

McNairn Plaza Sign Variance

Location:

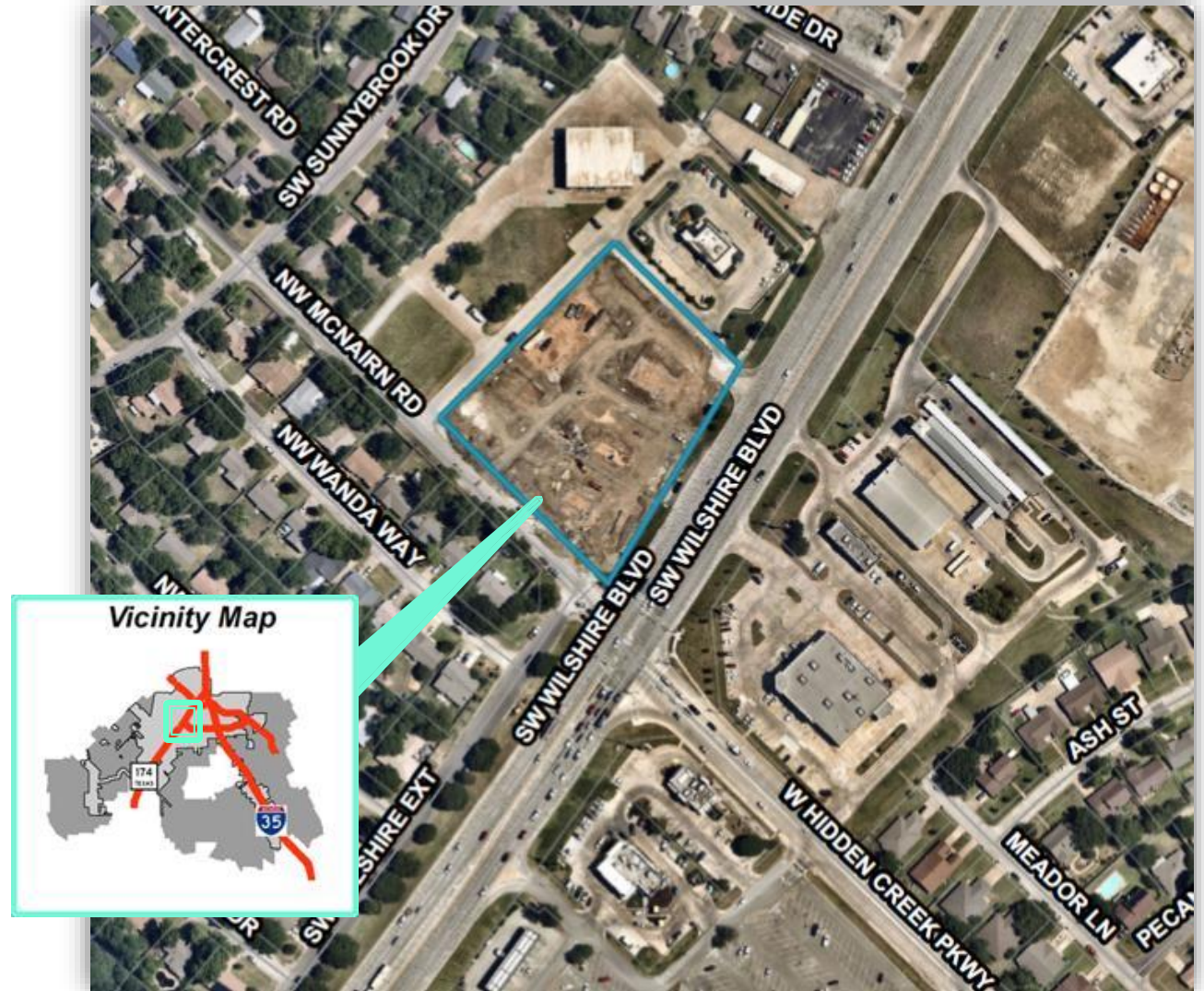
- 826 SW Wilshire Blvd
- 1.07 acres

Applicant:

