



# COMMUNITY DEVELOPMENT DEPARTMENT

45175 Ten Mile Road  
Novi, MI 48375  
(248) 347-0415 Phone  
(248) 735-5600 Facsimile  
[www.cityofnovi.org](http://www.cityofnovi.org)

## ZONING BOARD OF APPEALS STAFF REPORT

**FOR:** City of Novi Zoning Board of Appeals

**ZONING BOARD APPEALS DATE:** October 8, 2019

**REGARDING:** 43530 West Oaks Dr B104, Parcel # 50-22-15-200-059 (PZ19-0039)

**BY:** Larry Butler, Deputy Director Community Development

### I. GENERAL INFORMATION:

**Applicant**

ID Associates, Inc. / Scrubs & Beyond

**Variance Type**

Sign

**Property Characteristics**

|                  |                                                 |
|------------------|-------------------------------------------------|
| Zoning District: | Regional Center                                 |
| Location:        | West of Novi Road and South of Twelve Mile Road |
| Parcel #:        | 50-22-15-200-059                                |

**Request**

The applicant is requesting variances from the City of Novi Code of Ordinances Section 28-5(b)(1)a. for a variance of 16.7 square feet for a proposed 66.70 square foot wall sign, 50 square feet allowed by code. This property is zoned Regional Center (RC).

### II. STAFF COMMENTS:

### III. RECOMMENDATION:

The Zoning Board of Appeals may take one of the following actions:

1. I move that we **grant** the variance in Case No. **PZ19-0039**, sought by \_\_\_\_\_, for \_\_\_\_\_ because Petitioner has shown practical difficulty requiring \_\_\_\_\_.
  - (a) Without the variance Petitioner will be unreasonably prevented or limited with respect to use of the property because\_\_\_\_\_.
  - (b) The property is unique because\_\_\_\_\_.
  - (c) Petitioner did not create the condition because\_\_\_\_\_.

(d) The relief granted will not unreasonably interfere with adjacent or surrounding properties because \_\_\_\_\_  
\_\_\_\_\_.

(e) The relief if consistent with the spirit and intent of the ordinance because \_\_\_\_\_  
\_\_\_\_\_.

(f) The variance granted is subject to:

1. \_\_\_\_\_.

2. \_\_\_\_\_.

3. \_\_\_\_\_.

4. \_\_\_\_\_.

2. I move that we **deny** the variance in Case No. **PZ19-0039**, sought by \_\_\_\_\_,  
for \_\_\_\_\_ because Petitioner has not shown  
practical difficulty requiring \_\_\_\_\_.

(a) The circumstances and features of the property including \_\_\_\_\_ are not unique because they exist generally throughout the City.

(b) The circumstances and features of the property relating to the variance request are self-created because \_\_\_\_\_  
\_\_\_\_\_.

(c) The failure to grant relief will result in mere inconvenience or inability to attain higher economic or financial return based on Petitioners statements that \_\_\_\_\_.

(d) The variance would result in interference with the adjacent and surrounding properties by \_\_\_\_\_.

(e) Granting the variance would be inconsistent with the spirit and intent of the ordinance to \_\_\_\_\_  
\_\_\_\_\_.

Should you have any further questions with regards to the matter please feel free to contact me at (248) 347-0417.

Larry Butler  
Deputy Director Community Development  
City of Novi



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## ZONING BOARD OF APPEALS APPLICATION

