



APPROVE A MASTER SIGNAGE PLAN FOR GLEN LENNOX

STAFF REPORT

TOWN OF CHAPEL HILL PLANNING AND DEVELOPMENT SERVICES
 Ben Hitchings, Planning Director
 Judy Johnson, Operations Manager
 Aaron Frank, Senior Planner

PROPERTY ADDRESS Intersection of Raleigh Road and Fordham Boulevard	COUNCIL DATE June 27, 2018	APPLICANT Grubb Properties
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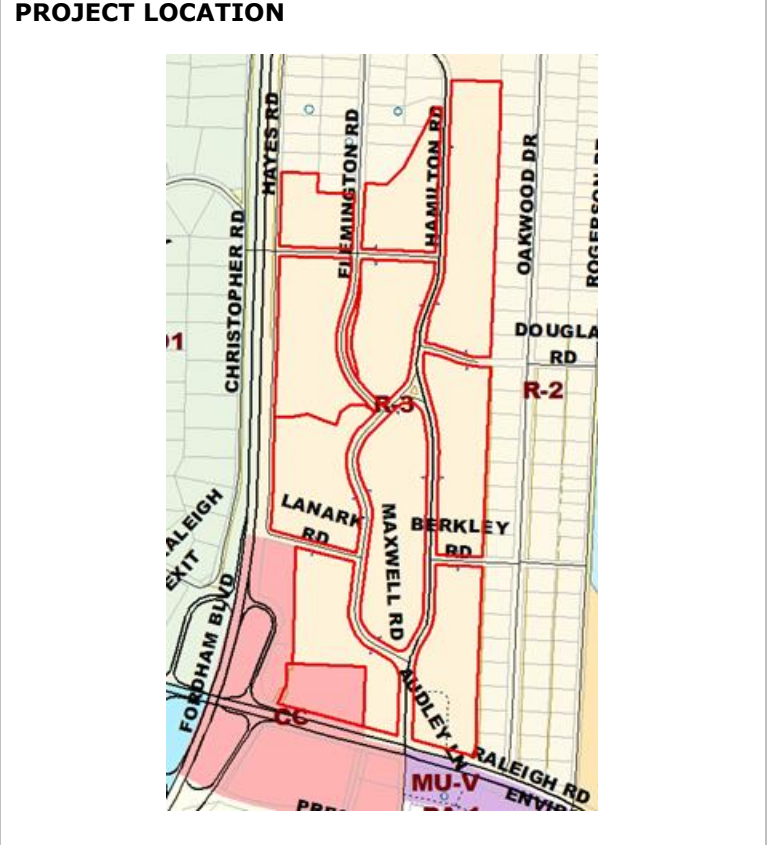
TOWN MANAGER’S RECOMMENDATION
 That the Council review and approve the Master Signage Plan.

PROCESS
 A Master Signage Plan is identified in the Development Agreement as an instrument to regulate signage on the Glen Lennox property.
 The Development Agreement requires that Council approve the Master Signage Plan and it is presented for Council’s review and approval.

- DECISION POINTS**
- The Parties intend for a Master Signage Plan to be developed in order to create neighborhood continuity and to incentivize commercial users to locate to the Property.
 - Submittal of a Master Signage Plan was required in the 2014 Development Agreement.
 - A Master Signage Plan is intended to create neighborhood continuity and to incentivize commercial users to locate to Glen Lennox.
 - The Master Signage Plan has been reviewed by staff and meets the intention of the Development Agreement.

PROJECT OVERVIEW
 The 2014 Development Agreement required the developer to submit a Master Signage Plan to the Town Council, as authorized in section 5.6.c of the Development Agreement (attached) as a method to create a unique set of sign standards specific to the Glen Lennox neighborhood. The standards of the Master Sign Plan are based upon LUMO sign requirements with a few modifications. The unique standards of the Master Signage Plan are listed below:

- An *Archway Sign* is a new sign type proposed to delineate entrances to areas within Glen Lennox such as a parks, retail areas, or public gathering places for pedestrians and/or non-motorized vehicles.
- *Shingle signs* are permitted within 12 feet of an accessible building entrance, rather than 5 feet, as permitted by LUMO. This change to allow greater spacing from building entrances intends to avoid conflicts with ADA areas.
- Acrylic is a permitted material for *development identification signs*.
- One (1) *cantilevered ground sign* is permitted per business rather than one per street frontage.
- Window art is permitted.
- *Canopy signs* are permitted on either the front or side edges of a canopy.



- ATTACHMENTS**
1. Resolution A
 2. Glen Lennox Master Signage Plan
 3. Glen Lennox Development Agreement