



City of Harrisonburg, Virginia

Department of Planning & Community Development
409 South Main Street
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To: Kurt Hodgen, City Manager
From: Adam Fletcher, Director of Planning and Community Development
Date: September 27, 2016 (Regular Meeting)
Re: Comprehensive Sign Plan 217 S Liberty Street (Ice House)

Summary: Consider a request from 217 S Liberty LLC, with representative Matchbox Realty and Management Inc., for a comprehensive sign plan as per section 11-7-6 (9) of the Sign Ordinance.

Background: N/A

Key Issues: Matchbox Realty and Management Services, Inc. manages the Ice House property located at 217 South Liberty Street. The Ice House is a multiple tenant building consisting of commercial uses, offices, and residential dwellings. The property is located within the B-1, Central Business District, which requires that all permanent signs be for on premises advertising; therefore, businesses can place wall signs only on exterior walls occupied by that business. Matchbox desires to place wall signage for a tenant on an exterior wall not occupied by that tenant.

Section 11-7-6 of the sign regulations applies to signage within the B-1 zoning district. Subsection (9) of that section allows for shopping centers or multiple tenant buildings, on single or multiple parcels of common ownership or managed by a single entity as a unified commercial project, to present a comprehensive sign plan to City Council to allow otherwise non permitted signage to include wall signage advertising a business on walls not occupied by that business and off premises free standing signage for the development.

The Comprehensive Sign Plan (CSP) request is for Pale Fire Brewery, which is located on the first floor of the Ice House building, to place signage on the second floor of the building. The sign is illustrated as 60 square feet in size and would be painted on the second floor façade facing South Liberty Street. Pale Fire is permitted to have 173 square feet of wall signage and could apply for future wall signs on the exterior walls of their business by way of the typical sign permit procedure for the B-1 district to utilize the remaining 113 square feet of advertising area.

The total wall signage allowed for the Ice House building is approximately 800 square feet; this is calculated by measuring the building perimeter along Bruce Street and South Liberty Street. Currently, the only other signage on the building is a 9.62 square foot projecting sign for Pure Eats restaurant. The Pure Eats sign met all the requirements of the sign regulations, size and location, and was approved through the standard sign permit application process. If approved, the applicant understands that any future wall signs advertising a business on walls not occupied by that business may require a resubmission of the CSP in order to obtain a sign permit.

Environmental Impact: N/A

Fiscal Impact: N/A

Prior Actions: N/A

Alternatives: If the request is denied, Pale Fire Brewery would be allowed to place signage only on the exterior walls of their business as per the sign regulations for the B-1, Central Business District.

Community Engagement: N/A

Recommendation: Staff has reviewed the request and believes the proposed signage allows for flexibility for Pale Fire Brewery within the Ice House Building. Staff recommends approval of the Comprehensive Sign Plan.

Attachments:

1. Site Map (1 page)
2. Comprehensive Sign Plan Cover Letter (1 page)
3. Pale Fire Proposed Signage (1 page)

Review: N/A