**APPLICATION MUST BE FILLED OUT COMPLETELY**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-------------------|
| <b>I. PROPERTY INFORMATION (Address of subject ZBA Case)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                                                        |                                                                                                                                                                                                                                                                                                   | Application Fee: _____          |                   |
| PROJECT NAME / SUBDIVISION<br>Scrubs & beyond                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |                                                        |                                                                                                                                                                                                                                                                                                   | Meeting Date: _____             |                   |
| ADDRESS<br>45530 W Oaks Dr                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  | LOT/SIUTE/SPACE #                                      |                                                                                                                                                                                                                                                                                                   | ZBA Case #: PZ _____            |                   |
| SIDWELL #<br>50-22-_____                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  | May be obtain from Assessing Department (248) 347-0485 |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| CROSS ROADS OF PROPERTY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| IS THE PROPERTY WITHIN A HOMEOWNER'S ASSOCIATION JURISDICTION?<br><input type="checkbox"/> YES <input checked="" type="checkbox"/> NO                                                                                                                                                                                                                                                                                                                                                                                      |  |                                                        | REQUEST IS FOR:<br><input type="checkbox"/> RESIDENTIAL <input type="checkbox"/> COMMERCIAL <input type="checkbox"/> VACANT PROPERTY <input checked="" type="checkbox"/> SIGNAGE                                                                                                                  |                                 |                   |
| DOES YOUR APPEAL RESULT FROM A NOTICE OF VIOLATION OR CITATION ISSUED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO                                                                                                                                                                                                                                                                                                                                                                                 |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| <b>II. APPLICANT INFORMATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| <b>A. APPLICANT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  | EMAIL ADDRESS<br>ccrawford@idassociatesinc.com         |                                                                                                                                                                                                                                                                                                   | CELL PHONE NO.                  |                   |
| NAME<br>Cynthia Crawford                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                                                        |                                                                                                                                                                                                                                                                                                   | TELEPHONE NO.<br>(334) 836-1751 |                   |
| ORGANIZATION/COMPANY<br>ID Associates, Inc                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                                                        |                                                                                                                                                                                                                                                                                                   | FAX NO.                         |                   |
| ADDRESS<br>1771 Industrial Rd                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  | CITY<br>Dothan                                         |                                                                                                                                                                                                                                                                                                   | STATE<br>AL                     | ZIP CODE<br>36303 |
| <b>B. PROPERTY OWNER</b> <input type="checkbox"/> CHECK HERE IF APPLICANT IS ALSO THE PROPERTY OWNER                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| Identify the person or organization that owns the subject property:                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  | EMAIL ADDRESS<br>eseelig@rptrealty.com                 |                                                                                                                                                                                                                                                                                                   | CELL PHONE NO.<br>248 640 2157  |                   |
| NAME<br>Erin Seelig - Tenant Coordinator @ RPT                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                                                        |                                                                                                                                                                                                                                                                                                   | TELEPHONE NO.<br>248 592 6232   |                   |
| ORGANIZATION/COMPANY<br>Ramco West Oaks II, LLC C/O RPT Realty, Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                                                        |                                                                                                                                                                                                                                                                                                   | FAX NO.                         |                   |
| ADDRESS<br>20750 Civic Center Dr. Suite 310                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | CITY<br>Southfield                                     |                                                                                                                                                                                                                                                                                                   | STATE<br>MI                     | ZIP CODE<br>48076 |
| <b>III. ZONING INFORMATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| <b>A. ZONING DISTRICT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| <input type="checkbox"/> R-A <input type="checkbox"/> R-1 <input type="checkbox"/> R-2 <input type="checkbox"/> R-3 <input type="checkbox"/> R-4 <input type="checkbox"/> RM-1 <input type="checkbox"/> RM-2 <input type="checkbox"/> MH<br><input type="checkbox"/> I-1 <input type="checkbox"/> I-2 <input checked="" type="checkbox"/> RC <input type="checkbox"/> TC <input type="checkbox"/> TC-1 <input type="checkbox"/> OTHER _____                                                                                |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| <b>B. VARIANCE REQUESTED</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| 1. Section <u>28-5 (A &amp; B)</u> Variance requested <u>additional square foot area for wall sign</u>                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| 2. Section _____ Variance requested _____                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| 3. Section _____ Variance requested _____                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| 4. Section _____ Variance requested _____                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| <b>IV. FEES AND DRAWINGS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| <b>A. FEES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| <input type="checkbox"/> Single Family Residential (Existing) \$200 <input type="checkbox"/> (With Violation) \$250 <input type="checkbox"/> Single Family Residential (New) \$250<br><input type="checkbox"/> Multiple/Commercial/Industrial \$300 <input type="checkbox"/> (With Violation) \$400 <input checked="" type="checkbox"/> Signs \$300 <input type="checkbox"/> (With Violation) \$400<br><input type="checkbox"/> House Moves \$300 <input type="checkbox"/> Special Meetings (At discretion of Board) \$600 |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| <b>B. DRAWINGS 1-COPY &amp; 1 DIGITAL COPY SUBMITTED AS A PDF</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                                                        |                                                                                                                                                                                                                                                                                                   |                                 |                   |
| <ul style="list-style-type: none"> <li>• Dimensioned Drawings and Plans</li> <li>• Site/Plot Plan</li> <li>• Existing or proposed buildings or addition on the property</li> <li>• Number &amp; location of all on-site parking, if applicable</li> </ul>                                                                                                                                                                                                                                                                  |  |                                                        | <ul style="list-style-type: none"> <li>• Existing &amp; proposed distance to adjacent property lines</li> <li>• Location of existing &amp; proposed signs, if applicable</li> <li>• Floor plans &amp; elevations</li> <li>• Any other information relevant to the Variance application</li> </ul> |                                 |                   |



