



Letter of Explanation

- Article 18-3-308(b)(2)
 - o Variance required for signage placed on (4) elevations that is in excess of (3) allowed elevations for signage.
 - Allowed by Code: (2) elevations for signage.
 - Variance Requested: To place signage on (4) elevations.

(a) Requirements for zoning variances. The Administrative Hearing Officer may vary or modify the provisions of this article when it is alleged that practical difficulties or unnecessary hardships prevent conformance with the strict letter of this article, provided the spirit of law is observed, public safety secured, and substantial justice done. A variance may be granted only if the Administrative Hearing Officer makes the following affirmative findings:

(1) Because of certain unique physical conditions, such as irregularity, narrowness or shallowness of lot size and shape or exceptional topographical conditions peculiar to and inherent in the particular lot, there is no reasonable possibility of developing the lot in strict conformance with this article; or

Response:

Longhorn Steakhouse is respectfully requesting branding/architectural elements on all four elevations due to the fact that this building has been designed to house architectural embellishments in order to break up the monotony of the empty walls. The lot Longhorn Steakhouse is located on is exceptionally small and located in a parking lot of Southdale Center where there are numerous businesses. With no freestanding sign, this property requires branding on all four elevations with the amount of approaches the parking areas allow for.

While the branding package we are respectfully requesting is designed to fit the building's architecture, it is also designed to allow for a smooth transfer of information to motorists as they are travelling the heavily signed commercial corridor. There is a freestanding sign that abuts the property to the Southeast that has eight businesses on it, none of which will be Longhorn Steakhouse. In order to clearly show where Longhorn Steakhouse is located, we are respectfully requesting branding/architectural elements on all four elevations while proposing 315ft², which is 75ft² less than the code allowed 400ft² or 10% per façade per site.

Here is a further breakdown of the percentage of each elevation dedicated to signage:

Front: 4.8%

Left: 3.6%

Right: 4.6%

Rear: 3.7%

SOUTH BEND

6001 Nimitz Pkwy | South Bend, IN | 46628 | p. 888.276.7107 | f. 574.237.6166



(2) Because of exceptional circumstances other than financial considerations, the grant of a variance is necessary to avoid practical difficulties or unnecessary hardship and to enable the applicant to develop the lot.

Response:

Longhorn Steakhouse is located on an outparcel lot within Southdale Center and this limits the amount of property Longhorn Steakhouse must separate itself from the surrounding businesses. In order to be clearly identified and allow motorists to safely maneuver to the property, Longhorn Steakhouse has chosen to remain well under the 10% allowed per façade.

For more detail regarding the proposed package, there are four sets of channel letters that read "Longhorn Steakhouse" and two steer head logos. The steer head logos are much like what you would see at Glory Days Grill and the stars located around the top of each façade. They are designed to break up the architectural features such as bump outs and chimneys that you can find on the elevations of the Longhorn Steakhouse. These architectural embellishments in the shape of a steer head enhance the overall look and feel of the building and resonate with motorists who have come to familiarize themselves with the Longhorn Steakhouse brand, which will alleviate any confusion caused by nearby freestanding signs and other various building signage. We have proposed steer head architectural elements on two elevations as opposed to all four elevations for Glory Days Grill. A business in this heavily populated commercial corridor requires appropriate branding for motorists to travel safely and efficiently to their desired destination. With that being said, Longhorn Steakhouse has not been allowed a freestanding sign to properly alert motorists of the general area of the restaurant leading them within the visibility cones of the branding elements on the building to lead them to the parking areas safely and efficiently. In order to counteract the lack of a freestanding sign, Longhorn Steakhouse is respectfully requesting channel letters on all four elevations for a smooth transfer of information to alleviate any hardships during wayfinding for motorists in the heavily populated commercial corridor.

