

0108-16

Subject: (Direct Referral) A request by Nicholas J. Infusino, representing Bill Moore & Associates Graphics, Inc. for exceptions to the Regency Mall Planned Development Sign Standards to permit signage exceeding the total square footage allowed for Ross Stores, Inc.

RECOMMENDATION

THAT THE REQUEST BY NICHOLAS J. INFUSINO, REPRESENTING BILL MOORE & ASSOCIATES GRAPHICS, INC. FOR EXCEPTIONS TO THE REGENCY MALL PLANNED DEVELOPMENT SIGN STANDARDS TO PERMIT SIGNAGE EXCEEDING THE TOTAL SQUARE FOOTAGE ALLOWED FOR ROSS STORES, INC. BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- 1) That the plans presented to the Plan Commission at the March 30, 2016 meeting be approved subject to the conditions contained herein.
- 2) That all codes and ordinances are complied with and required permits acquired, unless otherwise accepted herein.
- 3) That the south facing sign may be up to 150 square feet in size with the "Dress for Less" trademarked tag line in a "side stack" configuration, and the west facing sign may be up to 275 square feet in size with the "Dress for Less" trademarked tag line in a bottom stacked configuration.
- 4) That in consideration of mitigating circumstances and past precedence, the proposed configurations represent a 125 square foot exception to the Regency Mall sign standards.
- 5) That no minor changes be made from the conditions of this permit without the approval of the Plan Commission, and no major change be made from the conditions of this permit without the approval of the Common Council.
- 6) That this permit is subject to review by the Plan Commission for compliance with the listed conditions.