# ZONING BOARD OF APPEALS APPLICATION

## V. VARIANCE

### A. VARIANCE (S) REQUESTED

DIMENSIONAL    USE    SIGN

There is a five-(5) hold period before work/action can be taken on variance approvals.

### B. SIGN CASES (ONLY)

Your signature on this application indicates that you agree to install a **Mock-Up Sign ten-(10) days** before the schedule ZBA meeting. Failure to install a mock-up sign may result in your case not being heard by the Board, postponed to the next schedule ZBA meeting, or cancelled. A mock-up sign is **NOT** to be actual sign. Upon approval, the mock-up sign must be removed within five-(5) days of the meeting. If the case is denied, the applicant is responsible for all costs involved in the removal of the mock-up or actual sign (if erected under violation) within five-(5) days of the meeting.

### C. ORDINANCE

#### City of Novi Ordinance, Section 3107 – Miscellaneous

No order of the Board permitting the erection of a building shall be valid for a period longer than one-(1) year, unless a building permit for such erection or alteration is obtained within such period and such erection or alteration is started and proceeds to completion in accordance with the terms of such permit.

No order of the Board permitting a use of a building or premises shall be valid for a period longer than one-hundred and eighty-(180) days unless such use is establish within such a period; provided, however, where such use permitted is dependent upon the erection or alteration or a building such order shall continue in force and effect if a building permit for such erection or alteration is obtained within one-(1) year and such erection or alteration is started and proceeds to completion in accordance with the terms of such permit.

### D. APPEAL THE DETERMINATION OF THE BUILDING OFFICIAL

PLEASE TAKE NOTICE:

The undersigned hereby appeals the determination of the Building Official / Inspector or Ordinance made

CONSTRUCT NEW HOME/BUILDING    ADDITION TO EXISTING HOME/BUILDING    SIGNAGE

ACCESSORY BUILDING    USE    OTHER \_\_\_\_\_

## VI. APPLICANT & PROPERTY SIGNATURES

### A. APPLICANT

*A. Crawford*

Applicant Signature

8/29/19

Date

### B. PROPERTY OWNER

**If the applicant is not the owner, the property owner must read and sign below:**

The undersigned affirms and acknowledges that he, she or they are the owner(s) of the property described in this application, and is/are aware of the contents of this application and related enclosures.

*Raymond Merk*  
Property Owner Signature

Raymond Merk - Chief Accounting Officer

8/30/19

Date

## VII. FOR OFFICIAL USE ONLY

### DECISION ON APPEAL:

GRANTED

DENIED

The Building Inspector is hereby directed to issue a permit to the Applicant upon the following and conditions:

\_\_\_\_\_  
Chairperson, Zoning Board of Appeals

\_\_\_\_\_  
Date





**Community Development Department**

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**REVIEW STANDARDS  
SIGN VARIANCE**

The Zoning Board of Appeals (ZBA) will review the application package and determine if the proposed Sign Variance meets the required standards for approval. In the space below, and on additional paper if necessary, explain how the proposed project meets each of the following standards. (Increased costs associated with complying with the Zoning Ordinance will not be considered a basis for granting a Sign Variance.)

**Standard #1. Extraordinary Circumstances or Conditions.**

Explain how the circumstances or physical conditions applying to the property that do not apply generally to other properties in the same Zone District or in the general vicinity. Circumstances or physical conditions may include:

- a. **Shape of Lot.** A sign could not be placed in the location required by the Zoning Ordinance due to the shape, topography or other physical conditions of the lot or due to the location of an existing structure.

Not Applicable       Applicable      If applicable, describe below:

*and/or*

- b. **Environmental Conditions.** A sign could not be placed in the location required by the Zoning Ordinance without removing or severely altering natural features, such as trees, topography, drainage courses or encroaching upon stormwater facilities.

Not Applicable       Applicable      If applicable, describe below:

*and/or*

- c. **Abutting Property.** A sign could not be reasonably seen by passing motorists due to the configuration of existing buildings, trees, signs or other obstructions on an abutting property.

