

CASE NO. 5

Z26-0007

3404, 3420 & 3434 W. Central &
3311 Secor Rd.



TOLEDO - LUCAS COUNTY PLAN COMMISSIONS

One Government Center, Suite 1620, Toledo, OH 43604 P: 419 245-1200 F: 419 936-3730

May 15, 2026

TO: President Vanice S. Williams and Members of Council, City of Toledo
FROM: Toledo City Plan Commission, Lisa Cottrell, Secretary
SUBJECT: Zone Change from CR (Regional Commercial) to CR-SO (Regional
Commercial – Shopping Center Sign Control Overlay) at 3404, 3420, &
3434 W. Central Avenue and 3311 Secor Road
REF: Z26-0007

The Toledo City Plan Commission considered the above-referenced request at its meeting on May 14, 2026 at 2:00 P.M. Plan Commission **recommends approval** to City Council subject to one (1) condition.

Attached is the staff report for the request. Please contact our office with any questions or concerns.

Respectfully Submitted,

Lisa Cottrell
Secretary

CC: Westgate Village North, LLC, 30 N LaSalle Street, Suite 2120, Chicago, IL 60602
NIKI Toledo, LP, 11720 El Camino Real, Suite 250, San Diego, CA 92130
Ethos Workshop Architects, 6200 Birdsong Road, Concord, NC 28025

APPLICATION FOR ZONE CHANGE FROM CR TO CR-SO – REVISED REPORT

APPLICATION #: **Z26-0007**
APPLICANT: Westgate Village North, LLC / NIKI Toledo, LP
OWNER: Westgate Village North, LLC / NIKI Toledo, LP
ADDRESS: 3404, 3420, & 3434 W. Central Avenue and 3311 Secor Road
PARCEL(S): 22-16672, 22-16673, 22-16674, & 22-16648
ZONING: From CR to CR-SO
NEIGHBORHOOD: Westgate
REPORT DATE: May 1, 2026
HEARING DATE: May 14, 2026
STAFF REVIEWER: Schultz

Details of Zone Change Request:

The applicant is requesting a zone change from CR (Regional Commercial) to CR-SO (Regional Commercial – Shopping Center Sign Control Overlay) for 3404, 3420, & 3434 W. Central Avenue and 3311 Secor Road. The reason for this request is to allow for a unified sign plan for the Westgate Village North and Village on Secor shopping centers.

Parcel History

This site was annexed into the City of Toledo in 1963, at which time two (2) big-box department stores (Sears and Elder-Beerman) occupied the site. These stores have been demolished in recent years, leaving the site vacant.

Existing Conditions:

The subject properties are currently vacant and located in a Regional Commercial (CR) zoning district. Surrounding land uses include office commercial uses and a hotel along Executive Parkway to the north and west; restaurants, a car wash, banks, and retail along Secor Road to the east; and Westgate Village Regional Commercial uses to the south across Central Avenue.

Proposed Project:

The Plan Commission has recently approved the construction of two (2) new shopping centers on these properties: Westgate Village North and Village on Secor. These were approved by PUD25-0003 and SPR25-0059 respectively. The applicant is now requesting a zone change from CR to CR-SO and approval of a unified sign plan under the -SO overlay district regulations for these shopping center developments. Several waivers to permit additional building signs have also been requested. Staff is recommending **approval** of the zone change.



