



## Legislation Text

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**File #:** 18-2731, **Version:** 1

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Review and Consideration of a Request to Approve a Minor Modification of the Development Plan for Dolce Living Mansfield South (now called "Regalia Mansfield") Located at 300-350 N State Highway 360; Steve Thurber of Pace Realty Corporation on Behalf of Regalia South LLC (ZC#12-015A)

To consider the proposed minor modification of the Development Plan

Staff recommends approval

On December 10, 2012, the City Council approved the original Development Plan for Dolce Living Mansfield South, a 308-unit apartment complex located at 300-350 N. State Highway 360. The development has since been re-branded as Regalia Mansfield. Included in the approved Development Plan was an off-site monument sign to identify the development at its primary access point in the median of a shared access easement since the Regalia property does not have direct frontage on Highway 360. This sign, as approved in the Development Plan and existing today, is 9'5" in height and 16' in width, with a sign area of less than 50 sq. ft.

When the property on which Regalia's sign is located was developed for Assured Self Storage in 2017, a monument sign was approved and installed for the self-storage facility near its primary access point (which it shares with Regalia). This monument sign is 8'1" in height and 9'6" in width, with a sign area of approximately 40 sq. ft. As the owner of this C-2 zoned property, Assured Self Storage was within its right to install a monument sign at this location as a permit was obtained and the sign met all of the City's signage requirements for C-2 zoned property.

Unfortunately, being only 50 feet apart on a road designated for northbound traffic only, the monument sign for Assured Self Storage now blocks the visibility for Regalia's monument sign, as indicated in photos that have been provided. In a letter, the representative for Regalia notes that since the self-storage sign was constructed, prospective resident traffic has significantly decreased and prospective residents and guests of existing residents have had trouble locating the community, placing the community at a competitive disadvantage. In addition, the applicant notes that when prospective residents and guests slow down to try and find the complex, it can create safety issues as traffic often travels at speeds much higher than the posted limit in this area. The applicant has indicated that Regalia staff members have communicated with a representative from Assured Self Storage and they did not object to this request to increase the height of the Regalia sign as a solution to this problem.

The applicant has submitted a rendering for a new proposed monument sign for Regalia Mansfield that is 19'5" in height and 13' in width, with a sign area of approximately 50 sq. ft. The design retains the same style and sign area of the existing sign and the base and surrounding structure will be brick to match the buildings. The rendering also shows landscaping to soften the extensive brick base. A property zoned MF-1 or MF-2 Multi-Family Residential District along either U.S. 287 or State Highway 360 would ordinarily be entitled to a monument sign up to 15' in height, 10' in width, and a sign area of 75 sq. ft. The proposed sign, while 4'5" taller than what would typically be allowed, retains the existing sign area and overall design, and will restore visibility for this apartment community.

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