Not Applicable       Applicable      If applicable, describe below:

Scrubs & beyond requests exception to wall sign allowance, due to client's space in the back corner of large L-shaped center, the building in front on out parcels, and foliage lining the perimeter of center.

d. **Scale of Building or Lot Frontage.** A sign that exceeds permitted dimensions for area and/or height could be considered appropriate in scale due to the length of the building frontage (wall sign only) or length of the lot frontage (ground sign only).

Not Applicable       Applicable

If applicable, describe below:

e. **Not Self-Created.** Describe the immediate practical difficulty causing the need for the Variance was not created by the applicant or any person having an interest in the sign, sign structure, or property.

Not Applicable       Applicable

If applicable, describe below:

Due to tenant space being approx. 1200 ft from Novi Rd. and being tucked into corner of L-shaped center. Also further hindered by out parcel buildings and foliage lining the perimeter of center.

## Standard #2. Limit Use of Property.

Explain how the failure to grant relief will unreasonably prevent or limit the use of the property and will result in substantially more than mere inconvenience or inability to attain a higher economic or financial return.

Without grant of additional sign square footage allowance, the tenant's visibility will be greatly impacted and affect potential customers ease of locating the client's space. This will impact the client's revenue.

## Standard #3. Adverse Impact on Surrounding Area.

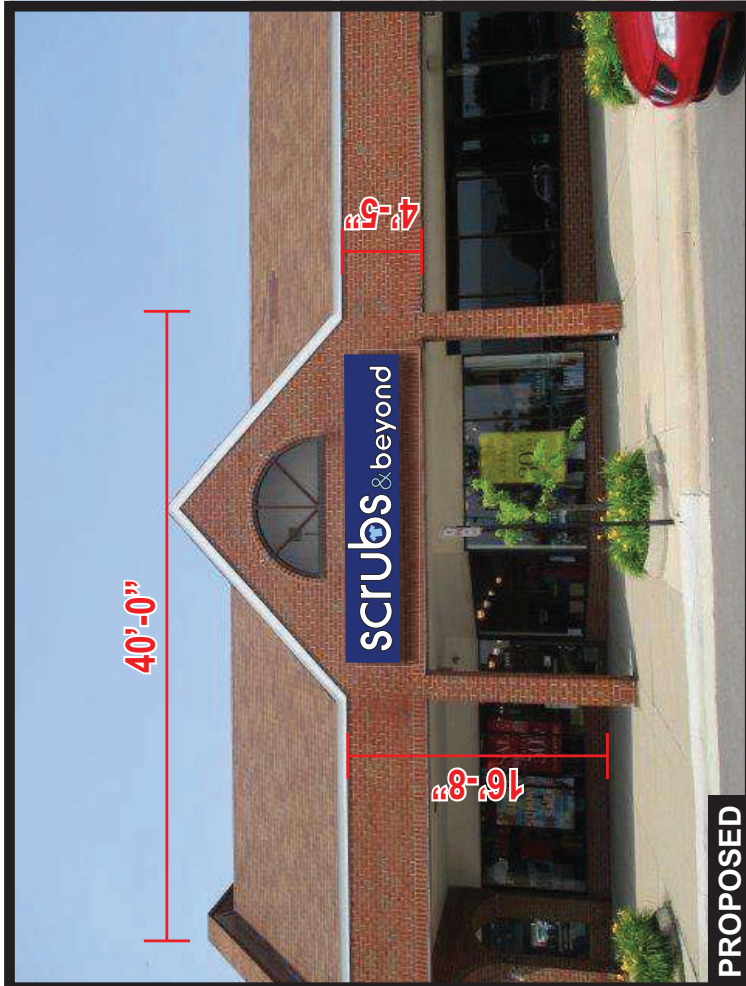
Explain how the Sign Variance will not result in a use or structure that is incompatible with or unreasonably interferes with adjacent or surrounding properties, will result in substantial justice being done to both the applicant and adjacent or surrounding properties, and is not inconsistent with the spirit and intent of this chapter.

The proposed signage is similar to existing tenant signage through out the center. The proposed will not alter the essential character of the center or neighboring area.

