



Wylder Master Sign Program (P23-057)

Planning and Zoning Board Meeting of March 5, 2024

Summary

This is a request to create a Master Sign Program for the LTC Ranch/Wylder Community. This program provides a mechanism for the residential development to have a design specific sign regulation for permanent and temporary signs that would supersede the City's sign regulations.

City Sign Code Comparison for permanent signs

Sign Type as per MSP	Proposed MSP				City Sign Code				
	Location	Requirements	Number of signs	Location of requirements	City sign type if applicable	Location	Requirements	Number of signs	Location of requirements
Primary Monument Entry	At entrances of Wylder Development; Adjacent to Glades Cut-Off, Midway Road, and Wylder Parkway	200SF max sign area 15FT max height (may be located on top of 10' berm) Internal/External Lighting	(3) Per Community (Wylder: LTC Ranch Development) Entrance(s)	MSP PG 3	Subdivision entrance signs	Platted land within development	325F max sign area 10FT max height Ground lit only	One per entry of two 165F per entry	Sec. 155.08 (A) 3
Wayfinding/Directional	Throughout the entire development/c community, Wylder Parkway, and within Private/public ROW's	155F max sign area 8FT max height Internal/External Lighting	60	MSP PG 3	On-site directional	Within development	325F max sign area 10FT max height	One per building	Sec 155.08 (I)
Secondary Monument Entry	At entrances of each subdistrict or subdivision. Adjacent to Wylder Parkway, E/W #2, and E/W #5, and within/adjacent to Internal Neighborhood Roads	150SF max sign area 10FT max height Internal/External Lighting	(3) Per Neighborhood Entrance(s)	MSP PG 3	Neighborhood signage	At entrance	325F max sign area 10FT max height Ground lit only	One per entry of two 165F per entry	Sec 155.08 (V)
Neighborhood Amenity/Recreation	Amenity Area & Recreation Area	365F max sign area 10FT max height Internal/External Lighting	(1) Per Amenity/ Recreation Area Entrance(s)	MSP PG 3	Commercial, Institutional, and Industrial	Along property line.	325F max sign area If two signs permitted for a frontage, then 605F max calculated.	One per street frontage unless over 240' then additional permitted	Sec 155.08 (G)&(H)

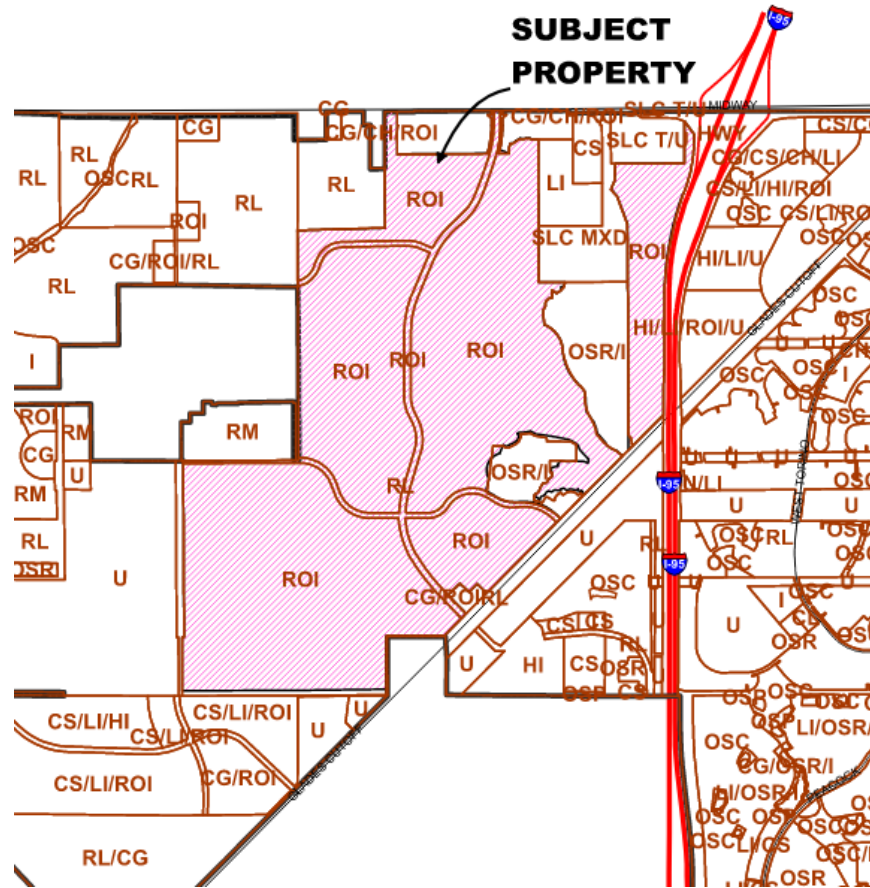
City Sign Code Comparison for temporary signs

