



Department of Planning, Housing, & Community Development

Mayor, Matthew T. Ryan
Director, Tarik Abdelazim

Date: 14 August 2013
To: Commission on Architecture & Urban Design Members
Subject: **321 Water Street – Signage**
Tax ID: 160.25-1-2
Case: CAUD 2013-30
Copies: G. Tedino; S. Sherwood; file

A. Review Requested

On 9 August 2013, Susan Sherwood, representing the property, submitted a sign application for the property located at 321 Water Street. The building is a designated Local Landmark Property and all exterior modifications, including signage, must be reviewed and approved by the Commission on Architecture and Urban Design (CAUD).

B. Proposal

The Applicant has proposed a total of two (2) signs on the building: one (1) wall sign, and one (1) rooftop sign. Both signs would be made of a heavy duty, outdoor banner material; the Applicant has supplied a sample of the material, which will be available at the meeting. The wall sign would measure 6 feet long by 2.5 feet tall; the rooftop sign would measure 20 feet long by 3 feet tall. The Applicant had previously solicited design suggestions from the Commission via email. The Commission had suggested that the Applicant consider doing a dark background, with bright lettering, and that the Applicant consider italicizing the “Experience Innovation” on the wall sign; the Applicant determined that the font was not able to be done in italics.

Rooftop signs are not an allowed sign type under the City of Binghamton Zoning Code; the Applicant has applied for a variance from the Zoning Board of Appeals for the proposed rooftop sign.

C. Permitted Sign Regulations

321 Water Street is located in the C-1, Service Commercial District and the following regulations apply:

Permitted

- All business types
- 2 sign per frontage per activity
 - Wall sign
 - Max. size 72 square feet
 - Rooftop Sign
 - Not allowed

Proposed

1 sign proposed per frontage
Allowed
15 square feet
Not allowed
60 square feet

- Illumination permitted

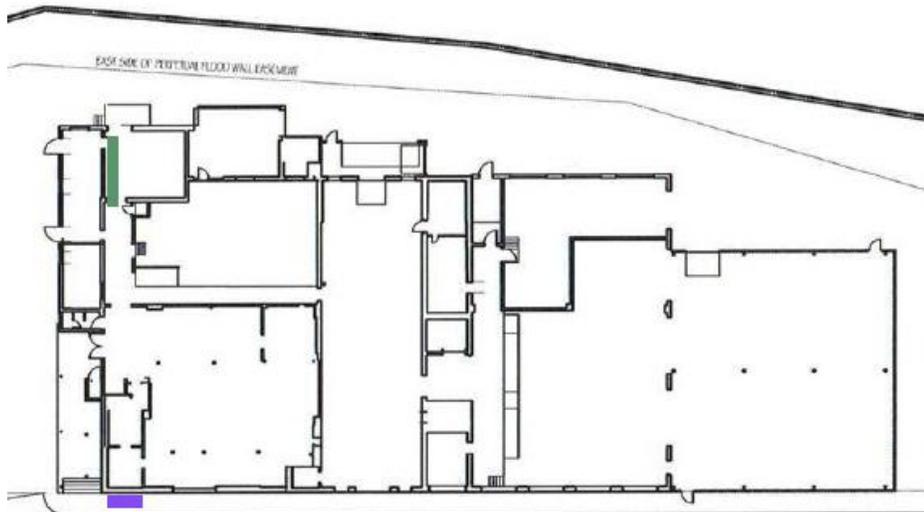
no illumination proposed

D. Staff Findings

Per the City of Binghamton Historic Design Guidelines, rooftop signs are generally not considered appropriate for historic structures.

There previously was a rooftop sign on the building, which was likely a pre-existing non-conforming sign; it was removed several years ago.

