



Sycamore Township Board of Zoning Appeals
8540 Kenwood Rd.
Cincinnati, OH 45236

November 19, 2013

Letter of Intent

SIA Spa is located at 8127 Montgomery Rd, Cincinnati, OH 45236. The purpose of this request is to appeal to the board about our adding letters to an existing awning for which we already had approval and a permit (see attached photo marked "A"), explain intent of adding the letters to the existing awning and to pay the fee for the permit and any other applicable fees.

SIA, has suffered with the recession and current state of the economy. With a limited budget for marketing and advertising, we have sought to increase our presence in the community using the most cost effective methods available. We initially investigated updating our current back-lite sign. As you will see, with the submitted estimate (market "B"), the cost to simply replace the area behind the logo is just under \$3,000 and would not hole up to the outside elements("C" shows how the sign used to appear / the background has faded and the logo is hard to see during the day). This also did not accomplish our intent to define or increase awareness of SIA. This is when we looked at simply adding white letters to the existing awning. Our intent was to increase awareness that SIA Spa is a Medical Day Spa & Salon. It had come to our attention that despite being open for 8 years, potential clients were unaware of our full offerings, including our new services. We also learned that potential clients are unaware of our location. Again, our goal is to increase awareness by adding letters to own existing awning, while keeping the integrity and sophistication of the façade of our business as well as surrounding businesses.

To summarize the intent is to increase SIA Spa's visibility with the goal of increasing sales. The past several years have yielded no profit (see enclosed tax returns). SIA Spa has lost money every year since opening in December, 2005, as a direct result of the economy. (see attached tax returns for 2009-2012). Our immediate goal is job security for our staff of approximately 30 full time employees, and this relief from your board for the signage will go a long way in keeping them employed. The letters on the awning have already proven effective and have increased the number of new clients. We have taken other steps internally to market to existing clients, but drawing in new clients is critical to our success.

We ask that Sycamore Township consider a reprieve or an amendment that allows us to move forward with our façade as is. We believe in supporting our community and independent business owners as ask that you support us in our efforts for success.

Site Plan

We have included a picture of the awning before and after the letters were applied. This did not alter any property lines or property dimensions. There are no additional proposed projects of any kind being requested by SIA Spa.