson, Iowa
Project #12815
April 18, 2016

Existing

Proposed

NOTES:

> All the recommended options focus on improving the storefront by restoring the large display windows across the façade. This by itself would make a huge visual improvement to the entire building. The other main area to be addressed is the gray siding material installed across the original transom area and I-beam.

> These images depict two slightly different options for the façade using a dark charcoal storefront system to enhance the façade. Blue awnings are used to coordinate with the corporate color palette and charcoal is used to present a classic, formal image.

> Install new display windows that completely fill the lower storefront as shown. Consider using a radiant glass system to improve energy efficiency.

> The inset photo shows the use of awnings to cover the existing sign panel as well as add some visual character and interest. Since the building faces north, their use for sun protection is very minimal. The frames are simple and the awnings shown have a more contemporary appearance by omitting the valance and any side panels. Awning fabric shown here is Sunbrella brand, style #4626 “Navy”. Black could be used too but results in a very monochromatic look, so blue awnings are shown.

> Install new signs as shown. The awnings will cover the existing sign and it may be possible to relocate the existing sign. A new sign, in a similar design immediately above the beam. This sign uses upper and lower case letters. Also consider changing the color to a matching blue/gray used on marketing pieces. Installing the new letters slightly away from the façade (pin mounted) also will create a shadow effect that adds some additional character and depth to the sign and the entire façade.

> This option shows a series of “gooseneck” lights across the I-beam area. This not only illuminates the sign, but also adds some additional visual character to the building.

> Consider installing a simple projecting sign as shown. The sign shown uses only the “U” logo. However, it could easily incorporate “Unger Insurance” across the bottom (in two lines) if desired.

> Additional signs/graphics are also shown on the display windows. These are to reinforce corporate identity on a pedestrian scale and to add some additional visual interest to the façade.
NOTES:

> All the recommended options focus on improving the storefront by restoring the large display windows across the façade. This by itself would make a huge visual improvement to the entire building. The other main area to be addressed is the gray siding material installed across the original transom area and i-beam.

> These images depict two different options for color palette and awnings to enhance the façade. Blue is used to coordinate with the corporate color palette and charcoal used to present a classic, formal image.

> Install new display windows that completely fill the lower storefront as shown. Consider using a radiant glass system to improve energy efficiency.

> Simple awnings are used to cover the existing sign panel as well as add some visual character and interest. Since the building faces north, their use for sun protection is very minimal. The frames are simple and the awnings shown have a more contemporary appearance by omitting the valance and any side panels. Awnings shown is Sunbrella brand, style #4962 "Captain Navy Regimental. The inset uses a solid fabric, Sunbrella #4608 "Black". (4626 "Navy" could be used too.)

> Install new signs as shown. The awnings will cover the existing sign and it may be possible to relocate the existing sign. A new sign, in a similar design immediately above the beam. This sign uses upper and lower case letters. Also consider changing the color to a matching blue/gray used on marketing pieces. Installing the new letters slightly away from the façade (pin mounted) also will create a shadow effect that adds some additional character and depth to the sign and the entire façade.

> Similar, but much smaller, lettering is also shown across the i-beam space. This signage lists the different services/products offered by the agency. It also gives the beam cover a second purpose as a sign panel.

> Consider installing a simple projecting sign as shown. The sign shown uses only the "U" logo. However, it could easily incorporate "Unger Insurance" across the bottom (in two lines) if desired.

> Additional signs/graphics are also shown on the display windows. These are to reinforce corporate identity on a pedestrian scale and to add some additional visual interest to the façade.