

ZONING DIVISION STAFF REPORT

June 1, 2017



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 3950 Commercial Avenue
Project Name: McAllen Properties
Application Type: Initial/Final Approval for a Street Graphics Variance Request
Legistar File ID # 47254
Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting INITIAL/FINAL APPROVAL for a Street Graphics Variance. This property is located in the Commercial Corridor (IL) district. The property abuts North Stoughton Road (aka Highway 51), which is more than six lanes and has a speed limit of 45 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

Type: Pole sign - A Ground Sign that is supported by one or more poles or other supporting structures, if the total width of the pole(s) or supporting structure(s) is one third (1/3) or less than the width of the net area of the sign copy it supports. The width of all pole(s) and supporting structures at their widest point and any space between poles or supports shall be included when measuring the total width of the pole(s) and supporting structure(s).

Height: Taking into account the zoning, speed limit, and number of lanes, this property is permitted a maximum height of 22 feet.

Size: Again, taking into account the zoning, speed limit, and number of lands, this property is permitted a maximum area of 144 sq. ft. per side.

Setback: There is no required setback for this zoning district.

Proposed Signage

Type: The proposed base meets the Sec. 31.02 definition of a pole sign, as the supporting structure width is one third of the sign it supports.

Height: The proposed sign would be 27.5 feet, 5.5 feet (25%) greater than what is permitted.

Size: The proposed sign would have 216 sq. ft. per side, 72 sq. ft. (50 %) greater than what is permitted.

Staff Comments

The existing ground sign was approved by Zoning in 1985, with the total height being roughly 27.5 feet and 141 sq. ft. for signage (per side). This style of sign is considered a monument sign, as the width of the poles (including the space between) spans the entire sign. If staff were to use the current boxing method to figure out the net of the sign, the existing sign would have a net of roughly 200 sq. ft. per side, which includes the empty space between the signs (roughly 30% of that net would be wasted space).