



Lower Moyamensing Signage Workshop 2/1/2011



Goals for Workshop

-Provide facts and data to Lower Moyamensing business owners and residents regarding;

- Why is signage important to LoMo*
- What is permitted*
- What to do if your sign is not in compliance*
- How to get a proper permit*
- When you need a variance.....*



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Signage in LoMo



Photos provided by LoMo Civic Association
2011



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Photos provided by SCRUB 2008



As a business owner what is my role?

- Learn the requirements for your zoning
- Tell your story with your signage
- Work with your local community/civic association
- Obtain proper permit and or variance



Almost all LoMo businesses are in **C-1**, the most restrictive commercial zone.



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What is permitted in Lower Moyamensing/C1?

- One sign per building
- 1 square foot per linear foot of building frontage (on only one street)
- Flat wall sign or awning sign
- All accessory signs require a permit
- Letters no bigger than 12"



What is not permitted in C1...

- Revolving or flashing
- Projecting
- Internally illuminated
- Intermittent or animated lighting



How do I apply for a permit?

- Depending on your sign you may need both a building permit and a zoning permit
- Applications can be obtained in person at the Municipal Services Building 1440 JFK Blvd.



Required Materials

- Photos
- Plans drawn to scale
- Permission from owner
- Completed application
- Fees



When do I need a variance?

- for a larger sign
- for a projecting sign*
- for an internally illuminated sign
- for more than one sign
- for a sign on more than one street face
- anytime you are exceeding the C1 limitations

*For projecting signs you will need Art Commission approval



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What if I have already received a violation notice?

How do you know if your sign is legal

311

L&I Inspectors

Violations

Municipal Court Action



Who is SCRUB - How can we help?

-Advocacy

-Signage Resource Center Online

-Education



Good *design* is good
for *business*!



Good DESIGN can...

- Display Identity, Who am I?
- Welcoming and Comfortable
- Invites people to linger



Galaxy Wireless



BEFORE



AFTER



Signage

One of the most important components of storefront design



Flat panel



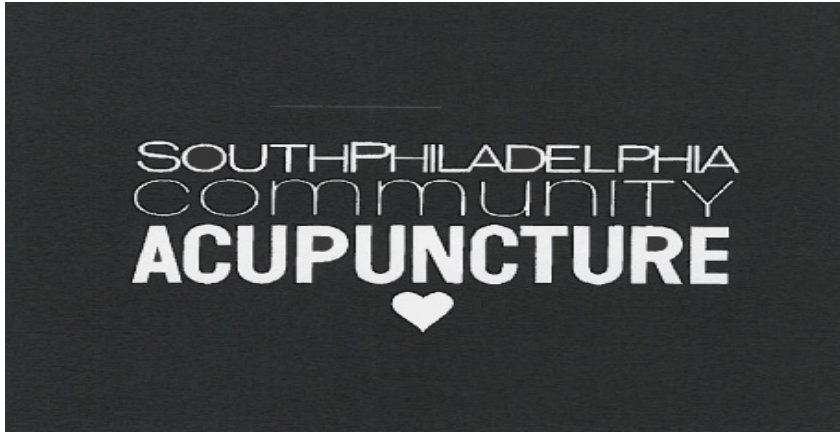
Fabric Awning as Sign



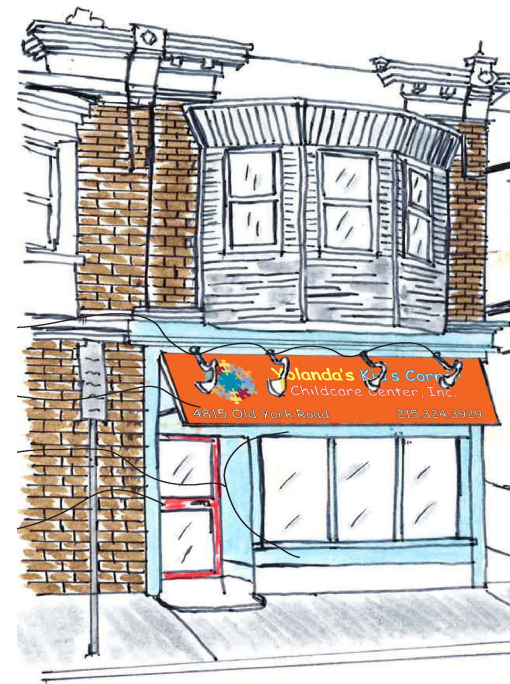


- Is your message clear?
- Idea is to entice customer in, not to display every product you sell.
- **SUBTRACTION-** the low cost solution

Signage



Awnings



COMMUNITY DESIGN
COLLABORATIVE

SCRUB
PUBLIC
VOICE
PUBLIC
SPACE



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Awnings



Window Displays

Draw your customer in, invite them to linger



Color



COMMUNITY DESIGN
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Hakim's Bookstore



BEFORE



AFTER



LoMo



BEFORE



AFTER





Facade Improvement Design Consultations



INSTALL SECURITY GATE
CANISTERS FOR THE TWO
NEW WINDOWS TO MATCH
THE EXISTING FOR THE
DOOR

REMOVE EXISTING
LIGHT FIXTURE
AND INSTALL NEW
LAMPS

INSTALL CORNER AWNING AND
REMOVE EXISTING WHITE DOOR
OVERHANG



REMOVE EXISTING
COCA-COLA SIGNAGE

REMOVE PLYWOOD AND SIGNAGE
ON EXISTING WINDOWS AND
REPLACE WITH NEW WINDOWS

REMOVE
PLYWOOD
ON WINDOWS
AND REPLACE
WITH BRICK

REMOVE PAINT IN LOWER FACADE
CLEAN AND REPOINT EXISTING BRICK



COMMUNITY DESIGN
COLLABORATIVE

Project number
2009-15
Date
05/24/10
Scale
NOT TO SCALE

Project Name COMMERCIAL CORRIDOR IMPROVEMENTS
CONCEPTUAL DESIGN FOR N. 5TH ST
Drawing Title ALBA'S GROCERY STORE

The Community Design Collaborative's products are intended to provide visual concepts and to assist in project design and planning. All drawings are limited to conceptual design and are neither intended nor may be used for construction. Neither the Community Design Collaborative nor the project volunteers assume responsibility or liability for the technical accuracy of drawings or for any unauthorized use.



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Good *design* is Good for *business*



Contacts



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On-Line Resources



Lower Moyamensing Civic Association

www.lomophilly.org
lomophilly@gmail.com

Philadelphia Licenses & Inspections

<http://www.phila.gov/li/>

Zoning Code online

<http://www.amlegal.com/library/pa/>

City Planning commission

Design Guidelines online at

<http://www.philaplanning.org/plans/designguide.pdf>

SCRUB

Signage Resource Center online (under “Education”) at

www.publicvoiceforpublicspace.org

Girard Avenue Design Guidelines

http://www.girardcoalition.org/design_7354.pdf



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