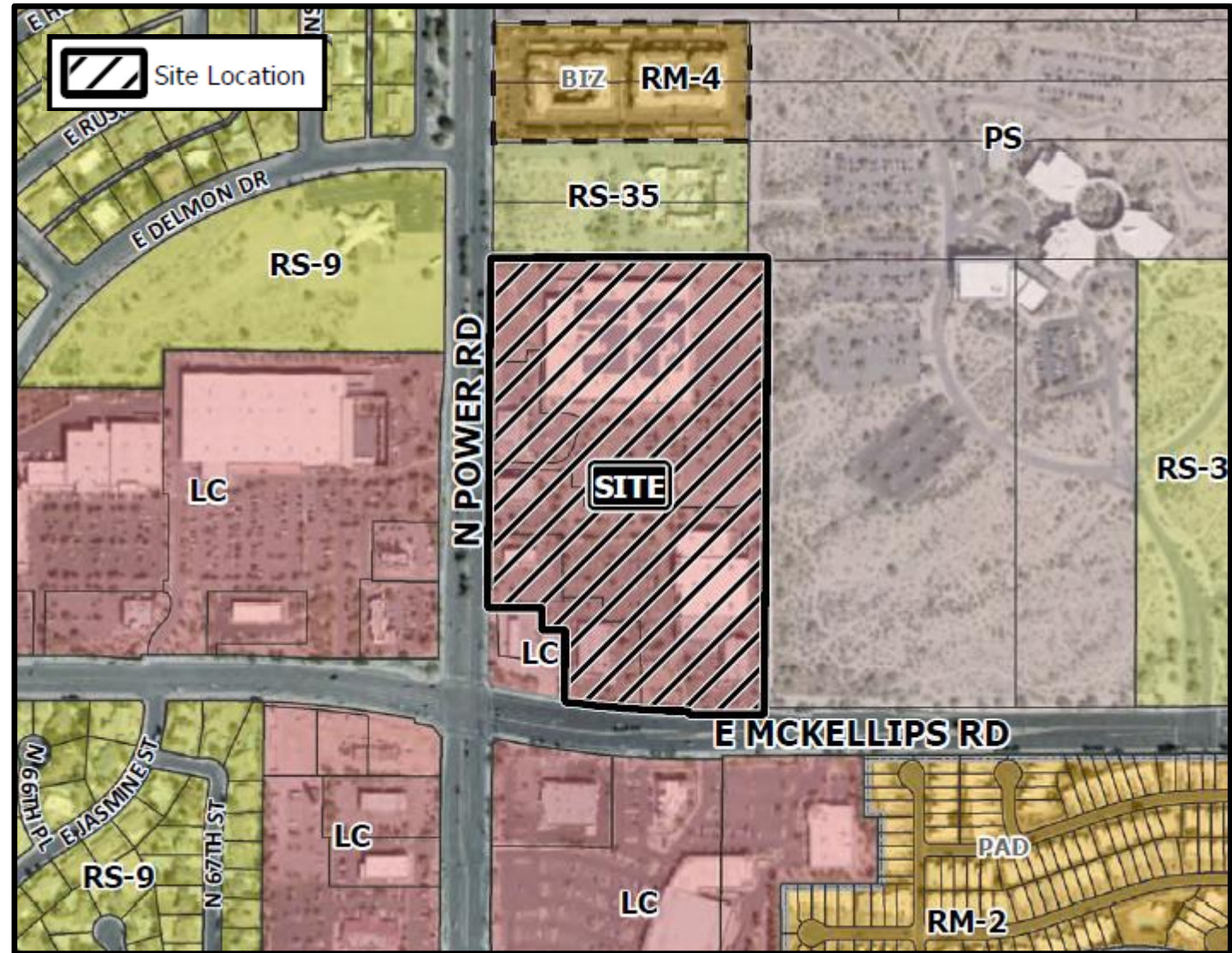


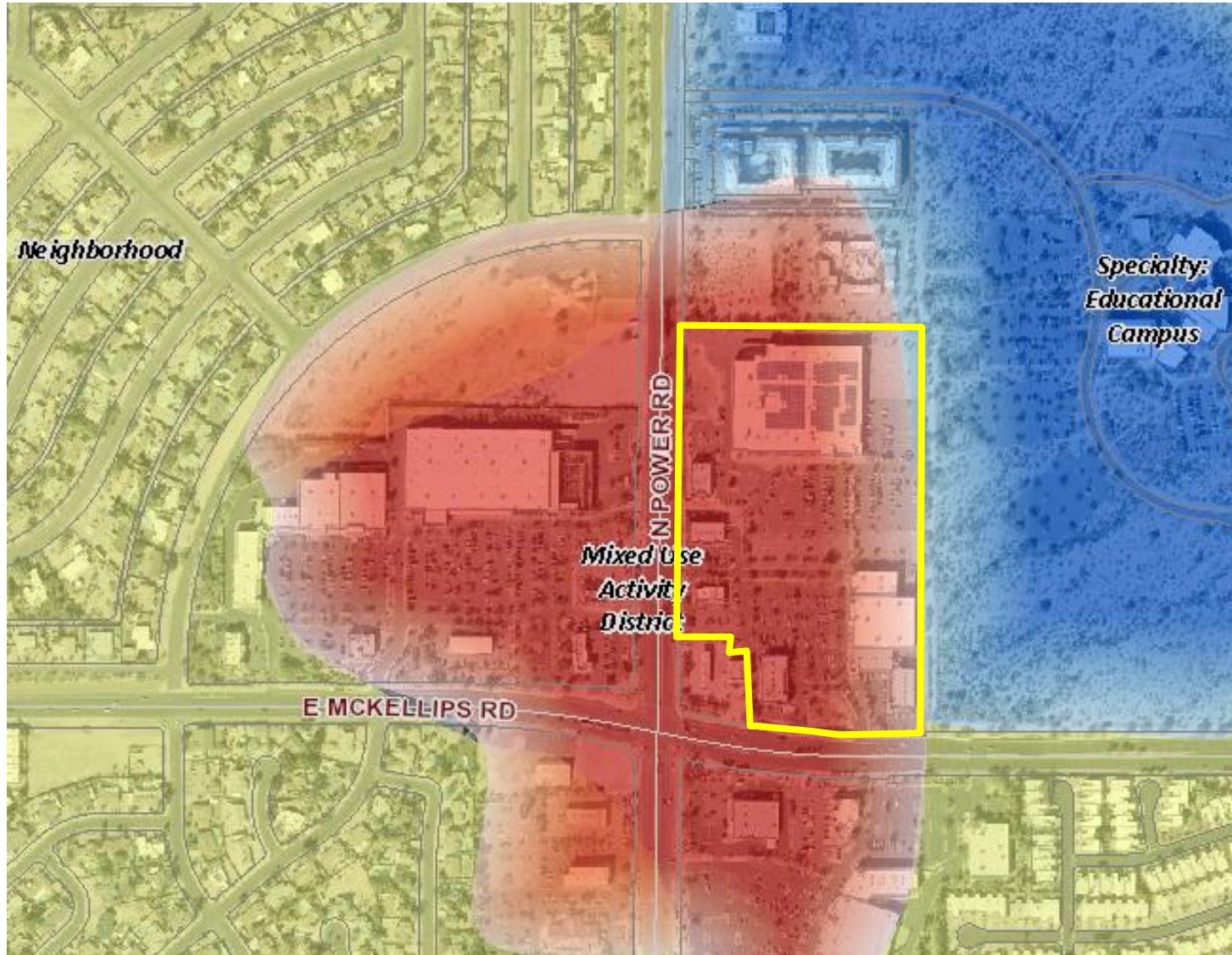


**BOA20-00529**

# Location

- Northeast corner of Power and McKellips Roads
- Except the existing convenience store and service station at immediate corner





# General Plan

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## Mixed Use Activity District

