

CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA



Agenda Date: August 1, 2022  
Action Required: Approval of Comprehensive Signage Plan for 920 E. High Street  
Presenter: Jeffrey Werner, Historic Preservation and Design Planner  
Staff Contacts: Jeffrey Werner, Historic Preservation and Design Planner  
Title: **Comprehensive Signage Plan for 920 E. High Street (1 reading)**

### **Background**

Per Sec 34-1045, applicants for a development subject to Site Plan review and within an Entrance Corridor Overlay may request approval of a Comprehensive Signage Plan (CSP). City Council may approve a CSP upon a determination there is good cause for deviating from the sign ordinance and the CSP will serve the public purposes and objectives at least as well, or better, than signage allowed by-right and, in evaluating a request, consider the recommendations of the Planning Commission and the ERB.

On June 12, 2018, the Entrance Corridor Review Board (ERB) approved a Certificate of Appropriateness for a three-story medical office building and a two-story rear parking deck at the parcel located at the NE corner of East High Street and 10<sup>th</sup> Street NE.

In November 2020, the applicant requested approval of a CSP in order to allow three monument signs on the property—City Code allows one monument sign and limits the size. On July 12, 2022, the ERB and Planning Commission reviewed the CSP and recommended Council approve the plan with the inclusion of staff's recommended conditions.

**Proposed Action:** Approve the Comprehensive Signage Plan for 920 East High Street as presented, referenced, and expressed in the July 12, 2022 staff report to Planning Commission and Entrance Corridor Review Board and will incorporate the two conditions recommended by staff.

### **Discussion**

This medical office facility is located on a corner lot with access to the rear parking structure from an entrance off East High Street and an entrance off 10<sup>th</sup> Street NE. The primary and largest monument sign is located at this corner and prominently identifies the facility. The two smaller monument signs provide direction at the two separate entrances to the parking structure.

On July 12, 2022, the City's Planning Commission reviewed the request at an advertised public hearing and, in approving the Consent Agenda, adopted the following motion: "Having considered the standards set forth within the City Code, including City's Entrance Corridor Design Guidelines, I

move to find that the Comprehensive Signage Plan for 920 East High Street, satisfies the ERB's criteria and is compatible with this Entrance Corridor and that the ERB recommends City Council approve this Comprehensive Signage Plan as submitted with the two conditions recommended by staff."

### **Alignment with City Council's Vision and Strategic Plan**

Approval of this CSP aligns with Council's vision for Economic Sustainability :

- The City has facilitated significant mixed and infill development within the City.

### **Community Engagement**

As with other actions related to the project's design review, abutting property owners were notified prior to the meeting. There were no public comments at the July 12, 2022 meeting.

### **Budgetary Impact**

Approval of this CSP will have no budgetary impact.

### **Recommendation**

The ERB and Planning Commission reviewed this item at the July 12, 2022 meeting and, by vote, recommended Council approve the Comprehensive Signage Plan for 920 East High Street as referenced in the July 12, 2022 staff report to the ERB and Planning Commission, including the conditions therein recommended by staff. Staff concurs with the recommendation above.

Recommended Motion: "I move the RESOLUTION approving a Comprehensive Signage Plan for 920 East High Street"

### **Alternatives**

City Council may, by motion, approve the attached Resolution. By motion, Council may also deny approval of the Proposed Comprehensive Signage Plan. (If Council denies approval of the Comprehensive Signage Plan, the Landowner may either revise and resubmit the CSP or proceed with all signage being subject to the generally applicable signage regulations set forth within Chapter 34 of the City Code, Article IX, Division 4 (Signs)).

### **Attachments**

1. 920 East High St - CSP - ERB staff report and attachments (Final June 29 2022)
2. Resolution - CC - CSP 920 East High