

Response to comments by Rob Waters:

June 9, 2023

BELLEFIELD SIGN DESIGN MANUAL (BSDM PHASE 1:2) REVIEW ELIGIBILITY / PAGE 2

Village Neighborhood may erect NO MORE than THREE (3) sign types:

What if they meet Maximum Allowed Signage and one or two years later want permission to add a Temporary Sign? Can this be Time Restricted if ALLOWED; could the tenant retain banked SQFT for this purpose and not max out the Allowed Individual Store Front Maximum? The goal and purpose is not to have the site cluttered with signage. **Temporary Signs have their own guidelines in the Town Code and we state that they will need to be followed:**

(4) Temporary signs. Unless exempt under § 108-24.5B, signs to be erected for short duration require sign permits which indicate the dates during which the signs may be displayed.

(a) Such signs shall not to exceed 20 square feet in total area.

(b) Such signs shall not be displayed by an activity or business for more than 60 days total in any one calendar year.

(c) Portable signs may be allowed with a permit, but are not to exceed placement for longer than 60 days total per year.

(d) No temporary lighting of temporary signs is permitted.

(e) No more than one temporary sign permit may be granted to or be in effect for an applicant at any one time

GENERAL GUIDELINES / PAGE 3

Fifth Paragraph:

Can an example be shown using the formula? (STOREFRONT X 1.5 = SQFT) or (66 LINEAL FEET X 1.5 = 99 SQFT) **added**

ALLOWABLE SIGN TYPE / PAGE 3

Example of Allowed Combination:

What would be the case if they chose to use only one Sign Type and not use combinations? Should a maximum be established. Let us say they choose only to do a Window Sign, does that mean they could do a 6'-0" X 6'-0" which would equal 36 SQFT? **Landlord/ Property Owner consent is required. There might be a good reason to allow this so Bellefield would not like to exclude it. There are maximums for length of Wall Sign (70% of the storefront) as well as limitations on the Blade Sign.**

PAD SITE BUSINESS GUIDELINES / PAGE 3

Paragraph two:

Please include the FORMULA along with the DESCRIPTION of the LOCATION (Requested by Tad). **added**

PAD SITE BUSINESS GUIDELINES / PAGE 3

*Bottom of Paragraph two: Total Area be No More than 200sf for all signs Addition to Text: This should read "but in no case may the total COMBINED area be more than 200 sf. for all signs." **added***

Zoning Administers thoughts are regarding above ADDITION TO TEXT and after "200 sf for all signs" add "LIMITED to size requirements depending on location if not using the Allowable Three (3) types of signage." (Requested by Tad).

The Planning Board may want to set a "Not to Exceed Maximum" for sign types. The reasoning behind this is that if Tenants / Owners single out only one type or a combination of sign types what are the parameters to follow? I must admit that this section of code does get confusing so I am recommending that hypothetical examples be shown using different combinations of sign types. Please refer to the Town

of Hyde Park : Town Code Chapter 108 Article 24.2. General Sign Regulations. **There are maximums for length of Wall Sign (70% of the storefront) as well as limitations on the Blade Sign.**

WAYFINDING SIGNS / PAGE 11

BSDM Phases I & II:

I recall that only two (2) Wayfinding Sign are PERMITTED for this PHASE? The 11 X 17 fold out enclosed in this document calls out Three (3) Locations. I do agree that they cover major intersection areas that may result in helping with circulation, traffic flow and aide in exiting site in case of Emergency or Evacuation

We have included Signs in what we feel are the necessary locations on the Plan (Appendix 1). We have removed the "Real Estate Development Sign" type that was in the buffer and not at an actual entrance road. We have kept to the spirit of Article 24 by having our Entrance Barn Sign Area under 60 SF and the others under 40 SF.