



PLANNING COMMISSION STAFF REPORT

To: Planning Commission Members
From: Liz Fields, AICP, Planner
Meeting Date: February 12, 2025

PC 25-04 **Electronic Changeable Copy Sign Approval – 255 Industrial Drive**

Property Information: Location: Parcel #0836403009 (255 Industrial Drive)
 Zoning: I-2 “General Industrial”
 Square Footage of Main Building: 14,000 square feet
 Height of Proposed Pole Sign: 34 feet and two inches
 Proposed Size of Electronic Changeable Copy Sign: 24 square feet

Project Overview: The applicant, 3-D Technical Services c/o Gene Lamb, is requesting approval of an electronic changeable copy sign to construct a 34-foot and 2-inch pole sign at 255 Industrial Drive within the Highway Sign Overlay District.

Section 1109.07(e)(4)(D): *Changeable Copy Signs*: Manual changeable copy shall not be permitted on pole signs. Planning Commission may approve an electronic changeable copy sign as part of a pole sign, subject to the following restrictions:

- (i) The electronic changeable copy sign area shall comprise no more than two-thirds (2/3) of the total sign area of the sign per side;
- (ii) The sign area shall be an integral part of the sign;
- (iii) The sign area and any messages, wording, letters, or images displayed thereon shall not flash, blink, fluctuate, travel, revolve, or scroll and must show the entire message at one (1) time without exhibiting the illusion of movement; and
- (iv) Each message shall be displayed for no less than thirty (30) seconds.

Comments:

Applicability: Section 1109.07(e)(4)(1) permits industrial uses within the Highway Sign Overlay District which occupy buildings of 10,000 square feet or more in area to construct one pole sign on the property facing I-75.

Site Plan: The proposed location of the pole sign is in the northeast corner of the property near the property line and along I-75. While the sign is proposed to be located within the parking area, it does not appear to impede maneuverability or accessibility.

Changeable Copy Signs: As referenced above, electronic changeable copy signs are subject to the listed restrictions. The proposed sign area of the electronic changeable copy sign is approximately 33 percent of the total sign area which meets the requirements of Subsection (i) and is located under the proposed static sign which meets the integral requirement of Subsection (ii). Since Subsections (iii) and (iv) are regarding the operation of the electronic message center, it is anticipated that the applicant will meet these requirements for the sign to be approved by Planning Commission.

Pole Sign Height: Section 1109.07(e)(4)(F) requires that no pole sign exceed the height of the main building by more than 10 feet from the highest point of the roof to the top of the sign. The applicant has noted that the main building is 26 feet tall which would permit a 36-foot pole sign. This requirement is met as the applicant is proposing a maximum sign height of 34 feet and two inches.

Maximum Sign Area: Section 1109.07(e)(4)(G) requires that the total sign area, including an electronic changeable copy area, not exceed 200 square feet per side. This requirement is met as the applicant is proposing a maximum sign area of 72 square feet.

Setbacks: Section 1109.07(e)(4)(H) requires that the pole sign shall not project over a public way and the support for the sign shall not be located within the public right-of-way. This requirement is met as the applicant is proposing that the pole sign be set back 10 feet from each property line to the center of the sign pole.

Monument Base: Section 1109.07(e)(4)(J) requires that pole signs visible from I-75, the adjacent roadway or neighboring property, have a monument base with a width equal to no less than $1/3^{\text{rd}}$ of the size of the sign face and a base height of no less than one foot and no more than two feet in height. The base shall be of a finished materials such as brick, stone, or painted concrete. Staff's interpretation of this standard is that the monument base be equal to no less than $1/3^{\text{rd}}$ of the size of the sign, meaning the width. Under this interpretation, the requirement is met as the applicant is proposing a four-foot-wide base that is one foot tall and is constructed of painted concrete.

Landscaping: Section 1109.07(e)(4)(K) requires that when visible from I-75, the adjacent roadway or neighboring property, the base of the sign shall be effectively landscaped with living plant material, preferably evergreen plantings, to be maintained in good condition. This requirement is met as the applicant is proposing a 42 square foot landscaping area around the base of

the pole sign which will include hicks yew (evergreen) bushes around the monument.

Sign Standards for Approval

No sign shall be approved by the Planning Commission unless it meets all of the following standards:

- (A) The sign fully complies with the applicable requirements of this UDO;
The proposed electronic changeable copy sign meets all requirements of the UDO.

- (B) The sign is aesthetically harmonious with its surroundings;
The proposed electronic changeable copy sign is aesthetically harmonious with its surroundings.

- (C) The sign does not create a hazardous conflict with traffic control signs and devices;
The proposed electronic changeable copy sign does not create a hazardous conflict with traffic control signs and devices.

- (D) The sign will be located and is designed to maintain a safer and orderly pedestrian and vehicular environment;
The proposed electronic changeable copy sign is properly located and designed.

- (E) The sign will not be detrimental to other development on nearby property or other uses located on the same property; and
The proposed changeable copy sign will not be detrimental to other developments or uses.

- (F) The sign will not create a hazard or prove dangerous to the traveling public.
The proposed changeable copy sign will not create a hazard or prove dangerous to the traveling public.

Recommendation:

Staff recommends that the Planning Commission approve the electronic changeable copy sign with the following conditions:

- (1) The sign area and any messages, wording, letters, or images displayed thereon shall not flash, blink, fluctuate, travel, revolve, or scroll and must show the entire message at one time without exhibiting the illusion of movement.
- (2) Each message shall be displayed for no less than thirty (30) seconds.