



BOARD OF ADJUSTMENT AND  
ZONING APPEALS ACTION  
APPLICATION  
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**SECTION B** (To be completed by the Boone County Planning  
Commission Staff)

1. Date Received Aug 23, 94 Fee Received 456.<sup>00</sup> R#4688
2. Is application complete?  Yes  No
3. Staff Reviewer Jeff Hayes
4. Scheduled Board Action Date 10-5-94
5. Board Action:
  - Approved
  - Approved with Conditions (See #6)
  - Denial (See #7)

*9-14-94 - 10-5-94 - 10-12-94*  
*No Quorum Table approved*
6. Conditions of Approval: See Minutes
7. Reasons for Denial:

Boone County Planning Commission  
2995 Washington Street  
Burlington, Kentucky 41005  
(606) 334-2196 Phone  
(606) 334-2264 Fax

**NOTE:** See Boone County Planning Commission Fee Schedule for Board of Adjustment Fees.

Site Plan Review is not granted by the appropriate Board of Adjustment.

An application consists of all fees paid in full, submitted drawings and a completed application form.

# STAFF REPORT

DEVELOPMENT: Florence Mall  
APPLICANT: United Signs  
LOCATION: Mall Road, Florence, Kentucky  
ZONING: Commercial Two (C-2)  
DATE: October 5, 1994

The applicant is requesting a Variance to install four (4) directional signs at the entrances to the Florence Mall on Mall Road (See Sheet #1). The directional signs will be approximately 32 square feet in size and fifteen (15) feet in height (See Sheet #2). The applicant is requesting a Variance of approximately 26 feet per directional sign.

Article 34, Section 3411, of the Boone County Zoning Regulations permits one directional sign per entrance of an office or commercially zoned property with a maximum sign area of six (6) square feet. Advertising on such a sign shall include the words "enter" "exit" or arrows and the name of an office complex or subdivision or shopping center.

## Mall Road Commercial Sign District

Signs have as significant of an impact upon the character of an area as the types of land uses allowed. An example is the Mall Road area. When this was originally developed, it was the intent of the Commission, the County, and the City, that a particular character be established and maintained for this commercial district. This desired character called for a boulevard area with low key and aesthetically pleasing signage identifying larger commercial developments located along it. The desired effect was to discourage the area from becoming cluttered with sign upon sign, with each one trying to be bigger and more visible than the next.

## Staff Concern

1. Staff believes the Variance request as proposed will allow, if approved, an unreasonable circumvention of the requirements of the Zoning Regulations.
2. The purpose of a directional sign is to identify the entrance to a facility and not to provide additional advertisement for the facility. Staff believes the height and size of the signs as proposed will have the same affect as additional free-standing signs which are being used to advertise the Mall rather than identify the entrances to the Mall. Therefore, staff believes a reduction in the height and size of the signs should be examined and a determination made as to whether the permitted six (6) square feet of sign area would be sufficient for the Mall facility. The Florence Square directional signs located on the other side of Mall Road are approximately six (6) square feet in size.

3. Staff questions the need for the signs as proposed because of the prominence of the Florence Mall to the region.

Conclusion

Staff believes that the proposed signs will alter the essential character of the general vicinity and will allow an unreasonable circumvention of the requirements of the Zoning Regulations. The Board should also determine whether the strict application of the provisions of the Zoning Regulations would deprive the applicant of the reasonable use of the land or would create an unnecessary hardship on the applicant.

