



TOWN OF DURHAM
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Town Planner's Recommendation
Wednesday, August 12, 2015

- XII. **Pauly's Pockets – Sign Master Plan.** 49 Main Street. Application for sign master plan for three businesses in a three-story mixed-use building. Paul Eja, proprietor of Pauly's Pockets, applicant; Michael Sievert, MJS Engineering, engineer; Mike Leary, Sundance Signs. Tax Map 5, Lot 1-2. Central Business Zoning District.
Recommended action: Discussion and setting public hearing for August 26.
- I recommend discussion and setting the public hearing for August 26

Please note the following:

- 1) The proposed signage for both the Main Street side and the Mill Road side is enclosed. The enclosure is black and white but I have emailed the color renderings to the board and they are posted on the website.
- 2) Also, see the approved architectural rendering which shows proposed locations for the signage. That layout is not binding but was thought appropriate. The spacing shown is a little different since all three signs are presented with the same dimensions – 3' high x 10' long.
- 3) From Mike Leary, sign designer:

These signs will have a strong feel to them as that are applied to the building with 3-D caps and carved details. Very fitting a New England downtown. Externally illuminated from above using an 8' bar style light.

Building Sign elements:

- PVC main panel - painted Black low luster Benjamin Moore
- v carved pin stripe in grey
- Top molding cap is HDU (high density urethane) - painted Black low luster Benjamin Moore

Tenant area of sign will be applied to the buildings main sign panel
- can vary from a flat graphic style to multilayer or carved panel signs

For example Pauly's sign will be a flat Green background with raised lettering using painted PVC. The letters will have a cove edge detail. The "Felafel" line of text will be flat with the oval of the sandwiches and the sandwiches will be raised.

- 4) The architectural renderings also show a particular type of light. Mike Leary said this type won't work. See the enclosed design he is submitting.
- 5) Based on some quick feedback from Shannon Alther and Beth Olshansky (member of the design committee), I would recommend that: a) the border be narrower; b) gray be considered rather than black for the border (but it would need to be a shade that works with the gray of Sol Sistah); and c) the cornice/head cap be removed so it is a consistent rectangle.
- 6) The signs are externally illuminated, not internally lit.
- 7) It is desirable to have as low reflective a matte finish as possible.
- 8) Should the signs be moved slightly higher or centered vertically?
- 9) I will confirm that the sign for Pauly's Pockets is the one shown on the building, not on the mock up.
- 10) It would be helpful to see a sample of the sign material. I have asked Mike Leary to bring this to the meeting.
- 11) The Sign Ordinance states that, "New Multi-Tenant developments shall submit a Signage Master Plan to the Planning Board for approval."
- 12) See the pictures below.

