

ZONING STAFF REPORT

December 15, 2017



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 53 West Towne Mall
Project Name: The Gateway Center
Application Type: Approval for an Alteration to an Approved Comprehensive Design Plan
Legistar File ID # [49611](#)
Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting an amendment to a previously approved Comprehensive Design Review. The original approval was specifically for the Sears and Dave and Busters signs at this location, which UDC approved November 30, 2017. The CDR stated all other signage would comply with the This request is for the third tenant space signage, Total Wine. The property is located in the Commercial Center (CC) district.

Pursuant to Section 31.43(4)(d), MGO, any changes to the approved plan must first be approved by the UDC using the full Comprehensive Design Review (CDR) process under Sec. 31.043(4)(a):

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

Type: Wall signs (existing)

Summarizing Section 31.07, for each occupant/tenant, there shall be one signable area for each façade facing a street or parking lot 33 feet in width or greater.

Size: 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 requiring CDR exception: "Total Wine" wall signs

East wall elevation (facing S. Gammon Street)

- Net size of the sign: 27' 5" w x 6' 6.75" h = 180 sq. ft. (1 box measurement method)
- Signable area: 100' w x 14' 6" h = 1450 sq. ft.

South wall elevation (facing the Beltline)

- Net size of the sign: 27' 5" w x 6' 6.75" h = 180 sq. ft. (1 box measurement method)
- Signable area: 66' w x 14' 6" h = 957 sq. ft.

Staff Comments

The applicant points out valid reasons for needing signs larger than what the code would allow, and would meet the conditions and requirements for a sign variance request; however, as this property already has an approved Comprehensive Design Review, the applicant can only apply for an Alteration to the CDR. The requested signs fit with the scale and architecture of the building, as well as the scale of the other signs located on the structure, which were previously approved by UDC. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Notes:

- Roof line must be pointed out on the final application, and the sign must be no higher than 4 feet above the roof line.