

# A-25-22

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**Title:** Request for variance, submitted by Amanda O'Hara for Bass Pro Shops, to vary the size of a wall sign from 100 square feet to 106.23 square feet for the Ascend wall sign on the west elevation of the building at 3600 South Lindbergh Boulevard (Appendix D, Section 5a2g).

**Owners:** Sunset Hills Owner LLC      **Petitioner:** Amanda O'Hara  
120 S Central Ave # 500                      121 New Britain Boulevard  
St Louis, Missouri 63105                      Chalfont, Pennsylvania 18914

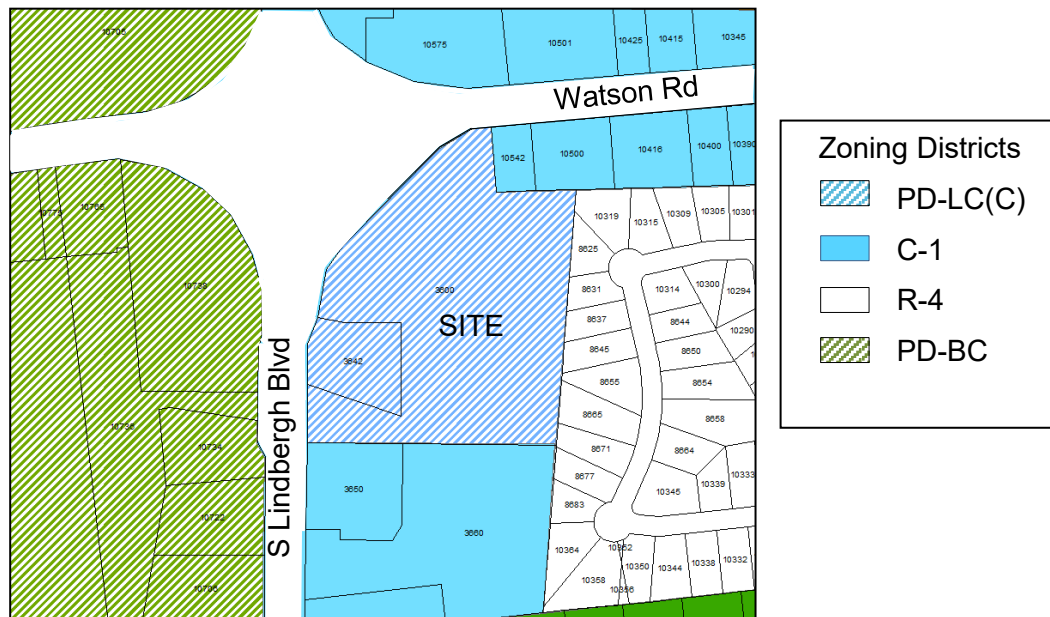
**Date:** August 2022



\*Maps are for informational use only. Not a representation of the project.

**Summary:**

This request is to vary the size of a wall sign from 100 square feet to 106.23 square feet for the Ascend wall sign at 3600 South Lindbergh Boulevard. The property is located on the east side of South Lindbergh Boulevard, approximately 780 feet south of Watson Road. The property is currently zoned PD-LC(C) Planned Development – Limited Commercial. The properties to the north and south are zoned C-1 Commercial District. The properties to the east are zoned C-1 Commercial District and R-4 Single Family Residential. The properties to the west are zoned PD-BC Planned Development – Business Commercial.



**Project overview:**

- Location: The Shoppes at Sunset Hills.
- Existing zoning: PD-LC(C) Planned Development – Limited Commercial.
- Requirement from which variation is being sought: Appendix D, Section 5a2g.
- Requirement: Retail businesses which are located at the intersection of two (2) roadways having frontage on each of the intersecting roadways shall be allowed a maximum of two hundred (200) square feet of total signage, provided, that no one sign is larger than one hundred (100) square feet.
- Requested signage: The Ascend wall sign is proposed to be 106.23 square feet.

### **History & Staff analysis:**

In March 2022, the City approved an Amended Development Plan for redevelopment of the property. Toys R Us and Ross Dress for Less previously occupied the space. The new tenant (Bass Pro Shops) has submitted a sign package, which requires several variances for the development. This Petition is for the Ascend wall sign on the front (west) side of the building.

In June, several variances were approved for wall signage. When the vendor applied for the building permits, it was discovered that the square footage had been incorrectly calculated at the time the variance applications were submitted. The scale of the signs that was submitted and presented to the Board was correct. However, calculations submitted for the square footage were incorrect. At that time, the calculation for the Ascend sign seemingly met the requirement.

At the July meeting, the public hearing was continued. No changes have been made to this application.

9.3-2 Findings: The board of adjustment may grant variances from the strict application of this ordinance when by reason of the strict application of this ordinance or amendments thereto would result in unusual difficulty or unreasonable hardship upon the owner of said property; provided that such variance can be granted without substantial impairment of the intent, purpose and integrity of this ordinance. It is further provided that this provision shall not permit the board of adjustment to permit a use of land not authorized by the provisions of this ordinance for a specific zoning district or to increase the height or volume of a building or structure or to increase the density of development beyond that permitted by this ordinance for any particular zoning district. Before granting a variance, there must be a finding by the board of adjustment that all of the following conditions exist:

- (A) That if the owner complied with the provisions of this ordinance, the owner would not be able to make any reasonable use of the property which is permitted in the district in which the property is located.

The owner would be able to make reasonable use of the property if they complied with the provisions of this ordinance.

(B) That the difficulties or hardships are peculiar to the property in question in contrast with those of other properties in the same district.

The difficulties and hardships are not peculiar to this property.

(C) That the hardship was not the result of the applicant's own action and is not merely financial or pecuniary.

The hardship is the result of the applicant's own action. The hardship is not financial or pecuniary.

(D) That the issuance of a variance will not be detrimental to the public welfare or health or injurious to other property.

Based on the information provided by the Petitioner, this variance should not be detrimental to the public welfare or health or injurious to other property.

If the Board believes that application of this Ordinance would result in unusual difficulty or unreasonable hardship upon the owner of said property, this appeal should be approved.