



PLAN COMMISSION STAFF REPORT

ITEM NO: 3 **APPLICATION NO.** 0200-2022

MEETING DATE: November 21, 2022

SUBJECT: Program of Signs

PETITIONER(S): Xanderco, LLC (Owner – Darren Peck) and Radial Construction (Applicant – Blake Anderson)

SUMMARY: Program of Signs regarding projecting signs and wall signs

LOCATION: 210 N. Tenth Street

WAIVERS REQUESTED: None

RECOMMENDATION: Adoption of the Program of Signs

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Planning Terms

Program of Signs

1. One or more adjacent activities not located in an “Area of Special Control” may submit a Program of Signs to the Plan Commission. The Program of Signs shall contain a visual representation of the lettering, illumination, color, area, height, placement, and location of the signs proposed for display. The items of information displayed on the signs proposed by an activity in the Program of Signs shall not exceed the items of information allowance.
2. The Plan Commission may approve a Program of Signs if the signs visually represented in the Program are consistent with the purposes of this Ordinance, are appropriate to the function and architectural character of the building(s) in which the activity is located, and are compatible with the existing adjacent activities.
3. An activity whose Program of Signs has been approved by the Plan Commission may display only those signs that comply with the approved program.

Condition – A restrictive or modifying factor that is essential to the occurrence of something else.

Stipulation - A condition, requirement, or item specified as a part of an agreement or ordinance.

Procedure

The application was filed after the filing deadline October 3, 2022 for a public hearing at the October 2022 Plan Commission meeting. Staff did not advertise the in the newspaper as the applicant had to modify some of the existing drawings prior to the public hearing process. It is now ready to be presented at the November 21, 2022 meeting. Prior to the hearing, there is a published legal notice in the newspapers. The Plan Commission hears presentation by Staff, applicant/owner, and any individuals in the audience wishing to speak for or against the proposed Program of Signs. The Plan Commission is the only reviewing body regarding a Program of Signs.

Correspondence

Staff has not received any inquiries on this application.

Summary

Previously, the Plan Commission reviewed a proposed development known as “Lofts on Tenth” which is a mixed use development located in the downtown area east side of Tenth Street between Clinton Street and Wayne Street. This particular site consists of two buildings with one housing some commercial uses on the lower level below the street level and apartments above and the second building strictly residential.

The developers are wishing to establish a “Program of Signs” including their signs for the lower tenant commercial area to which those signs are considered “blade signs” that would consist of a

2-ft by 2-ft blade that would have the business name routed on the black metal panel and hung from a metal bracket. Another sign would be acrylic letters mounted to a substrate (backer) to be approximately 2-FT by 6-FT and placed above the existing canopy on the south side of the building to identify a second floor tenant. The illumination of this sign would be from up-lit from a light on-top of the metal canopy. Both the wall sign with the backer and the blade signs are non-illuminated internally.

The final sign to be considered is a projecting sign located at the southwest corner of the building for the largest tenant in the building. The projecting sign would be 2-FT by 7-FT as per the submitted drawing; however, there are no other details for this particular sign. As for the "projecting sign", Staff might suggest that the letters in the sign be lit with the surrounding panel being non-lit and opaque so that the letters are identifying the business name as opposed to a lighted panel. Staff will leave it to the Plan Commission to decide, if the Commission is wanting the specific sign to return for your approval or if you want Staff to approve it based on Staff's suggestion above and the approval of the Program of Signs.

The building colors consist mostly of grays, whites, blacks and muted masonry brick/stone colors with minimum accent colors of brighter tones. The colors used on the signs are mostly blacks and greys with a blue lettering for the backer sign proposed on the south side of the building.

Again, the Unified Development Ordinance (UDO), does not specify signage locations or types of signs permitted in a "mixed used commercial/residential" building. If we are looking strictly in the "Downtown Zoning District, a blade sign is identified being a maximum of 4-SF and only one sign and must be a minimum of 8-FT above the public right-of-way. The location of the blade signs are commercial areas that are recessed below the street right-of-way. One projecting sign is permitted not exceeding 15-SF or one wall sign per street frontage not exceeding 20% of the signable area or up to 40%, if other architectural features of the building exceed 50% of the building face. As for the wall sign, we require individual channel letters and we do not allow a backer as they have proposed.

Attachment

Exhibit 1 Proposed Program of Signs

Recommendation

Staff is in support of the proposed Program of Signs.

Motions

1. Motion to adopt the "Program of Signs" as per Application 0200-2022 with the following stipulation:
 - The projecting sign would have an opaque non-lit panel with lit routed letters and possibly a halo-lit side of the cabinet

The Plan Commission may add any stipulations/conditions that they deem necessary.

2. Motion to deny the entire sign package as presented per Application No. 0200-2022
List reasons

3. Motion to continue Application No. 0200-2021 until the November 2022 meeting.