(c) Requirements for all variances. A variance may not be granted unless it is found that:

(1) the variance is the minimum variance necessary to afford relief; and

Response:

Longhorn Steakhouse is in a unique situation where they are located on a small tract of land with no freestanding signage to alert motorists of the general location of the restaurant to maneuver to the property safely and effectively. There is also a freestanding sign adjacent to the property alerting motorists of eight other businesses in the immediate area. In order to alleviate that hardship and possible confusion for motorists, Longhorn Steakhouse respectfully requests branding elements on all four elevations in order to allow motorists to easily identify the building which is accessible from all directions via roadways and parking lots within the Southdale Center.

More specifically, motorists require adequate notice of all businesses to easily make decisions when navigating throughout the corridor. When approaching Longhorn Steakhouse from the Northeast on Governor Ritchie Hwy heading Southwest bound, the rear elevation channel letters are essential for



motorists to make the proper turn onto Mountain Road to access the parking area for Longhorn Steakhouse.

(2) the granting of the variance will not:

(i) alter the essential character of the neighborhood or district in which the lot is located;

Response:

The essential character of the neighborhood or district in which the lot is located will not be altered in any way. Longhorn Steakhouse is respectfully requesting appropriate signage that is under the 10% and 400ft² requirements while remaining consistent within the corridor compared to like businesses since Longhorn Steakhouse will not have presence on any freestanding signs. The code allowed wall signage would include three channel letter sets at 120ft² each, while also including two steer head logos at 19.7ft² each. While the proposed package we are respectfully requesting is under the code allowed 400ft² or 10% per façade.

(ii) substantially impair the appropriate use or development of adjacent property;

Response:

Longhorn Steakhouse is respectfully requesting branding elements that are appropriate for the building due to the small tract of land and potentially confusing freestanding signage adjacent to Longhorn Steakhouse's property. Longhorn Steakhouse is requesting a branding element package that will allow the restaurant to be easily identifiable while not hindering the appropriate use or development of adjacent properties.

(iii) reduce forest cover in the limited development and resource conservation areas of the critical area;

Response:

Longhorn Steakhouse's request will not reduce forest cover in the limited development and resource conservation areas of the critical area since Longhorn Steakhouse is not located in the critical area.

(iv) be contrary to acceptable clearing and replanting practices required for development in the critical area or a bog protection area; nor

Response:

Longhorn Steakhouse's request will not be contrary to acceptable clearing and replanting practices required for development in the critical area or a bog protection area since Longhorn Steakhouse is not located in either of these areas.



(v) be detrimental to the public welfare.

Response:

In an effort to allow motorists to navigate this commercially zoned corridor, signage is an important aspect of these types of zones and allows for a smooth transfer of information so motorists can safely and effectively navigate the corridor. In no way is the amount of signage inappropriate for this property as there are multiple businesses with similar amounts of signage all while being identified on freestanding signs, as well. Longhorn Steakhouse is proposing a sign package that separates the building from the crowded commercially signed area and enables potential consumers to decide where to make the appropriate turns to arrive at their desired destination.



Restaurant #22L0052

7941 Ritchie Highway, Glen Burnie, MD 21061

CRITICAL ISSUES

- Variance required for Signs C & F to exceed number of elevations allowed to have signage. Allowed (2) signed elevations, proposing (4).
- No ground signage proposed per Jason Holland's directive.
- Slight visibility issues to the site due to vegetation when traveling on Governor Ritchie Hwy

BRANDBOOK HISTORY

Initial: 04/25/23

Rev 1: 06/28/23 - Inserted updated elevations

Rev 2: 03/22/24 - Updated code/recs/variance info

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7941 Ritchie Highway, Glen Burnie, MD 21061

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SIGN SUMMARY

Restaurant #22L0052
7941 Ritchie Highway, Glen Burnie, MD 21061

Code Overview

Jurisdiction: County of Anne Arundel
Zone: C3 - General Commercial

Building Signage:

- **Wall Signage:**
 - The number of wall signs allowed is not regulated so long as the SF allowance is not exceeded.
 - Signage may only be placed on (2) elevations.
 - NTE 10% attached facade area, NTE 200 SF/facade.
 - NTE 2' projection.
- **Window Signage**
 - Number allowed is not regulated.
 - NTE 30% of window area.
 - Permits are required.
- **Construction Signs:**
 - Permit is not required.
 - Must be removed once construction is complete.
 - NTE 24 SF.
- **Special Event/Grand Opening Signs:**
 - Permits not required.
 - NTE 60 days.
 - A temp sign on site w/>500' frontage or sign applies to 11+ adjacent lots NTE 64 SF. Otherwise, a temp sign NTE 24 SF in all but residential districts.

