Legislation Details (With Text)

File #:	2018-1773	**Name:**	
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File created:	1/4/2018	**In control:**	Planning Commission
On agenda:	1/9/2018	**Final action:**	1/9/2018
Title:	Appl. #PL2018-002 - SIGN APPLICATION - B & B Theatres - New Longview 7, 3201 SW Fascination Dr.; Hollis & Miller Architects, applicant		
Sponsors:	Planning and Special Projects		
Indexes:			
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Attachments:	1. PL2018-002 SIGN B&B Theatre - New Longview 7 PC, 2. Sign Elevations & Details, 3. Sign Applications Table, 4. #PL2018-002 SIGN B & B Theatre - New Longview 7 Location Map		

Date	Ver.	Action By	Action	Result
1/9/2018	1	Planning Commission	approved	Pass

Appl. #PL2018-002 - SIGN APPLICATION - B & B Theatres - New Longview 7, 3201 SW Fascination Dr.; Hollis & Miller Architects, applicant

Issue/Request:
This application is to request four additional attached signs (2 applique/wall logos located on both sides of the tower element, 1 wall “New Longview 7”, and 1 canopy “B & B Theatres”). Additionally, the 2 applique/wall logos and the combined total sign area for the other two signs, as well as the over canopy sign, exceed the maximum sign area. All signs were shown on the original preliminary development plan (Appl. #PL2016-167) but no dimensions were provided at that time. Three attached signs have already been approved (2 wall and one over canopy) as noted on the attachments.

The PMIX (Planned Mixed Use) district allows a maximum of 3 attached signs at a maximum sign area of 10% of the building façade for awning, canopy, or wall; and 6 sq. ft. for projecting, over, or under canopy signs. However, the UDO grants the Planning Commission the authority to consider applications for signs that exceed the maximum allowed number. Staff supports the proposed additional signs as they are consistent with what was shown at the preliminary development plan.

Recommendation: Staff recommends **APPROVAL** of the sign application to allow the four additional wall signs as shown on the attached exhibit.

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