



April 25, 2025

RE: COA Application for the LED Retrofit of the Historic Pabst Bridge Sign

Dear Historic Preservation Committee,

NID No.1 – The Brewery District is requesting approval to move forward with the replacement of the neon lighting that is currently being used to illuminate the Historic Pabst Bridge signs that crosses over W Juneau Ave at 10th Street. While this is completed, we would also be repainting the exterior and interior of each letter casing with paint matching the current color present. We would be removing the neon lighting components and installing new, LED light strips. The Aurora Flex RGB lighting strips is said to be the best alternative to neon lighting. The light strips themselves would be laid out within the letters in the same location as the current neon lines and during non-illumination times, there would be no visual difference. During illumination, the average person will notice very little difference. A trained eye to this product may notice that the new LED is a true red color and not the orange-red that is currently present. This is due to clear glass and neon gas that is present. Attached you will find the spec sheet of the lighting, the layout of the strips, as well as the specific colors that will be used during painting.

Over the past years, we have experienced many issues with the lighting components currently installed in each letter. This includes outdated electrical components, expensive fixtures, and difficulty sourcing repair parts. In an effort to repair the sign during outages, we have tirelessly tried to source parts with no luck, and due to the age of the sign, this has led to ongoing outages of letters. The parts and knowledge required to make repairs on the neon components of each letter are becoming sparse and expensive. We believe that upgrading the fixtures to LED will mitigate additional repairs and cost in the future due to how LED lighting has become a leading option in today's world. This upgrade will be one of the many steps we are taking in keeping The Brewery District up to current standards and operating at its best, while also instilling the historic nature of our great district.

Most sincerely,

Sam Rampulla

The Brewery Neighborhood Improvement District No. 1

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