

Justification Statement:

The following statement is to support and justify Planning Commission approval, per LDC Section 8.2.1.D.5 of the existing 3 signs to exceed a rate of change of once per 20 seconds in LDC Section 8.2.1.D.3.

Explanation of LDC Section 8.2.1.D.5 criteria:

a. Characteristics of the adjacent street (traffic speed, number of lanes, functional class, etc.):

The signs do not affect any motorist on adjoining streets or neighbors as they face internal to the development. The signs are located in excess of 2,100 feet from Poplar Level Road and are blocked from view by trees and buildings, etc. Poplar Level Road is 5-lane major arterial Kentucky Transportation Cabinet roadway with a posted 40 mph speed limit. The internal quarter mile access road from Poplar Level Road to the subject building has pavement speed humps and markings installed to reduce speeds to the 25 mph posted internal road speed limit. The subject property also has a connection to the intersection of Breitenstein Avenue and Durrett Lane, which are both local roadways. However, the subject signs are not on the side of the building facing the Breitenstein Avenue and Durrett Lane access which is 2,400 feet away.

b. Proximity to another changing image sign or sign with a video display:

Given the very large area of the subject property and the locations of these internally facing signs, it is not clear what would be the closest changing image sign. Presumably this would be along Poplar Level Road.

c. Dimensions of the proposed signs:

The existing signs are 29'6" tall by 9'5" wide, as shown on the elevations presented to the Planning Commission.

d. Number of lines of text:

The number of lines varies and can be explained at the hearing.

e. Proximity to residential development:

The closest residential homes are 850 feet from the signs, being the homes along Dyer Avenue.

f. Legibility of text:

The signs don't have standard text per se, which can be explained at the hearing.