



Project Address: 320 S Brearly Street
Application Type: Sign Exception
UDC is an Approving Body
Legistar File ID #: [91366](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Adrian Pereyra, Token Signs | Brearly Street Property Group, LLC

Project Description: The applicant is proposing the installation of a wall sign on a non-qualifying elevation for signage.

Approval Standards: The UDC is an **approving body** on this request. The Sign Control Ordinance, [MGO Sec. 31.043](#)(3)(d) states that: “After a public hearing as provided in Sec. 33.24(4)(e)3(d), the Urban Design Commission (UDC) may permit the use of wall signs on building façades not adjacent to off-street parking areas where, due to a variation of building setbacks, a signable area exists, provided the area of the sign shall not exceed the area of the wall sign permitted on the front of the building.”

Summary of Design Considerations

Project Site Location. The project site is generally located just north of the intersection of Williamson Street and S Brearly Street along the Capital City Trail. The project has been recently redeveloped as a mixed-use building, including one ground floor commercial tenant space and residential units above (Legistar File ID [85673](#)).

Existing Signage. As a new building, there is no existing signage on the building. While signage does not exist on the building today it is staff’s understanding that a wall sign for the commercial tenant will be pursued, as well as a projecting sign that includes the building address. Both signs will be code compliant and be located on the S Brearly Street-facing elevation.

Summary of Sign Code Requirements and Proposed Signage. Since the south elevation is not adjacent to an off-street parking area or street, signage is not allowed on this elevation. As noted above, UDC may grant an exception to this requirement provided that the signage shall not exceed the area of wall sign permitted on the qualifying elevation. In this case, the code would allow for a 41.4 square-foot wall sign on the S Brearly Street elevation. At just under 15 square feet, the proposed sign is smaller than what the code would allow.

The proposed sign will be mounted at a height of just under 15 feet above grade.

The proposed sign is comprised of painted aluminum individual channel letters that will be externally illuminated and pin mounted to the building. Staff note that with regard to lighting, additional information will be required. Given the fixture’s lumen rating, a photometric plan will be required to confirm that the light levels on the ground will comply with MGO 29.36, “*Outdoor Lighting*,” especially as it relates to average light levels at the property line, as well as on site. The applicant is encouraged to work with Zoning Staff to confirm the necessary review and approval process (i.e., Minor Alteration to an Approved Conditional Use vs. Electrical Permit), either of which will be administrative.

Summary of Staff Analysis. A signage exception to the Sign Code is required because the proposed sign is located on a non-qualifying elevation, not facing/abutting a street or parking area associated with the building.

Staff believe that the approval criteria, including those outlined in the Sign Code (MGO 31.043), have been met and are supportive of the proposed sign given that:

- The proposed wall sign appears to be smaller than what the code would allow on the street-facing elevation. To confirm staff has recommended a condition of approval that the applicant review the sign graphics to clearly delineate the signable areas (see below).
- The proposed sign is of a higher quality design aesthetic with aluminum individual channel lettering pin mounted to the building and external illumination.
- The proposed sign location helps to identify the building for visitors approaching from the south, Williamson Street.

Recommended Condition of Approval:

- To confirm that the proposed sign complies with the Sign Code size limitations, the applicant shall revise the sign graphics to show the signable areas, fully dimensioned, on both the non-qualifying elevation (proposed sign location) and qualifying elevation (S Brearly Street-facing elevation).