



Legislation Details (With Text)

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Title: Minor Modification to the Master Sign Plan for the 300 East Main Street Project

PURPOSE: The purpose of this item is for the Board of Aldermen to consider a Minor Modification request to the Master Sign Plan for the 300 East Main Street Project. Staff requests that the Board of Aldermen discuss, deliberate, and decide whether to adopt the attached resolution approving the Minor Modification to the Master Sign Plan.

Indexes:

Code sections:

Attachments: 1. Attachment A - Resolution, 2. Attachment B - Applicant's Explanation of Request

Table with 5 columns: Date, Ver., Action By, Action, Result. Row 1: 9/16/2014, 1, Board of Aldermen, approved, Pass

TITLE:

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DEPARTMENT: Planning Department

CONTACT INFORMATION: James Thomas, Planner/Zoning Development Specialist 919-918-7335

INFORMATION: The Land Use Ordinance was amended in June 2012 to allow CUP-level developments with multiple commercial enterprises within the B-1(c) and B-1(g) zoning districts that contain one or more buildings of at least three stories in height to apply for a master sign plan that would deviate from the allowable number and type of permissible signs as well as other dimensional restrictions. The Board of Aldermen then approved a Minor Modification to the Conditional Use Permit for 300 East Main to create a Master Sign Plan on September 25th, 2012.

Main Street Properties of Chapel Hill, LLC is now requesting a Minor Modification to the Master Sign Plan, as further explained in Attachment B. In summary, this Minor Modification relates to the installation of the following type signs:

- 1. Blade type sign on the north side of the building that is similar to the existing Hampton Inn sign. The total square footage of the blade sign would be 81 square feet.

2. Unlit sign on the 3rd floor of the Fleet Feet Building. The total square footage would be 35 square feet.
3. Addition of ‘300 East Main’ to two (2) previously approved freestanding pole signs at Boyd Street and Lloyd Street entrances. The total square footage would be 7 square feet.

For analysis and comparison, zoning staff calculated the street frontage of this piece of property along East Main Street. The approximate length of this piece of property along West Main Street is 110 feet, which would allow a signage allotment of 55 square feet facing towards West Main Street per Section 15-176 Total Sign Surface Area.

In essence, the blade style sign would be the only sign viewable from the West Main Street right of way and this sign would exceed the allowable square footage allotment by 26 square feet.

As with all Minor Modification requests, the Board of Aldermen may choose but are not required to call a public hearing before making a decision on the request.

FISCAL & STAFF IMPACT: No fiscal impact has been identified related to consideration of this agenda item.

RECOMMENDATION: Staff recommends that the Board of Aldermen review the Minor Modification to the Master Sign Plan for 300 East Main Street Project and consider adopting the attached resolution approving the request.