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July 25, 2018

VIA HAND DELIVERY

Mr. Adam Fletcher
City of Harrisonburg
Director of Planning and Community Development
409 S. Main Street
Harrisonburg, VA 22801

Re: Requested Amendment to City of Harrisonburg Ordinance Section 11-7-8

Dear Mr. Fletcher:

On behalf of my client, Holtzman Oil Corp, I am submitting this formal request for a revision to current City Ordinance Section 11-7-8 "Interstate Overlay District" to increase the maximum freestanding signs height in the interstate overlay district for Exit 243 (Pleasant Valley Road) only from its current Maximum Sign Height (Feet Above Mean Sea Level) from its current maximum of 1299.6' to 1349.6'. This would amend the sign height "box" with Ordinance Section 11-7-8.

My client owns and operates the Liberty Truck Center located at the Exit 243 interstate 81 interchange in the City and requests this change so that the Center may increase its interstate visibility consistent with other Truck Centers along the I-81 corridor, including the Pilot Truck Center at Exit 251 in Rockingham County, which received a 2014 permit for signage at 100'.

As shared with Staff, this change will almost certainly result in a material increase in traffic to businesses located in the City and result in positive fiscal impacts from increased sales, use and business taxes.

Thank you for your consideration of this request. Consistent with our discussions, I understand Staff will review the subject ordinance and evaluate any necessary and proper revisions to the existing language in 11-7-8.

We appreciate the City's positive consideration of this request.

Regards,



Todd C. Rhea

TCR/amm
cc: Holtzman Oil Corp.