



## STAFF REVIEW

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FILE: TAC-96-1.6  
DATE: March 27, 1996  
STAFF: Kathy Portner  
REQUEST: Text Amendment--Sign Code  
APPLICANT: City of Grand Junction

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### EXECUTIVE SUMMARY:

Amending Section 5-7-7.B.5 of the Zoning and Development Code base the allowance for flush wall signs on the longer facade of a building oriented perpendicular to the street.

### STAFF ANALYSIS:

Currently the sign allowance for flush wall signs is based on the length of the building facade most nearly parallel to the street it faces. This provision assumes that most buildings will face the street. Often buildings are designed to be perpendicular to the street with parking to the side. This provision of the sign code makes it more difficult to provide the flush wall signage businesses desire along the front entrances.

Staff proposes to amend the sign code to allow for the flush wall sign allowance to be calculated on the longer building facade for buildings that are perpendicular to the street. That sign allowance could be transferred to other building facades, as the code currently allows, however, the transferred amount could not exceed the allowance based on that building facade size. The amendment would not change the allowance for free-standing signs, roof signs or projecting signs.

### Proposed Amendment

#### Section 5-7-7.B.5

a. The sign allowance shall be calculated on the basis of the **area length** of the one building facade which is most nearly parallel to the street it faces. Each building facade which faces a dedicated public street shall have its own separate and distinct sign allowance. **The sign allowance for flush wall signs on buildings located on interior lots which are oriented perpendicular to the street shall be based on the longer building facade.** The total sign allowance, or any percentage thereof, of one frontage may be transferred to a building facade that has no frontage allowance ~~on a dedicated public street~~ **provided the transferred amount does not exceed what would have been allowed on that building facade based on its length.**

*(not a corner lot)*

STAFF RECOMMENDATION:

Staff recommends approval of the proposed text amendment.

RECOMMENDED PLANNING COMMISSION MOTION:

Mr. Chairman, on item TAC-96-1.6, I move we forward this onto City Council with a recommendation of approval.

## STAFF REVIEW

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FILE: TAC-96-1.6  
DATE: April 10, 1996  
STAFF: Kathy Portner  
REQUEST: Text Amendment--Sign Code  
APPLICANT: City of Grand Junction

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### EXECUTIVE SUMMARY:

Amending Section 5-7-7.B.5 of the Zoning and Development Code to base the allowance for flush wall signs on the longer facade of a building oriented perpendicular to the street.

### STAFF ANALYSIS:

Currently the sign allowance for flush wall signs is based on the length of the building facade most nearly parallel to the street it faces. This provision assumes that most buildings will face the street. Often buildings are designed to be perpendicular to the street with parking to the side. This provision of the sign code makes it more difficult to provide the flush wall signage businesses desire along the front entrances.

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### Proposed Amendment

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STAFF RECOMMENDATION:

Staff recommends approval of the proposed text amendment.

PLANNING COMMISSION RECOMMENDATION:

At their April 9, 1996 hearing, the Planning Commission recommended approval of the proposed text amendment adding a clarification of an interior lot.

