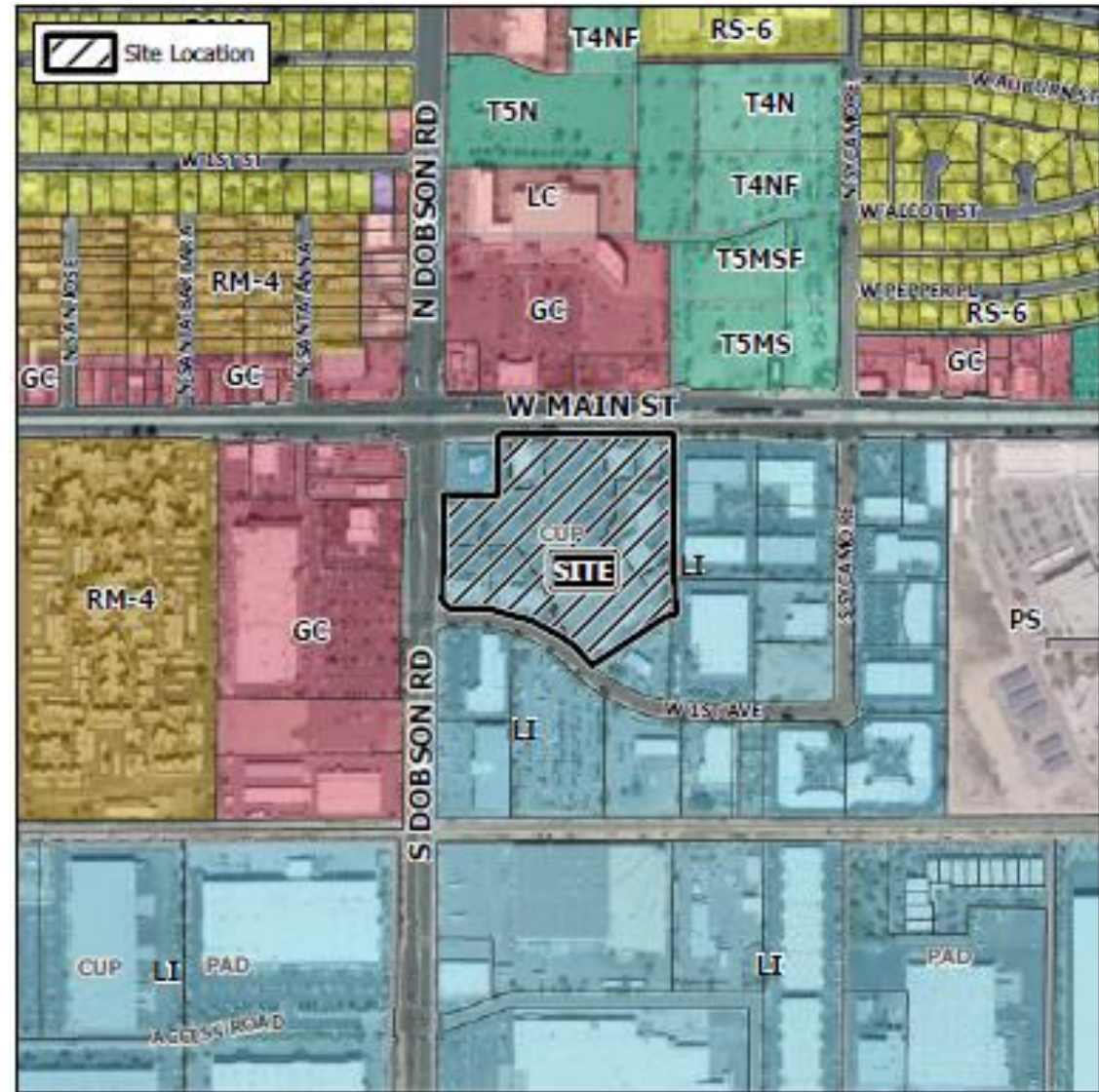


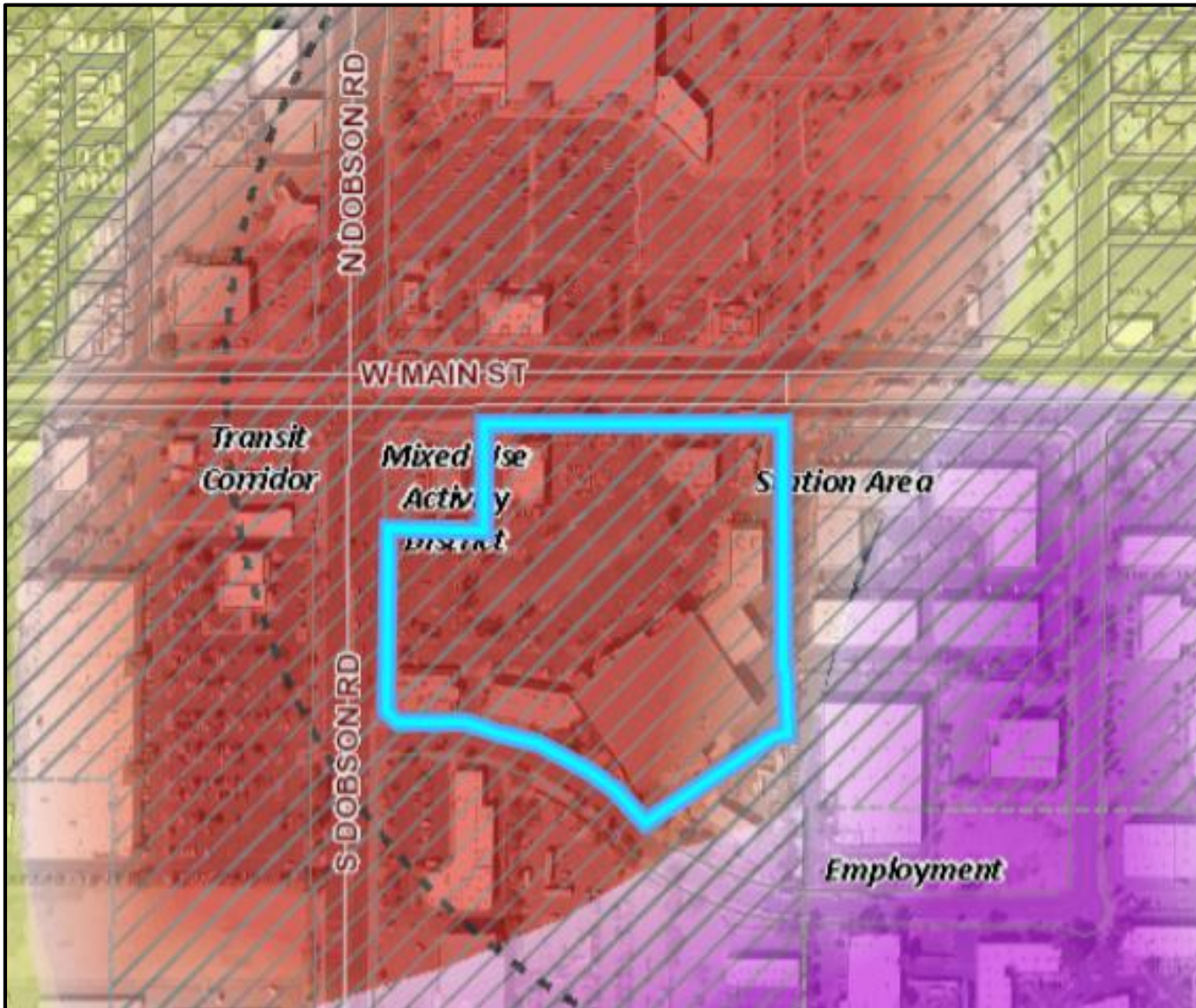


BOA20-00869

Location

- Southeast corner of main street and Dobson Road



