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September 1, 2016

Adam Fletcher
Department of Planning and Community Development
409 S. Main Street
Harrisonburg, VA 22801

Project: 217 S. Liberty Street sign package

Dear Mr. Fletcher,

The following documents comprise 217 S. Liberty Street's Proposed Sign Package. Drawings and document included are:

- Drawing of sign

217 S. Liberty Street is zoned B-1. The property consists of approximately 100,000 square feet of mixed use space including 70,000 square feet of commercial space and 34 residential apartments. The proposed signage is meant to exclusively apply to Pale Fire Brewing Co. whereby the business would be allowed to apply signage outside the walls of its premises within the commercial project. The signage is meant to easily direct customers to Pale Fire's location while being both visually appealing and contemporarily styled to match 217 S. Liberty's updated facade and interior.

Signage on the building would be approximately 20' in length by 3' in width, totaling 60 square feet facing Liberty Street. The sign would be painted directly on to the surface of existing concrete block. Pale Fire is permitted to have approximately 173 square feet of signage.

Please review the document to see if they meet your approval and contact me with any further questions or clarifications.

Regards,

A handwritten signature in blue ink, appearing to read "Michael Jaffee", with a horizontal line extending to the right.

Michael Jaffee
Commercial Associate / Portfolio Manager
Matchbox Realty & Management Services