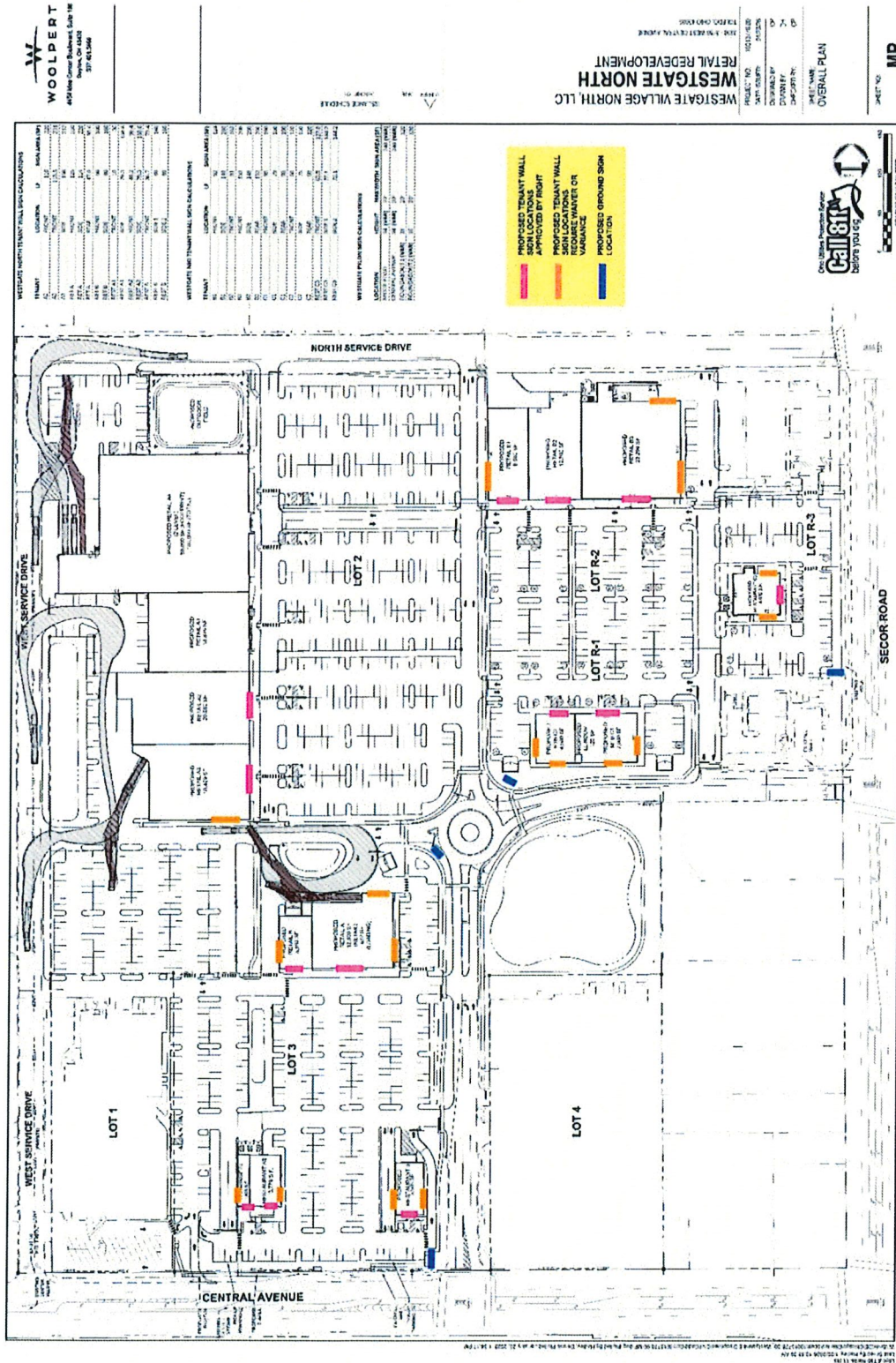
Aerial image of the property. The proposal is to rezone the property into the Shopping Center Sign Control Overlay District.



