

ZONING DIVISION STAFF REPORT

July 18, 2018



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2025 Zeier Road
Project Name: Burlington
Application Type: Approval for a Street Graphics Variance Request
Legistar File ID # [52160](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting approval for a Street Graphics Variance. This property is located in the Commercial Center (CC) district. Zeier Rd is four lanes with a speed limit of 35 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.

The code also allows for one logo, a maximum net area of six (6) square feet, to be located on a wall outside of the signable area, which can be displayed in addition to the primary wall sign.

Proposed Signage

The applicant is requesting for two signs to be 50% larger in net area than what the code allows, the primary wall sign *Burlington* and their logo located near the doors. They show the primary sign to be 180 sq. ft. and the logo to be 9 sq. ft.

Staff Comments

As pointed out in the letter of intent, the distance between Zeier Road and the front of Burlington's store is over 600 ft., and there is developed properties located in front of the store as well, making it even more difficult to be viewed from the street. The logo on the other hand does not provide any additional assistance in identifying the store from the street, and it is doubtful that a nine square foot sign could be viewed from the street, especially as it is placed lower on the facade. The main argument for the variance request is for aesthetic purposes. Therefore, **staff has no objection to the Variance request for the primary wall sign and recommends the UDC find the standards for Variance review have been met. As for the Variance request for the logo sign, staff recommends denial, as both Variance standards have not been met. A logo sign could still be installed, but it would need to meet the code requirement of 6 sq. ft. net.**

Other signs: The applicant shows an under-canopy sign in the plans, which is compliant with Sign Ordinance and does not need any special approvals.

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Notes:

- The signable area must be provided with the final submittal