



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: 75 Court Street – Signage Review
Tax ID: 160.41-1-20
Case: CAUD 2016-03

A. Review Requested

Ms. Jennifer Lesko, a representative of *Broome County Urban League* submitted an application for Design Review for the property located at 75 Court Street; tax map number 160.41-1-20. 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 signage for this particular structure.*

The Applicant has proposed two (2) exterior wall signs on the south facing Court Street façade of the building. The signs proposed are to be placed above the windows and doorway entrances centered to the façade of the building. The Applicant has proposed placing the larger sign on the western-most side and the smaller sign on the eastern side of the façade. The signs are constructed of non-illuminated aluminum panels and will project slightly from the surface of the façade. The signs will be mounted using screws and a mount to properly secure the sign to the front of the façade.

C. Permitted Sign Regulations

75 Court Street is located in the C-2, Downtown Business District. The larger proposed sign measures 45” in height and 212” in width and the smaller proposed sign measures 12” in height and 72” in width. The total area of both signs cover ~74 SF. Total allowed area for signage on this façade is 80 SF; according to information obtained by staff from the Broome County GIS site. Staff has not found any evidence that the signage as proposed would be out of compliance with City Zoning Code.

D. Staff Findings

Staff has evaluated signage on its appropriateness for the downtown. Signage proposed for this particular building is not expected to have significant effect on the massing, orientation, or character defining features of the structure. In Staff's opinion, the signage is both placed appropriately and generally appropriate for the building.

The Commission should be careful in understanding how the signage will be mounted onto the façade, and what materials will be used for the mounting, and what materials the sign will be mounted to.

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.

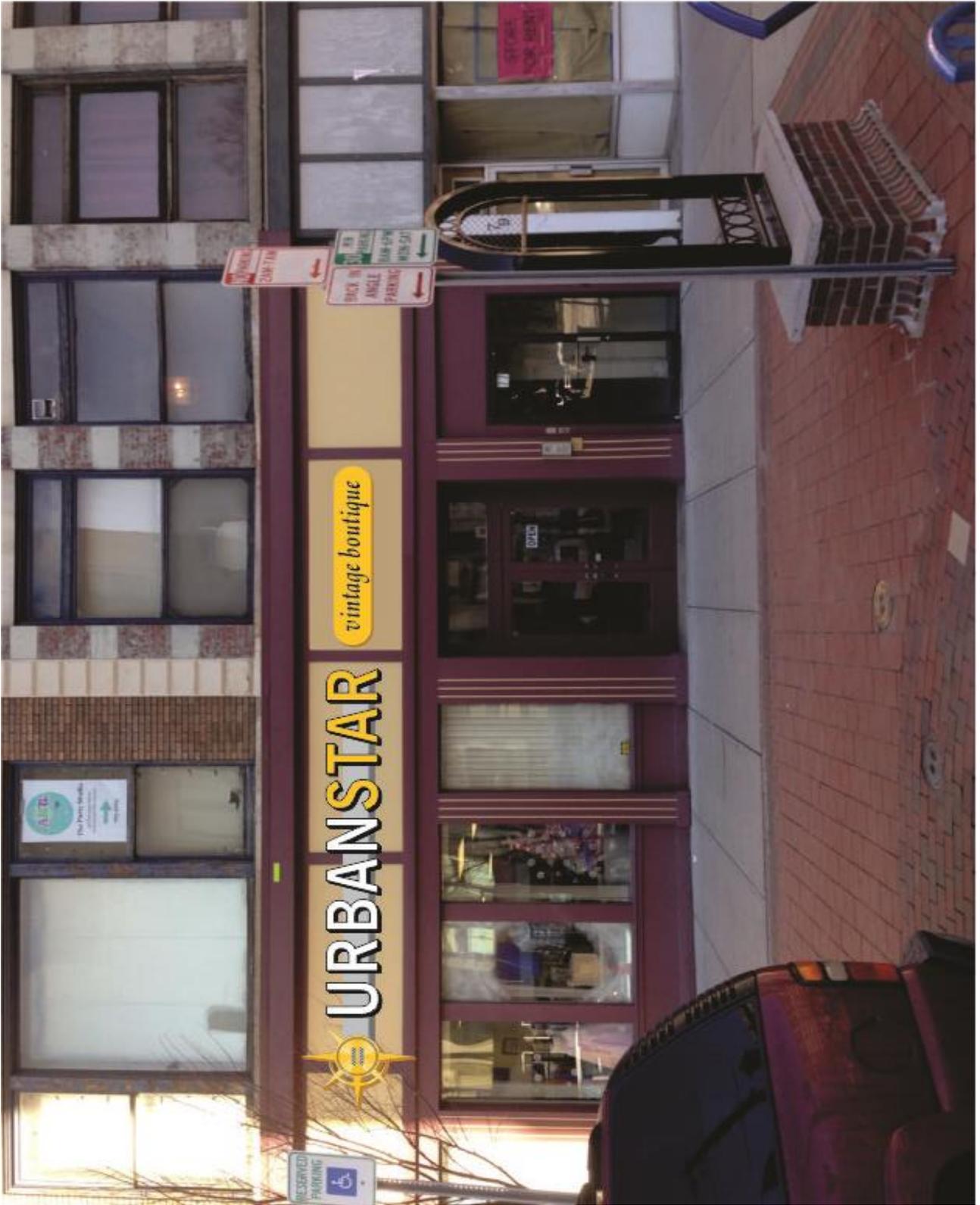
F. Photographs



Current Conditions (6 January, 2016)

