

Gina's Sign Variance

Location:

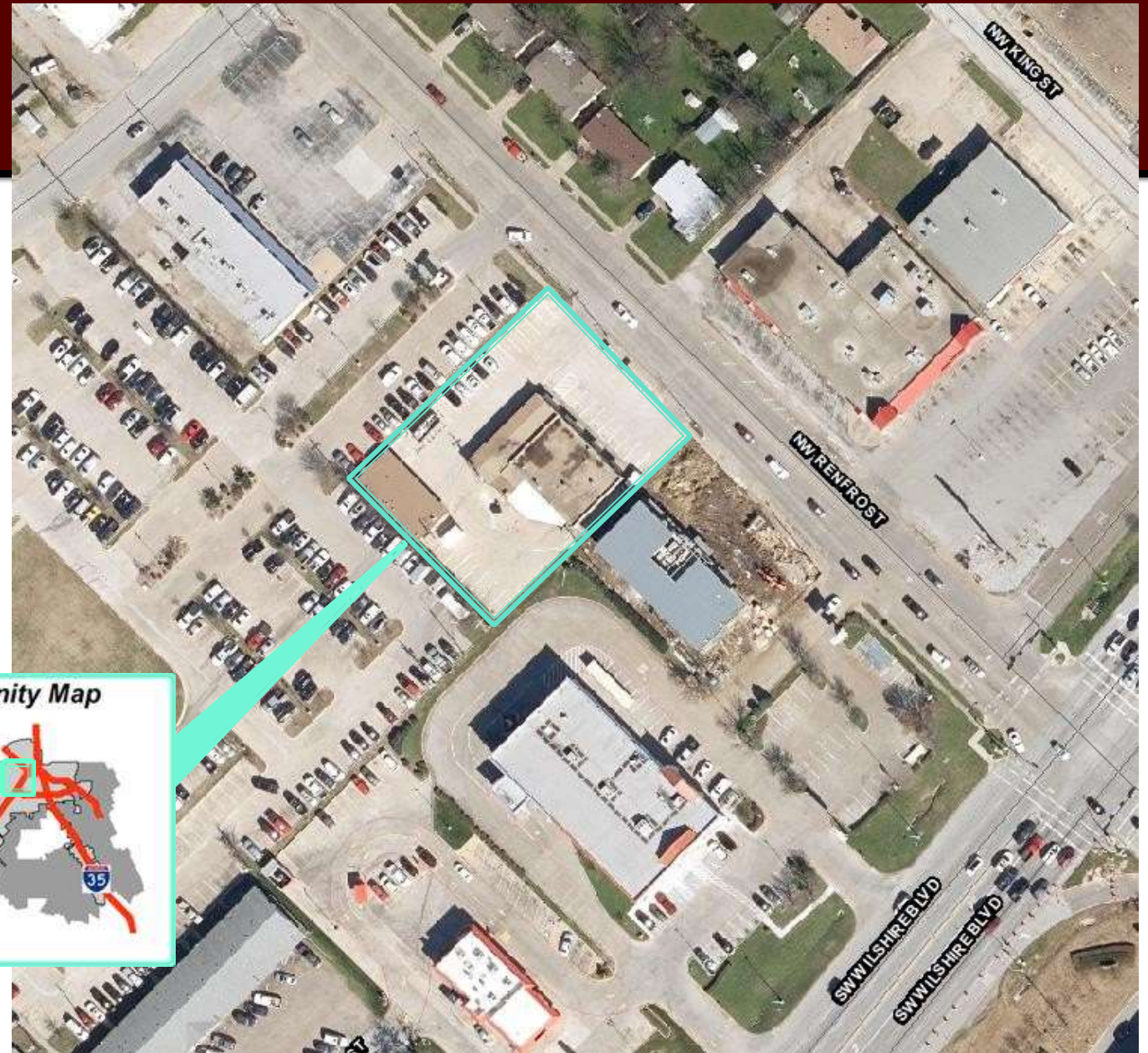
- 319 NW Renfro St

Applicant/Owner:

