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To Whom It May Concern,

This application for a sign located at 4209 Outer Loop is being submitted due to the below listed reasons. Due to these reasons we believe a variance is necessary to provide useful signage.

The part of Outer Loop that this site is located in is a designated parkway. Therefore the regulations state they are only allowed 6' high and 60 square feet in size. It has been told to us that the 6' height measurement starts from the ground on which the sign pole is installed, not street level.

The grade of the building is substantially lower than the street. If a sign is set at 6' from building grade (or grade where the sign pole is) the sign will be cut off to the passing traffic. We believe illegible signs cause traffic hazards. (see image below of the 6' tall sign set at 6' from grade *on left* vs 6' from street *on right* to see illustration of legibility issues)



15 VARIANCE 1008

Variance Justification:

In order to justify approval of any variance, the Board of Zoning Adjustment considers the following criteria. Please answer all of the following items. Use additional sheets if needed. A response of yes, no, or N/A is not acceptable.

1. Explain how the variance will not adversely affect the public health, safety or welfare.

If the sign is not allowed to be at the street level (6' is started from road grade not the building grade) the sign will be below the street level causing it to be difficult to read which can cause drivers to be distracted longer than necessary by difficultly accurately reading the sign.

2. Explain how the variance will not alter the essential character of the general vicinity.

This is still going to be lower than most signs on this road since most signs were erected prior to the 6' height restriction. (EX WW Cousins directly across the street has a 16' tall sign)

3. Explain how the variance will not cause a hazard or a nuisance to the public.

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4. Explain how the variance will not allow an unreasonable circumvention of the requirements of the zoning regulations.

Since the property is laid out lower than surrounding properties it will only allow the sign to be set at the same plane as the other signs.

Additional consideration:

1. Explain how the variance arises from special circumstances, which do not generally apply to land in the general vicinity (please specify/identify).

This property is much lower than the neighboring businesses which sit at the same grade as the street therefore their 6' sign heights start at the street height.

2. Explain how the strict application of the provisions of the regulation would deprive the applicant of the reasonable use of the land or would create unnecessary hardship.

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3. Are the circumstances are the result of actions of the applicant taken subsequent to the adoption of the regulation which relief is sought?

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