

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.

While it is signage the large piece will be designed in a way to also act as large scale public art. The banner will be securely and permanently attached to the backside brick wall of the Paristown Hall facility. It will enhance an area currently surrounded by unappealing visual aspects. It will include a message of alcohol responsibility and therefore should only enhance health, safety and welfare.

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

The variance will enlarge a graphic sign on the backside of the building facing a parking lot and industrial zone and a raised concrete railway. The façade does not directly face a residential neighbor. There are no significant improvements to the area and the character of the general vicinity or beyond is negligible.

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

It is an artful visual image attached securely to the back side of a modern performing arts venue inaccessible from the public directly therefore not a hazard or public nuisance.

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

Both main primary building signs were smaller than their allowable sizes. The back side wall is primarily visible from the building parking lot as you approach the building with no direct neighbors. It seems reasonable as a welcome message to the venue as well as a visual enhancement to a

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).

It is an artful sign on the parking side of the performance venue that intends to extend a welcome message and responsibility statement that supports the venue and the surrounding neighborhood.

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.

The allowable size of the sign is visually disproportionate to the building façade. It is also meant to be a beacon from the parking lot welcoming guest to the venue. If not larger the sign will look small and insignificant and will likely deter the organization from doing anything at all.

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

No there have been no subsequent signage variance request by applicant.