
Fascia Sign Permit

Jacqueline Pennington

For office at :17 King Street East, Downtown
Cobourg

Request:

- Application for a fascia sign, in the Commercial Core Heritage Conservation District.
- Application has been reviewed and discussed through the Town's Heritage Committee and is being referred to council.
- Key issue is sign illumination. The sign by-law permits illuminated signs and many illuminated signs exist downtown.
- We request an internally illuminated sign that better meets our signage needs, which is an exception to the by-law.
- Lighting technology has advanced since the time of the 2009 By-Law.

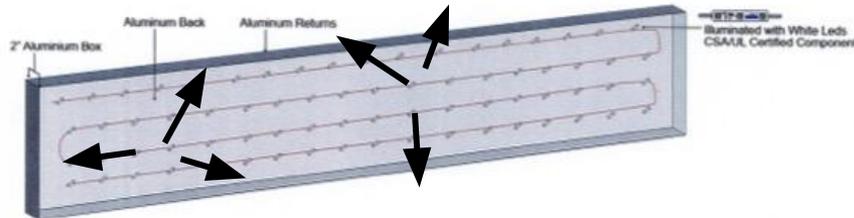
Design:

- Sign colours adhere to the Heritage Colour Pallet
- Font, font size, and and sign element sizing dictated by:
 - International ReMax branding and trademark standards,
 - Legal requirements outlined in the Real Estate Business and Brokers Act for a real estate office
 - Jacqueline's name and the Brokerage name must be on the sign.



Lighting Technology

- Our included rendering illustrates the lighting goal of our sign; a soft glow to make the sign readable at night.
- The commercial application of 'push through' sign technology is relatively new, and creates a high quality, professional illumination effect.



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.

Lighting - Day Time Streetscape



Lighting - Night Time Streetscape



Rationale

Goal	The push through lighting approach will provide a soft glow to illuminated elements.
Choice of technology	Push through lighting technology was chosen because the sign has multiple, small elements required by real estate rules. This lighting is simpler and less cluttered than alternatives.
Alternative	Under a gooseneck approach we would require 5-6 pot lights to effectively illuminate the required elements. Our push through approach is less impactful to the the character of the building, the heritage conservation district and creates less light pollutions. Push through lighting is also less impactful to the residential tenants who live above our office.
Investment	A push through illuminated sign is a premium product and represents a significant investment. A high quality sign is reflective of our commitment to the downtown and our commitment to the community.

Examples of Push Through Lighting

- We searched and inquired about other examples of our sign design in use, and provided many examples to the Town, however we have not been able to find an example that accurately reflects what we are requesting. Most are too bright.
- 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.



Too
Bright



Lighting Volume

- The sign by-law and heritage guidance do not reference a maximum permitted lighting output.
- Discussions with the Heritage committee included creating a scale mockup of the sign, or receiving a temporary approval to install the sign. However the cost associated with temporary approval or additional mock ups is too great for a small business to bear. If examples were available, we would bring them forward.
- That said, we present that our sign lighting will be less bright and less disruptive to the downtown streetscape *because* of the technology used.

Closing Remarks

- Our sign design respects the building's architecture, the surrounding neighborhood, and our neighbors.
- Illuminated signs are permitted under the existing by-law, and there are no maximum limits on illumination. The exception is about the method of illumination.
- Our sign complies with all other by-law and heritage requirements.
- We respectfully present that we have addressed the concerns related to using this new technology and that a by-law exception is warranted.
- We support the exemption recommendation as submitted by Town Staff (section 14.5, last paragraph).