

Midway Business Park Master Sign Program Amendment

Planning and Zoning Board Meeting of August 2, 2022

P14-095-A1

CityofPSL.com



Summary:

The proposed amendment to the program is to provide updated criteria that will allow opportunity for new and amended signage for existing and future parcel owners within the Midway Business Park area.



Summary:

The Midway Business Park Master Sign Program was approved by City Council in 2014. This amendment provides the following updates:

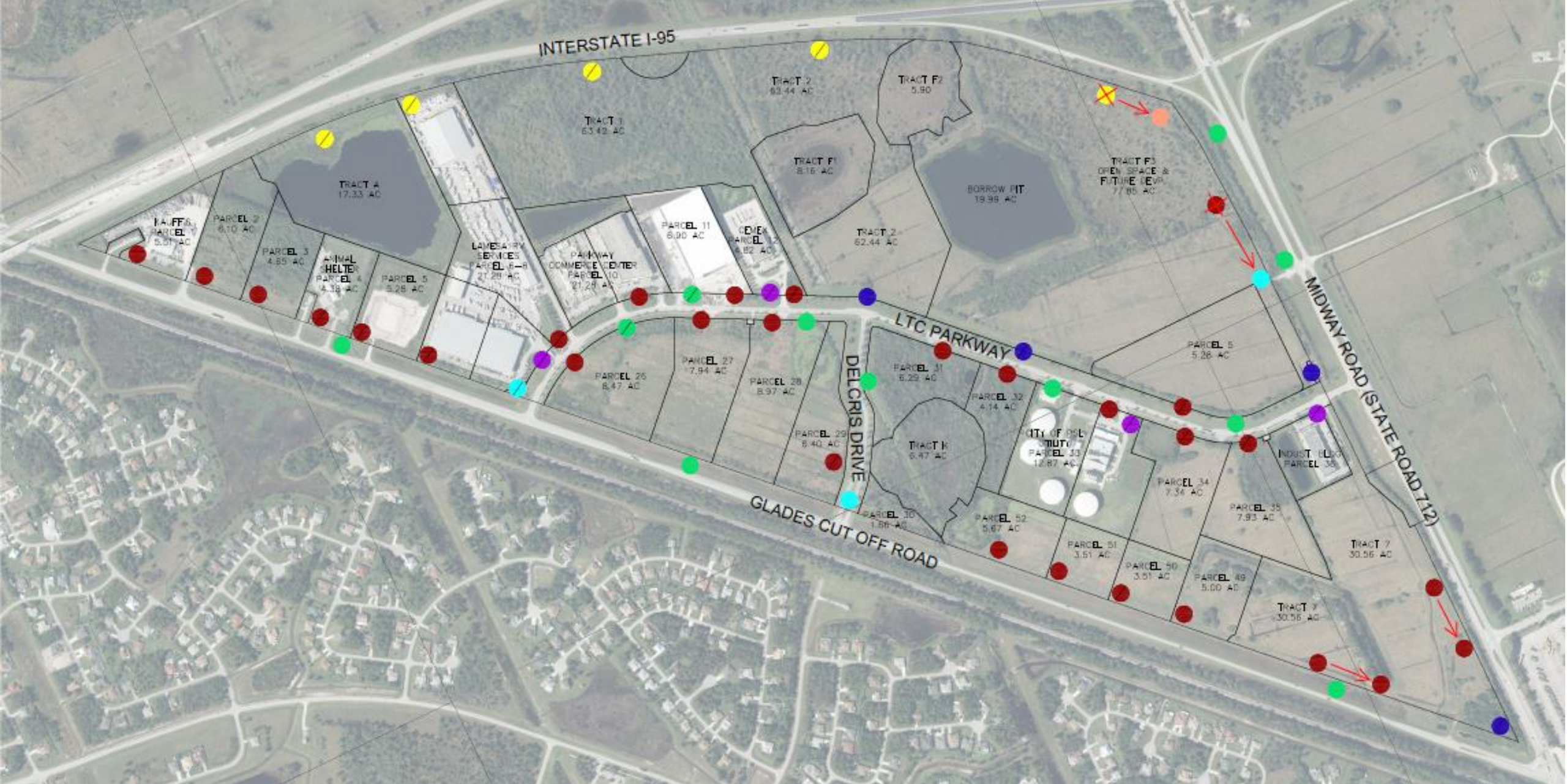
- Removal of a review board and prior MSP review for submittal to the City.
- Update of Sign area calculation for clarity.
- Removal of address requirements so that City Code will be followed.
- Removal of language that is content based.
- Removal of any copy limitations within the allowable square footage.
- Addition of a “Business Interstate Identification Monument Sign.
- Removal of temporary sign regulations so that City Code will be followed.
- Updated comparison chart.