PUBLIC STREET

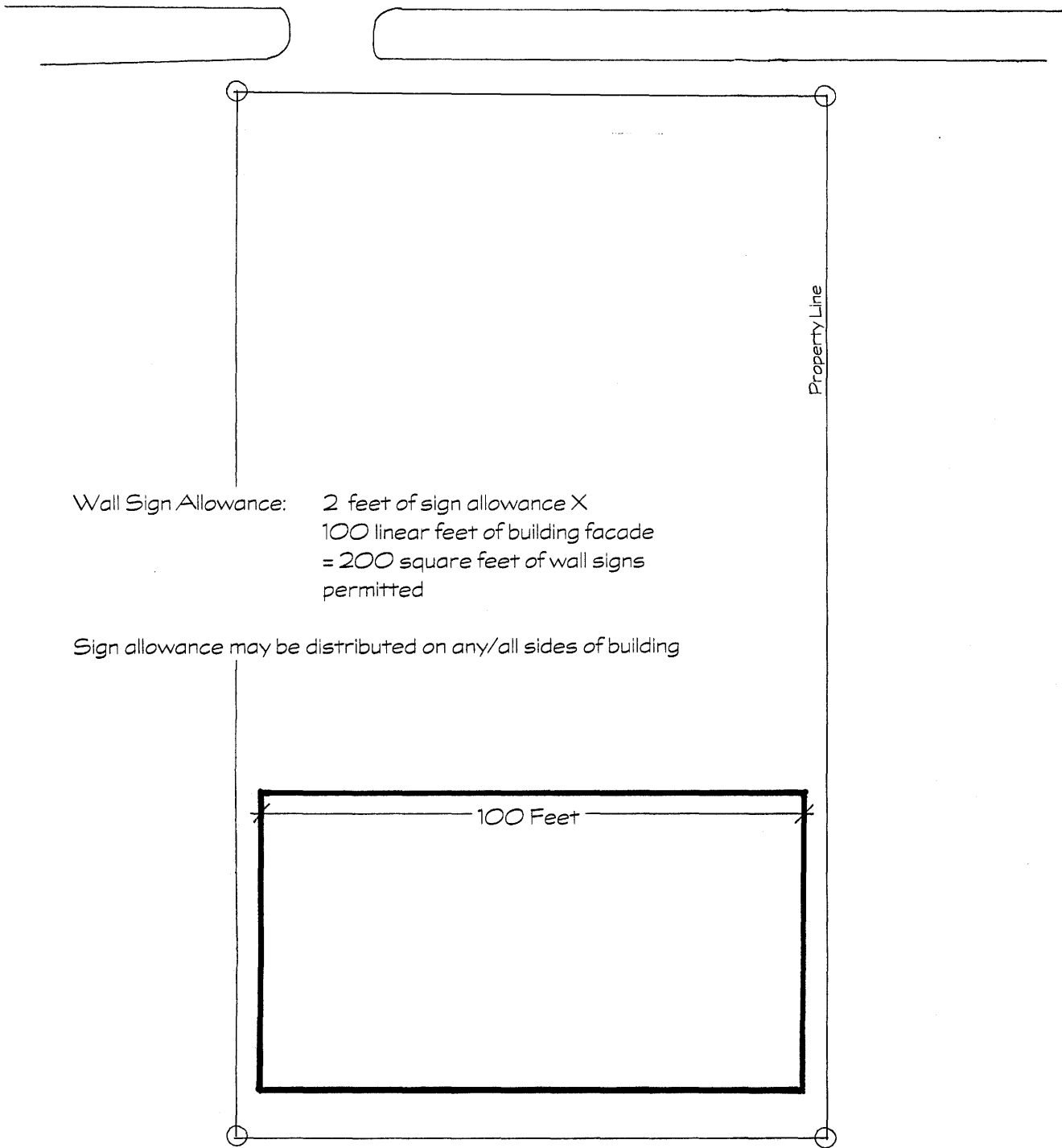
