

ZONING DIVISION STAFF REPORT

February 26, 2020



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 517 Grand Canyon Drive
Project Name: Radisson Hotel
Application Type: Approval for a Street Graphics Variance Request
Legistar File ID # [59270](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting approval for a Street Graphics Variance. This property is an existing Hotel located in the Commercial Center (CC) district, which recently updated parts of the façade of the building. The property fronts Grand Canyon Drive (two lanes, 25 mph) and Odana Road (4 lanes, 30 mph).

Pursuant to Section 31.043(2), MGO, the UDC may approve a sign with up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback if such approval:

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- (b) Will result in a sign more in scale with the building and site and in a superior overall design.

Permitted per Sign Ordinance

Summarizing Section 31.071(4), in lieu of a wall sign on the principal building, a sign may be displayed on a detached canopy if the canopy does have a signable fascia, and, if the sign's maximum net area does not exceed ten percent (10%) of the total area of an imaginary vertical plane measured from the upper edge of the canopy to the lowest point of the canopy on the face the sign will be attached, excluding any supporting structures.

Proposed Signage

The applicant is requesting for a 21.48 sq. ft. sign on the detached canopy, which would be 50% larger in net area than what the code allows.

Staff Comments

As pointed out in the letter of intent, the shown canopy appears attached, but is technically detached from the building, and is about 65' away from the right-of-way. An attached canopy would be allowed a 29.41 sq. ft. fascia sign, but as a detached canopy, the tenant is only allowed a 14.32 sq. ft. fascia sign. The canopy identifies the main entrance to the hotel and the fascia was designed for the intention of having a sign. The 14.32 sq. ft. gives the appearance of being too small for the fascia, while the proposed 21.48 sq. ft. sign (50% larger than what the code allows) results in sign more to scale with the fascia and legible from the street. **Staff has no objection to the Variance request for the wall signs and recommends the UDC find the standards for Variance review have been met.**