Amber Almond
Dynamic Sign Solutions

Item for approval:

Sign Variance (Case 22-143)



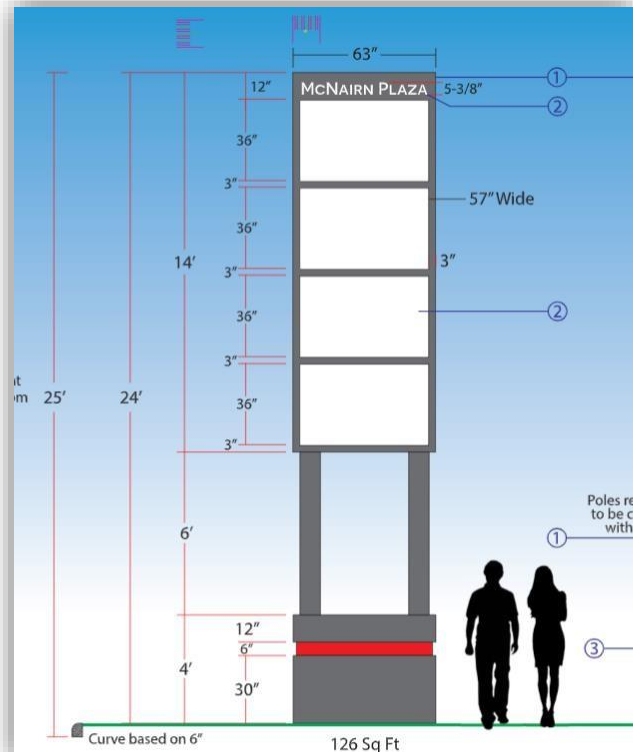
McNairn Plaza Sign Variance

Proposed sign location

Sign Variance Summary:

Section 63-50 (Freestanding Signs - Generally) of the Sign Ordinance contains the following requirement:

- All freestanding signs shall be setback a minimum of ten feet from the property line.



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Request:

- A variance to allow a pylon sign to encroach within ten feet of the northern property line – (Setback 2’')

Applicant's Justification:

- The proposed location is the only piece of Lot 4 with direct sign visibility off Wilshire Blvd.



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Sign Code Criteria For Variance Consideration	Staff's Response to Variance Criteria
<i>Special conditions</i> exist that are <i>peculiar to the land, structure or building</i> involved and are not applicable to other lands, buildings or structures in the same vicinity. The City may attach such conditions to granting all or a portion of any variance necessary to achieve the purpose of this chapter.	Disagree - The irregular shape of lot 4 was designed and submitted by the owner/developer during the site plan process.
The <i>strict interpretation</i> of the chapter would <i>deprive the applicant of rights commonly enjoyed by other properties</i> in the vicinity under the terms of this chapter.	Disagree- Staff is unaware of any adjacent businesses free standing signage abutting property lines.
Special conditions and circumstances do not <i>result from the actions of the applicant(s)</i> and such conditions and circumstances do not merely constitute pecuniary hardship or inconveniences.	Disagree- New development.
Granting the variance will meet the objectives of the ordinance and not be injurious to the adjoining property owners or otherwise detrimental to the public welfare	Disagree- The proposed signage will be setback roughly two inches from the northern property line and two feet from the curb of the main access drive off Wilshire Blvd.
The request will be the minimum variance necessary to alleviate the special hardship or practical difficulties faced by the applicant in meeting the requirements of this chapter; and	Agree- In order to achieve sign visibility off Wilshire, the sign is limited to only the location currently proposed.
Granting the variance will be in harmony with the <i>spirit and purpose</i> of this chapter.	Disagree- Proposed location is in direct conflict with the code and is unharmonious with the surrounding area.

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Staff recommends approval

Staff recommends disapproval of the sign variance for a pylon sign based on the restricted location being proposed and subsequent encroachment concerns.

Proposed sign location

