
STAFF COMMENTS FOR PLANNING COMMISSION

MEETING DATE: February 20, 2008

SUBJECT: PI-B071057 & PI-B071058

TITLE: Wyndham Garden Hotel

REQUEST: **Sign Adjustment**
Building signage

ADDRESS: 805 Russell Avenue

ZONE: C-2 (General Commercial)

APPLICANT: Marie Wallace – Danten Permit Service

STAFF LIAISON: Jacqueline Marsh, Planner
Lauren Pruss, Planning Director
Julia Boone, Planning Intern

Enclosures:

Staff Comments
Exhibits

- Exhibit 1: Site location map
- Exhibit 2: Applications
- Exhibit 3: Letter, submitted by Marie Wallace, dated February 11, 2008
- Exhibit 4: Photographs submitted by the applicant
- Exhibit 5: Locations and details of proposed signage

STAFF COMMENTS

I. BACKGROUND:

Applications have been filed requesting approval of a building sign that exceeds 100 square feet and another sign that will be placed on a side of the building that does not have a public entrance, nor does it face a public street. The property is located at 805 Russell Avenue in the C-2 (General Commercial) Zone (Exhibit #1).

The applicant is proposing to replace the existing Courtyard Marriot Hotel brand signage with Wyndam Garden Hotel brand signage. The two signs that require Planning Commission approval this evening are proposed to be 135 square feet (Sign A) and 59 square feet (Sign B), respectively.

II. SCOPE OF REVIEW:

The subject property is located in the C-2 zone. Within this zoning district, staff is granted authority to approve building and monument signs, however certain signage must be approved by the Planning Commission. §24-212(c)(1), Building Signs, of the City's Sign Ordinance states:

"...signage is limited to only those sides of a building that face a public street or have a public entrance, unless approved by the planning commission."

Further, §24-212(c)(2), Building Signs, states:

"Signs for large, retail businesses and large office buildings over 100,000 square feet of gross leasable area may exceed one hundred (100) square feet with planning commission approval subject to subsection 24-213A(f) of this article."

Section 24-213A(f), Sign Adjustments, states the following:

Where a literal application of this ordinance, due to special circumstances, would result in an unusual hardship in an individual case, an adjustment may be granted by the planning commission provided that such adjustment would not cause a detriment to the health, safety and welfare of the public, upon a finding that:

- (1) There exist exceptional conditions pertaining to the property where the sign is to be located as a result of its size, shape, or topography, which are not applicable to other lands or structures in the area; and*
- (2) The applicant would be deprived of rights that are commonly enjoyed by others similarly situated; and*
- (3) Granting the adjustment would not confer on the applicant any significant privileges that are denied to others similarly situated; and*

(4) Neither the special circumstances nor unusual hardship is the result of action by the applicant; and

(5) The requested adjustment is the minimum adjustment necessary to allow the applicant to enjoy the rights commonly enjoyed by others similarly situated; and

(6) Granting of the adjustment would not violate more than one standard of this ordinance; and

(7) Granting the adjustment would not result in allowing a sign that interferes with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic.

The applicant must receive approval for Sign A because the total square footage exceeds 100 square feet, requiring a sign adjustment that can only be granted by the Planning Commission. Sign B will be located on a side of a building that does not have a public entrance nor face a public street, again requiring Planning Commission approval.

III. SITE PLAN ANALYSIS AND FINDINGS:

Site Characteristics.

The subject property is a seven-story hotel on a six-acre parcel of land. It is mostly surrounded by surface parking with a landscape buffer on the northern eastern portions of the lot. The hotel faces Russell Avenue, but does not have direct frontage, as the site location map illustrates. Between the hotel and Russell Avenue is an office and retail building, addressed as 811 Russell Avenue.

Surrounding Land Use and Zoning.

The property is surrounded by C-2 zoning to the south, east, and west. Surrounding uses are mainly comprised of office and retail. To the north are the E-1 (Urban Employment) and R-20 (Medium Density Residential) zones. To the northwest is a self storage facility and to the northeast is the Hunt Club apartment complex.

Site Plan Analysis.

