

Agenda Memorandum

Planning and Zoning Commission

DATE:

August 21, 2018

SUBJECT:

Special Use Permit SUP-06-18

(Comprehensive Sign Package Request)

APPLICANT:

Renea Hartsell, Rite Lite Signs

LOCATION:

8111 Concord Parkway (PINs: 4589-63-6730 and 4589-73-7543)

AREA:

+/- 141.8 acres

EXISTING LAND USE: Commercial

EXISTING ZONING:

C-2 (General Commercial)

PREPARED BY:

Craig Thomas, Planner

BACKGROUND

The applicant has submitted a Comprehensive Sign Package/Special Use Permit (SUP) application for the subject properties. The general intent of a Comprehensive Sign Package is to permit a level of flexibility with signage area than otherwise permitted under CDO Article 12. Comprehensive Sign Packages generally attempt to provide an overall uniformity in the overall signage for a large parcel of land. A Comprehensive Sign Package is intended to incorporate those designs and provide a uniform appearance of the signs to be consistent with the overall development and surrounding properties.

Signs not specifically identified in the Comprehensive Sign Package must comply with the sign standards as established in CDO Article 12. The applicant has provided a Comprehensive Sign Design governed by Section 12.1.10 of the CDO, including monument sign calculations and existing wall sign measurements. The sign package includes a site plan and narrative indicating the illustrations and approximate dimensions of the proposed signage.

Comprehensive Sign Request:

The applicant has submitted an application complete with monument, wall, and directional signs. The subject properties consist of two parcels located on Concord Mills Boulevard.

There is an existing sign package for the location, but staff has requested an updated application to clarify the existing signs, the updated signs, and new monument signs. The application includes an updated sign package, complete with new monument signs along I-85, new entrance signs, pedestrian entrance signs, wall sign inventory, and directional parking signs.

Interstate Monument Signs:

1. Updated sign for Bass Pro Shops. Dimensions: 12' width x 16.5' height. Replacement of existing sign allowed with previous sign package.

2. New Concord Mills Sign. Dimensions: 6.75' width x 70' height. The CDO, by right, would allow a monument sign of 10 feet high and 100 square feet. The proposed sign is taller and much narrower than a typical monument sign, but is compatible with the lot size and proximity to the interstate. The intent of a Comprehensive Sign Package is to provide a reasonable amount of flexibility in the allowable signage.

Mall Identification Signs:

1. Three signs located on Concord Mills Boulevard. Maximum height 10 feet. Replacement of existing signs allowed with previous sign package.

Mall Directional Signs:

1. Four signs located on the mall site to assist and direct motorists. Maximum height 11 feet. Replacement of existing signs allowed with previous sign package.

Parking Lot Location Signs:

1. Six signs to help customers "Remember where you parked". Parking zones correspond with entrance numbers. Maximum height 20 feet.

Pedestrian Entry Signs:

1. Updated signs for 6 entrances to the mall. Maximum height 36 feet. Replacement of existing signs allowed with previous sign package.

Wall Signs:

1. No new signage proposed at this time. An inventory of existing wall signs has been provided by the applicant. Wall signs are currently permitted at an administrative level on an individual basis. The applicant has requested a maximum of 10,000 square feet of wall signage for the site. Based on staff calculations, the total amount of allowable wall signage would be 12,672 square feet. Staff is of the opinion the reduction of wall signage warrants the flexibility to increase the size of the monument sign.

Permitted Signage:

The sign package is essentially an update to the existing signs, with the lone exception a new monument sign along I-85. The new sign is situated along the I-85 highway corridor. The proposed sign has been reviewed and approved by the Federal Aviation Administration. The requested sign is 70 feet in height. Staff is of the opinion a sign of this scope and size is appropriate for a large parcel situated on a heavily traveled interstate and is compliant with the surrounding land uses.

If approved by the City, all submitted documents, pertaining to signage, would become binding to the project and any deviation that would increase the intensity would need to be reviewed and reapproved by the Planning and Zoning Commission. The applicant would be required to obtain all applicable permits including sign permits from the City and building permits from Cabarrus County. Additionally, all signs must be outside of the right-of-way and sight triangles.

APPROVAL CRITERIA

In accordance with the Concord Development Ordinance, Article 6 Section 2, the Planning and Zoning Commission shall permit only those uses that are part of the Special Use Permit. The following criteria shall be issued by the Commission as the basis for review and approval of the project.

The proposed conditional use conforms to the character of the neighborhood, considering the location, type, and height of building and structures and the type and extent of landscaping and screening on the site. The Zoning Ordinance imposes the following general requirements on the use requested by the applicant.

