

REPORT OF THE PLANNING DEPARTMENT**APPLICATION FOR SIGN WAIVER 2025-0832 (SW-25-06)****DECEMBER 2, 2025**

Location: 7788 Normandy Boulevard (SR 228), between Bivins Road and Normandy Village Parkway

Real Estate Number: 007628-1300

Waiver Sought: Reduce minimum setback for a proposed monument sign from another street frontage sign from 200 feet to 188 feet

Current Zoning District: Commercial Community General-1 (CCG-1)

Current Land Use Category: Community General Commercial (CGC)

Planning District: District 4 – Southwest

Council District: District 9

Owner: Ryan Hanks
3J7B Real Estate LLC
4210 Yancy Road
Charlotte, NC 28217

Applicant /Agent: Julia Rayfield
Bowman Consulting Group LTD
10130 Perimeter Parkway, Suite 100
Charlotte, NC 28216

Staff Recommendation: **APPROVE**

GENERAL INFORMATION

Application for Sign Waiver **Ordinance 2025-0832 (SW-25-06)** seeks to reduce the minimum setback for a proposed monument sign from another street frontage sign from 200 feet required to 188 feet. This property is located within the Commercial Community General-1 (CCG-1) zoning district, the Community General Commercial (CGC) land use category, and Suburban Development Area. The subject site is a 2.1-acre parcel which has been developed and used as Seven Brew Coffee since 2024. The site is located at the intersection of Normandy Boulevard, a FDOT Principal Arterial Roadway, and Normandy Village Parkway, an unclassified public-

maintained road. The application site is also located within Planning District 4 (Southwest) and Council District 9, abutting Planning District 5 (Northwest) and Council District 12 to the north.

The existing location of the Seven Brew Coffee sign is to the northwest of the parcel, overlooking Normandy Boulevard, and the proposed monument sign for Valvoline Instant Oil will be to the northeast of the parcel, also overlooking Normandy Boulevard. This request seeks to reduce the distance between the two signs located on one parcel from 200 feet to 188 feet. There is a companion application, **E-25-52**, which seeks to allow use of a service garage for minor repairs in a CCG-1 zoning district. The application was heard and approved by the Planning Commission on November 6, 2025.

The 2.1-acre subject site is currently being utilized as a drive through coffee shop. The site plan indicates that there will be a 1,400 square foot building on the property with 10 parking spaces plus an ADA space and two service bays for a Valvoline Instant Oil Change service repair garage. The site plan also indicates that the proposed monument sign will be 10 feet from front and rear of the nearest property lines on the northeast side. If approved, the waiver will be granted to Big River Quality Auto, LLC.

NOTICE TO OWNER / AGENT

Section 656.1310, Ordinance Code, sets forth procedures and criteria for evaluating waivers of the Part 13 sign regulations. Section 656.1310 of the Ordinance Code defines a sign as “a painting, structure or device which is placed, erected, or constructed or maintained on or in the ground, or on or outside of an enclosed building or other object or structure or affixed or painted on or inside an exterior window of a building for the purpose of displaying information, advertisement or attraction of the attention of persons, including posters, pictures, pictorial or reading matter and a letter, word, model, device or representation used in the nature of an advertisement, announcement, attraction or direction”.

STANDARDS, CRITERIA AND FINDINGS

Pursuant to Section 656.1310(a)(i) through (x), Ordinance Code, provides that, with respect to action upon Applications for Sign Waivers, the Planning Commission shall grant a waiver only if substantial competent evidence exists to support a positive finding based on each of the following criteria as applicable:

- (i) *Will the effect of the sign waiver be compatible with the existing contiguous signage or zoning and consistent with the general character of the area considering population, density, scale, and orientation of the structures in the area?*

Yes. The effect of the sign waiver will be compatible with the existing contiguous zoning and general character of the area, if approved. The existing sign will remain in its current location. If the sign were to meet the required setbacks of 200 feet from the existing sign, the new sign would severely disrupt the flow of traffic on the site as it would be in the

middle of the vehicle use area. The applicant will follow all other provisions regarding signage in the zoning code.

