



ITEM #2 For the ARCHITECTURAL COMMISSION; Thursday May 28, 2015 @ 7:00 P.M.

REQUEST: Consideration of a request for signage for Fidelity Wes Builders 203 Robert Parker Coffin Road within the B-1 Historic District, submitted by Mr. Mike Demar.

HISTORY:

Over the last few meetings the AC has been considering this request. Numerous concerns have been raised in the review of this request by the AC as follows;

- Materials out of which the wall sign will be constructed;
- Detail on how the wall sign will be mounted to the building;
- Resolution of the types of signs and maximum square footages allowable including the size, materials, colors, copy, sign placement on the structure and details on the fixtures/brackets used to affix the hanging sign to the building;
- Color, copy, integral and non-integral sign elements, location of the sign on the building, techniques to soften the appearance of the sign and specifications for mounting the sign to the building;
- A more defined radius on the edges of the backboard of the sign be identified;
- Re-submit a "Photoshop" image of the sign on the building with the correct dimensions;

PROPOSAL/STAFF REVIEW:

The petitioner has proposed two signs for the property. A wall sign is proposed and will be made of wood. The "integral" element of this sign measures 7' x 2' (14 sq. ft.) and will be raised and mounted to wooden back plate (non-integral element of the sign) measuring 3' x 8' (24 sq. ft.). This addresses some of the concerns raised by the AC.

Per the Village Code sign area is measured as follows;

Sign Measurement: Unless otherwise expressly provided to the contrary in these regulations, the term "sign area" shall include the gross surface area of each sign with a single continuous perimeter enclosing the extreme limits of the sign and in no case passing through or between any adjacent elements of the sign. Such a perimeter shall not include any structural or framing elements lying outside the limits of such sign and not forming an integral part of the display.

Per this definition the 14 sq. ft. “integral” portion of the sign is the only portion of the “sign area” which counts toward maximum allowable signage at this location. Square footage of the combined commercial space for which the signage is being requested is approximately 2160 square feet (40’ x 54’). For retail spaces containing 1001 to 3000 sq. ft. of floor area 20 square feet of signage may be allowed per the Village Zoning Code (excerpt below).

Based upon the total square footage of the leasable commercial space and square footage of the wall signage as proposed (14 square feet), is within the maximum square footage limitation for the floor area at this location.

The sign would be principally painted blue with a white background & company logo. Corners are to be scalloped and painted border would mirror this design.

The petitioner is once again proposing a wall sign. A non-scaled “proof” of this sign has been submitted and is included for review by the AC. The location of this sign on the structure as well as other issues previously raised by the AC regarding the hanging sign (i.e. size, materials, colors, copy, sign placement on the structure and details on the fixtures/brackets used to affix the hanging sign to the building) have not been submitted.

It is assumed the sign will be made of wood and painted similar to the proposed wall sign. It appears a black painted border mirroring the scalloped design of the wall sign is proposed. Petitioner is entitled to an additional 6 square feet of signage which could be allocated to the proposed hanging sign.

All proposed signage appears to be non-illuminated or will utilize existing illumination. No request for illumination was included in the application for signage.

SIGN REGULATIONS:

The following are excerpts of applicable portions of the Village Sign Ordinance:

- (d) Business District Signage. The cumulative size of all signs permitted by this ordinance shall be governed by the square footage of the associated business as follows:
 - (1) Except as otherwise authorized by variation pursuant to section 5-11-15(E)1(c) of this code, the cumulative total square footage for all signs shall not exceed the following:

**MAXIMUM SIGN AREA PERMITTED IN
BUSINESS ZONING DISTRICTS IN SQUARE FEET**

	B1	B2	B2
Total Area of Business No Arterial Access in Square Feet			
Arterial Access			

1-1,000	12	12	20
1,001-3,000	20	20	30
3,001-5,000	30	30	40
5,001 or greater 30	30 ⁽ⁱ⁾	50 ⁽ⁱⁱ⁾	

(i) For each additional 2,000 square feet, an additional 10 square feet of signage is permitted. The maximum total signage area shall not exceed 50 square feet.

(ii) For each additional 2,000 square feet, an additional 10 square feet of signage is permitted. The maximum total signage area shall not exceed 70 square feet.

ARCHITECTURAL COMMISSION DECISION:

The square footage of the wall sign as proposed is permissible with regard to type of sign, location and the maximum amount of signage permissible at this location per the Village Code. A hanging sign of up to 6 square feet could also be considered at this location.

The Commission should review the request for signage against the aforementioned regulations, the downtown design guidelines and render a determination based upon those criteria as well as the appropriateness of the signage at this location in relation to other signage in the vicinity.

With regard to the hanging sign there are two basic options;

- Recommend approval (conditional or otherwise) subject to staff review and approval.
- Request additional information (e.g. size, materials, colors, copy, sign placement on the structure and details on the fixtures/brackets used to affix the hanging sign to the building) and continue this portion of the request to a future meeting.





7' 3' 8'

FIDELITY
WES

Custom Builders & Remodelers



— PROPOSED HANGING SIGN —

— NOT TO SCALE —