(7) The requested variance will not be inconsistent with the general spirit and intent of the LDR or the purpose and intent of the Comprehensive Plan.	
Applicant:	The proposed signage is very compatible and complementary to the building and surrounds.
Staff:	No. The request is not consistent with the Comprehensive Plan nor is it consistent with the spirit and intent of the LDR signage regulations.

Relevant Development Standards in the LDR that are "Significant" to the Proposal

(4) Signs in the C-C, C-H, M-1, and M-2 Zoning Districts:

(b) Signs for Multi-tenant Developments.

ii. Individual tenants or lots in a multi-tenant development.

a. Canopy signs, wall signs, or mansard signs are permitted for each business or tenant within a multi-tenant development subject to the following standards:

1. Maximum Height: Top of wall sign shall be no higher than top of wall; top of canopy sign shall be no higher than top of canopy; top of mansard sign shall be no higher than top of the roof.

2. Maximum Sign Area: Canopy, wall, or mansard signs shall not cumulatively exceed the greater of: 1 square foot per linear foot of façade width, 50 square feet, or 5% of façade wall area. In no case shall such cumulative signage exceed 400 square feet per business, nor shall any one sign exceed 250 square feet.

(c) Convenience Store with Fuel Sales.

ii. Fuel Canopy Signs: One sign per canopy, per public road frontage; Maximum 16 square feet.

Staff Review Comments:

Engineering & Stormwater Department: No comments

Fire Department: The fire department does not have any issues comments or concerns in reference to signage located at 2112 W. Hill Avenue. They are proposing larger signage with 3 additional canopy signs. Fire no issues.

Police:. No comments

Historic Preservation: No comments

Plan Review: No comments

Public Works: No comments

Utilities: No comments

Landscape: No comments

Historic Preservation: No comments

Attachments:

Zoning Map
Aerial Map
Sign Schematics