

TO: Syrcamore Township Board of Zoning Appeals
8540 Kenwood Road
Cincinnati, Ohio 45236

FROM: Jeremy Mainous, Franchisee
Arthur Murray Dance Center
Currently in Blue Ash on Kenwood Road but relocating to Montgomery Road

RE: Variance Request for Sign Permit Application XYZ-14-341

DUE: 11/24/14 for BZA Meeting 12/15/14

Please find included for your consideration the following:

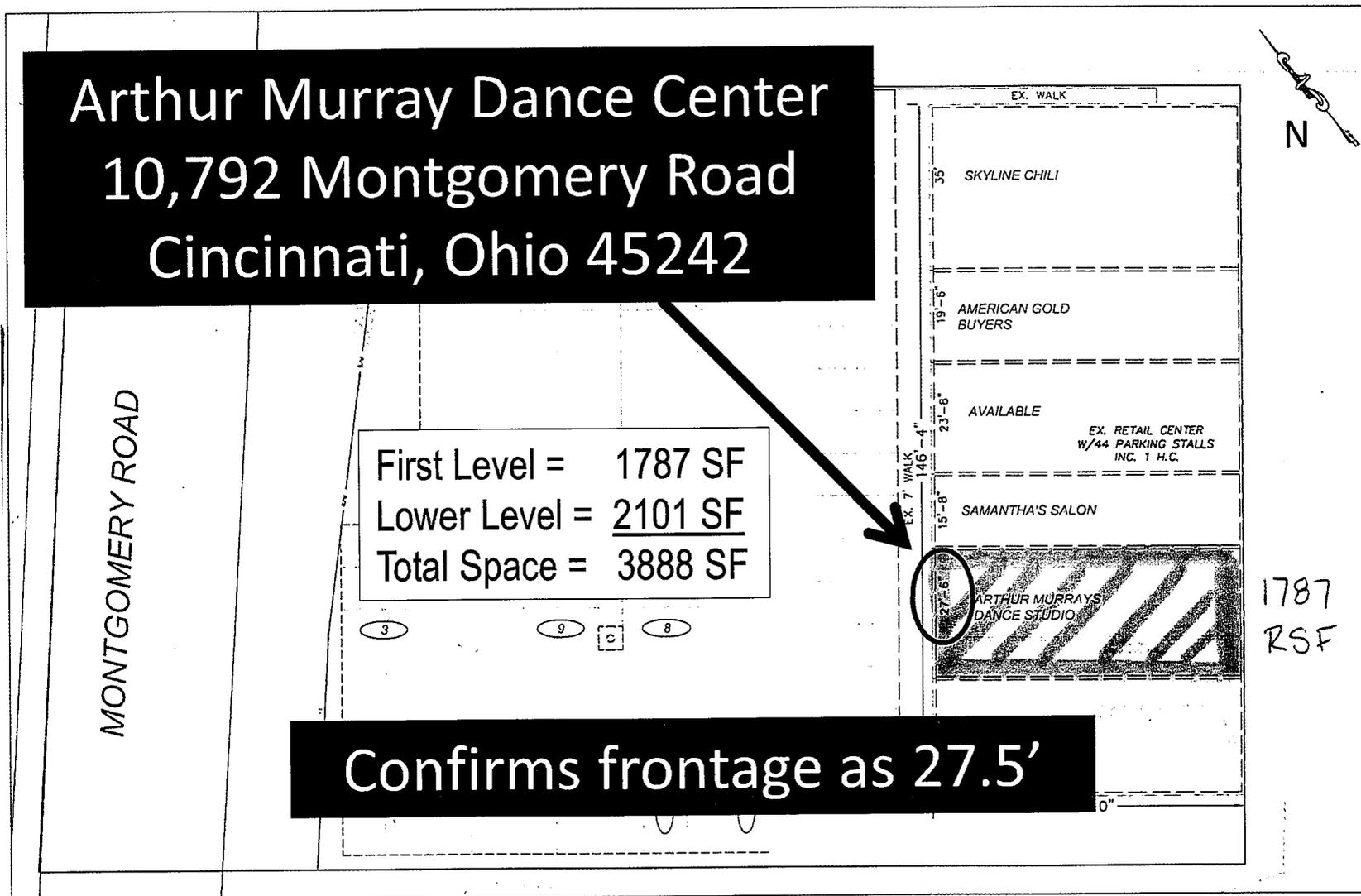
Appendix A—Site Plan

Appendix B—Comparison of the Existing Sign and our Proposed Sign

Appendix C—Sign Measurement Considerations and Hardship

Site Plan Prepared by Evans Engineering

Owner: Montgomery Station Investments, LLC, an Ohio limited liability company
7162 Reading Road, Suite 730, Cincinnati, Ohio 45237, Mark D. Ayer, Sole Member



REVISIONS		
DATE	BY	NO. & DESCRIPTION

EVANS ENGINEERING 2919 OBSERVATORY AVE CINCINNATI, OHIO 45203 (513) 331-2165 (513) 331-2173 FAX ATTN: JONATHAN R. EVANS, P.E.		

