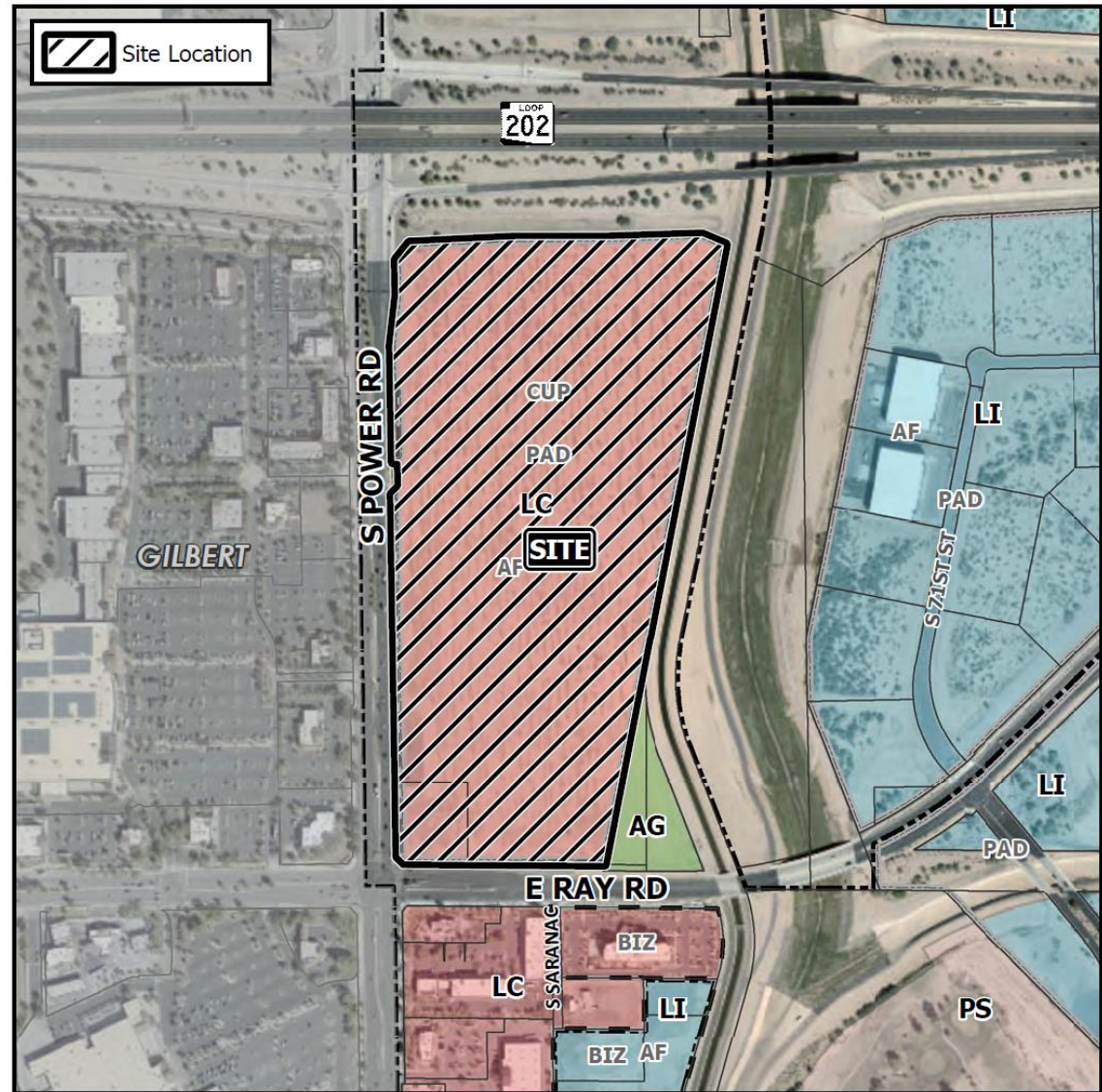


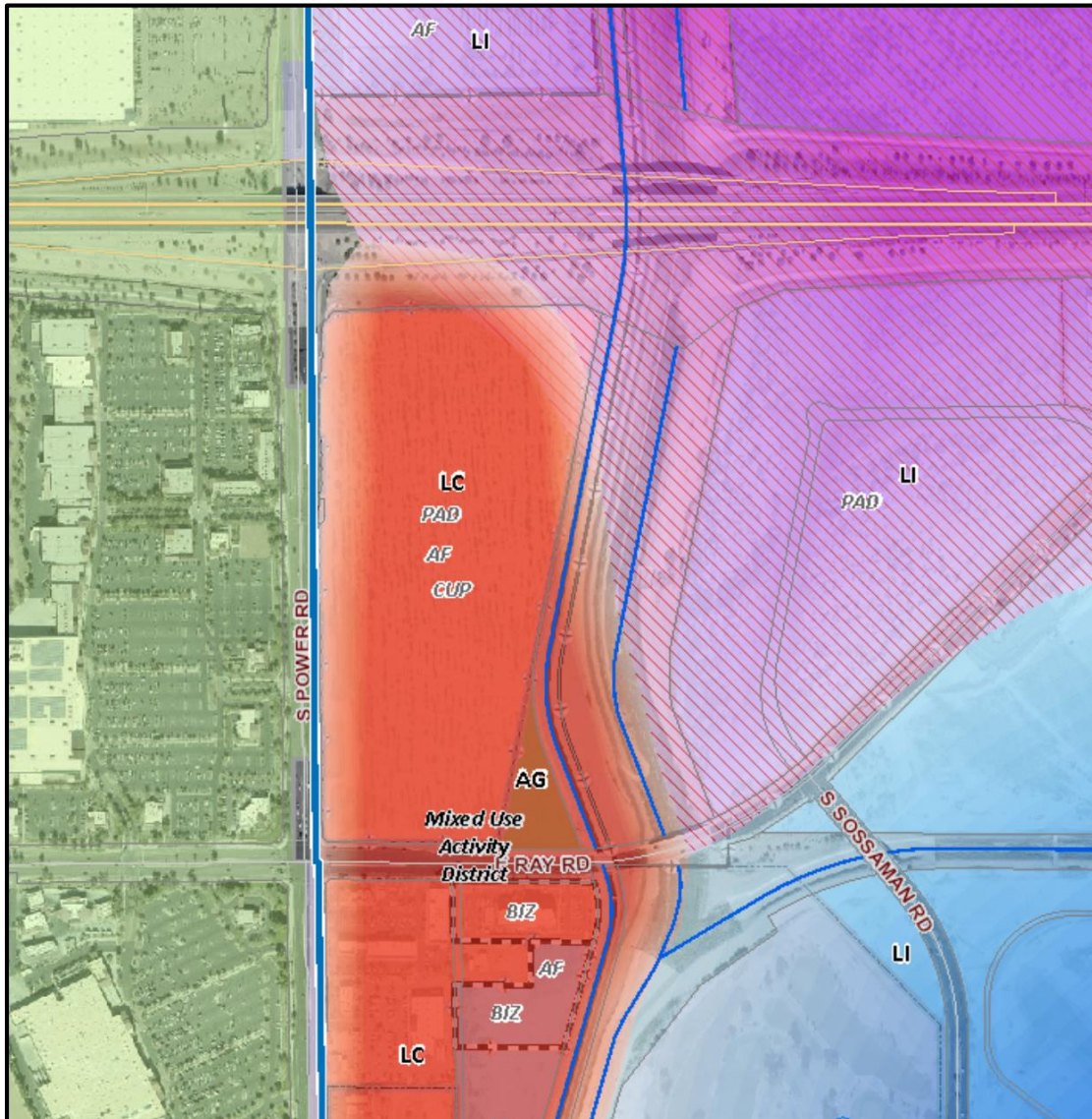


**BOA20-00484**

# Location

- North of Ray Road on the east side of Power Road





