

ZONING DIVISION STAFF REPORT

May 31, 2017



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 5215 High Crossing Boulevard

Project Name: Steinhafels

Application Type: Initial/Final Approval for an Amendment to an Approved Comprehensive Design Plan

Legistar File ID # 44357

Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting INITIAL/FINAL APPROVAL for an amendment to a previously approved Comprehensive Design Plan. This property is located in the Commercial Corridor (CC) district.

Pursuant to Section 31.43(4)(d), MGO, any changes to the approved plan must first be approved by the UDC using the full Comprehensive Design Review (CDR) process under Sec. 31.043(4)(a).

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. On each façade exceeding 125 feet in length, where a primary wall sign is displayed, up to four additional accessory signs may be displayed. These accessory signs shall not exceed fifty percent (50%) of the size or fifty percent (50%) of the height of the permitted primary wall sign already displayed on that façade (Sec. 31.07(6)(a)).

The definition of Accessory Sign in Section 31.03 reads as, "A wall sign on a large building, subordinate in area to the principal sign, located elsewhere than the primary signable area, listing other businesses or generic services or departments in the building, such as pharmacy, optical, auto repair, garden center and excluding product brand names."

Proposed Signage

Sign size for "Steinhafels" South elevation: 4' 4" (h) x 27' 5" (w) = 118.81 sq. ft.

Sign size for "Mattresses" South elevation: 3' (h) x 22' 2" (w) = 66.5 sq. ft.

Staff Comments

The requested "Mattresses" sign on the South elevation does not meet the requirements of an accessory sign, as it is over half the height and size of the primary wall sign, "Steinhafels", on that façade. As the applicant wishes for the "Mattresses" sign to be uniform in size with the accessory signs permitted on the West elevation, they are asking for a second signable area on the South elevation to display another wall sign. Both shown signs on the South elevation meet Chapter 31 requirements in size (both are less than 30% of the signable area and no greater than 120 sq. ft.).

History

The original Comprehensive Design Plan, approved by the Urban Design Commission November 9, 2016, requested for the main Steinhafels sign on the West elevation to be located higher than four feet above the roofline on the parapet, as well as for the size of the sign (350 sq. ft.). In that request, the applicant stated the accessory signs would comply with Chapter 31.