

MAY 18 2018

PLANNING &
DESIGN SERVICES**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.

Variance of Table 8.3.2 to allow the sign to exceed 60 sf

1. Will not adversely affect the public health, safety or welfare because these issues are largely ones pertaining to obstruction of visibility for impacts of a kind other than aesthetics. And this application only has to do with replacing a sign of similar size due to the company's new logo.
2. Will not alter the essential character of the general vicinity because most of the signs in the immediate area, notably as part of the adjacent shopping center and CVS store and other commercial uses on the west side of South Third Street are of similar size or larger of the practical need.
3. Will not cause a hazard or a nuisance to the public because of the reasons set forth above including the fact that we are not talking about the obstruction of visibility in to or out of the center or of internal traffic circulation. Also, the new attached sign will not impede or diminish or in other way adversely affect traffic flow.
4. Will not allow an unreasonable circumvention of the requirements of the zoning regulations because of the reasons set forth above, including, as stated, that other commercial signs in the area already exceed the designated maximums and the new sign is simply to update the company's logo and it does not change the existing size in any significant manner.

Additional consideration:

1. The variance arises from special circumstances, which do not generally apply to land in the general vicinity because, once again, the application attempts to address the special circumstances of large, multi-tenanted shopping centers where visibility of the many different uses is impaired, which otherwise adversely affects the ability of these center, like this one, to survive.
2. Strict application of the provisions of the regulation would deprive the applicant of the reasonable use of the land or would create an unnecessary hardship because of the reasons set forth above, including the fact that the need for the attached signage is a matter of assuring economic viability, which will be difficult, if not impossible, without updating the logo of the company.
3. The circumstances are not the result of actions of the applicant taken subsequent to the adoption of the regulation which relief is sought but rather to modernize its logo to keep current with branding in today's marketplace, all without any significant change from the pre-existing sign currently in place.