



Re: Justification for Approval of a Monument Sign

Dear City Council,

We respectfully submit a request for the consideration of a 29'-0" foot tall, 150 square foot monument sign located at 265 NW John Jones Dr. Burleson, TX 76028.

Due to the significant setback of the property from the major roadway (Greenridge Dr) and the limited placement opportunity, a sign larger than what is allowable by codes is needed. The property's distance from primary traffic substantially reduces the businesses' visibility, particularly for cars going the speed limits along the adjacent arterial routes.

The requested monument sign height of 29'-0" is necessary to ensure visibility, allowing drivers sufficient time to identify future businesses and make appropriate navigation decisions without abrupt maneuvers. The basis of the request is due to visibility, public safety, and overall need for the businesses.

We have designed the signage to maximize optimization for future businesses, to match other monument signs in the area, and to complement the building design.

We respectfully request your approval and appreciate your consideration.

Sincerely,

*Deborah Moltz*

Sales VP – Pattison ID