

APPLICATION FORM

CONCEPT DEVELOPMENT PLAN
BOONE COUNTY PLANNING COMMISSION

SEP 4 2007

(See Boone County Zoning Regulations)

SECTION A (To be completed by applicant)

1. Check One:

- Concept Development Plan (Includes Utilization of an Underlying Zone in a Planned Development)
Change in an Approved Concept Development Plan
Long Range Planning Committee Review (As stated in the Houston-Donaldson Study)
Long Range Planning Committee Review (As stated in the Union Town Plan)

- 2. Name of Project Value Place Hotel
3. Location of Project 40 Cavalier Blvd., Florence, KY 41042
4. Total Acreage of Site 2.65 Acres
5. Current Zoning O-2 / PD / CD
6. Date of Previous Zoning Map Amendment or Approved Concept Development Plan (if applicable) ? / 1986
7. Is the site subject to a specialized Land Use Study approved by the Boone County Planning Commission? (If so, indicate the name of the Study) No - (per pre-application meeting)
8. Proposed Uses (please specify each use) Hotel
9. Proposed Building Intensities (please specify) Maximum intensity of O-2 = 30,000 S.F. per acre.

- 10. Have you submitted a Concept Development Plan? Yes, at pre-application meeting.
11. Are you also applying for:
X Conditional Use Permit
Dimensional Variance
12. Name of Applicant(s) Doug Wright, P.E., Woolpert, Inc. (For Value Place Hotel)
Phone Number 614.827.6107 Fax No. 614.476.6225
13. Address of Applicant(s) 2760 Airport Drive, Suite 140
Columbus Ohio 43219
City State Zip
14. Name of Property Owner(s) Fire Mountain Restaurants, LLC
Phone Number 651-365-2235 Fax No. 651-365-2356
15. Address of Property Owner(s) 1460 Buffet Way
Eagan, MN 55121
City State Zip
16. Are there any existing buildings on the site? Yes
How many? 1
17. Deed Book 409 900 Page No. 235 509 Group No. 1903 2034A
18. Have you had a pre-application meeting with BCPC Staff? Yes

EXHIBIT

“A”

STAFF REPORT

Request of Doug Wright, P.E., Woolpert, Inc. (applicant) for Fire Mountain Restaurants, LLC (owner) for a Change in an Approved Concept Development Plan in an Office Two/Planned Development (O-2/PD) zone for a 2.65 acre site located at 40 Cavalier Boulevard, Florence, Kentucky. The request is for a Change in an Approved Concept Development Plan to permit a hotel and modification to the Turfway Commercial Park Special Sign District requirements.

October 3, 2007

Request

The applicant is requesting the approval of this Concept Development Plan in order that the former Ryan's Steakhouse site can be redeveloped into a Value Place hotel. The proposal is to construct a four (4) story hotel with 121 sleeping rooms and 141 parking spaces. All access points are proposed to remain at this time.

The applicant also proposes to modify the Turfway Commercial Park Special Sign District as it applies to this site. Specifically, the proposal is to modify the existing freestanding sign along I-71/75 from 35' high and 245 s.f. to 50' high and 255 s.f. with an "Optic L.E.D. Electronic Message Center" and "Channeled Neon Border." The applicant also proposes 125 s.f. building mounted signage on three (3) elevations (I-71/75, Courtyard and along Cavalier Boulevard).

The Turfway Commercial Park Special Sign District (attached) states that "No free standing sign may exceed 245 square feet in signage area...The maximum height of any free standing sign shall be forty-five feet (45') to top of sign above the average elevation of I-75...The intent of this height determination is to insure that all free standing signs appear to be the same height when viewed from I-75...Up to fifty percent (50%) of the area of any permitted free standing sign may be used for a changeable copy electronic message sign to display messages relating to the occupants of the development." Building mounted signage "is initially limited to a maximum of two (2) signs...In no instance shall these signs exceed one hundred, ninety square feet (190 s.f.) each."

Site History

- 1984 The Land Use Study I-75/Turfway Road Interchange Study was adopted, which includes the entire Turfway Commercial Park Subdivision.
- 1986 The original Concept Development Plan was approved on March 5, 1986. Lot 4 (subject property) was approved for a restaurant (Ryan's).

Surrounding Zoning

- North: Across I-75, the LaQuinta, Hyatt Place and StudioPlus hotels located off Meijer Drive zoned Office Two/Commercial Two/Planned Development (O-2/C-2/PD).
- East: Hotel Ivy (formerly Signature Inn) and Remke Market (formerly Thriftway) zoned Commercial Services/Planned Development (C-3/PD).
- South: Across Cavalier Boulevard Sports of all Sorts and a medical office zoned Commercial Services/Planned Development (C-3/PD) and professional offices zoned Office Two/Planned Development (O-2/PD).
- West: Courtyard, Rodeway Inn (formerly Fairfield Inn) zoned Office Two/Planned Development (O-2/PD), Huff Realty zoned Office Two/Planned Development (O-2/PD) and zoned Suburban Residential Two/Planned Development (SR-2/PD).

Relationship to the Boone County Comprehensive Plan

The Future Land Use Map shows the subject property as Commercial (C) which is defined in the adopted Comprehensive Plan as:

Commercial: "Retail, corporate and professional office, interchange commercial, indoor commercial recreation, restaurants, services, etc."

The adopted 2005 Boone County Comprehensive Plan Goals and Objectives include the following pertinent statements:

- A. Proper planning is achieved through accepted land use management tools and coordination with public infrastructure ("Overall," Goal).
- B. Boone County shall be viewed as an integral part of the Cincinnati Metropolitan Area ("Overall," Objective 1).
- C. Development issues shall be viewed in terms of promoting overall quality of life. Mixing of residential and other land uses shall be encouraged, within appropriately planned and designed neighborhood developments ("Overall," Objective 2).
- D. Proper design principles shall be applied in development ("Overall," Objective 3).

- E. New development or redevelopment within Boone County is designed, constructed and operated in such a way that the quality of the existing physical environment and social environment are enhanced. Development within Boone County preserves and promotes a better quality of life ("Environment," Goal).
- F. New development or redevelopment shall attempt to design sites utilizing existing topography and vegetation, and encourage preservation of the existing character of the land. New development shall be designed in harmony with the physical environment in such a way that each site's existing physical assets are used. Residential development design in particular should minimize grading work as opposed to clearing the entire site ("Environment," Physical Objective 2).

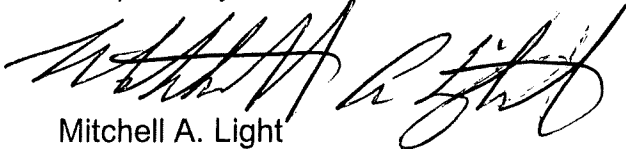
Staff Comments

1. Staff would like the applicant to provide the Committee with more details as to the architectural elements proposed for this development. The specific building material discussed were a "hardy plank siding" and dimensional asphalt shingles, but no specifics were submitted for review.
2. The City of Florence review comments are attached. Sidewalks and landscaping must be addressed at the required Major Site Plan review. Issues with access points, building materials and signage are also listed. The attached comments state that the "primary exterior material shown...should be a brick/decorative rock material (or combination) and the lighter color material may be a hardy-plank or EIFS. The comments also state that the City is not supportive of an increase in the height, square footage or an electronic message center for the signage proposed.
3. The Turfway Commercial Park Special Sign District states that "No free standing sign may exceed 245 square feet in signage area...The maximum height of any free standing sign shall be forty-five feet (45') to top of sign above the average elevation of I-75...The intent of this height determination is to insure that all free standing signs appear to be the same height when viewed from I-75...Up to fifty percent (50%) of the area of any permitted free standing sign may be used for a changeable copy electronic message sign to display messages relating to the occupants of the development." Building mounted signage "is initially limited to a maximum of two (2) signs...In no instance shall these signs exceed one hundred, ninety square feet (190 s.f.) each." The applicant proposes to modify the existing freestanding sign along I-71/75 from 35' high and 245 s.f. to 50' high and 255 s.f. with an "Optic L.E.D. Electronic Message Center" and "Channeled Neon Border." The applicant also proposes 125 s.f. building mounted signage on three (3) elevations (I-71/75, Courtyard and along Cavalier Boulevard).
4. If approved, a thorough site plan review for all improvements will be conducted by the Boone County Planning Commission Staff as well as the City of Florence Project Review Committee.

Conclusion

This request needs to be evaluated by the Boone County Planning Commission and the City of Florence in terms of Article 3 and the Planned Development requirements stated in Article 15 of the *Boone County Zoning Regulations*, the appropriate planning documents noted herein, and the potential impacts on the existing and planned uses in the area.

Respectfully Submitted,

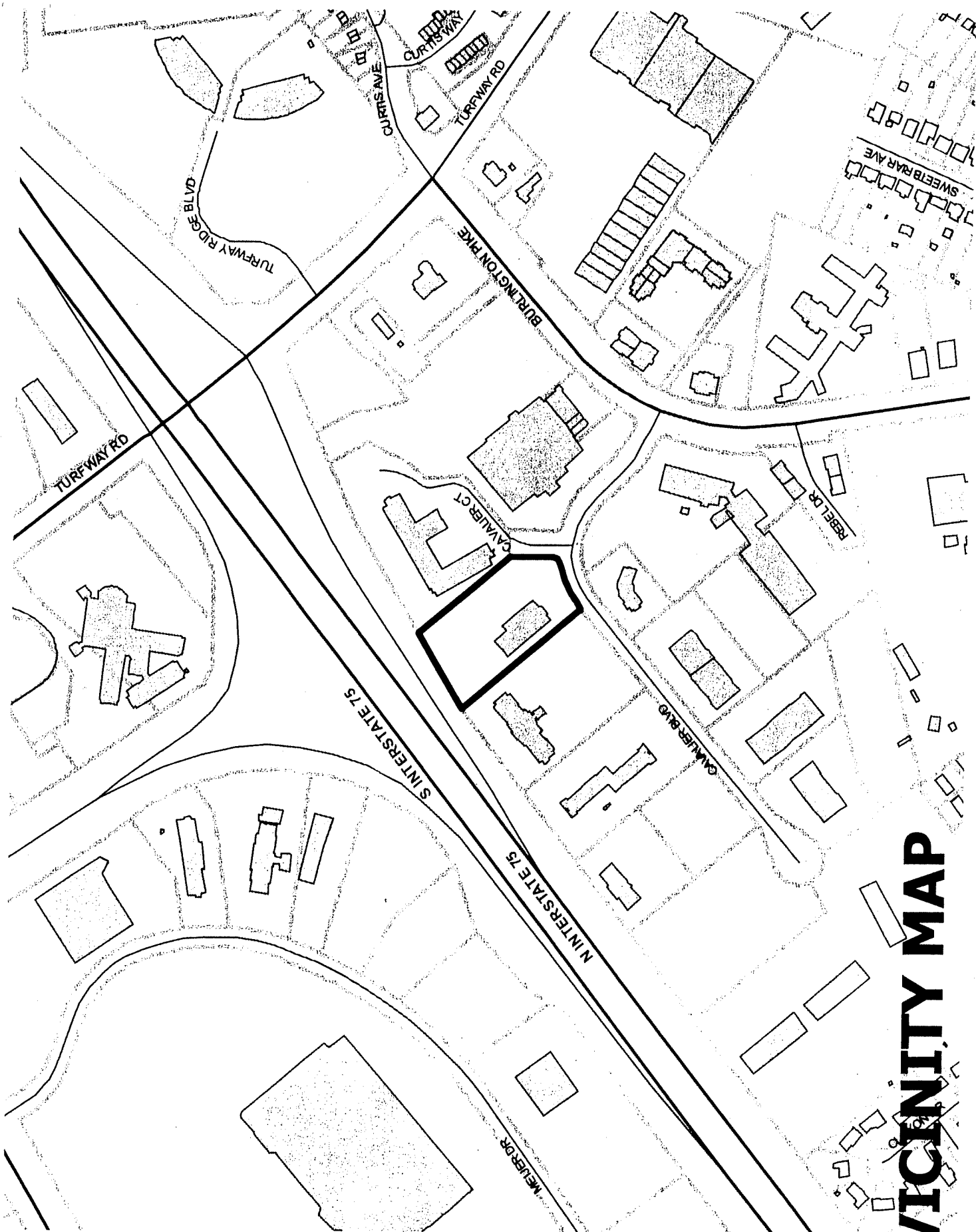


Mitchell A. Light
Asst. Zoning Administrator/Enforcement Officer

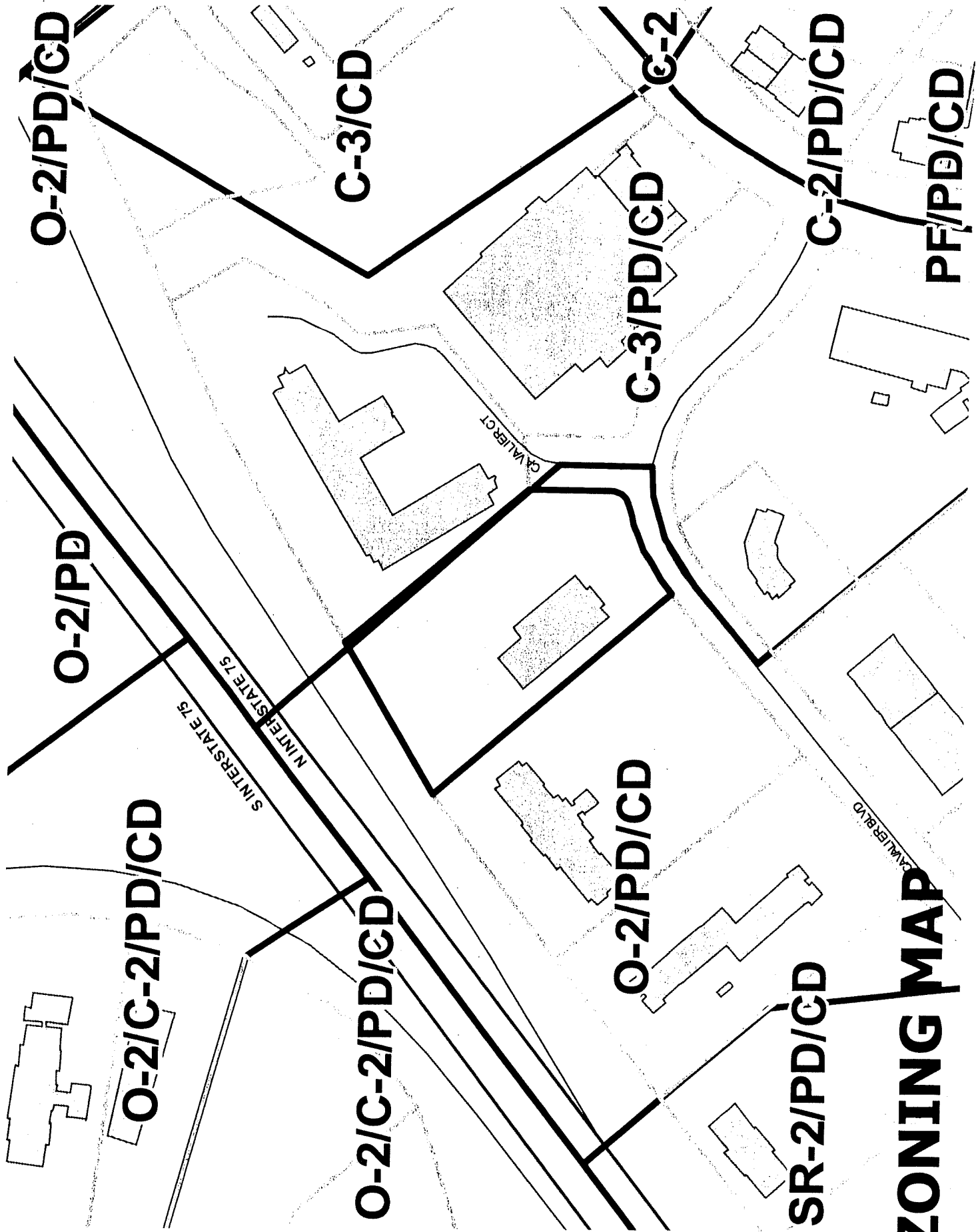
MAL/pr

Attachments

- Vicinity Map
- Zoning Map
- Future Land Use Map
- Existing Topography
- 2004 Aerial Photography
- Concept Development Plan
- City of Florence Comments
- Kentucky Transportation Cabinet Review Comments
- Turfway Commercial Park Special Sign District
- Planned Development Standards
- Application



