

ZONING MAP AMENDMENT REQUEST BY DAN FAY (APPLICANT)
FOR CORPOREX COMPANIES, INC.,
AND CRACKER BARREL RESTAURANTS (OWNERS) FOR APPLICATION
OF A SPECIAL SIGN DISTRICT OVERLAY

This request is for a Zoning Map Amendment to develop an overlay district and Special Sign District regulations in accordance with Article 19, Section 1950 of the 1986 Boone County Zoning Regulations, for Commonwealth Park. The 16 acre site is located west of I-75, south of Turfway Road, east of Houston Road, and north of the south bound exit ramp, Florence, and is currently zoned Office Two/Planned Development Overlay (O-2/PD).

History of 16 Acre Parcel

In general, the 16 acre site bounded by Turfway Road, I-75, Houston Road and the I-75 southbound exit ramp has been subject to many reviews during the last three years. The original conditional use permit for a hotel was granted by the Florence Board of Adjustment in 1984. Since then, a modification of the conditional use permit was granted by the Board on June 25, 1986 to allow the construction of a 211 room Hilton Hotel on a 6.6 acre parcel. On April 22, 1986, the City of Florence approved a Concept Development Plan on the former Foltz seven acre tract (Bolton Land Company). The approved uses consisted of 40,000 square foot, 127 room hotel and three sit down type restaurants with following square footages: 6,000, 6,000 and 8,500. Later in 1986, Corporex became sole owner of the 16 acre tract.

On October 1, 1986, the Boone County Planning Commission approved a Site Plan to construct a 7,684 square foot Cracker Barrel restaurant. On October 8, 1986, the Florence Board of Adjustment approved a 10 foot sideyard setback variance and allowed a modification of a previously approved Conditional Use Permit to permit the Hampton Inn to be located on or straddle a previously recorded lot line. On October 15, 1986, the Planning Commission then approved a Site Plan for the 120 room Hampton Inn Hotel.

Relationship to the Comprehensive Plan

The establishment of a Special Sign District is not strictly a land use decision, as the types of land uses for the district have already been determined. However, specific proposals for Special Sign Districts should be examined for their relationship to the type of business environment the proposed land uses are

attempting to create - as based upon the Goals and Objectives of the Comprehensive Plan for the area. The 1986 Boone County Comprehensive Plan, Goals and Objectives (pp. G-2 to G-6) provides the following statements which may be used to judge the request:

OVERALL

Goal:

To provide proper future growth management for the county.

Objective:

There is nothing inherently incompatible between the various broad categories of land use. Residential, commercial, industrial, and institutional uses can coexist provided proper design principles are applied in developments to minimize frictions created by activities of whatever diversity.

BUSINESS ACTIVITY

Goal:

To provide appropriate locations for industries or businesses compatible with others located in the county.

Objectives:

Compact, efficient development patterns shall be encouraged for commercial and industrial development by maintaining buffer space between uses.

Commercial

1. Commercial uses shall be developed at strategic locations relative to their trade areas with direct access and ample parking space.

2. Future commercial development shall be encouraged, whenever practicable, to occur in the form of shopping centers or other compact aggregations having an integrated design.

LAND USE PLAN

Goal:

To ensure quality development of the county's residential, commercial, industrial, recreational, and agricultural interests that (1) are adequately supported by required public facilities and services, (2) are located and designed according to acceptable standards, and (3) meet the current and future needs of county residents.

Objectives:

4. There shall be a hierarchy of land uses, specialized to create centers of intense use, with less intense use occurring outward from those centers.

The Land Use Study I-75 Turfway Road Interchange, the official Land Use Plan for this area, states the following for this area:

Throughout the exploration and analysis of various alternatives, it became increasingly obvious that a principal objective should be to protect the interchange and to minimize the potential for serious traffic congestion in the area. The majority of the population accessing the study area is from the north. It is important that the major generators of traffic be located so as to provide for the maximum ease of ingress and egress to the interstate. (p. 4.1)

The three traffic lanes available below the interstate bridge became a key consideration when determining where to place the major land use traffic generators. Since the preponderance of the traffic was coming from the north, it follows that commercial land use, being the major traffic generator, be located as close as possible to the southbound exit ramp since a left turn lane to the northbound entrance ramp could be provided by the middle lane of Turfway Road, the commercial traffic could readily return to the north. The remainder of the interchange must be protected by land use which generates less traffic and is sensitively integrated into the existing community. (pp.4.1, 4.2)

Development of this parcel as O-2 will protect the interchange as it relates to the concerns of traffic. It will also provide a compatible land use for the Booth Memorial Hospital whose master plan includes office use to the west of its main entrance drive. The Booth Memorial Hospital is a tremendous asset to the community and sensitive development of this parcel will assure future development which respects the hospital character.

Access to the parcel is defined by KDOT and the County Highway Department. One access point would be located immediately across from the Booth Memorial entrance. (pp. 4.6, 4.7)

In addition, the Turfway Study recommends a Planned Development approach for the study area:

A recommendation of this study is that all applications for development in the study area be required to follow a planned development (PD) approach. This will assure the community that proposed development address the specific needs of the parcel and its neighbors. It will also provide the Planning Commission and Council with the vehicle required to explore, encourage and control imaginative land planning. (p. 4.2)

The 1986 Boone County Zoning Regulations, through Article 19, regulate signs intended for commercial purposes by setting standards and procedures for the size, type, and placement of such signs. While the primary intent of the sign regulations is to protect the public health and safety, they are also intended to enhance community development by protecting property values. The sign regulations attempt to create a more attractive economic and business climate by enhancing the physical appearance of the community. Section 1950, "SPECIAL SIGN DISTRICTS" provides a mechanism to address development of areas of special concern.

The Turfway Study (completed in 1984) and the Houston/Donaldson Study (now being undertaken by the Planning Commission) provide evidence that Commonwealth Park and the surrounding area are of special concern to the community. Therefore, it is reasonable to pursue a Special Sign District as an alternative for developing a signage plan appropriate for the area.

