



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 7148 Manufacturers Drive  
**Project Name:** Airoidi Brothers  
**Application Type:** Approval for Comprehensive Design Review of Signage  
**Legistar File ID #** [85348](#)  
**Prepared By:** Chrissy Thiele, Zoning Inspector

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The applicant is requesting a Comprehensive Design Review for signage for an existing truck rental, leasing, and servicing establishment, built in 2017. The property is in the Industrial Limited (IL) district, and abuts the Manufacturers Drive (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.*

Canopy Signs Permitted per Sign Ordinance: Summarizing Section 31.071, canopy signs can be displayed on the fascia of a canopy in lieu of a wall sign, and shall be considered a wall sign, with the fascia of the attached canopy acting as the signable area. 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. The standard net area allows for 40% of the signable area, or two square feet of signage for each lineal foot of building frontage not to exceed 100% of the signable area. In no case shall the sign exceed 80 sq. ft. in net area.

There are two relevant code definitions relative to the proposal, Signable Area and Façade.

MGO 31.03 defines *Signable Area* as:

*One designated area of the facade of the building up to the roof line that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, that extends no higher than the juncture of the wall and the roof...*

MGO 31.03 defines *Façade* as:

*Any separate face or surface of a building, including parapet walls, and roof surfaces or any part of a building which encloses or covers usable space. Where separate facades are oriented in the same direction, or where the inside angle at the intersection of two surfaces is greater than one-hundred and thirty-five (135) degrees, they are to be considered as part of a single facade.*

**Proposed Signage:** The canopy has been designed with no solid fascia area for mounting a sign. The proposed sign would be mounted to raceways that would then be affixed to the bars on the architectural feature. Based on the provided dimensions (rounding to the nearest whole inch) the sign area is 106.77 sq. ft., which would occupy 31% of the signable area.

**Staff Comments:** While the existing canopy is considered to be an architectural feature, it was originally designed to hold a sign. The applicant is requesting the sign to be larger than the 80 sq. ft. permitted for a wall sign and provides examples of a code compliant sign and the desired sign. The requested sign is still smaller than 40% of the canopy area and appears more proportionate with the size of the structure than the code complaint sign. The applicant points out that having the sign on the architectural feature will provide more visibility than having the sign on the building wall. The applicant is also not requesting for any ground signage, so this would be the only sign for identifying the business. **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.**

Wall Signs and Roof Signs Permitted per Sign Ordinance: Summarizing Section 31.07, there shall be one signable area for each façade facing a street or parking lot 33 feet in width or greater. Standard net area allows for 40% of the signable area, or two square feet of signage for each lineal foot of building frontage not to exceed 100% of the signable area. In no case shall the sign exceed 80 sq. ft. in net area.

**Proposed Signage:** The applicant is proposing an internally illuminated wall sign that is 15.62 sq. ft. and occupies about 15% of the signable area. The sign consists of individual channel letters mounted on a raceway and logo.

**Staff Comments:** The applicant states that NationaLease affiliates are required to have a sign on the building. The proposed wall sign complies with code and does not require any special exception from UDC. It is also of a smaller scale and will not detract from the main proposed sign. **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.**

**Note:**

- The boxing for NationaLease shall be correct to comply with the sign ordinance requirements.