VICINITY MAP



ZONING MAP

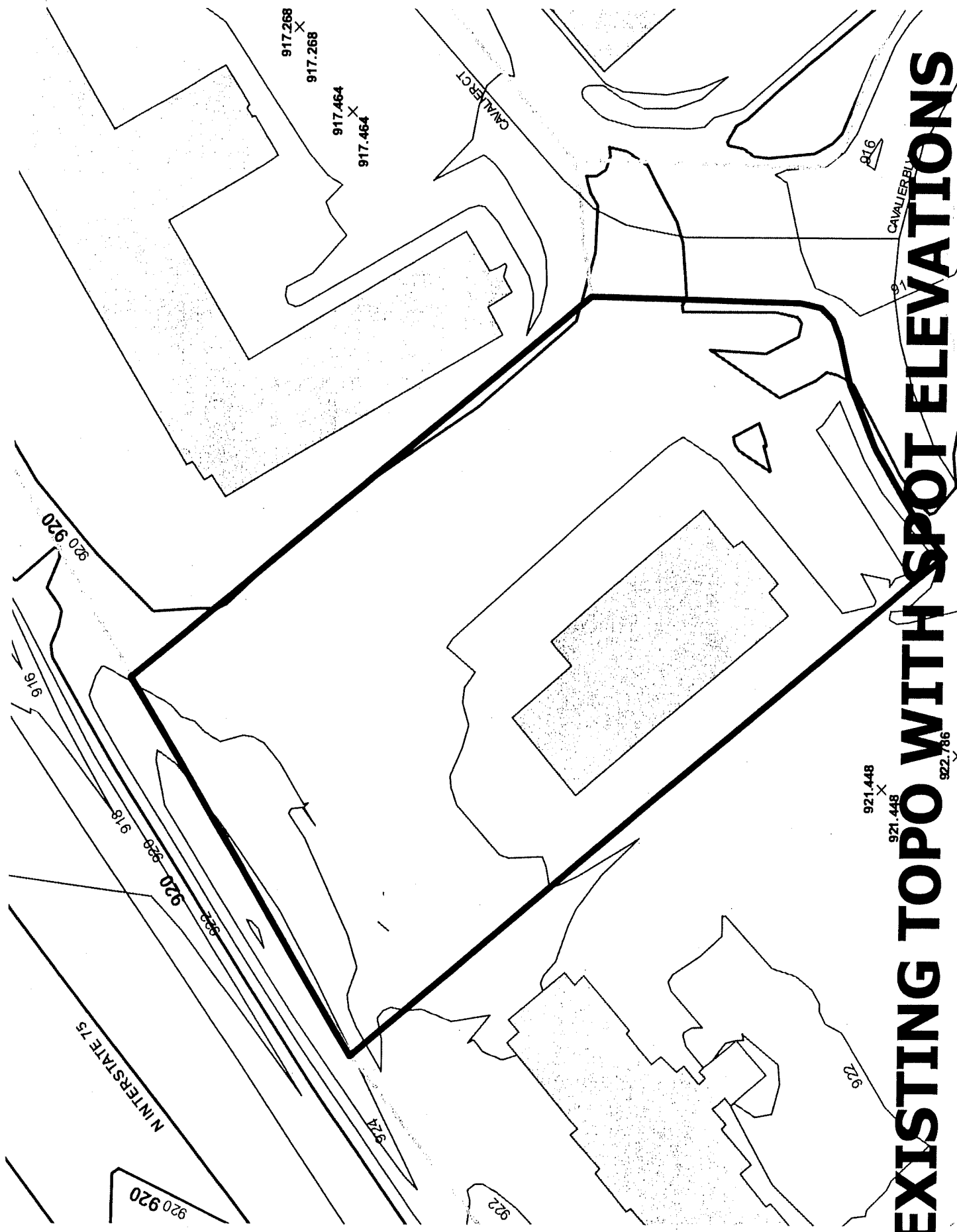


INTERSTATE 75

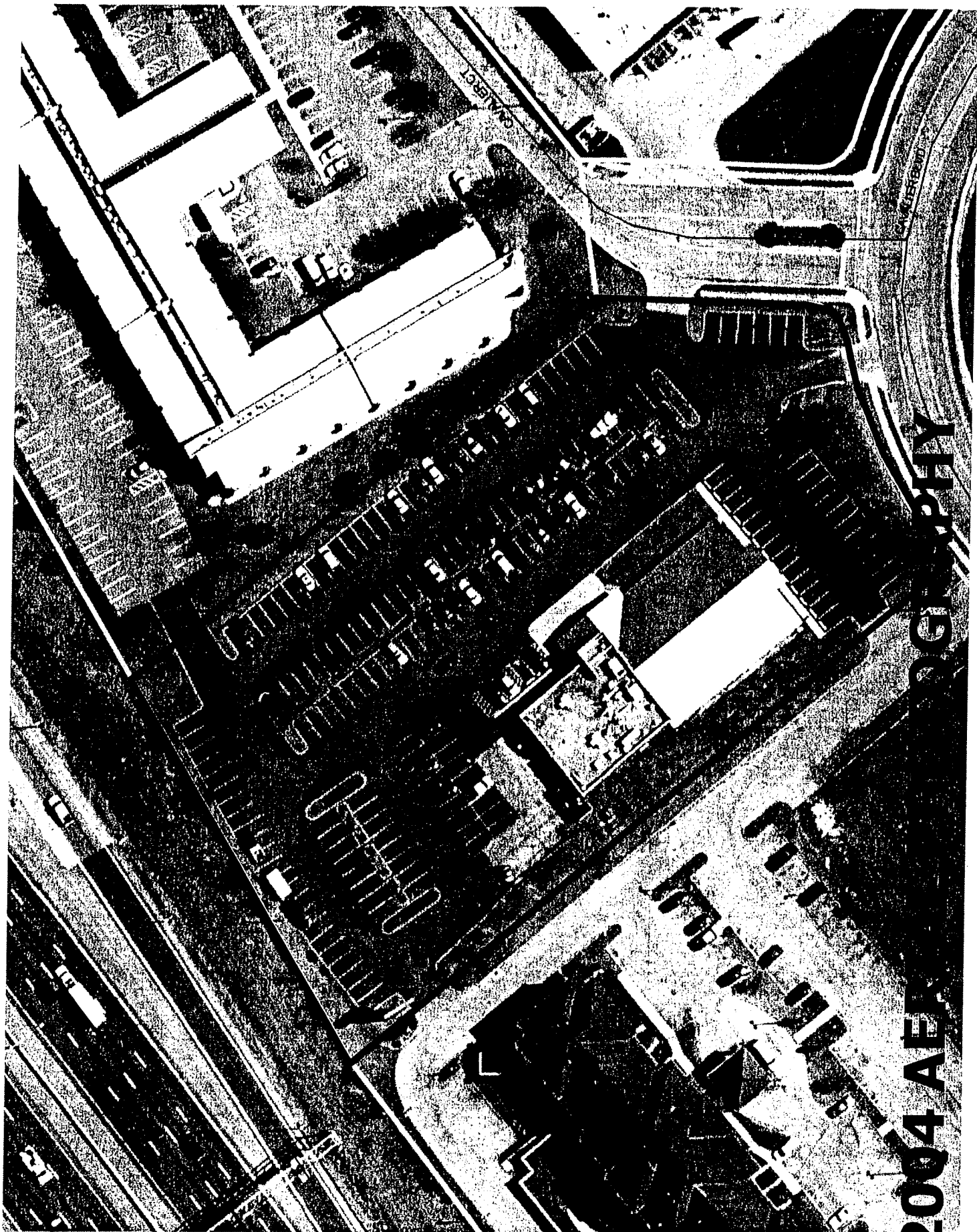
INTERSTATE 75

BURLINGTON PIKE

SE



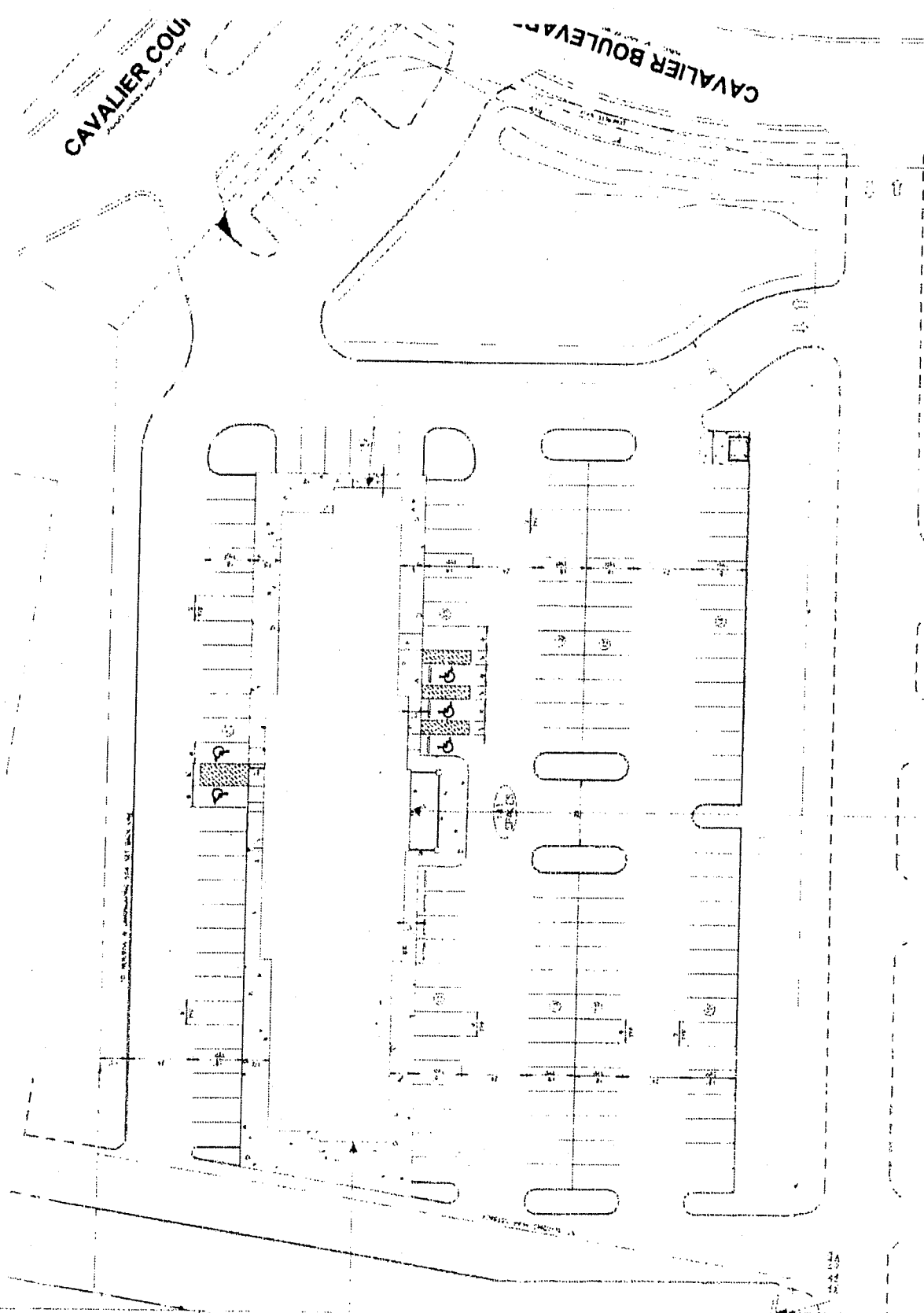
EXISTING TOPO WITH SPOT ELEVATIONS



2004 AERIAL PHOTOGRAPHY

125 Wall Sign

INTERSTATE NO. 75 NORTH BOUND



250 Pylon

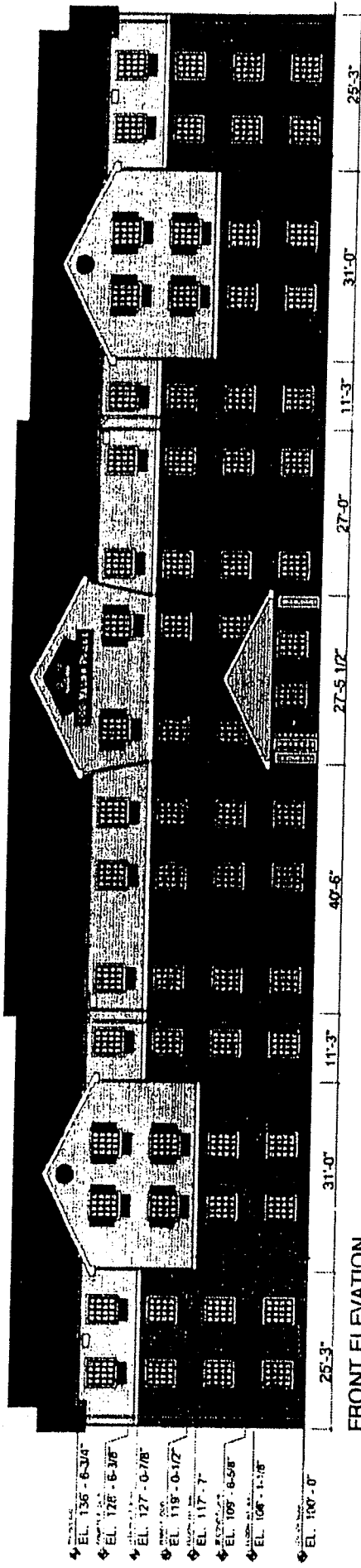
125 Wall Sign

125 Wall Sign

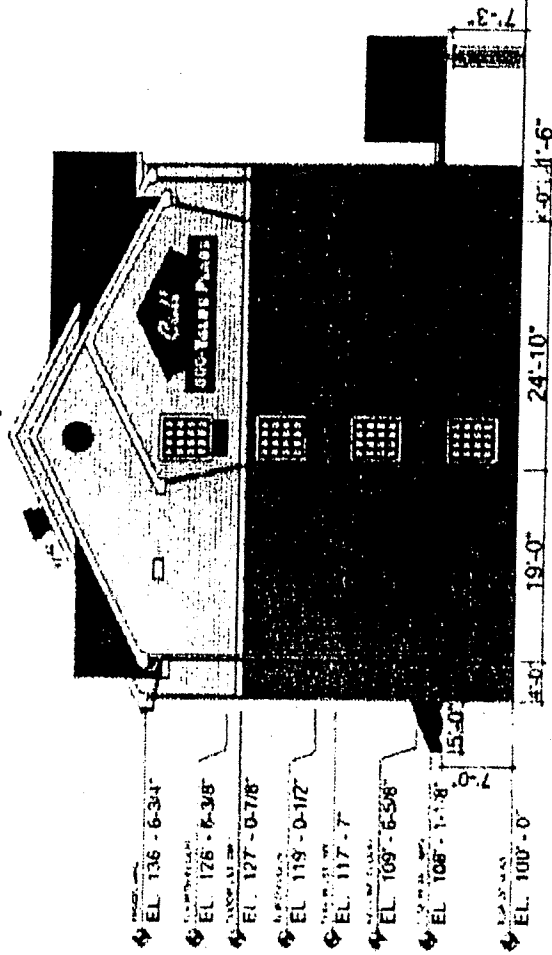


Scale: 1" = 60'

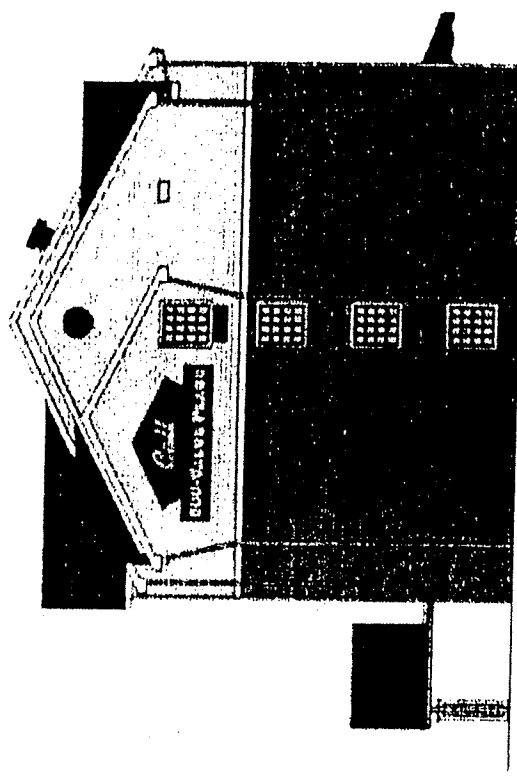
CONCEPT DEVELOPMENT PLAN



FRONT ELEVATION
Scale: 1/32" = 1'



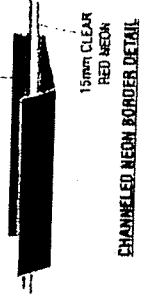
SIDE ELEVATION
Scale: 1/32" = 1'



SIDE ELEVATION
Scale: 1/32" = 1'

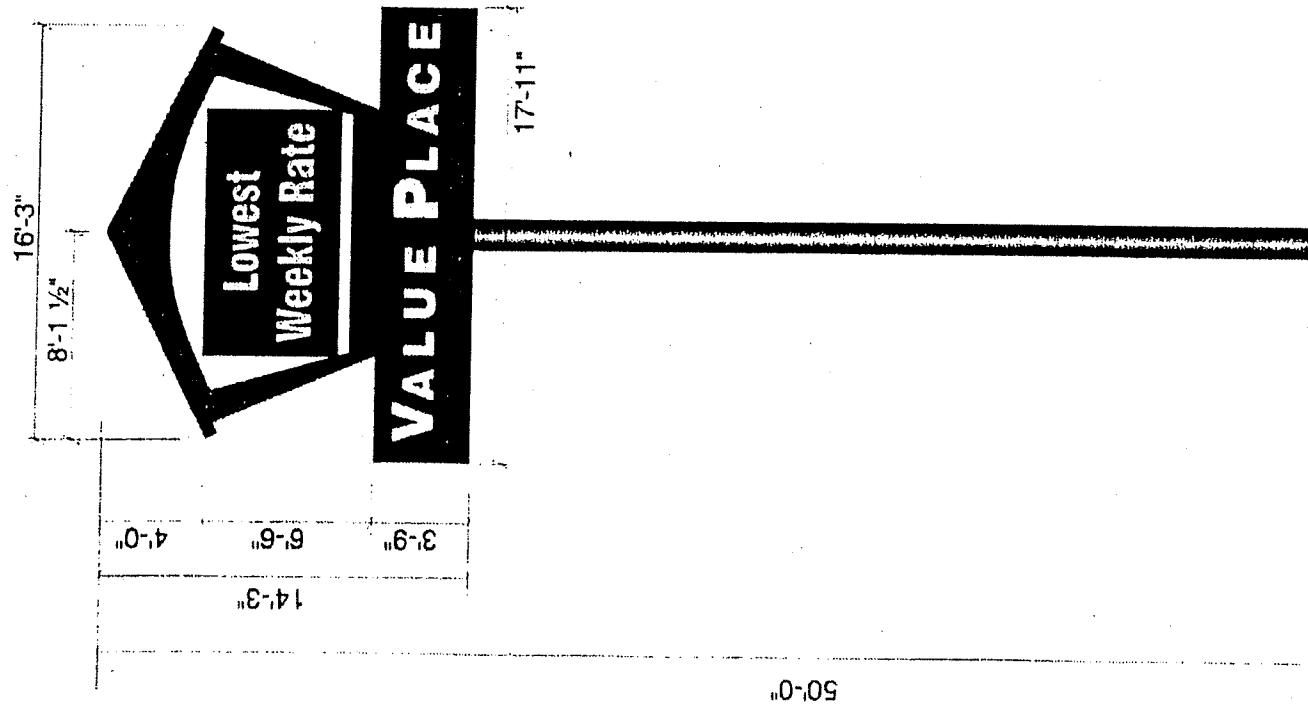
PROPOSED ELEVATIONS

1" DEEP X 4" WIDE CHANNEL



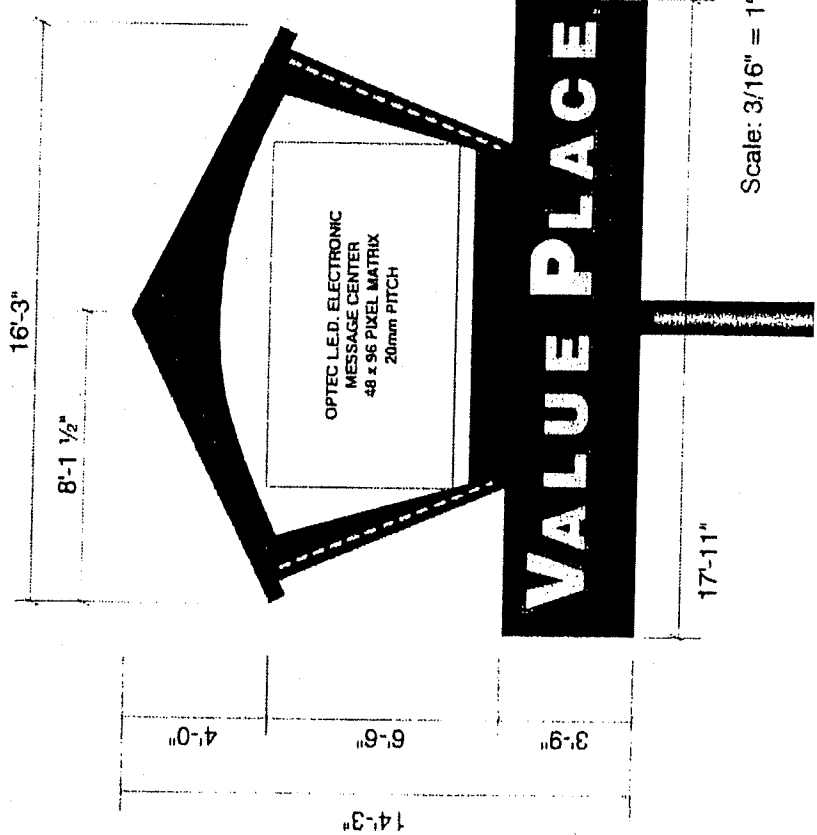
15mm CLEAR RED NEON CHANNELLED NEON BORDER DETAIL

Geo sqft = 180.41



Lowest Weekly Rate

VALUE PLACE



OPTEC L.E.D. ELECTRONIC MESSAGE CENTER 48 x 96 PIXEL MATRIX 20mm PITCH

VALUE PLACE

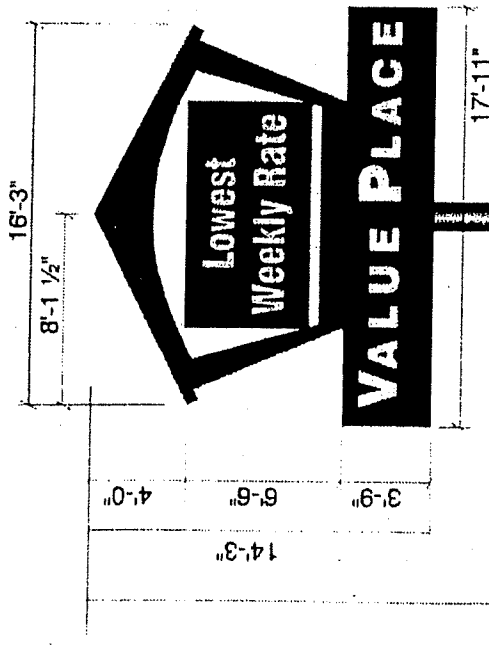
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PROPOSED 250 s.f. INTERSTATE SIGN



250 PYLON AT 50' OAH

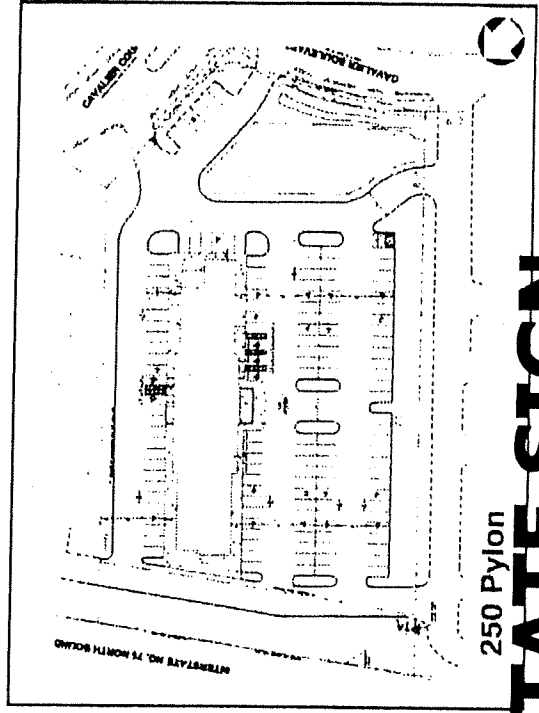
August 29, 2007 - Rev. 0



50'-0"

Scale: 1/8"=1'

Geo. sqft = 180.41



250 Pylon

PROPOSED 250 S.F. INTERSTATE SIGN

46 Cavalier Blvd., Florence, SC

Mitch Light

From: Richard Lunnemann [Richard.Lunnemann@Florence-KY.gov]
Sent: Wednesday, September 12, 2007 5:03 PM
To: Mitch Light
Cc: Bob Townsend
Subject: 40 Cavalier Blvd. Change of Concept Plan

Mitch,

This email is written in response to your recent request for comment concerning the Change in an Approved Concept Development Plan for the property located at 40 Cavalier Boulevard. The comments listed below are from Bob Townsend and me.