SITE DESCRIPTION

The 16 acre site is divided into 6 parcels. Parcel one (see attached plan) is the Hilton site. The 211 room, 134,150 square foot, 5 story hotel/convention facility is under construction on this 6.65 acre parcel. This parcel is located closest to, and with the greatest visibility from, I-75. The hotel's first floor elevation is slightly higher than the elevation of the I-75/Turfway Road overpass.

Parcel 2 is the Hampton Inn site. This establishment will sit slightly behind the Hilton structure, parallel to the exit ramp. This 120 room hotel is on a parcel of 2.19 acres.

Parcel 3 is located at the south west corner of the exit ramp and Houston Road. The approved concept development plan for this site indicates that the proposed use of the 1.89 acre parcel is a sit down restaurant, up to 9500 square feet in size.

Parcel 4 is located at the north west corner of Houston and Turfway Roads. The Commission has approved a Site Plan for a Cracker Barrel Restaurant, approximately 8,500 square feet in size, on the 1.61 acre site.

Tracts 5 and 6 are located within the area enclosed by Steeplechase Drive and Turfway Road. The western most parcel (#5) has concept plan approval for a 7000 square foot restaurant on a 1.36 acre site. The use for parcel 6 (2.69 acres) has yet to be determined. Further review for parcel 6 will be through the Florence Board of Adjustments, as per conditions of the previous Conditional Use Permit for the Hilton Site.

The Proposed Signage Plan

A copy of the Applicants proposed signage plan is attached. This package includes a text which outlined the objectives of the district, a boundary description, definitions of sign types, sign location guidelines, and a proposal for establishment of a Sign Review Board.

The sign location guidelines outline the approximate locations for signage which identifies the development (Commonwealth Park), minor directional signage within the development, and for specific signage associated with each of the 6 parcels within the development.

For the basis of comparison, the current sign regulations would permit Commonwealth Park one freestanding entrance sign for the purpose of identifying the name of the development at its major access point. The maximum size of such a sign would be 250 square feet in area and 40 feet in height. In addition, each establishment within the development would be permitted a building mounted sign for each major street frontage, for a maximum of 3 per establishment. The maximum size of these signs would be limited to 2 square feet of sign area per linear foot of building width for the first sign, and 1 square foot of area per foot of width for the second and third signs.

SPECIAL CONCERNS

Commonwealth Park is in a very prominent and important location to Florence and Boone County. The Turfway Road Interchange, with its extreme visual exposure to traffic on I-75, is a sensitive area in terms of what its visual appearance implies about Florence and Boone County. In addition, the Turfway Study and the Houston/Donaldson Study (currently being undertaken by the Commission) envision this site and its general vicinity as being an employment and business hub, as well as the "gateway" into Florence and Boone County. In order to maintain the viability of the "upscale" nature of the site and surrounding planned developments (Turfway Park, Bluegrass Park, Turfway Ridge, and Turfway Commercial Park) this attention to the aesthetic impact of development is justified.

One element which potentially has a major impact upon the character of the area, because of its prominent visibility, is signage oriented towards the interstate highway. The interstate signage, whether it is free standing or building mounted, serves to attract people from the interstate and into the development. This type of signage should be limited to identification of the major scale, or anchor, establishments within the development. Once traffic is drawn into the development, establishments of a

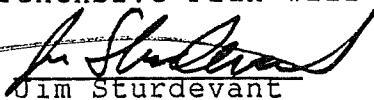
lesser scale may be identified by signage proportional to their function of providing services to those drawn by the anchor establishments.

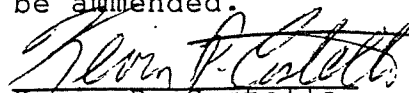
The interstate signage proposed by the Applicant consists of two free standing signs, located between the Hilton and I-75. One sign, for identification of the Hilton, is proposed to be 75 feet in height and 308 square feet in size. This proposed sign would be approximately 60 feet above the grade of I-75, and 15 feet higher than the Hilton building its self. The second proposed interstate sign would identify the proposed Hampton Inn, and be located approximately 260 feet south of the Hilton's sign. This second sign would be approximately 50 feet in height, or about 40 feet above the grade of I-75. As an alternative to the 2 proposed free standing signs, staff has suggested to the Applicant that the Hilton utilize building mounted interstate signage, this eliminating the need for the proposed 75 foot tall free standing sign.

Another concern of staff is the administrative procedures proposed by the Applicant, particularly the proposed Sign Review Board. The Applicant is proposing that the Sign Review Board consist of three members: one chosen by the developer; one chosen by the Commission, and one person agreed upon by both the developer and the Commission. When an establishment applies for staff review of a sign permit, if the staff believes that the proposed sign did not strictly meet the criteria outlined in the signage plan, then the Sign Review Board would review the sign permit application. The Sign Review Board would be able to permit slight deviations from the criteria outlined for the district. Any appeals of the Sign Review Board's decision could be taken to either the full Planning Commission and then to the Board Of Adjustments, or straight to the Board Of Adjustments. The staff and Zone Change Request Committee will need to work carefully with the applicant to assure that the details for administrative procedures are acceptable to both the Commission and under Kentucky Revised Statutes.

CONCLUSION

The proposed Special Sign District should be reviewed on the basis of its visual compatibility with the type of commercial and business environment envisioned for the subject site and its vicinity. It should also be assessed as to how it sets a standard, or precedent, for similar developments either planned or proposed in the vicinity. Should the Planning Commission and Florence City Council approve this request, the Boone County Comprehensive Plan will not need to be amended.


Jim Sturdevant
Plans Examiner/
Planner


Kevin P. Costello
Assistant Director/
Sr. Planner

Commonwealth Park
Special Sign District

I. Objective

The objective of this special sign district is to create a coordinated, beneficial signage plan for Commonwealth Park. The intent of the plan is to create flexible standards and procedures which allows the majority of the property owners within the district to implement signage policy which effectively positions their businesses in the market place while maintaining the character of the district.

This coordinated signage plan set forth for the Commonwealth Park Special Sign District will benefit the community and the general public by presenting a uniform and tasteful signage program which is easily recognizable and aesthetically pleasing. This signage program will compliment the high quality projects and associated values being developed in Commonwealth Park.

