

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)



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Original sign location

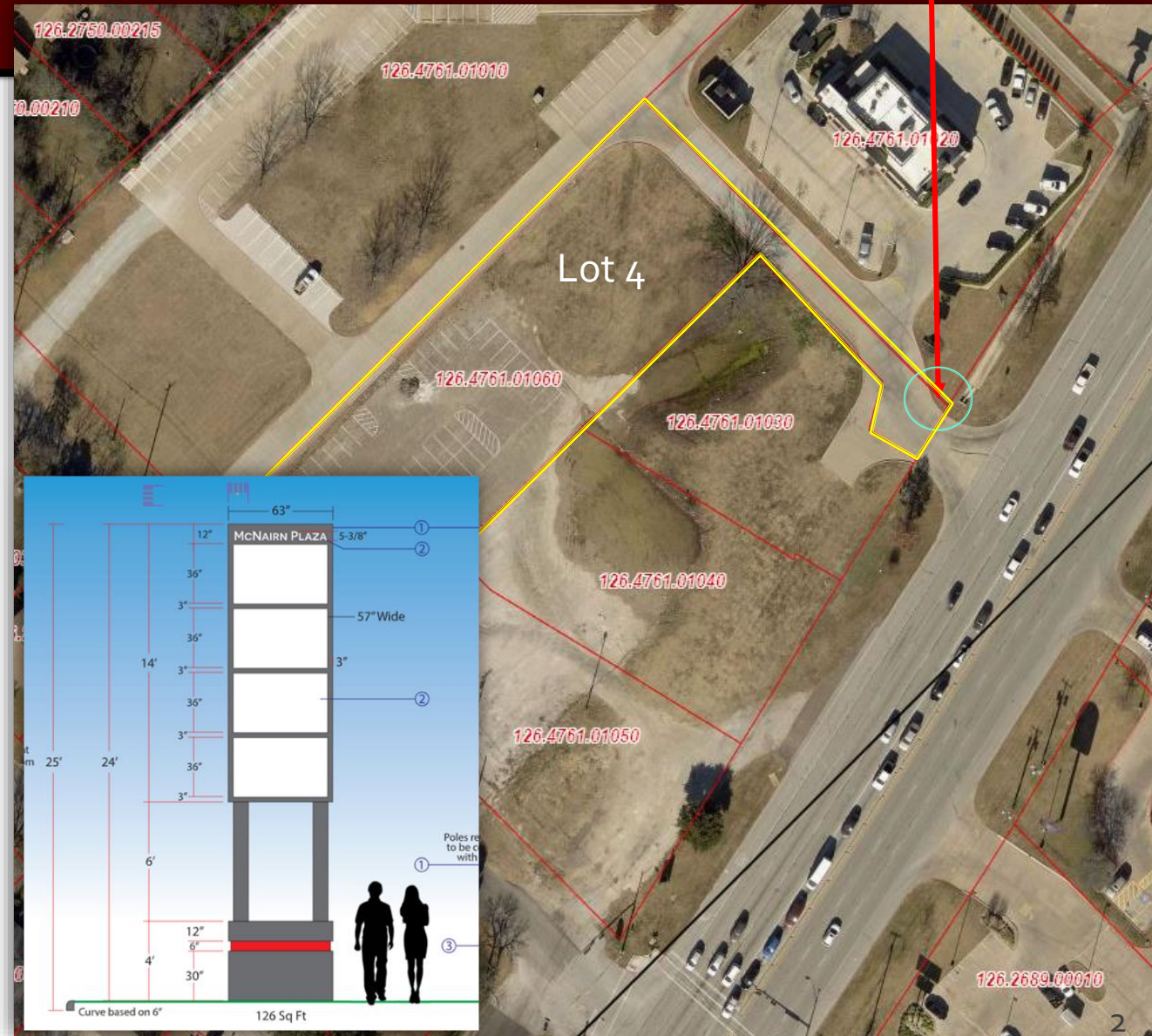
Background:

