

REQUIRED DEVELOPMENT ENTITLEMENTS – B3 ZONING DISTRICT

1. The Petitioner seeks a variance to eliminate a bypass lane.
2. The Petitioner seeks a sign variance.

VARIANCE TO ELIMINATE A BYPASS LANE

- a. The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan; and*

The variance to eliminate the bypass lane is consistent with the intent of this title and the adopted comprehensive plan. Granting the bypass lane variance will allow for the efficient utilization of the Subject Property and provide for the redevelopment of the Subject Property consistent with the Comprehensive Plan which anticipates future retail uses along the East Ogden Corridor as well as additional investment in this area of town as a priority. As stated above, the Petitioner is proposing to repurpose the property with a drive-thru configuration that is very similar to the prior configuration and circulation route.

- b. Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships due to special and unusual conditions which are not generally found on other properties in the same zoning district; and*

The property is limited in size and functionality at only .58 acres. Accordingly, the proposed 7 Brew drive-thru shop is one of the few uses that could be accommodated on the Subject Property while also enhancing the surrounding area. Other than the requested bypass lane variance and sign variance below, the Petitioner is meeting all City Code requirements, including setback and parking requirements. Additionally, the Petitioner is using the same parking lot, circulation and drive-thru configuration that has existed for decades in order to successfully repurpose the Subject Property with a vibrant use. Lastly, the Petitioner is proposing a dual lane drive-thru configuration and highly efficient ordering procedure which minimizes the need for a bypass lane. Accordingly, strict enforcement of this title would result in the need for a parallel pavement section adjacent to the dual drive-thru lane system which would serve little, if any, purpose while also severely hindering the Petitioner's ability to move forward with the proposed redevelopment of the Subject Property.

c. The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property.

The variance to eliminate the bypass lane will have no negative effect on the essential character of the neighborhood and will not be a substantial detriment to the adjacent property. Vehicles wishing to access the building will access the drive-thru from the internal north/south circulation drive that exists today. 7 Brew's efficient ordering and fulfillment system ensures that traffic moves quickly through the two drive-thru lanes. The option of moving over to an open lane, combined with quick order fulfillment, results in customers who change their minds not waiting long to get past the pickup window and back to the entrance. This condition is similar to other drive-thrus in town such as Portillo's and Starbucks, which function very well.

Additionally, the variance, if granted, will provide for continued improvement and investment in the East Ogden Avenue corridor with appealing uses.

SIGN VARIANCE FROM CODE SECTION 6-16-5 TO ALLOW FOR ADDITIONAL 5 SQUARE FEET OF DIRECTIONAL SIGNAGE ON THE BUILDING'S WEST FAÇADE

- a. *The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan; and*

The requested variance is for a directional sign located on the west façade stating “Drive Thru Coffee” with arrows and measuring 5 square feet. The sign variance is in harmony with the intent of this title and the adopted comprehensive plan. The variance will allow the Petitioner to redevelop the Subject Property with a design consistent with its other locations for brand identity and complementary to the surrounding area. 7 Brew’s model is based on moving cars through the drive-thru lanes efficiently, and signage expressing the direction of traffic is important to keep cars circulating. The variance is consistent with the comprehensive plan which anticipates future retail uses along the East Ogden Corridor as well as additional investment in this area of town as a priority. The variance also enhances way finding and circulation through the property.

- b. *Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships due to special and unusual conditions which are not generally found on other properties in the same zoning district; and*

Due to the minimal frontage on the west elevation, the allowed signage per Code is significantly less than a typical retail location. Providing signage that is Code-confirming would shrink the signage to be smaller than typical retail signage and not serve the purpose of making customers aware that the building is a 7 Brew coffee location and providing efficient circulation signage. Of note is that if the canopy was included in the building calculation, or if the directional signage was free standing, a variance would not be required.

- c. *The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property.*

The variance will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property. The allowed signage by Code is minimal compared to other retail properties, and the amount of signage that is being proposed is in line with typical retail uses. The overall redevelopment of the site will complement the surrounding area and is consistent with the City's comprehensive plan.