

Review Criteria A: Describe the special circumstances of this lot's soil conditions, the lot's shape, or the lot's natural topography, or describe the unusual character of this lot's existing building, that is unique to this lot or building that is ca.:

This business is currently occupying the corner unit of this building. There are windows that take up the entire storefront that faces the street up to the corner of the building. This lot is also located on the corner of the block, meaning that there is a street between this building and the one next to it.

Review Criteria B: Describe the substantial hardship, financial or otherwise, caused by the lot's special circumstances or the unusual character of the lot's existing building identified above

The code requires all projecting signs to be located within 10' of the business' principal entrance. The storefront of this business is mostly windows, which would make us unable to install a projecting sign at our proposed elevation at this location. The closest logical place to install the sign would be at the corner of the building, which is located further than 10' of the principal entrance.

Review Criteria C: Describe how the relief requested does not cause substantial detriment to the public good and does not nullify or substantially derogate from the intent and purpose of the zoning ordinance in general and of the zoning district where this lot is located:

The granting of this variance would allow more direct and clear advertising for this business. This projecting sign will be mostly advertising to pedestrians that are using the sidewalk. Our sign will not be blocking any neighboring business' visibility for their signage, or any other municipal signage. The sign is also on the corner of the building, with a street separating the adjacent building. This should decrease the amount of confusion from pedestrians as to which building the sign references, even though the sign is more than 10' away from the entrance. The sign's placement will also have no adverse effects on traffic patterns or the general flow of pedestrians on the sidewalk.