



Staff Report BZA19-003-VA

Woodspring Suites Sign Variance

Docket BZA19-003-VA Woodspring Suites Sign Variance. The petitioner is requesting approval of a Variance for an electronic message sign underneath their current existing sign. The subject sign, proposed location, is designed and considered for clear view to the Interstate (I-65), as the facility, is located along the interstate. The petitioner is Woodspring Suites and owner is Gateway Whitestown LLC.



Site Location and Proposed Development

The Woodspring Suites in Whitestown is requesting a variance to our existing pole sign on the west side of our property. We are wanting to add an electronic message center underneath our current logo sign to display our current rates. As seen in the drawings, this is a relatively small sign and we are not looking to display anything more than just our current rates, no messages or scrolling scripts and no bright flashing lights. Adding this sign dramatically impacts our business and adds economic impact to the area and the town of Whitestown.



Requested Variance announced.

8. **SIGNS PROHIBITED UNDER THIS SIGN PROGRAM.** All signs not expressly permitted under this Sign Program, or exempt from regulation hereunder, are prohibited. Such signs include, but are not limited to: beacons, pennants (temporary exception to this stipulation is noted in Section 7,q), banners (temporary exception to this stipulation is noted in Section 7,q), wind signs (temporary exception to this stipulation is noted in Section 7,q), strings of lights not permanently mounted to a rigid background, inflatable signs, tethered balloons, signs which interfere with official signs/traffic devices, signs which materially impede the view of any street or highway intersection, signs on natural features (trees, rocks or other natural features), and commercial statuary (statues utilized and intended for commercial advertising purposes).

Decision Criteria

Per the Zoning Ordinance, *Section X.C.5.a(3)* the Board of Zoning Appeals shall use the following three decision criteria, consistent with the requirements of the Indiana Code IC 36-7-4-918.5, when taking action on all variance requests:

1. The variances will not be injurious to the public health, safety, morals, and general welfare of the community.

This variance is not, in any way, injurious to the public health, safety, morals, or general welfare. We genuinely feel it will, in fact, help to serve the community. Our hotels serve a need in every community. We are there for people that are between homes or relocating to this city. We are there for the community when residences homes burn down or are flooded. We are their safe haven in the middle of the night. Our guest stay from 6 weeks to 6 months. All the while

2. The use or value of the area adjacent to the property included in the variances will not be affected in a substantially adverse manner

The use or value of the surrounding lands will not be affected. Most of which is undeveloped or largely is the radio tower parcel. Our position is that our guests are using and paying for the service around us. Any future businesses or development stand to have something to gain with our customers right out of their backdoor. Hotels also serve the business community in that they have travel coming to the area for training, manager follow ups, etc. Bell Tire just opened next door to us and will have training and managers coming in and out of their store. It is very convenient for them to stay right next door. Therefore, any future business will be happy to be located next to a hotel for multiple reasons. The better we can draw and attract that business, the better it is for everyone, and the community.

3. The strict application of the terms of the Ordinance will continue the unusual and unnecessary hardship as applied to the property for which the variances are sought.

The ordinance is a hardship for our property in that we need the ability to inform the public of our current rates for the reasons stated above. Our business also relies on a good portion of "walk-in" business. Without the sign we estimate we are losing 15% of our potential revenues.

This equates to \$16,530 in lost tax revenue and an estimated \$30,000 in economic impact. We also need to change the rate that we have advertised to adjust with demand. The ability and functionality this sign can provide to help our business, and thus our community, is integral to our overall success.

Staff Recommendation

In order to preserve the aesthetic design of the Anson PUD Staff recommends that the Board of Zoning Appeals deny Docket BZA19-003-VA, Woodspring Suites Sign Variance.