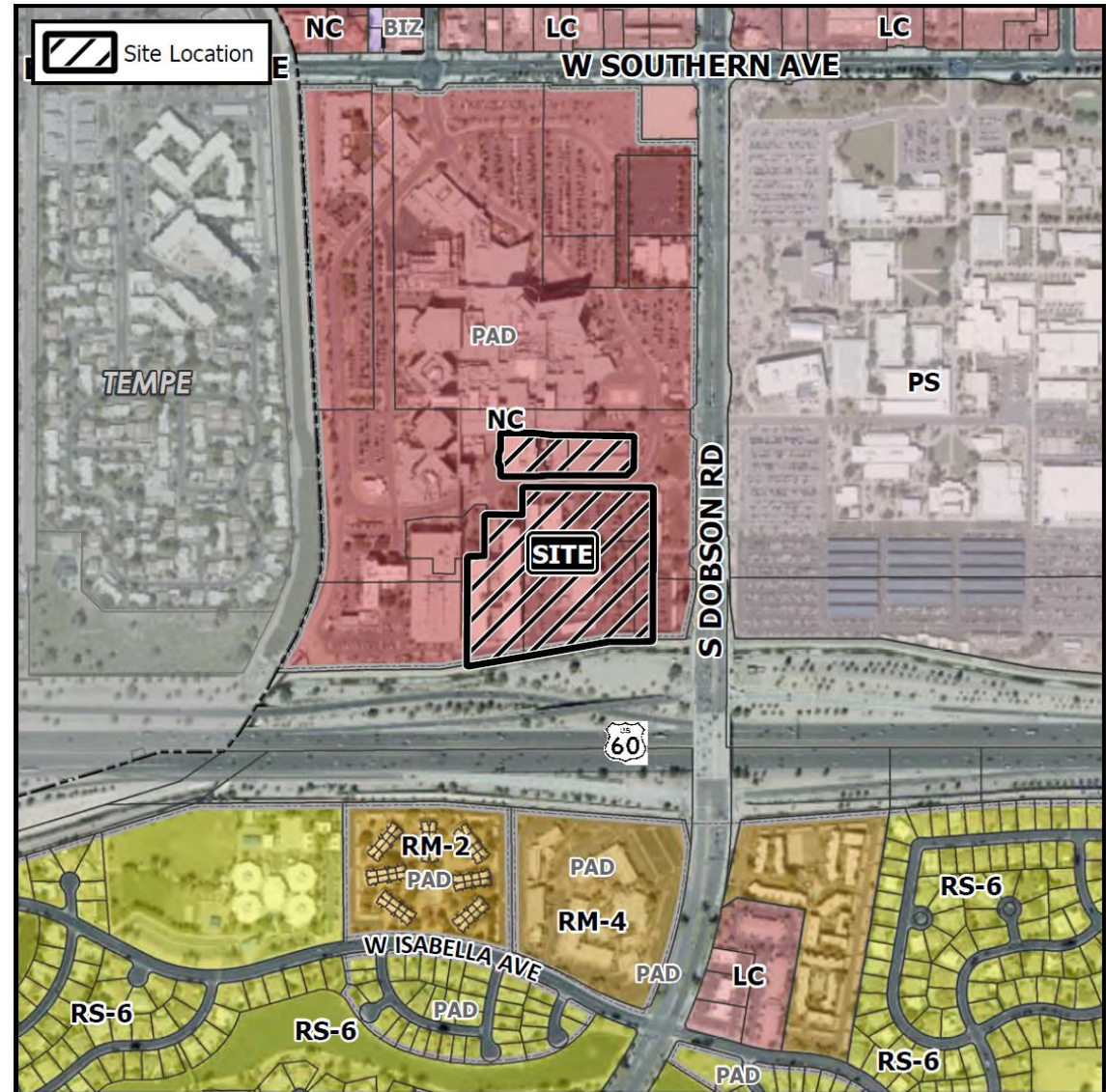


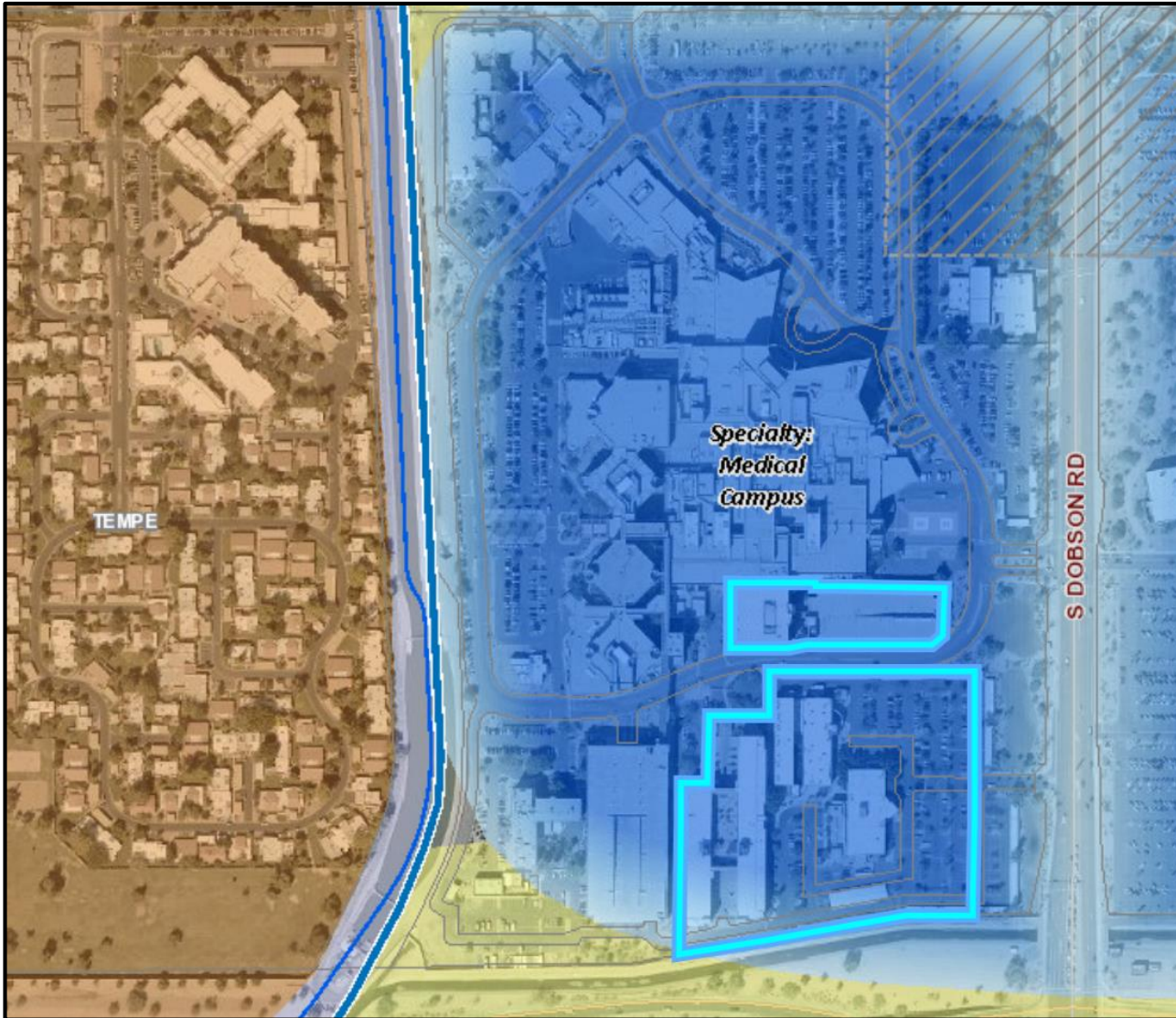


**BOA20-00195**

# Location

- South of Southern Avenue on the west side of Dobson Road.





