

Appearance Review Board Staff Report

March 19, 2020

Case Number

ARB2020-10012

Applicant

Catherine McGovern
Interstate Signcrafters
130 Commerce Road
Boynton Beach, FL 33426

Owner

Church Street Phase 1,
LLC., Robert Mason.
570 Loridans Drive NE
Atlanta, GA 30342

Requested Action

Request for a Major certificate of Appearance Approval for a 113 square foot sign on the south façade of the building.

Recommendation

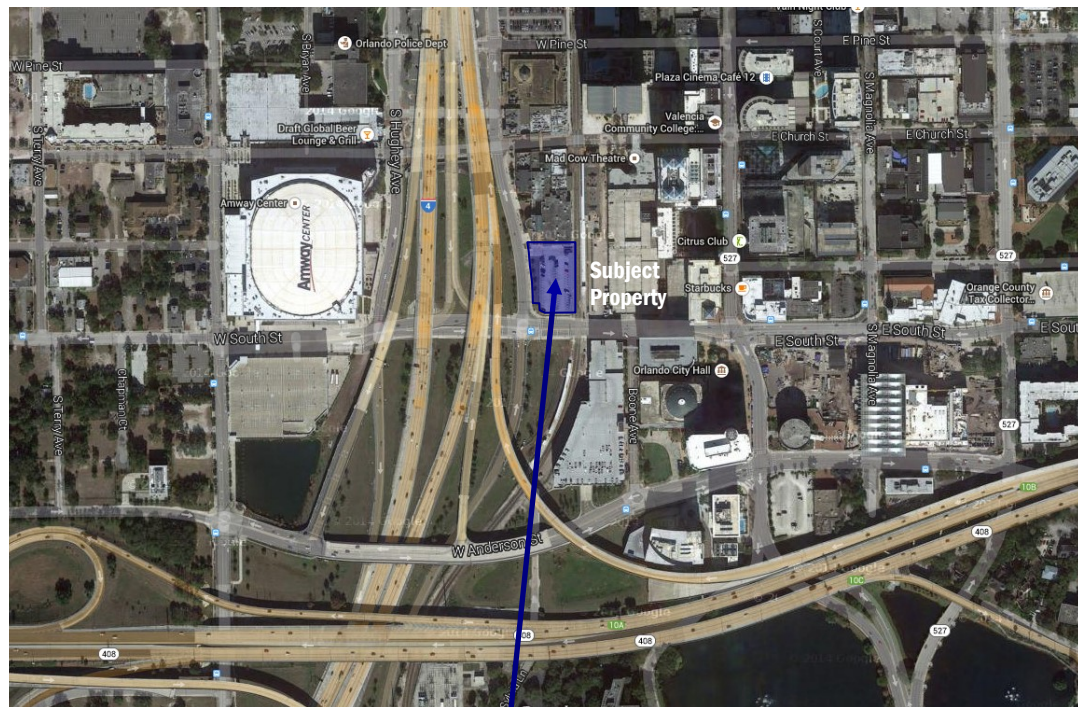
Denial of the request to relocate the sign to the proposed location.

Project Planner

Richard Forbes, AIA



323 South Garland Avenue Suntrust Channel Letters on South Elevation



Aerial Photograph **Subject Property**



Summary

Project Description

A major review for approval of a new location for a 113 square foot sign located on the south façade of the building.

Project Background

- The master sign plan was originally approved at the March 21, 2019 ARB meeting.
- The proposed sign was not installed and the proposal is to move the sign and place it on a steel tube structure spanning two of the concrete columns of the ground floor.

Public Notice

A placard advertising this ARB meeting was posted at the subject property. As of March 12th no inquiries or comments have been received regarding this application.

ARB Staff Review

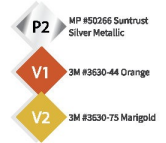
Signs over 30 square feet are considered a Major Review by the Appearance Review Board. The proposed sign was originally sign 8 of the master sign plan that was approved by the Appearance Review Board on March 21, 2019. The original 113 square foot sign was located up on the south façade of the building with the top of the sign being approximately 30 above grade. The sign is composed of a logo and text and is approximately 28 feet long with the logo being 6 feet high and the text 3.5 feet high. The sign plan shows the sign on the area of glass that has sunshades that protrude from the building. The original sign plan notes that the sun shades are to be “cut and capped for sign mounting.” The sign was appropriately scaled for the higher location.