# General Plan

## Mixed Use Activity District

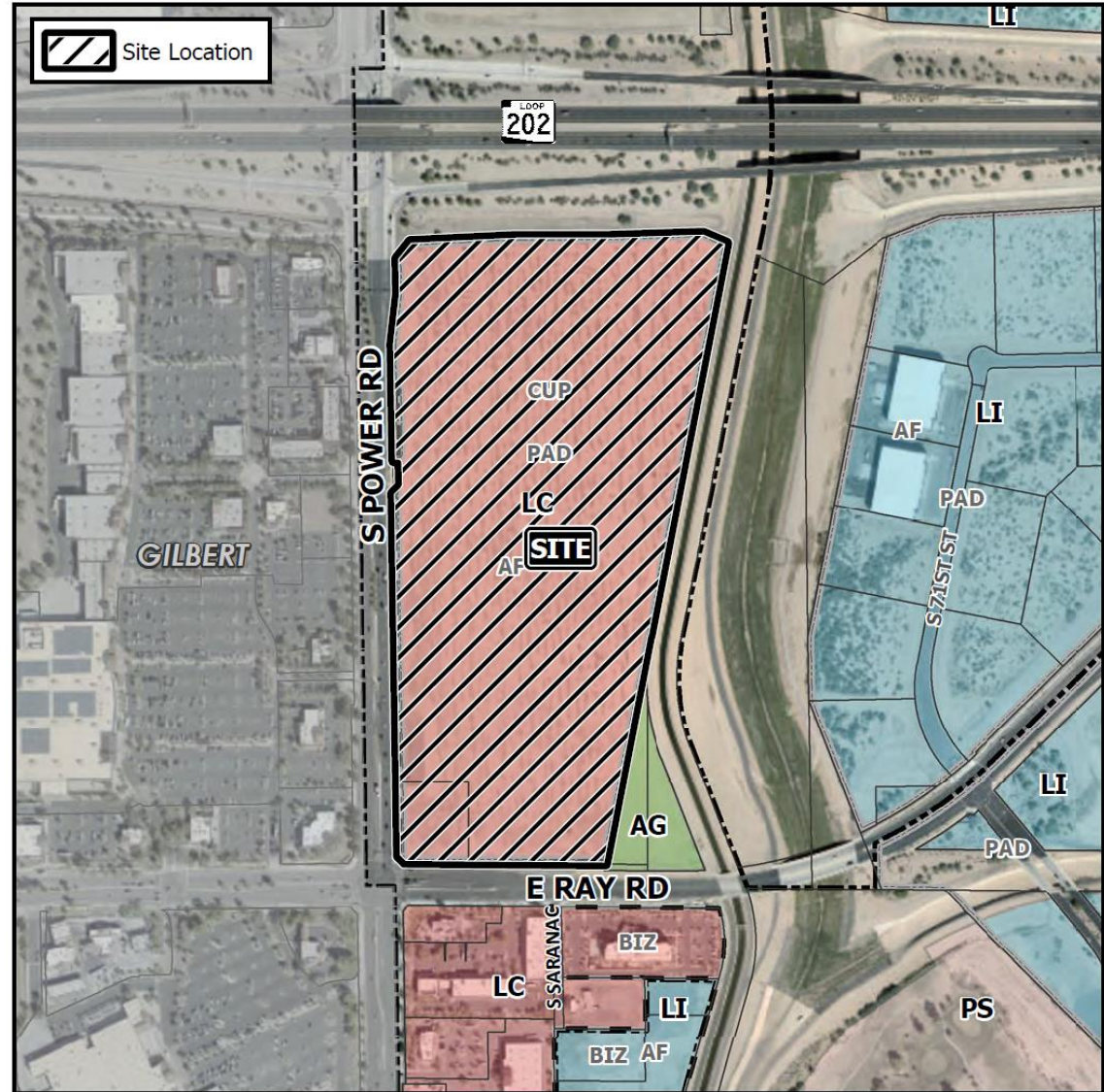
- Large-scale community and regional activity areas
- Significant retail component
- Includes entertainment, office, and residential