Regulations Table

| Sign Type | Prior Approved Master Sign Plan | City Code | Proposed | Comments |
|--|---|--|---|--|
| Property Identification: Primary | 200 SF 20' max height 3 signs total | N/A | 200 SF 20' Height 15' x 45' Dimension | |
| Property Identification: Secondary | 100 SF 10' max height 2 signs total | N/A | 100 SF 10' Height 10' x 25' Dimension | |
| Property Directional | 48 SF | N/A | 48 SF | |
| Parcel Sign | 60 SF 8' max height | 32 SF each street frontage 10' Height | 60 SF 8' Height | |
| Interstate Identification | 500sf 30' Height max | N/A | 500sf 30' Height max | |
| Gast Station Interstate Identification | N/A | N/A | 260 SF 50' Height 50' x 26' | |
| Event/Sales Banner | 45 SF (maximum) 20' Height | N/A | 45 SF (maximum) 20' Height | This request is consistent with other MSP |
| Decorative Standards | 12 SF 30" Height | N/A | 12.5 SF per 30" Height | There are decorative banners attached to streetlights throughout the project, used to denote special events, sales promotions and / or seasonal items. |

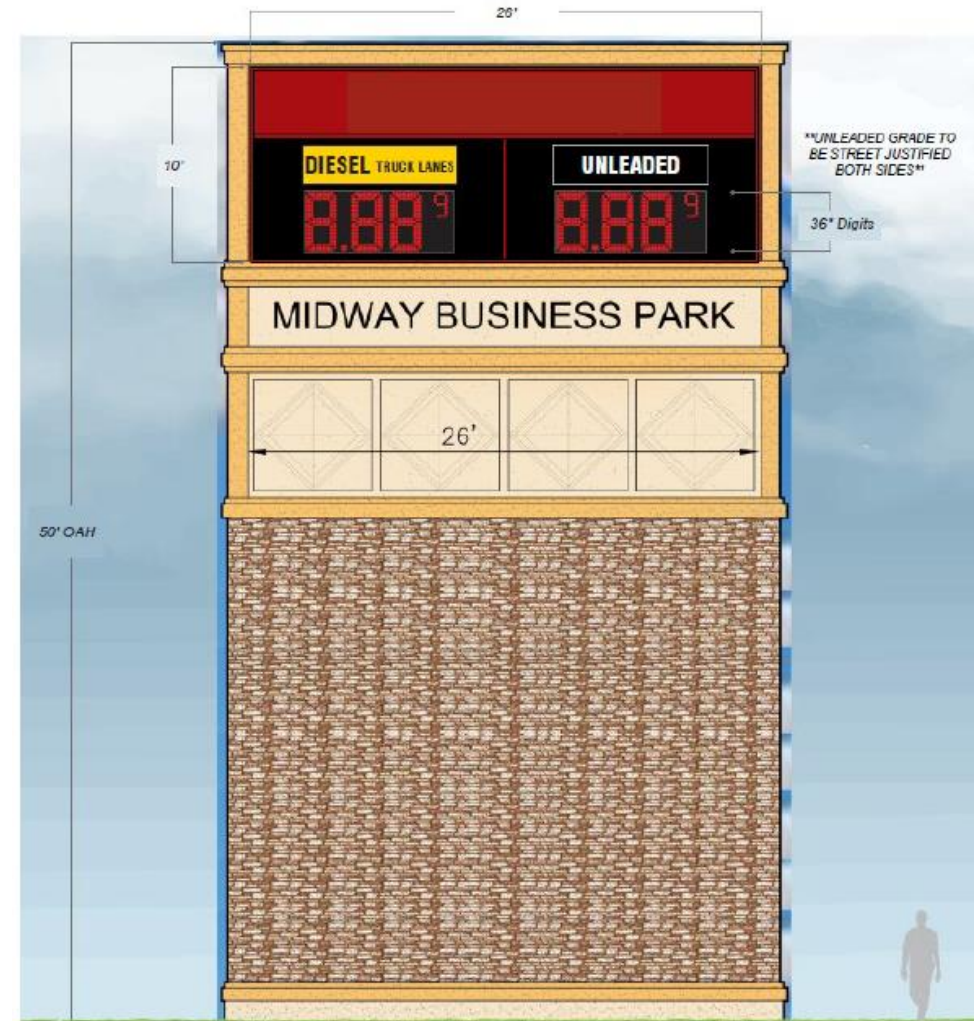




Interstate Identification



Business Interstate Identification



Recommendation:

Staff does find the proposed amendment to be consistent with the direction and intent of the City's Land Development Regulations and policies of the Comprehensive Plan and complies with the requirements of Section 155.03(H) except for the proposed Business Interstate Identification Monument Sign and recommends the following condition:

The Proposed Business Interstate Identification Monument sign be removed from the document.

