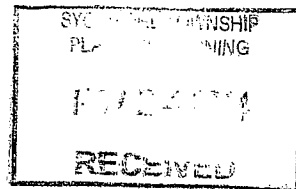


TO: Sycamore Township Board of Zoning Appeals
8540 Kenwood Road
Cincinnati, Ohio 45236



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

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

Dear Board Members,

My name is Jeremy Mainous. Together with my wife Desireé, we have owned and operated the Arthur Murray Dance Center in Blue Ash for the past 5 years. We will be relocating our business to Montgomery Road by January 1, 2015.

I am writing to respectfully request your review and approval of a variance for a store front building sign to be installed at 10,792 Montgomery Road. This sign is currently located at our present location at 9729 Kenwood Road. Zoning for signs in the "E" Retail District, and in specific, section 13-12.4(a) allows for 1 SF (square foot) of sign per 1 linear foot of store frontage, or 27.5' SF at the Montgomery address.

Our proposed sign violates this requirement, but only by virtue of the trademark logo, a minor portion of the total sign which includes the dance couple figurine in the middle, and whereby the lower portion of the logo dance couple skirt renders the sign to be 45 SF when bordered by a single box. When excluding the lower portion of the skirt, the sign is 25 SF, and within zoning limits. Adding just the skirt dimensions to the sign would yield a total of 28 SF.

The hardship that compliance would impose upon us is that, when using the single box method to calculate sign surface area, due to the dance couple figurine, the sign would be so small that it would be difficult, if not impossible, to read from the street. In addition, it would be disproportionately small compared to adjacent signs at our location. In other words, our proposed sign would be more harmonious with the neighboring signs, be legible from a distance, and have more curb appeal.

Finally, I should point out that the existing "box" style sign at the Montgomery location is very old, and at 60 SF (3'x20') is 25% larger than our proposed sign using the single box method, and 50% when excluding the logo dance couple skirt. Please find included for your consideration the following:

- Appendix A—Site Plan
- Appendix B—Sign Measurement Considerations
- Appendix C—Comparison of the Existing Sign and our Proposed Sign

Upon review of the Appendix items, I hope you will agree that the proposed sign represents a substantial improvement over the existing sign and, with the exception of the logo dance couple skirt is in compliance with Sycamore Township's zoning requirements. As such, I respectfully request your favorable approval of this zoning variance request.

Sincerely,

Jeremy Mainous