

## **Memorandum**

**To:** Planning Commission Members  
**From:** The Development Department  
**CC:** Honorable Members of City Council, Clerk of Council, City Departments  
**Date:** January 30, 2015  
**Re:** Staff Report for Sanderson Automotive Services – Certificate of Appropriateness (HPA Sign)

---

### **Item #1 – Sanderson Automotive Services – Certificate of Appropriateness (HPA - Sign) (PID# 201412190072)**

**Application:** Certificate of Appropriateness – HPA Sign  
**Location:** 3586 Broadway  
**Applicant:** Michael Sanderson  
**Zoning:** C-2 (Retail Commercial)  
**Use:** Automotive Service

#### **Relevant Code Section(s):**

- 1138.04(e) Historical Preservation and Sign Code – Design Requirements, Signs
- 1138.25(b)(1) Historical Preservation and Sign Code – Permanent Signs, Illumination
- 1138.28 Historical Preservation and Sign Code – Schedule of Sign Regulations

#### **Project Summary:**

The applicant is requesting approval of a Certificate of Appropriateness for two new wall signs for Sanderson Automotive at 3586 Broadway at the southeast corner of Broadway and Southwest Boulevard. One sign is proposed to front Broadway and the second is proposed to front Southwest Boulevard. Both signs will have white backgrounds with black lettering and the company's logo in black and red (comparable to Bryce Canyon on the approved HPA Color Palette). The Broadway fronting sign is proposed to be 22 square feet and the Southwest Boulevard fronting sign is proposed to be 15.64 square feet. The proposed signage exceeds the amount permitted on a single property in the Historical Preservation Area by 12.64 square feet; however the applicant has agreed to remove the pole sign at the northwest corner of the property to reduce the overall signage on the site.

#### **Code Analysis:**

1. Section 1138.04(e) states that all signs within the historical area shall conform to color and material standards of this section, be of such style or design that reflects the era during which the structure was built, and shall conform to the requirements of Chapter 1138 and Section 1145.14 of the Codified Ordinances. Sign size and shape shall respond to the existing proportions of period structures, and signs shall not be permitted to cover, "blank-out" or close existing window and doorway openings or otherwise hide important architectural features.

**Criteria Not Met:** The proposed signs exceed the amount of signage permitted for properties in the HPA; however the property owner has agreed to remove the pole sign at the northwest corner of the property to reduce overall signage on the site. Given the two frontages of the building and the fact that the structure is located in a primarily automotive (non-pedestrian) oriented area, staff feels the proposed signage is appropriate. Colors on the proposed sign comply with the approved HPA color palette.

2. Section 1138.25(b)(1) states that permanent sign illumination shall be from a concealed or indirect light source and shall not flash, blink, fluctuate, travel, move or in any way fail to provide constant illumination and shall not create a hazard or visibility problem or interfere with or impair vehicular traffic. The level of illumination emitted from a sign shall not be of any intensity to constitute a demonstrable safety hazard to vehicular movement on any street from which the sign may be viewed. Illuminated signs shall be constructed and maintained so that the source of illumination is shielded or otherwise prevented from beaming directly onto adjacent properties or streets.

**Criteria Can be Met:** The applicant has not indicated if/how the proposed signs will be lit. Any lighting of the signs should be from a concealed or indirect lighting source and should provide constant level of illumination.

3. Section 1138.28, titled Schedule of Sign Regulations, states that signs shall only display the address, name of business, primary use, graphics, or phone number.

**Criteria Met:** The proposed sign displays the business name and logo.

### **Recommendation(s):**

Based on the review criteria, the Development Department recommends Planning Commission make a recommendation of approval to City Council for the Certificate of Appropriateness with the following deviations and stipulations:

1. The proposed signage shall be permitted to exceed the total signage permitted on the property by 12.64 square feet.
2. The pole sign at the northwest corner of the property shall be removed.
3. Any lighting of the signs shall be from a concealed exterior or indirect light source and shall not flash, blink, fluctuate, travel, move or in any way fail to provide constant illumination.