

Standards for Granting a Variance

Off Premise Monument Sign

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

A stated purpose of the 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." The Property is located two rows back from Route 59 off a private drive accessed from Forgue Drive. The proposed monument sign will be critical in identifying the location of the private drive to CubeSmart to avoid confusion among customers and ensure they find the entrance to the Property with ease.

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 Sign Code only permits a ground sign on the Petitioner's own Property, which is situated approximately 300 feet east of Forgue Drive. Any monument sign on the Petitioner's Property would not be visible from Forgue Drive due to the unique location of the Property resulting in unusual conditions not generally found in other properties.

When subdivided in 2016, the Property was granted an access easement over the shared private access drive from Forgue Drive as its primary point of access to the Property. The access road is not identified with traditional street signs and the monument sign is necessary to provide identification at the entrance of the private drive. Therefore, the requested monument sign is necessary adjacent to Forgue Drive and strict enforcement of the Sign Code would result in exceptional hardships not generally found in other properties.

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 will be constructed with quality materials consisting of a masonry base designed to mirror the materials used in constructing CubeSmart. The proposed monument sign compliments the adjacent buildings and meets all setback, siteline, and area requirements set forth in the Sign Code. Therefore, if granted, the variance will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property.

Wall Sign on the West Building Facade

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

A stated purpose of the 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." However, pursuant to section 6-16-5.2 of the Sign Code, wall signs are only permitted on facades with street frontage or facades adjacent to parking areas. Although the building is visible from both Forgue Drive and Route 59, the Property technically has no street frontage along Forgue Drive because CubeSmart is accessed by a private access drive connecting to Forgue Drive. Therefore, signage is only allowed on the north facing facade facing the back side of an assisted living facility which is of little communication value. The west facade is the most critical facade in order to provide visibility to CubeSmart from Forgue Drive and Route 59. Granting this variance ensures adequate site identification and will therefore encourage effective communication 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 location of the Property creates a unique set of circumstances creating a significant hardship in identifying the Property. The Property does not have Route 59 or Forgue Drive frontage. The Property's configuration existed before the Petitioner acquired the Property. Without the proposed variance, Petitioner will be required to operate a business without proper signage, which is contrary to the intent of the Sign Code fostering effective communication between signs and the public. Approval of the variance will encourage better communication between Petitioner and the general public fulfilling the stated purpose of the Code and provides for a successful business.

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

A senior living facility operates north of the Property and east of the Property is a residential community. A detention basin is located south of the property and west of the Property are businesses and retail uses operating off of Route 59. The wall sign will be placed on the west facade of the building and therefore the sign will reach the traffic traveling along Forgue Drive and Route 59. The wall sign will have no impact on residential uses to the east and north of the Property.

Wall Sign on the South Building Facade

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

A stated purpose of the 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." However, pursuant to section 6-16-5.2 of the Sign Code, wall signs are only permitted on facades with street frontage or facades adjacent to parking areas. Although the building is visible from Cantore Drive and Forgue Drive, the

Property technically has no street frontage along either roadway. Therefore, signage is only allowed on the north facing facade facing the back side of an assisted living facility. The south facade is an important facade in order to provide visibility to CubeSmart from Forgue Drive as well as Cantore Drive. Granting this relief helps ensure adequate site identification and will therefore encourage effective communication 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 location of the Property together with the nature of the surrounding neighborhood creates a unique set of circumstances creating a significant hardship in identifying the Property. The Property does not have roadway frontage on the south facade and this configuration existed since the Property was originally subdivided in 2016. Without the proposed variance, Petitioner will be required to operate a business without proper signage, which is contrary to the intent of the Sign Code fostering effective communication between signage and the public. Approval of the variance will encourage better communication between Petitioner and the general public fulfilling the stated purpose of the Code and provides for a successful business.

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

A senior living facility operates north of the Property and east of the Property is a residential community. A detention basin is located south of the Property and west of the Property are businesses and retail uses operating off of Route 59. The wall sign will be placed on the south facade of the building in order to reach traffic traveling along Cantore Drive. The wall sign will be strategically installed near the west end of the south facade as depicted in Exhibit B (south elevation). Therefore, the proposed sign will have no effect on the residential community to the east of the Property.