



To: Sycamore Township Board of Trustees/Zoning Appeals

From: Tommy Reed

Re: Firestone 7800 Montgomery Major Adjustment to LASR for signage

Members of the Board,

Firestone which is located at 7800 Montgomery Rd, Unit 17 has been serving the residents of Sycamore Township for quite some time. The currently have (8) wall signs totaling 457.66 SF, below is a breakdown of this signage:

Front Elevation:

(1) 71.25 SF illuminated wall sign

Rear Elevation:

(1) 71.25 SF illuminated wall sign

North (side) Elevation:

(1) 71.25 SF illuminated wall sign

(1) 50.08 SF illuminated wall sign

(1) 36.25 SF illuminated wall cabinet

South (side) Elevation

(1) 71.25 SF illuminated wall sign

(1) 50.08 SF illuminated wall sign

(1) 36.25 SF illuminated wall cabinet

We would like to remove all wall signs and install the following:

North (side) Elevation

(1) Illuminated wall sign 74.84 SF

South (side) Elevation

(1) Illuminated wall sign 74.84 SF



As you can see we are proposing to remove much more signage that is existing on the building than what we are proposing to place on the building.

The existing LASR for Kenwood Square states that any tenants located on out-lots separate from the main structure that do not have specific sign approvals must comply with the requirements of Chapter 13 of the Zoning Resolution. Section 13-12.4 of the

The Zoning Resolution allows for one square foot of sign surface area per lineal foot of building frontage facing the public road. In this case, Firestone has 50' of lineal building frontage facing Kenwood Rd and is therefore permitted 50 SF of sign surface area.

The existing building measures 50 lineal feet for the front and rear elevations and 130 lineal feet for each side elevation. The building is uniquely situated on the parcel in juxtaposition to the road in comparison to the other out-lot buildings with both the North and South side elevations are easily viewable for all traffic travelling North or South respectively on Kenwood Rd. A front elevation wall sign as allowed would not only provide a decreased viewing exposure by traffic on Kenwood Rd. it could potentially be an issue for a potential customer that is trying to locate the building as you cannot easily see the front wall sign until you are right up on the building. I believe with the increased traffic flow on Kenwood Rd. that allowing these side wall signs would be beneficial to Firestone as well as customers to facilitate identification of the building more quickly and easily than with a lone wall sign on the front elevation



The surrounding areas or buildings are also out-lots at Sycamore Plaza, as this is a commercial retail area. I do not see a negative impact on any community objectives, character of the immediate area, any negative impact on adjacent properties, or public facilities or services as the allowance of these signs will make it easier to identify for traffic on Kenwood Rd travelling in both directions. As a matter of fact, as stated previously I believe it will be a benefit for customers or potential customers to be able to identify the building from further away, with more time to take the necessary turn into the plaza. I do believe this to be inline with recent LASR Modifications for Longhorn and Kenwood Towne Centre. Thank you for your time and consideration in this manner.

Thanks,

Tommy Reed



2328 Florence Avenue • Cincinnati, Ohio 45206
(513) 241-6775 • fax (513) 241-5060
AtlanticSignCo@aol.com