

FACTORS APPLICABLE TO SIGN VARIANCES ("PRACTICAL DIFFICULTY")

The applicant shall show by a preponderance of the evidence that the variance is justified, as determined by the Board. The Board shall weigh the following factors to determine whether a practical difficulty exists and a sign variance should be granted:

A. Construction of a conforming sign would obstruct the vision of motorists or otherwise endanger public health or safety;

B. A conforming sign would be blocked from the sight of passing motorists due to existing buildings, trees or other obstructions;

C. Construction of a conforming sign would require removal or severe alteration to significant features on the site, such as removal of trees, alteration of the natural topography, obstruction of a natural drainage course, or alteration or demolition of significant historical features or site amenities;

D. A sign that exceeds the allowable height or area standards of this Ordinance would be more appropriate in scale because of the large size or frontage of the premises or building;

E. The exception shall not adversely impact the character or appearance of the building or lot or the neighborhood;

F. The variance sought is the minimum necessary to allow reasonable use, visibility, or readability of the sign; and/or

G. The variance will be consistent with the general spirit and intent of this Ordinance.
