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## AGENDA

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Regularly Scheduled Hearing

February 21, 2023 | 7:00 p.m. | 555 Frost Rd., Streetsboro, Ohio 44241

- I. **Call to Order**
- II. **Pledge of Allegiance**
- III. **Roll Call**
- IV. **Disposition of Minutes:**  
July 19, 2022; August 16, 2022; September 20, 2022; October 18, 2022; December 20, 2022,  
January 17, 2023
- V. **Old Business**
- VI. **New Business:**  
Application #VRA23-2 Taco Bell 9223 State Route 14  
Applicant Amy Noble, on behalf of Taco Bell., is requesting a one wall sign variance from  
Section 1159.14(b) to allow for a second wall sign of 13.42 sq. ft. as code permits one  
wall sign per business use.
- VII. **Citizens' Comments**
- VIII. **Board Member Comments:**  
A Work Session for the Board of Zoning and Building Appeals will be held immediately  
following this Hearing at City Hall, 555 Frost Rd.  
  
The next regularly scheduled Board of Zoning and Building Appeals meeting will be held  
on Tuesday, March 21, 2023 at 7 p.m. in the Council Chambers at City Hall, 555 Frost Rd.
- IX. **Adjournment**

### WORK SESSION

for the Board of Zoning and Building Appeals immediately after the meeting

### AGENDA

Presenter: Paul Janis, Assistant Law Director

1. Introduction
2. Overview of BZBA basics
3. Questions
4. Adjournment

# STREETSBORO BOARD OF ZONING AND BUILDING APPEALS

Regular Hearing | July 19, 2022  
Streetsboro Municipal Building | 555 Frost Rd. | Streetsboro, Ohio 44241

## MINUTES

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*Note: These minutes were compiled by extracting certain facts the essence of testimony from an audiotape made of this meeting. Complete detail and verbatim statements can be heard and transcribed from the tape. The tape is available in the Planning and Zoning Department for a nominal fee.*

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**1. Call to Order:** Chairperson Bross called the hearing to order at 7:00 p.m.

### 2. Pledge of Allegiance

**3. Roll Call:** Matt Bross, Todd Cooper, Aaron Hatz, and Marvin Woods were present.

Doug Liebler, Anthony Madden and Walter Kancyan were absent. (Walter Kancyan entered the meeting at 7:25 p.m.)

Also present: Planning and Zoning Director John H. Cieszkowski Jr., Assistant Planner Jimmy Hoppel, Law Director Paul A. Janis, and Clerk Angella Fausset.

A motion to not excuse the absence of Mr. Liebler, Mr. Madden, and Mr. Kancyan was made by Mr. Woods and seconded by Mr. Cooper. Upon voice vote, motion carried.

**4. Disposition of Minutes:** Mr. Cooper made a motion to approve the April 19, 2022 minutes as presented. Motion seconded by Mr. Hatz. By voice vote; motion carried.

**5. Old Business:** No old business before the board

**6. New Business:** Chairman Bross read the rules for how the meeting is to proceed.

9421 State Route 14

Application #VRA22-5

PPN# 35-045-00-00-045-004

Zoning District: B Business

*Applicant: Dean Schramm, Schramm Signs, 41431 Schadden Rd, Elyria, OH 44035 is requesting a variance from Section 1159.14(b) to allow for a second wall sign of 23.79 sq ft, as code permits one wall sign.*

The chairman swore in the applicant Dean Schramm and also Nicholas Rodia - Sgt Clean Car Wash Director of Marketing 3673 Massillon Rd. Uniontown 44685 was sworn in to address the board. Dean Schramm provided information on the Sgt. Clean Car Wash's request for a signage variance. Since the previous meeting in June, he has collaborated with the planning and zoning staff. This proposal is for a "CARWASH" sign to be placed on the building's west side. The sign will be the most noticeable from State Route 14 for any vehicles traveling in that direction. There is no logo included in the proposal; the initials "CARWASH" are proposed. Nicholas notified the Board that he is acting in place of the car wash's proprietor, Brian Krusz. He said that various plan adjustments had been made in response to the Planning and Zoning Department's comments on the planned signs for a compromise.

Jimmy Hoppel, Assistant Planner, clarified for the Board that the proposed sign is located on the east side of the building to face the westbound traffic. He added that the applicant had 3 variance requests on the June 21, 2022 agenda but the applicant dismissed one of the requests in order to reapply after considering the Planning Departments comments about reducing the sign dimensions. The proposed sign for Sgt. Clean Carwash is only for the letters "CARWASH" and does not include any logo. He affirmed that several plan revisions have been made based off the feedback from the Planning and Zoning Dept to the signage proposed to come to a compromise.

