

**July 11, 2017 Board of Adjustment
Staff Recommendation**

PETITIONER: LE-PSL LCC ET AL c/o Leder Group

LOCATION: 3101 N State Road 7

ZONING: TOC-G Gateway District

INTRODUCTION

The subject property of this variance request is a 1.2 acre corner parcel within Penn Dutch Plaza. The property is located at the northwest corner of State Road 7 and NW 31st Street. The existing structure on this property was previously occupied by Blockbuster Video and a small boutique café, but it has been vacant for roughly seven years. On February 28, 2017, the Development Review Committee (DRC) reviewed plans for site renovations including a Dandee Donuts build-out with drive-through, Blossman Gas build-out with outside propane service, and a new freestanding drive-through ATM. This development appeared before the Board of Adjustment on April 4, 2017, and two variances were granted; one related to the landscape buffer, and a second related to the drive-through menu sign. This development was approved by the City Commission on May 3, 2017. During final site plan approval, the applicant submitted a conceptual multi-tenant monument sign, with three of the six tenant panels on each side displaying Penn Dutch.

HEARING NO.: BA-14-2017

SECTION OF CODE: Section 39.17(G)

Code prohibits off-premises signs. Petitioner is requesting permission to erect a multi-tenant sign that will display the name of a business which is lot located on the subject property.

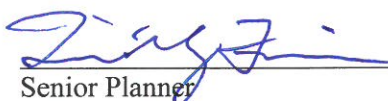
Penn Dutch Plaza has two existing monument signs, one on State Road 7, and one on NW 31st Street. Code allows property owners to install as many monument signs as they like, provided the signs are spaced at least 100 feet apart from any other monument sign. Penn Dutch Plaza has approximately 470 linear feet of street frontage along State Road 7, and approximately 430 linear feet of street frontage along NW 31st Street. The Sign Code regulation providing minimum spacing of monument signs coupled with the size of Penn Dutch Plaza creates the prospect for upwards of seven additional monument signs.

Section 39.19(B) of the Margate Sign Code provides the criteria that must be applied when a sign waiver is granted. The first criterion provided is, "There is something unique about the building or site configuration that would cause the signage permitted by this article to be ineffective in identifying a use of structure that would otherwise be entitle to a sign." Staff finds that there is ample opportunity for additional signage that is permitted by the Margate Sign Code, but those opportunities have not been adequately explored, and therefore, the granting of this variance is not justified. **Staff recommends denial of this variance request.**

RECOMMENDATION: APPROVE

APPROVE WITH
CONDITIONS

DENY


Senior Planner

7-3-17
Date