Furthermore, the Commonwealth Park Special Sign District is consistent with the developmental Goals and Objective adopted by the Boone County Planning Commission. This special sign district provides for future growth management, and presents a pleasing and coordinated environment while serving the economic needs of the individual businesses and thereby the economic needs of the community. Commonwealth Park, aside from signage, will provide an integrated business setting as it relates to the community as a whole as well as the individual developments within the park. Several of the businesses within Commonwealth Park will provide support services for the community as well as creating a high quality environment for visitors. The park will be developed with an open feeling with allowances for green spaces. Finally, the infrastructure under development in the park shows good transportation planning and land use.

II. Boundaries

The Commonwealth Park Special Sign District will be located at the southwest quadrant of I-75 and Turfway Road in Florence, Kentucky, The district shall be bounded by Interstate 75 on the east, I-75 Ramp C on the south, Houston road on the west and Turfway Road on the north, the total site encompassing approximately 16 acres.

III. Sign Types

The general requirements for signage within the district shall conform to Article 19, Section 1902 of the Boone County Zoning Regulations as adapted December 1986. Additionally, the Commonwealth Park sign district shall address Interstate, free standing, directional, and building mounted signage. It shall be the intent to allow the flexible use of signage within the district.

The sign types described herein are described as interstate signs, ground mounted signs, building mounted signs, free standing signs and directional signage. The purpose and description of these sign types are outlined herein:

Interstate: Interstate signs are intended to attract the attention of travelers from the nearby interstate highway. They will be used for the Hilton and Hampton Inn which depend on the traveler for their viability and because no other type of signage is feasible considering the orientation of the buildings. Interstate sign by their definition must identify the establishment from a distance which allows a motorist adequate time to identify the sign, get into the proper lane, and exit the interstate. In this light the interstate signs will serve the public safety as well as identify the establishments. Every feasible effort will be made to make these sign attractive and aesthetically appealing including design consistent with the architectural theme of the development.

Ground Mounted Signs: Ground mounted signs are mounted in foundations or structure fixed in the ground. These signs will typically not exceed eight feet depending upon the design and function of the individual sign. Many if not all, of the ground mounted signs will be landscaped at the base and may appear to blend with the surrounding landscaping. The purpose of these signs shall be for secondary identification or identification where traffic flow and elevation makes this signage type effective.

Building Mounted Signs: Building mounted sign shall be used to identify specific businesses and buildings. This sign type can be used for primary or secondary identification depending upon such factors as effective readability, reaction time after recognition and angle of view. The size of building mounted sign shall not exceed two square feet per lineal foot of building width or the actual store frontage width in a multi-tenant building.

In the event more than one building mounted sign is utilized, the primary sign shall be sized at 2 square feet per lineal foot of building width and secondary signage shall be sized a one square foot per lineal foot of building width. These signs shall not exceed 200 square feet each.

Free Standing Signs: Free standing signs are upright signs not exceeding fourty feet in height. These sign types are used primarily for retail type users and where recognition must be obtained from a distance due to such circumstances as traffic flow, traffic speed, topography features, etc. This sign type will be used only if no other sign type is feasible or desirable for the intended use.

Directional Signage: Directional signage shall be low profile and intended to direct people within the park in identifying business establishment. These signs shall not exceed ~~50~~ square feet in size.

IV. Sign Location Guidelines

As of the adaption of this Special Sign District, the approved signage plan is as follows:

A. General Signage

Each entrance to Steeple Chase Drive at the intersection of Turfway Road shall be permitted signs identifying Commonwealth Park or major components of Commonwealth Park. These signs shall be ground mounted signs, not excessively high and should be heavily landscaped. The appearance of these signs should look as if they blend in with the landscaping. These signs may be positioned in the landscaped boulevard island or flank the sides of the entrances as wing walls. Similar low profile ground mounted signage shall be permitted along Steeple Chase Drive as directional signage. This directional signage will be permitted near curb cuts and/or individual lots as needed to properly identify each curb cut and the associated users.

B. Hilton Signage

The signage plan for the Hilton parcel shall contain the following elements:

- * Two wing wall signs not exceeding 75 square feet.
- * One Ground Mounted Directional Sign in the "Entrance Island" not exceeding 50 square feet.
- * One Building Mounted H logo sign at the center junction of the room towers not exceeding seven feet.
- * One Interstate Sign not exceeding 75 Ft. in Height located near Commonwealth Park's property line approximately across from the dock area, and displaying the Commonwealth Park logo, if possible.

C. Hampton Signage

- * Two Building Mounted Signs, one each on the North and South side of the Building, not exceeding 200 square feet each.
- * One Interstate Sign not exceeding 55 Ft. in height which may be shared with Cracker Barrel or another user. This sign will be located near Commonwealth Parks property line abutting I-75 behind and off to the side of the Hilton Site and display the Commonwealth Park logo, if possible.
- * One Ground Mounted Directional Sign if required by hotel operator and approved by the developer. This sign will be in the landscaped island near the hotels entrance and not exceed 75 square feet in size.

D. Cracker Barrel

- * Two Building Mounted Signs one sign shall face Turfway Rd. and the other shall face Houston Rd.
- * One Ground Mounted Sign at the corner of Turfway and Houston Rd. not exceeding 75 square feet, and identifying users and Commonwealth Park.

