



# Department of Planning, Housing, & Community Development

Mayor, Matthew T. Ryan  
Director, Tarik Abdelazim

**Date:** 11 September 2013  
**To:** Commission on Architecture & Urban Design Members  
**Subject:** 26 Court/1Hawley Street – Signage  
**Tax ID:** 160.40-2-23  
**Case:** CAUD 2013-36  
**Copies:** G. Tedino; R. Rodriguez; file

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## A. Review Requested

On 5 September 2013, Matzo Sign Co, the sign contractor, submitted a sign application for the property located at 1 Hawley Street. The building is located in the Court Street Local and National Register Historic District, and all exterior modifications, including signage, must be reviewed and approved by the Commission on Architecture and Urban Design (CAUD).

## B. Proposal

Ridley-Lowell proposes to install a new face on an existing sign box on the Hawley Street façade of the building. The building is considered a non-contributing building, but is located in the Historic District.

## C. Permitted Sign Regulations

1 Hawley Street is located in the C-2, Downtown Business District and the following regulations apply:

### Permitted

- All structural types
- 2 signs per activity per frontage
  - Wall sign
    - 1 per use
    - 72 sq. ft max
- Illumination permitted

### Proposed

Projecting sign  
1 sign proposed  
  
1 proposed  
29.3 sq ft  
Illuminated

## D. Staff Findings

Per the City of Binghamton Historic Design Guidelines, illuminated box signs are considered INAPPROPRIATE for the Historic District. While the frame has been in place with a blank face for a number of years, there has not been an active sign in place for since at least June 2009; under the Zoning Code, the sign may be considered abandoned. Additionally, a white background for an internally illuminated sign is not considered a preferred design. Removal of the cabinet and installation of just the sign face would be acceptable.

**E. Photographs**



New White Lexan Face with translucent vinyl to replace existing lexan face in existing sign cabinet.

Sign is above the Uptown Style and Spa located at 26 Court Street on the Hawley Street side. This cabinet is owned by Ridley-Lowell.

Proposed sign and mock-up as submitted by the Applicant