As previously stated this application is coming before the Planning Commission because of the location and size of two separate signs. Sign A (Exhibit #5) will be located on the left side of the front elevation of the hotel (facing Russell Avenue) and is 135 square feet, which requires a sign adjustment because it exceeds the allowed 100 square feet size for building signs. This sign will be replacing a 194 square foot sign. The applicant has submitted a letter outlining their request for the sign adjustment (Exhibit #3). Staff is in agreement with the applicant's reasoning and recommends approval for the sign adjustment.

Sign B will be located on the hotel's south elevation and is 59 square feet. This sign will be replacing a 126 square foot sign. The right elevation does not have a public entrance nor does it face a public street, requiring approval from the Planning Commission. Normally, this type of request would be done via consent approval; however, because Sign A requires the Planning Commission to make findings to allow the sign to be more than 100 square feet, the application requires discussion. Additionally, because of the hotel's location, which is somewhat hidden, staff recommends this sign be granted approval as well. Additionally, this sign is replacing an existing sign.

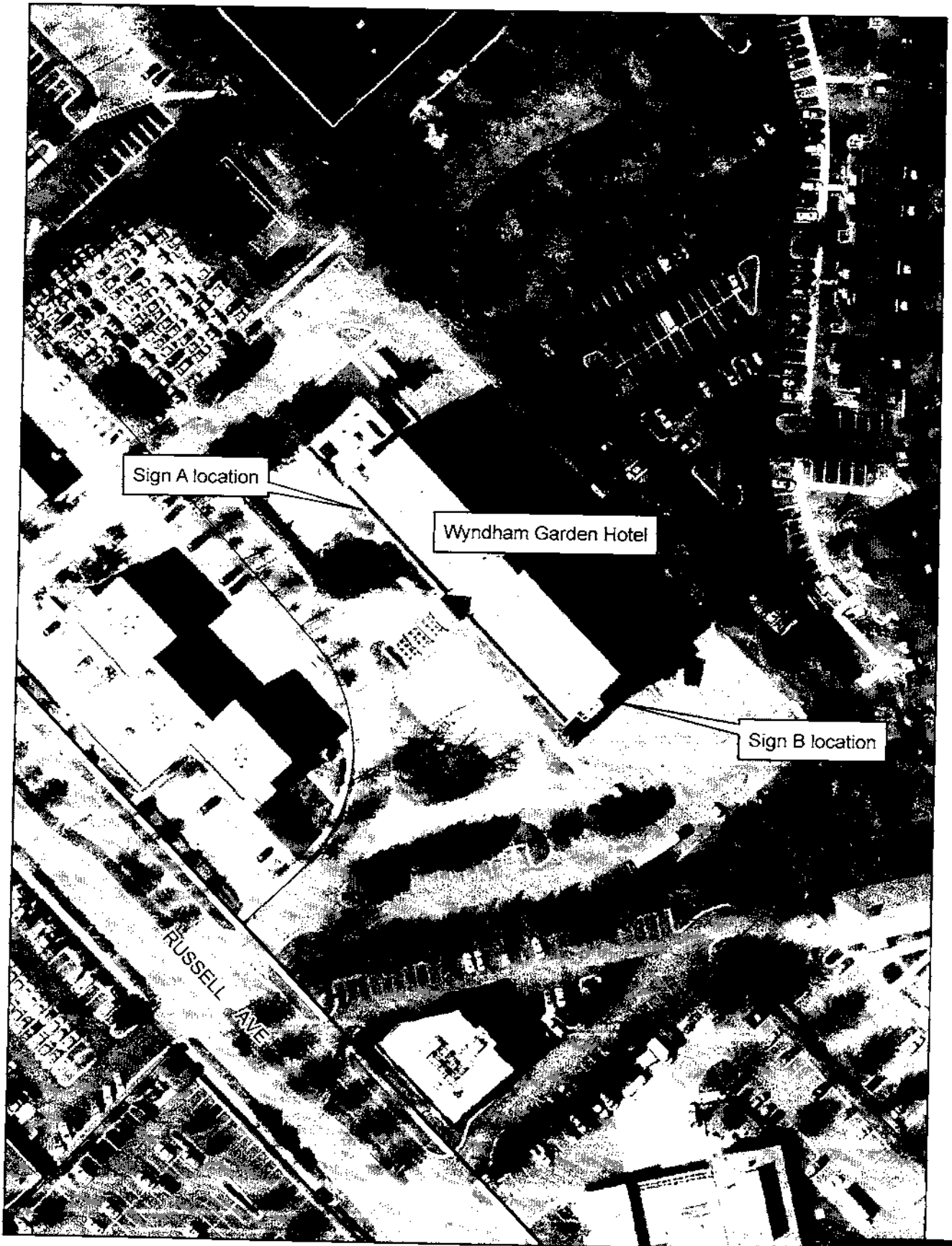
Summary of Findings.