The proposed Special Use Permit for a Comprehensive Sign Package would conform to the character of the surrounding properties. The Concord Mills Mall/Speedway area is a large destination oriented commercial node. Three existing comprehensive sign packages have been permitted in the vicinity including the existing mall signage, the Hendricks Motorsports Museum/auto facility, and the Speedway/Dragstrip. Both the Dragstrip/Speedway and Hendricks complex have large monument signs of 79 and 80ft tall. The proposed mall monument sign is consistent with the above referenced signage

2) Adequate measures shall be taken to provide ingress and egress so designed as to minimize traffic hazards and to minimize traffic congestion on the public roads.

updated designs.

All ground mounted signs will be required to be located outside of the right-of-way and sight triangles eliminating other possible traffic hazards. Due to the existing traffic congestion along Concord Mills Boulevard and within the mall's internal streets, the updated signage has been designed to better direct motorists to their intended location within the mall's site by providing multitenant directional signage at the main entry points.

in the area and the directional/wall signage is comparable to the existing sizes with

- The proposed use shall not be noxious or offensive by reason of vibration, noise, odor, dust, smoke or gas.
 Not Applicable.
- 4) The establishment of the proposed use shall not impede the orderly development and improvement of surrounding property for uses permitted with the zoning district.

The proposed use should not impede the development or improvement of the surrounding properties for uses permitted in the zoning district. The surrounding property is currently developed with residential uses. As proposed, the Special Use Permit will create uniformity of the tenant signage and branding of the development. Additionally, multitenant directional signage will assist in directing motorists to the intended destinations in a more efficient manner.

5) The establishment, maintenance, or operation of the proposed use shall not be detrimental to or endanger the public health, safety or general welfare.

The proposed use should not be detrimental to or endanger public health safety, or general welfare. The proposed signage will not be out of scale with the development or surrounding area given the combination of the building wall area and the proposed ground sign. Additionally the FAA has submitted a letter indicating that the 70ft tall mall identification monument sign will not cause a hazard to air navigation to the nearby Concord-Padgett Regional Airport.

6) Compliance with any other applicable Sections of this Ordinance.

The applicant submitted a proposal for a Comprehensive Sign Package for the development that is in compliance with the CDO requirements. The Comprehensive Sign Package is intended for large scale developments to allow flexibility in allowable signage in one area to be transferred to another. In this instance the mall would be permitted a minimum of 12,672 and are requesting to utilized only 10,000 sf. The reduction in wall signage justifies the height and sign face increase for the main mall identification

signage. If the SUP request is approved, the applicant must also receive technical review approval of sign permit illustrations and comply with other applicable sections of the CDO. All new signs, in accordance with CDO Article 12, will be required to receive applicable permits.

Suggested Findings of Fact:

The Planning and Zoning Commission may wish to adopt some of the following Findings of Fact:

- 1. The request is for a Comprehensive Sign Package.
- 2. The general intent of a Comprehensive Sign Package is to permit a level of flexibility with signage area between locations than otherwise permitted under CDO Article 12.
- 3. Comprehensive Sign Packages require approval of a Special Use Permit.
- 4. The CDO allows businesses to have wall signs calculated at 8% of the building wall area eligible for wall signage.
- 5. Concord Mills Mall would be allowed 12,672 square feet of wall signage by right.
- 6. Wall mounted signage shall be limited to 10,000 square feet in accordance with Exhibit E.
- 7. The applicant has requested (2) monument signs located off Interstate I-85 in accordance with Exhibit A.
- 8. The applicant has requested two (2) monument signs located at the main driveway entries off Concord Mills Blvd in accordance with Exhibit B.
- 9. The applicant has requested four (4) directory signs located along the ring road in accordance with Exhibit C.
- 10. The applicant has requested six (6) parking zone signs located within the main parking areas in accordance with Exhibit D.
- 11. The proposed reduction in maximum allowed wall signage justifies the increased height and sign face of the monument signs off Interstate I-85 (Exhibit A).
- 12. The Federal Aviation Administration conducted an aeronautical study (Exhibit F) and concluded that the 70' monument sign off Interstate I-85 (Exhibit A) does not exceed obstruction standards.

Suggested Conditions for Consideration:

The Commission should consider the evidence presented, and should decide whether to approve or deny the SUP request. If the Commission approves the requested SUP, staff recommends adoption of the conditions listed below. Since the proposal is a Special Use Permit (SUP) request, the Commission may impose additional conditions.

