

## ZONING DIVISION STAFF REPORT

June 23, 2017



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 4750 S. Biltmore Lane  
**Project Name:** Fairway Independence Mortgage Corporation  
**Application Type:** Initial/Final Approval for a Street Graphics Variance Request and Additional Sign Code Approval Request  
**Legistar File ID #** 47497  
**Prepared By:** Chrissy Thiele, Zoning Inspector

The applicant is requesting INITIAL/FINAL APPROVAL for a Street Graphics Variance and permit the use of wall signs on a building facade not adjacent to off-street parking area. This property is located in the Suburban Employment Center (SEC) district. South Biltmore Lane is two lanes with a speed limit of 30 mph.

Pursuant to Section 31.043(3)(d), after a public hearing the UDC may permit the use of wall signs on building facades not adjacent to off-street parking areas where, due to a variation of building setbacks, a signable area exists, provided the area of the sign shall not exceed the area of the wall sign permitted on the front of the building.

Also, per 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.

Measurements of the signable area were not provided. Based on the zoning approved site plan and elevations for this site, the signable area measures out to be about 10.33' x 24.5' = 253.17 sq. ft. The maximum size permitted would be 75.95 sq. ft.

### Proposed Signage

The sign is 55.375" x 259.4375" = 99.77 sq. ft., which is 39.4% of the signable area. The sign is also placed on a façade that does not face a street or a parking lot (the south elevation faces the driveway entrance on the lot), and therefore not a qualifying signable area to Chapter 31.

### Staff Comments

This site is located in the American Center and the signs have been reviewed and approved by their Architectural Review Committee. Construction on this building started August of 2016 and is currently still under construction.