In accordance with the City's Sign Ordinance, the Planning Commission must approve both the size and location of the two subject signs. Granting approval to the signs will not violate the sign ordinance or any other regulations with the City Code. The sign adjustment is necessary because of the unique location of the hotel, which does not have frontage on Russell Avenue.

IV. CONCLUSION:

Staff recommends **TO GRANT PI-B071057 & PI-B071058, WYNDHAM GARDEN HOTEL SIGNAGE, SIGN ADJUSTMENT APPROVAL, FINDING IT TO BE IN COMPLIANCE WITH SECTION 24-212 OF THE CITY CODE.**

Wyndham Garden Hotel 805 Russell Avenue



PI-8071057
PI-8071058
#1
PENGAD 800-601-8888

SIGN PERMIT APPLICATION

Sign A

In accordance

with Chapter 24, Article IX, Section 24-160F, and Section 24-228 of the City Code

*Set: 805 Russell Ave
Wyndham Garden Hotel*

Application No.	<i>PI-071057</i>
Date	<i>12/19/09</i>
Approvals:	
Code	_____ Date _____
Zoning	_____ Date _____
HPAC	_____ Date _____
HDC	_____ Date _____
PC	_____ Date _____
Fees:	
Total Fee	_____
Application Fee	<i>0</i>
Amount Due	_____

All information requested in this application must be answered completely.

1. SUBJECT PROPERTY Wyndham Garden Hotel
 Street Address 805 Russell Avenue Gaithersburg, MD
 Suite Number(s) _____ Zone _____

2. APPLICANT
 Name Marie L. Wallace T/A Danten Permit Service
 Street Address 142 Greenwood Creek Road Suite No. _____
 City Queenstown State MD Zip Code 21658
 Telephones: Work 410-980-6413 Home _____

3. SIGN CONTRACTOR
 Name United Sign Service
 Street Address 46 Wishing Rock Road Suite No. _____
 City Pasadena State MD Zip Code 21122
 Telephones: Work 410-421-8050 Daytime _____

4. ELECTRICAL CONTRACTOR *1001*
 City Electrical License No. _____
 Company Name Moon Lighting Electric Service Inc.
 Street Address 1654 Crofton Blvd Suite No. 16
 City Crofton State MD Zip Code 21114
 Telephones: Daytime 301-858-0101

5. PROPERTY OWNER
 Name Ruffin Hotel Corp of MD Inc
 Street Address PO Box 17087 Suite No. _____
 City Wichita State Kansas Zip Code 67217
 Telephones: Work _____ Home _____

6. BUSINESS OWNER/OCCUPANT
 Business Name Wyndham Garden Hotel
 Business Owner's Name _____
 Business Owner's Address 805 Russell Avenue Suite No. _____
 City Gaithersburg State MD Zip Code _____
 Telephones: Work _____ Daytime _____

PENNSA 800-631-6986
 PI-071057
 PI-071058
 #2

Sign A

7. PERMIT TYPE

- ELECTRIC Amps 4.5 NON-ELECTRIC
- TEMPORARY
 - A-Framé Sign
 - Banner
 - Construction Sign
 - Real Estate
 - Special Event
- PERMANENT
 - Monument
 - Perm/Re-face

8. PROJECT DETAIL INFORMATION

Square footage 250.52 sq ft Width 55'8" Height 4'6" Number of faces _____

Total square footage of signage presently at site To be removed

Linear footage of tenant space (entrance) _____

Linear footage of entire building facing a public street 315'

Exact sign location Left side of front elevation

Exact wording on sign (Logo) Wyndham Garden Hotel

Material(s) of sign Aluminum / plexiglas

Color(s) of sign White & Green

Setback _____ Height above grade _____

Free standing? Yes No

In Olde Towne/Central business District? (see attached) Yes No

Historic District? (see attached) Yes No

SUBMISSION REQUIREMENTS

1. Two copies of sign drawing indicating dimensions, shape, materials, and description of the face with lighting detail.
2. One copy of the site plan showing the location of the sign on the property/building.
3. Application Fee. (See fee schedule.)

