

ZONING DIVISION STAFF REPORT

May 8, 2019



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 5565 Tancho Drive
Project Name: Oakwood Village Prairie Ridge
Application Type: Approval for a Comprehensive Design Plan
Legistar File ID # [55394](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting Comprehensive Design Review INITIAL/FINAL APPROVAL. The property is located in a Planned Development (PD) district, which allows for signs as permitted in a Suburban Residential – Varied 2 (SR-V2) district. This site is an assisted living facility and skilled nursing facility campus, comprised of five buildings connected to each other by covered walkways, and abuts American Parkway (4 lanes, 35 mph) and Tancho Drive (2 lanes, 25 mph).

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: A church, hospital, school, and residential building complex in an SR-V2 district is allowed one ground sign per street frontage, with a maximum of two per zoning lot. These signs shall not exceed 12 sq. ft. in net area nor be closer than 10 feet to any lot line, except such signs may be increase

in net area by one square foot for each additional foot that the sign is set back more than 12 feet from the street lot line. No sign may exceed 32 sq. ft. in net area. The maximum height is 12 feet above the curb level.

Proposed Ground Signage: The applicant is requesting three ground signs. The one at the corner is nearly 20 sq. ft. in size, with the proposed location 10 feet from the two property lines. The other two ground signs are located at the driveway entrances. The ground sign on Tancho Drive is single sided with a total net of 19.8 sq. ft., while the other ground sign located at American Parkway is double-sided sign having a total of 39.61 sq. ft. in net area. Each sign 10' away from the property line.

Staff Comments: Since this site is not technically a church, hospital, school, or residential building complex, this site is not allowed ground signage. However, this is a large site with two separate entrances on different sides of the lot, making the need for ground signage similar to a residential building complex or hospital.

The proposal shows two double-sided signs placed at the driveway entrances, one located on American Parkway and the other on Tancho Drive. The main entrance to the building is located on Tancho Drive, but the applicant describes in their letter, visitors to the site overlook Tancho Drive and access the site from the American Parkway Driveway. Visitors then would have to turn around and drive back to the Tancho Drive entryway. By adding the third sign at the intersection of American Parkway and Tancho Drive, the applicant believes the sign will help visitors identify the Oakwood Village site and turn on Tancho Drive.

The proposed signs themselves are larger than what the code would allow for comparable signage. As stated earlier, the code allows for a 12 sq. ft. sign 10 feet away from the property line. The applicant is asking for almost double the allowed size for the corner location and the Tancho Drive sign, and more than three times the allowed size for the American Parkway sign. The applicant's reasoning for the oversized signs is "larger signs closer to the road are easier for senior drivers to see, which minimizes impact to surrounding drivers and pedestrians" and further includes thoughts that smaller signs would make the addresses too small to be legible if internally illuminated at night.

The design of the ground signs are of high design and quality material, with the base matching the brick used on the building, but the size of the signs do not appear to be of appropriate scale to the use and character of the building, as well as the adjacent properties. This is a residential use, and the surrounding properties are residential uses. The ground signs in residential areas should fit in with their surroundings, identifying the property without being obtrusive. Additional information to support a larger size for the sign, such as examples of how the signs could be visible from the adjacent streets or view corridors, has not been provided.

An argument could be made that the number of lanes and speed limit on American Parkway make the smaller residential signs difficult to read, and that grade change and landscaping might affect sign placement. However, supporting material has not been provided with this application to support the request from exceptions to the ordinance requirements in this CDR. Staff does not believe the CDR standards have been met to allow for larger signs, as submitted.

Staff recommends UDC refer the request, for more information relative to the standards of approval for CDR. As an alternative, staff recommends the UDC could allow for the three ground signs, not to exceed 12 sq. ft. and a 10' minimum setback, with size increasing up to a maximum of 32 sq. ft. at a 32' setback.

Notes:

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- Applicant will correct the ground sign artwork for Tancho Drive, noting it is a single faced sign, not double faced.