



**Case Number:** PUD-196-6  
**Minor Amendment**

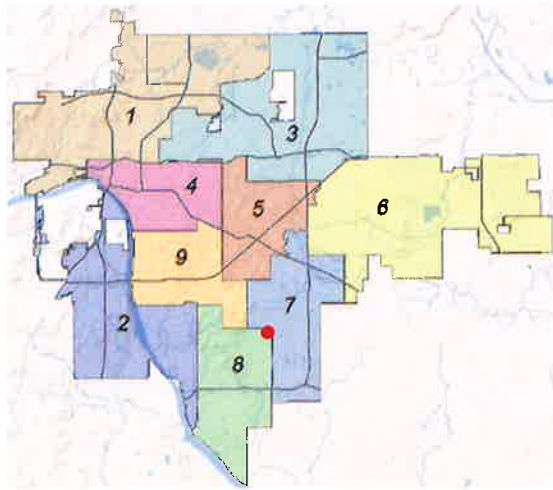
**Hearing Date:** April 19, 2017

**Case Report Prepared by:**  
 Jay Hoyt

**Owner and Applicant Information:**  
 Applicant: John W. Moody

Property Owner: M-CO Tulsa LLC

**Location Map:**  
 (shown with City Council Districts)



**Applicant Proposal:**

Concept summary: PUD minor amendment to increase sign display surface area from 1.5 sf per lin. ft. of wall to 2.34 sf per lin. ft. of east face of building.

Gross Land Area: 31 acres

Location: South and west of the southwest corner of E. 71<sup>st</sup> Street. S. and S. Memorial Dr.

7120 South Memorial Drive  
 Development Area C

**Zoning:**  
 Existing Zoning: CS/OL/RS-3/RM-1/PUD-196  
 Proposed Zoning: No Change

**Comprehensive Plan:**  
 Land Use Map: Regional Center  
 Growth and Stability Map: Growth

**Staff Recommendation:**  
 Staff recommends **approval**.

To apply to all of Development Area C

**Staff Data:**  
 TRS: 8311  
 CZM: 53  
 Atlas: 1130

**City Council District: 8**  
*Councilor Name:* Phil Lakin

**County Commission District: 3**  
*Commissioner Name:* Ron Peters

14.1

**SECTION I:** PUD-196-6 Minor Amendment

**STAFF RECOMMENDATION**

Amendment Request: Modify the PUD Development Standards to increase sign display surface area from 1.5 sf per lin. ft. of wall to 2.34 sf per lin. ft. of east face of building.

The applicant proposes to modify the standards to permit signage as shown on the applicant's exhibits. 2.34 sf per lin. ft. of wall was requested in order to permit the proposed 374.22 sf signs shown on the exhibit. This is the minimum sf allowance that would allow the area of signage proposed.

If approved specifically for this tenant location, the proposed would provide a significant signage advantage to the tenants of this space versus tenants in other spaces within the same shopping center, therefore the proposed 2.34 per lin. ft. of wall should be utilized for all tenant spaces within the center. It should be noted that the PUD standards require south and west facing signage to be non-illuminated. If the amendment is approved, this limitation would remain in effect.

Staff Comment: *This request can be considered a Minor Amendment as outlined by Section 30.010.1.2.c(1) of the City of Tulsa Zoning Code.*

*"Modification to approved signage, provided the size, location, number and character (type) of signs is not substantially altered."*

Staff has reviewed the request and determined:

- 1) The requested amendment does not represent a significant departure from the approved development standards in the PUD.
- 2) The proposed allowable sign area shall apply to all of Development Area C.
- 3) All remaining development standards defined in PUD-196 and subsequent amendment shall remain in effect.

