



Variance – Sign Area

Resolution 05-2019

May 16, 2019

Karl Onsager Planner I

Requested Board Of Adjustment Action

- Approval of a variance for 6857 S. Broadway.
 - Increase the allowed sign area from 224.7 square feet to 238.7 square feet

Overview

- Application Details
- Review Criteria & Analysis
- Recommendation
- Board Action

Application Details

- 6857 S. Broadway
- Applicant seeking to rebrand the existing gas station from Diamond Shamrock to Circle K.
- The site is allowed a total of 224.7 sq. ft.
- The reface of the existing ground sign and replacement of awning and wall signs results in a requested sign area of 238.7 sq. ft.



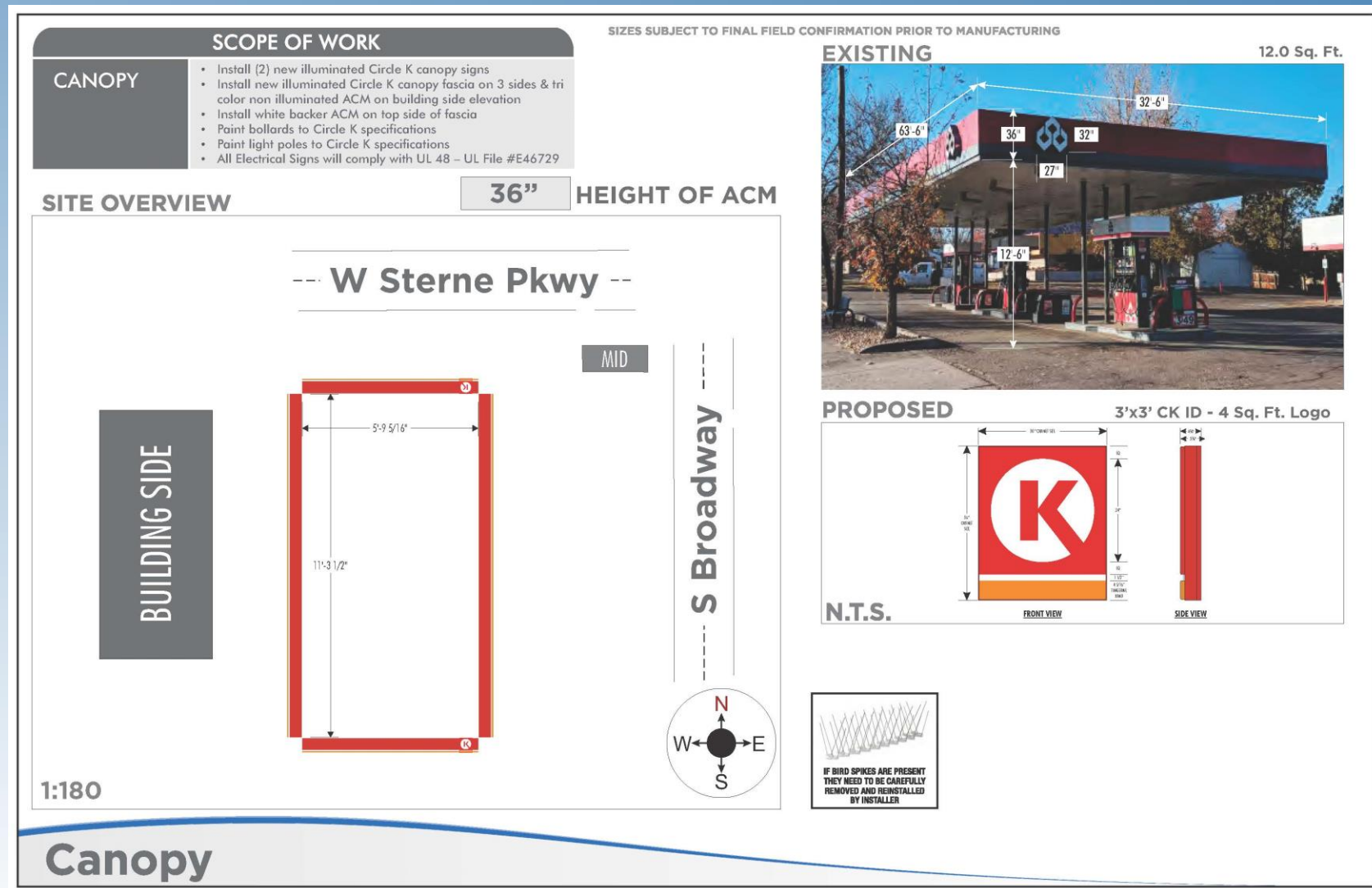
Sign permit details

Sign Area	Total (sq. ft)	Ground Sign (sq. ft)	Awning Sign 1 (sq. ft)	Awning Sign 2 (sq. ft)	Wall Sign (sq. ft)
Existing	254.7	210.7	12	12.0	20.0
Proposed	238.7	210.7	4.0	4.0	20.0

Sign permit details – Ground Sign



Sign permit details – Awning Signs 1 and 2



Sign permit details – Wall Sign

EXISTING

20.00 Sq.Ft



PROPOSED

20.00 Sq.Ft



Criteria Review 10-17-7-11

(A) There are special circumstances or conditions such as the existence of buildings, topography, vegetation, sign structures or other matters on adjacent lots or within the adjacent public right-of-way, which would substantially restrict the effectiveness of the sign in question; provided, however, that such special circumstances or conditions must be peculiar to the particular business or enterprise to which the applicant desires to draw attention, and do not apply in general to all businesses or enterprises in the area.

- **There do not appear to be any special circumstances that restrict the effectiveness of the ground sign**
- **The desire for additional sign area is not unique**

Criteria Review 10-17-7-11

(B) The variance would be in general harmony with the purposes of this chapter, and specifically would not be injurious to the neighborhood in which the business or enterprise to which the applicant desires to draw attention is located.

- **Signage does not pose a risk to safety or is injurious**
- **Sign code establishes limits to reduce visual clutter and improve aesthetics**

Criteria Review 10-17-7-11

(C) The variance is the minimum one necessary to permit the applicant to reasonably draw attention to [the] business or enterprise.

- **Ground sign's size and location is reasonable to draw attention to the business**
- **Other sign area requested goes above and beyond**

Review Criteria & Analysis

- 10-17-7-11

(A) There are special circumstances or conditions such as the existence of buildings, topography, vegetation, sign structures or other matters on adjacent lots or within the adjacent public right-of-way, which would substantially restrict the effectiveness of the sign in question; provided, however, that such special circumstances or conditions must be peculiar to the particular business or enterprise to which the applicant desires to draw attention, and do not apply in general to all businesses or enterprises in the area.



(B) The variance would be in general harmony with the purposes of this chapter, and specifically would not be injurious to the neighborhood in which the business or enterprise to which the applicant desires to draw attention is located.



(C) The variance is the minimum one necessary to permit the applicant to reasonably draw attention to his business or enterprise.



(D) The board may grant a variance subject to any conditions which it deems necessary or desirable to make the device which is permitted by the variance compatible with the purposes of this chapter.



Recommendation

Staff finds that the application does not meet the criteria for approval.

Therefore, staff recommends **denial** of BOA Resolution 05-2019

Board of Adjustment Action

Applicant is requesting a variance to increase the allowed sign area from 224.7 square feet to 238.7 square feet at 6857 S. Broadway.

Options:

- Approval
- Approval with conditions
- Denial
- Continue to a Date Certain