

ZONING DIVISION STAFF REPORT

September 2, 2020



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 201 Junction Road
Project Name: Target
Application Type: Approval for a Signage Variance Request
Legistar File ID # [61577](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting approval for a Signage Variance for the west and east facade. This property is located in a Planned Development (PD) District and is part of the Prairie Towne Center zoning lot. The original signage for this property was approved by UDC as part of the PD plan in 1996. This property was assigned the Commercial Center (CC) district in 2016. This zoning lot abuts Mineral Point Road (6 lanes, 35 mph), Junction Road (4 lanes, 30 mph), and West Beltline Highway (4 lanes, 55 mph).

Pursuant to Section 31.043(2), MGO, the UDC may approve a sign with up to fifty percent (50%) greater net area or fifty percent (50%) higher than the maximum height otherwise allowed, or reduce the required yard or setback if such approval:

- (a) Is necessary for a sign located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
- (b) Will result in a sign more in scale with the building and site and in a superior overall design.

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.

Proposed Signage: The applicant is requesting for two wall signs (one facing Junction Road and the second facing the Beltline Highway). They show these signs to be 176.8 sq. ft., which would be 15% of each signable area. The signs are to be placed on walls which have been previously approved for color changes from the existing white color, to red (facing the Beltline Highway) and brown (facing Junction Road).

Staff Comments: The distance between the curb face of Junction Road and the front of the Target store is nearly 560 ft., and there are developed pad sites located between the Target front facade and the adjacent streets on this zoning lot, making it more difficult for signage to be viewed from the street due to the number of land and posted speed limit. The sign facing the Beltline highway is closer, approximately 120 feet to edge of pavement on the highway exit lane. This elevation abuts a right-of way width of between 270' and 330', which contains five enter/exit lanes and four thru-traffic lanes with a 55 mph speed limit. The applicant provides examples of Target signs of a compliant size on the façade versus the requested variance. The requested sign appears to be appropriate with the scale and architecture of the building when compared to the example of a code-complaint sign. Therefore, **staff has no objection to the Variance request for the wall sign and recommends the UDC find the standards for Variance review have been met.**

Notes:

- The elevations also show accessory signage, which is not part of this approval and will need to comply with Chapter 31.