

ZONING DIVISION STAFF REPORT

September 1, 2017



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 1025 Regent Street
Project Name: SSM Health Davis Duehr Dean
Application Type: Comprehensive Design Review Initial/Final Approval
Legistar File ID # 48104
Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting Comprehensive Design Review INITIAL/FINAL APPROVAL. This property is located in a Campus Institutional (CI) District, which is permitted Group 1 signage. Normally, Group 1 signage is associated with more residential areas, like residential building complexes, apartments, churches, schools, etc. However, across Regent Street are buildings with group 2 signage and to the south and east are institutional uses (clinics and a hospital). The character of the area is typical for a general commercial corridor.

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.

Permitted per Sign Ordinance

Type: Section 31.14(4), MGO, allows for nonresidential buildings to have an identification sign indicating only the name of the building occupant or management and address. These signs shall be wall signs only, and as this building is on a corner lot, it would be allowed two identification signs, one facing each street. The wall sign could be placed at a maximum height of 12'. These signs are to be non-illuminated only.

Size: Any individual sign may not exceed 6 sq. ft. in area.

Proposed Signage

Type: The two proposed signs are a Canopy Fascia sign at the entrance of the building and a projecting sign on the North elevation. Only wall signs are allowed at nonresidential buildings in Group 1 districts.

Size: The current Canopy Fascia has a net area of 29 sq. ft. and covers 45% of the signable area, when using the three box method (which the applicant did not use to calculate the net area listed on the last page). The projecting sign is 11.65 sq. ft. on each side.

Staff Comments regarding the Canopy Sign: The previous canopy sign was approved when the zoning lot was zoned C2, which permitted signs beyond just a wall sign, (as seen in image A). The current sign (image B) was put up without a permit and exceeds the maximum 30% signable area, which would be 19.2 sq. ft. (represented by image C, although it is unknown how they have applied the three box method to calculate the net area). The application includes a graphic showing a 30% signable area sign, however, no dimensions or information have been provided for staff to determine if this graphic accurately represents the maximum 30% signable area sign. Although this sign is the identifier for the entrance of the building, there is no argument made as to why it needs to be larger than 30% allowed for similar commercially zoned buildings of this size. This is not the only sign on the property, the site is served by an internally illuminated ground sign at the corner of Regent Street and S. Mills Street. **Staff believes further information should be provided by the applicant relative to the criteria of approval for a CDR to support the approval of the larger sign. Otherwise, a sign at this location, if approved, should meet the 30% signable area requirement.**

Staff Comments regarding the Projecting Sign: There is no record of Zoning approving a sign permit for the projecting sign. The projecting sign also appears to be another identifier sign for SSM Health in general, not a directional sign for additional parking in the carport beneath the building. The driveway to the parking area under this sign has a parking directional sign at the entrance, so it appears the area is adequately signed. **Staff believes further information should be provided by the applicant relative to the criteria of approval for a CDR to support the approval of this sign.**

Staff Comments regarding other shown signage: This site was previously zoned C2 under the old zoning code (commercial), and had two ground signs approved in 1986. The ground signs are allowed change of copy permits, but any ground sign replacement would need to be permitted, or require a major alteration to the Comprehensive Design Review, as ground signs are not permitted for this group 1 property. The shown parking lot directional signs in the application exceed the permitted size allowed and the applicant has not asked for any special approval. Any parking lot directional signage on this lot will have to comply with Sec. 31.14(3)(d).