

APPLICATION NUMBER

5135

A REQUEST FOR

**SIGN VARIANCE TO ALLOW THE ADDITION OF A
SECOND FREESTANDING SIGN; A MAXIMUM OF ONE
FREESTANDING SIGN IS ALLOWED ON A MULTI-
TENANT SITE WITH LESS THAN 601' OF ROAD
FRONTAGE.**

LOCATED AT

3060 DAUPHIN STREET

(North side of Dauphin Street, 750'± West of North Sage Avenue)

APPLICANT

QUALITY SIGN COMPANY, INC.

OWNER

McCONNELL AUTOMOTIVE CORP.

BOARD OF ZONING ADJUSTMENT

SEPTEMBER 2002

The applicant is requesting a Sign Variance to allow the addition of a second freestanding sign; a maximum of one freestanding sign is allowed on a multi-tenant site with less than 601' of road frontage.

The applicant states that there was a second freestanding sign, for the Cadillac dealership that was removed due to the dealership relocating. In addition, the applicant states that if the Cadillac sign had remained, they would have been allowed to do a face replacement. Also, that like the majority of the dealerships in the area, the dealer programs require that each brand be identified by an individual freestanding sign.

The Cadillac sign the applicant is referring to was nonconforming as it was installed prior to the adoption of the current regulations (1992). One of the purposes of the Sign Regulations is to reduce the number of nonconforming signs through attrition and to regulate new signage within the city. The applicant stated that dealer programs require each brand to be identified by an individual freestanding sign; however, there are several dealerships and businesses (tire dealerships, appliance stores, etc) that have one freestanding sign identifying multiple brands. Another point to consider is that if the Sign Ordinance had to recognize each brand being advertised, the number of freestanding signs per site would be enormous.

The Zoning Ordinance states that no variance shall be granted where economics are the basis for the application. Additionally, no variance shall be granted unless the Board is presented with sufficient evidence to find that the variance will not be contrary to the public interest, and that special conditions exist such that a literal enforcement of the Ordinance will result in an unnecessary hardship. The Ordinance also states that a variance should not be approved unless the spirit and intent of the Ordinance is observed, and substantial justice done to the applicant and the surrounding neighborhood.

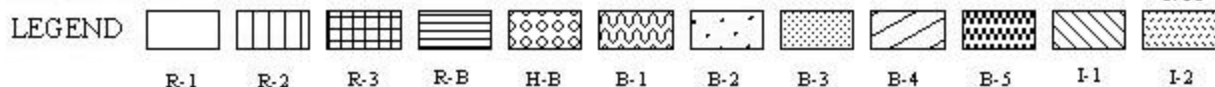
The applicant failed to illustrate that a literal enforcement of the Zoning Ordinance would result in an unnecessary hardship. It is simply the applicant's desire to replace a nonconforming sign that was removed, with another freestanding sign.

RECOMMENDATION 5135

Date: September 9, 2002

Based upon the preceding, this application is recommended for denial.

APPLICATION NUMBER 5135 DATE September 9, 2002
 APPLICANT Quality Sign Company, Inc.,(McConnel Automotive Corp., Owner)
 REQUEST Sign Variance



SIGN



APPLICATION NUMBER 5135 DATE September 9, 2002

APPLICANT Quality Sign Company, Inc., (McConnel Automotive Corp., Owner)

USE/REQUEST Sign Variance



NTS