E. Parcel on Southwest Corner

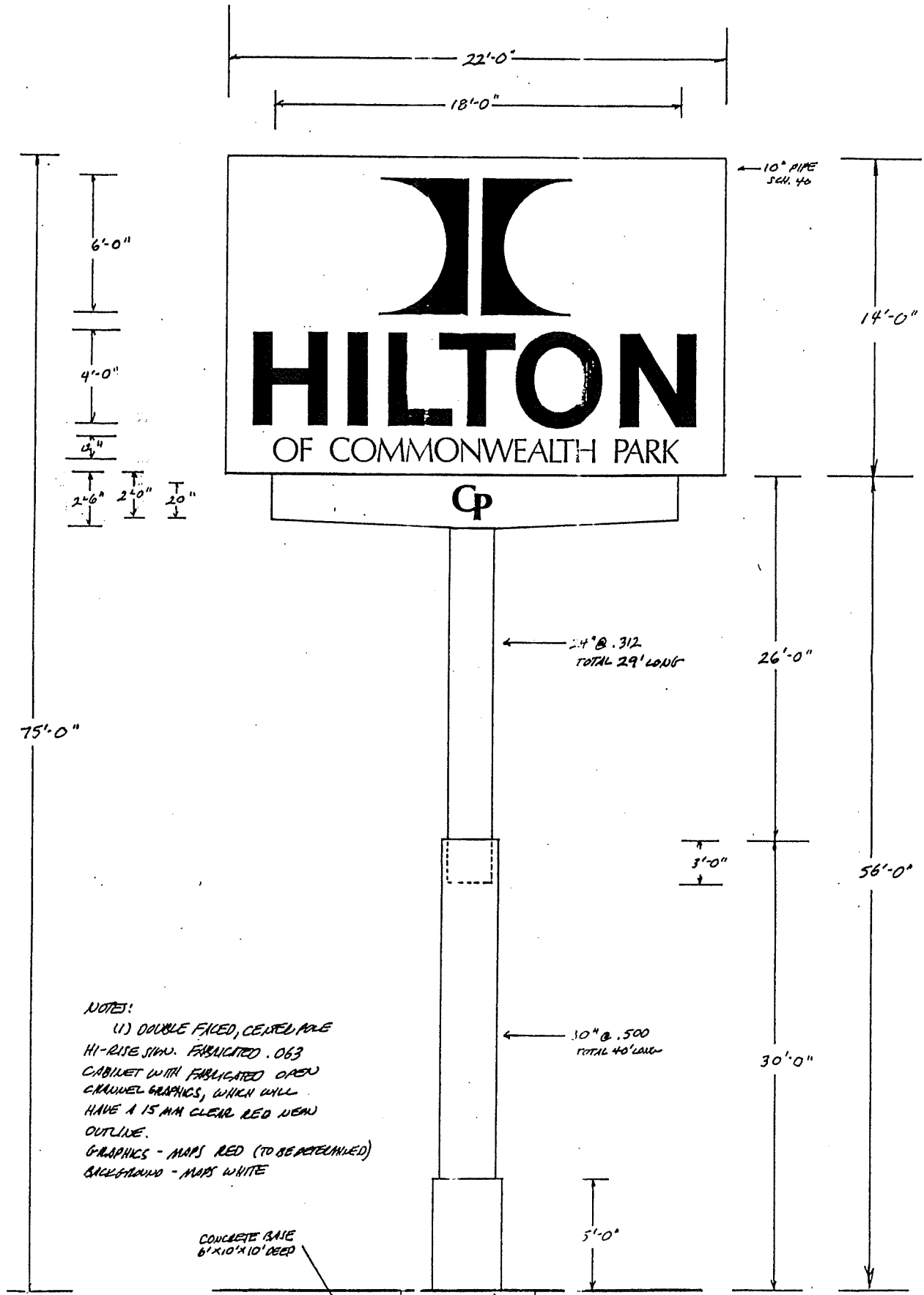
- * Three Building Mounted Signs.
- * One Ground Mounted Directional Sign in the landscaped island near the entrance from Steeplechase Drive, if required by developer not to exceed 75 square feet.
- * One ground sign near the Southwest corner of the property identifying Commonwealth Park.

F. Parcel(s) fronting Turfway within Steeple Chase Drive

- * Building Mounted signs as required by developer.
- * One Free Standing Signs at option of developer.
- * Directional Signage as required by developer.

V. Sign Review Board

The signage plan for Commonwealth Park as outlined herein may be initiated by the developer after making application for a sign permit. The sign permit will be issued by the planning staff provided the requested signs meet the plan outlined herein. As changes are made to this plan it shall be the responsibility of the developer to reasonably give explanation of how the proposed changes conform to the intent of the Commonwealth Park Special Sign District. This process will be overseen by a Sign Review Board composed of a representative of the developer, a representative of the planning commission, and a third member to be agreed upon by the two previously mentioned members. If the proposed changes conform to the guidelines outlined herein, the Sign Review Board shall allow the proposed changes. If the proposed changes are not major, but do not meet the criteria as outlined herein the Sign Review Board may grant the request provided that the requested change arises from special circumstances and that the strict application of this plan would result in economic hardship. In the event of an appeal from a decision by the Commonwealth Park Sign Review Board, such appeal shall be filed with the Florence Board of Adjustments. Boone County Planning Commission and thereafter follow the other steps available in the appeals process. In the event an amendment is desired to the Commonwealth Park Special Sign District the proposed amendment shall be filed by the park manager or the Commonwealth Park Owners Association if such an association is or existence, or in lieu of an owners association, by the majority of the property owners based on their proportional acreage within the park.