Ground Signage

- **Freestanding Signage:**
 - Monument and pylons are allowed.
 - NTE 1/street frontage.
 - NTE 1 SF/1' lineal street frontage. NTE 250 SF.
 - NTE 30' OAH.
 - Must be setback 0' from ROW and/or property lines.
- **Directional Signage:**
 - Number allowed is not regulated.
 - NTE 6 SF.
 - NTE 5' OAH.
 - Permit required if over 4 SF.
- **To-Go Parking Signage**
 - Parking signs are regulated as directionals.
 - Permits required if over 4 SF.
 - Number is not regulated.
 - NTE 6 SF, NTE 5' OAH.

Confident Signs

- A** 36" Channel Letters: 68.9 SF
- B** Steer Logo: 19.7 SF
- D** 36" Channel Letters: 68.9 SF
- E** Steer Logo: 19.7 SF

Municipal/Landlord Allowed Sign Package

FRONT ELEVATION	LEFT ELEVATION	RIGHT ELEVATION	REAR ELEVATION	FREESTANDING SIGN
<div style="display: flex; flex-direction: column; align-items: center;"> <div style="margin-bottom: 10px;">A LONGHORN STEAKHOUSE</div> <div style="margin-bottom: 10px;">B </div> <div style="text-align: center;">36" Longhorn w/ 12" Steakhouse 45" Steerhead</div> </div>	<div style="text-align: center; padding: 10px;">Variance required to exceed number of elevations allowed to have signage.</div> <div style="text-align: center; padding: 10px;">N/A</div>	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="margin-bottom: 10px;">D LONGHORN STEAKHOUSE</div> <div style="margin-bottom: 10px;">E </div> <div style="text-align: center;">36" Longhorn w/ 12" Steakhouse 45" Steerhead</div> </div>	<div style="text-align: center; padding: 10px;">Variance required to exceed number of elevations allowed to have signage.</div> <div style="text-align: center; padding: 10px;">N/A</div>	<div style="text-align: center; padding: 10px;">No ground signage proposed per Jason Holland's directive.</div> <div style="text-align: center; padding: 10px;">N/A</div>

SIGN SUMMARY

Restaurant #22L0052
7941 Ritchie Highway, Glen Burnie, MD 21061

Approval Overview

Permits

- Building and Electrical permit required.
- Permits can be applied via mail or in person.
- Authorized agents can apply.
- Fees are based on valuation.
- LOA Required.
- SEDs required upon request.
- Permit review estimated to take 2-3 weeks.

Variance

- Administrative Hearing Office hears variance
- Every two weeks, either Tuesday or Thursday of 1st and 3rd week of each month.
- No pre-application meeting required
- 1 public hearing is required.
- \$35 per sign + \$480 application fee
- Variance process typically takes 3-4 months.

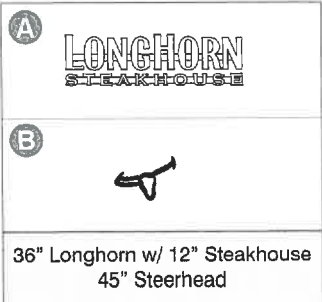
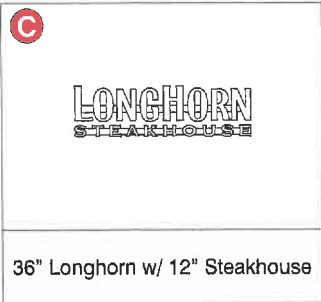


