

CITY OF GREEN
Planning Department Review
DESIGN REVIEW BOARD

December 3, 2025

Item 25-44

Atlantic Foods Signage

(N. Suran, ARCO National Construction)

Location: 5571 Global Gateway

Signage Review

Zoning: B-5

PLANNING DEPARTMENT

The applicant, Canton Sign Company, on behalf of Atlantic Food Distributors, requests approval for a revised monument identification sign at 5571 Global Gateway. The property lies within the B-5 Airport Commerce District and contains an established industrial and distribution facility accessed from Global Gateway. The request involves the modification of the existing monument sign in the same location. No changes to site layout, access, circulation, or utilities are proposed, and the review is limited solely to the evaluation of the revised monument sign under the City of Green Land Development Code.

The site is fully developed, with an existing building, parking areas, internal drive aisles, and a primary access drive from Global Gateway. The existing monument sign is positioned near this driveway and provides identification for Atlantic Food Distributors. The submitted photographs confirm the current condition of the monument and illustrate the proposed revisions within the same footprint. An architectural site plan prepared for interior renovations identifies the location of the monument sign and shows that it is positioned inside the property line along the roadway. A separate measurement exhibit previously indicated a substantial setback from the pavement edge. The applicant has submitted the attached right-of-way exhibit, which shows the horizontal distance between the existing sign and the right-of-way line and documents the measurement method used to establish that relationship. The exhibit demonstrates that the monument sign maintains a 16-foot setback from the right-of-way, which would meet setback expectations for monument signage pending final confirmation (10 feet minimum).

The revised monument sign drawing shows an overall width of 10 feet and a height of 95 inches (7.9 feet). The design incorporates a solid masonry-style base consistent with typical monument sign construction in this district, supporting an identification panel above. The “Atlantic Food Distributors” logo remains the dominant feature in the upper portion of the sign face, while the lower portion provides supplemental wayfinding information. The two portions together yield a total sign face area of approximately 60 square feet, which is within the maximum freestanding sign area permitted for this frontage of 60 SF maximum. The lower portion includes “Customers & Employees” with a left-pointing arrow and “Shipping & Receiving” with a right-pointing arrow. These revisions improve circulation clarity for customers, employees, and truck traffic entering the site. The additional way-finding information also eliminates the need for a separate freestanding directional sign elsewhere on the property. The sign face remains non-electronic and does not include an electronic message center or internally illuminated changeable copy. Materials, proportions, and colors are appropriate for the B-5 district and consistent with the established industrial campus.

In reviewing the revised proposal, staff focused on the standards for freestanding identification signs within the airport commerce area, including height, area, frontage allowances, visibility, and safety considerations. The monument’s height of 95 inches complies with the maximum permitted height of 16 feet. The 10-foot width and 60.5-square-foot sign face are proportionate to the building

scale and frontage. The revised directional text is organized and legible. Because the sign remains in its existing permitted location and no changes are proposed to the driveway or internal circulation, the revisions do not introduce conflicts with sight distance or access operations. The confirmed 16-foot setback ensures that the sign remains well behind the right-of-way, avoiding conflicts with utilities, snowplowing, or future roadway work.

The applicant has incorporated an updated landscape treatment around the base of the monument as part of the revised submittal. This updated landscaping improves the appearance of the sign area and provides a more finished presentation at the entrance. Staff continue to recommend modest, low-maintenance plantings around the base to soften the visual impact and maintain a consistent standard with other monument identification signs throughout the City. Final coordination of species and placement can occur during installation.

No changes are proposed to grounding lighting, utilities, stormwater, grading, or access. Because the request involves only a modification to an existing monument sign in an established location, there are no engineering-related impacts and no external agency reviews are required.

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ENGINEERING

Engineering review is not required for this request. The modification of the existing monument identification sign does not affect site grading, drainage, circulation, utilities, or pavement, and the structure remains within its previously permitted footprint.

FIRE

ZONING

A zoning permit is required. Staff will retain the right-of-way confirmation exhibit in the file and will verify the 16-foot setback and the final sign dimensions as part of zoning review.

STAFF RECOMMENDATION

Staff recommends a favorable recommendation to the Planning and Zoning Commission for the revised monument identification sign at 5571 Global Gateway. The revised design maintains appropriate scale and placement within the B-5 Airport Commerce District, improves wayfinding and address visibility, eliminates the need for separate freestanding directional signage, and remains consistent with the intent of the City's sign regulations. The updated landscaping further enhances the installation and supports a finished, visually cohesive entrance feature. The applicant should provide a planting plan for the additional landscaping, and the front setback will need to be confirmed.