

Modified Sign Limitations Request:

Building setback is approximately 110' from White Plains Road. Storefront facade is ~65 lineal feet. Height of Sign portion of parapet is 7foot tall.

Sign code allows for 75% of building frontage for signage, not to exceed 24" in height. Total allowable sign size is 51' 8" Wide x 2' Tall.

Due to a legal agreement between the Columbia Doctors and NY Presbyterian, there is a specified lockup that pertains to their combined logos and the size of the practice name / function which needs to be honored.

In this instance, in order to comply with town regulations and the above, the size of the specific lettering, with an overall height of 24" for the entire lockup would render the signage illegible (4.5" Tall character cannot be adequately read at 100' viewing distance.

We are requesting to keep within the allowable coverage limits, keep the letter heights at a very reasonable 9" and 11" Cap heights, but exceed the 24" Max vertical height limitation.

We have included a rendering showing the approved vs. proposed height limits so show the impact on legibility.

At the 24" Tall code considering, the max square footage allowed would be 97 square feet. We are requesting a net increase of 1 square foot with our proposed layout to 98 square feet of overall coverage.







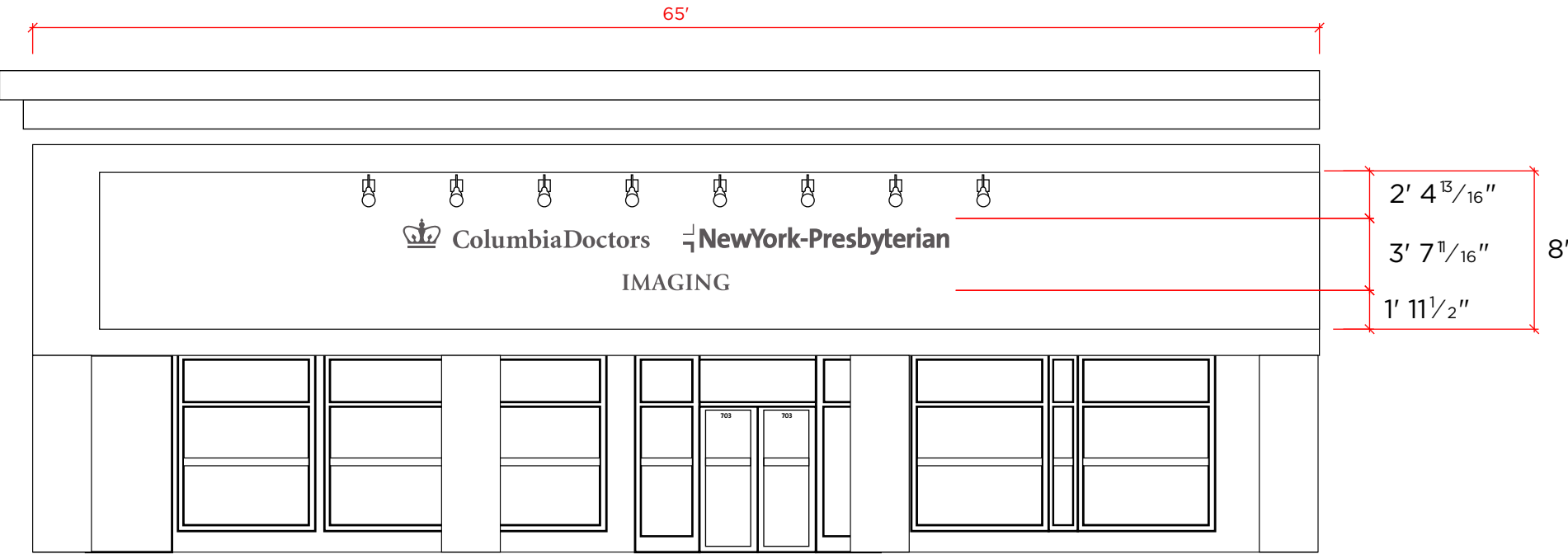
Imaging




Dura Architectural Signage
48-15 32nd Place
Long Island City, NY 11101
Tel: 718 706 6400
Fax: 718 786 2863



Scale: 1" = 12"