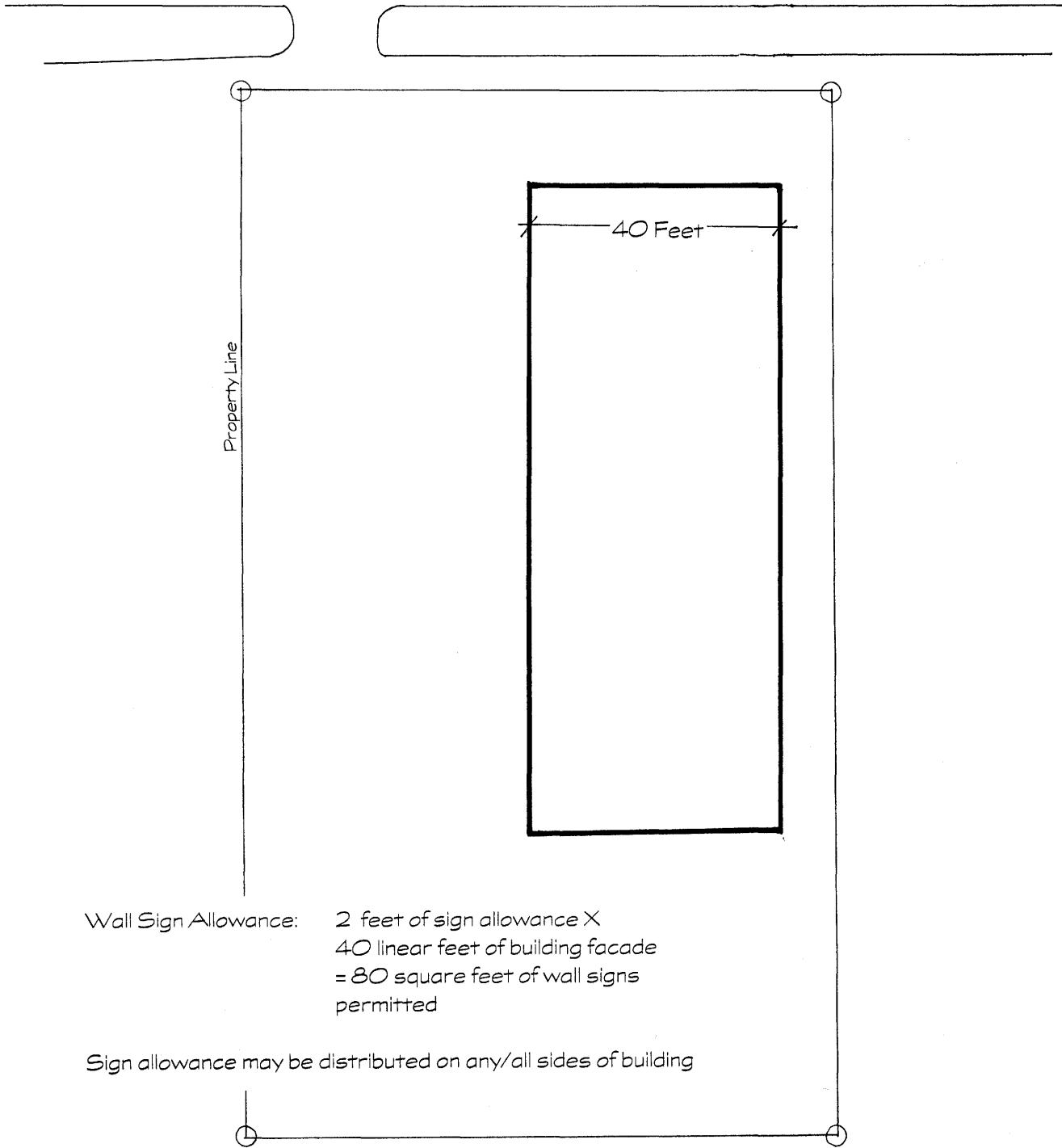


