



Albemarle County

Legislation Text

File #: 16-632, **Version:** 1

AGENDA DATE: 12/14/2016

TITLE: ZMA 2015-00001 Old Trail Special Exception to Modify Freestanding Sign Regulations

SUBJECT/PROPOSAL/REQUEST: Resolution approving a special exception to modify regulations of County Code § 18-4.15.10 to increase freestanding sign area and increase sign height

ITEM TYPE: Regular Action Item

STAFF CONTACT(S): Foley, Walker, Kamptner, Higgins, McCulley and Ragsdale

PRESENTER (S): Rebecca Ragsdale

LEGAL REVIEW: Yes

REVIEWED BY: Thomas C. Foley

MAGISTERIAL DISTRICT: White Hall

SCHOOL DISTRICTS: Western Albemarle HS, Henley MS, Brownsville ES

BACKGROUND: This request was initially submitted and processed with an Old Trail rezoning (ZMA 2015-00001) application that was approved by the Board on February 10, 2016. While the sign ordinance modifications were discussed, the Board acted to indefinitely defer the special exception request to modify the sign regulations (Attachment A). Since February, the applicant has revised its request (Attachment B), submitted photo simulations, and the request has been reviewed by the Architectural Review Board. (Attachment D)

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: The applicant requests a special exception to increase sign area and sign height for two freestanding signs proposed at the entrance to Old Trail from Rt. 250. (Attachments B and C). Old Trail is zoned Neighborhood Model District (NMD) and 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) [<http://www.albemarle.org/upload/images/Forms_Center/Departments/County_Attorney/Forms/Albemarle_County_Code_Ch18_Zoning08_Planned_Development.pdf>](http://www.albemarle.org/upload/images/Forms_Center/Departments/County_Attorney/Forms/Albemarle_County_Code_Ch18_Zoning08_Planned_Development.pdf), Planned Development districts may request a modification of County Code § 18-4.15. Under the NMD sign regulations, Old Trail is permitted one free standing sign up to 32 square feet in area or two freestanding signs of up to 16 square feet each to identify commercial establishments. The height limit for freestanding signs is 12 feet. Along with these freestanding sign provisions, Old Trail is permitted one subdivision sign of 24 square feet or up to two subdivision signs of 12 square feet each to identify residential uses. The height limit for subdivision signs is 6 feet. The applicant

has proposed two freestanding signs of up to 64 square feet in size and 15 feet tall and no subdivision signs.

Staff supports the increase in sign area and height at this location given the nature of the site, unique vertical design of the signs, and because this would eliminate two freestanding signs that would otherwise be permitted. 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. A detailed analysis of this request has been provided in Attachment E.

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

RECOMMENDATION: Staff recommends that the Board adopt the attached Resolution (Attachment F) to approve the special exception to modify the freestanding sign regulations of County Code § 18-4.15.10 to increase freestanding sign area and increase sign height, subject to the conditions attached thereto.

ATTACHMENTS:

- A - Board Minutes February 10, 2016
- B - Applicant's Request
- C - Location Map
- D - Architectural Review Board Action Memo September, 2016
- E - Staff Analysis of Sign Modification Requests
- F - Resolution