



Legislation Text

File #: 19-642B, Version: 1

CITY COUNCIL AGENDA ITEM

ACTION REQUESTED:

Pass the ordinance approving a sign variance from Section 6-16-5:2.1 (Signs on Commercial and Institutional Property: Permanent Signs: Wall, Awning, and Canopy Signs) to install wall signs on the western façade for the property located at 111 E. Ogden Avenue (PZC 19-1-060).

DEPARTMENT: Transportation, Engineering and Development

SUBMITTED BY: Scott Williams, AICP

BOARD/COMMISSION REVIEW:

The Planning and Zoning Commission considered PZC 19-1-060 on June 19, 2019. (Approved, 9-0). Staff concurs.

BACKGROUND:

The subject property consists of approximately .52 acres and is located on the north side of Ogden Avenue, approximately 200' east of the intersection of Ogden Avenue and Washington Street, with a common street address of 111 E. Ogden Avenue. The subject property is zoned B2 (Community Shopping District) and is improved with an existing multi-tenant commercial building and associated shared parking to the north and east. The surrounding properties to the north and east are also zoned B2 (Community Shopping District) and are improved with a variety of commercial uses. The property to the west is zoned B1 (Neighborhood Convenience Shopping Center District) and is improved with a bank.

The building is located on Lot 2 of the shopping center subdivision ("Ogden-Washington Resubdivision"). The lot is L-shaped and borders both Washington Street and Ogden Avenue. An existing monument sign is located to the south of the building along Ogden Avenue. Each tenant in the building also has an existing wall sign on the east elevation of the building.

The building did receive a variance via PZC 13-1-068 for reduced area wall signs on the west façade. Per Section 6-3-6.4.1, the wall sign variance expired on August 21, 2015 because a building permit was not obtained within two years after approval was granted.

DISCUSSION:

The petitioner, Tracy Diehl (Expedite the Diehl), proposes to install wall signage on the west façade of the building. Section 6-16-5:2.1.1 allows for 1.5 square feet of wall signage per linear foot of tenant space frontage on any elevation that meets one of the following criteria:

1. Adjacent to street frontage; or
2. Adjacent to an off-street parking area where customer access is also available.

There is neither customer access nor customer parking available on the west side of the building.

Section 6-16-5:2.1.3 also allows for wall signage not to exceed 50% of the maximum area allowed (or .75 square feet of wall signage per linear foot of tenant space frontage) on any façade that is adjacent to off street parking where customer access is not available. The building abuts the separate bank lot to the west and customer parking is not available. Based on the orientation of the property and the building (as seen in the site plan and location map), the west elevation does not meet any of the criteria to be afforded wall signage.

Just as with the prior PZC 13-1-068 case, the petitioner is seeking secondary wall signage on the west façade to increase visibility. The building is located approximately 200' away from Washington Street. A monument sign is not permitted along Washington Street due to lot width, interior property line setbacks and distance separation requirements. The proposed signage will assist in wayfinding and traffic flow as it will allow drivers traveling on Washington Street and eastbound Ogden Avenue to see the businesses and turn into the appropriate access point. Furthermore, the property is located within an established commercial corridor and wall signage is not out of character for the area. The proposed signs face other commercial properties and would have little to no negative impact on adjacent properties.

The petitioner's responses to the Standards for Granting a Variance are included in the Development Petition. Staff is in general agreement with the petitioner's Findings and recommended their adoption by the Planning and Zoning Commission.

Staff also recommended approval of the sign variance subject to the condition that the signage does not exceed the square footage based on the secondary wall sign calculation in Section 6-16-5:2.1.3:

Table 1. Sign Area Calculation

Tenant Space	West Facade Proposed Area
Suite 101B	20 sf
Suite 105B (Verizon)	24.75 sf
Suite 109B	25.94 sf
Suite 111B	14.25 sf

Planning and Zoning Commission Action

The Planning and Zoning Commission opened the public hearing to consider PZC 19-1-060 on June 19, 2019. No members of the public provided testimony. Tracey Diehl of Expedite the Diehl presented on behalf of the building's owner and agreed with staff's condition (note: this condition has been included in the proposed ordinance). The PZC closed the public hearing and voted to recommend approval of PZC 19-1-060 (approved 9-0). Staff concurs with the Planning and Zoning Commission's recommendation.

Key Takeaways

- The petitioner requests approval of a sign variance to install wall signage on the west façade of the building located at 111 E. Ogden Avenue.
- The same variance was previously granted via PZC 13-1-068. A building permit was not obtained within two years from the date of approval.
- The ordinance approving the proposed variance includes a condition that the signage shall not exceed the square footage in Table 1.

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