

SIGN CODE BOARD OF APPEALS

April 4, 1978

M I N U T E S

The April 4, 1978 meeting of the Sign Code Board of Appeals was called to order by JANINE RIDER, Chairperson in the City Council Chambers. The following members were present: JOHN ABRAMS, MAC BREWER, VERN DENISON, VIRGINIA FLAGER, and FRANK SIMONETTI.

Also present were: DEL BEAVER, Senior City Planner, KARL METZNER, Planner I, LARRY RASINSKI, Planning Tech III (County), CONNI MCDONOUGH, Development Director, DON WARNER, Planner Analyst, DON DICKEY, Non-voting Member, CAROL REDMOND, Acting Secretary, and approximately 10 interested persons.

#SV-1

1. SIGN CODE VARIANCE

Petitioner: Motel 6
Location: Horizon Drive

KARL METZNER suggested Mr. JOE LUGO, Marketing Director for Motel 6 be heard.

JOE LUGO stated that their request is a variance on the height of the present Motel 6 sign from forty to sixty feet (40-60'). The reason given is that visibility of the forty-foot sign from the highway is hindered by the GSA Building. He further stated that since Motel 6 does not advertise extensively, i. e., on television, in national magazines, etc., that it is most important that people be able to easily see their signs, and thereby locate the Motels. He stressed that they feel their signs are simple and attractive. He pointed out that a sixty-foot sign would give them the visibility necessary to attract customers.

Some discussion followed regarding the height (35') of the GSA Building, visibility from Interstate 70, and height of the sign, both present and proposed.

MAC BREWER pointed out that he feels people are attracted to Motel 6, not necessarily whether they find the sign or not, but because of the attractive rates the motel offers. He says those persons would ask and seek directions to the motel.

There was further discussion concerning other alternatives to increasing the height of the sign. It was wondered if a change in position would be possible, or whether two signs, one at either end of the motel, would be acceptable.

DON WARNER pointed out that, in checking with the city attorney on this question, he discovered that the number of free-standing signs cannot be varied. There cannot be two (2) free-standing signs.

It was determined that the highway grade is considered the standard for measuring the height of a sign.

DEL BEAVER commented that he wanted to reiterate some comments previously made: CONNI MCDONOUGH had pointed out that there were a number of impacts involved, and VIRGINIA FLAGER'S comments regarding visibility for westbound traffic and height necessity for eastbound traffic (indicating that maybe even a sixty-foot sign might not suffice for even eastbound traffic), should be considered.

DEAN DICKEY asked JOE LUGO whether he would consider, in the event variance was given, after the six remaining years of the term, conforming with the rest of the motels in the area.

JOE LUGO said they would.

VERN DENISON stated he didn't feel sixty feet would make any real difference from the present forty.

MAC BREWER felt that if Motel 6 were granted a sixty-foot variance that other businesses in the area would begin requesting the same.

VIRGINIA FLAGER asked Mr. LUGO if it were not true that Motel 6 had made changes twice in its location. After Mr. Lugo's affirmative reply, MS. FLAGER pointed out that the problem being considered should have been anticipated prior to this.

FLAGER/BREWER PASSED a MOTION to DENY the SIGN VARIANCE BASED ON THE FOLLOWING:

- 1) Motel 6 selected this site knowing the obstruction existed (GSA Building).
- 2) Contours indicated a 60' sign would not be seen eastbound on I-70 until at the exit with Horizon Drive.