**Citizen Comments:** Ted Hurd 769 David Dr. Streetsboro, Ohio 44241 was sworn in. His comments regarding the sign variance request included his belief that the signage that is currently on site is sufficient, the applicant has been granted additional signage variances last month, the city planning and zoning dept has regulations that are to generate sign confirmatory along with safety and creating pleasant eye appeal. The regulations have been derived from many hours of review studying modifying standards and correcting errors that have been made in the past. The request for this sign is not needed because the building itself is handsome, and is recognizable as a carwash the west bound traffic is already served by the existing new planter sign the sign that is applied for and the planter sign are on the same plain to be viewed at the same eye view. There are no known particular or peculiar conditions that would cause the reason for the variance. A variance should be the tool used when circumstances surrounding an issue need further consideration to modify the standards when both parties would be served by such. A variance should not be used as a tool in the process of approval for wishes of applicants. I would ask all of you to strongly consider a no vote on this issue.

Paul Yupa 8749 Seasons Rd. Streetsboro, Ohio 44241 was sworn in. Is there a left turn into the business from State Route 14 across traffic, or is traffic routed to the Market Sq. entrance?

Jimmy Hoppel clarified that there is not to be a left turn in on State Route 14 and traffic headed westbound utilizes the Market Square Dr. entrance.

Paul Yupa added questioned the safety aspect of the request since there's no turning in from the direction that this sign is facing until the light at Market Square Dr considering the planter sign that is in place.

Applicant Dean Schramm addressed the comments from the residents. He stated that the requested sign is to safely direct people who are not familiar with the area to the facility. He added that many businesses in that area have two signs. He described the sign as a simple sign, with no logo, no advertising the name, intended only to inform the location of a carwash for traffic to navigate to the business safely.

Chairperson Bross asked if there are customers in their monthly subscriber base who regularly use more than one location.

Nicholas responded that crossover traffic is minimal. It is one of the selling points to the membership is that it's valid at all locations. With the commuter traffic in Streetsboro from potentially the turnpike, having that secondary sign available to them at a different height rather than just the ground sign, with the car count could potentially be blocked and provides the benefit of notifying traffic of the carwash location to provide ample distance to turn into market square if entering from that direction.

Jimmy Hoppel clarified to the Board that traffic coming from the turnpike would not be able to view the sign in its proposed location.

Nicholas corrected to say traffic headed towards the turnpike.

Board Member Walter Kancyan entered the meeting at 7:25 p.m.  
Motion to not excuse his absence is null and void.

Chairperson Bross asked for Board Member comments or questions.

The applicant responded to questions regarding the sign's LED illumination. He also spoke on the variances that were granted at the prior meeting for a second ground sign to guide traffic to the entrance on Market Square. The



original plan was to also request a variance for a larger second wall sign that would have included the company logo on the back of the building's tower. Discussion of the variance request with City staff led him to withdraw the request and revise the plans in order to scale it down and relocate. Dean Schramm indicated that this would be the last sign request and has done due diligence in reworking the plans to minimize the variance.

Mr. Hanzo asked about the amount of signage for surrounding businesses. Mr. Cieszkowski responded that majority of variances that are requested are signage related. He asked if the property owner considered the sign regulations prior to purchasing the lot to place the carwash. Dean responded they consider the other signage nearby and the intent was not to request for more signage variances.

Mr. Kancyan asked about the hours the sign would be illuminated or if the city has ordinances regarding the time signs are permitted to be illuminated. Planning Director, John responded that the sign would be permitted to be lit up during night hours. The applicant said that the sign is on a timer to be illuminated from dusk to dawn.

## **MOTION**

**Mr. Woods: I hereby move on this 19th day of July 2022, that the Streetsboro Board of Zoning and Building Appeals grant 9421 State Route 14, Streetsboro, Ohio 44241; parcel #35-045-00-00-045-004 a one wall sign variance from Section 1159.14(b) to allow for a second wall sign not to exceed 23.79 sq. ft. as code only permits one wall sign. Per the plans received from the applicant, Dean Schramm, Schramm Signs on June 27, 2022. Subject to the City of Streetsboro's site plan review and all applicable Planning and Zoning ordinances.**

Motion seconded by Mr. Cooper.

Roll Call Vote:

Mr. Woods: I vote yes. You cooperated with the city staff in modifying your request.

Mr. Cooper: I vote No. I don't see a peculiar condition of your location that would necessitate the request I think the ground sign alleviates the safety traffic concern.

Mr. Hanzo: I vote no. I agree with Mr. Cooper. I don't see a need for it other than advertisement. I don't see a safety issue, I drive down that road daily, another sign is not going to alleviate someone attempting to turn left into the business on Route 14. I believe that your business will be fine without this sign.

Mr. Kancyan: I vote yes. The process to get before this board is very thorough and the information provided to this board in the packets is detailed. I think the essence and character of the neighborhood would not be substantially altered. I think one more sign in that area is not going to affect the neighborhood.

Mr. Bross: I agree with Mr. Kancyan about the work that goes into these applications from the applicant and the packets for each application with the supporting memo from the Planning Department. The Board does thoroughly review each request. These signage variance requests are nothing new. I believe that this additional sign is not intrusive especially in the high traffic area. I like to be consistent with my reasoning and many other businesses have come through this process for additional signage in that area. I have decided to vote yes.

