

October 31, 2018

Adam Fletcher  
Department of Planning and Community Development  
409 S. Main Street  
Harrisonburg, Virginia 22801

**RE: East Market Shops -1756 and 1760 E. Market Street Comprehensive Sign Plan**

Adam,

As part of the redevelopment of the above referenced properties, we are seeking consideration and approval of off-premises freestanding signage for East Market Shops under Section 11-7-6.1 (7).

East Market Shops is comprised of new multi-tenant construction located at 1760 East Market Street (Tax Map #78 A 7 ) and a freestanding building located at 1756 East Market Street (Tax Map #78 A 6). As illustrated on the attached conceptual site plan ("Exhibit A"), the referenced properties are adjoining and a recorded reciprocal easement agreement provides shared access, parking, and maintenance for the common areas of both parcels.

The existing freestanding signage ("Exhibit B") is located on 1760 East Market St. It contains three panels totaling 96 square feet of sign area. The allowable sign area for 1760 East Market Street is approximately 109 square feet. Within the square footage of the existing signage, two panels are reserved for the tenants of 1760 East Market Street and the third panel would accommodate a future tenant at 1756 East Market Street.

We are not seeking any enlargement of off-site wall signage. Further, we are not seeking freestanding signage in excess of that currently permitted for 1760 E. Market Street, but would like to reserve the right to expand the existing freestanding signage to the amount allowable if the development was located on one parcel as permitted by City Code Section 11-7.6.1 (7). This would total 199 square feet. The attached Exhibits represent the entirety of our comprehensive sign plan.

We believe this request meets the requirements of allowable off premises freestanding signage. We further believe such an arrangement is both economically efficient and serves to reduce unnecessary sign clutter.

Thank you for your consideration and please do not hesitate to contact me with any questions or the need for clarification.

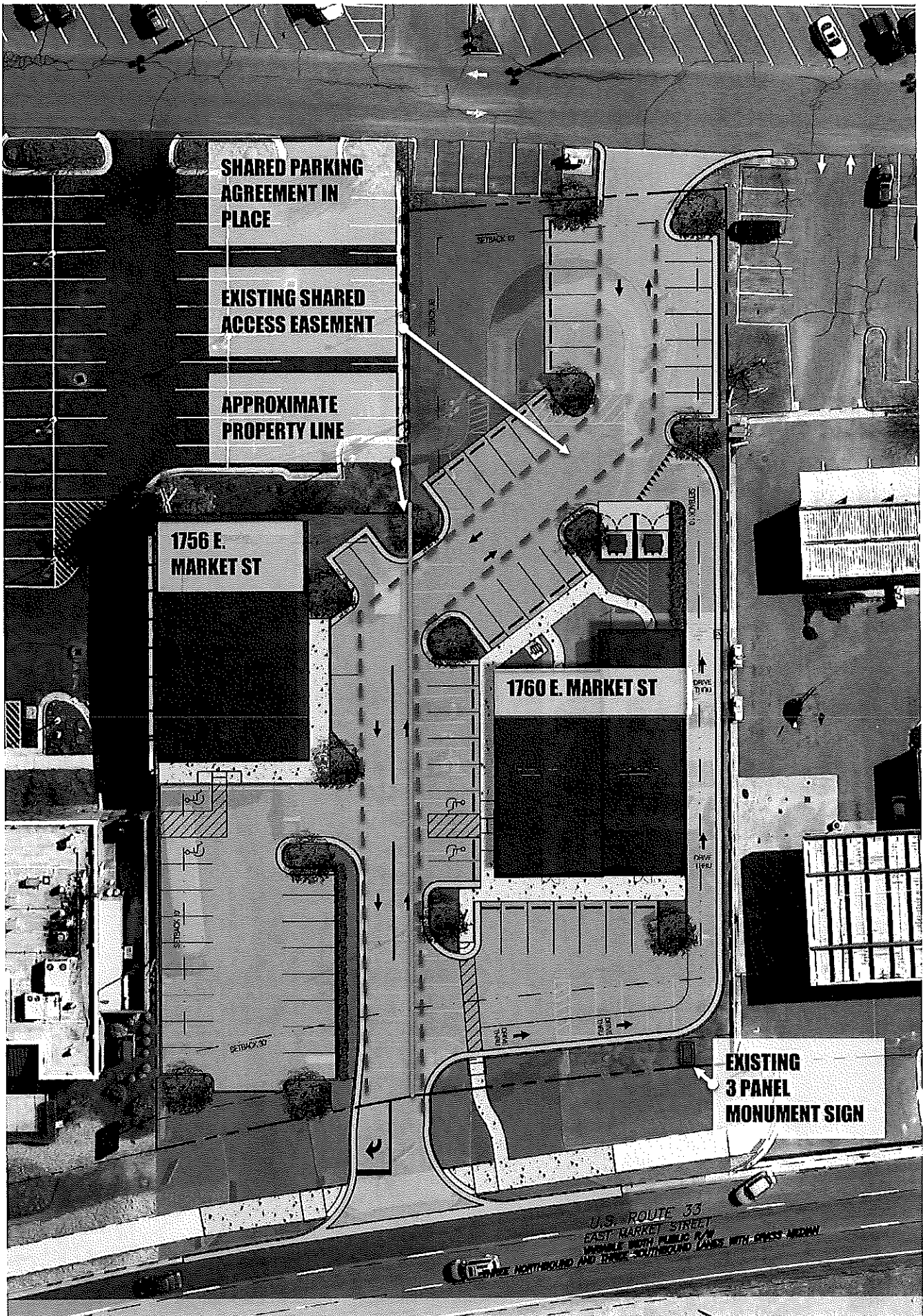
Respectfully,



Tim Reamer

Cottonwood Commercial


**EXHIBIT A**



**EXHIBIT B**

**PANEL FOR FUTURE TENANT  
1756 E. MARKET STREET**

**POTBELLY**  
SANDWICH SHOP

sleep  number.



Actual surface TBD