Confident Signs

- A** 36" Channel Letters: 68.9 SF
- B** Steer Logo: 19.7 SF
- D** 36" Channel Letters: 68.9 SF
- E** Steer Logo: 19.7 SF

Potential Signs

- C** 36" Channel Letters: 68.9 SF
Variance required to exceed number of elevations allowed to have signage. Sign provides building identification to traffic along Mountain Rd. & Governor Ritchie Hwy.
- F** 36" Channel Letters: 68.9 SF
Variance required to exceed number of elevations allowed to have signage. Sign provides building identification within the center, and to Southeast-bound traffic on Governor Ritchie Hwy.

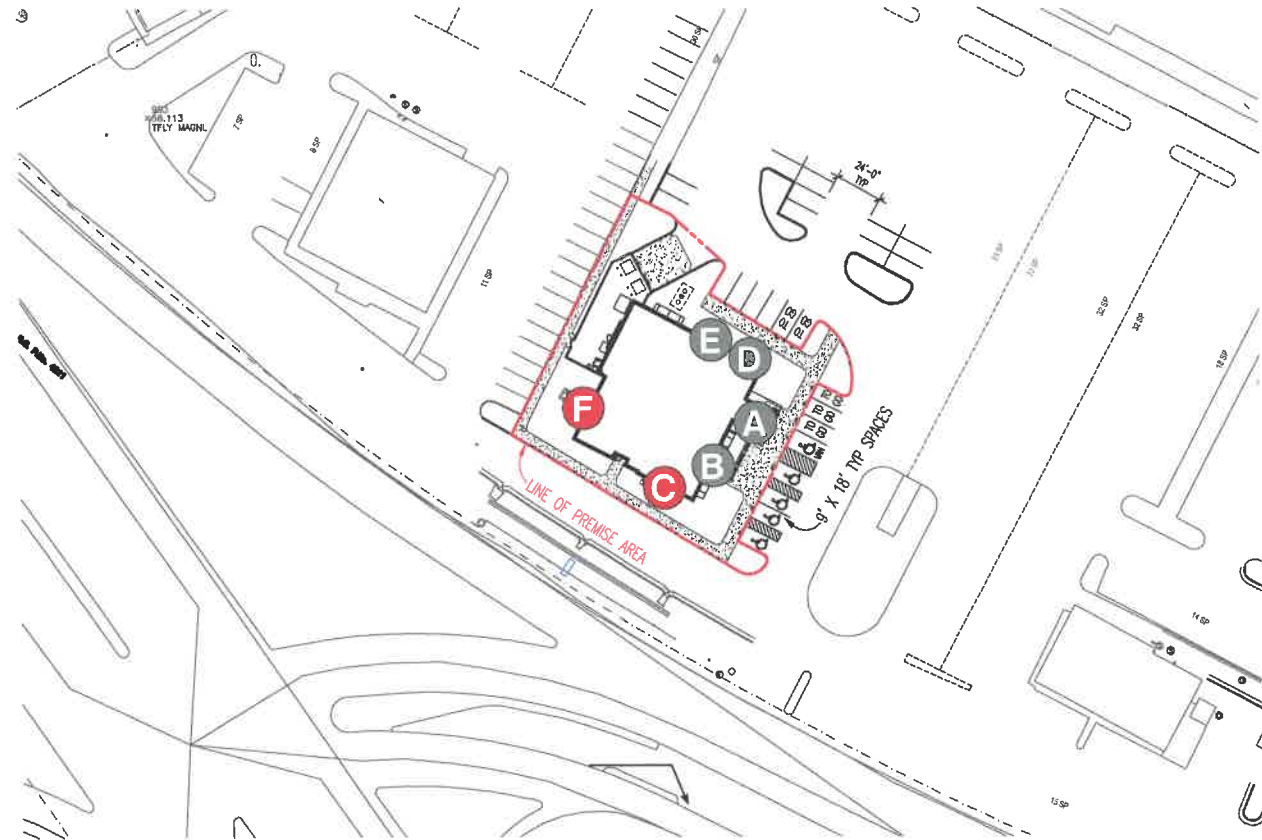
SES Proposed Sign Package

FRONT ELEVATION	LEFT ELEVATION	RIGHT ELEVATION	REAR ELEVATION	FREESTANDING SIGN
 <p>36" Longhorn w/ 12" Steakhouse 45" Steerhead</p>	 <p>36" Longhorn w/ 12" Steakhouse</p>	 <p>36" Longhorn w/ 12" Steakhouse 45" Steerhead</p>	 <p>36" Longhorn w/ 12" Steakhouse</p>	<p>No ground signage proposed per Jason Holland's directive.</p> <p>N/A</p>
<p>90% Chance of Approval 90% Chance of Approval</p>	<p>40% Chance of Approval</p>	<p>90% Chance of Approval 90% Chance of Approval</p>	<p>40% Chance of Approval</p>	

SITE PLAN

Restaurant #22L0052
7941 Ritchie Highway, Glen Burnie, MD 21061

- A** 36" Channel Letters: 68.9 SF
- B** Steer Logo: 19.7 SF
- C** 36" Channel Letters: 68.9 SF
- D** 36" Channel Letters: 68.9 SF
- E** Steer Logo: 19.7 SF
- F** 36" Channel Letters: 68.9 SF



