



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 810 E. Washington Avenue
Application Type: Alteration to a Previously Approved Comprehensive Design Review
Legistar File ID # [53833](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Mary Beth Growney Selene, Ryan Signs, Inc.

Project Description: Major Alteration to a previously approved CDR

Project Schedule: UDC granted final approval for the original CDR on Oct. 7, 2015

Approval Standards: The UDC is an approving body on this request. The site/sign is located in Urban Design District 8 (“UDD 8”), which requires that the Urban Design Commission approve the proposed project using both UDD 8 design requirements and guidelines for that district 33.24(15). Please refer to the Zoning Staff Report for references to Comprehensive Design Review (CDR) Criteria 31.043(4)(b).

Summary of Design Considerations

In addition to making findings related to the CDR Criteria, staff also requests that the UDC provide references to UDD 8 signage guidelines.

UDD 8 33.24(15)(e)(10) Signage Guidelines:

- i. Preferred sign types include building mounted signs, window signs, projecting signs, and awning signs.
- ii. Signs should be simple and easy to read.
- iii. Sign colors should relate to and complement the primary colors of the building facade.
- iv. Sign design and placement should fit the character of the building and not obscure architectural details.
- v. Signage should generally be centered within the prescribed signable area of the building.
- vi. Plastic box signs are highly discouraged.
- vii. Signs displaying illuminated copy should be designed so that when illuminated, the sign appears to have light-colored copy on a dark or non-illuminated background.
- viii. Individually mounted backlit letters are an encouraged form of signage.
- ix. The use of small, well-designed building-mounted light fixtures is a preferred method of illuminating signage.
- x. Freestanding signs should be attractively designed. Signs should be coordinated with adjoining properties and public street signage to avoid visual clutter.

Conclusion and Recommendations

The Urban Design Commission should determine whether the proposed design of the second sign fits with the UDD and CDR criteria. Staff have concerns whether the proposed additional ground sign location can be found to meet the UDD 8 signage guidelines. Staff does not oppose a second ground sign; however staff believes that the proposed ground sign is too large and not scaled appropriately for its location. The sign is placed in a corner directly adjacent to an entry, in an area believed to be better suited for a smaller, pedestrian-scaled sign. As noted in the report of the Zoning Administrator, the proposed tenant panels appear to be about three times larger than the existing ground sign.