

EXHIBIT B

DESCRIPTION OF DEVELOPMENT STANDARD VARIANCE REQUESTED (Amended and Restated)

Roush Real Estate, LLC, owns approximately eight (8) acres of real estate located at 525 W. David Brown Drive, Westfield, Hamilton County, Indiana 46074, upon which Tom Roush, Inc. ("Roush") operates a Lincoln automobile dealership, as a franchisee of Ford Motor Company ("Ford"), and a Mazda automobile dealership as a franchisee of Mazda America. As part of the franchise relationship, the dealership is required to use color schemes and other aesthetic requirements as directed by the franchisor. Due to Ford's discontinuance of the Mercury line of automobiles, Ford is requiring the Roush dealership to remove all references to Mercury on their signs and buildings, and is requiring the dealership to change the color scheme and overall appearance of the façade of the Lincoln building. These franchise requirements include the installation of a new façade for Roush's Lincoln dealership, which will include replacing the "Tom Roush" wall sign and three service area canopy signs with four similar but repositioned and updated signs, a rendering and diagram of which is attached. These existing four signs have a sign area of 92 sf, and the replacement signs have a total sign area of 119 sf, an increase of 27 sf. (When the "Lincoln" name and emblem are measured separately, the total equals only 74 sf., an 18 sf reduction.) The requirements also mandate the modification of the appearance and sign copy of the current legally established "Lincoln Mercury" pole sign on the property, a picture of which is attached, to match the new façade and to remove the "Mercury" name, and mandate the removal of the reference to "Mercury" on the current legally established "Tom Roush Used Cars" pole sign on the property, a picture of which is attached. Roush's current signs are "grandfathered", so in order to allow the replacement of the existing "Tom Roush" wall sign and service area canopy signs, and the modification of the sign copy and artistic design of the "Lincoln Mercury" pole sign and the "Tom Roush Used Cars" pole sign, **Roush requests variances from the following provisions of the Westfield-Washington Township Zoning Ordinance:**

- **WC § 16.08.010(D)(4), which prohibits pole signs. Roush seeks to obtain the variance to allow the modification of the sign copy and artistic design of the legally established "Lincoln Mercury" pole sign, and to allow the continuation of Roush's existing pole signs.**
- **WC § 16.08.010(D)(6), which prohibits temporary flag signs. Roush seeks to obtain the variance to allow flags near the top of each of the light poles of the parking lot to continue (see attached picture).**
- **WC § 16.08.010(E)(8) permitting no more than 500 square feet of sign area. Roush seeks to obtain a variance to allow the existing approximately 905.8 square feet of signage to continue, to allow the replacement of the "Tom Roush" wall sign and three service area canopy signs (see attached picture) with four similar but repositioned and updated signs, to allow the modification of the sign copy and artistic design of the legally established "Lincoln Mercury" pole sign. And,**

- **WC § 16.08.010(G)(1)(a) permitting only one (1) square foot of sign area per one (1) linear foot of building fronting on a public right of way. Roush currently has 587 linear feet of frontage on public roads, but has approximately 905.8 square feet of signage. Roush seeks to obtain a variance to allow the existing approximately 905.8 square feet of signage to continue, to allow the replacement of the "Tom Roush" wall sign and three service area canopy signs with four similar but repositioned and updated signs, to allow the modification of the sign copy and artistic design of the legally established "Lincoln Mercury" pole sign.**

The pole signs for which Roush is requesting the variances in this application are currently legally established under a previous ordinance and/or variance. The original variance (82-V-9), allowed a variance of pole sign size, number of pole signs in a business zoning district, and overlay corridor requirements to allow a pole sign in the overlay corridor. The second variance (98-V-27), to replace two existing pole signs, also provided a variance from the same standards. As to the proposed pole sign modifications, this current variance request is similar to the prior variances, which have allowed these signs or similar signs on the property for the last 29 years, and as to the poles signs, Roush is only requesting to modify the sign copy and artistic design of these existing, legally established pole signs.

The signs currently do not, and after the modifications and replacements will not, present any threat to the public health, safety, morals or general welfare of the community. There is nothing offensive or otherwise unsightly depicted or printed on any of the proposed or existing signs, they are not located in areas travelled by the public, and they are merely advertising for the business of the auto dealership, or directional or informational in nature. The addition of the new building façade and the associated sign replacements will enhance and update the appearance of the area. The current pole signs have a very professional appearance and have existed on the property for approximately 29 years, and the new sign copy faces will continue the professional, high quality appearance. The façade upgrades, sign replacements, pole sign updates, and the continuation of the existing flags and signage will foster the business success of the applicant which will further benefit the general welfare of the community.

