

TOWNSHIP OF LOWER MERION

Board of Commissioners Meeting

Issue Briefing

Topic: HARB Review, 47-65 Cricket Avenue, Ardmore, Cricket Flats, Ardmore Commercial Historic District

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Date: April 7, 2020

I. Action To Be Considered By The Board:

Approval of a HARB application for signage at 47-65 Cricket Avenue, Ardmore, in the Ardmore Commercial Historic District. The application shows the installation of exterior identity signage including halo-lit lettering on the Cricket Avenue façade of the new mixed-use Cricket Flats building and parking-related signage on the rear Trolley Way façade.

II. Why This Issue Requires Board Consideration:

The Board of Commissioners must review and render decisions on all HARB recommendations.

III. Current Policy Or Practice (If Applicable):

N/A

IV. Other Relevant Background Information:

The applicant proposes building signage at the front façade to identify the primary entrance to the apartments and a group of directional signs at the rear of the building (along Trolley Way) pertaining to the parking areas and clearance heights.

The proposed sign for the front entrance is to be installed within the recessed access point along the front façade and will therefore not have a dominant presence on the front façade of the building as a whole. The proposed sign consists of low profile individual opaque steel letters (painted black), with a strip of LED lights mounted to the back face of each letter that will provide back lighting of each letter. Individual letters will be pin mounted to the building façade and will be 15” in height, 1” deep and set off the building face by ¾”. All wiring is to be concealed. Members of HARB found this sign to be appropriate.

Proposed signage at the rear façade garage entrances includes three internally illuminated cabinet signs, 3-3/8” in depth and 24” high, with push through letters identifying “RESIDENT PARKING”, “RETAIL PARKING”, and text reading “EXIT ONLY”. Additional proposed signage includes (3) suspended 8” high PVC tubes with

vinyl lettering identifying clearance heights at garage entrances. The push through letters in conjunction with the black cabinets will provide less overall light pollution than a typical translucent cabinet sign. Members of HARB found that these signs would be appropriate given their locations and specific functions.

V. Impact On Township Finances:

N/A

VI. Staff Recommendation:

Staff recommends that the Board approve the application, citing Secretary of the Interior's Standards 9 and 10.



Location of the front façade sign, shown on the whole front façade (above) and in enlarged detail (left).

Layout of the front façade sign lettering.

