

NEWBURGH CHICKEN, LLC

SIGN DETAILS AND COMPLIANCE

Revised for 05/23/2024 ZBA Meeting

#	Sign Type	Requirement	04/29/2024 Plan ¹	
			Proposed	Variance Sought
1	Freestanding (1 sign)	Not less than 15 feet from any front or side property line, or a distance equal to the height of said sign, whichever is greater. [§ 185-14.J(5)(a)]	20+ feet	Complies
		Not less than 10 feet from any building, or equal to the height of the sign, whichever is greater. [§ 185-14.J(5)(b)]	> 10 feet	Complies
		One freestanding sign may be placed on properties in the B District. [§ 185-14.M(2)]	1 sign	Complies
		Only permitted if the building on the site is set back a minimum of 35 feet from the front property line. [§ 185-14.M(2)(a)]	82.3 feet (South Plank Road) 35.0 feet (Union Avenue)	Complies
		On lots with a width of more than 100 feet, the maximum sign area shall be 60 s.f. [§ 185-14.M(2)(b)]	54.6 s.f.	Complies
		The maximum height shall be 14 feet. [§ 185-14.M(2)(c)]	20 feet	Granted ²
		No sign may be located within the triangular area on corner lots determined in accordance with § 185-17B. No support structure(s) for a sign may be located in said area unless the combined total width is 12 inches or less and the combined total depth is 12 inches or less. [§ 185-14.I(8)]	Not within triangular area	Complies

	= Complies
	= Granted by the ZBA at its 10/26/2023 meeting
	= Variance required

¹ Based on (i) Site Plan Exhibit dated 03/04/2024 and last revised 04/29/2024; (ii) Popeyes Signage Exhibit dated 02/01/2024 and last revised 04/29/2024; (iii) Signage and Striping Plan dated 11/16/2023 and last revised 04/29/2024; and (iv) Exterior Elevations dated 11/09/2023 and last revised 04/29/2024.

² Granted by the ZBA at its 10/26/2023 meeting.

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2	Building-Mounted (5 signs)	Length shall not exceed 70% of the width of the tenancy or building wall to which it is mounted. [§ 185-14.J(1)(d)]	<70%	Complies		
		If there is a freestanding sign on the site, the total allowable sign area for all permanent signs on the site, except freestanding signs, shall be $\frac{3}{4}$ s.f. of sign area per linear foot of building wall that fronts on a street is allowed. [§ 185-14.M(1)(a)(2)]				
		<u>North Façade</u> = 33.25 linear feet fronting on a street (South Plank Road) x $\frac{3}{4}$ = 24.9 s.f.				
			Popeyes Louisiana Kitchen Channel Letters	52.3 s.f.		
			Popeyes Chicken Symbol	37.4 s.f.		
			TOTAL	89.7 s.f.	64.8 s.f.	
		<u>East Façade</u> = 84.0 linear feet fronting on a street (Union Avenue) x $\frac{3}{4}$ = 63.0 s.f.				
			Popeyes Only Channel Letters	14.3 s.f.		
			TOTAL	14.3 s.f.	Complies	
		<u>West Façade</u> = 0 linear feet fronting on a street x $\frac{3}{4}$ = 0.0 s.f.				
			“Love That Chicken” Sign	90.7 s.f.		
			Popeyes Seal	7.9 s.f.		
			TOTAL	98.6 s.f.	98.6 s.f.	
<u>South Façade</u> = N/A			None proposed	N/A		
TOTAL SQUARE FOOTAGE FOR ALL BUILDING-MOUNTED SIGNS			202.6 s.f.			
There is no limit on the number of such signs on a site so long as their aggregate square footage is within the total allowable area limit. [§ 185-14.M(1)(b)]			5 signs	See below		
An attached wall sign shall not extend beyond the ends or over the top of the wall to which it is mounted. [§ 185-14.J(1)(d)]			Below top	Complies		

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3	Menu (4 signs)	Preview Menu Board (2 x 8.1 s.f.)	16.2 s.f.	
		Menu Board (2 x 24.3 s.f.)	48.6 s.f.	
		TOTAL SQUARE FOOTAGE FOR MENU BOARDS	64.8 s.f.	
TOTAL SQUARE FOOTAGE FOR BUILDING-MOUNTED SIGNS + MENU BOARDS			267.4 s.f.	
<u>TOTAL PERMISSIBLE SQUARE FOOTAGE</u> = 117.25 linear feet fronting on a street x ¾ = 87.9 s.f.			267.4 s.f.	179.5 s.f.
4	Directional (2 signs)	On-premises directional signs for the convenience of the general public, identifying public parking areas, fire zones, entrances and exits and similar signs, nonilluminated, not exceeding 4 s.f. per face and 6 feet above the ground are exempt signs. [§ 185-14.D(1)(k)]	3.12 s.f.	Complies
			3.0 feet tall	Complies