



Legislation Text

File #: 18-0258, Version: 1

ZV 2017-21, Target / CVS, 11253 Pines Boulevard, variance request. (Dean)

James G. Vitter (as agent) is requesting sign variances for Target located at 11253 Pines Boulevard. The variances being requested are (ZV 2017-20) to allow two (2) wall signs instead of the allowed one (1) wall sign and (ZV 2017-21) to allow 134.16 sq. ft. of wall signage instead of the allowed 120 square feet of wall signage.

Target is rebranding store signage by using the Target “logo” only and the pharmacy is now branded with CVS Pharmacy. Due to this, they are removing the existing signage on the building that was approved by Variance #ZV 94-29 on September 1, 1994. The three variances approved at that time were: (A) 147.41 sq. ft. of signage for “Target” and bullseye logo; (B) a second wall sign (29.16 sq. ft. “Pharmacy”) and (C) a third wall sign (25.83 sq. ft. “Garden Center”).

With the removal of these signs, the existing variances become null and void, and new variances are needed for the proposed signs. Proposed variance’s ZV 2017-20 & ZV 2017-21 would reduce the number, and square footage, of Target wall signs.

Variance Request Summaries:

Application	Code Section	Required/Allowed	Request
ZV 2017-21	155.324(C)(1)(f)3.	120 sq. ft. of wall signage	134.16 sq. ft. of wall signage

Variance Request Details:

ZV 2017-21) Allow 134.16 sq. ft. of wall signage instead of the allowed maximum 120 sq. ft. of wall signage.

Code Reference: § 155.324 PERMANENT SIGNS.

(C) Business Zoning Districts.

(1) Shopping center signs. A uniform sign plan shall be required by the city for all attached tenant wall signs within shopping centers. The uniform sign plan shall be submitted as both 8.5 inch by 11 inch hard copy and in electronic format. Uniform sign plans shall:

(f) Uniform sign plans shall include the following standards and specifications:

3. Tenants shall be allowed a maximum of 1.5 square feet per lineal foot of leased frontage, or 120 square feet whichever is less

Variance Determination:

The Planning and Zoning Board shall not grant any variances, permits, or make any decision, finding, and determination unless it first determines that:

Its decision and action taken is in harmony with the general purposes of the zoning ordinances of the city and is not contrary to the public interest, health, or welfare, taking into account the character and use of adjoining buildings and those in the vicinity, the number of persons residing or working in the buildings, and traffic conditions in the vicinity.

In the granting of variances, the Planning and Zoning Board shall determine that the variance granted is the minimum variance that will accomplish the intended purpose (stated above) and:

- A) That there are special circumstances or conditions applying to the land or building for which the variance is sought, which circumstances are peculiar to the land or building and do not apply generally to land or buildings in the neighborhood, and that the strict application of the provisions of the zoning ordinances would result in an unnecessary hardship and deprive the applicant of the reasonable use of the land or building; or
- B) That any alleged hardship is not self-created by any person having an interest in the property nor is the result of a mere disregard for or in ignorance of the provisions of the zoning ordinances of the city; or
- C) That granting the variance is not incompatible with public policy, will not adversely affect any adjacent property owners, and that the circumstances which cause the special conditions are peculiar to the subject property.