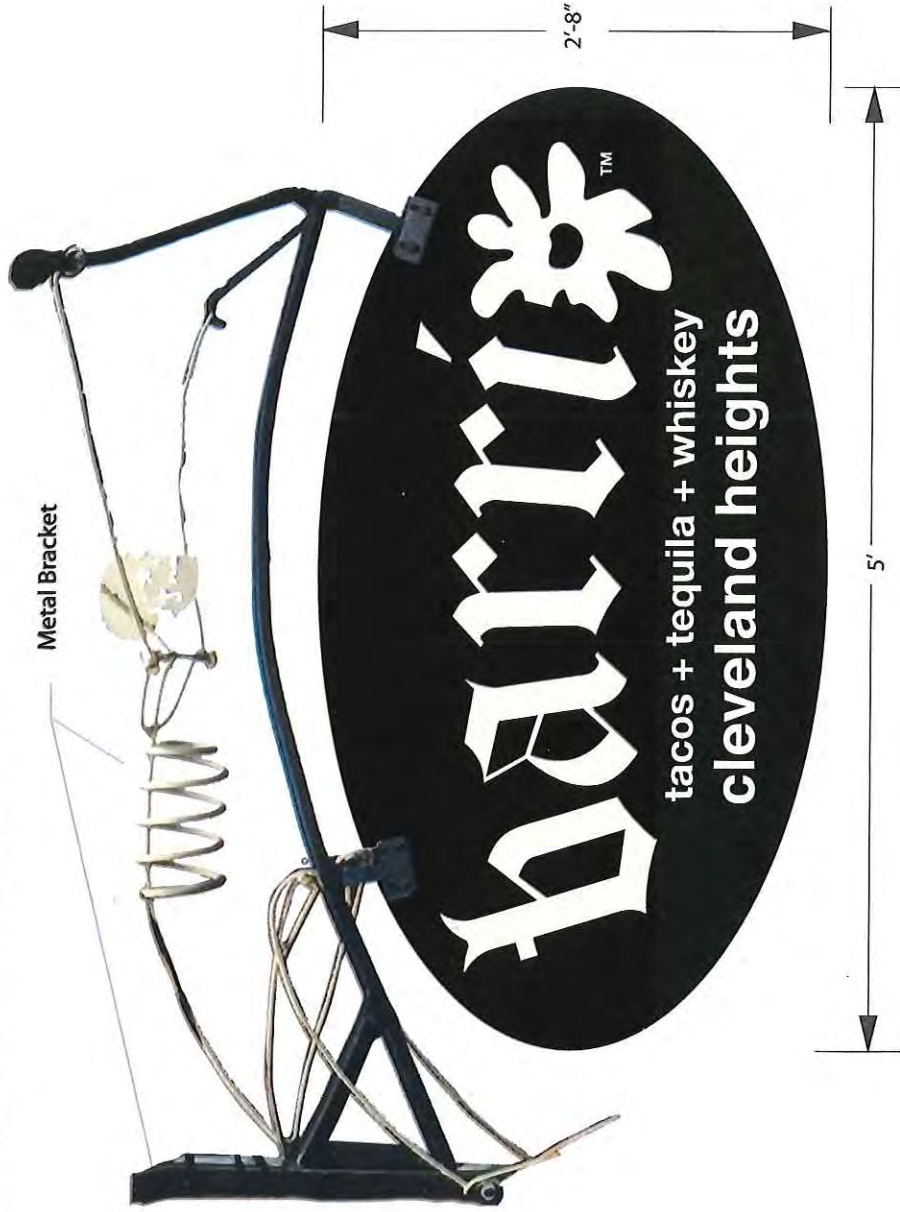


Proposed Sign for Barrio / Cleveland Heights
 2466 Fairmount Blvd, Cleveland Heights, OH 44106

