

Dink and Dine Sign Package Narrative

- **11-46-3: - COMPREHENSIVE SIGN PLANS**

C.

Minimum Required Elements of Comprehensive Sign Plan. A comprehensive sign plan shall include the location, size, height, construction material, color, type of illumination, and orientation of all proposed permanent and portable signs, and any other document(s) necessary to determine if the plan meets the review criteria.

The Dink and Dine project requested signage for the SUP consists of the following:

- 1) (Application # BOA25-00302) IC-101 Channel letters set 29'-6" x 2'-3" at 66.4 SQFT. The sign is fabricated from 5" deep aluminum channel with a painted finish, 3/16" thick clear acrylic faces with translucent white vinyl faces and second surface diffuser. The sign is illuminated with 7100K LED.
- 2) (Application # BOA25-00302) BE-101 Channel letters set 16'-5" x 3'-0" at 49.3 SQFT. The sign is fabricated from 5" deep aluminum channel with a painted finish, 3/16" thick clear acrylic faces with translucent white vinyl faces and second surface diffuser. The sign is illuminated with 7100K LED.
- 3) (Application # BOA25-00302) TL-101 Tower Logo (Pickle Ball and Fork) – Formed Fiberglass ball with internal aluminum frame and a fabricated aluminum fork. 19'-5-1/2" tall x 76-1/2" wide at 76.5 SQFT.
- 4) (Application # PRS25-00225) STL-101 6" deep aluminum channel letter with painted finish and push thru acrylic faces, internally illuminated with LED. 77-3/4" x 21'-3" at 121.3 SQFT.
- 5) (Application # PRS25-00225) ETL-101 6" deep aluminum channel letter with painted finish and push thru acrylic faces, internally illuminated with LED. 77-3/4" x 21'-3" at 121.3 SQFT.

- **11-70-5: - SPECIAL USE PERMIT**

FORMAL REQUEST FOR ADDITIONAL AGRIGATE SQFT TO PROJECT.

- **The Dink and Dine project is a large footprint building with multiple street frontages and entrances around the building that require an increase in aggregate from 243.2 SQFT to 434.8 SQFT. We request this additional request for aggregate square footage be approved so that the patrons can easily identify the building and its entrances when patronizing the property.**

1.

Approval of the proposed project will advance the goals and objectives of and is consistent with the policies of the General Plan and any other applicable City plan and/or policies; - Yes, the Dink and Dine signage be in line with the goals and objective of the General Plan.

2.

The location, size, design, and operating characteristics of the proposed project are consistent with the purposes of the district where it is located and conform with the General Plan and with any other applicable City plan or policies. Yes, the Dink and Dine proposed signage for the SUP are in line with the size and square footage of the general plan and number of signs they are just over the total aggregate allowable SQFT for the building that seems very minimal and leaves the building looking empty.

3.

The proposed project will not be injurious or detrimental to the adjacent or surrounding properties in the area, nor will the proposed project or improvements be injurious or detrimental to the neighborhood or to the general welfare of the City; and. Yes, the Dink and Dine project will only attract more people to the center and provide healthy entertainment to the surrounding community.

4.

Adequate public services, public facilities and public infrastructure are available to serve the proposed project. Yes the 60,000 +/- building is more than adequate for this use.

JUSTIFICATION AND COMPATIBILITY:

The Dink and Dine Project is in the entertainment district and the proposed signage is very similar in number of signs and size of signs in this area including Cinemark, Bass Pro, etc. The approval of the Dink and Dine package will fill a void of an empty building in the center that bring many patrons in the center for health and fun activities. It is also to be noted that South elevation was previously the rear of building and now being repurposed as main entrance (justify an increase in allowable SQFT).

The development site contains unique physical conditions including the large size of building and set back from the roadways limiting visibility and recognition to the property and its use. Additionally, the proposed signage incorporates special design features including geometrical figures and uplighting to accentuate the sporting activity for the buildings' use.

Below is a table justifying the proposed signs requested in addition to the current allowance.

Table 11-43-3-D-1: Standard Attached Sign Allowances per Occupancy				Special Use Permit Request	
Front Foot of Building Occupancy	Max. Number of Permitted Signs	Max. Aggregate Sign Area Calculation	Max. Area per Sign	Requested Increase in Aggregate Sign Area Sign Area Calculation	Max. Area per Sign
250-feet or more	5 signs, plus one additional sign for every additional 50-feet of occupancy up to a max. of 7 signs	80% of lineal front foot of occupancy up to a max. of 500 sq.ft.		Requested Aggregate Sign Area: 434.8 sqft Sign Area Increase: 192.2 sqft	
Front Foot: 304'-0"	Max. (6) signs	Sign Area: 304'-0" x 0.80 = 243.2 sq.ft.			
		(2) signs being permitted under current sign allowances ETL-101: 121.3 sq.ft. < 160 sq.ft. STL-101: 121.3 sq.ft. < 160 sq.ft. 243.2 sq.ft. > 242.6 sq.ft.		(3) additional signs being requested under Special Use Permit (SUP) IC-101: 66.4 sq.ft. < 160 sq.ft. TL-101: 76.5 sq.ft. < 160 sq.ft. BE-101: 49.3 sq.ft. < 160 sq.ft. 192.2 sq.ft.	