

ZONING DIVISION STAFF REPORT

January 30, 2019



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2131 Zeier Road
Project Name: Ross Dress for Less
Application Type: Approval for a Street Graphics Variance Request
Legistar File ID # [54429](#)
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. This site is located on the same lot as Burlington, which also obtained Variance approval for their primary wall sign on July 18, 2018.

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 tenant space with less than twenty-five thousand (25,000) square feet in floor area, the maximum net area of wall signs shall be forty percent (40%) of the signable area, or two feet per lineal foot of tenant frontage, not to exceed 100% of the signable area. In no case shall a wall sign exceed eighty (80) square feet in net area.

Proposed Signage

The applicant is requesting the primary wall sign to be 50% larger in net area than what the code allows, shown just under 120 sq. ft. using the two box method.

Staff Comments

As pointed out in the letter of intent, the distance between Zeier Road and the front of the Ross Dress for Less store is over 700 ft., with developed properties located in front of the store, making it even more difficult to be viewed from the street. The proposed size of the sign also appears to be more in scale with the façade of the building in comparison to the code compliant sign. 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.**

Other signs: The applicant shows an under-canopy sign and a logo outside of the signable area in the artwork. No special exceptions are being requested for them, and will need to comply with code when obtaining permits.

Notes:

- The dimensions of the two boxes shall be shown on the artwork when applying for a sign permit.
- The dimensions of the signable area shall be shown on the artwork when applying for a sign permit.