

ZONING DIVISION STAFF REPORT

January 24, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4601 Frey Street
Project Name: Springhill Suites
Application Type: Comprehensive Design Review Initial/Final Approval
Legistar File ID # 50016
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review INITIAL/FINAL APPROVAL. This is a new building, built in a Planned Development (PD) district, with Target to the North, Hilldale Mall to the East, 150-unit apartment building to the South, and 121-unit condominium building to the West. The property abuts Frey Street and Sawyer Terrace, both of which are two lanes and 25 mph. This uniquely designed building has the parking located on the first, second, and third floors, leased commercial space on the fourth floor, and hotel rooms located on fifth through eleventh floors.

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: Summarizing Section 31.07, Wall signs may be attached flat to or affixed parallel with a distance of not more than 15 inches from the wall. **No sign affixed flat against a building wall shall extend beyond any edge of such wall.** There shall be **one signable area** for each façade facing a street or parking lot 33 feet in width or greater. For buildings with more than one tenant, **each tenant is allowed a signable area as reasonably close to its tenant space as possible.** Standard net area allows for 30% of the signable area. In no case shall the sign exceed 120 sq. ft. in net area. For multi-story buildings with more than one vertical occupancy, *there may be up to two additional signable areas per façade displayed above the first story, with no limitation on the height of placement, but only one sign per occupant, per façade.*

Proposed Signage: Springhill Suites is requesting two wall signs on the North elevation and the West elevation. The large Springhill Suites signs are just under 120 sq. ft. and appear to be no larger than 30% of the signable area however no dimensions were provided. These signs are fixed to the wall, but project slightly beyond the wall (6 inches), to overlap each other on the corner. The smaller Springhill Suites signs are located near the sidewalks, by the stairway to the patio area of the hotel. These also appear to be less than 30% of the signable area, but dimensions were not provided.

There is also a third wall sign on the North elevation, on the far east, next to the one of the parking garage entrances, for The Raymond Group. This proposed sign is under 15 sq. ft. in size, and appears to be less than 30% of the signable area, but dimensions were not provided. The tenant space for The Raymond Group will be located on the fourth floor of the building, but the sign is located on the first floor.

Staff Comments: The Springhill Suites signs appear to be appropriate and in scale for the size of the building. The other tenant sign is located by the other parking garage entrance, providing navigation to employees and clients of The Raymond Group, avoiding traffic congestion at the hotel entrance. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Canopy Signs Permitted per Sign Ordinance: Summarizing Section 31.071, **a sign may be displayed on the fascia of a canopy in lieu of a wall sign**, with the fascia of the attached canopy acting as the signable area. The signable area for a canopy fascia sign shall not project beyond the limits of the canopy in any direction, and shall be no wider than the width of the canopy. Any canopy fascia sign shall be in lieu of an above-canopy or below-canopy sign.

Proposed Signage: Springhill Suites is proposing a canopy fascia sign on the North elevation, along with two wall signs. The canopy fascia sign is located at the hotel parking entrance and next to the hotel lobby. The size of the sign appears to be 30% of the canopy fascia, but boxing measurements were not provided.

Staff Comments: There are two parking garage entrances on this side of the building, with the entrance to the west being closest to the hotel lobby, where the proposed canopy fascia sign is located. This sign clearly identifies to vehicles coming to the hotel which entrance to use. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Notes:

- Any new or additional signage from commercial tenants will require a major alteration to the Comprehensive Design Review.
- Final submittal shall include signable area dimensions and boxing dimensions.