

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.

The proposed sign is a wall sign, well within allowable size, mounted via a raceway far above any pedestrian traffic. Lighting is LED, low-voltage. The sign poses no public safety risk.

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

The sign is modern, well-designed and professionally built/installed. Adding the sign to the building will bring the building a professional, corporate look and fit perfectly among neighboring business entities.

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

The sign, at requested height, will be far from street/ground level. Lighting will be subtle/standard at that height. No hazards or nuisances will result from sign's location/presence.

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

Sign is within compliance in all aspects other than the requested height change. Height change is being requested to allow better visibility for college identification as building appeals to narrow street sightlines.

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).

Street frontage b road appeal /sightline is limited due to narrow street frontage. Visual Appeal of sign is interrupted as well by tall flag-poles. Owner needs height on building front for sign to appeal to traffic areas to maximum effect.

- 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.

Sign would be impossible to see from major traffic sightlines at standard zone-regulated height. Building identification to ever-changing student body of town students and newly registering students becomes more difficult.

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

DESIGN SERVICES

No. The building has been there for years. Students/attendees have complained that building is hard to locate over this period, so owners have decided to mount identification sign at easily visible height to rectify the situation.