

ZONING BOARD OF APPEALS AGENDA

Public Hearing Application # 4

Application # 21Z-0027
2250 Penfield Road
Morgan Properties

See Pages to Follow



21Z-0021



**4.14.21 Letter of Intent – Special Permit for Signage
Penbrooke Meadows Apartments & Townhomes**

(1) The proposed sign is in harmony with the standards for permitted signs and within the spirit of this article.

The proposed replacement rebranded Penbrooke Meadows freestanding signs are in harmony with the Penfield standards for residential subdivision signs and fall within the spirit of the Town Code. The Board previously found that the existing signs are in harmony with the standards for permitted signs and the spirit of the Town Code.

No new replacement sign exceeds the 20 square foot sign area limit in the Town Code Article 250-10.16 (B). Sign 1 and Sign 2 are 15 square feet each, and Sign 3 for the Leasing Center entrance is 12 square feet.

The Penfield Town Code, like many codes, envisions reasonable identification at the entrances to a property. Penbrooke Meadows Apartments & Townhomes presents a unique situation where the property has two "entrances" or vehicular approaches on the same road: Penbrooke Drive. One approach is at the south end of the property (Sign 1) and the second is at the north end of the property (Sign 2). And it is entirely reasonable and customary to have a freestanding identification sign located in front of the property Leasing Center in order to ensure the orderly flow of traffic and provide identification information to visitors and potential residents.

(2) The proposed sign shall be compatible with and not be detrimental to neighborhood properties.

The proposed replacement signs are compatible with and are not detrimental to the neighborhood properties, and are similar in general design to the existing signs previously approved (two posts, panel between the posts etc). The proposed replacement signs will have a black sign panel where the existing signs have a white sign panel. The replacement signs will not be illuminated.

(3) The proposed sign does not, by reason of its location, create a hazard of any nature to the public in general or to any owner or occupant of neighborhood properties.

The location of the proposed rebranded signs will be the same as the existing signs previously approved. The Board previously found that the location of the signs would





not create a hazard to the public in general or to any owner or occupant of neighboring properties. The signs will remain located between the sidewalk and the buildings and will not interfere with the maintenance of the sidewalk.

(4) The proposed sign does not in any way interfere with the lawful and aesthetic enjoyment of the public highway or neighborhood properties.

The proposed replacement rebranded signs will not in any way interfere with the lawful aesthetic enjoyment of the public highway or neighborhood properties, and conditions have not changed since the original approval. The Board previously found that the signs do not in any way interfere with the lawful aesthetic enjoyment of the public highway or neighborhood properties. The signs remain located on the Applicant's property away from the existing roadway.

(5) Where applicable, the proposed sign is necessary to adequately identify the business(es).

The Board previously found that the three signs approved in 2016 were necessary to identify the subject property, and the Applicant incorporates by reference the statements made in the April 21 2016 Penbrooke Meadows Special Permit for Signage decision in regard to Item #5.

The Applicant carefully reviewed the (3) existing signs when Penbrooke Meadows was slated to have updated signage, and found that the existing freestanding signs were too small to function as intended; they did not provide enough sign area surface to display the name of the property "Penbrooke Meadows Apartments & Townhomes" and related information in a manner that would be both visible and legible to motorists from a safe and adequate distance. In short, the letters are too small and are not readable from a distance given the existing 8.65 sign area that was previously approved.

The Applicant was not involved in the previous application and approval, and cannot speak to the reasons why the current 8.65 square foot signs were submitted to the Town.

There is a substantial body of research today concerning adequate letter size and sign area for on-premise freestanding signs along a roadway. This research can help design signs that are both visible and legible for motorists from a safe and adequate distance. This research has been published by various professional organizations, including the American Planning Association. Enclosed is a copy of the most recent APA PAS report



"Street Graphics & the Law" (2015), and the Applicant directs the Board's attention to Chapter 4 United States Sign Council Best Practice Standards for Commercial On-Premise Signs and the research provided therein.