Exhibits included with staff recommendation:

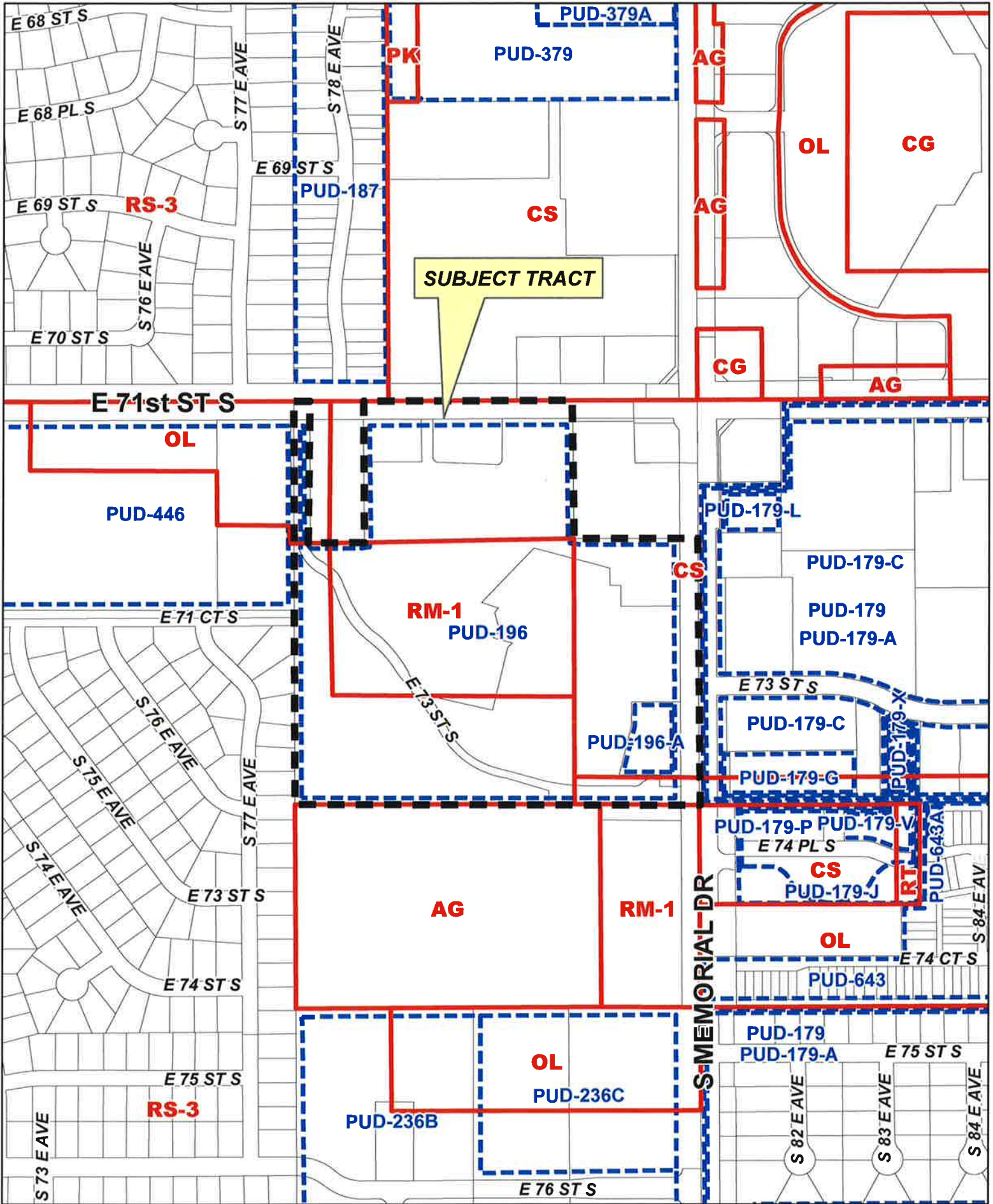
INCOG zoning case map

INCOG aerial photo

Applicant Exhibits:

Proposed Signage Exhibit

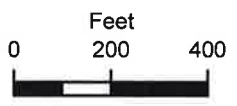
With considerations listed above, staff recommends **approval** of the minor amendment request to increase allowable signage from 1.5 sf per lin. ft. of wall to 2.34 sf per lin. ft. of wall for Development Area C.



