

**Applicant request a Variance under Section 2.16.030 from Section 20.18.400.A.9.m, Maximum total sign area for signs with changeable electronic variable message sign**

This would permit the construction of a one pylon sign consisting of two separate sign faces, mounted vertically. The top sign face would be 192 square feet and the bottom sign face would be 120 square feet, for a combined total of 312 square feet of sign face. The sign would be 50' feet in height and the subject property is located in the C-4/sc District.

The maximum square footage for signs in the C-4 District for CEVM signs is 180'. The maximum height is 40', measured from the height of the freeway.

**BACKGROUND**

The subject property is currently vacant. A sign permit was obtained in April of this year for a sign 40' in height, with 176 square feet of total sign face.

The applicant contends that the variance is necessary because a power pole interferes with visibility of the proposed sign, and that the additional square footage is necessary for trucks.

The Planning Division has received no communications in support of or in opposition to the variance request.

**CALCULATIONS**

Maximum CEVM Sign Face Area in the C-4 District: 180 square feet

Requested Sign Face Area: 312 square feet

Top Sign Face: 12' h x 16' w = 192 square feet

Bottom Sign Face: 10' h x 12' w = 120 square feet

**STAFF RECOMMENDATION**

Staff recommends denial of the Variance request as there are no special conditions, neither topographic nor odd shape of the lot, existing on the subject property which necessitates deviation from the maximum square footage of 180 permitted by 20.18.400.A.9.m for CEVM signs in the C-4 District. Also, many options have been provided to the applicant for ways he can meet the sign regulations for his property, and other properties in the immediate area have similar topographical and environs conditions and have signs similar to what he is proposing, but that comply with existing regulations.

The Zoning Board of Adjustment is empowered under Section 2.16.030 to:

"Authorize in specific cases a variance from the terms of a zoning ordinance if the variance is not contrary to the public interest and, due to special conditions, a literal enforcement of the ordinance would result in unnecessary hardship, and so that the spirit of the ordinance is observed and substantial justice is done."

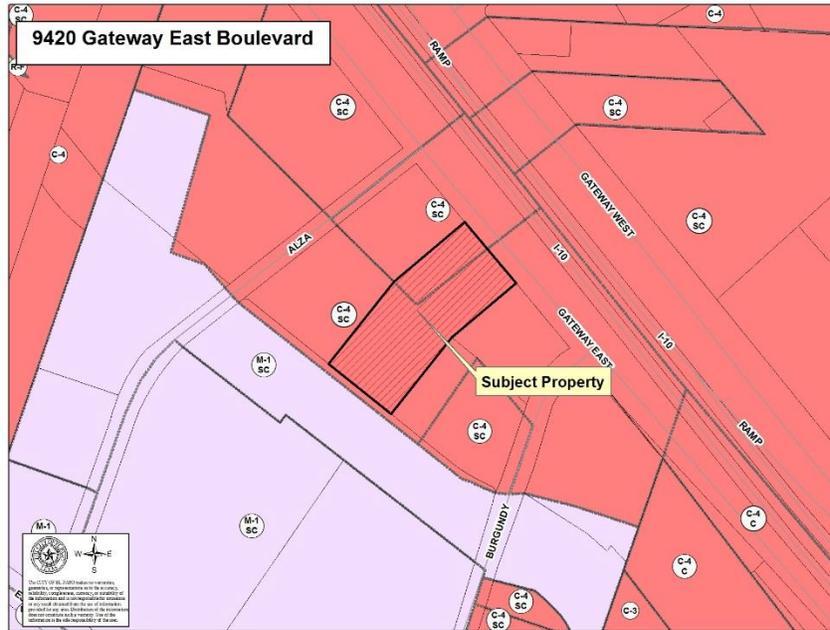
**The following questions should be carefully considered in order to grant a variance:**

1. Is the variance consistent with public interest?
2. Is the need for the variance due to special conditions?
3. Would a literal enforcement of the ordinance create an unnecessary hardship?
4. Would the spirit of the ordinance be observed and substantial justice done if the variance is approved?

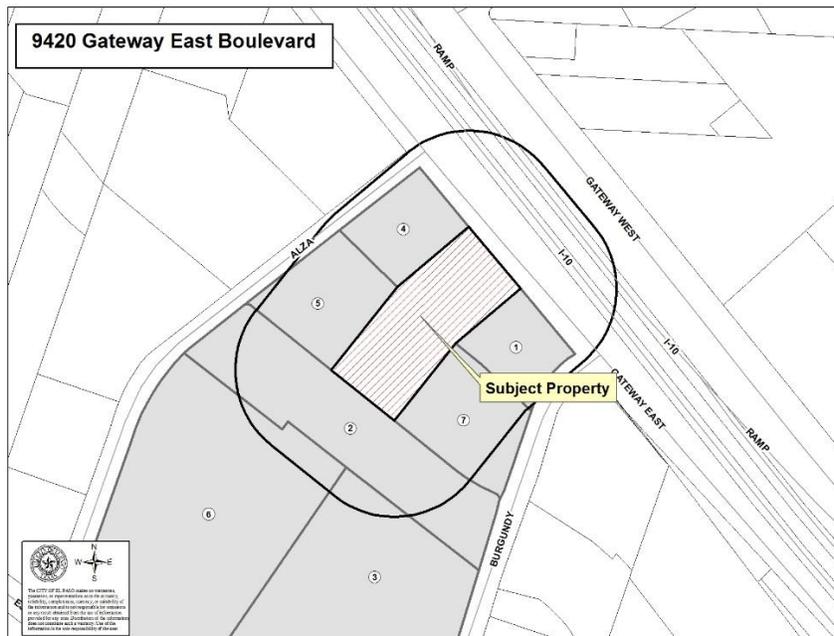
**Definition of Unnecessary Hardship, Section 20.02.1128**