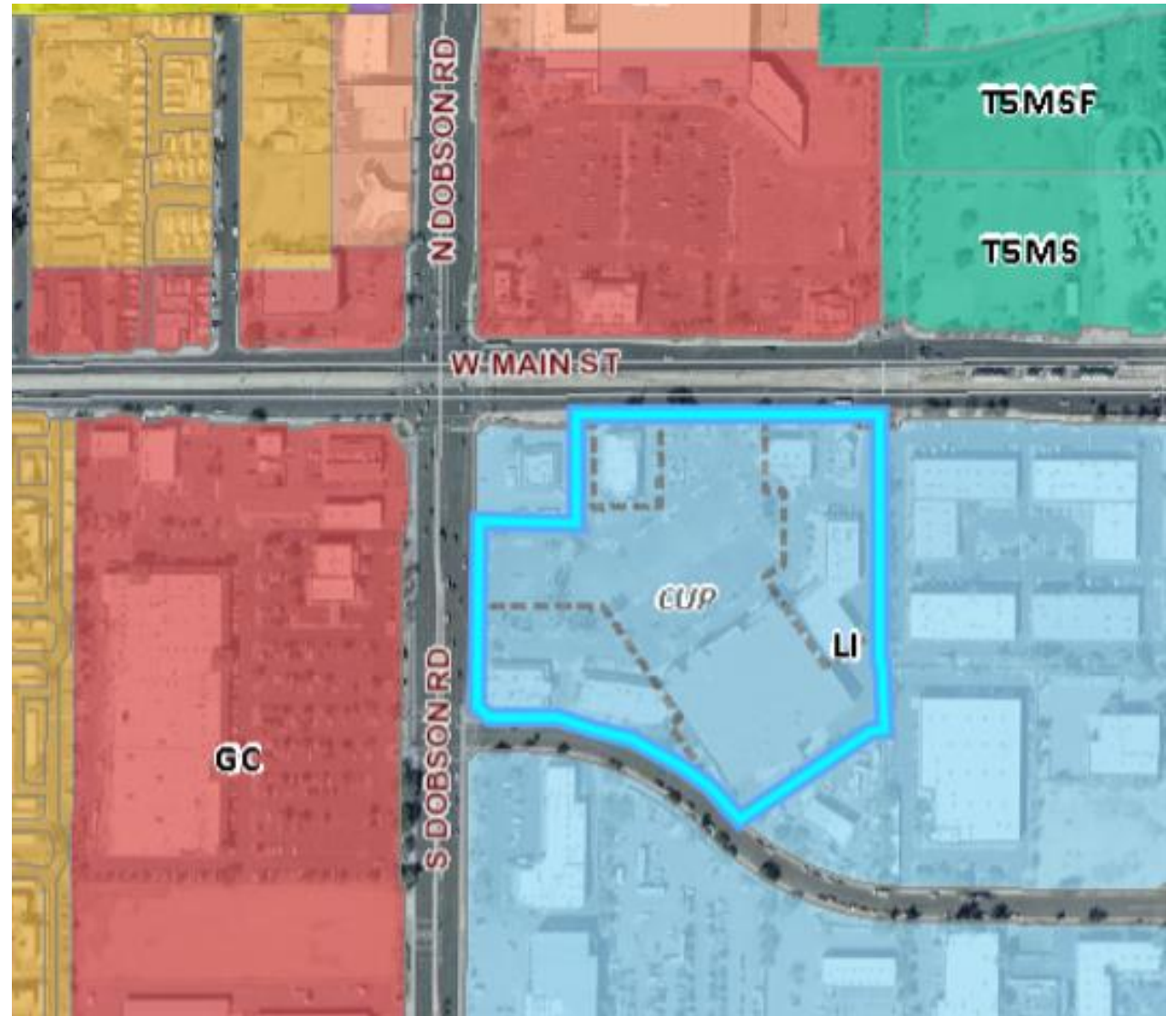


General Plan

- Mixed-Use Activity District
- Transit Corridor/Station Area
- West Main Street/Asian District

Zoning

- Light Industrial with a Council Use Permit Overlay (LI-CUP)
- The CUP is for a large format retail (grocery store) in the LI district.



