

ZONING DIVISION STAFF REPORT

February 1, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 920 Ann Street
Project Name: Mad City Mitsubishi
Application Type: Comprehensive Design Review Initial/Final Approval
Legistar File ID # 50018
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review INITIAL/FINAL APPROVAL. This is a newly constructed auto dealership, located in a Commercial Center (CC) District. This property abuts West Beltline Highway, with Ann Street as the frontage road.

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.*

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.** Standard net area allows for 40% of the signable area, or two square feet of signage for each lineal foot of building frontage not to exceed 100% of the signable area. In no case shall the sign exceed 80 sq. ft. in net area.

Proposed Signage: Mad City Mitsubishi is requesting three wall signs on the South elevation, all of them under 80 sq. ft.

Mitsubishi Motors – 17' 7.25" x 4' 1.125" = **72.05 sq. ft.**

Mad City – 4' 1.125" x 14' 9.9375" = **60.7 sq. ft.**

Service & Genuine Parts – 3' x 19' 1.4375" = **57.36 sq. ft.**

These signs appear to be within the 40% of the signable area signage allowance, but dimensions to confirm calculations were not provided.

Staff Comments: It is common for auto dealerships to have more than one sign on an elevation, identifying the dealership name, the vehicle manufactures, and accessory signage for service or repairs. In this case, there is only one manufacturer and the "Service and Genuine Parts" sign does not meet the requirements per MGO31 to be classified as an accessory sign. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Other signage shown in the application: The main Mitsubishi monument-style ground sign shown in the plans, with a total net of 39.76 sq. ft., will be the second ground sign on this zoning lot. The other ground sign, United Rental, has a monument-style ground sign with a total net of 227.5 sq. ft. The combined net of these two signs is below the allowed 288 sq. ft. sign. Therefore the Mitsubishi ground sign complies with the sign ordinance and does not need any special exception in this CDR.

The parking lot directional sign shown on the plans does not meet the requirements per MGO31 as a parking lot directional sign and will need to be reduced in size to comply with code.

Notes:

- Final submittal shall include signable area boxing and dimensions.
- The directional sign will need the net size reduced to 3 sq. ft.