## Community Sub-Type

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

# Zoning

- Limited Commercial (LC) with an Airfield (AF) and Planned Area Development (PAD) overlay and a Council Use Permit (CUP)
- Gallery Park mixed-use development



# Site Photos



Power Road looking east towards the site



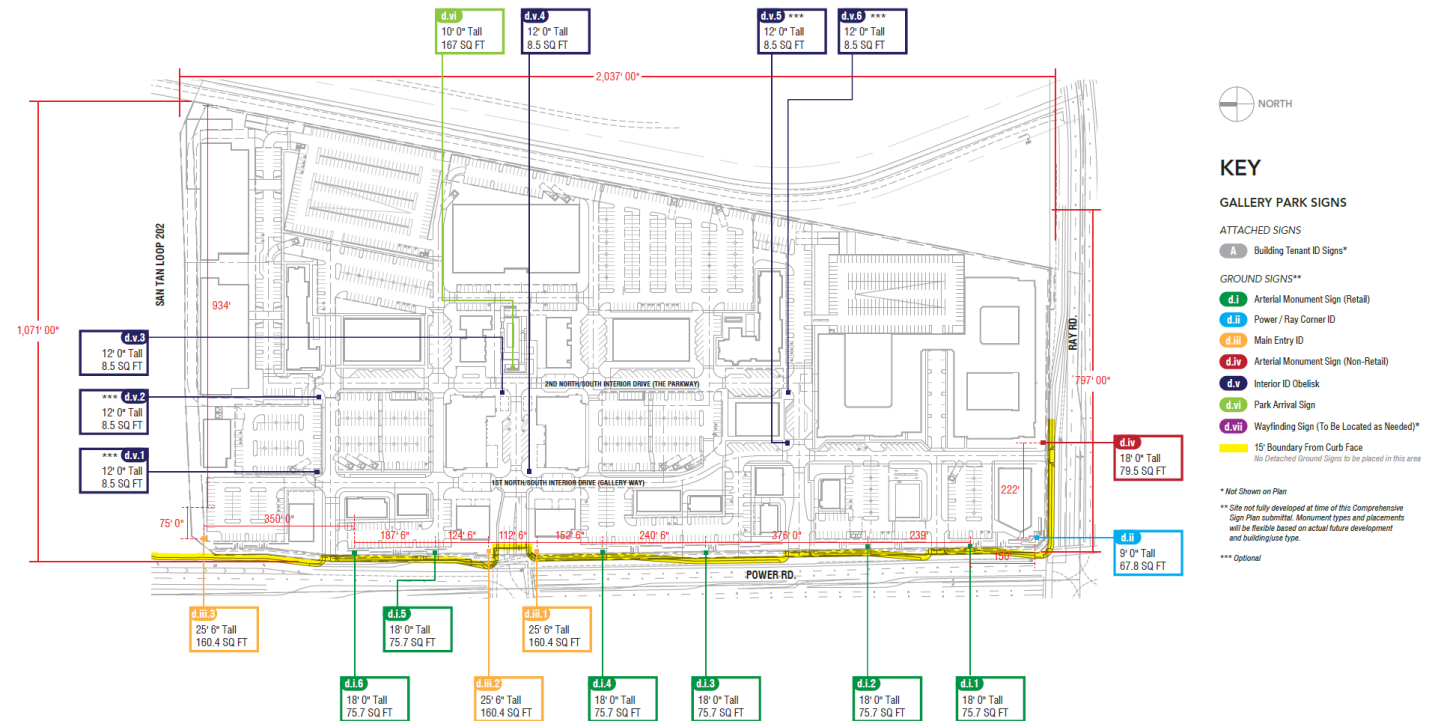
Ray Road looking northwest towards the site