Site Photos



Storefront



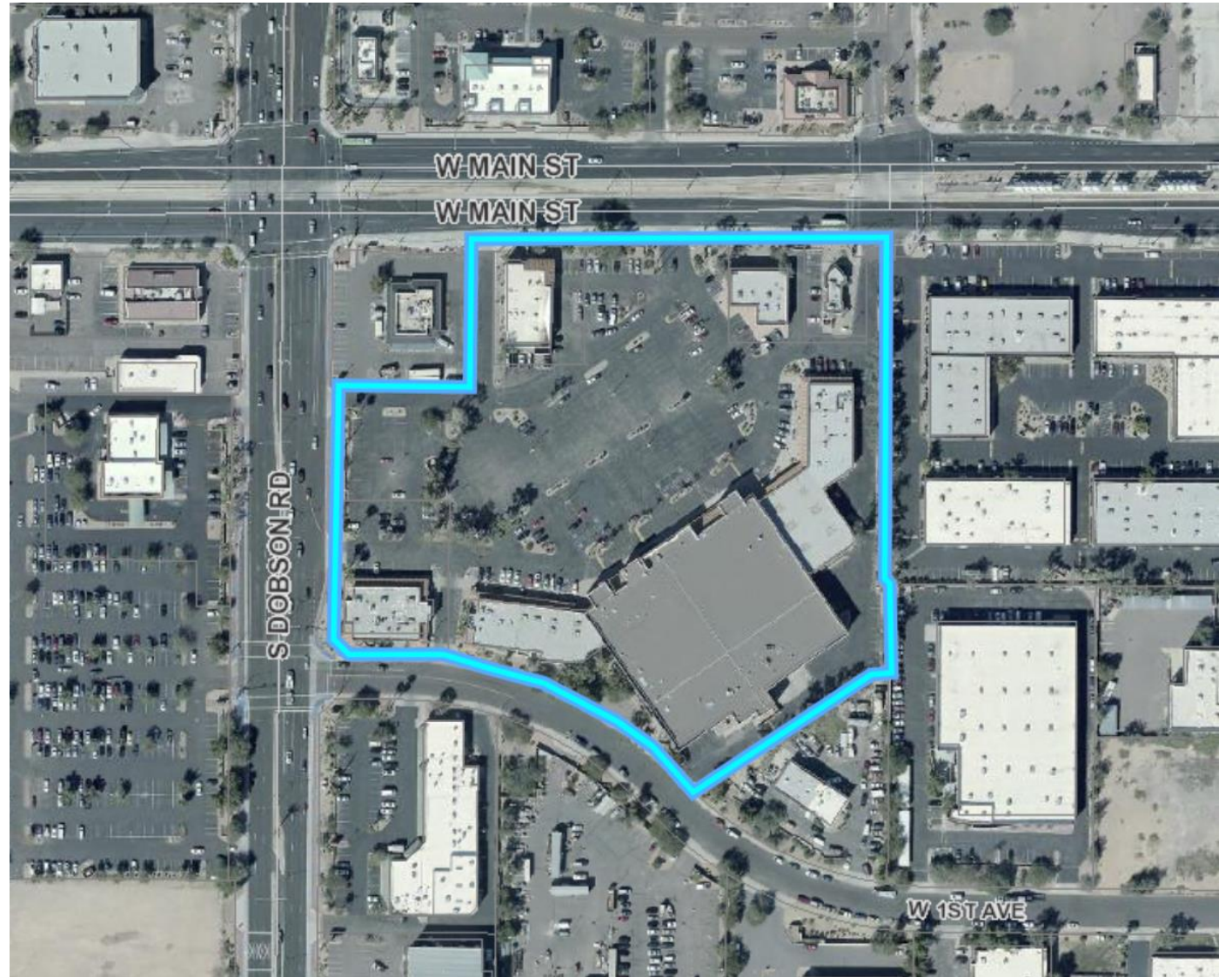
Rear of site, seen from 1st Avenue

Request

- Special Use Permit

Purpose

- To modify a Comprehensive Sign Plan



Sign Plan Modifications

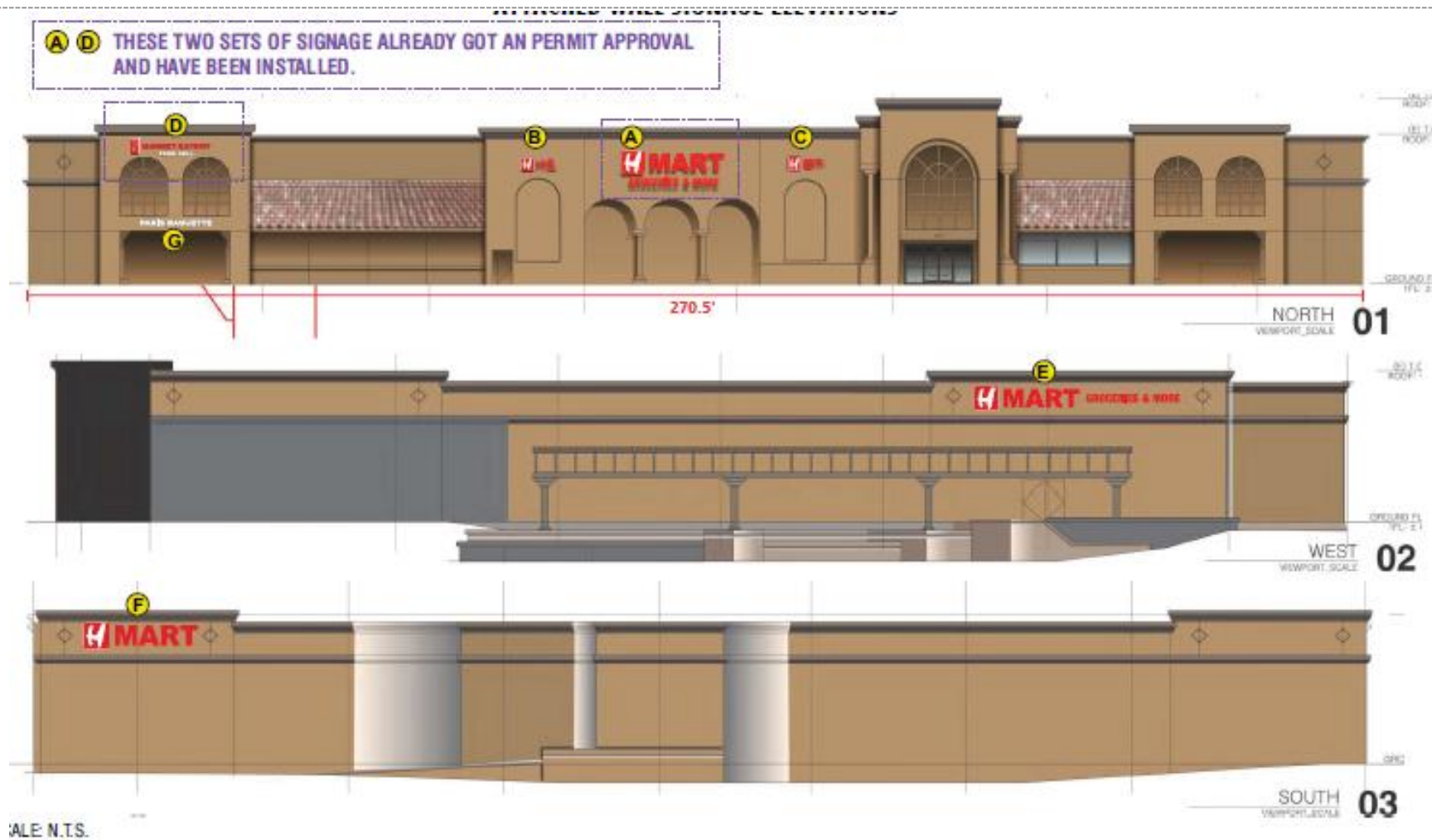
- Exceed the number of permitted signs
- Increase the maximum aggregate sign area calculation
- Maintain the maximum area per a sign
- Modify monument sign type along Dobson



Attached Signage

Sign Standards	Allowed Per MZO	Existing CSP	Proposed CSP Modifications
Number of Permitted Signs	5 signs, plus one additional sign for every additional 50-feet (over 250 feet) of occupancy up to a max. of 7 signs	Major Tenants (15,000+ sq. ft.) = 2 signs Sub-Major Tenants (5,000 – 15,000 sq. ft.) = 2 Minor Tenants (5,000 sq. ft. or less) = 70% maximum width of building frontage	Major Tenants (15,000+ sq. ft.) = 7 signs Sub-Major Tenants (5,000 – 15,000 sq. ft.) = 2 Minor Tenants (5,000 sq. ft. or less) = 70% maximum width of building frontage 1.4 sq ft of sign area per 1 feet of building frontage
Maximum Aggregate Sign Area Calculation	80% of lineal front foot of occupancy up to a max of 500 square feet	silent	390 square feet
Maximum Area per a Sign	160 square feet	Major Tenants (15,000+ sq. ft.) = 180 square feet Sub-Major Tenants (5,000 – 15,000 sq. ft.) = 165 sq. ft. Minor Tenants (5,000 sq. ft. or less) = 1.4 sq ft of sign area per 1 feet of building frontage	Major Tenants (15,000+ sq. ft.) = 180 square feet Sub-Major Tenants (5,000 – 15,000 sq. ft.) = 165 sq. ft. Minor Tenants (5,000 sq. ft. or less) = 1.4 sq ft of sign area per 1 feet of building frontage

