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**CITYBIRD**  
TENDERS

**7893 Beechmont Ave**  
**Appeal**

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We are appealing the decision on CityBird Beechmont address 7893 Beechmont Ave. We were refused this zoning application due to Article 5.5, G.

We humbly request a variance on the zoning restrictions. As it stands, we apparently have too much signage on our building. However, we have been operating without a single complaint since 2020 with this current signage. We are good stewards of our business, and have a critical eye for design.

We feel the signage on the exterior is tastefully done and a first class look. It was hand painted by a local artist. The signs advertise that we are 1. a locally based company, and that we 2. offer a better quality product than our competition. After we signed our lease, one of the largest chicken tender concepts in the country announced they were building a location across the street from us. This puts us at a competitive disadvantage for many reasons. They are a much larger corporation with the ability to advertise on a larger scale. They can also purchase food at a much lower price. We felt that it was important for potential customers to know we are locally owned, and offer chicken that is responsibly raised. We offer a healthier product, and putting some verbiage on the side of our building is a great way to let the community know why we are better.

As said, this signage has been up since we opened summer of 2020. We have received no complaints, and the design of our restaurant has been a great addition to the community.

On top of that, we have invested over 1 million dollars into the neighborhood, building the Currito across the street, along with the CityBird. As a local multi concept restaurant group, we hope to potentially put some of our other concepts into the Anderson area. We are also heavily involved in the community. At CityBird, we have conducted countless fundraisers for Ayer Elementary, Maddux Elementary, and Turpin High School among many others in the area. We are also involved in the Chamber of Commerce for both of our restaurants. We believe that taking these signs down will adversely affect sales at CityBird, and would ask that you allow us to keep the same great look we have had since we opened in 2020.

## Item 2

Your application of May 2nd, 2024 for a zoning certificate for three (3) existing painted wall signs, one (1) sized 12' x 10' one (1) sized 13' x 13', one (1) sized 15' x 15', per the drawing attached, at the premises designated as 7893 Beechmont Avenue, Book 500, Page 203, Parcel 156, Zoned "E" Retail Business, Anderson Township, is hereby refused on this 3rd day of June, 2024, under Article 5.5 G 2, a of the Anderson Township Zoning Resolution for the **reason(s) that:**

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Article 5.5, G, 2, a – In part.....**maximum** sign area in “E”, “EE”, “H”, “FF”, “ID” and “GG” Districts is 20% of facade area or two hundred fifty (250) sq. ft. of total **surface** area per structure, whichever is less, except as specified in Article 5.5, G 1, h.

June 3, 2024  
Date

Stephen Springsteen

Item 3

Pictures of the current design are attached. We are asking to keep them. Not to make any changes.

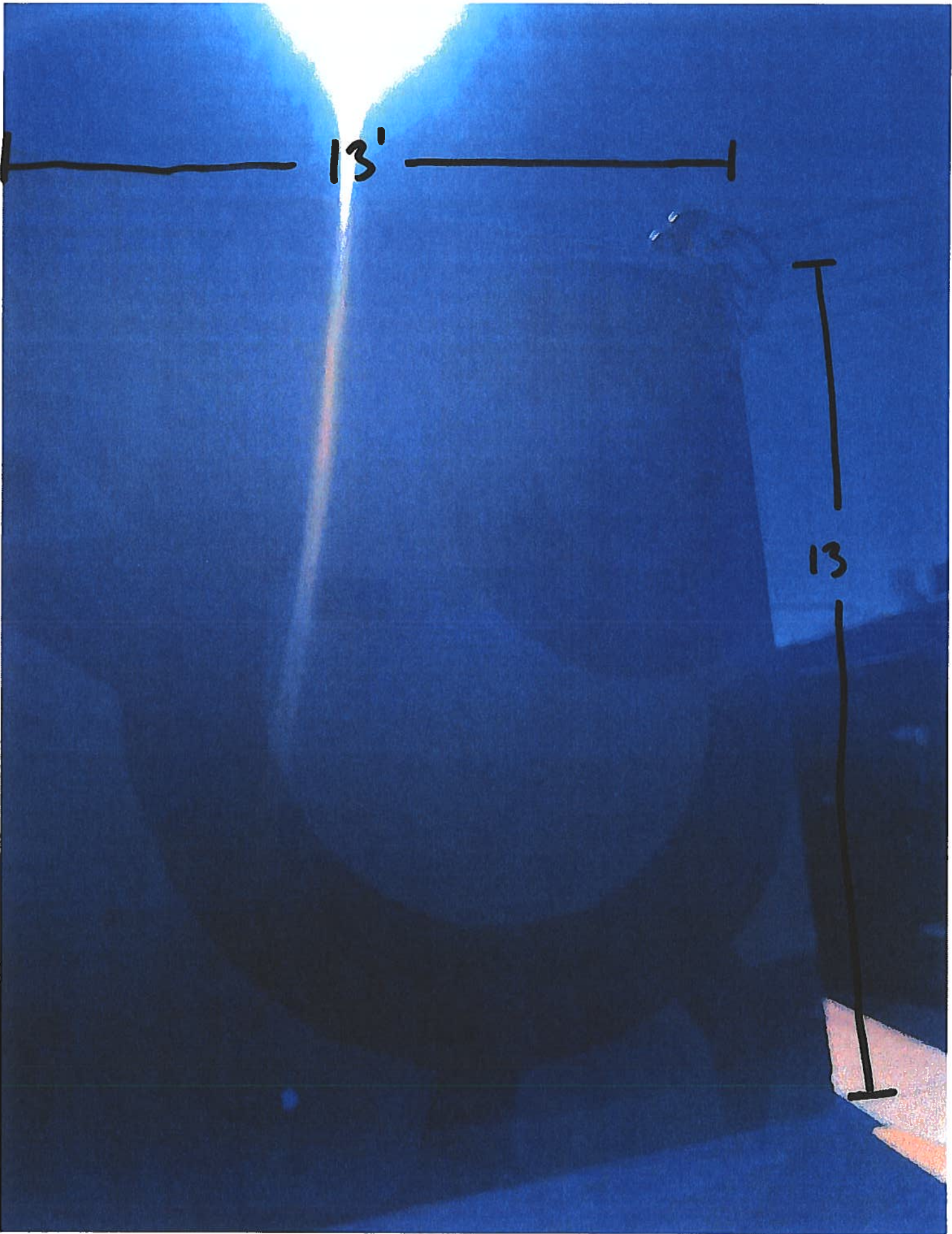
Item 4

To ensure anyone traveling on Beechmont Avenue knows we are a locally owned company, and we serve responsibly raised chicken. All of this communicated in a tasteful way.

Item 5

We authorize any inspection of the property needed by the board.

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FREE ROAMING BIRDS  
NO ANTIBIOTICS EVER  
HOUSE BRINED & DREDGED

15'

LOCALLY  
OWNED  
AND  
OPERATED

12'

10'