

November 3, 2020

Re: Windsor Holding Neighborhood Outreach Summary

526 S. Stratford Road

On October 18, 2020, Windsor Holding mailed or hand delivered 46 letters to property owners in the general area surrounding area (within 500 feet) informing them of the proposed rezoning. See letter dated October 16, 2020. The letter summarized the proposed rezoning, invited any questions or concerns and provided the address, email and phone number of the owner, Rob Simon, as well as the phone number for the Planning Department. As of the time and date this summary is submitted to you, no responses of any kind have been received.

Given public health concerns, no neighborhood meeting or door-to-door communication was undertaken.



Dear Neighbors,

October 16, 2020

As owner of Windsor Jewelers, I wanted to let neighbors know that we are requesting a change in the zoning status of our property located at 526 S. Stratford Road and give you the opportunity to ask any questions or raise any concerns. Please know that no change is planned for the buildings, operations or possible uses on the property. The reason for the change is to allow us to replace our existing sign on Stratford Road with a new but significantly smaller sign that will conform to the City's sign ordinance effective in 2022.

The details may seem complicated but, in sum, the property is currently zoned PB (Pedestrian Business). The proposed new zoning is GB (General Business). Most properties along this part of Stratford Road are zoned GB or HB (Highway Business). Windsor Jeweler's current sign, under the sign ordinance effective in 2022, is too large for any of these zoning districts. PB, our current zoning, will in 2022 only permit a small sign that would be extremely hard to see on Stratford Road, likely visible from only one direction, and smaller than allowed on neighboring properties. Under GB zoning, Windsor would be allowed a sign consistent with neighboring properties but approximately half the size of the existing sign. The purpose behind the request for GB zoning is to have an appropriately visible sign on Stratford Road.

GB zoning allows more uses than PB zoning. To ensure that nothing more intense or significantly different than already allowed on the property might occur, Windsor has applied for Special Use-Limited District Zoning. This allows us to eliminate GB uses not allowed under existing PB zoning. The intent is to make permitted uses of the property as close to current PB uses as possible. Again, the intended purpose for rezoning is to allow for a moderate-sized sign than would otherwise be allowed in 2022, about half the size of the existing sign.

We are delighted to have been your neighbor for 26 years, and look forward to many more. If you have questions or concerns about the rezoning or what is intended please do not hesitate to contact me directly. Or feel free to contact the Planning Department at 336-727-8000. This would most likely be voted on by the City Council in January.

Respectfully yours,

Rob Simon

rob@windsor-jewelers.com

336-721-1768

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