

SIGN VARIANCES

The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan; *The proposed variances are in harmony with the intent of the sign code. One of the stated purposes of the sign code is “to enhance the physical appearance of site identification to be in harmony with the visual character of the associated street corridor and to be an integral part of the aesthetic of the site and architectural style of associated buildings.” The sign is harmonious in style and location to other signs along the Washington Street Corridor, while adequately identifying the business.*

It should also be noted the City previously granted sign variances for the property in 2016. The sign is being relocated on the site because additional parking is being added to the property.

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; *If the Municipal Code, including the requirements for setback, sign style, and sign orientation, were enforced, a ground sign would not be permitted on the property. The business relies on the ground sign to direct existing customers to the location and to generate new customers.*

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 variances will not alter the essential character of the neighborhood. The setback, style, and orientation of the sign are consistent with many of the other small business ground signs along Washington Street (for example: the dentist at 724 Washington St, Angelic Creations, Wehrli/Abbey Travel and School of Rock).*

SETBACK VARIANCES

The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan; ***The proposed parking setback variances are in harmony with the City's adopted master plan. The 5th Avenue Study discusses the implementation of cross access as a way to provide more efficient customer access between businesses and to reduce curb cuts on Washington. The proposed parking lot will allow cross access to the property to the north (The Washington), thereby providing efficient customer access between businesses.***

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; ***If the parking setbacks provided in the Municipal Code were strictly enforced, additional parking would not be able to be located on the site. A lack of parking of convenient parking will result in a loss of customers.***

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 setback variances will not alter the essential character of the neighborhood. Several properties on Washington, including the property directly to the north, do not meet the required 20' parking setback.***