



ZBOA Agenda Item # 6

DECEMBER 5, 2017

Variance Request by Staten Station File #: APP-2017-05

Staten Station is requesting a Variance to LDR Section 230-9(D)(4)(b)(i) as it pertains to the number of signs for a multi-tenant complex with multiple street frontages. The subject property consists of approximately 9 acres and is located near the NW corner of Inner Perimeter Road and Lake Laurie Drive. The property is zoned C-H and is in the Inner Perimeter Road Corridor Overlay District. This parcel is currently undeveloped. The applicant is proposing to develop it as a multi-tenant commercial development with multiple parcels.

The applicant is in negotiations with retail tenants for the property, and is planning the signage for the complex. The complex is eligible for multi-tenant signs for both the Inner Perimeter Road frontage and the Lake Laurie Drive frontage. As a multi-tenant development with 2 street frontages, the property can have one sign of 125 square feet maximum on the primary road frontage, and a second sign along the secondary road frontage of 62.50 square feet. Because this property is within the Inner Perimeter Road Corridor Overlay, freestanding signs can be no more than 18 feet tall. However, the applicant was granted an Administrative Variance for increased height to a maximum of 21.50 feet tall for the primary sign on Inner Perimeter Road. (This sign has been approved but still has not received permits as of the writing of this staff report.) However, as a multi-tenant development composed of several parcels, the development is not allowed to have individual freestanding signage for the individual tenants nor the individual parcels within the development. The applicant is requesting a Variance for a monument sign for an individual tenant that they are negotiating with, and would like the potential for other similar signs for parcels/tenants on the internal access road. If the parcels were not a part of a multi-tenant development, they would be eligible for a freestanding sign (with a permit) by right.

Given the depth of this overall parcel, and the development of the property with buildings, internal roads, and landscaping, visibility towards the rear of the parcel from the main thoroughfares is limited. The Drury Development at Exit 18 is a very similar to this proposed development in terms of its internal layout and multi-tenant nature. In 2010, the ZBOA approved Variances for signage (as well as other items) for the Drury property (file # APP-2010-09). That approval allows a maximum of one freestanding sign per internal parcel, not to exceed 40 square feet and 7 feet in height. Directional signs, portable signs, electronic message signs, or other freestanding signs are not permitted, as one of the conditions of the Variance approval.

Variances are intended to give relief in situations beyond design's control. This is a unique development with multiple parcels and multiple tenants, with limited visibility along the rear of the property from the primary thoroughfares. Staff recommends approval with conditions that are similar to what was approved for the Drury development at Exit 18.

—that one additional monument sign per every developed parcel be allowed, that the signs be no taller than 7 feet and no larger than 40 square feet, with no directionals, portables, electronic message signs, or other internal freestanding signs allowed.

Staff Recommendation: Find consistent with the Variance Review Criteria and **approve** the request, subject to the following conditions:

- (1) Signs shall be monument style only
- (2) Signs shall be no taller than 7 feet and no larger than 40 square feet.
- (3) There shall be no directional signs, portable signs, electronic message signs, or other internal freestanding signs in this development.