

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.

Increased size of the signs will assist visitors in finding this tourist attraction, resulting in a safer driving or walking experience. The success of the facility will have a positive impact on the welfare of the neighborhood.

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

The proposed signs are an innovative design concept that will compliment and accentuate the approved building design. The signs will further the effort to create a unique contextual and eclectic environment.

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

Signs will be securely fastened to the structure and pose no hazard to the public. Structural engineered drawings will be completed after review by Metro. The sign will not have any 'moving' images, so should not be a 'nuisance' to the public.

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

The Jefferson St facade is approx 10,400sf facing Jefferson St. There are (8) Form Districts that would allow 500-750sf of signage based on this square footage.

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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).

There are no other distilleries or venues providing tours or event space (for both locals and/or tourists) in the immediate area. The land uses in the vicinity are either vacant land, apartments/condos, indigent housing, office space or vacant buildings.

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.

A 60sf sign on this large façade would be dwarfed and lost in all the other architectural features. Visitors could have challenges associated with finding the location and choose to go to different venue.

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

The NuLu Review district was created during the planning and building of this facility.