The use and value of adjacent properties will not be adversely affected by the change to the signs. On the contrary, due to the façade modifications, failure to change the signs would create a lack of uniformity in the color scheme for the dealership, which would be unsightly and potentially adversely affect adjacent properties and the appearance of the community. The signs are already in place legally, and the modifications will improve the aesthetics and general appearance of the area and the value of the adjacent property. Further, the property is located in a mostly undeveloped area along U.S. 31, and is bordered by U.S. 31 to the west, dense trees to the south and east, and David Brown Drive and a farm field to the north.

Strict application of the zoning ordinance will result in practical difficulties in the use of the property. The property is currently being used as a Lincoln and Mazda automobile dealership, and will no longer be able to be operated as a Lincoln dealership without the modifications to the signage due to its contractual obligations under the dealership franchise, making the real estate unfit for its current use. The amount of signage needed for this property is

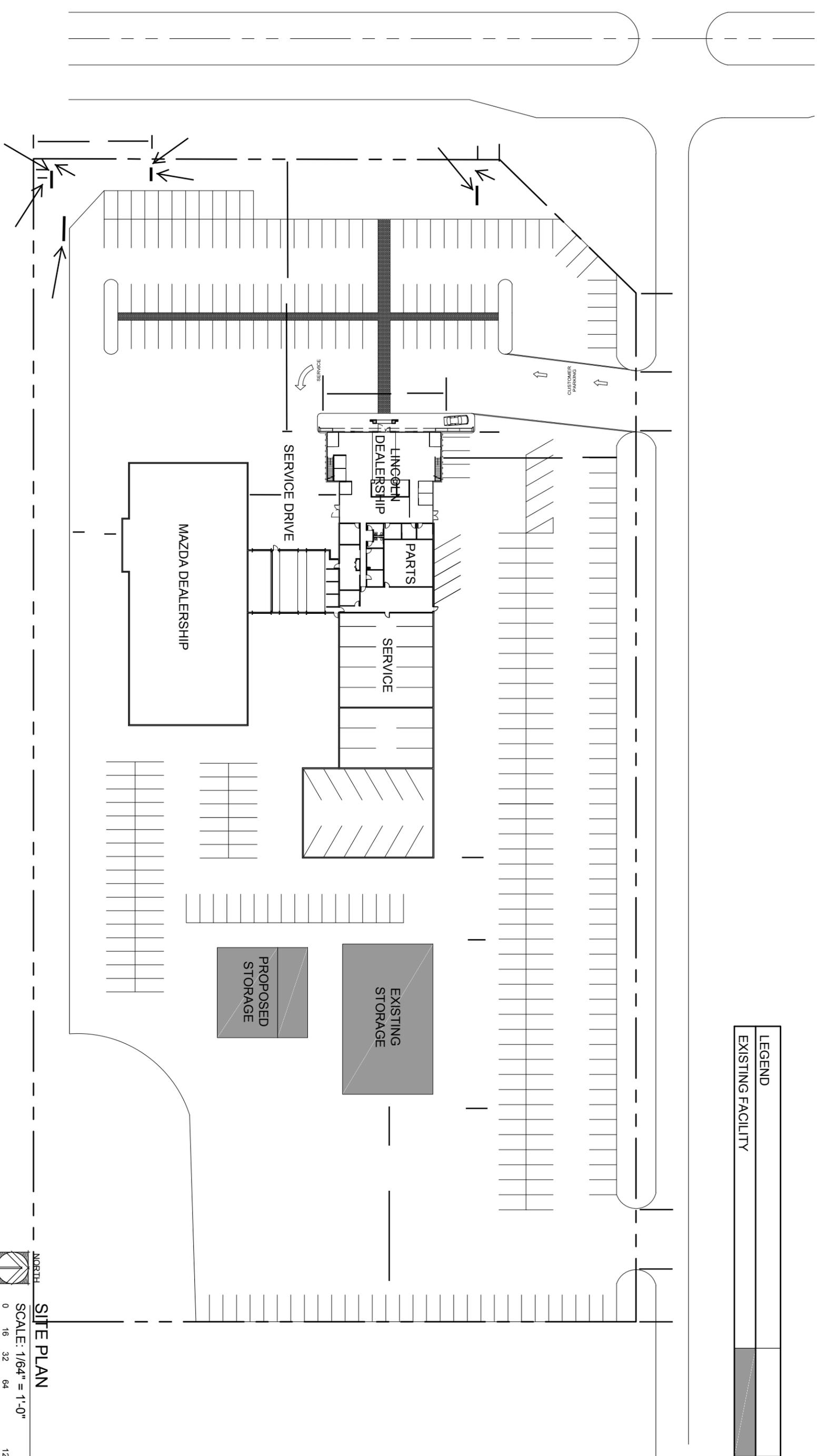
unique in that the property is used to sell two distinct brands of automobiles, which multiplies the signage needs for the property. The signage for this property also faces highway U.S. 31, which is the road frontage on the west side of the property, which has traffic traveling at a high rate of speed, and easily visible signage is critical in order to be readable by such traveling public. In addition, the Department of Transportation plans to improve U.S. 31, and it is our understanding that these improvements will include elevating the highway approximately 20' in the area adjacent to the Roush property, which will, in effect, make the need for pole signs even more important to the business success of the dealership so that the signs can be seen from the elevated highway.

