

Project Narrative for Variance

The purpose of this Variance Application is to obtain approval for a 1,237 sq. ft. wall sign on the North elevation of the Nestle facility currently under construction at 8351 N. 150th Ave. in Glendale. This sign is shown as Sign B on the attached Nestle design drawing.

Background

The UDC allows 1.75 square feet of wall signage for each linear foot of building frontage, however it also imposes a maximum 800 square foot aggregate limit on all wall signs. Nestle's signage design drawing calls out three wall signs as follows:

- Sign B – Nestle “Nest” logo and Letters. 1,237 sq. ft. on the North Elevation
- Sign C – Nestle “Nest” logo and Letters. 403.86 sq. ft. on the West Elevation
- Sign D – Coffee Mate logo and Letters. 238.71 sq. ft. on the West Elevation

The facility has 1,600 linear feet of street frontage on the North elevation and 696 linear feet on the West elevation. Total street frontage is 2,296 linear feet and the aggregate requested wall signs total 1,879.57 square feet, or 0.82 square feet per linear foot of street frontage. However, the 800 square foot maximum in the UDC reduces the allowance to just 0.35 square feet of signage per linear foot of frontage.

Findings

1. Wall signage at this facility should be visible from Northern Parkway. Sign B, on the north elevation of the building, is set back approximately 623' from the highway. There is also a berm between the highway and the building, along with a line of tall trees obscuring the sign. Sign B is 35'-9" high x 34'-7 ¼" long, on a building that is 120' high x 1600' long, so the sign is appropriately sized to the building and located on a high corner area of the fascia for optimal visibility.
2. On a project of this size and magnitude, in an area where the building is more than 600' from the street and heavily obscured by trees, imposing a literal interpretation of the Unified Development Code and implementing an aggregate maximum of 800 square feet of signage, would deprive Nestle of the ability for customers and truckers to see the facility from the highway. Visibility to customers and commercial traffic is a right commonly enjoyed by other properties in the same zoning district.
3. The hardship caused by the provisions of the Unified Development Code is not a personal inconvenience or a financial hardship and is not the result of actions by Nestle. The hardship caused is business-related and significant. Customers and truckers need to be able to identify this facility and see the wall signs from the highway.
4. Granting the variance will not interfere with or alter the appropriate and legal use of adjacent conforming properties in the same zoning district.

On this basis we respectfully request that the variance be granted at the City's earliest opportunity so that the subject signage can be fabricated and installed without further delay.