Yes – 3            No – 2

**Motion approved; variance granted.**

## **7. Citizens' Comments:**

Paul Yupa 8749 Seasons Road. I think Mr. Hurds comments were genuine and he answered questions that were asked of him. He is a resident, and he is a member of the Planning Commission. He is familiar with packets and all the time and effort that goes into it. Businesses ask for all types of signage. I agree with what Mr. Hurd said about considering about the need of each signage request and if they meet the requirements of a practical difficulty as outlined in the packets you are given. If the board feels that the safety is a concern, then that's a matter of opinion, but to consider the requests based off of a real practical difficulty is a reasonable thing to do.

**8. Board Member Comments:** Mr. Bross made comments about how both the Planning Commission and the BZBA do a good job contributing to the city. Sometimes disagreements will happen, but in the end, we are each responsible for the powers and duties assigned to us as we were appointed.

**Announcements:** The next regularly scheduled Board of Zoning and Building Appeals meeting will be held on Tuesday, August 16, 2022 at 7 p.m. in the Streetsboro Municipal Building located at 555 Frost Road.

**9. Adjournment:** There being no further business before this Board a motion to adjourn was made by Mr. Hatzo and seconded by Mr. Cooper and upon voice vote the meeting was adjourned at 8:05 pm.

**Attest:**

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Angella M. Fausset  
Clerk

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Matt Bross  
Chairperson

DRAFT



February 21, 2023

*Application #VRA23-2*

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# TACO BELL

9223 State Route 14  
Zoning District: B - Business

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Request for a one wall sign variance from Section 1159.14(b) to allow for a second wall sign of 13.42 sq. ft. as code permits one wall sign per business use.



# ELLET SIGN COMPANY

3041 East Waterloo Rd. Akron, Ohio 44312

Phone: 330-628-9907  
330-628-1141

Fax: 330-628-8347  
Toll Free: 1-888-652-8607

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January 30, 2023

City of Streetsboro  
Board of Zoning Appeals  
555 Frost Rd., Suite 100  
Streetsboro, OH 44241

Re: BZA - Signage  
Taco Bell

To the Members of the Board:

At this time, we would ask for your consideration to allow for sign renovations of this existing Taco Bell location.

To clarify, we are proposing the exact same number of signs that currently existing at this location. The new storefront renovations to the building will allow for the proper branding of this Taco Bell restaurant, which consists of having Taco Bell lettering and Bell Logos above the front and side entrances. We would ask for your consideration to all replacement of the Portal (side) Elevation Bell Logo (3'6" x 3'10"). We feel that this signage is necessary and a non-injurious request that helps to keep this restaurant in conformance and recognizable to their customers, existing and new.

Thank you for your time, we look forward to answering any questions that you may have at the next meeting date.

Sincerely,

Amy Noble  
Ellet Neon Sales & Service, Inc.  
1-888-652-8607  
(330)628-8347 fax  
[anoble@elletneon.com](mailto:anoble@elletneon.com)

Enc: BZA Submittal



412 N. Cedar Bluff Road, Suite 306  
Knoxville, TN 37923  
AGI.net

## AUTHORIZATION & CONSENT FORM

Landlord/Owner: Mary F. Houlihan  
31171 Stevens Ln  
Salisbury, MD 21804

Leased Premises: 9223 State Route 14  
Streetsboro, OH 44241

Landlord Contact:  
Print Name: William Houlihan  
Telephone Number: 443-669-4898

RE: Taco Bell Streetsboro

Name:

I am a duly authorized representative of the Landlord/Owner at the referenced lease premises:

William Houlihan

In my capacity as the official representative, I do hereby authorize AGI to subcontract all work associated with the signage package. I further authorize AGI and/or its representatives to obtain all permits for the signage. Costs associated with any permit acquisition and/or signage replacement will be at the expense of Pacific Bells LLC and billed to AGI for documentation and invoicing purposes.

Mary F. Houlihan  
Landlord/Owner Signature

2022-12-30  
Date

Please return to:

AGI  
ATTN: Wendy Russell  
412 N. Cedar Bluff Road, Suite 306, Knoxville, TN 37923  
wrussell@agi.net  
800.877.7868 ext. 3303





