

GENERAL INFORMATION

Subject

Request	-	Major Site Plan Review for sign waiver in the CR-SO
Location	-	851 W. Alexis Road
Applicant/ Tenant	-	Ross Stores, Inc. 5130 Hacienda Drive Dublin, CA 94568
Owner	-	851 W. Alexis LLC PO Box 1328 Maumee, OH 43537
Sign Company	-	Tina Arcuri Coastal Sign Services 5374 Greggs Landing Charleston, SC 29420

Site Description

Zoning	-	CR-SO / Regional Commercial - Shopping Center Sign Control Overlay District
Area	-	± 6.5 Acres
Frontage	-	± 580' along Lewis Avenue
Existing Use	-	Shopping Center
Proposed Use	-	Shopping Center

Area Description

North	-	Bank, office supply store, restaurant / CR
South	-	Silver Creek, church, single-family homes / RS6
East	-	Grocery, retail, restaurant / CR-SO, CR
West	-	Lewis Avenue, building supply store, retail / CR

GENERAL INFORMATION (cont'd)

Parcel History

- | | | |
|--------------|---|--|
| Z-214-87 | - | Zone change from R-2 Single Family Residence to C-3 Commercial. Withdrawn by applicant. |
| Z-184-88 | - | Zone change from R-2 Single Family Residence, C-2 Restricted Office, and C-3 Commercial to C-4 Shopping Center. Withdrawn by applicant. |
| Z-238-88 | - | Zone change from R-2 Single Family Residence, C-2 Restricted Office and C-3 Commercial to C-4 Shopping Center (PC approved 11/17/88; CC approved 1/31/89, Ord. 77-89). |
| S-37-88 | - | Preliminary Drawing Review of North Towne Commons (PC approved 11/17/88, Amended Preliminary Drawing approved 4/6/89, Final Plat approved 8/3/89, Plat recorded 8/10/89). |
| Z-26-89 | - | Zone change from R-2 Single Family Residence to C-4 Shopping Center for several adjacent parcels to be added to the preliminary drawing of North Towne Commons (PC approved 4/6/89; CC approved 4/25/89, Ord. 369-89). |
| Z-27-89 | - | Amendment to approved CR-SO site plan granted by Ordinance 77-89, to expand approved shopping center site (PC approved 4/6/89; CC approved 4/25/89, Ord. 370-89). |
| Z-27-89 | - | Minor change to C-4 site plan approved by Ordinance 370-89 for waiver of pylon sign requirements (PC approved 11/16/89; CC approved 11/29/89, Ord. 1151-89). |
| SUP-7009-09 | - | Special Use Permit for gasoline and fuel sales at 841 W. Alexis Road (PC approved 9/10/09; CC approved 10/27/09, Ord. 594-09). |
| SUP-11004-11 | - | Special Use Permit for a tobacco shop at 821 W. Alexis Road (PC approved 1/12/12; CC approved 2/28/12, Ord. 108-12). |

GENERAL INFORMATION (cont'd)Parcel History (cont'd)

SPR-30-12	-	Minor Site Plan Review for renovations to McDonald's at 831 W. Alexis Road (Admin. Approved 8/9/12).
SPR-46-12	-	Major Site Plan Review for sign waiver of the maximum number of fascia signs in the -SO Shopping Center Sign Overlay District (PC approved 11/1/12).
SPR-28-19	-	Minor Site Plan review for site modifications for McDonald's at 831 W. Alexis Road (Admin. Approved 7/9/19).
SPR-15-20	-	Major Site Plan Review for sign waivers in a -SO Shopping Center Overlay District (PC approved 6/11/20).
SPR-42-21	-	Minor Site Plan review for site modifications at 817 W. Alexis Road (Admin. Approved 9/21/21).
SPR-4-24	-	Major Site Plan Review for additional signs in the CR-SO (PC approved 3/14/24).

Applicable Plans and Regulations

- Toledo Municipal Code Part Eleven: Planning and Zoning
- Forward Toledo Comprehensive Land Use Plan

STAFF ANALYSIS

The Applicant is requesting a Major Site Plan Review for a sign waiver at 831 W. Alexis Road to allow for additional signage in the -SO Shopping Center Sign Control Overlay District. The subject property is part of the North Towne Commons shopping center that is located southeast of the intersection of Alexis Road and Lewis Avenue. The shopping center currently includes such stores as Pets Supplies Plus, Kroger, Ocean Gardens Buffet, Target, Michaels and Five Below to name a few. Surrounding land uses include restaurants and retail to the east; apartments and retail to the north across Alexis Road; restaurants and retail west across Lewis Avenue; and Silver Creek, undeveloped land, a church and single-family residences to the south.

