

**326 E. BROAD STREET**

**SPECIAL USE PERMIT APPLICANT REPORT**

Department of Planning and Development Review  
Land Use Administration Division, Room 511  
City Hall, 900 East Broad Street, Richmond Virginia 23219

November 28, 2018

To Whom It May Concern:

The owners of 326 E. Broad Street, Monument Development Eleven LLC (the applicants), are requesting the allowance of duplicating the previous signs with the new tenant's information and exceeding the max. allowable aggregate area. See also sign permit: (SIGN-044477-2018). The property has 44 linear feet of lot frontage so 88 square feet of signage is permitted. The proposed projecting sign (103.8 sq. ft.) and wall sign (32 sq. ft.) exceed the maximum aggregate area of signage for the property. However, the signage will be in keeping with what has been there historically and causes no hardships.

Please refer to the plan sheets titled: (5) sign drawings by Garris signs dated: 8.10.18 and Encroachment survey by McKnight & associates dated: rev – 11.06.18 as evidence in support of the following statements:

- A. The allowance for a larger sign will not be detrimental to the safety, health, morals and general welfare of the community involved. The sign contemplated replicates the previous sign and does not change the mass and scale and is compatible with the buildings, which surround the project.
- B. The allowance for a larger sign will not create additional congestion along the streets, roads, alleys and public ways where the signage is located.
- C. The attached signage details are evidence of code compliant workmanship in attachment methods and UL rated materials. The contemplated change from the previous signage to the new signage contemplated along with the new wiring is a change to a less hazardous condition.
- D. The proposed signage would not cause overcrowding of land or an undue concentration of population.
- E. The proposed signage will not adversely affect any public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements.
- F. The proposed signage and the improvements contemplated will not interfere with adequate light and air and will have zero impact on existing adjacent properties as no change to mass and size of the project are contemplated.

The applicants have been working with the Director on this SUP and appreciate the positive approach to this matter.

Thank you for your consideration.

Michael Pellis  
(On behalf of the applicants)