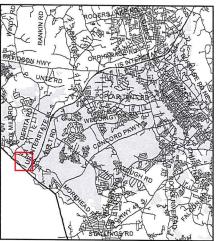
- 1. The applicant must provide the Planning and Neighborhood Development Department with one (1) copy of a revised Comprehensive Sign Package that incorporates any conditions based on approval. This submittal must be received before any permits are issued.
- 2. All submitted documentation (i.e sign sizes, locations, exhibits) becomes a binding part of the Special Use Permit.
- 3. Any permanent signs not specified within this proposal shall require a modification to the Special Use Permit.
- 4. All signage within this development shall be required to either comply with the conditions of this approval or with the requirements of CDO Article 12.
- 5. All new signs shall be required to receive applicable permits.



SUP-06-18 ZONING

Special Use Permit Application to update the sign package at Concord Mills Mall

PIN's: 4589-63-6730 & 4589-73-7543





Source: City of Concord Planning Department

Disclaimer

These maps and products are designed for general reference only and data contained herein is subject to change. The City Of Concord, it's employees or agents make no warranty of merchantability or fitness for any purpose, expressed or implied, and assume no legal responsibility for the information contained therein. Data used is from multiple sources with various scales and accuracy. Additional research such as field surveys may be necessary to determine actual conditions.



Concord Mills Site Signage

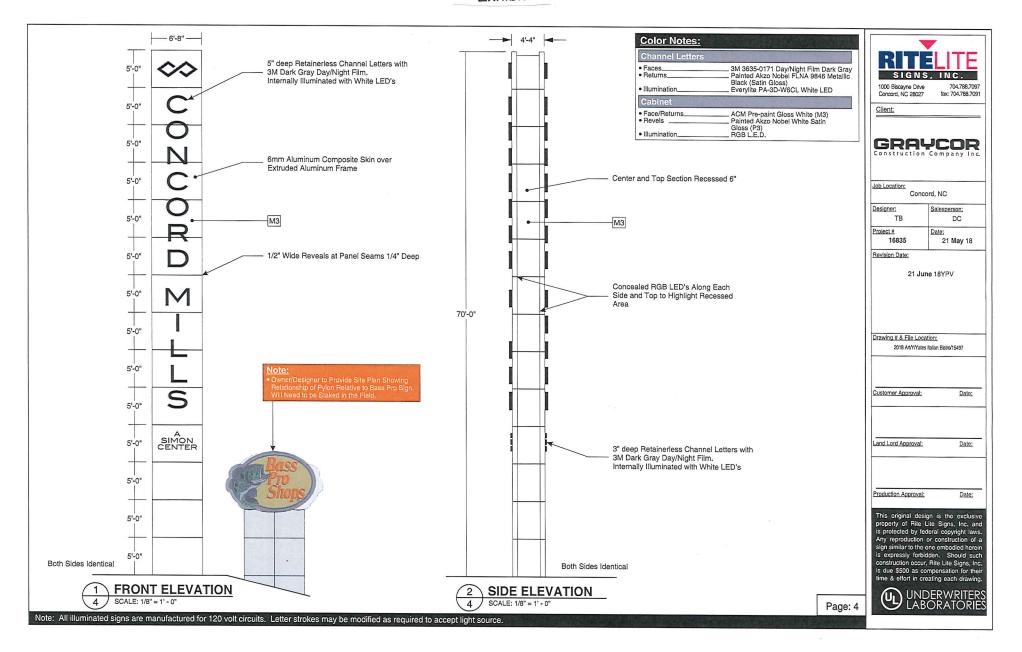


Customer:	Graycor Construction Company
Address:	4301 Stuart Andrew Blvd. Suite G
City, State, Zip:	Charlotte, NC 28217
Salesperson:	David Cornelius
Designer:	CARUSODRYE
Project Manager:	Renae Hartsell
Date:	May 21, 2018

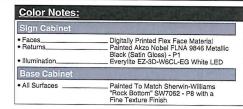
This design is the sole property of Rite Lite Signs, Inc. and is protected by federal copyrightlaws. Any reproduction or construction of a sign similar to the one embodied herein is expressly forbidden.

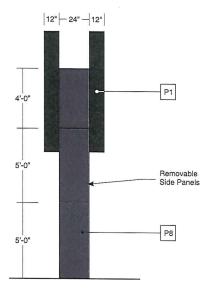


Exhibit A











BASS PRO SHOPS PYLON SIGN

Page: 8

1000 Biscayne Drive Concord, NC 28027 Client: GRAYCOR
Construction Company Inc. Job Location: Concord, NC Designer: Salesperson: TB Project # Date: 16835 Revision Date: 21 June 18YPV Drawing # & File Location: 2018 Art/Y/Yates Italian Bistro/15497 Customer Approval: Land Lord Approval: Production Approval: This original design is the exclusive property of Rile Lite Signs, Inc. and is protected by federal copyright laws. Any reproduction or construction of a

704.788.7097 fax: 704.788.7091

DC

21 May 18

Date:

Date:

