

**To: Louisville Metro Planning & Design Services**

**From: Ed Neeley, Director of Marketing, Commonwealth Dodge**

**Subject Detailed Explanation of Waiver Request for 17 Dev Plan 1020**

**We are respectfully requesting a waiver for our illuminated led sign located at 6408 Preston Hwy, Louisville KY 40219. It is our understanding that the normal maximum led display percentage for a sign of a maximum allowed square footage of 100 is 60%. Our video sign at 32.6 square feet is much smaller than the maximum size allowed and therefore well below the 60 square feet that would be permitted on a 100 square foot sign.**

**Furthermore we will adjust the brightness and the duration of images to comply with the Department of Codes & Regulations rules.**

**Please feel free to contact me with and questions or if any additional information is required at 502-386-5929 or at [ed11ty11@aol.com](mailto:ed11ty11@aol.com)**

**Thank you,**

**Ed Neeley**

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PLANNING &  
DESIGN SERVICES

19 Waiver 1030