

**CITY PLAN COMMISSION  
ZONING CHANGE REPORT**

**Ordinance File No.** 051486

**Location:** 11400 West Silver Spring Road

**Applicant:** Atty. Michael Whitcomb on behalf of owner

**Current Zoning:** Industrial Light (IL1)

**Proposed Zoning:** Master Sign Overlay Zone (MSP)

**Reason for Request:**

The owner of Silk/Jokerz is in the process of replacing one freestanding sign and has requested the establishment of a Master Sign Program Overlay Zone to provide them with more flexibility in developing signage for the tavern and comedy club. The purpose of the master sign program is to allow flexibility in the application of sign standards for larger, multi-tenant sites that may have more than one street frontage. It also allows for flexibility in sign height and size and encourage consistency of sign design within a development.

The proposed Type B freestanding sign would be 35 feet in height and 196 square feet in area. The current zoning permits a 15 foot tall sign, not exceeding 50 square feet. The existing freestanding sign is 96 square feet.

The building is not visible from the street. The proposed sign is probably more than 240 feet from the entrance to the parking lot. There is a grade difference between the site and Lovers Lane. Lovers Lane rises to cross the railroad bridge. The existing sign is located on a downward slope. Due to differences in grade between the base of the sign and the abutting roadway staff believes that an increase in height is acceptable.

The owner has identified existing wall signs and is not proposing to add or modify these signs at this time.

The applicant previously applied for a variance to the Board of Zoning Appeals in November 2005, but it was adjourned since the proposed sign could conform and be regulated through the proposed overlay district.

**Parking:** N/A

**Adjacent Land Use:** The House of Harley Davidson is to the north, commercial uses are to the

west, and light industrial uses are to the east and south.

**Previous City  
Plan Action:**

No previous action.

**Recommendation:**

Since this overlay district will provide an improved design quality for the signage at this property, will provide a unifying standard for all existing and future signs and meets the size standards of the overlay zone, staff suggests that the commission recommend to approve the establishment of a Master Sign Program Overlay Zone.