

ZONING DIVISION STAFF REPORT

November 22, 2017



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4 Collins Court
Project Name: Arby's / Phillips 66
Application Type: Approval for an Amendment to an Approved CDR
Legistar File ID # [49457](#)
Prepared By: Matt Tucker, Zoning Administrator

The applicant is requesting approval for an amendment to a previously approved Comprehensive Design Plan. The request involves changing sign copy and technology for the ground signs on the zoning lot. The lot includes a fuel station, convenience store and restaurant. This property is located in the Suburban Employment (SE) district. This property is also located within Urban Design District No. 1.

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).

History

The original Comprehensive Design Plan, approved by the Urban Design Commission November 8, 1997. At that time, signage requests to exceed the number, height or allowable square footage were approvable only by CDR, under criteria different than current CDR criteria.

Permitted per Sign Ordinance

Proposed Signage

Ground sign "A" (existing sign, change copy only):

Net Area: 14' (w) x 7'(h) (x2) = 196 sq. ft.

Gross Area: 25' tall, gross area not provided.

This sign was installed at a height greater than approved. This CDR will involve modification to lower the height to the 25' as approved in 1997.

Ground sign "B" (new sign):

Net Area: 6'-9" (w) x 6'-11" (h) (x2) = 93± sq. ft.

Gross Area: 16' tall, gross area not provided.

Staff Comments

Ground sign "A" is designed with taller height to allow the sign to be viewed at prevailing speeds from the Beltline Highway and the westbound exit ramp, which is elevated above this site. This sign exists with copy that is noncompliant with the internal-illumination lighting requirement in MGO31 (requiring light copy on a dark or non-illuminated background). The change of copy will bring the sign into compliance with the illumination requirement.

Ground Sign "B" is intended to be viewed from Stoughton Road and Dutch Mill road frontage. This sign exists with business identification and manual changeable copy and the state-required gas price information. This sign also exists with copy that is noncompliant with the internal-illumination lighting requirement in MGO31. The request involves modification of the copy to comply with internal illumination requirements, a digital gas price sign and a

change to a digital readerboard that complies to all MGO31 requirements. The change to the digital readerboard and digital gas price sign do not meet the definition of *sign copy* and thus are ineligible for a *change-of-copy* permit, so this sign must be permitted only as a new sign. Note: gas price sign is exempt from permit fee but included in overall permissible net area.

In consideration that this modification only changes copy and technology on the existing signs (and resolves the compliance issue with Sign "A") **staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Notes:

- Gross area calculations a must be provided for both ground signs.
- All signs on the zoning lot, including canopy sing for Phillips 66, must be included in final CDR submission.