



BRYANT FLINK ARCHITECTURE & DESIGN

July 31st, 2026

City of Littleton

MEMORANDUM RE: Town Hall Arts Center Marquee and Window Signage COA

To whom it may concern,

The proposed project consists of a new marquee sign and associated window signage at the historic Town Hall Arts Center, a cornerstone cultural venue on Main Street in downtown Littleton. The intent of the project is to enhance the visibility, functionality, and historic character of the theater while respecting the architectural integrity of the existing landmark.

Town Hall Arts Center occupies a prominent position along Main Street, where clear identification and program visibility are critical to its continued success as a performing arts venue. The proposed signage draws from historic theater precedents and is designed to be both contextually appropriate and complementary to the building's architectural vocabulary and serve as the architectural heart and cultural identity of downtown Littleton's Main Street.

The new marquee maintains the building's role as a prominent civic and cultural destination by preserving the traditional theater marquee form while refining its proportions and detailing to better complement the historic façade.

The marquee will display upcoming performances and community events using individually mounted changeable copy letters. The marquee has been designed to maximize readability for pedestrians and motorists. A combination of frosted shatter resistant bulbs, internally illuminated lettering, and perimeter accent lighting have been selected to provide consistent illumination that is not intrusive to the downtown landscape.

In conjunction with the new marquee, new window signage is proposed within the east and west street-facing arched windows. The new signage would provide further important information for the theater, operating information, and promotional messaging in a manner that is subordinate to the architecture and marquee. The graphics are limited in size and placement to preserve transparency into the building while enhancing wayfinding and reinforcing the theater's presence along Main Street.

The overall signage package has been designed as a cohesive system that respects the scale, rhythm, and architectural character of the historic structure. The proposed improvements seek to enhance the pedestrian experience, support the continued success of the Town Hall Arts Center as an important cultural institution, and contribute positively to the vitality and cultural identity of Downtown Littleton.

The project does not alter the historic massing, architectural character, or primary character-defining features of the building. All work is limited to the replacement of the existing freestanding pedestrian kiosk/banner and the installation of new window signage designed to complement the historic architecture while improving functionality, visibility, and accessibility for theater patrons.

Sincerely,

BRYANT FLINK ARCHITECTURE & DESIGN

A handwritten signature in blue ink, appearing to read 'Paul Bryant', with stylized, overlapping loops and a long horizontal stroke extending to the right.

Paul Bryant, AIA, NCARB
Partner