# General Plan

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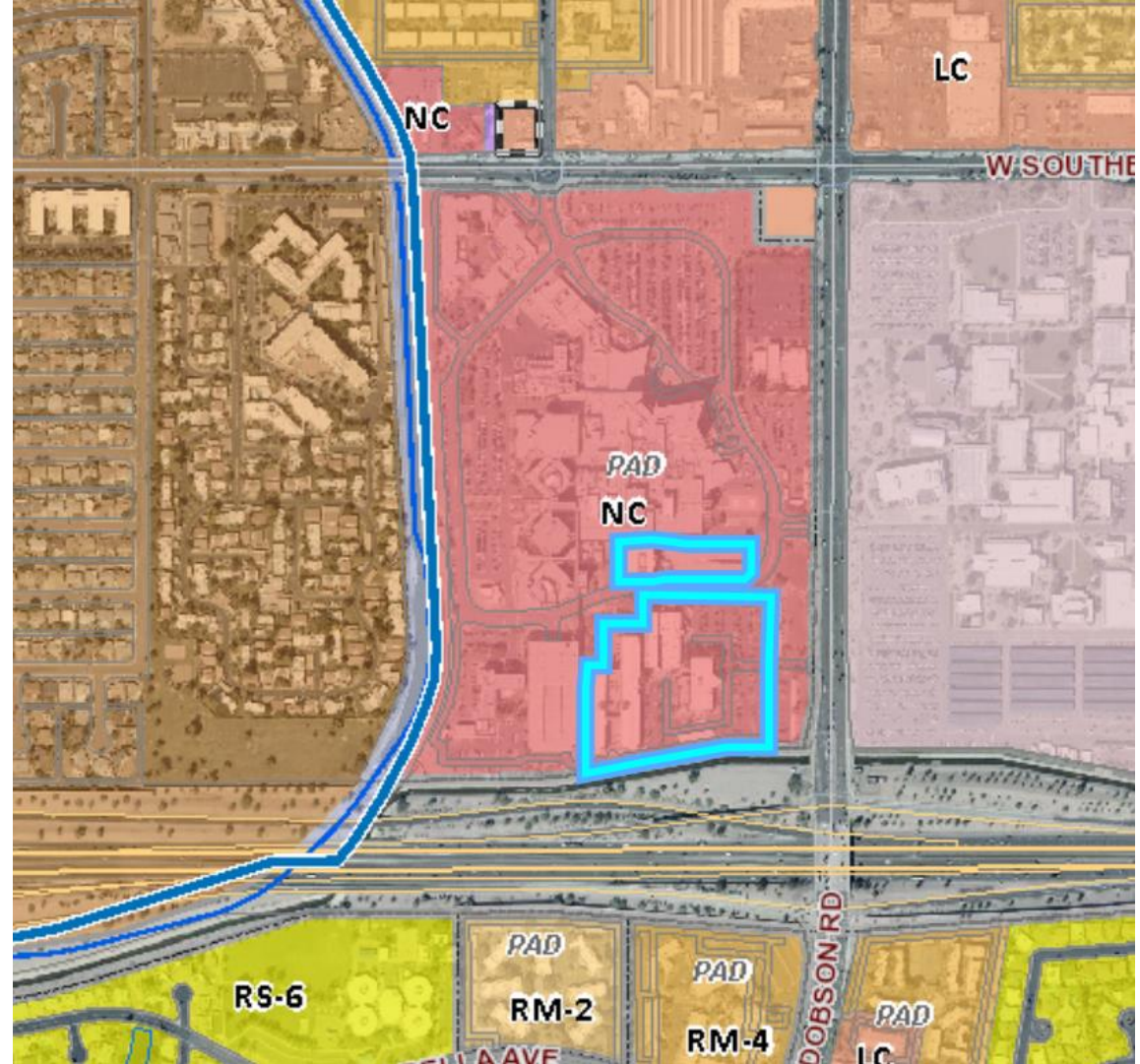
## Specialty District

- Large areas with a single use such as a medical facility.
- Maintain a campus feel.
- Consistency in landscaping, signage, and high-quality building design and materials.



# Zoning

- Neighborhood Commercial with a Planned Area Development Overlay (NC-PAD)



# Site Photos



Dobson Road looking west towards the site (entrance area)