**BRAND BOOK**

**TACO**



**BELL**<sup>TM</sup>

**Store #02982**

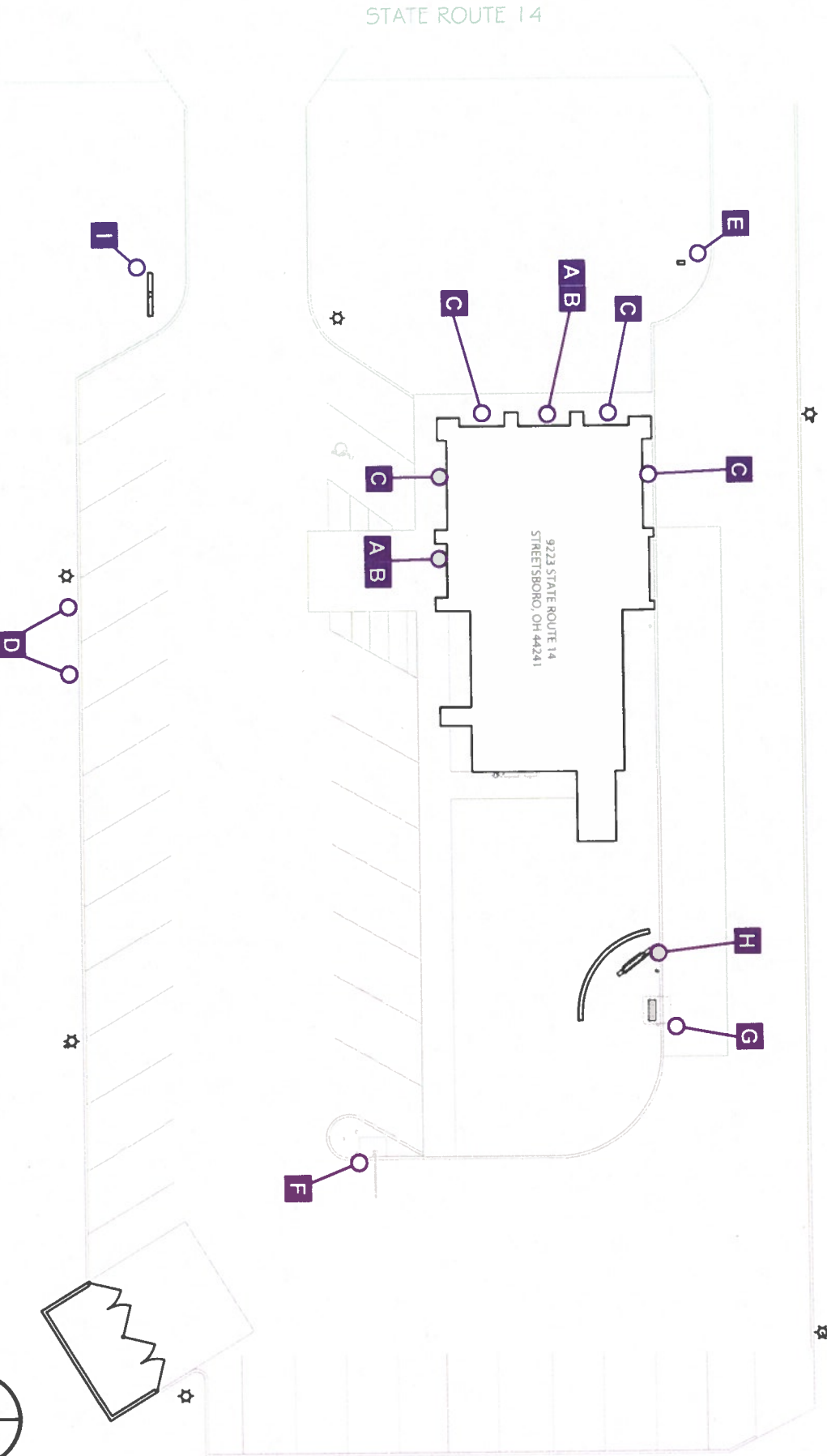
**9223 State Route 14**

**Streetsboro, OH**

**01/25/2023**

# SITE PLAN

| QTY. | SIGN CODE            | DESCRIPTION   |
|------|----------------------|---|
| 2    | V-04.42              | Large Swinging Bell - Purple, Face Lt - 3'-6" h x 3'-10 3/8" w        |
| 2    | V-11.14W             | Medium TB 14" White Channel Letters, Aviling Mount - Linear           |
| 4    | Cove Lighting        | Cove Light Well Downlighting, Power supplies as necessary             |
| 2    | V-03.08              | Go Mobile Pick Up - Parking Signs                                     |
| 1    | DIR-HZ-HEAD          | Vertical Branded Directional Head Replacement. Pole painted Black     |
| 1    | Clearance-G2-Refurb. | Clearance Bar Refurbish. See notes on Cutsheet                        |
| 1    | OPC-G2-Refurb.       | Order Point Canopy Refurbish. See notes on Cutsheet                   |
| 1    | DMB                  | Digital MB, Install on Existing Foundation provided by GC. HHH System |
| 1    | M33                  | 33sf Monument w/"DRIVE THRU" panel. See notes on Cutsheet             |

