



Amesbury

Community & Economic Development
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Amesbury, MA 01913
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MEMORANDUM

May 13, 2025

Krystle Humphreys
26 Merrimac St.
Amesbury, MA 01913

Re: Sign Application for 19 Main St.

Ms. Humphreys,

At the May 12, 2025, duly posted meeting, the Board voted to approve the sign application for Phoenix Café at 19 Main St. based on the revised sign submittal package attached to this letter.

The Planning Board's approval does not constitute an approval from the State Building Code. The next step in this process is to contact the Building Inspections Office for a building permit before installing the sign.

Respectfully,

Becky Frey
Community Development Coordinator
On Behalf of the Amesbury Planning Board

30x30 sign to be moved from
29 Main to 19 Main to panel
to the left of door



30x30 sign to be mounted to 19 Main street where the café entrance is. Feedback is that people are not aware that the café is open to the public and it is hurting our café sales.



36" SWING ARM BRACKET
SPRAYED BLACK

30"



30"

3/4" MDO SIGNS
SPRAYED BACKGROUND BLACK HP VINYL

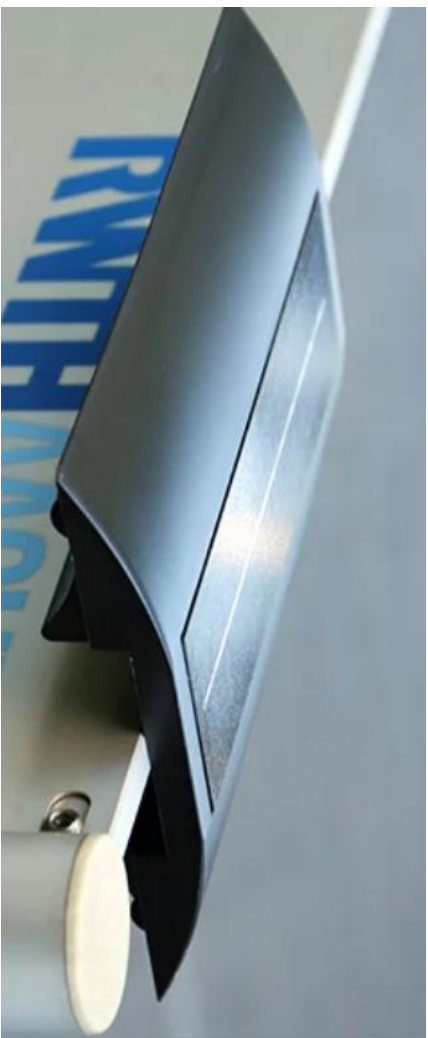


Door decals in white (black is negative space. Doors are set back from street in a small alcove currently. Behind the door is stairs, so the type should be white.

Size 15x24”



Solar lights for illumination



The exceptional luminosity of its 20 ultra-bright LEDs ensures your listing gains prominent visibility and attention during the night. The SunPal's compact design encompasses everything within a single unit, making it an ideal fit for commercial signs ranging between 1" to 3.5" in width. By mounting directly atop these signs, the SunPal 2x offers comprehensive illumination for virtually all types of real estate signs.

Project Narrative for Signage Proposal

We seek to move the sign at 29 Main that relates more to the yoga and wellness side of the business and move it to the 19 Main Street entrance.

We will be replacing the moving sign with a sign that is the same size, but focuses on the Café side of the business, which is located at this door.

Additionally we would do a decal on the door to reflect the business and services located in that entrance, to guide customers to the correct door.