

ZONING DIVISION STAFF REPORT

February 13, 2019



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4538 Verona Road
Project Name: Planet Fitness
Application Type: Initial/Final Approval for an Amendment to an Approved Comprehensive Design Plan
Legistar File ID # [54432](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting INITIAL/FINAL APPROVAL for an amendment to a previously approved Comprehensive Design Plan. Home Depot originally obtained CDR approval for the two multi-tenant ground signs in 1998. This property is located in Commercial Center (CC) District, directly south of the Beltline and west of Verona Road.

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. For a single occupancy, stand-alone, non-residential building with twenty-five thousand (25,000) square feet or more in floor area, the maximum net area of all wall signs shall be thirty percent (30%) of the signable area. In no case shall a wall sign exceed one hundred twenty (120) square feet in net area. The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows, or other major architectural detail, and **no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.**

Proposed Signage: The applicant is proposing a primary wall sign with a net area of 97.4 sq. ft., with the sign placed more than four feet above the roofline.

Staff Comments: The parapet was originally built in 2000, before the sign ordinance was amended to limit the height of signs on parapet walls. The applicant is proposing to modify the color of the façade (which is a separate approval from UDC), but otherwise leaving the signable area of the parapet the same. The applicant does not indicate how much more above the roofline the sign will be placed, but does propose to center the sign in the signable area box. The applicant also provides artwork showing the sign complying with the sign ordinance, being no higher than four feet above the roofline. This shows the sign being placed in the bottom of the signable area, making it appear unbalanced. The sign otherwise complies with code, as it is less than 120 sq. ft. net using three boxes. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**

Notes:

- Final submittal should include language stating all other signage not mentioned in this CDR shall comply with Chapter 31.
- The applicant shall identify how high above the roofline the sign will be installed on the final submittal.