Agenda Item: Administrative Amendment – Kohls (Sign)

TO: Town of Matthews Board of Commissioners
FROM: Darin Hallman, Planner
DATE: December 13, 2021

Background/Issue:

- Kohls, located in Windsor Square Shopping Center, 9617 E Independence Blvd, is requesting an update to on-site signage.
- A new sign will be placed above the southern building entrance. The new sign will have an area of 32 square feet.
- The property is in a Conditional Zoning (C) district. For the Conditional districts still remaining, all of the standards are completely site specific and unique to each property.
- There is no Master Sign Plan associated with this site.
- Planning Board recommends approvals

Proposal/Solution

- Conditional (C) zoning district does not have listed signage requirements in the Town's Unified Development Ordinance (UDO).
- However, the Kohl's site can be compared to the standards of other commercial zoning districts found along Highway 74. These all generally have the same sign regulations except where a Master Sign Plan has been implemented
- The Kohl’s building would only be allowed a single sign on the front of the building.
- Kohl's has submitted two options. Option A would not meet the standards of the UDO if the property were rezoned. Option B would meet those standards.

Financial Impact

None

Related Town Goal

Economic Development/Land Use Planning

Recommended Action

Approve proposed Kohl's sign Option B
Matthews Board of Commissioners adopts the checked statement below:

A) The requested zoning action, as most currently amended, is recommended for approval, and has been found to be CONSISTENT with the Matthews Land Use Plan (or other document(s)), as follows:

CONSISTENT: The changes are consistent with the Land Use plan as it promotes non-residential, destination-based land uses along US-74.

REASONABLE: These changes are reasonable. The proposed zoning changes do not significantly impact the intent of the original rezoning.

OR

B) The requested zoning action, as most currently amended, is not approved, and has been found to be INCONSISTENT with the Matthews Land Use Plan (or other document(s)), as follows:

INCONSISTENT: The changes are inconstant with the Land Use Plan as the plan does not prohibit expansion of impulse/commercial land uses along US-74.

NOT REASONABLE: The changes are not reasonable as they do significantly impact the intent of the original rezoning and would exceed any other standards or limitations adopted by the Town.

(In each case, the Statement must explain why the Board deems the action reasonable and in the public interest (more than one sentence). Reasons given for a zoning request being “consistent” or “not consistent” are not subject to judicial review.)

Date: December 13, 2021
**SITE PLAN**

**WORK SCOPE**

- CL.1: FACE LIT CHANNEL LETTERS (QTY 1) Option A, Option B
- TP.1: TENANT PANELS (QTY 2)
- TP.2: TENANT PANELS (QTY 2)

**CODE ALLOWANCE**

Attached identification only: Maximum number permitting: 3 per use.
The maximum vertical dimension of attached signs shall not exceed six feet (6')
Attached identification only: Maximum sign area: 150 square feet.
May not project above the roof line.
SQUARE FOOTAGE: 30.42

EL.1 BUILDING ELEVATIONS

Option A

EXISTING ELEVATION
SCALE: N.T.S

PROPOSED ELEVATION
SCALE: N.T.S

Kohl's
Store #0000
9617 E. Independence Blvd.
Matthews, NC 28105

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**Option A**

**SlopeLED Prism**

Premium 24V LED lighting solution for small channel letters

**Specifications**

1. **Dimension:** 3" x 3" x 3/4" (Height x Width x Depth)
2. **Input Voltage:** 120V
3. **Mounting:** UL-listed
4. **Temp Rating:** 125°F (52°C)
5. **Finish:** Satin Chrome

**Features**

- Acrylic faces glued to returns along routed edge
- Painted 3/16" 2447 White acrylic faces
- Acrylic faces to be glued to letter returns; face to be masked prior to painting routed edge
- 1/2" Sealtite conduit
- 1/4" weep holes with light baffles
- UL compliant enclosure for LED power supplies
- Remote located disconnect switch
- LED power supplies
- Primary electrical
- Corrosion resistant fasteners per conditions
- 1/2" OD x 1" PVC spacers painted P-2

**Colors/Finishes**

- Sherwin Williams 6990 Caviar - Matt Finish

**NOTES**

- ETL, manufacturer & voltage/amperage tags on top of letter
- Typical electrical lead / whip length is 6'-0" long
- Voltage: 120V

**Square Footage:** 30.42

**Job #: 262213-R2**

**Date:** 08.25.2021

**Designer:** D. Flores

**Sales Rep:** M. Bjorklund

**Project MGR:** C. Jones

**Kohl's Store #0000**

9617 E. Independence Blvd.
Matthews, NC 28105

**Kohl's Sign & Design**

- Your Vision. Accomplished.

