

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.

Allowing the square footage of the signs to exceed 15 s.f. will not adversely affect the public health, safety or welfare because the signs are unique and attractive, yet they are not distracting and are larger and easier to read. This improves wayfinding which in turn may improve safety.

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

Allowing the signs to be larger allows the uniqueness and creativeness of this type of development to be shown through. The signs are based on traditional stone fences typically found near Kentucky Farms. This gives a new approach on a traditional design and will blend nicely within a rural community.

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

These signs are not distracting and do not have rotating messages nor flashing lights. They have no speakers nor "in your face" techniques to grab attention. They are subtle yet bold. Therefore they will not be a hazard or a nuisance.

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

This variance is not unreasonable because similar variances have been granted in the vicinity and along Aiken Road. These signs are subtle signs and do not have flashing or alternating lights, the size will not cause distracted driving or obstructed views.

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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).

Because of the positioning of the entrance and the flow of traffic the main sign need to be larger in order to make up for the fact the 2 signs are not clearly visible.

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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.

Only allowing the signs to be 15 s.f. each deprives the applicant of utilizing creatively designed signage to showcase the development. This development is a unique development type that is being utilized across the country.

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

No. The applicant is seeking permission to have the signs exceed 15 s.f. because of the positioning of the entrance and the flow of traffic the main sign larger in order to make up for the fact the 2 signs are not clearly visible.

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