Landscaping:

- The proposed site plan shows a continuous concrete sidewalk around the hotel. No landscaping is shown between the sidewalk and building. Does this comply with Article 36 of the Boone County Zoning Regulations?
- It is not clear if the project proposes to provide landscaping around the proposed detention pond that is shown in front of the site along Cavalier Boulevard. City staff believes the applicant should provide appropriate landscaping in this area to help the detention pond blend in better on the site.
- The site should be required to fully comply with all provisions of Article 36 of the Boone County Zoning Regulations.

Curb Cuts:

- Consider eliminating the curb cut shown onto Cavalier Court. In addition, consider eliminating the paved areas shown adjacent to Cavalier Court between the Cavalier Ct. and Cavalier Blvd curb cuts (including the 6 parking spaces) and convert the area to lawn and landscape areas.

Sidewalk:

- Public sidewalk should be provided along Cavalier Court to the north/east property line adjacent to the Hotel Ivy.
- Sidewalk access should be provided from the existing sidewalk along Cavalier Blvd. to the proposed building.

Elevations:

- The proposed exterior building materials are not identified on the elevation drawings.
- The primary exterior material shown (dark material) on the proposed elevation should be a brick/decorative rock material (or combination) and the lighter color material may be a hardy-plank or EIFS.

Dumpster Enclosure:

- The proposed dumpster enclosure should be constructed of materials that match the primary exterior material (brick/decorative rock) on the proposed building.

Signage:

- To date, the City has not received information concerning what specific Turfway Commercial Park Sign District requirements the applicant is seeking modification to. In addition, the City is still waiting to receive information about exactly what signage is permitted based on the Turfway Commercial Park Special Sign District.

- The City is NOT supportive of increasing the height of the proposed pylon sign. The City is NOT supportive of the LED electronic message component of the pylon sign. Is the pylon sign even needed based on the other building mounted signage requested?
- Does the request exceed the amount of building mounted signage permitted?
- Is the applicant proposing a monument style sign along Cavalier Boulevard? If so, is the pylon sign needed?

If you have any questions please let me know.

Rick Lunnemann
Assistant City Coordinator/Community Development Director
City of Florence
859-647-8177 (Phone)
859-647-5411 (Fax)

Mitch Light

From: Richard Lunnemann [Richard.Lunnemann@Florence-KY.gov]
Sent: Thursday, September 20, 2007 12:37 PM
To: Mitch Light
Cc: Bob Townsend
Subject: Proposed Value Place - Cavalier Blvd.

Mitch,

Thank you for responding to my requests for more information concerning signage proposed for the Value Place Hotel project on Cavalier Boulevard. After review of the information, I have a few additional comments to add. They are:

1. It appears the freestanding pylon sign is proposed to be 255 square feet in area. Since the Turfway Commercial Park sign regulations allow the maximum size of freestanding signs to be 245 square feet, the City would be opposed to allowing the sign to exceed what is permitted.
2. It appears the applicant is entitled to have two building mounted signs and the proposal is requesting 3 building mounted signs.

Rick Lunnemann
Assistant City Coordinator/Community Development Director
City of Florence
859-647-8177 (Phone)
859-647-5411 (Fax)

Mitch Light

From: Hans, Robert (KYTC-D06) [Robert.Hans@ky.gov]
Sent: Thursday, September 20, 2007 2:27 PM
To: Mitch Light
Cc: Thompson, Ed (KYTC-D06); Madden, Bill F (KYTC-D06); Schomaker, Tom (KYTC-D06)
Subject: Change in Concept Development Plan for Value Place Hotel, 40 Cavalier Blvd., Florence

Mitchell,

The Kentucky Department of Highways has no specific comments related to the Change in Concept Development Plan for Value Place Hotel, 40 Cavalier Blvd. in Florence, Boone County, Kentucky.

Thanks,

Rob Hans, TEBM - Planning
KY Department of Highways, District Six
(859) 341-2707, ext. 256

This transmission is sent on behalf of the Kentucky Transportation Cabinet and may be privileged, proprietary, or confidential. It is intended only for the intended recipient. If you are not the intended recipient or a person responsible for delivering this transmission to the intended recipient, you shall not disclose, copy, or distribute this transmission or take any action in reliance on it. If you have received this transmission in error, please notify us immediately by telephone at (859) 341-2700, by facsimile transmission at (859) 341-3661, or by e-mail at Robert.Hans@ky.gov. Please dispose of and delete this transmission. Thank you.

signage promotes business success and success will increase the tax income for the City and County; everyone will benefit from Turfway Commercial Park Special Sign District.

A. Free Standing Signs

Each lot within Turfway Commercial Park will be permitted one (1), freestanding "pole" sign. There shall be only one regardless of the number of business establishments conducting business on that lot. A free standing sign is not a requirement.

1. The maximum size of any freestanding sign permitted shall be one and one half (1-1/2) square feet of sign area for each lineal foot of lot width, along the street frontage on which the sign is located. No freestanding sign may exceed 250 square feet in signage area. The sign area measurement calculation is for one side of a double faced sign, and does not include the decorative superstructure.

The maximum height of any free standing sign shall be forty-five feet (45') to top of sign above the average elevation of I-75. The average elevation of I-75 is 914 feet. The intent of this height determination is to insure that all free standing signs appear to be the same height when viewed from I-75.

2. The actual measurement from the ground to the bottom of the individual sign may be different than the maximum allowable height, but the relative height from I-75 will be within the guidelines.
3. Up to fifty percent (50%) of the area of any permitted freestanding sign may be used for a changeable copy electronic message sign to display messages relating to the occupants of the development.

B. Building Mounted Signs

1. Flat. Building mounted signs are attached flat to the building wall and have visibility from one side only. A business establishment will be permitted a sign for each frontage directly on, or with high visibility from any street or thoroughfare. One building mounted sign, two square feet of sign area, per lineal foot of building dimension upon which it is mounted, or in multi-tenant buildings, the dimensions of the portion of the building frontage occupied by an individual establishment.

Any additional building mounted signs shall be permitted one square foot of sign area per lineal foot of width for the wall on which it is mounted. Under no circumstances shall any

building be allowed more than four (4) building mounted signs.

In no instance shall these signs exceed one hundred, ninety square feet (190 S.F.) each. Sign shall be so constructed that only the message is lighted. The background will be opaque.

2. Retail Building Tenant Identification Signs. Construction will be opaque background with message back lighted.
3. Retail Building Tenant Identification:

The building structure will be designed to accommodate a standard dimensional sign for each tenant. The signs will be located above the covered walkway and will appear to be a portion of the building. Each sign shall not exceed one and one half square foot (1-1/2 S.F.) per lineal foot width of leased store frontage.

Proposed signs are to be routed messages in opaque back lighted panels.

C. Monument Signs

These signs are intended to identify all individual properties within the Turfway Commercial Park. They will be located within the landscaped mound area that borders Cavalier Boulevard and Cavalier Court. Size shall not exceed thirty-six (36) square feet, not including the supporting structure.

It is also provided that the amount of land devoted to each use in a Planned Development shall be determined through the Concept Development Plan review and approval process. The appropriate legislative body or Fiscal Court shall have final decision making authority and the Planning Commission is a recommending body pursuant to the provisions of this article.

SECTION 1512

Intensity

The intensity of use in a Planned Development may exceed by no more than thirty (30) percent the maximum intensity permitted in the underlying zone district.

SECTION 1513

Minimum Size

The minimum size or area required for a Planned Development overlay shall be no less than five (5) acres.

SECTION 1514

Planned Development Standards

Concept Development Plan proposals in a Planned Development shall be primarily evaluated against the criteria listed below. The Concept Development Plan shall fulfill the following criteria unless a portion of the criteria do not apply or relate, in whole or part, to a specific proposal.

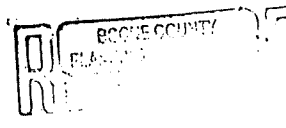
1. **Mixed Use Development and Pedestrian Orientation:** Planned Developments shall generally have a mixed use orientation (combination of differing types of residential, commercial, and/or industrial uses) both within the development itself and relative to the relationship between the proposed planned development and adjacent sites. In general, planned developments shall have a pedestrian orientation. The additional intensity allowed in a Planned Development by Section 1500 shall only be permitted when a mixed use development as described in this standard is provided.
2. **Compatibility of Uses:** Measures shall be taken to assure compatibility of land uses within a planned development itself and adjacent sites. Such measures may include the provisions of buffer zones, common open space areas and landscape features, transitional land uses, or a mixed-use development in which no specific type of land use is dominate. Compatibility measures/mitigation measures shall exceed the usual minimum standards of this order when needed to address impacts of the proposed development.
3. **Open Space:** Useable open space(s), in an amount over and above setback areas and open areas required by the underlying zone, shall be provided. These spaces may be provided in the form of parks, plazas, arcades, commons, trails, sports courts or other athletic and recreational areas, outdoor areas for the display of sculptural elements, etc. Land reservations for community facilities may be considered in lieu of useable open space.
4. **Multi-Modal Transportation System:** Planned developments shall incorporate multi-modal transportation elements through the development, depending on the foreseeable needs of future residents and users of the site, and the relationship of the project site to the community at large. Such multi-modal elements may include provisions for mass transit stops or stations, car pooling lots, pedestrian and bicycle paths and lanes, bicycle parking areas, etc.

5. **Preservation of Existing Site Features:** Existing topography, significant tree cover, and water courses and water bodies shall be largely preserved and incorporated into the project design, where appropriate and consistent with the remainder of this article.
6. **Landscaping:** Substantial landscaping shall be provided in a planned development with emphasis given to street scape areas, buffer zones, and the provision of significant landscaping (in terms of size of landscape areas, and quantity and quality of landscape materials) within the developed portions of the site. The use of landscape design guidelines is required for multi-phased projects.
7. **Architecture:** A consistent architectural theme shall be provided in planned developments. The theme shall largely use traditional, regionally influenced architectural forms and elements and shall allow variations within it. The architectural theme shall also relate to existing structures on the project site and adjacent sites, especially if such existing structures are historic. The use of architectural guidelines is required for multi-phased projects.
8. **Historic and Prehistoric Features:** Historic and prehistoric features on the project site shall be retained, utilized, and incorporated into the overall project design if physically and economically feasible.
9. **Signage:** A consistent signage theme shall be provided within a planned development. Building mounted signs shall be the predominate signage on the project site. Freestanding signs shall be monument style and of a limited size and height. The use of signage design guidelines is required for multi-phased projects.
10. **Transportation Connections and Entry Points:** The provision of transportation connections (street connections, pedestrian paths and sidewalks, bicycle facilities) shall be provided in all planned development unless physically unfeasible or undesirable due to land use characteristics. In addition, the various entry points (streets, paths, etc.) into a planned development shall be marked or otherwise defined through the use of landscaping, low-key signage on retaining walls, architectural or sculptural elements, archways, markers, etc.
11. **Conformance with Comprehensive Plan:** All planned developments shall conform to the provisions of the adopted Comprehensive Plan and take into account the limitations or existing or planned infrastructure.

Further, Concept Development Plan proposals within areas that are subject to a specific land use or corridor study shall be evaluated against the criteria or requirements of such study as well as the criteria in this section.

A Planned Development and its uses, buildings or structures shall be minimally subject to the supplemental performance and development standards of this order, unless superseded by any special requirements, conditions, variances or other particulars imposed by the Planning Commission during the concept or preliminary application and hearing phases described in this article. Such special conditions may include provisions governing, common open space, lands or facilities, disposition of open land, infrastructure provisions including any physical design and/or any other requirement found to be necessary, appropriate or desirable for the purposes of this district.

Such conditions shall be made a part of the terms under which the development is approved. Any violation of such conditions shall be deemed a violation of this order.



APPLICATION FORM

CONCEPT DEVELOPMENT PLAN
BOONE COUNTY PLANNING COMMISSION

SEP 4 2007

(See Boone County Zoning Regulations)
SECTION A (To be completed by applicant)

1. Check One:

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9. Proposed Building Intensities (please specify) Maximum intensity of O-2 = 30,000 S.F. per acre.

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11. Are you also applying for:
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Dimensional Variance
12. Name of Applicant(s) Doug Wright, P.E., Woolpert, Inc. (For Value Place Hotel)
Phone Number 614.827.6107 Fax No. 614.476.6225
13. Address of Applicant(s) 2760 Airport Drive, Suite 140
Columbus Ohio 43219
City State Zip
14. Name of Property Owner(s) Fire Mountain Restaurants, LLC
Phone Number 651-365-2235 Fax No. 651-365-2356
15. Address of Property Owner(s) 1460 Buffet Way
Eagan, MN 55121
City State Zip
16. Are there any existing buildings on the site? Yes
How many? 1
17. Deed Book 409 Page No. 235 Group No. 1903
18. Have you had a pre-application meeting with BCPC Staff? Yes

(over)

Public Hearing Item No. 3:

Commission Members Present: Mr. Carmichael, Mrs. Herald, Mr. McMillian, Mr. Poe, Mrs. Poston - Vice Chairperson, Mr. Patrick Reynolds, Mr. Rolfsen, and Mr. Schwenke.

Staff Members Present: Mr. Kevin Costello, AICP, Executive Director; Ms. Jan Hancock, Secretary; and Mr. Mitch Light, Assistant Zoning Administrator/ZEO.

Legal Counsel Present: Mr. Dale Wilson

3. **Applicant:** **Doug Wright, P.E., Woolpert, Inc. for**
Fire Mountain Restaurants, LLC (owner)
Request: **Change in Approved Concept Development Plan**

The request of Doug Wright, P.E., Woolpert, Inc. (applicant) for Fire Mountain Restaurants, LLC (owner) for a Change in an Approved Concept Development Plan in an Office Two/Planned Development (O-2/PD) zone for a 2.65 acre site located at 40 Cavalier Boulevard, Florence, Kentucky. The request is for a Change in an Approved Concept Development Plan to permit a hotel and modification to the Turfway Commercial Park Special Sign District requirements.

Staff Member Mitch Light presented the Staff Report which included a Power Point presentation (see Staff Report). To Staff Comment #2, he added that the City of Florence would not support an increase in the number of building-mounted signs from two to three.

Mrs. Poston asked for the applicant's presentation.

Mr. Len Rowekamp, attorney, 502 Greenup Street, Covington, was present on behalf of Value Place Hotels. He introduced Mr. Reed Simpson, Development Manager for Value Place and engineer Doug Wright with Woolpert & Associates. He stated that representatives from Site Enhancement Services are present to answer any questions. He stated that the change they are requesting in the Concept Development Plan is consistent with the Comprehensive Plan. They are changing from a restaurant site to a hotel site.

Mr. Reed Simpson, with Value Place in Bucyrus, Kansas, stated that their headquarters is located in Wichita, Kansas. He stated that they are one of the fastest growing chains/brands in the hospitality industry. They currently have fifty hotels open. Their first hotel of this concept opened in 2003 and they are opening in thirty states. It is an extended stay brand. He stated that they developed the Residence Inn as a brand in the mid- 1980's, followed by Summerfield Suites and Candlewood Suites – and they sold them to Marriott, Hyatt and Inter-Continental. He stated that they are a hotel development company that develops brands with teams of franchisees. He stated that this will

be a 121-unit hotel. They hope to learn over the next few weeks what the community wants in a new hotel on this site. He stated that the use is complimentary and compatible to the other uses in the neighborhood. They want to put in roots in the community and will be a good neighbor to the immediate neighborhood and the entire county. He stated that they have other sites under contract for development throughout Ohio, including Cincinnati.

Mr. Rob Baker with Howard & Homer Architects in Overland Park, Kansas, stated that he resides in Lee's Summit, Missouri. He offered to answer any questions regarding building materials or construction.

Mr. Doug Wright with Woolpert, 2760 Airport Drive, Columbus, Ohio 43219, stated that he is responsible for many of the other Value Place developments in Ohio and surrounding states. He offered to answer any questions regarding the site design and layout. He stated that they are trying to incorporate what is out there in the site design.

Mr. Cal Clements, Site Enhancement Services, the sign agents for Value Place Hotels, stated that their offices are in South Bend, Indiana. His associate provided the Commissioners with copies of the sign program that was submitted to the City of Florence (see Exhibit 1) and their brochure (see Exhibit 2). He presented a Power Point slide and noted the trademark logo utilized by Value Place in their signage. He stated that due to the unique shape of the signage, a determination was made that there is 255 square feet of signage. He stated that the surface area measurement is actually only 180 square feet, which fits more within the corridor and is similar to the Courtyard signs seen throughout the area. They propose this sign at this height because many motorists are first time travelers along I-75 and they want them to be able to safely navigate to the hotel. The sign will utilize LED technology similar to the CMC development and Huff Realty. They will display messages about the amenities and rates. Reviewing Exhibit 1, he stated that however the signage is measured, they are well under the 380 square feet of wall signage that is allowed. The wall signs are aesthetically pleasing and accent the building. The wall signs face the major ingresses/egresses throughout the project and serve as way-finding tools. The sign program is site-specific – it enhances the nature of the corridor and provides way-finding tools. He offered to answer any questions. This concluded the applicant's presentation.

Mrs. Poston asked if there was anyone else present who wished to speak in favor of the request. There being no response, she asked if there was anyone present who wished to speak in opposition to the request.

Mr. Bimal Patel, Rolling Hills Hospitality, stated that he is not necessarily opposed. He stated that the rates of this hotel are considerably lower than the rates of other hotels on the interchange. He does not think that this hotel would

compete with their hotels. He stated that there is a certain clientele that comes with low-cost businesses.

Mrs. Poston asked if there was anyone else present who wished to speak in opposition to the request. There being no response, she asked if there were any comments or questions from the Commissioners.

Mr. Patrick Reynolds stated that there was a recent news story about LED signs causing distraction on highways and that they may be an element of traffic accidents. He asked if there are any studies available on these signs.

Mr. Light responded that he is not aware of any studies. He stated that our Code has standards not found in other areas – there is to be no flashing or rolling or scrolling. The message must stay up for five seconds before it changes. He stated CMC has an LED sign at the end of the street and they occasionally get in trouble because the sign is flashing. Mr. Reynolds stated that concerns were raised about the signs in Covington as to how bright they are and that they were distracting. He stated that the corridor where this sign will be placed is also a vulnerable area. If there are any studies available, he asks that they be brought to Committee. Mr. Light will see if he can locate any studies.

Mr. Carmichael stated that the actual square footage of their signage surface area is less than the way we measure – but we have not changed the way we measure for anyone else and will not change it for the applicant. He stated that this area is adjacent to the Houston-Donaldson Study area and we are particular about neon and flashing in all areas. He stated that there is the Mall Road ramp, KY 18 ramp, and people merging to the Turfway Road ramp – it is big accident area and the distraction issue is important. He stated that there is an issue with the three signs and with the four-story building being compatible with the area. He is not aware of any four-story buildings in the area. Mr. Costello responded that there is the Hilton across the street. Mr. Light stated that the intensity of the site is acceptable as long as they can support the parking. In response to questions from Mr. Carmichael regarding the signs, Mr. Light stated that *1-800 Value Place* is only on the building-mounted sign. Mr. Carmichael noted differences in the signs and questioned the *209* over *Value Place*. Mr. Light responded that Mr. Carmichael is referring to the changeable copy free-standing sign. Mr. Carmichael stated that it would be neon and it would change. Mr. Clements stated that they have shown two options. Mr. Carmichael stated that the height requirement is there for a reason. Mr. Light responded that the height requirement has worked out well in that area and from I-75 the signs are in about the same alignment. Mr. Carmichael stated that there will be more discussion of the signs at the Committee meeting.

Mr. Poe stated that he thought LED signs facing the interstate were against federal or state guidelines. Mr. Costello responded that the signs Mr. Patrick Reynolds is

talking about in Covington are billboards. He stated that he handled this Special Sign District when it occurred about fifteen years ago and it was his understanding that they obtained approval from the state. He stated that there is an effort to get a moratorium on billboards while they study them – but they are different from this sign. He stated that if a sign violates state law, it is up to the state to enforce their regulations. He stated that Staff will look into these issues. Mr. Poe stated that there was an issue when Newport Public Schools wanted to put a sign on top of their building. Mr. Costello responded that it was a billboard. Mr. Poe questioned the difference between a billboard and an LED sign. Mr. Costello responded that a billboard is an off-premise sign. He stated that the changeable copy regulations in Covington are different than the Boone County regulations. Staff will verify that a permit was obtained for the other signs and discuss it with the Committee.

