

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

Will maintain vehicular safety as the sign's location directs customers to the entrance road off Brainard Street on the west side of the lot.

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 hardship is the unavailability of a location to place the monument in a safe, visible location. The car wash drive aisles occupy the majority of the front portion of the lot that fronts Ogden Avenue. The location of the current sign is located at a setback and height that is clearly visible to both eastbound and westbound traffic.

3. The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property.

We are proposing to change out the existing pole sign with a new update LED cabinet. The size and setback of the sign is appropriate as it maintains the visibility of the Goodyear pole sign on the neighboring lot to the west.