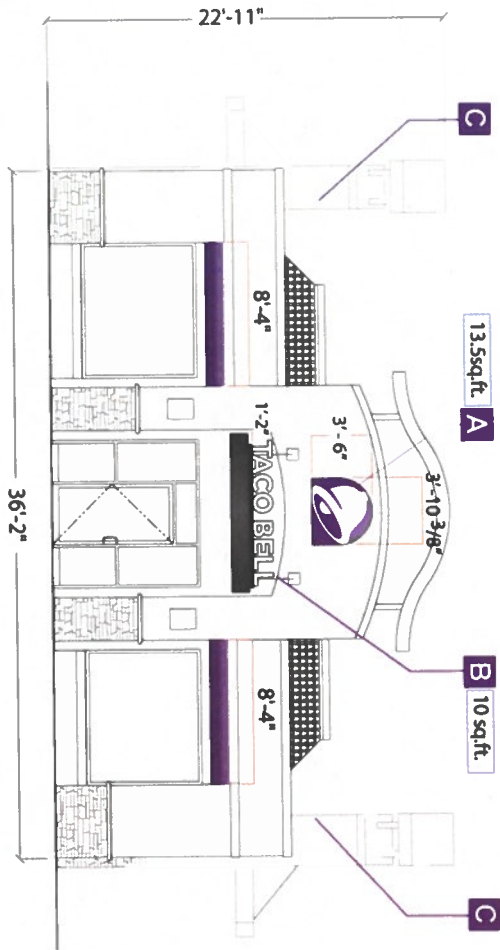


# ELEVATIONS



EXISTING

| QTY. | SIGN CODE     | DESCRIPTION   |
|------|---------------|---|
| A 1  | V04.42        | Large Swinging Bell - Purple, Face Lt. - 3'-6" h x 3'-10 3/8" w |
| B 1  | V-11.14W      | Medium TB 14" White Channel Letters, Awning Mount - Linear      |
| C 2  | Cove Lighting | Cove Light Wall Downlighting, Power supplies as necessary       |



## FRONT ELEVATION

NOTE: Refer to "Wall - Downlighting" cutsheets for layouts and specific details.

NOTE: The Cove Lighting is a low intensity LED illumination shining in a downward direction.

NOTE: Letters on custom raceways will be mounted to existing canopies.



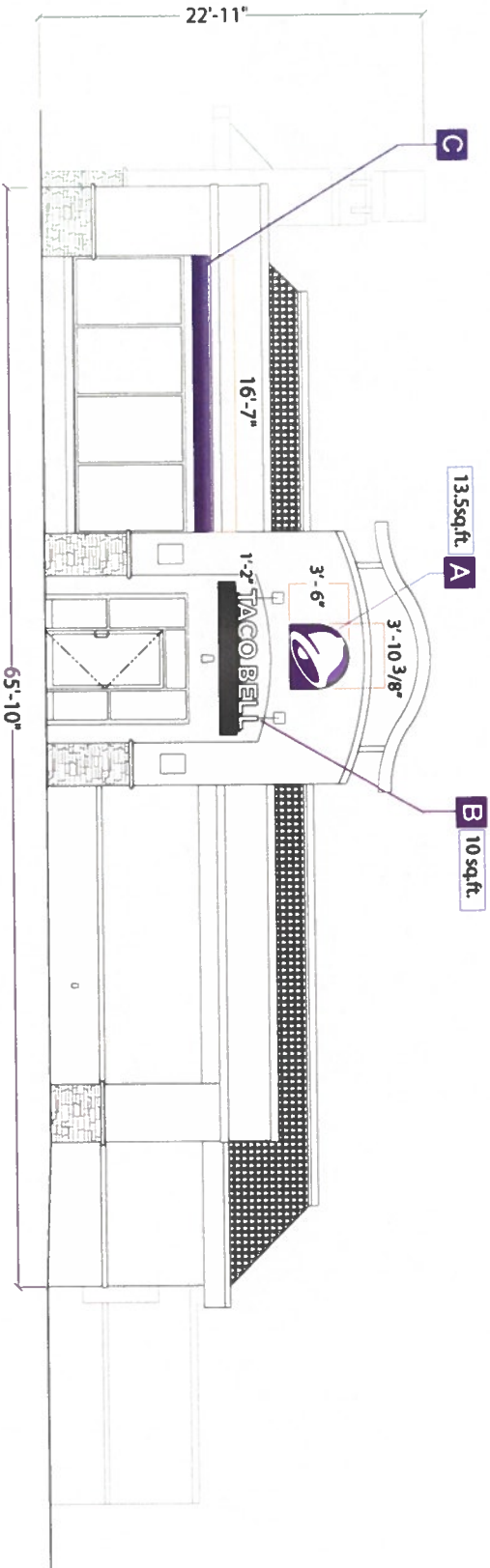
Scale: 3/32" = 1'-0"

# ELEVATIONS



EXISTING

| Qty | SIGN CODE     | DESCRIPTION  |
|-----|---------------|--|
| 1   | V004.42       | Large Swinging Bell - Purple, Face LR - 3'-6" h x 3'-10 3/8" w |
| 1   | V-11.14W      | Medium TB 14" White Channel Letters, Awning Mount - Linear     |
| 1   | Cove Lighting | Cove Light Wall Downlighting, Power supplies as necessary      |



## PORTAL ELEVATION

NOTE: Refer to "Wall - Downlighting" cutsheets for layouts and specific details.

NOTE: The Cove Lighting is a low intensity LED illumination shining in a downward direction.

NOTE: Letters on custom raceways will be mounted to existing canopies.



