

ZONING DIVISION STAFF REPORT

March 21, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 525 S. Midvale Boulevard
Project Name: Sequoya Commons
Application Type: Comprehensive Design Review Initial/Final Approval
Legistar File ID # [50650](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review INITIAL/FINAL APPROVAL. This property is located in a Planned Development (PD) District, which previously had a sign package approved by UDC. The shown signage remains the same, but is back for UDC approval because of a change to the Sign Ordinance (Sec. 31.13(4)), which requires previously approved sign packages to either comply with the sign ordinance for the selected zoning district assigned by the Zoning Administrator, or, if it cannot, obtain approval from the UDC through Comprehensive Design Review.

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.*

Wall Signs Permitted per Sign Ordinance: Summarizing Section 31.07, **Wall signs may be attached flat to or affixed parallel with a distance of not more than 15 inches from the wall.** No sign affixed flat against a building wall shall extend beyond any edge of such wall. There shall be one signable area for each façade facing a street or parking lot 33 feet in width or greater. For buildings with more than one tenant, each tenant is allowed a signable area as reasonably close to its tenant space as possible.

Signable area is defined in the code as “one designated area of the facade of the building up to the roof line that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, that extends no higher than the juncture of the wall and the roof.”

Proposed Wall Signage: Storefronts on the South side of 515 S. Midvale Blvd. and on the West side of 555 S. Midvale Blvd. show wall signs on raceways that extend more than 15” from the wall, with an awning feature located behind the sign. The awnings are considered architectural detail, since the sign is not fixed to the awning itself.

Staff Comments: There are very few signable areas on these sides of the buildings, and the areas that do qualify are illogical for a sign or small/narrow in size. In addition, this style of signage is unique and of higher quality, compared to just having awning signage. Location, size, and type of the signs are limited to what is shown in the provided plans. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Awning Signs Permitted per Sign Ordinance: Summarizing Section 31.06, an awning may be designated a signable area in lieu of a signable area on the building façade. **The maximum net area of the sign displayed on the awning shall be determined by measuring the available signable area for a wall sign on the building façade and calculating the maximum net area, as you would for a wall sign.**

Proposed Signage: Tenant storefronts on the east elevation of 555 S. Midvale Blvd. are allowed awning signage, however instead of finding the signable area on the building, and using that to calculate the maximum size of sign on the awning, the plan limits the size of the sign to 40% of the awning size.

Staff Comments: This side of the building has a few large qualifying signable areas, which could allow for larger signs on the awnings. Instead the plan limits how large the sign on the awning could be, creating a uniform look between the awning signs. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Canopy Signs Permitted per Sign Ordinance: Summarizing Section 31.071, **the signable area for a canopy fascia sign shall not project beyond the limits of the canopy in any direction**, and shall be no wider than the width of the canopy. Any canopy fascia sign shall be in lieu of an above-canopy or below-canopy signage.

Proposed Signage: There are a few storefronts facing S. Midvale and one facing the parking lot of 555 S. Midvale, which have canopy fascia signs. These signs are mounted to the fascia, but extend above and below the canopy face. The proposal also allows for canopy signs to have two rows of lines for the sign, as long as the total height does not exceed 2.5 feet.

Staff Comments: These signs are of similar size of to the wall signs in front of the awnings, creating a uniform look between storefronts, while at the same time breaks up the repetition of wall signage. Location, size, and type of the signs are limited to what is shown in the provided plans. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Notes: As part of the conditions of approval, all other signage should comply with the standards of Chapter 31, as a Group 2, and signs shall have landlord approval before obtaining a permit. Also, any future ground signs shall comply with the standards of Chapter 31, for Group 2 signage.