

1314 South 1st Street
Minor Modification to Detailed Planned Development (DPD) known as
1st and Greenfield (Freshwater Plaza) – Phase I
File No. 171628

The UPS Store #6796 seeks a minor modification to the DPD for 1st and Greenfield (Freshwater Plaza) – Phase I to permit window signs within the UPS storefront facing South 1st Street and allow the door along South 1st Street to be locked as opposed to the primary entrance. Additionally, a window signage standard will be added to this DPD to allow window signage not to exceed 25% of the glazed area.

List of Exhibits:

1. Owner's Statement of Intent
2. Site Plan
3. Site Photos
4. Signage Details

In November 2014, the Freshwater Plaza development site was rezoned to General Planned Development (GPD; FN 141111) and concurrently, the Detailed Planned Development (DPD) known as 1st and Greenfield – Phase I was approved as FN 141113 for the Cermak grocery store and subject mixed-use building at the corner of 1st and Greenfield. The DPD was subsequently amended in 2015 as FN 150462 to allow an increase in residential units within the mixed-use building and modified in 2016 as FN 161713 to approve the design of the water feature along Greenfield Avenue.

The GPD and DPD establish design standards for the mixed-use building, including signage and locations of entrances. Window signs are not permitted within the mixed-use building, and the DPD states that the glazing along the street will remain transparent. However, up to 50% of the glazing along the facades facing the parking lot may contain spandrel glass to accommodate back of spaces for the retail. Additionally, the DPD states that the primary entrance doors shall be located on the front (street) façade and may not be secured (locked) doors.

The UPS Store, which occupies one storefront along South 1st Street, is oriented such that the primary entrance faces the parking lot as opposed to 1st Street. The primary reason for the entrance to be on the east (parking lot) side of the building is the accessible parking and ramp access is on the east side of the building. The UPS Store receives parcels from customer throughout the day which must be in a secure packing area, which is the reason for part of the building being walled off from customers. A second entrance along South 1st Street is not possible because this space is used for the secure packing area.

Window signage consists of one 35" x 68" sign in each of the 5 window bays plus the door with service statements (see attached pictures). Additionally, one lighted sign is hung above the larger window sign in each window bay. This sign is 28.5" x 11.5". The doorway has a window cling sign 24" x 42" directing customers to the entrance on the east side of the building. No additional section of the windows or door will be covered by signage aside from what exists currently, and the signage will be removed if the UPS Store leaves the tenant space.

Aside from this exception within the UPS storefront, all other storefronts within the mixed-use building may have window signage not to exceed 25% of the glazed area of a window, consistent with the

general provisions of the zoning code (295-407-2-b-7). All other aspects of the DPD zoning remain unchanged.