Dobson Road looking southwest towards the site

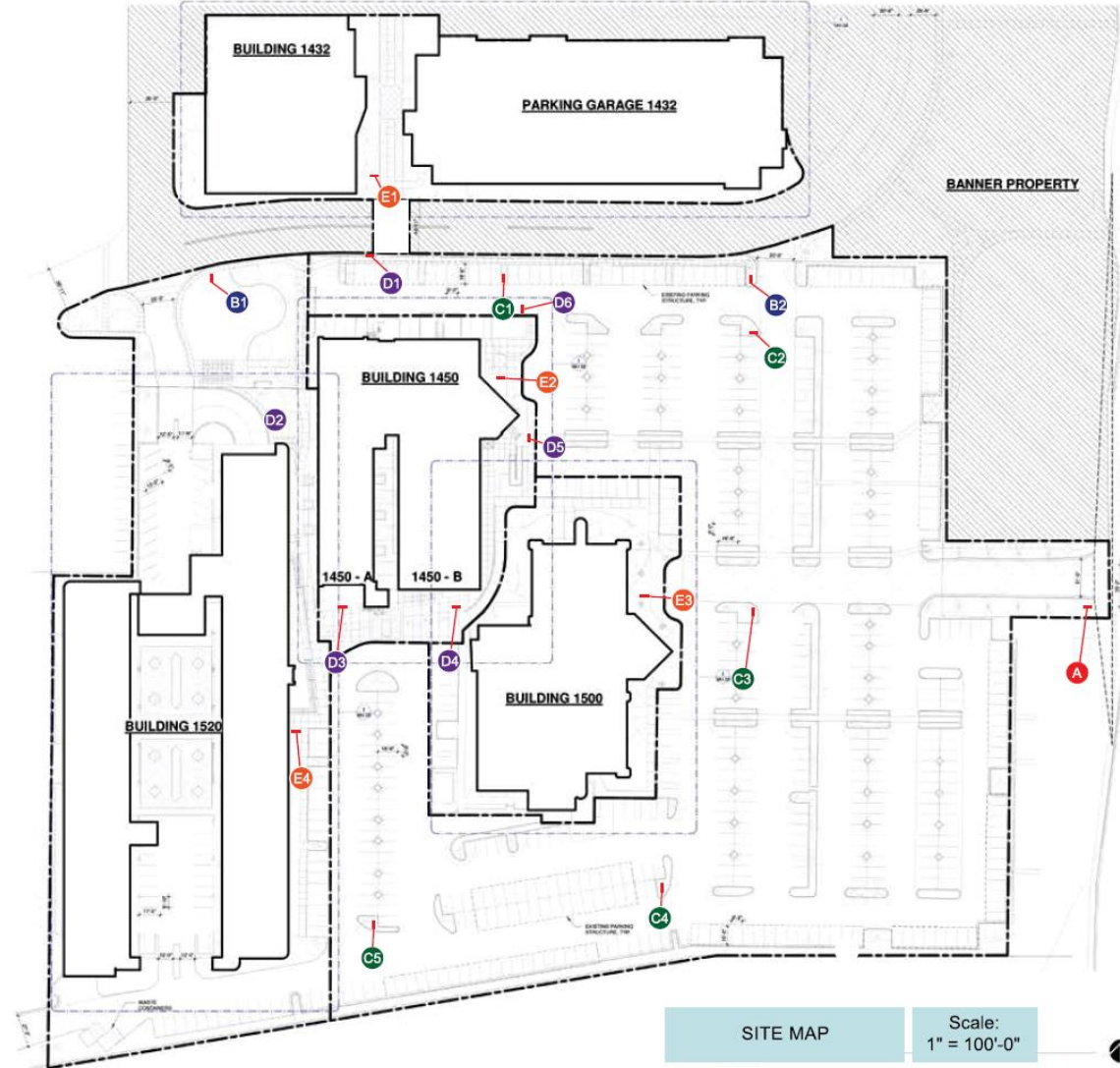


# Request

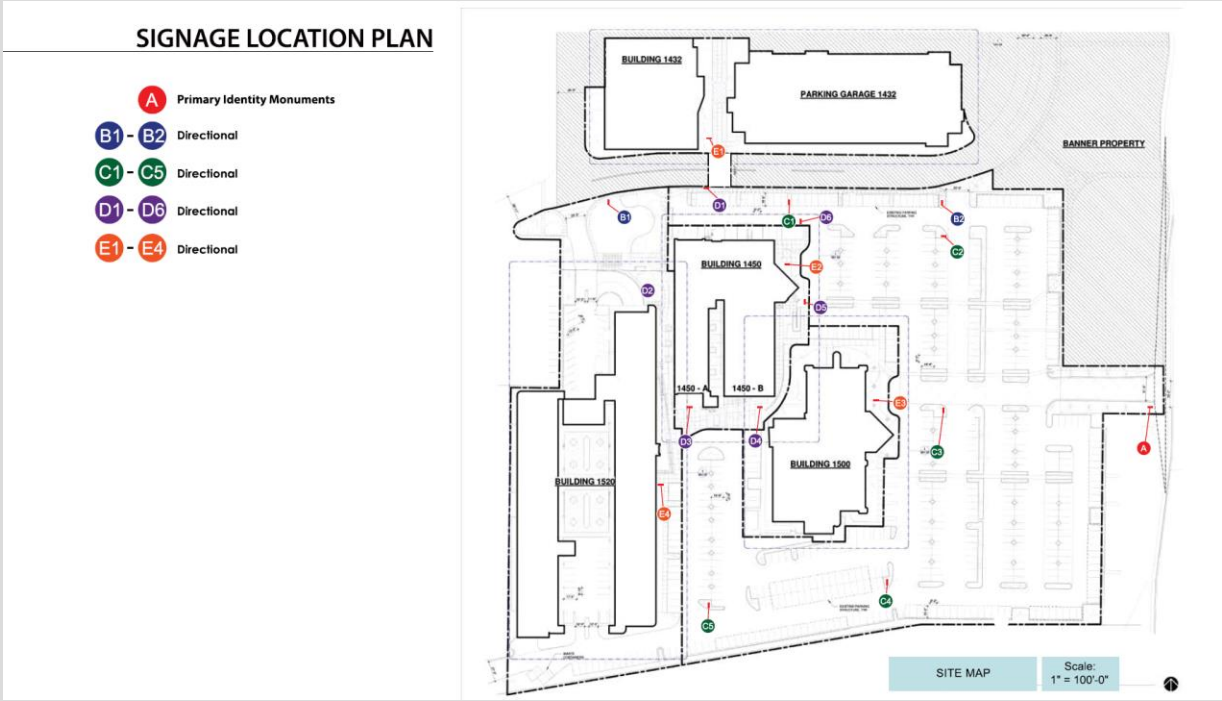
- Special Use Permit

# Purpose

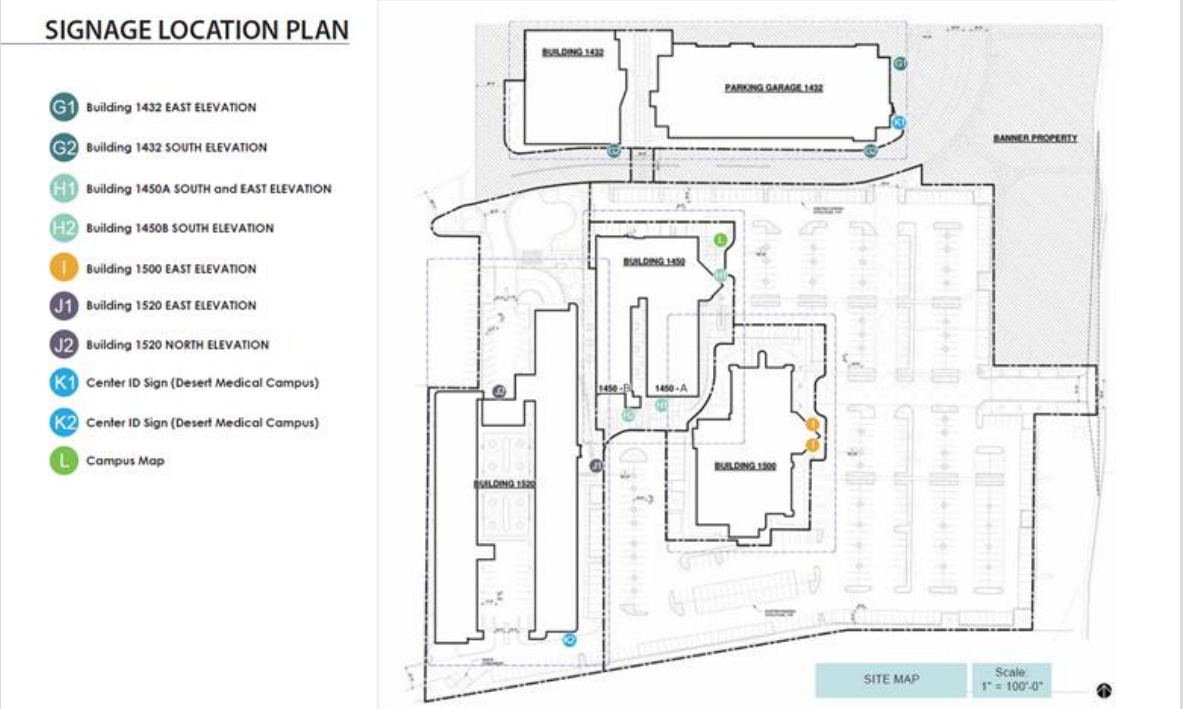
