

AREA VARIANCE – PLEASE ANSWER THE FOLLOWING (add additional information as necessary):

6.1.6B.3

The applicant requests relief from the following Zoning Ordinance article(s) _____

Dimensional Requirements

Sign lettering or logos shall not exceed 18" in height within Transect-5 districts of inner Excelsior Ave. Two of the 13 letters

From
18"

To
30"

only one wall sign per building exteriors blade sign is a second wall sign on the parking lot side of the storefront, the sign exceeds

6"

30"

Other: _____

To grant an area variance, the ZBA must balance the benefits to the applicant and the health, safety, and welfare of the neighborhood and community, taking into consideration the following:

- 1. Whether the benefit sought by the applicant can be achieved by other feasible means. Identify what alternatives to the variance have been explored (alternative designs, attempts to purchase land, etc.) and why they are not feasible.

The letter style is a corporate look used on all locations where they have signs, When the 18" letter height is applied , the sign will appear very small as the letters H and L would be 18" and all others just under 11 " in height. The blade sign is a second wall sign intended to capture the view when walking along the sidewalk. The sign projects ~~30~~ not 6" , a 6" projecting sign will not work as a blade sign.

- 2. Whether granting the variance will produce an undesirable change in the character of the neighborhood or a detriment to nearby properties. Granting the variance will not create a detriment to nearby properties or an undesirable change in the neighborhood character for the following reasons:

Will not change the character or be a detriment . At the requested 30" height for two of the letters , the sign will still appear smaller the some of the other tenent signs because of the script stying and not large bold lettering at 18" The blade sign is on the exterior of the parking lot , not visible from a street view , only viewable if in the parking lot area.