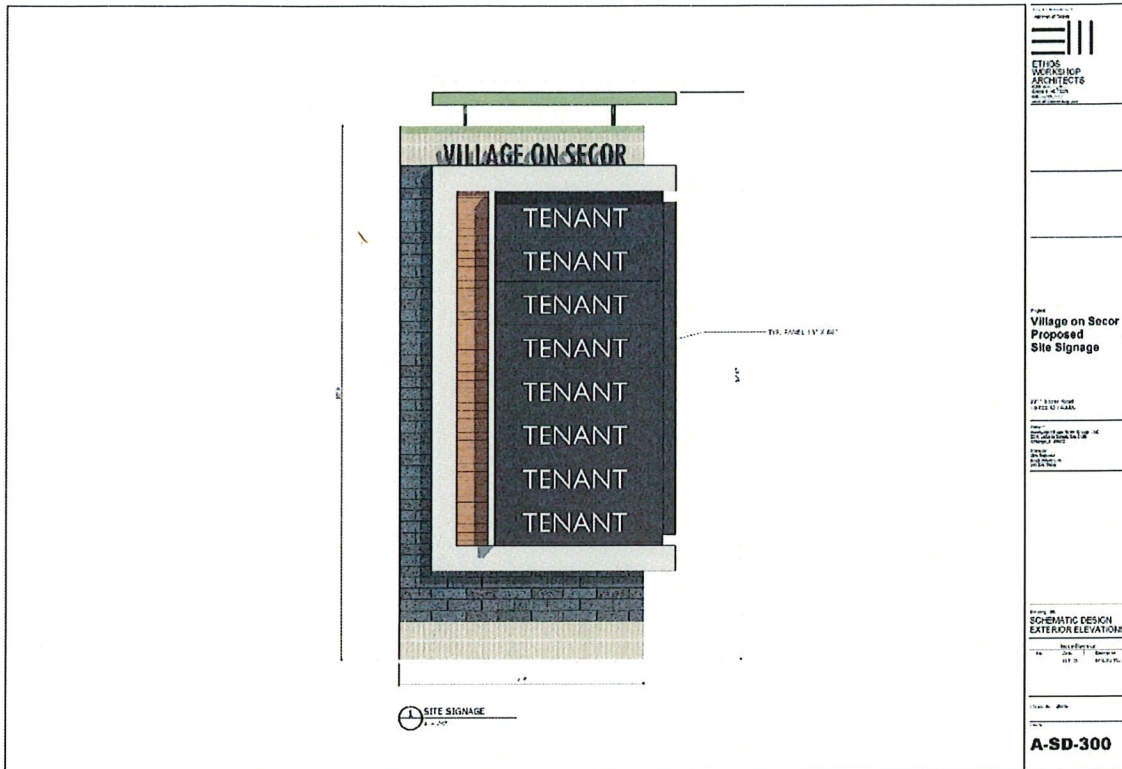
Street view image of the subject property from Central Avenue. The proposal is to rezone the property into the Shopping Center Sign Control Overlay District.



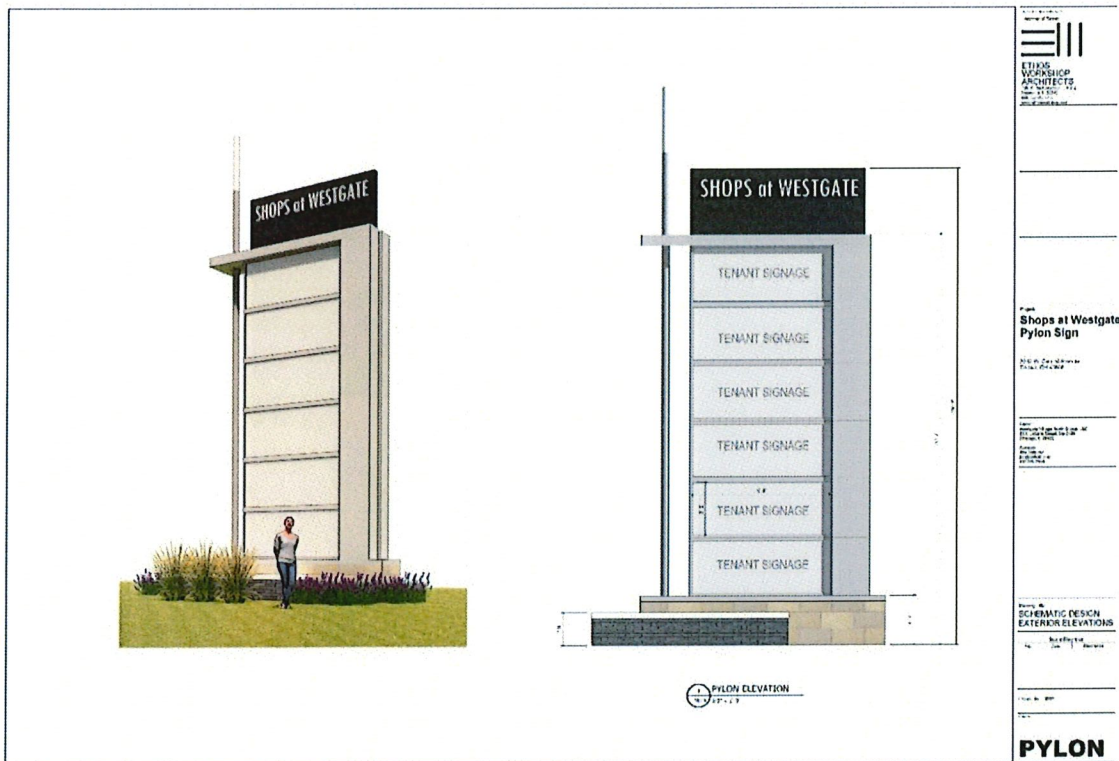
Street view image of the subject property from Secor Road. The proposal is to rezone the property into the Shopping Center Sign Control Overlay District.



