

# MEMORANDUM

**Date:** March 26, 2025

**To:** Planning and Zoning Members  
Mayor Kennedy & City Council Members

**From:** Dinh V. Ho, P.E.

**RE:** Creekhaven Subdivision – Monument Sign Variance  
Staff's Summary and Recommendations

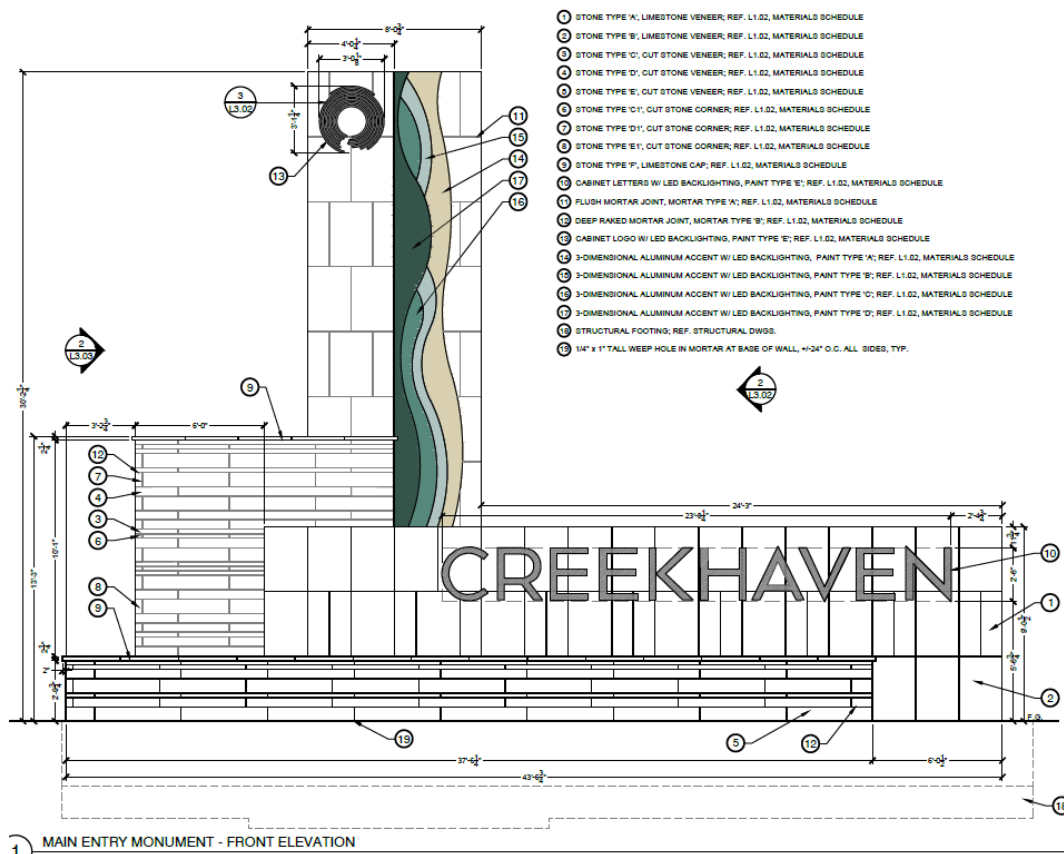
**CC:** Robert Hemminger Kayleen Rosser

Terralab Landscape Architects, on behalf of Sandy Point Owner, LP, submitted a sign ordinance request for the primary subdivision monument for the Creekhaven Subdivision Development.

