

**General Waiver Justification:**

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

**1. Will the waiver adversely affect adjacent property owners?**

Approval of this waiver application will not adversely affect adjacent property owners since the total size of the LED portion of the sign is only 14.82 sq ft. This is less than the 18 sq ft that would be allowed to be LED if they maxed out the available 60 sq ft for total signage. Instead, they are proposing to have a smaller ID cabinet and smaller LED sign for a total of only 30.82 sq ft. They are staying within the height requirement; and

**2. Will the waiver violate the Comprehensive Plan?**

The Waiver will not violate the Comprehensive plan because, from a Guideline 3 "Compatibility" standpoint, this sign is related to a use that is in keeping with any properties in the area, and it is of an aesthetically attractive design. As respects to Guidelines 7 and 8 pertaining to "Traffic" and "Transportation"; the changing image is recognized as not presenting a traffic or road safety hazard as long as the image does not change too frequently; and

**3. Is extent of waiver of the regulation the minimum necessary to afford relief to the applicant?**

The Waiver of the regulation is the minimum necessary to afford relief to the applicant because it has set the sign back at an appropriate distance from Goldsmith Lane and in an area that does not interfere with other important uses of the property that need to be preserved; and

**4. 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 (b) 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?**

Strict application of the provisions of the regulation would deprive the applicant of a reasonable use of their sign and cause an unnecessary hardship on the applicant because if the waiver is not granted, they can just buy a larger Identification cabinet allowing them a larger sign. They don't want that large of a presence of their sign and it is unnecessary to cause the additional expense and visual presence to the area.

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