The sizing of letters on an on-premise sign, and the corresponding sign area, is a matter of time, distance and speed of traffic. The goal, based on the research, is to create sign messages that are both visible to the motorist (can the message be seen or detected) and legible for the motorist (can the message be read or understood within an adequate time frame while operating a motor vehicle). For instance, a sign message that is visible and legible to a motorist from 100 feet would be a situation to be avoided, because the message would not allow enough time for the motorist to see the message, understand the message, and execute a driving maneuver safely. Of course, not all messages require an immediate driving maneuver, but comprehension from an adequate distance can reduce driving behaviors that are not favored, including slowing down to read and/or stopping.

The Applicant understands that many motorists along Penbrooke Drive will be familiar with the area and familiar with the apartment complex. At the same time, not all motorists will be familiar, and it is for those motorists that a visible and legible sign is critical: delivery drivers, EMS drivers, visitors to the apartment complex and potential new residents.

Application of the research regarding sign and letter size to the Penbrooke Meadows freestanding signs yields a recommended letter size for the "Penbrooke Meadows" name at 9.8" tall; the Applicant has submitted a design with 6.6" high letters. The Applicant has designed the signs submitted to represent the minimum relief necessary to achieve a visible and legible sign along Penbrooke Drive. While the average sign area for rebranded signs installed by Morgan Properties in the greater Rochester area is 30 square feet, the Applicant is confident that the signs submitted for Penbrooke Meadows will be adequate to provide identification in a safe and effective manner, and the Applicant appreciates the Boards consideration of this request for updated signage.

