

Development Review Committee Staff Report

July 20, 2016



Case No:	16WAIVER1022
Project Name:	Holiday Manor Kroger
Location:	2219 Holiday Manor Ctr.
Owner:	Holiday Manor Associates
Applicant:	Todd Metzmeier, The Kroger Company
Representative:	Jeffrey Lamb, Commonwealth Sign Company
Jurisdiction:	Northfield
Council District:	7 – Angela Leet
Case Manager:	Laura Mattingly, Planner I

REQUEST

- Waiver of Chapter 8.3, Table 8.3.2 of the Land Development Code (LDC) to allow the number of attached signs as proposed.

CASE SUMMARY/BACKGROUND/SITE CONTEXT

The subject site is approximately 8.5 acres in size and is located in the city of Northfield, just east of I-264 along US Highway 42. The applicant is proposing a new sign package for the existing Kroger.

The Holiday Manor Kroger is proposing three attached signs on the primary façade pertaining to the Kroger grocery. There are also four other businesses within the building that have one sign each along the front façade. The total square footage of the signage is under the maximum square footage allowed.

For a multi-tenant building, each tenant is allowed one sign. If any of these businesses elect to have more than one sign, making the total number of signs over the maximum of 3, then a waiver of table 8.3.2 is required.

LAND USE/ZONING DISTRICT/FORM DISTRICT TABLE

	Land Use	Zoning	Form District
Subject Property			
Existing	Retail	C-1	TC
Proposed	Retail	C-1	TC
Surrounding Properties			
North	Restaurant, Commercial Retail	C-1, C-2, OR-3, R-4	TC, N
South	Multi-Family Residential, Retail	C-1	TC
East	Single-Family Residential	OR-3, R-7	TC
West	Restaurant, Commercial Retail	R-4	N

PREVIOUS CASES ON SITE

15WAIVER1012: Waiver of a portion of sidewalk along Brownsboro Road (Denied, May 15, 2015).

INTERESTED PARTY COMMENTS

Staff has not received any inquiries or interested party comments to date.

APPLICABLE PLANS AND POLICIES

Cornerstone 2020
Land Development Code

STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER of
Chapter 8.3, Table 8.3.2 of the LDC to allow more than 3 signs per façade:

(a) The waivers will not adversely affect adjacent property owners; and

STAFF: The waiver will not adversely affect adjacent property owners as the property is located in a commercial center and the façade faces other businesses.

(b) The waiver will not violate specific guidelines of Cornerstone 2020; and

STAFF: Guideline 3, policy 28 calls for signs that are compatible with the form district pattern and contribute to the visual quality of their surroundings. The waiver will not violate the comprehensive plan as the proposed signage is similar to the existing signage and is consistent to the type of signage seen in this mixed commercial center.

(c) The extent of the waiver of the regulation is the minimum necessary to afford relief to the applicant; and

STAFF: The extent of the waiver of the regulation is the minimum necessary to afford relief to the applicant as the additional signage is necessary to identify the location of services offered within the building.

(d) Either:

(i) The applicant has incorporated other design measures that exceed the minimums of the district and compensate for non-compliance with the requirements to be waived (net beneficial effect); OR

(ii) The strict application of the provisions of the regulation would deprive the applicant of the reasonable use of the land or would create an unnecessary hardship on the applicant.

STAFF: The strict application of the provisions of the regulation would deprive the applicant of the reasonable use of land or create an unnecessary hardship as the proposed signage is similar to proposals of other large retail stores of this type; and is necessary to identify the location of services offered within the building.

TECHNICAL REVIEW

There are no technical review issues.

STAFF CONCLUSIONS

The proposed waiver appears to be adequately justified based on staff analysis in the staff report.

Based upon the information in the staff report, the testimony and evidence provided at the public meeting, the Development Review Committee must determine if the proposal meets the standards established in the LDC for approving the waiver.

REQUIRED ACTION

- **APPROVE** or **DENY** the waiver.

