

ZONING DIVISION STAFF REPORT

October 24, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2907 N. Sherman Ave.
Project Name: Orthdx Natural Fitness
Application Type: Approval for an Alteration to an Approved Comprehensive Design Plan
Legistar File ID # [53081](#)
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 specifically for the ground signs at this zoning lot, which UDC approved September 3, 2008. All wall signage has complied with the Sign Ordinance. This zoning lot is located in the Commercial Corridor - Transitional (CC-T) district, and abutted by North Sherman Avenue (3 lanes, 30 mph) and Northport Drive (5 lines, 35 mph).

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):

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.*

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. For a tenant space with less than twenty-five thousand (25,000) square feet in floor area, the maximum net area of wall signs shall be forty percent (40%) of the signable area, or two feet per lineal foot of tenant frontage, not to exceed 100% of the signable area. In no case shall a wall sign exceed eighty (80) square feet in net area.

Proposed Signage

The applicant is requesting the wall sign to be 50% larger in net area than what the code allows. They show the primary sign to be 120 sq. ft., which would be 16% of the signable area ($12' \times 62.67' = 752$ sq. ft.). This sign would be externally illuminated by gooseneck lighting.

Staff Comments

As pointed out in the letter of intent, the distance between the storefront and neighboring roads is about 500-600 feet away, with other developed properties located in front of the store, making it even more difficult to be viewed from the street. The requested size would meet the conditions and requirements for a sign variance request. However, as this property already has an approved Comprehensive Design Review, the applicant can only apply for an Alteration to the CDR. The requested sign fit with the scale and architecture of the tenant space, as well as the scale of the other signs located on the structure. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**