

### Sign Sq.Ft. Variance

1. The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan; and

The proposed variance for the area of the sign is in harmony with the general purpose of the sign code. One of the stated purposes of the City's sign code is to "advance the economy of the City by recognizing the need for adequate site identification through promoting the reasonable and objective display of signage, and to encourage effective communication between signs and the public." Due to the distance the building is setback from the road, a larger ground sign is needed. The proposed sign is of adequate size to identify the site and communicate to the public.

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

The subject building is setback 4 times more than other commercial properties in the area. W will lose the same visibility as other properties in the area.

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

The proposed sign square footage sign square footage is reasonable and consistent with neighborhood characteristics.