

Existing Facade

- BLADE SIGN IS CLUNKY. UNCLEAR WHICH IS PRIMARY, FASIKA OR BEER?
- BRICK INFILL DOES NOT MATCH FRIEZE BRICK
- AWNINGS LOOK DATED; FORM IS OUT OF CONTEXT
- RESTAURANT NAME IS VERY LOW COMPARED TO NEIGHBORING STORES
- BARRED PEEPHOLE WINDOWS ARE UNINVITING, PARTICULARLY FOR AN UNUSUAL CUISINE.
- POINT OF ENTRY IS CONFUSING. SECOND ENTRY IS UNNECESARY



- LACK OF TRANSPARENCY IS FORBIDDING
- LACK OF COLOR
- ALMOST NOTHING IS IDENTIFIABLE WITH ETHIOPIAN CUISINE

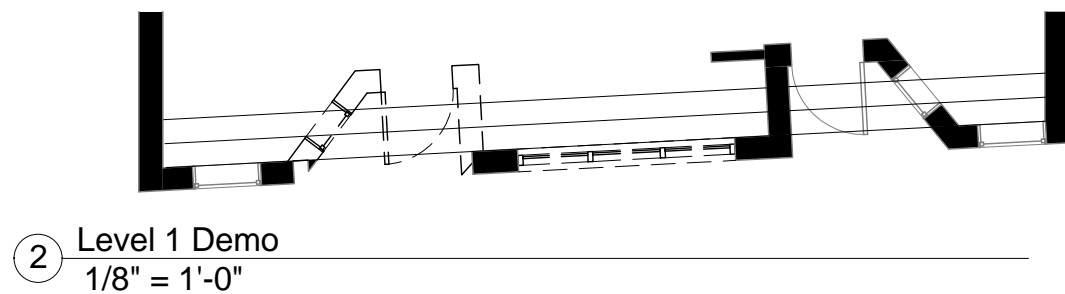
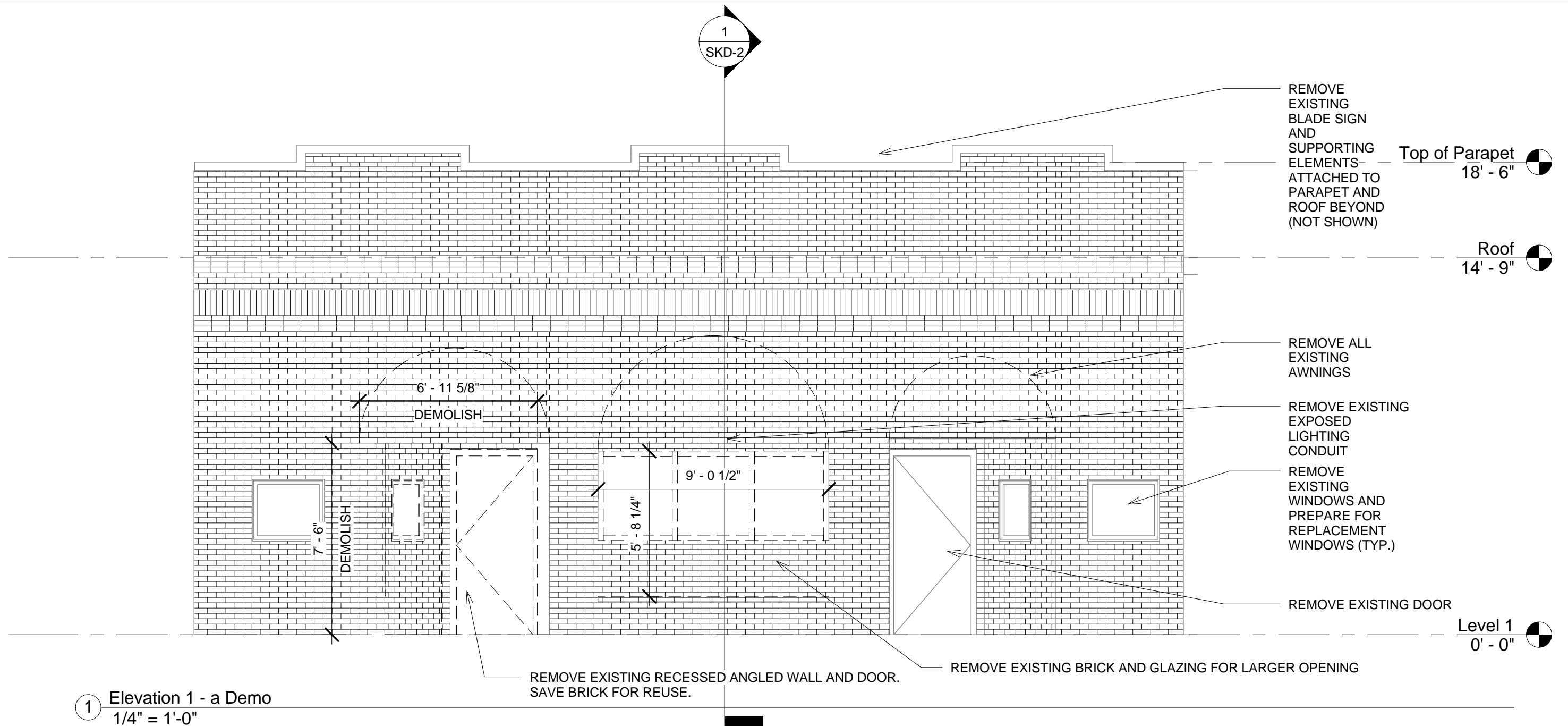
Scheme 3a



