## Owner and Applicant Information

**Applicant:** Bob Dail  
**Property Owner:** Life Senior Services

## Property Location

North of the northwest corner of East 51st Street South and South 73rd East Ave. (4821 S 72nd E Ave)

## Location within the City of Tulsa

(Shown with City Council districts)

## Elected Representatives

**City Council:** District 5, Grant Miller  
**County Commission:** District 3, Kelly Dunkerley

## Public Notice Required

Mailed Notice to 300’ radius – min. 20 days in advance

## Request Summary

Minor amendment to an optional development plan to reduce the setback from residential districts for monument signs to 50 feet and increase the monument sign display surface area from 32 square feet to 37.7 square feet

## Zoning

**Existing Zoning:** OM w/ Z-7582 ODP  
**Existing Overlays:** None

## Comprehensive Plan Considerations

### Land Use

**Land Use Plan:** Neighborhood  
**Small Area Plans:** None  
**Development Era:** Late Automobile

### Transportation

**Major Street & Highway Plan:** N/A  
**planitulsa Street Type:** N/A  
**Transit:** Regular Route  
**Existing Bike/Ped Facilities:** None  
**Planned Bike/Ped Facilities:** None

### Environment

**Flood Area:** N/A  
**Tree Canopy Coverage:** 0-10%  
**Parks & Open Space:** N/A

## Staff Recommendation

Staff recommends approval.
**Detailed Staff Recommendation**

The current development plan states that "Monument signage may not be located closer than 150 feet to any R zoned district." And that "Monument signage may not exceed 32 square feet of display surface area."

The applicant is proposing a new monument sign that would be within the 150-foot setback to R zoning and would exceed the 32 square feet allowed by the PUD.

The sign the applicant is proposing to increase the display surface area for a monument sign to 37.7 square feet and reduce the required setback for a monument sign from a residential district to 50 feet.

Staff has reviewed the request and determined:

1) Z-7582-a is consistent with the provisions for administration and procedures of an Amendment to Approved Development Plan (Sec.70.040-1.a.)

2) Z-7582-a does not represent a significant departure from the approved development standards in the ODP and is considered a minor amendment to Z-7582 ODP.

3) All remaining development standards defined in Z-7582 and subsequent amendments shall remain in effect.

Staff recommends approval.

**Comprehensive Plan Considerations**

**Land Use Plan**

The subject property is designated as Neighborhood.

**Neighborhoods** are mostly residential uses, which includes detached, missing middle, and multi-dwelling unit housing types. Churches, schools, and other low intensity uses that support residents’ daily needs are often acceptable, particularly for properties abutting Multiple Use, Local Center, or Regional Center land use areas. Multi-dwelling unit housing that takes access off an arterial is considered Multiple Use, Local Center, or Regional Center. If a multi-dwelling unit housing property takes access from a lower-order street separated from the arterial, then it would be considered Neighborhood.

**Surrounding Properties:**

<table>
<thead>
<tr>
<th>Location</th>
<th>Existing Zoning/Overlay</th>
<th>Existing Land Use Designation</th>
<th>Existing Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>RS-3/CDP-53</td>
<td>Neighborhood</td>
<td>Residential</td>
</tr>
<tr>
<td>East</td>
<td>RM-1</td>
<td>Neighborhood</td>
<td>Residential</td>
</tr>
<tr>
<td>South</td>
<td>RS-3/CDP-53</td>
<td>Neighborhood</td>
<td>Residential</td>
</tr>
<tr>
<td>West</td>
<td>RS-3/CDP-53</td>
<td>Neighborhood</td>
<td>Residential</td>
</tr>
</tbody>
</table>

**Small Area Plans**

The subject properties are not within a small area plan.

**Development Era**

The subject property is in an area developed during the Late Automobile Era (1950s-present), which has grown since the mainstreaming of automobile-centric lifestyles, with a high degree of separation between residential and nonresidential uses, and low levels of street connectivity. In these areas, transportation is nearly exclusively...
Concentrated on the mile-by-mile arterial grid, and major streets are often both transportation corridors and destination corridors, which can lead to traffic congestion. Nonresidential uses are predominantly located at the intersections of major arterial streets. Priorities in these areas include commercial revitalization, placemaking, community gathering opportunities, conservation of natural areas, a high degree of privacy, one-stop shopping, and commuting routes.

**Transportation**

Major Street & Highway Plan: N/A

Comprehensive Plan Street Designation: N/A

Transit: Regular Route

Existing Bike/Ped Facilities: N/A

Planned Bike/Ped Facilities: N/A

Arterial Traffic per Lane: N/A

**Environmental Considerations**

Flood Area: The subject properties are not within a flood area.

Tree Canopy Coverage: Tree canopy in the area is 0-10%. Preserving the limited existing canopy should be encouraged, as well as measures to increase the canopy through landscaping. Street-lining trees in particular should be encouraged to spread the benefit of the tree canopy to the pedestrian realm.

Parks & Open Space: N/A

**Exhibits**

Case map
Aerial (small scale)
Aerial (large scale)
Tulsa Comprehensive Plan Land Use Map
Z-7582-a
Z-7582-a

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

Aerial Photo Date: 2021
NUMENT SIGN

EXAMPLE OF HALO-LIT CABINET
EXAMPLE OF PUSH THROUGH LETTERS

Front View

White 3/4" Acrylic Push Through Letters and Logo. Leaf face to include custom printed 3-M Vinyl.

RAISED METAL PAN WITH RGB HALO LIGHTING. LAMPS NOT VISIBLE FROM SIDE VIEW. EXTENDS PAST LOGO PANEL.

Routed Aluminum Graphics backed with White 3/16" Flat Acrylic.

Green Pantone 369 / 50%
Green Pantone 369 / PMS 369
Black 90%

SURVEY BEFORE ENTERING PRODUCTION

DATE: ________________________
MONUMENT SIGN
SCALE: NTS

Front View

White 3/4" Acrylic Push Through Letters and Logo. Leaf face to include custom printed 3-M Vinyl.

RAISED METAL PAN WITH RGB HALO LIGHTING. LAMPS NOT VISIBLE FROM SIDE VIEW. EXTENDS PAST LOGO PANEL.

NOTE EXISTING FOOTING 4" BELOW GRADE

13'-6"
8'-3"

Routed Aluminum Graphics backed with White 3/16" Flat Acrylic.

8.7" x 15" = .91 sq ft
34" x 146" = 34.5 sq ft
4" x 84" = 2.3 sq ft

TOTAL: 37.7 SQ FT

dimensions, Descriptions and specifications stated or shown here are subject to minor modifications to accommodate numerous considerations such as final agreements on project pricing, future confirmed site conditions and requirements, fabrication method, and raw material yields.

We will strive to match specific colors, such as Pantone values, and/or matching existing signage or surrounding building colors and/or textures. We cannot always guarantee an exact match due to the varying differences in materials, age, sheen and how colors are applied.

DATE: 01-16-24

SALES REP: Bob Dol

DRAWN BY: RBD

PROJECT: LIFE SENIOR SERVICES
LOCATION: TULSA, OK
ADDRESS: 4281 S. 78TH E AVE

All sign and outside lighting must comply with ADA 900 (FHA/E.S.C. percutary
including proper grounding and bonding)

REVISIONS:
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This drawing is protected by the copyright law, and may be copied, reproduced, or displayed in fashion other than for the purchase product(s) depicted here.
S 72nd E Ave: 1,000 ft x .3 = 300 Sq Ft.
MAX ALLOWANCE = 32 Sq Ft / 15' Hght

Site Plan 4821 S 72 E Ave

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