

## ZONING DIVISION STAFF REPORT

July 31, 2019



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 7309 West Towne Way  
**Project Name:** Urban Air Adventure Park  
**Application Type:** Approval for a Street Graphics Variance Request  
**Legistar File ID #** [56483](#)  
**Prepared By:** Chrissy Thiele, Zoning Inspector  
**Reviewed By:** Matt Tucker, Zoning Administrator

The applicant is requesting approval for a Street Graphics Variance. The large-format retail space that was previously occupied by Toys R Us is now being remodeled for an indoor recreation establishment, with the exterior of the building to remain generally the same, beyond painting the facade. This property is located in the Commercial Center (CC) district and is part of a larger zoning lot, which abuts the Beltline Highway (4 lanes, 55 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.

**Wall Signs Permitted per Sign Ordinance:** Summarizing Section 31.07, Wall signs may be attached flat to or affixed parallel with a distance of not more than 15 inches from the wall. No sign affixed flat against a building wall shall extend beyond any edge of such wall. There shall be one signable area for each façade facing a street or parking lot 33 feet in width or greater. **For buildings with more than one tenant, each tenant is allowed a signable area as reasonably close to its tenant space as possible. Standard net area allows for 30% of the signable area. In no case shall the sign exceed 120 sq. ft. in net area.**

**Proposed Signage:** The applicant is requesting for a wall sign that would be 180 sq. ft. in size, 50% larger than what the code allows. This sign would occupy 11.8% of the signable area. The proposed location would comply with being no higher than 4 feet above the roofline.

**Staff Comments:** The building is located over 1,200 sq. ft. back from South Gammon Road, in a zoning lot it shares with other retail and restaurant establishments. Primary access to this zoning is located at the intersection of Odana Road and South Gammon Road. There is no ground sign for this establishment, only wall signage. The applicant provides images showing the proposed sign from maximum viewing distances for the building from the Beltline and the interior parking lot drives, showing that the sign does not appear out of scale with the building facade. **Staff has no objection to the Variance request for the ground signs and recommends the UDC find the standards for Variance review have been met.**

Notes:

- Final submittal shall include dimensions of the three boxes used to calculate the net area for the sign.