



## PLANNING AND ZONING COMMISSION

April 9, 2020

**TITLE:** Heritage Honda Signage

**REQUEST:** **Application for Sign or Awning - Case No. 1755 Approval**  
The Applicant is requesting Application for Sign or Awning approval for a new freestanding monument sign exceeding 64 square feet in area and 12.5 feet in height.

**PROJECT INFORMATION:**

**LOCATION:** 580 Baltimore Boulevard (07-027834), approximately 500' northwest of the Malcolm Drive and Baltimore Boulevard (Route 97 and Route 140) intersection.

**ZONE:** B Business Zone

**APPLICANT/REPRESENTATIVES:**

**APPLICANT:** Melissa Brent, MG Permits  
**OWNER:** CAR MI MD BALT LLC  
**ENGINEER:** N/A  
**ARCHITECT:** AMMON HEISLER SACHS architects, PC  
**ATTORNEY:** N/A

**STAFF:** Andrew R. Gray, Comprehensive Planner  
Mark A. Depo, Director of Community Planning and Development

**RECOMMENDATION:** Conditional Approval

**ATTACHMENTS:**

1. Application for Sign or Awning No. 1755

## STAFF REPORT

### RELEVANT ZONING ORDINANCE SECTIONS:

- City of Westminster Zoning Ordinance (Zoning Ordinance) Section 164-118.: “No sign may be erected in any zone, nor a permit issued therefor, unless such sign is specifically permitted by this article and complies with all of the requirements of this chapter.”
- Zoning Ordinance Section 164-123 A.: “except as provided in § 164-120 [Signs not requiring permits], no sign shall be erected, altered or relocated without a sign permit issued by the Zoning Administrator.”
- Zoning Ordinance Section 164-121 A.(5): “Any sign or signs [in the B Business Zone] for property adjacent to any divided street or highway shall be permitted as follows. Applications for signs which do not exceed 64 square feet in total area and which do not exceed 12.5 feet in height shall be approved by the Zoning Administrator. Applications for signs up to and including 125 square feet and/or up to and including 20 feet in height shall be approved by the Commission [Planning and Zoning Commission].”

### BACKGROUND INFORMATION:

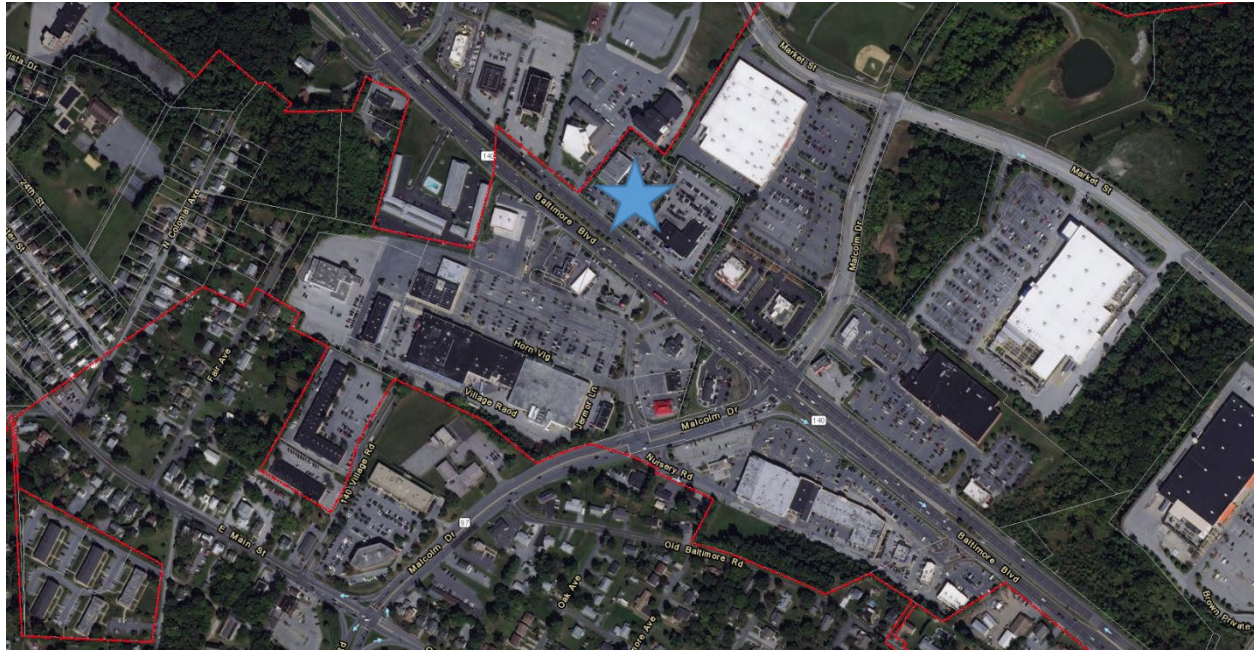
Pursuant to Zoning Ordinance Section 164-41 A.(7), “Automobile, trailer and implement sales and services, except automobile car washes and including motorcycle shops and auto accessory stores” is listed as a permitted use in the B Business Zone. Additionally, pursuant to Zoning Ordinance Section 164-121 A., “business signs pertaining to a use on the premises are permitted as an accessory use in the Business Zone”.

