

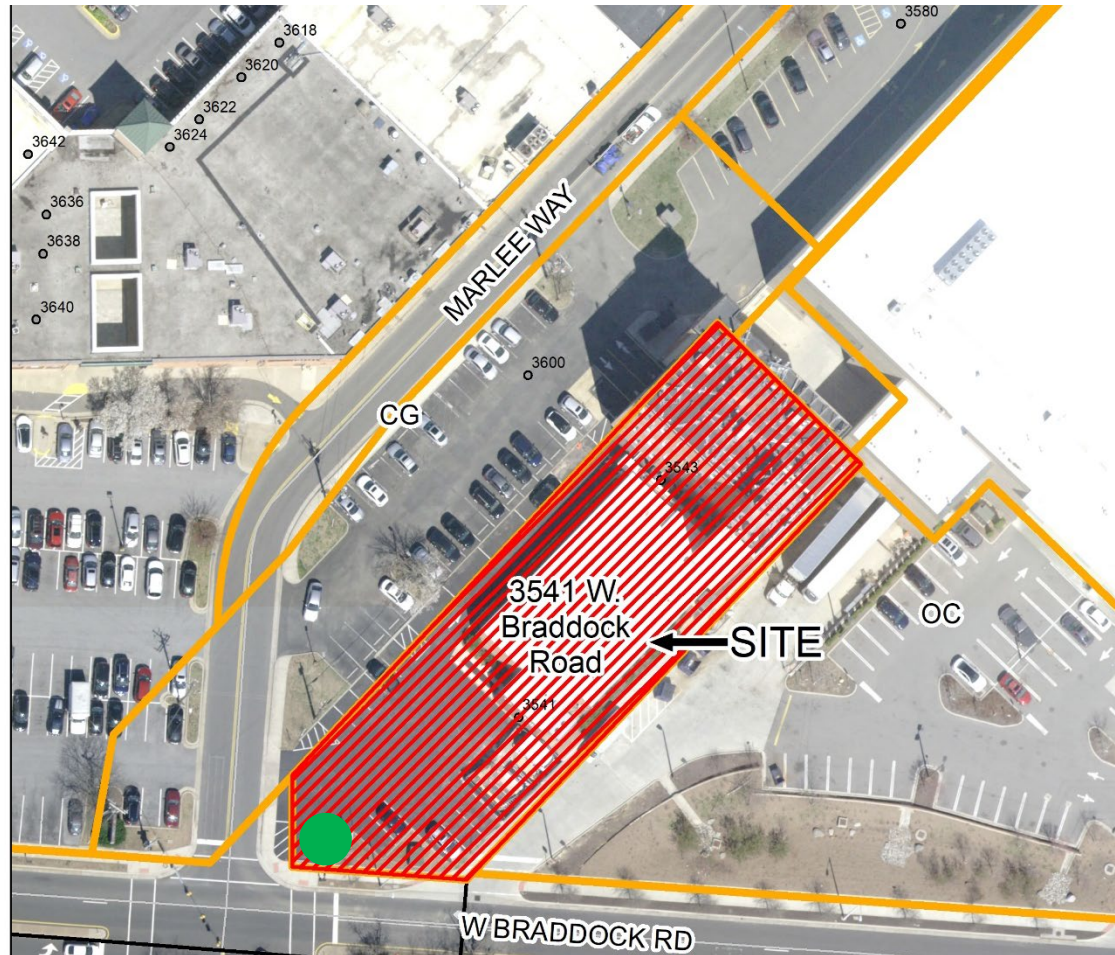



**Special Use Permit  
#2020-00091**

**3541 West Braddock Road**

City Council  
February 20, 2021

# Site Context



 Location of proposed sign

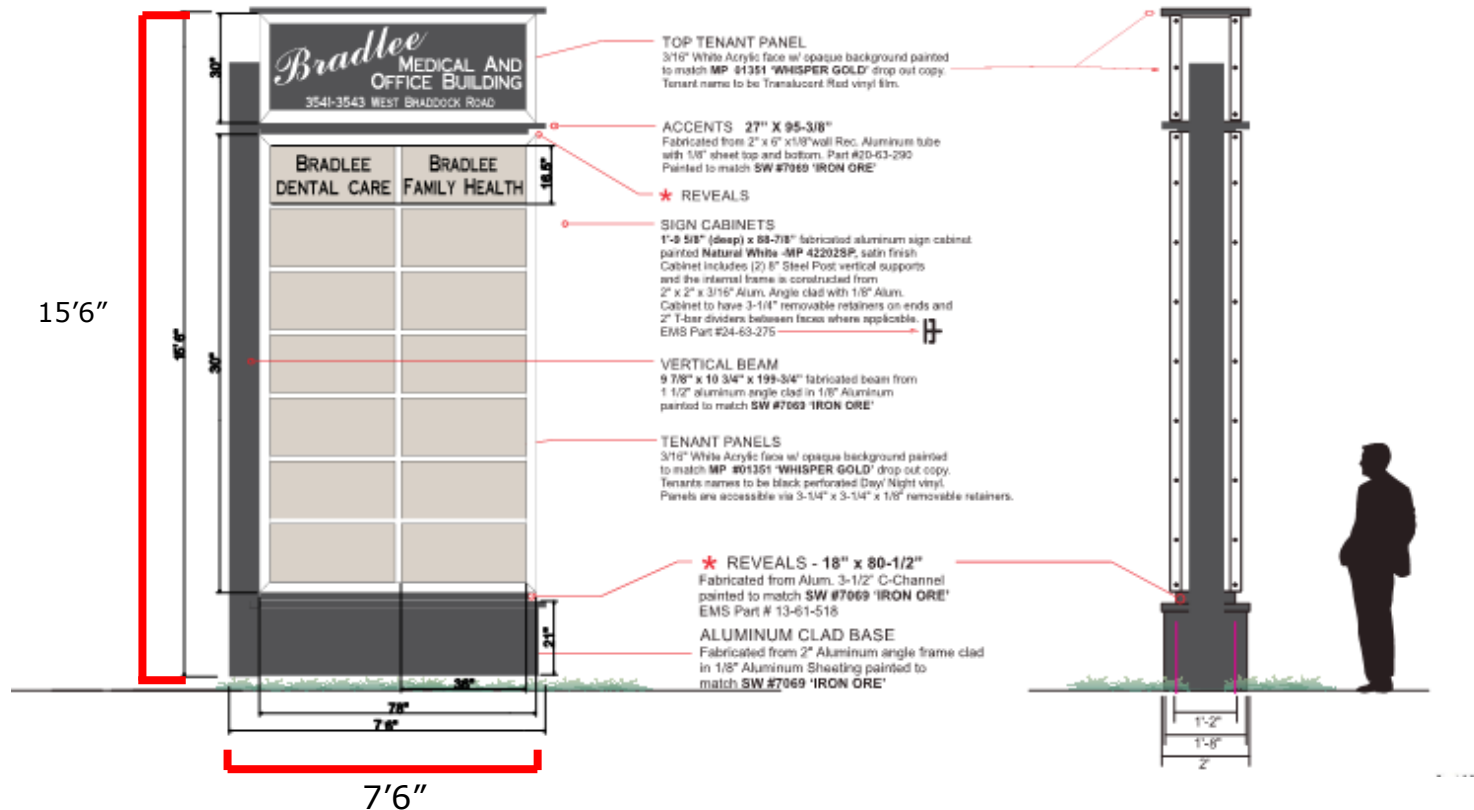
- Zoned: CG
- Tenant Uses: business and professional offices  
health profession offices
- Surrounding Uses: Retail shopping establishment  
Institutional

# 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

Planning Commission recommends  
**DENIAL** of the applicant's request.