

ITEM02/1-LATE BACKUP MAR10

To: Commissioners of the Board of Adjustments

From: University Hills Neighborhood Plan Contact Team

Date: March 5, 2025

Re: Case Number: C16-2024-0001

The University Hills Neighborhood Plan Contact Team met February 19, 2025, to review the above-referenced case that is a request for a variance to erect a McDonald's sign that would be larger and higher than current regulations allow. The community was informed of the variance request and contact team meeting via email notifications to the University Hills Neighborhood Association and to other individual stakeholders and groups in this area.

After review of the applicant's case materials available from Board of Adjustment, the group discussed the request, and a vote was called by Contact Team Chair Seth Fowler. The vote was unanimous to oppose the applicant's request to increase the height and the size of the sign above what is allowed by the current regulations.

Comments and concerns include:

An excessively high and very large brightly lighted sign would negatively impact the new residential development being built at Loyola Lane and Ed Bluestein (Hwy 183).

Such a brightly lighted sign will disrupt the quality of life of the people who live in nearby homes, especially if raised higher and made larger.

The larger and higher sign does not fit in with the UNWP Neighborhood Plan approved by the City Council in August 2007.

Allowing the increase in height and size there could cause a competitive escalation of heights and sizes as companies jockey for visual advantage.

Promotion of this commercial operation could be done without increasing the impact to area residents by obtaining space on one of the highway department signs that lists such businesses as restaurants, hotels, and gasoline a mile or two in advance of the business.

Again, the UHNPCT and area stakeholders oppose allowing the increase of the sign size and height.

Thank you for your consideration.

Seth Fowler, Chair UHNPCT