

ZONING DIVISION STAFF REPORT

February 27, 2019



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2418 Winnebago Street
Project Name: Carbon
Application Type: Comprehensive Design Review Initial/Final Approval
Legistar File ID # [54467](#)
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, with the zoning text stating signage shall be as allowed in the Traditional Shopping Street (TSS) district. This property consists of two mixed-use buildings, with a plaza located between them. A pedestrian path will eventually lead to this patio from East Washington, and there is another pedestrian path parallel with the rear of the building that will eventually connect Milwaukee Street to the other side of the block. The Urban Design Commission approved the buildings October 7, 2015. Winnebago Street is two lanes and 25 mph.

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: The storefronts along the Winnebago Street elevation, and rear elevation on both buildings 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. The shown signage on the Plaza elevation and the rear elevations are not considered eligible façades for signage as they do not face a street or parking area available for use under a reciprocal cross-access agreement.

Staff Comments: Due to articulation of the façade, there are very few signable areas on these sides of the buildings, and the areas that do qualify are impractical for a sign or small/narrow in size. In addition, this style of signage is unique and of higher quality, similar in style to the CDR approved for the Sequoya Commons development at Tokay and South Midvale. As for the signage placed on the plaza and rear elevations, these signs are not otherwise allowed per the sign ordinance as they do not face a street and there is no agreement in place for shared use of the UW health clinic parking lot. However, the overall plan for this lot is to eventually have a multi-modal use path that leads from East Washington to the plaza, as well as a multi-modal use path connecting Milwaukee Street to the other side of the block. Having signs on these elevations helps identify the tenant spaces to patrons using the pedestrian paths. 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.**

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, or wall signage.

Proposed Signage: The apartment building entrances on the Winnebago and rear elevations have signs that extend above and below the fascia of the canopy. There are also tenant signage on Winnebago, rear, and Plaza elevations that go above and below the canopy fascia. The Carbon signs are 21” x 103” (just over 15 sq. ft.), while the tenant signs are larger in size, (3’ 6” maximum height for logos and 30” in maximum letter height).

Staff Comments: The tenant 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. The Carbon signs identify entry ways to the apartment, yet avoid competing with the commercial signage by reducing the size of the signs. 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.**

Ground Signs Permitted by Sign Ordinance: This lot is allowed up to two ground signs with a combined net area of 64 sq. ft., with a maximum of **32 sq. ft. net for a single sided sign, and a maximum height of 8' for monument style signs**, based off of the prevailing speeds and number of traffic lanes.

Proposed Ground Signage: The proposed monument style sign, at its highest point, is 18' 4". The net area on the ground sign is 24" x 255" (42.5 sq. ft.).

Staff Comments: This ground sign is placed at the entrance of the plaza between the two buildings, acting as an entry hub for the patio and pedestrian path starting on Winnebago, and creates a sense of place. The proposed materials of the sign are consistent with the materials used on the building, and the individual letters are of a same design used for the Carbon canopy signs found on the building, and similar in scale to the backer I-beam on the building. Note: this sign has already been installed, and the installed sign is inconsistent with the submitted artwork. The owner will need to install thicker I-beams, as the beams presently installed are thinner than proposed. **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, and signs shall have landlord approval before obtaining a permit.