

TO: Zoning Administrator/Board of Adjustment

Subject : Requesting CSP Modification and SUP for electronic sign to change every 15 seconds

Summary of Proposal:

We are requesting Special Use Permit(SUP) to modify an existing comprehensive sign plan (CSP)(BA06-004) approved in 2006 for the Wal-Mart Supercenter and associated group commercial development M-1CUP zoning district located at NE corner of Baseline Rd. and S. Country Club Dr.

This request is for the following:

1. Relocate sign TM-1 for lot B (1855 S. Country Club Dr.) due to visibility issue.
2. Install a new sign to support Pad C located at 1903 S. Country Club Dr. due to property location causing visibility issue.
3. Incorporate LED Display panels on both sides of sign TM-1 for lot B (1855 S. Country Club Dr.) to change more than once per hour.

Justification:

- A. Pad C is located at 1903 S. Country Club Dr. (NE Corner of S. Country Club Dr. and Baseline). This pad has been vacant since 2004 because of the location and its poor exposure to the traffic. We have had some interest in the property but due to no signage and poor visibility no one has followed through with a commitment. For this reason we are requesting a monument sign specifically designated for Pad C. This will create a more desirable space for future prospective tenants as well as, develop the last vacant space in the center. Please see site plan sheet 1 and 2 of the proposed plan drawings to show the exact preferred location on S. Country Club Dr..
- B. Lot B (1855 S. Country Club Dr.) the existing monument sign TM-1 is located at the very far north end of the property at about the edge of the retention basin. This sign is set in such a way that it will not be visible to the oncoming northbound traffic on S. Country Club until after once traffic has passed the shopping center driveway. This creates a loss of business opportunity for our current tenants. In result, 1855 S. Country Club Dr. has a very high turnover rate and maintains at least a 40% vacancy rate. Furthermore, a sign relocation will help decrease our turnover rate and fill our vacancies. In conclusion, we are requesting to relocate the sign in a more effective location as well as redesign the sign to meet the number of tenants we have and also add LED display panels on both sides. Per section 11-41-8.D.17 we are requesting that the LED display change every 15 seconds. Please see sheet 4 of the proposed plan drawings.

Size and Measurements:

The aggregate sign area for the two proposed signs are as follows:

1. Lot B sign area is 80 sq. ft.
2. Pad C sign area is 54 sq. ft.
3. Total of both signs is 134 Sq ft.

The aggregate sign height of the two proposed sign is as follows:

1. Lot B sign height is 10' 7"
2. Pad C sign height is 6' 4"
3. Existing WM-1 sign height is 8' 6"
4. Culver's TM sign 11ft.

The aggregate sign height on S. Country Club Dr. is 36' 5".

In more standard scenarios signs are placed parallel to one another. Unlike any other road S. Country Club Dr. has a beneficial curvature allowing adequate sign visibility with proper placement of the proposed sign. It is 60ft from the existing Wal-Mart monument sign on the North and 70ft from the proposed monument sign location of lot B on the south. This will allow existing and proposed signage to be positioned in a staggered manner to ensure full visibility for the all signage. Please see sheet 3 for reference.