

ZONING DIVISION STAFF REPORT

September 3, 2025



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2045 Atwood Ave
Project Name: Kennedy Place
Application Type: Major Alteration to an Approved Comprehensive Design Review for Signage
Legistar File ID # [89411](#)
Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting a major amendment to a previously approved Comprehensive Design Review for Signage (CDR). The Urban Design Commission approved the original CDR on April 11, 2018, which allowed for wall signs mounted to raceways to cross architectural details (projections and reliefs) on the building façade. This property is in a Planned Development (PD) Zoning District and abuts Atwood Avenue (2 lanes, 25 mph) and Amoth Court (2 lanes, 25 mph). The properties in the surrounding area are a mixture of residential and commercial uses.

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

- An additional projecting sign on the western building elevation (facing Amoth Court), which is in excess of what is permitted by the Sign Code.

Comprehensive Design Review - Approval Criteria

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.*

Projecting Signs Permitted per Sign Ordinance: This zoning lot is allowed a projecting sign on every elevation facing a street with a maximum net area of 20 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 one new blade sign, which will result in one for each of the two commercial tenant on the first floor facing Amoth Court. The Sign Code would only permit one projecting sign per elevation facing a street. This CDR request allows each tenant space facing Amoth Court to have a blade sign that does not exceed 7 sq. ft. per side, have a clearance from grade of at least 10'.

Staff Comments: Amoth Court is not a heavily trafficked road, with mostly residential properties located on that road, and two commercial spaces located in Kennedy Place. Most of the traffic, both vehicle and pedestrian, is on Atwood Avenue. The CDR currently allows for wall signage for both tenant spaces facing Amoth Court, but only one projecting sign per elevation facing the street, as the Sign Ordinance allows.

The tenant at the corner of the building currently has a projecting sign to help identify the main entrance to their tenant space on Amoth Court. The second tenant space, which is located further down Amoth Court away from the corner, is only allowed a wall sign, which is difficult to see from Atwood Avenue. Staff believe that the proposed additional projecting sign is justified given the limited visibility for wall signage from the main thoroughfare (CDR Criterion No. 2). This CDR request is to allow one additional small blade sign, similar in design and size to the Anytime Fitness projecting sign, to provide some visibility to traffic from Atwood Avenue. The proposed projecting sign will be a routed face with backed acrylic, same as the existing Anytime Fitness projecting sign. Staff believe that the design of the proposed projecting sign is consistent with CDR Criterion No. 1, which speaks to design, given that it is consistent with other signage on the building, incorporates design elements that are of a higher design aesthetic, and is limited in size. **Recommendation: Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met. This recommendation is subject to further testimony and new information provided during the hearing.**

Recommended Condition of Approval:

- Artwork for final CDR shall show 10' clearance from grade for the projecting sign.
- The CDR shall be updated to state that the projecting signs (existing and future) shall be limited to 7 SF.