

MEMO

DATE: April 25, 2013
TO: EDUCC
FROM: Erik A. Bredfeldt, Economic Development and Innovation Director
SUBJECT: EDUCC Agenda – April 29, 2013

At the March 27th EDUCC meeting, the matter of allowable signage relative to Innovation Square and other urban projects was discussed by the Committee.

The direction of the Committee was to review the status of the Sign Code Petition and determine if modifications to the Petition were required to meet the needs of the aforementioned projects.

The signage amendment Petition initially approved by the Plan Board in 2011 has since lapsed and will require re-initiation and then resubmission to the Board.

In the meantime, following the March EDUCC meeting, Planning and Development Services staff met with the representatives of the Roberts Stadium Club group and Innovation Square group to discuss their signage needs.

The resulting conceptual framework to accommodate their signage needs is presented below and is proposed for consideration by the Committee.

1. Tenants would be allowed to have signage on the exterior of the building regardless of whether they had a physical building entrance to the exterior of the building. The allowable sign area could not exceed 10% of the façade area (length X height) or 200 square feet whichever is less for 1 to 5 story buildings, 10% of the façade area (length X height) or 300 square feet for buildings over 5 stories. Maximum height of signs 30 feet. A uniformed sign package will be required.
2. 1st Floor exterior directory (tenant directory) would be allowed up to 6 square feet at each general building entrance.
3. Ground mounted monument signage on private property would be allowed in accordance with the sign code.

4. Building Identification Signage (Robert's Stadium, Infusion Center, Ayers Building) would be allowed up to 200 square feet on the front façade of the building abutting streets. These signs may extend higher than 30 feet with a uniformed sign package.
5. 1st Floor tenants would also be allowed to have an under canopy/projecting sign up to 6 square feet.

Staff asks that the Committee provide input on the approach and then refer the matter to the Commission for re-initiation of the Sign Code Petition.

EB:kep