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STAFF MEMORANDUM

Meeting Date: **Wednesday, December 16, 2020**
DATE: December 11, 2020
TO: Urban Design Commission
FROM: Shubee Sikka, Urban Designer
SUBJECT: **Additional Review Information**

The purpose of this memorandum is to provide the members of the Urban Design Commission (UDC) and the public with technical information and planning analysis which may be useful in the review and decision-making process of the UDC. The Department of Planning and Development’s intention is to provide a balanced view of the issues with the information it has at the time of the application’s review. Additional information may be presented at the meeting that the UDC can take into consideration when discussing Sign Permit or Fence Appeal applications.

Dear UDC Members,

The following is a brief discussion of the sign permit applications that you should have received in your meeting packet and staff’s recommendations for these items.

I. Roll Call

II. Regular Agenda

Sign Permits

1. 245 Walnut Street – New Art Center

PROJECT DESCRIPTION: The property located at 245 Walnut Street is within Mixed Use 4 zoning district and has a comprehensive sign package (still pending approval by UDC).

The applicant is proposing to install the following signs:

1. One wall mounted principal sign, internally illuminated, with approximately 9 sq. ft. of sign area on the western building façade facing the plaza.
2. One wall mounted secondary sign, internally illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade facing Walnut Street.

TECHNICAL REVIEW:

- The proposed wall mounted principal sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one principal sign is allowed, which the applicant is not exceeding, and on this façade of 76 feet, the maximum size of the sign allowed is 100 sq. ft., which the applicant is also not exceeding.
- The proposed secondary sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, two secondary signs are allowed, which the applicant is not exceeding, and on this façade of 76 feet, the maximum size of each sign allowed is 50 sq. ft., which the applicant is also not exceeding.
- UDC has reviewed the New Art Center signage and recommended to make the signs more prominent and noticeable to draw public in.

STAFF RECOMMENDATION: Staff recommends approval of both proposed principal and secondary signs.

2. 245 Walnut Street – Trio, Pedestrian Kiosk

PROJECT DESCRIPTION: The property located at 245 Walnut Street is within Mixed Use 4 zoning district and has a comprehensive sign package (still pending approval by UDC).

The applicant is proposing to install the following signs:

1. One free-standing directory sign, non-illuminated, with approximately 18 sq. ft. of sign area in the plaza.
2. One free-standing directory sign, non-illuminated, with approximately 18 sq. ft. of sign area along Washington Street.

TECHNICAL REVIEW:

- Both the directory signs appear to not consistent with the Zoning Ordinance. Per the Zoning Ordinance, §5.2.8, 1 directory sign is allowed per building entrance indicating the occupants or tenants of the building to which the sign is affixed. A second directory sign is allowed for a 2nd entrance, the second entrance must have frontage on a street or parking lot. Such signs shall not be deemed nonaccessory directory signs. Per the Zoning Ordinance, §5.2.10. A, *“No sign shall contain any moving parts or flashing or blinking lights so as to create an animated effect, except such portions of a sign which consist solely of indicators of time and temperature.”* Per the Zoning Ordinance, §5.2.5. Prohibited Signs, *“E. Any sign which advertises or calls attention to any products, businesses, or activities which are no longer sold or carried on at any particular premises”.*
- This property has a special permit via Board Order #96-17 that states the following: *“With regard to the special permit to waive the number, size, location, and height of signs pursuant to § 5.2.13. The Council finds that the nature of the use of the*

premises, the architecture of the buildings, and the Project's location at the intersection of Washington Street and Walnut Street, justifies exceptions to the limitations imposed by §5.2 on the number, size, location, and height of signs. The Petitioner will submit a Comprehensive Sign Package for all signage to the Urban Design Commission for review."

STAFF RECOMMENDATION: Staff seeks recommendation from the UDC regarding both free-standing directory signs.

3. 245 Walnut Street – Trio, Wayfinding and Building Identity Signage

PROJECT DESCRIPTION: The property located at 245 Walnut Street is within Mixed Use 4 zoning district and has a comprehensive sign package (still pending approval by UDC).

