



Legislation Text

File #: RES 2018-104, Version: 1

AGENDA ITEM REPORT

TITLE:

A RESOLUTION APPROVING THE SIGN DEVIATION REQUEST TO SECTION 13-466.8, "WALL IDENTIFICATION SIGNS," BY GUNTHER MOTORS CO. TO ALLOW A SECOND FAÇADE SIGN FOR THE PROPERTY LOCATED AT 4350 NORTH STATE ROAD 7, PURSUANT TO THE PROVISIONS OF SECTION 13-473, "DEVIATIONS." (QUASI-JUDICIAL)(PUBLIC HEARING)

BACKGROUND:

The Gunther Volvo automobile dealership received City Commission site plan approval on May 11, 2017. As part of the site plan application, a "Gunther Volvo" façade sign was approved at the southwest corner, or in this instance, at one location on the façade consistent with code requirements. As currently proposed, the applicant wishes to locate each name separately on the west façade at the north (Gunther) and south (Volvo) corners. The applicant is seeking a sign deviation approval to permit two signs on one façade where only one façade sign is permitted in order to comply with Volvo Corporate sign program standards.

DISCUSSION:

At the April Planning and Zoning Board meeting, this item was recommended for approval by the Planning and Zoning Board subject to a condition that the applicant strengthen their justification statements related to the sign deviation. The Board discussed the application and while there was no objection to the signage as proposed, there was consensus that the applicant should revisit each of the justification statements provided in the initial submittal to include more detail so that there is clear and convincing narrative for the requested sign deviation. The applicant's attorney, Dan E. Taylor from Tripp Scott, has submitted a revised narrative that staff believes addresses the Board's concerns, which is included as part of the agenda back up for this item.

RECOMMENDATION:

The Planning and Zoning Board, at its April 11, 2018, meeting, recommended approval of the sign deviation subject to the condition that more information be provided to the justification statement prior to the item being scheduled for City Commission consideration. Outstanding DRC comments are included in the Planning and Zoning Board Agenda backup and are available online for your review.

FISCAL IMPACT: N/A