Scheme 3b

- REMOVE EXISTING
BLADE
- MODERN SIGN
LIGHTS
- 1" ALUMINUM
DIMENSIONAL ICON
- 1" ALUMINUM
CHANNEL LETTERS
PINNED TO FACADE
- PAINTED METAL
BLADE SIGN WITH
RAISED LETTERS
- SUNBRELLA AWNING
ON ALUMINUM TUBE
STRUCTURE
- INFILL LEFT ENTRANCE WITH
REUSED BRICK AND REPLACE
EXISTING WINDOW WITH
OPERABLE GLAZING BAND
- REMOVE GRILLE AND
REPLACE WINDOW;
ADD CUSTOM VINYL
GRAPHIC
- REPLACE ENTRY DOOR AND
BRICK WING WALLS BEYOND
WITH ALUMINUM AND
GLASS STOREFRONT SYSTEM
(3-SIDES)





DEREK RUBINOFF ARCHITECT
11 Sherwood Street #2, Roslindale, MA 02131-3729 617-504-2599 drubino@derekdubino.com

Unnamed

Fasika Ethiopian Restaurant

147 Broadway
Somerville, MA 02145

JOB #: 1006
SCALE: As indicated
DATE: 5/24/2010
DWN BY: Author
CROSS REF:

SKD-0

FRONTAGE LENGTH: 38'-2"
THEREFORE, 76.3 SF SIGNAGE AREA ALLOWED

SIGN AREA USED FOR BUILDING AND AWNING FACES: 27 SF (BIG "FASIKA" LETTERS) + 6.75 SF ("ethiopian cuisine"/flag) + 3.7 SF (Mesob)

SIGN AREA FOR BLADE SIGN = 11.5 SF EACH SIDE

WINDOW GRAPHICS = 4 SF + 5 SF + 5 SF

TOTAL ALL SIGNAGE = 74.45 SF

POWERWASH ALL
EXISTING BRICK

14" LETTERS

4' - 4 1/2"

12' - 11 5/8"

7' - 6"

6' - 0"

1' - 6"

5 SF VINYL GRAPHIC
(SEE RENDERING)
ADHERED TO
WINDOW

1' - 6"

4' - 4 1/2"

12' - 11 5/8"

7' - 6"

6' - 0"

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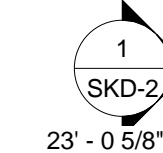
4' - 4 1/2"

12' - 11 5/8"

7' - 6"

6' - 0"

1' - 6"



23' - 0 5/8"

LENGTH OF SIGN

1' - 4 3/4"

2' - 4 3/8"

1/2" ALUM. SIGN WITH "MESOB" GRAPHIC: VINYL GRAPHICS (360 DPI VINYL OUTDOOR GRADE PRINT WITH PROTECTIVE UV OVERLAMINATE). AREA = 3.7 SF
SIGN LIGHTS. FURNISH CONDUIT ON ROOF SIDE OF PARAPET.

Top of Parapet
18' - 6"

1" YELLO ACRYLIC OR PVC LETTERS (YELLOW SIDES). FONT: NYALA, 14" HIGH, 27 SF TOTAL AREA

Roof
14' - 9"

BLADE SIGN

SUNBRELLA-FABRIC ("JOCKEY RED" #6031) AWNING ON WELDED 1" SQUARE ALUMINUM FRAME (BLACK POWDER COATED). OPEN SIDES & UNDERSIDE.