# Request

- Special Use Permit

# Purpose

- Comprehensive Sign Plan



# Attached signage

- One additional sign per occupancy, plus an additional rear facing sign for the tenants between Power Road and the first internal drive
- Additional 10 square feet per sign



EXAMPLE BLADE / PROJECTING SIGNS



EXAMPLE NEON AND EXPOSED BULBS



EXAMPLE UNDER CANOPY SIGNS

# Detached signage

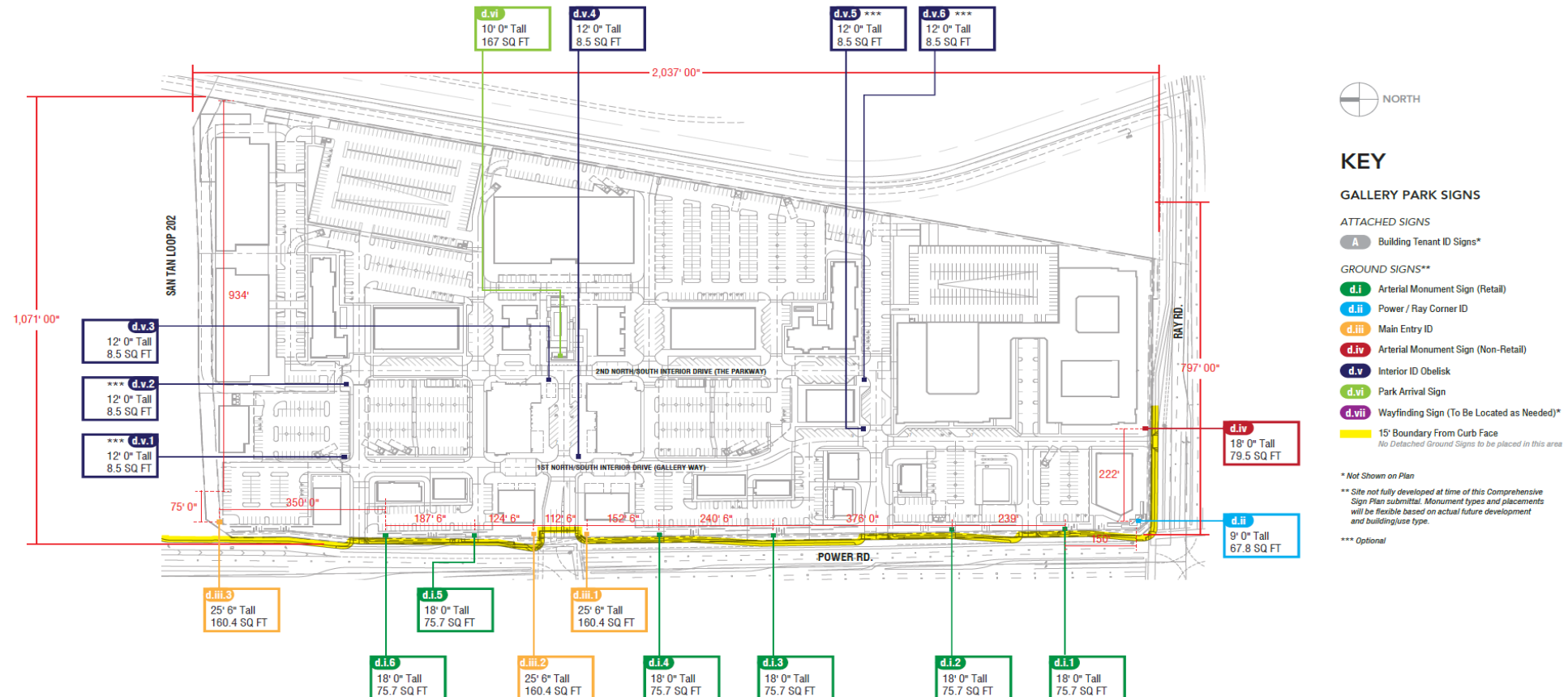
- Additional sign height along Power Road
- Maximum sign height 25'6" (along Power Road)
- Maximum sign area 167 square feet (Park sign internal to the site)
- Additional detached signage internal to the site

Sign Standard	Allowed Per MZO	Applicant Proposed CSP
Number of Detached Signs Permitted	1 foot of sign height per 20 lineal feet of street frontage  (101.9 feet along Power Road and 39.9 along Ray Road)	184.5 feet of total sign height along Power Road (3 signs at 25'6" and 6 signs at 18')  28 feet of total sign height along Ray Road (1 sign at 18' and 1 sign at 10')  82 feet of total sign height internal to the site (6 signs at 12' and 1 sign at 10')
Maximum Aggregate Sign Area	1 square foot of sign area per lineal foot of street frontage  (2,037 square feet along Power Road and 797 square feet along Ray Road)	935.4 square feet along Power Road (3 signs at 160.4 square feet and 6 signs at 75.7 square feet)  147.3 square feet along Ray Road (1 sign at 79.5 square feet and 1 sign at 67.8 square feet)  218 square feet internal to the site (6 signs at 8.5 square feet and 1 sign at 167 square feet)
Maximum Sign Area	12 feet	25' 6"
Maximum Area Per Sign	80 square feet	167 square feet

