



Department Source: Community Development - Planning

To: City Council

From: City Manager & Staff

Council Meeting Date: November 6, 2017

Re: Gadbois Professional Offices PD Development Plan (Case #17-228)

Executive Summary

Approval of this request will approve the Planned District Development Plan for Gadbois Professional Offices.

Discussion

The applicant is seeking approval of a PD (Planned District) development plan that will contain a two-story professional and medical office building, with a gross floor area of 18,310 square feet. The top floor of the building is planned to be occupied by Cherry Hill Dental Associates (the applicant's business) and the first floor is speculative office space. Parking is provided in accordance with the requirements of the Unified Development Code, for medical office uses.

The subject lot was previously included in the Premier Bank Bethel Banking Center C-P plan as a vacant development lot. Access to the property is to be provided from Diego Drive, from the north. Sidewalks exist along all street frontages and pedestrian connections are provided into the site where possible.

The applicant is proposing on-site signs that vary from the requirements of Section 29-4.8 of the UDC. Approval of modified signs is permitted since this is a PD-zoned site; however, approval of the Planning and Zoning Commission and Council is required. The signage variations that the applicant is seeking involve the installation of two free-standing signs reading toward Nifong Boulevard and an alternative method by which wall-mounted sign area is calculated.

The subject site has three street frontages. According to Section 29-4.8 of the UDC the parcel is entitled to three (3) free-standing signs. The applicant desires to place the free-standing sign that would be allocated to the Santiago frontage at the southeast corner of the proposed building. The free-standing sign that would be allocated to the Nifong frontage would be placed at the southwest corner of the building. An additional free-standing sign is proposed on the Diego frontage in the rear of the building.

While not technically meeting the provisions of Section 29-4.8 of the UDC, the total number of free-standing signs on the site is not exceeded. The applicant's justification for the placement of the two free-standing signs along the Nifong frontage was to provide dedicated signage solely for the office tenant spaces on the first floor of the proposed building. These spaces would not be provided the opportunity for wall signage.



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The second sign variation sought was to utilize the actual outline of the proposed wall-signage lettering and graphics versus a larger “box” capturing the over-all area of the wall signage. This request was presented to ensure that the wall signage advertising Cherry Hill Dental would be within the compliance requirements of Section 29-4.8 of the UDC.

The subject site is within a special wall signage restriction area along Nifong Boulevard that restricts wall signage area to a maximum of 64 sq.ft. per wall face. The proposed building will have wall signs only on the east and west building facades that advertise Cherry Hill Dental. Each proposed sign, if utilizing the alternative sign area calculation method, is compliant with the maximum sign limit.

The Planning and Zoning Commission considered this request at their October 5, 2017 meeting. Staff indicated that the applicant was prepared to present an amended design parameters worksheet that was prepared after the meeting packet was distributed that resolved several issues relating to on-site signage. Commissioners inquired about whether the signage would be lit, and the specific arrangement of signage on the pylon signs provided along Nifong. The applicant’s representative indicated that the signage was intended to be internally lit and that the pylon signs would only have advertisements on two sides, not four. Following limited additional discussion, the Commission voted unanimously (8-0) to recommend approval of the PD plan with the amended design parameters.

A copy of the Planning and Zoning Commission staff report, locator maps, revised design parameters (dated 10/5/17), PD development plan, and meeting excerpts are attached.

Fiscal Impact

Short-Term Impact: Limited. Public infrastructure expansion would be at the cost of the developer.

Long-Term Impact: Limited. Increased costs in public safety and solid waste services may or may not be offset by increased property taxes and user fees.

Strategic & Comprehensive Plan Impacts

Strategic Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Land Use & Growth Management, Secondary Impact: Infrastructure, Tertiary Impact: Not Applicable



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Legislative History

Date	Action
12/5/2016	Vacation of an existing sanitary sewer easement located on the northwest corner of Nifong Boulevard and Santiago Drive. (Ord. 23017)
8/23/2006	C-P Development Plan of Premier Bank – Bethel Banking Center and revised statement of intent. (Ord. 19150)

Suggested Council Action

Approve the “Gadbois Professional Offices PD Plan,” with revised design parameters for signs, as recommended by the Planning and Zoning Commission.