



AGENDA MEMO

7/16/2013 Agenda

TO: Honorable Mayor and City Council

FROM: Harry Persaud, MRTPI, AICP, Chief Planning Official

SUBJECT: Hold a public hearing on a request to amend the Special Sign District for the Plaza at Preston Center to allow for a specified number of colors for signage within the shopping center.

BACKGROUND:

City Council approved a comprehensive amendment to the special sign district for the Plaza at Preston Center on March 20, 2012 to include signage for the new office building and public library. The current special sign district does not include any provision limiting the number of colors for signage within the district. Recently, a sign permit for Sprinkles Cup Cakes was denied because the proposed signs provided for a total of eight colors in violation of Section 3.09.018 of the Sign Regulations as follows:

“Signs shall be limited to not more than three (3) colors. For the purpose of this section, “sign” shall include the lighting or illumination, and, in the case of a sign placed on a building surface without any border and with its background the same color as the building surface, the color of the building surface shall not be considered as a color of the sign. Shades or blendings of color shall each constitute a separate color. Also, for the purposes of this section, black and white shall not be considered colors.” (1996 Code, sec. 12.220)

Venture Commercial then requested an amendment to the Special Sign District to exclude certain items considered as “trade dress” from the definition of signage such as light fixtures, storefront colors and materials, and specific architectural features associated with a particular business. UDADAC considered the request at its June 11, 2013 meeting and concluded that it would be in the public interest to resolve the issue by increasing the number of colors for signage within the district.

RECOMMENDATION:

Urban Design and Development Advisory Committee (UDADAC) considered this item on 06.11.13 and voted 6 to 2 to recommend that signage within the shopping center be limited to not more than 10 colors.