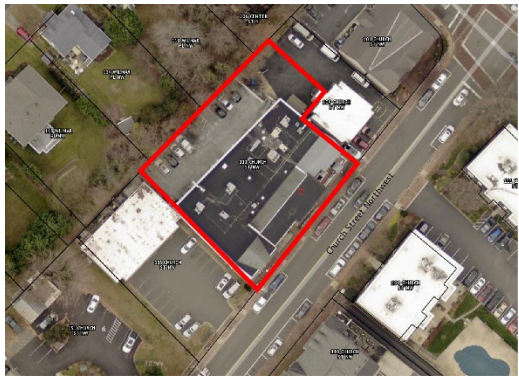




# STAFF REPORT COVER SHEET

July 7, 2025

## ATTACHMENT 01

<b>Address</b>	111 Church St NW	<b>Case Number</b>	P-1765534
<b>Meeting Date</b>	7/7/2025	<b>Applicant</b>	Steve Bukont
<b>Board/Commission</b>	Town Council	<b>Owner</b>	Steve Bukont
<b>Existing Zoning</b>	Church Street (CS) District; Church Street Vision Overlay (CS-O)	<b>Existing Land Use</b>	Commercial
<b>Brief Summary of Requests</b>	Request for approval of proposed update to Master Sign Plan for 111 Church St NW.		
<b>Site Improvements</b>	Approval of revisions to the existing Master Sign Plan would allow staff to review and approve signage that complies with the updated Master Sign Plan for 1) four existing tenants at 111 Church Street, and 2) any new tenants in the future.		
<b>Size of Property</b>	16,592 square feet		
<b>Public Notice Requirements:</b>	<ul style="list-style-type: none"><li>• One sign was posted on the property on June 23, 2025, with the date of the Town Council meeting.</li><li>• Letters were sent on June 23, 2025, to adjacent, abutting, and immediately across-the-street property owners, agents, and occupants, and the subject property owners notifying them of the Town Council meeting.</li></ul>		
<b>Brief Analysis</b>			
<b>PROPERTY HISTORY</b> <p>In 2006, the existing building at 111 Church Street NW was developed under the Church Street Vision Incentive Overlay. The Church Street Vision had previously been adopted in July 1999. The purpose of the Vision to enhance the appearance and economic vitality of businesses within the historic Church Street corridor wherein properties are renovated or developed in accordance with guidelines that reflect the main street urban architecture reminiscent of late 19th century, small-town America streetscapes.</p> <p>The Town Code offers property owners/developers the opportunity to opt into the design standards of the Incentive Overlay. In exchange, owners may receive additional building square footage, reduction in parking requirements, and an expedited review process. Accordingly, 111 Church Street has a Master Sign Plan that dictates certain elements of building signage, including sign locations, shapes, and fonts. Over the years, as tenants have moved in and out of 111 Church Street, new signage has been approved on as-needed basis.</p>			
<b>COMPATIBILITY WITH THE COMPREHENSIVE PLAN</b> <p>The Future Land Use Plan outlined in the 2015 Comprehensive Plan Update designates the subject property as Mixed Use. The development is compliant with that designation. No changes are proposed to the existing commercial building, with this application, that would alter its compliance with the Comprehensive Plan.</p>			
<b>COMPATIBILITY WITH THE ZONING ORDINANCE</b> <p>The subject property was developed under the Church Street Vision zoning overlay option, which requires any modifications from what was approved to be reviewed by the Town Council. The signage that has been proposed by individual tenants does not meet the requirements of the approved Master Sign Plan and therefore requires approval by Town Council. The property owner has opted to request an update to the</p>			

Master Sign Plan to allow the tenants' requested signs to be reviewed and approved by staff, if the update is approved by Town Council.		
Attachments:	01 – Staff Report 02 – Application and Authorization Form 03 – Existing Master Sign Plan 04 – Proposed Master Sign Plan 05 – Proposed Master Sign Plan Regulations 06 – 111 Church Street NW Signs to Be Approved 07 – Installed and Proposed Charnoff Simpson Application and Signage Plan 08 – Installed Le Bistro Application and Signage Plan	09 – Proposed Salon & Company Application and Signage Plan 10 – Proposed Enclave Coworking Application and Signage Plan 11 – Relevant Code Sections 12 – Regulatory Requirements for Council Actions 13 – Presentation to Town Council
Author:	Lyndsey Clouatre, Principal Planner	

## INTRODUCTION & BACKGROUND:

The existing building at 111 Church Street NW was developed in 2006 under the guidelines of the Church Street Vision zoning overlay option. This overlay allowed for expedited approval of projects that adhered to specific design, building, site, and parking requirements, bypassing the need for review by the Planning Commission and the Board of Architectural Review. These projects were subject only to Town Council approval.

The project for 111 Church Street NW was approved by Town Council in September 2003. The approval included the site plan, building elevations, and a Master Sign Plan. With the adoption of the Master Sign Plan, signs that conform to its guidelines can be approved administratively. However, any signs that deviate from the Master Sign Plan still require Town Council approval. Since the building was developed, multiple applications for new signage have gone to Town Council for approval as the existing Master Sign Plan was not found to be sufficiently flexible to allow for administrative approval.



Figure 1: Google Street View of 111 Church St NW, facing northwest





Figure 2: Google Street View of 111 Church St NW, facing west

#### **PROPOSAL:**

The applicant proposes revising the Master Sign Plan to allow for more flexibility in allowing signage approval as opposed to the existing Master Sign Plan, which was approved with specific businesses and styles in mind. This proposal allows for a maximum of 252 square feet of sign area for the entire frontage and two sign types, wall-mounted and hanging. Each business in 111 Church Street may have two signs of either type. Allowable installation locations, installation types, sign sizes, and colors are also detailed within the proposed Master Sign Plan. Specific details may be found within the proposal, which is included as Attachment 05. This proposal does not include window signs; any window signs must go to the Town Council for approval, and a window sign may take up no more than 25% of a particular window per the Town's Zoning Ordinance.

Four current tenants have signage, either proposed or already installed, that would be subject to administrative approval should this Master Sign Plan revision be approved. All signs, including those already installed, must meet the proposed regulations. A table of the signs can be found in Attachment 06 and the signs' specifications can be found in Attachments 07-10.

#### **REQUIRED ACTION:**

Approval from the Town Council is required for any future proposed deviations from the approved Master Sign Plan. The Town Council may approve or reject such proposal, or it may approve the proposal subject to changes that it requires.

**STAFF ANALYSIS:**

Staff recommend approval of the Master Sign Plan revision. The existing Master Sign Plan is both overly narrow and overly broad. It specifies particular signs and businesses, based on the original tenants, while not providing any guidance regarding appropriate sign colors, materiality, and alternate locations where signs may be acceptable. As proposed, the revised Master Sign Plan maintains flexibility for the tenants at 111 Church Street to select the appropriate signs for their businesses while also ensuring the signage preserves the small-town, main street character of Church Street. The revised Master Sign Plan would also give staff sufficient guidance for administrative review of proposed signage. The applicant has been made aware of existing signage that does not comply with the current or proposed update to the master sign plan and that will need to be removed.