

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:

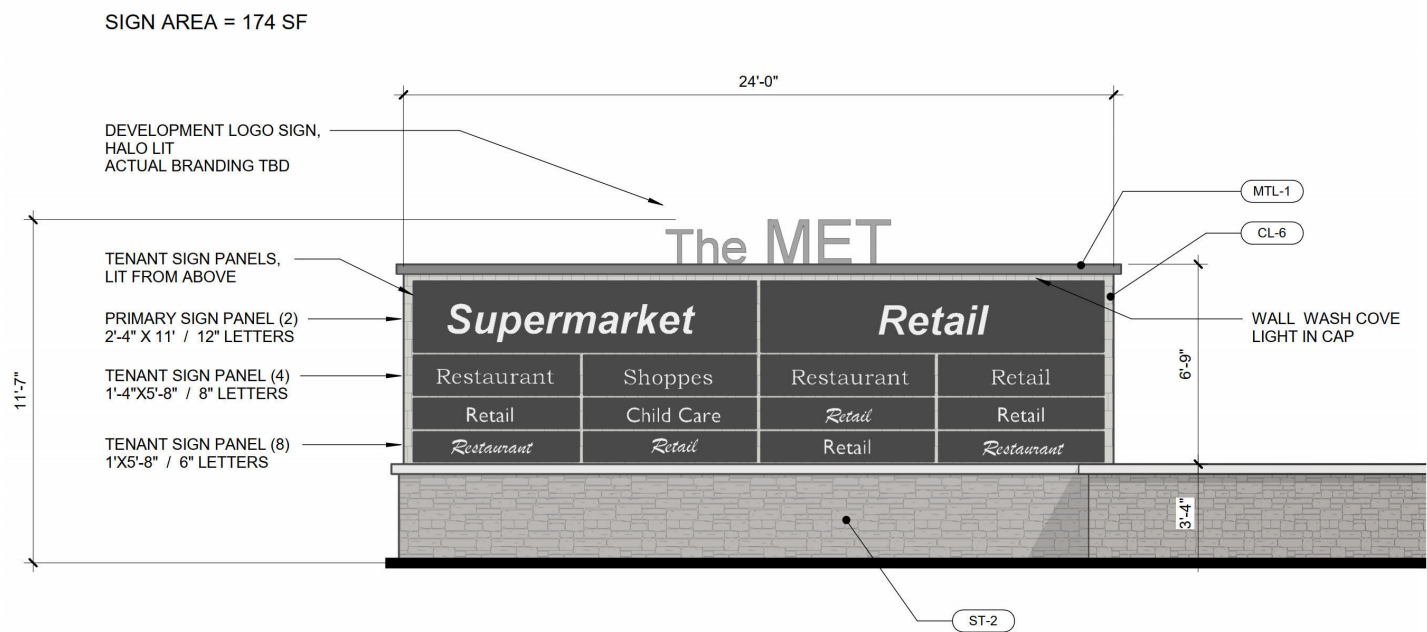
(2) Monument signs incorporated into decorative walls. (1) at each vehicular entrance.

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.

VARIANCE - SIGNAGE

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

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

Recommended Primary Letters = 14.8 Inches

Proposed Primary Letters = 12 Inches
Proposed Secondary Letters = 6-8 Inches

VARIANCE - SIGNAGE

SIGNAGE - 24'



Engineering
& Design

SIGNAGE - 24'



SIGNAGE- 24'



Engineering
& Design