Richard B. Crawford, Esquire
PA Attorney 38080
215.345.1481
rcmerc@verizon.net

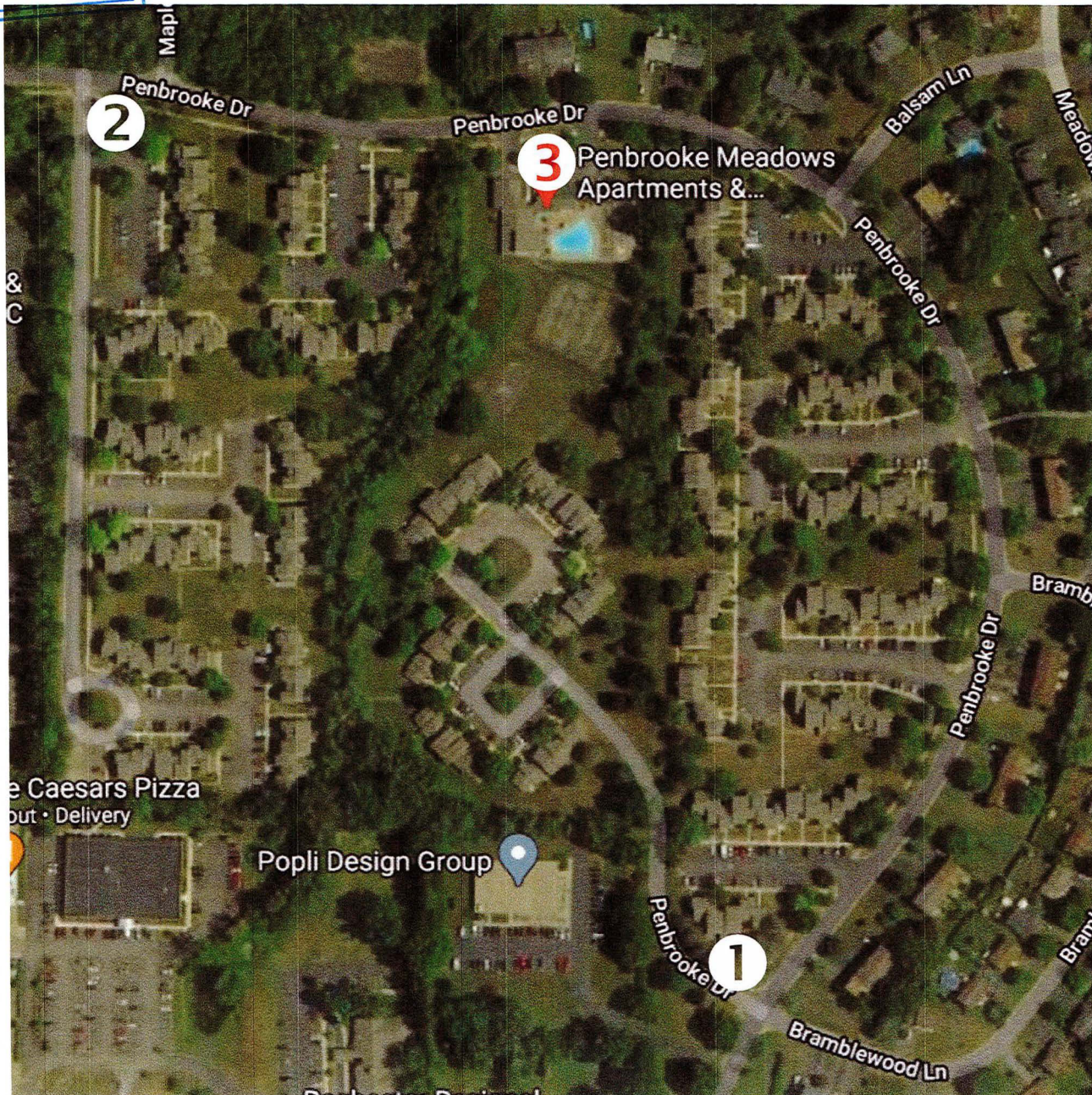
FILED

RECEIVED
APR 15 2021

MORGAN PROPERTIES : PENBROOKE MEADOWS

2/2-0027

EXTERIOR SIGNAGE REBRANDING



SIGN SUMMARY

- 1 MAIN SF FS POST & PANEL SIGN
- 2 MAIN DF FS POST & PANEL SIGN
- 3 LEASING CENTER DF FS POST & PANEL SIGN
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____



302 NORTH WASHINGTON ST.
ORWIGSBURG, PENNSYLVANIA 17961
PHONE 570-366-2311
E-Mail: signsetc@bartush.com
Web Address: www.bartush.com

FIL

EXISTING SIGN 1

QUANTITY (1)

