



## PLAN COMMISSION STAFF REPORT

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**ITEM NO:** 1 **APPLICATION NO.** 0163-2023

**MEETING DATE:** December 11, 2023

**SUBJECT:** Program of Signs

**PETITIONER(S):** Midland Pointe, LLC (Owner/Developer/Applicant – Jim Adams)

**SUMMARY:** Adoption of a Program of Signs

**LOCATION:** 5800-6100 block of State Road No. 32 (Westfield Road), south side

**WAIVERS REQUESTED:** None

**RECOMMENDATION:** Approval with stipulations

**PREPARED BY:** Joyceann Yelton, Development Services Manager  
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## *Planning Terms*

### Program of Signs

1. One or more adjacent activities not located in an "Area of Special Control" may submit a Program of Signs to the Plan Commission. The Program of Signs shall contain a visual representation of the lettering, illumination, color, area, height, placement, and location of the signs proposed for display. The items of information displayed on the signs proposed by an activity in the Program of Signs shall not exceed the items of information allowance.
2. The Plan Commission may approve a Program of Signs if the signs visually represented in the Program are consistent with the purposes of this Ordinance, are appropriate to the function and architectural character of the building(s) in which the activity is located and are compatible with the existing adjacent activities.
3. An activity whose Program of Signs has been approved by the Plan Commission may display only those signs that comply with the approved program.

*Amendment* – A repeal, modification, or addition to a regulation.

*Stipulation* – A condition, requirement, or item specified as a part of an agreement or ordinance.

## *Procedure*

The application was filed for a public hearing at the December 2023 Plan Commission meeting. Prior to the hearing, there is a published legal notice in the newspapers. The Plan Commission hears the presentation by Staff, applicant/developer, and any individuals in the audience wishing to speak for or against the proposed amendment. The Plan Commission is the only reviewing body regarding a Program of Signs.

## *Correspondence*

Staff has not received any inquiries on this application.

## *Summary*

The property is located along the south side of State Road No. 32 (Westfield Road). (Exhibit 1 – Aerial Photograph) The applicant is requesting the adoption of a Program of Signs for the "Midland Ponte Planned Development". That development includes multi-family apartments, townhomes, and commercial uses.

(Exhibit 2 – Proposed Amendment to the Program of Signs) The sign package includes a request for a ground sign specific to the Wawa fuel station/eatery, and two designation signs for the two multi-tenant buildings all located adjacent to State Road No. 32. The applicant is also proposing along Hazel Dell Road, a designation sign and a ground sign for the apartments. and another for logo and reverse-lit letters for a new tenant in the building that is a dental office. The current Unified Development Ordinance does not allow for two designation signs within 750-FT of each other and within a planned development, individual tenants are not permitted ground signs only wall signs.

Staff is supportive of the signs along Hazel Dell Road (Signs 0132, 0149) but has concerns with the signage proposed along State Road No. 32. The Wawa fuel center is requesting a ground sign that advertises their gas prices. During the past several years we have restricted the number of gas prices displayed on the sign to one. They are proposing two thus Staff is not supportive of this request. We have strongly suggested that the two designation signs for the two inline tenant buildings be a single designation sign on either side of the north/south drive. This particular area does not have the size and linear frontage of other retail center developments to warrant two designation signs in short proximity to each other. The purpose of a program of signs is that all signage is uniform, the Sign 0002 compared to the other signs has a black background with all other signage is a white background.

### Attachments

|           |   |
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| Exhibit 1 | Aerial Photograph                           |
| Exhibit 2 | Proposed amendment for the Program of Signs |

### Recommendation

Staff/Administration is in support of the proposed Program of Signs with the following stipulations:

1. Only one designation sign is permitted along State Road 32.
2. All background panel colors on all signs be either white or black panels.
3. The Wawa sign will display only one gas price and the digital display will not exceed the 30% permitted for the digital portion of the sign.
4. Each sign should have a topper on the cabinet like the Wawa sign.

Motions

1. Motion to adopt the "Program of Signs" for "Midland Pointe Planned Development" as presented per Application 0163-2023 including the Staff Report with the following stipulations:
  - a. Only one designation sign is permitted along State Road 32.
  - b. All background panel colors on all signs be either white or black panels.
  - c. The Wawa sign will display only one gas price and the digital display will not exceed the 30% permitted for the digital portion of the sign.
  - d. Each sign should have a topper on the cabinet like the Wawa sign.
  
2. Motion to deny the entire sign amendment as presented per Application No. 0163-2023  
*List reasons*
  
  
  
  
  
  
  
  
  
  
3. Motion to continue Application No. 0163-2023 until the July 17, 2023 meeting.