

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

The following is a list of businesses, along with the current sign, that are within 1 mile of the proposed sign requiring a variance from current code. These businesses are direct competitors to the client and exceed the current code, both in overall square footage and in height to varying degrees. Allowing the variance will allow the client to fit in with the surrounding businesses.

(Approximate dimensions included)

1. **Current sign at the location** – 22'x8' – 144 Sq. Ft. faces
2. **Audi** - 15'x4'7" – 69 Sq. Ft.
3. **Buick/GMC pylon sign** – 26'x11' – 132 Sq. Ft. face
4. **Gerald Nissan** – 22'6" x 9'5" – 90 Sq. Ft. face
5. **Mercedes Benz** – 16'x5'6" – 82 Sq. Ft. face
6. **Chrysler-Dodge-Jeep-Ram** - 20'x9'6" – 80 Sq. Ft. face
7. **Infinity** – 20'4" x 7'4" – 140 Sq. Ft. face
8. **Chevrolet** – 22'6"x11'6" – 121 Sq. Ft. face
9. **Toyota** (2 Signs) each is 21'x7.6" – 157 Sq. Ft. face
10. **Cadillac** - 23'6"x12' - 144 Sq. Ft. face
11. **Ford** – 34'x15' – 100 Sq. Ft. face

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;

Forcing the client to adhere to the code limits in square footage for the sign and the total height limit for the sign would in fact put the client at a competitive disadvantage in the marketplace. A smaller sign, will present a diminished posture relative to the other signs on the street within close proximity. Additionally, the smaller size is not a standard produced by the parent company and would force the client to design and purchase a custom-made sign at greater expense.

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 neighborhood and adjacent properties would not be impacted adversely in any way by the granting of this variance and the installation of this sign. In fact, allowing this client to utilize the sign as requested, would not detract from the appearance of the general vicinity but would likely further solidify the community image as one of an upscale major automobile shopping location, drawing shopping traffic from surrounding communities.