



## ZONING DIVISION STAFF REPORT

March 15, 2023

PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 1000 Edgewood College Drive

**Project Name:** Edgewood Campus

**Application Type:** Approval for an Alteration to an Approved Comprehensive Design Plan

**Legistar File ID #** [75848](#)

**Prepared By:** Chrissy Thiele, Zoning Inspector

**Reviewed By:** Matt Tucker, Building Inspection Division Director

The applicant is requesting an amendment to a previously approved Comprehensive Design Review. The Urban Design Commission approved the original Comprehensive Design Plan July 31, 2019, to allow for nine ground signs, oversized parking lot directional signage, and under-canopy signage for the Edgewood College. The subject application is requesting an above-canopy sign located at the high school's newly remodeled main entrance. The Edgewood Campus has numerous buildings consisting of Edgewood College, the Edgewood High School, and the Edgewood 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 locations of the site.

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.*

**Signs Permitted by Sign Ordinance:** Summarizing 31.14(1)(e), one wall and one ground sign 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 proposing an above-canopy sign (which is not a permitted sign in a group one district) placed above the new entrance to the high school. The sign consists of internally illuminated individual channel letters 1' 2" tall, and would have a total net area of 19.83 sq. ft.

**Staff Comments:** Comprehensive Design Review for signage is the only viable option to achieve appropriate and necessary signage for "Group 1" sites that are large and have multiple uses, such as the Edgewood Campus. The proposed sign is of a compliant size and height; however, the only signs permitted in a Group 1 district are wall and ground signs. As stated earlier, this site has the campus school, the high school, and college on the same lot. The letter of intent also states the high school currently does not have any identification signage on the building. Therefore, the proposed sign would help visitors identify the high school entrance from the other buildings, as well as identify the main entrance from nearby parking facilities and the sidewalk of Monroe Street. The sign is 1' 2" tall and would be about 500' away from the property line / Monroe Street, so the sign would only be practically visible when one comes onto the campus property. The original CDR approval included canopy signage for the college and internally illuminated ground signs throughout the campus, so the proposed sign for the high school is consistent with the other signage found on the site. **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.**