



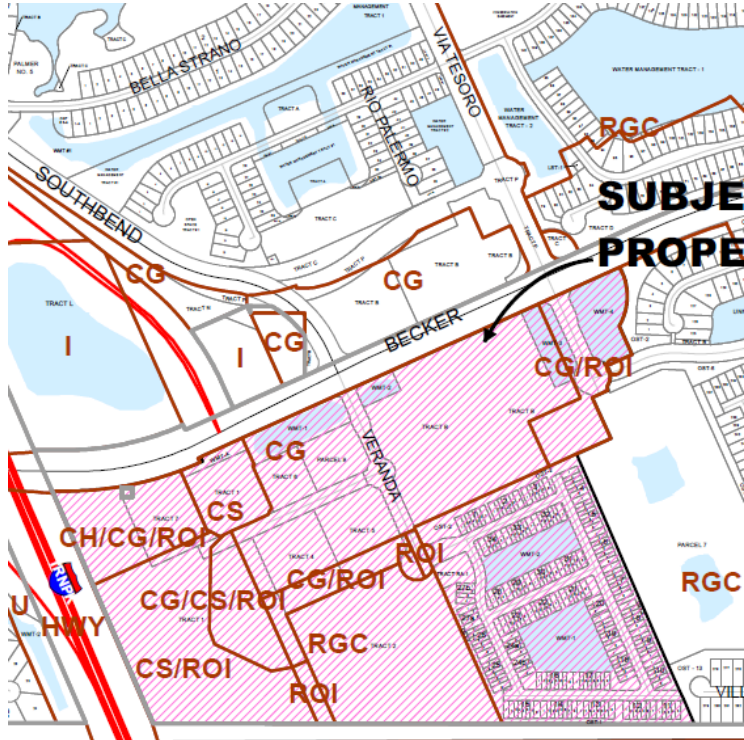
**The Shoppes at Veranda Falls Master Sign Program
Amendment**

City Council Meeting
August 12, 2024

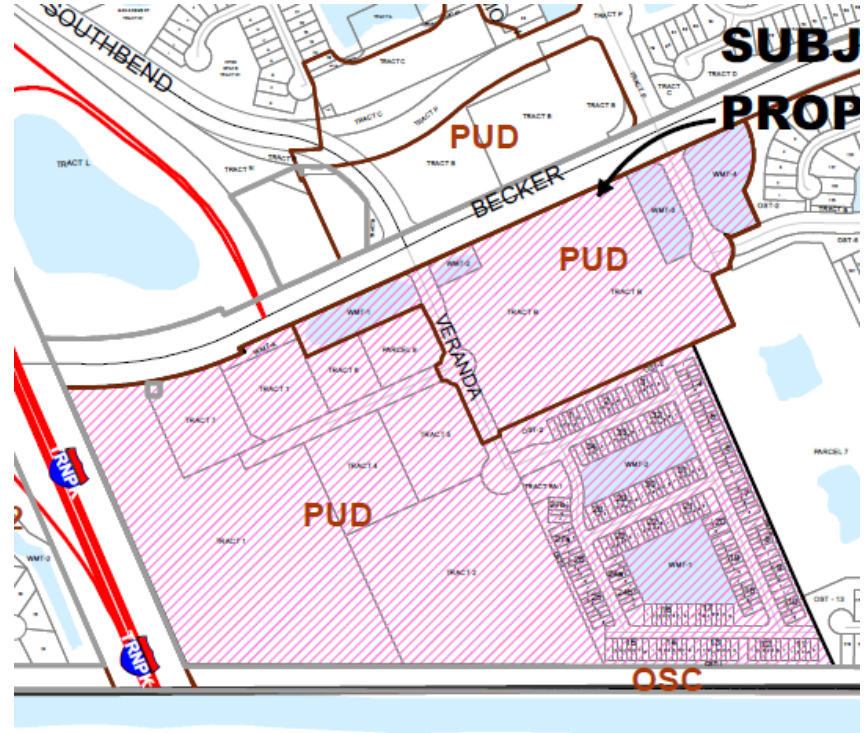
Project Description

This is a request for the 1st amendment of the Shoppes at Veranda Falls master sign program.

