

# ZONING DIVISION STAFF REPORT

August 14, 2019



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 2201 Zeier Road  
**Project Name:** AtHome  
**Application Type:** Approval for an Alteration to an Approved Comprehensive Design Plan  
**Legistar File ID #** [56840](#)  
**Prepared By:** Chrissy Thiele, Zoning Inspector  
**Reviewed By:** Matt Tucker, Zoning Administrator

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The applicant is requesting an amendment to a previously approved Comprehensive Design Review. The original approval was specifically for the multi-tenant ground sign on this zoning lot, which UDC approved February 22, 2017. The tenant, AtHome, obtained approval from the UDC to change the façade of the tenant space June 26, 2019. This zoning lot is located in the Commercial Center (CC) district, and abutted by East Towne Boulevard (4 lanes, 25 mph) and Zeier Road (4 lanes, 35 mph).

Pursuant to Section 31.43(4)(d), MGO, any changes to the approved plan must first be approved by the UDC using the full Comprehensive Design Review (CDR) process under Sec. 31.043(4)(a):

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.*

Wall Signs Permitted per Sign Ordinance: Summarizing Section 31.07, there shall be one signable area for each façade facing a street or parking lot 33 feet in width or greater. For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, the maximum net area of all wall signs shall be thirty percent (30%) of the signable area. **In no case shall a wall sign exceed one hundred twenty (120) square feet in net area.** The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows, or other major architectural detail, and no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.

Proposed Signage: The applicant is proposing one wall sign that are over 30% of the signable area, but less than 50% larger than what the code allows. The sign on the main entrance elevation would have a total net area of 178.93 sq. ft.

Staff Comments: The distance between the storefront and Zeier Road is about 350 feet away. The requested size would meet the conditions and requirements for a sign variance request; however, as this property already has an approved Comprehensive Design Review the applicant can only apply for an Alteration to the CDR. The applicant provides examples of what a compliant sign would look like on the front elevation versus the proposed sign. The requested sign appears to fit with the scale and architecture of the tenant space, as well as the scale of the other signs located on the structure. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Other signs proposed: The letter states and the artwork show the wall sign on the Northeast elevation will be of a compliant size. The applicant also proposes to change the face on the existing monument ground sign and install a new directional sign, all which will comply with code.

Notes:

- The applicant will submit revised artwork showing the sign on the Northeast elevation meeting the 30% of the signable area for the final submittal.