

87-333-A

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2/17/87

2/26/87

NE/S Reisterstown Rd., 366' NW of Seven Mile La.

3rd Elec. Dist.

Variance - filing fee \$100.00 - Robert E. Frankel

Hearing set for 2/17/87, at 10:15 a.m.

Advertising and Posting - \$61.75

Ordered by the Deputy Zoning Commissioner that the request for a variance to permit 4 roadside signs with 482 square feet of total area, in accordance with Petitioner's Exhibits 1 and 5, is GRANTED.

IN RE: PETITION FOR ZONING VARIANCE * BEFORE THE
NE/S Reisterstown Road, *
366' NW of Seven Mile Lane * DEPUTY ZONING COMMISSIONER
3rd Election District * OF BALTIMORE COUNTY
Robert E. Frankel * Case No. 87-333-A
Petitioner *

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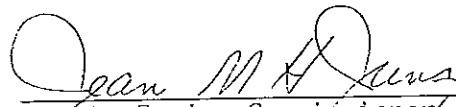
The Petitioner herein requests a zoning variance to allow four (4) road-side signs with 482 sq.ft. of total area in lieu of the permitted maximum three (3) signs with 100 sq.ft. of total area.

Testimony by and on behalf of the Petitioner indicates that although two previous car dealerships have failed on the subject site, the Petitioner has operated a successful Cadillac dealership at this location since 1981. Extensive and expensive renovations and landscaping have been done. The General Motors (GM) signs advertising leasing services (32 sq.ft.) used car sales (72 sq.ft.) and new car sales (162 sq.ft.) (all both sides) are standard GM signs owned by GM, required for the exercise of the franchise and designed to be in proportion to the three aspects of the business. To continue to be successful in today's and the future car market, dealers must double or triple their franchises. The Petitioner acquired a Sterling franchise in January 1987. That company requires a 216 sq.ft. (both sides) standard sign and, according to a February 18, 1987 letter from Robert C. Meyer, Dealer Development Manager, is unwilling to allow any change or reduction in the size of the sign. The site is considered a southern anchor of Pikesville with approximately 106 current employees. The President of the Pikesville Community Growth Corporation expressed that organization's overwhelming support of the Petitioner's request. There were no Protestants.

After due consideration of the testimony and evidence presented, and it appearing that strict compliance with the Baltimore County Zoning Regulations

(BCZR) would result in practical difficulty and unreasonable hardship upon the Petitioners, in the opinion of the Deputy Zoning Commissioner, the variance requested would not adversely affect the health, safety, and general welfare of the community and should therefore be granted.

Therefore, IT IS ORDERED by the Deputy Zoning Commissioner of Baltimore County this 26th day of February, 1987 that the herein request for a variance to permit four (4) roadside signs with 482 sq.ft. of total area, in accordance with the plan submitted, identified as Petitioner's Exhibit 1, and the sign drawing submitted, identified as Petitioner's Exhibit 5, be and is hereby GRANTED, from and after the date of this Order.


Deputy Zoning Commissioner
of Baltimore County