Metal Bracket

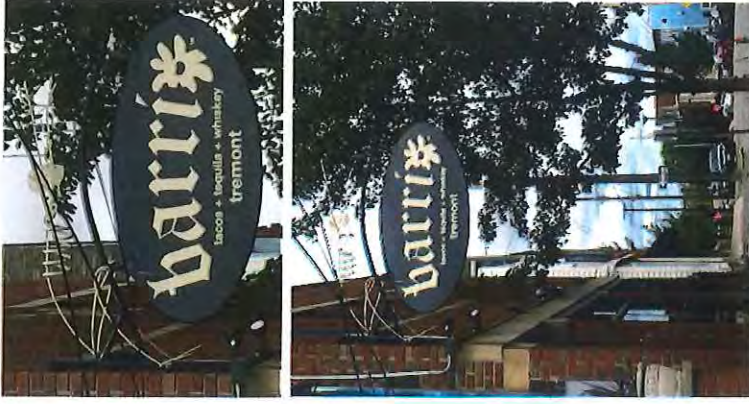


Painted Wood Sign

- Colors: Black and Off White (PMS 7500)
- Dimensions: 60" x 32" (oval)
- Size including metal bracket: 66" x 50"

Overall Storefront Width: 53' 4"
 Height from Sidewalk Grade to Bottom of Sign: 10'
 Sign Protrudes 70" from Building

Tremont Location
 (similar sign)



Cleveland Heights
 (rendering)





STATEMENT OF PRACTICAL DIFFICULTY

We are requesting a variance to zoning code 1163.07(b)(3), which states that a sign cannot protrude more than 4' from the wall of the building. The proposed Barrio sign matches the size and look of our other three Barrio locations. It is also the same size, and has a similar protrusion to "The Fairmount" sign, which is a neighboring business. For visibility purposes and consistency between locations, we would like to move forward with a 5' wide sign that will protrude a total of 5'-6" once installed.

- A. Whether special conditions and circumstances exist which are peculiar to the land or structure involved and which are not applicable generally to other lands or structures in the same Zoning District; examples of such special conditions or circumstances are: exceptional irregularity, narrowness, shallowness or steepness of the lot, or adjacency to nonconforming and inharmonious uses, structures or conditions; **The perpendicular sign acts as a way-finding mechanism for pedestrians who are walking along the sidewalk. The storefront is on a slope, and the sign is not as visible to pedestrians who are standing at a lower grade. It is also partially blocked by an existing awning. This variance will help make the sign more visible.**
- B. Whether the property in question will yield a reasonable return or whether there can be any beneficial use of the property without the variance; **Without the variance, the sign will not be as visible to pedestrians and vehicles passing by the location.**
- C. Whether the variance is substantial and is the minimum necessary to make possible the reasonable use of the land or structures; **The proposed sign and variance will make the sign sufficiently visible while fitting into the existing surroundings.**
- D. Whether the essential character of the neighborhood would be substantially altered or whether adjoining properties would suffer substantial detriment as a result of the variance; **The proposed sign is the same size and general format as "The Fairmount" sign that is located a few doors down the street. It will not block or distract from the neighboring businesses' signage.**
- E. Whether the variance would adversely affect the delivery of governmental services such as water, sewer, trash pickup; **The variance will not affect the delivery of governmental services.**
- F. Whether the property owner purchased the property with knowledge of the zoning restrictions; **The owner of the property is aware of the zoning restrictions.**
- G. Whether special conditions or circumstances exist as a result of actions of the owner; **NA**
- H. Whether the property owner's predicament feasibly can be obviated through some method other than a variance; **Reducing the size of the sign will reduce visibility. Awnings may also block the sign.**
- I. Whether the spirit and intent behind the zoning requirement would be observed and substantial justice done by granting a variance; and **The sign meets all other requirements.**
- J. Whether the granting of the variance requested will confer on the applicant any special privilege that is denied by this regulation to other lands, structures or buildings in the same district. **The proposed sign is the same size and general format as "The Fairmount" sign that is located a few doors down the street.**