
Kindred

Design Board Review Presentation



Daytime View

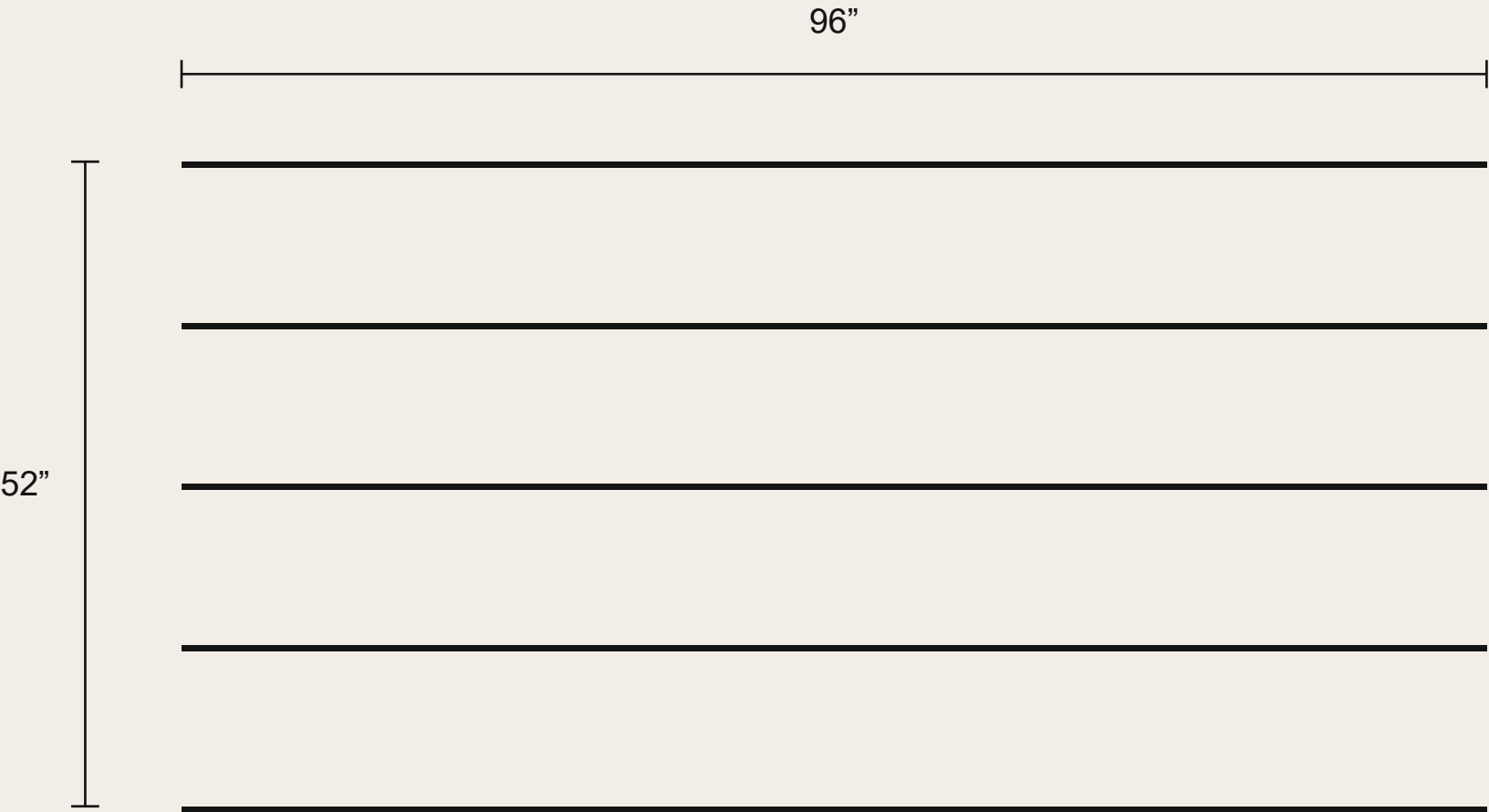
- One replacement wall sign, 96" W × 52" 52" H (34 sq ft)
- Five horizontal LED bars — the Kindred logo, drawn from the five lines of a music staff
- Wall-mounted flush to the upper facade; no projection into the right-of-way
- Replaces the previous "Jasper's Bar" externally illuminated sign
- Unlit by day, the bars read as a subtle architectural detail on the facade