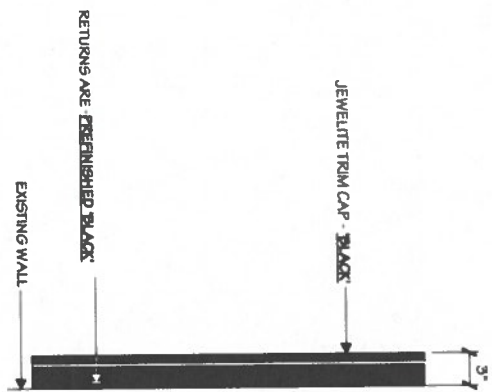
Scale: 3/32" = 1'-0"



# A TAC-BELL-LG-EN

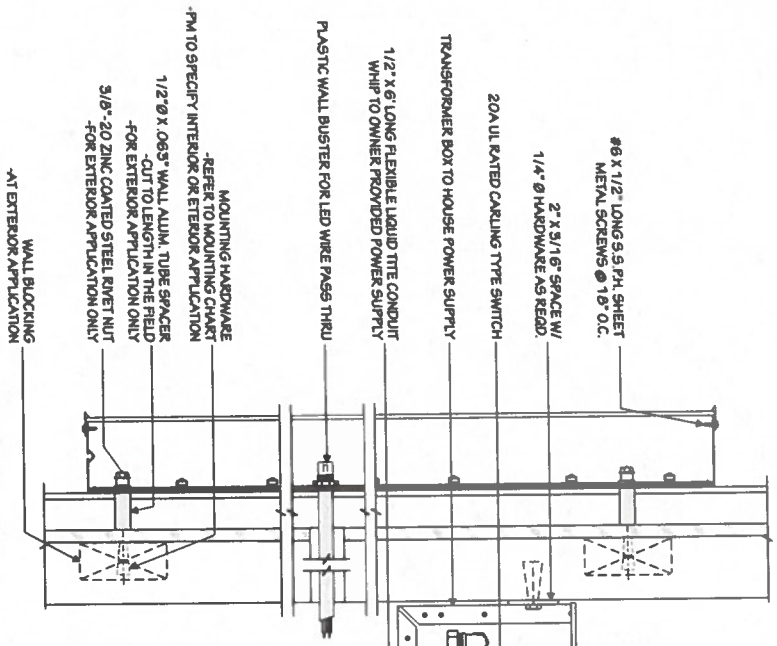


1 FRONT ELEVATION  
3/4" = 1'-0"



2 SIDE VIEW  
3/4" = 1'-0"

**NOTE:**  
 1) THIS DRAWING IS FOR INSTALLATION PURPOSES ONLY.  
 2) BELL SIZE VARIES PER LOCATION.  
 3) SHOP TO PROVIDE TOUCH UP PAINT TO INSTALLER.



3 SECTION  
2" = 1'-0"

| SIGN SCHEDULE |        |           |           |
|---------------|--------|-----------|-----------|
| QTY           | INTENT | SIGN TYPE | W'        |
|               | INTENT | BELL-EX   | 2'-0 1/8" |
|               |        | BELL-5M   | 2'-6"     |
|               |        | BELL-MD   | 3'-0"     |
|               |        | BELL-LG   | 3'-6"     |
| 2             | EXT.   | BELL-LG   | 3'-6"     |

| MOUNTING HARDWARE |   |
|-------------------|---|
| Exterior -        | 3/8" ZINC PLATED STEEL THREADED ROD THRU WALL W/ BLOCKING |
| Interior -        | 3/8" SNAP TOGGLE BOLTS                                    |

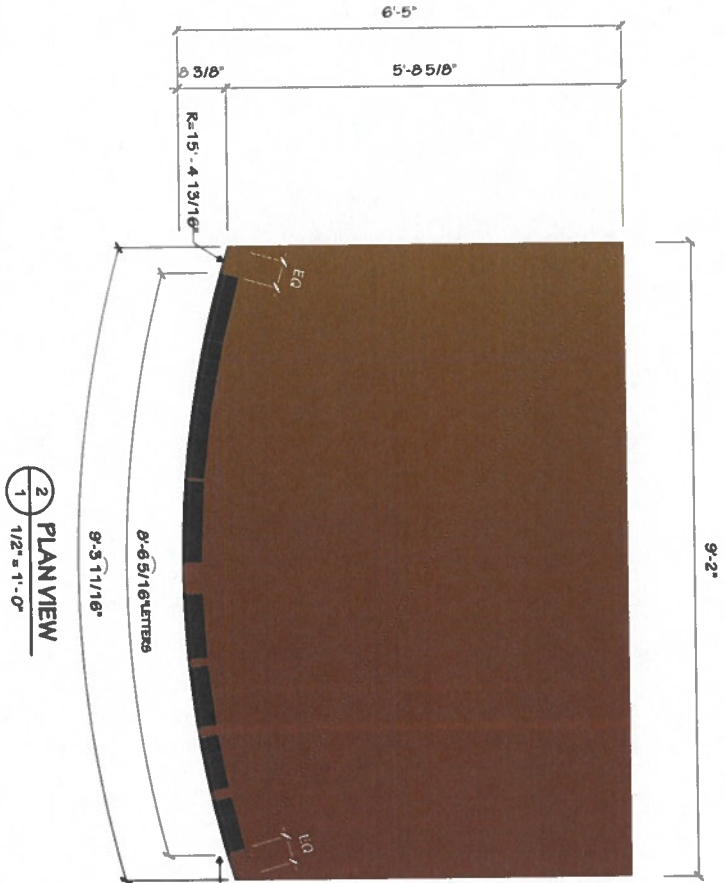
**NOTES:**  
 1) THREADED ROD WILL BE PROVIDED STANDARD. ALL OTHER HARDWARE IS TO BE PROVIDED BY THE INSTALLER AS REQUIRED.  
 2) DESIGN INTENDED FOR NO GREATER THAN 500 STORMY MOUNTING - HIGHER ELEVATIONS REQUIRE REVIEW.

