

**Board of Adjustment Meeting
June 12, 2001**

Case No.: BA01-031

Location: 2151 N Power Rd

Subject: Requesting 1) a Special Use Permit for a Comprehensive Sign Plan; and 2) a Special Use Permit to allow a Garden Center in a C-2 district.

Decision: Approved with conditions

Summary: David Randolph, applicant, asked that condition 6 be changed to allow 36' of sign height along McKellips Rd. He indicated the reason for the additional height was the higher number of shops and small major tenants in that portion of the center. He noted that the total height of the Power Road signs was less than the maximum permitted.

Mr. Sheffield then stated it was the opinion of the staff that the smaller signs on Power were balanced by the larger signs requested for the Target and Major 1 stores.

Motion: It was moved by Mr. Richter, seconded by Mr. Crockett, that this case be approved conditioned upon:

1. Compliance with the sign plan submitted, including the revised elevations of detached signs "B", except as modified by the conditions listed below;
2. Aggregate attached sign area for the Target store (major 1) shall be limited to 400 sq.ft.;
3. Aggregate attached sign area for Major 2 shall be limited to 200 sq.ft.;
4. Background colors for the sign copy on detached signs shall not be illuminated at night;
5. The attached signs shall be composed of individual letters and mounted directly onto the building with no background sign copy other than building colors or materials that have been reviewed and approved by the Design Review Board;
6. Aggregate detached sign height along McKellips Road shall be limited to 27';
7. Submittal of a revised narrative for the comprehensive sign plan, written to be consistent with the conditions approved by the Board of Adjustment;

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8. Compliance with the site plan and elevations submitted for the outdoor garden center, except as modified by the conditions listed below;
9. No outdoor storage or display of store inventory is permitted beyond the boundaries of the garden center as delineated on the submitted site plan; and
10. No outdoor storage or display of store inventory is permitted above the height of the garden center screening fences (10') as shown on the submitted elevations.

Vote: Passed 6-0

Finding of Fact:

Signage

- 1.1 The proposed development includes a 126,000 sq.ft. retail warehouse building with an additional 10,000 sq.ft. "garden center" outdoor display area. It also includes a 30,000 major and a 10,000 sq.ft "mini-major" tenants. The front of the Target building is set back about 720' from McKellips Road. The major 2 building is set back about 500' from Power Road.
- 1.2 The Target store is proposed to have a 176 sq.ft. sign face oriented towards McKellips and a 133 sq.ft. sign facing Power Road, as well as two other signs which bring the aggregate attached sign area up to 447 sq.ft. The tenants identified as majors are also to be allowed up to 400 sq.ft. of attached sign area each.
- 1.3 The four signs proposed for Target all have a directional purpose in addition to advertising the availability of those items at this store. Recently adopted Design Guidelines for signs encourage the use of individual letters for commercial signs rather than cabinet forms. All of the attached signs proposed for this center would meet this guideline.
- 1.4 The size of the Target attached signs proposed for the front of the store is proportional to the overall width of the store. The 440' building/garden center front would have 83.6 lineal feet of sign length or about 19% of the front width.
- 1.5 The total attached sign area for the Target store is similar to a sign plan approved by the Board for the Home Depot facility across Power Road from this site. The sizes of both buildings are also similar.
- 1.6 The other store identified as a "major" is significantly smaller than the Target store. The major is proposed to have a floor area of 30,000 square feet, and the Target store is 126,000 sq.ft. A reduction in the total attached sign to 200 sq.ft. would allow the signs for this store to remain proportional to the size of the building.

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Special Use Permit

- 2.1 The subject site was reviewed by the Planning & Zoning Board and City Council as a rezoning case. The Design Review Board has reviewed the site plan and elevations of the project. All three reviewing bodies have approved the project.
- 2.2 The outdoor display area will be screened from view from the street. The garden center is to be screened by a 24' high wall at the front entry, and a 10' high metal mesh screen fence along the back and sides.
- 2.3 The garden center will be about 8% the size of the main building. Although large (about a quarter of an acre), the outdoor display area will clearly be accessory to the larger (126,000 sq.ft.) retail building.

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