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## P&DS TRANSMITTAL

**FROM:** Heather Thrall, Lead Planner

**PROJECT:** Sign Permit: T20OT00033  
Site: PPEP, 901 E 46<sup>th</sup> Street  
Zone: C-2  
Code: Unified Development Code (U.D.C.), 7A Sign Standards  
Sign District: Commercial (7A.10.2.A & B – Table 1 & 2)  
Request: Singular Sign Design Option (Section 7A.7.3)  
Review: Sections 7A.7.1. findings of Master Sign Program apply (7A.7.3.C)  
Case: T20SA00026 / MSP-20-001

**TRANSMITTAL:** Sign Design Review Committee (SDRC) referral, 01/13/20

Development - The property addressed 901 E 46<sup>th</sup> Street is developed with an instructional school, “Project PPEP” (Portable Practical Education Preparation). The lot is located at the southeast corner of Benson Highway and 46<sup>th</sup> Street. The PPEP site is bordered by “C-2” commercial zoned properties to the west (Airgas), undeveloped commercial lots to the south, and a hotel across 46<sup>th</sup> Street to the east. The PPEP site has approximately 242' of linear lot line frontage along Benson Highway and 307' of linear lot line frontage along 46<sup>th</sup> Street. Total sign area (building and detached signage) is calculated from each of these street front property lines.

History – Prior to 1988, this stretch of Benson Highway was part of the Interstate system. The subject property was part of the freeway sign district, and had a freeway sign at 360 square feet in area, and 36' tall. Benson Highway became a state route with the freeway system redesign. As the site is also over 250' away from the nearest segment of I-10 right of way, a replacement of the recently removed freeway sign is not permitted. The application submitted proposed a new, detached pole sign.

Sign Allowances - Based on the commercial zoning, *Section 7A.7.2.B, Table 2.*, the sign area ratio is 3 square feet of sign area per each linear foot of street development frontage (includes the sign area for all allowed sign types to be taken from this ratio). The sign area for attached signs is limited to a maximum coverage of 30% of any building elevation.

Sign type allowances for the development are *per Section 7A.7.10.2.A, Table 1*, and *additional standards criteria for each type of sign of 7A.10.2.C*. The number, type and location of detached signs permitted for a premise in a commercial zone is based on street type and street lot line length. Freestanding signs are calculated a ratio of one sign for the first 300' of lot line, with one sign for each additional 150' of lot line. For each sign placed on a local street, an equal number is to be removed from the adjacent collector or arterial street. Street lot line length also determines the size of permitted detached sign. As the PPEP parcel has a street frontage of 250' along Benson Highway, only one (1) freestanding sign total would be permitted. The sign may be a “pole” style sign, the largest category of freestanding sign (72 square feet, 12' in height, 30' setback from face of curb). No additional freestanding signs may be placed on 46<sup>th</sup> Street.

No additional signs are proposed within the submittal. Total sign area allowances would be in compliance with this review.

**COMMENTS: The following are relative to an application for a Singular Sign Design Option (7A.7.3.) via the design criteria and findings of a Master Sign Program for permanent signs, per 7A.7.1 E and G of the Unified Development Code (UDC).**

Request - Submitted plans show one (1) internally illuminated freestanding pole sign at 95.92 square feet sign area, 20' tall, requested along Benson Highway frontage at 20' setback from street curb.

Proposal Details & Code Information –

Lighting - The sign plans show an internal static LED light source within the top cabinetry of the sign (at 55.92 square feet), and the lower portion of the overall sign cabinet is to contain a double-faced LED digital message center (at 40 square feet). Note – Outdoor Lighting Code requires a digital message center to dim from sunset to sunrise (or designated curfew of midnight) to a maximum light brightness measurement of 200 NITS. Method of dimming is via a timer or photocell sensor. A digital message may change once per minute, per UDC 7A.6.4.C.

Location/Setback and Landscape – The proposed sign structure is shown on site (per submitted survey document) at 20' setback from face of Benson Highway street curb. The sign is shown immediately west and adjacent to the westernmost driveway. The sign would be positioned within hardscape material, in front of existing site landscaping, and oriented perpendicular to Benson Highway. The proposed sign would use the prior freeway sign electrical source.

The minimum setback for a pole sign is 30' from face of street curb to leading edge of sign cabinet. The proposal shows the sign at a reduced setback of 20' from leading edge of sign cabinet, on site (per survey) and outside of sight visibility triangles. (Right of way is 18' from curb to property line, just two feet in front of the sign.)

Height - The sign is requested to exceed the 12' maximum height of a pole sign under present code, at 20' height, with additional request to be measured from base of sign (rather than average of points taken within a 5' radius of the sign).

The building is single story. The applicant has been asked to provide further information for the review regarding the relationship with scale between the sign and building. Other detached signs within the area are older freeway signs installed when Benson Highway was part of the interstate system, and are of taller height than the proposed sign.

Sign Size - The sign is requested to exceed allowed pole sign area of 72 square feet, to be erected with 95.92 square feet total display area.

Structure – The proposed pole sign would be erected on an engineered support system. Exterior features include three distinct cabinets, two for sign display, with a wide metal base “skirting” with faux stucco, and paint colors on all geometric tiers of the sign to match the building, per the Design Criteria of 7A.7.1.E. of the Master Sign Program.

SDRC Review: A review by the SDRC is required for:

- A) Allow a pole sign at an increased sign area from 72 to 95.92 total square feet display area.
- B) Allow a pole sign at an increased height of 20', and taken from sign base to top of cabinet.
- C) Allow a pole sign at a reduced setback of 20' from face of curb of Benson Highway.