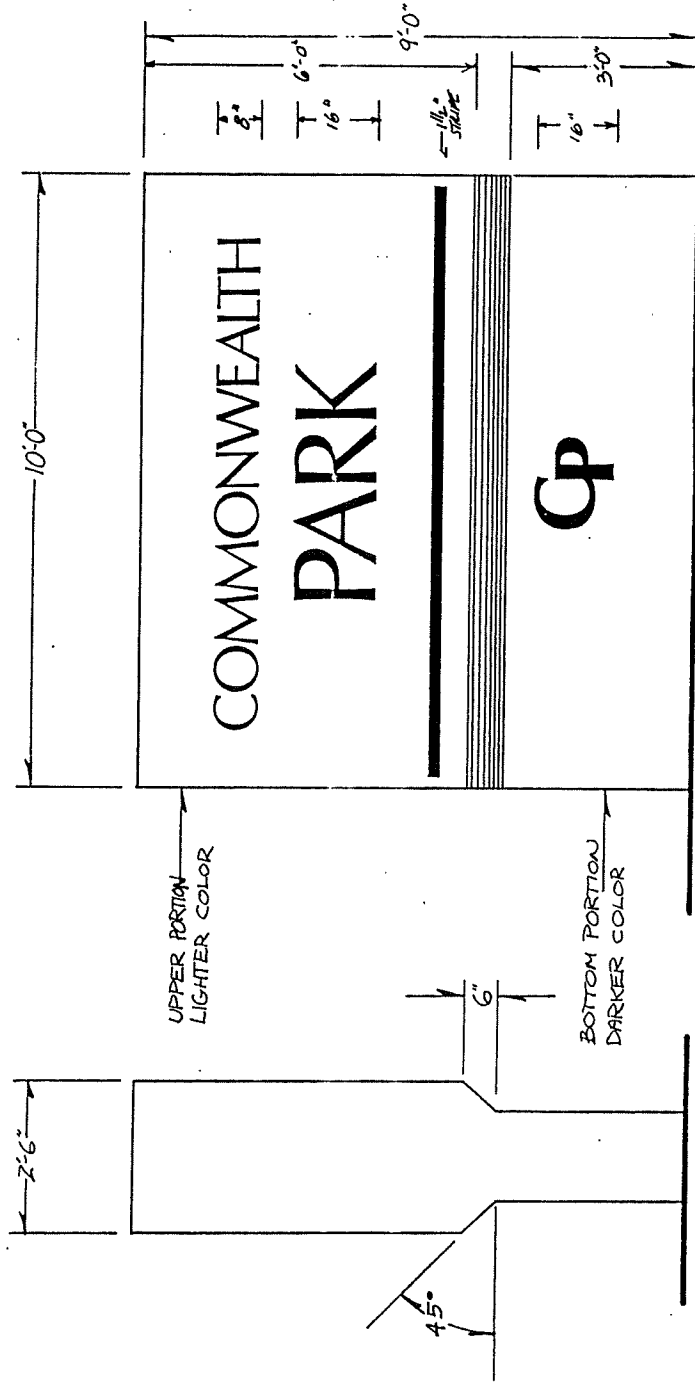


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1030 Straight Street Cincinnati, Ohio 45214 513-681-6600

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CUSTOMER	HILTON
LOCATION	TURFMAN EXIT
DATE	12/15/88
SALESMAN	LESLIE BARK
DRAWN BY	7/4/88
SCALE	1/4" = 1'-0"
SKETCH #	7751



NOTES:
 (1) D/F, INTERNALLY ILLUMINATED, FABRICATED ROUTED ALUMINUM GROUND SIGN. THE ROUTED COPY IS BACKED WITH GREEN ACRYLIC. PAINTED A TWO TONE TEX-COTE FINISH.

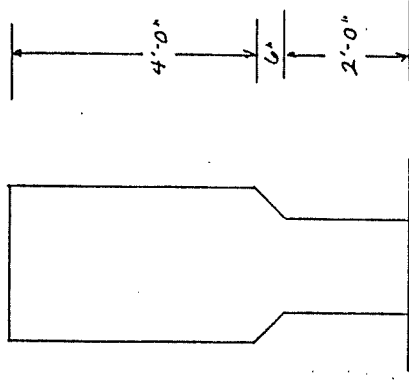
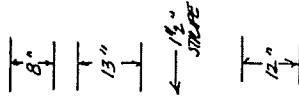
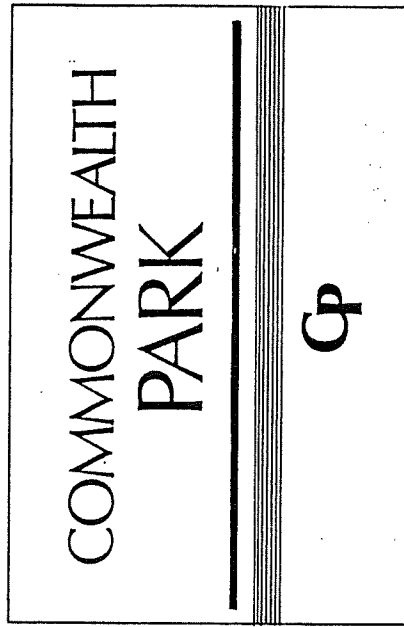


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CUSTOMER	COMMONWEALTH HILTON
LOCATION	CLUREWAY RD. S
DATE	7-23-87
SALESMAN	GEORGE BATES
DRAWN BY	JIM MARTIN
SCALE	1/4" = 1'-0"
SKETCH #	10081



NOTE:
 (1) SIGNAGE FACED, INTERNALLY ILLUMINATED
 GROUND ENTRANCE SIGN. FABRICATED ALUMINUM
 WITH ROUTED GRAPHICS, BACKED WITH REFRAC.

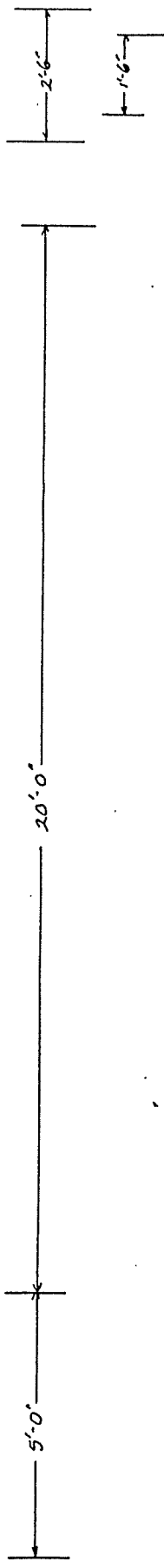


United Signs, Inc.

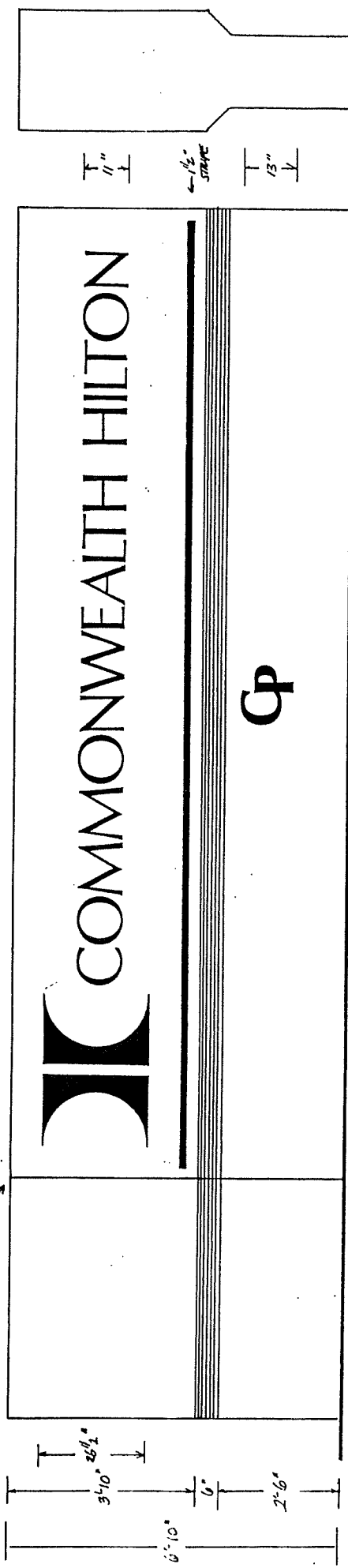
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 REGISTRATION #1500.