Mr. Schwenke asked if the applicant uses different building materials at other locations. He asked if hardy plank is considered masonry. Mr. Light responded that it is a masonry product, but the City of Florence would prefer another material. Mr. Schwenke stated that he has not seen buildings that are totally hardy blank and usually there are also other building materials. Mr. Light responded that traditionally buildings in the area are brick or stone. He stated that there are not many dryvet or EFIS buildings and those that you do see look out of place. Mr. Schwenke asked the applicant to provide information to the Committee regarding building materials used at their other locations. Mr. Light asked the applicant bring digital pictures or photographs. Mr. Costello asked if there is only one prototype of this hotel. Mr. Baker responded that they have a few prototypes (105 units, 113 units and 121 units) and a new one that will resolve issues with the new 2006 IBC Code. He asked if Boone County is under the new IBC Code. Mr. Costello responded that he believes so. Mr. Baker stated that this building will become a 124-unit hotel and they will make that modification before the Committee meeting. Mr. Costello questioned the building materials and the design of their prototypes. He questioned bump outs – he stated that it looks like a long wall. He asked if there are other prototypes and color schemes. Mr. Baker stated that the colors are not represented correctly and stated that the pictures in their brochure are more accurate (see Exhibit 2). He stated that there are shutters and they use hardy plank – he noted that there is a difference in depth on the lower portion. Mr. Costello asked if there are locations where they used stone or other materials. Mr. Baker responded that he is not aware of stone used at any locations. He stated that different areas might have different development requirements and some cities may require brick. They have done different mixes of building materials in areas where it is required. Mr. Costello asked if there is a pool or amenities such as a health club. Mr. Baker responded “no”. Mr. Costello stated that it is just a room. Mr. Baker responded “yes”.


Mr. Rolfsen stated that the signage is a big issue and asked the applicant to come to Committee prepared to reduce the signage to about 245 square feet. Mr.

Clements responded that they will try to come up with something to conform to 245 square feet. He stated that their electronic message centers do not blink, flash or scroll -- which would be traffic hazards. Their electronic message centers have an instantaneous change at the allowable 4 – 5 second intervals. They do not want to cause a traffic safety issue. He stated that a study done by the U.S. Department of Transportation shows that any change at less than 3 – 4 seconds is a traffic hazard because it is not enough time for the message to be adequately read. A change at 4 – 5 seconds allows enough time for motorists to read and comprehend. This information was taken into consideration when they put this sign package together. He will provide Staff with a copy of the study. He stated that their LED signs have automatic dimmers – if they are too bright, the lights can be automatically dimmed.


Mr. Rolfsen questioned the \$209 rate – is that the weekly rate? Mr. Clements responded that it is just a graphic and does not represent the rate. Mr. Rolfsen asked if the statement by Mr. Patel that their rates are lower than anyone else's is just arbitrary. Mr. Simpson responded that they advertise a weekly rate only – they do not advertise a daily rate. The minimum stay is one week -- if someone stays for less than a week, they still pay for a week. The weekly rate for this hotel has not been established. The concept behind the brand is that it is a value. He stated that many jobs – like at Sprint and Nextel – have been outsourced and the employees are now subcontractors on their own budgets. Rather than catering to Fortune 500 companies and employees on expense accounts, they cater to the small business person who is on a budget. He stated that there is no swimming pool – not having the amenities saves the customers money.

There being no further comments, the Mrs. Poston stated that the Committee Meeting for this item will be on October 17, 2007 at 5:30 PM in this room. This item will be on the Agenda for the Business Meeting on November 7, 2007 at 7:00 PM. Mrs. Poston closed this Public Hearing at 8:28 PM.

APPROVED:


Susan Poston, Chairwoman

Attest:

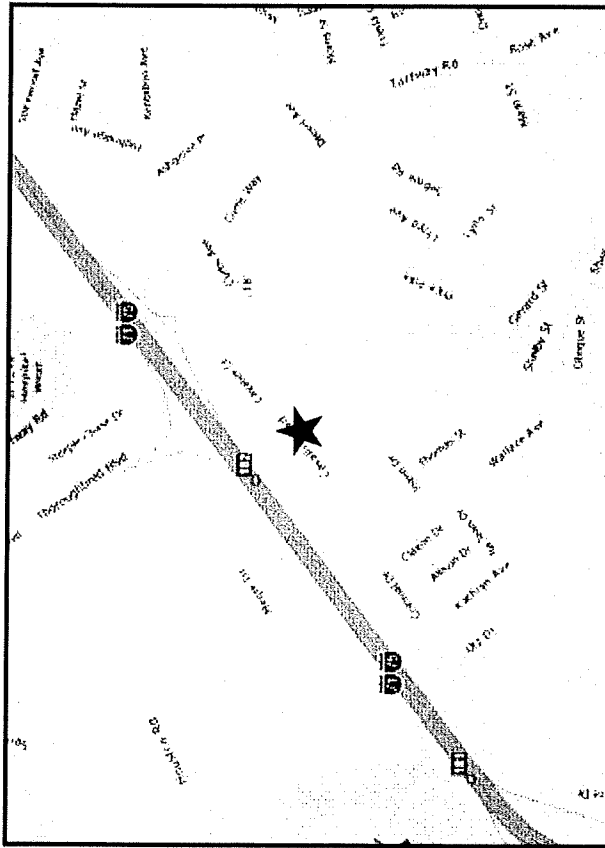

Jan Hancock, Recording Secretary

Exhibits –

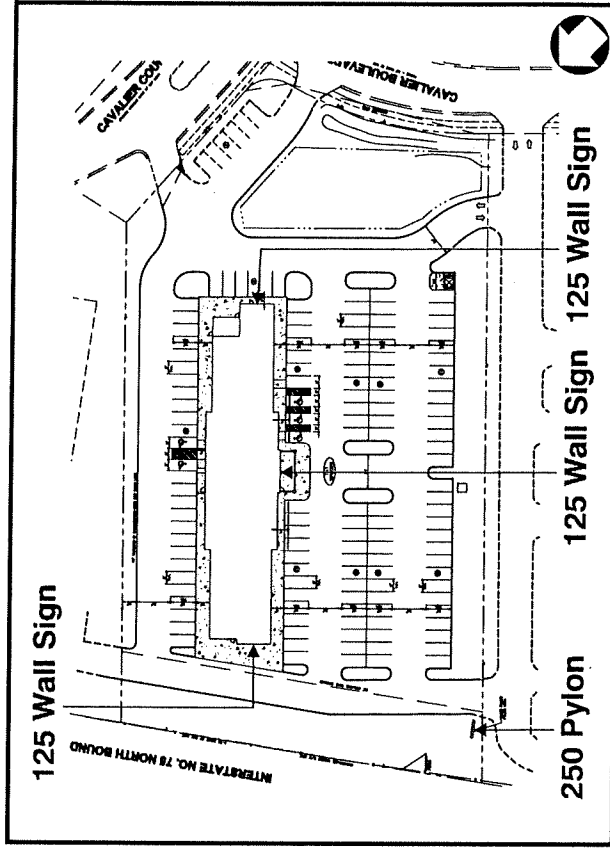
1. Sign program submitted by the applicant\
2. Brochure *Value Place – The Fastest Growing Brand in Hospitality* submitted by the applicant

40 Cavalier Blvd. - Florence, KY

October 3, 2007 - Rev. 0

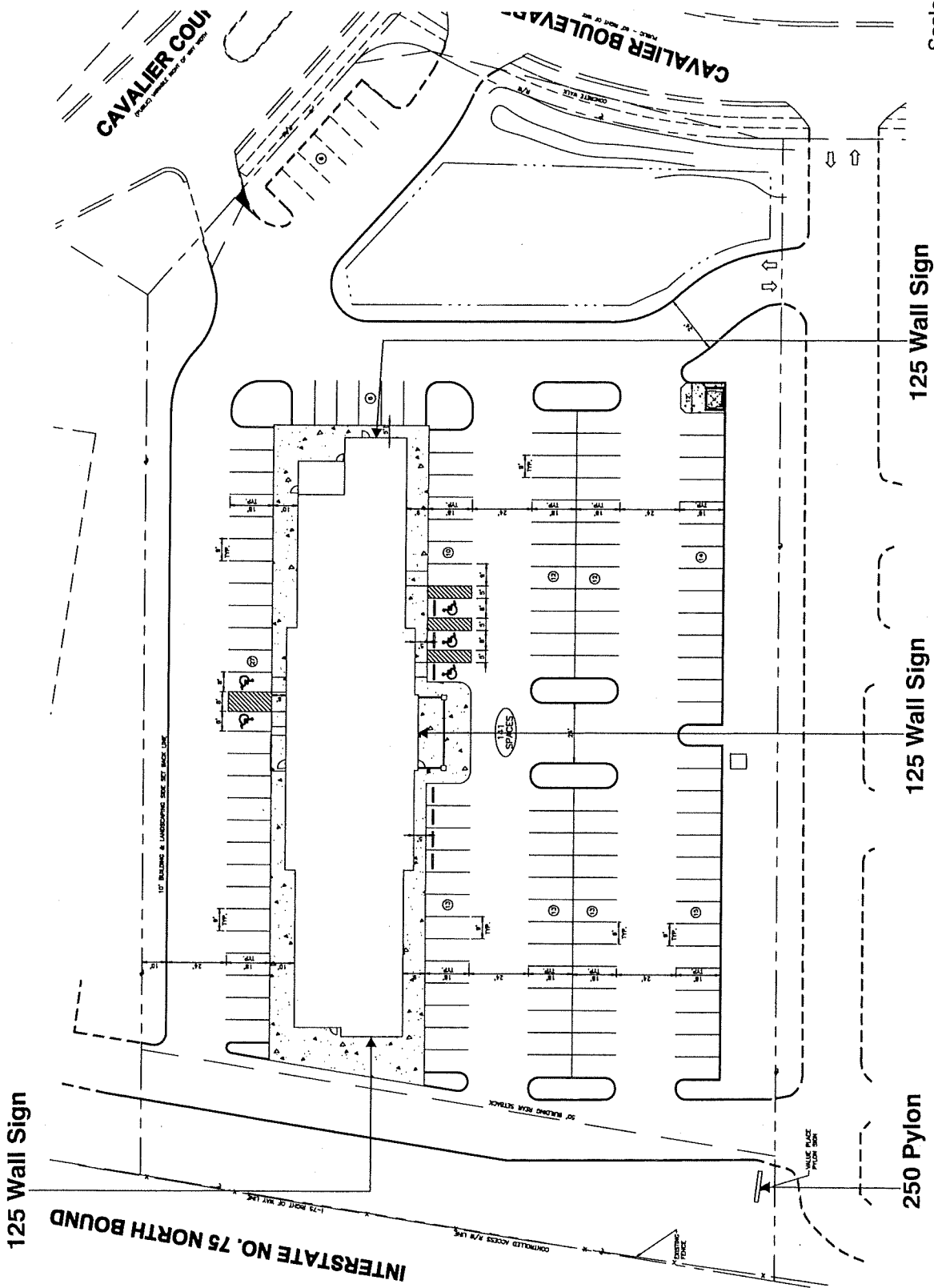


SITE MAP

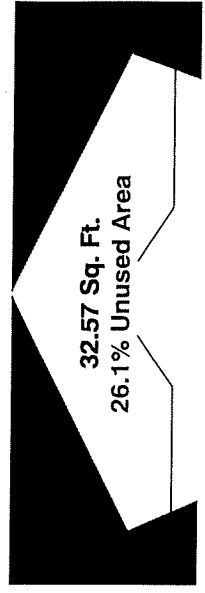
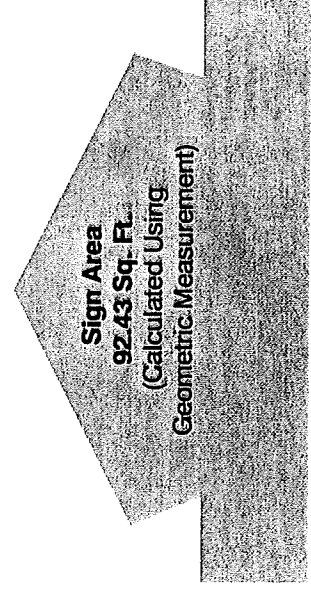
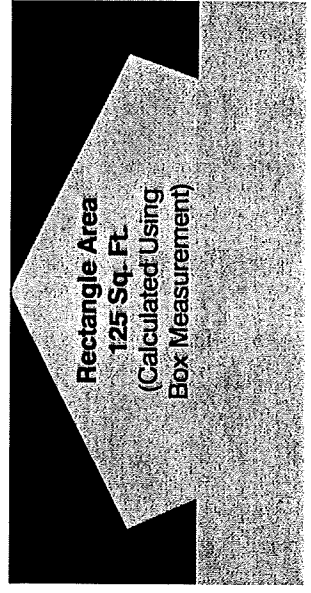
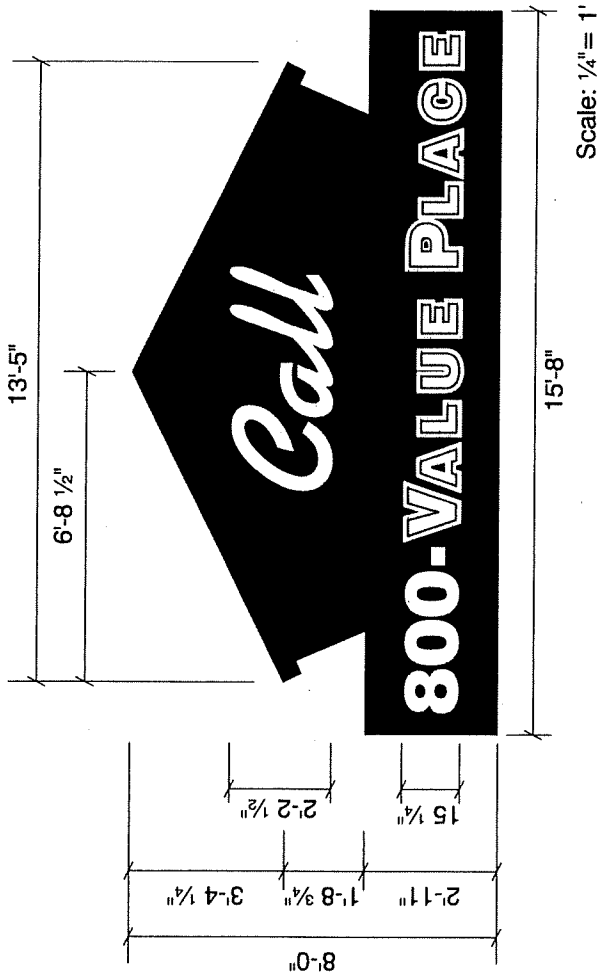


SITE PLAN





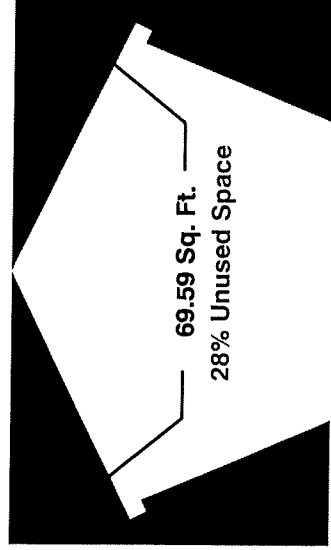
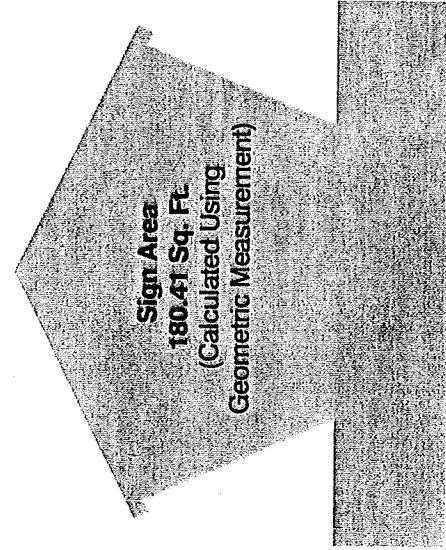
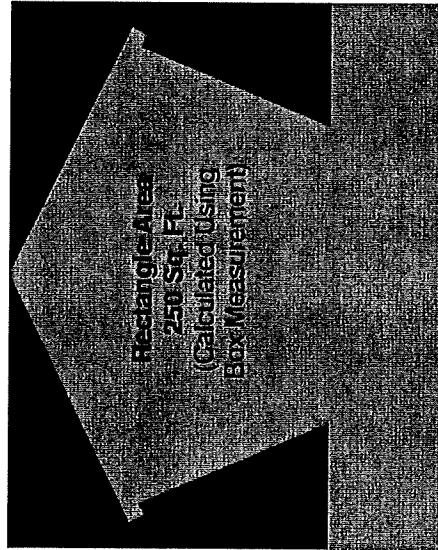
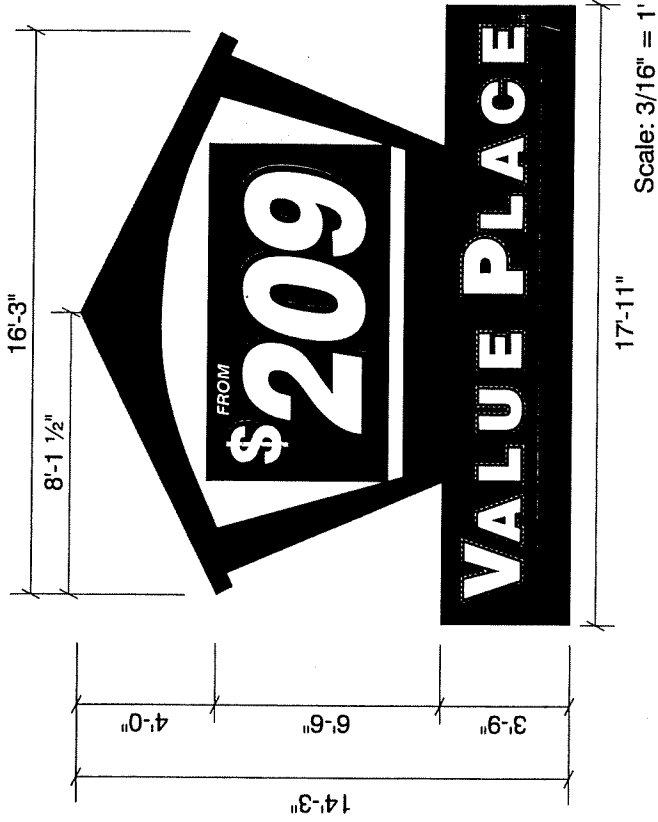






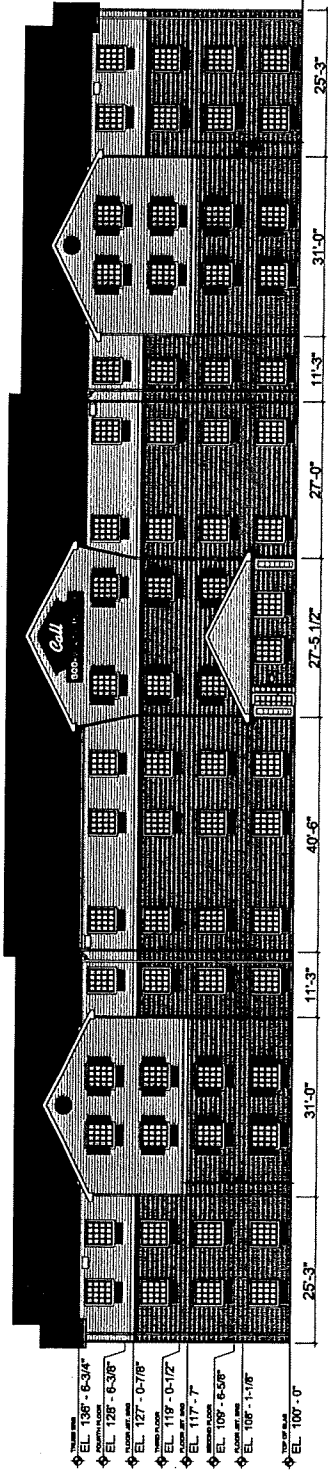
250 PYLON AT 50' OAH

October 3, 2007 - Rev. 0

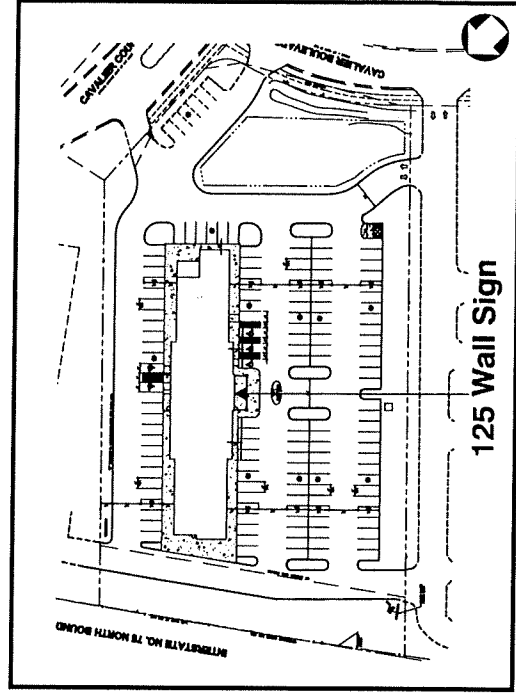
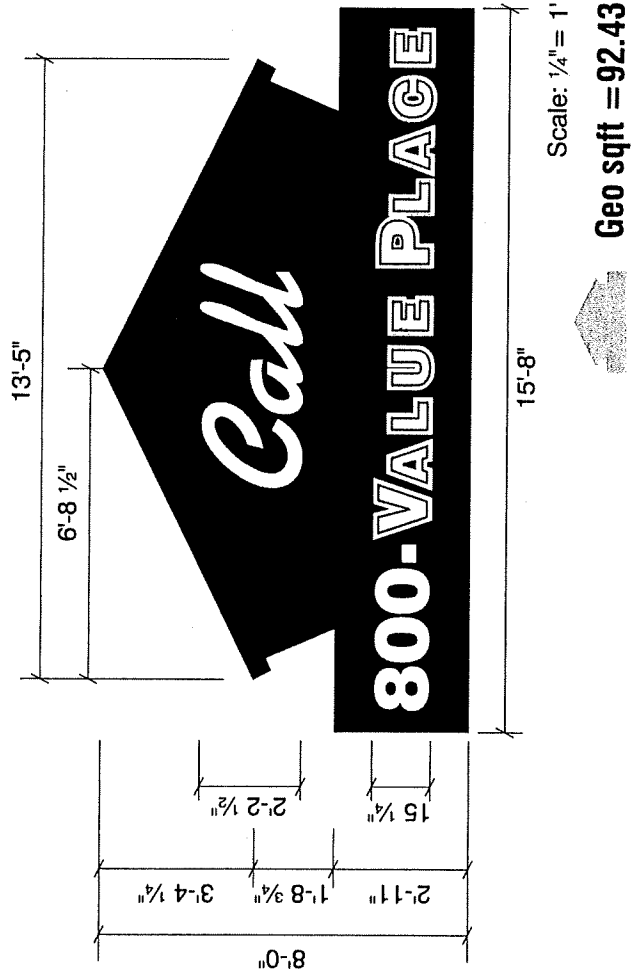


