



## ZBOA Agenda Item # 2

MARCH 3, 2020

### Variance Request by Quick Trip Corporation File #: APP-2020-02

Quick Trip Corporation is requesting a Variance to LDR Section 230-9 and 230-11 as they relate to the number, size, height, and location of signs in a C-H zoning district. The property is located at 1394 N. St Augustine Road in a C-H zoning district and consists of approximately 6.7 acres. The applicant intends to develop a travel center with gasoline for cars, diesel for trucks, and a convenience store with food and other assorted items. The property was recently rezoned in January 2020 from PMD to C-H.

As a part of the development, the company has submitted a proposed sign package, and it was determined that in order to permit what was desired, several variances would be needed. The first variances relate to freestanding signage. The applicant is proposing two freestanding signs, one along N. St Augustine Rd., and one near the scales towards the rear of the property. The property is allowed three freestanding signs—one per each street frontage, with the largest being 75 square feet and 24 feet in height, with the second and third freestanding signs being no taller than 24 feet in height and 37.5 square feet in size. The secondary frontage signs must be oriented for visibility from the secondary street and shall be located a minimum distance of half the secondary lot frontage from the primary street. The main sign, located on N. St Augustine, is a total of 83.0775 sq. ft, with the secondary sign being 84.34 sq. ft., and not viewable from any street frontage, because it is serving as a large directional to direct customers to the scales.

The second variance relates to canopy signs. They are allowed to have one canopy sign per road frontage per canopy. The applicant is proposing two canopies—one for diesel fuel, and one for gasoline. The gasoline canopy signs meet regulations; they are proposing two canopy signs, each at 14 sq. ft. The diesel canopy sign does not meet regulations. They are proposing one diesel canopy sign, made up of the Quick Trip logo and a diesel pricer sign, for a total of 29.75 sq. ft, rather than the 16 sq. ft. maximum.

The third variance relates to the high rise sign, in terms of size and location. High rise signs are required to be at least 75 feet tall from the grade to the bottom of the sign panel, no larger than 250 sq. ft. in size, no closer than 150 feet to a ROW, and preferably located in the rear yard of the parcel. The sign is proposed to be 451.5 sq. ft in copy area, 15 to 20 feet from a ROW, and it is located in a side/secondary front yard. The schematics depict a sign ranging from 45 to 100 feet in height. If the clearance is less than 75 feet from the bottom of the lowest panel to the ground, the sign will need a height variance. The sign is intended to be a high rise sign, which requires the height to be viewed from the interstate.

The fourth variance relates to directional signage. Directionals are allowed to be no larger than 3 sq. ft. each, no taller than 2.5 feet each, and the site is allowed a cumulative directional total of 12 sq.ft. The applicant is proposing four directionals at 4 sq. ft. each, for a cumulative site total of 16 sq. ft.

The fifth and last variance is for wall signage for the main building/convenience store. The applicant is proposing unframed copy area that is accentuated/set apart by a panel, which functions as a part of the sign. The total signage, including the panel, is 182.7 sq. ft. The maximum, based on the size of the proposed building, is approximately 110 sq. ft. If the applicant could frame the sign with an obvious frame, or decrease substantially the burgundy panel, the wall sign could easily meet regulations. (The QuikTrip copy area is 44.78 sq. ft, but since the burgundy panel functions as a part of the sign, it is added to the signage calculations.)

Currently, the only signs that meet current regulations are the two canopy signs on the gasoline canopy nearest N. St. Augustine. With some modifications, the applicant could potentially ask for fewer variances. For instance, the applicant could remove one directional and meet the cumulative site directional maximum of 12 sq. ft, or they could remove a panel of the freestanding signage along N. St Augustine and meet the maximum square footage requirement. An alternative for the wall signage is to decrease the size of the burgundy panel or to include a physical frame around the QuikTrip verbage.