A. PROJECT INFORMATION

1. APPLICATION IS: ☒ Development Project  ☐ Protest Appeal

2. STAFF REVIEW DATE: 9/23/2021

3. SITE INFORMATION
Development Address: 434 5th Ave
Parcel ID(s)/Lot-and-Block Number(s): 2-E-53
Project Description: Canopy signs for Target; wall and projecting signage for off-site parking

3. CONTACT INFORMATION
Applicant Name: Bill Sittig
Applicant Contact (phone and email):

B. ZBA HEARING INFORMATION
Zone Case #192. of 2021
Date of Hearing: Click here to enter a date.  Time of Hearing: Click here to enter text.
Zoning Designation: GT
Neighborhood: Central Business District
Zoning Specialist: CS

C. ZBA REQUESTS
Type of Request: Variance  Code Section: 919.03.M.7(e)
Description: canopy signs cannot project above or below canopy; proposed canopy signs project above and below canopy

Type of Request: Variance  Code Section: 919.03.M.7(e)
Description: max height of canopy sign is 8”, 4’6” proposed

Type of Request: Variance  Code Section: 919.03.M.8
Description: max area of a projecting sign 9 sq ft permitted; 13 sq ft proposed

Type of Request: Variance  Code Section: 919.02.B
Description: advertising signs not permitted in GT
Kaufmann Variance Package

Option A

104’ Frontage on Smithfield
218’ Frontage on Fifth

20’ Frontage on Fifth

Comments:
Land use attorney request to break up the sign package with code compliant and variance and the interpretation by the attorney.

2/12/21 JN - R6 Remove Window Graphics
Exterior Main Entry Sign

Specifications

- Single Face Internally Illuminated Building Sign
- 5’ Deep custom fabricated face lit channel letters
- White acrylic faces
- 1/2” x 1” custom fabricated aluminum retainer; .063 aluminum at the face, .090 aluminum along the return; painted white
- 1/8” Aluminum letter backs; painted white
- White Sloan LED illumination & power supplies
- Center of bullseye to mount to 1/8” perforated aluminum background panel; painted Dark Bronze
- Channel Letters mounted to 2” x 2” x 1/4” tube steel supports with 6” x 6” x 1/4” steel plates; dark bronze galvanized finish
- Steel plates bolted to 5” x 5” x 1/4” tube steel frame; dark bronze galvanized finish
- Tube steel frame mounted to structure in existing entrance canopy with (Qty:3) 10” x 10” x 1/2” steel mounting plates; dark bronze galvanized finish
- 120V
- Remote wired power supplies
- Electrical service brought to location by others
- Final connection by others
- Additional flashing/ sealing by roofing contractor to insure water tight seal at all mounting locations
- Approx Sign Weight 880 lb

VIF
- Detailed information required regarding existing canopy structure for sign mounting
- Detailed dimensions of existing canopy needed
- Detailed site survey required before production
- Location of power supplies
- Wall Section Drawings required if available

Colors & Materials

- Paint
  - White; Gloss Finish; Akzo Nobel
  - Dark Bronze; Satin Finish; Akzo Nobel

- Galvanized Steel
  - Dark Bronze

- Acrylic
  - White; Chemcast 7328

Dimensions

- 13'-4 1/2” (160 1/2”) Overall Sign Width
- 8’-6" (102 3/4”) “target”
- 12’-11” (155”) 5” Galvanized Steel Tube Frame
- 5” Galvanized Steel Tube Frame TBD on Canopy Dimensions
- 10” x 10” x 1” Galvanized Steel Plate
- 2” Galvanized Steel Tube Vertical Supports
- Canopy Roof Surface
- Center on Canopy

Comments:

Land use attorney request to break up the sign package with code compliant and variance and the interpretation by the attorney.

Revisions:

- 10/2/20 JN - R1 Revise per client mark up
- 10/15/20 JN - R2 Update Elevation
- 10/26/20 JN - R3 Replace TGT rendering
- 11/17/20 JN - R4 Define Variance Package and Modify Naming Sequence

Approved By:

Date:

Exterior Main Entry Sign
Smithfield Street
Comments:
Land use attorney request to break up the sign package with code compliant and variance and the interpretation by the attorney.

