

CITY OF GREEN
Planning Department Review
DESIGN REVIEW BOARD

February 4, 2026

Item 26-04

Serra Subaru ID Sign

(T. Yankovich, Ellet Sign Co.)

Location: 1089 Interstate Parkway

Signage Review

Zoning: B-4

PLANNING DEPARTMENT

Applicant is presenting plans for a freestanding identification sign at the new Serra Subaru facility, which is under construction at 1089 Interstate Parkway. The dealership will be relocating here from its current location at 3363 S. Arlington Road.

The proposed 4'-4" x 6'-11" (30 SF) curved sign would feature a routed aluminum face with push through copy and painted logo in a dark blue, white, and silver color scheme. The sign would be supported by a 3" x 3" steel column that would be concealed by silver aluminum cladding that would match the width of the sign face. Both edges of the structure would have 5.5" wide matching silver framing. Overall height would be 6'-10". The proposed sign face area and height would comply (60 SF, 16' maximums).

The double-sided sign would be situated in an area between an inventory parking lot and a vehicle display area near the main entrance drive. It would be set back at least 10' from the right-of-way line, which complies (10' minimum).

The sign would feature internal LED illumination. An image is also provided showing a nighttime view of the sign. The site address number would be provided in 8" black plate copy on both sides of the aluminum clad base, per code.

A landscape plan is provided showing a mulch planting bed with Dense Yew evergreen shrubs and Daylilies, which would be consistent with the proposed site landscaping.

Plans for the sign have been reviewed and approved by the developer of the business park.

The sign at the existing dealership will be removed once the relocation is complete.

An overall site sign package including wall signs has been submitted to the Zoning office for review.

DESIGN REVIEW BOARD

ENGINEERING

No comments requested.

FIRE

No comments requested.

ZONING

Zoning permit is required.

STAFF RECOMMENDATION

Staff would recommend a favorable recommendation to the Planning & Zoning Commission for the proposed sign.

Note that the applicant has indicated a minimum 10' setback for the sign. The site plan provided actually shows a 15' setback. Shifting it to the 10' setback would improve visibility by moving it in front of parked vehicles in the adjacent inventory lot. The applicant has been made aware of this.