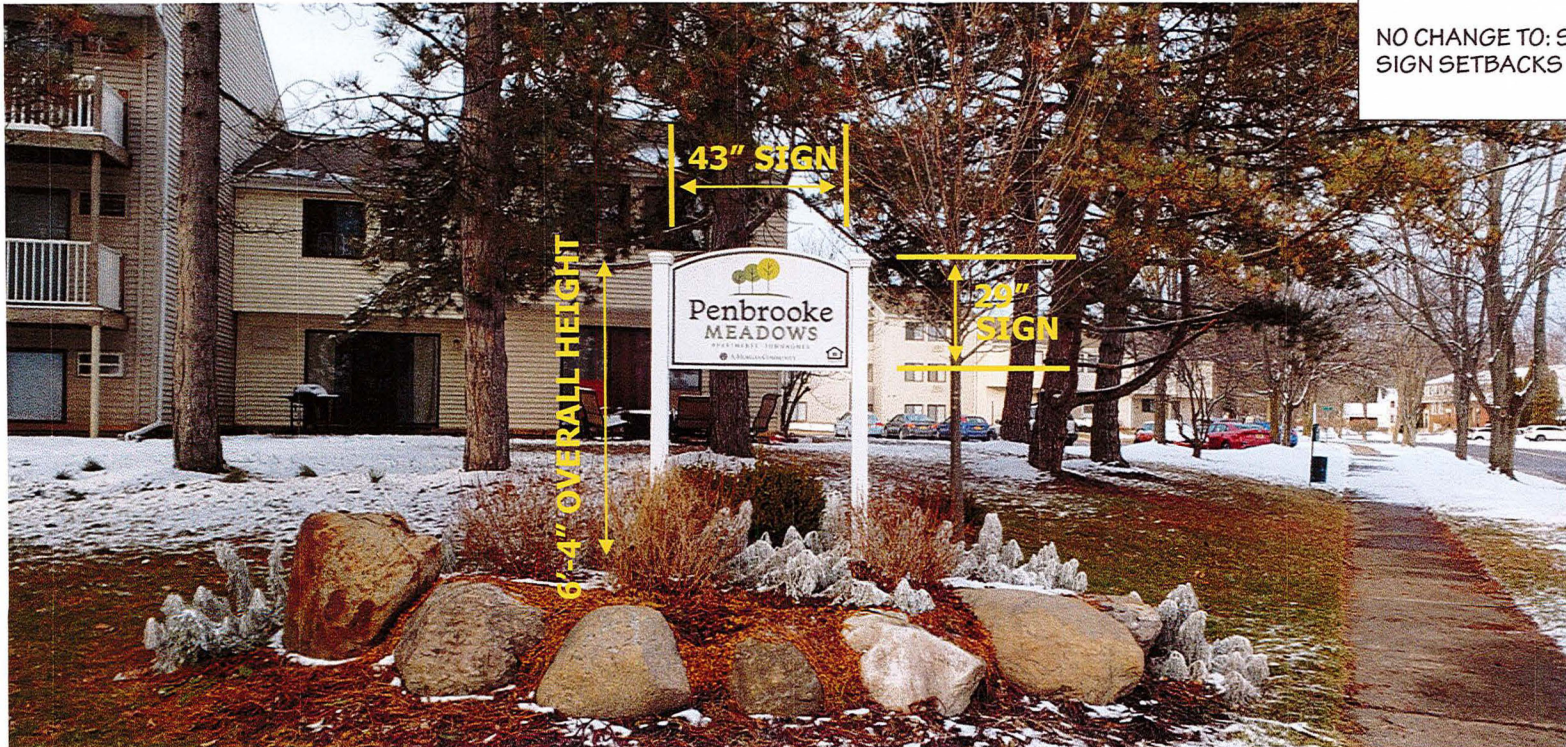
212-0027

SIGN ZONING RECAP:

