

M. SIGN CRITERIA - BLUE VALLEY PHYSICAL THERAPY - 6885 West 151st Street

1. APPLICANT: Commercial Sign Design & Management is the applicant for this request.
2. REQUESTED ACTION: The applicant is requesting approval of a sign criteria for the Blue Valley Physical Therapy building.
3. LOCATION: The subject property is located at 6885 West 151st Street.
4. EXISTING ZONING: This property is currently zoned MXD, Planned Mixed Use District.
5. ANALYSIS: The applicant is requesting sign criteria approval for the Blue Valley Physical Therapy building. This is a single-building development. The applicant is proposing multi-tenant box signs on the west and north facades as part of this sign criteria. Staff generally does not support box signs, but the applicant has provided a letter explaining why channel letters can not be placed on the building. The letter states there is a beam that is directly behind the first and second floors which limit the ability for electrical outputs and access. Therefore, the box sign is the easiest cost effective method of providing signage. Staff did attempt to work with the applicant for other types of wall signage but the box sign is the only wall sign that the applicant says will work without being cost prohibitive.

The box will match the adjacent brick color and the only portion of the sign which will be lit are the letters. These letters will project about two inches from the box sign. The signage will be limited to 10 percent of the façade on which they are attached. This does meet ordinance requirements.

A monument sign will be provided along 151st Street. This sign will provide multiple tenant listings, but has not been shown because the sign ordinance is still under review by the City Council. Once the ordinance is approved the sign criteria may be administratively changed to allow the monument sign. This would only occur if the monument sign complies with the new sign ordinance.

6. STAFF RECOMMENDATION: Staff would prefer not to allow box signs for any new buildings, but because of the design of this building, staff will support this type of signage and the sign criteria. The staff recommends approval of the Sign Criteria for Blue Valley Physical Therapy, subject to the following stipulation:
 - a. Prior to the installation of any signs, a sign permit shall be obtained.