

ZONING STAFF REPORT

November 8, 2017



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 5425 High Crossing Boulevard
Project Name: Don Miller Subaru
Application Type: Approval for Comprehensive Design Review of Signage
Legistar File ID # [49152](#)
Prepared By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review for signage at the auto dealership. This property is located in the Commercial Corridor (CC) district.

Pursuant to Section 31.043(4)(b), 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 tenant spaces exceeding 25,000 sq. ft. of floor area, the maximum wall sign shall not exceed 30% of the signable area and 120 sq. ft. Don Miller Subaru occupies over 25,000 sq. ft. of the building.

Proposed Signage requiring CDR exception (southwest

Signable area #1

Sign size for "Don Miller" South elevation: 24" (h) x 19' 9" (w) = 39.5 sq. ft.
Sign size for "SUBARU" South elevation: 25' 7" (w) x 36" (h) = 76.75 sq. ft.

Signable Area #2

Sign size for "Subaru" logo on South elevation: 8' (w) x 53" (h) = 35.3 sq. ft.

Additional accessory signs on south façade (code-compliant):

"SERVICE" sign 13' 9" (w) x 24" (h) = 27.5 sq. ft.
"EXPRESS" sign 10' (w) x 18" (h) = 15 sq. ft.

All other wall, ground, and parking directional signage complies with MGO 31.

Staff Comments

The requested sign on the South elevation represent sigs in multiple signable areas on the façade and to exceed 30% of the signable area for signage (combination of "DON MILLER" and "SUBARU"). The logo element is located in one signable area and the words "SUBARU" and "DON MILLER" in a second signable area. This is common for the auto sales facilities, where logos, brand names and dealership names are located across the balance of the façade, as required by the franchisee Due to the large separation between the words "SUBARU" and "DON MILLER", the entire area between these signs counts as part of the sign area. The request primarily balances the signage across the façade. None of the individual signs exceed the maximum size allowed for signage on the building. The signs are of a high quality design and generally match or compliment the architecture of the building. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met.**