EXISTING SIGN:
6'-4" OVERALL HEIGHT
SIGN AREA: 8.65 SF

REPLACEMENT SIGN:
6'-6" OVERALL HEIGHT
SIGN AREA: 155F

NO CHANGE TO: SIGN LOCATION OR
SIGN SETBACKS



Client:
MORGAN PROPERTIES
PENBROOKE MEADOWS
APARTMENTS & TOWNHOMES

Location:
1351 PENBROOKE DRIVE
PENFIELD NY 14526

Date:
10-07-20
12-22-20 04-13-21

Dwg. By:
RBC

Dwg No:
PMAT1007203932

DWG# 2 OF 10

**Bartush
Signs**
& Crane Service

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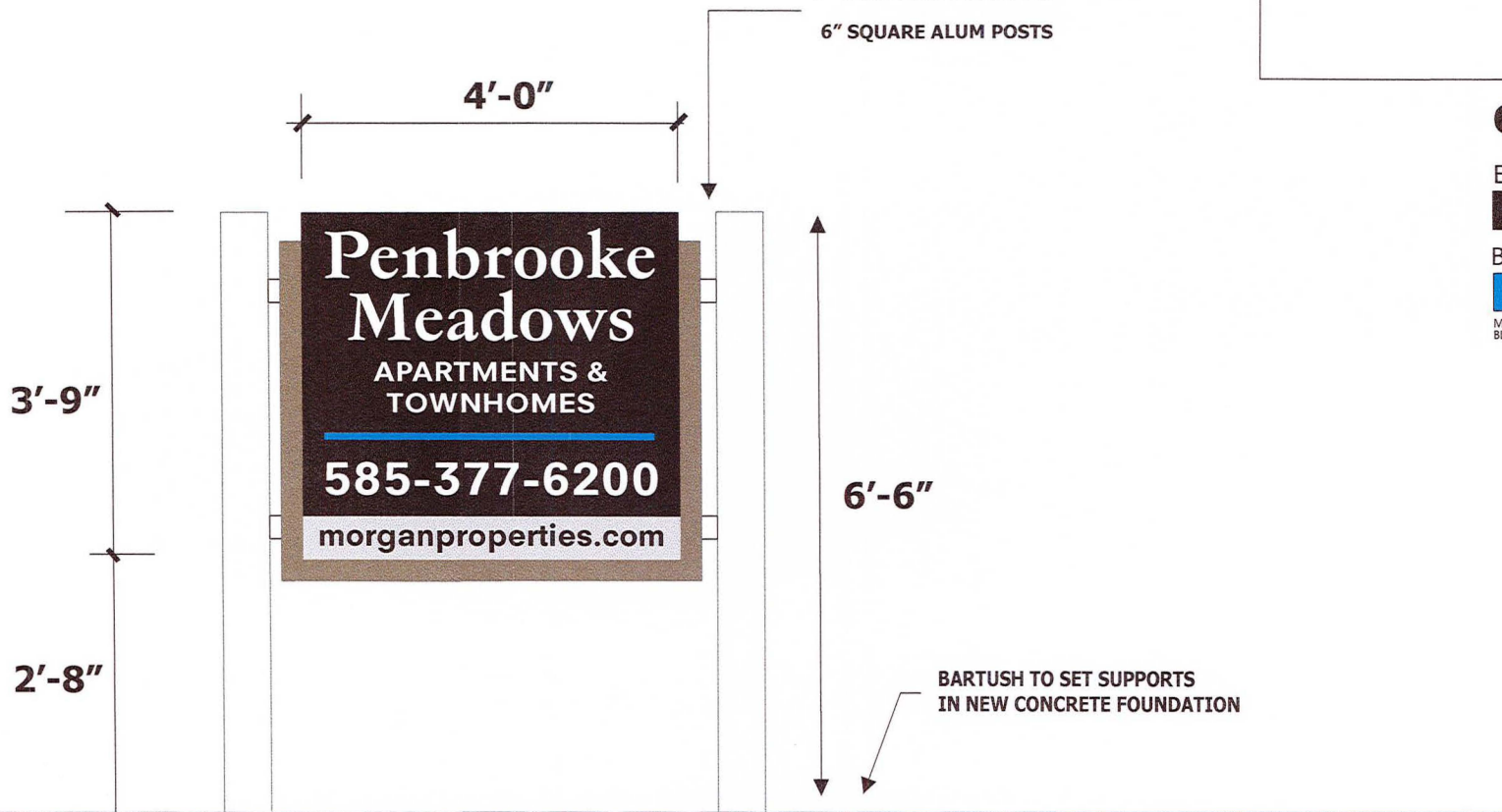
E-Mail: signsetc@bartush.com
Web Address: www.bartush.com

SCANNED

SIGN 1 - MAIN ID SIGN

QUANTITY (1)

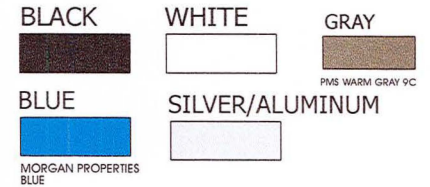
3" SQUARE CONNECTORS
3" WARM GRAY ACCENTS
6" SQUARE ALUM POSTS



SIGN CABINET OPTIONS

A. NON LIT RAISED COPY

COLORS FOR SIGN



Client:
MORGAN PROPERTIES
PENBROOKE MEADOWS
APARTMENTS & TOWNHOMES

Location:
1351 PENBROOKE DRIVE
PENFIELD NY 14526

Date:
10-07-20 01-19-21
12-22-20 04-13-21

Dwg. By:
RBC

Dwg No:
PMAT1007203932

DWG# 3 OF 10

SIGN #1 DETAILS -

FABRICATE & INSTALL (1) NEW REPLACEMENT DF FS FREESTANDING ID SIGN AT FIRST MAIN ENTRANCE;

REMOVE THE EXISTING POST & PANEL SIGN & RE-USE THE LOCATION FOR THE NEW SIGN;

REPLACEMENT SIGN TO BE FABRICATED ALUMINUM; TO BE SINGLE SIDED; SIGN FACE OPTIONS: SEE BOX IN UPPER RIGHT;

DISPOSAL OF ANY EXCAVATED EARTH TO BE ON CUSTOMER'S SITE;

SIGN ELEVATION

1/2" = 1'-0"

FILE

Bartush Signs
& Crane Service

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ORWIGSBURG, PENNSYLVANIA 17961
PHONE 570-366-2311

E-Mail: signsetc@bartush.com
Web Address: www.bartush.com

SIGN 1 - RENDERING

QUANTITY (1)



Client:
MORGAN PROPERTIES
PENBROOKE MEADOWS
APARTMENTS & TOWNHOMES

Location:
1351 PENBROOKE DRIVE
PENFIELD NY 14526

Date:
10-07-20 01-19-21
12-22-20 04-13-21

Dwg. By:
RBC

Dwg No:
PMAT1007203932

DWG# 4 OF 10

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FILED SCANNED

EXISTING SIGN 2

QUANTITY (1)

