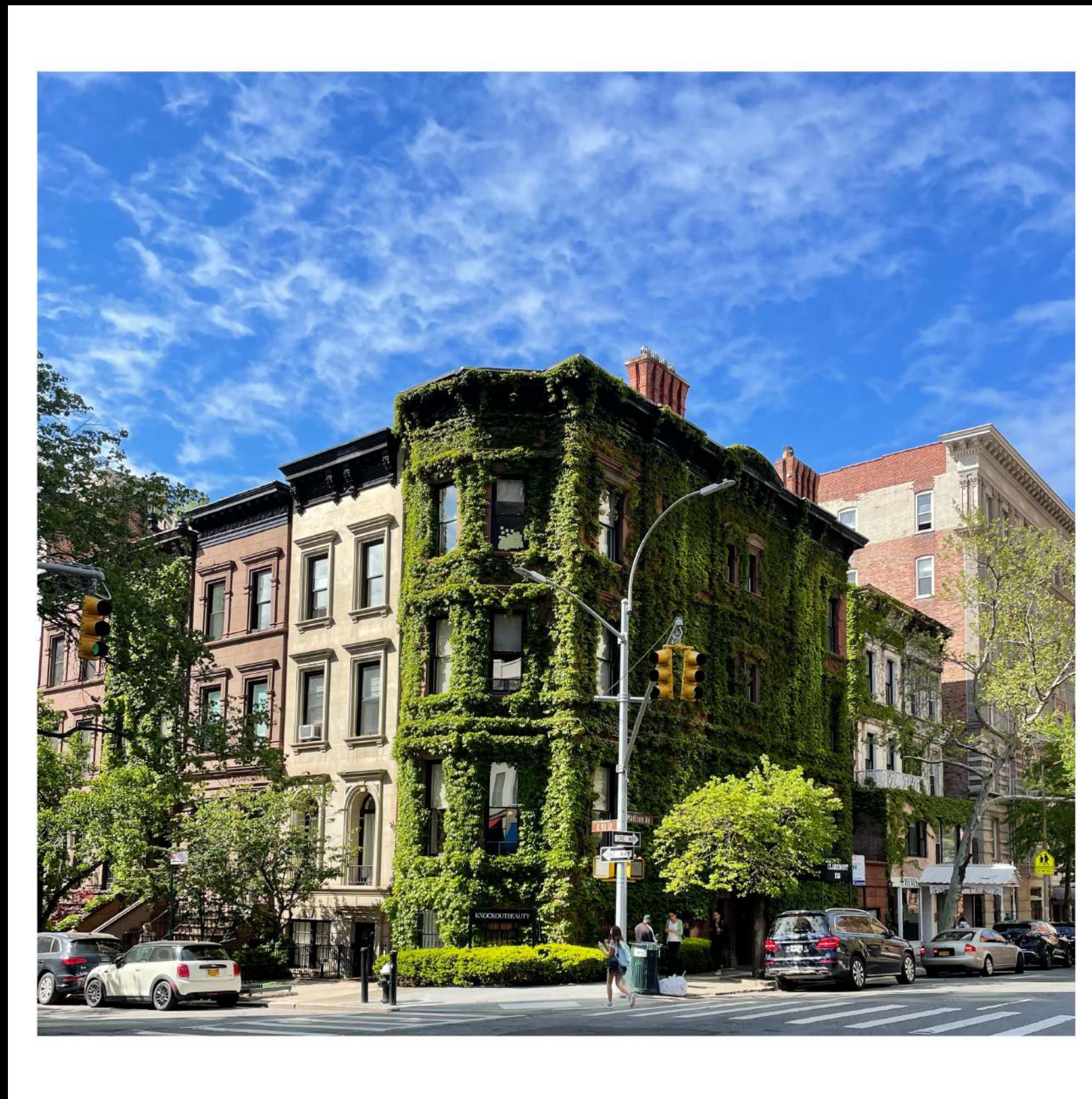


# KNOCKOUTBEAUTY



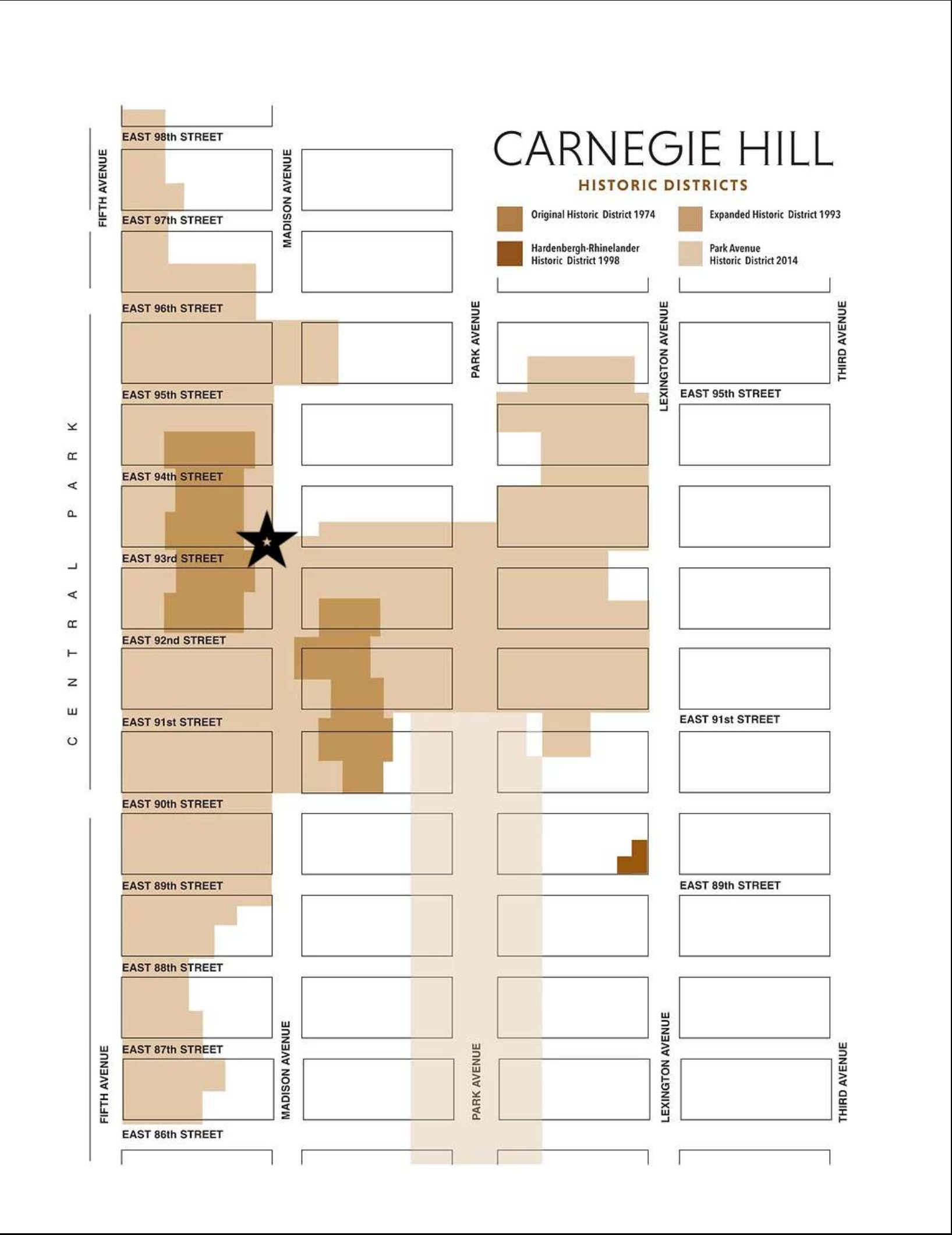
1316 Madison Avenue

# Table of Contents

1. A map that shows where this building is located within the historic district
2. Existing conditions of the facades of the building and location for the sign
3. Photographs of the sign as installed, and noting the materials used - slide 3 & 4



