

ZONING HEARING BOARD OF UPPER MERION TOWNSHIP

APPLICATION NO. 2010-10 : HEARING DATE: June 2, 2010
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APPLICATION OF: American Reading : DECISION DATE: June 16 , 2010
Company : :
: :
: :
PROPERTY: 201 S. Gulph Rd. : :
: :
Upper Merion Township :

**OPINION AND ORDER OF THE UPPER MERION
TOWNSHIP ZONING HEARING BOARD**

The Applicant, American Reading Company, (hereinafter referred to as the “Applicant”), filed an application requesting a variance to Section 165-168.A in order to erect a wall sign on the rear building elevation and also exceed the allowable square footage permitted. The application was properly advertised, and a public hearing was held before the Upper Merion Township Zoning Hearing Board on June 2, 2010 at the Upper Merion Township Building. All members of the Zoning Hearing Board were present as well as the Solicitor, Zoning Officer, and Court Reporter.

FINDINGS OF FACT

1. The Applicant is American Reading Company, 201 S. Gulph Road, King of Prussia, PA 19406.
2. The legal owner of the subject property is Schuylkill Gulph Associates, L.P., P.O. Box 128, Ambler, PA 19002.

3. The property is located at 201 S. Gulph Road, King of Prussia, PA 19406, Upper Merion Township.
4. The Applicant was not represented by an attorney.
5. The property is zoned "LI" Limited Industrial.
6. The lot is approximately 11.5 acres.
7. The president of American Reading Company testified at the hearing.
8. The president testified that he wanted more signage because he wanted to make their presence known in the community and to increase their visibility.
9. The proposed sign is 90 ft. by 6 ft., however, only 200 ft. is permitted.
10. Their primary customers are school districts, therefore, there is a low traffic volume.
11. The president of the company testified "could go smaller" with the signage at the time of the hearing.
12. The company moved into the current facility in 2006 and since then has had significant growth.
13. There were no residents who testified in favor of the project.
14. There were no residents who testified against the project.

DISCUSSION AND CONCLUSIONS OF LAW

The Applicant, American Reading Company, filed an application requesting a variance to Section 165-168.A in order to erect a wall sign on the rear building elevation and also exceed the allowable square footage permitted.

As a preliminary matter, the applicable standards for determining whether to grant a dimensional variance differ from those of a use variance. The standard as outlined by the

Pennsylvania Supreme Court is that the Applicant must show that unnecessary hardship will result if a variance is denied and that the proposed use will not be contrary to public interest. Hertzberg v. Zoning Bd. of Pittsburgh, 554 Pa. 249, 721 A.2d 43 (1998); citing, Allegheny West Civic Council, Inc. v. Zoning Bd. of Adjustment of the City of Pittsburgh, 547 Pa. 163, 167, 689 A.2d 225, 227 (1997).

In Hertzberg, the Supreme Court held that the Zoning Hearing Board must, at the beginning of its analysis of an appeal from the terms of a Zoning Ordinance, determine whether the requested relief is for a use variance or a dimensional variance. Id. If the Board determines that the relief is for a use variance, then the Board should use the traditional five-part test, which is set forth in both the Municipalities Planning Code and case law. If the requested relief is for a dimensional variance, then the standard to be applied will be different. Id. While the Court in Hertzberg did not specifically identify a single standard for a dimensional variance, it noted that the requirements for a dimensional variance were something less than that of a use variance. Id.

In its opinion, the Court went on to opine that some of the factors that a Zoning Hearing Board should look at to determine whether to grant a dimensional variance should include, where applicable:

- (1) The economic detriment to Applicant if the variance was denied;
- (2) The financial hardship created by any work necessary to bring the building into strict compliance with the zoning requirements; and,
- (3) The characteristics of the surrounding neighborhood. Id.

While these factors are not exhaustive, the Court in Hertzberg and subsequent cases have referred to them specifically as findings a Zoning Hearing Board should make in its determination of whether to grant or deny a dimensional variance.

Although the language of Hertzberg is expansive, the current trend is to apply the relaxed standard for dimensional variances only to the consideration of whether unnecessary hardship results from unique physical characteristics or conditions of the land. The Friendship Preservation Group, Inc. v. Zoning Hearing Board of Adjustment of the City of Pittsburgh, 808 A.2d 327 (Pa. Cmwlth. 2002); Cardamone v. Whitpain Township Zoning Hearing Board, 771 A.2d 103 (Pa. Cmwlth. 2001).