CUSTOMER	COMMONWEALTH HILTOP
LOCATION	700 E. 9th St. # 1-75
DATE	1-2-87
SALESMAN	BOB RAY
DRAWN BY	T. J. RAY
SCALE	1/2" = 1'-0"
SKETCH #	8097



THIS SECTION ON ANGLE



NOTES:
 (2) SINGLE FACED, INTERIALLY ILLUMINATED GROUND ENTRANCE SIGN.
 FABRICATED ALUMINUM WITH ROUTED FACES, WITH THE 5' SECTIONS
 ANGLED BACK WITH NO GRAPHICS.
 SIGNS TO HAVE AN OFF WHITE (CREAM) BACKGROUND TEX-COTE FINISH,
 WITH BRONZE/WHITE ALUMINUM BACKING UP THE GRAPHICS.



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CUSTOMER	COMMONWEALTH HILTON
LOCATION	1770 W. W. RD # 1-73
DATE	1-1-73
SALESMAN	BOB BACE
DRAWN BY	THOMAS
SCALE	1/2" = 1'-0"
SKETCH #	0000



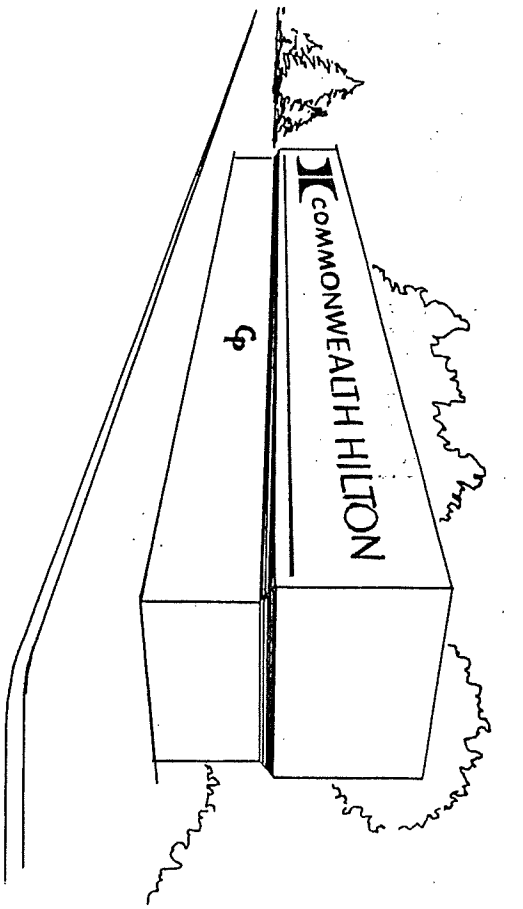
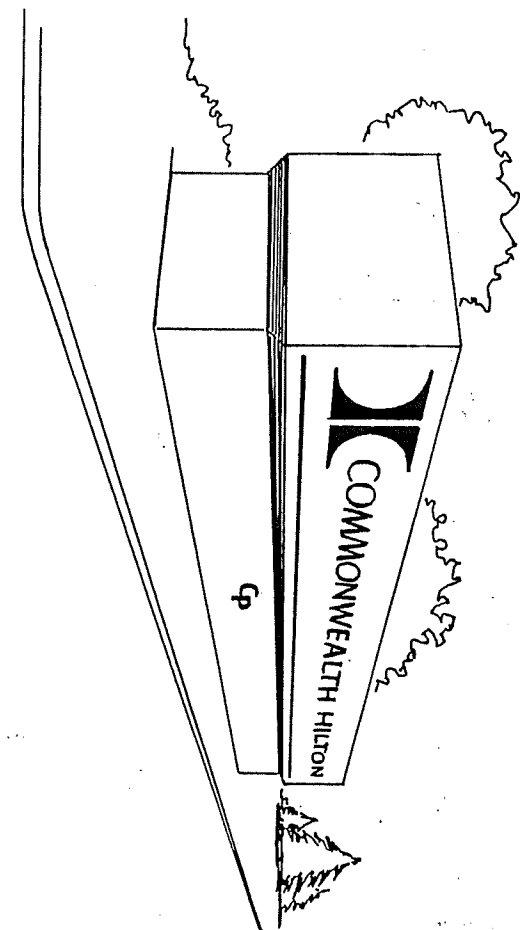
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513-681-6600

