
Fascia Sign Permit - 2nd Presentation

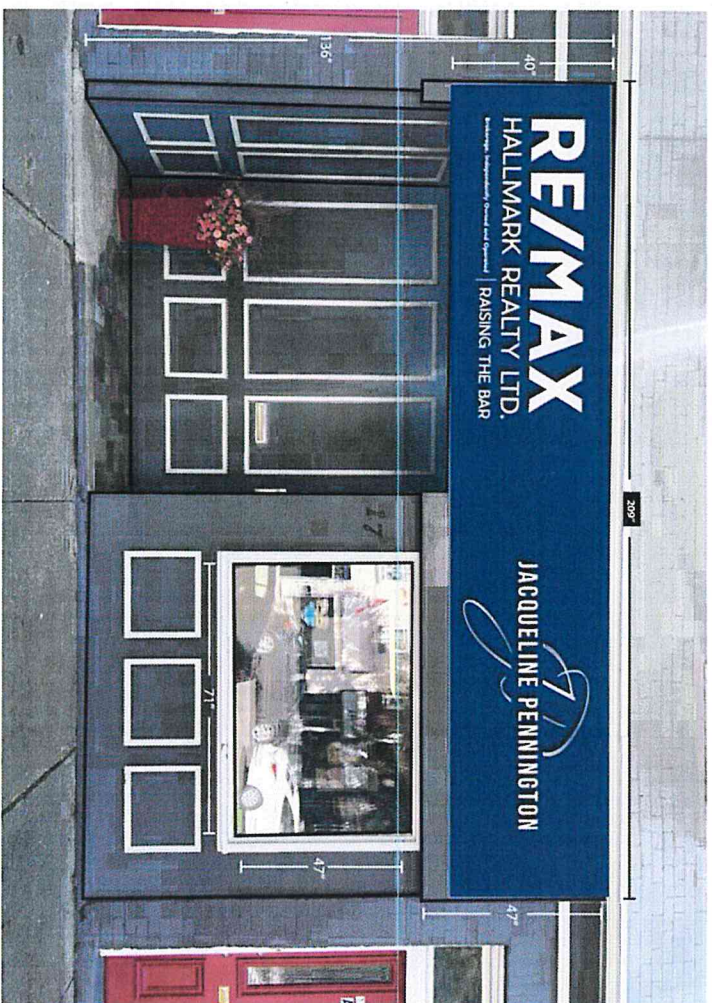
Jacqueline Pennington Real Estate

For office at: 17 King Street East, Downtown
Cobourg

Request:

Application for a fascia sign was presented at November 20th committee meeting.

Key discussion point was the request for an illuminated sign.



Illuminated elements

Discussion points at the last meeting

- Our sign request complies with all elements of the sign by-law and all heritage requirements, with the exception of the form of illumination.
- Technological advancement. This sign represents a relatively new technology not available at the time of the 2009 Sign by-law.
- Confirmed and discussed the sign elements and construction.
- Discussion that 17 King Street E is on the edge of the Heritage District, surrounding neighborhood is not the core Heritage area.
- Ask of the applicant for additional illustrative examples of our sign, specifically illustrating the nighttime lighting impact.

Lighting - Day Time Streetscape



Lighting - Night Time Streetscape



Other Approaches - Lighting Impact

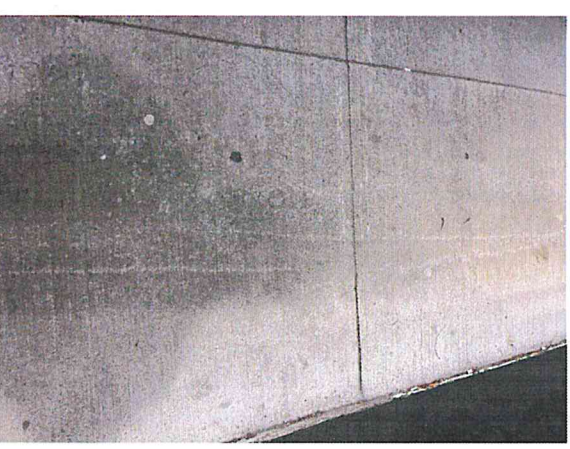
Our push through sign is efficient in targeting the elements to be lit. It creates less light pollution than gooseneck lights (the approved method) or other lighting methods seen in the Downtown Core.