SIGN ZONING RECAP:

EXISTING SIGN:
6'-2" OVERALL HEIGHT
SIGN AREA: 8.65 SF

REPLACEMENT SIGN:
6'-6" OVERALL HEIGHT
SIGN AREA: 15 SF

NO CHANGE TO: SIGN LOCATION OR
SIGN SETBACKS



Client:
MORGAN PROPERTIES
PENBROOKE MEADOWS
APARTMENTS & TOWNHOMES

Location:
1351 PENBROOKE DRIVE
PENFIELD NY 14526

Date:
10-07-20
12-22-20 04-13-21

Dwg. By:
RBC

Dwg No:
PMAT1007203932

DWG# 5 OF 10

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SCANNED

SIGN 2 - MAIN ID SIGN


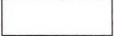


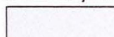
QUANTITY (1)

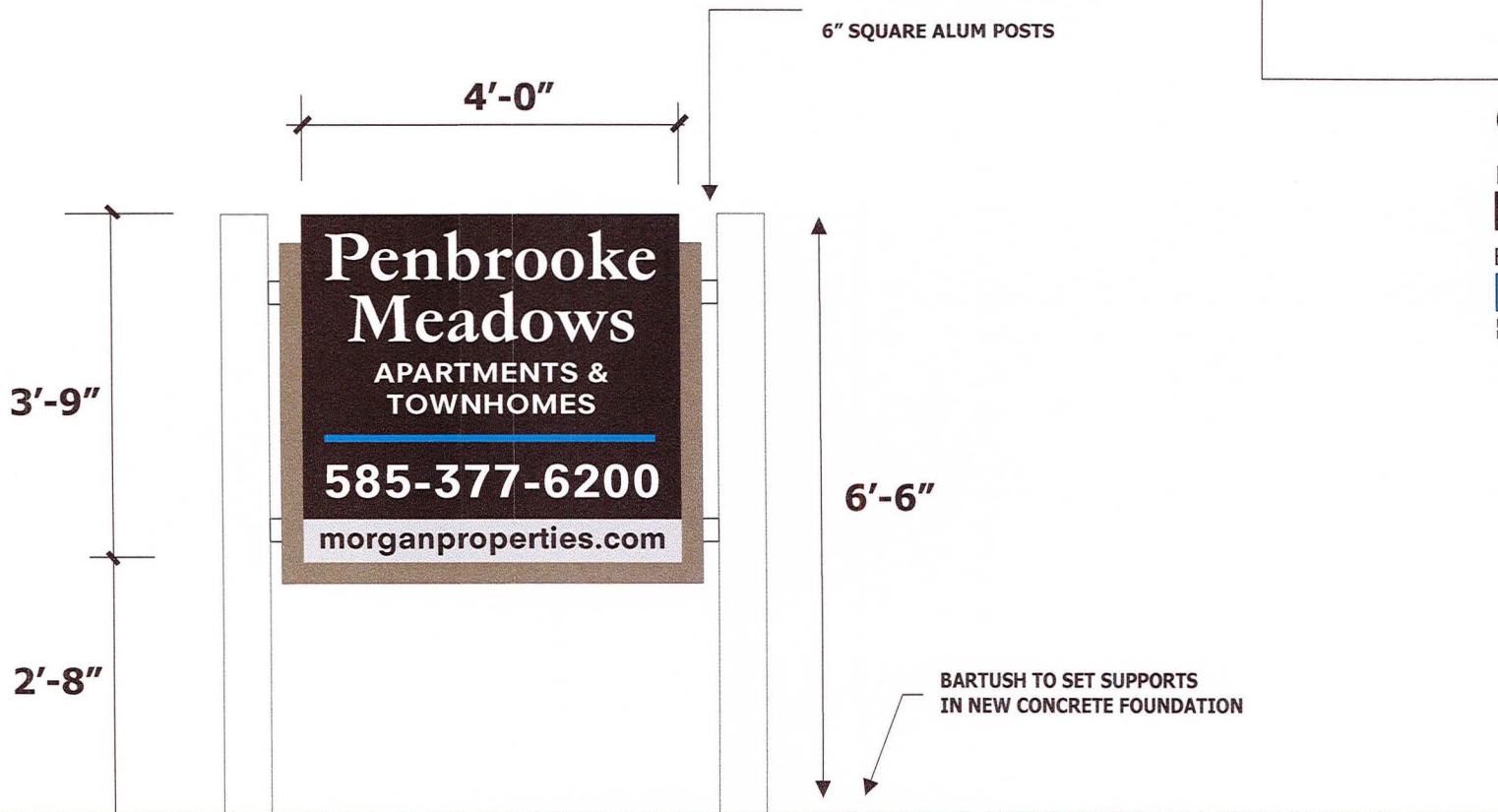
3" SQUARE CONNECTORS
3" WARM GRAY ACCENTS