ADDITIONAL INFORMATION

1. All electrical work must be completed by an electrician currently licensed by the City of Gaithersburg.
2. All electrical signs must have a valid "UL Label" and cut-off switch.
3. All signs in the Historic District or on a designated historic site must also complete a separate application for Historic District Commission (HDC) review.
4. All sign permits for properties within the Olde Towne geographical district are subject to review and approval by the Olde Towne Planner.

I hereby certify that I have read and examined this application and that all statements are true and correct. All provisions of law and ordinances governing this type of work will be complied with whether specified herein or not. The granting of a permit does not presume to give authority to violate the provisions of any other state or local law regulating construction or the performance of construction.

Applicant's Name (please print) Mary L. Wallace

Applicant's Signature Mary L. Wallace Date 12/16/07

Daytime Telephone Number 410-980-6413

Property Owner's Signature (required) see attached letter Date _____

Sign A

7. PERMIT TYPE

- ELECTRIC Amps 4.5 NON-ELECTRIC
- TEMPORARY
 - A-Frame Sign
 - Banner
 - Construction Sign
 - Real Estate
 - Special Event
- PERMANENT
 - Monument
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Applicant's Name (please print) Marie L. Wallace

Applicant's Signature Marie L. Wallace Date 12/16/07

Daytime Telephone Number 410-980-6413

Property Owner's Signature (required) see attached letter Date _____

SIGN PERMIT APPLICATION

Sign B

In accordance

with Chapter 24, Article IX, Section 24-160F, and Section 24-228 of the City Code

Application No.	<i>PI-3071058</i>
Date	<i>12/19/07</i>
Approvals:	
Code	Date
Zoning	Date
HPAC	Date
HDC	Date
PC	Date
Fees:	
Total Fee	
Application Fee	<i>0</i>
Amount Due	

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6. BUSINESS OWNER/OCCUPANT
 Business Name Wyndham Garden Hotel
 Business Owner's Name _____
 Business Owner's Address 805 Russell Avenue Suite No. _____
 City Gaithersburg State MD Zip Code _____
 Telephones: Work _____ Daytime _____

Sign B

7. PERMIT TYPE

- ELECTRIC Amps 4.5 NON-ELECTRIC
- TEMPORARY
 - A-Frame Sign
 - Banner
 - Construction Sign
 - Real Estate
 - Special Event
- PERMANENT
 - Monument
 - Perm/Re-face

8. PROJECT DETAIL INFORMATION

Square footage 144 ~~ft~~ Width 18'0" Height 8'0" Number of faces 1
 Total square footage of signage presently at site To be removed
 Linear footage of tenant space (entrance) _____
 Linear footage of entire building facing a public street 315'
 Exact sign location Right side elevation
 Exact wording on sign (Logo) Wyndham
 Material(s) of sign Aluminum/plexiglas
 Color(s) of sign White and green
 Setback _____ Height above grade _____
 Free standing? Yes No
 In Olde Towne/Central business District? (see attached) Yes No
 Historic District? (see attached) Yes No

SUBMISSION REQUIREMENTS

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I hereby certify that I have read and examined this application and that all statements are true and correct. All provisions of law and ordinances governing this type of work will be complied with whether specified herein or not. The granting of a permit does not presume to give authority to violate the provisions of any other state or local law regulating construction or the performance of construction.

Applicant's Name (please print) Maria L. Wallace
 Applicant's Signature Maria L. Wallace Date 12/16/07
 Daytime Telephone Number 410-980-6413
 Property Owner's Signature (required) see attached letter Date _____

Sign B

7. PERMIT TYPE

- ELECTRIC Amps 4.5
- TEMPORARY
 - A-Frame Sign
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Applicant's Name (please print) Maria L. Wallace
 Applicant's Signature Maria L. Wallace Date 12/16/07
 Daytime Telephone Number 410-980-6413
 Property Owner's Signature (required) see attached letter Date _____