Unified sign plan for the proposed Shopping Center Sign Control Overlay District. Several waivers are requested – addressed below.



Proposed Multi-Tenant Sign on Secor Road.



Proposed Multi-Tenant Sign on Central Avenue.

Analysis

1103.0700 -SO, Shopping Center Sign Control Overlay District

- (a) *1103.0707(A) Building Signs.* Building-mounted signs are limited to that building face containing a primary entrance, and must be located above a primary entrance. The applicant proposes several additional signs on building faces not containing a primary entrance. – Not acceptable as depicted. Waivers requested.
- (b) *1103.0707(D) Building Signs for Outlots.* A maximum of two building-mounted signs are permitted for individual businesses in individual buildings when located on an outlot of a shopping center. – Not acceptable as depicted. Three (3) are proposed on these buildings. Waiver requested.

1113 – Signs

- (a) *1113.0303 Total Building Sign Area Allocation, Multi-Tenant Development.* Sign allocation is limited to a maximum total area of two (2) square feet per one (1) linear foot of building wall frontage on exterior walls containing a primary customer entrance. – All tenant signage is limited to a maximum of two (2) square feet per one (1) linear foot of the building wall frontage containing a primary customer entrance, irrespective of which wall such signage is located on. Additional square footage may only be granted by a variance approved by the Board of Zoning Appeals (BZA).
- (b) *1113.0308 Window Sign.* Window signage and other similar obstructions may occupy up to 25% of the total cumulative window area along a building façade. Window sign area counts towards total building sign area allocation. A sign permit is not required for window signs. – Information not required; reminder to applicant.
- (c) *1113.0400 Ground Signs.* One (1) ground sign is permitted per premises, per right-of-way frontage. Any supporting structure beneath the element of the sign which contains copy shall be the same width or wider than the copy element. – Acceptable as depicted.
- (d) *1113.0407 Shopping Center Ground Sign.* The maximum sign height is limited to sixteen feet (16'). The maximum sign face area is limited to 120 square feet. – Not acceptable as depicted. Applicant shall reduce height/area or obtain a variance from the Board of Zoning Appeals (BZA).
- (e) *1113.0407 Shopping Center Ground Sign.* The minimum setback from street curb is 23 feet. The minimum setback from any entrance/exit drive is 10 feet. – Setbacks shall be clarified for sign permit submittal.
- (f) *1113.0407 Shopping Center Ground Sign.* For every 3 square feet of sign face area, the sign must also include at least 1 square foot of brick, stone, metal, and/or other building materials matching the architecture of the principal building. – Acceptable as depicted. Proposed metal shall be a minimum of 22 gage.

1113 – Signs (continued)

- (g) *1113.0508 Internal Sign.* Ground signage which is oriented to patrons within the subject site and not oriented to the right-of-way of adjacent properties are not limited to one (1) per right-of-way. The ground-mounted sign facing the internal roundabout is considered an internal sign. – Acceptable as depicted.