**NOTES:**  
 1) VERIFY MOUNTING CONDITION.  
 2) OWNER SUPPLIED POWER TO BE WITHIN 5'-0" OF AGI TRANSFORMER BOXES.  
 3) SEAL ALL WALL PENETRATIONS TO PREVENT WATER INTRUSION AS FOLLOWS:  
 INSTALL BUSHING AFTER E.F.S. APPLICATION HAS HARDENED. DRILL HOLE SLIGHTLY LARGER THAN BUSHING THROUGH INSULATION ONLY. STOP AT PLYWOOD. CAULK OPENING PRIOR TO INSERTING FASTENER TO SEAL PENETRATION.



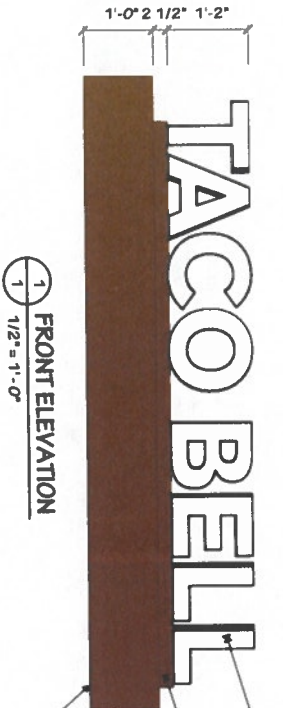
**B TAC-CNPTB14W-9\_2-RAD**

Qty. - 2



**2 PLAN VIEW**  
1 1/2" = 1'-0"

ALUM. CHANNEL LETTER W/  
3/4" BLACK TON CAP AND  
RETURNED PRE-FINISHED BLACK



**1 FRONT ELEVATION**  
1 1/2" = 1'-0"

#7529 WHITE ACRYLIC

ALUM. RACEWAY IS  
PAINTED TO MATCH CANOPY

EXISTING ALUM. CANOPY IS PAINTED  
TIGER DRYLAC 49/66250 CSS

- NOTES:**
- 1.) SHOP TO PROVIDE TOUCH UP PAINT FOR INSTALLER.
- INSTALLATION INSTRUCTION:**
- 1.) REMOVE EXISTING LETTERS.
  - 2.) SEAL EXISTING PENETRATIONS.
  - 3.) MOUNT BOTTOM PART OF RACEWAY OVER EXISTING PENETRATIONS, AND SEAL AROUND PERIMETER.
  - 4.) DRILL ELECTRICAL PASS THRU AND MOUNTING HOLES FROM RACEWAY INTO CANOPY.
  - 5.) INSTALL POWER SUPPLY AND J-BOX INSIDE CANOPY.
  - 6.) MOUNT TOP PART OF RACEWAY WITH LETTERS.



**CITY OF STREETSBORO  
MEMORANDUM**

TO: Board of Zoning and Building and Appeals (BZBA)

FROM: Jimmy Hoppel, AICP; Assistant Planner

DATE: February 15, 2023

RE: Comments re: Taco Bell Sign Variance for February 21, 2023 Meeting

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I offer the following comments for consideration by the BZBA:

**Site Address: 9223 State Route 14**  
**PPN#: 35-055-00-00-010-002**  
**Applicant(s): Amy Noble, Ellet Sign Company**  
**Property Owner(s): Houlihan Mary F (Trustee) & Mary Frances (Co Trustee) @5 Houlihan Mary F (Trustee)**

The applicant is requesting the following variance:

Section 1159.14(b) – A one wall sign variance to allow for a second wall sign as code permits one wall sign.

**Project Summary:**

The applicant is seeking the above noted variance to accommodate the placement of a second wall sign on the building. This site has previously received variances for signage. A variance for a second canopy sign was previously approved. A variance for two additional wall signs (for a total of three) was previously applied for, but withdrawn by the applicant, yet a second wall sign was still installed and has existed for several years. Upon application to update the building façade and signage on the site, it was discovered that a variance for the second wall sign to remain would require this variance request.