AERIAL

Restaurant #22L0052
7941 Ritchie Highway, Glen Burnie, MD 21061



FRONT ELEVATION

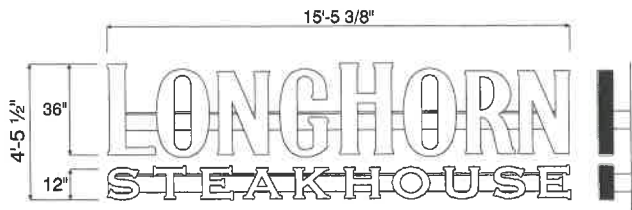
Restaurant #22L0052
7941 Ritchie Highway, Glen Burnie, MD 21061

Signage on front elevation allowed by code.



Measurements based on architectural plans provided.
Measurements to be field verified.

Scale: 3/32" = 1'



A 36" Channel Letters on Raceway (Internally Illuminated w/LED)
Utilized Square Footage: 68.9
Scale: 1/4" = 1'



ILLUMINATION VIEW



B Steer Logo (Halo Illuminated w/LED)
Utilized Square Footage: 19.7
Scale: 3/8" = 1'



ILLUMINATION VIEW



LEFT ELEVATION

Restaurant #22L0052
7941 Ritchie Highway, Glen Burnie, MD 21061

Variance Required


Variance required to exceed number of elevations allowed to have signage.



Measurements based on architectural plans provided.
Measurements to be field verified.

Scale: 3/32"=1'



 36" Channel Letters on Raceway (Internally Illuminated w/LED)
Utilized Square Footage: 68.9
Scale: 1/4"=1'



ILLUMINATION VIEW



RIGHT ELEVATION

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Signage on right elevation allowed by code.



Measurements based on architectural plans provided.
Measurements to be field verified.

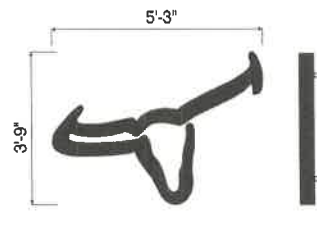
Scale: 3/32" = 1'



D 36" Channel Letters on Raceway (*Internally Illuminated w/LED*)
Utilized Square Footage: 68.9
Scale: 1/4" = 1'



