

ZONING DIVISION STAFF REPORT

November 7, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 516 Cottage Grove Road
Project Name: Royster Corners
Application Type: Comprehensive Design Review Initial/Final Approval
Legistar File ID # [53542](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review INITIAL/FINAL Approval for signage at this new development, which consists of commercial space on the first floor, one of which is the Pinney Public Library, with apartments located above and other commercial spaces on the first floor of the building. This property is zoned TE, and abuts Cottage Grove Road (4 lanes, 30 mph) and Dempsey Road (2 lanes, 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.*

Ground Signs Permitted by Sign Ordinance: This zoning lot is allowed up to two ground signs with a combined net area of 80 sq. ft., **a maximum of 40 sq. ft. per side**, and a maximum height of 10' for monument style signs, based off of the prevailing speeds and number of traffic lanes. If a ground and projecting signs are displayed on the same a zoning lot, only one (1) of such signs, where permitted may exceed twelve (12) square feet in net area.

Proposed Ground Signage: The applicant is proposing a 2.5' x 46.25' internally-illuminated individual letters ground sign, equaling to 115.65 sq. ft. in size, which is over 75 sq. ft. larger than what would be allowed by code (40 sq. ft.) and would face Cottage Grove Road on the Library side of the building. Regardless of the size of sign, since either sign is more than 12 sq. ft., a CDR exception is required. This is an attractive and well-designed sign.

Staff Comments: The proposed ground sign for the Public Library is nearly three times the maximum size net area for a sign than would be allowed per the sign ordinance. The applicant states they are using design cues from the Central Library sign along Mifflin Street, which measures about 151 sq. ft. of net area. However, the Central Public Library is considered the main library for the City, located in a dense urban setting, within a single-use building. The Pinney Public Library, while located on a slightly larger street, is in a less dense and suburban setting. A more appropriate comparable property would be Sequoya Commons, at the corner of S. Midvale Boulevard and Tokay Boulevard, which is also a mixed-use building. The sign for that library is an above canopy sign 45.83 sq. ft. in size. Given the width of the Cottage Grove right-of-way, it appears a larger sign could be appropriate, however, the application lacks information relative to the standards of approval, correlating the requested size of the proposed sign as it is intended to be viewed from Cottage Grove. **Staff recommends UDC find the CDR standards are not met and refer the request. Staff believes further information should be provided by the applicant relative to the criteria of approval for a CDR to support the approval of a sign larger than what the code would allow.**

Projecting Signs Permitted per Sign Ordinance: **This zoning lot is allowed a projecting sign 32 sq. ft. per side** based on the number of traffic lanes. Also, if a ground and projecting signs are displayed on the same a zoning lot, only one (1) of such signs, where permitted may exceed twelve (12) square feet in net area.

Proposed Signage: The applicant is proposing a projecting sign at 56 sq. ft. per side (16' x 3.5'), which is 24 sq. ft. larger than what the code allows. This sign also extends beyond the third story of the building. For either of these signs, a CDR is required as they are also proposing a ground sign larger than 12 sq. ft. This is an attractive and well-designed sign.

Staff Comments: This development is designed with an urban-style and character, where projecting signs are appropriate. The 56 sq. ft. projecting sign is a relatively large sign, which appears to span about a story-and-a-half of the building, projecting beyond the third story. As this development is located on a four lane, 30 mph street, it does not seem that prevailing speeds or number of lanes of traffic would necessitate an increase in size for the projecting sign above what would be otherwise be allowed. The application includes a graphic of a code compliant sign that is about 32 sq. ft. per side (12.33' x 2.5'). This smaller sign appears to be of a more appropriate scale in comparison to the size of the building, and fits the character of the building since the projecting sign is primarily intended for the identification for the broader development. **Staff has no objection to the CDR request for the projecting sing exceeding 12 sq. ft in net area. However, staff recommends the UDC find the standards for CDR review have not been met for the request for the 54 sq. ft. projecting sign which extends above the third story. Staff recommends the alternative 32 sq. ft. projecting sign be approved.**

Canopy Signs Permitted per Sign Ordinance: Summarizing Section 31.071, **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 signage.

Proposed Signage: There are two proposed signs marking the apartment entrances to the building; one for the East side and one for the West. These signs are mounted to the fascia, but extend above and below the canopy face, totaling to 2' 9" in height. These are attractive and well-designed signs.

Staff Comments: These signs are styled in a similar fashion to the signs approved for Sequoya Commons for canopy fascia signs, and is a unique style and high quality design sign. These would be the only two signs that would not comply with Canopy allowed signage, which stand out from the Royster Common that would comply with the code, and breaks up the monotony of having all above canopy signage so close together. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Notes:

- It should be noted in the final CDR "Future signage submittals not specifically addressed by this document shall comply with the standards of Chapter 31."
- The approved projecting sign in the final CDR submittal should not extend beyond the third story.