- Comprehensive Sign Plan



# Detached Directional Signs and Monument Sign

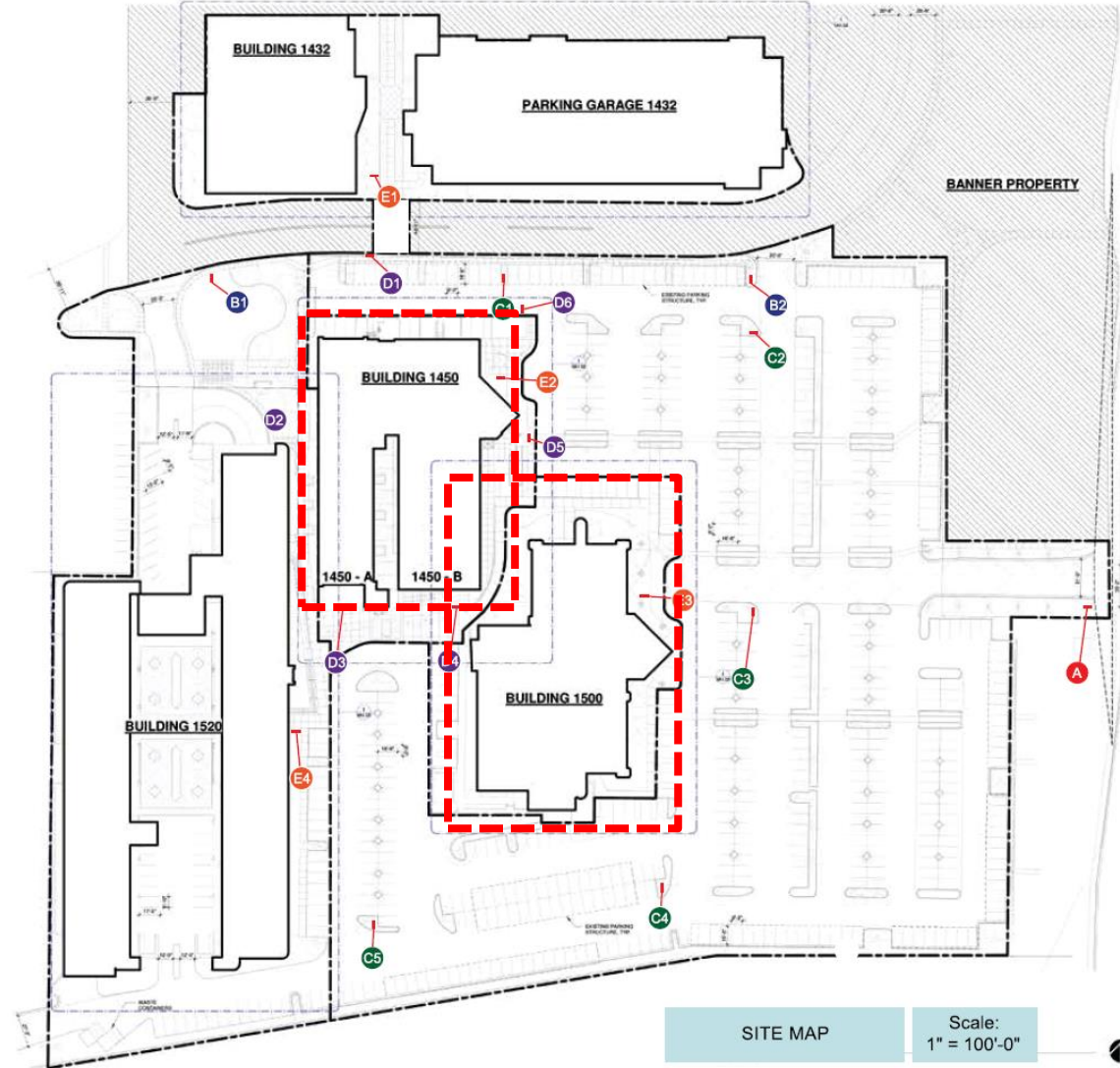


# Attached Directional Signs, Center ID Signs, and Campus Map



# Attached signage

- One additional sign on building 1450 S Dobson and one additional sign on building 1500 S Dobson
- 1450 S Dobson
  - 4 signs are allowed, 5 are being proposed
- 1500 S Dobson
  - 7 signs are allowed, 8 are being proposed

