

# BOARD OF ALDERMEN

ITEM NO. A(2)

## AGENDA ITEM ABSTRACT

MEETING DATE: SEPTEMBER 25<sup>TH</sup>, 2012

**SUBJECT: PUBLIC HEARING ON CUP MINOR MODIFICATION APPLICATION FOR MASTER SIGN PLAN FOR 300 EAST MAIN STREET PROJECT, PHASE 1**

<b>DEPARTMENT: PLANNING DEPARTMENT</b>	<b>PUBLIC HEARING: YES <u>X</u> No ___</b>
<b>ATTACHMENTS:</b> A. RESOLUTION B. MASTER SIGN CHECKLIST C. INFORMATION RELATED TO LOCATION, DIMENSIONS, STYLE OF PROPOSED SIGNS D. RECOMMENDATION FROM PLANNING BOARD AND APPEARANCE COMMISSION	<b>FOR INFORMATION CONTACT:</b> JAMES THOMAS, 918-7335

### PURPOSE

The purpose of this item is for the Board of Aldermen to hold a public hearing on the matter of a Minor Modification to the Conditional Use Permit for the 300 East Main Street Project for a Master Sign Plan for Phase 1. Staff requests that the Board of Aldermen hold the public hearing, discuss and deliberate whether to approve the application, and consider adopting the attached resolution approving the Minor Modification to the Conditional Use Permit.

### 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 district 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 project at 300 East Main Street is the first project to request the Minor Modification to the original conditional use permit by submitting a master sign plan for Phase 1 to include the Hampton Inn, multiple tenant spaces, and the parking deck.

Main Street Properties of Chapel Hill, LLC has requested a Master Sign Plan for the 300 East Main Street Project, Phase 1 per Section 15-271(d) of the Land Use Ordinance. The applicant has provided written justification (**see attachment C**) as to why this project is requesting a deviation from the normal sign square footage allotment per Section 15-276(c) of the Land Use Ordinance. It is important to note that the applicant is seeking approval of a template with general locations and maximum dimensional requirements for each sign. Precise designs for individual signs will be processed according to whether they meet the parameters described in the template. Individual sign permit applications will still be referred to the Appearance Commission for comment as well, as has been a longstanding practice of the Town. Additional details follow:

This phase of the project has a signage allotment of 148 square feet per the existing LUO language and the applicant is requesting a total signage allotment of 502 square feet.

Examples of the signs that would make up the 502 square feet are as follows:

- 1.) 24 square feet of signage allotment for each tenant space (up to two on east side of building, up to six facing Main Street, and up to four on the west side of the building, all on the 1<sup>st</sup> floor of the hotel, totaling 288 square feet).
- 2.) Hampton Inn blade style sign to be 84 square feet and located on curved portion of the west side of the building.
- 3.) Parking direction sign at the Boyd Street entrance (8 square feet of signage).
- 4.) Combination Hampton Inn sign and parking directional sign at Lloyd Street entrance (16 square feet of signage).
- 5.) Parking symbol sign on north side of parking deck (25 square feet of signage).
- 6.) Two parking symbol and logo signs on the western and eastern elevation of the parking deck (84 square feet of signage).

The master sign plan request was presented to the Advisory Boards on September 6<sup>th</sup>, 2012. The Appearance Commission voted in favor of the Master Sign Plan for 300 East Main Street, Phase 1 as presented (**see Attachment D**). Of note, the Appearance Commission did not meet again after their recommendation was adopted. Therefore, they have not yet reviewed the changes made subsequent to September 6 (modified arrow on the directional signage & blade sign for Hampton Inn). The recommendation from the Planning Board is included as part of **Attachment D** as well.

It is important to note that the LUO does not currently give the Board of Aldermen the ability to authorize the 'Hampton Inn' sign at the Boyd Street entrance, as it is by definition an off-premise sign. The applicant understands the situation and may further explore a way to seek approval of the sign at a later date. The applicant asked that the sign still be included in the materials for purposes of seeking any feedback or comments on the sign from the Board of Aldermen.

### **ANALYSIS**

For analysis and comparison, zoning staff calculated the street frontage of Padgett Lane. The approximate length of this roadway is 335 feet, which would allow a signage allotment of 201 square feet facing towards Padgett Lane per Section 15-176 Total Sign Surface Area. This amount, plus the aforementioned 148 square feet for Main Street would allow for a total of square footage of 349.

In essence, the applicant is asking for a total signage allotment of 502 square feet and if the signage allotment along Padgett Lane and East Main Street were added together, this would equal 349 square feet of signage allotment. A difference of approximately 153 square feet from what the applicant is requesting in the Master Sign Permit.

### **RECOMMENDATION**

Staff recommends that the Board of Aldermen hold a public hearing and review the proposed Master Sign Plan for 300 East Main Street, Phase 1. A resolution (**Attachment A**) approving the request is included if the Board chooses to adopt it.