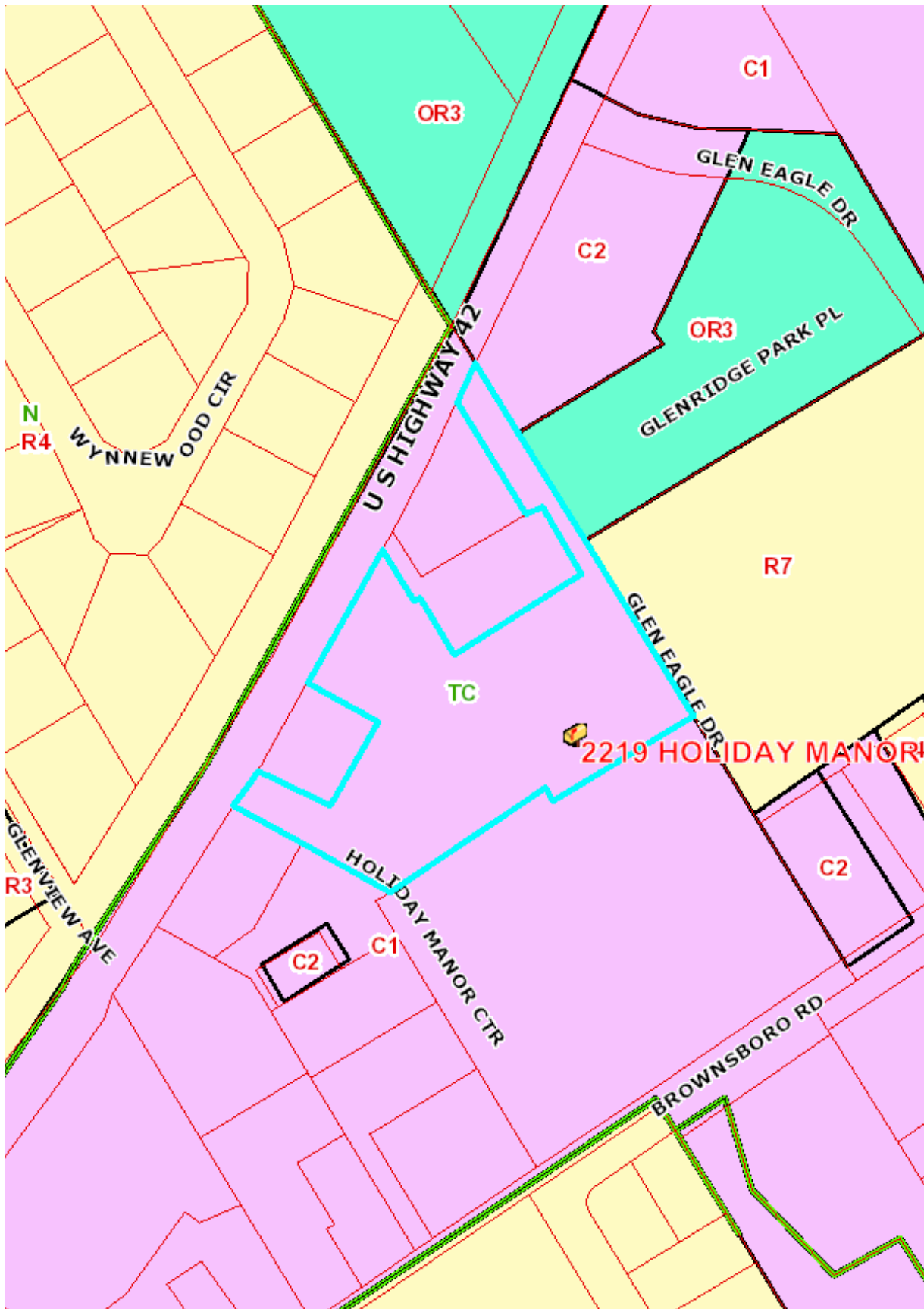
NOTIFICATION

Date	Purpose of Notice	Recipients
July 7th, 2016	Hearing before DRC	1 st tier adjoining property owners
July 6th, 2016	Hearing before DRC	Registered neighborhood groups

ATTACHMENTS

1. Zoning Map
2. Aerial Photograph

Attachment 1: Zoning Map



Attachment 2: Aerial Map