*"Unnecessary hardship" means a hardship by reason of exceptional shape of a lot, exceptional topographic conditions, or other exceptional physical conditions of a parcel of land. Unnecessary hardship shall not include personal or financial hardship or any other hardship that is self-imposed.*

# ZONING MAP



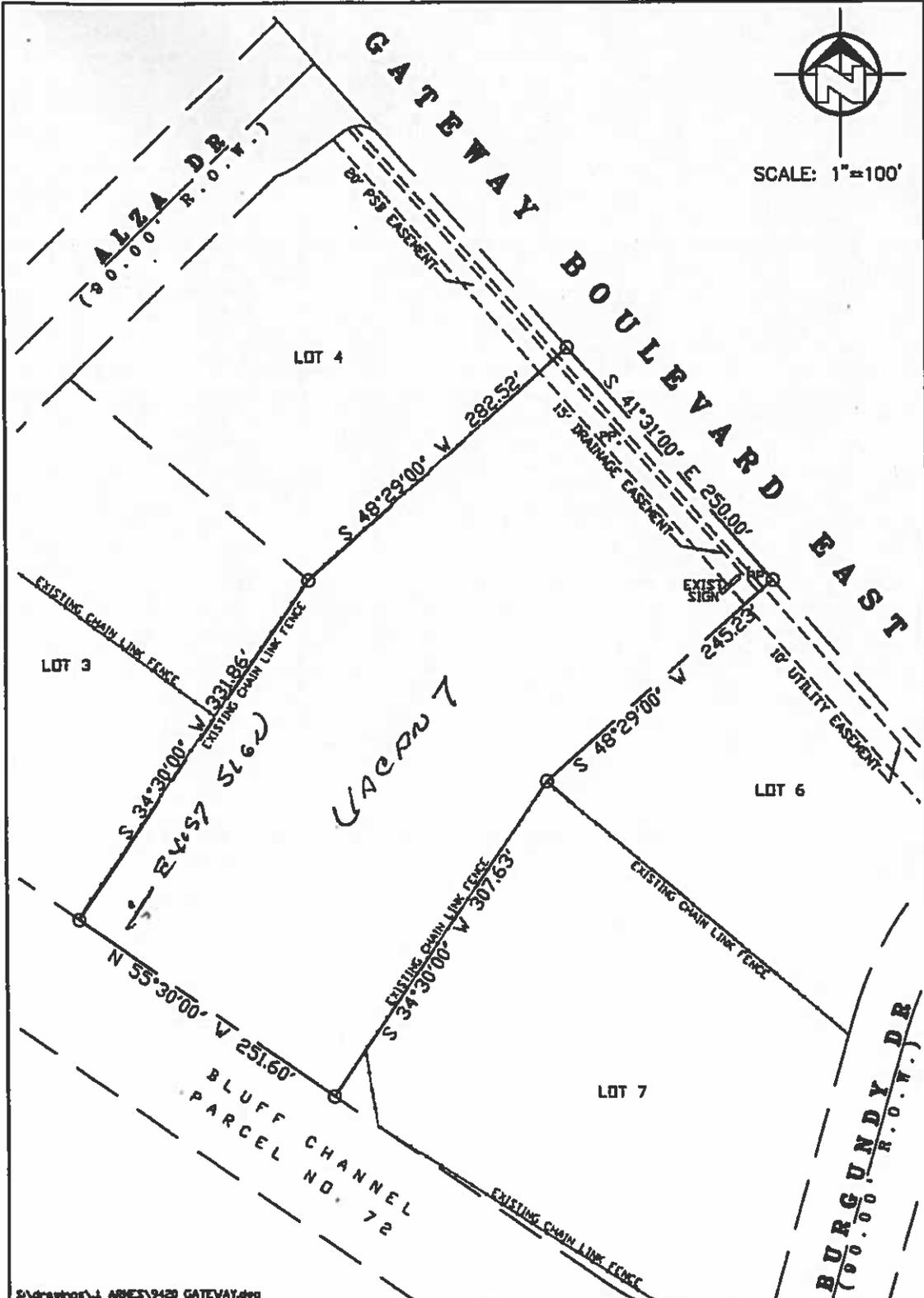
# NOTIFICATION MAP





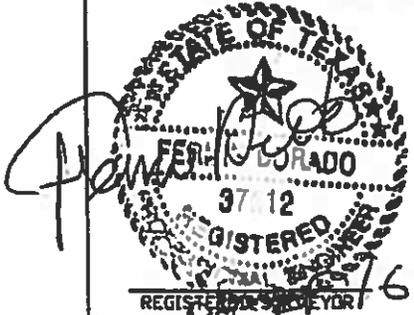


SCALE: 1"=100'



S:\drawings\1 ARMS\9420 GATEWAY.dwg

THIS IS TO CERTIFY THAT THIS PLAT REPRESENTS AN ACTUAL FIELD SURVEY PERFORMED BY ME OR UNDER MY SUPERVISION



**9480 GATEWAY BOULEVARD EAST**  
 BEING LOT 5, BLOCK 9,  
 I-10 INDUSTRIAL PARK REPLAT 'A'  
 CONTAINING 3.361 ACRES  
 CITY OF EL PASO, EL PASO COUNTY, TEXAS

# DORADO

ENGINEERING, INC.

ENGINEERS SURVEYORS PLANNERS

2777 E. YANDELL, EL PASO, TEXAS 79903 (915)803-0002

DATE: 08/15/16
SCALE: 1" = 100'
DRAWN BY: DE
CHECKED BY: FD
FLOOD ZONE: X(U)
PANEL NUMBER:
480214-0049-C
DATED: 02/16/06
ZONING: C-4
VOLUME:
PAGE: