

STAFF REPORT

Case Number: 18-SP-18
Request: Detailed Site Plan Amendment for Additional Signage for multi-family development
Address: 14650 Landmark Boulevard
Lot Size: Approximately 4.11 acres
Petitioner: Jefferson Landmark LP

Existing Conditions

This 4.11-acre site is located on the east side of Landmark Boulevard, approximately 400 feet south of Landmark Place abutting the northeastern city limit boundary. The subject site is zoned Planned Development District No. 98 (PD-98).

The site is currently under construction for a new multi-family residential development. The zoning for this multi-family residential development was approved by City Council in August 2016 by Ordinance No 3348. Subsequently, following the zoning approval, a Detailed Site Plan for Jefferson Landmark apartments was approved during August 2016 by Resolution 2016-73. This approved Detailed Site Plan includes three wall signs. The applicant has since decided to revise their signage for this development hence why the city has received this application for a proposed Detailed Site Plan amendment, which includes special exception requests. The previously approved signage is not being retained.

Signage Proposal / Special Exception

Ordinance No. 3348 that created Planned District No. 98 (PD-98) requires that signage be in accordance with Code of Ordinance Chapter 62 Signs, Advertising, Merchandise Sale and Display (i.e. the City's Sign Ordinance). For properties zoned Planned Development (PD) the City's Sign Ordinance allows for signage to be permitted with regard to type and location on an approved Detailed Site Plan for the property. Furthermore, for multi-family developments the Sign Ordinance allows wall signs to be 50 square feet per linear building frontage or 10% of the building elevation, whichever is less.

With this Detailed Site Plan amendment request, the applicant is requesting a special exception in order to install signage consisting of six (6) wall signs, at a size not provided for in the Sign Ordinance.

On the west elevation, the building is proposed to have two wall signs (refer to sign package A and A-2). Sign A is proposed to be located on the first floor façade near the public/leasing center recessed entry. The sign will be mounted flush to the wall under the overhang and will be a maximum 15 square feet in area (1.5 feet wide by 10 feet tall), and approximately 10 feet above ground level. Wall sign A-2 will be located near the highest point of the façade. The sign will be a maximum of 62 square feet in area (24.7 feet wide by 2.83 feet tall), and approximately 67.5 feet

above ground level as measured from the bottom of the sign. The wall signs proposed on the west elevation exceed the signage allowed for this frontage per the Sign Ordinance by approximately 27 square feet.

The north elevation of the building is proposed to have one wall sign (A-1). Sign A-1 will be located near the top of the façade. The sign will be a maximum of 68 square feet (27.2 feet by 2.8 feet tall), and approximately 67.5 feet above ground level as measured from the bottom of the sign. This sign exceeds the maximum allowed for the north frontage per the Sign Ordinance by approximately 18 square feet.

On the east elevation, the building is proposed to have two wall signs (A:2 and B). Sign A:2 will be located directly above the parking garage entry. The sign will be mounted flush to the fascia with a maximum 18 square feet in area (12 feet wide by 1.5 feet tall), and approximately 12 feet above ground level as measured from the bottom of the sign. Wall sign B will be located near the top of the façade. The sign will be a maximum 62 square feet (24.8 feet wide by 2.5 feet tall), and approximately 68 feet above ground level as measured from the bottom of the sign. The wall signs proposed on the east elevation exceed the signage allowed for this frontage per the Sign Ordinance by approximately 30 square feet.

For the south elevation of the building is proposed to have one wall sign (A:1). Sign A:1 will be located directly above the parking garage entry. The sign will be mounted flush to the fascia with a maximum 18 square feet in area (12 feet wide by 1.5 feet tall), and approximately 13 feet above ground level as measured from the bottom of the sign.

The purpose of the Sign Ordinance is to set standards and regulations to help safeguard and preserve health, safety, property values and the welfare of the general public by regulating the erection, placement, use and maintenance of signs and advertising within the City. This multi-family development is spatially located some distance from major roadways, therefore having different signage visibility needs from Inwood Road and Dallas North Tollway. Additionally, given the scale of the development, proper signage is needed to allow drivers to identify parking entries. Staff believed that the requested signage is appropriate and proportionate for the scale of the development, as well as generally consistent with what is allowed for other multi-family developments within the City. Staff is in support of the requested Special Exception.

PD-98 (Ordinance No. 3348) grants the Planning and Zoning Commission the authority to consider and take final action on special exception requests to the standards within the context of consistency with the overall concept of the proposed development. When considering a special exception in PD-98, the Commission may not grant a special exception that:

- a. Would result in the approval of a land use not otherwise authorized by the PD-98 ordinance or the Comprehensive Zoning Ordinance; or
- b. Increase the allowable intensity or density of any land use under the PD-98 ordinance; or
- c. Effectively result in an amendment to the Comprehensive Zoning Ordinance or the Conceptual Site Plan to an extent beyond the amendments established by the PD-98 ordinance.

Therefore, the requested special exception are appropriate for the Planning and Zoning Commission to review and take action.

Public Response:

Four (4) zoning notification letters were mailed to the surrounding property owners on August 3, 2018. A zoning notification sign was also placed on the site on the same day. As of August 9, 2018 no written correspondence has been received by the city.

Staff Recommendation

Staff recommends approval of the proposed Detailed Site Plan amendment and requested Special Exceptions.