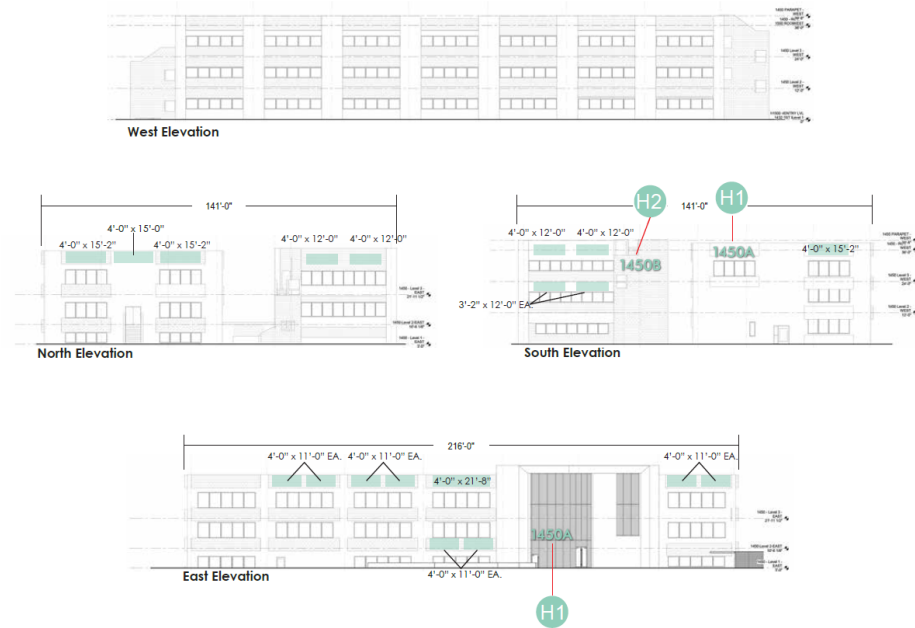




## 1450 BUILDING

Scale: 1/32" = 1'-0"

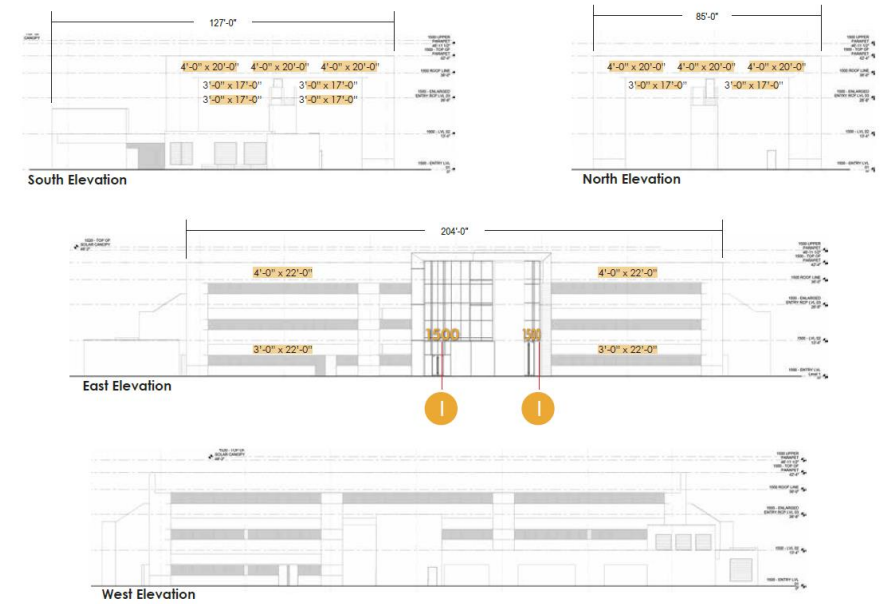
Sign Band:  