40 Cavalier Blvd. - Florence, KY





FRONT ELEVATION
Scale: 1/32" = 1'

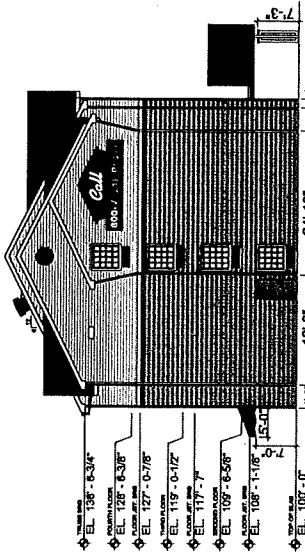


125 Wall Sign

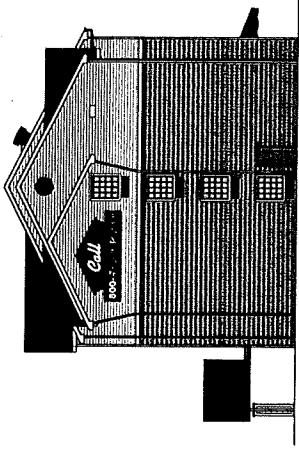


SIDE ELEVATIONS - 125 WALL SIGN

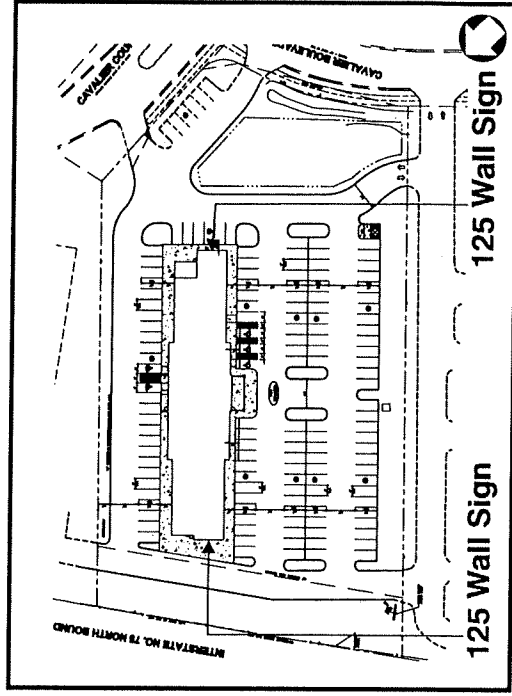
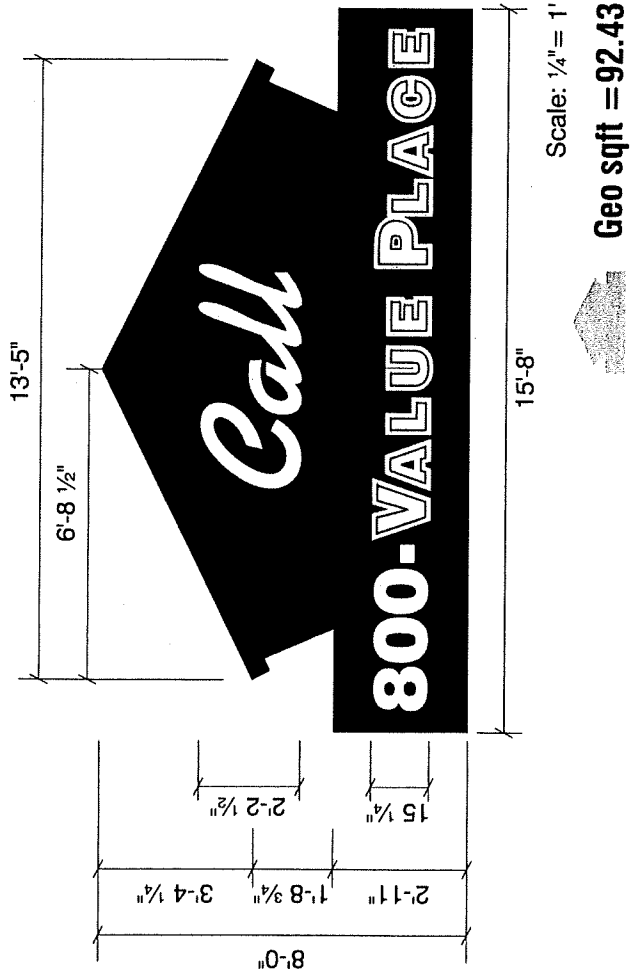
October 3, 2007 - Rev. 0



SIDE ELEVATION
Scale: 1/32" = 1'



SIDE ELEVATION
Scale: 1/32" = 1'



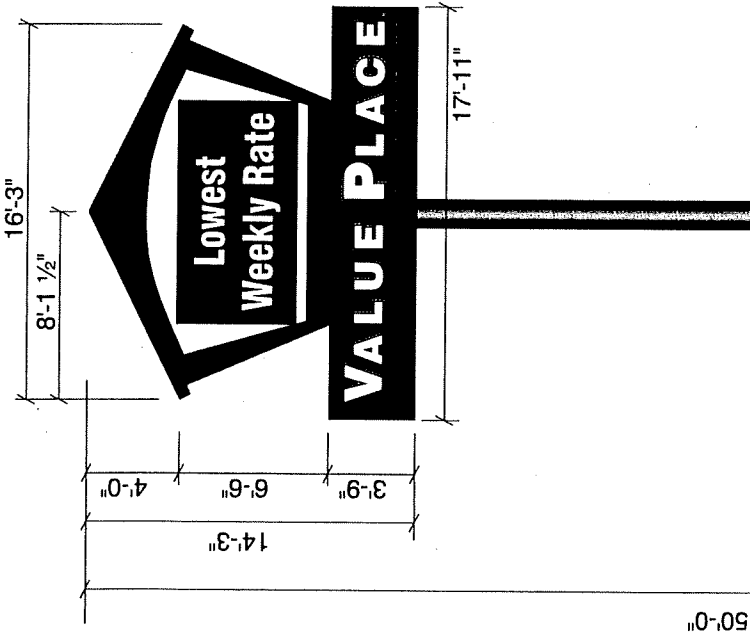
40 Cavalier Blvd. - Florence, KY



VALUE PLACE

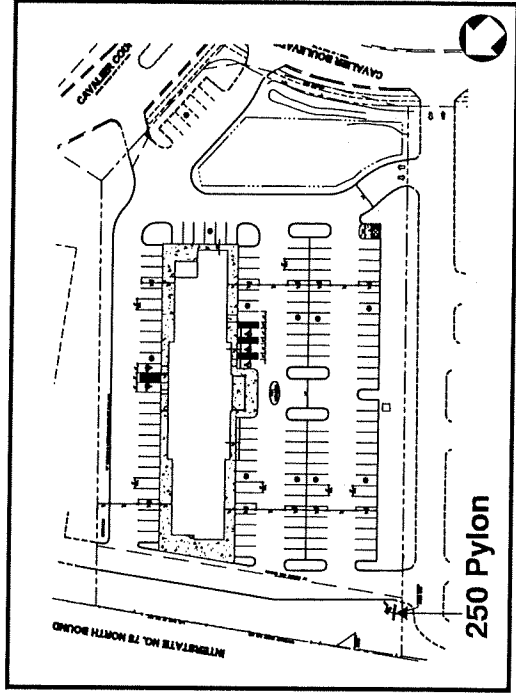
250 PYLON AT 50' OAH

October 3, 2007 - Rev. 0



Scale: 1/8"=1'

Geo sqft = 180.41

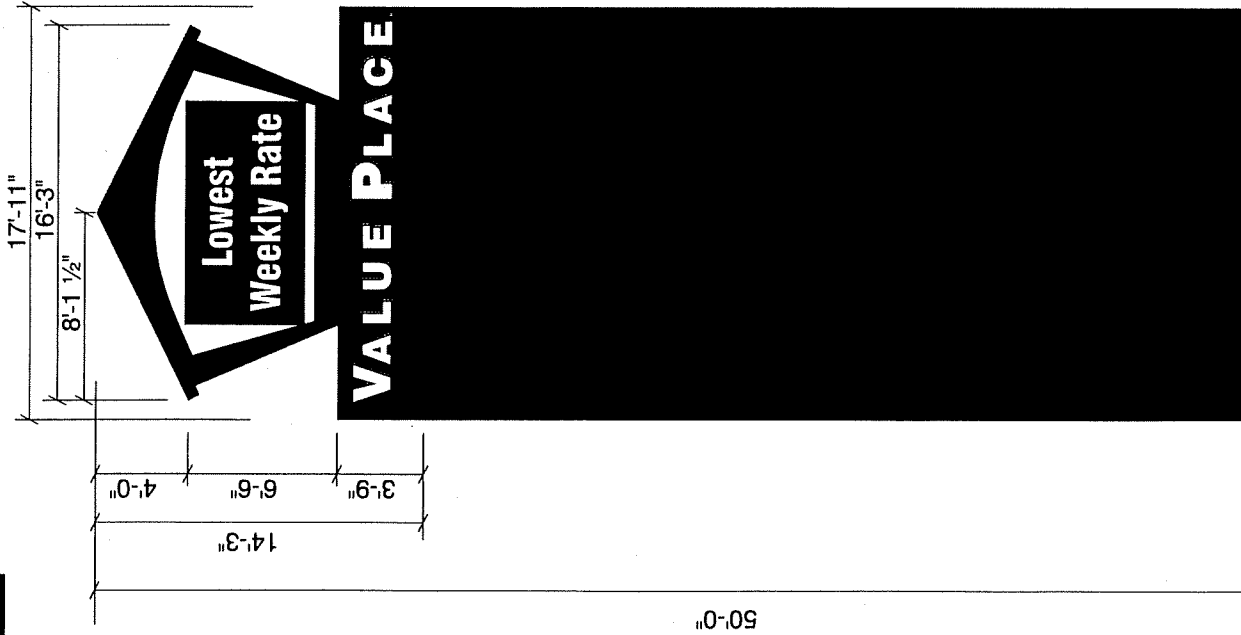


40 Cavalier Blvd. - Florence, KY



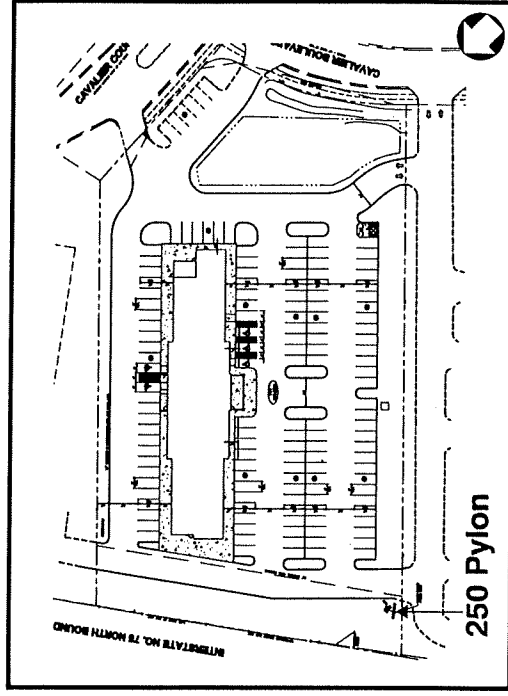
250 PYLON AT 50' OAH W/POLE SKIRT

October 3, 2007 - Rev. 0



Scale: 1/8"=1'

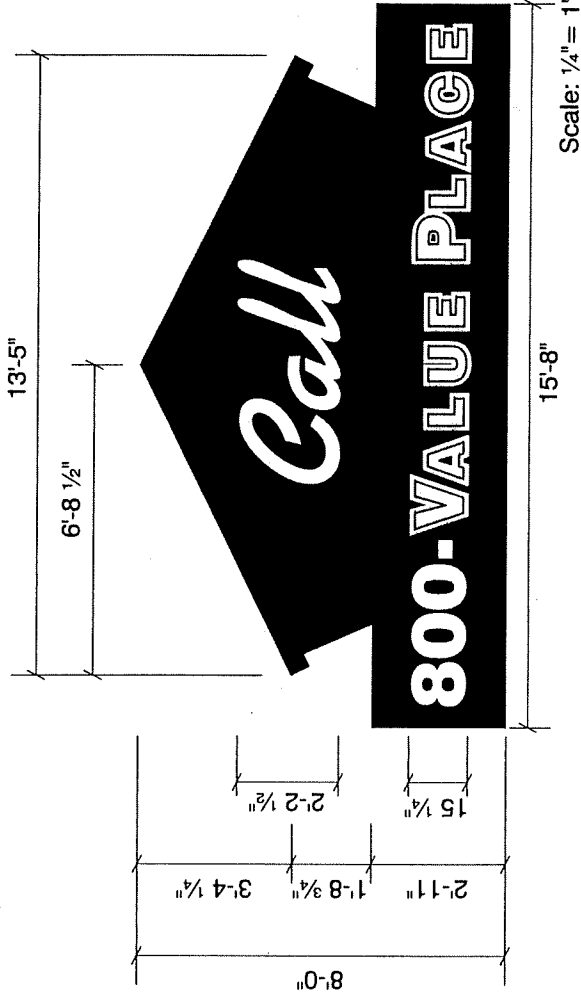
Geo sqft = 180.41



250 Pylon

125 WALL SIGN DETAILS

October 3, 2007 - Rev. 0

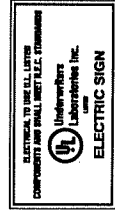
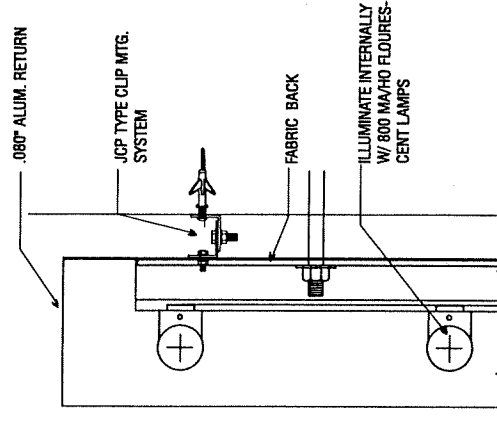


Geo sqft = 92.43

ELECTRICAL REQUIREMENTS

- 1-20 AMP CIRCUIT DEDICATED
 - STUBBED OUT IN THE MIDDLE OF THE SIGN.
 - FINAL HOOK UP BY SIGN INSTALLERS
- SPECIFICATIONS:**

1. STRUCTURE IS TO BE 1" MILLIKEN TUBING STAPLE SYSTEM. THE FACE IS ARLON WF BACKGROUND W/ ARLON VINYLs APPLIED. THE BACK IS WHITE OPAQUE BANNER FABRIC THE SIDES ARE SKINNED W/ PRE FINISHED .063 BLACK ALUM. (NO RETAINERS)
2. INTERNALLY ILLUMINATED BY H.O. LAMPS: ONE 15' SPREAD DOUBLE TOWARD THE BOTTOM AND ONE 4' SPREAD DOUBLE TO LIGHT UP THE WORD "CALL". THE RED AND WHITE PORTION OF THE FACE WILL BE COMPLETELY OPAQUE AT NIGHT.
3. ALL COPY IS ARLON #25 TRANSLUCENT YELLOW. BACK OPAQUE VINYL IN-LINE ON "VALUE PLACE". WHITE, BLACK & RED (ARLON #220) AREAS TO BE OPAQUE VINYL APPLICATION.
4. (8) 2" X 2" ANGLE CLIPS FOR MOUNTING.



40 Cavalier Blvd. - Florence, KY





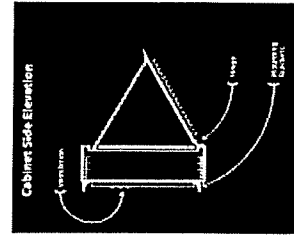
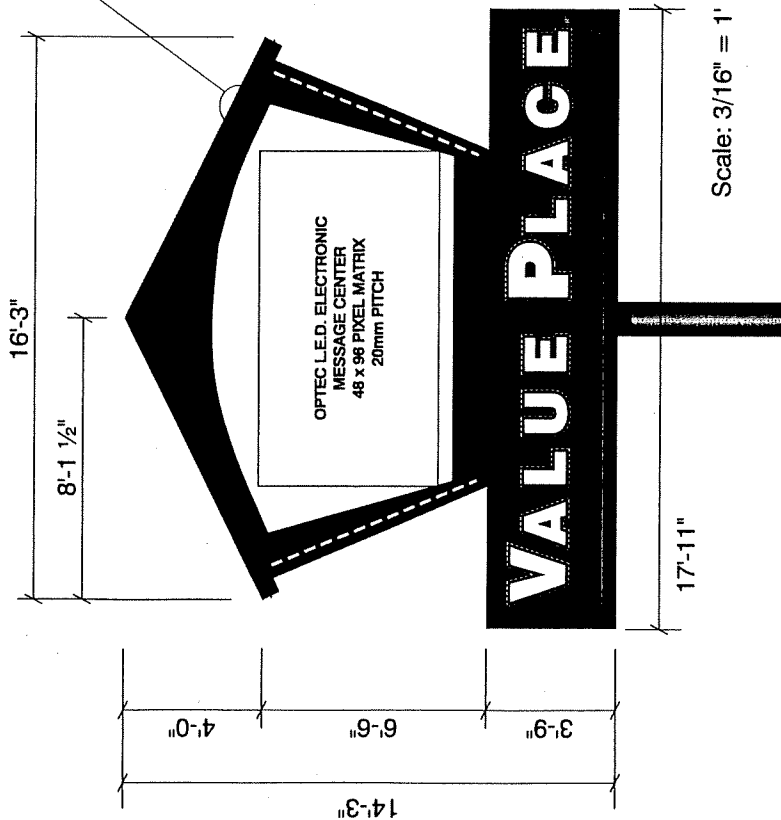
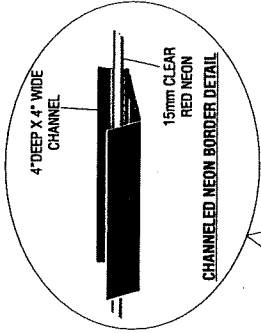
Geo sqft = 180.41

250 PYLON DETAILS

October 3, 2007 - Rev. 0

SPECIFICATIONS:

1. ALUMINUM TOP SECTION: PAINTED FLAT BLACK WITH 15mm CLEAR RED NEON BORDER IN A CHANNEL. CHANNEL SECTION IS 4" DEEP WITH INTERIOR/EXTERIOR PAINTED BLACK.
2. ALUMINUM CENTER CABINET: PAINTED TO MATCH PMS-186 RED WITH 15mm CLEAR RED NEON BORDER ON FACE IN A CHANNEL. CHANNEL SECTION IS 4" DEEP WITH INTERIOR/EXTERIOR PAINTED TO MATCH PMS-186 RED.
3. CENTER SECTION OF CABINET IS PAINTED SILVER METALLIC WITH SPECIFIED ELECTRONIC MESSAGE UNIT INSTALLED INTO CABINET SECTION.
4. LOWER "VALUE PLACE" ID CABINET:
 - A. CABINET FACES AND FILLER PAINTED FLAT BLACK WITH;
 - B. VALUE PLACE: OPEN FACE CHANNEL LETTERS.
 - C. 4" DEEP ALUMINUM RETURNS PAINTED TO MATCH PMS-PROCESS YELLOW C.
 - D. INTERNALLY ILLUM. WITH SINGLE STROKE CLEAR GOLD NEON.
 - E. EXTERNALLY ILLUMINATED WITH SINGLE STROKE CLEAR GOLD NEON ALONG OUTSIDE OF LETTERS.
 - F. "@" REGISTRATION MARK IS YELLOW #67 VINYL OVERLAY.
5. RED STRIPE CHANNEL STRUCTURE:
 - A. 4" DEEP ALUMINUM RETURNS PAINTED TO MATCH PMS 186 RED WITH RED TRIM CAP RETAINER.
 - B. FACES ARE FLAT TRANSLUCENT WHITE PLASTIC WITH #83 REGAL RED VINYL OVERLAY.
 - C. INTERNALLY ILLUMINATED WITH 15mm CLEAR RED NEON.



