



MELVIN BREWING COMPANY SIGN PROPOSAL
FOR: ALPINE TOWN COUNCIL

PURPOSE STATEMENT

To ensure clear and effective traffic flow, this guidance is intended to:

1. Enhance Public Safety and Reduce Residential Traffic Impact

Directional signage will help patrons navigate efficiently to Melvin Brewing Company, significantly reducing unintended traffic through adjacent residential neighborhoods.

2. Streamline Commercial Traffic and Protect Neighborhood Streets

Signage will direct delivery drivers and logistics partners to use designated commercial routes, minimizing the presence of semi-trucks and trailers in residential areas.

3. Support Local Economic Development and Tourism

By increasing visibility and accessibility to Melvin Brewing Company, signage will contribute to broader tourism in Alpine. Visitors drawn to the brewery are likely to spend additional dollars at other local businesses, thereby stimulating economic growth in the community beyond the brewpub itself.



Sign Locations 1, 2 and 3



2 DIRECTIONAL SIGNS (1) NEAR THE SPEED
LIMIT SIGN AND (2) AFTER THE TURN IS MADE



LARGER MARKETING SIGN BY THE
HIGHWAY TO WELCOME PEOPLE IN



Directional Sign
Design



1- Larger directional internal LED illumination. Double sided with 10" depth aluminum return. All lettering will be halo lit from behind w/ the exception of the BREWING. This portion will be front lit, reverse cut with white acrylic facing. The 2 piece cabinet will be mounted to a 4"x 4" steel frame installed 2' in the ground with top and side mounting bolts

1- Smaller directional internal LED illumination. Double sided 8" depth . 34" top logo section. 60" ht. same basic specs for frame mounting. Note: directional arrows can be mounted any direction with whatever copy you want. Reverse side of signs may say " Visit us Again Soon" as an option.



Marketing Sign
Design



Pylon sign with
illumination



FOR ADDITIONAL
CONSIDERATION:
A Town of Alpine
Directional Sign to
direct traffic to
current and future
local businesses





THANK YOU FOR YOUR CONSIDERATION