

Memorandum

To: Planning Commission Members
From: The Development Department
CC: Honorable Members of City Council, Clerk of Council, City Departments
Date: October 3, 2014
Re: Staff Report for Repair the Tech – Certificate of Appropriateness (Portable Sign)

Item #6 – Repair the Tech – Certificate of Appropriateness (Portable Sign)
(PID# 201409020047)

Application: Certificate of Appropriateness – Portable Sign
Location: 3937 Broadway
Applicant: Ray Dingman
Zoning: CBD
Use: Computer Repair

Relevant Code Section(s):

- 1138.31 HPA Historical Preservation Area and Sign Code – Portable Signs
- 1145.15 Signs – Portable Signs

Project Summary:

The applicant is requesting approval of a Certificate of Appropriateness (COA) to utilize a portable sign for Repair the Tech at 3937 Broadway. The proposed sign is 24"x36", displaying the business name, logo, primary use, phone number and website. The sign is permanent, mounted on a plastic A-frame for support.

Materials indicate that the portable sign will be placed in front of the business at least three feet from the roadway but not to impede sidewalk traffic.

Code Analysis:

Chapter 1138 outlines the requirements for signs and states that Planning Commission must review sign applications and make recommendations to Council, as well as review and approve a variance to any of the specified requirements. Section 1138.31 states that all portable signs located in the Central Business District shall conform to the requirements of Section 1145.15:

1. Section 1145.15(c)(1) states that portable signs must be constructed of wood or metal. No paper-based materials are permitted.

Standard Met: Although the sign is not constructed of wood or metal, no paper-based materials are proposed, as the sign is mounted on a plastic frame.

2. Section 1145.15(c)(2) states that no signs will be permitted with movable parts, lights, banners, balloons, flags or streamers.

Standard Met: The proposed sign will have no moveable parts, lights, banners, balloons, flags or streamers.

3. Section 1145.15(c)(3) states that signs shall be a maximum of thirty-six (36) inches high from ground level and no wider than twenty-four (24) inches from the outside edges of the frame.

Standard Met: The proposed sign is 36" in height and 24" wide.

4. Section 1145.15 (c)(4) states that no more than half the sign may consist of a changeable writing board or chalk board. Individual changeable letters are not permitted and the area outside the writing surface must be permanent.

Standard Met: The sign is permanent with no changeable writing board or writing surface.

5. Section 1145.15(c)(5) states that signs may be constructed to have two separate panels hinged at the top, opening at the bottom to form a base. Signs must be self-supporting without assistance from external cables, brackets, wires or props.

Standard Met: The proposed sign is self-supporting.

6. Section 1145.15(c)(6) states that the color of the sign frame, sign surface and permanent lettering must be from the approved historic preservation color palette.

Standard Met: The applicant has stated that colors on the sign are from the historical color palette; however the colors were not specified. The sign has a white background, black text, and a variety of colors in the logo, comparable to "Honey Butter" orange, "Old World" blue, "Kidskin" peach, and "Rose Ash" red.

7. Section 1145.15(c)(7) states that the placement of the portable sign must be directly in front of its corresponding business, at least three feet from the roadway, but shall not impede sidewalk traffic or line-of-sight of vehicular traffic.

Standard Met: Materials state that the proposed sign will be placed at least three feet from the roadway, but not impeding the sidewalk.

Recommendation(s):

After review and consideration, the Development Department recommends Planning Commission make a recommendation of approval to City Council for the Certificate of Appropriateness as submitted.