

JAN 14 2019

PLANNING &
DESIGN SERVICES**Variance Justification:**

In order to justify approval of any variance, the Board of Zoning Adjustment considers the following criteria. Please answer all of the following items. Use additional sheets if needed. A response of yes, no, or N/A is not acceptable.

1. Explain how the variance will not adversely affect the public health, safety or welfare.

Proposed sign is not illuminated. Will be painted directly on brick wall of building. There are no elements of the sign that will adversely affect public health, safety or welfare.

2. Explain how the variance will not alter the essential character of the general vicinity.

There are several artistic murals painted on buildings in the area, including one next to the proposed sign. By painting this sign, it will fit with the historic character of the building and neighborhood

3. Explain how the variance will not cause a hazard or a nuisance to the public.

Making the sign larger than 60sf and more visible from a distance will make it easier for drivers and pedestrians to find the new retail entrance of Bourbon Barrel Foods.

4. Explain how the variance will not allow an unreasonable circumvention of the requirements of the zoning regulations.

The building is approximately 325 feet on the side where this sign is proposed, with very few signs for other tenants. If the building were located in a different form district, significantly more signage would be allowed.

*Additional consideration:***1. Explain how the variance arises from special circumstances, which do not generally apply to land in the general vicinity (please specify/identify).**

Butchertown Market is a unique building in the area with a multitude of tenants. The location for this sign is on the side of the building, next to the railroad tracks, and serves as a dedicated entrance to the Bourbon Barrel office, retail space and beginning of the factory tour.

2. Explain how the strict application of the provisions of the regulation would deprive the applicant of the reasonable use of the land or would create unnecessary hardship.

The entrance is not visible to vehicals on Story Ave. Drivers often miss the turn at the end of the building, turn on Buchanan St then onto Washington St. The sign must be significantly larger to be visible from 300' away on Buchanan. Revenue is lost when people can't find the entrance.

3. Are the circumstances the result of actions of the applicant taken subsequent to the adoption of the regulation from which relief is sought?

Bourbon Barrel Foods' business has expanded over the years, resulting in the need for more space and a dedicated entrance to accommodate the increased draw for tourists and local patrons.

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