6" SQUARE ALUM POSTS

SIGN CABINET OPTIONS
A. NON LIT RAISED COPY

COLORS FOR SIGN

BLACK 	WHITE 	GRAY  <small>PMS WARM GRAY 9C</small>
BLUE  <small>MORGAN PROPERTIES BLUE</small>	SILVER/ALUMINUM 	



Client: MORGAN PROPERTIES
PENBROOKE MEADOWS
APARTMENTS & TOWNHOMES

Location: 1351 PENBROOKE DRIVE
PENFIELD NY 14526

Date: 10-07-20 01-19-21
12-22-20 04-13-21

Dwg. By: RBC

Dwg No: PMAT1007203932

DWG# 6 OF 10

SIGN #1 DETAILS -

FABRICATE & INSTALL (1) NEW REPLACEMENT DF FS FREESTANDING ID SIGN AT FIRST MAIN ENTRANCE;

REMOVE THE EXISTING POST & PANEL SIGN & RE-USE THE LOCATION FOR THE NEW SIGN;

REPLACEMENT SIGN TO BE FABRICATED ALUMINUM; TO BE SINGLE SIDED; SIGN FACE OPTIONS: SEE BOX IN UPPER RIGHT;

DISPOSAL OF ANY EXCAVATED EARTH TO BE ON CUSTOMER'S SITE;

SIGN ELEVATION

1/2" = 1'-0"



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FILE

SIGN 2 - RENDERING

QUANTITY (1)

212-0027



**MAKE SIGN PERPENDICULAR
TO STREET + DOUBLE SIDED**



Client:
MORGAN PROPERTIES
PENBROOKE MEADOWS
APARTMENTS & TOWNHOMES

Location:
1351 PENBROOKE DRIVE
PENFIELD NY 14526

Date:
10-07-20 01-19-21
12-22-20 04-13-21

Dwg. By:
RBC

Dwg No:
PMAT1007203932

DWG# 7 OF 10

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FILE

EXISTING SIGN 3

QUANTITY (1)

SIGN ZONING RECAP:

