

ES Sign Group
9478 Ravenna Rd
Twinsburg, OH 44087

5/15/2015

City of Cleveland Heights
Building and Zoning Departments
40 Severance Circle
Cleveland Heights, OH 44118

To Whom It May Concern:

Cube Workspace is in need of an identification sign. According to Cleveland Heights codes and ordinances, the sign that they want to display at their location is not allowed, and due to this hardship, they are applying for a sign variance.

The location in question is a 3 story building. Cube Workspace is located on the second floor, directly above Mad Greek. According to 1163.06(e)(4) & (5), Cube is only allowed to display window signs. With the location at an intersection, on the second floor, and with the window sizes, signs displayed in the window are not enough to get attention of potential customers, and may hinder the business (See drawing for what is allowed).

This issue has not been typical, as most businesses are street level, and are able to have signage just above their entrances. Cube Workspace should be allowed to have a sign above their location so as to notify current and potential customers of where they are located. Any other location on the building would not make sense.

With the proposed sign above the second story, it poses no threat to public safety, health, nor does it affect surrounding properties. It will be a simple, easy to read sign that will not affect traffic, and it will not be so bright as to bother surrounding tenants or buildings. The sign for Cube Workspace is the least that the company needs to identify its location for the use of its customers and building brand recognition.

A variance for Cube Workspace would be very beneficial for the brand, and wouldn't affect any surrounding companies or people adversely. With the location of a customer oriented storefront being on the second floor of this building, Cube Workspace should be able to display a sign similar to the other tenants in the building.

Sincerely,

Nate Milstein
ES Sign Group

CUBE WORKSPACE ALLOWABLE SIGNAGE BY CODE

DRAWING ILLUSTRATING WINDOW SPACE OF CUBE WORKSPACE. CUBE IS ONLY ALLOWED 10% COVERAGE ON EACH WINDOW, OR 30% ON ONE WINDOW. THIS DOES NOT ALLOW ENOUGH SIGNAGE TO NOTIFY CUSTOMERS OF LOCATION OR DRAW IN NEW CUSTOMERS, LIKE THE PROPOSED SIGN WOULD ALLOW.

58 ft



- Cube Workspace window space
- Cube Workspace allowable signage area (18 SQ. FT.)

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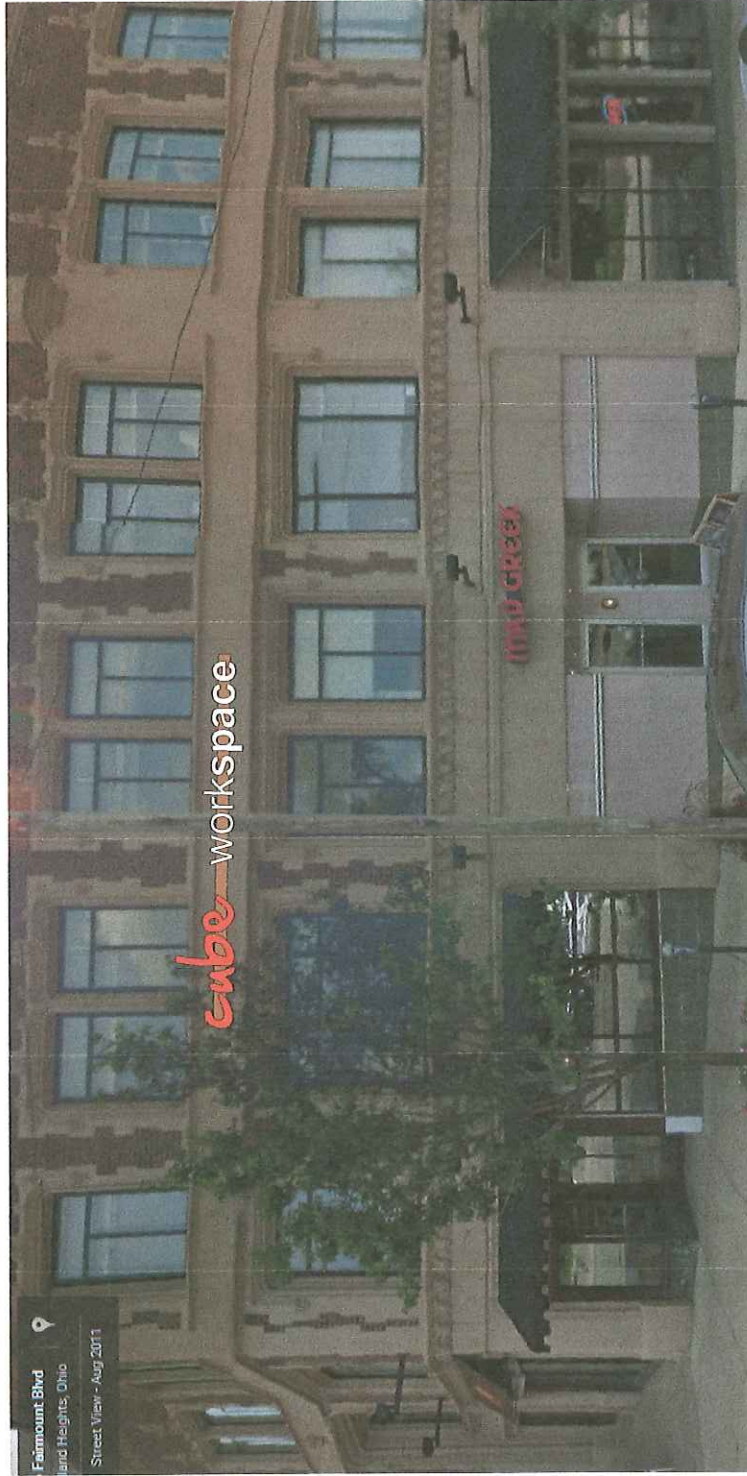
fax (330) 405-4798 tel (330) 405-4799

NAME	ADDRESS
PHONE	CITY/STATE
APPROVED BY	

CUBE WORKSPACE SIGNAGE IMPOSED

DRAWING ILLUSTRATING WHAT PROPOSED SIGN WILL LOOK LIKE WHEN INSTALLED. SIGN TO BE INSTALLED CENTERED BETWEEN 4 WINDOWS OF CUBE WORKSPACE.

58 ft



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NAME	DATE	TIME

fax (330) 405-4798 tel (330) 405-4799

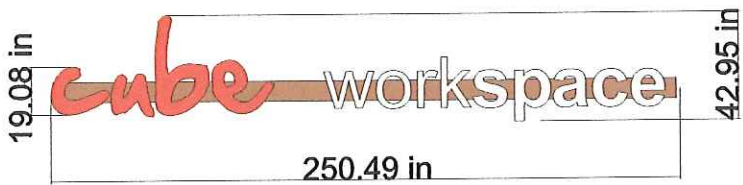
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CUBE CLEVELAND HEIGHTS PROPOSED SIGNAGE

ILLUMINATED CHANNEL LETTERS ON RACEWAYS

APPROX. 33 sq. ft.



APPROX. 40" LETTER "B"

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SCALE	DRAWN BY:
DATE:	PROJECT:
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