

To whom it may concern:

We are applying for a CUP for the property address at 124 William St. This letter is the justification as to why this address is appropriate to challenge the 600ft Rule.

A non-host occupied short term rental in this residential area, at this site, will not negatively impact surrounding residents for the following reasons:

- There are many awesome attractions within walking distance perfect for visitors to our growing city (so the neighbors are used to plenty of activity on the Frankfort Ave).
- This is a great location to service a small portion of the 16 Million visitors Louisville receives every year, to show these visitors how great our city is.
- 124 William is at the end of a dead-end street
- The other CUPs that are in close proximity are at that 600ft line (there aren't any really within the 600ft..)
- We plan to make this home beautiful inside and out:
  - This will attract a high-quality renter to this area
  - This will increase property values for all the neighbors

Thank you!

Jacob Branch  
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