



Whip Clean, LLC.

1018 Vermeer Ave

Gaithersburg, MD 20878

Nov 14, 2024

Minor Waiver Request – Directional Signage

To whom it may concern,

Whip Clean Car Wash is requesting 10 monolith style signs to be placed strategically throughout the site designed to clearly and safely state and show guests the circulation patterns of the car wash. This style of sign is more attractive than signs on posts and provides a bit more surface area to capture the attention of drivers and pedestrians alike, providing a safer environment. We can also landscape around these signs, enhancing the natural environment.

The size and style of these signs meet all the requirements of a minor waiver request including:

- (a) Such deviation will not have an adverse impact on the health, safety and general welfare of the City, its residents and business, the public and the surrounding properties. All signs achieve the opposite by providing clear instruction, so all guests have a safer experience navigating the car wash; and
- (b) Such deviation will not be a hazard to traffic, vehicles or pedestrians because they clearly show the safest paths and drive lanes to navigate the car wash; and
- (c) Such deviation is necessary due to location, obstructions or other factors that adversely impact the visibility of the sign. The deviation is necessary due to the use as a car wash within the shopping center. Most uses in the shopping center have self-explanatory places to park for said use. A car wash is unique in that the service provided is for the automobile so clear queueing is critical to efficient production while maintaining a safe environment for drivers and pedestrians, especially within the shopping center; and
- (d) Such deviation is in conformance with the purposes of Article 8- Signage Standards
 - (1) Promote pedestrian and vehicular safety by allowing people to locate goods, services, facilities, and geographic areas without difficulty, danger, or confusion. As you can see, all signs are specifically designed for this purpose;

- (2) Enhance the unique character of the city by maintaining and complementing the aesthetic, built, and natural environments. The design of the signs matches our building and corporate logo. Additionally, we can landscape around the signs to further compliment the natural environment;
- (3) Protect property values by preventing damage from signs, avoiding visual clutter, and ensuring compatibility with the surrounding land uses. All signs are on property and exclusively designed for vehicular and pedestrian movement on site. They are spaced to avoid clutter, provide clear instruction and are compatible, with surrounding uses as they are not visible to surrounding uses and are sturdy so will never get blown off into surrounding properties;
- (4) Prevent signage from becoming a public nuisance, creating blight, or posing hazards through unregulated construction, placement, and display. All signs are to be placed in areas visible to guests and out of drive lanes. They are installed with concrete bases for longevity, are very durable, visually attractive, and have graphics that can be replaced in time if they become faded;
- (5) Create an attractive business climate that fosters economic vitality and sustainability. The signs provide a professional corporate feel that matches our logo and building while creating a safe environment for guests to navigate;
- (6) Appear and act as an accessory and incidental use to the primary use on the property. Our car wash offers 3 options after the exterior wash. You can simply exit. You can head to the free vac area and vacuum your car yourself. Or you can pull over to full service and exit your vehicle while we vacuum and hand dry your car. The signage is necessary to guide guests to the appropriate accessory uses on site;
- (7) Communicate legibly and effectively under the circumstances in which they are seen. As you can see, the design and placement of signage is specifically for this purpose and are not only clear and legible but also have arrows as needed;
- (8) Preserve public property and rights-of-way and its authorized users and franchisees. Our signs are not on public property, and we specifically preserve rights-of-way and its authorized users and franchises;
- (9) Minimize the possible adverse effect of signs on nearby public and private property. The signs are specifically designed for on site guests and have been minimized as to not adversely affect nearby public and private property.

Thank you,

Brett Schaechter

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Whip Clean Car Wash