DRAWN	DRAFTED	CHECKED
JRF	JRF	JRF
SCALE: HORIZ. VERT. 1"=10' 1/2"		
JOB NO. 09-121		
DATE: NOV. 2009		

Applicant: Arthur Murray Dance Center, dba Dreaming With Your Feet, LLC, an Ohio limited liability company
322 Dorchester Avenue, Cincinnati, Ohio 45219; Jeremy Mainous, Sole Member

Current Sign:

Old "box style" sign (3'x20')

Box around sign = 60 SF

Surface area of sign = 60 SF

Box style sign was prominent pre-2000's, but does not compare to the quality and curb appeal of signs available today (LED channel)

Proposed Sign:

New LED channel sign (2.5'x18')

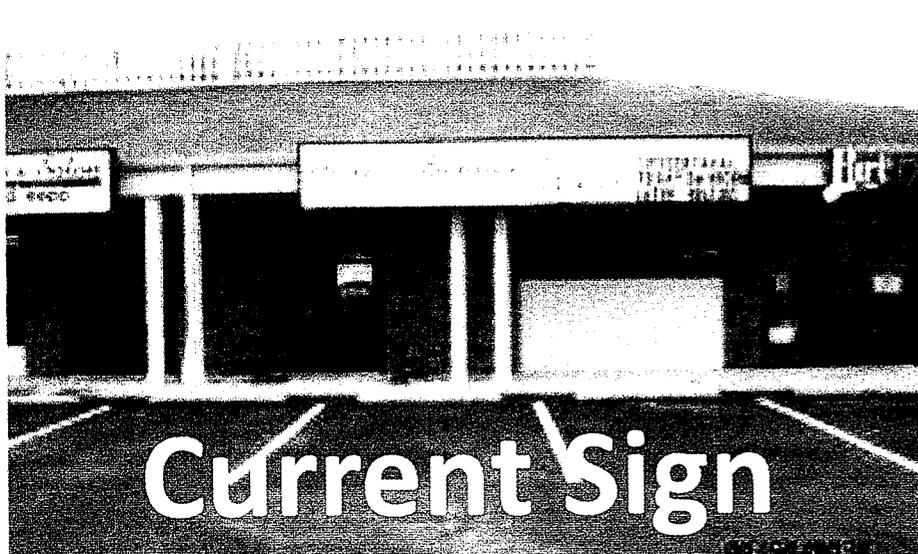
Box around sign = 45 SF

Arthur Murray (1.375'x18') = 25 SF

Logo "skirt" (1.0' x 3') = 3 SF

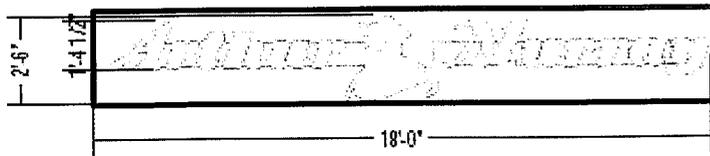
Surface area of sign = 28 SF

>50% SF reduction from Current sign, when treating the dance couple logo "skirt" outside of Arthur Murray

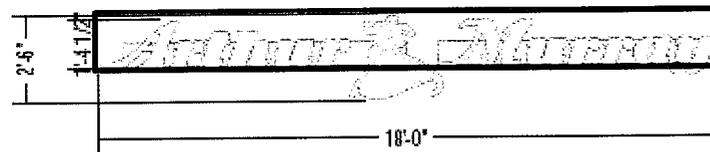


13-12.4(a) allows for 1 SF of sign per 1 linear foot of frontage, or 27.5' SF in this location; Existing sign violates ordinance by more than 200%; proposed sign complies with ordinance when excluding lower "skirt" of Logo dance couple

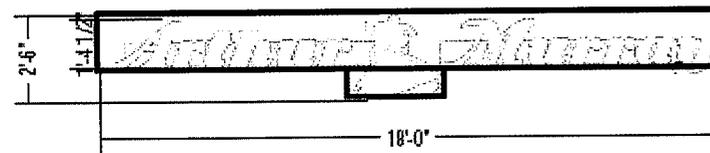
Sign Measurement Considerations



With box around full sign, SF = 45,
or 25% smaller than existing sign



With box around lettering (excluding lower
portion of the logo dance couple "skirt"
and stem of "y", SF = 25 (1.375'x18'), or 50%
smaller than existing sign



Lower portion of dance couple logo "skirt"
adds 3 SF, or 28 SF total, representing > 50%
reduction from existing sign when
considering just surface area, using 2 boxes

Hardship: To meet the 27.5' SF requirement without using the 2-box method, even the capital letters could only be 12" in height, making the lettering too small to read and disproportionate to the neighboring signs.