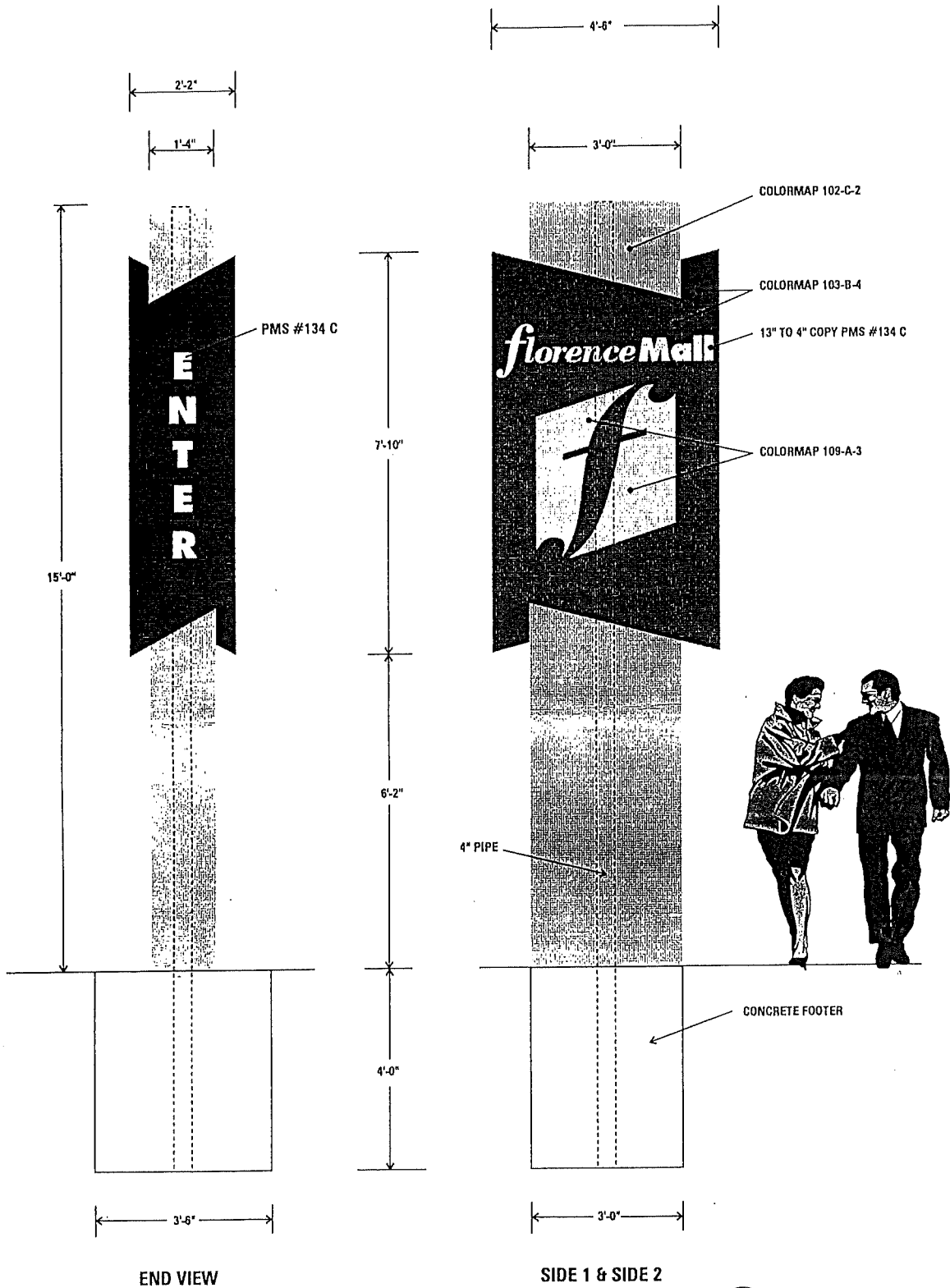
Respectfully Submitted,



Jeffrey F. Hayes  
Planner

JFH\par





END VIEW

SIDE 1 & SIDE 2

**SIGNS: ES.1, ES.2, ES.3, ES.4**

NOTES:  
 MINIMUM OF (4) SIGNS. MAXIMUM OF (8) SIGNS (2 PER ENTRANCE).  
 VINYL OR SPRAYED GRAPHICS WITH "F" LOGO ROUTED OUT & BACKED WITH SPRAYED MATTE  
 CLEAR LEXAN. (THE TWO TAN SECTIONS ROUTED LEAVING THE "F".)

**SHEET #2**



**United Signs, Inc.**

1030 Straight Street Cincinnati, Ohio 45214

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 FAX 681-0818

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CUSTOMER	FLORENCE MALL	
LOCATION		
SALESMAN	DICK SEMPLE	DATE 8/17/94
DRAWN BY	TJV	SCALE 1/2" SKETCH NO. 19648