

MEMORANDUM

TO: Members of the Board of Zoning Appeals  
FROM: Brent N. Damman, Zoning Administrator  
SUBJECT: Sign height variance Holiday Inn Express  
590 Bonaparte Dr.  
HEARING DATE: April 14, 1998 at 4:30 PM  
HEARING #: BZA 98/02

BACKGROUND

An application for variance has been filed by N.B. Patel on behalf of Rahee Hospitality Inc. owners of the New Holiday Inn Express 590 Bonaparte Dr. Napoleon, Ohio. The applicant is requesting variance to the maximum height for a post sign. The owners wish to construct an 80 foot high sign on land they own located along the 6&24 bypass just south of the Paramount Hotel. The variance request is to City Code section 1335.16 (a) (2). The property is located in a C-4 Commercial Zoning District.

RESEARCH AND FINDINGS

1. This business relies heavily on attracting business from the highway. Proper identification signage which is visible from the highway is very important for this type of business operation. It is also important for those traveling the highway to have highly visible signage in order to find the proper exit and to exit the highway safely.
2. The Holiday Inn Corporation has dictated a certain size of sign to the owners of the Holiday Inn Express. These signs are used nationally and there is a great deal of emphasis placed on consistency and high visibility.

ADMINISTRATIVE RECOMMENDATION & OPINION

It is my opinion that based on a highway oriented type of business operation it is reasonable to have signage which is visible and recognizable from the highway.

Therefore, I am recommending the variance be granted as requested.

### CONSIDERATIONS

The Board shall not render a decision on this request until it has reviewed the following standards for variation.

The standards for variation to be considered are as follows:

- (a) That there are exceptional or extraordinary circumstances or conditions applicable to the property or to the intended use that do not apply generally to the other property or use in the same vicinity or district.
- (b) That such Variance is necessary for the preservation and enjoyment of a substantial property right possessed by other property in the same vicinity or district but which is denied to the property in question.
- (c) That the granting of such Variance will not be materially detrimental to the public welfare or injurious to the property or improvements in the vicinity or district in which the property is located.
- (d) That the granting of such a Variance will not alter the land use characteristics of the vicinity or district, diminish the value of adjacent land and improvements or increase the congestion in the public streets.