



---

New Elroy Road entrance sign

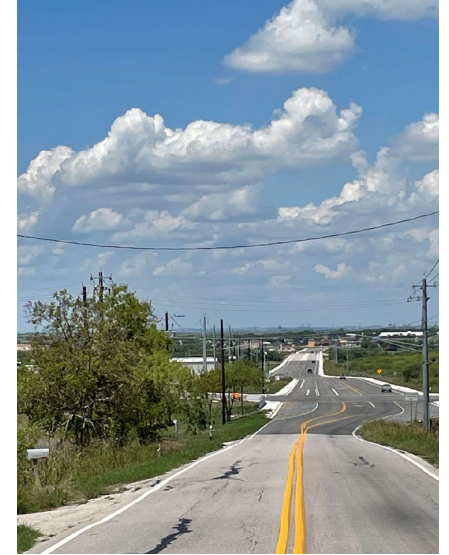


# One

- Our current entrance sign is easily lost from the distance. As we continue to develop our main entrance, with focus moving to Elroy Road due to the expansion of lanes, we need this entrance to be clear and identifiable.
- Using a 40ft tall double sided sign, our guests will be able to find our entrance without issues.



View of intersection toward East



View of intersection toward West



## Two

A 30ft sign would put the screen too close in proximity to the intersection. The sign has a large video element and could cause distractions if installed this low.



# Three

- With the recent lane expansion, Elroy Road will become a new main entrance, likely becoming more utilized than our 812 entrance. This will help alleviate the traffic issues we have seen in the past. Having this entrance be as identifiable as possible will help that mission.
- The entrance sign is an important identifier of the property as well as a tool that communicates to our neighbors and attendees about events and activities happening on property. It is important that this sign is the correct size and scale and clearly visible – especially as it pertains to traffic updates and traffic control.



Thank you for your consideration. We understand the rules and regulations, and feel that raising the height of the sign is not a substantial deviation from the current allowance. We look forward to the positive impact this sign will have.