On March 2, 2020, Heritage Honda, represented by MG Permits, applied for an Application for Sign or Awning for a freestanding monument sign for the Heritage Honda automobile sales and service use located at the subject property 580 Baltimore Boulevard (Account Identifier Number 07-027834). The freestanding monument sign exceeds 125 square feet in area, requiring the sign to be reduced in area in order for the Commission to approve. [ZO Section 164-121.A.(5)]

A Site Development Plan, for the subject property, was conditionally approved by the Commission on November 8, 2018 and alterations to the approved building signage were approved by the Commission on December 3, 2019.

In addition to the subject property (07-027834), Heritage Honda also operates an automobile sales use on the adjacent property to the west, Account Identifier Number 07-003560, which is proposing a wall mounted sign exceeding 64 square feet as outlined in Item C of the April 9, 2020 Commission Agenda. Staff is concerned that this adjacent property to the west has the same address, 580 Baltimore Boulevard, as the subject property. Each property contains a building and a dedicated access to/from Route 140 creating safety concerns and responses related to fire and rescue and police issues/calls. Therefore, the subject property should be re-addressed to alleviate these safety issues.

**VICINITY MAP:**



★ = Site

**SIGN PERMIT REVIEW COMMENTS:**

The Application for Sign or Awning Case No. 1755 proposes a 157.5 square feet (15'-9" tall and 10' wide) freestanding monument sign. The freestanding monument sign exceeds the allowed 125 square foot requirements by 32.5 square feet. [ZO Section 164-121 A.(5)]. To obtain Commission approval, the Applicant must reduce the area of the sign by 32.5 square feet while maintaining the height of no more than 20 feet.

The area of all signs on the premises shall not exceed three square feet for each linear foot of the front building wall. Pursuant to an April 3, 2020, email from Mr. Joe Heisler, Architect, the linear feet of the existing buildings front wall length is 153 feet 2 inches. Therefore, according to the Zoning Ordinance, 459.6 square feet of signage is allowed at the subject property.

The Commission approved three Applications for Sign or Awnings for 190.5 square feet of wall mounted signage, at the subject property, in December 2019. A revised proposed freestanding monument sign of no more than 125 square feet would bring the total signage at the subject property to 315.5 square feet.

## **Commission Review**

Pursuant to Section 164-121 A. (5) (a) ...”In determining whether or not to approve an application, the Zoning Administrator or the Commission shall take into consideration the following factors: traffic and pedestrian safety; the size, configuration, elevation and location of the property; existing signs on the property and neighboring properties; aesthetics; and any other factors relating to the location, size, design, composition and specific character of the proposed sign deemed appropriate by the Zoning Administrator or the Commission. No sign shall be approved if the Zoning Administrator or the Commission finds that it would not achieve a maximum of compatibility, safety, efficiency and attractiveness.

## **Development Design Preferences Manual**

CP&D staff reviewed for applicable requirements in the Development Design Preferences Manual and found no problem with the proposal. Pursuant to Section XXIV, Signage review required per the provisions of Article XVII, B. of the Planning and Zoning Commission (PZC) Rules and Regulations, the PZC will utilize the current version of the Development Design Preferences (DDP) in its review of signage. Except as explicitly stated in a motion, the PZC recognizes implicitly that a motion for approval affirms the required compliance.

## **RECOMMENDATION:**

Staff recommends that the Commission consider approval of one proposed freestanding monument sign, subject to the following Conditions of Approval:

1. Obtain a new address for the subject property.
2. Maintain the design of the freestanding monument sign and reduce the total area by 32.5 square feet, to be approved by the Zoning Administrator.

## **DRAFT MOTIONS:**

1. I move that the Planning and Zoning Commission approve Application for Sign or Awning Case No. 1755 based on the Staff Report and subject to the Conditions of Approval provided at the April 09, 2020, Planning and Zoning Commission meeting.

OR

2. I move that the Planning and Zoning Commission deny Application for Sign or Awning Case No. 1755.

OR

3. I move an alternate motion.