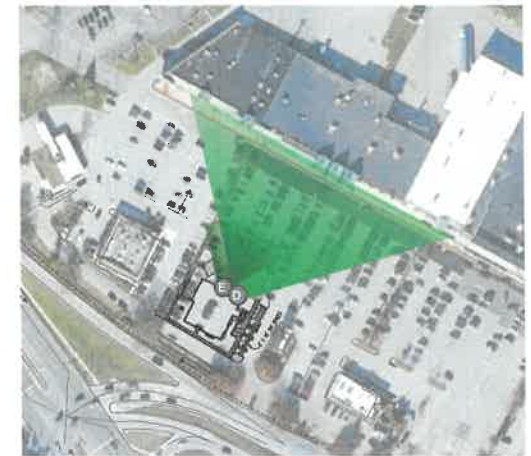
ILLUMINATION VIEW



E Steer Logo (*Halo Illuminated w/LED*)
Utilized Square Footage: 19.7
Scale: 3/8" = 1'



ILLUMINATION VIEW



REAR ELEVATION

Restaurant #22L0052
7941 Ritchie Highway, Glen Burnie, MD 21061

Variance Required

Variance required to exceed number of elevations allowed to have signage.



Measurements based on architectural plans provided.
Measurements to be field verified.

Scale: 3/32"=1'



36" Channel Letters on Raceway (Internally Illuminated w/LED)
Utilized Square Footage: 68.9
Scale: 1/4"=1'



ILLUMINATION VIEW



ELEVATION PHOTOS

Restaurant #22L0052
7941 Ritchie Highway, Glen Burnie, MD 21061

Front Elevation



Left Elevation



Right Elevation



Rear Elevation



Left Rear Elevation



Right Rear Elevation



APPROACH PHOTOS

Restaurant #22L0052
7941 Ritchie Highway, Glen Burnie, MD 21061

Heading Northbound on Mountain Rd



Heading Southbound on Governor Ritchie Hwy



COMPETITOR SIGNS

Restaurant #22L0052
7941 Ritchie Highway, Glen Burnie, MD 21061

1 GLORY DAYS GRILL

- Three Wall Signs



2 STARBUCKS

- Three Wall Signs
- One Freestanding Drive Thru Sign



3 CHIPOTLE

- Four Wall Signs



APPENDIX



SIGN TYPE: LH-36RWLTR-XLED / INTERNALLY ILLUMINATED CHANNEL LETTERS ON RACEWAYS / 68.9 SQ.FT.

SCALE : 1/2" = 1'-0"

A
C
E
F

"LONGHORN":

FACES: #2283 RED ACRYLIC W/ WHITE PERFORATED VINYL APPLIED 1ST SURFACE (LETTERS TO APPEAR WHITE DURING DAY & RED AT NIGHT).
RETURNS: 5" DEEP PRE-FINISHED BLACK ALUMINUM W/ BLACK TRIMCAP.
NOTE: INTERIOR OF LETTERS TO BE PAINTED W/ WHITE LIGHT ENHANCEMENT PAINT.
ILLUMINATION: GE RED LED MODULES.

"STEAKHOUSE":

FACES: #7328 WHITE ACRYLIC.
RETURNS: 5" DEEP PRE-FINISHED BLACK ALUMINUM W/ BLACK TRIMCAP.
NOTE: INTERIOR OF LETTERS TO BE PAINTED W/ WHITE LIGHT ENHANCEMENT PAINT.
ILLUMINATION: GE WHITE LED MODULES.

CUSTOMER TO PROVIDE:

(For New / Remodel Construction) ADEQUATE BEHIND THE WALL BACKING AND ACCESS AS REQUIRED TO INSTALL SIGNAGE. CUSTOMER TO FORWARD COPY OF FINAL APPROVED SIGNAGE DRAWINGS TO BUILDING SITE CONTACT SO THAT THESE PROVISIONS CAN BE MADE DURING CONSTRUCTION AND PRIOR TO SIGN INSTALLATION.

ALL BRANCH (PRIMARY ELECTRICAL SERVICE) CIRCUITS & FINAL CONNECTION TO EACH SIGN (WITHIN 5 FT.) TO BE BY CERTIFIED ELECTRICIAN:

- A. All branch circuits for signs must be totally dedicated to signs (including dedicated ground and dedicated neutral per circuit).
- B. Sign circuits must not be shared with other loads such as lighting, air conditioning, and other equipment.
- C. Properly sized ground wire that can be traced back to the transfer panel must be provided.
- D. Number and size of circuits for each sign to meet Federal Health Signs requirement.

