



**ITEM #1: ARCHITECTURAL COMMISSION 5.24.21 @ 7:00 P.M.**

**REQUEST:** Consideration of a request for signage for the “Sock Monkey Museum” (formerly the “The Pear Tree Shoppe”), 210 Robert Parker Coffin Road within the B-1 Historic District, submitted by Roman Sign on behalf of Arlene Okun, business owner.

**HISTORY/STAFF REVIEW:**

The property in question is located on the south side of Robert Parker Coffin Road and more or less across the street from “Mel’s Marathon”. The space was formerly occupied by “The Pear Tree Shoppe”.

Based upon the items submitted the petitioner is requesting one (1) hanging sign (double faced) measuring 33” x 33.25” (7.2 square feet) with a hanging panel measuring 19” x 32” (3.9 square feet) both to be suspended from a decorative support bracket mounted to the structure. The hanging sign would be mounted approximately 16’ above grade.

Additionally, one (1) wall sign is proposed measuring 48” x 41.25” (13.6 square feet) and approximately 18’ feet from grade to the bottom of the sign.

In total 24.7 square feet of signage is proposed.

Materials out of which the signs will be constructed of MDO plywood thick with raised sandblasted letters. The signage would be red, gold with dark brown lettering on white background with regard to the color scheme. Signage appears to be non-illuminated or will utilize existing illumination. No request for illumination was included in the application for signage.

Square footage of the commercial space for which the signage is being requested is approximately 4500 square feet. For retail spaces containing 3001 to 5000 sq. ft. of floor area 30 square feet of signage may be allowed per the Village Zoning Code (excerpt below).

Based upon the total square footage of the leasable commercial space and square footage of the signage proposed (24.7 square feet), the request is within the maximum square footage limitation for the floor area at this location.

Sign types are also in conformance with the village code as follows;

*(1) The limit of signs per business establishment is one ground sign, one nameplate sign, and one wall sign or one canopy sign*

**SIGN REGULATIONS:**

The following are excerpts of applicable portions of the Village Sign Ordinance:

- (d) Business District Signage. The cumulative size of all signs permitted by this ordinance shall be governed by the square footage of the associated business as follows:
- (1) Except as otherwise authorized by variation pursuant to section 5-11-15(E)1(c) of this code, the cumulative total square footage for all signs shall not exceed the following:

**MAXIMUM SIGN AREA PERMITTED IN  
BUSINESS ZONING DISTRICTS IN SQUARE FEET**

Total Area of Business in Square Feet	B1	B2	B2
	No Arterial Access		Arterial Access
1-1,000	12	12	20
1,001-3,000	20	20	30
<b>3,001-5,000</b>	<b>30</b>	<b>30</b>	<b>40</b>
5,001 or greater	30	30 <sup>(i)</sup>	50 <sup>(ii)</sup>

- (i) For each additional 2,000 square feet, an additional 10 square feet of signage is permitted. The maximum total signage area shall not exceed 50 square feet.
- (ii) For each additional 2,000 square feet, an additional 10 square feet of signage is permitted. The maximum total signage area shall not exceed 70 square feet.

**ARCHITECTURAL COMMISSION DECISION:**

The request as proposed is permissible per the village sign regulations. Petitioner may have one ground sign, one nameplate sign and one wall sign or one canopy (hanging) sign.

The square footage as proposed is within the maximum amount of square footage permitted at this location per the Village Code.

The request is approvable as submitted. The Commission should review the request for signage against the aforementioned regulations and the “Downtown Design Guidelines” for signage and render a determination based upon those criteria as well as the appropriateness of the signage at this location in relation to other signage in the area.