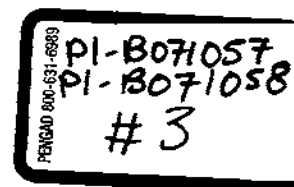
February 11, 2008

Ms. Lauren Pruss
Planning Director
Planning and Code Administration
City of Gaithersburg
31 South summit Avenue
Gaithersburg, Maryland 20877

Dear Ms. Pruss:

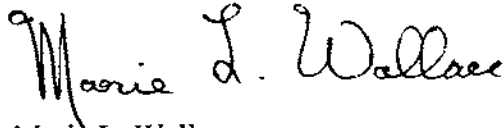
The purpose of this correspondence is to make a request to the Planning Commission to approve a sign adjustment for the proposed exterior wall signs for the Wyndham Garden Hotel located at 805 Russell Avenue. We feel that the literal application of this ordinance would result in a hardship for this hotel. Furthermore, it is our belief that such an adjustment would not be detrimental to the health or safety of the public.

1. The Wyndham Garden Hotel is a hotel consisting of 7 stories. Unfortunately, it is located on a site situated at the bottom of a hill below several retail and office complexes which are in front of the property at the top of the hill along Russell Avenue. Topography is the greatest hindrance for the visibility of the proposed wall signs for this property.
2. We are proposing wall signs which actually are smaller in size than those which the previous tenant, Courtyard Marriott, had on its front and side elevations (see attached comparisons). Therefore, we wish to install signs similar in size to the previous hotel signage.
3. We are requesting an appropriate square footage amount of wall signage which is in keeping with the size of this building and its particular location. The Wyndham Garden Hotel is located a distance away from Russell Avenue and Montgomery Village Avenue.
4. The special circumstances of this building which present a hardship are the direct result of the topography of the land and placement of the building below office complexes. It is not a result of any action taken by the applicant.
5. The proposed wall signs are smaller in overall square footage than those signs which were permitted on the building for the previous hotel, Courtyard Marriott.
6. Granting of this adjustment would only violate one standard of this ordinance. Sign A is slightly larger than what would be allowed under the current sign code.



7. These wall signs are located quite a distance away from any public roads and are at an elevation on the building which would not obstruct highway visibility or interfere with the movement of traffic.

Respectfully submitted,

A handwritten signature in cursive script that reads "Marie L. Wallace". The signature is written in black ink and is positioned above the printed name.

Marie L. Wallace
Applicant

Attachment

Attachment:

Size Comparison of the Wyndham Proposed Signs and the Courtyard Marriott:

Front (South) Elevation - Sign A

Boxed existing "COURTYARD Marriott's 4' x 54' = 216 sq. ft.

Individual "COURTYARD" sign is 4' x 38' = 152 sq. ft.

Individual "Marriott" sign is 3' x 14' = 42 sq. ft.

Individual combined = 194 sq. ft.

Boxed proposed "Logo Wyndham Garden Hotel" is 4'6" x 55'6" = 249.75 sq. ft.

Individual "Logo" is 4'6" x 4'6" = 20.25 sq. ft.

Individual "Wyndham" is 3' x 23'9" = 71.25 sq. ft.

Individual "Garden" is 2' x 12'6" = 25 sq. ft.

Individual "Hotel" is 2' x 9'7" = 19.16 sq. ft.

Individual combined = 135.66 sq. ft. (actual proposed combined signage of 135.66 is 58.34 sq. ft. less than existing)

Side Elevation – Sign B

Existing Cabinet sign is 9' x 14' = 126 sq. ft.

Proposed boxed "LOGO" Wyndham is 8' x 18' = 144 sq. ft.

Individual "LOGO" is 48' x 56.5" = 18.8 sq. ft.

Individual "Wyndham" is 27' x 18' = 40.5 sq. ft.

Individual combined = 59.3 sq. ft. (actual proposed combined signage of 59.3 is 66.7 sq. ft. less than existing, making it less than half as large as the existing sign).

