

## ZONING DIVISION STAFF REPORT

October 27, 2021



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 333 South Westfield Road  
**Project Name:** Vista West  
**Application Type:** Approval for Comprehensive Design Review of Signage  
**Legistar File ID #** [67232](#)  
**Prepared By:** Chrissy Thiele, Zoning Inspector  
**Reviewed By:** Matt Tucker, Zoning Administrator (acting)

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The applicant is requesting Comprehensive Design Review of signage for a new multi-tenant commercial building, which is part of a large zoning lot comprised of multiple owners, which includes UW's clinic, offices, restaurants, and retail establishments. This parcel is located in the Suburban Employment (SE) district, and abuts South Westfield Road (2 lanes, 25 mph) and Mineral Point Road (4 lanes, 40 mph), with the zoning lot also having frontage on South Gammon Road (4 lanes, 35 mph) and Tree Lane (2 lanes, 30 mph). Currently there are 14 approved ground signs in this zoning lot, however they are all under different ownership. The applicant is requesting approval for one additional ground on their zoning lot.

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:** This zoning lot is allowed up to two ground signs with a combined net area of 128 sq. ft., and a maximum height of 10' for monument style signs, based off of the prevailing speeds and number of traffic lanes. The ordinance also allows for lots with frontage 500' or more, as well as a vehicle entrance on that frontage, to have an additional monument-style ground sign, no larger than eight feet in height, with 32 sq. ft. per side, located at each vehicle entrance.

**Proposed Ground Signage:** The applicant is proposing one double-sided monument styled ground sign with three tenant panels, on a zoning lot that already has more than two ground signs, previously approved by CDR. The sign has an overall height of 6' 10" and a net area of 32 sq. ft. per side, making the total net area 64 sq. ft.

**Staff Comments:** As stated above, this zoning lot has a total of 14 approved ground signs, but on properties under different ownership and therefore not controlled by this applicant. This is a stand-alone building, not associated with ownership of other buildings or property in this zoning lot, and having a ground sign is reasonable and consistent with the other buildings in the zoning lot. The proposed height and net area of sign would comply with the sign ordinance if it was located at the driveway entrance; however, the driveway entrance for this site is just over 100 feet north of the intersection, and placement at the driveway entrance would prevent the sign from being effectively viewed to a majority of the vehicular traffic passing the site. The applicant is proposing for the ground sign to be located at the corner of the lot that abuts South Westfield Road and Mineral Point Road, which would provide the best identification for the sign. The sign base has been designed to have the same colored masonry as found on the building, creating visually harmony between the ground sign and the building. **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.**

**Notes:**

- Applicant will provide measurements of individual tenant panels, as well as the overall height of the ground sign.
- Applicant will provide an updated single site map showing existing signage for the site.
- The letter of intent will note that building signage will comply with Chapter 31.
- 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."