

To: Honorable Mayor and Members of City Council

From: Dalton Guerra, City Planner

Subject: Proposed PUD Zone Document Amendment - Potomac Farms

Date: April 4, 2022

A ZONING ORDINANCE APPROVING THE POTOMAC FARMS PUD AMENDMENT #1 AMENDING THE SIGN SCHEDULE TO UPDATE, MODERNIZE, AND ALLOW ADDITIONAL ENTRYWAY SIGNS GENERALLY LOCATED AT THE NORTHWEST CORNER OF E. 104TH AVENUE AND WORCHESTER DRIVE.

Summary and Background Information:

Potomac Farms Metro District has submitted this application in order to update, modernize, and allow additional entryway signage for the existing single-family subdivision. The subject property/subdivision is located generally at the northwest corner of E. 104th Avenue and Worchester Drive. The current Potomac Farms PUD Zone Document has a maximum of 4 residential entryway signs allowed for the subdivision, plus the private street signs permitted by the Land Development Code. The applicant would like to modernize the overall subdivision entryway signage for their development, but this would require an amendment to their existing PUD Zoning. There are two types of contemporary signs that are being proposed in this amendment. The first sign type is a Subdivision Identification sign that is 6 feet in height and 60 square feet in size. The second sign type is a Metro District Private Street Sign that is mounted to existing fences/entry walls and is 15 square feet in size. Based on the proposed PUD amendment, the new sign schedule would allow both types of entryway signs at up to five access points/entryways into the subdivision. If the HOA/Metro District were to build out these signs in totality, this would allow for 10 subdivision identification signs and 10 Metro District private street signs (1 pair of each sign type at 5 entry points). Approval of this amendment would allow the metro district to install and modify signs in the future without having to amend the PUD Zone Document. It is important to note that the Metro District does not have immediate plans for all these sign installations but rather looks to potentially adding these as future funds and schedules allow. All modifications and addition of signs would be subject to an a sign permit process with the Building Division.

The amendment does not propose to change the land use, densities, bulk standards, or any other zoning aspects of the previously approved PUD Zone Document. The design of the signs and bulk standards for placement are consistent with the Land Development Code and

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still subject to a sign permit approval. The proposed amendment provides a modern aesthetic for the Potomac Farms community and helps improve subdivision identification which may also improve public safety.

In accordance with Section 21-3251(2) of the Land Development Code (LDC), Planned Unit Developments are reviewed by the Development Review Team (DRT) and the Director of Community Development. Then the Planning Commission holds a public hearing and provides a recommendation to the City Council. City Council holds a public hearing and makes a final decision to approve, approve with conditions, or deny the application based on the approval criteria from Section 21-3251(3).

PUD Zone Document Approval Criteria:

Criteria (a): The PUD zone document is consistent with the policies and goals of the comprehensive plan, any applicable adopted area plan, or community plan of the city, or reflects conditions that have changed since the adoption of the comprehensive plan;

Analysis: The proposal of additional entryway signs are consistent with the goals of the comprehensive plan from the Land Use and Growth section as well as the Appearance and Design section. No other changes to the PUD Zone Document, as it relates to use or bulk standards are being changed. The proposed changes are rational in terms of request and scope.

Staff finds this application **meets this criterion.**

Criteria (b): The PUD zone document is consistent with any previously reviewed PUD concept schematic;

Analysis: The proposed addition of entryway signs will have no impact on the original concept plan for this built-out subdivision. The underlying uses of single-family detached homes will not be altered by this amendment.

Staff finds this application **meets this criterion.**



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Criteria (c): The PUD addresses a unique situation, confers a substantial benefit to the city, or incorporates creative site design such that it achieves the purposes set out in section 21-4370 (PUD Zone District) and represents an improvement in quality over what could have been accomplished through strict applications of the otherwise applicable district or development standards. This may include but is not limited to improvements in open space; environmental protection; tree/vegetation preservation; efficient provision of streets, roads, and other utilities and services; unique architecture or design, or increased choice of living and housing environments;

Analysis: The proposed entryway signs are unique in design and create a distinct sense of place when entering the subdivision. The proposal to update their perimeter signage shows investment in the neighborhood. The perimeter landscaping will not be modified as a result of this amendment. Likewise, the proposal cannot be achieved through the existing PUD or LDC due to their unique approach to blend subdivision and private street signs.

