



<b>Request</b>	<b>DTC Signage Modification Requests</b>
<b>Project Name</b>	<b>127 Rosa L. Parks Boulevard</b>
<b>Council District</b>	19 – O’Connell
<b>Requested by</b>	Lee Davis, with ESa
<b>Staff Reviewer</b>	Ventura
<b>Staff Recommendation</b>	<i>Approval.</i>

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**Applicant request**

A request for modification on properties located at 119 and 127 Rosa L Parks Boulevard, southwest of the corner of Rosa L Parks Boulevard and Commerce Street, zoned DTC (0.65 acres), to permit three modifications from the Signage Section of the DTC.

**Project overview**

The project is proposing (2) 424.50 square foot skyline signs on the south and west elevations of the Temp hotel, (1) projecting sign height set at above the 4<sup>th</sup> floor windowsill and (1) monument sign located along the property line instead of the required 5 feet setback.

**DTC SIGNAGE MODIFICATION REQUESTS SUMMARY**

**1. Skyline Signs along the Alley and 9<sup>th</sup> Ave North**

- Required: Skyline Signs have maximum sign area determined by average height of the building. 720 square feet is the total maximum sign area for heights of buildings 201 feet and taller.
- Proposed: The building is proposing (2) skyline signs, each on a different façade, that total 849 square feet, exceeding the allowable maximum by 129 square feet.
- Analysis: The lettered signage of the Hilton Temp Logo falls within the allowable square footage. The elongated slash increases the square footage in the manner the Downtown code measures signs. The area outlined by the elongated slash is not designed to be part of the signage, as the metal panel is clearly visible.

**2. Projecting Sign along Rosa L. Parks Boulevard**

- Required: A projecting sign shall be located below the windowsills of the 4th story.
- Proposed: The proposed location of the projecting sign height is set above the 4th story windowsill.
- Analysis: The location of the projecting sign is near an existing building. To avoid interfering with the neighboring residence and provide visibility for hotel patrons from Broadway, the project sign is set above the 4<sup>th</sup> floor windowsill.

**3. Monument Sign along Rosa L. Parks Boulevard**

- Required: A monument sign must be set back at least 5 feet from the front property line.
- Proposed: The proposed monument sign is set back 8” from the property line.
- Analysis: The proposed monument sign is within a landscaped area and sits in front of a column. The sidewalk along Rosa L Parks is wider than most streets in Downtown, so if the monument was set 5’ from the property line, the sign would not be clearly visible to pedestrians.



## **Downtown Code DRC Meeting of 11/03/2022**

### **STAFF RECOMMENDATION**

The project generally aligns with the goals and objectives of Article V of the Downtown Code. Staff recommends approval.