

## Agenda Item: Text Amendment 2014-619 US 74 Sign Corridor

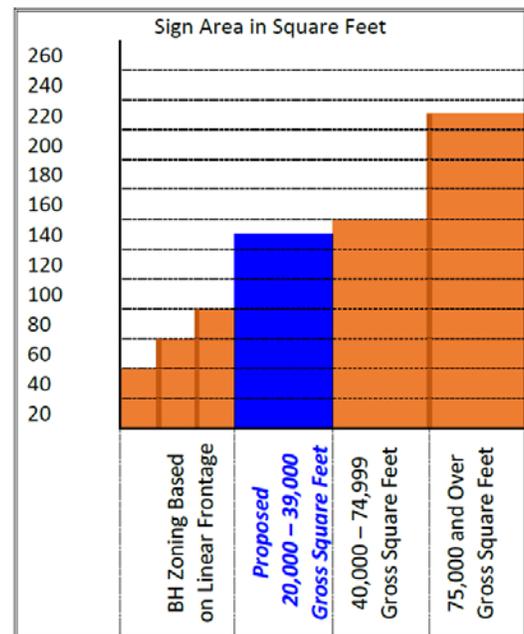
**DATE: October 13, 2014**

**FROM: Jim King, Planner II**

### Background/Issue:

Pep Boys is requesting a text amendment to the Independence Blvd. Sign Corridor to allow increased size on attached signs on structures 20,000 to 39,999 square feet. Pep Boys is currently in the process of rezoning their property from the old Conditional zoning to B-H (CD). They are doing this in order to rebrand their image from the late 80's with new building façade treatment and new signage. Under the old Conditional zoning and site plan approval, Pep Boys was allowed a much greater sign area than the 80 sq. ft. allowed today for business and industrial uses. Since then, the Town Board has reduced unusually generous sign area allocations of old Conditional zoning on a case by case basis to be more consistent with business-zoned parcels elsewhere in town.

The request is to amend Section 155.608.16 (B) (5) Table 1 by adding a provision that allows properties with single-users greater than 20,000 square feet in the B-1, B-3, B-H, MUD, TS, ENT, and B-1 SCD to have up to 3 attached identification signs and a total maximum sign area of 135 square feet and to amend the text in Section 155.608.16 (B) (1) (a) to reduce the gross building square footage threshold from 40,000 to 20,000 gross square feet.



*The graph above illustrates sign area currently allowed and proposed*

### Public Hearing:

Staff does not support the request as revised. The greater size provisions of the sign corridor are intended only for large anchor retailers and centers. There is very little if any disparity in the overall sign area for a building up to 74,999 sq. ft. and the overall sign area proposed here for a 20,000 sq. ft. building.

### Changes since the Public Hearing:

The applicant has reduced the requested sign area from 145 sq. ft. down to 135 sq. ft. with a maximum of 100 sq. ft. allowed on the front building façade and a max of 35 sq. ft. on the side façade.

This text amendment applies to all structures within the Independence Sign Corridor that meet the defined criteria; therefore, any deliberation should apply to the overall corridor and not specific uses. Staff understands Pep Boys desire to have a larger more legible sign, however, this can be achieved by other means such as choice of font, color and overall design with minimal if any increase in sign area.