Date:

is due \$500 as compensation for their time & effort in creating each drawing. UNDERWRITERS LABORATORIES

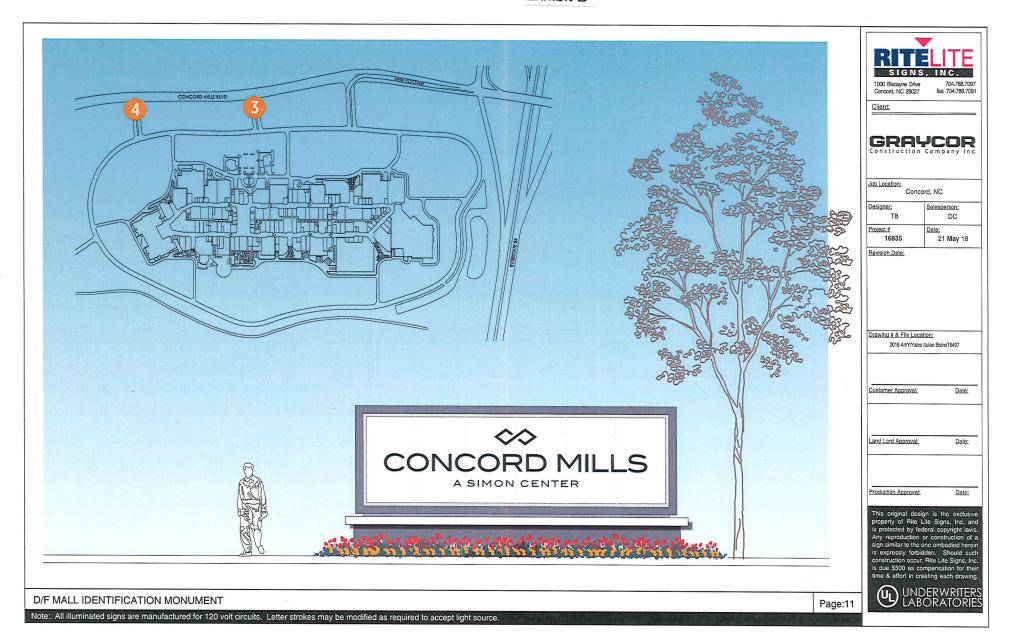
sign similar to the one embodied herein is expressly forbidden. Should such

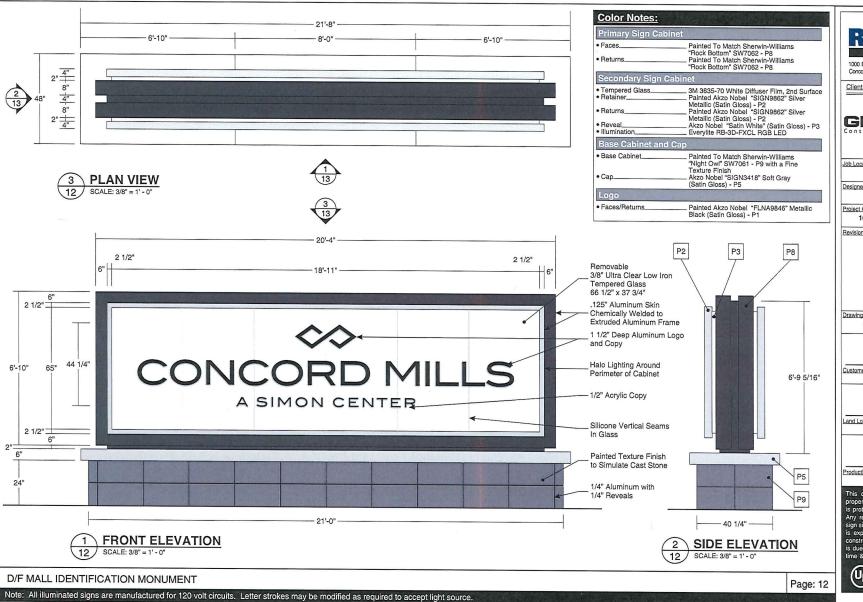
construction occur, Rite Lite Signs, Inc.

