

May 7, 2020

To whom it may concern:

Scandinavian Designs is seeking a Sign Variance for their store located at 7540 West Bell Road in Glendale, AZ.

Project Details:

Installation of internally-illuminated exterior building signs.

- Building Square Footage: 29,957
- Lot Size: 3.47 Acres
- Setbacks: 32'
- Building Heights: 32'
- Current Zoning: PAD
- Adjacent Properties: The Container Store, Pita Jungle, Jared Jewelry
- Surrounding Land Use: General Commercial

Purpose of Request:

To improve site line visibility from the roadways by increasing the allowable sign square footage.

In order to ensure a cohesive balance between the size of the storefront façade and their main identifying sign, all allowable square footage has been allocated to the storefront. Scandinavian Designs storefront is set back a great distance from the roadway it faces. This creates the need for adequately sized signage in order to eliminate any potential motorist hazards while identifying the space.

Since all allowable square footage has been allocated to the storefront this leaves the Eastern and Northeastern elevations without proper identification. These elevations face active thoroughfares, along with the busy shopping mall, Arrowhead Towne Center. Lack of identification on these elevations creates a missed opportunity to attract motorists traveling on these thoroughfares. In addition, it also creates potential hazards for motorists that may be actively searching for the building in order to patronize the store.

The neighboring tenant, The Container Store, has signage not only on their storefront, but on their Northeastern and Western elevations. Respectively, these are the same locations that Scandinavian Designs is seeking to add signage. Pita Jungle also has signage on their Northeastern elevation. Scandinavian Designs is not seeking any more identification than that which has been granted to neighboring businesses. This creates the need for signage, adequately sized, to aid potential motorists identifying the space

Sincerely,
Abigail Hall