

ZONING DIVISION STAFF REPORT

November 20, 2019



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 6000 American Parkway
Project Name: American Family Insurance
Application Type: Comprehensive Design Review Initial/Final Approval
Legistar File ID # [57093](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review INITIAL/FINAL Approval. The property is located in the Suburban Employment Center (SEC), and is part of The American Center. The UDC has approved an alteration to The American Center's CDR Sept. 4, 2019, however this property was not identified in that CDR. This request will focus on all the signage found on American Family Insurance's zoning lot instead. This zoning lot consists of four buildings and two parking ramps and four parking lot locations. This lot is adjacent to American Parkway, which is four lanes and 35 mph.

Pursuant to Section 31.043(4)(b), MGO, 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.*

Ground Signs Permitted by Sign Ordinance: This zoning lot is allowed up to two ground signs with a combined net area of 128 sq. ft., and a maximum height of 10' for monument style signs, based off of the prevailing speeds and number of traffic lanes. Additional ground signs are allowed by CDR. The ordinance also allows for lots with frontage 500' or more, as well as a vehicle entrance on that frontage, to have an additional monument-style ground sign, no larger than eight feet in height, with 32 sq. ft. per side, located at each vehicle entrance.

Proposed Ground Signage: The applicant is requesting to add a single sided 7.75' tall monument style ground sign, with a total net of 32.06 sq. ft. based on the scaling of the artwork.

Staff Comments: American Family Insurance has two existing signs mounted on landscaping masonry walls flanking the private street (American Family Drive) leading to the facility off of American Parkway. These two single sided monument styled ground signs are of high design and made of high quality materials, and have a combined net of 91.28 sq. ft. The applicant would like a third ground sign along American Parkway, which would be placed about 480 feet north of the intersection of American Parkway and American Family Drive. This sign will be similar in height to the other two ground signs, but has a smaller net area. The sign is also made of high quality materials, and while different in style compared to the two existing ground signs, it does match the other campus ground signs previously approved by UDC for The American Center. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Additional Ground Signs: There are a number of vehicle and pedestrian directional/wayfinding signs located on this zoning lot. All the directional signs appear to be necessary to help visitors find their way around the American Family Insurance headquarters. These signs are not being altered at this time, and the images are provided in order to be covered in this CDR approval.

Notes:

- Any directional/wayfinding signs currently located in the public right-of-way must be relocated onto private property.
- The American Family Insurance Records Center is not part of this CDR and is located on a separate property across American Parkway, as it is not connected to this zoning lot. Any materials related to this site shall be removed from the final CDR approval document.
- The CDR will need to be amended when American Family Insurance wishes to update their directional/wayfinding signage.