DETAILS OF PROPOSED REQUEST

This application seeks approval for a sign on a business on East Boulevard. The building is a Queen Anne style Victorian Structure zoned for office use.

RELEVANT HDC DESIGN GUIDELINES

- Signage

STAFF ANALYSIS

The proposed sign for this property is a monument sign that is six feet wide and slightly over five feet in height, including the base. The actual sign is 37 inches in height, making the sign itself 18.5 square feet in size.

The sign specifications include letters and a logo design that lit from within, causing these elements to glow in darker conditions.

This property is zoned O-2.

Current HDC Policy on Signage says in part:

1. Signs should not exceed six feet in height or ten square feet in area.

The proposed sign is almost twice the size allowed under HDC policy.

The Policy also states:

10. Signs may be lit with unobtrusive ground-mounted spotlights, or other unobtrusive lighting as the HDC may approve. Signs may not flash, blink, or glow from within.
The lighting design on the attached plans and the photo-illustrations show the sign being lit from within.

The HDC has in the past in certain circumstances allowed exceptions to the signage policy. The Commission would have to identify such circumstances in this proposal to approve this sign under current policy.
**D/F Illuminated Monument Sign w/ Push-Thru Copy**

**Scale:** 3/4" = 1'-6"

**Color Notes:**
- **Monument**
  - Cabinet: Akzo Nobel 474 E2 Blue
  - Acrylic: Painted Brushed Aluminum
  - Copy/Copy: Printed Vinyl and 3M White
  - Base: Akzo Nobel 474 E2 Blue
  - Illumination: Fluorescent Lamps

**Detail of Side Section**

Not to Scale
Photographic Rendering - Night

Not to Scale

Note: All illuminated signs are manufactured for 120 volt circuits. Letter strokes may be modified as required to accept light source.
**S/F Sandblasted Sign**

Scale: \( \frac{3}{4}'' = 1'\)  
18' 12''

**Color Notes:**
- **Sandblasted Sign**
  - Face: Painted PMS 2965U Blue
  - Copy: Painted PMS 2965U Blue and PMS 8425U Blue
  - Return: Painted PMS 2965U

**Photographic Rendering**

Not to Scale

---

Now: All illuminated signs are manufactured for 120 volt circuits. Letter sizes may be modified as required to accept light source.