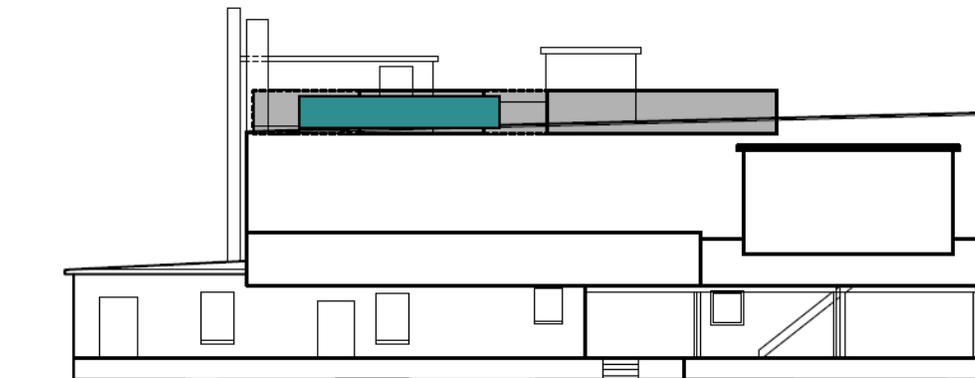
E. Photographs



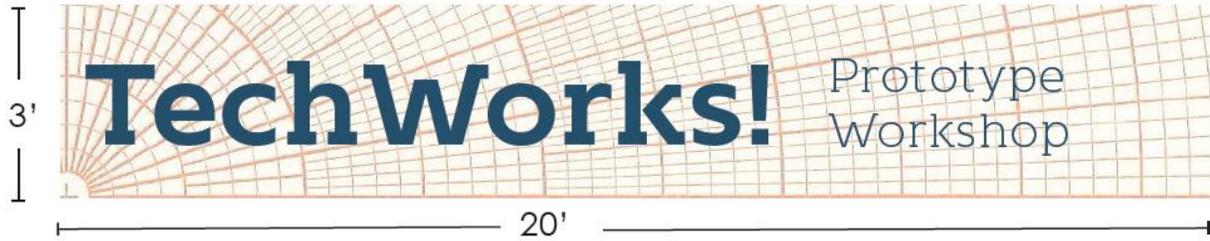
— Banner on building facade
CAUD Application August 2013

— Replacement rooftop sign
321 Water Street, Tax Map 160.25, # 1114001
CAUD/ZBA Application August 2013

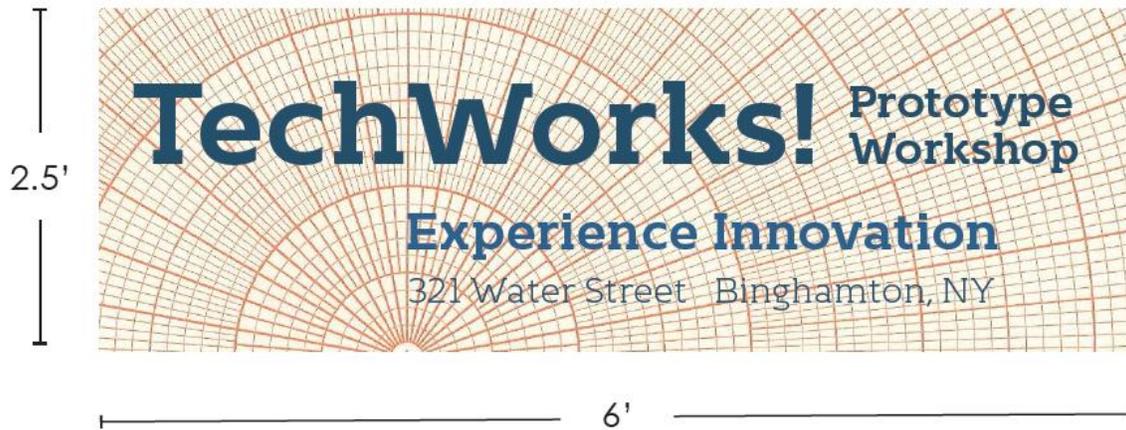
Sign locations, provided by Applicant



Proposed rooftop sign location



Proposed rooftop sign



Proposed wall sign



2009



2013



2009



2013



2013 – looking north along Water Street