



Doyle Signs, Inc., *General Sign Contractors*
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STANDARDS FOR VARIANCE

1. The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan because the zoning code allows for multi-tenant signs at a shared location. The code will also allow for multiple signs to be placed at a location if there is more than 500 feet of frontage and each of the signs are located a minimum of 200 feet apart. We are seeking to take the monument sign that would be allowed along the Henley Lane frontage and install it along the Route 59 frontage so that the smaller tenants in the center will have visibility.
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 due to the fact that this location was originally designed as a single tenant building and the monument sign was designed as such. Now that the building has been subdivided the smaller tenants would like to have a monument sign that will help increase the visibility for the location.
3. The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property due to the fact that the sign is to be completely installed within the parameters of the property and the sign will completely conform to the design guidelines of the zoning code with the exception of the fact that the sign will need the variance to allow the location to be approved. This sign will blend in nicely with the surrounding signs in the neighborhood.