

Project Narrative - Design Alternative

The subject property is an 11.29 +/- acre parcel located within the Venice Crossing commercial center located north of Laurel Road and west of Twin Laurel Boulevard. The property has a Future Land Use designation of Mixed Use Corridor (MUC) and is zoned Commercial General (CG).

The proposed plan is for a 106,651 square foot Home Depot with a 28,156 square foot outdoor garden center and associated parking. Concurrent with this Design Alternative Application, the applicant has submitted a Site & Development Plan and Conditional Use Application request for outdoor sales and display.

The applicant proposes three (3) design alternatives, all related to the unique nature of the proposed use. They include alternatives to Section 3.5.3.B.5. Wall Signs, Section 3.7.5.C.2 Landscape Divider Medians, and Section 3.9.3.8. Parking Area Lighting.

- Section 3.5.3.B.5. limits wall signage to 400 square feet. Due to the scale of the proposed use and the need to provide directional information to the public regarding location of the different services (i.e., garden center, lumber, equipment rental) a design alternative to allow wall signage up to 579 square feet is proposed. The proposed design alternative will provide necessary information to the public to direct them onsite in a safe and convenient manner to the services they are seeking while maintaining signage which is in scale with the proposed building.
- Section 3.7.5.C.2. requires landscape divider medians for all abutting rows of parking. While landscape divider medians are provided for many of the abutting rows of parking, a design alternative is requested for relief from the requirement due to the unique nature of services provided within the parking areas including a seasonal sales area, pro parking area, and rental vehicle area. Note: these areas are located within the parking lot and therefore affect the design of the parking, including the provision of divider medians, but they are provided in addition to the minimum parking requirements. For instance, landscape divider medians would be provided for every other row of parking in the main parking lot fronting the building; however, one is not provided in the angled row of parking designed to accommodate vehicles pulling trailers, which is an efficiency and safety design feature for the parking lot.
- Section 3.9.3.8. limits light fixture height to thirty (30) feet within the center of a parking area, decreasing in height to a range of twelve (12) to fifteen (15) feet at the perimeter of the parking area. While light fixture heights are limited to a code compliant maximum of 30 feet, a design alternative is proposed to allow light fixture heights in excess of the 15

foot limit at the perimeter of the parking area. The proposed alternative will meet the intent of minimizing adverse impacts to adjacent properties, and the lights on the northern side of the property, where closest to the residential uses to the north although separated by the stormwater pond and wetland area, will be limited to a total of three fixtures 20 feet in height. In all other instances, where lights exceed 15 feet at the perimeter, they are adjacent to roadways serving the commercial center or other commercial parcels where they will not have adverse impacts.

The proposed design alternatives together will allow for superior design, efficiency, and performance of a well-designed home improvement center to provide for the needs of the community in a safe, convenient, and aesthetically pleasing environment, without producing a material negative impact on adjacent uses, and therefore approval of the design alternatives are hereby requested.