

ZONING STAFF REPORT

October 3, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 110 N. Livingston St.
Project Name: Veritas Village
Application Type: Approval for Comprehensive Design Review of Signage
Legistar File ID # [53082](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review for signage at the 189-unit multi-family building. This property is located in the Traditional Residential – Urban 2 (TR-U2) District, with mostly residential uses (single family, two family, and multi-family buildings) to the North and West of this property, the Constellation to the South, and the of Reynolds Field park to the East.

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(4)(a), MGO, allows for 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 requesting a 14 sq. ft. monument style ground sign, 4.5' tall, that would be internally illuminated and located at least 12 feet away from the property line. This kind of signage is allowed in Group 1 districts, but only for schools, churches, hospitals, or residential building complexes.

Staff Comments: This property is a multi-family residential building, fronting and oriented to three streets. The sign code allows for a relatively small sign in relation to the scale of this development, which may be wall-mounted only. There does not appear to be an ideal location on the building façade to mount a wall sign, with the architectural details and features this building provides along East Dayton Street, North Livingston Street, and East Mifflin Street. The proposed ground sign resolves both of these issues, and if approved as a substitute of the otherwise permissible wall signs, is a reasonable solution to provide necessary signage for the development. The proposed sign by the applicant is located out of the vision triangle, and appears to be a compliant size had this building been classified a residential building complex, but the exact distance from the property line to the ground sign is not provided. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met, with the condition that ground sign net area at least equal the distance of the sign to the property line, and the ground sign replace the option of having two wall signs.**

Notes:

- Dimensions from the ground sign to the property line needs to be shown on the final plans and sign permit application.
- Final CDR submittal should also note "All other signage shall comply with Chapter 31."