

Variance Justification:

In order to justify approval of any variance, the Board of Zoning Adjustment considers the following criteria. Please answer all of the following items. Use additional sheets if needed. A response of yes, no, or N/A is not acceptable.

1. Explain how the variance will not adversely affect the public health, safety or welfare.

All signs are designed to be consistent with other signs in the area and what is considered standard for normal hotel industry signage. All signs on-site meet city required setbacks, visibility triangles, lighting lumen output would be followed to ensure that signs are not considered a safety hazard.

2. Explain how the variance will not alter the essential character of the general vicinity.

The proposed wall signs will complement the neighboring businesses, reflecting similar materials, lighting applications, and intent. There will not be any affect on the orderly development of the property or land in the vicinity.

3. Explain how the variance will not cause a hazard or a nuisance to the public.

There are not any elements of the proposed signage that differ than what the public is accustomed to viewing for exterior signage displayed in a retail, restaurant, and hospitality business.

4. Explain how the variance will not allow an unreasonable circumvention of the requirements of the zoning regulations.

The two wall signs are appropriately scaled to the size of the building and do not draw unnecessary attention in comparison to the signs installed on neighboring businesses. The sign sizes proposes are proportionately designed in relation to the size of the hotel.

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Additional consideration:

1. Explain how the variance arises from special circumstances, which do not generally apply to land in the general vicinity (please specify/identify).

Due to the taller building height of the hotel, the wall sign locations at the top of the building naturally fall at a much greater height than the 25' allowance. The sign placement on the building is similar to signs in the area but due to the height of the building, it results in a higher overall placement..

2. Explain how the strict application of the provisions of the regulation would deprive the applicant of the reasonable use of the land or would create unnecessary hardship.

If the regulations of St. Matthews are followed, there would not be a location at 25' or below that would be favorable for a sign due to the windows & overall design of the hotel. If a sign was installed to follow the regulations, it would decrease visibility of the hotel and limit business opportunity in a very competitive hotel industry.

3. Are the circumstances the result of actions of the applicant taken subsequent to the adoption of the regulation from which relief is sought?

No, the circumstances are not the result of actions following the adoption of the regulation.

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