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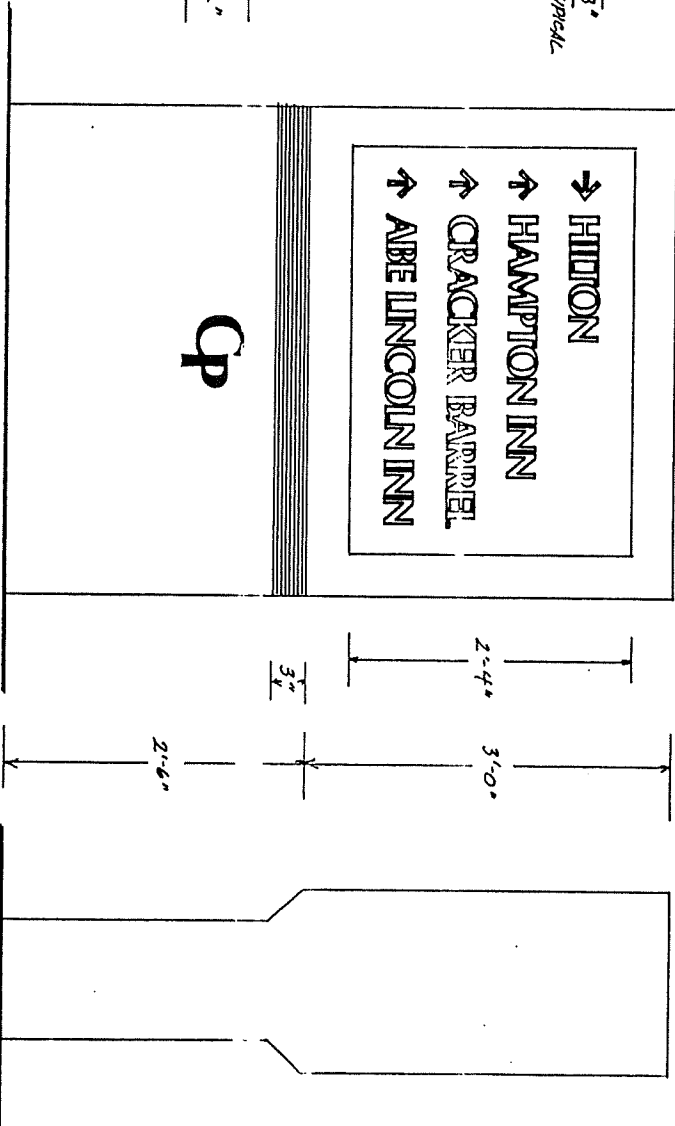
CUSTOMER	COMMONWEALTH HILTON
LOCATION	1025 PLYMOUTH ST
DATE	11-21-81
SALESMAN	BOB BONE
DRAWN BY	WILLIAM
SCALE	AS SHOWN
SHEET #	1011

→ HAMPTON INN
 ↑ CRACKER BARREL
 ↓ ABE LINCOLN INN

SECOND FILE

3" TYPICAL

6 1/2"



NOTES:
 TYPICAL OF ONE-SIDED CHANGING SIGNS
 FABRICATED ALUMINUM WITH 4 MILS OF SPANDED
 WHITE URETHA FACE. ALL DOUBLE FILLED.


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CUSTOMER	CANTON/WESTIN ALTON
LOCATION	THEODORE RD. E-75
DATE	7/2/87
SALESMAN	KEITH BAKER
DRAWN BY	TJ BLOOM
SCALE	1" = 11'-0"
SKETCH #	

EXHIBIT "A"

Description Tract "A"

A certain tract of land located in the City of Florence on the Southwesterly side of Turfway Road (Ky. 1017) in the County of Boone, Commonwealth of Kentucky, bounded on the Northeast by said Turfway Road, on the Southeast by Minerva Drive (a County road), on the Southwest by Ramp C of the I-75 interchange at Turfway Road, and on the Northwest by Mary Ellen Foltz and being a portion of the original 33.06 acre tract owned by Henry Gieske, trustee and recorded in Deed Book 135, page 155 in the County Clerk's office at Burlington, Kentucky and described as follows:

Beginning at a set iron pin with cap in the Southwesterly right of way of said Turfway Road and being the point of intersection with the right of way of Minerva Drive and being 60.00 feet right of Turfway Road Station 135+22.01 as shown on plans prepared by Ky. D.O.T. (#SP 008-0370-8L);

Thence leaving said Turfway Road right of way and continuing with said Minerva Drive right of way South 52° 12' 20" West for a distance of 75.00 feet to a found concrete monument;

Thence continuing with said Minerva Drive right of way South 37° 47' 40" East for a distance of 35.52 feet to a set iron pin with cap;

Thence continuing with said Minerva Drive right of way South 46° 42' 12" West for a distance of 471.98 feet to a set iron pin with cap in said Ramp C right of way;

Thence leaving said Minerva Drive right of way and continuing with said Ramp C right of way North 85° 42' 55" West for a distance of 73.76 feet to a set iron pin with cap being 60.00 feet right of Baseline Station 212+50.00;

Thence continuing with said Ramp C right of way North 67° 52' 22" West for a distance of 31.71 feet to a set iron pin with cap being 63.01 feet right of Baseline Station 212+89.07;

Thence North 28° 25' 14" West for a distance of 61.58 feet to a set iron pin with cap;

Thence South 61° 30' 06" West for a distance of 33.47 feet to a set iron pin with cap in the said Ramp C right of way 69.18 feet right of Station 213+77.22;

Thence continuing with said Ramp C right of way North 33° 39' 19" West for a distance of 95.22 feet to a set iron pin with cap being 85.00 feet right of Baseline Station 215+00.00;

Thence continuing with said Ramp C right of way North 33° 00' 20" West for a distance of 503.70 feet to a set iron pin with cap in the line of said Foltz being 85.00 feet right of Station 220+03.70;

Thence leaving said Ramp C right of way and along the line of said Foltz North 61° 21' 31" East for a distance of 135.39 feet to a set iron pin with cap;

Thence leaving the line of said Foltz South 33° 00' 20" East for a distance of 217.62 feet to a set iron pin with cap;

Thence South 32° 49' 28" East for a distance of 145.56 feet to a set iron pin with cap;

Thence North 52° 10' 32" East for a distance of 168.00 feet to a set iron pin with cap;

Thence along a curve to the left having a radius of 71.74 feet an arc distance of 56.34 feet, chord bearing North 29° 40' 32" East for a distance of 54.91 feet to a set iron pin with cap;

Thence along a curve to the right having a radius of 201.07 feet an arc distance of 157.92 feet chord bearing North 29° 40' 32" East for a distance of 153.89 feet to a set iron pin with cap;

Thence North 52° 10' 32" East for a distance of 10.00 feet to a set iron pin with cap in the right of way of said Turfway Road;

Thence along the right of way of said Turfway Road South 37° 49' 28" East for a distance of 398.00 feet to the place of beginning.

Containing 6.6536 acres.

