

Sign Height 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 height 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." The proposed sign will allow for adequate site identification on the property.

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

Because the signs footing is 7 feet lower than Ogden Ave we will lose the same visibility and height as other commercial 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.

Because the sign height is similar to other commercial properties in the area and will be consistent with neighborhood characteristics.