

## **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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