~~October 16, 2007 CPC~~
October 24, 2007 BS

STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

08SN0121

CMA Properties Inc

Bermuda Magisterial District
East line of Interstate 95

REQUEST: Conditional Use Planned Development to permit exceptions to Ordinance requirements relative to signs.

PROPOSED LAND USE:

A freestanding identification sign for permitted commercial uses is planned. A Conditional Use Planned Development is requested to allow a larger and taller freestanding sign than allowed by current Ordinance standards.

PLANNING COMMISSION RECOMMENDATION

RECOMMEND APPROVAL SUBJECT TO THE CONDITION ON PAGE 2.

AYES: MESSRS. GECKER, GULLEY, LITTON AND WILSON.
NAY: MR. BASS.

STAFF RECOMMENDATION

Recommend denial for the following reasons:

A. The current sign standards of the Ordinance provide adequate identification for uses on the property.

B. Approval of this request could encourage other businesses to seek similar exceptions.

(NOTE: CONDITIONS MAY BE IMPOSED OR THE PROPERTY OWNER(S) MAY PROFFER CONDITIONS. THE CONDITIONS NOTED WITH "STAFF/CPC" WERE AGREED UPON BY BOTH STAFF AND THE COMMISSION. CONDITIONS WITH ONLY A "STAFF" ARE RECOMMENDED SOLELY BY STAFF. CONDITIONS WITH ONLY A "CPC" ARE ADDITIONAL CONDITIONS RECOMMENDED BY THE PLANNING COMMISSION.)

CONDITION

(CPC) The Textual Statement dated September 24, 2007, shall be considered the Master Plan. (P)

GENERAL INFORMATION

Location:

East line of Interstate 95, south of Ruffin Mill Road. Tax ID 804-637- Part of 4161 and 804-638-3807.

Existing Zoning:

C-5

Size:

5.2 acres

Existing Land Use:

Commercial (under construction)

Adjacent Zoning and Land Use:

North - C-5, I-1 and A; Vacant
South and East – C-5; Commercial or vacant
West - I-2 with Conditional Use Planned Development; Industrial

UTILITIES; ENVIRONMENTAL; AND PUBLIC FACILITIES

This request will have no impact on these facilities.

LAND USE

Comprehensive Plan:

Lies within the boundaries of the Consolidated Eastern Area Plan which suggests the property is appropriate for general commercial use.

Area Development Trends:

Area properties around the Walthall Interchange are zoned predominately General Business (C-5), Light Industrial (I-1) and General Industrial (I-2) and are developed for commercial or industrial uses or are currently vacant.

Project Identification Sign:

Currently, the Ordinance permits one (1) freestanding sign identifying a vehicle sales business, fifty (50) square feet in area and twenty (20) feet in height. The sign area may be increased up to twenty-five (25) percent provided such increase is for the purpose of including changeable copy. The applicant proposes to use this permitted sign to identify an automobile dealership. This sign is proposed to be 144 square feet in area, with no changeable copy, and thirty (30) feet in height. (Textual Statement)

CONCLUSION

The current sign standards of the Ordinance provide adequate identification for uses on the property. Further, approval of this request could encourage other businesses to seek similar exceptions thereby resulting in sign proliferation. As an example, a larger and taller freestanding sign was approved on an adjacent parcel to the south. This approved sign to identify a motor vehicle sales business is allowed to be up to 163 square feet in area and forty-eight (48) feet in height. Further, a second freestanding identification sign was recently approved on property further south along Interstate 95. This approved second sign, also for the purpose of identifying a motor vehicle sales business, is allowed to be up to 100 square feet in area and a maximum of thirty (30) feet in height.

Given these considerations, denial of this request is recommended.

CASE HISTORY

Planning Commission Meeting (10/16/07):

The applicant accepted the Planning Commission's recommendation. There was no opposition present.

The Commission acknowledged that this case includes only a part of Tax ID 804-637-4161.

On motion of Mr. Wilson, seconded by Mr. Litton, the Commission recommended approval subject to the condition on page 2.

AYES: Messrs. Gecker, Gulley, Litton and Wilson.
NAY: Mr. Bass.

The Board of Supervisors, on Wednesday, October 24, 2007, beginning at 6:30 p.m., will take under consideration this request.

Textual Statement: CMA Properties (Case 08SN0121)
September 24, 2007

Conditional Use Planned Development to permit exceptions to the Ordinance requirements relative to signage.

Exception:

> An exception of ninety-four (94) square feet to the fifty (50) square foot limit for sign area and an exception of ten (10) feet to the twenty (20) foot limit for sign height for a freestanding sign to identify a vehicle sales use.

