

**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.

The additional signs requested are adhered to the window transoms above the doors. They are at a height that noone will be able to touch them and will be in a matte finish so reflection will not be a concern.

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

The general vicinity is a retail area that facilitates tourist interest and interaction throughout whiskey Row. Old Forester branding is iconic and subtle. Well known to the general public.

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

The requested additions will adhere to windows so not to cause anything to be hanging loose or able to fall for any reason.

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

Requested variance includes windows that will enhance the view of visitors from a distance. Will help possibly direct more foot traffic to the area because of the iconic logo at a higher level.

*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).

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.

Looking at the feel of the area and the iconic brand, it would be a missed opportunity for public awareness of the attraction. There are other attractions, such as Louisville Science Center, Center for the Arts that were there before this ordinance and we would like the same opportunity for branding as the other.

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

Yes. Old Forester Distillery new construction on Whiskey Row.

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