## 1500 BUILDING

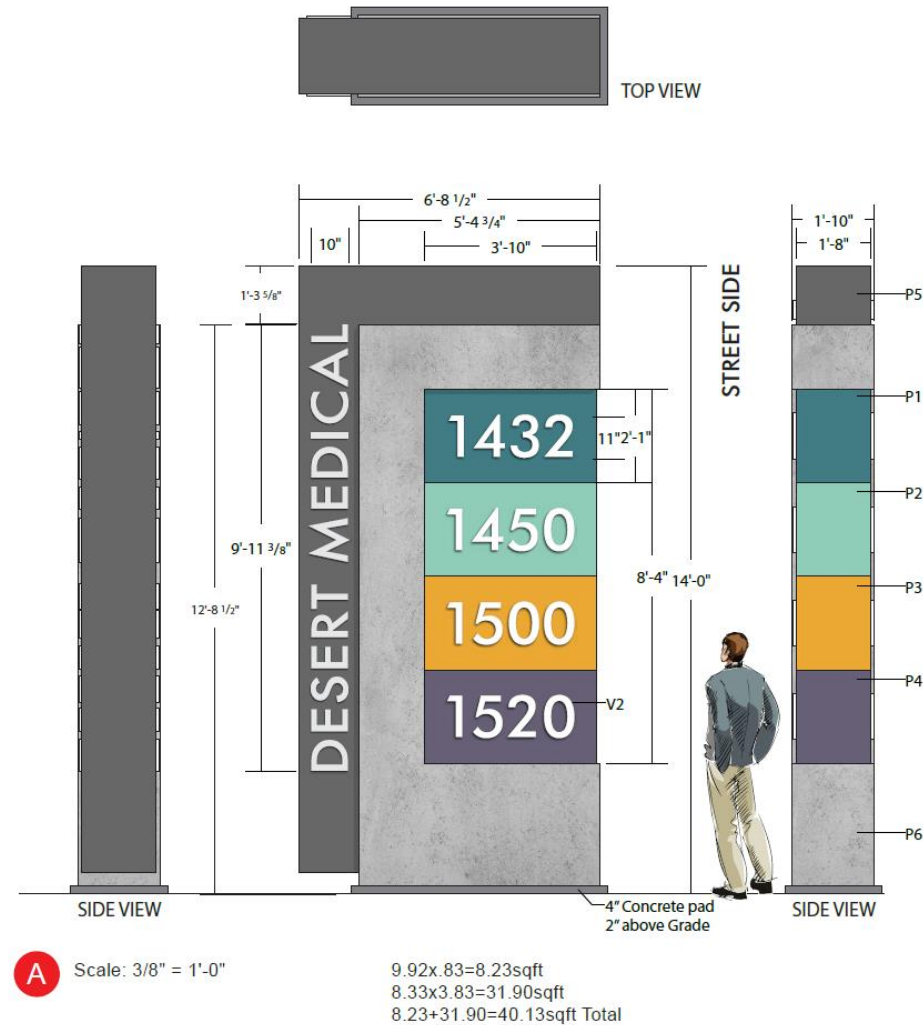
Scale: 1/32" = 1'-0"

Sign Band:  



# Detached signage

- 1 extra foot of height for monument sign on Dobson Road
- 12 feet allowed; 13 feet requested.



# Wayfinding signage

- Wayfinding signs consist of address signs, detached directional signs, and detached tenant signs
- Proposing 27 signs
- No criteria for wayfinding signs





# Wayfinding signage



# Wayfinding signage

---

G1 11'-9"  
4'-0"  
Qty. 1  
1432

H1 16'-2"  
4'-0"  
Qty. 2  
1450A

I 12'-2 1/8"  
4'-0"  
Qty. 2  
1500

J1 12'-2 1/8"  
4'-0"  
Qty. 1  
1520

G2 4'-0"  
Qty. 2  
1432

H2 15'-4 3/8"  
Qty. 1  
1450B

J2 4'-0"  
Qty. 1  
1520

# Approval Criteria

## Section 11-43-6(D) CSP Criteria

- |   |  |
|---|--|
| ✓ | #1 The site contains unique or unusual physical conditions that would limit or restrict normal sign visibility                 |
| ✓ | #2 The development exhibits unique characteristics of land use, that represent a clear variation from conventional development |
| ✓ | #3 The proposed signage incorporates special design features that reinforce or are integrated with the building architecture.  |



# Approval Criteria

## Section 11-70-5(E) SUP Criteria

✓	#1 Project will advance the goals and objectives of the General Plan and other City plan and/or policies;
✓	#2 Location, size, design, and operating characteristics are consistent with the purposes of the district where it is located and conform with the General Plan and any other applicable City plan or policies;
✓	#3 Project will not be injurious or detrimental to the surrounding properties, the neighborhood, or to the general welfare of the City; and
✓	#4 Adequate public services, public facilities and public infrastructure are available.

# Summary

## Findings

- A. The comprehensive sign plan will cover a 12± acre area consisting of four medical office buildings and a parking garage that are occupied by dozens of tenants. The CSP is therefore designed to provide wayfinding and direct patients to the correct building.
- B. The area has over 840 feet of frontage along South Dobson Road, however, the buildings covered under the CSP are located over 400 feet from Dobson Road; limiting the visibility of attached signage
- C. The applicant is meeting attached signage requirements in the NC district per MZO Section 11-43-3(D)(1) for the buildings located at 1432 S Dobson and 1520 S Dobson.
- D. The applicant is proposing one additional attached sign on the building located at 1450 S Dobson and one extra attached sign on the building located at 1500 S Dobson.
- E. The applicants are requesting one-foot (1') of additional monument sign height.
- F. The design of the proposed signs will help connect the multi-building development together and help patients find their way in the large medical complex.
- G. The subject CSP will advance the goals and objectives of the General Plan. The number of signs are also consistent with the location, size, design and operating characteristics of the property and will not be injurious or detrimental to the surrounding properties.

## Staff Recommendation

**Approval with Conditions**