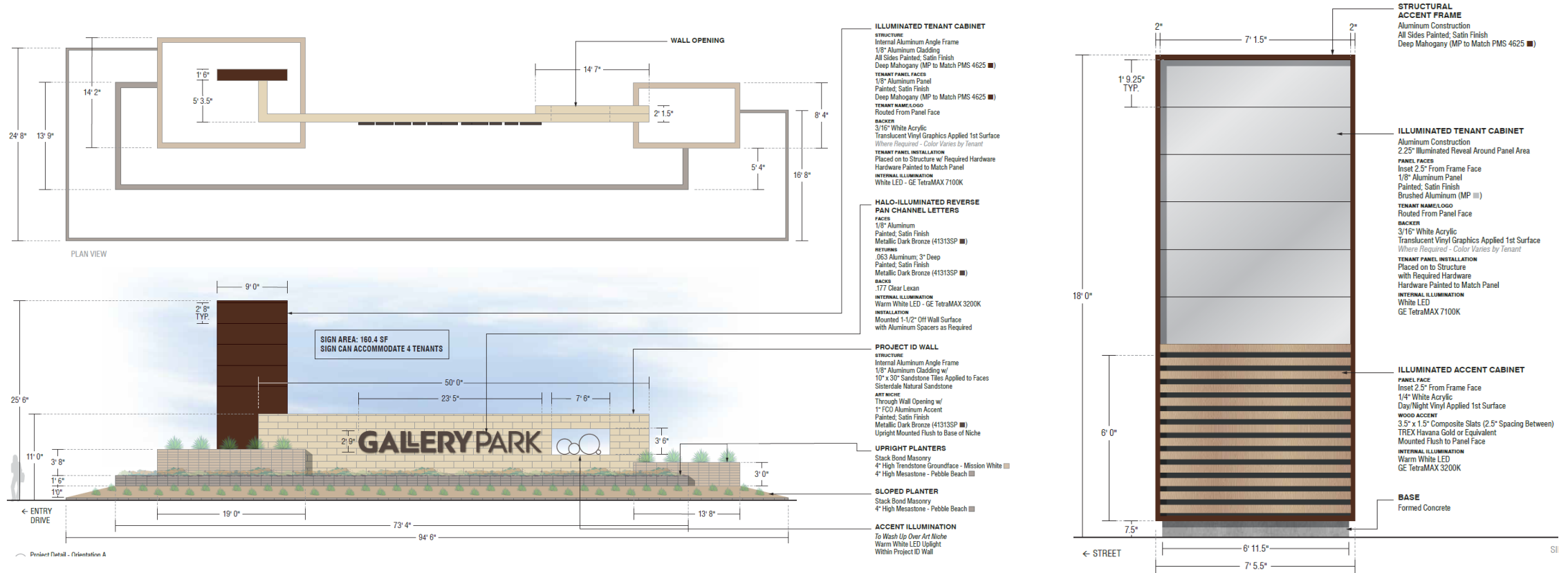
# Site Plan

## III. SIGN CRITERIA - PROJECT / GROUND SIGNS