Traditional gooseneck lights illuminate a broad, and unconstrained area.



As the lighting source is visible to pedestrians walking underneath...



...gooseneck lights illuminate the sidewalk and area = light pollution

Other Approaches - Continued



Bright light required to illuminate the width of the sign



Downlighting that illuminates not only the sign, but the physical storefront



Pedestrians are fully lit by the surplus light generated



Downlighting in combination with gooseneck

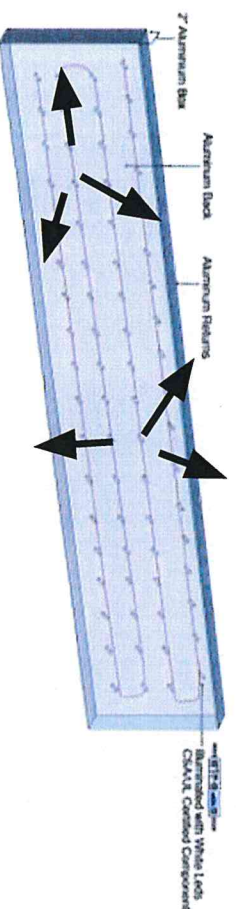
Rationale

Highlighting other examples is not intended to disparage our neighbours, downtown businesses each have a different set of needs when it comes to signage. We are using the case examples to help illustrate how our request is inline with other approved signage in existence today.

Choice of technology	Push through lighting technology was chosen as it is the most professional and high quality method to illuminate our sign, a sign that has multiple elements required by real estate rules. It is far simpler and less cluttered than alternatives.
Alternative	Under a gooseneck approach we would require 5-6 lights to effectively illuminate the required elements. Push through approach is less impactful to the character of the building, the heritage conservation district and creates less light pollution. Push through lighting is also less impactful to the residential tenants who live above our office, tenants who are also our neighbors that we see and greet every day.
Goal	The push through lighting approach will provide a soft glow to illuminated elements.

Lighting Volume - 1/2

- Our included rendering illustrates the lighting goal of our sign; a soft glow to make the sign readable at night.
- A quantitative assessment of the signs illumination is not possible. Our sign company has never been asked for a lumen output figure for one of their signs, and such a figure cannot be reliably estimated.



LED lights illuminate the interior of the sign box.



Only the light particles that find their way around the edges of the letters are visible. Impossible to calculate how many.

Lighting Volume - 2/2

- The sign by-law and heritage guidance do not reference a maximum permitted lighting output, nor is it our understanding that the town has an established procedure for measuring light output of existing signs. It is not clear why our request is being held to this standard.
- In our proposal we have stated that our sign lighting is to be a soft glow, we created an illustration as to our intended effect, and also brought forward our rationale as to why we do not want an overly bright sign.
- We have also presented a logical argument as to why our sign technology creates less excess light than comparable examples that exist today in the Downtown.

Other comments

- We searched and inquired about other examples of our sign design in use, however we have not been able to find an example that accurately reflects what we are requesting.
- This is likely due to the relative newness of the technology, its infinitely customizable nature and variety of potential use cases, and finally selection bias whereby companies seeking illuminated signs pursue high illumination.
- Bright, eye catching illumination is not our goal.
- We are requesting a professional and high quality sign that marries the character of the building and neighborhood with the required elements of the sign.

Closing Remarks

- Our sign design respects the building's architecture, the surrounding neighborhood, and our neighbors. Our sign complies with the objectives of heritage conservation, and is solely to identify the office.
- We have provided our goal for the lighting impact (soft glow), the rationale for our selected technology (minimal impact), multiple renderings to illustrate the concept, a series of detailed comparisons to other approved lighting approaches, and explored the limits of what additional information is available for the committee's review.
- Recall that illuminated signs are permitted under the existing by-law, and there are no maximum limits on illumination. The matter at hand is the method and technology used to achieve illumination.
- We respectful present that we have addressed the concerns related to using this new technology.