

# Variance Justification Form

**Variations Requested - State variance(s) requested specifically in detail. Please attach separate sheet(s) as necessary.**

Variance is requested to increase the sign surface area from 225 square feet to 272 square feet.

**Required Findings-** Answer each of the following questions "YES" or "NO" and then explain your answer in detail. Questions 1 & 2 must be answered "YES" and 3 & 4 "NO" to justify granting of a variance. Attach written details if insufficient space is provided on this form. Economic hardship is not an allowable justification for a variance.

1. Will the strict application of the provisions of the Zoning Code result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the Zoning Code? (In other words, explain why it would be difficult to comply with the development standards) Explain in detail.

Yes, the development standard will not allow us to compensate for the 150 foot separation from the freeway rights-of-way. If there wasn't this type of offset, the allowable square footage would be acceptable. The farther the freeway sign is to the viewer, the harder it is to read. The only way to correct this hardship is to make it easier to read.

2. Are there special circumstances or conditions applicable to your property or to the intended use or development of your property that do not apply generally to other property in the vicinity and under the identical zoning classification? (In other words, explain what special circumstances this specific property has that would justify the deviation from the development standards) Explain in detail.

Yes, there are very few freeway properties that have very large offsets and extremely long frontage. Not allowing this size increase would only look out of proportion, as does our current freeway sign. Allowing this size increase will give the same appearance to the viewer as similar properties along the freeway.

3. Will the granting of such variance prove materially detrimental to the public welfare or injurious to the property or improvements in the zone or neighborhood in which your property is located? (In other words, explain how approving such deviations from the standards will not impact the public). Explain in detail.

No, by allowing the size increase, it will make the sign proportional to the property's current look. Therefore, granting approval of the variance will have a positive effect for our business and the surrounding area.

4. Will the granting of such variance be contrary to the objectives of any part of the General Plan? (In other words, explain how the requested variance is in compliance with the goals, policies and objectives of the General Plan 2025? Explain in detail.

No, our proposed sign increase seeks to update, and make equitable, the goals, policies and objectives of the General Plan. Not all specific property conditions can be foreseen when writing a General Plan.

# Variance Justification Form

**Variations Requested - State variance(s) requested specifically in detail. Please attach separate sheet(s) as necessary.**

Variance is requested to allow a changeable copy sign on a property with less than 10 acres.

**Required Findings-** Answer each of the following questions "YES" or "NO" and then explain your answer in detail. Questions 1 & 2 must be answered "YES" and 3 & 4 "NO" to justify granting of a variance. Attach written details if insufficient space is provided on this form. Economic hardship is not an allowable justification for a variance.

1. Will the strict application of the provisions of the Zoning Code result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the Zoning Code? (In other words, explain why it would be difficult to comply with the development standards) Explain in detail.

Yes, the development standard will not allow a new, changeable copy pylon sign along Interstate 91 because the property is less than 10 acres. A new, changeable copy sign is necessary for the success of our business. The majority of auto and recreational dealerships in Southern California have changeable copy freeway sign.

2. Are there special circumstances or conditions applicable to your property or to the intended use or development of your property that do not apply generally to other property in the vicinity and under the identical zoning classification? (In other words, explain what special circumstances this specific property has that would justify the deviation from the development standards) Explain in detail.

Yes, our ability to be competitive has been greatly affected. Similar properties in the area are able to communicate using changeable copy signs and are therefore are much more successful than ours. The recreational vehicle market requires this type of medium to reach those potential customers passing by their dealership. There is no other effective way to reach this audience, without this freeway sign we will continue to lose our market share.

3. Will the granting of such variance prove materially detrimental to the public welfare or injurious to the property or improvements in the zone or neighborhood in which your property is located? (In other words, explain how approving such deviations from the standards will not impact the public). Explain in detail.

No, the property is best suited for this type of sign. The property has freeway frontage over 1,247 feet. There are like changeable copy signs that utilize equivalent freeway frontage within the area (Riverside Auto Center and Castle Park). There will be no impact.

4. Will the granting of such variance be contrary to the objectives of any part of the General Plan? (In other words, explain how the requested variance is in compliance with the goals, policies and objectives of the General Plan 2025? Explain in detail.

No, our proposed sign will only reinforce the objectives of the General Plan. Our business and community can be so much more successful, if allowed.

# Variance Justification Form

**Variations Requested - State variance(s) requested specifically in detail. Please attach separate sheet(s) as necessary.**

Variance is requested to allow a freeway orientated sign on a property with less than 9 acres.

**Required Findings-** Answer each of the following questions "YES" or "NO" and then explain your answer in detail. Questions 1 & 2 must be answered "YES" and 3 & 4 "NO" to justify granting of a variance. Attach written details if insufficient space is provided on this form. Economic hardship is not an allowable justification for a variance.

1. Will the strict application of the provisions of the Zoning Code result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the Zoning Code? (In other words, explain why it would be difficult to comply with the development standards) Explain in detail.

Yes, the development standard will not allow a new pylon sign along Interstate 91, because the property is less than 9 acres. The property currently has an approved early 1970's freeway sign. We are looking for permission to update, remodel and relocate our current freeway sign.

2. Are there special circumstances or conditions applicable to your property or to the intended use or development of your property that do not apply generally to other property in the vicinity and under the identical zoning classification? (In other words, explain what special circumstances this specific property has that would justify the deviation from the development standards) Explain in detail.

Yes, our existing freeway sign has been serving this property for over 45 years. Without this freeway sign, we would not be able to reach our potential customers. The property would look more like a giant rv storage lot.

3. Will the granting of such variance prove materially detrimental to the public welfare or injurious to the property or improvements in the zone or neighborhood in which your property is located? (In other words, explain how approving such deviations from the standards will not impact the public). Explain in detail.

No, the property has enjoyed this existing sign for many years. Granting this variance will only have a positive effect by increasing revenue and allowing us to remain competitive with other like businesses in the area.

4. Will the granting of such variance be contrary to the objectives of any part of the General Plan? (In other words, explain how the requested variance is in compliance with the goals, policies and objectives of the General Plan 2025? Explain in detail.

No, our proposed sign will only reinforce the objectives of the General Plan. Our business and community will be enhanced by granting us approval.