

ZONING DIVISION STAFF REPORT

November 6, 2019



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2161 Zeier Road
Project Name: Global Market & Food Hall
Application Type: Approval for a Street Graphics Variance Request
Legistar File ID # [57755](#)
Prepared By: Chrissy Thiele, Zoning Inspector
Reviewed By: Matt Tucker, Zoning Administrator

The applicant is requesting approval for a Street Graphics Variance for two wall signs. This property is located in the Commercial Center (CC) district. This site is located on the same zoning lot as Burlington, which UDC approved a variance for their primary wall sign on July 18, 2018, and Ross Dress for Less, obtained approval for their variance February 13, 2019. This zoning lot is bordered by Zeier Road (four lanes, 35 mph) and East Springs Drive (4 lanes, 30 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, or a non-residential occupancy or tenant space with twenty-five thousand (25,000) square feet or more in floor area in a multi-tenant building, 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 signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows, or other major architectural detail, and no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.

Proposed Signage: The applicant is requesting for two wall signs in this application. Both signs would still be under 30% of the signable area, with the proposed sign facing Zeier Road (South West elevation) having a total net of 146.1 sq. ft., and the main façade that faces the parking lot (South East elevation) having a total net of 178.5 sq. ft.

Staff Comments: The application submittal shows the Zeier Road right-of-way (which is 110 ft. wide) is about 350 feet from the South East façade and the distance from the main façade to East Springs Drive right-of-way is over 1,000 feet. The proposed size of the signs also appear to be more in scale with the façades of the building in comparison to the code compliant signs. Therefore, **staff has no objection to the Variance request for the wall signs and recommends the UDC find the standards for Variance review have been met.**