

RECOMMENDATION TO THE ZONING BOARD OF REVIEW

OCTOBER 12, 2022

Application Type

Dimensional Variance

Neighborhood

Smith Hill

Applicant

OGN LLC

Parcel

AP 27 Lot 307

Address

288 Kinsley Ave

Parcel Size

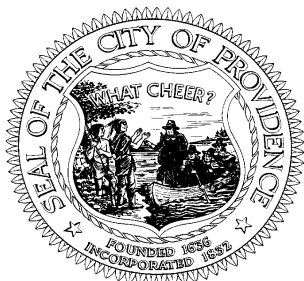
± 84,410 SF

Zoning District

M-1

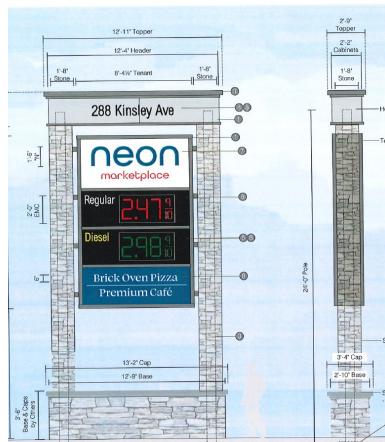
Variance Requested

Dimensional variance for maximum sign area and height

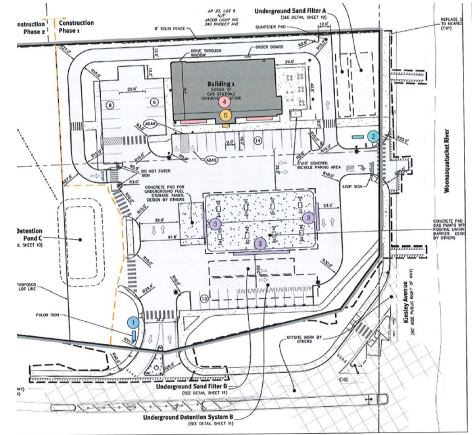


Updated: October 5, 2022

288 KINSLEY AVE



Location Map



Proposed site plan

SUMMARY

Project Description

The applicant is seeking relief from Table 16-1 for free standing signs exceeding 60 square feet in area and 20' in height. The applicant proposes a sign structure that is 25 feet in overall height, with sign faces that total approximately 104 square feet.

Discussion

Based on plans provided, the proposed freestanding sign will have sign faces totaling approximately 104 SF, approximately 44 SF over what is permitted by right in the M-1 zone. The sign will be located at the Dean Street entrance of the subject gas station where it will be visible from Kinsley Ave and Dean Street.

The subject lot measures close to two acres and will be occupied by a convenience store and a fuel canopy that will bear the business' branding. Based on the size of the business, visibility and site recognition will be provided from Kinsley and Dean Streets. Per Article 1607, the ordinance allows for additional signage including wall signage at an area of two square feet per linear foot of building wall, and window signage amounting to 25% of each window surface area. The applicant has a variety of available signage options in addition to the 60 SF of freestanding

signage that is allowed by right. A conforming freestanding sign has also been installed on the Kinsley Street frontage, providing additional recognition to the site.

Given these options, the need for the variance is not apparent as the ordinance allows for signage that would serve to identify the business from a distance.

Based on plans provided, the site does not appear to exhibit any unique characteristics that would justify the requested relief. The lot has approximately 400 feet of frontage on Kinsley and Dean Streets, which is sufficient for drivers to turn into the proposed development from either direction without undue confusion.

Recommendation

Based on the foregoing discussion, the DPD recommends that the requested relief be denied.