Dianne Moriarty - Applicant
Otto Arslanovski – Owner

Item for approval:

Sign Variance (Case 23-287)



Gina's Sign Variance

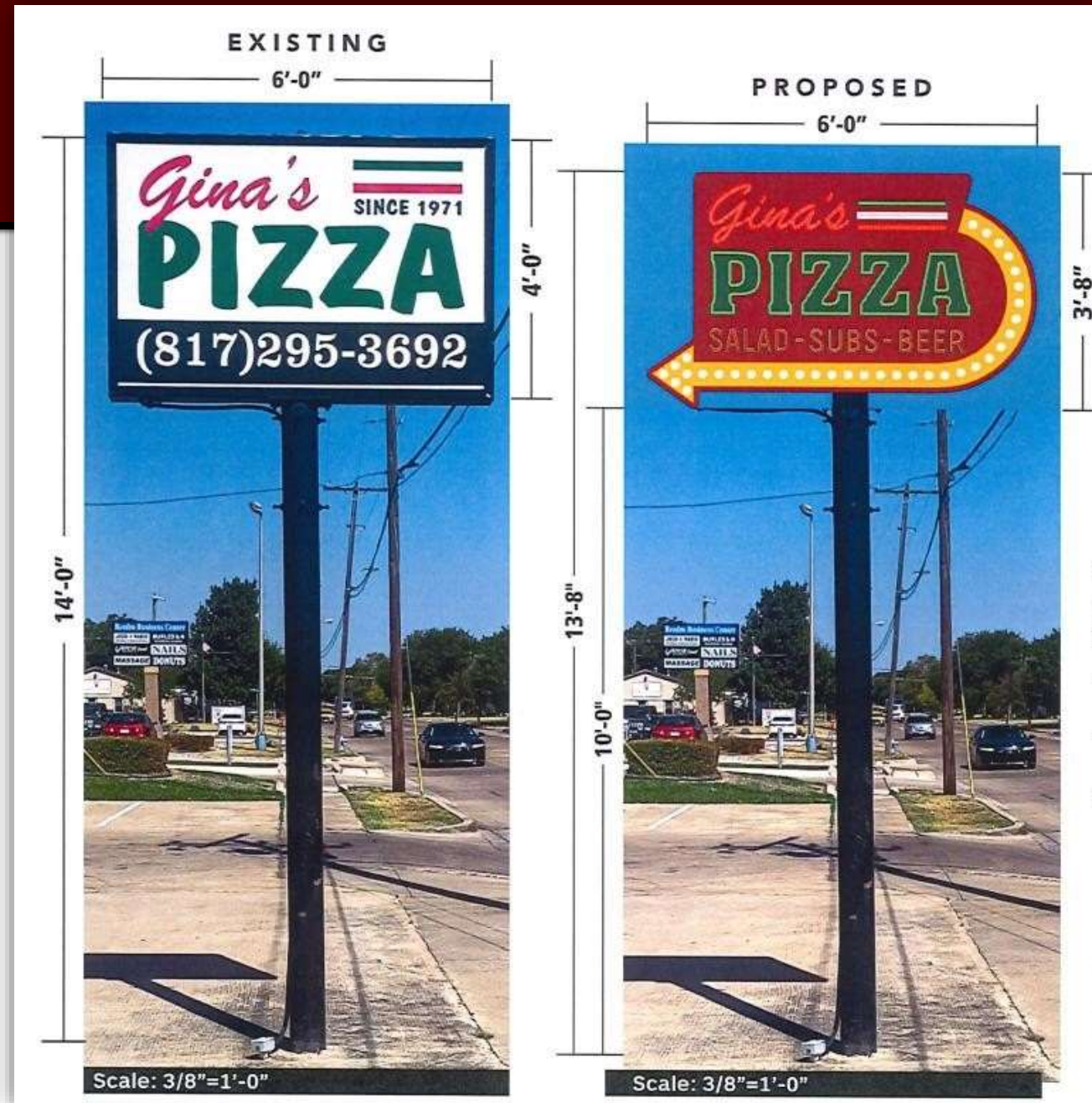
Background:

