



# **INFORMATION MEMORANDUM**

TO: Mayor and City Council

FROM: Charles S. Cox  
City Manager

DATE: December 10, 2019

SUBJECT: Consider approving Resolution No. 2019-183 for a Detailed Site Plan amendment for signage for a mixed-use development on a 12.11-acre site located at 4050 McEwen Road; and take appropriate action.

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## **Background:**

The applicant, Leeds Real Estate Services, Inc, is proposing an amendment to the approved Detailed Site Plan as it relates to signage for a mixed-use development consisting of multi-family and non-residential uses. The Detailed Site Plan for this development was originally approved in 2017 by Resolution No. 2017-120.

The subject site is zoned Planned Development District No. 90 (PD-90), commonly known as Midway Urban Village, which requires signs to be approved with the Detailed Site Plan. With this proposed Detailed Site Plan amendment, the applicant is requesting two new monument signs, two wall signs, one canopy sign, and eight tenant logo signs.

## **Subject Property:**

Site acreage: 12.11-acres

Location: 4050 McEwen Road (includes multiple buildings).

### **Adjacent Zoning Districts and Land Uses:**

<b>Direction</b>	<b>Zoning District</b>	<b>Land Use</b>
<b>North</b>	Planned Development District No. 90 (PD-90)	Office, restaurant (across McEwen Road)
<b>South</b>	Planned Development District No. 68 (PD-68) and Planned Development District No. 1 (PD-1)	Retail and office/warehouse (across Blue Lake Circle)
<b>East</b>	Light Industrial (LI)	Office/warehouse (across Midway Road)
<b>West</b>	Planned Development District No. 90 (PD-90)	Medical laboratory

### **Existing Conditions**

This 12.11-acre site is bordered by Blue Lake Circle and McEwen Drive.

Phase One of Midway Urban Village is a mixed-use community consisting of 263 multi-family dwelling units and 10,860 square feet of office space.

The original Detailed Site Plan for this development was approved by City Council in 2017 by Resolution 2017-120. This approved Detailed Site Plan was amended twice during early 2019 related to building elevation and site element changes. Both plans showed a limited amount of signage and was approved as part of the detailed site plan process. The applicant is now requesting approval of additional signage, thus the need for this detailed site plan amendment request.

### **Signage Proposal**

With this Detailed Site Plan amendment, the applicant is requesting two new monument signs, two wall signs, one canopy sign, and eight tenant logo signs.

**Primary Monument 1:** This monument sign will be 6 feet tall and 11 feet wide located near the intersection of McEwen Road and Blue Lake Circle, on the east end of the development. The base of the monument is a 3-foot tall, 8-inches wide brick pedestal. Sign letters are white on black background. This sign will be setback 15 feet from the face of the curb and 5 feet from the property line within private property. The sign will likely be visible from Midway Road.

**Secondary Monument 2:** This monument sign will be 6 feet tall and 10 feet wide located near the intersection of McEwen Road and Greenview Blvd, on the north side of the development. The base of the monument is a 3-ft tall, 1-ft and 8-in wide brick pedestal. The sign will be placed within the parking lot median, near the main driveway from north. The sign will be setback 25 feet from face of the curb and 15 feet from property line.

Neither monument sign obstructs the visibility triangle and both will have a landscaped border around the base.

Wall Sign 4 on Building 18: This is a wall sign of approximate 51 SF in size on Building 18. The sign has white letters on black circular background. The sign will be placed vertically on the south wall of Building 18, visible for people entering the site from the west and travelling north on McEwen Road.

Canopy Sign 5A on Building 1: This is a wall sign of approximate 17 SF in size on Building 1. The sign will be placed on top of the canopy above the entrance to Building 1. Building 1 is the leasing center and clubhouse, located centrally within the site. This sign faces north and is primarily visible internally for people accessing the leasing facility.

Wall Sign 6 on Building 1: This is a wall sign of approximate 29 SF in size on Building 1. The sign has white letters on black circular background. The sign will be visible from the interior of the site.

Tenant Logos: Eight tenant logo signs are proposed, each 20 SF in size, over the individual lease space entrance doorways. The tenant logo signs are going to be made of high-performance cast vinyl.

#### **Recommendation:**

On November 18, 2019 the Planning and Zoning Commission considered this request and unanimously recommended approval of the Detailed Site Plan amendment, as presented in Resolution No. 2019-183.

#### **Possible Council Action:**

1. Motion to approve Resolution No. 2019-183.
2. Motion to approve Resolution No. 2019-183 with the following modifications...
3. Motion to deny Resolution No. 2019-183.
4. Motion to continue discussion at the next meeting.

#### **Applicable Zoning and Development Case History: *(most recent to oldest)***

Date Approved	Case Number	Description
10/7/2019 Administrative Approval	19-SP-05	Revised site layout for a carport, sidewalk changes, and a dog park
07/17/2019 Administrative Approval	19-SP-05	Revised site layout and building elevations
11/14/2017 Resolution No. 2017-120	17-SP-13	Detailed Site Plan approval for the subject multi-family and office development.
09/06/2016 Ordinance No. 3377 (PD-90)	16-ZA-04	Amendment of PD-90 creating Midway Urban Village.

August 2007 Ordinance No. 2921 (PD-90)	-	Adoption of Planned Development District No. 90 (PD-90)
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