Revisions:
- 10/2/20 JN - R1 Revise per client mark up
- 10/15/20 JN - R2 Update Elevation
- 10/26/20 JN - R3 Replace TGT rendering
- 11/17/20 JN - R4 Define Variance Package and Modify Naming Sequence
- 2/12/21 JN - R6 Remove Window Graphics
Exterior Main Entry Sign
5th Avenue

Specifications

37.66 Sq Ft

Qty = 1

Single Face Internally Illuminated Building Sign

- 5" Deep custom fabricated face lit channel letters
- White acrylic faces
- 1/2" x 1" custom fabricated aluminum retainer; 1/16" aluminum at the face, .090 aluminum along the return; painted white
- .063 Aluminum returns; painted white
- 1/16" Aluminum letter backs; painted white
- White Sloan LED illumination & power supplies
- Center of bullseye to mount to 1/8" perforated aluminum background panel; painted Dark Bronze
- Channel Letters mounted to 2" x 2" x 1/4" tube steel supports with 10" x 10" x 1/2" steel plates; dark bronze galvanized finish
- Steel plates bolted to 5" x 5" x 1/4" tube steel frame; dark bronze galvanized finish
- Tube steel frame mounted to structure in existing entrance canopy with (Qty: 3) 10" x 10" x 1/2" steel mounting plates; dark bronze galvanized finish

*120V
*Remote wired power supplies
*Electrical service brought to location by others
*Final connection by others
*Additional flashing / sealing by roofing contractor to insure water tight seal at all mounting locations
*Approx Sign Weight 880 lb

VIF
*Detailed information required regarding existing canopy structure for sign mounting
*Detailed dimensions of existing canopy needed
*Detailed site survey required before production
*Location of power supplies
*Wall Section Drawings required if available

Colors & Materials

Paint
- White; Gloss Finish; Akzo Nobel
- Dark Bronze; Satin Finish; Akzo Nobel

Galvanized Steel
- Dark Bronze

Acrylic
- White; Chemcast 7328

Dimensions

13'-4 1/2" (160 1/2") Overall Sign Width
4'-6" (54") Bullseye
3'-0" (36") Bullseye Opening
12'-11" (155") 5" Galvanized Steel Tube Frame

Comments:
Land use attorney request to break up the sign package with code compliant and variance and the interpretation by the attorney.

Revisions:
10/2/20 JN - R1 Revise per client mark up
10/26/20 JN - R3 Replace TGT rendering
11/17/20 JN - R4 Define Variance Package and Modify Naming Sequence
2/12/21 JN - R6 Remove Window Graphics

Approved By:
Revisions:

- 10/2/20 JN - R1 Revise per client mark up
- 10/15/20 JN - R2 Update Elevation
- 10/26/20 JN - R3 Replace TGT rendering
- 11/17/20 JN - R4 Define Variance Package and Modify Naming Sequence
- 2/12/21 JN - R6 Remove Window Graphics

Comments:

Land use attorney request to break up the sign package with code compliant and variance and the interpretation by the attorney.

Approved By:

Date:

Exterior Main Entry Sign
5th Avenue
Site Plan
Scale: 1" = 40'-0"

Kaufmann Exemption Package

104' Frontage on Smithfield
218' Frontage on Fifth

20' Frontage on Fifth

Comments:
Land use attorney request to break up the sign package with code compliant and variance and the interpretation by the attorney.

Revisions:
10/2/20 JN - R1 Revise per client mark-up
10/2/20 JN - R2 Update Rendering
11/17/20 JN - R4 Update Exemption Package
11/17/20 JN - R5洁名 Exemption Package
2/12/21 JN - R6 Remove Window Graphics

Approved By:

Date:

Sign Location Plan
Option A
Specifications:

- Qty = 1

- Opaque Window Graphics

  *Clean Glass Prior to Install

  - Opaque window graphics applied to second surface (inside)

Colors & Materials:

- Vinyl

  White: Arlon 2100-02

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Comments:

Land use attorney request to break up the sign package with code compliant and variance and the interpretation by the attorney.

Revisions:

- 10/2/20 JN - R1 Revise per client mark up
- 10/26/20 JN - R3 Replace TGT rendering
- 11/17/20 JN - R4 Define Exemption Package and Modify Naming Sequence
- 12/1/20 JN - R5 Relabel per Client Marks
- 2/12/21 JN - R6 Remove Window Graphics Center in Window

2'-0 1/4" (24 1/4") Overall Width
1'-2" (14")
5 1/2"
5 1/2"
21 ½"
Center in Window

Building Elevation - Smithfield Street

Scale: 1/32" = 1'-0"
Specifications

Qty = 1
1.77 Sq Ft

Opaque Window Graphics
*Clean Glass Prior to Install
- Opaque window graphics applied to second surface (inside)

Colors & Materials

Vinyl

White: Arlon 2100-02

Building Elevation - 5th Avenue

Scale: 3/32" = 1'-0"

Comments:
Land use attorney request to break up the sign package with code compliant variance and the interpretation by the attorney.

