

ZONING DIVISION STAFF REPORT

March 30, 2022



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 1936 Tennyson Lane
Project Name: Oakwood Village Prairie Ridge
Application Type: Approval for Comprehensive Design Review of Signage
Legistar File ID # [70446](#)
Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting Comprehensive Design Review of signage for an existing property located in a Planned Development (PD) District, which allows for signs as permitted in a Suburban Residential – Varied 2 (SR-V2) district. This site is currently an assisted living facility with two wings. This site does have approval for a third wing which would contain apartments for seniors, and potentially additional wings which would be obtained through future approvals. This site abuts Tennyson Lane (2 lanes, 25 mph) and Whitman Lane (2 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.*

Ground Signs Permitted by Sign Ordinance: Summarizing Sec. 31.13(3), Multiple Family Dwellings are allowed a one identification sign three square feet in size per street frontage, 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.

A church, hospital, school, and residential building complex in an SR-V2 district is allowed one ground sign per street frontage, with a maximum of two per zoning lot. These signs shall not exceed 12 sq. ft. in net area nor be closer than 10 feet to any lot line, except such signs may be increase in net area by one square foot for each additional foot that the sign is set back more than 12 feet from the street lot line. No sign may exceed 32 sq. ft. in net area. The maximum height is 12 feet above the curb level.

Proposed Ground Signage: The applicant is requesting a single sided, 5' 1" tall, internally illuminated, monument styled ground sign with a total net area of 28.72 sq. ft. The site plan notes the general area where the ground sign will go, however it does not show how far the ground sign will be from the property line. Therefore, staff cannot confirm if the distance is also 28.72 feet away from the property line. The sign has a routed aluminum face with acrylic letters, and an aluminum base with vinyl lettering for the address.

Staff Comments: Since this site is not technically a church, hospital, school, or residential building complex, this site is not permitted a ground signage. However, this is a large site which will eventually have two different uses, once the third wing is built. The building, at its closes point, is over 56' away from the property line, and the main entrance is over 200' away. The allowance of a three square foot sign on the building facade would be illegible from the street. A ground sign would provide more visibility to traffic coming from Packers Avenue. The applicant has designed the sign to comply with ground signage permitted for a residential building complex, so it will fit in with the character of the neighborhood, as this site is surround primarily by other residential uses. The colors chosen for the sign will match the materials used on the building, creating visual harmony between the building and the sign. **Recommendation: Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met, with the condition that the ground sign be 28.72 feet away from the property line. This recommendation is subject to further testimony and new information provided during the hearing.**

Notes:

- Any additional signage for the building will require an amendment to the CDR.
- The site plan shall note the distance from the ground sign to the property line.
- Applicant shall add the note that all other signage not addressed in this CDR comply with Chapter 31 in the final submittal.