



## Application for Commercial Design Advisory Team (CDAT) Review

The following information is required for review by the CDAT. Once completed, please submit to Geneva Business Improvement District, One Franklin Square, Suite 211, Geneva, NY 14456. CDAT meets the 2<sup>nd</sup> and 4<sup>th</sup> Tuesday of each month at 8:00 AM in the BID Conference Room, One Franklin Square, Suite 207. Applications must be received one week prior to meeting date to be reviewed.

Note: Applicant's first meeting with CDAT will be a work session to review application received and process thereof.

Applicant's Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address (where sign will be located): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Business Contact Name (if different than Applicant's Name): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Property Owner Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sign Vendor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Installer Name (if different): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Proposed Business Opening Date: \_\_\_\_\_

### **SUBMITTALS REQUIRED TO BE INCLUDED WITH APPLICATION (all must be checked):**

1. \_\_\_ Clearly detailed color renditions of all proposed signage (new and existing) drawn to scale and indicating exact size dimensions and colors giving CDAT and Code Enforcement a clear idea of what signage is proposed. Each floor of a façade may have any number of signs flush with the façade so long as the aggregate size does not exceed 20% of that floor's façade area, provided that the floor is used for commercial use and the signage relates to the commercial use, and the sign doesn't block the window.
2. \_\_\_ A written description of all existing signage on the building with dimensions.
3. \_\_\_ Color pictures showing proposed signage superimposed on the building façade(s). Indicate the building's first floor width and height from grade (sidewalk).
4. \_\_\_ Each façade having signage should be shown and include the building's dimensions. Should any sign project out from the building, please show the clearance from sidewalk to bottom of hanging sign as well as clearance from building (a color picture showing proposed hanging signage superimposed on the building façade will suffice).
5. \_\_\_ A written description of the proposed signage construction details (type of materials).
6. \_\_\_ Description of proposed illumination / external lighting method (if any) including fixture details; include lighting specification sheet.

NOTE: Electronic files to be submitted in JPEG, PNG, or PDF format.

### **THINGS TO CONSIDER**

1. A Building Permit may be required (see Obtaining a Building Permit for Signage and City of Geneva eCode360 / Signs).
2. You should **not** have signs manufactured until you have received written approval to install them.
3. All signs require approval including window appliques, internally hung, awning graphics, and sandwich boards.
4. Hanging signs must clear grade below by at least 10'0".
5. Externally illuminated (i.e. goose neck lighting) signs are permitted and must be reviewed and approved by CDAT. All internally illuminated signs (including neon) require a Special Use Permit. These signs require an application review and approval by the Zoning Board of Appeals, not CDAT. There are additional fees and application deadlines associated with these reviews.
6. Additional use of sandwich board signs.

Please direct any questions to Neal Braman, City of Geneva Department of Development Services, City Hall, 3<sup>rd</sup> Floor, 47 Castle St., Geneva, NY 14456, (315) 828-6570.

The Division of Development Services oversees all construction activity in the City of Geneva. It is their mission to ensure that your building project runs smoothly, and that the development process is predictable and easy to follow.

Signage activity will require a permit. The very best way to ensure that your project is completed according to code is to call or stop into their office. They will review your project with you, make suggestions on next steps, and provide you with a thorough overview of the development process.

Please see forms attached (Building Permit application, CDAT application / City of Geneva eCode360 351-7 Signs) to help you get started. Please don't hesitate to contact them with questions about the process or your project.

The CDAT is committed to helping business owners comply with zoning regulations and to avoid advertising and regulatory pitfalls we frequently see with proposed signage. Our goal is to offer input that will maximize your signage impact and compliment the business neighborhood. ***CDAT is a Committee of Geneva Business Improvement District located at One Franklin Square, Suite 211, Geneva, NY 14456, (315) 789-0102, Email: [info@genevanybid.com](mailto:info@genevanybid.com).***

## CDAT Application / City of Geneva eCode360, Chapter 351 Zoning Appendix

### § 351-7 **Signs.**

**A.** Facades. Each building facade may have signage.

**B.** Number and size of signs.

**(1)** Each floor of a facade may have any number of signs flush with the facade so long as the aggregate size does not exceed 20% of that floor's facade area, provided that the floor is used for commercial use and the signage relates to the commercial use, and the sign doesn't block the window.

**(2)** Rear facades facing Routes 5&20 may exceed the 20% area square footage limitation, but shall not exceed 120 square feet.

**C.** Signs shall be externally lit. Internally illuminated signs are not permitted. Flashing lights are not permitted.

**D. Sidewalk sandwich board signs** are permitted, provided: [Amended 3-5-2014 by Ord. No. 1-2014]

**(1)** All sandwich board signs shall require an annual permit, the application for which shall be reviewed by the Building Official. The permit application shall include contact information for the applicant and a rendering of the sign, including location to be placed, physical appearance, and dimensions.

**(2)** Except as provided for in Subsection **D(6)**, the sign shall be located in front of the business it represents.

**(3)** The sign shall be removed at the end of the business's hours of operation.

**(4)** Size shall not exceed 12 square feet per side, nor be more than 42 inches in height.

**(5)** The location of the sign shall not interfere with pedestrian access on the sidewalk nor obstruct the view of vehicular traffic.

**(6)** The Building Official may grant exceptions to Subsection **D(2)** in cases where it is deemed that the business location has obscured visibility. In such cases, one sign may be placed at the nearest intersection, provided that a signed affidavit of approval is provided by the property owner on whose property the sign will be placed.

**(7)** Any sign placed in violation of this section shall be confiscated and stored by the City for 30 days. Property owners may reclaim the sign once in a twelve-month period at no cost. Property owners whose signs are confiscated more than once in a twelve-month period will be fined \$50 for each time reclaimed. Any signs not reclaimed within 30 days shall be destroyed.

**(8)** Property owners with existing sandwich board signs at the time of adoption of this subsection shall have 90 days from adoption date to comply.

**E.** Pylon, pole, monument, rooftop, and billboard signs are not permitted.