FRONT ELEVATION

SCALE: 1/4" = 1' - 0"

Exhibit B

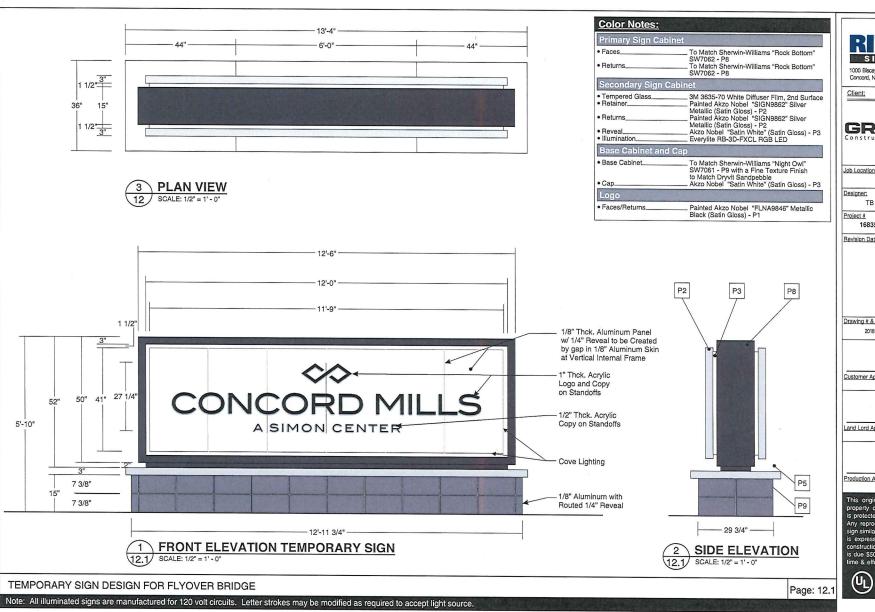




1000 Biscayne Drive 704.788.7097 fax: 704.788.7091 Concord, NC 28027 Client: GRAYCOR Job Location: Concord, NC Designer: Salesperson: DC Project # Date: 16835 21 May 18 Revision Date: 21 June 18YPV Drawing # & File Location: 2018 Art/Y/Yates Italian Bistro/15497 Customer Approval: Date: Land Lord Approval: Date: Production Approval: Date:

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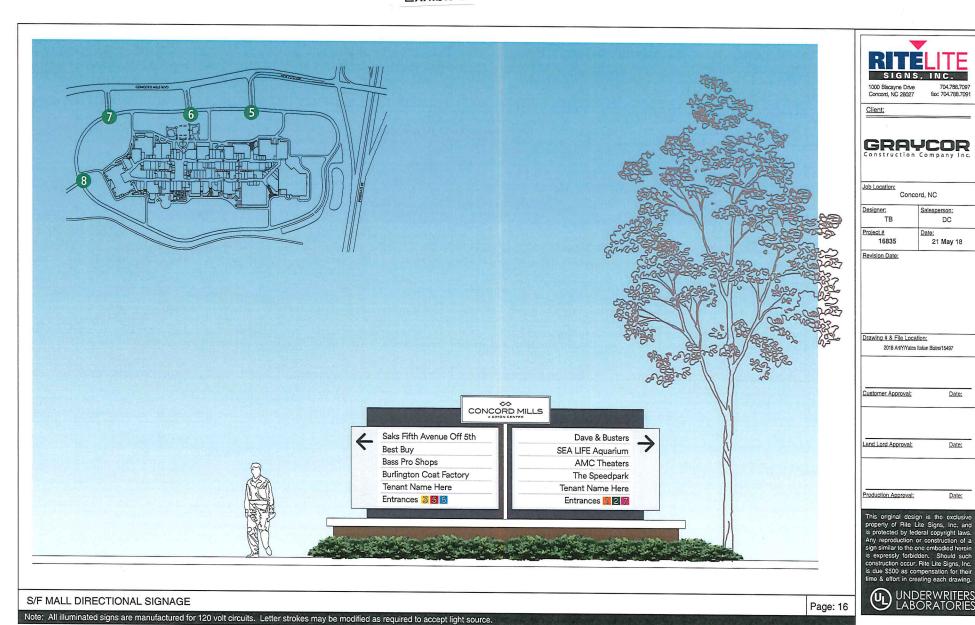


1000 Blscayne Drive 704,788,7097 Concord, NC 28027 fax: 704.788.7091 **GRAYCOR** Job Location: Concord, NC Salesperson: TB DC Date: 16835 21 Jun 18 Revision Date: Drawing # & File Location: 2018 Art/Y/Yates Italian Bistro/15497 Customer Approval: Date: Land Lord Approval: Date: Production Approval: Date:

