



Department of Planning, Housing, & Community Development

Mayor, Richard C. David
Director, Dr. Juliet Berling

Meeting Date: 26 January 2016
Sent To: Commission on Architecture & Urban Design Members
Subject: **15 Chenango Street – Signage Review**
Tax ID: 160.41-1-16
Case: CAUD 2016-01

A. Review Requested

Mr. Petro Yamakaris submitted an application for Design Review on behalf of the Applicant, Felicia Roberts, a representative of *University Lofts*, for the property located at 15 Chenango Street; tax map number 160.41-1-16. This property is a landmark structure located in the Court Street Local, State and National Historic District; all exterior modifications, including signage, must be reviewed and approved by the Commission on Architecture and Urban Design (CAUD) in accordance with §18-78 of the City of Binghamton City Code prior to any proposed work being completed.

B. Proposal

CAUD is charged with evaluating the following:

1. *The appropriateness of design, color, orientation, and overall composition of proposed window decal signage for this particular structure.*

The Applicant has proposed two window decals on the east facing, Chenango Street façade of the building. The signs proposed are in the transom of the windows and door across the front of the building. The signs will be made from laminated vinyl and placed as proposed on the attached image. The proposal includes two (2) signs and three (3) color panels which do not count towards signage for the buildings frontage as evaluated by the City Zoning Officer.

2. *The appropriateness of design, color, orientation, and overall composition of installed projecting banner signage (flag banners) for this particular structure.*

Additionally the Applicant has posted two (2) projecting banner signs on the buildings Chenango Street façade in the form of advertising flags. These “flags” have not been evaluated by CAUD and require a sign permit for compliance with City zoning code, and may be required to retrieve a variance from the Zoning Board of Appeals (ZBA) as evaluated by the City Zoning Officer. CAUD should also evaluate these signs on their appropriateness of placement on the building’s façade.

C. Permitted Sign Regulations

Window Decal Signage:

15 Chenango Street is located in the C-2, Downtown Business District. The southernmost sign on the east façade, proposed over the entryway, measures 40.5” in height and 73.125” in width. The northernmost sign on the east façade, proposed over the northern band of windows on the façade, measures 40.75” in height and 55.5” in width. The total area of proposed signage covers 36.34 SF and total allowed area for signage on this façade is ~96 SF (as measured by Staff using the Broome County GIS system).

Projecting Banner Signage (flag banners):

The two (2) projecting banner signs on the building’s façade have not yet been evaluated for SF measurements. Staff have evaluated these signs and has determined that they are within the SF standards and allowed square footage for this façade. These signs are out of compliance because code requires that no more than one (1) projecting banner sign is allowed per façade. The Applicant may have to attend a Zoning Board of Appeals (ZBA) as evaluated by the City Zoning Officer.

D. Staff Findings

The proposed signage is generally within the standards set forth by the City Historic Design Guidelines (page 83). Staff has determined that the signage will have minimal impact on the buildings scale, massing, or character defining features. The signage as proposed does not significantly impact the character defining features of the façade. CAUD should pay close attention to the northernmost band of signage proposed on the east façade to evaluate the appropriateness of orientation on the windows.

E. Historic Guidelines

The Historic Design Guidelines require that signage be appropriate size and color for the buildings on which they are placed. Additionally the guidelines state that signage should be appropriate in the context of the building and that it be easy to read without overly complicated graphics and writing. Overall, signage should be sensitive to the historic nature of the building using limited use of design, marketing, and graphics in lieu of informational signage and logos.

Staff has evaluated signage based on these criteria, and determined that the current implementation of signage, in design and scope, is generally appropriate for this particular building, but should be evaluated on the orientation and colors of signage on proposed window decals and projecting banner (flag) signs.

F. Photographs



Current Conditions (15, December 2015)



Current Conditions (15, December 2015)



Proposed Signage (23, November 2015)



Current Banner (flag) Signage (6, January 2015)



Current Banner (flag) Signage (6, January 2016)