STAFF ANALYSIS (cont'd)

The tenant for which a sign waiver for additional signage is being sought is Ross Dress for Less. Ross Dress for Less is located in the western most tenant space, with the front of the building facing Alexis Road and the side of the building facing Lewis Avenue. There is currently a building sign above the main entrance facing Alexis Road which reads "Ross Dress for Less". The applicant is requesting a sign waiver to allow for window signage along this building façade as well as a wall sign on the building façade facing Lewis Avenue. A Major Site Plan Review is required per TMC§1103.0710 for any proposed signage changes for properties within the -SO Shopping Center Sign Overlay District after approval of the original Site Plan.

Shopping Center Sign Control Overlay District (-SO)

The Shopping Center Sign Control Overlay District (-SO) is intended to regulate the number, type, and location of signs on shopping center sites and properties within the designated overlay district. It is also intended to encourage unified sign plans for multi-tenant shopping center sites by permitting a shopping center sign with tenant panels, thereby reducing the need for multiple building signs for tenants. There is a shopping center sign at the main shopping center entrance along Alexis Road. In addition, a shopping center sign was approved for the main shopping center entrance along Lewis Avenue by the Plan Commission in March of 2024. Ross Dress for Less has a tenant panel on each of these signs.

Ross Dress for Less currently has a building sign located above the primary entrance oriented towards Alexis Road. TMC§1103.0707(A) permits a building sign on the building face with the primary entrance, located above the primary entrance in the -SO district. Based on the regulations in TMC§1103.0700 Shopping Center Sign Control Overlay District, no other building signage is permitted. Ross also has a double-faced internally illuminated under-canopy sign, which is not permitted and will need to be removed. The applicant is asking for a sign waiver to allow for an additional wall sign on the building elevation that faces Lewis Avenue and additional building signage in the form of window graphics on the building elevation facing Alexis Road.

In concern to the request for additional wall signage in the form of window graphics on the building elevation that faces Alexis Road, staff is not in support of the request. In addition to only one building sign being permitted, TMC§1103.0707(E) requires that all building signs meet the maximum square footage and location in accordance with Section 1113.0303 of Chapter 1113 Signs. Building signs include both the existing wall sign and the proposed window signs. The existing Ross Dress for Less sign is within ten (10) square feet of the maximum allowable sign area for the building wall frontage facing Alexis Avenue. Additionally per TMC§1113.0308(D), window signage may only occupy a total window area of twenty-five percent (25%). As proposed the window signage covers approximately thirty percent (30%) of the window area. Not only does the proposal not meet the -SO signage requirements, if a waiver is approved, the proposed wall signage would exceed the permitted maximum building signage as well as maximum window coverage of the Sign regulations in Chapter 1113, for which all developments must comply.

STAFF ANALYSIS (cont'd)

Shopping Center Sign Control Overlay District (-SO) (cont'd)

The shopping center sign along Lewis Avenue, approved by the Plan Commission in March of 2024, includes four tenant panels for the tenants of the building that Ross Dress for Less is a tenant. As originally approved, there was to only be a shopping center sign along Alexis Road as this sign was permitted to exceed the allowable square footage for a shopping center sign. Based on the visibility provided by the existing signs, including the tenant panel on the sign along Alexis Road, the Ross Dress for Less building sign above the building entrance, and the recently approved shopping center sign along Lewis Avenue, staff is also not in support of the request for an additional building sign facing Lewis Avenue.

Forward Toledo Comprehensive Land Use Plan

The Forward Toledo Comprehensive Land Use Plan designates this site for General Commercial (GC). The GC designation is intended to accommodate predominately large-scale or automobile-oriented commercial uses such as shopping centers, drive-thru establishments, big box retail, and gas stations. The shopping center development is consistent with the intent of the GC designation.

