

**0747-16 Subject: (Direct Referral) An application from Planet Fitness, represented by Chris Fish, seeking approval of a conditional use amendment to allow deviations from the Regency Mall Sign Criteria for exterior signage at Planet Fitness, 5538 Durand Avenue (PC-16).**

<b>MALL AND TRADE MARK STANDARDS &amp; STAFF EXPERTICE</b>	<b>PLANET FITNESS REQUEST</b>	<b>STAFF RECOMMENDATION BASED ON PLANET FITNESS REQUESTS</b>
<b>MALL:</b> No other exterior tenant signs between Burlington Coat Factory (BCF) and SW Mall entrance	Exterior signage between BCF and SW Mall Entrance	<b>Approve</b> (subject to terms of agreement between Regency Mall and BCF)
<b>MALL:</b> Exterior signs only for tenants with exterior entry	Signs on exterior of building above window bank and emergency exit.	<b>Approve</b>
<b>MALL:</b> Only the trade name is permitted	Planet Fitness Logo	<b>Approve</b>
<b>MALL:</b> Only one sign per building elevation	Logo and Sign Lettering/Text	<b>Approve</b>
<b>MALL:</b> Single line of text	Double/stacked text	<b>Approve</b>
<b>MALL:</b> Individual channel letters mounted directly to building	Channel letter on "backer board" mounted to the building	<b>Deny</b> (no other exterior signs on backer board).
<b>TRADE MARK:</b> Purple Lettering	Yellow Lettering	<b>Deny-Approve</b>
<b>STAFF:</b> Letter height should be proportional with fascia/sign band space, and consistent with past approvals based on exterior frontage of tenancy	Letter height of 6.5 feet	<b>Deny</b> (height of 6.5 feet exceeds that which has been approved for others having greater exterior frontage and similar street setbacks. Height of 4.5 feet is recommended as being more proportional with allotted space)