

City Council – Action Request Form

Date: June 11, 2018

To: The City Manager

From: Gregory M. Turner, Assistant City Manager
Chris Murphy, Deputy Planning Director

Council Action Requested:

Consideration of a Resolution Authorizing a Sign for WFIQ near the intersection of Martin Luther King, Jr. Drive and Research Parkway

Strategic Focus Area: Economic Vitality and Diversity

Strategic Objective: Develop and Redevelop Commercial/Industrial Park Sites

Strategic Plan Action Item: Yes

Key Work Item: No



Summary of Information:

The on-premises, freestanding sign provisions of Chapter B, Article III, Section 3-2 of the Unified Development Ordinance (UDO) specifies sign size based on the zoning jurisdiction where the sign is to be located. The CI zoning district permits signs up to eight (8) feet in height and fifty (50) square feet in copy area. WFIQ, located in CI zoning, is proposing two (2) identification signs. The first sign, located near the intersection of Rams Drive and Research Parkway, meets the specified dimensional requirements of the UDO for the CI zoning district. The second sign, located at the intersection of Martin Luther King, Jr. Drive and Research Parkway, does not meet the dimensional requirements of the UDO. The proposed sign is forty-six (46) feet in height and fifty (50) square feet in copy area. However, there is a provision in the UDO that allows a deviation if the sign approved by the governmental authority.

Chapter B, Article III, Section 3-2.1(E)(2), Government Approved Signs, authorizes a sign installed by, at the direction of or with the approval of a governmental authority (to be installed) with no size requirements; such signs promote special points of interest. WFIQ proposes to adaptively re-use one of the towers used for power distribution from the Bailey Power Plant as a gateway/entry sign for WFIQ near the intersection of Martin Luther King, Jr. Drive and Research Parkway. This would assist in two (2) Economic Vitality and Diversity objectives from the City's Strategic Plan and allow for an adaptive re-use of a part of Winston-Salem's history.

Committee Action:

Committee	<u>Public Works 6/12/18</u>	Action	<u>Approval</u>
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For	<u>Unanimous</u>	Against	<u></u>
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Remarks: