

ZONING DIVISION STAFF REPORT

October 16, 2019



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 4706 E. Washington Avenue

Project Name: 4706 E. Washington Avenue

Application Type: Approval for an Alteration to an Approved Comprehensive Design Plan

Legistar File ID # [57621](#)

Prepared By: Chrissy Thiele, Zoning Inspector

The applicant is requesting an amendment to a previously approved Comprehensive Design Review. The Urban Design Commission approved the original Comprehensive Design Plan on September 16, 2015, for 4630 East Washington Avenue. The ownership expanded the zoning lot to the east by constructing a new multi-tenant building. The property owner would like to expand the original CDR approval to the newest parcel of the zoning lot. This site is in a Commercial Corridor – Transitional (CC-T) district and fronts East Washington Avenue, which is 7 lanes and 40 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: This zoning lot is allowed up to two ground signs with a combined net area of 144 sq. ft., and a maximum height of 18' for pole style signs, based off of the prevailing speeds and number of traffic lanes. The ordinance also allows for lots with frontage 500' or more, as well as a vehicle entrance on that frontage, to have an additional monument-style ground sign, no larger than eight feet in height, with 32 sq. ft. per side, located at each vehicle entrance.

Proposed Ground Signage: The applicant would like to add a third ground sign of the same net size as the other two found on the zoning lot. The pole styled ground sign would have a total net of 141.12 sq. ft. and would be 18' tall. This sign would provide signage for the tenants located in the new commercial building currently under construction.

Staff Comments: While the new building is placed much closer to the right-of-way than the building on 4630 E. Washington Ave. (which ranges from 160 feet to 250 feet from East Washington Ave.), there is a berm between East Washington Ave. and the frontage road, preventing vehicles traveling heading south from seeing the new building's wall signage. The applicant has provided photos showing the limited visibility caused by the berm. The East Washington Avenue right-of-way width is about 266 feet wide and includes a frontage road in front of this site, which could make it difficult for vehicles heading north viewing the wall signage. The ground sign would provide additional visibility for the tenants in the new building. The proposed ground sign matches in size and style of the other two previously approved ground signs found on the zoning lot, and approved by UDC in 2015, creating a uniform look for the zoning lot. **Staff has no objection to the CDR request and recommends the UDC find the standards for CDR review have been met, with the condition that all other wall signage shall comply with code.**

Other signage shown in the application:

- The wall signage shown in the packet and other signage noted in the CDR sign criteria (item L) is stated to comply with Chapter 31, and not need special exceptions in this CDR.

Notes:

- Applicant shall correct the dimensions of the proposed sign to match the image sizes.