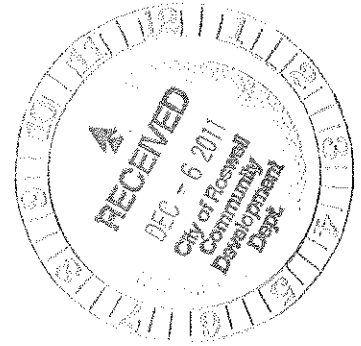


Letter of Intent

December 2, 2011

Roswell Community Development
38 Hill Street Suite G-30
Roswell, GA 30075

RE: Zoning application
Sherwin Williams Paints
2830 Holcomb Rd..
Roswell, Georgia



Dear Jackie Deibel:

I represent Sherwin Williams Co. as a licensed brand identity sign manufacturing company.

The current zoning Condition 3.f., limits the free-standing identification signage on the entire property to no more than one double –faced pole sign/monument sign adjacent to Holcomb Bridge Road and having no more than 64 square feet of surface area per face and further not to exceed a height of 16 feet from finished grade, measured from the base of the sign structure; consistent with the rendering received by the Zoning Department on November 26, 1991. And any increase in the number or size of signs would violate the original intent of the zoning conditions.

We would like to propose a change to the Condition 3.f. to allow Sherwin Williams Paints (1) road sign of reasonable height and square footage to be situated on The Sherwin Williams Property and situated perpendicular to Holcomb Rd.. Sherwin Williams is a **stand alone site** and a separate parcel from the “shopping center”.

The Sherwin Williams property is situated at the top of a hill and in a curve along Holcomb Rd.

The visibility of the store is limited by potential customers because of topography of the property and the speed at which potential customers pass by.

An identification sign on the front of the property on Holcomb road would give customers much better visibility of the SW property and enough time to slow down, use their turn signal and merge into the turn lane without an abrupt stop and possible confusion and/or disruption to the normal flow of traffic.

Please consider our request.

Martin L. Kueckelhan
I.D. Associates, Inc.