Owner of Gina's Pizza is requesting to replace pole sign cabinet to match the remodel of the restaurant

- Existing pole sign is considered non-conforming

Sign code requires that if any modification is made to a non-conforming sign than that sign shall be brought into conformity with all sign regulations.

Request: allow for the modification of an existing pole sign cabinet without bringing the entire sign into complete conformity.



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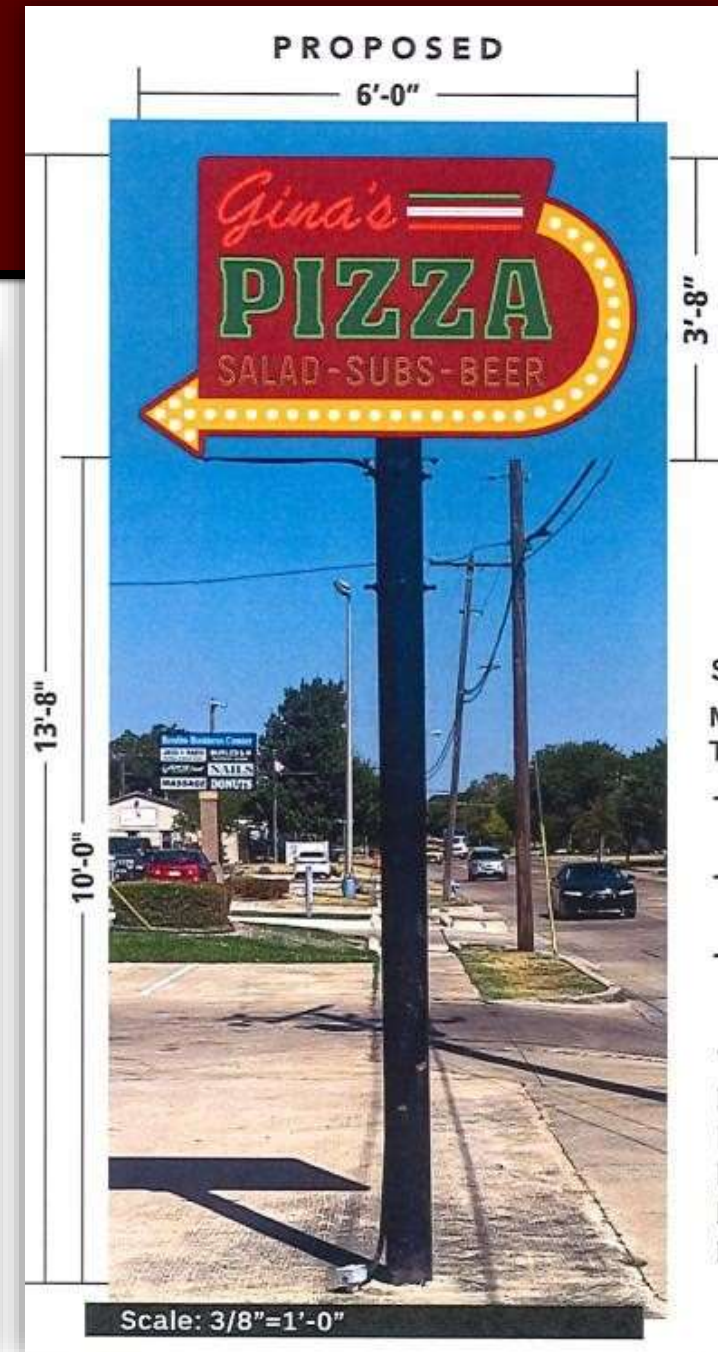
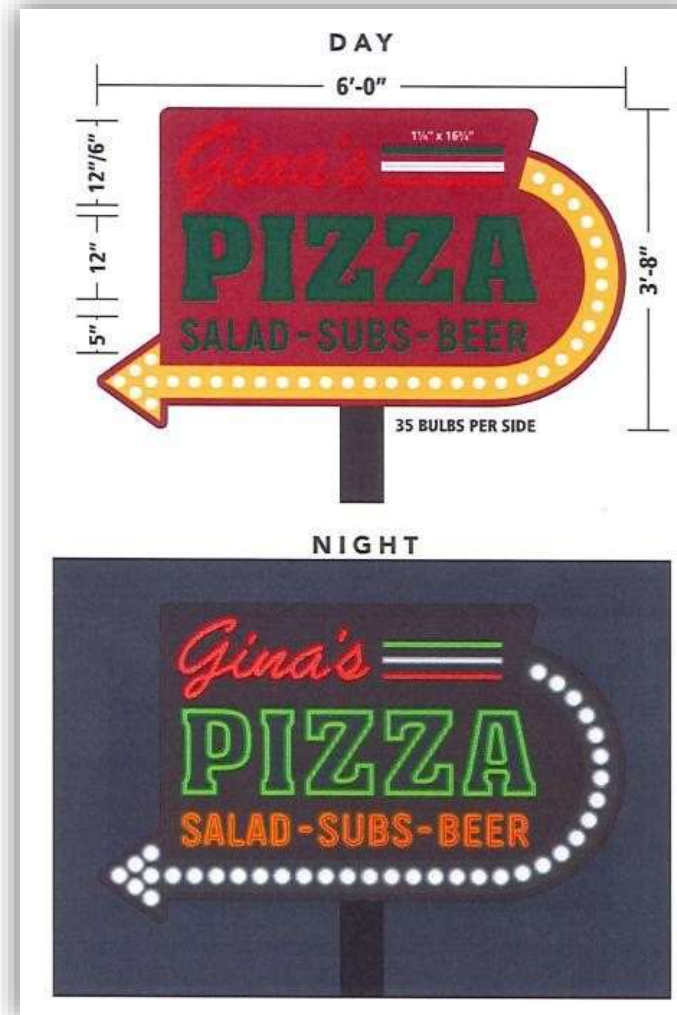
Sign Variance Summary:

