

Development Services Staff Report for Design Review Committee

To: Design Review Committee
From: DS Staff: Stephanie Russell
Subject: Business Sign
File: DSRFY2017-1
Date: November 1st, 2016

Summary: The applicant, Daniel Conlin, is requesting Design Review approval of signage for Asana Climbing Gym. The site is located at 4983 North Glenwood St and within the C-2 General Commercial Zoning District. The site is located within Sign District 6 (“SD6”). Three exterior wall signs are proposed: one (1) on the front elevation, one (1) on the side elevation, and one (1) on the rear elevation. Proposed sign material is aluminum with paint.

Relevant Code Sections:

8-4F-1 Purpose: The purpose of this Article is to promote public health, welfare, safety and standardized business community consistent with the Comprehensive Plan by regulating signs of all types.

- A. The regulations contained in this Article are intended to regulate the use, placement, physical dimensions, and number of signs within the City. More specifically, the regulations are intended to:
1. Ensure that signs contribute to improve the city's visual character by helping create and support a more attractive, flexible business atmosphere that fosters a healthy and enduring economic environment for all sectors of the community; and
 2. Improve the City's image by promoting quality design that is in accordance with the intended character of the neighborhood as set forth in the Comprehensive Plan; and
 3. Maintain a safe city by protecting the public from damage or injury caused by signs that are poorly designed or maintained, and from distractions or hazards to pedestrians and motorists caused by indiscriminate placement or use of signs; and
 4. Recognize that signs are a visual means of limited advertising and location identification for the convenience of the public.

8-4F-4 PERMIT REQUIRED

- A. Review and Approval: The Planning Official or designee shall review all complete sign applications; and, shall approve only those found to be in compliance with all applicable requirements of this Article. Should the sign not meet all conditions to be compliant with this Article; the applicant may apply for a permit through the design review permitting process. The Design Review Committee shall approve only those signs found to be compliant with the following:
1. Adhere to **8-4F-1 Purpose of this Article**; and
 2. Implement the vision as set forth in the Comprehensive Plan; and
 3. Establish that the property values and rights of any resident or business owner in Garden City will not be encumbered by the design of the sign; and
 4. Demonstrate that the sign provides significant creativity and uniqueness, and the intent is not to merely evade the provisions set forth in this Article; or, can demonstrate that the sign is an established icon that enhances the community's assets more than a sign complying with the requirements set forth in this Article; and
 5. Demonstrate that they are constructed of professional and durable materials, and are not intended to be of temporary nature.

8-4F-11 REGULATIONS FOR SPECIFIC SIGN DISTRICTS:

F. SD6

1. Illumination may be either external or internal illumination.
2. Businesses are not required to turn off lighting to signs at the close of business providing that the

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lighting is found compatible with adjacent residential uses.

8-4F-2 DEFINITIONS: DISTINCTIVE MATERIALS/DESIGN SIGN:

- a. Permanent custom-made signs that do not include a raceway or visible electrical housing and that are constructed primarily of the following materials and/or design
- b. Ceramic tile: painted or sandblasted;
- c. Wood: carved or sandblasted;
- d. Metal: formed, etched, cast or engraved;
- e. Brick or stone: with recessed or raised lettering
- f. Glass: painted or etched;
- g. Other: similar high-quality exterior-grade materials; or superior design approved through design review

Analysis: Staff has completed a preliminary review of the proposed use and plans. The following are items for discussion and while some of them may not relate directly to the Committee's purview, they may present challenges for implementing ordinances pertaining to design review:

- Whether the proposed material qualifies as distinctive material?

Attachments:

- Signage