

ZONING STAFF REPORT

April 19, 2023



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 226 N. Midvale Boulevard
Project Name: The Manchester on Midvale
Application Type: Approval for Comprehensive Design Review of Signage
Legistar File ID # [76916](#)
Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting Comprehensive Design Review for signage at a new five story, 72 unit multi-family dwelling. This property is located in the Traditional Residential – Urban 2 (TR-U2) District, and is surrounded by a mixture of residential, employment, and mixed-use districts. This property abuts Vernon Boulevard (2 lanes, 25 mph) and North Midvale Boulevard (4 lanes, 30 mph).

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: Section 31.14(3)(a)2., MGO, allows for identification sign three square feet in size, 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'. The sign shall not be illuminated.

Proposed Signage requiring CDR exception: The applicant is proposing a double-sided monument styled ground sign, with an overall height of 5' 6" and a combined net area of 38.89 sq. ft. The sign would be located on North Midvale Boulevard, however it is unclear from the site plan how far away the ground sign will be from the property line.

Staff Comments: While multi-family dwellings are only permitted wall signs, there are few areas on the building that would allow for a wall sign at the main entrance due to the architectural elements found on the building. The total net area of the ground sign is larger than what the code would allow for a wall sign; however, the width of the right-of-way for North Midvale Boulevard is 120 feet, which would make a 12 sq. ft. ground sign difficult to read for traffic heading south bound. The applicant also provides an example of the ground sign in front of the building, which show that even though the sign is larger than what the code allows, it appears to be of appropriate size for the building. The example also shows the visual harmony between the building and the sign with the use of similar color and material. The sign is of high design, as the face will be made of routed metal face with push thru letters. **Recommendation: Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met. This recommendation is subject to further testimony and new information provided during the hearing.**

Staff Conditions/Required Plan Revisions:

- Site plan shall show the distance of ground sign from property line.