

Sign Authorization Justification:

To justify approval of any sign authorization, the Planning Commission or Board of Zoning Adjustment considers four criteria. Please answer all of the following questions. Use additional sheets if needed.

Responses of **yes**, **no**, or **N/A** will not be accepted.

1. Will the sign adversely affect adjacent property owners?

No, the signs are being erected in a high traffic area. This will help alleviate congestion.

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2. Will the sign violate the Comprehensive Plan?

No, while the signs do exceed size regulations for freestanding signage, the new design make them more of a structure or monument. The new design adheres to regulation

3. Is extent of exceptional signage of the regulation the minimum necessary to afford relief to the applicant?

Yes, the new design is less invasive to neighbors and adjoining properties. It will also come with the benefit of helping traffic during busier hours and events.

Has either (a) the applicant incorporated other design measures that exceed the minimums of the district and compensate for non-compliance with the requirements to be waived (net beneficial effect) or would the strict application of the provisions of the regulation deprive the applicant of the reasonable use of the land or would create an unnecessary hardship on the applicant?

The existing structures stick out amongst the well kept waterfront area. Adding these skirts will make the signs look more permanent and better made structures. The new design and lower quantity will be more in line with the rest of the waterfront area.