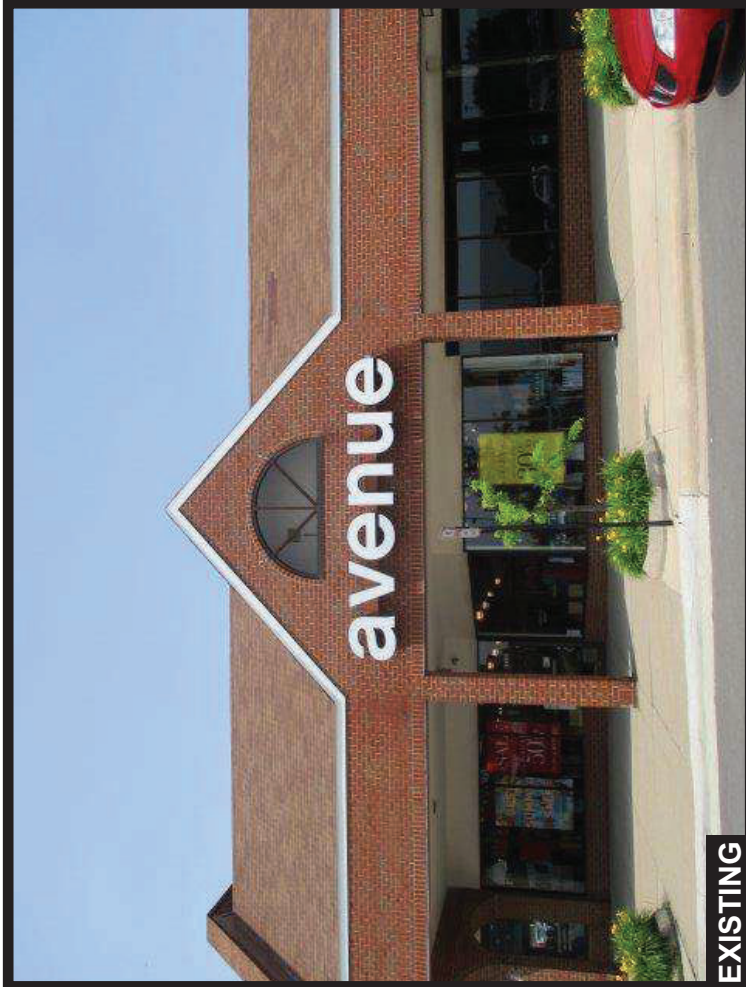






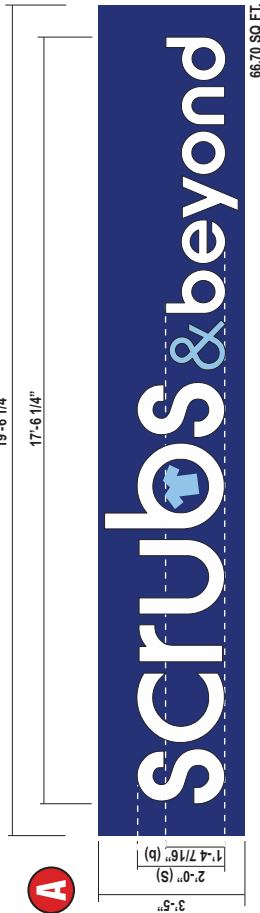


**PROPOSED**



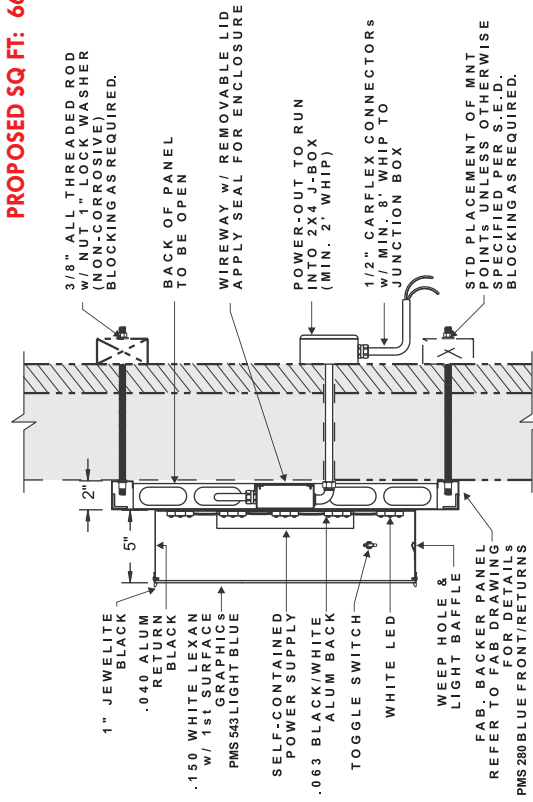
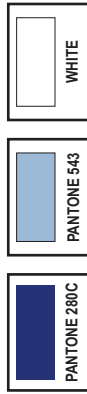
**EXISTING**

