

**ALTERNATIVE SIGN PLAN
SUPPLEMENTAL APPLICATION**

In lieu of a Master Sign Plan, an Alternative Sign Plan may be used to demonstrate the intent of **Article 8.A.1.A** can be more effectively met, in whole or in part. The Alternative Sign Plan shall be submitted in accordance with **Article 8.E.4.D.**

ALTERNATIVE PLAN INFORMATION

For submittal requirement and approval process see Article 8.E.4.D.

1. **Project Information:**
This information is to act as a historical record for the project, as well as those circumstances, which resulted in the submittal of an Alternative Sign Plan.
2. **Specific Code Reference(s):**
This information should be clearly noted on the plan. All applicable notes and graphics should be shown on the plan to clearly indicate the proposed modifications/deviations from specific code sections.
3. **Proposed Alternative(s):**
This assessment is to justify approval of the deviation from the literal interpretation of the code provisions. The applicant must clearly justify how the modification will satisfy the general intent of the code provision, which is to be altered. It is important all supportive information provided is self-explanatory for the Zoning Director to interpret the intent of an alternative design.
4. **Staff Recommendations:**
The Zoning Director or designee will review the proposal and recommend approval, approval with conditions or denial. The final Alternative Sign Plan will be submitted to the DRO Zoning Review.

**ALTERNATIVE SIGN PLAN
JUSTIFICATION**

INTENT: To give favorable consideration to a sign design that exceeds the minimum code requirements while recognizing uniqueness related to: use, location, natural land feature, and preserve an existing historical sign, etc.

To be completed by Applicant (attach separate sheet, if necessary):
Note: This form will be attached as a sticky back to the Final Alternative Sign Plan.

1.	Background Information:
2.	Specific Code Reference(s):
3.	Alternative Factor(s): _____ Required: _____ Proposed: _____ Alternative Factor: _____