



City of Harrisonburg, Virginia

Department of Planning & Community Development
409 South Main Street
Harrisonburg, Virginia 22801
www.harrisonburgva.gov/community-development

Building Inspections: (540) 432-7700
Engineering: (540) 432-7700

Planning and Zoning: (540) 432-7700
Department Fax: (540) 432-7777

To: Kurt Hodgen, City Manager
From: Adam Fletcher, Director of Planning and Community Development
Date: February 14, 2017
Re: Comprehensive Sign Plan for Dick Myers Chrysler

Summary:

Consider a request from Dick Myers Chrysler with representative Ken Patterson, Patterson Consulting, LLC, for a Comprehensive Sign Plan per Section 11-7-6.1 (7) of the Sign Ordinance.

Background:

In October 2015 an engineered comprehensive site plan was approved for Dick Myers Chrysler. The site plan depicted where additions to the existing dealership sales building would be constructed and where a new auto body and paint shop would be built. The site plan also showed street frontage improvements for landscaping and matters associated with entrances.

Key Issues:

Dick Myers Chrysler is requesting a Comprehensive Sign Plan (CSP) for their auto dealership located at 1701 South Main Street, which is zoned B-2, General Business District. If approved the CSP would allow the applicant the flexibility to advertise vehicle sales on freestanding signage on a parcel that does not have a vehicle sales use and the ability to have two freestanding signs on one parcel.

The property is comprised of three parcels. The applicant intends to use one parcel for the auto dealership sales building, one parcel for an auto body/paint shop, and one parcel for parking and vehicle display. The applicant would like the ability to have two freestanding signs on one parcel and to advertise for vehicle sales on a parcel that does not include the dealership sales building or vehicle display area. Specifically, the applicant desires to have two freestanding signs on the dealership sales parcel and to place one freestanding sign, advertising a specific brand of vehicle for sale, which would occur on the auto body/paint shop parcel. The Sign Ordinance allows only one free standing sign per street frontage for each parcel and requires that all permanent signs be for on premises advertising use. Therefore, two of the freestanding signs that the applicant desires are not permitted under the current sign regulations.

Section 11-7-6.1 (7) of the Sign Ordinance allows for shopping centers or multiple tenant buildings on multiple parcels the ability to apply for a CSP to City Council and request approval of otherwise non-permitted signage. This allows for businesses to advertise on parcels where the actual business use is not located when the parcels are under one common ownership or managed by a single entity as a unified commercial project.

The applicant has provided a CSP layout showing the size and location of all existing and proposed signs within the three lots; the total amount of signage is less than the allowed 485 square feet (calculated as one square foot of signage for each lineal foot of road frontage for all three parcels). The submitted layout indicates there will be three freestanding signs: **1)** a 103.79 square foot pylon sign at the entrance to the property which is the dealership sales/vehicle display parcel, **2)** a 32 square foot changeable

message board sign (which would sit thirty-feet back from the property line as required) and located on the same parcel as sign #1, and **3**) a 14.46 square foot sign on the auto body/paint shop parcel.

Current sign regulations allow for a freestanding sign on each parcel; however, the applicant desires to place two freestanding signs on one parcel. Staff is recommending a condition of the CSP that no freestanding signage be allowed on the middle parcel (tax map 10-B-12). This parcel has the entrance area for the dealership and provides parking spaces as well as vehicle display.

If approved, the applicant understands that any future signage 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:

- (a) approve as requested;
- (b) approve with the suggested condition;
- (c) approve with other conditions determined by City Council;
- (d) deny the request.

Community Engagement:

N/A

Recommendation:

Staff has reviewed the request and believes the proposed signage allows for the flexibility for Dick Myers Chrysler to advertise vehicle sales on freestanding signage on a parcel that does not have a vehicle sales use and the ability to have two freestanding signs on one parcel. Staff recommends alternative (b) to approve the request with the suggested condition that no free standing signage be allowed on the middle parcel (tax map 10-B-12).

Attachments:

- Memorandum (2 pages)
- Site Map (1 page)
- Applicant's letter and supporting documents (12 pages)

Review:

N/A