

ZONING DIVISION STAFF REPORT

December 13, 2023



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 5433 Wayne Terrace
Project Name: Hyundai
Application Type: Approval for an Alteration to an Approved Comprehensive Design Plan
Legistar File ID # [80807](#)
Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting an amendment to a previously approved Comprehensive Design Review (CDR). The Urban Design Commission last approved proposals for this CDR on June 3, 2009, to allow more than one signable area on the same elevation and a single ground sign with a net area larger than what the code permits. This site has recently modified their building façade and site, and the applicant is requesting to add additional wall signs on a second elevation, as well as a second ground sign, and a parking lot directional sign. This site is located in the Commercial Center (CC) District and abuts High Crossing Boulevard (four lanes, 30 mph) and Wayne Terrace (two lanes, 25 mph).

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: The applicant is requesting six wall signs, two on the elevation facing High Crossing Boulevard, and four on the elevation facing the parking lot to the northeast. The proposal shows each elevation having a sign for the dealership and the manufacturer, with parking lot elevation also having a logo and an accessory sign. The proposed signage appears to meet the 40% as allowed by code, however, the proposed sign placements are not shown in designated signable areas. Staff recommends the Commission include a condition of approval that the sign graphics be updated to clearly show designated signable areas, as noted below. All of the signs consist of internally illuminated individual channel letters, except for the small logo sign, which is not illuminated.

Staff Comments: As noted at the beginning of the report, it is common for auto dealerships to have more than one sign on an elevation, identifying the dealership name, the vehicle manufacturer(s), and accessory signage for service areas. In this case, there is only one manufacturer. **Recommendation: Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met. This recommendation is subject to further testimony and new information provided during the hearing.**

Ground Signs Permitted by Sign Ordinance: This lot is allowed up to two ground signs with a combined net area of 80 sq. ft., or 40 sq. ft. per side for a single sign. A maximum height of 10' is permitted for monument style signs and 16' for pole style signs, based off the prevailing speeds and number of traffic lanes.

Proposed Signage: The applicant is proposing to reface the existing pole sign, which is 16' tall and has a total net area of 85 sq. ft., which is five square feet more than what the code permits. The applicant is also requesting a second ground sign, which would be internally illuminated, double-sided monument style sign with a total net area of 53.83 sq. ft., making the combined net area for all ground/pole signage 138.83 sq. ft.

Staff Comments: The existing ground sign at the corner of the lot complies in height, but exceeds the maximum net area permitted for the site by five square feet. The applicant is proposing to update the sign faces with the current brand colors, which the sign ordinance permits as a change of copy. The applicant would also like to have a monument style sign installed at the driveway entrance off Wayne Terrace Drive, and while the proposed sign would also comply in height, it would exceed the combined net area permitted by code by 58.83 sq. ft. The applicant states in the letter of intent that the second ground sign would "...mark the entrance to the dealership for customers clearly..." and "...multiple signage placements are necessary to prevent confusion for customers, especially those with functional visual impairments..." However, staff does not believe sufficient information has been provided to support this reasoning. The main road to access this site is High Crossing Boulevard, which has more lanes and a higher speed limit than Wayne Terrace. Traffic heading south on High Crossing Boulevard would see the pole sign at the intersection and would most likely continue to the driveway entrance south of the building. Traffic heading north on High Crossing Boulevard would also see the pole sign first and then turn on to Wayne Terrace. From there the additional wall signs that are also the subject of this request will sufficiently identify the site. In addition, consideration should also be given to the other proposed signage that is the subject of this CDR request, the oversized directional sign, which provides identification and directional information for navigating the site. Overall, staff does not believe that the sufficient justification has been provided for the proposed ground sign to make a finding that it is consistent with CDR Criteria No. 2.

In addition, with regard to design, the second proposed ground sign does not take on the same design characteristics as the pole sign, including in size and shape. As noted in the CDR criteria, visual harmony shall be created between signs. With that in mind, usually there is uniformity with regard to design between signage within the same CDR. The ground sign request appears to be based upon the desire of the applicant for a sign that exceeds the code requirements rather than any site-based specific challenge or condition, and does not appear to meet CDR Criteria No. 1.

Furthermore, the applicant could remove the existing pole sign and install two code compliant signs that share the 80 sq. ft. net area, as permitted by code. Instead, the applicant is choosing to keep the existing sign and request approval from UDC to install a second sign, which exceeds the cumulative net area permitted by code. **Recommendation: Staff recommends UDC find the CDR standards are not met and refer the request for more information, or deny the request for the second ground sign. This recommendation is subject to further testimony and new information provided during the hearing.**

Parking Lot Signage Permitted per Sign Ordinance: Summarizing Section 31.03(2) and 31.044(1)(l), parking lot directional signage are necessary for safety or prompting traffic flow to a location on the premises on which the sign is located. These signs can be a maximum size of 3 sq. ft. with a maximum height of 10', and two signs per street frontage. These types of signs are exempt from permits.

Parking lot regulation signs, on the other hand, designate the condition of use or identity of such parking areas. These signs can be a maximum of 9 sq. ft. and require a 10 ft. setback from the property line.

Proposed Signage: The applicant is requesting one single sided monument style parking lot directional ground sign, with an overall height of 3' and size of 6.44 sq. ft. in net area. The sign would be located near the driveway entrance on Wayne Terrace, in a parking lot island by the building.

Staff Comments: The proposed parking lot directional sign is to direct vehicles entering the lot to different areas on site such as the service area, the new EV charging stations available to customers, and the main entrance to the building. While larger than what the coder permits, it is similar in size with other parking lot directional signs approved through CDR. **Recommendation: Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met. This recommendation is subject to further testimony and new information provided during the hearing.**

Staff Conditions/Required Plan Revisions:

- It should be noted in the final CDR "Future signage submittals not specifically addressed by this document shall comply with the standards of Chapter 31."
- Signable areas dimensions shall be provided for all wall signs.