Wyndham Garden HOTEL
805 Russell Avenue

View along Russell
Avenue

Slope down driveway



PI-8071057
PI-8071058
#4
PENGAD 800-631-6989



Wyndham Garden Hotel

Office buildings which
block visibility of
entrance along Russell
Avenue



Wyndham Garden HOTEL

View of hotel showing
office building above
on Russell Avenue



55'-8" OAL



Design #
07-2734r4

Sheet **1** of **4**

Client
WYNDHAM GARDEN HOTEL

Address
**805 RUSSELL AVE.
GAITHERSBURG, MD**

Account Rep. **RC**

Designer **MRG**

Date **11/29/07**

Approval / Date

Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision / Date

R1/MRG/11-29-07/ add options
R2/MRG/12-4-07/ del options 1,2,4,
R3/RMS/1-28-08/ rmve mon signs to separate w.o. #
R4/RMS/1-29-08/ add opaque logo note



LETTER DISPLAY WGHL-36/24G

SCALE: 1/4" = 1'-0"

(PORTE COCHERE)

SCOPE OF WORK:
REMOVE EXISTING CHANNEL LETTERS AND REPLACE WITH NEW "WYNDHAM" CHANNEL LETTERS
REPAIR FASCIA - PATCH AND PAINT AS NEEDED

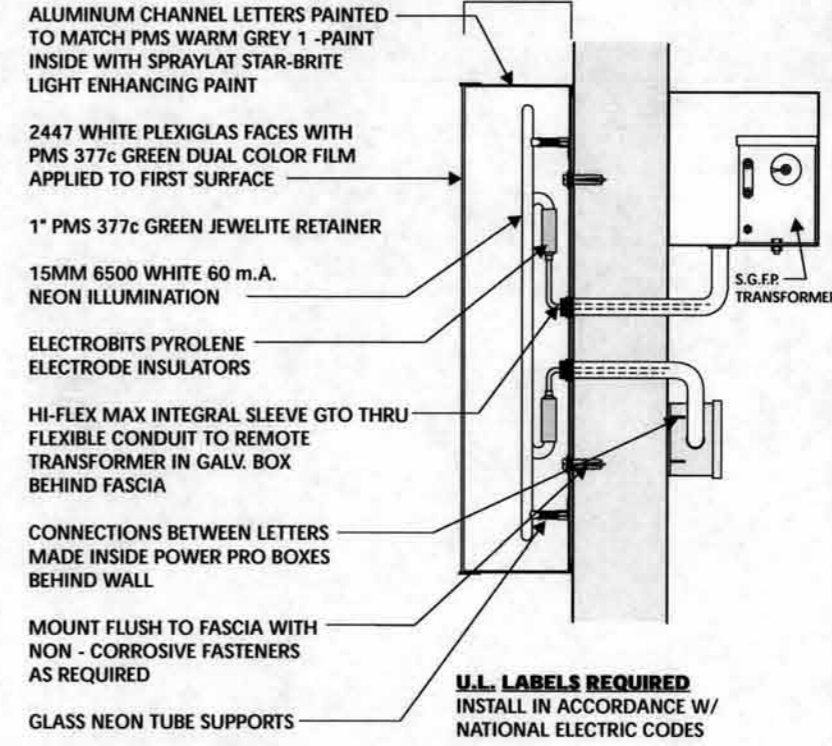
LOGO - FLAT CLEAR LEXAN PLASTIC FACE W/ 1st SURFACE 3M SCOTCHPRINT GRAPHIC - WHITE GRAPHIC ON PMS 377c GREEN FLARE BACKGROUND - WHITE DIFFUSER VINYL APPLIED TO 2nd SURFACE
*GREEN BACKGROUND TO BE **OPAQUED** (ONLY WHITE TO ILLUMINATE)

