



Chairman of the Board,

This variance request for the property located at 8010 Hosbrook Rd which is located within parcel 600-0080-0709-00 or what is known as Hosbrook Center, a neighborhood shopping center. The property, or tenant space to which this variance request is targeted is situated just right of center on the southwest elevation and has a facing frontage width of 42 feet and an interior depth of approximately 40 feet.

Mr. Ron Paulchel, owner of the Good Feet store is currently the tenant in this unit. The 42 foot frontage includes two dedicated sign band locations that are separated by a unique elevated brick facade. Existing entrance doors are located directly in-line with this grand entrance style feature which is off-set to the left of the overall property frontage and is to be know in this document as the "primary sign band". This particular feature is unique to this and one other tenant space on the property located at the corner of the property. Mr. Paulchel, in addition to his successful Good Feet business has planned to incorporate shoe sales known as, Better Shoes, within the same tenant space as a compliment to the services and products The Good Feet Store has to offer. The businesses are in fact one in the same. The interior has a pass-thru and is not separated by a solid wall. Although one new tenant space plan was submitted, included in that plan was to add an additional set of entrance doors in order to make it convenient for those just visiting the shoe store portion of the space. These doors were installed on the right side of the overall tenant frontage, directly over what is to be known as the "secondary sign band" area.

According to the current Sycamore Township zoning resolution, the property is zoned "EE" planned business. Based on that fact, according to 13-12.4(b), *Shopping Centers consisting of three (3) or more stores shall be permitted one (1) sign per store front at a ratio of one (1) square foot of sign surface area for each foot of building frontage that faces the center parking.* This equates to 42 square foot of allowable signage for this tenant space.

Mr. Paulchel had submitted an application to Sycamore Township to erect a sign package totaling 42 square foot that positioned "Good Feet - Orthotics/Arch Supports" on the primary sign band area and "Better Shoes" on the secondary sign band area. This application was denied, referencing specifically 13-12.4(b) with regards to only the allowance of one sign per store front.

The purpose of this request is to ask to allow the usage of both sign band areas to display the size of sign allowed based on the 42 square foot allotment. If believed that these size parameters are based on linear frontage of the tenant space, then the sign shall allowed to be displayed in a 42 linear foot area. The hardship for this project is that the sign bands are not continuous in length nor on the same horizontal plane. If complying to the zoning resolution, 42 square foot of signage would have to be squeezed onto approximately half of the linear length that any other tenant with the same size frontage would be entitled to. This not only is cosmetically undesirable to the brand and symmetry of the overall curb appeal, this also is counterproductive as to the intent of the installation of the new secondary egress/ingress doors.

There are currently other tenant(s) that occupy frontage of this length that have a sign of similar size that is conveniently centered within their length of space. Currently this ideal situation is not obtainable at this particular tenant space.

Relief is requested to allow for both sign bands, primary and secondary, to be considered as one continuous sign area in order to display the sign package as proposed in the renderings accompanied with this variance request.

Respectfully submitted by:

Scott McAfee Applicant & agent for Good Feet - Better Shoes

 1-22-15