

STAFF REPORT

Case Number: 14-ZA-05
Request: Amend PD-88 to allow monument signs in mid Density Residential Plan
Address: 11700 Luna Road
Lot Size: 17.44 Acres
Petitioner: Provident Realty Advisors

Existing Conditions:

The applicant, Provident Realty Advisors, is in the process of building Phase I of the Mercer Crossings multi-family development. The Detailed Site Plan for this first phase (consisting of 10 acres and 300 dwelling units) was approved in 2013 with Resolution 2013-012.

As this project developed, Provident became aware of a need for a monument sign at the main entry into the community. Unfortunately, PD-88 prohibits monument signs, except within the Office 1 subdistrict. Provident is requesting an amendment to PD-88 allowing monument signs to be allowed within the Mid-Density Residential subdistrict.

Site Design:

The proposed monument sign regulations for Mid-Density Residential Development are the same as outlined in the City's comprehensive Sign Ordinance (Ordinance No. 3247).

The maximum height of the proposed sign is 6 feet. Maximum sign area is 75 square feet.

Only one monument sign will be allowed per lot, however lots with multiple street frontage will be allowed one monument sign per street frontage.

The minimum setback for monument signs will be at least 5 feet, and should be shown on the Detailed Site Plan.

Landscaping and Open Space

A landscaped perimeter of 2 feet will be required around all monument signs.

Comprehensive Plan:

The West Side Plan designated this portion of the City as a future Employment District.

Public Response:

Five (5) zoning notification letters were mailed to the surrounding landowners on June 11th, 2014. Two (2) zoning notification signs were also posted on the site on that day. As of July 9th, no written opposition to this request has been received by the City.