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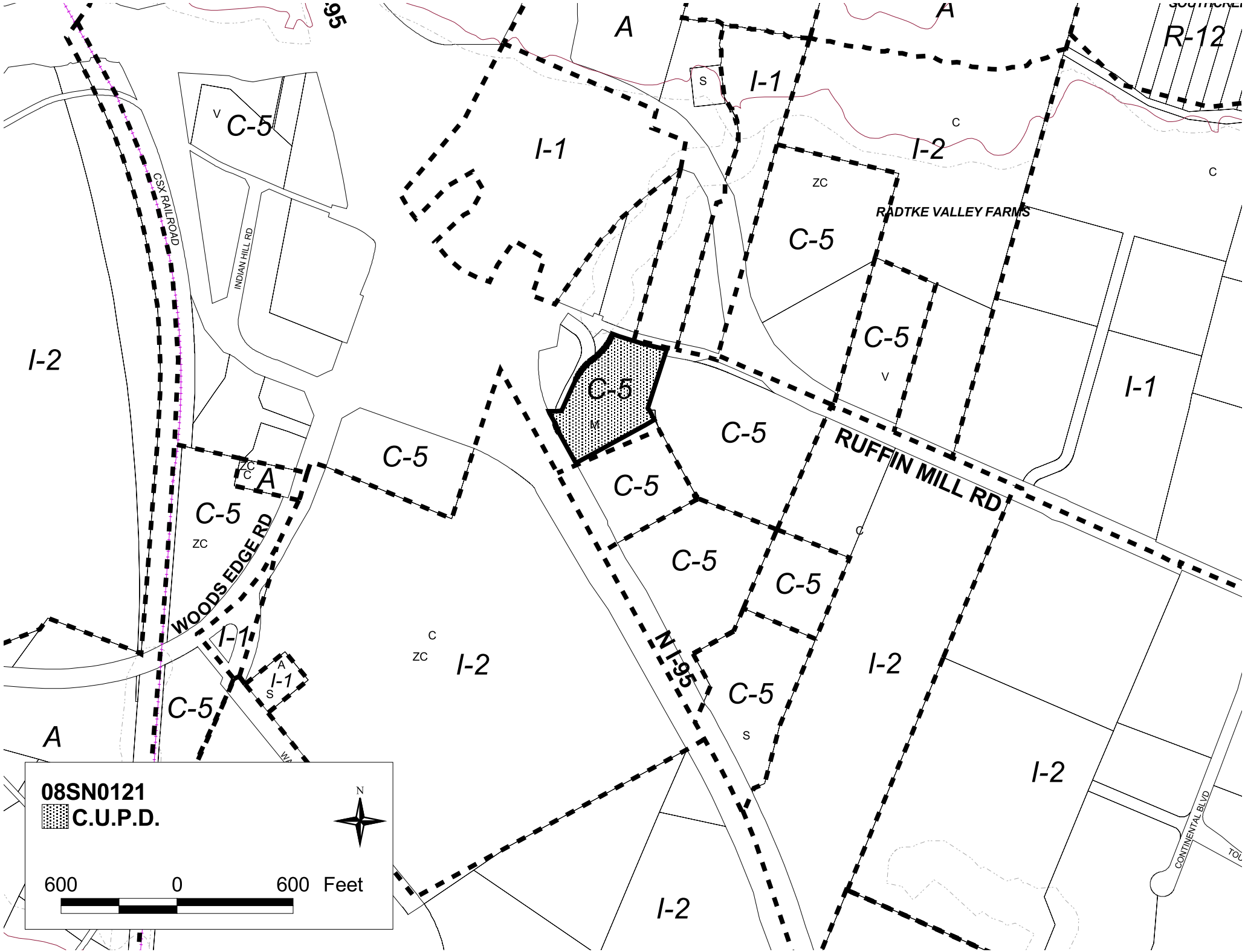
08SN0121
C.U.P.D.
N
600 0 600 Feet
RUFFIN MILL RD
WOODS EDGE RD
CSX RAILROAD
INDIAN HILL RD
RADTKE VALLEY FARMS
N I-95
CONTINENTAL BLVD
C-5
I-1
I-2
A
R-12

