

# Exhibit 1: Variance Standards

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

Because of the limited view and short time duration that this rear wall is observable by drivers along Washington Street, the "logos" convey the most efficient manner by which to quickly identify the existence of these stores to the public. This "Rapid Recognition" mode provides the opportunity that is the key to overcoming the unusual hardship facing these merchants.

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 strict enforcement of the zoning code results in practical difficulties and imposes hardship due to the nature of this existing retail space, the perpendicular relationship the building has to the roadway and the existing curb cuts. All of the stores in this strip have storefronts that face east and are well visible to traffic along Ogden west-bound traffic. Drivers can clearly see the store front when coming from that viewpoint. Drivers coming from the eastbound lane on Ogden and the southbound lane on Washington Street are at a disadvantage because currently the rear elevation does not have any sort of identification. Motorists on Washington simply have no way to discern their destination from that viewpoint. Moreover, Washington Street does provide entry to the shopping center and easy access to the building from that entrance. The hardship requiring a variance here is quite simply that the stores cannot be identified from the roadway that borders the shopping center. This lack of visibility can create a vehicular hazard for the safety of the motorists that are in search of this shopping center and adding effective signage on the rear of the building would alleviate this hardship. There are special circumstances that apply to this property and multi-tenant structure that is not shared by others.

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 would not alter the characteristic of the neighborhood and the suggested size allowance is the minimum necessary to eliminate the hardship. The existing monument sign is being used by others and cannot be used by the tenants of this building. The ability to identify the retail location from the north and southbound lanes of Washington street will facilitate the flow of traffic. The variance will not alter the characteristic of the neighborhood as this is a retail center and adjacent properties are commercial in nature.