



Special Use Permit #2020-00091

3541 West Braddock Road

Planning Commission
February 2, 2021

Site Context



● Location of proposed sign

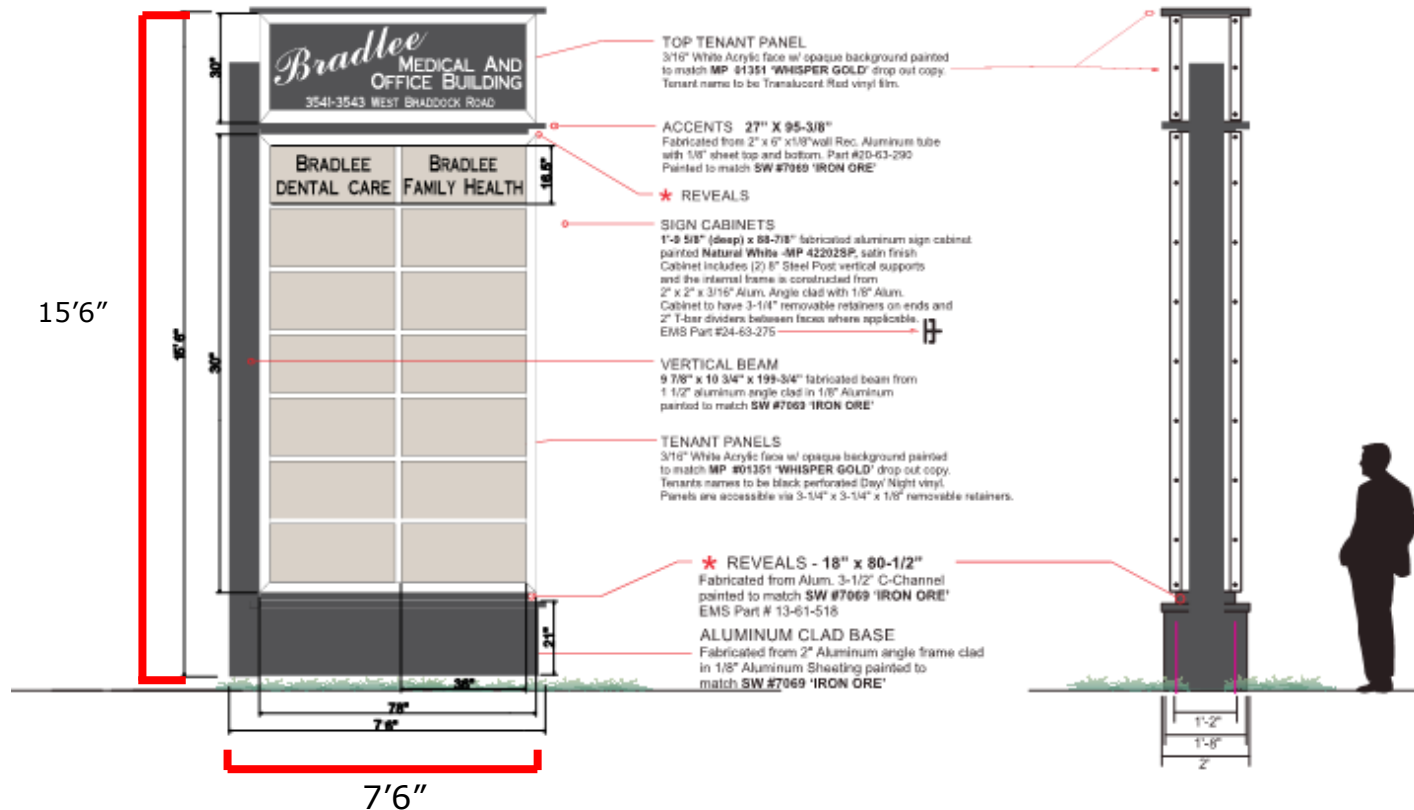
- Zoned: CG
- Tenant Uses: business and professional offices
health profession offices
- Surrounding Uses: Retail shopping establishment
Institutional

Site Context



View of subject property at corner of Marlee Way and West Braddock Road with existing pole sign.

SUP Proposal



- The applicant, requests an SUP waiver of Article IX requirements as allowed in Section 9-103(D) of the Zoning Ordinance for a monument sign that incorporates the elements of a box sign.
- The proposal measuring 15'6", which is 9'6" higher than what is allowed.
- Staff suggested ways the applicant could comply with the ordinance, however, he preferred to pursue this sign design, requiring an SUP for a waiver.

Section 9-103(D) Criteria

- a. The proposed signage has an exceptional design or approach that cannot be accomplished within the existing regulations.**
 - The overall design and materials presented for the box sign element do not contribute to the aesthetic quality of the neighborhood.
- b. The proposed signage will not have an adverse impact on the nearby neighborhood.**
 - The size, lack of legibility of text and overall design would adversely impact the aesthetic quality of the general neighborhood.
- c. The signs comply with the applicable standards for approval of a special use permit set forth in section 11-504.**
 - The sign is incompatible with Section 11-504(B)(10) of this standard as "use or enjoyment of adjacent and surrounding property, the character of the neighborhood, [and] traffic conditions..." are not met.

Conclusion

Staff recommends **DENIAL** of the applicant's request.