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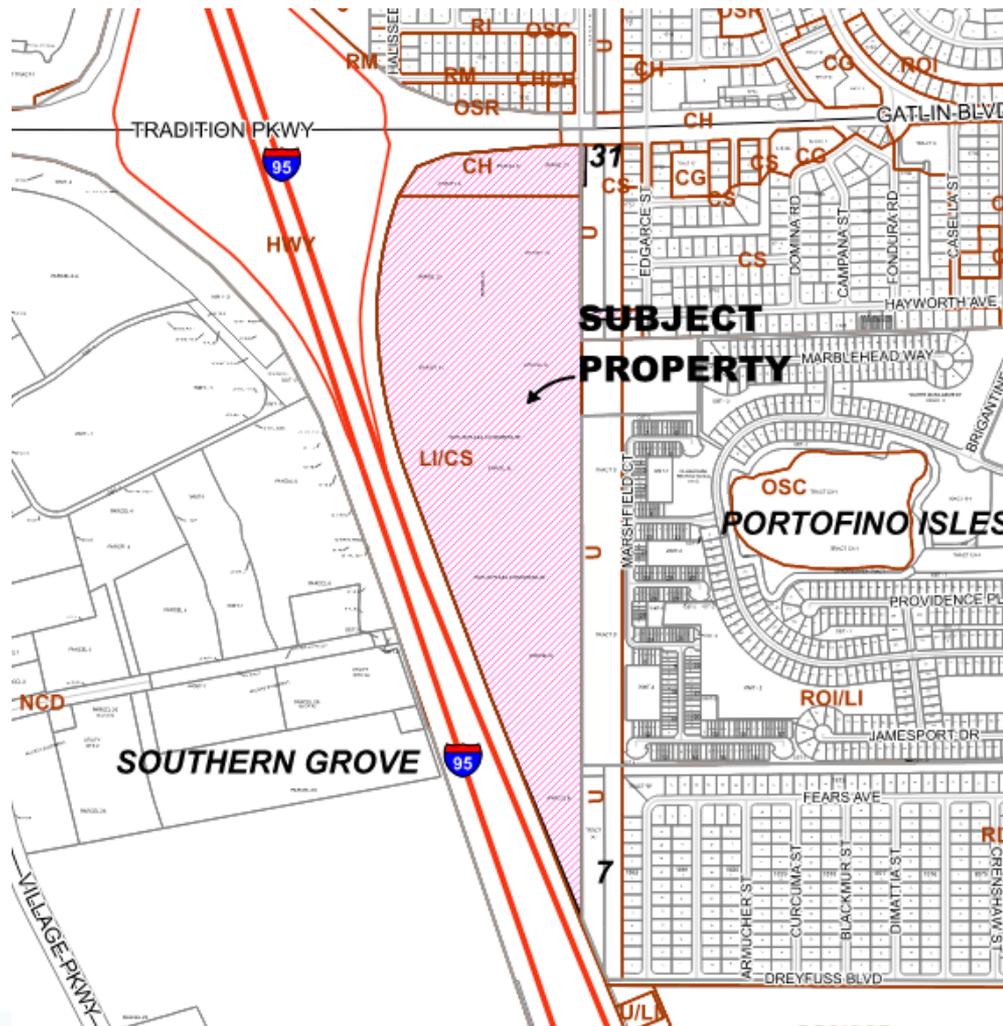
# Gatlin Plaza Master Sign Program Amendment No. 4