**Variance Standards:**

In *Duncan v. Middlefield* the Ohio Supreme Court utilized standards for determining if a practical difficulty exists that would justify the granting of an area variance. Find below the *Duncan v. Middlefield* standards as well as standards contained in the City's Zoning Ordinance, in **bold** followed by information provided by staff for the BZBA to consider in weighing the standards and rendering their decision.

- 1. The property in question (will/will not) yield a reasonable return and there (can/cannot) be a beneficial use of the property without the variance;**

The subject site could feasibly yield a reasonable return and there could be a beneficial use of the subject property without the requested wall sign quantity variance. If the variance were not granted, the subject property could still function as a Taco Bell restaurant, or for any permitted or conditionally permitted use (and associated accessory uses) in the B District.

**2. The variance is (substantial/insubstantial);**

The proposed new wall sign would double the number of permitted wall signage, which is substantial.

**3. The essential character of the neighborhood (would/would not) be substantially altered (and/or) adjoining properties (would/would not) suffer a substantial detriment as a result of the variance; and the variance would be in general harmony with the purposes of this Chapter and specifically would not be injurious to the neighborhood in which the business or enterprise to which the applicant desires to draw attention is located.**

The essential character of the neighborhood would not be substantially altered and adjoining properties would not suffer a substantial detriment as a result of an additional wall sign. The proposed second wall sign has already been up for several years, and has been part of the character of the neighborhood as a result.

**4. The variance (would/would not) adversely affect the delivery of governmental services (e.g. water, sewer, garbage, etc.);**

The secondary wall sign variance would not adversely affect the delivery of governmental services (e.g. water, sewer, garbage, etc.).

**5. The applicant purchased the property (with/without) (actual/constructive) knowledge of the applicable zoning restriction;**

According to the Portage County Auditor's website, the Houlihan Trust, in some capacity has owned the property since December 2005. While it is unclear if the property was purchased with actual knowledge of the applicable zoning restriction, Taco Bell did at one time pursue a variance for additional wall signage and then withdrew the request, indicating a previous knowledge of the code section related to the subject application.

**6. The applicant's predicament feasibly (can/cannot) be resolved through some method other than a variance;**

The predicament of wanting to add an additional wall sign is brought upon by the applicant themselves, however, the only way to fulfill this desire is through a variance.

**7. The spirit and intent behind the Zoning Code (would/would not) be observed and substantial justice (done/not done) by granting the variance;**

Section 1159.01, Purpose and Intent of Chapter 1159 - Sign Regulations of the Zoning Code includes, in part, the following:

(b) To provide **reasonable, yet appropriate** conditions for identifying establishments in office, business and industrial districts **by relating the size, type and design of signs to the type and size of the office, business and industrial establishments**; [emphasis added] and



(d) To control the design and size of signs to ensure that their **appearance will be aesthetically harmonious with an overall urban design for the area**; [emphasis added].

The purpose and intent along with the codified regulations, including the number and size of signs permitted for businesses, work together to create the aesthetically harmonious appearance and overall urban design for the area. In addition, sign regulations are generally intended in part to provide adequate visibility, thereby helping to ensure associated safe vehicular recognition of businesses within the City.

The proposed second wall sign would provide additional visibility along SR-14.

- 8. There (are/are not) conditions peculiar to the property which are not characteristic of other nearby properties in the same zoning district; and there are special circumstances or conditions, such as the existence of buildings, topography, vegetation, sign structures or other matters on adjacent lots or within the adjacent public right of way, which would substantially restrict the effectiveness of the sign in question, provided however, that such special circumstances or conditions must be peculiar to the particular business or enterprise to which the applicant desires to draw attention and do not apply generally to all businesses or enterprises;**

There are not conditions peculiar to the property which are not characteristic of other nearby properties in the same zoning district. Most, if not all, commercial buildings in the Business (B) District have more than one visible side from a right-of-way, however, this does not create the need for additional wall signage.

- 9. The peculiar conditions are not the result of actions of the applicant.**

A peculiar condition does not exist for a secondary wall sign.

- 10. The peculiar conditions would be encountered by any person who might own the property.**

A peculiar condition does not exist for the secondary wall sign.

- 11. The variance (has/has not) been requested solely to increase property value or provide some other financial benefit.**

It is staff's understanding, per the applicant narrative, that the additional sign request is to maintain the signage that they have had on the building to stay in line with Taco Bell branding and stay recognizable to customers.

- 12. The variance is the minimum one necessary to permit the applicant to reasonably draw attention to the business or enterprise;**

The applicant is seeking to double the maximum number of permitted wall signs on the property, which staff does not consider to be the minimum necessary. That being said, both the first sign that is permitted by-right and the second wall sign being requested

(approximately 13.5 square feet each) are well under the code-permitted amount of signage area for the north side (approximately 72-square feet) and west side (approximately 130-square feet) of the building, respectively.

The BZA should weigh the above standards to determine if a practical difficulty exists that would merit the requested variance.