

## ZONING STAFF REPORT

May 9, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 4327 Nakoma Rd  
**Project Name:** Oak Park Place Nakoma  
**Application Type:** Approval for Comprehensive Design Review of Signage  
**Legistar File ID #** [51098](#)  
**Prepared By:** Chrissy Thiele, Zoning Inspector  
**Reviewed By:** Matt Tucker, Zoning Administrator

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The applicant is requesting Comprehensive Design Review for signage at the 74-unit assisted living and memory care building. This property is located in the Suburban Residential – Varied 1 (SR-V1) District, with a mix of single-family homes and four-unit apartment buildings in the area, but also has a gas station and a dentist's office.

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

Signage Permitted per Sign Ordinance: Section 31.14(3)(a)2., MGO, allows for identification sign three square feet in size, indicating only the name and address of the building and the name of the management thereof. The sign shall be a wall sign only. The wall sign could be placed at a maximum height of 12'. The sign shall not be illuminated.

Proposed Signage requiring CDR exception: The applicant is requesting a 25 sq. ft. wall sign that would be externally illuminated, located about 26 feet away from the property line. This kind of signage is allowed in Group 1 districts, but only for schools, churches, hospitals, or residential building complexes.

Staff Comments: The proposed sign by the applicant is of higher quality, low maintenance material, and would be a compliant size had this building been classified as a hospital or part of a residential building complex. However, this is classified as a multi-family residence building, which only allows for a small, limited content sign. It is common for an assisted living or skilled nursing facility to have some type of identification sign to help visitors identify the building, which this sign accomplishes. **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 applicant shows a parking lot directional sign, which is allowed in Group 1 districts and is of a compliant size (3 sq. ft.) and height (5 feet). It needs to be determined if it is placed in compliant location (3' away from the property line and out of the vision triangle), but that can be worked out with the applicant outside of the CDR request.

Notes:

- The gross area must be provided with the final submittal