ZONING DIVISION STAFF REPORT

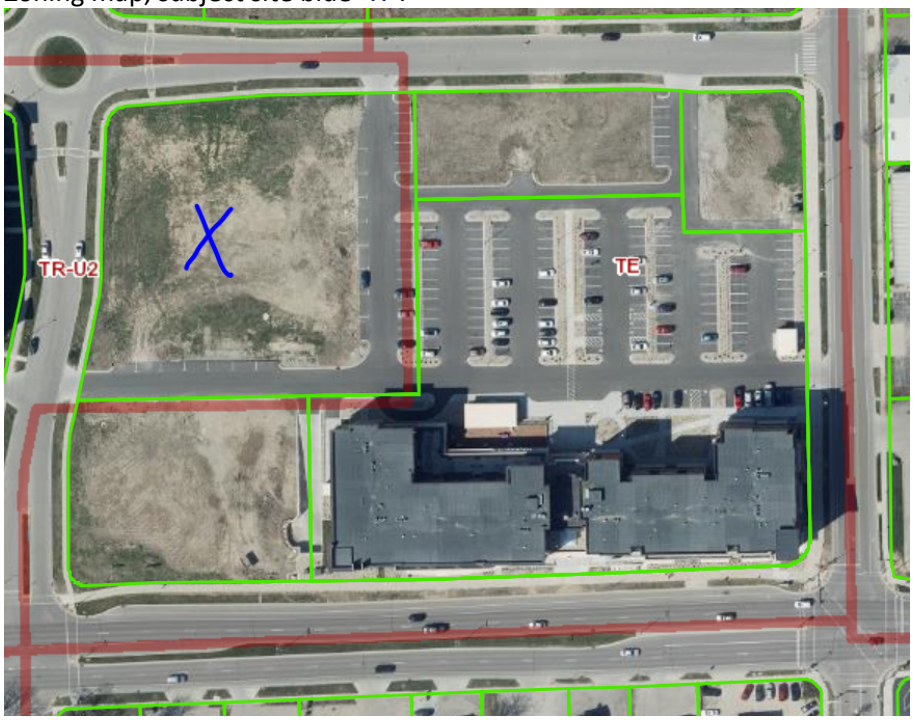
September 22, 2021

PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address:	**515 Pinney Street**
Project Name:	**515 @ Royster**
Application Type:	**Approval for Comprehensive Design Review of Signage**
Legistar File ID #	67175
Prepared By:	Chrissy Thiele, Zoning Inspector
Reviewed By:	Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review of signage for a new 88 unit apartment building, which parcel is part of a larger zoning lot zoned TE (Traditional Employment), containing an additional 86 residential units and 37,000 sq. ft. of commercial space, including Pinney Library. The apartment building is located in the Traditional Residential – Urban 2 (TR-U2) district and abuts Pinney Street (2 lanes, 25 mph) and Royster Oaks Drive (2 lanes, 25 mph). Single family residences are located to the north of Pinney Street, and to the west of Royster Oaks is a residential building complex.

Zoning map, subject site blue "X":



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.*
    e. *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(4)(a), MGO, allows for identification sign twelve 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 for three above canopy signs, two of which would be located above the primary entrances found in the interior courtyard adjacent to the parking lot. The third above canopy sign would be located above a private entrance/exit door facing Pinney Street. The applicant provides two options for the Commission to choose from. One style is non-illuminated and is 2' tall, which is the maximum height permitted in Group 2 and 3 districts. The other style is for internally illuminated signs comprised of channel letters and routed face cabinet, with an overall height of 2' 9".

The applicant is also requesting for an illuminated projecting sign that would face Pinney Street, located between the second and third story, and have a net area of 19.17 sq. ft. per side. They also provide two options for this sign to be illuminated. One option is for the channel letters being internally illuminated, and the other is for halo lit letters.

Staff Comments: The property owner would like the signs on the apartment building to be styled similar to the previously approved signs for the Royster Corners building (which was granted CDR approval from UDC in November 2018) in order to create a uniform look across the zoning lot. However, lands outside of the subject parcel are zoned for mixed-use (in this case, the TE Traditional Employment District) and while the apartment building is part of this zoning lot, it is a residentially zoning parcel with different regulations for signage. The subject site is also surround by other residentially zoned lots to the north and west, where *group one* sign regulations apply, and which are the considered to be the most sensitive to impacts of signage. Most signage

permitted in *group one* districts are non-illuminated wall signs, with a maximum net area of either three or 12 sq. ft., depending on the residential district.

The apartment building was designed to have two primary entrances (see attached floor plan). One is located on the north interior courtyard and the other is on the south interior courtyard. The applicant is requesting for both of these entrances to have the above canopy signs, which will note the designated north and south entrances, in order to guide tenants and visitors to the appropriate entrance, as well as assist with mail/package delivery, as each entrance has its own mailbox and intercom system. The third above canopy sign is located above a private entrance/exit door that leads to a stairwell for the apartment building. It does not appear that visitors will be able to enter the building from this point. The applicant states the sign is needed so visitors can identify the building is 515 Pinney Street and not 515 Grand Oak Trail. Between the two style options provided (one being non-illuminated and 2' tall and the other internally illuminated and 2' 9" tall), the applicant does not provide a preference of one over the other.