STAFF RECOMMENDATION

Staff recommends that the Toledo City Plan Commission **disapprove** SPR25-0045, a Major Site Plan Review for additional signs in the CR-SO at 851 W. Alexis Road for the following **two (2)** reasons:

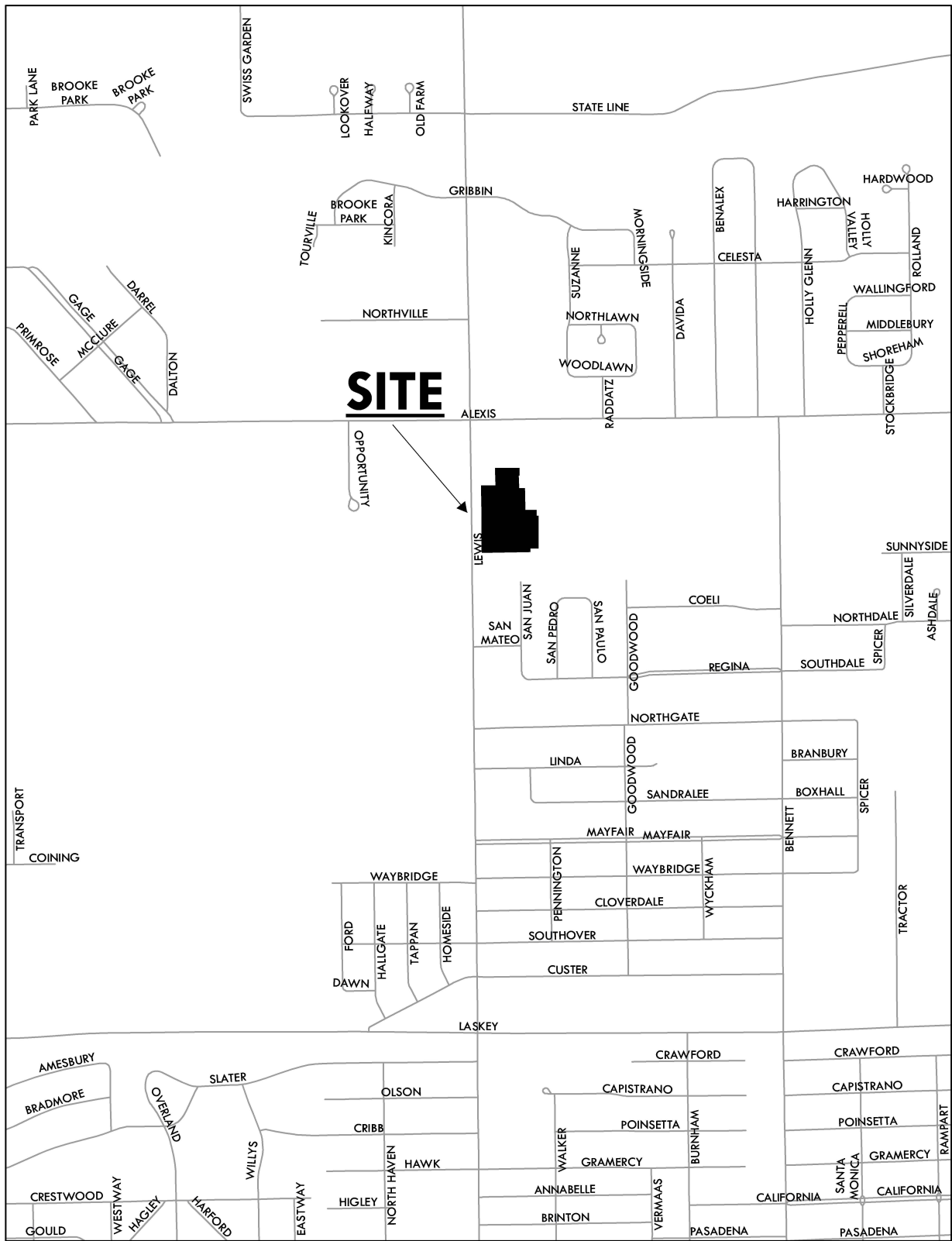
1. There is no demonstrated hardship that would compel the granting of additional signage; and
2. Signage can be developed within the confines of the CR-SO Shopping Center district that will be sufficient to allow potential customers to identify the location.

MAJOR SITE PLAN REVIEW
TOLEDO CITY PLAN COMMISSION
REF: SPR25-0045
DATE: October 9, 2025
TIME: 2:00 P.M.

