

ZONING STAFF REPORT

December 1, 2017



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 502 Apollo Way
Project Name: Apollo 502 Apartments
Application Type: Approval for Comprehensive Design Review of Signage
Legistar File ID # [49462](#)
Prepared By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review for signage at the 105-unit Apartment building. This property is located in the Planned Development (PD) district, with mostly single family homes in the area, but some other apartment buildings as well. The appropriate allowed signage would be as allowed by Group 1.

Pursuant to Section 31.043(4)(b), 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.*

Signage Permitted per Sign Ordinance

Type: Section 31.14(4), MGO, allows for identification sign 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'.

Size: Any individual sign may not exceed 12 sq. ft. in area.

Proposed Signage requiring CDR exception

Type: The proposed sign is a ground-mounted monument sign, which is not permitted for a multi-family building in a Group 1 district. Only wall signs are allowed at multi-family buildings in Group 1 districts.

Height: The proposed sign would be 5' tall.

Size: The proposed sign would have a net area of 11.8125' (1.75' x 6.75'), and placed 12' away from the property line, which meets the requirements of a *residential building complex* in a Group 1 setting. Not enough dimensions were provided to determine the gross area.

Staff Comments

The requested sign is proposed in lieu of a permissible wall sign, with the sign placed 12' away from the property line. No other identification signs are requested. The building entrance is located about 90' away from the street and the architectural detail of the building also limits a viable location for a wall sign. A ground sign is a better solution. The placement and size is appropriate for a development of this size and scale, and is in keeping with what would otherwise be similar if the project had been a residential building complex. The sign is of a high quality design and generally match or compliment the architecture of the building. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Notes:

- The gross area must be provided with the final submittal