

**AGENDA REPORT
PLANNING AND ZONING COMMISSION MEETING
January 5, 2017**

SUMMARY

A request by Americare Senior Living (owner) for approval of an amendment to the "Americare at Heritage Village - OP Development Plan". The proposed amendment seeks to allow an additional monument sign along the development's Sinclair Road frontage. The 8.21-acre property is located at the southeast corner of Sinclair Road and Southampton Drive, approximately 3,000 feet south of Nifong Boulevard. (Case #17-32)

DISCUSSION

This request seeks to amend the signage standards for the "Americare at Heritage Village – O-P Plan," which were approved in August 2014 and revised in May 2015 to account for changes in the building design. 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, as since the subject site is a "planned" zone, the Commission and 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 Road.

Staff has reviewed the request and believes its approval would not create excessive signage out of character with the existing site improvements. The actual sign area (advertising/identification) is less than that which is permitted per code and all other code provisions (height and placement) are being met.

RECOMMENDATION

Approval of the revised O-P development plan dated November 10, 2016.

ATTACHMENTS

- Locator maps
- PUD development plan, dated November 10, 2016
- Sign elevations

HISTORY

Annexation date	1999
Zoning District	O-P (Planned Office District)
Land Use Plan designation	Neighborhood District
Previous Subdivision/Legal Lot Status	Lot 21, Heritage Village Plat 1 – Preliminary Plat Lot 201, Heritage Village Plat 2 – Final Plat

SITE CHARACTERISTICS

Area (acres)	8.21 acres
Topography	Generally flat, with slope toward the western, Sinclair frontage
Vegetation/Landscaping	Developed, Turf
Watershed/Drainage	Perche Creek
Existing structures	14 structures for CCRC

UTILITIES & SERVICES

Sanitary Sewer	City of Columbia
Water	City of Columbia
Fire Protection	City of Columbia
Electric	Boone Electric Cooperative

ACCESS

Southampton Drive	
Location	North edge of subject parcel
Major Roadway Plan	Major Arterial – existing 60 ft ROW
CIP projects	N/A – recently completed adjacent to this site
Sidewalk	Sidewalk

Sinclair Road	
Location	Along western edge of property
Major Roadway Plan	Major Collector – existing 60 ft ROW
CIP projects	N/A
Sidewalk	Sidewalks required

PARKS & RECREATION

Neighborhood Parks	Approximately 1.4 miles west of Cosmo Bethel Park
Trails Plan	¼ mile south of proposed Mill Creek Trail
Bicycle/Pedestrian Plan	Southampton – green route , Sinclair – yellow route