

Standards for Granting a Variance

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

Signage on the West elevation will aid in wayfinding and traffic flow which will, in return, maintain harmony along Ogden Avenue. Ogden Avenue is a major thoroughfare and at times it is congested with heavy traffic flow. Those traveling East bound will be able to locate the store sooner preventing last minute decisions that lead to possible traffic accidents.

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 store is facing one major thoroughfare with a cut through designated for the shopping center. Since the Starbucks frontage is minimal and is one of three business in the space, additional signage on the West elevation would allow for a clearer message. Drivers heading East bound who are looking for coffee can locate the store sooner and plan accordingly using one of the three access points to the site.

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 variance, if granted, will not alter the essential character of the neighborhood. The adjacent property faces other commercial businesses- no residential areas- so illumination will not disturb the surrounding area. Secondly, the proposed signage is simplistic with use of only two colors and not in excess. Lastly, nearby businesses have a similar design with signage on two elevations.