The reasons for granting a variance must be substantial, serious and compelling. POA Company v. Findlay Township Zoning Hearing Board, 551 Pa. 689, 713 A.2d 70 (1998); Evans v. Zoning Hearing Board of the Borough of Spring City, 732 A.2d 686 (Pa. Cmwlth. 1999); Sotereanos, Inc. v. Zoning Board of Adjustment of the City of Pittsburgh, 711 A.2d 549 (Pa. Cmwlth. 1998). Moreover, variances to zoning codes should be granted sparingly and only under exceptional circumstances; a variance should not be granted simply because such a grant would permit the owner to obtain greater profit from or use of the property. Commonwealth v. Zoning Hearing Board of Susquehanna, 677 A.2d 853 (Pa. Cmwlth. 1996).

In order to grant a variance, the Board must make the findings set forth in § 910.2 of the Municipalities Planning Code, 53 P.S. § 10910.2, where relevant. The law established by the Pennsylvania courts further establishes these standards, stated in full herein. See, Alpine Inc. v. Abington Township Zoning Hearing Board, 654 A.2d 186 (Pa. Cmwlth. 1995); Appeal of Lester M. Prang, Inc., 169 Pa. Cmwlth. 626, 647 A.2d 279 (1994). The findings that the Board must make, where relevant, in granting a variance as set forth in the Municipalities Planning Code are as follows:

1. That there are unique physical circumstances or conditions, including irregularity, narrowness, or shallowness of lot size or shape, or

exceptional topographical or other physical conditions peculiar to the particular property and that the unnecessary hardship is due to such conditions and not the circumstances or conditions generally created by the provisions of the zoning ordinance in the neighborhood or district in which the property is located.

2. That because of such physical circumstances or conditions, there is no possibility that the property can be developed in strict conformity with the provisions of the zoning ordinance and that the authorization of a variance is therefore necessary to enable the reasonable use of the property.
3. That such unnecessary hardship has not been created by the Applicant.
4. That the variance, if authorized, will not alter the essential character of the neighborhood or district in which the property is located, nor substantially or permanently impair the appropriate use or development of adjacent property, nor be detrimental to the public welfare.
5. That the variance, if authorized, will represent the minimum variance that will afford relief and will represent the least modification possible of the regulation in issue.

The Applicant is requesting a sign variance so they can achieve more visibility, however, the standard for sign variances is totally unrelated to simply achieving more visibility. The Applicant's business has existed at the subject property since 2006 and has grown rapidly,

therefore, the lack of additional signage has not had any impact on the viability of the business. In order for the sign variance to be granted, the Applicant must testify that there are unique features to the property that prevent the reasonable use of the property. The Applicant offered no testimony whatsoever regarding any unique physical characteristics of the property. The Applicant must also prove that there is a hardship inherent in the land, however, the Applicant also failed to offer any testimony regarding any hardship inherent in the land. The Applicant must then prove that the proposal is the minimum relief necessary to reasonably use the property, however, in this case, the Applicant actually testified that they could go smaller than the sign that is being proposed indicating that the proposal is not the minimum necessary to reasonably use the property.

Although the Applicant's testimony was well thought out from a business perspective, it did not satisfy the legal standards necessary to have the board grant the variance, therefore, the variance must be denied.

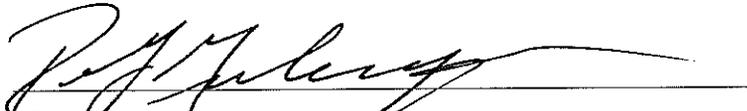
ORDER OF THE UPPER MERION TOWNSHIP

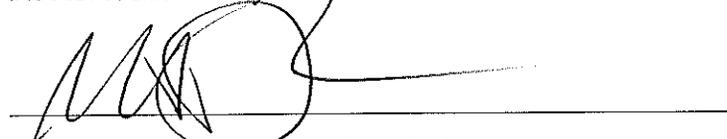
ZONING HEARING BOARD

IT IS HEREBY ORDERED AND DECREED that the Board finds that the Applicant did not present sufficient testimony to grant a variance to Section 165-168.A in order to erect a wall sign on the rear building elevation and also exceed the allowable square footage permitted.

Decision Dated: June 16, 2010

**UPPER MERION TOWNSHIP
ZONING HEARING BOARD**


Robert J. Montemayor - Chairman


Mark S. DePillis, Esq. - Vice Chairman


William C. Whitmore, Sr. - Secretary

NOTE TO APPLICANT:

There is a thirty (30) day period after the date of a decision for an aggrieved person to file an appeal in the Court of Common Pleas of Montgomery County to contest an approval or denial by the Zoning Hearing Board. If the Applicant has been granted Zoning Hearing Board approval, the Applicant may take action on said approval during the thirty (30) day appeal period; however, the Applicant will do so at his or her own risk. If the Applicant has received Zoning Hearing Board approval, the Applicant must secure all applicable permits from Upper Merion Township within one (1) year of the date of the approval or the decision granting approval.