Staff finds this application **meets this criterion.**

Criteria (d): The PUD complies with all applicable city standards not otherwise modified or waived by the city;

Analysis: The proposed signs meet all city standards including the size and setback requirements. City departments have reviewed the proposal and found that it meets all City requirements.

Staff finds this application **meets this criterion.**

Criteria (e): The PUD is integrated and connected with adjacent development through street connections, sidewalks, trails, and similar features;

Analysis: The proposed signs will have no impact on the existing connectivity with adjacent developments. Existing sidewalks and streets connect this built-out subdivision to Turnberry and adjacent collector and arterial roadways.

Staff finds this application **meets this criterion.**



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Criteria (f): To the maximum extent feasible, the proposal mitigates any potential significant adverse impacts on adjacent properties or on the general community;

Analysis: Additional entryway signs are not expected to have any significant adverse impacts on the adjacent properties in the area. The signs are located outside of the ROW and outside of sight triangles. They will further be required to obtain building permits to ensure compliance with construction materials and structural integrity.

Staff finds this application **meets this criterion.**

Criteria (g): Sufficient public safety, transportation, and utility facilities and services are available to serve the subject property, while maintaining sufficient levels of service to existing development;

Analysis: The additional signs will help with subdivision identification and could provide benefits for public safety and navigation in the area as emergency responders would be able to identify the Potomac Farms subdivision more quickly and without undue delay.

Staff finds this application **meets this criterion.**

Criteria (h): As applicable, the proposed phasing plan for development of the PUD is rational in terms of available infrastructure, capacity, and financing; and

Analysis: The subdivision is already built out and therefore there are no concerns with phasing.

Staff finds this criterion is **not applicable.**

Criteria (i): The same development could not be accomplished through the use of other techniques, such as height exceptions, variances, or minor modifications.



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Analysis: To allow more signs than the maximum stated in the current Zone Document, an amendment must be made. The City has already approved what is allowed via the current Zone Document.

Staff finds this application **meets this criterion.**

The DRT and Planning Commission found that the proposed amendment met the criteria as stated in Section 21-3251(3) of the LDC. Further, the requested PUD Zone Document Amendment is consistent with the Comprehensive Plan, will not negatively impact surrounding properties, and will provide an updated appearance to the existing subdivision, which has the potential to positively improve the character of the neighborhood.

In accordance with required public hearing procedures, staff conducted a public hearing with the Planning Commission on March 1, 2022. Representatives for the applicant and City staff spoke at the hearing. The Planning Commissioners voted 5-0 to recommend approval of the proposed PUD Zone Document Amendment to the City Council.

Please see attached Planning Commission minutes for detailed background and discussion

Staff Responsible (Department Head)

Jim Tolbert, Community Development Director

Staff Member Presenting:

Dalton Guerra, City Planner

Planning Commission Recommendation:

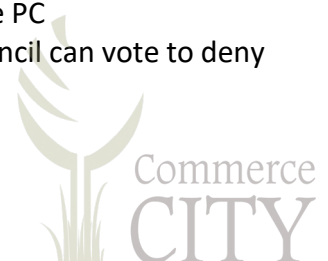
Planning Commission forwards this application to the City Council with a recommendation of approval (5-0).

Alternatives:

City Council can vote to approve the application, in accordance with the PC recommendation; Approve the application with conditions, or City Council can vote to deny the application.

Financial Impact: N/A

Funding Source: N/A



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Attachment List:

- Draft Ordinance
- V-Map
- Planning Commission Staff Report from 03/01/22 Public Hearing
- Planning Commission Meeting Minutes from 03/01/22 Public Hearing
- Applicant’s Narrative
- Existing Potomac Farms PUD Zone Document
- Proposed Potomac Farms PUD Zone Document
- Staff Presentation

