

## STANDARDS FOR GRANTING A ZONING VARIATION

1 – The variance is in harmony with the general purpose and intent of this Title and adopted comprehensive master plan, and”

The proposed twenty foot tall free standing sign if allowed will be close to the height of the existing free standing sign that will be removed. It will also meet all other aspects of your code, be in harmony with other free standing signs the immediate area, & allow motorists to clearly see the dealership location far enough in advance to signal their intentions & safely enter the dealerships lot.

2.– Strict enforcement of this title would result in practical difficulties or impose exceptional hardships due to special and unusual conditions which are not generally found on other properties in the same zoning district ; and

Shorter free standing signs do not provide the visibility as a taller free standing sign & may impact a motorists ability to see the dealership in enough time to safely signal their intentions to turn in possibly causing a traffic problem.

3 – The variance, if granted, will not alter the essential character of the neighborhood & will not be a substantial detriment to adjacent property.

The new sign if allowed to be installed as proposed at twenty foot in overall height will have no negative impacts on the surrounding properties or any negative impacts on visibilities of either pedestrian or vehicular traffic. The proposed sign will be in harmony with other existing signs in the immediate area. Photos attached for reference