

February 18, 2014

To: Zoning Commissioners and Township Trustees

Subject: Letter of Intent- Signage Approval for North Face Store, Kenwood Towne Centre

The intent of this submittal is to request signage to the resnet store front build for the new tenant at Kenwood Towne Centre, North Face. Growth Properties has started in recent years to develop the exterior façade side of the mall along Kenwood Rd, adding “store fronts” similar to the exterior façade along Montgomery Rd. Recently, their newest tenant, North Face, has leased a space in the mall which allows the opportunity to develop the store front bump out. This space is located along the exterior core of the mall facing Kenwood Rd near entrance 5 of the mall, which is near the parking garage and opposite the Forever 21 store. The tenant will not have a direct entrance to the store from the exterior, it is adjacent to a major entrance into the mall, but it does have a corner display window. This design is much like the store design of Anthropology, a current tenant, who is located along the Montgomery Rd façade of the mall. The North Face store front includes a display window along the south end corner of the bump out. The signage requested would be above the store display window and will identify and give recognition of the tenant’s products in the window, much like the store fronts along the Montgomery Rd side of the mall. The proposed sign will be a 9’-0” x 9’-0” square sign mounted on each face of the south corner of the store bump out. Growth Properties respectfully request that the signage be allowed and assures the township that only tenants located along the exterior core of the mall would be given this opportunity to develop a “store front” with signage, understanding each instance would be approved case by case. There has been a precedent set with the development of the Montgomery Rd exterior facade and hopes the development of the Kenwood Rd exterior façade would be given the same considerations.

Thank you