

JUSTIFICATION

To justify approval of any variance, the Planning Commission considers the following criteria. Please answer all the following items. Use additional sheets if needed. Responses of **yes**, **no**, or **n/a** will **not** be accepted.

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

The sign we are proposing to build is modern and replaces an old sign which is worn. With this sign we hope to let more people know of our presence in the community while providing encouragement and hope rather than trying to sell something. We hope it benefits the public health, safety, and welfare.

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

There are other signs in the vicinity of similar size, or larger, so it would not be out of place. This new sign will be a monument style with a stylish stone look which replaces an old changeable letter sign that looks dated. This will bring a more modern look to our church entrance that aligns with the other new developments (i.e., Cedar Creek Crossing and South Pointe Commons).

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

The proposed sign would not stand out according to other signs in the area. Also, no residential homes have a line-of-sight to the sign so the lights would not cause a nuisance. The slightly increased height would make it easier to read for all drivers so the danger is decreased since it will take less time to look at.

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

Bardstown Rd has been designed as a Parkway for 5 miles from the Gene Snyder to the county line. Our church is less than 1/2 mile from the Gene Snyder within a busy commercial corridor. Our sign would still be built according to the Neighborhood Form District Regulation and would not change the existing scenic and aesthetic qualities of the area, which is what the Parkway designation seeks to protect.

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

Unlike a business, churches do not require a large street frontage, just a place to meet. So we have a large property that is set back from the road which the regulation does not take into account. This also means that we are unable to place lettering on our building to supplement a smaller sign as many businesses in the area do. The parkway designation does allow for a sign of the size we propose if we had more than 600' of frontage, which we do not.

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.

If our sign were only 6' tall, as the parkway designation allows, then cars on the far side of the 5-lane arterial roadway that is Bardstown Rd would be unable to see it given the dense traffic. The existing sign is already difficult to read at 9' tall. As the area around our church has developed commercially (i.e., addition of a fifth lane), we believe that a taller sign is justified and necessary to maintain adequate visibility.

Are the circumstances the result of actions of the applicant taken *after* the adoption of the regulation from which relief is sought?

No, we have not yet taken any action to build this new sign, we are in the permitting process.

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PLANNING & DESIGN SERVICES

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