

ZONING DIVISION STAFF REPORT

May 29, 2019



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 302 S. Gammon Road
Project Name: West Place/MOD PIZZA
Application Type: Approval for an Alteration to an Approved Comprehensive Design Plan
Legistar File ID # [55698](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting an amendment to a previously approved Comprehensive Design Review. The original approval was obtained August 22, 2018 for an above-roof sign on the Navitus office building and exceeding the number/square footage of allowable ground signage for the zoning lot. This zoning lot consists of retail, restaurants, offices, clinics, and a daycare and is located in a Suburban Employment (SE) district, at the corner of Mineral Point Road (4 lanes, 40 mph) and South Gammon Road (4 lanes, 35 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 approval for a 25.67 sq. ft. sign on the North Elevation of the building. This sign appears to be no larger than 40% of the signable area and should meet code, but staff cannot verify this as dimensions of the signable area were not provided. This elevation is not a qualifying signable area for this tenant, as the façade of the tenant space faces a 22' wide parking lot drive lane (less than 33' wide).

Staff Comments: This property is located in a large zoning lot with limited access from South Gammon or Mineral Point roads. There are two large signs, one at each driveway entrance from the public street identifying access to the tenants located in the lot, with smaller ground signs providing wayfinding through the parking lot. This tenant space has additional wall signage on the South and West Elevation, which provides identification of their space coming from those two general directions, however the North elevation is not a qualifying signable area, as noted above. Vehicles accessing the zoning lot from the Northern side will see the main ground sign identifying access to MOD PIZZA on the zoning lot, and a smaller directional pointing the drive aisle to take, but there is no additional signage to identify the location of the space when the vehicle has arrived.

The applicant requests to have a sign on the north elevation of the building to provide identification of their space before vehicles have already driven beyond their location or are searching for their location when coming from the North Gammon entrance. The proposed sign will be less than half the size of the two permitted wall signs. Section 31.043(d), additional sign code approvals, does allow for UDC to permit the use of wall signs on building facades not adjacent to off-street parking areas where, due to a variation to building setbacks, a signable area exists. However, this site has an existing CDR, so this request must be an amendment to the original approval.

Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.

Other signs shown in CDR: The other MOD PIZZA signs shown in the application will comply with Chapter 31, and no special exceptions are being requested at this time.

Notes:

- Final submittal shall include signable area dimensions