NOTE:
Primary electrical service and the CAT5 data cable have to be in separate conduits and the conduits have to be separated underground by at least 12".

NOTE:
2" TALL WHITE VINYL "A" TO BE PLACED ON ONE SIDE AND "B" TO BE PLACED ON OPPOSITE SIDE

40 Cavalier Blvd. - Florence, KY



**BOONE COUNTY PLANNING COMMISSION
BOONE COUNTY ADMINISTRATION BUILDING
FIRST FLOOR FISCAL COURTROOM
BUSINESS MEETING
December 5, 2007
7:00 P.M.**

Mr. Arnold Caddell, Chairman, called the meeting to order at 7:02 PM.

COMMISSION MEMBERS PRESENT:

Mr. Greg Breetz
Mr. Kim Bunger
Mr. Arnold Caddell, Chairman
Mr. Jim Carmichael
Mrs. Linda Herald
Mrs. Janet Kegley
Mr. Don McMillian
Mr. Randy Poe
Mrs. Susan Poston, Vice Chairwoman
Mr. Charlie Reynolds
Mr. Patrick Reynolds
Mr. Charlie Rolfsen
Mr. Bob Schwenke

COMMISSION MEMBERS NOT PRESENT:

Mrs. Judy Arnett, Secretary/Treasurer
Mr. Richard Knock, Temporary Presiding Officer

LEGAL COUNSEL PRESENT:

Mr. Dale Wilson

STAFF MEMBERS PRESENT:

Mr. Kevin Costello, AICP, Executive Director
Ms. Jan Hancock, Secretary
Mr. Mitch Light, Assistant Zoning Administrator/ZEO
Mr. Todd Morgan, AICP, Senior Planner
Mr. Kevin Wall, AICP, CDT – Director, Zoning Services

Mr. McMillian moved that the salaries, benefits, and bills due be approved and paid as presented; and indicated approval of those items which have been paid. Mr. Patrick Reynolds seconded the motion. A vote on the motion found all voting members in favor. Chairman Caddell abstained due to his relationship with Heritage Bank. The motion carried.

ACTION ON PLAN REVIEWS:

1. Change in Approved Concept Development Plan

The request of Doug Wright, P.E., Woolpert, Inc. (applicant) for Fire Mountain Restaurants, LLC (owner) for a Change in an Approved Concept Development Plan in an Office Two/Planned Development (O-2/PD) zone for a 2.65 acre site located at 40 Cavalier Boulevard, Florence, Kentucky. The request is for a Change in an Approved Concept Development Plan to permit a hotel and modification to the Turfway Commercial Park Special Sign District requirements.

Staff Member Mitch Light presented the Committee Report which recommended approval of the request based on the Findings of Fact but subject to conditions (see Committee Report). The property owners have signed the letter agreeing to the conditions.

There being no discussion, **Mr. Rolfsen moved by resolution to the City of Florence that the request be approved based on the Committee Report with the conditions. Mrs. Poston seconded the motion and it carried unanimously.**

2. Change in Approved Concept Development Plan

The request of Riegler Engineering, LLC (applicant) for Union Pointe Centre, LLC – Mike Brown (owner) for a Change in an Approved Concept Development Plan in a Union Commercial (UC) zone for a 1.14 acre site described as Lot 3 of Union Pointe Centre Subdivision and located on the northeast corner of the US 42/Callie Way intersection, Union, Kentucky. The request is for a Change in an Approved Concept Development Plan to allow building area on a vacated portion of the US 42 road right-of-way that was not part of the original zone change Concept Development Plan.

Mrs. Kegley stated that she has a conflict of interest in regard to Agenda Item #2 and left the meeting room at this time.

EXHIBIT

“B”

ZONE CHANGE/CONCEPT PLAN COMMITTEE REPORT

TO: Boone County Planning Commission

FROM: Charlie Rolfsen, Chairman

DATE: December 5, 2007

RE: Request of **Doug Wright, P.E., Woolpert, Inc. (applicant)** for **Fire Mountain Restaurants, LLC (owner)** for a Change in an Approved Concept Development Plan in an Office Two/Planned Development (O-2/PD) zone for a 2.65 acre site located at 40 Cavalier Boulevard, Florence, Kentucky. The request is for a Change in an Approved Concept Development Plan to permit a hotel and modification to the Turfway Commercial Park Special Sign District requirements.

REMARKS:

We, the Committee, recommend approval of this request based upon the following findings of fact and with the following conditions:

Findings of Fact

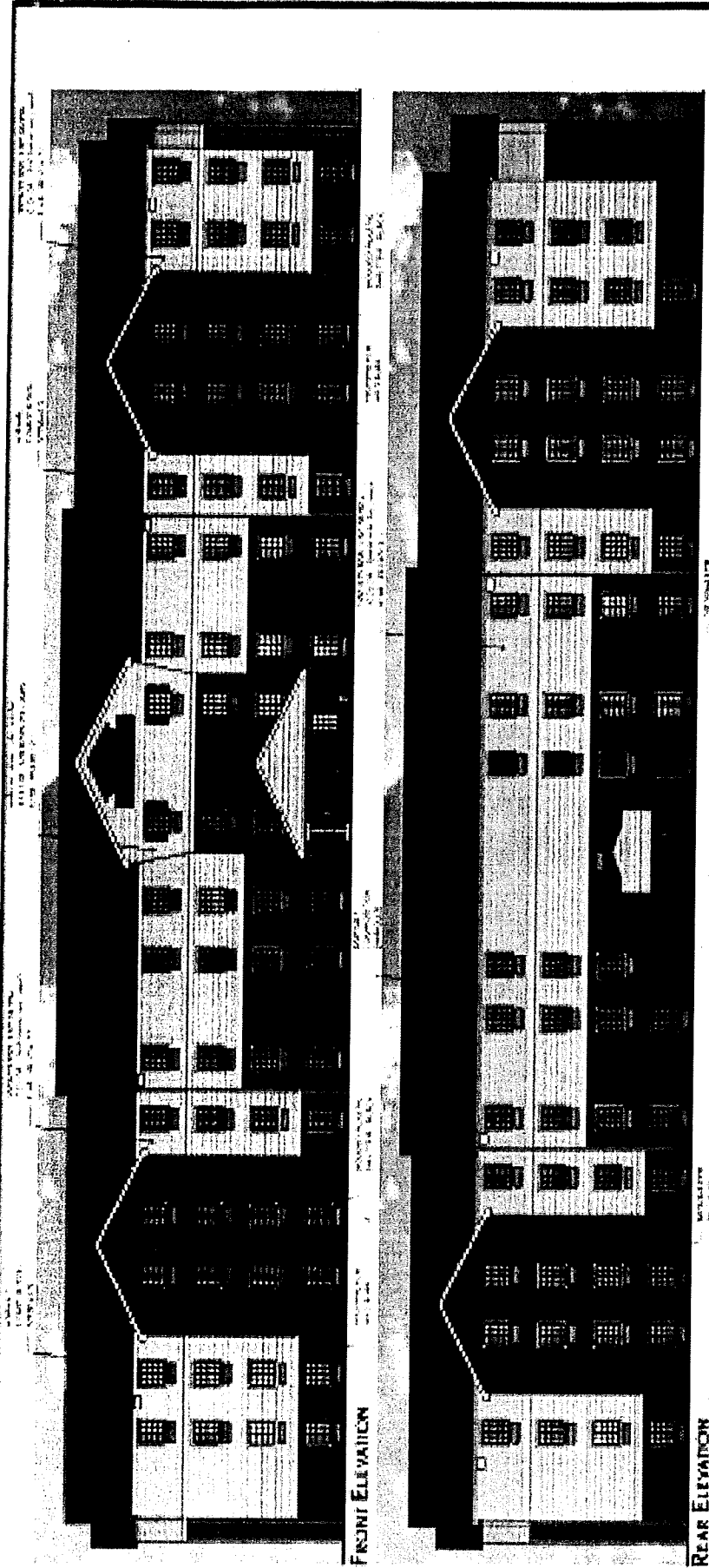
1. The Committee has concluded that the proposal, with the agreed conditions outlined below, demonstrate agreement with the Land Use Element's Future Land Use Development Guidelines as well as the applicable Goals and Objectives. Specific references to the guidelines and Goals and Objectives are outlined in the staff report for this request.
2. The Committee has concluded that the request fulfills the applicable requirements of Article 15 "Planned Development District" of the Boone County Zoning Regulations.
3. The Committee has concluded that the attached conditions are necessary to achieve consistency with the specific goals, objectives, and policies of the 2005 Boone County Comprehensive Plan and to mitigate any foreseeable community impacts that may be created by the development. The property owner has signed a letter demonstrating agreement with these conditions.

CONDITIONS

1. The property owner agrees that the proposed building materials will reflect the revised elevations discussed at the November 7, 2007 Committee Meeting (see attached elevations).
2. The property owner agrees to eliminate the access point on Cavalier Boulevard to allow for more green space area along Cavalier Boulevard.
3. The property owner agrees that the free standing sign will be no larger than 35 feet high and 245 square feet in area with a 3 foot wide metal pole skirt with a baked-on finish. The proposed electronic message center will consist of yellow text on a black background.

4. The property owner agrees that there will be no exposed neon on any signs.
5. The property owner agrees that there will be no monument sign in lieu of the third building mounted sign as was proposed.

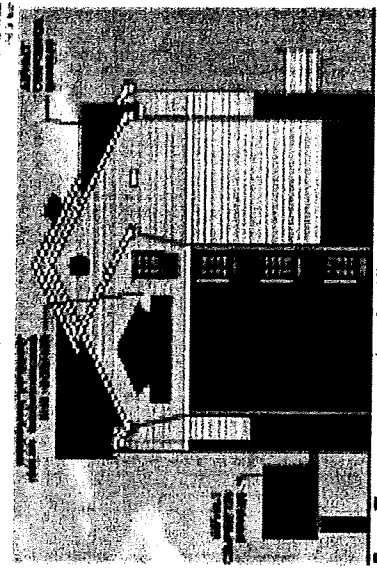
A copy of the Public Hearing minutes accompanies the findings and recommendation serving as a summary of the evidence and testimony presented by the proponents and opponents of this request. Attached is the signature page for the Zone Change/Concept Plan Committee Vote.



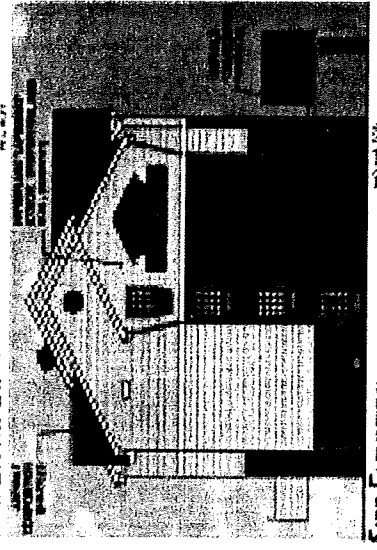
VALUE PLACE HOTEL
40 CAVALIER BOULEVARD
FLORENCE, KY



HONNARD HELMER



SIDE ELEVATION



SIDE ELEVATION

November 16, 2007

REVISED CONCEPT DEVELOPMENT PLAN

Public Hearing Item No. 3:

Commission Members Present: Mr. Carmichael, Mrs. Herald, Mr. McMillian, Mr. Poe, Mrs. Poston - Vice Chairperson, Mr. Patrick Reynolds, Mr. Rolfsen, and Mr. Schwenke.

Staff Members Present: Mr. Kevin Costello, AICP, Executive Director; Ms. Jan Hancock, Secretary; and Mr. Mitch Light, Assistant Zoning Administrator/ZEO.

Legal Counsel Present: Mr. Dale Wilson

3. **Applicant:** **Doug Wright, P.E., Woolpert, Inc. for**
 Fire Mountain Restaurants, LLC (owner)
 Request: **Change in Approved Concept Development Plan**

The request of Doug Wright, P.E., Woolpert, Inc. (applicant) for Fire Mountain Restaurants, LLC (owner) for a Change in an Approved Concept Development Plan in an Office Two/Planned Development (O-2/PD) zone for a 2.65 acre site located at 40 Cavalier Boulevard, Florence, Kentucky. The request is for a Change in an Approved Concept Development Plan to permit a hotel and modification to the Turfway Commercial Park Special Sign District requirements.

Staff Member Mitch Light presented the Staff Report which included a Power Point presentation (see Staff Report). To Staff Comment #2, he added that the City of Florence would not support an increase in the number of building-mounted signs from two to three.

Mrs. Poston asked for the applicant's presentation.

Mr. Len Rowekamp, attorney, 502 Greenup Street, Covington, was present on behalf of Value Place Hotels. He introduced Mr. Reed Simpson, Development Manager for Value Place and engineer Doug Wright with Woolpert & Associates. He stated that representatives from Site Enhancement Services are present to answer any questions. He stated that the change they are requesting in the Concept Development Plan is consistent with the Comprehensive Plan. They are changing from a restaurant site to a hotel site.

Mr. Reed Simpson, with Value Place in Bucyrus, Kansas, stated that their headquarters is located in Wichita, Kansas. He stated that they are one of the fastest growing chains/brands in the hospitality industry. They currently have fifty hotels open. Their first hotel of this concept opened in 2003 and they are opening in thirty states. It is an extended stay brand. He stated that they developed the Residence Inn as a brand in the mid- 1980's, followed by Summerfield Suites and Candlewood Suites – and they sold them to Marriott, Hyatt and Inter-Continental. He stated that they are a hotel development company that develops brands with teams of franchisees. He stated that this will

be a 121-unit hotel. They hope to learn over the next few weeks what the community wants in a new hotel on this site. He stated that the use is complimentary and compatible to the other uses in the neighborhood. They want to put in roots in the community and will be a good neighbor to the immediate neighborhood and the entire county. He stated that they have other sites under contract for development throughout Ohio, including Cincinnati.

Mr. Rob Baker with Howard & Homer Architects in Overland Park, Kansas, stated that he resides in Lee's Summit, Missouri. He offered to answer any questions regarding building materials or construction.

Mr. Doug Wright with Woolpert, 2760 Airport Drive, Columbus, Ohio 43219, stated that he is responsible for many of the other Value Place developments in Ohio and surrounding states. He offered to answer any questions regarding the site design and layout. He stated that they are trying to incorporate what is out there in the site design.

Mr. Cal Clements, Site Enhancement Services, the sign agents for Value Place Hotels, stated that their offices are in South Bend, Indiana. His associate provided the Commissioners with copies of the sign program that was submitted to the City of Florence (see Exhibit 1) and their brochure (see Exhibit 2). He presented a Power Point slide and noted the trademark logo utilized by Value Place in their signage. He stated that due to the unique shape of the signage, a determination was made that there is 255 square feet of signage. He stated that the surface area measurement is actually only 180 square feet, which fits more within the corridor and is similar to the Courtyard signs seen throughout the area. They propose this sign at this height because many motorists are first time travelers along I-75 and they want them to be able to safely navigate to the hotel. The sign will utilize LED technology similar to the CMC development and Huff Realty. They will display messages about the amenities and rates. Reviewing Exhibit 1, he stated that however the signage is measured, they are well under the 380 square feet of wall signage that is allowed. The wall signs are aesthetically pleasing and accent the building. The wall signs face the major ingresses/egresses throughout the project and serve as way-finding tools. The sign program is site-specific – it enhances the nature of the corridor and provides way-finding tools. He offered to answer any questions. This concluded the applicant's presentation.

Mrs. Poston asked if there was anyone else present who wished to speak in favor of the request. There being no response, she asked if there was anyone present who wished to speak in opposition to the request.

Mr. Bimal Patel, Rolling Hills Hospitality, stated that he is not necessarily opposed. He stated that the rates of this hotel are considerably lower than the rates of other hotels on the interchange. He does not think that this hotel would

compete with their hotels. He stated that there is a certain clientele that comes with low-cost businesses.

Mrs. Poston asked if there was anyone else present who wished to speak in opposition to the request. There being no response, she asked if there were any comments or questions from the Commissioners.

Mr. Patrick Reynolds stated that there was a recent news story about LED signs causing distraction on highways and that they may be an element of traffic accidents. He asked if there are any studies available on these signs.

Mr. Light responded that he is not aware of any studies. He stated that our Code has standards not found in other areas – there is to be no flashing or rolling or scrolling. The message must stay up for five seconds before it changes. He stated CMC has an LED sign at the end of the street and they occasionally get in trouble because the sign is flashing. Mr. Reynolds stated that concerns were raised about the signs in Covington as to how bright they are and that they were distracting. He stated that the corridor where this sign will be placed is also a vulnerable area. If there are any studies available, he asks that they be brought to Committee. Mr. Light will see if he can locate any studies.

Mr. Carmichael stated that the actual square footage of their signage surface area is less than the way we measure – but we have not changed the way we measure for anyone else and will not change it for the applicant. He stated that this area is adjacent to the Houston-Donaldson Study area and we are particular about neon and flashing in all areas. He stated that there is the Mall Road ramp, KY 18 ramp, and people merging to the Turfway Road ramp – it is big accident area and the distraction issue is important. He stated that there is an issue with the three signs and with the four-story building being compatible with the area. He is not aware of any four-story buildings in the area. Mr. Costello responded that there is the Hilton across the street. Mr. Light stated that the intensity of the site is acceptable as long as they can support the parking. In response to questions from Mr. Carmichael regarding the signs, Mr. Light stated that *1-800 Value Place* is only on the building-mounted sign. Mr. Carmichael noted differences in the signs and questioned the *209* over *Value Place*. Mr. Light responded that Mr. Carmichael is referring to the changeable copy free-standing sign. Mr. Carmichael stated that it would be neon and it would change. Mr. Clements stated that they have shown two options. Mr. Carmichael stated that the height requirement is there for a reason. Mr. Light responded that the height requirement has worked out well in that area and from I-75 the signs are in about the same alignment. Mr. Carmichael stated that there will be more discussion of the signs at the Committee meeting.

Mr. Poe stated that he thought LED signs facing the interstate were against federal or state guidelines. Mr. Costello responded that the signs Mr. Patrick Reynolds is

talking about in Covington are billboards. He stated that he handled this Special Sign District when it occurred about fifteen years ago and it was his understanding that they obtained approval from the state. He stated that there is an effort to get a moratorium on billboards while they study them – but they are different from this sign. He stated that if a sign violates state law, it is up to the state to enforce their regulations. He stated that Staff will look into these issues. Mr. Poe stated that there was an issue when Newport Public Schools wanted to put a sign on top of their building. Mr. Costello responded that it was a billboard. Mr. Poe questioned the difference between a billboard and an LED sign. Mr. Costello responded that a billboard is an off-premise sign. He stated that the changeable copy regulations in Covington are different than the Boone County regulations. Staff will verify that a permit was obtained for the other signs and discuss it with the Committee.