Attached Signs



Detached Signs

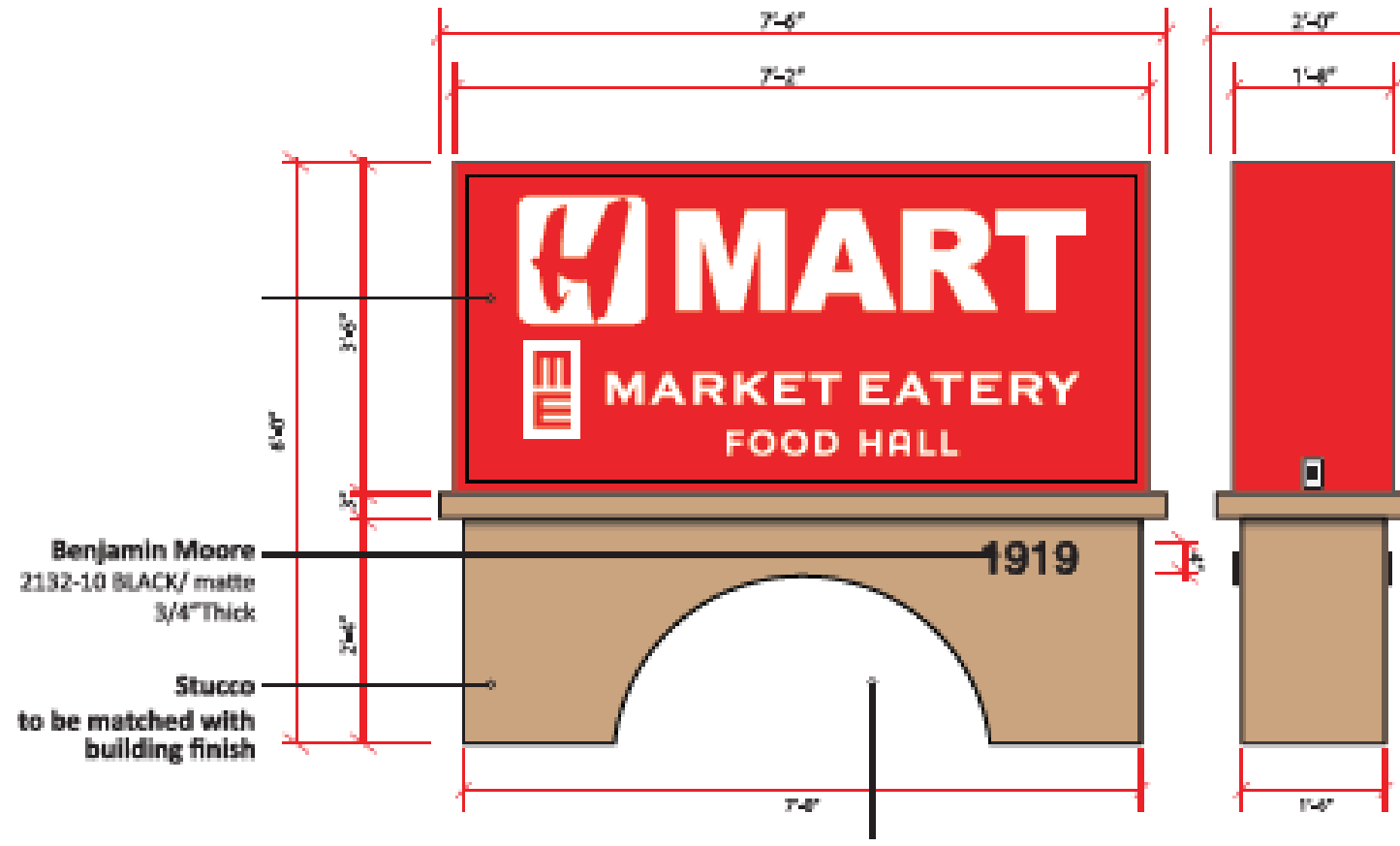
- Monument signs were previously approved through original CSP
- Proposing to modify sign type along Dobson Road



Detached Signs

MONUMENT SIGN DETAILS SCALE: N.T.S.

DETACHED MONUMENT SIGN ELEVATION



Approval Criteria

Section 11-43-6(D) CSP Criteria

X

#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 site is existing and has an approved Comprehensive Sign Plan that is being modified.
- B. Per Section 11-43-3(D)(1) of the MZO, the development is allowed five (5) attached signs with a maximum aggregate sign area of 500 square feet and a maximum 180 square feet of sign area per a sign.
- C. The applicant is proposing seven (7) attached signs with a max aggregate sign area of 390 square feet and 180 square feet of sign area per a sign.
- D. The applicants are also Requesting to modify the existing CSP to switch the monument sign along the entrance of Dobson Road from a type A design to a type B design.
- E. The site is located within the Asian District and the proposed signage will contribute to a sense of place and signal to visitors that they have entered the district.
- F. The materials and design of the proposed signs will be well integrated with the theme and architecture of the building.
- G. The subject CSP will advance the goals and objectives of the General Plan. The sign area allowances 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