

Legislation Text

File #: ID 20-0221, **Version:** 1

Brookings School District - 621 Medary Avenue South - Install 53 square foot electronic message display sign

Summary:

The variance request is to replace the existing electronic message display (EMD) sign with a new 53 square foot EMD sign. The ordinance limits institutional signage to 32 square feet.

Background:

The property is located at the northeast corner of Medary Avenue South and 8th Street South and is the Brookings High School site. Currently, there is a EMD sign located on the property. The applicant would like to replace the existing sign with a larger sign. The sign will be angled toward the intersection of 8th Street South and Medary Avenue South which will allow one (1) sign to be visible to motorists rather than placing one (1) sign along each frontage. According to the sign company, the larger sign will be easier to view and safer due to the 35 mph speed limits along the adjacent streets.

Variance Criteria:

1. Due to special conditions, a literal enforcement of the provisions of this ordinance will result in unnecessary hardship, and the variance shall not violate the spirit of the ordinance and substantial justice may be achieved as a result of the variance.

In this case, the Brookings High School is treated as an institutional use that qualifies for up to a 32 square foot sign. The high school has a lot of events and the sign is a way to reach motorists and pedestrians at a busy intersection. The proposed sign is setback far enough to not cause significant impacts to surrounding properties.

2. Unique circumstances apply to the property which do not apply to other properties in the same vicinity or district.

The property is not necessarily unique.

3. The variance is necessary for the preservation of a property right that is substantially the same as that possessed by other owners of other property in the same district.

The variance is not necessary for the preservation of a property right.

4. The variance requested is the minimum variance which would alleviate the hardship.

The variance request seems reasonable.

5. Reasonable use of the property is not permitted under the terms of this chapter.

There is reasonable use of the property.

Staff Recommendation:

Staff recommends approval of the variance request.

Attachments:

Notice

Application

Aerial Map

Current Sign