

We are requesting this conditional use permit for the purpose of lowering the existing pole sign with the intent of increasing revenues for the business. Currently the pole houses the businesses sign with its name and logo. We are planning to make the requested changes with the intention of attracting more customers to the car wash by adding a full color Watchfire electronic message center directly under the proposed lowered existing sign. (To scale rendering attached to file)

By lowering the sign this should benefit most of the residents to the North as they should have completely or more obstructed views of the sign. This lowering of the existing sign and addition of the message center for this business only stands to be beneficial to the business owner and local government due to increase in sales and tax revenues in the future. We ask that you approve this small project without prejudice. Thank you