

ZONING DIVISION STAFF REPORT

July 18, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 221 Meadowlark Drive
Project Name: John F. Kennedy Elementary School
Application Type: Approval for a Street Graphics Variance Request
Legistar File ID # [52156](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting approval for a Street Graphics Variance. This property is located in the Suburban Residential – Consistent 1 (SR-C1) district. Meadowlark Drive is two lanes with a speed limit of 25 mph.

Pursuant to Section 31.043(2), MGO, the UDC may approve a sign with up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback if such approval:

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- (b) Will result in a sign more in scale with the building and site and in a superior overall design.

Permitted per Sign Ordinance

Summarizing Section 31.14(3)(e)1., a school can have a ground sign with the square footage equal to the setback of the sign from the property line, up to 32 sq. ft. in size. For example, a 32 sq. ft. sign would have to be a minimum of 32 feet from the property line.

Proposed Signage

The applicant is proposing a sign 24 sq. ft. per side, which would be 50% larger than the maximum allowed (16 sq. ft. per side, totaling to 32 sq. ft.). They are also requesting for the setback to be reduced, placing the sign at 24 feet from the property line instead of 32 feet, about half way between the property line and the building.

Staff Comments

While the speed limit is not fast, this street is a Collector, or a low-to-moderate-capacity road which serves to move traffic from local streets to arterial roads. This is an 80 foot right-of-way, of which 44 feet is pavement and 18 feet of terrace on either side. There is also street parking on both sides of the street. Taking into consideration all these factors, the closest vehicular lane would be 50 feet from the proposed sign location. It should also be noted the landscaping in front of the school consists of many mature trees, which can also affect visibility of the sign. As for the design of the sign, it is an improvement when compared to the images provided of the previous sign. **Therefore, staff has no objection to the Variance request and recommends the UDC find the standards for Variance review have been met, and asks UDC Commissioners to determine if the sign provides a superior overall design.**

Notes:

- Applicant will need to provide dimensions of posts and overall height of sign when applying for sign permit.