



June 27<sup>th</sup> 2006

City of Lawrence  
Attn: City Manager – Dave Corless  
P.O. Box 708  
Lawrence, KS 66044

Dave,

We are currently developing the mid-rise condominium project located at 4500 Bob Billings Parkway; "Bella Sera at the Preserve". We have met with Barry Walthall from the Neighborhood Resources Department and he suggested we contact you for further direction on our request.

We are seeking to amend (or really just an administrative variance) the City of Lawrence Sign Code to allow the use of perimeter banners that would display images of the new residential buildings as well as provide cover for the construction behind the existing chain link fencing.

This type of display banner is used frequently in other areas where we develop in southwest Florida, specifically Sarasota and Fort Myers. Last year we went before the Sign Board of Appeals to seek this amendment and were denied because we did not have the specific proposed banner or suggestive language to amend the code.

Since then we have gathered the suggested sign language from the communities in Florida in which we develop as well as put together a sample of what the proposed banner would look like. Enclosed are images of the site as it currently is with only the chain link fencing and how it would look with the proposed banner installed. We believe such a banner significantly improves the streetscape and provides more harmony for the neighborhood.

Dave, let me know if there is a process that may not be so arduous as processing an appeal and going before numerous political bodies. This project will be under construction for another 12 months or so. I appreciate your consideration.

Sincerely,

Jes Santaularia  
Bella Sera Development

CC:  
Barry Walthall















#### **Regulations applicable to all banners**

1. The top and bottom of all banners shall be affixed to poles designed solely for that purpose. No banners shall be affixed to other structures, vehicles, utility poles, trees, shrubs or plants.
2. On poles up to 40 feet in height, the maximum height of banners shall be 18 feet and the minimum height of banners shall be five feet.
3. On poles in excess of 40 feet in height, the maximum height of banners shall be 40 feet and the minimum height of banners shall be 20 feet. Provided, however, in no event shall the height of a pole exceed 50 feet.
4. All banners shall be replaced by the owner of the banner at a minimum of once every two years.
5. All banners may contain a written copy of a general non-advertising nature plus identifying logos or symbols. The term non-advertising nature shall mean the copy does not advertise specific merchandise or sale prices.

#### **Perimeter banners**

1. Perimeter banners shall be of uniform dimensions throughout the zoning lot upon which they are located
2. The maximum size of each perimeter banner shall be determined by the zoning lot frontage upon which the sign will face.

#### **Computation of a sign number and area for perimeter banners**

1. *Number* - Each single display surface or display device shall be considered one sign except as otherwise provided. In the case of double-faced signs, on-site double-faced signs with the same message on both sides or advertising the same business shall be considered as one sign.
2. *Area* - The surface area of a sign shall be the entire face of a sign, including any framing, trim or molding, but not including the supporting structure. In the case of a double-faced signs, each sign face shall be included for the purpose of determining the total aggregate area of the sign.
3. *Calculation of frontage* - For the purpose of computing the number and area of signs, the frontage of a zoning lot shall be established by orientation of the frontage of the buildings thereon or of the principal entrance points to the premises if building frontage does not clearly indicate zoning lot frontage. If neither of these methods are determinative, the director of building, zoning and code enforcement shall select on the basis of traffic flow on adjacent streets, and the zoning lot shall be considered to front on the street with the greater traffic flow.

#### **Calculation of frontage and area for perimeter banners**

1. The aggregate area for all signs shall not exceed the total of all building frontage multiplied by six square feet or the total zoning lot property frontage multiplied by three square feet, with a maximum limit aggregate perimeter banner not to exceed 2,000 lineal feet.
2. A bonus of three square feet of sign area shall be permitted for each foot by which the vertical dimensions between the base of the sign and the ground or sidewalk elevation immediately below the sign exceeds 10 feet, provided that the amount of height bonus shall not exceed 500 square feet in area and the amount of area permitted for signs said vertical dimension shall not exceed 500 square feet.