



Department of Planning, Housing, & Community Development

Mayor, Matthew T. Ryan
Director, Tarik Abdelazim

Date: 1 April 2013
To: Commission on Architecture & Urban Design Members
Subject: **41-43 Court Street and 153-157 Washington Street – Signage and Lighting**
Tax ID: 160.40-2-15, 160.40-2-12, and 160.40-2-11
Case: CAUD 2013-10
Copies: T. Costello; T. Tedino; S. Weisel; file

A. Review Requested

On 1 April 2013, Seth Weisel, one of the property owners, submitted an application for Design Review for the property located at 41-43 Court Street and 153-157 Washington Street. The property is located in the Court Street Local and National Register Historic District; all exterior modifications, including signage, require review and approval by the Commission on Architecture and Urban Design (CAUD).

B. Proposal

The Applicants propose to install one (1) wall sign on the Court Street façade of the building; the Applicants plan to come back to CAUD at a later date for an additional wall sign to be located on the Washington Street façade. The proposed sign would be routed PVC letters with a cut vinyl drop shadow. The proposed sign would measure 41' long by 3' tall, the lettering would be 34'10" long by 2' tall and there would be a business logo at one end of the sign band. The lettering and logo would be on a black background. The Applicant is also proposing four (4) light fixtures as illumination for the sign. The proposed light fixtures would be a goose-neck light with an angled bell shade; the lighting fixtures would be black in color.

The propose signage exceeds the maximum allowed size for a wall sign. The maximum allowed size of a wall sign is 72 square feet; the proposed sign is 123 square feet. The Applicants will also need a variance for maximum number of wall signs per building. The Zoning code allows for one (1) wall sign per building; the Applicants have indicated they there will be two (2) wall signs. The Applicants have submitted an application to the Zoning Board of Appeals for an area variance. The case will likely appear on the 7 May 2013 Zoning Board of Appeals meeting agenda.

C. Signage Proposal

41-43 Court Street and 153-157 Washington Street is located in the C-2, Downtown Business District and the following regulations apply:

Permitted

- All structural types
- 2 signs per frontage per activity

Proposed

Wall Sign
2 signs proposed

- 1 wall sign per building
 - Court Street Wall sign
 - 72 square feet
 - Washington Street Wall sign
 - 72 square feet
 - Illumination permitted
- 2 wall signs proposed
- 123 square feet
- 156 square feet
- exterior illumination proposed

D. Staff Findings

The proposal for wall signs on both the Court Street and Washington Street façades will not have any major impact on the character of the building or district as the two signs would be located a fair distance from each other and would be one two different streets.

The proposed signage is generally in keeping with the City of Binghamton Historic Design Guidelines: it is located in the sign band on the building façade; they are of a size which is appropriate in the context of the building; and the proposed sign lighting is considered appropriate for the district.

The Commission should provide a recommendation to the Zoning Board of Appeals as to any potential impacts of granting the requested variances.

E. Photographs



Court Street Façade – April 2013



Washington Street Façade – April 2013

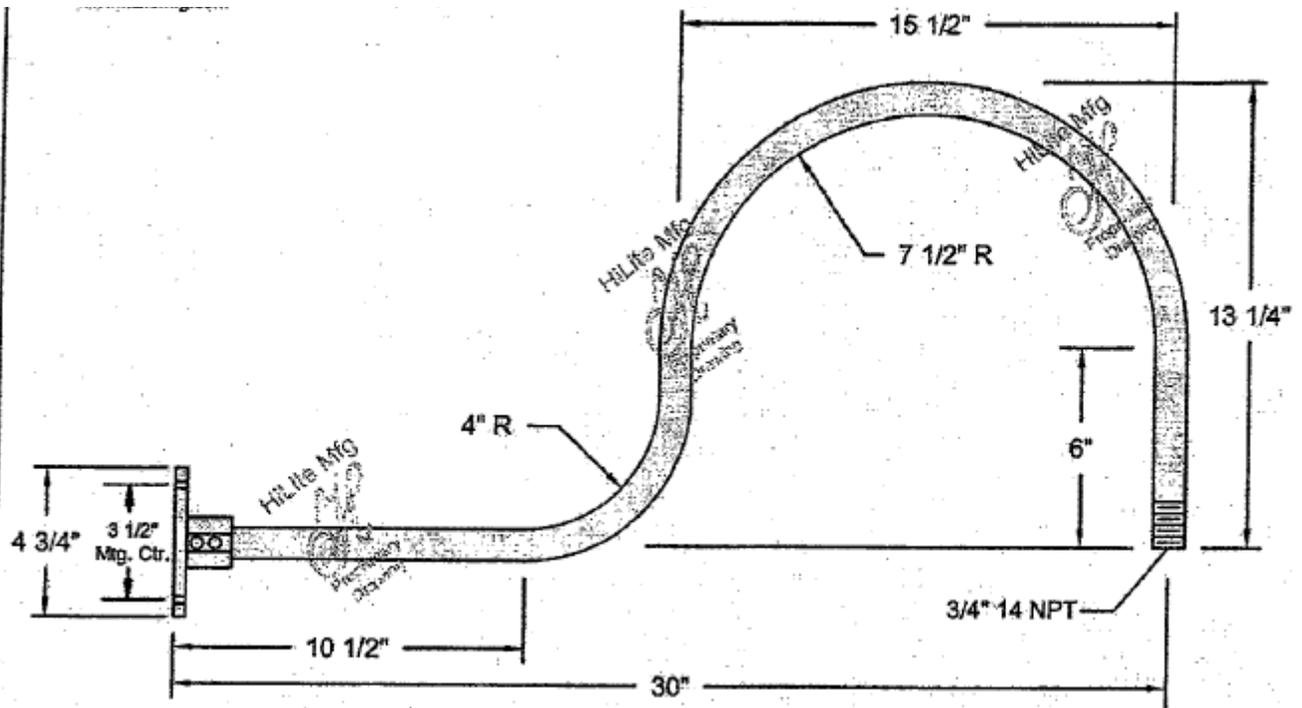


36"x32" Vinyl Logo

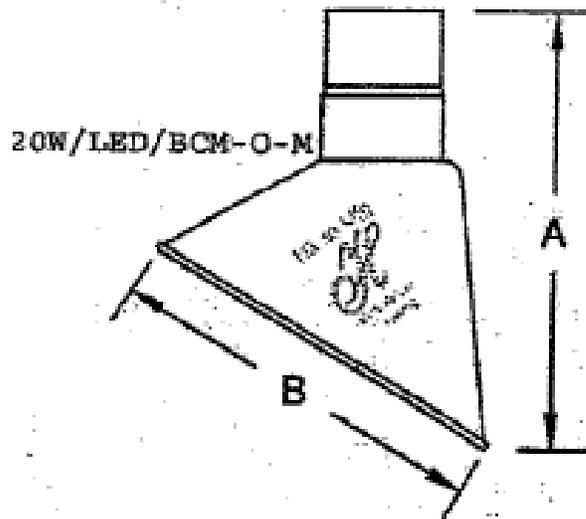
418"x24" Routed Letters with Cut Vinyl Drop Shadow



Proposed sign and mockup



Angle Shade Collection



Proposed lighting fixtures (black)