Any deviation from the above recommendations may result in:

- 1. Damage to or improper operation of the sign(s).
- 2. Delays and additional costs.

Notes:

Certain electrical components of signs will fail prematurely if signs are not shut-off for a period of time, once, each day. For best performance, we recommend signs to be connected to an automatic controlling device such as an Energy Management System, Time Clock or Photo Cell that will automatically shut-off the sign for a period of time, each day. Failure to do so will cause damage to the electrical components of the sign and will void the warranty.

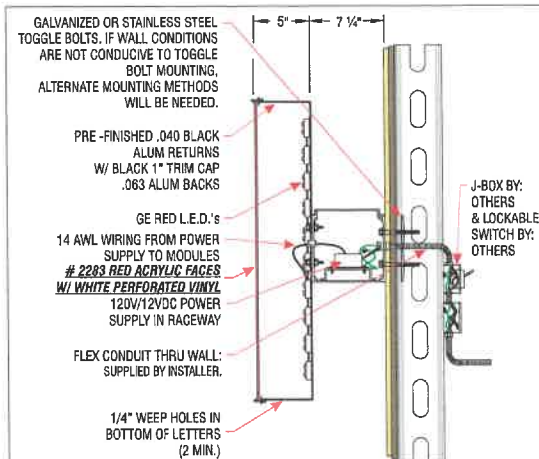
Some dimming devices will also adversely affect sign electrical components, causing failure. Any dimming of the sign without consultation with Federal Health Sign Co. will void the warranty.

INSTALLER IS RESPONSIBLE FOR:

PROVIDING AND INSTALLING ALL COMPONENTS REQUIRED TO RUN SECONDARY WIRING (CONNECTORS, GTO CONDUT, ETC.) TO BE DETERMINED BY LOCAL CODE AND SITE CONDITIONS.

PROVIDING ALL NEEDED INSTALLATION HARDWARE AS DETERMINED BY LOCAL CODE AND SITE CONDITIONS.

SEALING BUILDING PENETRATIONS WITH SILICONE TO PREVENT MOISTURE PENETRATION @ EXTERIOR LOCATIONS.

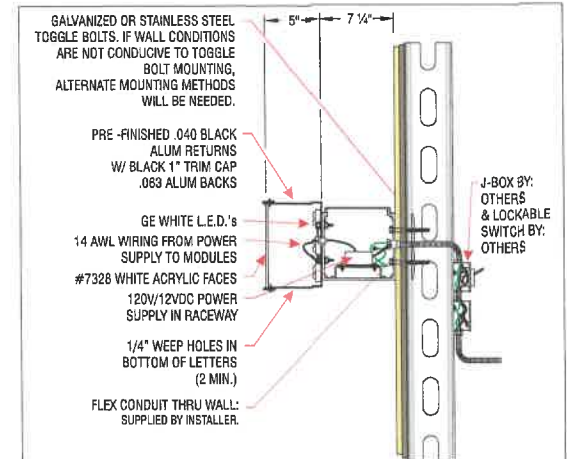


TYPICAL L.E.D. CHANNEL LETTER ON RACEWAY / "LONGHORN"

GE LED LOW VOLTAGE LIGHTING SYSTEM
 U.L. LISTED - CLASS 2 - CONFORMS TO U.L. 48 - N.E.C. 600 STANDARDS

GENERAL NOTES:

1. CONTRACTOR SHALL VERIFY WALL CONDITIONS IN THE FIELD.
2. TYPE, SIZE & NUMBER OF FASTENERS TO BE DETERMINED.
3. ALL BOLT TO BE DRILLED AND OR PUNCHED.
4. ISOLATE ALUMINUM FROM STEEL.