Land Use



Zoning



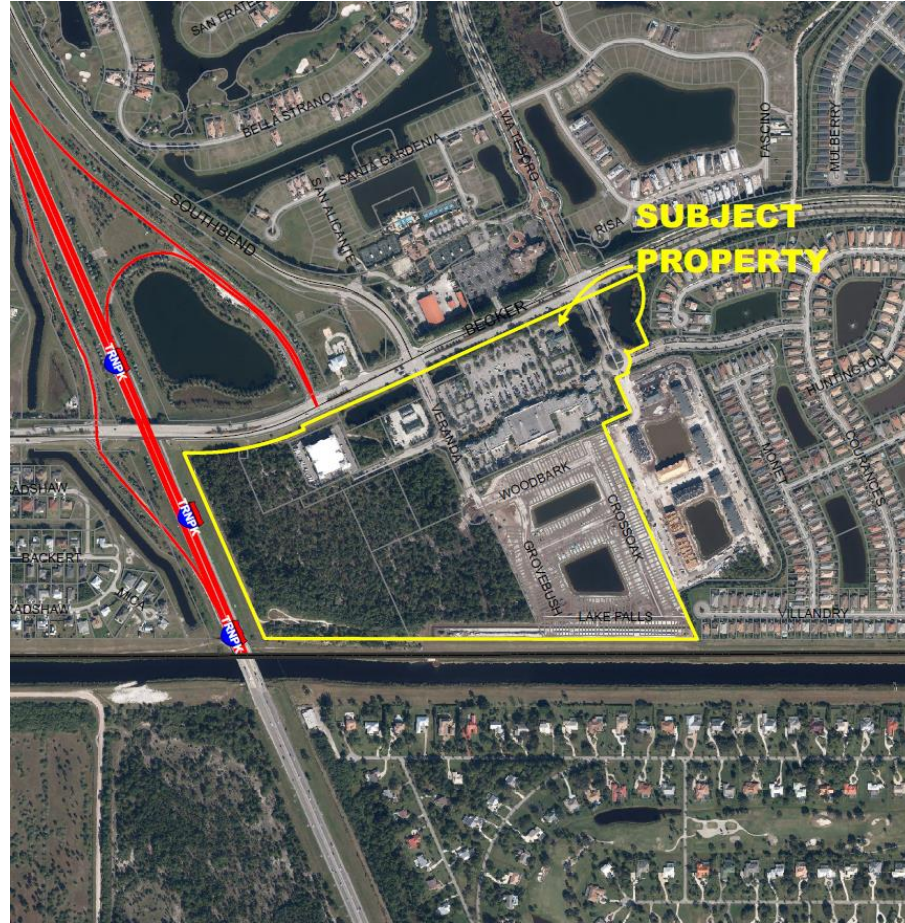
Summary

This is a request to amend The Shoppes at Veranda Falls Master Sign Program. This amendment is to add regulations for the commercial, institutional and residential developments being incorporated into the sign program boundary and to increase square footage of monument and directional signs.

Summary

- The Program amendment removes any content-based regulations.
- Removes requirement of a review board.
- The Primary Project Sign heights will change from 10 feet to 18 feet.
- The Stand Alone Building Monument Sign heights are proposed to change from 6 feet to 16 feet and the maximum square footage from 32 square feet to either 60 square feet for most parcels or 122 square feet for the hospital and medical parcels.
- The amendment calls out the off premises monument signs that will be permitted along Becker Road.
- Tenant façade signage has been reduced from 200 to 120 square feet cumulatively.
- The program document has been reduced in size, 19 pages to 9, by creating charts for the regulations. This provides organization and a program that is easy to follow and understand.

Proposed Boundary



Recommendation

The Planning and Zoning Board recommended approval at their regular meeting of August 6, 2024.