

**November 7, 2017 Board of Adjustment Meeting
Staff Recommendation**

PETITIONER: Jay McNeill, (McNeill Signs), agent for Arrigo Margate, LLC

LOCATION: 2250 North State Road 7

ZONING: Transit Oriented Corridor—Gateway (TOC-G) District

INTRODUCTION

Arrigo Margate, LLC is a vehicle dealership that is locating to 2250 North State Road 7, at the northeast corner of North State Road 7 and West Copans Road. The facility is undergoing renovations to comply with dealership branding and image requirements established by Fiat Chrysler Automobiles (FCA). The petitioner is proposing to remove existing wall signage and install new wall signage that advertises the new dealer brands, the dealership name, and the two service stations. Updated dealer brands will include Chrysler, Dodge, Jeep, Ram, and Alfa Romeo. The petitioner claims that the sign code does not provide adequate provisions for a large automobile dealership with multiple brands.

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SECTION OF CODE: Section 39.6(B)

Code limits all businesses within a nonresidential district to one main identification wall sign subject to the criteria in Section 39.6(B) of the zoning code. This criterion also limits the main identification wall sign to an area maximum of one square foot per linear foot of building frontage. The building has a frontage of 331 feet 9 inches. The petitioner is requesting a variance for a total of 9 signs with a cumulative area of 386 square feet.

The requested variance would constitute a waiver from the sign code, and is subject to the provisions outlined in Section 39.19 of the Zoning Code. The sign code does not currently provide criteria specific to a large automobile dealership use, but relies on general non-residential signage regulations which were designed for typical retail and office developments. Due to the nature and scale of the use, vehicle dealerships require more intensive signage than typical retail establishments. The additional signage not only provides identification of the variety of brands offered, but also facilitates onsite navigation for customers to a given showroom or service center. The intent of the sign code is to provide adequate signage opportunities for all uses within the city. Staff finds that the proposed variance and sign waiver is consistent with the purpose and intent of the sign code as outlined in Section 39.1 and 39.19.

The cumulative total area of all the proposed signage exceeds the area that the building would otherwise be entitled to for a single main identification wall sign, per Section 39.6(B). Staff supports the proposal for multiple signs provided that the cumulative area does not exceed the 331.75 square feet allowed by the sign code. Additional square footage beyond this allowance is typically granted when the building demonstrates an exceptionally large setback from the right-of-way, creating a special condition that calls for larger signs, or the property has a physical obstruction which obscures the permissible sign(s). The subject property is setback approximately 125 feet from the right-of-way, which is typical for buildings throughout the corridor, and the property does not suffer from any unusual or significant visual obstructions. The sign code was written with these setbacks in mind.

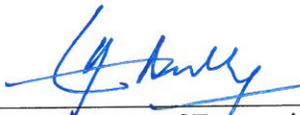
Staff finds that the lower level "Arrigo" sign, located between "Ram" and "Alfa Romeo" is both excessive and redundant as the applicant is already proposing the dealership name on the same façade in a prominent location.

Staff finds that the requested signage is not contrary to the intent of the Sign Code, the aesthetics of the area, and will not create a nuisance or adversely affect any neighboring properties. **Staff recommends approval of this variance request, subject to the condition that the secondary "Arrigo" sign is removed, and that the cumulative area of the signs does not exceed 331.75 square feet.**

RECOMMENDATION: APPROVE

APPROVE WITH
CONDITIONS

DENY



Acting Director of Economic Development

10/31/17
Date