

Master Sign Plan – Town of Landis NC – First Reformed Church

- Specified area of town – area bordered by N. Chapel Street, E. Blume Street, N. Central Avenue and E. Garden Street within the Town of Landis NC.
- Includes non-residential monument signs, flat (or wall) signs and non-residential directional signs of multiple sizes, locations, placements and heights.
- Purpose - this Master Sign Plan allows creativity in sign design and placement to address site issues and constraints associated with topography, pedestrian-orientation, wayfinding/directional/directory and other conditions unique to the First Reformed Church property.
- Application - First Reformed Church is an institutional property containing four+ acres in area.
- Owner – First Reformed Church
- Contact – Doug Pierce, Member-Manager, Innovative Signs & Graphics, 1145A St. Mark’s Church Road, Burlington NC 27215; 336.538.1825.
- How proposed signage plan differs from what could be provided under the existing sign regulations:
 - (1) non-residential monument sign will be located WITHIN the required sight triangle (closer to the street corner) instead of OUTSIDE of it.
 - (1) non-residential monument sign will have a sign copy area of 59sf vs the sign code requirement of 48sf.
- Why the existing sign code cannot or should not be followed in the subject case:
 - on-street parking and congestion during church events limit visibility of the non-residential monument sign if it were to be located outside of the sight triangle at the exact time the signage is most needed, thus necessitating the non-residential monument sign be moved closer to the street corner and located within the sight triangle.
 - the on-street parking and congestion within the area necessitate the need for the text to be slightly larger than the 48 square feet allowed by the sign code (59 sf vs 48 sf).
 - movement of the sign closer to the street corner will promote a more attractive and functional design and placement of the sign.
 - movement of the sign closer to the street corner utilizes the slightly higher ground elevation to improve the overall sign visibility and appearance of the sign.
 - Proposed landscaping around the non-residential monument sign will establish and promote enhanced community character in the area.
 - The proposed signage will promote the integration of the signage with the architectural characteristics and aesthetic quality of the Church’s and Town’s development.
- Review Considerations:
 - Extent to which the proposed Master Sign Plan deviates from the code? [Extremely limited]
 - Rational provided for the deviations. [Numerous and Sound]
 - Extent to which the proposed Master Sign Plan promotes town goals associated with town character, wayfinding, pedestrian-orientation and business identification. [Spot on]
 - Degree to which the Master Sign Plan creatively and effectively addresses the issues and constraints unique to the site with regard to signage. [Again, spot on]