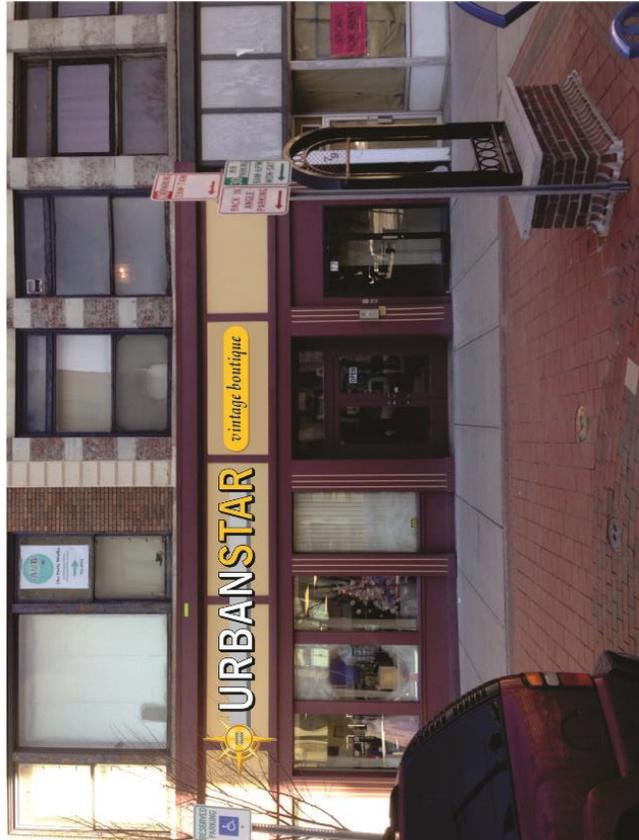
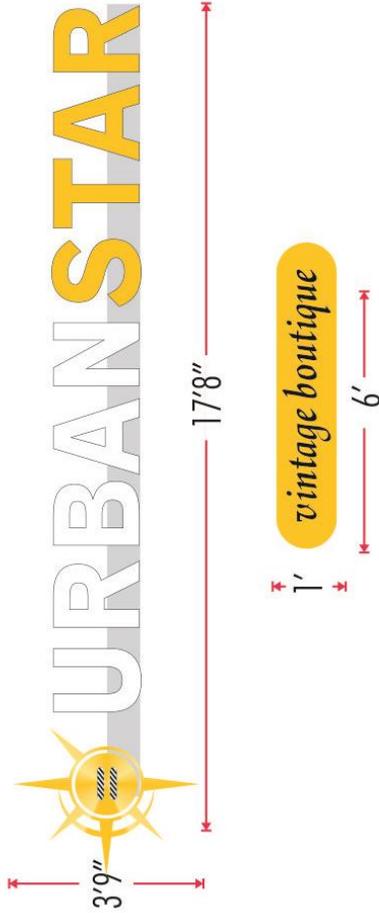


Current Conditions (6 January, 2016)



Proposed Conditions

Single Face Non-Illuminated Panel with digitally printed graphics



Client: Broome County Urban League
 Jennifer Lesko
 75 Court Street
 723-7303
 jlesko@bcuul.org

Date: January 13, 2016

REVISIONS

1	Date
2	Date
3	Date

Additional Revisions \$50 per request

APPROVAL

Customer Signature and Date
 Drawing must be signed before production can begin. Please proof spelling, sizes, materials and design carefully. This is how your sign will be produced. Due to variables in digital photography, architectural renderings and unforeseen structural obstacles, the ratio of the finished sign to the area it is installed in may appear slightly different from the rendering. Please refer to the drawing for the final sign's color code choices. Variables in materials, printers, inks and paper will alter how these colors appear on the drawing. Please refer to the Pantone color codes prior to approval.
Matzo Signs will not be financially responsible for any errors existing on this drawing.

FINAL ELECTRICAL CONNECTIONS BY CUSTOMER

This drawing is provided for the purpose of illustrating the proposed project. Unauthorized use, copying or reproduction of this drawing without the express written consent of Matzo Signs, Inc. will be sent to the customer or we will prosecute to the fullest extent of the law.



BINGHAMTON, NY
607-724-1823
 40 Homer St., Binghamton, NY 13903
 matzosigns@verizon.net

Copyright © 2015 Matzo Electric Signs

Proposed Conditions