**PUD-196-6**

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14.3





E 68 ST S

E 68 PL S

E 69 ST S

E 70 ST S

E 71st ST S

E 71 CTS

E 73 ST S

E 73 ST S

E 74 PLS

E 73 ST S

E 74 ST S

E 75 ST S

E 74 CTS

E 75 ST S

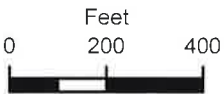
E 76 ST S

S MEMORIAL DR

S 82 EAVE

S 83 EAVE

S 84 EAVE



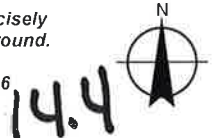
Subject Tract

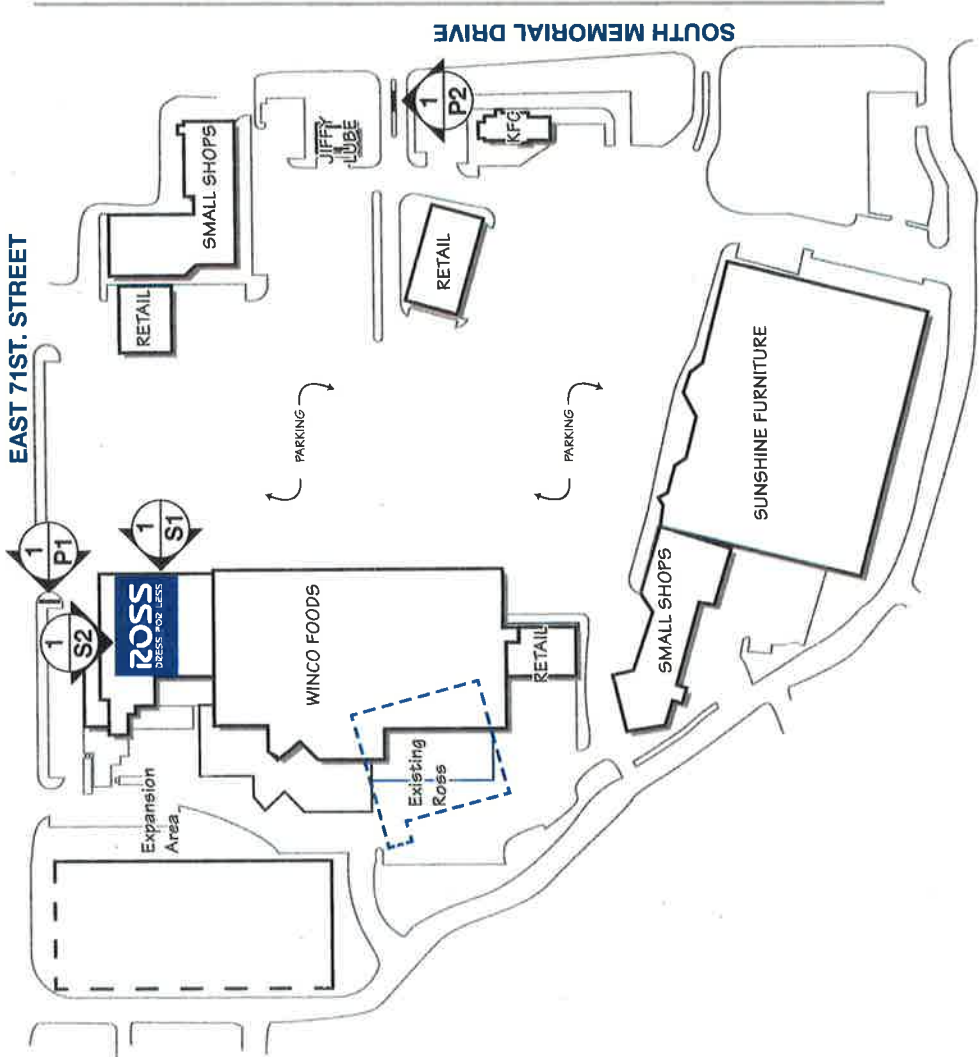
**PUD-196-6**

Note: Graphic overlays may not precisely align with physical features on the ground.