The current proposal shows the same size sign placed on a tube steel structure that spans between the second and third round concrete columns of the ground floor on the south façade. The sign is too large and out of scale for this more pedestrian oriented area. The round concrete columns are an important and integral design feature of the building as they act as a formal colonnade for the base of the building. The mounting of the tube steel support structure will damage and compromise the design integrity. The existing street tree also blocks much of the view of the sign in this new lower location.

Staff supports a smaller sign more in scale with the location that is either attached to the storefront system or hung down from the slab above.

ARB Staff Recommendation

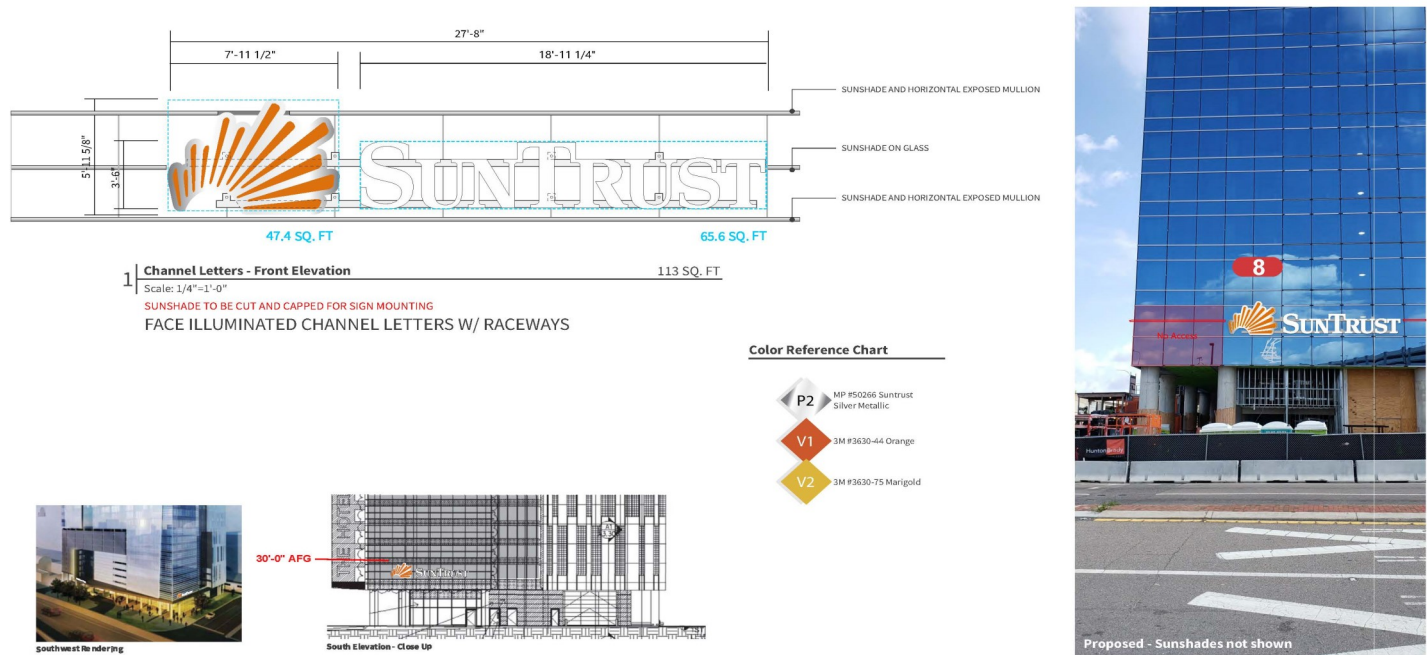
Staff is recommending denial of the proposed sign in this location with this installation method.



Southwest Rendering



Original Location from Master Sign Plan



View of South Façade at Corner of South and Garland