Agenda Item: Administrative Amendment – Kohls (Sign)

TO: Town of Matthews Planning Board  
FROM: Darin Hallman, Planner  
DATE: November 23, 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. This is an older form of conditional districting that the Town no longer uses. For the Conditional districts still remaining, all of the standards are completely site specific and unique to each property. So, all landscaping, signage, parking, and any other site changes must receive approval as either an administrative amendment or a rezoning. There is no Master Sign Plan associated with this site.

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 proposed sign would not meet the regulations of the current ordinance. This property does qualify for additional signage given its proximity to Independence Boulevard. Because of the location of the property, the size of existing signage, the size of the building, and the location of the building, the Kohl’s building would only be allowed a single sign on the front of the building.

Because the addition of the proposed signage would exceed all of the standards set in the sign ordinance, staff recommends that application be denied. If the applicant would like to continue, it’s recommended that a new sign package be submitted that shows changes to all existing and proposed signs on-site.

Financial Impact

None

Related Town Goal

Economic Development/Land Use Planning

Recommended Action

Disapprove proposed Kohl’s sign.
DRAFT – FOR APPROVAL
STATEMENT OF CONSISTENCY WITH LOCAL ADOPTED GROWTH POLICIES
Final Decisions on Zoning-Related Issues

ZONING APPLICATION # ______________________________
ZONING MOTION # ________________________________
ADMINISTRATIVE AMENDMENT ______ Windsor Square – Kohls Sign

Matthews Planning Board 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 does 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: November 23, 2021
Existing Signage
FACE LIT L.E.D. INTERNALLY ILLUMINATED CHANNEL LETTER SET W/BLACK VINYL

**UNIQUE EXTERIORS**

**VARIOUS SIZES**

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<th>AREA - Sq. Ft.</th>
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<tbody>
<tr>
<td>1'-8&quot;</td>
<td>13'-4&quot;</td>
<td>3'-1/4&quot;</td>
<td>22.18</td>
</tr>
<tr>
<td>2'-0&quot;</td>
<td>16'-0&quot;</td>
<td>3'-7/8&quot;</td>
<td>32</td>
</tr>
<tr>
<td>2'-6&quot;</td>
<td>20'-6&quot;</td>
<td>4'-7/8&quot;</td>
<td>50</td>
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**SPECIFICATIONS**

1. "50" PRE-FINISH BLACK \( \times \) ANODIZED ALUMINUM LETTERS / BAKED PAINTED / WELDED / EXPOSED SCREWS PAINTED / 2. LETTERS THREADS AND SCREWS THROUGH FULL RETURN, WELDED / EXPOSED SCREWS PAINTED / 3. BENDING WHITE LED MODULES (2 MODELS / FT) / 4. 1/8" TIGHT WHITE ACRYLIC FACIAL VISIBLE ROUTED EDGE PAINTED / FACES TO BE GLUED TO LETTER RETURNS / FACE TO BE MASKED PRIOR TO PAINTING ROUTED EDGE / 5. 1/8" X 1/2" CLIPS TACKED TO BACK / 6. REBAR / 7. RFID PASS-THRU FOR LOW VOLTAGE LED WIRING / 8. 5/8" DEEP HOLES WITH LIGHT BARRIERS (EXTERIOR APPLICATIONS ONLY) / 9. COMPACT ENCLOSURE FOR LED POWER SUPPLIES (+1" X 1") / REMOTE LOCATED / 10. CONNECTING SWITCH / 11. LED POWER SUPPLY / 12. HARDWARE ELECTRICAL / 13. CORROSION RESISTANT FASTENERS PER CONDITIONS / 14. FIRST SURFACE BLACK VINYL / V-INSERT 1/2" FROM PERIMETER OF EACH FACE

**NOTES**

- ETL MANUFACTURER'S VOLTAGE INTERFACE TAG ON TOP OF LETTER
- TYPICAL ELECTRICAL LEAD WHIP LENGTH @ 6' 0"
- VOLT: 120V
- APPROVED PROTOTYPE SEPHORA FSC

**COLORS/FINISHES**

- P-1 MATTHEWS BLACK - 504625P
- W-1 3M 7252-12 GLOSS BLACK

**LETTER WEIGHTS**

- FLUSH MOUNTED: 7 LBS PER LETTER
- STAND OFF: 11 LBS PER LETTER (HORIZ) / 44 LBS (VERT)
- RACEWAY = 200 LBS PER SIGN

**GENERAL HARDWARE CHART**

**WALL TYPE**

- CONCRETE
- METAL PANEL OVER PLYWOOD
- GLASS OVER PLYWOOD

**HARDWARE**

- LAS SCREWS INTO PLYWOOD, THROUGH BOLT OR SNAP TOUGLES, ALL W/ COMPRESSION SLEEVE BLOCKING REQUIRED
- TAPOFF OR EPOXY ANCHORS
- LAS SCREWS OR THROUGH BOLTS
- LAS SCREWS OR THROUGH BOLTS

**ELECTRICAL SPEC**

- DETRO HIGH PRESSURE LED 4000K MODULES
- 38W/4A, 3.5 MODULATION, 150 LUMS
- 75W POWER SUPPLY, 130/265 VAC

For Contact Information visit us at www.kssigngroup.com