

November 18, 2013, Prior to noon

Exhibit (3)

Minor adjustment to a PUD

Belcan at 11591 Goldcoast Drive

Following are notations relevant to this appeal:

1. In 1985, Belcan designed and built the building at the southwest corner of Kemper and Goldcoast. At that time, Belcan accepted the requirements for a planned district development. Saving 33 mature trees was an agreeable condition. That was 28 years ago.
2. The Belcan business use for that building in 1985 did not depend on a visual presence in the business community. That business dealt with company's requiring engineering assistance nothing visual was needed.
3. The 2013 building interior remodeling along with its exterior facelift and re-landscaping is ushering in "Belflex Staffing", a fresh business brand into Sycamore Township. This site and building will be the Corporate Headquarters for Belflex Staffing. The business will recruit and provide employee candidates for the business community. We need to have a strong visual presence at this well-travelled location. Especially with the traffic signal allowing passersby to see and understand what this business promotes. Vision is of great marketing importance. The general staffing business is a good one but it is quite competitive. While we are not in a shopping mall or strip center like many of our competitors, we are in a high traffic area. We will have the freshly updated building and new landscaping to compliment our also impressive graphic logo in the form of a code compliant ground mounted sign and wall sign. These signs must be instantly visible to a speeding car, not muted by trees.
4. The owners Candace & Mike McCaw do not want trees and shrubbery blocking the building and signage they are trying to promote. They need the public to see the building and signage easily without a buffer. We are providing the streetscape per code along Goldcoast with the required number of 2 1/2" caliper, or equivalent, trees. We are providing trees as shown between Kemper and our building to the west side of our property and parking to east side along Goldcoast. It is our opinion that natural vegetation in place 28 years ago does not relate to our reimagining of the property today.
5. As I read chapter 14-1 Purpose of Buffer Yards:

- a. Buffering between land uses: there are no non-compatible uses to the front, rear or sides of us.
 - b. We propose a streetscape compatible with property in our neighborhood along the Kemper corridor.
 - c. We promote the neighborhood character with our good looking compatible project.
 - d. We do not adversely affect any of the other items listed under 14.1.
6. 14-2 Applicability: it is my opinion all land use is similar, thus not requiring buffering in and of itself.
7. 14.3.2 Streetscape Buffer:
- a. One purpose is to shield views into the parking lots. We are proposing trees along the long side of our parking lot and at the northeast corner of the parking lot so as to not block our wall sign.
 - b. Our project does not adversely affect the other noted items. We have a tree near each of two utility poles to mitigate the poles. This leaves one pole open. Up and down the street on our side, there are a number of poles with no nearby trees.

Summary:

- a) The owners request to be treated as appropriately as our neighbors.
- b) We are adding employees, tax money and reimagining with an attractively landscaped and identified building. We should not be forced to add more planting than our neighbors with similar circumstances.
- c) Many of our neighbors along the Kemper corridor have a black mass of asphalt in front of the buildings with a landscape of cars up to the building facade. We have a landscape of green grass with beautiful landscape flowering or colorful shrubs adorning our building facade and entrance. We believe this offer of grass and planting in lieu of blacktop is an adequate exchange for a need to provide trees. We believe this grass trade off for asphalt gives logical reasoning to provide the professionally designed landscape plan attached herewith.