

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 signage will be set back from the right-of-way approximately 28' at its closest point. Signage is set back approximately 145' from Central Avenue northbound at 4th Street, to where the signage is directed.

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

Churchill Downs is a unique development in the city and creates the campus district in the area. The purpose of the structure is to provide a gateway to Churchill Downs from the south.

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

Providing signage in excess of permitted area will not provide a nuisance.

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

This development will not alter the character of the vicinity and will only enhance the unique development serve as a gateway to Churchill Downs.

RECEIVED

Additional consideration:

JAN 07 2019

1. Explain how the variance arises from special circumstances, which do not generally apply to land in the general vicinity (please specify/identify).

PLANNING & DESIGN SERVICES

The intent of the structure is to provide signage and a gateway to Churchill Downs. Typically, attached signage is secondary to a building. In this case, the purposed of the structure is to act as a sign and backdrop for the corner plaza.

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.

Signage would be undersized and not visible to visitors.

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, LDC currently applies to this site.