

PLANNING DIVISION STAFF REPORT

September 1, 2021

PREPARED FOR THE URBAN DESIGN COMMISSION



Project Address: 1502 West Broadway
Application Type: Signage Exception – Final Approval is Requested
Legistar File ID # [66691](#)
Prepared By: Kevin Firchow, Acting UDC Secretary

Background Information

Applicant | Contact: Sarah Peters, Jones Sign Co., Inc. | Malazi, LLC

Project Description: The applicant is seeking final approval for a sign exception to place a non-lit, flat-cut sign on the east elevation of the building which does not face a street. The proposed sign would measure 16.1 square feet.

Approval Standards:

The UDC is an approving body on this request. The Sign Control Ordinance states that after a public hearing as provided in Sec. 33.24(4)(e)3, the Urban Design Commission (UDC) may permit the use of wall signs on building façades not adjacent to off-street parking areas where, due to a variation of building setbacks, a signable area exists, provided the area of the sign shall not exceed the area of the wall sign permitted on the front of the building.

Summary of Design Considerations and Recommendations

The applicant proposes to install a sign on the building's eastern façade. This side of the building faces a one-story restaurant building on the adjacent property at 1501 Lake Point Drive. The sign, consisting of non-lit, individual letters will be installed along a drive-up window aisle along the building's east side. As this side of the building does not face a public street, the proposed signage can only be approved as a sign-exception from the Urban Design Commission. The sign appears to meet the underlying size requirements. Zoning and Planning staff do not have any objections regarding this request.