



Department Source: Community Development - Planning

To: City Council

From: City Manager & Staff

Council Meeting Date: February 6, 2017

Re: O-P Plan for Americare at Heritage Village – Major Amendment (Case #17-32)

Executive Summary

Approval of this request will amend the signage standards of the O-P Plan for Americare at Heritage Village to allow for an additional sign along the property's Sinclair Road frontage.

Discussion

The applicant is proposing the amendment to the existing signage standards for the "Americare at Heritage Village – O-P Plan," which were approved in August 2014 and revised in May 2015. The applicant wishes to install an additional monument sign along the development's Sinclair Road frontage.

The desired signage is classified as a free-standing sign, as it is not located directly on a structure for which it provides identification or advertising. Free-standing signs are generally governed by Section 23-25(a), (Area, height and placement standards) of the Sign Code. However, since the subject site is a "planned" zone, Council may consider alternative signage provisions.

Section 23-25(a) allows a maximum of 48 square feet of signage for free-standing signs in locations similar to Sinclair Road (a major collector). Additionally, the section also restricts such signage to a maximum of 10-feet in height. Furthermore, per section 23-25(g) free-standing signs must maintain a 10-foot setback from a right-of-way line.

The applicant's proposed free-standing sign (a monument sign) has a total surface area of 67.5 square feet (6'8" tall x 10' wide); however, the area of the actual advertisement is roughly 12 square feet. Additionally, the sign will be located behind the 25-foot O-P plan building line approximately 200 feet south of Southampton Drive. Therefore, the signage meets the requirements of the Sign Code for similar properties.

The Planning and Zoning Commission considered this request at their January 5, 2017 meeting. Commissioner Burns suggested the sign placement be moved to the north, near the intersection of Sinclair Road and Southampton Drive. A representative for Americare, Robert Cook, explained that this placement was considered, however, infrastructure in that location made placement of the signage difficult. After limited additional discussion, the Commission voted 9-0 in favor of the major revision as presented.

The Planning and Zoning Commission staff report, locator maps, amended O-P plan, sign elevations, and meeting excerpts are attached for reference.



Fiscal Impact

Short-Term Impact: None anticipated.

Long-Term Impact: None anticipated.

Vision & Strategic Plan Impact

Vision Impacts:

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

Strategic Plan Impacts:

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

Comprehensive Plan Impacts:

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

Legislative History

| Date | Action |
|-----------|---|
| 8/4/2014 | O-P Plan for Americare at Heritage Village |
| 5/21/2015 | Minor Amendment to O-P Plan for Americare at Heritage Village |

Suggested Council Action

Approve the major amendment to the "O-P Plan for Americare at Heritage Village."