



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: **58 Henry Street – Signage**
Tax ID: 160.33-3-10
Case: CAUD 2013-35
Copies: G. Tedino; R. Rodriguez; file

A. Review Requested

On 3 September 2013, Daniel Mojica and Ramon Rodriguez, the tenants, submitted a sign application for the property located at 58 Henry 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

A new business located in this space has proposed refacing the existing projecting sign. The sign would be illuminated.

C. Permitted Sign Regulations

58 Henry 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
 - Projecting sign
 - 1 per use
 - 20 sq. ft max
- Illumination permitted

Proposed

Projecting sign
1 sign proposed

1 proposed
20 sq ft
Illuminated

D. Staff Findings

Per the City of Binghamton Historic Design Guidelines, projecting signs are considered appropriate for the Historic District.

The proposed wall sign is in conformance with the City of Binghamton Zoning Code.

Typically, a white background for an internally illuminated sign is not considered a preferred design. In this case, however, given the large black panels above and below the sign face, it may be considered acceptable. Given the shape of the sign, however, staff would strongly recommend that the Commission consider requiring the Applicants to remove the address and phone number from the sign; restricting the sign to just “Mi Casa” and “Authentic Latin Cuisine” would both look better and would fit better in the existing sign frame.

E. Photographs



Proposed sign and mock-up as submitted by the Applicant



Previous sign at this location