ALUMINUM CABINET W/ OUTSIDE RETURNS PAINTED PMS 377c GREEN

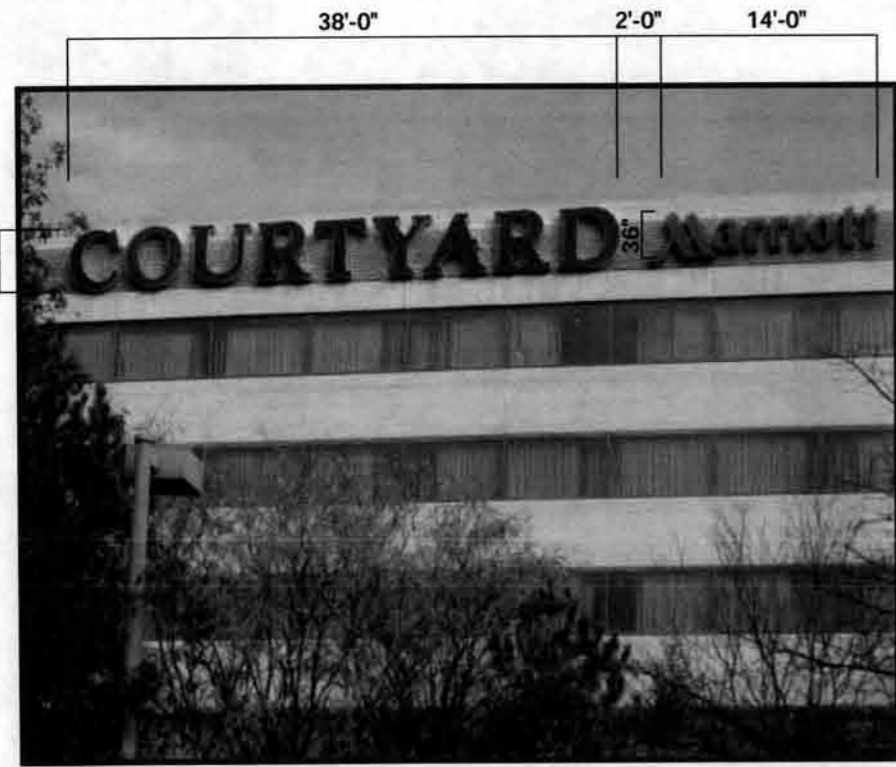
INSIDE PAINTED LIGHT ENHANCING WHITE

BLUE JEWELITE RETAINERS

LOGO CABINET INTERNALLY ILLUMINATED W/ 6500 WHITE NEON GRID.



LETTER SECTION NOT TO SCALE
REMOTE TRANSFORMERS



EXISTING SIGNAGE NOT TO SCALE



PROPOSED NEW SIGNAGE SOUTH ELEVATION (FRONT) NOT TO SCALE



www.chandlersigns.com

3201 Manor Way Dallas, TX 75235
214-902-2000 Fax 214-902-2044

12106 Valliant San Antonio, TX 78216
210-349-3804 Fax 210-349-8724

2420 Vista Way Ste. 200
Oceanside, CA 92054
760-967-7003 Fax 760-967-7033

750 E. Hwy. 24 - Bldg. 2 Ste. 200
Woodland Park, CO 80863
719-687-2507 Fax 719-687-2506

P.O. Box 43123 Louisville, KY 40253
502-489-3660 Fax 502-254-3843

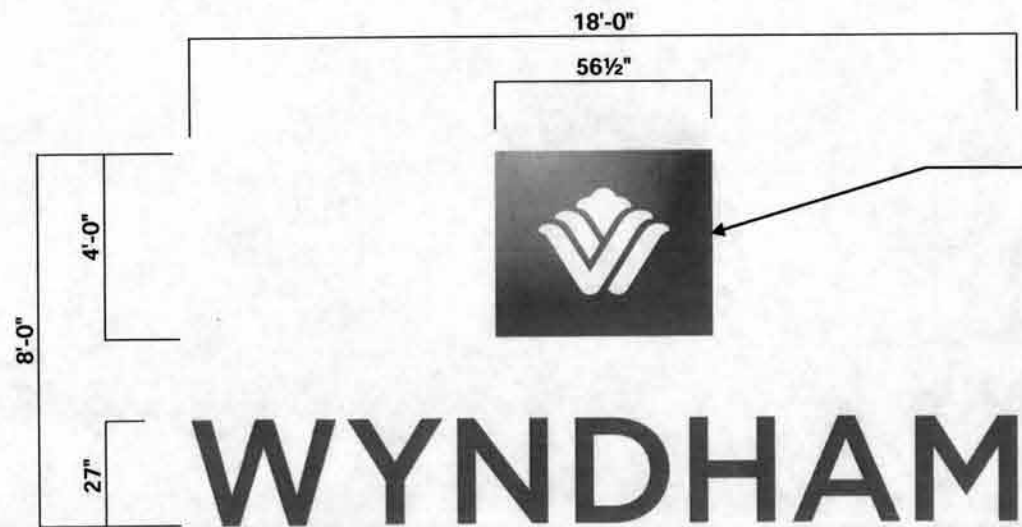
This drawing is the property of Chandler Signs, L.P. and all rights to its use for reproduction are reserved by Chandler Signs, L.P.