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Exhibit C



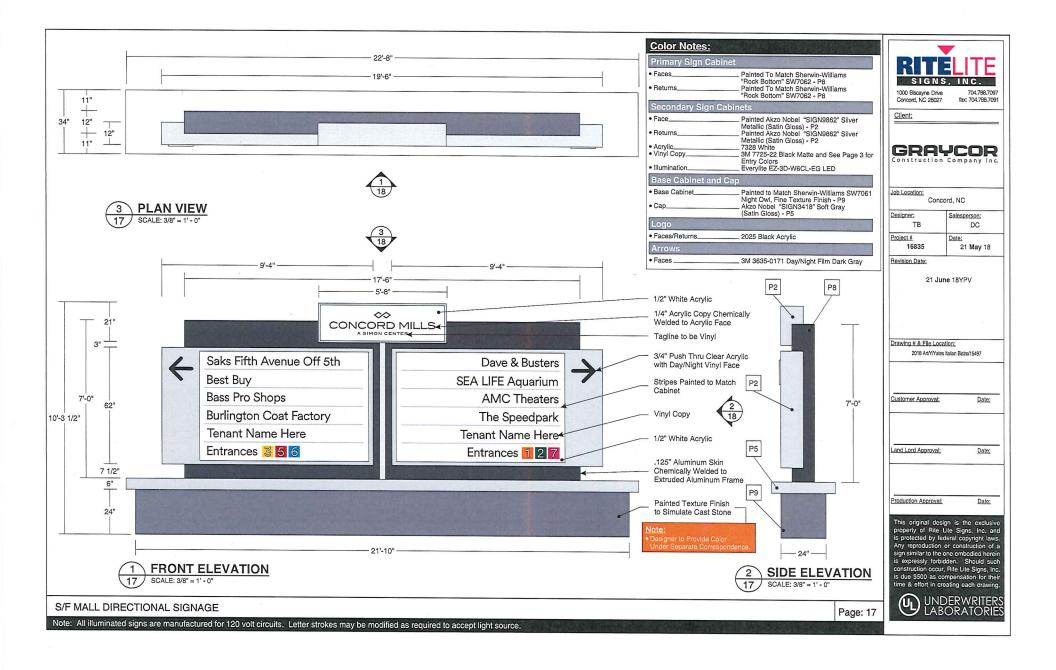
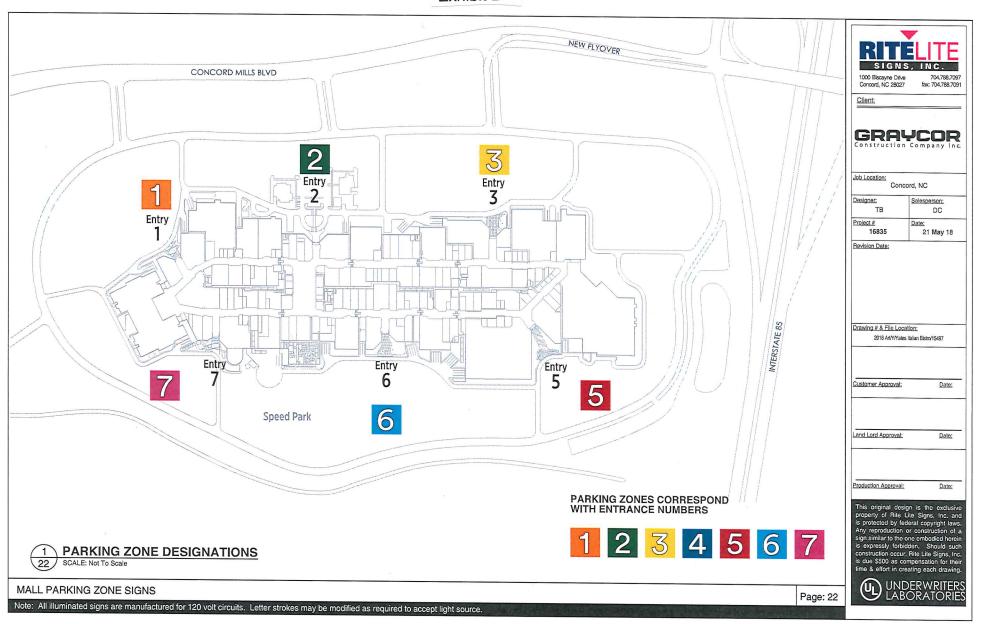


Exhibit D

















Client:

GRAYCOR

Job Location:

Revision Date:

Drawing # & File Location:

2018 Art/Y/Yates Italian Bistro/15497

Customer Approval:

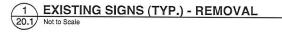
Land Lord Approval: Date:

Production Approval: Date:

Date:

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UNDERWRITERS LABORATORIES



MALL SERVICE SIGNS

Page: 20.1

Note: All illuminated signs are manufactured for 120 volt circuits. Letter strokes may be modified as required to accept light source.





Pantone 151c Opaque Black



Pantone 7732c Opaque Black



Pantone 116c Opaque Black



Pantone 199c Opaque Black



Pantone 639c Opaque Black



Pantone 219c Opaque Black

Colors By Parking Zone

MALL PARKING ZONE SIGNS

Note: All illuminated signs are manufactured for 120 volt circuits. Letter strokes may be modified as required to accept light source.