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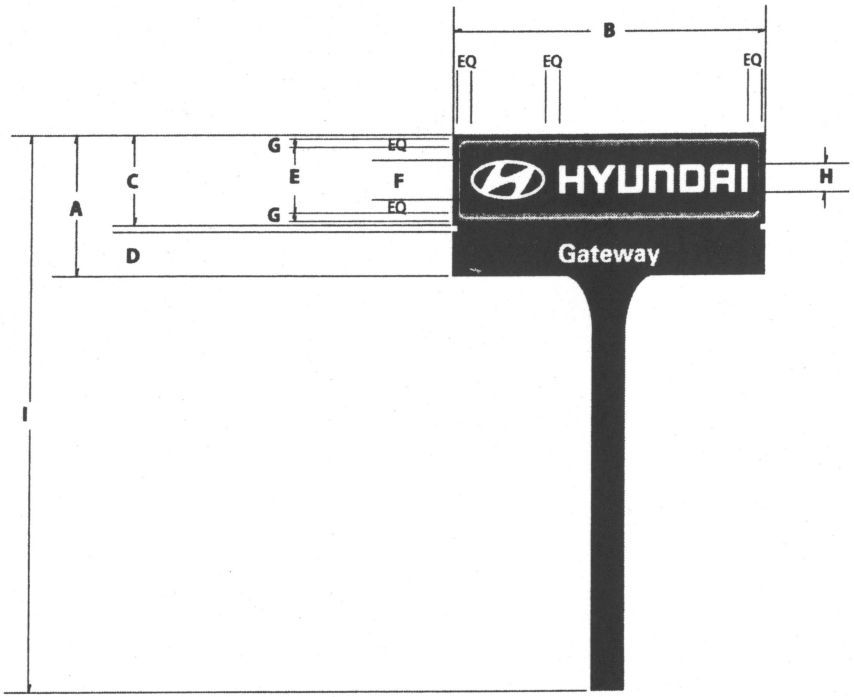
HYUNDAI

Pylon Signs - Main ID



SPECIFICATIONS

HP50, HP70, HP100 & HP150

ALUMINUM CABINET & RETAINERS PAINTED TO MATCH PANTONE 425C

PAN FORMED POLYCARBONATE FACES WITH EMBOSSED GRAPHICS.
ROUTED ALUMINUM DEALER FACES BACKED WITH WHITE POLYCARBONATE

LOGO SIGN FACE TO MATCH PANTONE 288C

HYUNDAI LOGO NAME - WHITE

ACCENT STRIP: PANTONE 877C

DEALER NAME: WHITE

COLUMN COVER: .090 ALUMINUM PAINTED TO MATCH PANTONE 425C

ALL METAL TO BE PRIMED AND PAINTED: DUPONT OR EQUIVALENT.

ALL FASTENERS COUNTERSUNK AND FLUSH-MOUNTED

HP200

ALUMINUM CABINET & RETAINERS PAINTED TO MATCH PANTONE 425C

FLEXIBLE FABRIC FACE

LOGO BACKGROUND TO MATCH PANTONE 425C

HYUNDAI LOGO NAME - WHITE

ACCENT STRIP: PANTONE 877C

DEALER NAME: WHITE

COLUMN COVER: .090 ALUMINUM PAINTED TO MATCH PANTONE 425C

ALL METAL TO BE PRIMED AND PAINTED: DUPONT OR EQUIVALENT.

ALL FASTENERS COUNTERSUNK AND FLUSH-MOUNTED

08SN0121 – 1

	A	B	C	D	E	F	G	H	I
HP50	4'-10"	11'-5"	3'-2 9/16"	1'-6"	27.65"	16.7"	3.456"	11.93"	18'-6"
HP70	5'-8"	13'-0"	3'-7 3/4"	1'-9"	31.8"	19.09"	3.975"	13.6"	22'-6"
HP100	6'-5"	15'-0"	4'-1 3/4"	2'-0"	36.60"	22.1"	4.57"	15.78"	25'-0"
HP150	8'-0"	18'-0"	5'-2 9/16"	2'-6"	46.85"	26.6"	5.85	19"	30'-0"
HP200	10'-6"	19'-0"	NA	NA	NA	NA	NA	NA	60'-0"

HEAD PART #	A	B	HEAD SF
450-HP50	4'-10"	11'-5"	55.1
450-HP70	5'-8"	13'-0"	73.6
450-HP100	6'-5"	15'-0"	96.2
450-HP150	8'-0"	18'-0"	144
450-HP200	10'-6"	19'-0"	199.5

REFACE PART #	C	B
450-HP50RF	3'-2 9/16"	11'-5"
450-HP70RF	3'-7 3/4"	13'-0"
450-HP100RF	4'-1 3/4"	15'-0"
450-HP150RF	5'-2 9/16"	18'-0"
450-HP200RF	N/A	N/A

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The International Sign Service

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CUSTOMER APPROVAL: * [signature]
DATE: * 7/17/07

	DATE	BY		DATE	BY		DATE	BY
REV#1	7/2/07	ECR	REV#4			REV#7		
REV#2			REV#5			REV#8		
REV#3			REV#6			REV#9		

PROJECT: HYUNDAI
ADDRESS: GATEWAY
PHONE: (951) 248-1130 ACCT. MGR. JIM KIRKLAND
DESIGNER: ECR SCALE: AS NOTED DATE: 6/6/07

DRAWING NO. 07-197 R 1
SHEET 6 OF 6

for [signature]

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