Revisions:
10/2/20 JN - R1 Revise per client mark up
10/15/20 JN - R2 Update Elevation
11/2/20 JN - R3 Define Exemption Package and Modify naming sequence
11/17/20 JN - R4 Define Exemption Package and Modify naming sequence
12/1/20 JN - R5 Relabel per Client Marks
2/12/21 JN - R6 Remove Window Graphics

Approved By:

Date:

Window Graphics
5th Avenue

Project: 18385
Target
Sales: Gary McCoy
Date: 08.27.20
Designer: JN

The sign is intended to be installed in accordance with applicable Federal, State and local codes and/or regulations.
This is a sign proposal and drawing of the sign.

Quotes 18385-R6
Specifications

Qty = 1

Single Face Internally Illuminated Interior Window Sign
- Interior sign hung in window
- 2" Deep trim channel letters with solid backs
- White acrylic faces with red translucent vinyl applied first surface
- Retainers, returns and backs painted red
- White LED illumination
- Channel letters stud mounted to low profile raceway; painted light gray
- (Qty 2) 1/8" perforated aluminum background panels with brake form flange top & bottom installed to sandwich raceway; painted light gray
- Sign suspended from the ceiling with 3/8" threaded rod attached to blocking in the ceiling
- Additional aluminum angle support inside raceways as req’d
- Exposed length of threaded rod to be sleeved with 1" aluminum round tube; painted light gray
- 120V
- *Power supplies housed in raceway
- *Interior installation: No Weep Holes
- *Electrical service brought to location by others
- *Final Connection by others

Colors & Materials

Acrylic
- White Acrylic

Vinyl
- Cardinal Red Translucent: 3M 3630-53

Paint
- CVS Red; Satin Finish
- Light Gray; Satin Finish
- Client to Spec. Color Code
Specifications

Qty = 1

13.44 Sq Ft

Double Face Internally Illuminated Blade Sign with Push-Thru Graphics

- 6'11" Deep type III cabinet with 1 1/2" retainers & push thru graphics; painted red
- .090 Aluminum stencil cut bleed faces; painted red
- 1/4" Clear acrylic push thru graphics with white translucent vinyl applied second surface
- Blue translucent vinyl applied first surface to parking icon
- White LED illumination & power supplies
- (Qty:2) 2 1/2" x 2 1/2" x 1/8" x 56" square steel tubes run through cabinet and welded to mounting plates at one end; dark gray galvanized finish
- (Qty:2) 8" x 8" x 1/2" steel mounting plates; dark gray galvanized finish
- Cabinet mounted to building fascia with anchoring hardware as required
- 120V* Power supplies housed in cabinet
- 120V* Electrical service brought to location by others
- 120V* Final Connection by others
- VIF* Confirm desired mounting height
- VIF* Confirm wall material for appropriate mounting method
- VIF* Detailed site survey required before production
- VIF* Wall Section Drawings required if available

Colors & Materials

Acrylic
- Clear Acrylic
- White Translucent: 3M 3630-20
- Sultan Blue Translucent: 3M 3630-157

Vinyl
- Red; Gloss Finish - Matthews 82074LVG

Paint
- Red; Gloss Finish - Matthews 82074LVG

Galvanized Steel
- Dark Gray

*Not included in package

Project: 18385
Target
Sales: Gary McCoy
Date: 08.27.20
Designer: JN

Comments:
Land use attorney request to break up the sign package with code compliant and variance and the interpretation by the attorney.

Revisions:
10/12/20 - JN - R1 Reverse per client mark up
11/17/20 - JN - R4 Define Exemption
11/21/20 - JN - R6 Remove Window Graphics
...
Parking Entrance Hanging Sign
5th Avenue & Cherry Way

