TO: Development Review Committee
FROM: Janice Talley, PP/AICP
DATE: January 10, 2023
RE: App. 2765: 1 Seymour Plaza – Summit Health Management
(Block 3106, Lot 17.01)

This application has been filed to the Planning Board for minor site plan approval with
variances.

This report reviews the following items submitted for this application:

- Five-page plan prepared by Signal Sign Company dated October 2, 2020, revised 11/16/22.

**Site Description**

The subject property is an interior lot located between the new Wellmont Arts Plaza and
the South Fullerton parking lot within the Seymour Street redevelopment area. The
property contains the new five-story parking garage with a two-story office building on
top. Summit Health occupies the two-story office space in the building.

![Figure 1: Location of subject property.](image)
Figure 2: Aerial view of subject property.

Figure 3: View of subject property from Seymour Plaza near Bloomfield Avenue. September 2021.
Figure 4: View of subject property from Seymour Plaza near Bloomfield. September 2021.

Figure 5: View of subject property from Plymouth parking lot showing location of proposed sign. October 2021.
Project Description

The applicant has revised the site plan to eliminate the proposed sign facing Wellmont Plaza and revise the sign facing South Fullerton Avenue. The purpose of the wall sign is to identify the Summit Medical offices. The sign is still located at the top of the southern building façade and is visible from South Fullerton Avenue and the Plymouth parking lot. This sign is 156 square feet in area, 8 feet tall, has increased in width from 19.5 feet to 24 feet and is located 93 feet above grade. The sign will be halo lit pin-mounted aluminum letters. The total sign area is 468 square feet.

Zoning

The subject property is in the Seymour Street Redevelopment Plan. Deviations from the applicable signage standards provided in the Plan are as follows:

8.3.1 Total Sign Square Footage per Tenant

The maximum area of all signs devoted to a single tenant shall not exceed 3.75 square feet per linear foot of street or public plaza frontage occupied by that tenant measured along the wall to which the signs are attached, or 150 square feet, whichever is less. A variance is required because the total sign square footage is 468 square feet.

8.3.2.3 Requirements for all Wall Signs

The top of the sign shall not extend above grade at a height greater than 20 feet. A variance is required because the top of the sign exceeds 20 feet above grade.

Figure 4: Zoning Map of the subject property
Planning Considerations

1. A new sign is proposed at the entrance to the South Fullerton parking lot that will include an identification sign for Summit medical. This sign will be visible to patients/customers from South Fullerton Avenue and will provide better identification for the building than a sign mounted on the building. This sign is to be installed within the next few weeks. A detail of the sign is attached.