



January 3, 2018

City of Snellville
Planning and Development Dept.
2342 Oak Road, 2nd Floor
Snellville, Georgia 30078

To whom it may concern:

Clear Channel Outdoor, Inc. is pursuing a sign variance pertaining to Section 12.8 of the City of Snellville's Sign Ordinance regarding Electronic Message Boards. Clear Channel's client, Eastside Medical Center has requested the addition of a Wait Time Clock to their advertisement located at 2764 Main Street West, Snellville, GA 30078.

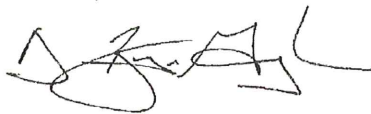
Eastside Medical Center currently advertises on east-facing panel of Clear Channel's billboard structure. Eastside desires the Wait Time Clock to depict the hospital's Emergency Department average wait times. The wait time is defined as the amount of time it takes from the moment a prospective patient registers at the Emergency Department front desk to the time they see a qualified medical provider. The time that is displayed to the public is a four-hour rolling average, updating with the new average every 30 minutes. Eastside Medical Center obtained a variance from the City of Snellville in 2013 for a Wait Time Clock on another advertising location; 1580 Tree Lane, Snellville, GA 30078.

Electronic Message Boards ("EMB") are utilized by public schools and businesses to provide pertinent information to the community. Eastside Medical Center believes the EMB also provides highly important information, transparent up-to-date Emergency Department average wait times, which enable community residents to make educated decisions on where they would like to go for emergency care when that time comes.

We have enclosed further details on the specifics of the EMB clock. We appreciate your review and consideration of our sign variance application. The Eastside Medical Center is a substantial partner in the Snellville community and we look forward to promoting their continued success.

Should you have any further questions, feel free to contact me.

Sincerely,



Bryan Gaylor
VP, Real Estate & Public Affairs
bryangaylor@clearchannel.com
678-309-7684