**ALLOWED SQ FT: 50**  
**PROPOSED SQ FT: 66.70**



**INTERNALLY ILLUMINATED CHANNEL LETTERS ON A BACKGROUND**

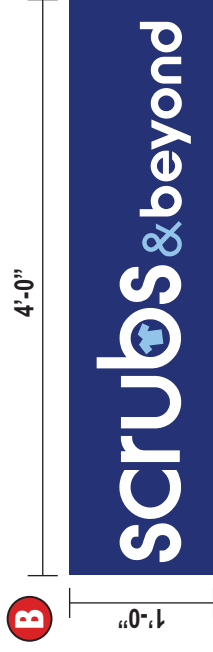
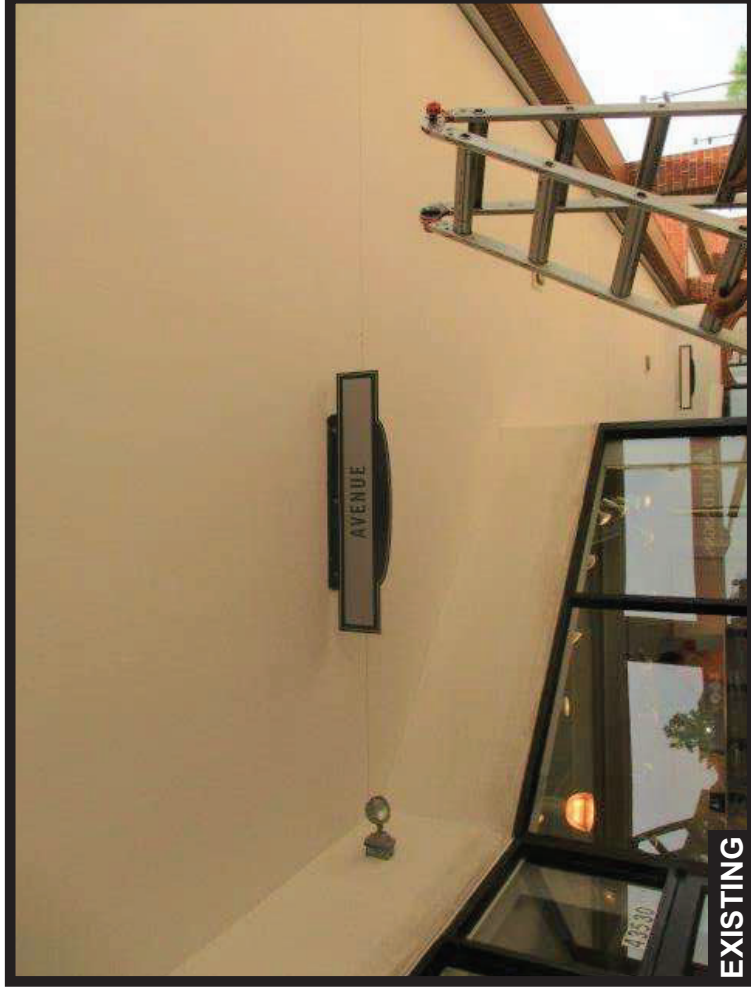
- CHANNEL LETTERS ILLUMINATED WITH WHITE LEDS
- MOUNTED ON A 2" DEEP BACKGROUND PAINTED TO MATCH PANTONE 280C