### a. Location Plan

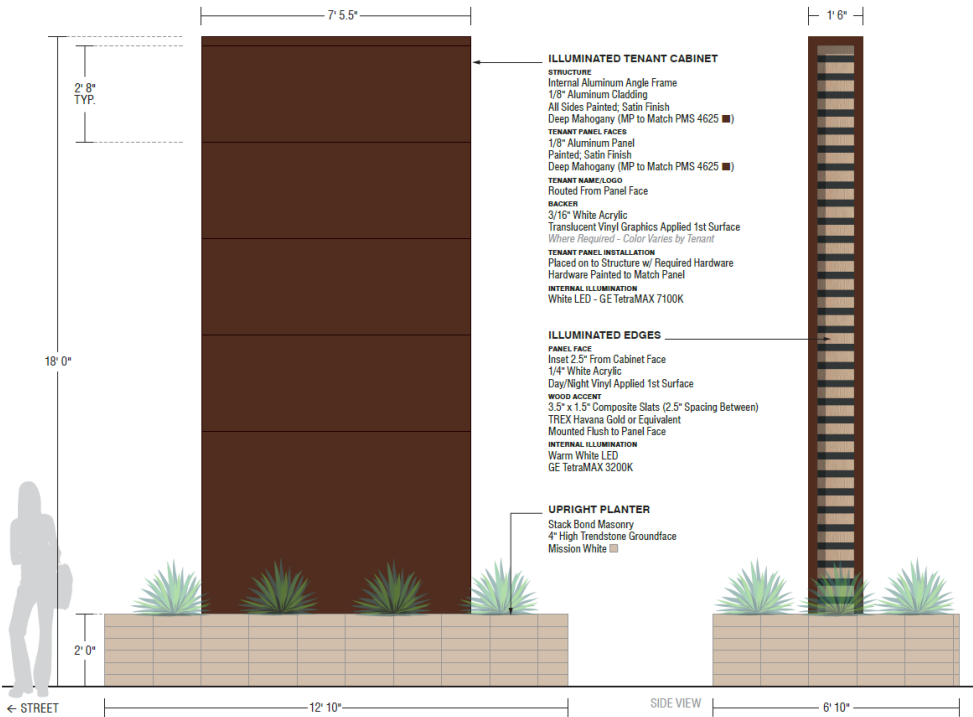
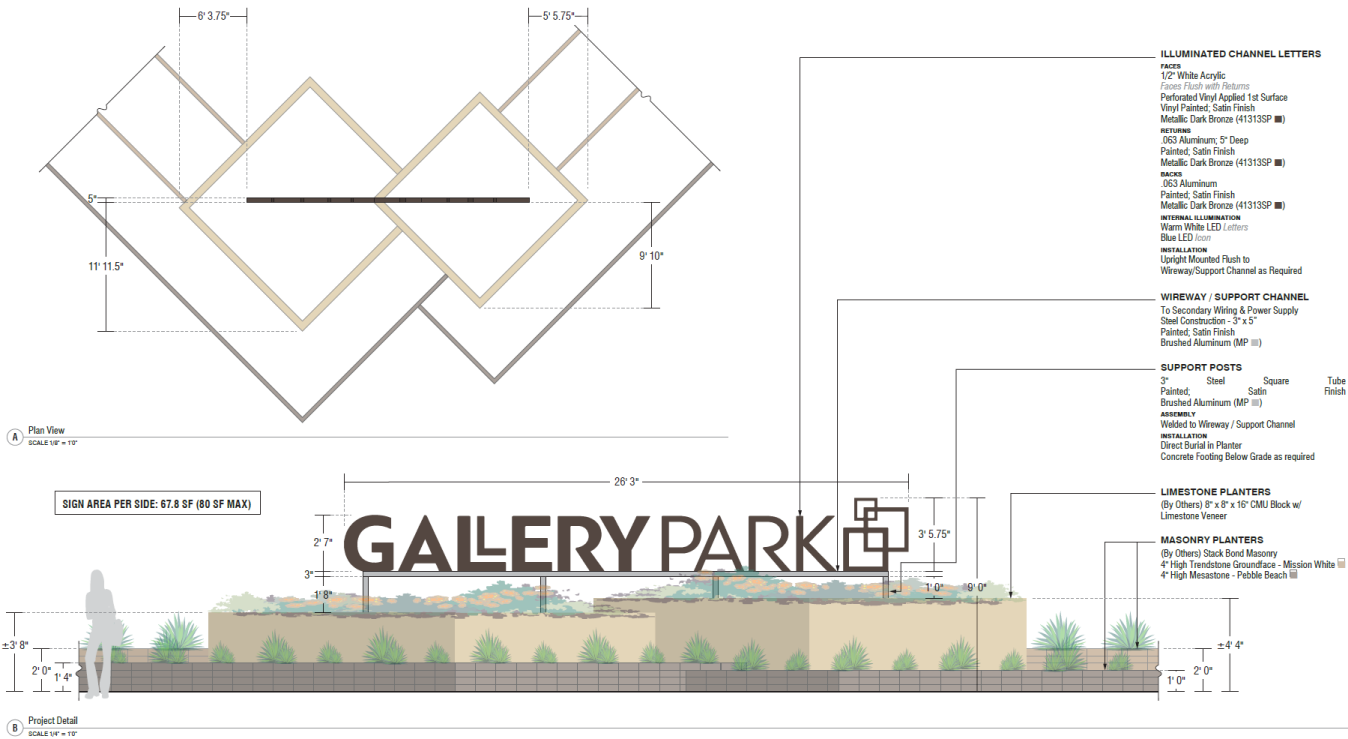


