



## ZONING DIVISION STAFF REPORT

July 31, 2019

PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 1000 Edgewood College Drive  
**Project Name:** Edgewood College  
**Application Type:** Comprehensive Design Review Initial/Final Approval  
**Legistar File ID #** [56313](#)  
**Prepared By:** Chrissy Thiele, Zoning Inspector  
**Reviewed By:** Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review INITIAL/FINAL Approval for signage for the Edgewood Campus, which has numerous buildings consisting of the College, the High School, and the campus school. This property is zoned Campus Institutional, and bordered by Monroe Street, Woodrow Street, Edgewood Drive, and Edgewood Avenue (all of which are 2 Lanes, 25 mph). There is also a private drive (Edgewood College Drive) that winds through the site leading to four different parking lots and different sections of the site. This CDR request consists of 9 ground signs, oversized parking lot directional, and under-canopy signage for the College.

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.*

**Ground Signs Permitted by Sign Ordinance:** Summarizing 31.14(1)(e), one wall and one ground signs per street frontage may be displayed identifying the entity, with a **maximum of two ground signs and two wall signs per zoning lot**. Signs, whether displayed on a wall or the ground, shall not exceed 12 sq. ft. in net area, nor be closer than ten 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 under this section shall exceed 32 square feet in net area.** No sign shall project higher than one story, or 12 feet above the curb level, whichever is lower.

**Proposed Ground Signage:** The applicant proposing to replace three of the existing twelve ground signs found on the campus and add five additional signs. Edgewood College would use the existing base of the old sign, located about 460 feet down the private drive, which has a total net of 23.41 sq. ft. Of the two signs identifying specific buildings on the site, one would replace an old sign, while the other would be new. Each will have a total net of 14.58 sq. ft. The applicant is also proposing for four oversize directional signs. The largest directional sign replaces an existing one located near the main entrance to the site, 140 feet roughly off Monroe Street. The new sign would have a total net 27.04 sq. ft. The other three new signs are located in different areas of the College section of the site. Lastly, there are two directory signs showing the layout of the campus, each with a total net of 22.25 sq. ft. One sign is located at the first major intersection found on the campus and the other is found next to the Humanities Center.

**Staff Comments:** A majority of these signs are wayfinding signs for pedestrians, bicycles and vehicles on the campus. Two of the proposed directional signs replace existing directional signs. As this campus has a variety of visitors and uses, and having a number of buildings on the site, it is the College's goal to provide easy navigation through the site. These ground signs are of a compliant height and size individually, but as the sign ordinance only allows for two ground sign on the lot, and the directional signs would not otherwise comply with our allowance for 3 sq. ft. for a directional sign, a CDR is required. Most of these signs will be located deep in the lot and not visible from the streets. As for the signs themselves, these signs are of high quality material and high design, having routed faces backed by translucent acrylic. The directory signs will have a cabinet face that will have LED bordering map inside. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

**Wall Signs Permitted per Sign Ordinance:** Summarizing 31.14(1)(e), one wall and one ground signs per street frontage may be displayed; identifying the entity, with a maximum of two ground signs and two wall signs per zoning lot. Signs, whether displayed on a wall or the ground, shall not exceed 12 sq. ft. in net area, nor be closer than ten 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 under this section shall exceed 32 square feet in net area.** No sign shall project higher than one story, or 12 feet above the curb level, whichever is lower.

**Proposed Signage:** The applicant is requesting to keep all the existing wall signage found on the campus, with letter height ranging in size from 6" to 12", depending on the size of the building and the height of the lettering from the ground. The applicant proposes to keep the same style of sign for all wall signs, being pin-mounted non-illuminated individual letters.

**Staff Comments:** Although no wall signs are being proposed at the moment, it needs to be approved though the CDR, as the Campus zoning only allows a maximum of two wall or ground signs, and there is at least one sign on every building on this campus. Such a large site with multiple buildings cannot comply with this requirement, as the wall signs identify buildings to students and visitors. The existing signs are simple, yet high quality signs, being individual non-illuminated, pin-mounted letters varying in size from 6-12 inches, depending on the size of the

building and the distance from the letters to the ground. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

**Canopy Signs Permitted per Sign Ordinance:** Summarizing Section 31.071, below-canopy signs may be suspended below an attached canopy in a position parallel to the building face in lieu of a wall sign, if there is no canopy fascia sign visible when facing the building. These signs are to be mounted beneath the canopy, and shall not project or extend beyond the limits of the attached canopy in any direction. The sign face shall have a maximum vertical height of two feet, shall not hang more than one foot from the lower most edge of the canopy, and must have a vertical clearance of 9 feet above pedestrian areas, and 14 feet above vehicular ways.

**Proposed Signage:** The applicant is requesting two below canopy signs on College's Humanities Center. One would face East and the other North, with each having a total net of 17.75 sq. ft. However, there is already an existing wall sign on the North elevation, triggering CDR approval.

**Staff Comments:** In the submitted materials, the applicant states that the signs are enhance the experience to visitors and community members on campus for a lecture, which are held in the Anderson Auditorium, found inside the Humanities Center. These signs would direct people unfamiliar with campus to the entrance of the building. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

**Parking Lot Signage Permitted per Sign Ordinance:** Summarizing Section 31.03(2) and 31.044(1)(l), parking lot directional signage are necessary for safety or prompting traffic flow to a location on the premises on which the sign is located. These signs can be a maximum size of 3 sq. ft. with a maximum height of 10 ft., and two signs per street frontage. These types of signs are exempt from permits.

Parking lot regulation signs, on the other hand, designate the condition of use or identity of such parking areas. These signs can be a maximum of 9 sq. ft. and require a 10 ft. setback from the property line.

**Proposed Signage:** The Marling is requesting 6.25 sq. ft. "P" signs, which is a parking lot directional signage, which would located above the garage entryway, more than 10' above grade. They will also be installing "enter" and "exit" signs for the parking garage, with the text appearing to be of code compliant size.

**Staff Comments:** The oversized parking lot directional signage identifies the entrance to the parking garage, which would not be easily seen by visitors unfamiliar with the campus, and allow vehicles to enter and exit the structure safely. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

**Other signs shown in CDR:**

The application also shows the locations of existing light pole banner locations. These signs are existing and the applicant has no intention of replacing or changing them at the moment.

**Notes:**

- The applicant shall provide the gross area measurements for the existing Edgewood College base in the final submittal.