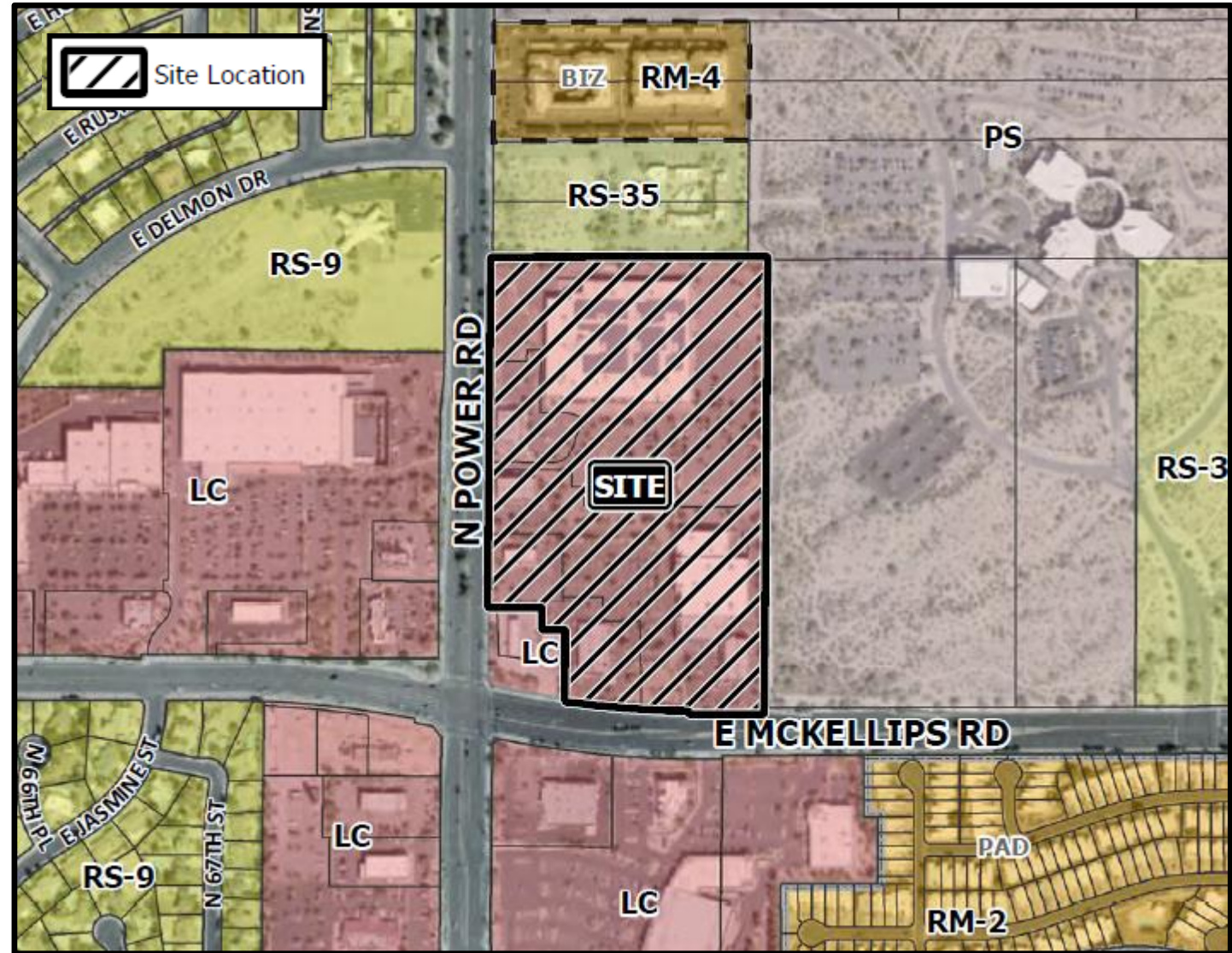
- Large-scale community and regional activity areas
- Significant retail component
- Includes entertainment, office, and residential

## Community Sub-Type

- Serves the population within a four-mile radius
- Typically at the intersection of two arterial streets