**THIS DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. DUE TO CONSTRUCTION CONSTRAINTS, SIZES AND OR LAYOUTS MAY CHANGE SLIGHTLY.**

|                                                                                                                                                                                               |                                                              |                              |                                     |                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|------------------------------|-------------------------------------|----------------------------------------|
| <p><b>ID ASSOCIATES</b><br/>BRINGING THE WORLD'S BRANDS TO LIFE<br/>1771 INDUSTRIAL ROAD - DOTHAN, ALABAMA - 36303<br/>PH (888) 309-5534 - FAX (334) 836-1401<br/>www.idassociatesinc.com</p> | <p>CLIENT: <b>SCRUBS &amp; BEYOND</b></p>                    | <p>DATE: <b>07/22/19</b></p> | <p>DATE: <b>R1 08/12/19 MKB</b></p> | <p>REV. 1</p>                          |
|                                                                                                                                                                                               | <p>LOCATION: <b>NOVI, MI</b></p>                             | <p>DRAWN BY: <b>MKB</b></p>  | <p>REV. 2</p>                       | <p>REV. 2</p>                          |
|                                                                                                                                                                                               | <p>ACCOUNT REP: <b>C. CRAWFORD</b></p>                       | <p>REV. 3</p>                | <p>REV. 3</p>                       | <p>EXHIBIT APPROVED BY:</p>            |
|                                                                                                                                                                                               | <p>DRAWING NO: <b>S&amp;B_MI_NOVI-SIGN EXHIBIT-OPT 1</b></p> | <p>REV. 4</p>                | <p>REV. 4</p>                       | <p> Underwriters Laboratories Inc.</p> |





