

ZONING DIVISION STAFF REPORT

November 7, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4301 Lien Road
Project Name: Target
Application Type: Approval for a Signage Variance Request
Legistar File ID # [53544](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting approval for a Signage Variance. This property is located in the Commercial Center (CC) district. Lien Road is four lanes with a speed limit of 35 mph.

Pursuant to Section 31.043(2), MGO, the UDC may approve a sign with up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback if such approval:

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- (b) Will result in a sign more in scale with the building and site and in a superior overall design.

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.

Proposed Signage

The applicant is requesting for their sign, the Target logo, to be 50% larger in net area than what the code allows. They show this sign to be 179.56 sq. ft.

Staff Comments

As pointed out in the letter of intent, the distance between Lien Road and the front of Target's store is nearly 600 ft., and there is developed properties located in front of the store as well on this zoning lot, making it even more difficult to be viewed from the street. Also, the proposed sign shows to cover about 24% of the signable area, less than the maximum allowed. Therefore, **staff has no objection to the Variance request for the wall sign and recommends the UDC find the standards for Variance review have been met.**

Other signs: The applicant shows an under-canopy sign in the plans, which is compliant with Sign Ordinance and does not need any special approvals.

Notes:

- Also shown on the plans is an accessory sign, which is not part of this approval and should comply with Chapter 31.