



Gatlin Plaza Master Sign Program Amendment NO. 4

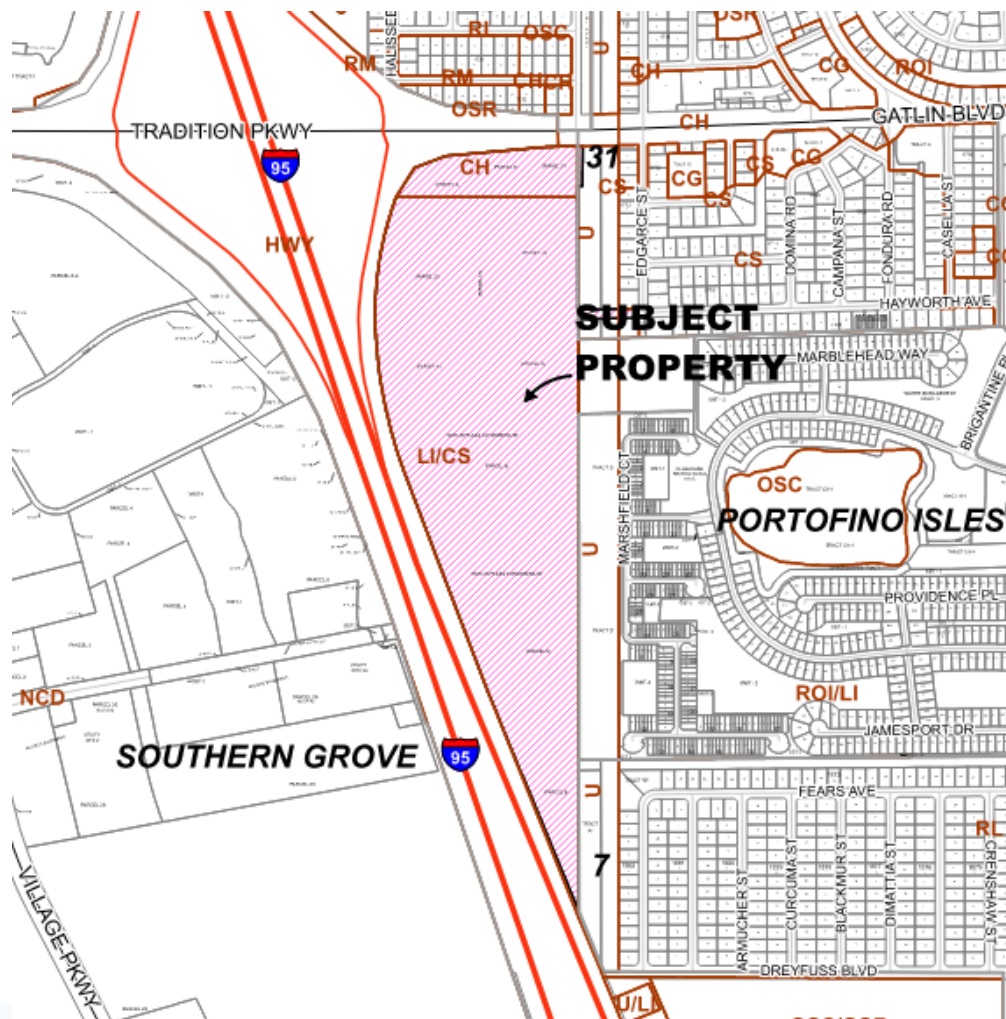
Planning and Zoning Board Meeting of November 4, 2025

Summary

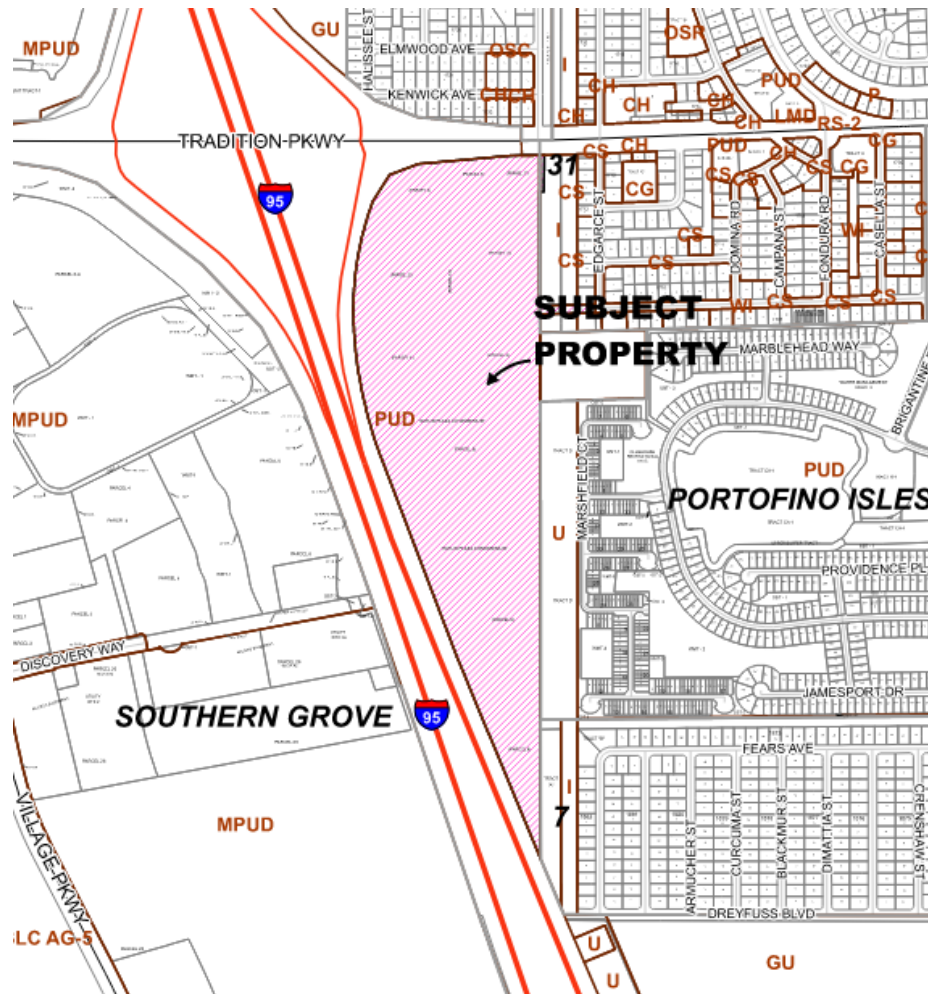
This is a request from Culpepper & Terpening, Inc. to amend the Master Sign Program for Gatlin Plaza.

