



MEMORANDUM

CITY OF WATERTOWN, NEW YORK – PLANNING OFFICE
245 WASHINGTON STREET, ROOM 304, WATERTOWN, NY 13601
PHONE: 315-785-7730 – FAX: 315-782-9014

TO: Planning Board Members

FROM: Kenneth A. Mix, Planning and Community Development Coordinator

SUBJECT: Zone Change – 1279 Coffeen Street, PDD #1

DATE: October 1, 2014

Request: To amend Planned Development District #1 to allow additional signage at 1279 Coffeen Street, parcel 8-40-101.006

Applicant: Donna Yang

Owner: PEMM, LLC

SEQRA: Unlisted

County review: October 28th

Comments: The applicant is requesting this zoning amendment so that building mounted signage may be installed at a gas station and convenience store currently under renovation.

The applicant has requested that the PDD be amended to allow the existing signage (28 sf), including two free standing signs (233.97 sf), plus an additional 145.91 square feet of building and canopy signage. Some of the items included in the applicant's list do not require permits—specifically, the gas pump decals would not be included in the signage total, and drive-through menu boards may be exempt if they do not have logos displayed.

The following signage schedule is recommended:

- 1) One freestanding sky sign, up to 80 feet in height, maximum 190 square feet
- 2) One freestanding sign with LED component, maximum 50 square feet
- 3) 175 total square feet of building and canopy mounted signage

This signage schedule would supersede all previous signage amendments for this parcel.

If this parcel were located in a Commercial District, the applicant would be allowed a maximum of 200 square feet of signage, and only one freestanding sign.

cc: City Council Members
Robert J. Slye, City Attorney
Brian Drake, Civil Engineer II
Donna Yang, Nasco, 22891 Murrock Circle