The applicant is proposing to install the following signs:

1. One wall mounted building identity sign, internally illuminated, with approximately 26 sq. ft. of sign area at the southern building façade corner facing Washington Street and Walnut Street (main tower sign)
2. One wall mounted building identity sign, internally illuminated, with approximately 9 sq. ft. of sign area on the southern building façade facing Washington Street (lobby sign)
3. One wall mounted directional sign, internally illuminated, with approximately 17 sq. ft. of sign area on the northern building façade facing the rear driveway (resident parking sign)
4. One wall mounted directional sign, internally illuminated, with approximately 19 sq. ft. of sign area on the western building façade facing the side driveway (public parking sign)
5. One wall mounted directional sign, non-illuminated, with approximately 9 sq. ft. of sign area on the eastern façade facing Walnut Street (plaza entrance sign)

TECHNICAL REVIEW:

- The proposed building identity sign (main tower sign) appears to be not consistent with the dimensional controls specified in §5.2.6. Per the Zoning Ordinance, building identity sign of up to 10 square feet are allowed, which the applicant is exceeding.
- The proposed building identity sign (lobby sign) appears to be consistent with the dimensional controls specified in §5.2.6. Per the Zoning Ordinance, building identity sign of up to 10 square feet are allowed, which the applicant is not exceeding.
- Both the proposed directional signs (resident parking and public parking signs) appear to be not consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, directional signs of up to 3 square feet are allowed, which the applicant is exceeding.

- The proposed directional sign (plaza entrance sign) appears to be not consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, directional signs of up to 3 square feet are allowed, which the applicant is exceeding.
- The project at 245 Walnut Street has a Special Permit to waive the number, size, location, and height of signs pursuant to section 5.2.13. The Board Order has a condition that asks that the applicant submit a Comprehensive Sign Package including tenant signage to Urban Design Commission for review.

STAFF RECOMMENDATION: Staff seeks recommendation from the UDC regarding the building identity and directional signs.

4. 1188 Centre Street – Citizens Bank

PROJECT DESCRIPTION: The property located at 1188 Centre Street is within Business 1 district. The applicant is proposing to replace and install the following sign:

1. One wall mounted secondary sign, internally illuminated, with approximately 22 sq. ft. of sign area on the western façade facing Centre Green.

TECHNICAL REVIEW:

- The proposed secondary sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, two secondary signs are allowed, which the applicant is not exceeding, and on this façade of 155 feet, the maximum size of each sign allowed is 50 sq. ft., which the applicant is also not exceeding.
- The applicant presented at the October UDC meeting and at the request of UDC, the applicant has reduced the height of the letters from 24 inches to 18 inches.

STAFF RECOMMENDATION: Staff recommends approval of the proposed secondary sign.

5. 2 Wells Avenue – Bright Horizons

PROJECT DESCRIPTION: The property located at 2 Wells Avenue is within a Limited Manufacturing zoning district. The applicant is proposing to replace and install the following sign:

1. One wall mounted secondary sign, internally illuminated, with approximately 373 sq. ft. of sign area facing Wells Ave.

TECHNICAL REVIEW:

- The proposed secondary sign appears to be not consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, two secondary signs are allowed, which the applicant is not exceeding, and on this façade of 275 feet, the maximum size of each sign allowed is 50 sq. ft., which the applicant is exceeding.

- The applicant will need to apply for an amendment to the special permit to the Land Use Committee of the City Council.

STAFF RECOMMENDATION: Staff seeks recommendation from UDC regarding the proposed secondary sign to the Land Use Committee of the City Council.

6. 296-334 Washington Street – Amber Specialty Pharmacy

PROJECT DESCRIPTION: The property located at 296-334 Washington Street is within Business 1 zoning district. The applicant is proposing to install the following sign:

1. One wall mounted principal sign, non-illuminated, with approximately 14 sq. ft. of sign area on the northern building façade facing Washington Street.

TECHNICAL REVIEW:

- The proposed wall mounted principal sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one principal sign is allowed, which the applicant is not exceeding, and on this façade of 32 feet, the maximum size of the sign allowed is 96 sq. ft., which the applicant is also not exceeding.

STAFF RECOMMENDATION: Staff recommends approval of the principal sign as proposed.

7. 24 Elliot Street - Redi

PROJECT DESCRIPTION: The property located at 24 Elliot Street is within Business 2 zoning district. The applicant is proposing to install the following signs:

1. One wall mounted principal sign, internally illuminated, with approximately 5 sq. ft. of sign area on the northern building façade facing the parking lot.

TECHNICAL REVIEW:

- The applicant has indicated on the sign permit application that the façade frontage is 130 feet which appears to be not correct. The applicant has also not submitted a site plan. The staff will have a recommendation about the proposed sign after receiving the additional information requested.

STAFF RECOMMENDATION: Staff will have a recommendation at the December 16th UDC meeting.