



Southern Grove-Shoppes at the Heart

Variance (Sign)
(P24-220)

Planning and Zoning Board – January 7, 2025
Marissa Da Breo-Latchman, Environmental Planner II

Variance Request

A variance from the Tradition Master Sign Program (7th amendment) to reallocate allowable monument sign square-footage between the 3 monument signs at the parcel to allow a larger sign area at the main entrance and a corresponding decrease in sign area at the other two entrances, such that the maximum allowed monument sign area will not be exceeded.

Applicant and Property Owner

Applicant/Property Owner:	PEBB Tradition SG3, LLC.
Agent:	Steve Garrett, Lucido & Associates
Proposed Use:	Commercial
Location:	South of SW Discovery Way, West of SW Village Parkway and East of SW Community Boulevard

Aerial

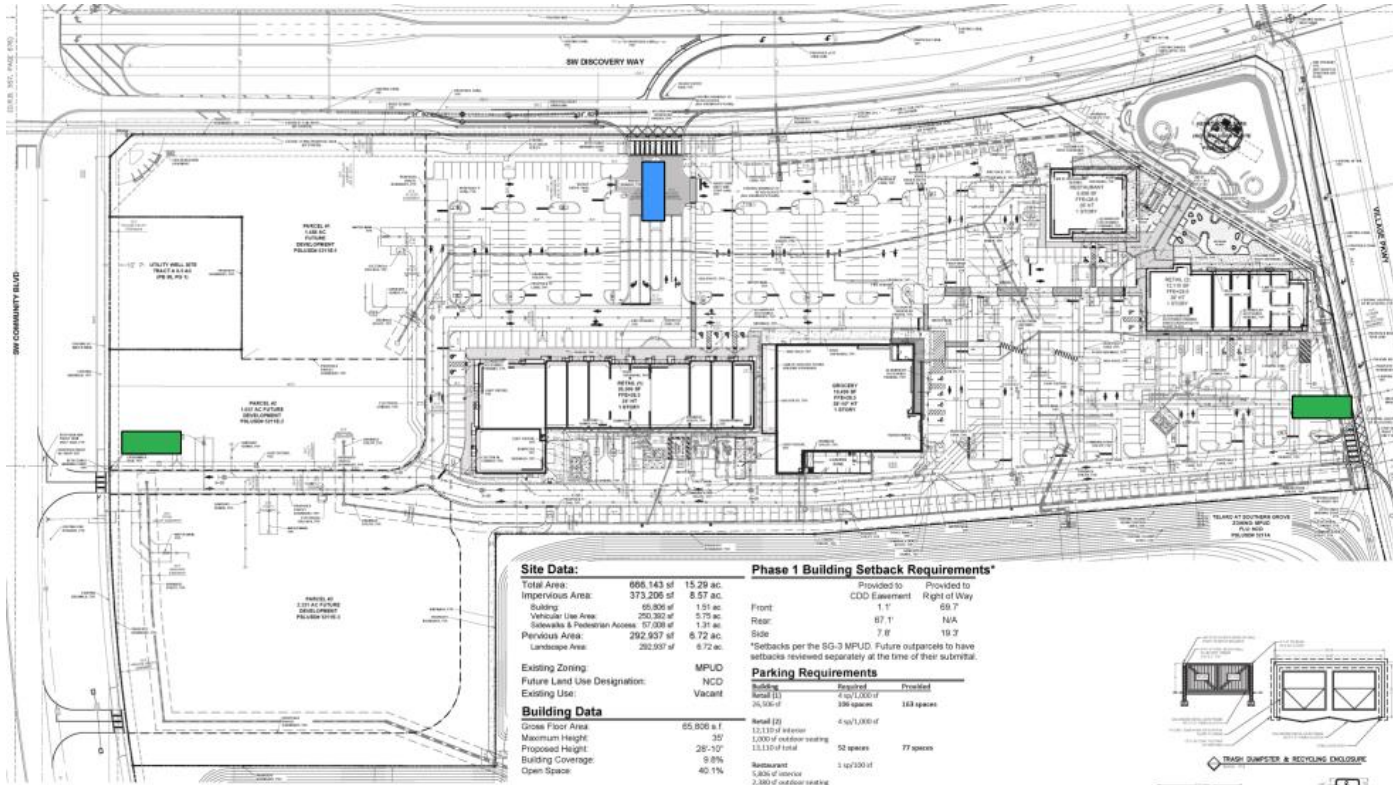


Maps

Direction	Future Land Use	Zoning	Existing Use
North	NCD	MPUD	SW Discovery Way, Multi-family development
South	NCD	MPUD	Multi-family and single-family development
East	NCD	MPUD	SW Village Parkway, commercial development
West	NCD	MPUD	SW Community Blvd, Single-family development



Proposed Reallocation Plan



Allowed (64) SF
Proposed (48) SF

Allowed (64) SF
Proposed (96) SF

Allowed (64) SF
Proposed (48) SF

Total Allowed: (192) SF
Total Proposed: (192) SF

STAFF FINDINGS

- The Tradition Master Sign Program applies to all parcels in Tradition, Western Grove and Southern Grove.
- The Tradition Master Sign Program does not address the reallocation of allowed sign square footage.
- Staff advised the applicant to apply for this variance in order to achieve the desired signage installation for this plaza.
- The applicant proposes to reallocate square footage, not increase allowed square footage, which seems reasonable.

Planning & Zoning Board Action Options

- Make a motion to approve the variance.
- Make a motion to approve the variance with conditions
- Make a motion to deny.
- Make a motion to table.