



MEMORANDUM

The Salons @ Kenwood Place

Operations Manager: Beverly Pearson
Phone: 513-315-4188 Fax: 513-779-2516
March 21, 2011

Sycamore Township Board of Trustees
8540 Kenwood Rd
Cincinnati, Ohio 45236

Dear Board of Trustee members,

The Salons @ Kenwood Place would like to request consideration for a size deviation to our sign that would allow us to display our company's name in its entirety which is located at 7831 Kenwood Road.

For the past 3 years, we have listened to complaint after complaint from potential tenants, suppliers and customers over not being able to find **The Salons @ Kenwood Place**. We have recently sat down with our original sign company, Kap Signs, to discuss the process of enlarging our sign for more visibility and salon recognition.

We have met with the Planning and Zoning director, Greg Bickford and Planning and Zoning Inspector, Harry Holbert Jr. to plead our case and see what could be done to improve our visibility among the other businesses in the area. We have listed the following reasons for improved signage.

1.) Company Branding - The Salons @ has been Service/Trade Marked with the State of Ohio and is not fully displayed on our current sign. As added site recognition, we have also included the development in which we are associated with, as part of our company's name.

Ex. The Salons @ Snider Crossing, The Salons @ Tuscan Square, The Salons @ The Greene, The Salons @ Kenwood Place.

2.) Walk in Business - This accounts for 42% of our business and if the public doesn't know we are here, we will not survive.

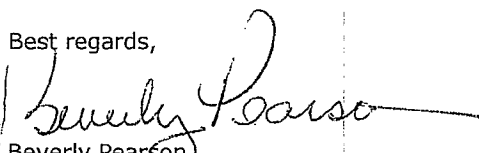
3.) Potential Tenants not coming - We advertise to tens of thousands of potential tenants each year and the one point that keeps coming up is our lack of signage. If that potential tenant has difficulty finding us, then they know their clients will not be able to find the salon either. We have lost many potential tenants due to this very issue and 4 in just the past 2 months.

4.) Specialized Services - We have beauty professionals that provide specialized services to cancer patients from the surrounding hospitals and they are unable to find the salon.

5.) Advertising - We have to use our sign on the inside of the salon for advertising purposes because it is larger and displays the complete name of our company than what is on the outside of the building.

The Salons @ Kenwood Place would like to thank you for your time and consideration in this important matter. We support the Sycamore Township and would appreciate the same in return as we work together in building a stronger business community.

Best regards,


Beverly Pearson
Operations Manager / Owner