TYPICAL L.E.D. CHANNEL LETTER ON RACEWAY / "STEAKHOUSE"

GE LED LOW VOLTAGE LIGHTING SYSTEM
 U.L. LISTED - CLASS 2 - CONFORMS TO U.L. 48 - N.E.C. 600 STANDARDS

GENERAL NOTES:

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4. ISOLATE ALUMINUM FROM STEEL.

Sign company responsible for choosing raceway color that best matches facade color.

MATERIAL FINISH COLORS			
Returns	Faces	Faces	Trimcap
Pre-finished Black Aluminum	7328 White Acrylic	2283 Red Acrylic w/ White Perforated Vinyl	Black

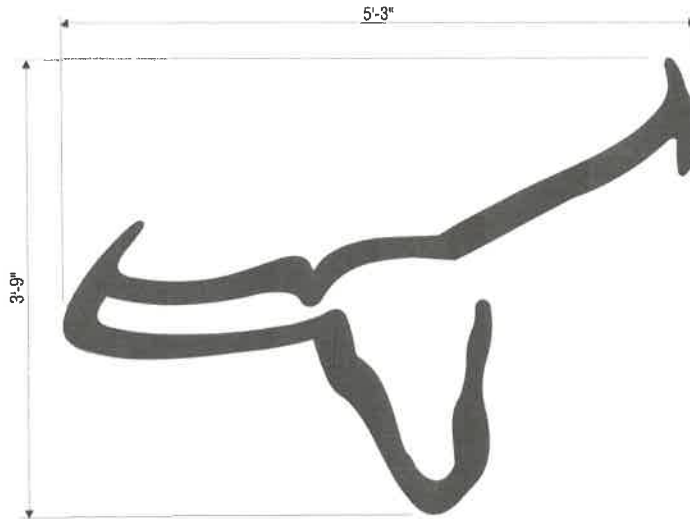
RACEWAY COLORS		
Raceway Option 1	Raceway Option 2	Raceway Option 3
Benjamin Moore #063 "Pennies from Heaven"	Benjamin Moore "Brookline Bluffs" HC 47	Benjamin Moore "Country Rosewood" HC-193
Quantity	Quantity	Quantity

ELECTRICAL REQUIREMENTS

Total: 3.0 Amps

(1) 120V 20A Circuit Required.

ALL BRANCH CIRCUITS SHALL BE DEDICATED TO SIGNS (INCLUDING GROUND AND NEUTRAL) AND SHALL NOT BE SHARED WITH OTHER LOADS.



MATERIAL FINISH COLORS	
Face & Returns	Logo Back
	
Satin Black Painted Aluminum	Clear Polycarbonate

LECTRICAL REQUIREMENTS
Total: <u>.3</u> Amps
(1) 120V 20A Circuit Required.
ALL BRANCH CIRCUITS SHALL BE DEDICATED TO SIGNS (INCLUDING GROUND AND NEUTRAL) AND SHALL NOT BE SHARED WITH OTHER LOADS

B **LH-45STEER / HALO-ILLUMINATED REVERSE CHANNEL STEER / 19.68 SQ.FT.**

SCALE : 1" = 1'-0"

D "LONGHORN":

FACE & RETURNS: FABRICATED FROM ALUMINUM & PAINTED SATIN BLACK FINISH.
NOTE: INTERIOR OF LETTERS TO BE PAINTED W/ WHITE LIGHT ENHANCEMENT PAINT.
ILLUMINATION: GE WHITE LED MODULES POWERED BY REMOTE POWER SUPPLIES.(PER GE LAYOUT)

CUSTOMER TO PROVIDE:

(For New / Remodel Construction) ADEQUATE BEHIND THE WALL BACKING AND ACCESS AS REQUIRED TO INSTALL SIGNAGE. CUSTOMER TO FORWARD COPY OF FINAL APPROVED SIGNAGE DRAWINGS TO BUILDING SITE CONTACT SO THAT THESE PROVISIONS CAN BE MADE DURING CONSTRUCTION AND PRIOR TO SIGN INSTALLATION.

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