



Agenda Item #: 2

Project Title: 235 Junction Road – Signage Variance

Legistar File ID #: 70675

Members Present: Cliff Goodhart, Chair; Tom DeChant, Shane Bernau, Lois Braun-Oddo, Christian Harper, Christian Albouras, Rafeeq Asad and Russell Knudson.

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Summary

SUMMARY:

At its meeting of April 27, 2022, the Urban Design Commission **GRANTED FINAL APPROVAL** of a signage variance located at 235 Junction Road. Registered and speaking in support was Shawn Smith.

The requested 120 square foot variance balances out the front and rear of the building façades, and increases legibility with color balance and additional letter height for better readability when exiting the Beltline. The sign meets the design criteria, is consistent within the plaza, and gives the same wayfinding expectations on the front and rear due to roadway speed, vehicular traffic and direction of the roadway.

The Commission discussed the following:

- How consistent are the signage allotments on the Beltline facing side of the other properties? Are they in compliance with the 80 square feet?
 - With exception of Target, that sign variance was for 25% occupancy of the sign variance, which is more in line with 80 square feet rather than 120 square feet. There are no other signage variances, they are all code compliant.
- Bed Bath & Beyond predates this new rule.
- The staff report lays all this out pretty well with the history, the fact that some of these are larger and are under previous rules. My inclination with an occasional exception is to go along with the staff report because this is their area of expertise; they called it correctly on this one. I can appreciate the applicant's concerns for safety, but don't really see that the increase in size will make this a safer stretch of road. Staying in compliance with the other signs in the plaza will be a reasonable take on the smaller of the two options.
- These are internally illuminated letters, are the other adjacent signs also lit?
 - Yes, internally lit as well.

Action

On a motion by Knudson, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0).

The motion approved the requested variance for the front wall sign, but not the rear wall sign. The rear wall sign is required to remain compliant with the ordinance requirements of 80 square feet.