Figure 1  
Calculation of Wall Sign Allowance  
Building Parallel to Public Street

PUBLIC STREET

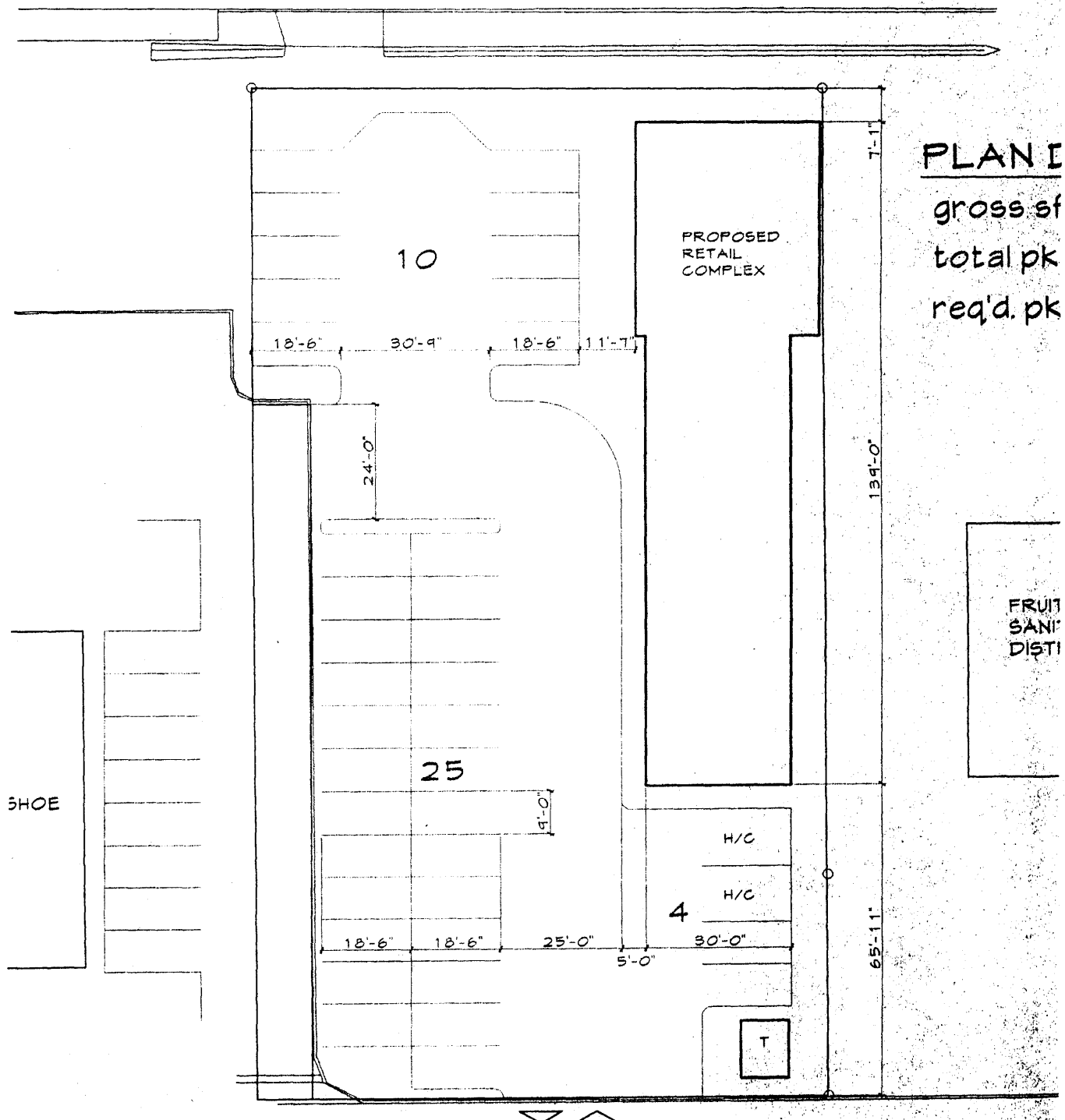


Wall Sign Allowance: 2 feet of sign allowance X  
40 linear feet of building facade  
= 80 square feet of wall signs  
permitted

Sign allowance may be distributed on any/all sides of building

Figure 2  
Calculation of Wall Sign Allowance  
Building Perpendicular to Public Street

SOUTH ELEVATION



PLAN I  
gross sf  
total pk  
req'd. pk

SITE PLAN

1" = 20'-0"

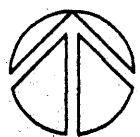


Figure 3  
Development Proposal  
North Avenue North of Walmart