

Narrative

Gem Liquor Store

1737 Atlantic Avenue

The Applicant is the owner of Gem Liquor Store which contains a liquor store together with storage and vacant third floor. The Applicant is applying for signage variances to maintain the awning which would be classified as three (3) separate awnings – one along Atlantic Avenue, one on the corner of Atlantic and Indiana Avenues, and one along the Indiana Avenue. The Applicant is also seeking "C" variance relief to maintain the Bud Light Signage along the Atlantic Avenue Frontage – it is a sign where you cannot look in, but you can look out. That sign covers up the office complex for the owner. It is his preference that he does not want people looking into his office and see the day-to-day operations. The Applicant is also seeking to maintain a Coors Light sign along the Indiana frontage.

The purpose of these signs are to provide the public with the knowledge that the property is still open for business at ground level or eye level. The awnings provide the public who are driving up and down the street that there is a liquor store on that corner.

The Applicant is not making any structure changes to the building and the Applicant has no parking on site and would seek a waiver from same. The Applicant also has a portion of his building which is evidence in the pictures painted. That was done by one of the City of Atlantic City agencies and we would ask for a waiver that does not constitute appropriate signage.

Date: \_\_\_\_\_

9/22/2021

Brian J. Callaghan

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