



PLAN COMMISSION STAFF REPORT

ITEM NO: 1 **APPLICATION NO.** 0052-2023

MEETING DATE: June 19, 2023

SUBJECT: Program of Signs

PETITIONER(S): BlueSky Commerce (Owners) and Sky View Dental (Applicants)

SUMMARY: Amendment to an adopted Program of Signs

LOCATION: 350 Westfield Road

WAIVERS REQUESTED: None

RECOMMENDATION: Approval

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Planning Terms

Program of Signs

1. One or more adjacent activities not located in an "Area of Special Control" may submit a Program of Signs to the Plan Commission. The Program of Signs shall contain a visual representation of the lettering, illumination, color, area, height, placement, and location of the signs proposed for display. The items of information displayed on the signs proposed by an activity in the Program of Signs shall not exceed the items of information allowance.
2. The Plan Commission may approve a Program of Signs if the signs visually represented in the Program are consistent with the purposes of this Ordinance, are appropriate to the function and architectural character of the building(s) in which the activity is located and are compatible with the existing adjacent activities.
3. An activity whose Program of Signs has been approved by the Plan Commission may display only those signs that comply with the approved program.

Amendment – A repeal, modification, or addition to a regulation.

Stipulation – A condition, requirement, or item specified as a part of an agreement or ordinance.

Procedure

The application was filed in May for a public hearing at the June 19, 2023 Plan Commission meeting. Prior to the hearing, there is a published legal notice in the newspapers. The Plan Commission hears the presentation by Staff, applicant/developer, and any individuals in the audience wishing to speak for or against the proposed amendment. The Plan Commission is the only reviewing body regarding a Program of Signs.

Correspondence

Staff has not received any inquiries on this application.

Summary

The property is located along the north side of Westfield Road between John Street and Lakeview Drive. **(Exhibit 1 – Aerial Photograph)** It is a multi-story office/commercial building that is a part of the Federal Hill Planned Development District. The developer and applicant are requesting an amendment to the adopted "Program of Signs" for the BlueSky Commerce building. The original Program of Signs for this building was adopted early 2018 and it was for the "Bru burger bar" logo.

(Exhibit 2 – Proposed Amendment to the Program of Signs) The sign package includes a logo and reverse-lit letters for a new tenant in the building that is a dental office. The current Unified Development Ordinance does not allow for an internally accessed tenant to have a sign on the exterior of the building but would be permitted if the tenant had an exterior access. Currently existing on the exterior of the building is a sign identifying "Blue Sky Commerce" and "Bru burger

bar". The returns on the proposed letters will be black matching what currently exists for "Bru". The maximum sign area for the exterior of the building will not be exceeded with the additional dental sign. The colors used for "SkyView Dental" are black and gold.

Attachments

Exhibit 1	Aerial Photograph
Exhibit 2	Proposed amendment for the Program of Signs

Recommendation

Staff is in support of the proposed amendment to the Program of Signs as it identifies an office that is a high pedestrian traffic generator and is wayfinding for that office. The proposed signage is compatible with the building as the sign is using the general color scheme of the existing signs.

Motions

1. Motion to adopt the amendment to the "Program of Signs" as presented per Application 0052-2023 including the Staff Report and the presentation for "SkyView" Dental.
2. Motion to deny the entire sign amendment as presented per Application No. 0052-2023
List reasons

3. Motion to continue Application No. 0052-2023 until the July 17, 2023 meeting.