

VARIANCE - SIGNAGE



Monument Signage on Veterans Memorial Parkway

Requirement:

Design Guidelines - "Signage along the parkway should be limited to the vehicular entrances to the site and should not be internally illuminated."

East Providence Zoning, Article IX, Sec. 19-483, i, (9): Pole signs and monuments are not permitted in the waterfront district. Signage for multiple uses in a single building or complex should be incorporated into decorative wall signs mounted onto the building or incorporated into decorative screening elements or walls to screen parking area.

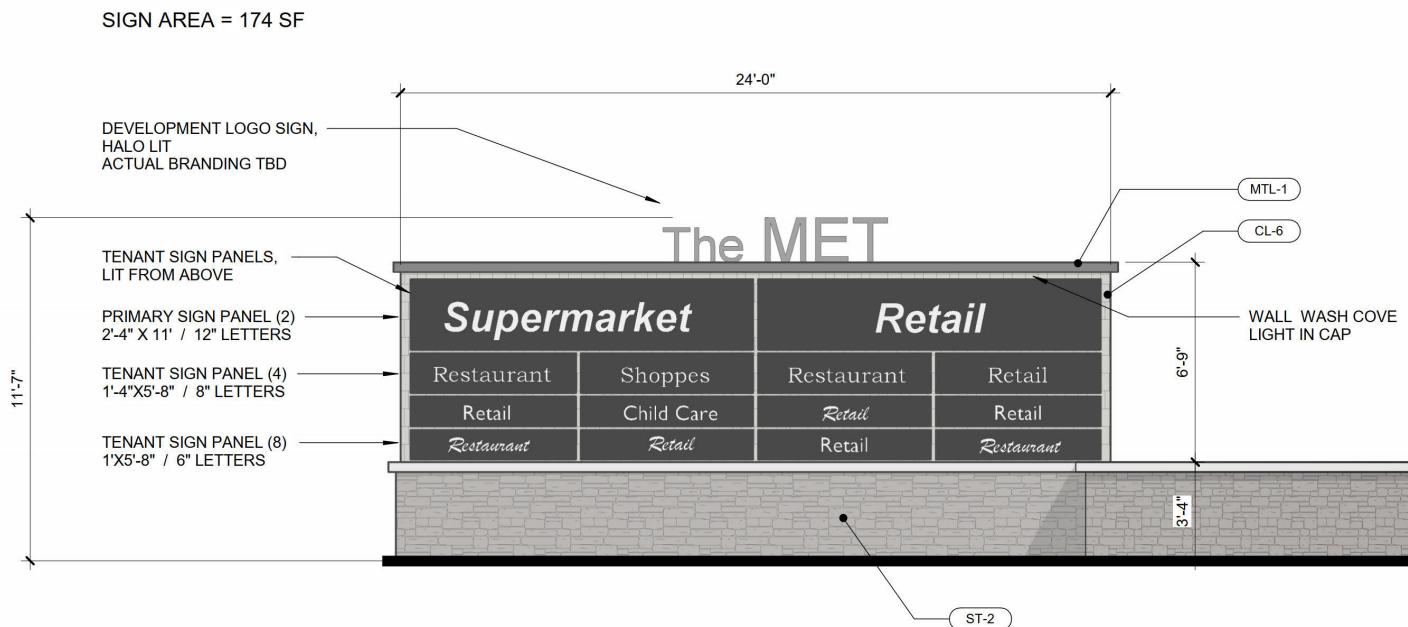
Proposed:

(2) Monument signs incorporated into decorative walls. (1) at each vehicular entrance.

Hardship:

The 100' buffer sets all commercial uses well back from the parkway, minimizing visibility. Signage on the parkway is more appropriate than bringing the buildings closer to the parkway.

SIGNAGE



SIGNAGE SIZE CALCULATION:

Per United States Sign Council Foundation Inc.
Best Practice Standards for On-Premise Signs

Letter Height = (VRT X FPS) / LI

VRT = Viewer Reaction Time

FPS = Rate of Travel in feet per second

LI = Legibility Index (30 is standard)

AT 25 MPH

VRT = 12 Sec. for simple road conditions

FPS = 25 MPH x 1.47 = 37 feet per second

LI = 30 standard

LH = $(12 \times 37) / 30 = 14.8$ inches

Recommended Primary Letters = 14.8 Inches

Proposed Primary Letters = 12 Inches

Proposed Secondary Letters = 6-8 Inches

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500 VETERANS MEMORIAL PARKWAY



SIGNAGE - 24'



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SIGNAGE- 24'



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