Nighttime View

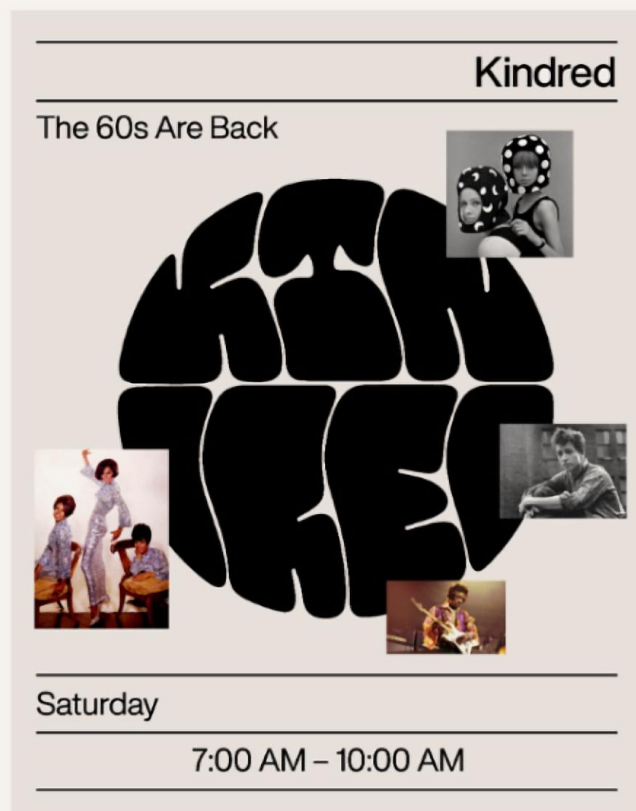
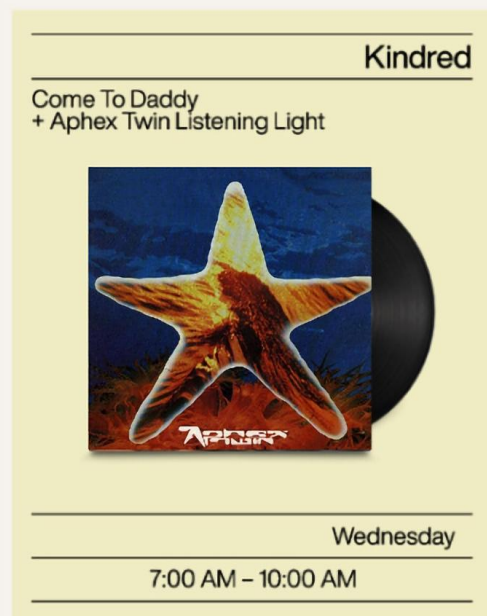
- Steady, warm white glow — no flashing, scrolling, or animation
- Dimmable, per City Planning's recommendation for controllable illumination
- Light emits only through the bars themselves; the background stays opaque and dark
- No nearby residential uses; surrounding properties are exclusively commercial
- Signals a welcoming, open late-night destination in a downtown with few evening businesses

Five Rows — 24 Volt White LED Strips



Technical Specifications

- Low-voltage 24V white LED strips in sealed fixtures
- Light emits only from the face of each bar
- Warm white diffused output (customizable light level)
- Fabricated and installed by Pacific Signs & Lighting, Santa Rosa (Lic. #874463)



Brand System

- The Kindred logo is five horizontal bars, bars, based on a music staff
- The same five bars appear on all Kindred materials: posters, event flyers, merchandise
- Posters and merch using this system will be sold in the shop
- The sign on the building is the same logo, built in lights