FINAL ELECTRICAL CONNECTION BY CUSTOMER

PI-B071057
PI-B071058
#5



SHOWN TO BE MANUFACTURED TO ALL SPECIFICATIONS AND WILL BEAR THE U.L. LABELS. INSTALL IN ACCORDANCE WITH NATIONAL ELECTRIC CODES.



LOGO - FLAT CLEAR LEXAN PLASTIC FACE
W/ 1st SURFACE 3M SCOTCHPRINT GRAPHIC -

WHITE GRAPHIC ON PMS 377c GREEN FLARE
BACKGROUND - WHITE DIFFUSER VINYL
APPLIED TO 2nd SURFACE
*GREEN BACKGROUND TO BE **OPAQUED**
(ONLY WHITE TO ILLUMINATE)

ALUMINUM CABINET W/ OUTSIDE RETURNS
PAINTED PMS 377c GREEN

INSIDE PAINTED LIGHT ENHANCING WHITE

BLUE JEWELITE RETAINERS

LOGO CABINET INTERNALLY ILLUMINATED
W/ 6500 WHITE NEON GRID.

ALUMINUM CHANNEL LETTERS PAINTED
TO MATCH PMS WARM GREY 1 -PAINT
INSIDE WITH SPRAYLAT STAR-BRITE
LIGHT ENHANCING PAINT

2447 WHITE PLEXIGLAS FACES WITH PMS
377c GREEN DUAL COLOR FILM APPLIED TO
FIRST SURFACE

1" PMS 377c GREEN JEWELITE RETAINER

15MM 6500 WHITE 60 m.A.
NEON ILLUMINATION

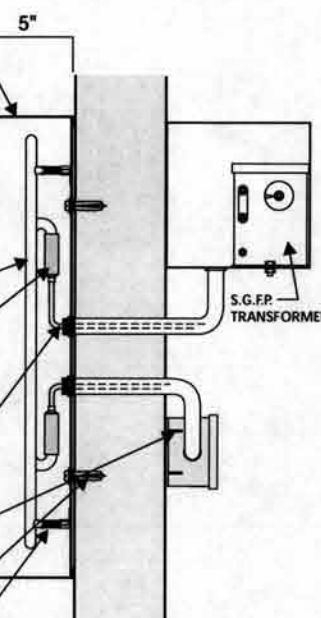
ELECTROBITS PYROLENE
ELECTRODE INSULATORS

HI-FLEX MAX INTEGRAL SLEEVE GTO THRU
FLEXIBLE CONDUIT TO REMOTE
TRANSFORMER IN GALV. BOX
BEHIND FASCIA

CONNECTIONS BETWEEN LETTERS
MADE INSIDE POWER PRO BOXES
BEHIND WALL

MOUNT FLUSH TO FASCIA WITH
NON - CORROSIVE FASTENERS
AS REQUIRED

GLASS NEON TUBE SUPPORTS



U.L. LABELS REQUIRED
INSTALL IN ACCORDANCE W/
NATIONAL ELECTRIC CODES

LETTER / LOGO SECTION NOT TO SCALE
REMOTE TRANSFORMERS

B LETTER / LOGO DISPLAY WCL27G

SCALE: 1/4" = 1'-0"

SCOPE OF WORK:

REMOVE EXISTING S/F CABINET AND REPLACE WITH NEW "WYNDHAM" CHANNEL LETTERS
REPAIR FASCIA - PATCH AND PAINT AS NEEDED

MANUFACTURE AND INSTALL (1) SET CHANNEL LETTERS AND LOGO:



EXISTING SIGNAGE

NOT TO SCALE



PROPOSED NEW SIGNAGE / CLOSE UP
EAST ELEVATION (SIDE)

NOT TO SCALE



Design #

07-2734r4

Sheet 2 of 4

Client

WYNDHAM GARDEN HOTEL

Address

805 RUSSELL AVE.

GAITHERSBURG, MD

Account

RC

Designer

MRG

Date

11/29/07

Approval / Date

Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision / Date

R1/MRG/11-29-07/ add options
R2/MRG/12-4-07/ del options 1,2,4,
R3/RMS/1-28-08/ rmve mon signs to separate w.o. #
R4/RMS/1-29-08/ add opaque logo note



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