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**To:** ZONING ADMINISTRATOR  
**Subject:** ADDITIONAL MATERIALS RECEIVED

ITEM NO. 2A: MACY'S SIGN MODIFICATION (PA2013-207)  
ZONING ADMINISTRATOR HEARING DECEMBER 12, 2013

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**From:** Tom Mathews [<mailto:tmathews@caaplanning.com>]  
**Sent:** Thursday, December 12, 2013 11:58 AM  
**To:** Nova, Makana  
**Cc:** Wisneski, Brenda; Paul Shaver; Shawna Schaffner  
**Subject:** Macy's Sign Modification Permit (PA2013-207) Justification for East Facing Sign East Elevation

Ms. Nova,

We understand that an issue has been raised regarding the proposed additional wall sign on the east facing side of the Macy's building based on the fact that there is already an existing wall sign and that adding another sign is unnecessary since both signs would be visible from Newport Center Drive. We agree that both signs are visible from different vantage points in the parking field. However, the size and location of the two signs serve different vantage points, one dominant from Newport Center Drive and the other, from the east parking field. We do not believe that both signs are visible from Newport Center Drive as the attached photos document.

The east facing Macy's sign proposed to be located over the entrance should be approved for the following reasons:

- Sign dimensions: Proposed entrance sign is proportional to larger wall sign already in place i.e., 10' for existing wall sign vs. 6' for the proposed sign over the entrance. Also, the background color of the proposed sign will match the color of the building, emphasizing the letter height which is only 4' 3".
- Sign location: Existing 10' wall sign is on a different building plane, that is, the sign proposed for the area over the entrance is set back approximately 25' from the building plane where the larger sign is located. In addition to being setback 25', the proposed sign will be located behind existing pillars, which will interrupt the view of the sign from off-site locations. The proposed placement behind the pillars is therefore appropriate to denote the building entrance because the sign will be interrupted and is not oriented towards the public right-of-way.
- Visibility from Newport Center Drive: The larger existing wall sign (10') is intended to be easily visible from Newport Center Drive. The proposed smaller sign (6') is intended for pedestrians approaching the Macy's building from the parking lot. Moreover, due to

the descending nature of the Newport Center Drive roadbed and the existing parking lot landscaping (trees) the smaller sign proposed at the entrance is often obscured from view to traveling motorists. In addition, depending on the vantage point, the landscaping frequently obscures either the existing 10' wall sign or the proposed 6' sign so that both signs are not readily visible from the same location. The attached photographs taken from the sidewalk along Newport Center Drive depict the existing landscaping the often obscured visibility of the existing and proposed sign locations.

I will be in attendance at the Zoning Administrators hearing this afternoon to answer any questions. Thank you.

TM



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