

# ZONING DIVISION STAFF REPORT

August 13, 2025



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 1003 Huxley Street  
**Project Name:** The Victoria  
**Application Type:** Comprehensive Design Review for Signage  
**Legistar File ID #** [89409](#)  
**Prepared By:** Chrissy Thiele, Zoning Inspector

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The applicant is requesting Comprehensive Design Review for Signage (CDR) for a new six-story, 250-unit age-restricted residential building. This parcel is in the Traditional Residential – Urban 2 (TR-U2) zoning district, which is a Group 1 district, and abuts Huxley Street (2 lanes, 25 mph), Coolidge Street (2 lanes, 25 mph), and Roth Street (2 lanes, 25 mph). As part of the CDR request, the applicant is requesting:

- One above canopy sign, which is not a permitted sign type for Group 1 zoning districts,
- One parking lot directional sign, which is code compliant, and
- One ground sign, which is not permitted for apartment buildings in a Group 1 zoning district.

## **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.*

**Permitted Signage by Sign Ordinance:** Summarizing Sec. 31.13(3), Multiple Family Dwellings are allowed one identification sign three square feet in size per street frontage, 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' above curb level. The sign shall not be illuminated.

Ground signage is allowed for churches, hospitals, schools, and residential building complexed in other Group 1 zoning districts, however these allowances do not apply to the proposed development since it is not any of those uses. Ground signs shall not exceed 12 sq. ft. in net area nor be closer than 10 feet to any lot line, except such signs may be increased in net area by one square foot for each additional foot that the sign is set back more than 12 feet from the street lot line. No sign may exceed 32 sq. ft. in net area. The maximum height is 12 feet above the curb level and signs are allowed to be illuminated.

**Proposed Signage:** The applicant is proposing a monument styled non-illuminated ground sign, 4' 5" tall, with an overall net area of 9.32 sq. ft. at the intersection of Huxley and Coolidge St. The applicant is also requesting for an internally illuminated above-canopy sign with an over height of 1' 8" and a total net area of 19.81 sq. ft., both of which require approval through the CDR process.

**Staff Comments:** 1003 and 905 Huxley are considered separate properties, however they are owned by the same developer. The buildings are of a similar design and material and are fairly sizable developments, fronting on multiple streets and served by structured parking. The only significant difference between the two buildings is the accent colors and main entry features, as well as the residents. The tenants living at The View at 905 Huxley are more likely to be young professionals or families, where The Victoria at 1003 Huxley is geared toward tenants 55 years of age or older. For these reasons, staff recognize the necessity for signage for identification and wayfinding purposes. The applicant is proposing the same type of signage for the two buildings, furthering the relationship between the two buildings, as well as creating a uniform design.

Multi-family dwellings in TR-U2 districts are only permitted 12 sq. ft. wall signs, but these buildings have limited viable signable areas that would allow for wall signage as a result of the architectural features and building placement relative to the street. Both buildings have canopies above their main entrances, which makes the above-canopy signage a viable option for identifying the main building entry and each building. While the total net area of the signage is larger than what the code would allow for a wall sign at just under 20 sq. ft., the proposed size fits with the scale and proportion of the canopy on which it is positioned. Overall, staff believe the above-canopy sign is consistent with the CDR criteria for review given its design as individual channel letters, as well as placement being complementary to the architectural features of the building, and necessity in identifying the main building entrance.

The applicant has designed the ground sign to meet the size requirements for a residential building complex, as noted above, and provides a rendering of the ground sign in front of the building, which shows it to be of appropriate size for the building and overall site. It also shows how the color of the sign will match the building accent color, creating visual harmony between the building and the sign. The sign is of high design, as the face will be made of PVC cut out letters applied to an aluminum panel, giving the sign dimension. Overall, staff believe the proposed ground sign is consistent with the CDR criteria for review given its enhanced design aesthetic and necessity for building identification.

Staff note the UDC has approved similar requests in the past as ground signage and above-canopy signage are frequently associated with residential buildings. Staff is exploring the possibility of including additional signage allowances for residential buildings as part of the larger Sign Code Update Project.

**Recommendation: Staff have no objection to the requested wall 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.**

**Recommended Condition of Approval:**

- The applicant shall revise the site plan to accurately show the setback of the ground sign from the property line and easements.