ZBOA Agenda Item # 2
MAY 1, 2018

Variance Request by Federal Heath and Advantage Permits
File #: APP-2018-03

Federal Heath and Advantage Permits is requesting a variance to LDR Section 230-9(D)4 as it pertains to the size of wall signs and fuel canopy signs. The property is located at 2112 W Hill Avenue, is zoned C-H, and consists of 5.42 acres. The property consists of a multi-tenant facility, to include a convenience store and a gas station, that is currently undergoing renovation.

As a part of the renovation, new wall signs and new fuel canopy signs are being proposed. The applicant is proposing four new wall signs for three different tenants along the elevation facing West Hill. Signage for one of the tenants is what is prompting this request. Staff utilizes different formulas to derive the maximums for permitting, depending on the situation. Because this building is not the usual multi-tenant building—divided up into specific tenant spaces but rather an open floor plan for all tenants—staff used the 50 square foot cap for each tenant. The signage for the Sun Stop—consisting of a sun graphic and the words "Sun Stop"—is too large for staff to permit; the Sun Stop signage is a total of 103.26 square feet. Two of the three tenants have signage that meets current regulations.

The other variance revolves around the fuel canopy signs. The regulations allow no more than 16 square feet of signage per fuel canopy elevation. Additionally, the number of fuel canopy elevations that can have signage is limited to the number of street frontages, which means that this particular fuel canopy can only have signage on one elevation due to having one street frontage. The applicant is proposing each elevation of the canopy to have signage. Two canopy elevations are proposed to have the Inland triangle logo at 18.4 sq. ft. One canopy elevation will have two graphics—the name "Inland" and the triangle logo for a total of 44.4 sq. ft. The fourth elevation will have "Thank You See You Tomorrow" which is 43.2 square feet.

Variances are intended to give relief in situations beyond design's control. Unfortunately, there is nothing unusual or unique about this property to merit recommending for or granting a variance. Staff understands the desire to market a business, and that corporations have set sign packages and sizes, but none of that constitutes hardship. Therefore, staff recommends denial.

Staff Recommendation: Find inconsistent with the Variance Review Criteria and **deny** the requests.