



Albemarle County

Legislation Details (With Text)

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Title: ZMA20090001 Wegmans Special Exception for Sign Modification

Sponsors:

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Attachments: 1. Attachment A (2).pdf, 2. Attachment B (2).pdf, 3. Wegmans SE Attachment C.pdf, 4. Att. D Resolution

Date	Ver.	Action By	Action	Result
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AGENDA DATE: 9/14/2016

TITLE:

ZMA20090001 Wegmans Special Exception for Sign Modification

SUBJECT/PROPOSAL/REQUEST: Resolution approving a special exception to modify the maximum allowable wall signage set forth in County Code § 18-4.15.11.

ITEM TYPE: Consent Action Item

STAFF CONTACT(S): Foley, Walker, Kamptner, Benish, McCulley and Baldwin

PRESENTER (S): N/A

LEGAL REVIEW: Yes

REVIEWED BY: Thomas C. Foley

BACKGROUND: The Applicant has submitted a request for a special exception to modify the maximum allowable wall signage for the Wegmans Store, which is part of the 5th Street Station Project and is zoned Planned Development - Shopping Center (PD-SC). Planned development districts in general are intended to promote flexibility through better design principles and to promote economical and efficient use of the land. Under [County Code § 18-8.2\(b\)](#) http://www.albemarle.org/upload/images/Forms_Center/Departments/County_Attorney/Forms/Albemarle_County_Code_Ch18_Zoning08_Planned_Development.pdf, the Applicant can request a modification of County Code § 18-4.15. Under current PD-SC sign regulations, Wegmans is permitted a maximum of 400 square feet for wall signage. The proposed sign package includes 396 square feet for 2 Wegmans signs, a pharmacy sign and a "Wine and Beer" sign. The stores that are located adjacent to Interstate 64 have two travel ways under the definitions of the Zoning Ordinance, and therefore, the building walls facing both Interstate 64 and Wegmans Way qualify for wall signage. This request is to modify Section [County Code § 18-4.15.11](#) http://www.albemarle.org/upload/images/Forms_Center/Departments/County_Attorney/Forms/Albemarle_County_Code_Ch18_Zoning04_General_Regulations.pdf related to the maximum wall signage to allow for an additional 146 square feet for two signs for "Pub and Market Café" signs located in the corner of the building.

(Attachments A & B).

STRATEGIC PLAN: Goal 3: Development Areas: Attract quality employment, commercial, and high density residential uses into development areas by providing services and infrastructure that encourage redevelopment and private investment while protecting the quality of neighborhoods.

Goal 4: Economic Prosperity: Foster an environment that stimulates diversified job creation, capital investments, and tax revenues that support community goals.

DISCUSSION: Staff can support the increase in maximum area for signage at this location given the unique nature of this particular site and the size of the building. Staff finds that the proposal does not adversely impact any of the review criteria in the planned development regulations or the purpose and intent of the sign regulations as stated in the Zoning Ordinance. (Attachment C).

BUDGET IMPACT: No budget impact will result from approving this special exception.

RECOMMENDATION:

Staff recommends that the Board adopt the attached Resolution (Attachment D) to approve the special exception to modify the maximum allowable wall signage.

A-Wegmans Special Exception Request, Last Revised August 17, 2016

B-Wegmans Building Signage Exhibits

C- Wegmans -Special Exception for Sign Modification Request-Staff Analysis

D-Resolution