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 irrelevant language.

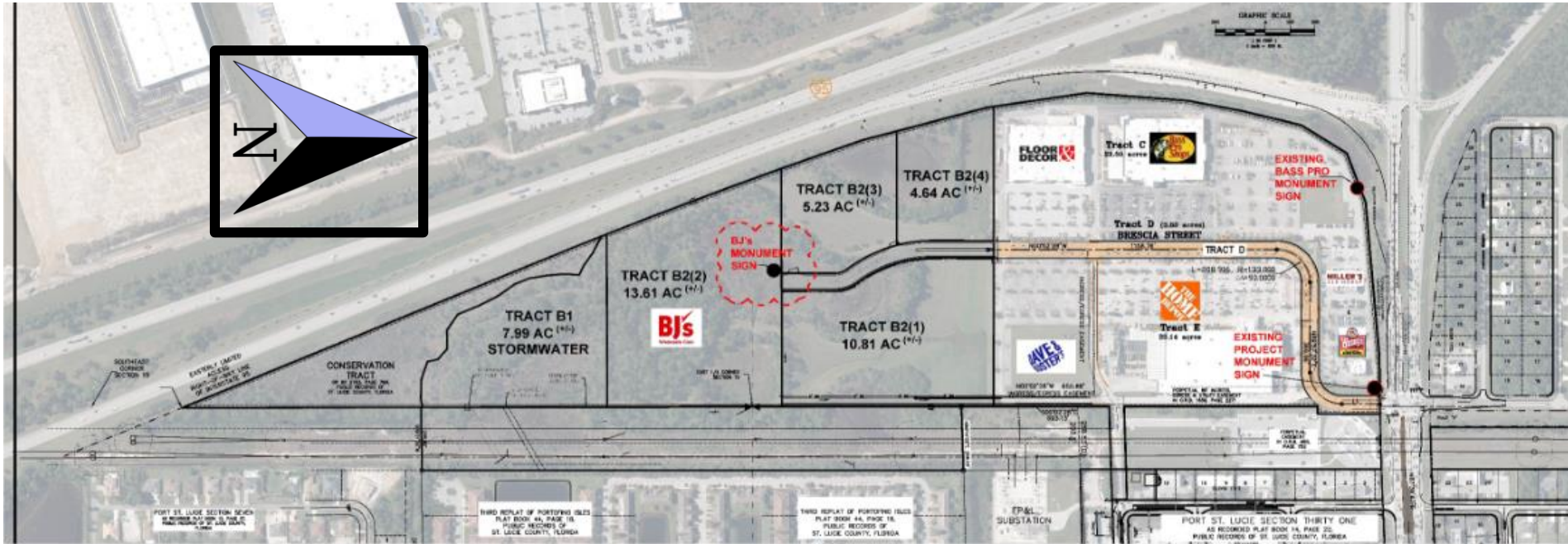
Land Use



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.

Façade Signage

		Max Permitted by City Code (<u>based on City Codes in effect at</u> <u>time of initial</u> at time of Master Sign Program approval) (SF)	Max Permitted Per Master Sign Program (SF)	Actual Signage Provided (SF)	Variance (SF)
Home Depot		200	750	742	-8
Bass Pro		200	450	3,016**	2,566
<u>Floor & Decour</u>		<u>200</u>	<u>1000</u>	<u>920</u>	
<u>Dave & Busters</u>		<u>200</u>	<u>1000</u>	<u>419</u>	
<u>Millers Ale House</u>		<u>200</u>	<u>200</u>	<u>185</u>	
<u>BJ's</u>		<u>200</u>	<u>750</u>	<u>670</u>	
Wendy's		200	77	75	-2

Staff Recommendation

The Site Plan Review Committee recommended approval of the Master Sign Program Amendment at their meeting of July 23, 2025. Staff finds the proposed Master Sign Program to be consistent with the City's Land Development Regulations and requirements of Section 155.03(H) of the City Code and recommends approval.

Planning and Zoning Board Action Options:

- Motion to recommend approval to the City Council
- Motion to recommend approval to the City Council - with conditions
- Motion to recommend denial to the City Council

Please note: Should the Board need further clarification or information from either the applicant and/or staff, it may exercise the right to *table* or *continue* the hearing or review to a future meeting.