City Council Meetings of November 24, 2025, and  
December 8, 2025

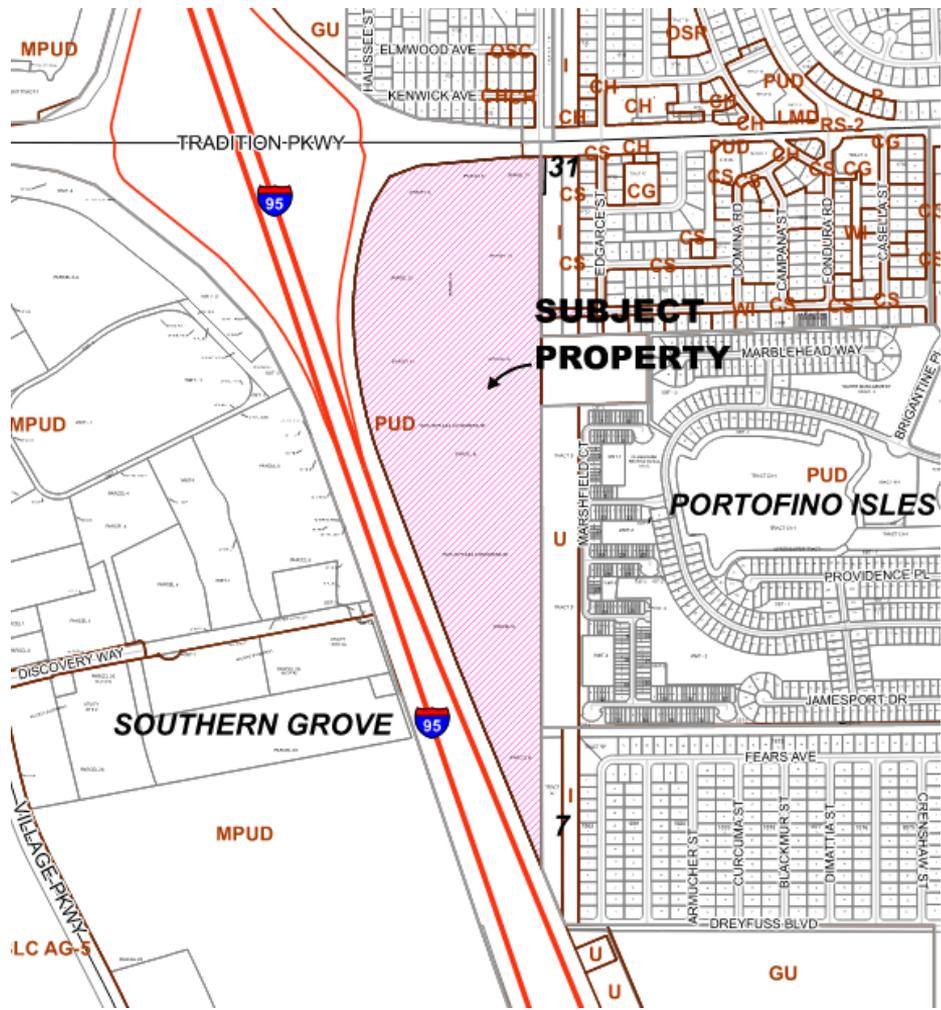
# Summary

This is a request from Culpepper & Terpening, Inc. to amend the Master Sign Program for Gatlin Plaza. The proposed changes are to increase the primary identification freestanding sign square footage, increase the required setback from property lines for freestanding signs, clarify the wall signage square footage allowances for each building, add an internal freestanding sign for BJs, and to remove unnecessary language.

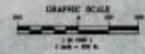
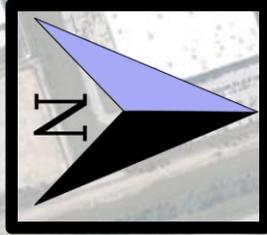
# Land Use



# Zoning



# GATLIN PLAZA



## Updates Proposed

- Provide maximum cumulative square feet for wall signage for each establishment.
- Increase the primary identification freestanding sign along Gatlin Boulevard and Brescia Street from a maximum of 200 square feet to 485 square feet.
- Increase the required setback from property lines for freestanding signs from 5 feet to 10 feet.
- Include a statement referring to the Condo association sign requirement for informational purposes only and remove the requirement of an outside review board to comply with current City Sign Code requirements.
- Add the ability for the BJs establishment to have an 80 square foot maximum freestanding sign located at the establishment's entrance within the development.

# Wall Signage

		Max Permitted by City Code (based on City Codes in effect at time of amended (4 <sup>th</sup> ) <del>at time of</del> Master Sign Program approval) (SF)	Maximum cumulative Permitted wall signage, Per Master Sign Program (SF)	Actual Signage Provided (SF)	Variance (SF)
Home Depot		<del>200</del> <u>800</u>	<del>750</del> <u>1,000</u>	742	<del>8</del>
Bass Pro		<del>200</del> <u>570</u>	<del>450</del> <u>3,016**</u>	3,016**	<del>2,566</del>
<u>Floor &amp; Decour</u>		<u>461</u>	<u>1,000</u>	<u>920</u>	
<u>Dave &amp; Busters</u>		<u>188</u>	<u>1,000</u>	<u>419</u>	
<u>Millers Ale House</u>		<u>129</u>	<u>200</u>	<u>185</u>	
<u>BJ's</u>		<u>688</u>	<u>1,000</u>	<u>670</u>	
Wendy's		<del>200</del> <u>102</u>	<del>77</del> <u>100</u>	75	<del>2</del>

# Recommendation

The Planning and Zoning Board recommended approval of the Master Sign Program as proposed at their November 4, 2025, meeting.

Staff is supportive of this request.