Aerial Photo Date: February 2016

18-13 11





**SITE PLAN**  
NOT TO SCALE



**VICINITY MAPS**  
NOT TO SCALE



**bma**  
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**ROSS**  
DRESS FOR LESS

**#2038 SOUTHEAST TULSA**  
Crossing Oaks Shopping Center  
SWC South Memorial Dr. & East 71st. St.  
Tulsa, OK

drawn  
REV add S2  
Exhibit J

07/20/16  
08/05/16  
11/14/16

SHEET  
**K**

14.5

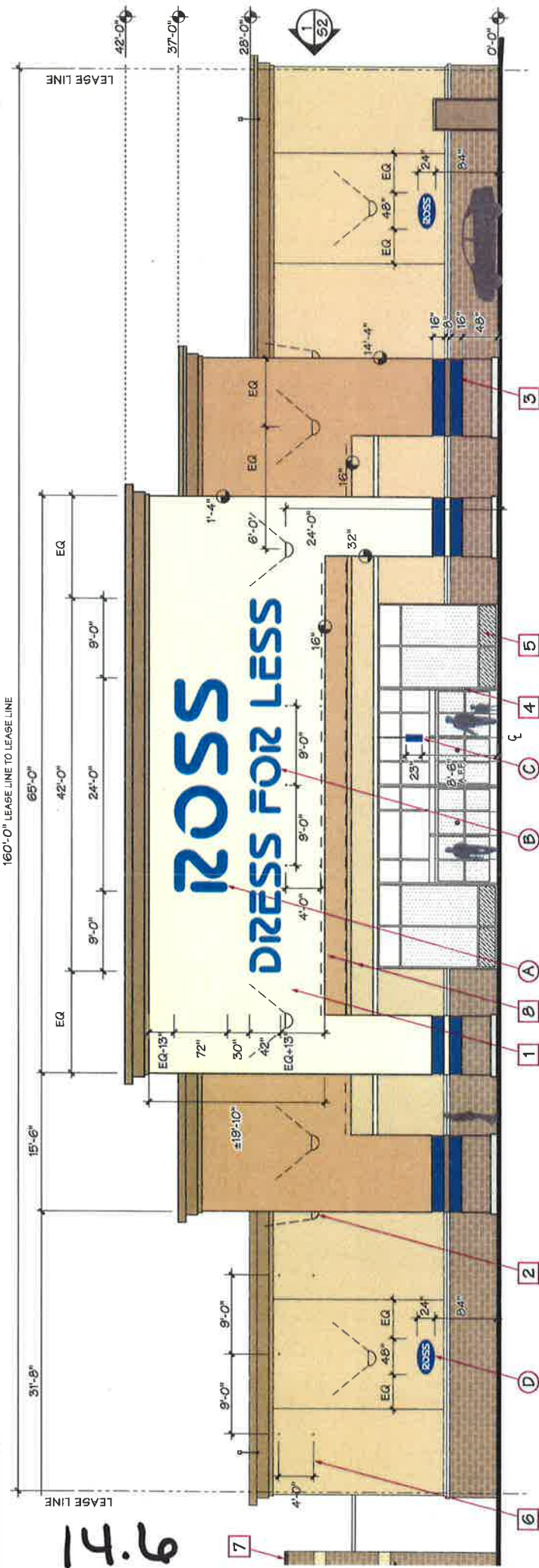
**Notes:**  
 ANDLORD TO PROVIDE:  
 ADEQUATE ACCESS BEHIND LOGO LETTERS FOR INSTALLATION AND MAINTENANCE. PER ARTICLE 600 OF THE N.E.C.  
 ONE (1) 20 AMP 120V ISOLATED SIGN CIRCUIT AND JUNCTION BOX TO AREA BEHIND SIGN LETTERS CONNECTED TO THE ENERGY MANAGEMENT SYSTEM.  
 AT LEAST 1/2" THICK PLYWOOD BACKING BEHIND ALL E.I.F.S. WALL SYSTEMS FOR SIGN AND BANNER SUPPORT  
 SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR MINIMUM 80% L.R.V.) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.  
 ALL COLORS ARE SUBJECT TO ROSS STORES, INC. REVIEW AND APPROVAL. COLOR APPEARANCE MAY BE ALTERED BY PRINTING, SEE APPROVED FINAL CONSTRUCTION DRAWINGS FOR COLOR SPECIFICATIONS.  
 IF ANY SIGNAGE PROPOSED IN THIS EXHIBIT IS ALTERED BY LOCAL GOVERNMENT AUTHORITIES, ROSS STORES INC. RESERVES THE RIGHT TO, AT NO COST, ADJUST ARCHITECTURAL FEATURES TO BEST ACCOMMODATE THE ALTERED SIGNAGE.

