

## ZONING STAFF REPORT

October 6, 2021



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 4909 Whitcomb Drive  
**Project Name:** Whitcomb Square  
**Application Type:** Approval for Comprehensive Design Review of Signage  
**Legistar File ID #** [67188](#)  
**Prepared By:** Chrissy Thiele, Zoning Inspector  
**Reviewed By:** Matt Tucker, Zoning Administrator

---

The applicant is requesting Comprehensive Design Review for signage an existing 16 unit multi-family dwelling. This property is located in the Suburban Residential – Varied 2 (SR-V2) District, and is surrounded by a mixture of single family and multi-family dwellings, several of which are under common ownership. This property abuts Whitcomb Drive, which has 2 travel lanes and has a speed limit of 25 mph.

Pursuant to Section 31.043(4)(b), the UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. *The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.*
2. *Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.*
3. *The Sign Plan shall not violate any of the stated purposes described in Sec. 31.02(1) and 33.24(2).*
4. *All signs must meet minimum construction requirements under Sec. 31.04(5).*
5. *The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.*
6. *The Sign Plan shall not be approved if any element of the plan:*
  - a. *presents a hazard to vehicular or pedestrian traffic on public or private property,*
  - b. *obstructs views at points of ingress and egress of adjoining properties,*
  - c. *obstructs or impedes the visibility of existing lawful signs on adjacent property, or*
  - d. *negatively impacts the visual quality of public or private open space.*
7. *The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.*

Signage Permitted per Sign Ordinance: Section 31.14(3)(a)2., MGO, allows for identification sign three square feet in size, indicating only the name and address of the building and the name of the management thereof. The sign shall be a wall sign only. The wall sign could be placed at a maximum height of 12'. The sign shall not be illuminated.

Proposed Signage requiring CDR exception: The applicant is proposing a single sided monument styled ground sign, with an overall height of 5' 2" and a total net area of 21 sq. ft. The sign would be parallel with the street or at a slight angle to be more visible for traffic heading north on Whitcomb Drive, and would be located 21' from the property line.

Staff Comments: The apartment building fronts on a curving street, at its closest point is 20' away from the property line, and the main entrance is also set back about 100' from the property line. A surface parking area is located between the building and the curving street. With the building façade set back a great distance, a three square foot sign would not be viewable or identifiable from the street. The proposed size and location of the ground sign is designed to comply with the sign ordinance as to what would be otherwise allowed for a residential building complex. The sign is placed at a setback consistent with the surface parking lot on the lot and blends with the mature landscaping surrounding it. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met. This recommendation is subject to further testimony and new information provided during the hearing.**