# Power Road Detached Signage



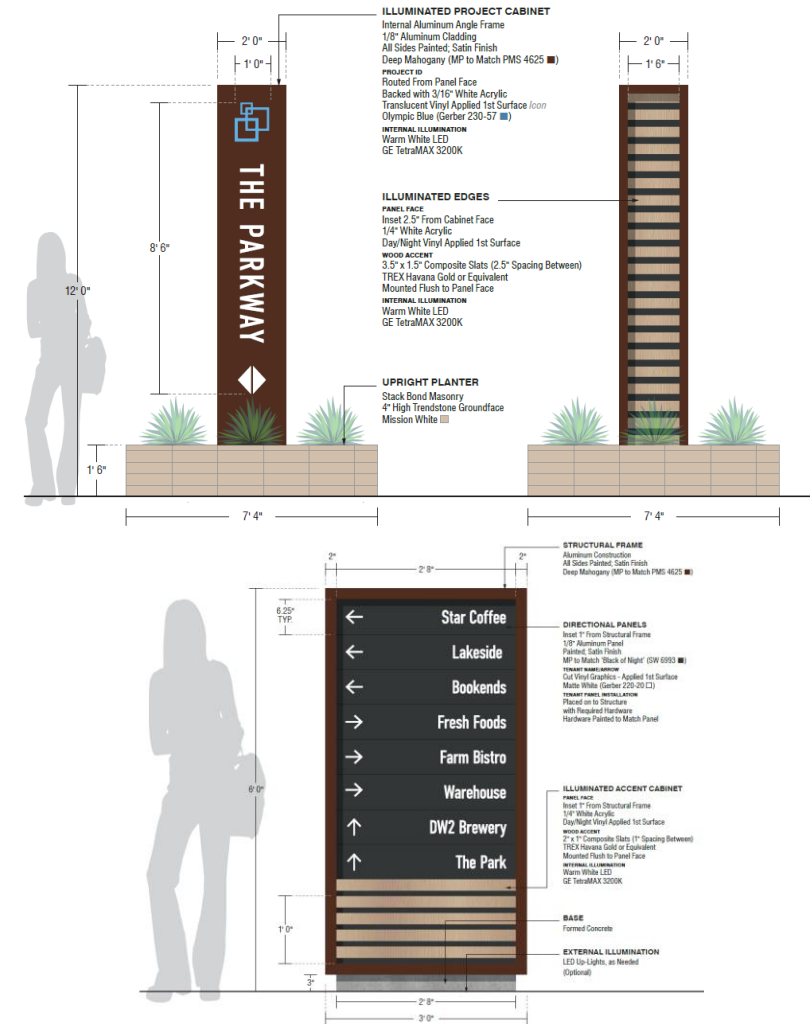
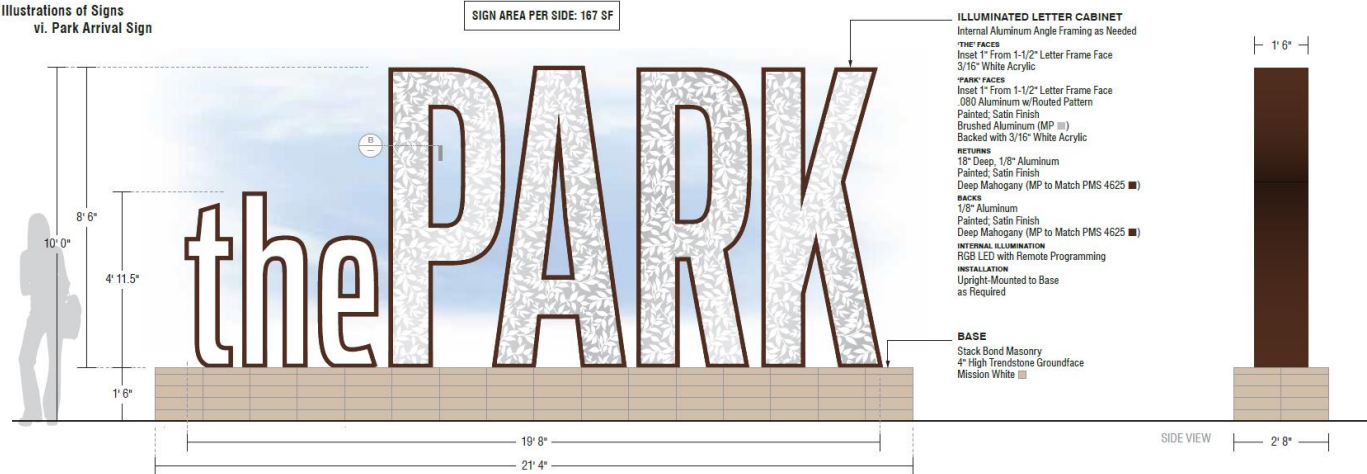
# Ray Road Detached Signage

d. Illustrations of Signs  
II. Power / Ray Corner ID



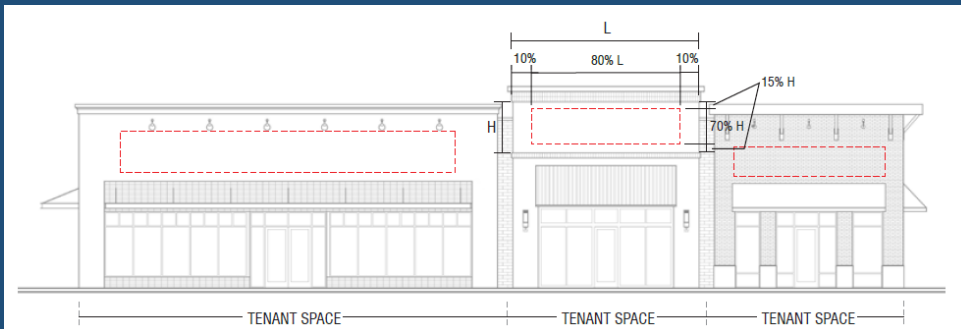
# Internal Detached Signage

d. Illustrations of Signs  
vi. Park Arrival Sign



# Design Standards

- Under canopy signage may have visible attachments integrated into the design
- Sign envelope identifies area where sign could be installed



