



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 5571 Odana Road
Application Type: Signage Exception in Urban Design District (UDD) 3
Legistar File ID # [74060](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Eric Klebe, Indigo Signs | Steve Terman, Bell Bank | McGrath Property Group

Project Description: The applicant is requesting Final Approval of an exception to the ten-foot overall height of a sign. The proposed sign would be installed above the window at a height of just below twelve-feet.

Approval Standards: The UDC is an **approving body** on this request. The Sign Control Ordinance, [MGO Sec. 31.043\(2\)](#) states that: “After a public hearing as provided in Sec. 33.24(4)(e)3, the UDC may approve a sign with up to fifty percent (50%) greater net areas or fifty percent (50%) higher than the maximum height otherwise allowed or reduce the required yard setback if such approval:

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds, and
- (b) Will result in a sign more in scale with the building and site and in superior overall design.”

The site is located in Urban Design District 3 (“UDD 3”), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district ([MGO Section 33.24\(10\)](#)). As noted in UDD 3, wall sign mounting height is limited to 10 feet unless a higher sign is specifically approved by the Urban Design Commission based on the following criteria:

- A. An exception from the height limitations is necessary for the sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- B. An exception from the height limitation will result in a sign more in scale with the building and site and will result in a superior overall design.

Summary of Design Considerations and Recommendations

Project Site Location and Background. The project site is located west of the intersection of Odana Road and S Whitney Way in a newly constructed mixed-use, multi-tenant building. The subject tenant space is located at the northwest corner of the building on the ground floor, facing both Odana Road and the site access drive.

UDC granted Final Approval of the project in April of 2020 ([Legistar File #59471](#)). As noted on the Final Approval elevations, potential sign areas were identified, including the location of the proposed wall signage, on the Odana Road elevation (see image below). As noted on the plans, the identifiable wall sign area is not only limited to the Odana Road elevation, but it is also more than 10 feet from grade, conflicting with the sign mounting height requirements of UDD 3.



Existing Signage. Currently, there is no tenant signage on the building.

Summary of Sign Code Requirements and Proposed Signage. The proposed sign is comprised of standard raceway mounted individually lit channel letters and logo with acrylic face and aluminum returns. The sign is proposed to be mounted on the street facing elevation, centered within the identifiable sign area adjacent to the tenant space. The sign is 21.26 square feet in size and will be mounted just below 12 feet in height from grade.

Pursuant to MGO Chapter 31, the Sign Code would allow for one wall sign per tenant space, per street facing façade. The maximum size of the wall sign that would be allowed under the Sign Code is 21.27 square feet. As proposed the wall sign is code compliant with regard to size and location.

As noted above, the project site is located with UDD 3, which includes guidelines and requirements related to signage, including a mounting height limitation of 10 feet. The proposed wall sign is mounted just below 12 feet. As such UDC may approve a sign mounted higher if the Commission can find that the sign is consistent with the applicable review and approval criteria related to design, placement, legibility, and size as noted above.

Summary of Staff Analysis. Staff believes that the criteria for granting an exception to the mounting height for the proposed wall sign can be met given that:

- The anticipated identifiable sign areas were noted in the UDC Final Approval plans,
- The building is raised, which contributes to overall height of the first floor from grade,
- There are limited wall sign locations relative to the subject tenant space and that would be integrated with the architecture of the building,
- The sign design is of higher design quality, including individual channel letters mounted on a raceway, and
- The proposed sign is compliant with Sign Code requirements related to location and size.