Temporary Signs									
Residential Lot	Residential Lots	30SF max sign area 7FT max height External Lighting	(2) Per Lot(s)	MSP PG 3	Temporary sign (Specific to zoning district MPUD)	Within residential lot	16SF max sign area cumulative 6FT max height	Up to the cumulative SF	
Model Home Site	Model Home Lots	9SF max sign area 4FT max height External Lighting	(1) per Model Home Lot(s)	MSP PG 3	Model Home sign	Within model home lot	16SF max sign area 5FT max height	One	Sec 155.08 (B)
Sales Centers	Sales Center Lots	36SF max sign area 6FT max height NO Lighting Allowed	(2) Per Lot(s)	MSP PG 3	Temporary; Feather	Sale Center lot	32 SF 10 FT max height	N/A	N/A
Open Space Tracts	Open Space Tracts	45SF max sign area 17FT max height NO Lighting Allowed	Less than 5 Acres (1) 5 – 9.99 acres (2) 10 acres or more (1 per 4 acres)	MSP PG 3	Temporary	Community and neighborhood entrances; vacant lots within Wylde Community	Under 5 acres: 32 SF 10 FT max height; Over 5 acres: 60 SF 10 FT	N/A	N/A

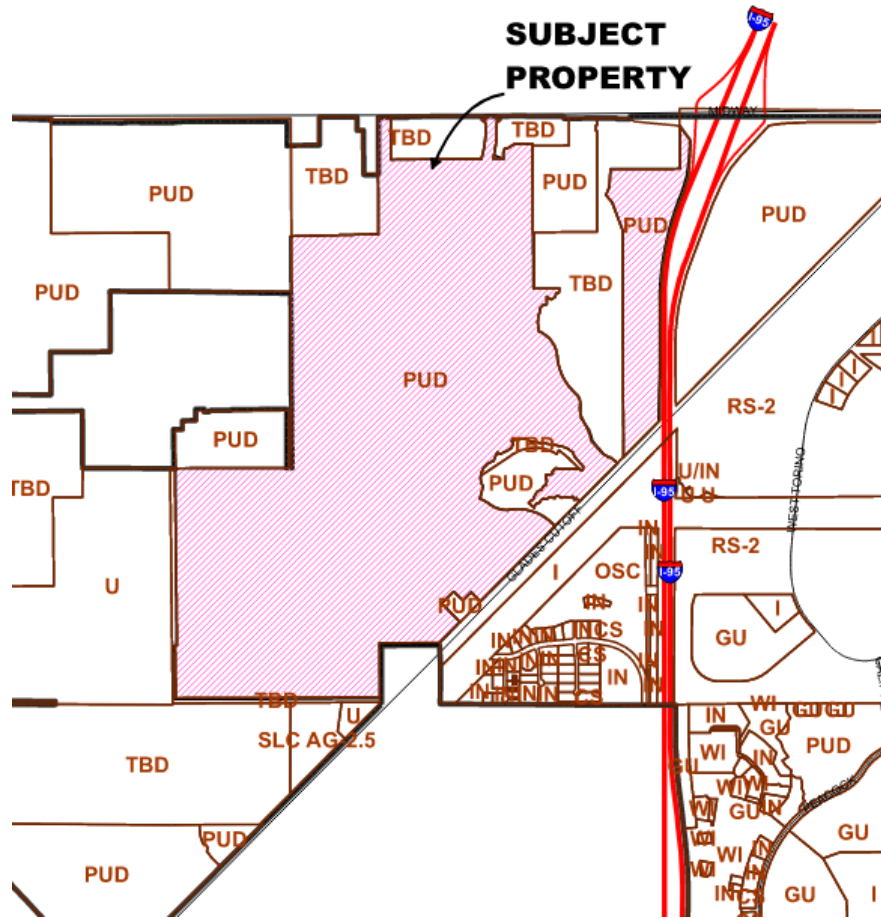
Ten Secondary Entry signs in green.



Land Use



Zoning



Staff finds the proposed
Master Sign Program to be
consistent with the City's
Land Development
Regulations and policies of
Section 155.03(H).