ZONING INTERPRETATION RECORD

Subject of Interpretation:
Modification of a Comprehensive Sign Plan

Zoning Ordinance Section Number:
N/A

Title of Section:
N/A

Cause for Interpretation:
The applicant asked for an administrative review of the proposed sign program for a new bookstore, which is currently under construction. This sign plan proposes to place a single 160-sqft attached sign above an outdoor entry, and two 40-sqft attached signs on a tower feature. Included with the letter requesting the administrative review are ten (10) photographs showing various “lines-of-sight” both from and towards the location. As presented, this proposal would be an amendment to the Comprehensive Sign Plan approved for the entire mall site, Board of Adjustment case BA90-13.

Interpretation:
After reviewing the photographs, as well as based on the Zoning Administrator’s knowledge of the site, they agree that the larger sign over the entry, and one of the two signs proposed to be mounted on the tower element, will not be visible from a location outside of the shopping center development site. The placement of the bookstore is within a depression close to the central entrance to the shopping center. The topography of the site is such that the parking field in front of the bookstore rises gradually from the street elevation, and then drops quickly at the central shopping center entry. The rise in topography therefore serves to effectively screen the larger entry sign from view until a mall customer is well within the boundary of the shopping center loop road. In addition, one of the two signs attached to the tower element faces “in” towards the northwest and back towards the shopping center building. Such a placement on the tower element has limited, if any, visibility from the mall loop road. Only the other 40-sqft tower sign facing northeast, towards an entry drive, may potentially be seen from outside of the boundaries of the development site.

For this reason, the ZA will approve on an administrative basis the modification of the Comprehensive Sign Plan for the shopping center to include the three signs proposed for the bookstore. The basis for the approval were from drawings submitted and included with the Planning Division case file for the site in question, and the photographs submitted with the applicant’s letter that were addressed to the ZA.