- (A) 72"H INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS:  
 FACES: TUF-GLAS SG 21210-E4 MATTE BLUE RETURNS: 8"D ALUM. W/ WHITE FINISH TRIM CAP: 2" WHITE JEWELITE LETTER BACKS: ALUMINUM LEADS: INSEM 55-KD12CL-RW 9000K WHITE MOUNTING: 1/4"-20 GALV. THRU BOLTS PEG OFF: 1/2" SPACERS
- (B) 42"H INDIVIDUAL "DFL" LOGO LETTERS:  
 ALL CALLOUTS SAME AS "ROSS" EXCEPT:  
 RETURNS: 5"D ALUM. W/ WHITE FINISH TRIM CAP: 1" WHITE JEWELITE

- (C) 23"H X 48"W X 10"D DOUBLE-FACE INTERNALLY ILLUMINATED UNDER-CANOOPY SIGN. SEE SHEET UC FOR DETAILS.
- (D) 24"H X 48"W X 1"D SINTRA OVAL "ROSS" LOGO WALL PLAQUE TWO (2) REQUIRED AS SHOWN, SEE SHEET EL FOR DETAILS.

- 1 SIGN FASCIA BY LANDLORD. SEE NOTES
- 2 TYPICAL ARCHITECTURAL LIGHTING BY LANDLORD
- 3 TYPICAL ROSS BLUE IDENTITY BANDS BY LANDLORD
- 4 CLEAR ANODIZED ALUMINUM STOREFRONT & DOORS BY LANDLORD
- 5 FROSTED FILM BY LANDLORD

- 6 SET OF FIVE (5) EYE-BOLTS FOR BANNER ATTACHMENT BY LANDLORD. TWO (2) SETS REQUIRED AS SHOWN.
- 7 ADJACENT PARAPET MAY NOT BE HIGHER THAN THE ROSS BASE BUILDING
- 8 RECESSED ILLUMINATED NICHE BY LANDLORD



1 STOREFRONT - EAST - SOUTH MEMORIAL DRIVE - ELEVATION

SCALE: 3/32" = 1'- 0"

**VARIANCE:**

ROSS DRESS FOR LESS	6' x 24' = 144 sf
space	2.5' x 24' = 60 sf
DFL	3.50' x 42' = 147 sf
TOTAL	= 351 sf

SIGN AREA ALLOWED :	240 S.F.
SIGN AREA USED :	374.22 S.F.

ROSS	WALL PLAQUES:	2' X 4' X 2 = 16 S.F.
ROSS	UC SIGN:	1.9 X 3.8 = 7.22 S.F.

**TK-N**

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**MEMBER**  
 American Society of Architectural Signage

