

ZONING STAFF REPORT

October 7, 2020



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4151 Nakoosa Trail
Project Name: Nakoosa Trail Fleet/Fire/Radio Shop Facility
Application Type: Approval for Comprehensive Design Review of Signage
Legistar File ID # [62065](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review of signage for the new City Streets Facility which UDC approved September 7, 2016. This site is located in the Industrial Limited (IL) district, and abuts Nakoosa Trail (2 lanes, 25 mph) and Commercial Avenue (2 lanes, 25 mph).

Pursuant to Section 31.43(4)(d), MGO, any changes to the approved plan must first be approved by the UDC using the full Comprehensive Design Review (CDR) process under Sec. 31.043(4)(a):

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.*

Window Signs Permitted per Sign Ordinance: Section 31.10 allows for window signs consisting solely of individual letters, numbers, or other symbolic characters without any background to cover 30 percent of the total window area. If the sign includes opaque objects, logos, images, or a background, the coverage allowed is reduced to 20% of the total window area. The “total window area” shall be one continuous panel of glass or other transparent material, or two or more panels divided by mullions of six inches in width or narrower. Panels surrounded on all sides by walls or mullions wider than six inches shall be considered individual windows.

Proposed Signage: The applicant is proposing to install a window sign with a total net area of 203.06 sq. ft. on a window a total area of 406 sq. ft., which would cover 50% of the total window area.

Staff Comments: The overall length of the elevation facing Nakoosa Trail is about 600’ long. While the elevation is slightly staggered, and there are material changes and other architectural features break up the monotony of such a long elevation, the window sign also adds to this. The applicant also provides an example of the window sign meeting 20% of the window area, which appears too small for such a long building. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

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. Standard net area allows for 30% of the signable area. In no case shall the sign exceed 120 sq. ft. in net area. On each façade exceeding 125 feet in length, where a primary wall sign is displayed, up to four additional accessory signs may be displayed. These accessory signs shall not exceed fifty percent (50%) of the size or fifty percent (50%) of the height of the permitted primary wall sign already displayed on that façade (Sec. 31.07(6)(a)).

Accessory Sign is defined in MGO 31.03:

A wall sign on a large building, subordinate in area to the principal sign, located elsewhere than the primary signable area, listing other businesses or generic services or departments in the building, such as pharmacy, optical, auto repair, garden center and excluding product brand names.

Proposed Signage: The applicant is proposing to install the main sign with a total net area of 63.45 sq. ft. near the entrance of the building, facing Nakoosa Trail. This sign would about 20% of the signable area. The applicant also proposes to install an accessory sign on the other side of the elevation, noting the location for Radio Communications. This sign would be less than 1/3 of the main sign’s overall height, and would only have a total net area of 25.5 sq. ft. The sign appears to be of high quality design and material, made of non-illuminated individual metal letters pin mounted to the wall.

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

Canopy Signs Permitted per Sign Ordinance: Summarizing Section 31.071, a sign may be displayed on the fascia of a canopy in lieu of a wall sign. Such sign shall be considered a wall sign, with the fascia of the attached canopy acting as the signable area. 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 sign.

Proposed Signage: The applicant is proposing to install a sign with a total net are of 9.56 sq. ft. on the canopy fascia facing northeast. While the artwork shows the sign to hang lower than the canopy fascia, the canopy fascia will have a height of 18" while the overall height of the sign is 16". Therefore the sign can be installed to not hang beyond the canopy fascia. The sign is designed the same as the wall sign, made of non-illuminated individual metal letters.

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