



CITY COUNCIL AGENDA ITEM

To: Mayor Graham and City Council
From: Ted Shekell, Planning Director
Walter Denton, City Administrator
Date: December 1, 2008
Subject: Full Circle Service & Supply Sign (MOTION)

List of committees that have reviewed: The Community Development Committee reviewed this item at its November 24, 2008 meeting and unanimously recommended it for approval.

Background:

The applicant, Carlos Perez, has filed an application requesting approval of a freestanding sign located at 510 S. Lincoln Avenue to advertise his business, Full Circle Service & Supply. As part of the Planned Use ordinance that was approved for this property in 2007, one of the conditions was,

5. *No freestanding signage shall be allowed.*

This condition was justified in the body of the staff report:

Signage

No signage was proposed with this application. However, the applicant has stated that they will propose professionally designed signage at a later date. Staff recommends that all existing and proposed signage shall be subject to review and approval through the sign permit process. Due to the close proximity of the site to Lincoln Avenue, staff recommends no freestanding signage shall be allowed.

This condition was put in place as a result of there not being an appropriate location on the property for a freestanding sign, given the other structures on site. However, since that time, several structures have been removed, most notably the Tropical Sno stand, which was previously in the location of the proposed freestanding sign. There have recently been several vehicles parked on the west side of the fence on the property, which is an unauthorized location for parking since vehicles would have to back out onto Lincoln to exit the site. This same location is where Mr. Perez proposes locating his freestanding sign. This parking issue must be remedied before a sign permit could be issued.

The current application does not fully comply with the Sign Code in terms of dimensions and design, but staff believes that these issues can be resolved with little difficulty now that the Tropical Sno is no longer in place. The request before the Committee is whether the Council would be willing to consider approval of the proposed sign given the changes to the site and in light of the language prohibiting free standing signage in the planned use ordinance.

Legal Considerations, if any: None

Budget Impact: None

Staff Review: Staff recommends approval of the sign permit with the following conditions:

1. All vehicles must be parked in the interior side of the fence, consistent with the site plan that was approved as part of the Planned Use approval. No vehicles may be parked in a location that requires them to back out onto Lincoln Avenue to exit the site.
2. The sign must fully comply with Article 12 "Sign Regulations" of the Zoning Code of Ordinances. Specifically, the following restrictions apply to the proposed sign:
 - a) The total sign area may not exceed 70 sq. ft, based on the 175 foot frontage of the property.
 - b) The changeable copy portion of the sign may not exceed 30% of the overall sign area. For example, if the total sign area is 70 sq. ft., the changeable copy portion may not exceed 21 sq. ft.
 - c) The sign must be set back from the side property line a minimum of 20 ft.
 - d) The sign may not exceed 6 ft in overall height, except that with every 4 ft setback from the front property line, an additional foot may be added to the overall height. At the currently proposed location of 8 feet from the front property line, the sign may be 8 ft tall. In no event may the sign be greater than 10 ft tall.
 - e) The sign may not exceed 12 ft in width.
 - f) The base of the sign must be between 1 and 3 ft in height. This height will be debited against the permitted overall sign height.
3. No additional freestanding signage may be permitted.