Agenda Item: Administrative Amendment – First Citizens Bank (Sign)

TO: Town of Matthews Planning Board
FROM: Darin Hallman, Planner
DATE: November 23, 2021

Background/Issue:

First Citizen Bank, located at the intersection of Matthews Township Parkway and North Trade Street, 1300 Matthews Township Parkway, is requesting an update to on-site signage. A new sign will be a plaque beside the main building entrance, and an identical sign will be placed beside the drive-thru. Each sign is 4 square feet in size.

The property is in a Conditional Zoning (C) district. This is an older form of conditional districting that the Town no longer uses. For the Conditional districts still remaining, all of the standards are completely site specific and unique to each property. So, all landscaping, signage, parking, and any other site changes must receive approval as either an administrative amendment or a rezoning. There is no Master Sign Plan associated with this site. The property is located in the Downtown Overlay and the Hwy51 Special Highway Overlay District.

Proposal/Solution

The proposed sign is similar in size to other tenant wall signage existing in the area. Commercial properties around this intersection are zoned Neighborhood Business (B-1). The new signage, if approved, would meet the requirements for signage in the B-1 district, the Downtown Overlay District, and the Special Highway Overlay District.

Financial Impact

None

Related Town Goal

Economic Development/Land Use Planning

Recommended Action

Approve signage as presented.
DRAFT – FOR APPROVAL
STATEMENT OF CONSISTENCY WITH LOCAL ADOPTED GROWTH POLICIES
Final Decisions on Zoning-Related Issues

ZONING APPLICATION # ______________________________
ZONING MOTION # __________________________
ADMINISTRATIVE AMENDMENT __________ First Citizens Bank

Matthews Planning Board adopts the checked statement below:

A)  ___X___ The requested zoning action, as most currently amended, is recommended for approval, and has been found to be CONSISTENT with the Matthews Land Use Plan (or other document(s)), as follows:

CONSISTENT: The changes are consistent with the Land Use Plan as it abides by the guidelines set forth in the Downtown Master Plan.

REASONABLE: These changes are reasonable. The proposed zoning changes do not significantly impact the intent of the original rezoning.

OR

B)  ______ The requested zoning action, as most currently amended, is not approved, and has been found to be INCONSISTENT with the Matthews Land Use Plan (or other document(s)), as follows:

INCONSISTENT: The changes are inconstant with the Land Use Plan as the proposal does not create a unique, aesthetic appeal through site plan approvals that include quality architectural design and building materials, minimal setbacks, and rear parking.

NOT REASONABLE: The rezoning is not reasonable as it does significantly impact the intent of the original rezoning.

(In each case, the Statement must explain why the Board deems the action reasonable and in the public interest (more than one sentence). Reasons given for a zoning request being “consistent” or “not consistent” are not subject to judicial review.)

Date: November 23, 2021
Installation:
Letters To Have 1 1/2” Long Aluminum Studs With 10-24 Brass Knurls

Note:
Printed Graphic Will Encompass The Sides Of The Logo

Front View

Custom Printed 3M Graphic
With Clear Laminate
Applied To The First Surface with
Light Stipple Finish
Akzo Nobel Gloss Clear Coat
Site Sign Book

29326
1300 Matthews Township Parkway,
Matthews, NC 28105

GUID: https://intranet.thefittscompany.com/signbooks/pr_site_signbook.asp?PO=29326&GUID=293261029323

Original Image

Proposed Image

Plate Logo - 24in Wide

Plate Logo - 24in Wide

Plate Logo - 24in Wide