9" HIGH (FONT: NYALA) YELLOW TEXT AND EMBLAM ADHERED TO AWNING VIA SUNBRELLA'S RECOMMENDED PROCESS. SIGN AREA: 6.75 SF

5 SF VINYL GRAPHIC (SEE RENDERING) ADHERED TO WINDOW

Level 1
0' - 0"

4 SF VINYL GRAPHIC (SEE RENDERING) ADHERED TO WINDOW

T.O. Footing
B.O. Footing

-6' - 0"

ENLARGE EXISTING OPENING FOR NEW OPERABLE CASEMENT GLAZING (OPENS INWARD)

REPLACE EXISTING FACADE RECESSED DOOR OPENING BY INFILLING EXISTING OPENING WITH REUSED BRICK (FROM DEMO) AND ADD NEW OPERABLE CASEMENT GLAZING (OPENS INWARD)

1 Elevation 1 - a Proposed
1/4" = 1'-0"

2 Level 1
1/8" = 1'-0"

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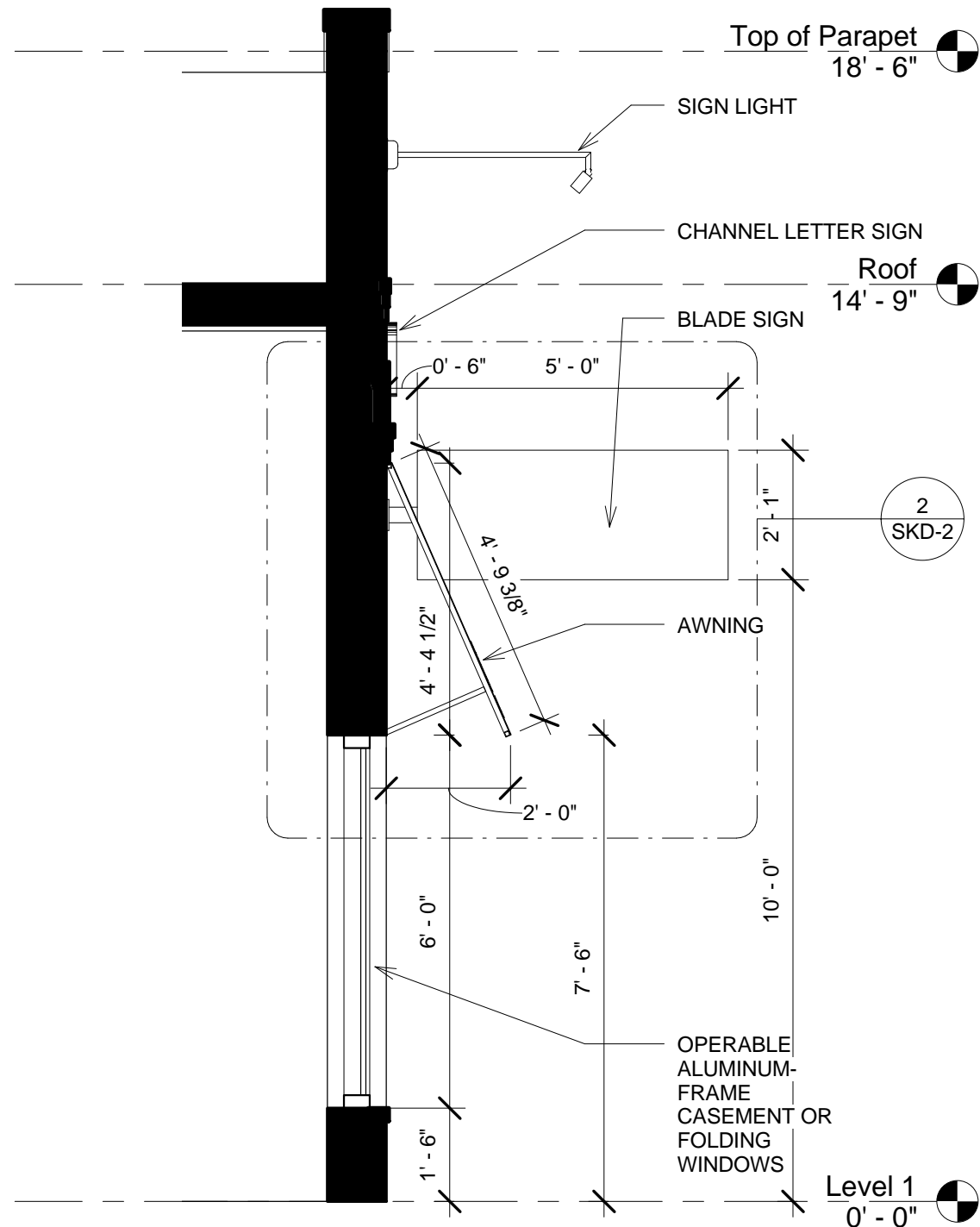
Proposed Elevation

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SKD-1



1 Storefront Wall Section
3/8" = 1'-0"



2 Awning Section and Blade Sign Elevation
1" = 1'-0"

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Proposed Storefront Sections

Fasika Ethiopian Restaurant
147 Broadway
Somerville, MA 02145

JOB #:	1006
SCALE:	As indicated
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CROSS REF:	

SKD-2