Sign Standard	Allowed Per MZO	Applicant Proposed CSP
Sign Attachment	A sign shall be mounted so that the attachment device is not visible or discernible	<b>Under canopy signs will have visible attachments to the supporting canopy. However, these mounts will be integrated into the design of the sign to minimize the visual impact of these attachments.</b>
Single Tenant Building Sign Width	A sign attached to a single tenant building shall not exceed more than 50% of the width of the building elevation upon which the attached sign is placed.	<b>The sign envelope identifies the horizontal envelope being 80% of the building surface upon which the sign is installed.</b>
Single Tenant in Multiple Tenant Building Sign Width	A sign attached to a single tenant space of a multiple tenant building, as determined by the issuance of a separate Certificate of Occupancy for the specific tenant space, shall not exceed more than 75% of the width of the front of the occupancy upon which the attached sign is placed.	<b>The sign envelope identifies the horizontal envelope being 80% of the building surface upon which the sign is installed.</b>

# 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

- The site is approved for the development of a mixed-use development.
- The aesthetic character of the signage is intended to complement the building design of the site.
- The design of the site is consistent with the Gallery Park Design Guidelines.
- The sign criteria within the proposed CSP will enhance the development of the property.
- The proposed CSP conforms to the criteria outlined in Section 11-46-3(D) of the MZO for approval of a CSP.
- The proposed CSP conforms to the criteria outlined in Section 11-70-5(E) of the MZO for approval of a SUP.
- The request is consistent with the goals of the General Plan, the use complies with the LC-AF-PAD-CUP zoning districts, the CSP will not be injurious or detrimental to adjacent or surrounding properties and there are adequate public services to support the use of the site as a residential subdivision.

## Staff Recommendation

### Approval with Conditions

Sign Standard	Allowed Per MZO	Applicant Proposed CSP
Maximum Number of Signs (80 feet or Less of Front Foot of Occupancy)	2	<b>3</b> For multi-tenant retail/restaurant buildings between Power Road and the first north/south interior drive as indicated on the site plan, up to three tenants shall be allowed one additional sign facing the office, hotels, and multifamily on the rear of the building of an area equal to or less than their main building sign.
Maximum Aggregate Sign Area (80 feet or Less of Front Foot of Occupancy)	2 square feet of sign area per front foot of building occupancy	<b>2 square feet of sign area per front foot of building occupancy plus an additional 10 square feet of sign area for each sign (up to a max. of 30 square feet additional) resulting in a max. aggregate area of 190 square feet.</b>
Maximum Area Per Sign (80 feet or Less of Front Foot of Occupancy)	160 square feet	160 square feet
Maximum Number of Signs (81 to 199 feet of Front Foot of Occupancy)	3	<b>4</b> For multi-tenant retail/restaurant buildings between Power Road and the first north/south interior drive as indicated on the site plan, up to three tenants shall be allowed one additional sign facing the office, hotels, and multifamily on the rear of the building of an area equal to or less than their main building sign.
(Maximum Aggregate Sign Area 81 to 199 feet of Front Foot of Occupancy)	160 square feet	<b>160 square feet plus an additional 10 square feet of sign area for each sign (up to a max. of 40 square feet additional) resulting in a max. aggregate area of 200 square feet.</b>
Maximum Area Per Sign (81 to 199 feet of Front Foot of Occupancy)	160 square feet	160 square feet

Sign Standard	Allowed Per MZO	Applicant Proposed CSP
<b>Maximum Number of Signs (200 to 249 feet of Front Foot of Occupancy)</b>	4	<b>5</b> <b>For multi-tenant retail/restaurant buildings between Power Road and the first north/south interior drive as indicated on the site plan, up to three tenants shall be allowed one additional sign facing the office, hotels, and multifamily on the rear of the building of an area equal to or less than their main building sign.</b>
<b>Maximum Aggregate Sign Area (200 to 249 feet of Front Foot of Occupancy)</b>	80% of lineal front foot of occupancy	<b>80% of lineal front foot of occupancy, plus an additional 10 square feet of sign area for each sign (up to a max. of 50 square feet additional) resulting in a max. aggregate area of 249 square feet</b>
<b>Maximum Area Per Sign (200 to 249 feet of Front Foot of Occupancy)</b>	160 square feet	160 square feet
<b>Maximum Number of Signs (250 feet or more of Front Foot of Occupancy)</b>	5 signs, plus one additional sign for every additional 50 feet of occupancy up to a max. of 7 signs	<b>Max. 6 Signs, plus one additional sign for every additional 50 feet of occupancy up to a max. of 8 signs.</b> <b>For multi-tenant retail/restaurant buildings between Power Road and the first north/south interior drive as indicated on the site plan, up to three tenants shall be allowed one additional sign facing the office, hotels, and multifamily on the rear of the building of an area equal to or less than their main building sign.</b>
<b>Maximum Aggregate Sign Area (250 feet or more of Front Foot of Occupancy)</b>	80% of lineal front foot of occupancy	<b>80% of the lineal front foot of occupancy plus an additional 10 square feet of sign area for each sign (up to a max. of 80 square feet additional) resulting in a max. aggregate area of 580 square feet</b>
<b>Maximum Area Per Sign (250 feet or more of Front Foot of Occupancy)</b>	160 square feet	160 square feet