



TOWN OF DURHAM
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Town Planner's Recommendation
Wednesday, June 13, 2018

IX. **Kennebunk Savings Bank sign.** 17 Madbury Road. Request for modification to approved sign master plan for Madbury Commons to allow for an additional building mounted sign on Madbury Road façade for Kennebunk Savings Bank. Ashley Gibbons for Kennebunk Savings Bank, applicant. Mimi Kell for GP Madbury 17, LLC, property owner.

➤ I recommend approval as stated below.

Please note the following:

- This is an application to modify the approved sign master plan for Madbury Commons to accommodate one additional hanging sign on Madbury Road for Kennebunk Savings Bank. Neither notices nor hearing is required for a modification.
- The Planning Board approves a sign master plan for multi-tenant sites like Madbury Commons because signage for multi-tenant sites is complex and every site is unique. The Planning Board also has flexibility in altering some of the provisions otherwise applicable in the Sign Ordinance for good cause. See excerpt below.
- The following are included in the packet: modification request, design for new hanging sign, and details of all of the signage for Kennebunk Savings including the proposed new hanging sign. All of the signage shown on the details sheet was included as part of the Madbury Commons Sign Master Plan that was approved by the Planning Board on May 13, 2015, except for the new hanging sign.
- An approval will also require the Planning Board to alter three of the standards in the Sign Ordinance as permitted in Section 175-126 L Multi-tenant developments. I include the specifics in the draft approval below. These alterations are minor and I think reasonable, given the location of Kennebunk Savings Bank on the interior of a block and the value of some additional visibility on Madbury Road. Plus, the proposed sign is low key and attractive. A vote to approve includes the three alterations as allowed in this provision of the Sign Ordinance. The last sentence was added in the recent zoning amendment adopted by the Town.

*L. **Multi-Tenant Developments.** Owners of new multi-tenant developments shall submit a Signage Master Plan to the Planning Board for approval. Owners of existing multi-tenant developments shall submit a signage master plan to the Code Enforcement Officer for approval though he or she may refer the master plan to the Planning Board*

for review and approval at his or her discretion. The Planning Board may alter any of the standards for signage in Section 175-120 General Provisions and in Section 175-26 Types of Signs Permitted at its discretion for good cause provided it specifies in the approval which standards are being altered.

Draft

NOTICE OF DECISION

Project Name: Madbury Commons Sign Master Plan – modification to allow one additional hanging sign on Madbury Road on the Madbury Road façade of 17 Madbury Road.

Action Taken: APPROVAL

Address: 17 Madbury Road

Applicant: Madbury Commons/Kennebunk Savings Bank

Property Owner: GP Madbury 17, LLC

Map and Lot: Map 2, Lot 12-3

Zoning: Central Business District

Date of approval: June 13, 2018

The sign master plan for Madbury Commons is approved as follows.

- 1) The modification allows for the installation of one additional hanging sign on Madbury Road as shown on the submission information. This approval allows for one hanging sign consistent in size and character with that submitted for Kennebunk Savings Bank in the event that the property owner wishes to replace that sign with a different one.
- 2) This approval includes the Planning Board altering the following three provisions as allowed in Section 175-126 L. Multi-tenant developments:
- 3) 175-120 4. *On commercial buildings, the appropriate zone for signage, including the brackets for projecting signs, is above the storefront windows and below the sills under the second floor windows.* This alteration is granted because the existing canopy at the corner does not allow for placement below the sills.
- 4) 175-126. A. Total Sign Area. *Each business establishment will be allowed a maximum of forth-eight (48) square feet of total signage.* The total signage for Kennebunk Savings Bank will be 50-1/2 square feet. This alteration is granted to accommodate an additional hanging sign on Madbury Road for an interior business and because the various signs are attractive, modest in size, low key, and work together as an ensemble.
- 5) 175-126 I. Projecting Signs. *...only one accessory projecting sign shall be permitted for each business ownership.* A second hanging sign is placed on Madbury Road. This alteration is granted because additional visibility on Madbury Road is appropriate for an establishment located on the interior of the site.