Requested Waiver Recommendations

- (a) *1103.0707(A).* Waivers to permit building signs on building faces not containing a primary entrance – to be part of sign plan.
- i. Tenant Retail A3. Waiver for a sign on southern building face. – APPROVE; precedent for approving a sign on an end tenant's side wall.
 - ii. Tenant Retail A. Waiver for a sign on eastern building face. – APPROVE; precedent for approving a sign on an end tenant's side wall.
 - iii. Tenant Retail A. Waiver for a sign on northern building face. – APPROVE; sign oriented to patrons within subject site and not towards right-of-way.
 - iv. Tenant Retail B. Waiver for a sign on western building face. – APPROVE; precedent for approving a sign on an end tenant's side wall.
 - v. Tenant Rest. A1. Waiver for a sign on western building face. – APPROVE; precedent for approving a sign on an end tenant's side wall.
 - vi. Tenant Rest. A2. Waiver for a sign on eastern building face. – APPROVE; precedent for approving a sign on an end tenant's side wall.
 - vii. Tenant Retail B1. Waiver for a sign on western building face. – APPROVE; precedent for approving a sign on an end tenant's side wall.
 - viii. Tenant Retail B3. Waiver for a sign on eastern building face. – APPROVE; precedent for approving a sign on an end tenant's side wall.
 - ix. Tenant Retail B3. Waiver for a sign on northern building face. – APPROVE; sign oriented towards access drive and adjacent shopping center, not right-of-way.
 - x. Tenant Retail C1. Waiver for a sign on eastern building face. – APPROVE; precedent for approving a sign on an end tenant's side wall.
 - xi. Tenant Retail C1. Waiver for a sign on southern building face. – APPROVE; sign oriented to patrons within the subject site and not towards right-of-way.
 - xii. Tenant Retail C2. Waiver for a sign on western building face. – APPROVE; precedent for approving a sign on an end tenant's side wall.

Requested Waiver Recommendations (continued)

- xiii. Tenant Retail C2. Waiver for a sign on southern building face. – APPROVE; sign oriented to patrons within the subject site and not towards right-of-way.
- (b) 1103.0707(D). Waivers to permit three (3) building signs on buildings located on an outlet – to be part of sign plan.
 - i. Tenant Rest. B. Waiver for a third sign on the restaurant building – DISAPPROVE; precedent to permit smaller mural/emblem signage, but not for a third traditional wall sign. Tenant must apply separately depicting an acceptable mural/emblem sign.
 - ii. Tenant Rest. C3. Waiver for a third sign on the restaurant building – DISAPPROVE; precedent to permit smaller mural/emblem signage, but not for a third traditional wall sign. Tenant must apply separately depicting an acceptable mural/emblem sign.

Forward Toledo Comprehensive Land Use Plan

The Forward Toledo Comprehensive Land Use Plan designates this site for General Commercial (GC) land uses. The General Commercial land use designation provides space for auto-oriented and large-scale commercial operations which may also cater to regional demand. Large-scale commercial operations should be characterized with a unified, comprehensive design for the entire site. The proposed zone change from CR to CR-SO is consistent with the Forward Toledo Plan. A unified sign plan will also create a development with cohesive design, in line with the Plan's Quality Design goal.

Development Approval Criteria

- (1) The proposed zone change is consistent with the comprehensive plan and the stated purpose of the zoning code (TMC§1111.0606(A)),
- (2) The proposed zone change is compatible with existing land uses within the general vicinity of the subject properties (TMC§1111.0606(B)); and
- (3) The proposed zone change is compatible with the zoning classifications of properties within the general vicinity of the subject properties (TMC§1111.0606(C)).

Recommendation:

1111.0600 Zoning Map Amendment – APPROVE – Zone Change approval from Regional Commercial (CR) to Regional Commercial – Shopping Center Sign Control Overlay District (CR-SO), subject to the following condition:

- (1) Sign Plan shall be subject to Plan Commission or Plan Director approval.

Findings:

- (1) The proposed zone change into the Shopping Center Sign Control Overlay is consistent with the Forward Toledo Comprehensive Land Use Plan and other shopping center developments such as the one proposed on this site.
- (2) The proposed zone change will allow for a unified sign plan which will create a development with cohesive design, in line with the Forward Toledo Comprehensive Land Use Plan's Quality Design Goal.