Specifications

Qty = 1
68.75 Sq Ft

Single Face Internally Illuminated Cabinet with Push-Thru Graphics

- 6'9" Deep type III cabinet with 1 1/2" retainers & push thru graphics; painted red
- .090 Aluminum stencil cut bleed face; painted red (oversized 10' 6" x 4' 6" sheets required)
- Back of cabinet to be .090 aluminum bleed face; removable for surface
- 1 1/2" x 1 1/2" x 1/4" aluminum angle at all seams
- .090 Clear acrylic push thru graphics with white translucent vinyl applied second surface
- White LED illumination & power supplies
- Cabinet suspended from the ceiling with 2' x 2' x 1/4" steel square tube; with 6" x 6" x 1/4" steel plates at the ceiling and 6" x 3" x 1/4" at the cabinet welded at each end; dark gray galvanized finish
- Cabinet mounted to ceiling of parking structure with anchoring hardware as required
- 120V
- *Power supplies housed in cabinet
- *Electrical service brought to location by others
- *Final Connection by others

VIF
- *Confirm distance from Finished Floor to Ceiling
- *Confirm desired mounting height
- *Width and height of opening
- *Confirm ceiling material for appropriate mounting method
- *Detailed site survey required before production
- *Wall Section Drawings required if available

Colors & Materials

Acrylic
- Clear Acrylic
- White Translucent: 3M 3630-20
- Cardinal Red Translucent: 3M 3630-53

Digital Print
- Qty: 1 (29 1/4" x 28 1/2"
- Translucent Digital Print
- Gloss UV Laminate
- Contour Cut Around Graphics
- PMS 186 C
- PMS 188 C
- PMS 425 C
- PMS 421 C

Paint
- Red; Gloss Finish - Matthews 82074LVG
- White; Satin Finish

Galvanized Steel
- Dark Gray

Colors & Materials

Approved By:

Date:
Parking Entrance Hanging Sign
5th Avenue & Cherry Way
Specifications

**QTY = 1**  
13.44 Sq Ft

Double Face Internally Illuminated Blade Sign with Push-Thru Graphics:
- ( Qty 1) Deep type III cabinet with 1 1/2" retainers & push thru graphics; painted red
- .090 Aluminum stencil cut bleed faces; painted red
- 1/2" Clear acrylic push thru graphics with white translucent vinyl applied second surface
- White LED illumination & power supplies
- (Qty 2) 2 1/2" x 2 1/2" x 1/4" x 52 1/2" square steel tubes run through cabinet and welded to mounting plates at one end; dark gray galvanized finish
- (Qty 2) 6" x 6" x 1/8" steel mounting plates; dark gray galvanized finish
- Cabinet mounted to building fascia with anchoring hardware as required

*120V*
*Power supplies housed in cabinet*
*Electrical service brought to location by others*
*Final Connection by others*

**VIF**
*Confirm desired mounting height*
*Confirm wall material for appropriate mounting method*
*Detailed site survey required before production*
*Wall Section Drawings required if available*

Colors & Materials

- **Acrylic**: Clear Acrylic
- **Vinyl**: White Translucent: 3M 3630-20
- **Paint**: Red; Gloss Finish - Matthews 83074/LVG
- **Galvanized Steel**: Dark Gray

Comments:
Land use attorney request to break up the sign package with code compliant and variance and the interpretation by the attorney.

Revisions:
- 10/2/20 JN - R1 Revise per client mark up
- 10/15/20 JN - R2 Update Elevation
- 10/26/20 JN - R3 Replace TGT rendering
- 11/17/20 JN - R4 Define Exemption Package
- 12/1/20 JN - R5 Relabel per Client Marks
- 2/12/21 JN - R6 Remove Window Graphics

Approved By:

Date:

loading Blade Sign
Forbes Avenue & Cherry Way
Specifications

QTY = 1

13.44 Sq Ft

Single Face Internally Illuminated Building Sign with Push-Thru Graphics

- 8 1/2" Deep Small A cabinet with 2 1/2" retainers & push thru graphics; painted red
- .090 Aluminum stencil cut bleed faces; painted red
- 1/2" Clear acrylic push thru graphics with white translucent vinyl applied second surface
- Blue translucent vinyl applied first surface to parking icon
- White LED illumination & power supplies
- Cabinet mounted to building fascia with anchoring hardware as required

*120V
*Power supplies housed in cabinet
*Electrical service brought to location by others
*Final Connection by others

VIF
*Confirm desired mounting height
*Confirm dimensions of install location
*Confirm wall material for appropriate mounting method
*Detailed site survey required before production
*Wall Section Drawings required if available

Colors & Materials

Paint
- Red; Gloss Finish - Matthews 82074LVG

Acrylic
- Clear Acrylic

Vinyl
- White Translucent: 3M 3630-20
- Sultan Blue Translucent: 3M 3630-157

Comments:
Land use attorney request to break up the sign package with code compliant and variance and the interpretation by the attorney.