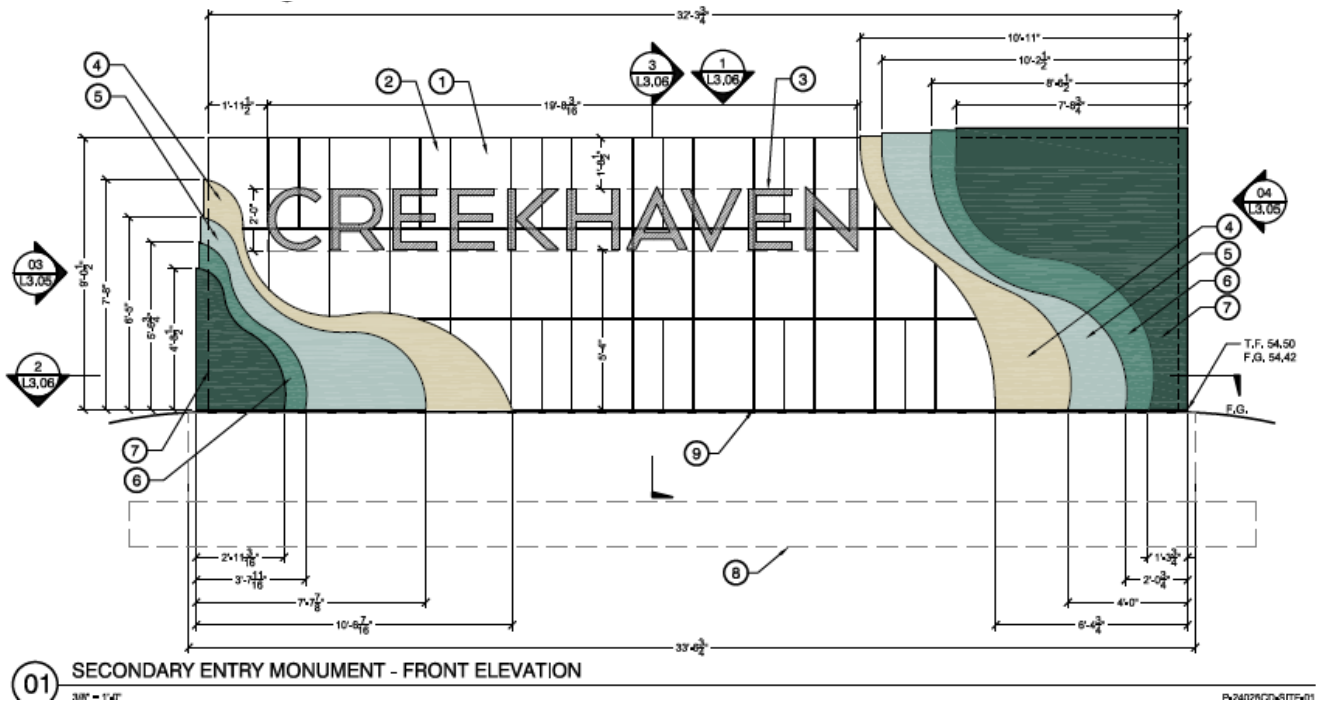
The primary monument sign is located at the SH 288 southbound frontage road and Creekhaven Parkway.

Applicant is requesting a variance to the following:

1. Install a Primary monument sign that is greater than the allowable effective area (36 sqft) and height of a monument sign (4') as defined in the sign ordinance. The proposed design is approximately 43' wide with a vertical component that is approximately 30' in height. See below.



2. A secondary monument wall located approximately 800' west from the SH 288 frontage road. The request is for an increase of 3 sqft of the allowable effective area of the monument and approximately 12" higher than code.



### Staff Recommendations:

After reviewing the request for a variance to allow for increase in the size of the monument signage for the Creekhaven Subdivision Primary and Secondary Entry Monuments, staff recommend approval based on the following considerations:

1. *Enhanced Visibility & Safety:* The proposed signage ensures clear visibility for motorists and pedestrians, improving wayfinding and reducing potential traffic confusion.
2. *Aesthetic & Community Compatibility:* The design aligns with surrounding developments and maintains architectural elements with the area's character.
3. *Economic & Business Support:* Granting the variance supports local businesses by improving brand recognition and attracting homebuyers, commercial customers, contributing to economic growth.
4. *Minimal Impact on Surroundings:* The signage does not obstruct views, create visual clutter, or negatively impact adjacent properties.
5. *Compliance with Intent of Regulations:* While exceeding standard size limits, the sign meets the overall intent of local signage guidelines in terms of safety, quality, and public benefit.

Based on these factors, staff recommends approval to the variance for the monument signage.