

January 12, 2016

Public Hearing-Sign Variance: Insight for Living, Block A, Lot 1 (V15-0001)
Owner(s): Insight for Living

DESCRIPTION:

A request for a variance to the height, area and materials of an individual monument sign at the southwest corner of Lebanon Road and Parkwood Boulevard, also known as 5330 Parkwood Boulevard, Insight for Living, Block A, Lot 1. Zoned Planned Development-193-Office-1. Neighborhood #30. SC

REMARKS:

Insights for Living Ministries is requesting a variance to the maximum sign height and area and materials for a proposed monument sign. The requested increase in height and area is minimal and detailed below. The request also includes a variance to requirement for a one foot masonry border on all sides of a monument sign.

The table below shows the comparison between what is allowed, what is being proposed and the delta between the two.

Monument Signs	Allowed	Proposed	Difference
Height (feet)	8	8' -1 1/2"	1 1/2"
Area (square feet)	60	64	4

The Sign Ordinance states the Planning & Zoning Commission shall determine that a request meets three of the following criteria in order to approve a variance request. The four criteria are as follows with staff's comment on each of the criteria.

1. The proposed sign shall not adversely impact the adjacent property (visibility, size, etc.).

Staff agrees that the proposed signage will not have an adverse impact upon adjacent properties. The requested sign is minimally larger than allowed by ordinance and the set back from the right-of-way line will not present any visibility impairments.

2. The proposed sign will be of a unique design or configuration.

The proposed signage consists of a masonry base and pillar on one side with corporate logo inset into the masonry. The requested variance is required for the wooden cross arm and suspended sign. The applicant states that this design is more compatible with the architectural theme created by the building.

3. The special exception is needed due to restricted area, shape, topography or physical features that are unique to the property on which the proposed sign would be erected.

There are no restrictions to this property due to physical features.

4. The special exception substantially improves the public convenience and welfare and does not violate the intent of the ordinance.

The applicant states that the requested variance will better identify to the public the book store/coffee shop is a feature of their ministry rather than a separate and unassociated business within the building.

RECOMMENDATION:

Staff recommends approval of this variance request.