

## **BRISTOL STATION**

### **VARIANCE STANDARDS**

#### **Project Description**

Bristol Station is a 348-unit apartment complex located on approximately 17.94 acres of land on the northwest corner of Fairway Drive and North Aurora Road. This complex was constructed between 2001 and 2003.

Bristol Station has two existing monument signs:

- Sign 1: Intersection of Fairway Drive and North Aurora Road
- Sign 2: Intersection of Fairway Drive and the center entrance driveway.

The two signs are original to the complex. The sign face on Sign 1 has been recently replaced; the sign face on Sign 2 will be replaced with a new sign panel. Sign 1 is located within the Monument Wall Easement as depicted on the Preliminary/Final Plat of Subdivision.

Three new monument signs are proposed:

- Sign 3a-1: Intersection of Fairway Drive and north entrance driveway
- Sign 3a-2: Intersection of Fairway Drive and south entrance driveway
- Sign 3b: North side of North Aurora Road approximately two hundred fifty-eight feet west of Fairway Drive.

Section 6-16-4: 2.1.1 of the Sign Regulations permits two monument signs at each entrance to a development which is ten acres or larger or which has ten or more units with a maximum of four signs for the entire development. The two existing signs (Sign 1 and Sign 2) and the two proposed entrance signs (Signs 3a-1 and 3a-2) are allowed per this regulation. However, the proposed sign on North Aurora Road (Sign 3b) will exceed the number of permitted signs. Therefore, the Petitioner is requesting a variance so as to allow a fifth subdivision identification sign to be placed on North Aurora Road.

Sign 3b will not exceed six feet in height and the sign face will not exceed thirty-two square feet in area. It will be a double-faced V-shape sign. It will be setback twenty feet from the North Aurora Road property line but will be located on the stormwater management easement. This sign will be located on the berm of the basin and will not impact the flow or the capacity of the basin.

The Petitioner is requesting Sign 3b due to the changing conditions of the area. This apartment complex was constructed nineteen years ago. Since its completion, traffic on North Aurora Road has increased substantially, a traffic signal has been installed at North Aurora Road and Fairway

Drive, various utility structures have been installed along North Aurora Road and the landscaping has matured. All of these factors have reduced the visibility and effectiveness of Sign 1. Therefore, the Petitioner is proposing Sign 3b to provide a sign which provides better visibility and line of sight.

### **Standards**

**1. The variance is in harmony with the general purpose and intent of the Sign Regulations and the adopted Comprehensive Master Plan.**

Two of the purposes of the Sign Regulations are “to enhance the physical appearance of site identification to be in harmony with the visual character of the associated street corridor and to be an integral part of the aesthetic of the site and architectural style of associated buildings” and “to advance the economy of the City by recognizing the need for adequate site identification through promoting the reasonable and objective display of signage, and to encourage effective communication between signs and the public.”

Sign 3b will have the same design and dimensions of the other Bristol Station identification signs. The design of this sign is simple and solely identifies the development. It will be compatible with the design of Bristol Station.

The physical nature of North Aurora Road significantly evolved and changed over the past nineteen years, thereby reducing the visibility of the existing corner monument sign. The Petitioner wants a more visible sign so as to highlight the existence of Bristol Station. Two signs along North Aurora Road will not be overwhelming in that Bristol Station has approximately 630 feet of frontage along North Aurora Road and the signs will be set apart by approximately 200 feet.

Based on the design and location of the signs and changed nature of North Aurora Road, the requested variance is in harmony with the general purpose and intent of the Zoning Regulations and the Comprehensive Master Plan.

**2. Strict enforcement of the Sign Regulations 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.**

There is significant mature landscaping and there are many utility facilities along North Aurora Road. The landscaping and utility facilities have negatively impacted and diminished the visibility of the existing monument sign. The proposed Sign 3b will provide better visibility and line of sight.

The special and unusual conditions of this property are the extensive mature landscaping and utility facilities along North Aurora Road which result in diminished visibility of the existing monument. Strict enforcement of the Sign Regulations would deprive Bristol Station of effective signage.

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

The properties along this portion of North Aurora Road have a variety of uses: single-family detached residences, medium and high density residential, commercial, industrial, open space, parking and a train station. The design of Sign 3b is simple and the addition of a fifth sign is appropriate for the size of Bristol Station. Therefore, Sign 3b will not alter the essential character of the neighborhood nor be a substantial detriment to adjacent property.