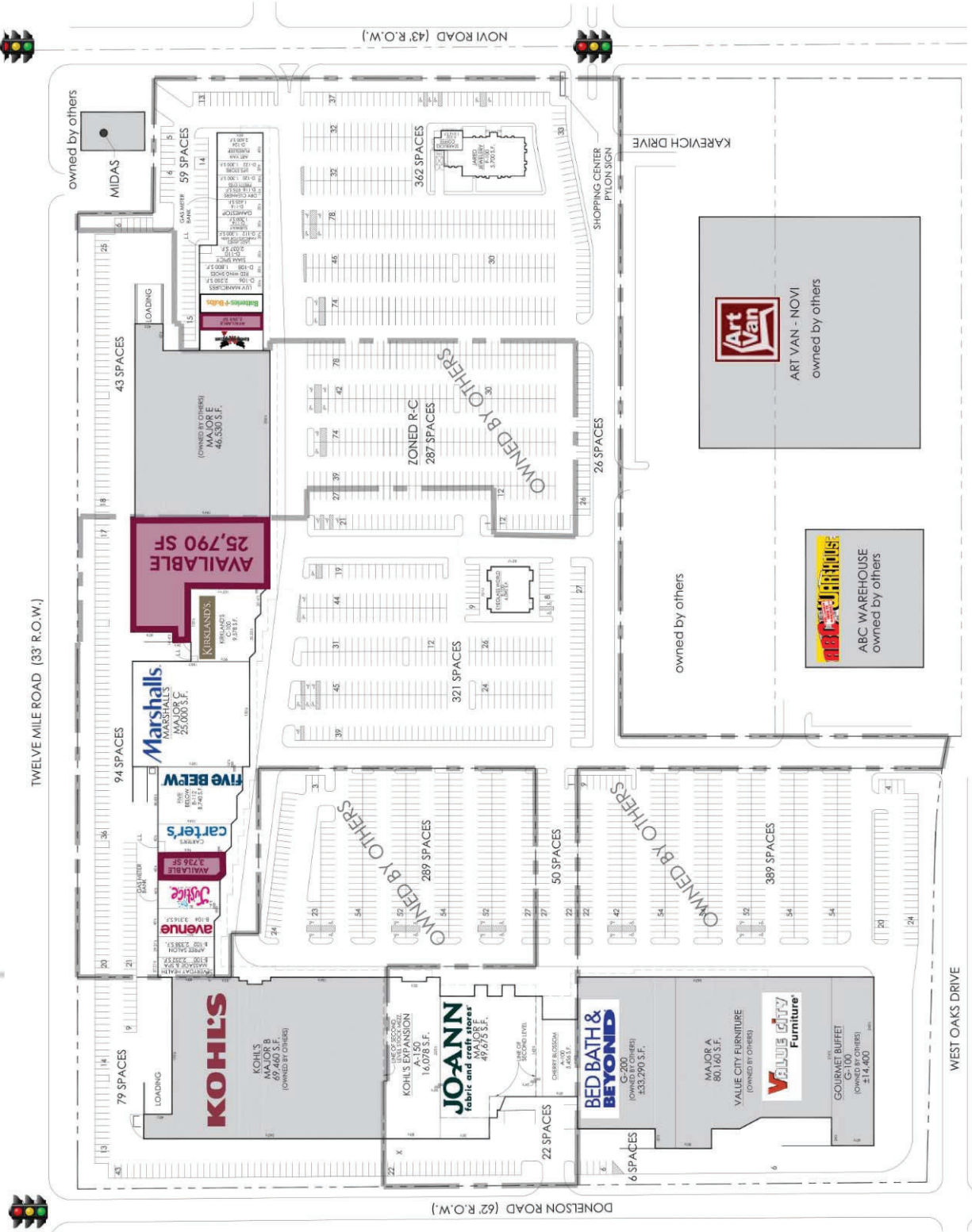
**BLADE SIGN**  
**(2) FLAT LEXAN FACES WITH VINYL GRAPHICS FIRST SURFACE**

|              |             |       |
|--------------|-------------|-------|
|              |             |       |
| PANTONE 280C | PANTONE 543 | WHITE |

|                                                                                                                                                                                                                                                |             |                                |      |          |          |     |      |          |        |     |      |          |        |     |      |          |        |     |      |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------------------|------|----------|----------|-----|------|----------|--------|-----|------|----------|--------|-----|------|----------|--------|-----|------|----------|
| <b>ID ASSOCIATES</b><br><small>BRINGING THE WORLD'S BRANDS TO LIFE</small><br>1771 INDUSTRIAL ROAD - DOTHAN, ALABAMA - 36303<br>PH (888) 303-5534 - FAX (334) 836-1401<br><a href="http://www.idassociatesinc.com">www.idassociatesinc.com</a> | CLIENT      | SCRUBS & BEYOND                | DATE | 07/22/19 | DESIGNER | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 |
|                                                                                                                                                                                                                                                | LOCATION    | NOVI, MI                       | DATE | 07/22/19 | DESIGNER | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 |
|                                                                                                                                                                                                                                                | ACCOUNT REP | C. CRAWFORD                    | DATE | 07/22/19 | DESIGNER | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 |
|                                                                                                                                                                                                                                                | DESIGNER    | S&B_MI_NOVI-SIGN EXHIBIT-OPT 1 | DATE | 07/22/19 | DESIGNER | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 |
|                                                                                                                                                                                                                                                | PROJECT     | SCRUBS & BEYOND                | DATE | 07/22/19 | DESIGNER | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 | CLIENT | MKB | DATE | 08/12/19 |
|                                                                                                                                                                                                                                                |             |                                |      |          |          |     |      |          |        |     |      |          |        |     |      |          |        |     |      |          |

**THIS DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. DUE TO CONSTRUCTION CONSTRAINTS, SIZES AND OR LAYOUTS MAY CHANGE SLIGHTLY.**

# SITE PLAN





**ID. ASSOCIATES**

BRINGING THE WORLD'S BRANDS TO LIFE

**a Philadelphia Sign Company**

August 29, 2019

Zoning Board of Appeals  
City of Novi  
45175 Ten Mile Road  
Novi, MI 48375

RE: Letter of Justification for Sign Variance Application  
Scrubs & beyond  
45530 W Oaks Dr. Novi, MI

**ZONED RC**

ID Associates (representative for Scrubs & beyond) is seeking relief from Chapter 27 Sign Regulations of City of Novi Code of Ordinances for the following items based on a RC zoning district:

- CH 28 Sec 28-5 (A): Wall signs. Allowed 30-65 square foot maximum based on frontage
- CH 28 Sec 28-5 (B): Area regulations. Multiple businesses: A business having a first-floor pedestrian entrance shall be allowed one and one-fourth square foot of signage per linear foot of contiguous public or private street frontage.

Sign Proposal:

- We are proposing one wall sign with square footage of 66.7. With a frontage of 40 linear ft. we are allowed 50 square feet, so our proposed exceeds by 16.7 sq. ft.

Criteria Justification:

1. Our sign request special circumstances are derived from our building location in the back corner of a large L-shaped center. Our proposed signage is nationally recognized and the approval of our request will ensure visibility from within the center's large parking area for potential customers.
2. By granting the variance, it will not alter the essential character of the neighborhood. The variance is only being requested due to the conditions of visibility caused by the overall location of the client's space and is consistent with the previous tenant's signage as well as other signage in the center.

Overall the proposed wall sign is proportioned to the space and aesthetically pleasing from the surrounding business neighborhood.

We appreciate your consideration of our sign request.

Respectfully,

*Cynthia Crawford*

Cynthia Crawford

ID Associates, Inc (Agent for the Applicant)