



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 216 Price Place
Application Type: Signage Exception – Final Approval is Requested
Legistar File ID # [61636](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Chuck Zimmerman, Capital City Neon Sign Co, Inc.

Project Description: The applicant is seeking final approval for a sign exception for two above roof signs.

Approval Standards:

The UDC is an approving body on this request. For the above-roof signs, the applicant requests signage that cannot be approved at any similarly zoned property without a UDC exception. MGO Section 31.043(3)(b) states the UDC can *“Permit the use of an above-roof sign on a given zoning lot in a Group 2 and where not otherwise allowed in Group 3 districts provided that if the signs on adjacent properties reduce the effectiveness of other types of conforming signs or where topographic relationships between structures and right-of-ways would deem their use appropriate.”*

Summary of Design Considerations and Recommendations

The applicant is requesting two above roof signs on the building’s architectural vertical wall element facing Price Place Street, one each on the north and south elevation views. Each above roof sign would have a total net area of 61.4 sq. ft. An above-roof sign may extend to a maximum height of ten (10) feet above the roofline and this proposal fits within that requirement. This building fronts the corner of this block, and was designed with the intention of having signage above the roof on the vertical element when it was built. This signage is intended to be viewed from a distance, so visitors to the site can find the bank relatively easily from the adjacent roadway.

The applicant requests signage that cannot be approved at any similarly zoned property without a UDC exception. Staff recommends the UDC review the project sign package as a whole and consider how the proposed signs work with the overall existing building architecture as well as the visibility from the nearest roadways. It is staff’s understanding is that there are currently approved sign permits for wall signs on the north and south elevations, but that the applicant will not proceed with the wall signs if they are granted an exception to add the above roof sign on the vertical wall element. **Staff requests that the applicant make a clear case for a hardship due to geography or other in requesting the above roof sign. The Commission can approve as designed, recommend the as permitted signage or refer requesting additional information.**