

The variances requested are for the replacement of the existing ground sign as well as the installation of five wall signs on the building.

This is an auto dealership on 91 West Service Rd. The dealership has existed with the present signs since July of 2008.

POLE SIGN

The pylon sign that is there currently is 127 square feet and is 25'-0" in height. The new design pylon sign, which is intended to replace that, is also 127 square feet at a height of 25'-0".

The area in general is mostly populated by auto dealerships and have similar pole signs on their respective properties. The hardship is that the property should not be deprived of the ability to compete with other brands in the immediate vicinity simply because they are improving to the new Mazda design and look. It should also be noted that the primary viewing point for this sign is from I-91. It can be assumed that the prevalence of such signs along that section of I-91 is both to identify the various dealerships and draw business into these locations.

WALL SIGNS

The original plan was to install a total of five wall signs on the building. This would consist of three signs on the South elevation (facing West Service Rd), one sign on the East elevation (facing I-91) and one sign on the West elevation (facing the rear parking lot). The decision has now been made to eliminate the request for the West elevation. So this proposal is for four wall signs.

The dealership as mentioned above was constructed in its present form in 2008 and at that time a sign package was approved by Planning & Zoning. That approval consisted of a total of seven wall signs. The original signs were also approved by Planning & Zoning Department back in 2008 and up until the recent facade renovation they have been utilized continuously. For purposes of clarity I have attached the sign designs from 2008 to this report.

The need for the now proposed four wall signs are to keep the dealership in compliance with Mazda's national branding program as well as properly and adequately identify the dealership by name (Liberty) and by brand (Mazda). There is also a sign that identifies the Service department for ease of customer access to that area.

The South elevation, which has the three wall signs, is laid out in the current design spectrum that Mazda requires, which is having the dealer name in one area and the brand name and symbol in another area on that wall.

The East elevation, which faces and is visible from I-91, is proposed to have the Mazda name and symbol on the wall to further identify the brand. This sign is intended to be viewed from both directions of I-91. The quantity of signage is

Please consider that the new proposal is to retain the general configuration of signage that has existed for 13 years, maintain an aesthetic design that complies with current branding requirements and reduces the number of total wall signs from what it has been

Thank you .

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