

THE PARK THEATRE - Signage

January 24, 2022

As the Park Theatre was preparing to open I noticed that it probably wasn't very clear to people coming to or passing through Jaffrey what that large gray building was. Local people would of course know what it was but not those unfamiliar with Jaffrey. And if one were coming to a performance and weren't quite sure where the theatre actually was located, one might not know where the theatre was.

I met and spoke with Caroline Hollister several times about this and as a result came up with some designs. Initially, it was placing a version of the logo that presently on the Main Street façade on the east façade of the flyloft.

I then thought a sign made up of just letters might be more noticeable.

I was proposing to pay for signage, either in full or in part.

Nothing has happened since Caroline retired from the Board. I have no idea whether the present Board is aware of my proposal or whether it is but have decided not to pursue it.

In any event, I am making Park Theatre signage a integral part of my bequest as can be seen in my Trust document.

I attach below images of what I'm proposing. My preference is for the sign to be along the lower roof versus the version where it's on the top of the flyloft. Either one would probably exceed the dimensions allowed under the present Sign Ordinance meaning a variance or exception would have to be sought. I would think there would be grounds to allow this. It's not the same as a too large sign for a commercial use. Large signs, often electrified, including ones on marquees, were generally a feature of theatres in the past.

Robert B. Stephenson

No signage



Signage on flyloft roof



Signage on auditorium roof



Signage on auditorium roof at night

