

## STATEMENT OF REASON FOR APPEAL

The Marshall is the name of the new mixed-use development located at 1313 5<sup>th</sup> Street Southeast. The property owner has applied for variances to allow a sign identifying the building and residential component of the project. Variances are required to allow the sign to be placed above the height limit for signs in the C2 zoning district, to be located on a non-primary building wall, and to allocate sign area for a non-primary building wall.

Notwithstanding the recommendation of Planning staff to approve all three variances, the Zoning Board of Adjustment denied the requested variances based on a finding that the applicant had not shown unique circumstances not created by the applicant that caused practical difficulties in complying with the sign ordinances. This appeal is being filed in order to discuss with the City Council how the proposed sign does comply with the findings required to grant the requested variances and to address concerns and misperceptions raised during the hearing regarding how the sign will be lit.