



Dear Council Members,

This letter lays out our purpose and intent for the signage variance requests in the following forms and supporting documentation.

Piedmont Healthcare is pleased to join the long legacy of providing healthcare in Snellville through the acquisition of Eastside Medical Center, and we look forward to continuing and improving upon that legacy. A significant part of the acquisition is updating the current signage with the Piedmont standard. The purpose of this update is two-fold: to rebrand and to improve patient navigation and wayfinding to and from the hospital and surrounding medical office buildings.

Wayfinding is an important aspect of providing accessible healthcare services. We feel that clear, legible, and intuitive signage makes a significant impact on the experience of our patients and visitors, and subsequently, the Snellville community. *(To demonstrate our commitment to improving wayfinding, we have hired a consultant to advise on sign verbiage and naming system in addition to simply rebranding the signs.)*

Since the existing signage was installed, the sign code has become more restrictive in the following regards:

- Height
- Setback
- Square footage

Our intent is to update the existing signage to reflect the Piedmont Standard and retain legibility and visibility of current signage while minimizing the administrative and cost burden to Piedmont. For that reason, we are proposing to reuse as many of the existing stone bases and poles as possible, and retain the existing square footage of current sign faces. To clarify, none of the proposed signage is exceeding the size or height of the existing signage.

Though these proposed designs are no longer compliant with the “letter of the law”, we feel that they seek to comply with the “spirit of the law” and the good of the Snellville community by retaining the size, location, and visibility of a proven wayfinding system while simultaneously improving the content of this system.

We are hopeful that these reasons provide compelling evidence to secure a favorable response to our proposal. Thank you for the time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to be "Trent Lind".

Trent Lind, CEO