

## ZONING DIVISION STAFF REPORT

April 29, 2020



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 622 West Wilson Street  
**Project Name:** Compass Apartments  
**Application Type:** Comprehensive Design Review Initial/Final Approval  
**Legistar File ID #** [60062](#)  
**Prepared By:** Chrissy Thiele, Zoning Inspector  
**Reviewed By:** Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review INITIAL/FINAL APPROVAL. This 58-unit multi-family dwelling was approved by the Plan Commission in 2019 and is currently under construction. This property is located in the Downtown Residential 2 (DR2) district, in a cul-de-sac on West Wilson Street, neighboring three other multi-family buildings. West Wilson Street, located in front of this property, is 2 lanes with a speed limit of 25 mph.

Pursuant to Section 31.043(4)(b), MGO, the UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. *The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.*
2. *Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.*
3. *The Sign Plan shall not violate any of the stated purposes described in Sec. 31.02(1) and 33.24(2).*
4. *All signs must meet minimum construction requirements under Sec. 31.04(5).*
5. *The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.*
6. *The Sign Plan shall not be approved if any element of the plan:*
  - a. *presents a hazard to vehicular or pedestrian traffic on public or private property,*
  - b. *obstructs views at points of ingress and egress of adjoining properties,*
  - c. *obstructs or impedes the visibility of existing lawful signs on adjacent property, or*
  - d. *negatively impacts the visual quality of public or private open space.*
7. *The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.*

Wall Signs Permitted per Sign Ordinance: Section 31.14(4)(a), MGO, allows for a single identification sign 12 square feet in size, indicating only the name and address of the building and the name of the management thereof. The sign shall be a wall sign only. The wall sign could be placed at a maximum height of 12'. The sign shall not be illuminated.

Proposed Wall Signage: There are two proposed wall signs that would both face West Wilson Street. The address sign proposed above the main apartment entrance doors is shown to have a total net square footage of 8.45 sq. ft. and would be halo lit. The second sign, the name of the establishment, Compass, is proposed to be located above the exposed basement garage door, have a total square footage of 17.28 sq. ft. and would also be halo lit. This sign would have a maximum height of about 31'.

Staff Comments: As the applicant has noted in the letter of intent that the building is located next to many other high density apartment buildings, and the requested signage is necessary to identify this building from the others. The signs themselves are of high quality design, consisting of halo lit individual channel letters. Halo lighting was selected to minimize the amount of illumination cast off from the building and signage, being sensitive to the surrounding residential neighborhood. One sign will serve as the address identifier for the building, however because it is larger than Fire Department size regulations and is proposed to be internally illuminated, it is considered a sign and requires approval in this CDR. The other sign, which is the name of the building, will be mounted on the architectural feature of the building, located above the garage entrance. As it will be installed on the vertical feature, it will be 19' higher than what the code allows, in addition to being illuminated. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Notes:

- Applicant shall update letter of intent, changing Tangent to Compass.