



SYCAMORE TOWNSHIP
PLANNING & ZONING

SEP 21 2015

RECEIVED

September 21, 2015

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

Re: IHOP Signage.
7862 Montgomery Rd.
Cinti, OH

Members of the Board;

Just as has been the practice of many of the National Retail Chains, IHOP 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. IHOP 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 by proposing the removal of the existing 50.56 SF wall sign on the front elevation and replacing with a new 150 SF wooden backer panel with blue and red LED light bars which the new 46.94 SF will be a part of. The existing rear sign is 41.88 SF and we would like to replace with new wall sign measuring 41.5 SF. This site also has an existing freestanding sign with a cabinet that is 87.36 SF, we would propose to remove and replace with a cabinet of 96.80 SF, and lastly we are proposing a face change of the monument sign at the plaza entrance and the size of that face is 14.99 SF.

The existing building signage and cabinet sign are essential is 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.

The existing building signage has a total of 92.44 sq. ft.

The proposed NEW sign has a total of 229 sq. ft which includes the wooden backer panel on the front elevation.

We are seeking relief from the maximum allowable amount of square footage for the wall signs as the existing allowance is one square foot of signage for each lineal foot of building frontage, and a nominal increase of the size of the existing pylon cabinet, although it is our understanding that the board would rather see this pylon sign go away altogether. 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.



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 IHOP and good for Sycamore Township. We respectfully request this Variance be approved based on the simple concept of maintaining good business for IHOP and maintaining a strong corporate neighbor relationship with Sycamore Township.

Respectfully,

Thanks,

Tommy Reed
513-241-6775