Although the current sign area exceeds the Sign Ordinance maximum and the change in the façade will technically increase the sign area by 27 sf, when the "Lincoln" name and emblem are measured separately, the total is actually reduced by 18 sf, and measuring them separately is more reflective of the visual space taken by the new façade signage. Additionally, Roush agrees to offset part of the sign area increase by eliminating the "Attention Transports" sign (6 sf) (pictured on the attached) and the smaller "Mazda Sales" sign with arrow (6 sf) (pictured on the attached), and to the extent signs exist without required permits being on file, most particularly the leasing sign (pictured on the attached) and Tom Roush Parts sign (pictured on the attached), Roush agrees to file appropriate permit paperwork.

For your reference, attached are the following:

- Site Plan
- Aerial photo of the property
- Pictures of the signs to be modified
- Rendering of the general new look of the new Lincoln Pole sign
- Picture of existing façade
- Rendering of new building façade
- Picture of existing service area canopy signs to be replaced
- Picture of flags on light poles
- Picture of "Attention Transports" sign
- Picture of "Mazda Sales" sign with arrow
- Picture of "Leasing" sign
- Picture of "Tom Roush Parts" sign

LEGEND	
	EXISTING FACILITY



*NOTE: LOCAL ARCHITECT TO V.I.F. ALL EXISTING BUILDING CONDITIONS.

SITE PLAN

SCALE: 1/64" = 1'-0"

0 16 32 64 128

 NORTH



LINCOLN

TOM ROUSH LINCOLN

WESTFIELD, IN

SITE PLAN - 08.11.11

DATE AND REVISIONS	DATE



FORDLAND
Dealership Facility Design



Imagery ©2011 DigitalGlobe, GeoEye, IndianaMap Framework Data, USDA, Farm Service Agency, Map data ©2011 Google, Edit in Google Map M

