



November 7, 2017

RE: Coastal Pharmacy + Wellness – 29 Marginal Way  
Request for waiver for channel LED letters in B-7 zone

*(a) Signs shall meet the requirements of Section 14-526 (e) 2. - Signage and Wayfinding.* The sign do meet this criterion.

*(b) The size, scale, proportions, design, materials, placement, quantity and source and intensity of illumination of any approved signage shall be designed to complement and enhance the architectural attributes of the building(s) to which they are attached or to which they are visually related. In addition, such signs shall be appropriate to the scale and character of the neighborhood in which it is located and shall be designed to suit the conditions from which it will be viewed, especially in relation to the distance, travel speed, and mode of travel of the viewing public.* The design and materials match other signs already existing in this zone. There are two other sets of channel LED letters on this same building and three sets on the building across the street. The size is proportional to the space that this tenant has in the building and the placement is correct for the roadway that is heavily traveled in front the business. The intensity of light is limited due to the dark colors used for the letter faces.

*(c) The signage shall either be of special design merit or shall respond to unique circumstances or characteristics associated with the subject property.* Individual channel LED letters are also used for the two other businesses that reside at this property.

*(d) The provisions of this subsection shall be limited to commercial uses in business or industrial zones, industrial uses or institutional uses.* This sign is for commercial use and is in the B-7 zone.