LK
Four (4) sketches follow

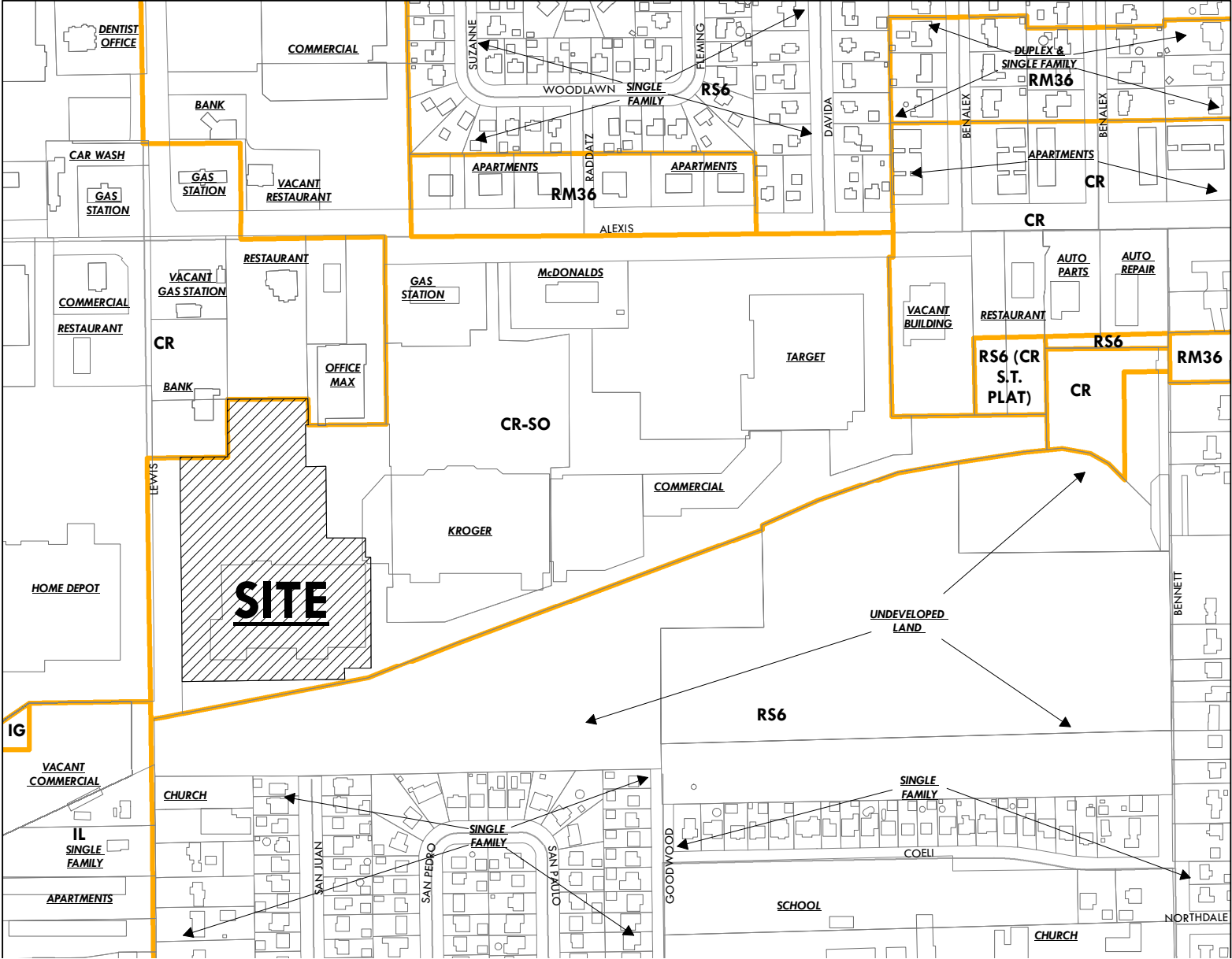
GENERAL LOCATION

SPR25-0045



ZONING & LAND USE

SPR25-0045



WINDOW SIGNS - ALEXIS ROAD

SPR25-0045

NOTES:

LANDLORD TO PROVIDE:

- ADEQUATE ACCESS BEHIND LOGO LETTER AND CABINET FOR INSTALLATION AND MAINTENANCE, PER ARTICLE 600 OF THE N.E.C.
- ONE (1) 20 AMP 120V ISOLATED SIGN CIRCUIT AND JUNCTION BOXES TO AREA BEHIND SIGN LETTERS CONNECTED TO THE ENERGY MANAGEMENT SYSTEM.
- AT LEAST 1/2" THICK PLYWOOD BACKING BEHIND ALL E.L.F.S. WALL SYSTEM FOR SIGN AND BANNER SUPPORT.

SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR (MINIMUM 80% LRV) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.

ALL COLORS ARE SUBJECT TO ROSS STORES, INC. REVIEW AND APPROVAL. COLOR APPEARANCE MAY BE ALTERED BY PRINTING. SEE APPROVED FINAL CONSTRUCTION DRAWINGS FOR COLOR SPECIFICATIONS.