Section 63-3(4) *Nonconforming signs* of the Sign Ordinance contains the following requirement:

- Any structural change, alteration, modification, or change in the name, design, letters, message or other matter on the nonconforming sign, shall require the sign to be brought into conformity

Section 63-56 (3) *Pole Signs* of the Sign Ordinance contains the following requirements:

- Shall maintain a 100-foot separation from an adjacent pole sign on each premises and minimum of 50 feet on adjacent premises on the same side of the street.
- Shall be allowed to locate on premises with frontage onto IH 35 and within the **North Wilshire Sign Corridor** only.



Gina's Sign Variance

Requests:

- A variance to allow for the modification of the existing sign cabinet without bringing the rest of the sign into conformity.
- A variance to allow for the existing pole sign to maintain a 25 foot separation from another pole sign on the same side of the street.
- A variance to allow for the existing pole sign to remain located outside of the permitted corridors.

Applicant's Justification:

New sign will match with the new remodel aesthetic of the restaurant and provide better customer visibility in lieu of alternative conforming options.



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Considerations
Special conditions exist that are peculiar to the land, structure or building 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 strict interpretation of the chapter would deprive the applicant of rights commonly enjoyed by other properties in the vicinity under the terms of this chapter.
Special conditions and circumstances do not result from the actions of the applicant(s) 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 spirit and purpose of this chapter.

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Staff Recommendation

Staff is in support of the variances to Chapter 63, Sign Regulations, relating to conformity, location and separation of a pole sign.

