



# City of Harrisonburg, Virginia

Department of Planning & Community Development  
409 South Main Street  
Harrisonburg, Virginia 22801  
[www.harrisonburgva.gov/community-development](http://www.harrisonburgva.gov/community-development)

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To: Kurt Hodgen, City Manager  
From: Department of Planning and Community Development  
Date: May 2, 2016  
Re: Comprehensive Sign Package request for 1854 East Market Street/22 Terri Drive

**Summary:** Consider a request from MTAP, LLC for a comprehensive sign plan, per Section 11-7-6.1(7) of the Sign Regulations.

**Background:** Section 11-7-6.1(7) of the Special Regulations for the B-1A, Local Business District and B-2, General Business District allows for parcels of common ownership or management to have signage that is otherwise not permitted. This includes wall signage advertising a business not occupied by that space and off premises freestanding signage through approval of a Comprehensive Sign Plan by City Council. In this case, the request is to use an existing off premises freestanding sign. The two B-2 zoned properties, identified as 1854 East Market Street (Tax Map 73-C-1) and 22 Terri Drive (Tax Map 73-C-4), are under the same ownership and management. The sign in question is located at 22 Terri Drive and is twenty-four (24) square feet in size. The businesses that would use the sign for their advertisement are located on the property at 1854 East Market Street, which also has an existing freestanding sign of one hundred and thirty-six (136) square feet in size. The two signs together would not exceed the total allowable signage of one hundred and sixty (160) square feet.

As a bit of history on the properties, in June 2014, a portion of the building at 1854 East Market Street was demolished to make room for additional parking. Soon after, interior renovations began in preparation for Harbor Freight. These renovations included two additional tenant spaces. In February 2015, a special use permit was approved allowing the reduction in required side yard setback for 1854 East Market Street to zero feet along the adjoining parcels to the east. In June 2015, a lot line adjustment was recorded to accommodate a new loading dock for a new tenant. The building permit for the dock was issued on June 10, 2015.

**Key Issues:** N/A

**Environmental Impact:** N/A

**Fiscal Impact:** N/A

**Prior Actions:** N/A

**Alternatives:** If not approved, then the sign located at 22 Terry Drive would need to be removed or a blank faceplate would need to be installed. In addition, the businesses that would have advertised on the

subject sign would either have to be advertised on the existing freestanding sign at 1854 East Market Street or a second freestanding sign could be erected, but the sign would have to be setback 30 feet from the front property line.

**Community Engagement:** N/A

**Recommendation:** Staff recommends approval of the comprehensive sign plan as presented.

**Attachments:**

- 1) Applicant's letter of request (1 page)
- 2) Sign locations and sizes (3 pages)

**Review:** N/A