

current owner purchased the property in February 2016 and installed a 56 square foot wall sign on his east elevation. He wishes to add an additional 54 square foot wall sign to his north elevation.

STAFF ANALYSIS: City code section 4-3-2-5(C) determines the maximum amount of signs allowed for a use by right. The table determines that any parcel with one hundred fifty one feet (151') or less be allowed three permanent signs, of which one (1) may be a ground sign.

City code section 4.3.2.5(D) determines the maximum sign area permitted. This particular property is allowed a total of 56 square feet of signage. The applicant is requesting an additional 54 square feet of signage. If granted, Angler's All would be permitted to have a total of 110 square feet of signage.

The following is an assessment of the application under the criteria for approval contained in City code section 4-3-4-4:

(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 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.

Applicant Response: The view-ability of the newly installed sign from South Santa Fe Drive is restricted. The newer South Santa Fe road overpass makes a pylon sign sized sign necessary for business identification. Previously, a variance was approved for original owner on May 22 of 1998, which included a 35' pylon sign with up to 300 sq. ft. in total. The narrowness of the lot only allows for a limited amount of signage per existing code. See attached Supplemental A.

Staff Comments: The elevated roadway greatly diminishes the visibility of the applicant's building and sign. This criterion appears to be met.

(B) The variance would be in general harmony with the purpose 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 to is located.

Applicant Response: The size of the sign is consistent with the feel of the site and neighborhood, as well as not infringing on a neighbor visibility.

Staff Comments: The applicant is proposing an additional wall sign on his building. This is consistent with neighboring properties that also have additional signage due to the elevated section of Santa Fe Drive. This criterion appears to be met.

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

Applicant Response: A pylon sign is cost prohibitive. No square footage is left after installing the replacement sign on the front side of the building. They experienced increased sales with the use of a banner in the proposed sign location and would like to add this advertising space permanently.

Staff Comments: The sign code allows for every business to display up to three signs. The applicant is requesting a variance to add 54 square feet for an additional permanent sign. The banner was proven to increase awareness and sales and is smaller in size than what was previously granted. This criterion appears to be met.

STAFF RECOMMENDATION: For the reasons stated above, staff recommends approval for a variance of an additional 54 square feet to allow a maximum total of 110 square footage of signage at 5211 South Santa Fe Drive (Case#VAR17-0004) as it meets all the conditions for approval as provided in Littleton Municipal Code 4-3-4-4.

PROPOSED MOTION:

I move to approve Case#VAR17-0004 request for a variance at 5211 South Santa Fe Drive be approved to allow an additional 54 square feet for a maximum total of 110 square footage of signage, in that the request does meet all of the criteria of Section 4-3-4-4 of the Littleton City Code that are required to exist for the Board to grant approval. Approval of this application is based on the following findings of fact:

- A. There are special circumstances or conditions, namely an elevated roadway which is unique for a small section of South Santa Fe Drive.
- B. The variance would be in general harmony with the purpose 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 to is located.
- C. The variance is the minimum necessary to permit the applicant to reasonably draw attention to his business or enterprise.

Attachments:

- 1. Application and Supplementary Material
- 2. Area Reference Map