

ZONING STAFF REPORT

December 17, 2025



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4502 Regent Street
Project Name: The Chesapeake
Application Type: Approval for Comprehensive Design Review of Signage
Legistar File ID # [90881](#)
Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting Comprehensive Design Review for signage at a new five story, 44-unit multi-family dwelling. This property is located in the Traditional Residential – Urban 2 (TR-U2) District, and is surrounded by a mixture of low to mid-density residences, as well a few office buildings and banks. This property abuts Price Place (2 lanes, 25 mph) and Regent Street (2 lanes, 30 mph).

As part of the CDR request, the applicant is requesting:

- One ground sign, which is not a permitted sign type in a Group 1 District.

Comprehensive Design Review - Approval Criteria

Pursuant to Section 31.043(4)(b), 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.*

Signage Permitted per Sign Ordinance: Section 31.14(3)(a)2., MGO, allows for an 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 Signage requiring CDR exception: The applicant is proposing a double-sided pylon styled ground sign, with an overall height of 8' and a combined net area of 36.64 sq. ft. The sign would be located on Price Place, and would be located about 5' from the property line.

Staff Comments: Multi-family dwellings are only permitted wall signs, however due to the architectural elements found on the building, there are limited areas on the existing building for a wall sign to be placed at the main entrance. In this case, that area is located inside the open porch, which would not be easily viewable from the street.

The total net area of the ground sign is larger than what the code would allow for a wall sign; however, the UDC has previously approved ground signage for apartments in this neighborhood that are similar in size (e.g. the Manchester on N Midvale Boulevard in April 2023 (Legistar File ID #76916) and the Hamptons N Segoe Rd in October 2020 (Legistar file ID #61862) and is smaller than what would be allowed for commercial properties in this area (32 square feet per side).

The design of the site and sign are inspired by buildings and signage for eastern seaboard vacation destinations like Martha's Vineyard and The Hamptons. The applicant provides pictures of similar signage that inspired the proposed ground sign. The sign will have ½" deep flat-cut lettering on the face to add dimension and interest to the sign. The applicant also provides an example of the ground sign in front of the building, which shows it to be of appropriate size for the building and the visual harmony between the building and the sign with the use of similar color and material. **Recommendation: Staff have no objection to the requested ground signage and recommend the UDC find the CDR criteria have been met. This recommendation is subject to further testimony and new information provided during the hearing.**