Mr. Schwenke asked if the applicant uses different building materials at other locations. He asked if hardy plank is considered masonry. Mr. Light responded that it is a masonry product, but the City of Florence would prefer another material. Mr. Schwenke stated that he has not seen buildings that are totally hardy blank and usually there are also other building materials. Mr. Light responded that traditionally buildings in the area are brick or stone. He stated that there are not many dryvet or EFIS buildings and those that you do see look out of place. Mr. Schwenke asked the applicant to provide information to the Committee regarding building materials used at their other locations. Mr. Light asked the applicant bring digital pictures or photographs. Mr. Costello asked if there is only one prototype of this hotel. Mr. Baker responded that they have a few prototypes (105 units, 113 units and 121 units) and a new one that will resolve issues with the new 2006 IBC Code. He asked if Boone County is under the new IBC Code. Mr. Costello responded that he believes so. Mr. Baker stated that this building will become a 124-unit hotel and they will make that modification before the Committee meeting. Mr. Costello questioned the building materials and the design of their prototypes. He questioned bump outs – he stated that it looks like a long wall. He asked if there are other prototypes and color schemes. Mr. Baker stated that the colors are not represented correctly and stated that the pictures in their brochure are more accurate (see Exhibit 2). He stated that there are shutters and they use hardy plank – he noted that there is a difference in depth on the lower portion. Mr. Costello asked if there are locations where they used stone or other materials. Mr. Baker responded that he is not aware of stone used at any locations. He stated that different areas might have different development requirements and some cities may require brick. They have done different mixes of building materials in areas where it is required. Mr. Costello asked if there is a pool or amenities such as a health club. Mr. Baker responded “no”. Mr. Costello stated that it is just a room. Mr. Baker responded “yes”.

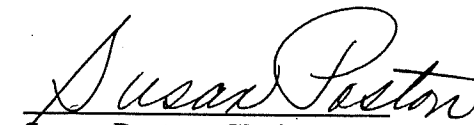
Mr. Rolfsen stated that the signage is a big issue and asked the applicant to come to Committee prepared to reduce the signage to about 245 square feet. Mr.

Clements responded that they will try to come up with something to conform to 245 square feet. He stated that their electronic message centers do not blink, flash or scroll -- which would be traffic hazards. Their electronic message centers have an instantaneous change at the allowable 4 – 5 second intervals. They do not want to cause a traffic safety issue. He stated that a study done by the U.S. Department of Transportation shows that any change at less than 3 – 4 seconds is a traffic hazard because it is not enough time for the message to be adequately read. A change at 4 – 5 seconds allows enough time for motorists to read and comprehend. This information was taken into consideration when they put this sign package together. He will provide Staff with a copy of the study. He stated that their LED signs have automatic dimmers – if they are too bright, the lights can be automatically dimmed.


Mr. Rolfsen questioned the \$209 rate – is that the weekly rate? Mr. Clements responded that it is just a graphic and does not represent the rate. Mr. Rolfsen asked if the statement by Mr. Patel that their rates are lower than anyone else's is just arbitrary. Mr. Simpson responded that they advertise a weekly rate only – they do not advertise a daily rate. The minimum stay is one week -- if someone stays for less than a week, they still pay for a week. The weekly rate for this hotel has not been established. The concept behind the brand is that it is a value. He stated that many jobs – like at Sprint and Nextel – have been outsourced and the employees are now subcontractors on their own budgets. Rather than catering to Fortune 500 companies and employees on expense accounts, they cater to the small business person who is on a budget. He stated that there is no swimming pool – not having the amenities saves the customers money.

There being no further comments, the Mrs. Poston stated that the Committee Meeting for this item will be on October 17, 2007 at 5:30 PM in this room. This item will be on the Agenda for the Business Meeting on November 7, 2007 at 7:00 PM. Mrs. Poston closed this Public Hearing at 8:28 PM.

APPROVED:


Susan Poston, Chairwoman

Attest:


Jan Hancock, Recording Secretary

Exhibits –

1. Sign program submitted by the applicant\
2. Brochure *Value Place – The Fastest Growing Brand in Hospitality* submitted by the applicant

ZONE CHANGE/CONCEPT PLAN COMMITTEE VOTE

TO: Boone County Planning Commission

FROM: Charlie Rolfsen, Chairman

DATE: November 7, 2007

RE: Request of **Doug Wright, P.E., Woolpert, Inc. (applicant)** for **Fire Mountain Restaurants, LLC (owner)** for a Change in an Approved Concept Development Plan in an Office Two/Planned Development (O-2/PD) zone for a 2.65 acre site located at 40 Cavalier Boulevard, Florence, Kentucky. The request is for a Change in an Approved Concept Development Plan to permit a hotel and modification to the Turfway Commercial Park Special Sign District requirements.

REMARKS:

We, the Committee Members were present at the Committee Meeting and voted on the above request or else were absent from voting. Further, based upon the vote, the Committee directs the Staff to draft the findings of fact and conditions if deemed necessary in order to complete the Committee Report.

Woolpert/Fire Mountain Restaurants

November 7, 2007

Charlie Rolfsen

Charlie Rolfsen, Chairman

For Project Absent _____
 Against Project _____
 Abstain _____ Deferred _____

Judy Arnett

Judy Arnett

For Project Absent _____
 Against Project _____
 Abstain _____ Deferred _____

Greg Breetz

For Project _____ Absent
 Against Project _____
 Abstain _____ Deferred _____

Kim Bunger

Kim Bunger

For Project Absent _____
 Against Project _____
 Abstain _____ Deferred _____

Janet Kegley

Janet Kegley

For Project Absent _____
 Against Project _____
 Abstain _____ Deferred _____

Susan Poston

Susan Poston

For Project Absent _____
 Against Project _____
 Abstain _____ Deferred _____

Jim Carmichael (Alternate)

For Project _____ Absent _____
 Against Project _____
 Abstain _____ Deferred _____

Charlie Reynolds (Alternate)

For Project _____ Absent _____
 Against Project _____
 Abstain _____ Deferred _____

Bob Schwenke (Alternate)

For Project _____ Absent _____
 Against Project _____
 Abstain _____ Deferred _____

TOTAL: _____ DEFERRED 5 FOR PROJECT 1 ABSENT
 _____ AGAINST PROJECT _____ ABSTAIN

ZONE CHANGE/CONCEPT PLAN COMMITTEE VOTE

TO: Boone County Planning Commission

FROM: Charlie Rolfsen, Chairman

DATE: October 17, 2007

RE: Request of **Doug Wright, P.E., Woolpert, Inc. (applicant)** for **Fire Mountain Restaurants, LLC (owner)** for a Change in an Approved Concept Development Plan in an Office Two/Planned Development (O-2/PD) zone for a 2.65 acre site located at 40 Cavalier Boulevard, Florence, Kentucky. The request is for a Change in an Approved Concept Development Plan to permit a hotel and modification to the Turfway Commercial Park Special Sign District requirements.

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Woolpert/Fire Mountain Restaurants

October 17, 2007

Charlie Rolfsen
Charlie Rolfsen, Chairman

For Project ___ Absent ___
 Against Project ___
 Abstain ___ Deferred

Judy Arnett

For Project ___ Absent
 Against Project ___
 Abstain ___ Deferred ___

Greg Breetz
Greg Breetz

For Project ___ Absent ___
 Against Project ___
 Abstain ___ Deferred

Kim Bunger
Kim Bunger

For Project ___ Absent ___
 Against Project ___
 Abstain ___ Deferred

Janet Kegley
Janet Kegley

For Project ___ Absent ___
 Against Project ___
 Abstain ___ Deferred

Susan Poston
Susan Poston

For Project ___ Absent ___
 Against Project ___
 Abstain ___ Deferred

Jim Carmichael (Alternate)

For Project ___ Absent ___
 Against Project ___
 Abstain ___ Deferred ___

Charlie Reynolds (Alternate)

For Project ___ Absent ___
 Against Project ___
 Abstain ___ Deferred ___

Bob Schwenke (Alternate)

For Project ___ Absent ___
 Against Project ___
 Abstain ___ Deferred ___

TOTAL: 5 DEFERRED ___ FOR PROJECT 1 ABSENT
___ AGAINST PROJECT ___ ABSTAIN

SUPPORTING INFORMATION



BOONE COUNTY PLANNING COMMISSION

www.boonecountyky.org/pc
www.boonecountygis.com

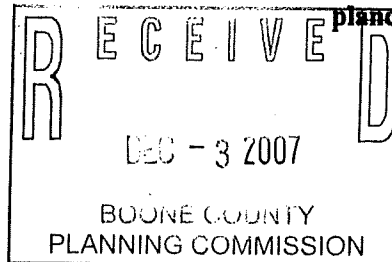
Boone County Administration Building
2950 Washington Street, Room 317
P.O. Box 958
Burlington, KY 41005

Phone (859) 334-2196; Fax (859) 334-2264

plancom@boonecountyky.org

November 16, 2007

Mr. Leonard G. Rowekamp
Wolnitzek & Rowekamp, P.S.C.
502 Greenup Street
P.O. Box 352
Covington, KY 41012-0352



RE: Request of **Doug Wright, P.E., Woolpert, Inc. (applicant)** for **Fire Mountain Restaurants, LLC (owner)** for a Change in an Approved Concept Development Plan in an Office Two/Planned Development (O-2/PD) zone for a 2.65 acre site located at 40 Cavalier Boulevard, Florence, Kentucky. The request is for a Change in an Approved Concept Development Plan to permit a hotel and modification to the Turfway Commercial Park Special Sign District requirements.

Dear Mr. Rowekamp:

The following represents the conditions of approval for the above referenced application as recommended by the Planning Commission's Zone Change Committee at their November 7, 2007 meeting. Please have the property owner and applicant sign in the space provided at the end of this letter, and return the original letter to the Planning Commission's office by Friday, November 30, 2007.

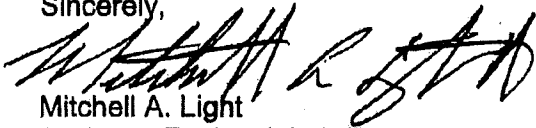
CONDITIONS

1. The property owner agrees that the proposed building materials will reflect the revised elevations discussed at the November 7, 2007 Committee Meeting (see attached elevations).
2. The property owner agrees to eliminate the access point on Cavalier Boulevard to allow for more green space area along Cavalier Boulevard.
3. The property owner agrees that the free standing sign will be no larger than 35 feet high and 245 square feet in area with a 3 foot wide metal pole skirt with a baked-on finish. The proposed electronic message center will consist of yellow text on a black background.
4. The property owner agrees that there will be no exposed neon on any signs.

Mr. Leonard G. Rowekamp
Wolnitzek & Rowekamp, P.S.C.
November 16, 2007
Page 2

5. The property owner agrees that there will be no monument sign in lieu of the third building mounted sign as was proposed.

Sincerely,



Mitchell A. Light
Assistant Zoning Admin/Enforcement Officer

MAL/pr

AGREEMENT

We do hereby agree to the recommended conditions of approval stated above for a Change in an Approved Concept Development Plan in an Office Two/Planned Development (O-2/PD) zone for a 2.65 acre site located at 40 Cavalier Boulevard, to permit a hotel and modification to the Turfway Commercial Park Special Sign District requirements.



Representative of Fire Mountain Restaurants, LLC
(owner)

11-30-07

Date



Reed Simpson Butch Nuss - Vice President - Development Services
(Value Place Hotel)

11-30-07

Date

Doug Wright, P.E., Woolpert, Inc.
(applicant)

Date

Mr. Leonard G. Rowekamp
Wolnitzek & Rowekamp, P.S.C.
November 16, 2007
Page 2

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Mitchell A. Light
Assistant Zoning Admin/Enforcement Officer

MAL/pr

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Representative of Fire Mountain Restaurants, LLC
(owner)

Date

Reed Simpson
(Value Place Hotel)

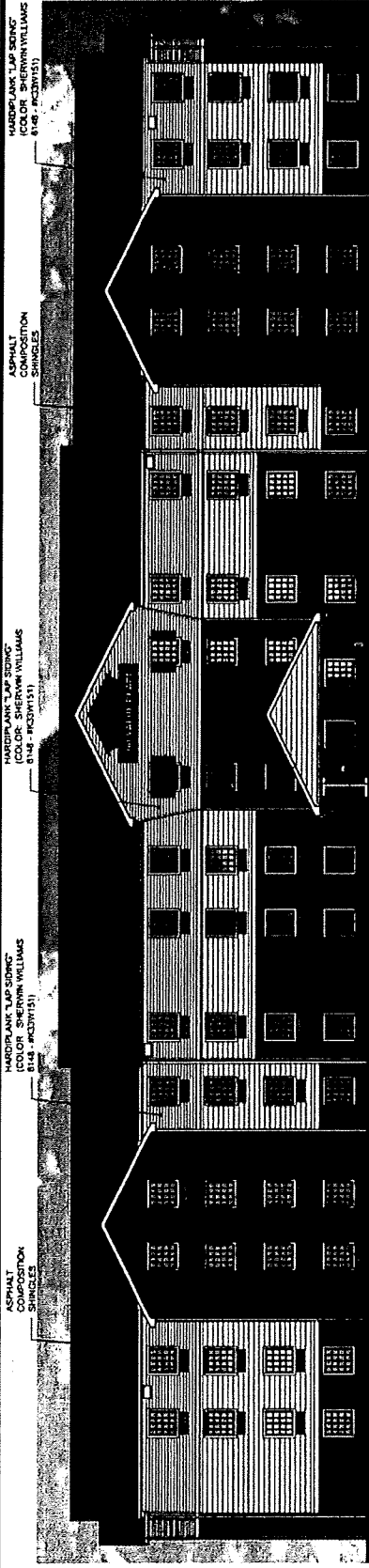
Date



Doug Wright, P.E., Woolpert, Inc.
(applicant)

11/27/07

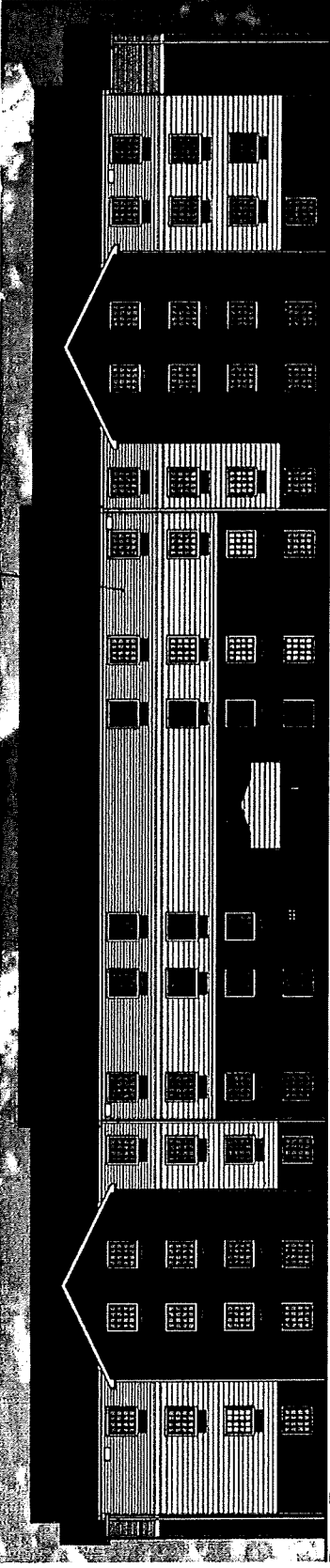
Date



FRONT ELEVATION

ASPHALT COMPOSITION SHINGLES
 HARDPLANK LAP SIDING (COLOR: SHERWIN WILLIAMS #148 - RCD30151)
 ASPHALT COMPOSITION SHINGLES
 HARDPLANK LAP SIDING (COLOR: SHERWIN WILLIAMS #148 - RCD30151)
 ASPHALT COMPOSITION SHINGLES
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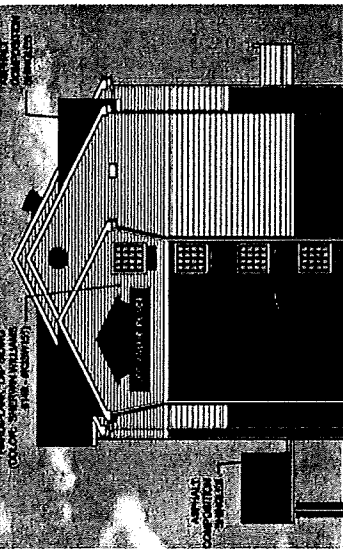
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 MICHNA FCB - RED BUFT
 MOLDED PLASTIC SHUTTER BLACK



REAR ELEVATION

ASPHALT COMPOSITION SHINGLES
 HARDPLANK LAP SIDING (COLOR: SHERWIN WILLIAMS #148 - RCD30151)
 ASPHALT COMPOSITION SHINGLES
 HARDPLANK LAP SIDING (COLOR: SHERWIN WILLIAMS #148 - RCD30151)
 ASPHALT COMPOSITION SHINGLES
 HARDPLANK LAP SIDING (COLOR: SHERWIN WILLIAMS #148 - RCD30151)

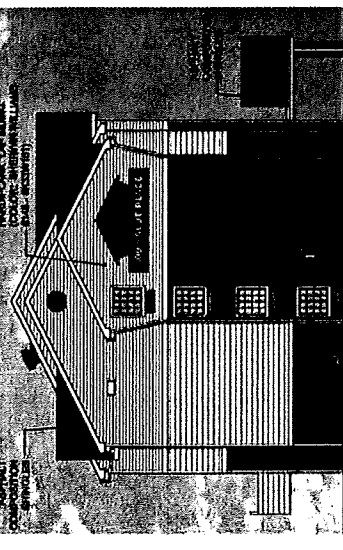
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 MICHNA FCB - RED BUFT
 MOLDED PLASTIC SHUTTER BLACK



SIDE ELEVATION

ASPHALT COMPOSITION SHINGLES
 HARDPLANK LAP SIDING (COLOR: SHERWIN WILLIAMS #148 - RCD30151)
 ASPHALT COMPOSITION SHINGLES
 HARDPLANK LAP SIDING (COLOR: SHERWIN WILLIAMS #148 - RCD30151)

MICHNA FCB - RED BUFT
 MOLDED PLASTIC SHUTTER BLACK
 MICHNA FCB - RED BUFT
 MOLDED PLASTIC SHUTTER BLACK



SIDE ELEVATION

ASPHALT COMPOSITION SHINGLES
 HARDPLANK LAP SIDING (COLOR: SHERWIN WILLIAMS #148 - RCD30151)
 ASPHALT COMPOSITION SHINGLES
 HARDPLANK LAP SIDING (COLOR: SHERWIN WILLIAMS #148 - RCD30151)

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VALUE PLACE HOTEL
40 CAVALIER BOULEVARD
FLORENCE, KY



HOWARD+HELMER
 architecture

NOVEMBER 16, 2007

BOOK 409 PAGE 235

DEEDPROPERTY TRANSFER TAX PAID \$ 495.⁰⁰
JERRY W. ROUSE, CLERK B. C. RouseKNOW ALL MEN BY THESE PRESENTS:

That TURFWAY DEVELOPMENT CO., an Ohio general partnership, for and in consideration of Four Hundred Ninety-five Thousand (\$495,000.00) Dollars to it paid by the grantee herein, the receipt of which is acknowledged, does bargain, sell and convey to RYAN'S FAMILY STEAK HOUSES, INC., a South Carolina corporation, its successors and assigns forever, the following described Real Estate, in the City of Florence, County of Boone and Commonwealth of Kentucky, to-wit:

Group No. 1903

Plat No. 88-B

Present Street Address: _____

Mailing Address: 405 LANCASTER AVENUE, GREER, S.C. 29651

Situated in the City of Florence, Boone County, Kentucky and being Entire Lot Number Four (4) as designated on the Plat of Turfway Commercial Park, Section Two (2) as recorded in Plat Book 88-B of the County Clerk's Records at Burlington, Kentucky.

Source Book 336 PS. 26

Together with all the PRIVILEGES AND APPURTENANCES to the same belonging and subject to egress and ingress of vehicular and pedestrian traffic to and from adjacent property at locations designated by grantee in accordance with the Boone County Planning and Zoning Commission's requirements and regulations.

TO HAVE AND TO HOLD the same to the said RYAN'S FAMILY STEAK HOUSES, INC. its successors and assigns, forever; the Grantor, its successors, executors and administrators, hereby covenanting with the grantee its successors and assigns, that the TITLE so conveyed is CLEAR, FREE AND UNENCUMBERED, and that it will WARRANT AND DEFEND the same against all legal claims whatsoever.

IN WITNESS WHEREOF, The said Grantor, TURFWAY DEVELOPMENT CO., an Ohio general partnership, by Charles W. Henne, general partner, and BY DEVELOPMENT CO., LTD., a limited partnership and general partner of TURFWAY DEVELOPMENT CO., by Edward L. Brose, Jr. and Thomas L. Yeager,

BOOK 409 PAGE 236

has hereunto set its hand, this 24th day of April, 1989 as to Charles W. Henne and this 24th day of April, 1989 as to By Development Co., Ltd.

[Signature]
Witness as to #1
[Signature]
Witness as to #1

TURFWAY DEVELOPMENT CO.
By: [Signature]
#1 Charles W. Henne
Managing & General Partner

[Signature]
Witness as to #2 & #3
[Signature]
Witness as to #2 & #3

BY DEVELOPMENT CO., LTD.
By: [Signature]
#2 Edward L. Brose, Jr. 4/24/89
By: [Signature]
#3 Thomas L. Yeager

STATE OF OHIO)
COUNTY OF HAMILTON) SS:

The foregoing instrument was acknowledged before me this 24th day of April, 1989 by Charles W. Henne, general and managing partner of Turfway Development Co., an Ohio general partnership.

