
ORDINANCE NO. O-2021-2

ITEM NO. 7

STAFF REPORT

GENERAL INFORMATION

APPLICANT	Lektron Branding Solutions for HPI Legacy, L.L.C.
REQUESTED ACTION	Amendment of the sign package approved with the Planned Unit Development established by Ordinance No. O-1415-29
EXISTING ZONING	PUD, Planned Unit Development District
SURROUNDING ZONING	North: I-1, Light Industrial District East: A-2, Rural Agricultural District South: C-2, General Commercial West: RM-6, Multi-Family Dwelling
LOCATION	2501 Pendleton Drive
SIZE	10.31 acres, more or less
PURPOSE	Replace a non-permitted monument sign with a new monument sign at zero setback from the front property line
EXISTING LAND USE	Apartment complex
SURROUNDING LAND USE	North: Industrial Complex East: Greenbelt – City of Norman South: Office Complex West: Multi-Family Housing
2025 LAND USE PLAN DESIGNATION	High Density Residential
GROWTH AREA DESIGNATION	Current Urban Service Area

SYNOPSIS: This application is to amend the adopted PUD Narrative for this site. The PUD Narrative was adopted with Ordinance No. O-1415-29 and at that time no variances to the Sign Code were included. The applicant is requesting that the current 25' setback required in the Sign Code (Chapter 18) for properties designated as medium density residential be amended for this site, this is to allow for signage at the property line. The use for this site will continue to be medium density multi-family apartments.

ANALYSIS: As stated, a 25' setback is required in Chapter 18, Section 505 (a) (2) for signage in a medium density residential district. The original PUD Narrative did not remove or change the setback requirement and specified that signage would conform to the applicable district regulations of the City of Norman Sign Code. Removing the 25' setback requirement is the only component requested by the applicant that deviates from the applicable district regulations of the City of Norman Sign Code. All other aspects of signage will follow the requirements set forth in the medium density multi-family residential section of the City of Norman Sign Code.

This apartment complex is located at the end of Pendleton Drive, a public street that dead-ends into the apartment complex. The office development to the south of this subject property has access from Pendleton Drive but does not enter into the apartment complex for any of its access. The sign will be located at the end of Pendleton Drive, where the public street ends and the private parking lot starts – location of this sign will not be located in any sight triangle locations.

ALTERNATIVES/ISSUES:

- The desired location of the proposed monument sign at the property line is located within a 10' utility easement.
- There is currently a non-permitted sign at the location of the proposed new monument sign, which was present when the current property owner purchased the property on February 27, 2020.

ACCESS: This application will have no impact on access.

USE: This application will have no impact on current use.

LANDSCAPING AND SCREENING: There will be no negative impact to landscaping and screening requirements and the proposed signage will not interfere with traffic sight lines.

ARCHITECTURE AND DESIGN: There were no architecture or design criteria requirements for signage in the original PUD Narrative beyond the requirements in the applicable district regulations of the City of Norman Sign Code. No negative impact is foreseen for this request.

PHASES: Not pertinent for this application.

OTHER AGENCY COMMENTS:

- **PARK BOARD:** Park land dedication not required for this application.
- **PUBLIC WORKS:** Consent to Encroach approval is required for this application due to the location of the desired monument sign being located within a 10' utility easement. The applicant submitted a request for Consent to Encroach to the City Clerk

on June 15, 2020. The Consent to Encroach is planned for the August 11th Council Agenda.

- **UTILITIES DEPARTMENT:** City of Norman water and sanitary sewer lines are located in the 15' utility easement immediately north of the 10' utility easement where the proposed sign will be placed.

CONCLUSION: Pending approval of the Consent to Encroach, Ordinance No. O-2021-2 as an amendment to the existing PUD O-1415-29 for Legacy Trail Apartments is respectfully submitted for review and consideration.