IF ANY SIGNAGE PROPOSED IN THIS EXHIBIT IS ALTERED BY LOCAL GOVERNMENT AUTHORITIES, ROSS STORES, INC. RESERVES THE RIGHT TO, AT NO COST, ADJUST ARCHITECTURAL FEATURES TO BEST ACCOMMODATE THE ALTERED SIGNAGE.

NOTE: SIGN INSTALLER TO CONFIRM SIGN FASCIA DIMENSIONS IN THE FIELD BEFORE INSTALLING ANY SIGNAGE. IF ANY DISCREPANCIES NOTIFY ROSS STORE DESIGN.

- A** 7" H INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS:
FACES: .177 PLASKOLITE OPTIX LD (LIGHT DIFFUSING) 2406 WHITE WITH 3M 3730-167L BLUE VINYL FILM OVERLAY
RETURNS: 8" D ALUM. W/ WHITE FINISH TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LEDS: PRINCIPAL TRUE WHITE QWIK MOD 3 (7.10K)
MOUNTING: 1/4" 20 GALV. THRU BOLTS
PEG OFF: 1/2" SPACERS

- B** 36" H INDIVIDUAL "DFL" LOGO LETTERS:
ALL CALLOUTS SAME AS "ROSS" EXCEPT:
RETURNS: 5" D ALUM. W/ WHITE FINISH TRIM CAP: 1" WHITE JEWELITE

- C** 23" H X 46" W X 10" D DOUBLE-FACE INTERNALLY ILLUMINATED UNDER-CANOPY SIGN, SEE SHEET UC FOR DETAILS.

- D** N/A

- E** N/A

- 1** SIGN FASCIA BY LANDLORD, SEE NOTES.

- 2** CLEAR ANODIZED ALUMINUM STOREFRONT & DOORS BY LANDLORD.

- 3** FROSTED FILM BY LANDLORD.

- 4** (2) SETS OF FIVE (5) EYE-BOLTS FOR BANNER ATTACHMENT BY LANDLORD.

- 5** STORE HOURS; INCLUDES STORE HOURS, OPERATIONAL DECAL, EBT, GUARD & RESERVE LTR. 55 & OVER, AND EXIT/ENTER DECALS. SEE SHEET SH FOR DETAILS.

- 6** ADJACENT PARAPET MAY NOT BE HIGHER THAN ROSS BASE BUILDING.

- 7** TYPICAL ARCHITECTURAL LIGHTING BY LANDLORD.

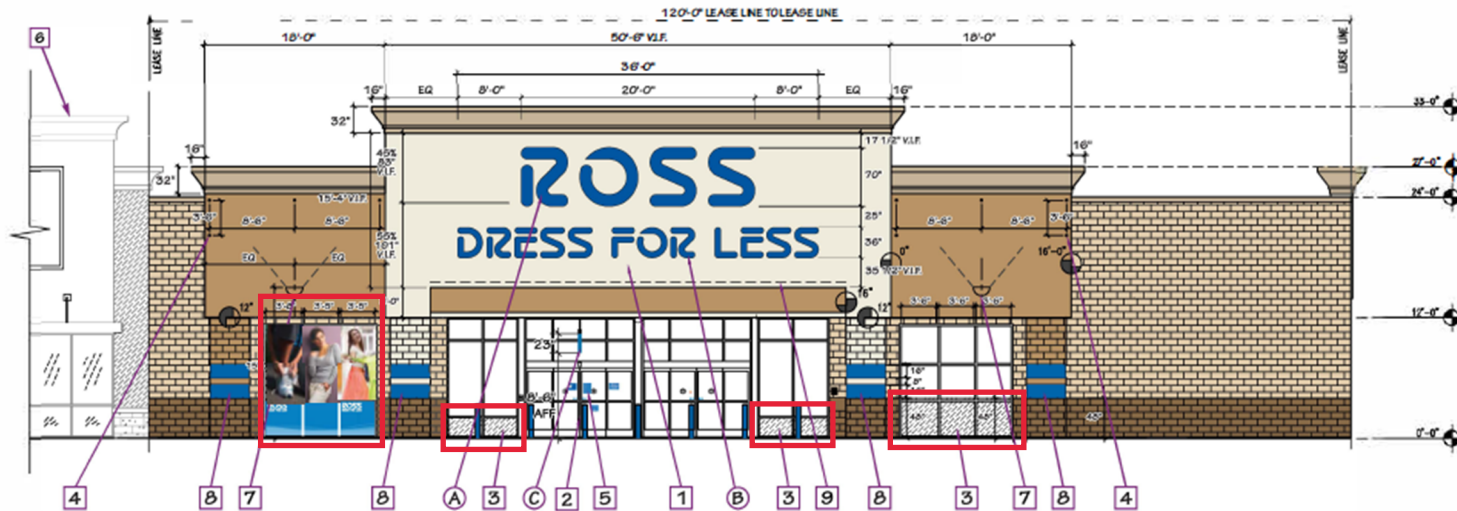
- 8** TYPICAL ROSS BLUE IDENTITY BANDS BY LANDLORD.

