

2 Main St
Tax Map 24, Lot 43
Commercial I Zoning District
Sign Permit Analysis
April 24, 2020

Free Standing Sign:

Article IX notes the following:

- Free standing signs are not allowed for single businesses (Article IX, §220-59.B.(2))
- One (1) single free-standing sign not to exceed 30 SF may be permitted at the discretion of the Building Inspector (Article IX, §220-59.B.(3))
- There may be an additional 20 SF of permanently dedicated manual reader board added. (Article IX, §220-59.B.(4))
- There also must be rider at the top of all free-standing signs, which shows the street address of the property in letters 6" high (min.) (Article IX, §330-58.D)
- The address rider does not count against the square footage of the sign.

Analysis:

- While the sign is only 30 SF, there are three (3) panels proposed in a triangular fashion. The precedent has been that both sides of a flat sign (back and front) were considered as a single free-standing sign. The Building Inspector has confirmed that three (3) panels, in the depicted triangular shape, will not be permitted under the ordinance. Two (2) panels in a "V" shape would be permitted. A variance would be needed for the three (3) panels.
- No address rider was depicted on the top of the proposed free-standing sign. This would have to be added to the free-standing sign, or a variance required.

Attached Signage:

Article IX allows for the following:

- A maximum of two (2) attached signs (Article IX, §220-59.A).
- If both signs are attached to a single building façade the total of the two (2) signs cannot exceed 10% of the building façade (Article IX, §220-59.A.(1)).
- If the signs are to be attached to different façades then one (1) cannot exceed 10% of its façade and the other cannot exceed 5% of its façade. (Article IX, §220-59.A.(2))
- Each façade is calculated by measuring roofline to foundation (grade) and subtracting any glass (Article IX, §220-59.A.(3))
- False parapets are not included in the calculations of any façade. For space to be included in the façade calculations it must have a function in the business operations. However, signage may be attached to them. (Article IX, §220-59.A.(3))

Analysis:

- The provided drawings calculated the square footage of the words "ConvenientMD" and the words "Urgent Care" separately and added them together for the total square

footage as if it were a single attached sign for a total of 226 SF. Boxing the words separately would then be counted as two (2) separate signs. For a total of six (6) proposed signs.

- If the sign is to be considered as a single attached sign, for the purposes of the determining the number of attached signs, then all the letters will be boxed off as a single sign for a total of 275.36 SF (396" X 100.13"). If boxed to be considered at a single attached sign, then there would be a total of three (3) signs, one (1) would require a variance.
- As depicted the application would require six (6) permits for the attached signage, two (2) signs on each of three (3) façades. Variances would be required for four (4) additional attached signs.
- The façades were calculated (roofline to foundation, subtracting any glass), and the corresponding 10% and 5% numbers are as the following:
 - South: 1740.41 SF 10% = 174 SF 5% = 87 SF
 - West: 2,833.02 SF 10% = 283.33 SF 5% = 141.65 SF
 - East: 2,696.35 SF 10% = 269.64 SF 5% = 134.82 SF
 - North – No signage was shown as proposed on the north façade.

It should be noted that these calculations were done assuming that the "tower" space will be space the will be used as part of the business operations. If it is not, then these numbers would need to be re-calculated.

A single attached sign, as calculated above of 275.36 SF would exceed the 10% allowable maximin on the south and east façades.

That same sign exceeds the 5% on all façades. Any exceedance would require variance relief from the Zoning Board of Adjustment.

Only the sign (calculated at 275.36 SF) on the west façade meets the 10% size requirements of the sign ordinance.

Any requested sign, on any other façade would need a variance for being over-sized.

Summary Analysis:

- A variance would be required for a third panel on the free-standing sign
- A variance would be required to not have an address rider on the free-standing sign
- A variance would be required to have one (1) additional attached sign (total 3) if calculated as stated above **-OR-** Four (4) variances would be required if the attached signs are calculated as six (6) separate signs as proposed on submitted plan
- The proposed sign on the western façade is the only sign that meets the requirements of the ordinance for size. All additional signs are over-sized and separate variances would be required for each sign
- This analysis is based on the proposal as submitted any changes may require additional review