**ROSS DRESS FOR LESS**

**#2038 SOUTHEAST TULSA**  
 Crossing Oaks Shopping Center  
 SWC South Memorial Dr. & East 71st. St.  
 Tulsa, OK

drawn: 08/05/16  
 Changes per SD: 08/09/16  
 Exhibit: 11/14/16

SHEET **S172** 42

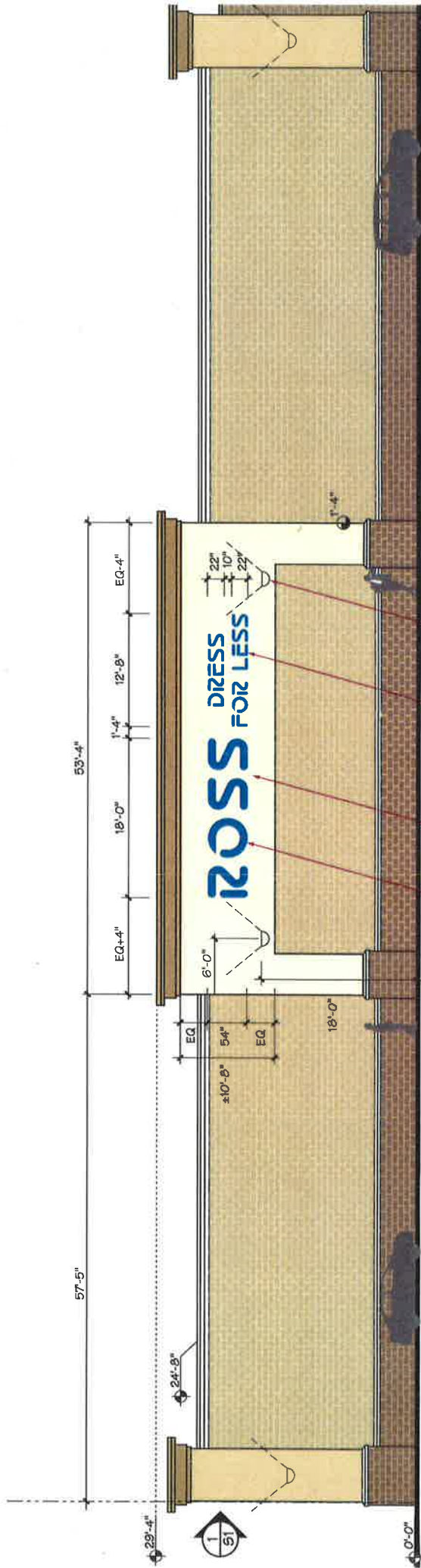
14.6

**Notes:**

- LANDLORD TO PROVIDE:
  - ADEQUATE ACCESS BEHIND LOGO LETTERS FOR INSTALLATION AND MAINTENANCE, PER ARTICLE 600 OF THE N.E.C.
  - ONE (1) 20 AMP 120V ISOLATED SIGN CIRCUIT AND JUNCTION BOX TO AREA BEHIND SIGN LETTERS CONNECTED TO THE ENERGY MANAGEMENT SYSTEM
  - AT LEAST 1/2" THICK PLYWOOD BACKING BEHIND ALL E.L.F.S. WALL SYSTEMS FOR SIGN AND BANNER SUPPORT
- SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR (MINIMUM 80% L.R.V.) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.
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- 1** SIGN FASCIA BY LANDLORD, SEE NOTES
- 2** TYPICAL ARCHITECTURAL LIGHTING BY LANDLORD

- (A)** 54"H INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS:  
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 RETURNS: 8"D ALUM. W/ WHITE FINISH  
 TRIM CAP: 2" WHITE JEWELITE  
 LETTER BACKS: ALUMINUM  
 LEDS: INSEM 55-KD12CL-RW 9000K WHITE  
 MOUNTING: 1/4"-20 GALV. THRU BOLTS  
 PEG OFF: 1/2" SPACERS
- (B)** 22"H INDIVIDUAL "DFL" LOGO LETTERS:  
 ALL CALLOUTS SAME AS "ROSS" EXCEPT:  
 RETURNS: 5"D ALUM. W/ WHITE FINISH  
 TRIM CAP: 1" WHITE JEWELITE



**1** SIDE • NORTH • EAST 71ST STREET • ELEVATION

SCALE: 3/32" = 1'-0"

**OPTIMAL:**

**ROSS DRESS FOR LESS**

SIGN AREA USED : 144 S.F.

ROSS/DFL 4.50'H x 31.99'W = 144 sf  
 TOTAL = 144sf

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MEMBER **CSA** **ISA**

**ROSS** DRESS FOR LESS

**#2038 SOUTHEAST TULSA**  
 Crossing Oaks Shopping Center  
 SWC South Memorial Dr. & East 71st St.  
 Tulsa, OK

TK-N

SHEET **S2**

drawn Changes per SD Exhibit J

08/05/16  
 08/09/16  
 11/14/16

14.7