Shepherd
Ford
Ford Motor Company

Mercury

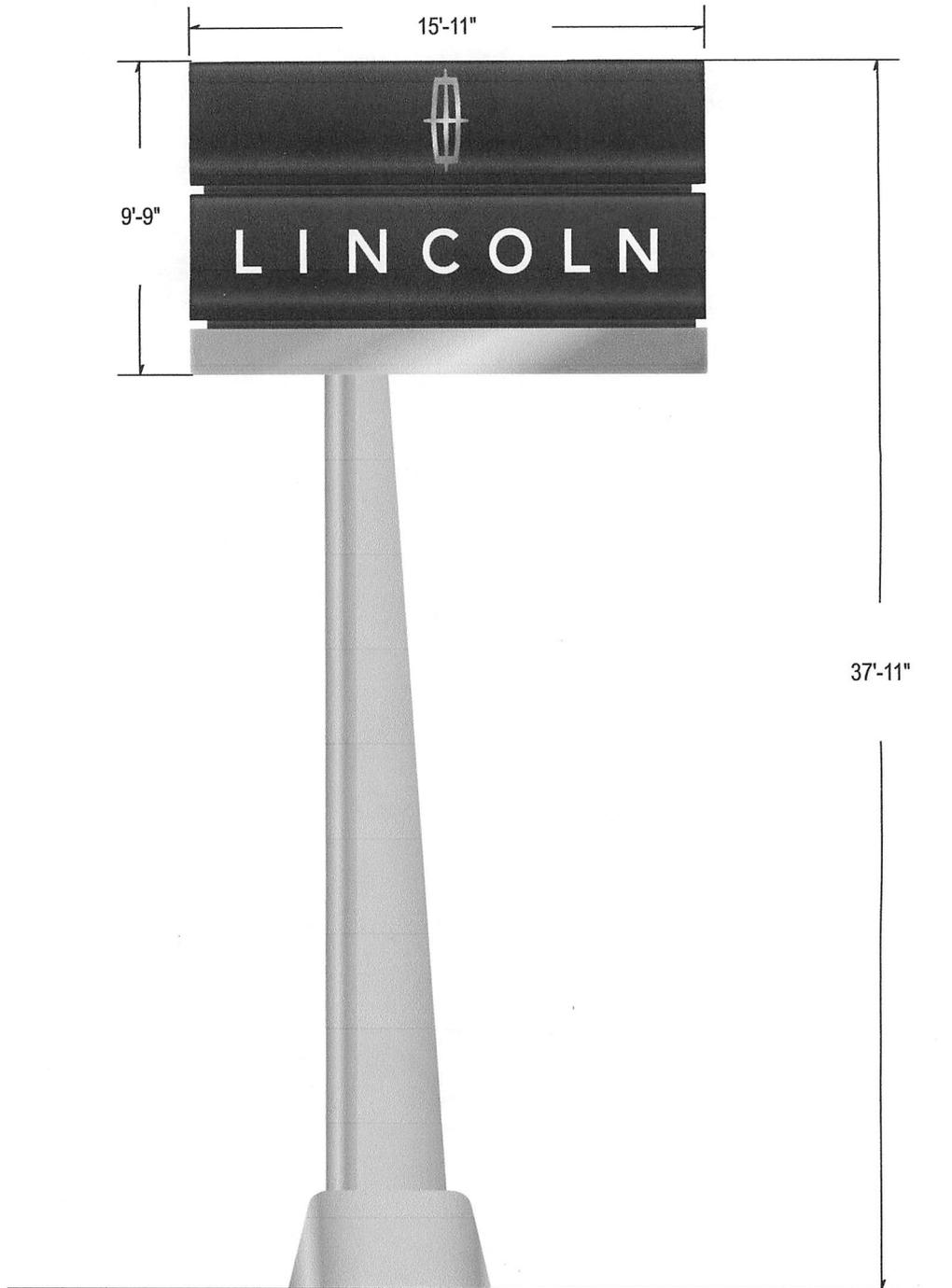
LINCOLN

LEASING

**BRIDE
WAVE**



L16-150 P30



LINCOLN

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DATE AND REVISIONS

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 LINCOLN
ENTRANCE

**SERVICE
ENTRANCE**

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ENTRANCE

SERVICE

SOUND
HORN

SERVICE

SOUND
HORN

TIRE

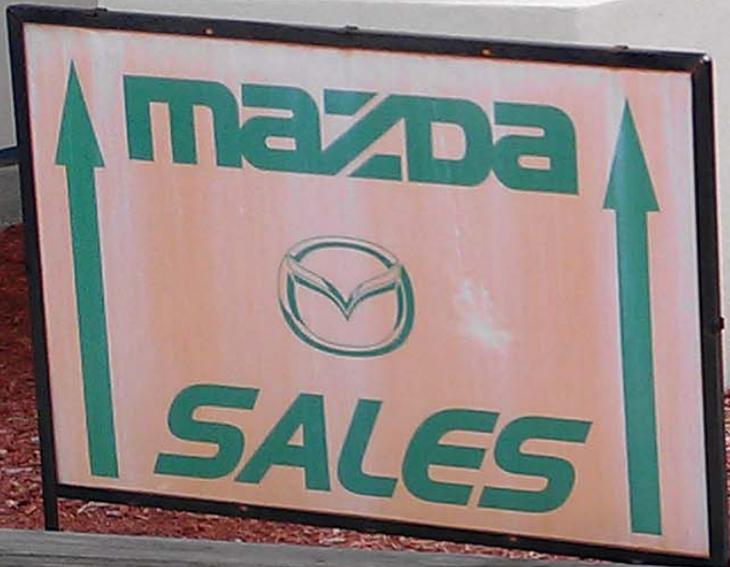
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**ATTENTION
TRANSPORTS**

**PLEASE UNLOAD
ALL VEHICLES ON
THE STREET**

THANK YOU



mazda



SALES

LEASING



WRONG WAY



**TOM ROUSH
PARTS**