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1000 Blscayne Drive Concord, NC 28027 704.788.7097 fax: 704.788.7091 Job Location: Concord, NC Designer: Salesperson: Project # 16835 21 May 18 Revision Date: Drawing # & File Location: 2018 Art/Y/Yales Italian Bistro/15497 Customer Approval: Date: Land Lord Approval: Date: Production Approval: Date:

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Application for Special Use Permit

Date 8/6/2018 COMPANY NAME: Rite Lite Signs Inc APPLICANT NAME: Renae Hartsell APPLCANT ADDRESS: 1000 Biscayne Dr CITY: Concord STATE NC ZIP 28027 PHONE NUMBER OF APPLICANT: 704-788-7097 OWNER OF PROPERTY (if different from applicant) Simon Property Group OWNER ADDRESS: 225 West Washington Street CITY Indianapolis STATE IN ZIP 46204 PROJECT ADDRESS (if an address exist): 8111 Concord Mills Boulevard P.I.N.:_45896367300000 Area of Subject Property (in acres, or square feet): 1,334,000 square feet Lot Width: _____ Lot Depth: ____ Current Zoning Classification: C-2 General Commercial District Existing Land Use: Commercial Description of Use Requested: Proposed sign package to replace existing outdated signs with more modern and aesthetically pleasing signs: at mall entries, at driveway entries from Concord Mills Blvd; Tenant directory signs on ring road; I-85 pylon for mall identification & I-85 pylon for Bass Pro Shop (anchor tenant) Wall signage maximum of 10,000 st Certification I hereby acknowledge and say that the information contained herein and herewith is true, and this application shall not be scheduled for official consideration until all of the required contents are submitted in proper form to the Development Services Department.

Applicant Signature: _



General Requirements

The Concord Development Ordinance (CDO) imposes the following general requirements. Under each requirement, the applicant should explain, with reference to the attached plans (when applicable) how the proposed use satisfies these requirements.

- (a) The Planning and Zoning Commission must find that "the establishment, maintenance, or operation of the proposed use shall not be detrimental to, or endanger, the public health, safety or general welfare."

 The signs are intended to help direct patrons to clearly marked entries for the mall. The new signs are replacing existing outdated signs. The signs are in no way detrimental to the safety or general welfare of the public.
- (b) The Planning and Zoning Commission must find that the proposed use "conforms to the character of the neighborhood, considering the location, type, and height of buildings or structures, and the type and extent of landscaping and screening on the site."

The new sign package is in keeping with the updated renovations of the mall. The new sign designs are consistent throughout the the property and are intended to create a more modern aesthetic to conform with the surrounding structures.

(c) The Planning and Zoning Commission must find that the proposed use "provides ingress and egress so designed as to minimize traffic hazards and to minimize congestion on the public roads."

The monuments located at the entry drives from Concord Mills Blvd provide clear ingress and egress onto the property. The tenant directory monuments surrounding the ring road provide another layer in helping guide incoming traffic onto the mail property.

- (d) The Planning and Zoning Commission must find that the proposed use "shall not be noxious or offensive by reason of vibration, noise, odor, dust, smoke or gas."

 The signs are internally illuminated with LED and LED accent lighting. Signs and lighting will be static (no movement, no flashing) and will not be offensive in any manner.
- (e) The Planning and Zoning Commission must find that "the establishment of the proposed use shall not impede the orderly development and improvement of surrounding property for uses permitted within the zoning district."

 The proposed sign package will not impede the development and improvement of surrounding properties.

Specific Requirements

The Concord Development Ordinance also imposes SPECIFIC REQUIREMENTS on the proposed use(s) requested by the applicant. The applicant should be prepared to demonstrate that, if the land is used in a manner consistent with the plans, specifications, and other information presented to the Planning and Zoning Commission, the proposed use(s) will comply with specific requirements concerning the following:

(1)	Nature of use(s) (type, number of units, and/or area): N/A	
(2)	Accessory uses (if any):	
-	N/A	
(3)	Setback provisions: Compliant	_
(4)	Height provisions:	

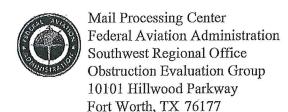


	Compliant
	Off-street parking and loading provisions: N/A
(6) S	Sign provisions: Compliant
	Provisions for screening, landscaping and buffering:
	Provisions for vehicular circulation and access to streets:
to han	Adequate and safe design for grades, paved curbs and gutters, drainage systems, and treatment or turf adle storm water, prevent erosion, and subdue dust:
off-sti	Adequate, safe and convenient arrangement of pedestrian circulation facilities, roadways, driveways, reet parking and loading spaces, facilities for waste disposal, and illumination:
con	an adequate amount, and safe location of, play areas for children and other recreational uses, according to the centration of residential occupancy:
illu	ences, walls, or year-round screen planting abutting residential districts, to protect residences from parking lot mination, headlights, fumes, heat, blowing papers, and dust (to reduce the visual encroachment on privacy and dents): //A
(13) O	Open space (including flood hazard area): 'A
	mprovements within the common open space: /A
(15) P: N/	arking Areas: A
(16) S	idewalks, trails and bikeways:
(17) L N/A	ighting and utilities: A
(18) Si	ite furnishings: A
(19)A	dequate fire, police, water and sewer services:



Application for Special Use Permit

N/A	
	ents as may be requested by the applicant or specified by the City Council for protection of the
Compliant	ty, wortain and convenience.



Aeronautical Study No. 2018-ASO-9454-OE

Issued Date: 07/13/2018

Ray Soporowski Concord Mills 8111 Concord Mills Blvd Concord, NC 28027

** DETERMINATION OF NO HAZARD TO AIR NAVIGATION **

The Federal Aviation Administration has conducted an aeronautical study under the provisions of 49 U.S.C., Section 44718 and if applicable Title 14 of the Code of Federal Regulations, part 77, concerning:

Structure:

Sign Concord Mills pylon

Location:

Concord, NC

Latitude:

35-21-57,97N NAD 83

Longitude:

80-43-01.33W

Heights:

623 feet site elevation (SE)

70 feet above ground level (AGL)

693 feet above mean sea level (AMSL)

This aeronautical study revealed that the structure does not exceed obstruction standards and would not be a hazard to air navigation provided the following condition(s), if any, is(are) met:

It is required that FAA Form 7460-2, Notice of Actual Construction or Alteration, be e-filed any time the project is abandoned or:

	At least 10 days prior to start of construction (7460-2, Part 1)
X	Within 5 days after the construction reaches its greatest height (7460-2, Part 2)

Based on this evaluation, marking and lighting are not necessary for aviation safety. However, if marking/lighting are accomplished on a voluntary basis, we recommend it be installed in accordance with FAA Advisory circular 70/7460-1 L Change 1.

This determination expires on 01/13/2020 unless:

- (a) the construction is started (not necessarily completed) and FAA Form 7460-2, Notice of Actual Construction or Alteration, is received by this office.
- (b) extended, revised, or terminated by the issuing office.
- (c) the construction is subject to the licensing authority of the Federal Communications Commission (FCC) and an application for a construction permit has been filed, as required by the FCC, within 6 months of the date of this determination. In such case, the determination expires on the date prescribed by the FCC for completion of construction, or the date the FCC denies the application.

NOTE: REQUEST FOR EXTENSION OF THE EFFECTIVE PERIOD OF THIS DETERMINATION MUST BE E-FILED AT LEAST 15 DAYS PRIOR TO THE EXPIRATION DATE. AFTER RE-EVALUATION OF CURRENT OPERATIONS IN THE AREA OF THE STRUCTURE TO DETERMINE THAT NO SIGNIFICANT AERONAUTICAL CHANGES HAVE OCCURRED, YOUR DETERMINATION MAY BE ELIGIBLE FOR ONE EXTENSION OF THE EFFECTIVE PERIOD.

This determination is based, in part, on the foregoing description which includes specific coordinates, heights, frequency(ies) and power. Any changes in coordinates, heights, and frequencies or use of greater power, except those frequencies specified in the Colo Void Clause Coalition; Antenna System Co-Location; Voluntary Best Practices, effective 21 Nov 2007, will void this determination. Any future construction or alteration, including increase to heights, power, or the addition of other transmitters, requires separate notice to the FAA. This determination includes all previously filed frequencies and power for this structure.

If construction or alteration is dismantled or destroyed, you must submit notice to the FAA within 5 days after the construction or alteration is dismantled or destroyed.

This determination does include temporary construction equipment such as cranes, derricks, etc., which may be used during actual construction of the structure. However, this equipment shall not exceed the overall heights as indicated above. Equipment which has a height greater than the studied structure requires separate notice to the FAA.

This determination concerns the effect of this structure on the safe and efficient use of navigable airspace by aircraft and does not relieve the sponsor of compliance responsibilities relating to any law, ordinance, or regulation of any Federal, State, or local government body.

If we can be of further assistance, please contact our office at (202) 267-5281, or lynnette.farrell@faa.gov. On any future correspondence concerning this matter, please refer to Aeronautical Study Number 2018-ASO-9454-OE.

Signature Control No: 365004071-370184789

(DNE)

Lynnette Farrell Technician

Attachment(s) Map(s)

TOPO Map for ASN 2018-ASO-9454-OE

