

ZONING DIVISION STAFF REPORT

May 17, 2017



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 111 N. Fairchild St.
Project Name: Block 100 State Street
Application Type: Initial/Final Approval for an Amendment to an Approved Comprehensive Design Plan
Legistar File ID # 46929
Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting INITIAL/FINAL APPROVAL for an amendment to a previously approved Comprehensive Design Plan. This property is located in a Downtown Core (DC) district and therefore subject to the Downtown Urban Design Signage Guidelines. Also, pursuant to Section 31.43(4)(d), MGO, any changes to the approved plan must first be approved by the UDC using the full Comprehensive Design Review (CDR) process under Sec. 31.043(4)(a).

Window Signage currently permitted in the Comprehensive Design Plan

Allowed: Vinyl for glass application
Size: To comply with Chapter 31.
Illumination: N/A

Window Signs Permitted per Chapter 31

Allowed: Any sign that is displayed, painted on, applied to, or affixed to the exterior or interior of a window, or displayed within three (3) feet of the interior of a window and that is visible from the exterior.
Size: The net area of all window signs that includes opaque objects, logos, or other images, or any type of background shall not exceed twenty percent (20%) of the total window area. Window signs consisting solely of individual alphabetic letters, numerals, or other symbolic characters without any background may cover up to thirty percent (30%) of the total window area.
Illumination: A window sign may be illuminated, subject to Sec. 31.04(5)(k), but internally illuminated signs may not flash.

Staff Comments

The included image with the letter addressed to the Urban Design Commission is an example of the proposed change to the Comprehensive Design Plan, and not a specific request outside of what would be allowed per Chapter 31. Staff has confirmed with the applicant the shown sign will not exceed 20% of the total window area. The main request for this alteration is to allow for more types of window signage, beyond vinyl for glass application and the option to be illuminated. The only difference is the requested alteration requires window signs to remain **inside** the building.

History

The original Comprehensive Design Plan was approved by the Urban Design Commission May 7, 2014. An amendment to the approved Comprehensive Design Plan, including allowing window vinyl signs, was approved by the Commission in August 12, 2015.