

ZONING STAFF REPORT

October 7, 2020



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 205 N. Segoe Road
Project Name: The Hamptons at Hilldale
Application Type: Approval for Comprehensive Design Review of Signage
Legistar File ID # [61862](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review for signage at a new four story, 59 unit multi-family dwelling. This property is located in the Traditional Residential – Urban 2 (TR-U2) District, and is surrounded by a mixture of low to mid-density residences, as well a few office buildings and banks. This property abuts Vernon Boulevard (2 lanes, 25 mph), North Segoe Road (4 lanes, 30 mph), and Regent Street (2 lanes, 30 mph).

Pursuant to Section 31.043(4)(b), 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.*

Signage Permitted per Sign Ordinance: Section 31.14(3)(a)2., MGO, allows for identification sign three square feet in size, indicating only the name and address of the building and the name of the management thereof. The sign shall be a wall sign only. The wall sign could be placed at a maximum height of 12'. The sign shall not be illuminated.

Proposed Signage requiring CDR exception: The applicant is proposing a double sided pylon styled ground sign, with an overall height of 8' and a combined net area of 36.64 sq. ft. The sign would be located on North Segoe Road, and would be located 3' from the property line.

Staff Comments: While multi-family dwellings are only permitted wall signs, there are few areas on the building which would allow for a wall sign at the main entrance due to the architectural elements found on the building. Of those areas which would permit a wall sign, they are located inside the open porch, which wouldn't be easily viewable from the street. The total net area of the ground sign is larger than what the code would allow for a wall sign; however, the width of the right-of-way for North Segoe Road is 120 feet, which would make a 12 sq. ft. ground sign difficult to read for traffic heading south bound. The applicant also provides an example of the ground sign in front of the building, which show that even though the sign is larger than what the code allows, it appears to be of appropriate size for the building. The example also shows the visual harmony between the building and the sign with the use of similar color and material. The sign is of high design, as it will have ½" deep flat-cut lettering on the sign to add dimension. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Parking Lot Signage Permitted per Sign Ordinance: Summarizing Section 31.03(2) and 31.044(1)(l), parking lot directional signage are necessary for safety or prompting traffic flow to a location on the premises on which the sign is located. These signs can be a maximum size of 3 sq. ft. with a maximum height of 10 ft., and two signs per street frontage. These types of signs are exempt from permits.

Proposed Signage: The applicant is requesting two double sided directional signs, with one sign located on Regent Street and the other located on Vernon Boulevard. The net area of the text on each side of the sign would appear to not exceed 3 sq. ft. and have a maximum height of 5'. The signs will match the main sign in color and font style, creating a cohesive look.

Staff Comments: No exception is being requested and therefore not needed.

Notes:

- The final CDR documents shall state that all other signage not requiring permits shall comply with MGO 31.