It is reasonable to desire signage over the primary entrance to a building, especially when the primary entrance are not located where visitors would expect them to be, or where there are multiple primary entrances. However, Staff has concerns about the internally illuminated signs, since the signage will face the interior courtyard for the apartment, and how it could affect the residential units with windows facing the courtyard at night. Staff has reviewed the site plans submitted for zoning approval, and it is shown that lighting will be provided in the interior courtyard. Therefore, staff feels that the non-illuminated option to be sufficient, illumination not necessary. As for the above canopy sign that will face Pinney Street, which is located above a secondary entrance/exit door, Staff does not believe an adequate case has been made to allow this sign via CDR. 515 Grand Oak Trail is not an existing address, nor does the sign "515 @ Royster" seems confusing, and does not appear to identify that the building's address is 515 Pinney Street. The applicant also indicates that most traffic is expected to come from the parking lot entrance off of Dempsey Road or Royster Oaks Drive. Therefore, having signage facing Pinney Street will not really assist with wayfinding or be visible to visitors coming to the building. Staff also has concern about an internally illumined sign facing a low density residential district across the street from Pinney. **Recommendation: Staff has no objection to the CDR request for the two non-illuminated above canopy signs located above the primary entrances, and recommends the UDC find the standards for CDR review have been met. However, staff recommends the UDC find the standards for CDR review have not been met for the request for the above canopy sign facing Pinney Street. This recommendation is subject to further testimony and new information provided during the hearing.**

The requested projecting sign is shown to be viewed driving east or west on Pinney Street, and is proposed to either be internally illumined or halo lit. As noted above, the applicant indicates most traffic is expected to come from the parking lot entrance off of Dempsey Road or Royster Oaks Drive, neither of which would be able to view the sign. Staff also has concern about an internally illumined sign facing the residential districts across the streets of Pinney and Royster Oaks Drive. Further, staff believes the projecting sign serving as an identification sign for the development as proposed will not effectively direct pedestrians and traffic to the entrance of the building. It would make more sense from an identification standpoint to have a sign identifying the building at the Royster Oaks driveway entrance, oriented to face vehicular traffic driving northbound, and perhaps a second sign at the driveway entrance on Pinney Street, with the ground sign oriented toward westbound. **Recommendation: Staff does not believe the applicant has satisfied the criteria for CDR approval for the projecting sign, and recommends the UDC find the criteria for CDR review have not been met and refer the request for more information or deny the request as submitted. This recommendation is subject to further testimony and new information provided during the hearing.**

Notes:

- The final CDR documents shall state that all other signage not requiring permits shall comply with MGO 31.
- Artwork for canopy signs shall be revised as to not project beyond the face of the canopy.

#311	MECH	HVAC UNIT TO
#323	MECH	HVAC UNIT T CON

515 @ Royster Sign

515 North Sign

515 South Sign

189'-0"

205'-0"

70'-0"

199'-0"

MATCHLINE

MATCHLINE

STYLE B4
#112
TWO BEDROOM

STYLE C
#110
ONE BEDROOM

STYLE A
#108
EFFICIENCY

STYLE D
#106
ONE BEDROOM + DEN

STYLE D2
#102
ONE BEDROOM + DEN

STYLE H
#100
ONE BEDROOM

UTILITY
#111

STYLE C
#114
ONE BEDROOM

STYLE G
#107
ONE BEDROOM

STYLE C
#105
ONE BEDROOM

STYLE F
#103
EFFICIENCY

STYLE B2
#101
TWO BEDROOM

STYLE A2
#115
EFFICIENCY

STYLE C
#116
ONE BEDROOM

STYLE E
#117
TWO BEDROOM

STYLE C2
#118
ONE BEDROOM

STYLE C
#119
ONE BEDROOM

STYLE C2
#120
ONE BEDROOM

STYLE A2
#121
EFFICIENCY

UTILITY
#123

STYLE G2
#131
ONE BEDROOM

STYLE C
#133
ONE BEDROOM

EXERCISE
#135

OFFICE

STYLE L
#137

STYLE C4
#122
ONE BEDROOM

STYLE B3
#124
TWO BEDROOM

STYLE C
#126
ONE BEDROOM

STYLE C
#128
ONE BEDROOM

STYLE A
#130
EFFICIENCY

STYLE C
#132
ONE BEDROOM

STYLE C2
#134
ONE BEDROOM

STYLE B
#136
TWO BEDROOM

FIRST FLOOR - OVERALL PLAN

2
A-0.1

1/16" = 1'-0"