



1/24/2018

*All for SOUTH-U*

To Whom it may Concern,

With reference to the request by Pizza House for a variance which would allow the installation of a sign on their building.

We are in support of this request for the following reasons:

The change in zoning which occurred after the Pizza House building was completed puts the business at a disadvantage by allowing new construction to build closer to the lot line thereby reducing line of sight to their business.

It is important for our merchants to be visible from the street since foot traffic in the South University area is a crucial source of revenue necessary for retaining successful businesses. The sign is well designed and will be an attractive addition to the neighborhood.

Regards,

A handwritten signature in cursive script that reads 'Maggie Ladd'.

Maggie Ladd

Executive Director,

South University Area Association.

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