# Zoning

- Limited Commercial (LC) District
- Existing Group Commercial Center



# Site Photos



McKellips Road looking north  
towards the site



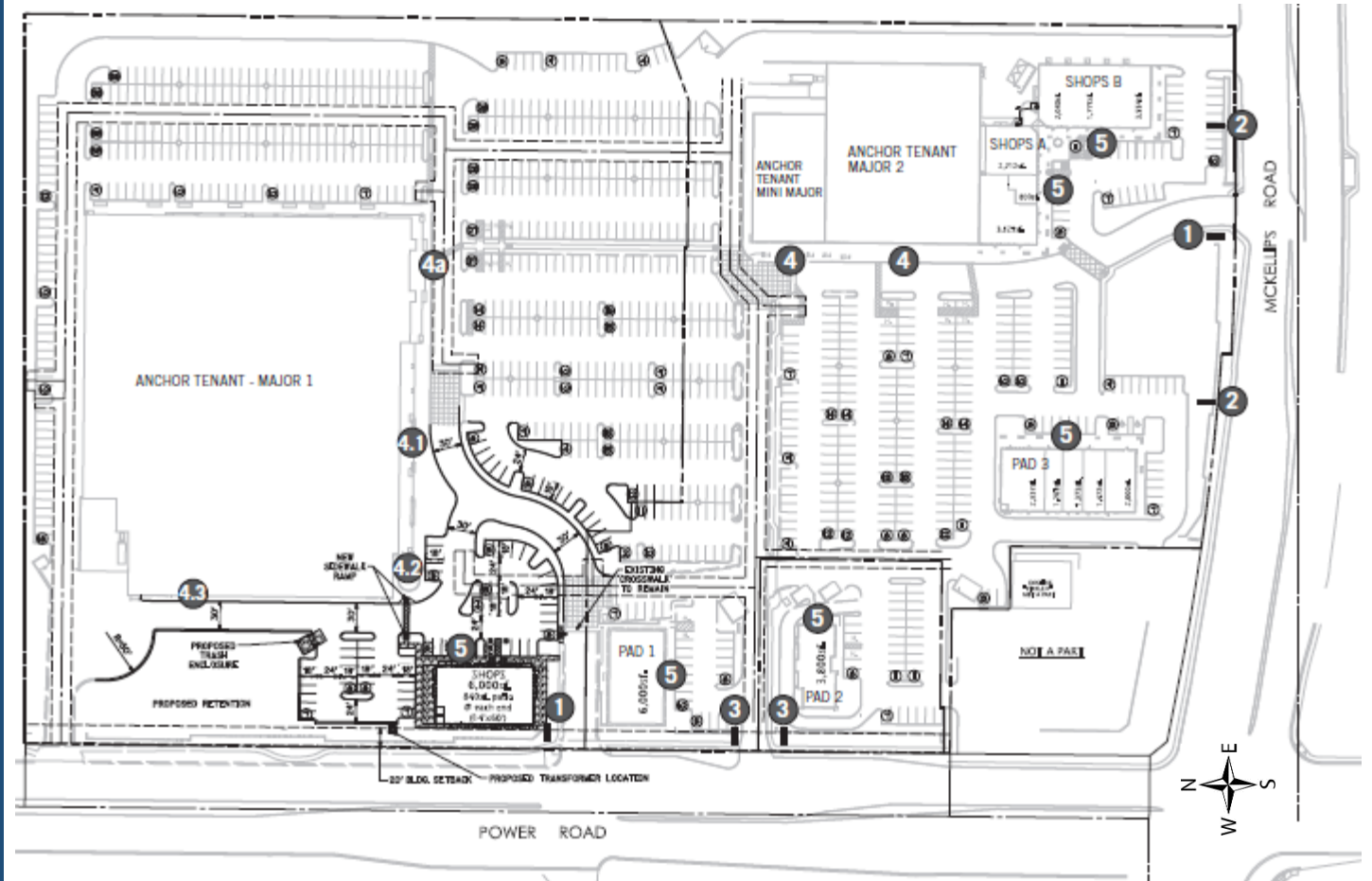
Power Road looking northeast  
towards the site

# Request

- Special Use Permit

# Purpose

- Modify an existing Comprehensive Sign Plan



# Original Sign Plan (BA01-031)

- Approved Detached Signs

STREET FRONTAGE	NUMBER OF SIGN	AGGREGATE SIGN HEIGHT	AGGREGATE SIGN AREA
McKellips Road	3	27 feet	240 square feet
Power Road	3	28 feet	168 square feet

- Approved Attached Signs

TENANT	NUMBER OF SIGN	AGGREGATE SIGN AREA
Major 1 (Target)	4	400 square feet
Major 2	3	200 square feet
Mini-major, Pads and Shop	Compliance with MZO	Compliance with MZO

- Allows only illuminated channel letter wall signs
- Condition of approval: “attached sign 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.”

## Proposed Modifications to Sign Plan (BA01-031)

- No modifications to original CSP allowances for number, height, area, or design standards of permanent detached signs.
- No modifications to original CSP allowances for number or size of permanent attached signs.
- Removes the condition of approval
- Adds “non-standard raceways and/or backer panels” and “non-illuminated individual letters” to types of attached signs allowed by the CSP
- Includes minor text edits

# Approval Criteria

## Section 11-43-6(D) CSP Criteria

- |   |  |
|---|--|
| ✓ | #1 The site contains unique or unusual physical conditions that would limit or restrict normal sign visibility                 |
| ✓ | #2 The development exhibits unique characteristics of land use, that represent a clear variation from conventional development |
| ✓ | #3 The proposed signage incorporates special design features that reinforce or are integrated with the building architecture.  |

# Approval Criteria

## Section 11-70-5(E) SUP Criteria

✓	#1 Project will advance the goals and objectives of the General Plan and other City plan and/or policies;
✓	#2 Location, size, design, and operating characteristics are consistent with the purposes of the district where it is located and conform with the General Plan and any other applicable City plan or policies;
✓	#3 Project will not be injurious or detrimental to the surrounding properties, the neighborhood, or to the general welfare of the City; and
✓	#4 Adequate public services, public facilities and public infrastructure are available.

# Summary

## Findings

- Adds choice to the allowed attached sign types
- Appropriate for the existing architectural style
- Comply with Section 11-43-2(B) of the MZO
- Advances the goals and objectives of the General Plan
- Consistent with the location, size, design, and operating characteristics of the property
- Will not be injurious or detrimental to the surrounding properties

## Staff Recommendation

Approval with Conditions