

## 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.

PRESTON PLAZA IS LOCATED BEHIND BUSINESSES FRONTING PRESTON HIGHWAY. DUE TO THE GEOGRAPHICAL PLACEMENT OF THE SHOPPING CENTER, NO SIGNAGE OR STRUCTURE ERECTED ON THEIR PROPERTY WILL INTERFERE WITH NEIGHBORS' SIGHT-LINES.

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

Taller SIGNAGE ON-SITE AT PRESTON PLAZA WILL ONLY AID IN VISIBILITY FOR THE SHOPPING CENTER AND WILL HAVE NO NEGATIVE EFFECTS ON EXISTING CHARACTER OR APPEARANCE OF THE CENTER'S ENVIRONMENT.

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

NEW SIGNAGE WILL OBSERVE ALL EXISTING ROADWAY SETBACKS AND WILL PRESENT NO HAZARD OR NUISANCE TO PUBLIC. ALL LED LIGHTING FOR SIGN IS INTERNAL AND COVERED VIA ACRYLIC FACES/LENSES SO BRIGHTNESS IS NO ISSUE.

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

THE PETITIONER IS ASKING ONLY FOR A HEIGHT INCREASE FOR SIGNAGE TO OVERCOME VISIBILITY CHALLENGE RELATED TO PRESTON HWY. THEY ARE IN COMPLETE COMPLIANCE WITH ALL OTHER RESTRICTIONS/REQUIREMENTS OF THEIR ZONE.

### *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).

THE CENTER'S LOCATION, BEHIND CONTINUOUS COMMERCIAL BUILDINGS THAT FRONT PRESTON HWY, HAS NO AVENUE OF APPEAL TO THAT SAME ROADWAY. OWNERS NEED TO COMMUNICATE THEIR TENANTS' NAMES TO MAIN ARTERY TO INCREASE BUSINESS TRAFFIC.

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.

WITHOUT INCREASED APPEAL TO PRESTON HIGHWAY, FUTURE TENANTS WILL BE DISCOURAGED FROM OPENING NEW BUSINESSES AT PRESTON PLAZA. THIS THREATENS THE FUTURE OF THE CENTER.

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. APPLICANT'S EXISTING SIGNAGE COMPLIES WITH ZONING REGS, BUT DOESN'T PROVE EFFECTIVE. NO ACTIONS HAVE BEEN TAKEN BY APPLICANT OUTSIDE PERMISSIBLE ZONING LIMITS.

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FEB 08 2018

PLANNING &

DESIGN SERVICES

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

The increase in sign area is minimal at the requested 12 sq. ft. The overall sign size and height have been engineered for correct foundation size & depth for proper, safe wind load support.

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

The sign has been designed to complement existing architecture and color schemes that share its environment. The property sets far from the main road so that new sign does not alter sight lines.

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

The sign is at a distance from all roadways and curbing, observes proper setback in existing raised island. No hazards or nuisances will be created by its presence.

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

The 12 sq. ft. increase in sign area is wholly a result of fitting KY Blood center's horizontal logo into an adequate space & size to allow the sign to communicate to the distant (Preston Hwy) roadway.

### 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).

Preston Plaza is extremely challenged by their location - Behind the Speedway building and existing screen of trees. Without a sign at readable size and visible height, they have no means of appeal to their mobile customers.

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 smaller sign area would continue the visibility challenge that adversely affects the center now. The slight area increase of 12 sq. ft. will alleviate much of the sight challenge & increase traffic flow to center.

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. Location and existing geography/neighbors are the sole issues applicant seeks to overcome.