- (ii) *Would the result detract from the specific intent of the zoning ordinance by promoting the continued existence of nonconforming signs that exist in the vicinity?*

No. The result of the sign waiver will not detract from the specific intent of the zoning ordinance, in that the existing sign is unable to conform to required setbacks due to the configuration of the site. The existing sign – along with other signs along Normandy Boulevard – have remained in their current positions for decades and have not caused issues.

- (iii) *Could the effect of the proposed waiver diminish property values in, or negatively alter the aesthetic character of the area surrounding the site, and could such waiver substantially interfere with or injure the rights of others whose property would be affected by the same?*

No. The effect of the proposed sign waiver is unlikely to diminish property values in or negatively alter the aesthetic character of the area surrounding the site, in that the proposed sign will still be setback from the road and separated by a sidewalk.

- (iv) *Would the waiver have a detrimental effect on vehicular traffic or parking conditions, or result in the creation of objectionable or excessive light, glare, shadows or other effects, taking into account existing uses and zoning in the vicinity?*

No. The sign waiver will not have a detrimental effect on vehicular traffic or parking conditions. Rather, the reduced setback will allow the sign to be seen by drivers and will fit the character of the area as there are other signs along Normandy Boulevard and Normandy Village Parkway that are close to the right of way.

- (v) *Is the proposed waiver detrimental to the public health, safety or welfare, or could such waiver result in additional public expense, creation of nuisances, or cause conflict with any other applicable law?*

No. The proposed waiver for a setback is unlikely to be detrimental to the public health, safety, or welfare, nor will it result in an additional public expense, creation of nuisance, or cause conflict with any other applicable law.

- (vi) *Does the subject property exhibit specific physical limitations or characteristics, which could be unique to the site and which would make imposition of the strict letter of the regulation unduly burdensome?*

Yes. The subject property does exhibit specific physical limitations that limit the possible setback of the proposed monument sign location from other monument signs on the property. **Section 656.1303 (3)(i)** of the zoning code states that in any CCG zoning district, only one street frontage sign per lot not exceeding one square foot for each linear foot of street frontage, per street, to a maximum size of 300 feet in area for every 300 linear feet

of street frontage or portion thereof is permitted provided they are located no closer than 200 feet apart. The applicant will conform with all other sign provisions in the CCG zoning district.

- (vii) *Is the request based exclusively upon a desire to reduce the costs associated with compliance and is the request the minimum necessary to obtain a reasonable communication of one's message?*

No. The request is not based on a desire to reduce the costs associated with compliance but is based upon a desire to provide signs for the property with the location of the existing sign remaining the same.

- (viii) *Is the request the result of violation that has existed for a considerable length of time without receiving a citation and if so, is the violation that exists a result of construction that occurred prior to the applicants acquiring the property, not being a direct result of the actions of the current owner?*

No, the request is not the result of any active cited violation. There have not been any citations issued for this property

- (ix) *Does the request accomplish a compelling public interest, such as, for example, furthering the preservation of natural resources by saving a tree or trees?*

The Planning Department has not identified any result of the request that is against the public interest at this time.

- (x) *Would strict compliance with the regulation create a substantial financial burden when considering the cost of compliance?*

Yes. Strict compliance with the regulation could create a financial burden on the applicant for setbacks. Both signs sit near the property boundaries on the east and west side and relocating either sign to allow for the required setback would create an unnecessary financial cost for the establishment and would limit the ease of traffic on the site.

SUPPLEMENTARY INFORMATION

Upon visual inspection of the subject property and the Notice of Public Hearing Affidavit provided by the applicant on **October 28, 2025**, the Planning Department staff observed that the required Notice of Public Hearing sign **was** posted.

Figure A:



RECOMMENDATION

Based on the foregoing, it is the recommendation of the Planning Department that Application Sign Waiver 2025- (SW-25-06) be **APPROVED**.

Figure B:



Source: Planning Department, 2025

Aerial View of Subject Property, Facing North

Figure C:



Source: Planning Department, 10/28/2025

Proposed Location of Valvoline Instant Oil Change, view of subject property from Normandy Blvd, facing south

Figure D:



Source: Planning Department, 2025

View of existing building and monument sign on subject property from Normandy Blvd, facing south

Figure E: Legal Map

