

RESOLUTION NO. -19

A RESOLUTION
APPROVING AN AMENDMENT TO THE
MASTER SIGNAGE PLAN FOR ONE CLUB GULF SHORES

WHEREAS, One Club Gulf Shores is a multi-business site that is comprised of a multi-family residential planned unit development (PUD) with apartment leasing, seasonal rentals, condo sales, public golf course, pool, pickleball courts, event venues, and realty and property management companies located on the east side of Highway 59 at the intersection of Oak Road East that seeks to amend their approved Master Signage Plan to clarify and address their current and future signage needs; and

WHEREAS, a Master Signage Plan was approved for the former owner of this property (Emerald Greens) to allow for off-premise signs to be placed on the outparcel along State Highway 59; and

WHEREAS, One Club Gulf Shores is a total of 72 acres, including 18 undeveloped acres abutting Highway 59, and has 1,200 feet of frontage on Highway 59, as well as over 1,500 feet of frontage on Oak Road East. The current sign regulations only allow one sign per street frontage regardless of the size of the property.

WHEREAS, the property consists of 2 distinct areas; the parcel developed on the One Club Gulf Shores multi-business site and a vacant outparcel abutting State Highway 59.

WHEREAS, One Club seeks to amend the Master Signage Plan to allow for seven (7) new signs; three signs for the current One Club Development – the addition of a 50sf digital sign to existing 96sf entrance sign at Highway 59, a new 150sf, 15' tall sign with 60sf digital sign at the Highway 59/Oak Rd East intersection and replacement of the existing 32sf sign with 57sf, 10' tall sign at the Oak Rd East entrance; and four signs for future outparcel developments - two (2) 150sf/15' tall signs for future tenants (one sign along Highway 59 and one sign along Oak Road East), and two (2) 18sf/6' tall directional signs interior to the property.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GULF SHORES, ALABAMA, WHILE IN REGULAR SESSION ON AUGUST 12, 2019, as follows:

Section 1. That the Amendment of the Master Signage Plan of One Club Gulf Shores has been reviewed by staff and is hereby approved by the City Council with the following condition.

- 1. Only the addition of a 50sf LED sign to sign #1, as indicated on the Master Signage Plan, shall be issued prior to City Council PUD amendment approval of the new driving cage or the poles for the driving cage are removed. The PUD amendment application or removal of the poles shall occur within 90 days of the City Council action on the Master Signage Plan.*

Section 2. That the decision of the City Council is that the Amendment of the Master Signage Plan for One Club Gulf Shores is in the public interest, based on the following findings of fact and conclusions:

1. Considering the size and future development potential of the property, the amount of roadway frontage, and sign allowances for similar situated properties within this area of the City, staff believes the request to deviate from the strict sign regulations is reasonable.
2. By requiring planning and coordination of signs on a property, it is possible to improve the streetscape and create a master sign record for all current and future signs on a property.

Section 3. That this Resolution shall become effective upon its adoption.

ADOPTED this 12th day of August, 2019.

Robert Craft, Mayor

ATTEST:

Wanda Parris, MMC
City Clerk

C E R T I F I C A T E

I, Wanda Parris, MMC, City Clerk of the City of Gulf Shores, Alabama, do hereby certify that the foregoing is a true and correct copy of Resolution No. -19 (prepared by City Clerk), which Resolution was duly and legally adopted at a regular meeting of the City Council on August 12, 2019.

City Clerk