



Department of Planning, Housing, & Community Development

Mayor, Matthew T. Ryan
Director, Tarik Abdelazim

Date: 23 January 2013
To: Commission on Architecture & Urban Design Members
Subject: 33 Court Street – Signage
Tax ID: 160.40-2-17
Case: CAUD 2013-02
Copies: G. Tedino; Jax Signs; file

A. Review Requested

On 8 January 2013, Jax Signs, the project contractor, submitted a Design Review application for the property located at 33 Court 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

The Applicant proposes to install one (1) internally illuminated wall sign, with channel letters and raceway for the current tenant. To comply with the Zoning Code, one (1) of the existing window signs would be removed.

C. Permitted Sign Regulations

33 Court Street is located in the C-2, Downtown Commercial District and the following regulations apply:

Permitted

- All structural types
- 2 sign per frontage per activity
 - Wall sign
 - No more than 72 sq ft
- Illumination permitted

Proposed

Wall Sign
1 new sign
38 sq ft
Internal illumination proposed

D. Staff Findings

The proposed signs meet the City of Binghamton Zoning Code requirements.

The proposed sign is not in line with the City of Binghamton Historic Design Guidelines. The Guidelines specifically state that internally illuminated signs are generally not appropriate in the historic district. Additionally, the guidelines state: “Panel box light signs illuminated from the inside are not

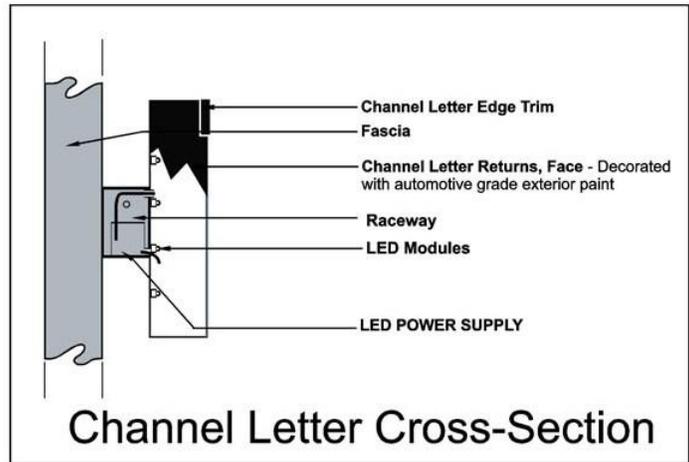
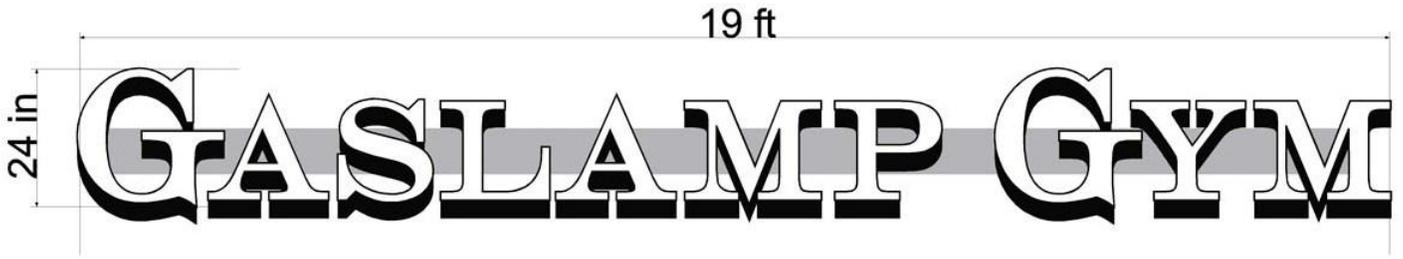
appropriate in a historic context.” While the proposed sign is not technically a panel box sign, the same principles can be considered to apply to channel letter signs, especially when the raceway is surface-mounted and exposed. The proposed sign would also require holes to be drilled in the steel beam for mounting and electrical service. These would be considered non-reversible; the Guidelines state that “Signs should be designed and installed in a manner that does not damage . . . materials or significant features on the building.”

A far more appropriate type of sign might be either a sign painted on the steel beam or a projecting (swinging) sign; both of which are considered appropriate in the historic district.

E. Photographs



Existing conditions (photograph provided by Applicant)



Proposed signage