

TO: Zoning Advisory Commission

FROM: Jason Duba, Assistant Planner

DATE: February 24, 2023

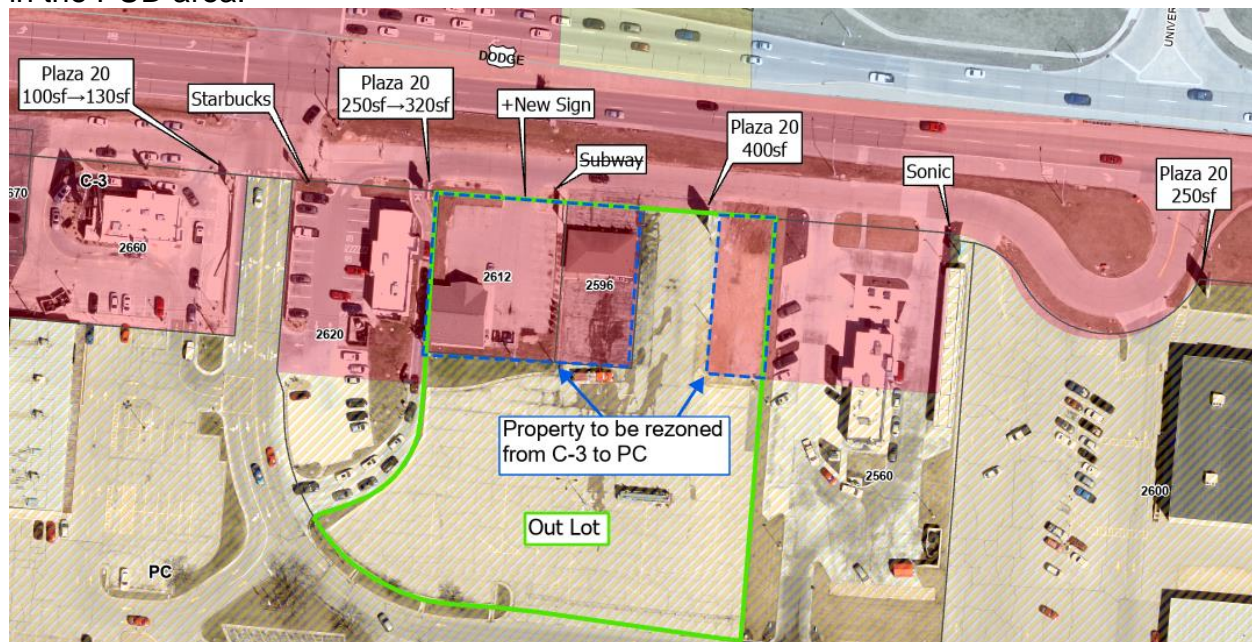
SUBJECT: Amendment of the Plaza 20 PUD boundary and signage regulations

INTRODUCTION

The applicant, Michael Kahle, Plaza 20, Inc., is requesting to amend the Plaza 20 PUD to increase its freestanding sign allowance, provide for out lot signage, and amend its boundary. Plaza 20 is a commercial shopping center that was first established in 1963. The PC-Planned Commercial zoning district that regulates Plaza 20 encompasses 30 acres and consists of four large commercial buildings housing 25 tenants and totaling approximately 200,000 square feet. The property has approximately 1,000 feet of frontage along Dodge Street/US Highway 20 and is bound by ravines leading down to Catfish Creek on the other sides.

BACKGROUND

The changes are being proposed because the property will soon be home to a new general retailer, and the existing Subway sandwich shop will relocate to a new building in the PUD area.



Freestanding signs, out lot, and area to be rezoned

DISCUSSION

The applicant is seeking to allow additional square footage on two of Plaza 20's existing freestanding signs, to add the category of Out Lot to the sign portion of the PUD, and to amend the PUD boundary by bringing the entire lot that a new general retailer will occupy under Plaza 20's PC zoning district.

Subway, which was formerly on its own parcel and not a part of the PUD previously, is moving to a location within the Plaza 20 PUD. In doing so, Subway is losing the freestanding sign they had and are requesting to add a new sign panel onto the existing Plaza 20 signs on both the east and west ends of the property. The east sign has empty panels and can accommodate Subway. The west sign would need to have an additional panel constructed, but it is currently maxed out at 100 square feet. The applicant proposes a new 30-square foot panel, increasing the sign to a total of 130 square feet.

The applicant also requests an additional 70 square feet be added to one of the signs that is currently allowed 250 square feet, bringing the total area to 320 square feet. This request is being made to accommodate anticipated future signage needs. There are two other existing freestanding signs for Plaza 20 that will remain the same, one of which is allowed 250 square feet, and one of which is allowed 400 square feet.

If approved, the four freestanding signs would have the following area allowances:

- 130 square feet (previously 100)
- 250 square feet
- 320 square feet (previously 250)
- 400 square feet

The applicant also requests to add the category of Out Lot to the sign portion of the PUD. This would cover a new general retailer as a business that is in Plaza 20 but on a separate platted lot. The proposed signage allowances are shown below and are adapted from C-3 sign regulations.

On-Premise Signs	Permitted Sign Structures	Maximum				Permitted Lighting Type	Permitted Mechanical Motion	Location
		Area (sf)	Number	Projection	Height			
Plaza 20 PUD Out Lot								
Identification Signs								
Business, Retail, or Office	Freestanding	200 per sign	1	0	40 feet	No Flashing	None	On subject property
	Wall	10% of any one building wall, or 400 aggregate sf, whichever is less	2 per business per street frontage		Below eave or parapet			
Directional Signs								
All Applications	Freestanding	6 per sign	Not specified	0	10 feet	Internal only, no flashing	None	On subject property
	Wall				Below eave or parapet	No flashing		

The applicant notes that the additional sign square footage is needed to adequately advertise the plaza's name, and primary and secondary tenants to the motoring public along Dodge Street. The signs will be placed along a major arterial, in a highly commercialized corridor and will be located across the Dodge Street right-of-way approximately 300 feet south of the nearest residential property. The signs should not impede visibility.

The final request is to amend the PUD boundary by bringing the entire lot that a new general retailer will occupy under Plaza 20's PC district. There are two portions of this lot that are zoned C-3 from previous occupants. The applicant seeks to unify the zoning for that property under the PC designation.

RECOMMENDATION

City staff recommends that the Zoning Advisory Commission review the enclosed materials and make a recommendation regarding the amendment to the Plaza 20 PUD to increase its freestanding sign allowance, provide for out lot signage, and amend its boundary.

Attachments