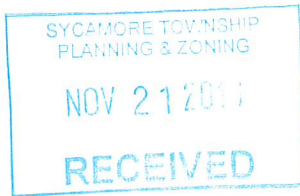


# Mitchell Gold + Bob Williams

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**Date: November 21, 2016**

**Harry L. Holbert Jr. - Zoning Administrator**  
(513)792-7252 [hholbert@sycamoretownship.org](mailto:hholbert@sycamoretownship.org)

RE: Signage Variance Application – The Kenwood Collection Sycamore Township.

The purpose of this letter is to request a signage variance for our Retail Store Space location in the Kenwood Collection of 5901 East Galbraith Rd. Cincinnati, OH. 45236. It is known that our signage exceeds the set requirements set forth by the LASR. However our signage in its manner presented is based several factors and characteristics of the site.

- Trademark:
  - o Our offset stacked signage including Home Furnishings is trademarked and as such what shall be the primary signage at our main elevation.
  - o On the side – secondary elevation shall be the single offset stacked signage which is also trademarked.
- Proportion:
  - o Our signage is designed to be in proportion to the elevation in which it is placed.
    - The current regulations stated 1 linear foot of signage per linear foot of storefront. Using this method doesn't give our signage a proportionate look against a tall white exterior.
    - Additionally being an outside corner two level tenant, we should be allowed a variance based on the scale of our store's elevations.
- Sight lines:
  - o The Kenwood Collection's main elevation faces to the inside of the mall's parking area.
    - We are not asking for additional signage on the opposite side and exclusively wanting to maximize our signage at our elevation.

As we understand that the Kenwood Collection is an exclusive portion of the mall we want to make sure that we provide the most elegant and thought out elevation possible. Please consider this proposal as enhancement that maintains the values and integrity of this area of Sycamore Townships.

Sincerely

-David Byington AIA