

68 Union Sq ZBA hardship narrative

(a): Unique Circumstances

The building's façade includes two blank panels flanking the entrance, which were originally designed for branding purposes. This architectural feature is unique to this property and not common in the surrounding district. These panels create a condition specific to this structure distinguishing it from other properties in the zoning district that utilize awnings, many of which have logos on the sides enhancing their brand's visibility.

(b): Substantial Hardship

Literal enforcement of the ordinance requiring these panels to remain blank imposes a significant hardship. The inability to utilize these panels for branding limits visibility and identification for the business, reducing its ability to attract customers and remain competitive. This hardship is tied to the building's existing design and not the general condition of the district.

(c): No Public Detriment / Zoning Intent Maintained

The proposed logo will be modest in size, proportionate to the panel, and consistent with the building's design. It will not increase visual clutter, obstruct public ways, or negatively impact neighboring properties. The signage respects the intent of the ordinance by maintaining the district's character and streetscape harmony.