Scale: 1/8" = 12"
Center Logo over 2 center columns

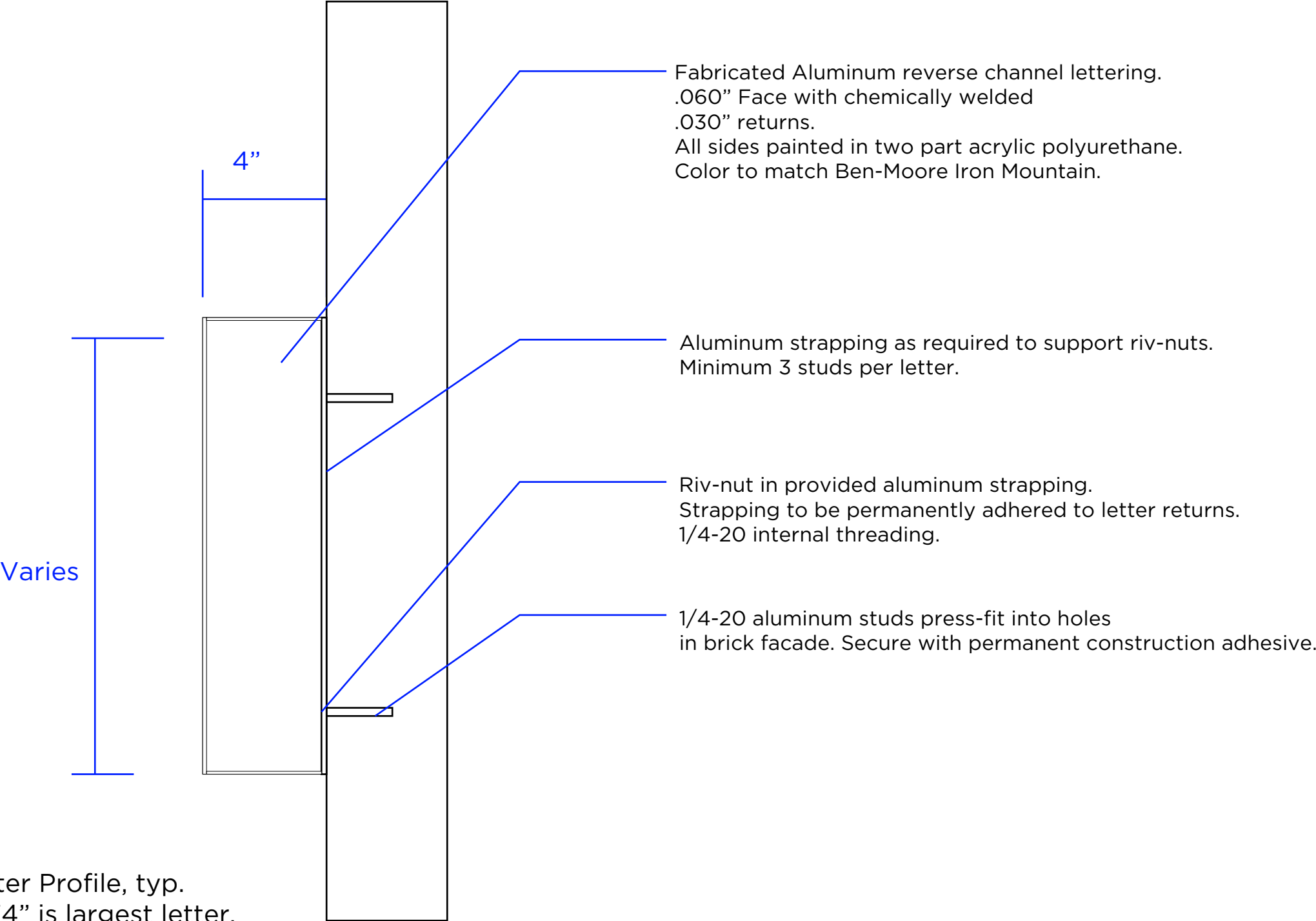


Reverse fabricated aluminum channel letters.
Downlighting from above.
Painted Ben Moore Iron Mountain



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NYP / Columbia - 703 White Plains Road - Exterior Signage - Profile



Letter Profile, typ.
14.74" is largest letter.
Scale 3" = 12"

Note: Building setback is approximately 110' from White Plains Road. Storefront brick facade is 65 lineal feet. Height of brick portion of parapet is 7foot tall.

Sign code allows for 75% of building frontage for signage, not to exceed 24" in height. Total allowable sign size is

48' 9" Wide x 2' Tall (97 square feet of coverage).

Requested overall size is

27' 7" x 3' 7" (98 square feet of coverage)



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NYP / Columbia - 703 White Plains Road - Code Size Comparison



Requested height



Compliant height



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