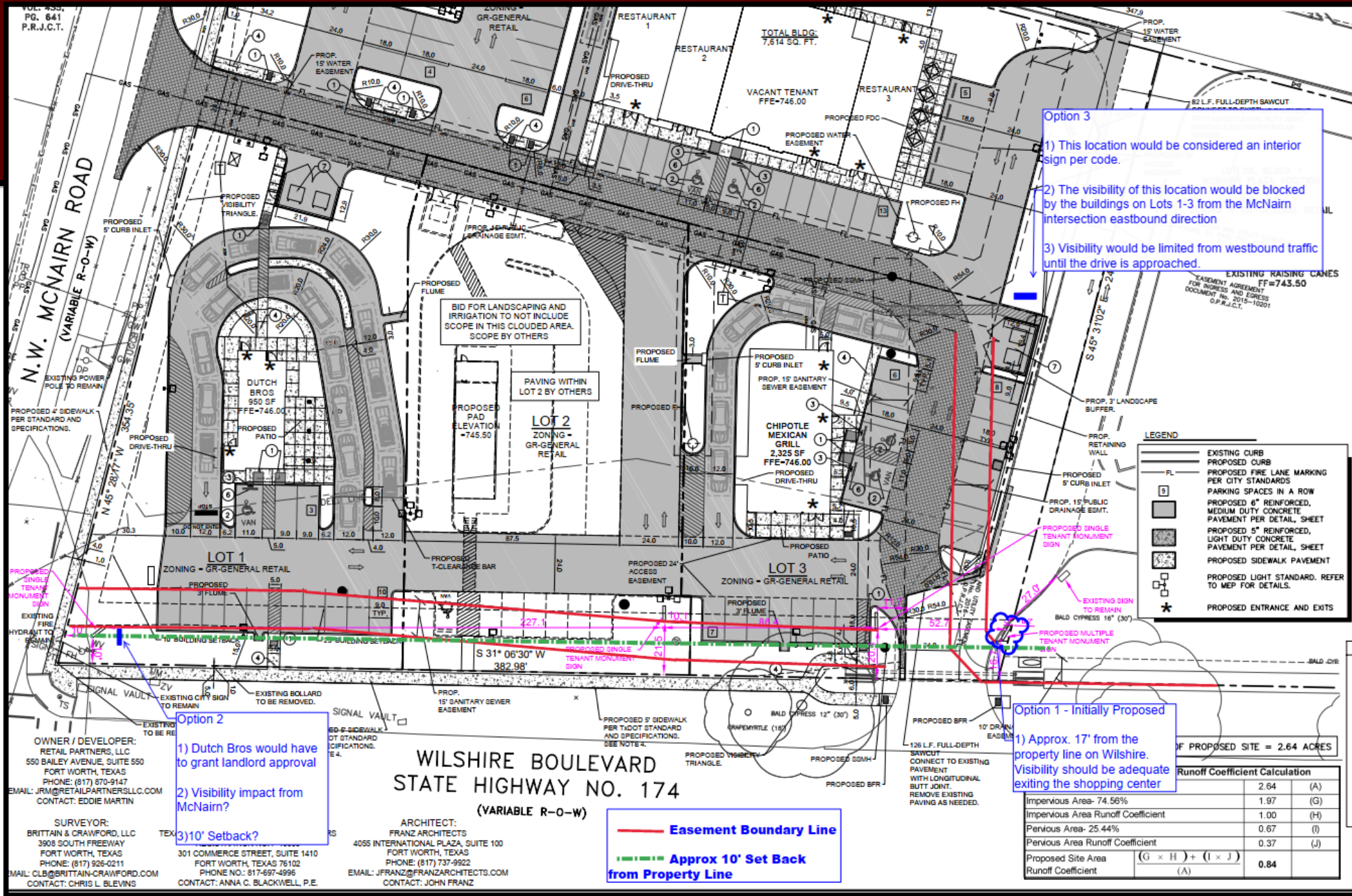
- On January 9, 2023, the original waiver request was tabled by City Council.
- The applicant was instructed to consider alternative sign locations and return to discuss them in greater detail.

Sign Variance Summary:

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

- All freestanding signs shall be setback a minimum of ten feet from the property line.
- A premises may either have a pole sign, or a pylon sign or a monument sign if permitted by this chapter;





Option 3

- 1) This location would be considered an interior sign per code.
- 2) The visibility of this location would be blocked by the buildings on Lots 1-3 from the McNairn intersection eastbound direction
- 3) Visibility would be limited from westbound traffic until the drive is approached.

Option 2

- 1) Dutch Bros would have to grant landlord approval
- 2) Visibility impact from McNairn?
- 3) 10' Setback?

Option 1 - Initially Proposed

- 1) Approx. 17' from the property line on Wilshire. Visibility should be adequate exiting the shopping center

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Option 1 – Original 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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Option 2 – Dutch Bros (Lot 1):

- A variance to allow a pylon sign to encroach within ten feet of the eastern property line – (Setback 7')
- A variance to allow a pylon sign and a pole sign on the same premises.

Applicant's Justification:

- Pursuing the proposed location is contingent upon landlord approval from Dutch Bros.



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Option 3 – Lot 4 Interior:

- A variance to allow a pylon sign to encroach within ten feet of the eastern property line abutting Lot 3 – (Setback 5')

Applicant's Justification:

- Eastbound traffic – visibility of the sign would be obstructed by the buildings on Lots 1-3
- Westbound traffic – visibility of the sign is limited until the entrance off Wilshire is approached.



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Consideration
<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.
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.
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.
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
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
Granting the variance will be in harmony with the <i>spirit and purpose</i> of this chapter.

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Original sign location

Staff recommendation

On January 9, 2023, staff recommended denial of the original sign location request (Option 1).