# Knockout Beauty Location



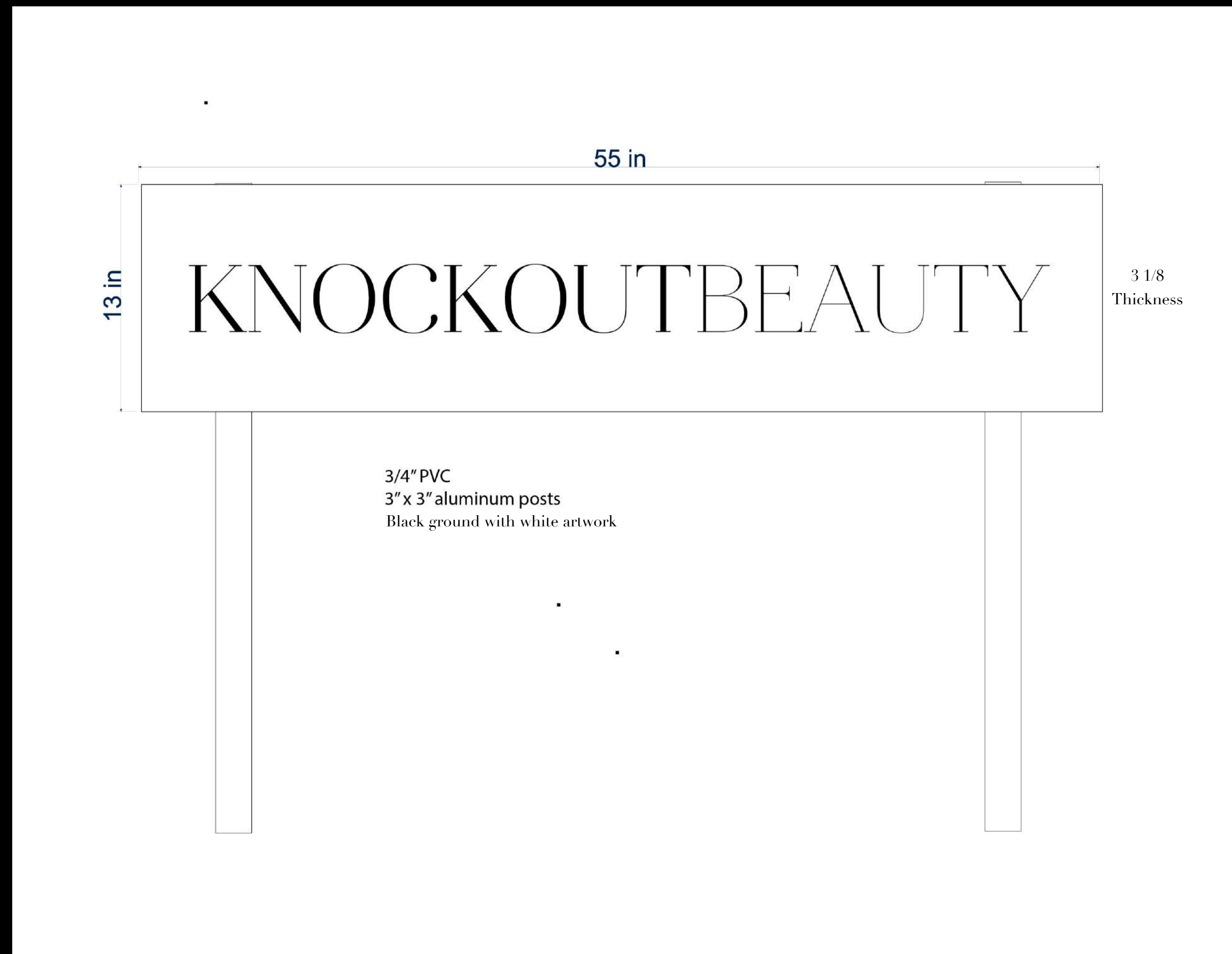
1316 Madison Avenue

# KNOCKOUTBEAUTY

1. Built in 1889-90
2. Original architect - Gilbert A. Schellenger
3. The building is the F.A. Ringler House - click here - <http://daytoninmanhattan.blogspot.com/2017/02/the-f-ringler-house-1316-madison-avenue.html>

**1316 Madison Avenue**

# Design Details for the sign in question



1316 Madison Avenue

# Key Points

1. We thoughtfully went with a black sign to ensure it was elegant and blended in with the property façade and the ivy.
2. Our current sign with the exact measurements and design is business critical as we are a traditional retail store and ensuring new and potential clients can easily see our brand and locate our business.
3. We want our neighborhood to know we are safe haven for kids and women, therefore having visibility to our business is key.
4. Our sign 100% does not obstructing landmark property and is installed in the hedges of the garden in front of the landmarked property, not on the property.
5. We have a unique corner spot that is not replicated in the neighborhood, therefore we are confident you will not have an issue with other business recreating our look / sign.

1316 Madison Avenue



# KNOCKOUTBEAUTY



1316 Madison Avenue



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Entrance located at 33 E. 93rd Street



1316 Madison Avenue



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Window decal located on Madison Ave.



1316 Madison Avenue