- 9** RECESSED ILLUMINATED NICHE BY LANDLORD.

- 10** N/A

- 11** N/A

- 12** N/A



CODE COMPLIANT

Code 240.00 s.f.	SIGN AREA ALLOWED: 240.00 S.F.	SIGN AREA PROPOSED: 238.70 S.F.
ROSS DRESS FOR LESS	ROSS WALL PLACQUES	ROSS WALL PLACQUES
ROSS DFL UNDER CANOPY: 100% 25.148 7.22 238.702	UNDER CANOPY SIGN: 1.9 X 3.8' = 7.22 S.F.	

1 STOREFRONT • W ALEXIS ROAD • NORTH • ELEVATION

SCALE: 3/32" = 1'-0"

This is a preliminary drawing. It is not to be used for construction without the approval of the architect. The architect is not responsible for the accuracy of the information provided in this drawing. The architect is not responsible for the accuracy of the information provided in this drawing.

AD-RSS103661

LISTED

blair
IMAGE ELEMENTS

ROSS
DRESS FOR LESS

#2626 North Toledo, OH
North Towne Commons
SEC W. Alexis Road & Lewis Avenue
Toledo, OH 43612

drawn 12/4/24

TK-E

SHEET

S1

WALL SIGN - LEWIS AVE.

SPR25-0045

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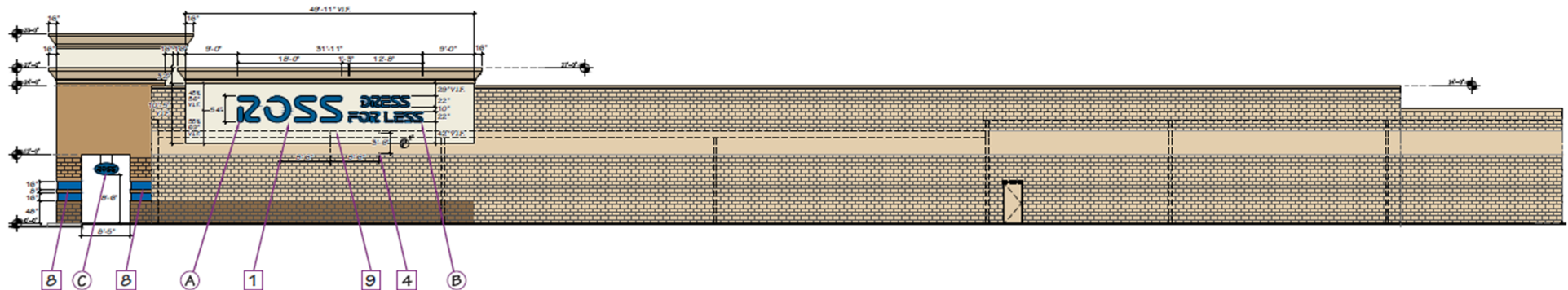
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- 10** N/A
- 11** N/A
- 12** N/A



② STORESIDE • LEWIS AVE • WEST • ELEVATION

SCALE: 1/16" = 1'-0"

CODE COMPLIANT

Code:	SIGN AREA ALLOWED:	170.21 S.F.
170.21 sf	SIGN AREA PROPOSED:	124.80 S.F.
ROSS DRESS FOR LESS	WALL PLAQUES:	NA
ROSS DFL:	UNDERCANOPY SIGN:	1.9 X 3.8' = 7.22 S.F.
UNDER CANOPY:		
(1) WALL PLAQUES:		
TOTAL:		124.80

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AD-RSS103661

US

blair

IMAGE ELEMENTS

ROSS DRESS FOR LESS

#2626 North Toledo, OH
North Towne Commons
SEC W. Alexis Road & Lewis Avenue
Toledo, OH 43612

drawn 09/25/24

TK-E

SHEET

S2