



CERTIFIED MAIL

Keith Hawthorne Automotive, LLC
c/o Keith Hawthorne
7601 South Boulevard
Charlotte, NC 28207

**RE: VARIANCE
7601 SOUTH BOULEVARD
CASE NUMBER 11-001**

Dear Mr. Hawthorne:

At its meeting on January 25, 2011, the City of Charlotte Zoning Board of Adjustment ("Board") **denied** an 80.68 square foot variance from the required 200 square foot maximum sign area to allow a 280.68 square foot wall sign.

The Board based its decision on the following findings of fact:

1. The applicant is KLH Acquisition Company, LLC (Represented by Collin Brown, Attorney).
2. The proposed site is located at 7601 South Boulevard, further identified as tax parcel 173-202-16.
3. The subject parcel is zoned B-2 (Business) & R-17MF (Multi-Family).
4. The applicant is proposing to erect signs with a total wall area of approximately 280.68 square feet.
5. The applicant is proposing to move the sign from the 6500 South Boulevard location to the 7601 South Boulevard location, however, the spacing between each letter is proposed to be increased which consequently will increase the wall area of the wall sign.
6. The applicant is also proposing to add two (2) "Ford" and two (2) "Lincoln" logos on the building wall as per the recommendation of Ford, the parent corporation.
7. A personal hardship is created by the applicant's desire to increase the size of a wall sign.
8. The applicant has the option of providing a detached sign along South Boulevard to identify the business in addition to the wall sign.
9. The individual letters for the proposed sign could be placed closer together to decrease the total area of the wall sign.
10. The applicant's building is located approximately 315 feet from South Boulevard.

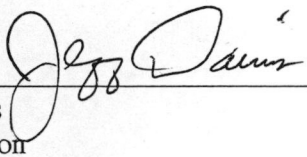
Based upon the above findings of fact, the Board concludes that the applicant has failed to meet the three standards stated in §5.108(1) of the Ordinance, and more specifically:

1. Granting the variance will be in direct violation of the Zoning Ordinance.
2. The applicant can make reasonable use of the property without a variance.

3. If the request were granted it would have the effect of unlawfully amending the Zoning Ordinance.
4. Practical difficulties or unnecessary hardships would not result from the strict application of the Zoning Ordinance.

Pursuant to N. C. G. S. Section 160A-388(e), the Board's decision in Case No. 11-001 may be appealed by a petition for review in the nature of *certiorari* to Superior Court within thirty (30) days from the date stated below, which is the date when the decision of the Board was filed in the Planning Department/Zoning Administration Division, or within thirty (30) days after receipt of the decision by an aggrieved party who filed a written request for such copy with the Clerk to the Board at the time of the hearing of the case, whichever is later.

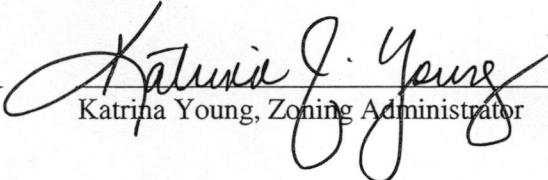
Sincerely,



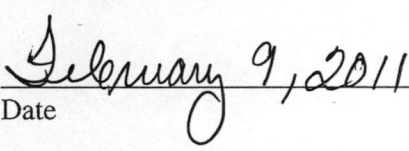
Jeff Davis
Chairperson

Cc: Collin Brown, Attorney

DECISION FILED IN THE PLANNING DEPARTMENT:



Katrina Young, Zoning Administrator



Date