

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 non-illuminated, and at least 30 feet above street level. It also does not face on-coming traffic from the main thoroughfare.

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

Butchertown Market is located in a neighborhood noted for both its industrial and commercial qualities. It's a historically significant site, however the new sign fits in with the current design motif.

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

The signage is non-illuminated, raised significantly off of the street level, and relatively small in relation to the total size of the façade.

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

There are only two other hung signs on said façade, one is a banner. They take up only a small portion of the total square footage of the façade. The façade is roughly 350 feet long and a minimum of 25 feet high along the length of the building.

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 variance is required because the façade already meets the 60 SF sign maximum. This particular site has been converted into a multi-tenant mixed use building, with several tenants. There are several tenants and not much in the way of individual signs at this point.

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.

If current regulations are strictly enforced, Lemonade PR would be unable to adequately advertise their presence in Butchertown Marketplace, or identify the location of their offices to the public. I believe the sign to be a reasonable necessity.

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

Only the result of the owner taking on new tenants.

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