

MEETING DATE: March 14, 2023

STAFF: Brian L. Harker, Planner

PROJECT NAME: Noland South Shopping Center

CASE NUMBER/REQUEST: **Case 23-600-01 – Special Sign Permit – 4354 and 4510 S. Noland Road -**
A request by Noland South Development Company for Special Sign Permit approval.

APPLICANT: Noland South Development Company, LLLP

PROPERTY ADDRESS: 4354 and 4800 S. Noland Road

SURROUNDING ZONING/LAND USE:

North: C-2 (General Commercial)...bank building
South: C-2 (General Commercial)...strip center
East: C-2 (General Commercial)...office/apartment complex
West: C-2 (General Commercial)...shopping center

RECOMMENDATION

Staff recommends **APPROVAL** of this Special Sign Permit application with the following conditions:

- 1) Accompanying the required sign/building permits, individual landscaping plans will be necessary for the areas within three feet around the signs.
- 2) If the trees and signage along the frontages of 45th Street and Noland Road are within the site triangle and obstruct the intersection and/or the stopping and site distance, adjustments in placement may be necessary.
- 3) The proposed location for the southern Sign “A” appears to be within the right-of-way and sign setback. Its location will need to be adjusted into the parking lot for the Sign Permit.
- 4) There is currently a water line running along the side of the proposed sign locations, adjustments in sign location may be necessary to avoid all utilities.

PROJECT DESCRIPTION & BACKGROUND INFORMATION

PROJECT DESCRIPTION:

The Noland South Development Company, LLLP seeks to install oversized monument signage in the north entrance median, the south main shopping center entrance and in front of the strip center south 45th Street. The proposed signs will be CID-funded improvements. The applicant believes that the existing pole signage is dated and in need of replacement.

The applicant requests three signs, two 15-foot 11-inch signs, labeled Sign “A” and a 10-foot sign, labeled Sign “B.” The “A” signs will have 70-square foot faces (supported by steel armatures) and an approximately 7-foot wide gap for vehicle visibility between the faces and

the masonry bases. The “B” sign will have a 77-square foot face setting on a masonry base. The faces of all signs contain a listing of tenants.

ANALYSIS

Consistency with *Independence for All*, Strategic Plan:

The addition of this sign will help, “Grow retail and commercial business” in the city.

Comprehensive Plan Guiding Land Use Principles:

This sign will help promote quality in the design of new private development. The relevant ‘Guiding Principle’ is, “adapt the retail sector to marketplace trends.”

Traffic Engineering:

There are sight obstructions/sight triangle concerns at 45th Street and to the south. Trees and signage along the frontage may be within the site triangle and obstruct intersection and/or the stopping and sight distance. At the main entrance, traffic signal and other modifications may be necessary due to the configuration adjustment. Pavement marking modifications will be necessary.

Site and Landscaping Plans:

The submittal includes a site plan showing additional plantings in the parking lot and along the rights-of-way. However, accompanying the required sign permits; individual landscaping plans will be necessary for the areas within three feet around the signs.

Right-of-Way:

The proposed location for the southern Sign “A” appears to be within the right-of-way and sign setback. Its location needs to be adjusted.

Historic and Archeological Sites:

There do not appear to be any significant historic or archeological sites on the property.

CIP Investments:

The City does not have any capital improvements planned near this site.

REVIEW CRITERIA

Recommendations to and decisions of the Planning Commission on Special Sign Permit applications must be based on consideration of the following:

1. **The purpose and intent of the article** – *The proposed signs will help provide identification and wayfinding for the shopping center’s myriad of tenant spaces.*
2. **Use of the facility** – *The location will continue to be a shopping center with multiple service and retail tenants.*
3. **Size of the site** – *The two lots containing site area of 99,244 and 214,124-square feet. These lots are larger than a majority of the sites along this section of Noland Road.*
4. **Height of the signs** – *The elevations indicate the total height of the Option “A” and “B” signs will be 15’11” and 10” tall, respectively. This height is similar or lower than signs along this section of Noland Road.*

5. **Number, size, and height of signs on the surround properties** – *Being on one of the city’s major commercial corridors, the surrounding properties feature an assortment of wall, monument and pole signs. Some of the legal-nonconforming pole signs are quite tall.*
6. **Number, size, and height of signs previously approved for similar uses within the community** – *A number of 25-foot tall shopping center pylons have been approved in monument sign only designated areas. Nearby, a variance was approved for an oversized monument sign at the Red Lobster approximately a decade ago.*
7. **Surrounding zoning and land uses** – *Properties along the Noland Road corridor have long been zoned for some level of commercial (primarily C-2) and are in use by an assortment of small business from fast-food restaurants to hotels to offices to shopping centers.*
8. **Topography of the site** – *The bases of the two southern-most signs will be level with Noland Road. The base of northern sign, in the entrance island, will be slightly higher than the intersection.*
9. **Any other factor relating to:**
 - a. The physical character of the signs, excluding content except for obscenity – *The proposed signs are not out of character with other existing signage along this commercial corridor.*
 - b. Their physical relationship to the principal building and site – *The proposed signage will help identify the tenants in shopping center.*
 - c. Any unique visibility considerations. – *As the proposed signage appears to have no obstructions, they should not create any visibility concerns.*

EXHIBITS

1. Application
2. Applicants Letter
3. Sign “A” Elevations
4. Sign “B” Elevations
5. Site/Landscaping Plan
6. Aerial Map