

offerings. Only the wall sign will be illuminated. The signs would be consistent to those of other business, like Family Fare and CVS Pharmacy.

George Zellinger, 5152 Cisne, was concerned if any of the lighted signs would shine at his house.

Mr. Lorenz pointed out the location of the signs on the rendering. For the Board's information, Cochran said none of the signs would be located on the north side of the building, the area where Mr. Zellinger's house is located.

There being no further remarks, Vice Chairman Palmer closed the public hearing.

Cochran said staff was in agreement with the statements Mr. Lorenz had made. The building is large, and is located at the rear of a large parking lot. The extra signs will help direct traffic off 54th St. to the driver's desired area of the store. The variance is reasonable because of the size of the building and project. Staff recommended the variance be granted.

A motion was made by Postema and seconded by Beduhn that the request for a variance in application no. V140005 be granted, accepting staff's Finding of Facts.

1. That there are exceptional or extraordinary circumstances or conditions applicable to the property or to the intended use that do not apply generally to other property or class of use in the same vicinity and district because the Super Walmart store is a large commercial building of approximately 182,000 sq. ft. The building is setback over 650 feet from 54th Street. There are 657 parking spaces for the business. Given a building of this size, and the corresponding high customer traffic, it is important to delineate building service areas to identify to the customers where the nearest available parking spaces to the desired service are located. The south wall is 530 feet in length. A wall sign of 15% would be 1,828 feet in area. The proposed 298 square foot sign is substantially less, but still provides reasonable business identification while being considerate of the 150 sq. ft. size limitation of the Zoning Code. The additional wall signs for the pharmacy drive-through, outdoor living area, home & pharmacy, recycling and market are necessary for customer convenience, and facilitate and enhance traffic movements on the site.
2. That such variance is necessary for the preservation and enjoyment of substantial property rights because the signs identify service areas within the large building. This allows customers to park near those service areas which promotes safe traffic maneuvering, improves pedestrian safety and reduces conflicts.
3. That the granting of such variance will not diminish the marketable value of adjacent land and improvements, or unduly increase congestion in the public streets because the proposed signage will have no impact on adjoining properties, nor increase congestion.
4. That the condition or situation of a specific piece of property, or the intended use of said property, for which the variance is sought is not of so general or recurrent a nature as to make reasonably practicable the formulation of a general regulation for such condition or situation because commercial buildings of this size are very rare.

Motion carried: 5 Yeas 0 Nays (Resolution #5557)

Lomonaco asked when the sign ordinance was changed, whether the size of a building was considered. She thought the Board was setting precedence.

Cochran noted the steering committee had considerable debate regarding the sign ordinance, and what was adopted was considered the best package. He did note some communities specifically consider the size of the building in their ordinance.

Burrill had been on the committee, and he remembered some discussion of building size but not of distance of building from the road.

Postema, who had also been on the committee, agreed with Burrill, and said it was rare to have a building this large with only one tenant. The ordinance was crafted for the best of the whole City where there are not many large projects.

Motion carried: 5 Yeas 0 Nays (Resolution #5557)

There were no public comments at the meeting.

The new business items were discussed by Cochran and the Board members.

Canda Lomonaco
Secretary

CL:cb