**Sheet Number: 5013508**

**15-2 1/2"**

**1" x 10/32"**

**1" x 0"**

**3/4" = 1'-0"**

**Scale: NTS**

**Front View**

**'SEPHORA' Side Section Detail**

**Scale: NTS**

**Kohl's + SEPHORA**

**Square Footage:** 30.42

**CL.1 FACE LIT CHANNEL LETTERS (QTY: 1)**

**Square Footage:** 30.42

**Options**

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- Voltage: 120V

**Colors/Finishes**

- Sherwin Williams 6990 Caviar - Matt Finish

**NOTES**

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**Kohl's Sign & Design**

- Your Vision. Accomplished.
EL.1 BUILDING ELEVATIONS

SQUARE FOOTAGE: 30.42

Option B

EXISTING ELEVATION
SCALE: N.T.S

PROPOSED ELEVATION
SCALE: N.T.S

SHEET NUMBER
JOB #:
DATE:
DESIGNER:
SALES REP:
PROJ MGR:
08.25.2021
262213-R2
D. Flores
M. Bjorklund
C. Jones

1 08.30.21 DF
Add second monument.

2 09.20.21 JS
UPDATE TP.2 STACKED LOGO

3 00.00.00 XX
XXXX

4 00.00.00 XX
XXXX

5 00.00.00 XX
XXXX

6 00.00.00 XX
XXXX

7 00.00.00 XX
XXXX

8 00.00.00 XX
XXXX

9 00.00.00 XX
XXXX

10 00.00.00 XX
XXXX

Kohl's
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9617 E. Independence Blvd.
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SQUARE FOOTAGE:
30.42

EXISTING ELEVATION
SCALE: N.T.S

PROPOSED ELEVATION
SCALE: N.T.S

Option B

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CL.1 FACE LIT CHANNEL LETTERS (QTY 1)
SQUARE FOOTAGE: 200.0 (COMBINED)

Option B

COMBINED LETTERSET
SCALE: 3/8" = 1'-0"

PROPOSED ELEVATION
SCALE: N.T.S

Kohl's
Store #0000
9617 E. Independence Blvd.
Matthews, NC 28105

Kohl's
Store #0000
9617 E. Independence Blvd.
Matthews, NC 28105
EXISTING        PROPOSED
SCALE: N.T.S     SCALE: N.T.S
FRONT VIEW
SCALE: 3/4" = 1'-0"

SQUARE FOOTAGE: 40.25

TP.1 TENANT PANELS (QTY: 2)  
KS1TP31-189-1X

- REMOVE & SCRAP EXISTING FACES
- LOGO COPY TO BE EITHER 3" FROM THE LEFT AND RIGHT SIDES OF THE VO OR 2" FROM THE TOP OF APOTROPHIC TO TOP OF V.O. AND BOTTOM OF COPY TO BOTTOM OF V.O. - PER APPROVED SIZING STANDARD FROM CLIENT

1. NEW DIGITALLY PRINTED ACRYLIC FACES

SPECIFICATIONS
COLORS/FINISHES

V.1 OPAQUE BLACK

2'-6 3/4" CUT SIZE
2'-4" V.O.
15'-8 1/2" CUT SIZE
15'-5 1/2" V.O.

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TP.2 TENANT PANELS (QTY: 2)

SQUARE FOOTAGE: 14.37

Option 2    KS1TP25-85-1X

EXISTING

SPECIFICATIONS
1. NEW V-1 Vinyled Polycarbonate

COLORS/FINISHES
V-1 Opaque Matte Black Vinyl

PROPOSED

SPECIFICATIONS

COLORS/FINISHES

CUSTOMER APPROVAL
DATE

LANDLORD APPROVAL
DATE

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