



February 22, 2013

Members of the Board of Zoning Appeals  
Sycamore Township  
8540 Cincinnati, Ohio 45236

Re: Party City Building Signage.  
8063 Montgomery Rd.  
Cinti, OH

Members of the Board;

Just as has been the practice of many of the National Retail Chains, Party City is looking to upgrade their image through their signage program. "Rebranding" through signage has been the least costly method of putting a "new look" before the public. Party City is now in the process of that rebranding exercise over 600 stores.

The Sycamore Township location is addressing that very need to upgrade the building signage. There have been no plans by the landlord to upgrade the existing freestanding sign and so we have no advertising by means of a street sign.

The existing building signage is our anchor for recognition by the public in terms of identifying our location and repeated "Top of the Mind Awareness" to remind people we are here for their party needs.

What we have found is that our existing building sign works very well for this location with existing buildings and structures that obscure the line of sight for our store front. It would be difficult to make such a concession in size for this upgrade.

The existing building sign has a total of 260 sq. ft., and though now non-conforming, works very well for us.

The proposed NEW sign has a total of 181 sq. ft., a reduced area of 79 sq.ft. from our existing building signage.

Under the existing sign code of 1 sq. ft. per 1 ft of building frontage, we are permitted only 93 sq. ft., only 35% of what is currently displayed on the building. At times, admittedly, bigger is better. There is a genuine fear of the loss of business because of the loss of recognition and marketing exposure. This significant reduction in the allowable sign area reduces our marketing to the immediate consumer who passes by every day and just as important the occasional passerby who happens to be in the area. It is these new potential customers that we depend on to not only maintain a respectable market share but to improve our market share which is vital to all businesses.

The new signage for our rebranding is very similar to the existing signage as the graphics and advertising department have found this signage very effective. Changes have been made to the appearance of the signage to improve readership but at the same time maintain the association of what was before still exist today.

Lastly, with the change out of the new signage from the existing signage, Party City is comfortable with reducing the size to 70% of what we currently display. The feeling is that there would be no injurious results to the public, Sycamore Township, nor the public's health, safety or welfare with this exchange of building signage. Maintaining a prosperous business with this change is good for Party City and good for Sycamore Township. We respectfully request this Variance be approved based on the simple concept of maintaining good business for Party City and maintaining a strong corporate neighbor relationship with Sycamore Township.

Respectfully,

Mike Cassedy  
Preferred Resources, LLC