



**PLANNING & ZONING BOARD AGENDA MEMORANDUM
JANUARY 10, 2022 AGENDA**

TO: The Members of the Planning & Zoning Board

FROM: Stewart Cruz, City Planner

PREPARED BY: Stewart Cruz, City Planner

SUBJECT: Sign Variance Application ZV 12021031: Holiday Inn Express - 3301 S. Atlantic Avenue

SYNOPSIS:

NOTE: Due to an advertising error by the applicant, this item will be continued.

On October 25, 2021, Ray Webb with Kenko Signs, Inc, submitted sign variance ZV12021031 for and on behalf of Holiday Inn Express DBS Hospitality, LLC, owner of the property located at 3301 S. Atlantic Avenue. The application, if approved, would permit a monument style sign 25% larger and 25% wider than permitted on site.

FISCAL IMPACT STATEMENT:

BACKGROUND:

The property owner is requesting a sign variance that would permit a sign 12'6" in height and 10' wide in lieu of the maximum permitted 10' and 8', respectively.

The subject application (Exhibit A) and staff's analysis of the application (Exhibit B) are attached .

LEGAL REVIEW:

Approve if the Board finds that the application meets the ordinance criteria for a variance.

RECOMMENDATION:

Based on the staff analysis (Exhibit B) provided, staff recommends XXX of Variance ZV12021031 as presented.

SUGGESTED MOTION:

A Board member may motion one of the following:

1) "I move to approve Variance ZV12021031 as presented."

OR

2) "I move to approve Variance ZV12021031, on the condition of the following..."

OR

3) "I move to deny Variance ZV12021031, on the basis of..."

ATTACHMENT: 1. Exhibit A-Holiday Inn Sign Variance Application