Notary Public
RHONDA L. GERARD
Notary Public, State of Ohio
My Commission Expires April 26, 1990

STATE OF OHIO)
COUNTY OF HAMILTON) SS:

The foregoing instrument was acknowledged before me this 24th day of April, 1989, by Edward L. Brose, Jr. and Thomas L. Yeager for By Development Co., Ltd., a limited partnership and general partner of TURFWAY DEVELOPMENT CO.

Notary Public
RHONDA L. GERARD
Notary Public, State of Ohio
My Commission Expires April 26, 1990

COMMONWEALTH OF KENTUCKY)
COUNTY OF BOONE) SCT

I, JERRY W. ROUSE, Clerk of the County Court, for the aforesaid, do hereby certify that this instrument of writing from TURFWAY DEVELOPMENT CO., an Ohio general partnership, and BY DEVELOPMENT CO., LTD., a limited partnership and general partner of TURFWAY DEVELOPMENT CO., by Edward L. Brose, Jr. and Thomas L. Yeager to RYAN'S FAMILY STEAK HOUSES, INC. was this day presented to me in my office certified as above, and this day left for record at 2:24 P M..

Whereupon the same, the foregoing certificate , and this certificate were duly recorded in my office.

Given under my hand, this 14 day of June in the year 1989.

JERRY W. ROUSE, Clerk
BY [Signature] D.C.

This deed prepared by [Signature]
Kenneth D. Jameson, Attorney
704 Provident Bank Building
Cincinnati, Ohio 45202
(513) 621-1935

↓
AFTER RECORDING
RETURN TO
TITLECARE CLOSING CO
3307 DIXIE HWY
ERLANGER KY 41018-1832

ORDINANCE NO. 0-2-08

AN ORDINANCE ADOPTING AND APPROVING A CHANGE IN AN APPROVED CONCEPT DEVELOPMENT PLAN IN AN OFFICE TWO/PLANNED DEVELOPMENT (O-2/PD) ZONE FOR A 2.65 ACRE SITE LOCATED AT 40 CAVALIER BOULEVARD, FLORENCE, KENTUCKY, TO ALLOW A HOTEL AND MODIFICATION TO THE TURFWAY COMMERCIAL PARK SPECIAL SIGN DISTRICT REQUIREMENTS. (FIRE MOUNTAIN RESTAURANTS, LLC PROPERTY)

WHEREAS, the City of Florence, Kentucky, is a member of the county-wide planning unit with a county-wide planning commission known as the Boone County Planning Commission, and

WHEREAS, the Boone County Planning Commission by Resolution No. R-07-019-A recommended approval, with conditions, for a change in an approved concept development plan, and

WHEREAS, the recommendation for approval by the Boone County Planning Commission is based upon certain findings and conditions attached to the Commission's Resolution, all of which have been reviewed by the City Council for the City of Florence, Kentucky.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY OF FLORENCE, KENTUCKY, AS FOLLOWS:

SECTION I

That the request of Doug Wright, P.E., Woolpert, Inc. (Applicant) for Fire Mountain Restaurants, LLC (Owner), for a change in an approved concept development plan in an Office Two /Planned Development (O-2/PD) zone, for a 2.65 acre site located at 40 Cavalier Boulevard, Florence, Kentucky, shall be and is hereby approved, subject to agreed conditions for this site, this change in concept development plan being to allow a hotel and modification to the Turfway Commercial Park Special Sign District requirements. The zoning map of Boone County, Kentucky, as it applies to the City of Florence, Kentucky, shall be designated to reflect the approval of this change in the concept development plan for this subject property.

SECTION II

The approval of this change to the concept development plan is granted subject to the conditions, terms and provisions of the Boone County Planning Commission recommendation, including its Committee Report, made a part of that recommendation, and all provisions comprising the development plan herein, a copy of that recommendation and Committee Report of the Boone County Planning Commission being attached, marked Exhibit "A" and incorporated herein as if fully set out, this recommendation being in the form of Resolution No. R-07-019-A of the Boone County Planning Commission, including the exhibits referenced to that Resolution.

SECTION III

In addition to those conditions set forth in the recommendation of the Boone County Planning Commission, this approval of the City of Florence, Kentucky, through its City Council shall be and is hereby subject to those additional conditions that have been agreed to in writing by the property owner/applicant as shown on Exhibit "B", a copy of which is attached and incorporated herein by reference as if fully set out.

SECTION IV

This approval is granted based on the Findings of Fact made by the Boone County Planning Commission and contained within its recommendation that is attached and part of the Commission's Resolution No. R-07-019-A, marked Exhibit "A", and attached hereto.

SECTION V

If the approval for this change in the concept development plan shall be held invalid, in whole or in part, by any Court of proper jurisdiction, that invalidity shall not affect the validity of any of the other zoning regulations, zoning map, comprehensive plan, or other portions, provisions or terms of the approved concept development plan for this property as they are severable from this Ordinance and are intended to have full force and effect regardless of any invalidity relating to this particular Ordinance.

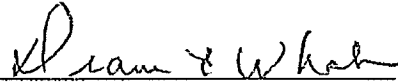
SECTION VI

Publication of this Ordinance is hereby authorized to be by summary publication in accordance with Kentucky law.

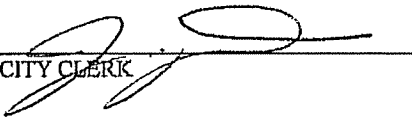
PASSED AND APPROVED ON FIRST READING THIS 12th DAY OF February, 2008.

PASSED AND APPROVED ON SECOND READING AND PUBLICATION ORDERED THIS 26th DAY OF February, 2008.

APPROVED:


MAYOR

ATTEST:


CITY CLERK



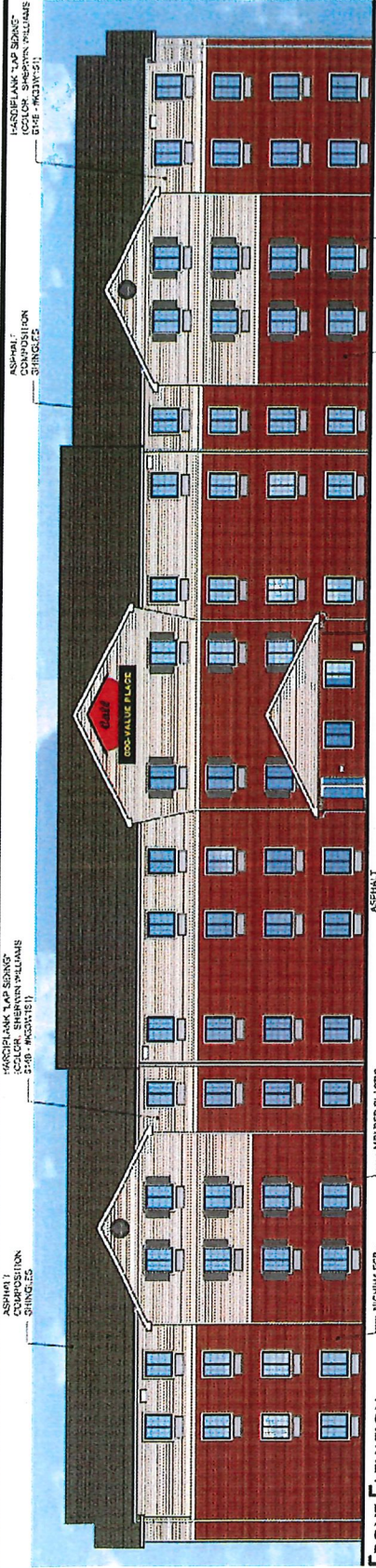
**City of Florence Special Conditions of Approval
For
A Change in an Approved Concept Development Plan
On a 2.65 Acre Site Located at 40 Cavalier Boulevard
Fire Mountain Restaurants, LLC, Owner**

The undersigned on behalf of Fire Mountain Restaurants, LLC, as owner, hereby agrees to the following Special Conditions of Approval placed on this Change in an Approved Concept Development Plan by the City of Florence. The property to which these Special Conditions of Approval apply is located on a 2.65 acre site at 40 Cavalier Boulevard in Florence, Kentucky.

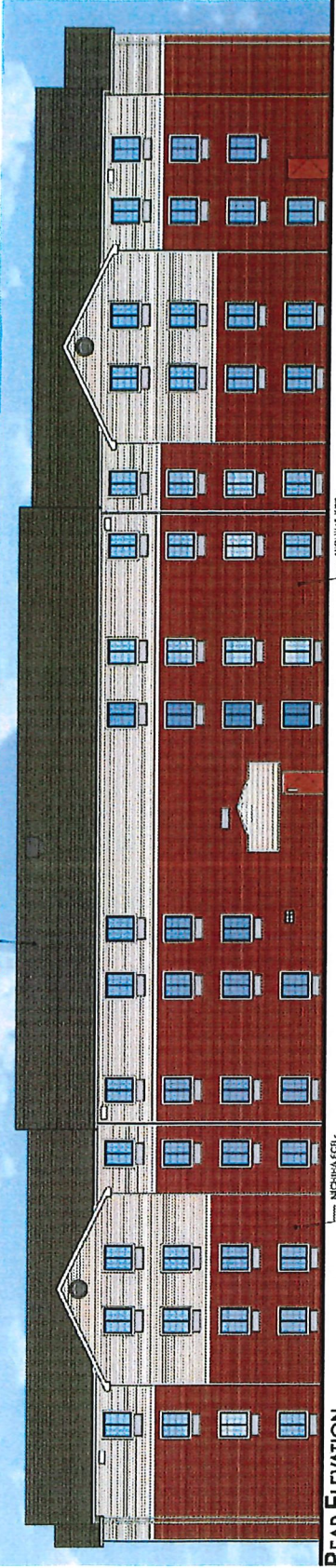
1. The hotel building proposed for construction shall follow the revised building elevations submitted to the City of Florence following the Florence Planning and Zoning Committee Meeting held on January 16, 2008 that are attached hereto. This condition shall supersede Boone County Planning Condition of Approval # 1 contained in Resolution R-07-019-A.
2. Pedestrian connections shall be provided from the proposed hotel to the existing sidewalk network on Cavalier Court and Cavalier Boulevard.
3. The dumpster enclosure that will be located to the rear of the development site shall be constructed of materials to match the hotel building.

24 January 2008
Date

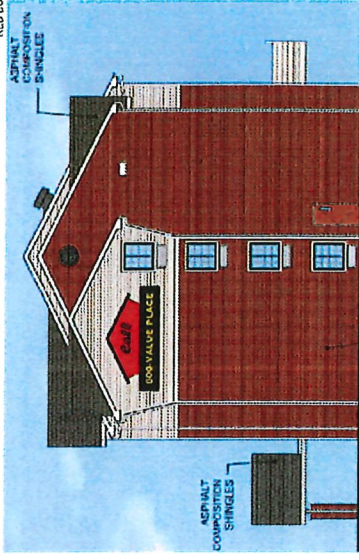
Fire Mountain Restaurants, LLC
By: 
Signature of Property Owner



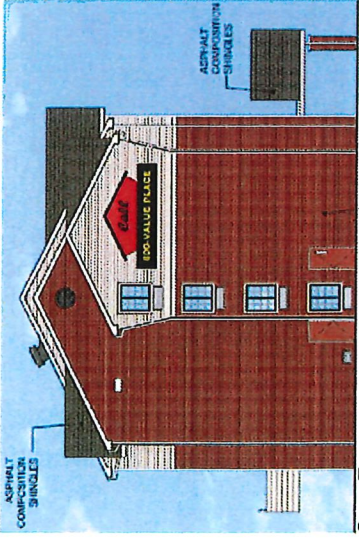
FRONT ELEVATION



REAR ELEVATION



SIDE ELEVATION



SIDE ELEVATION

VALUE PLACE HOTEL
 40 CAVALIER BOULEVARD
 FLORENCE, KY



JANUARY 22, 2008



Elevation

CLASSIC DESIGN

The fastest growing brand in hospitality.



"We're not just committed to serve Value Place guests; we're committed to serve Value Place communities."

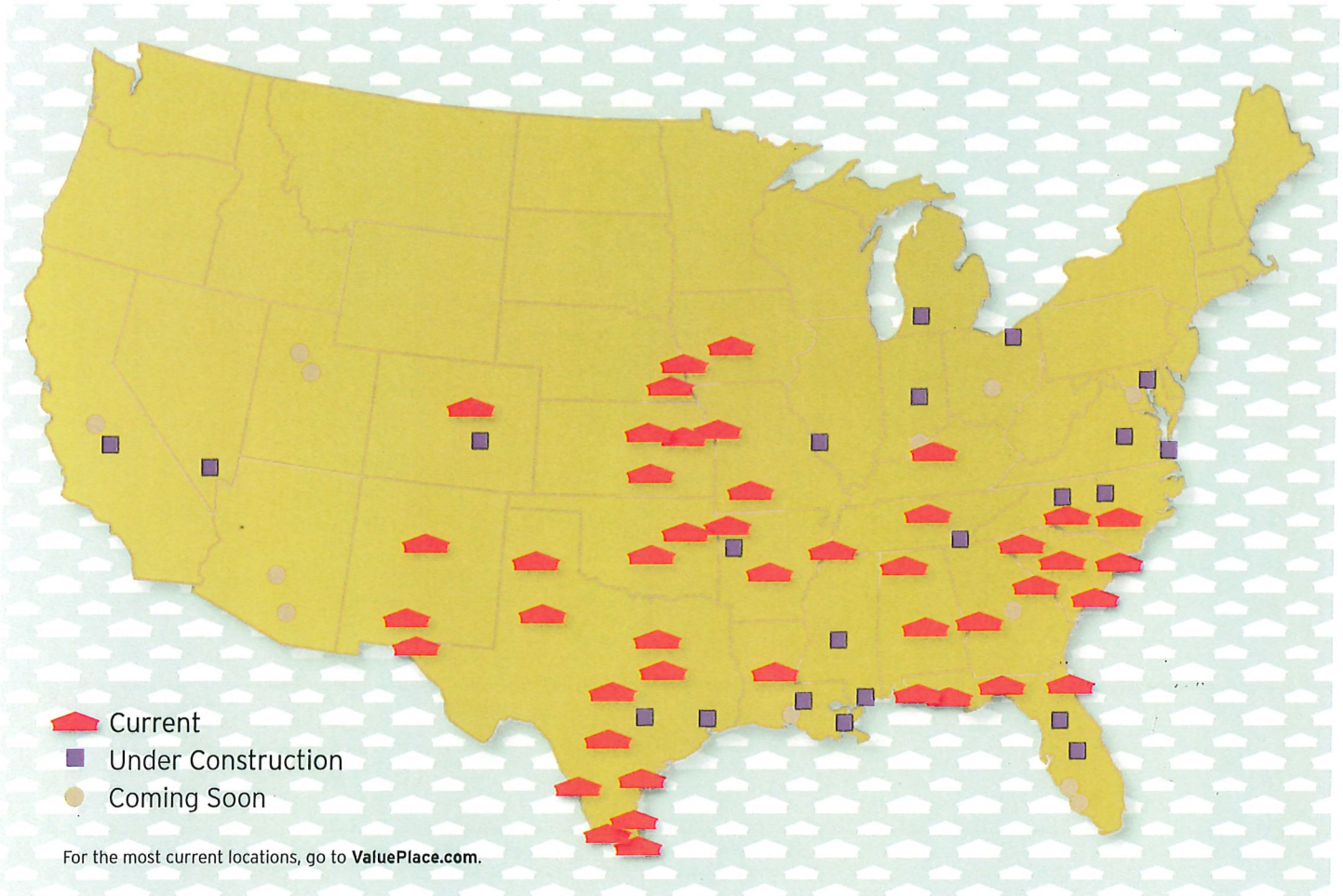
David Redfern
President, Value Place

Our attractive **Classic Design** features a HardiPlank™ exterior with a clean, crisp tri-tone color scheme that blends well into any community. James Hardie® products have earned trust in the industry with more than a century of experience in creating masonry products to protect building exteriors. HardiPlank™ is composed of cement, ground sand, cellulose fiber and selected additives that make it the most durable exterior product in the industry. In fact, it's backed by a 50-year warranty. This helps us keep our properties looking new and clean while controlling maintenance costs for the long term. That makes it a winner for operators, communities and guests.



Locations

The fastest growing brand in hospitality.



"Value Place gave us the freedom to get settled in our new community."

Kay Bruce Value Place Customer

Value Place is the fastest growing brand in hospitality. We make a commitment to each community we call home. As we expand across the United States, we make sure each local property isn't just a reflection of our brand – it's a reflection of the community as a whole. That's a responsibility we take seriously.



National Brand Signage System

The fastest growing brand in hospitality.



Customers actively seek out Value Place as they travel across the country. It's critical for operator success to ensure that the correct brand signage is properly displayed. Our distinctive Value Place brand signage system is at home in every community.

"Value Place is a great anchor to spur the development of additional retail."

Alexander Johnston

Senior Vice President, Trammell Crow Worldwide



Specifications

The fastest growing brand in hospitality.

	105 ROOMS	113 ROOMS	121 ROOMS
Room Count Mix			
Studios	72	64	72
Doubles	33	49	49
Room Dimensions			
Studios	13' 6" x 19'	13' 6" x 19'	13' 6" x 19'
Doubles	13' 6" x 23'	13' 6" x 23'	13' 6" x 23'
Average SF Per Room			
Studios	247	247	247
Doubles	300	300	300
Site Dimensions	Various configurations from 180' deep x 397' wide, to 204' deep by 349' wide**		
Total Acreage	Site size ranges from 1.47 acres to 1.64 acres** **Assumes minimal landscaping, no on-site storm water retention, 1:1 parking ratio plus employee parking.		
Building Footprint SF	9,562	10,047	10,784
Building Dimensions	51' 11" x 201' 10"	51' 11" x 214' 4"	51' 11" x 228' 10"
Preferred Parking Count	107	115	123
Minimum Parking Ratio Allowed	1:1	1:1	1:1
Building Height to Ridgeline	50'	50'	50'
Mean Height	43'	43'	43'
Roof Pitch	6:12	6:12	6:12
Truss Bearing Height	36' 6"	36' 6"	36' 6"
Building Total Square Feet	37,376	40,608	42,984
Double Room Area Total SF	10,216	15,130	15,130
Single Room Area Total SF	18,225	16,200	18,225
Common Area Total SF	9,016	9,363	9,710
Common Area Total Area %	23.9	22.8	22.4

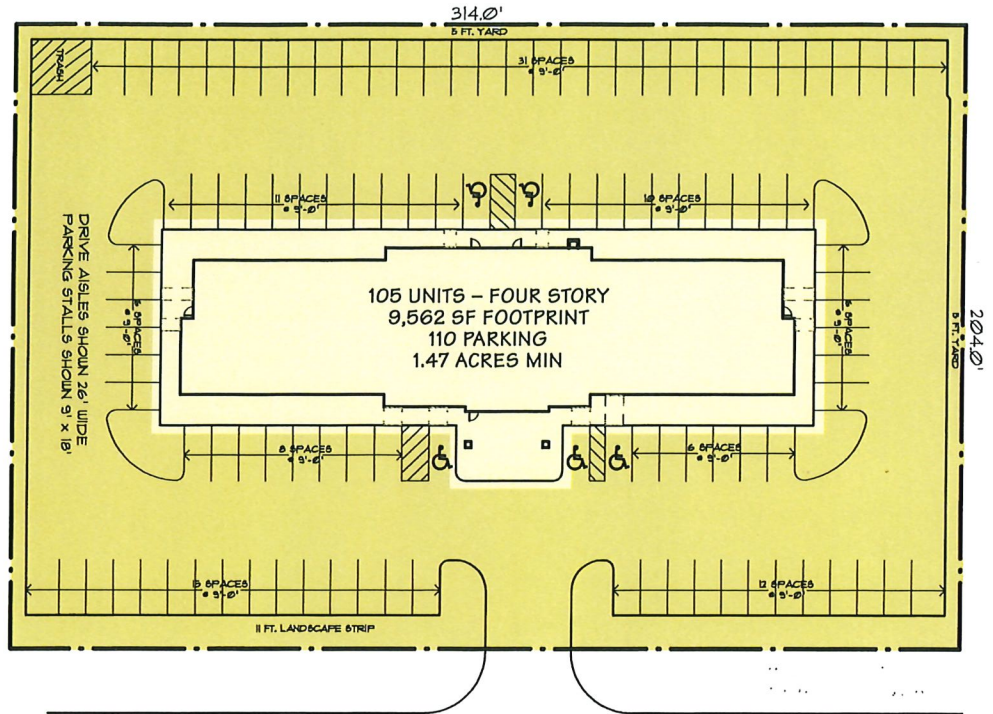


Site Plans

105/121 ROOMS

The fastest growing brand in hospitality.

105 ROOMS



121 ROOMS