EXISTING SIGN:
4'-0" OVERALL HEIGHT
SIGN AREA: 8.65 SF

REPLACEMENT SIGN:
6'-6" OVERALL HEIGHT
SIGN AREA: 12 SF

NO CHANGE TO: SIGN LOCATION OR
SIGN SETBACKS



Client:
MORGAN PROPERTIES
PENBROOKE MEADOWS
APARTMENTS & TOWNHOMES

Location:
1351 PENBROOKE DRIVE
PENFIELD NY 14526

Date:
10-07-20 01-19-21
12-22-20 04-13-21

Dwg. By:
RBC

Dwg No:
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DWG# 8 OF 10

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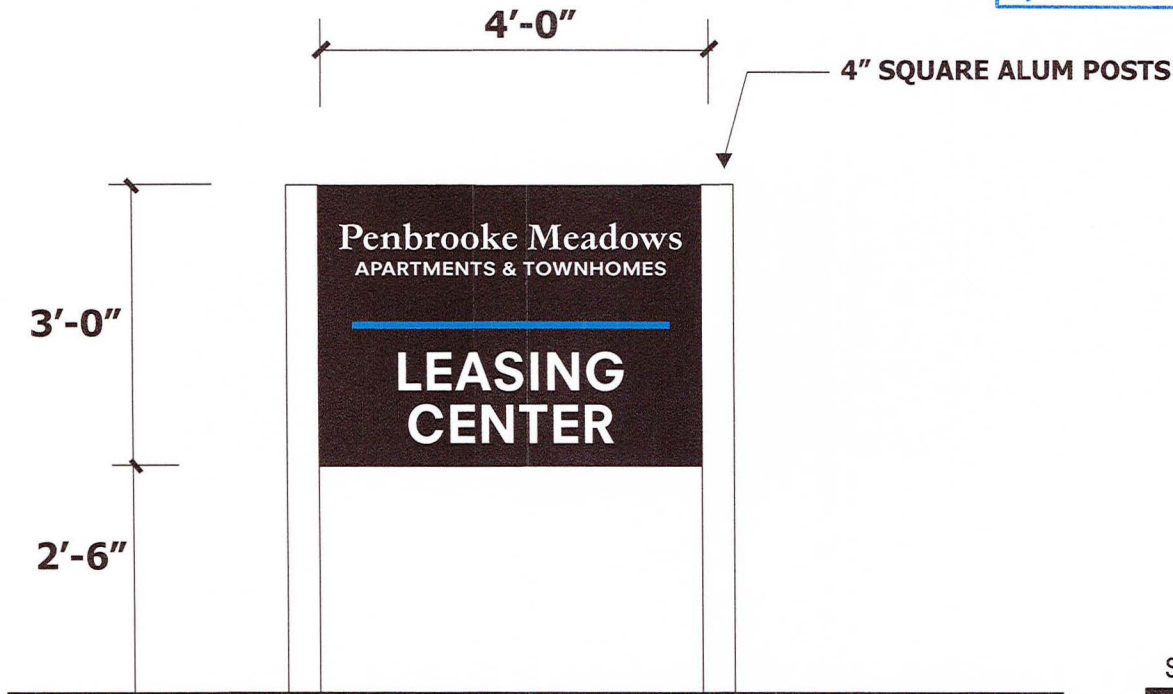
302 NORTH WASHINGTON ST.
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PHONE 570-366-2311
E-Mail: signsetc@bartush.com
Web Address: www.bartush.com

SCAN
FILE

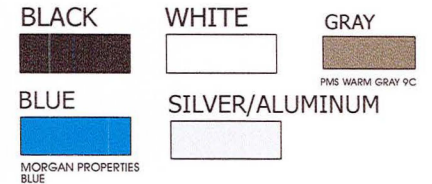
SIGN 3 - LEASING CENTER SIGN
QUANTITY (1)



SIGN CABINET OPTIONS
 C. NON LIT FLAT COPY



COLORS FOR SIGN



Client:
 MORGAN PROPERTIES
 PENBROOKE MEADOWS
 APARTMENTS & TOWNHOMES

Location:
 1351 PENBROOKE DRIVE
 PENFIELD NY 14526

Date:
 10-07-20 01-19-21
 12-22-20 04-13-21

Dwg. By:
 RBC

Dwg No:
 PMAT1007203932

DWG# 9 OF 10

SIGN #3 FREESTANDING LEASING CENTER ID SIGN DETAILS -

REMOVE THE EXISTING FREESTANDING LEASING CENTER ID SIGN;

MANUFACTURE & INSTALL (1) NEW REPLACEMENT ID SIGN; SIGN TO BE DOUBLE-SIDED IN STANDARD MORGAN PROPERTIES SIGN DESIGN;

SIGN TO BE: SEE NOTES ABOVE

BARTUSH TO REMOVE THE EXISTING FREESTANDING SIGN; BARTUSH TO EXCAVATE FOR & SET NEW MOUNTING POSTS; DISPOSAL OF EXCAVATED EARTH ON SITE;

RECOMMEND SLIGHT INCREASED HEIGHT DUE TO SNOW ISSUE;



FIL

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 PHONE 570-366-2311

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SIGN 4A - FS LEASING CENTER SIGN

QUANTITY (1)

212-0027



Client:
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PENBROOKE MEADOWS
APARTMENTS & TOWNHOMES

Location:
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Date:
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Dwg. By:
RBC

Dwg No:
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DWG# 10 OF 10

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