

ZONING DIVISION STAFF REPORT

April 11, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2045 Atwood Ave
Project Name: Kennedy Place
Application Type: Comprehensive Design Review Initial/Final Approval
Legistar File ID # [50651](#)
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.*

Signable Area defined in Sign Ordinance: 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: The proposal would allow for wall signs mounted on a raceway to cross architectural detail on the building, mainly consisting of various reliefs found on the façades facing Atwood Avenue, Amoth Court, and the parking lot. These signs are limited in height, no more than two feet in height. Tenants also have the option of having a box sign up to 1/3rd of the overall sign size. Other permitted signage (awning, projecting, etc.) will comply with the sign ordinance.

Staff Comments: Building reliefs are found throughout the building the façade, creating very limited and small signable areas, and limits the size of the signs tenants can use to identify their locations to customers. By allowing for the proposed signs to cross these reliefs, tenant have the option for a longer and more noticeable sign, while keeping a uniform look to the building by limiting the height and style of the wall signs. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Notes: Before final sign-off, applicant shall submit exhibit C.1 omitted from the packet, as described on the Sign Criteria page.