

ZONING DIVISION STAFF REPORT

July 18, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2429 Perry Street
Project Name: Madison College Goodman South Campus
Application Type: Comprehensive Design Review Initial/Final Approval
Legistar File ID # [52155](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review INITIAL/FINAL APPROVAL. This property is located in a Commercial Center (CC) District, as well as Urban Design District #7. This abuts South Park Street (4 lanes, 35 mph), West Badger Road, and Perry Street (both two 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.*

Wall 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.** For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, the maximum net area of all wall signs shall be thirty percent (30%) of the signable area. In no case shall a wall sign exceed one hundred twenty (120) square feet in net area.

Proposed Signage: The proposal shows one wall sign on the north and east elevations, and two wall signs on the south elevations. The square footage for the signable area and net area provided for each sign, and appear to meet the 30% and 120 sq. ft. maximum requirements; however the dimensions are not shown on the plans, so staff cannot confirm the calculations.

Staff Comments: The South elevation would need approval for having two wall signs on the same elevation, while the other two signs appear to meet the code. The applicant states the signage is needed to provide effective wayfinding for the school, but does not elaborate further. At a meeting with staff, the applicant stated the sign on the right was to provide identification to drivers on the beltline; however, there is no proof that this sign would be viewable from the beltline and the property to the South of Madison College has large evergreen trees lining the property line, potentially blocking the view. **Staff recommends UDC find the CDR standards are not met and refer the request for more information, or deny the request for an additional wall sign as submitted.**

Canopy Signs Permitted per Sign Ordinance: Summarizing Section 31.071, **above-canopy signs can be installed in lieu of wall signs,** but are restricted to the business name and logo, be constructed of freestanding characters and the logo, have a max height of 2' and the next of the logo being a max size of 4 sq. ft. These signs also cannot be wider than the width of the canopy or the corresponding façade, whichever is narrower. Above-canopy signage may not project further than from the building than the canopy to which it is attached and a sign that crosses architectural detail may not be displayed closer than three feet from the nearest face of the building.

Proposed Signage: The applicant shows an above canopy sign on the North and South elevations, along with the wall signs, which require CDR approval. Both of these signs are less than two feet tall, and extend no further than the width of the canopy.

Staff Comments: These signs comply with the all requirements of the sign ordinance, except that they would be in addition to the Madison College sign and logo placed on the same façade, when the code only allows one or the other. The North elevation would have two signs, and the South elevation would have three signs. However, the locations of the proposed above canopy signs sit above the entrances to the school on the North and South sides of the building, acting as wayfinding signage for students entering the building. **Staff has no objection to the CDR request for the above canopy signs and recommends the UDC find the standards for CDR review have been met.**

Ground Signs Permitted per Sign Ordinance: Based on the speed limit and number of traffic lanes, this parcel is allowed up to two ground signs with a shared net area of 128 sq. ft., with monument signs having a max height of 10'. The two ground signs located on this lot appears to comply with the sign ordinance and therefore does not need special exceptions as part of the Comprehensive Design Review.

Notes:

- Dimensions of the signable area must be provided with the final submittal
- Dimensions of the boxing for the net must be provided with the final submittal