Description of Tract B

A certain tract of land located in the City of Florence on the Southwesterly side of Turfway Road (Ky. 1017) in the county of Boone, Commonwealth of Kentucky, bounded on the Northeast by said Turfway Road, on the Southeast by Tract A, on the Southwest by Tract "A" and on the Northwest by Mary Ellen Foltz and being a portion of the original 33.06 acre tract owned by Henry Gieske, trustee and recorded in Deed Book 185, page 155 in the County Clerk's office at Burlington, Kentucky and described as follows:

Beginning at a set iron pin with cap in the Southwesterly right of way of said Turfway Road being 57.65 feet right of Station 129+56.38 shown on plans prepared by Ky. D.O.T. (SP 008-0370-8L);

Thence along the Turfway Road right of way South $38^{\circ} 59' 54''$ East for a distance of 143.79 feet to a set iron pin with cap, being an angle point in said right of way;

Thence continuing along the Turfway Road right of way South $37^{\circ} 49' 28''$ East for a distance of 22.94 feet to a set iron pin with cap;

Thence leaving said Turfway Road right of way South $52^{\circ} 10' 32''$ West for a distance of 10.00 feet to a set iron pin with cap;

Thence along a curve to the left having a radius of 201.07 feet an arc distance of 157.92 feet, chord bearing South $29^{\circ} 40' 32''$ West for a distance of 153.89 feet to a set iron pin with cap;

Thence along a curve to the right having a radius of 71.74 feet an arc distance of 56.34 feet chord bearing South $29^{\circ} 40' 32''$ West for a distance of 54.91 feet to a set iron pin with cap;

Thence South $52^{\circ} 10' 32''$ West for a distance of 168.00 feet to a set iron pin with cap;

Thence North $82^{\circ} 49' 28''$ West for a distance of 145.56 feet to a set iron pin with cap;

Thence North $33^{\circ} 00' 20''$ West for a distance of 217.62 feet to a set iron pin with cap in the line of said Foltz;

Thence along the line of said Foltz North $61^{\circ} 21' 31''$ East for a distance of 458.48 feet to the place of beginning.

Containing 2.6944 acres.

LEGAL DESCRIPTION 7.00 ACRES AT
INTERSECTION OF TURFWAY-HOUSTON ROAD
FLORENCE, BOONE COUNTY, KENTUCKY

Beginning at the intersection point of the southeast line of Houston Road and the southwest line of Turfway Road; thence in a southeasterly direction along the southwest line of Turfway Road 555 feet to a point; thence in a southwesterly direction along the common line between Mary Ellen Foltz and Corporex of Kentucky 594 feet to a point; thence in a northwesterly direction along the northeast line of K.D.O.T. Ramp connecting I-75 to Houston Road 514 feet to a point in the southeast line of Houston Road; thence in a northeasterly direction along the southeast line of Houston Road 546 feet to the place of beginning.

CONTAINING 7.00 ACRES.

BOONE COUNTY PLANNING COMMISSION

PUBLIC HEARINGS

JANUARY 28, 1987

8:00 P.M.

PUBLIC HEARING

#1

Vice-Chairman David Martin opened the Public Hearing on the request of Dan Fay (applicant) for Corporex Companies, Inc. and Cracker Barrel Restaurant (owners) for a Zoning Map Amendment to establish a Special Sign District on a 16 acre site located west of I-75, south of Turfway Road, east of Houston Road and north of the I-75 southbound exit ramp, Florence, Kentucky. The site is currently zoned Office Two/Planned Development (O-2/PD).

Staff member Kevin Costello stated this request was different than most requests for zone changes that come before the Commission, stating this was the first time a special sign district is being established and being proposed. Mr. Costello acknowledged Corporex for setting a precedent that this is the first special sign district the Commission has seen. Corporex has worked with the staff in preparing this request, however the majority of the work has been done by Corporex.

Staff member Jim Sturdevant presented slides of the site, a brief history of the request, and Staff Report. (See Staff Report)

Mr. Martin inquired of any comments on behalf of the proposed request.

Mr. Dan Fay with Corporex and Associates stated he had several documents detailing their intentions for the Commission to review in order to give a clear picture of their request. He stated the objective of this special sign district is to create a coordinated, beneficial signage plan for Commonwealth Park. The intent of the plan is to create flexible standards and procedures which allows the majority of the property owners within the district to implement signage policy which effectively positions their businesses in the market place while maintaining the character of the district. (See Description of Commonwealth Park in Agenda packet)

Vice-Chairman Martin inquired of any other comments on behalf of the proposed request.

Mr. Jerry Foltz stated he had a few questions regarding the different signs and sought clarification of what the request was about. He asked what the plan development was for the signs, and stated the current signs that are in a strict special sign district and asked if they meet these standards plus work with the community on this.

Mr. Jim Sturdevant stated this was the first time the staff had seen this package and these drawings that the applicant presented to the Commission. Mr. Sturdevant noted the sign package reviewed was attached to the Staff Report and was the basis of the Staff Report. He also stated there were many similarities in it, however the conditions by the applicant has a few more details.

Mr. Jim Sturdevant stated he would like to go over the last part of the Staff Report, the section of Special Concerns. It read, "For the basis of comparison, the current sign regulations would permit Commonwealth Park one freestanding entrance sign for the purpose of identifying the name of the development at its major access point. The maximum size of such a sign would be 250 square feet in area and 40 feet in height. In addition, each establishment within the development would be permitted a building mounted sign for each major street frontage, for a maximum of 3 per establishment. The maximum size of these signs would be limited to 2 square feet of sign area per linear foot of building width for the first sign, and 1 square foot of area per foot of width for the second and third signs." He noted that Commonwealth Park in is a prominent visible location in Florence. The Turfway Study which was adopted in 1984 and the Houston/Donaldson Study (currently being undertaken by the Commission) envision this site and its general vicinity as being an employment and business hub, as well as the "gateway" into Florence and Boone County. Exposure to southbound traffic on I-75. Also, to maintain the viability of this area being the nature of the type of developments that we have had planned for that area and surrounding developments (Turfway Park, Bluegrass Park, Turfway Ridge, and Turfway Commercial Park) this justifies the attention to special sign matters as well as attention to visual appearance on the site.

One element which potentially has a major impact upon the character of the area, because of its prominent visibility, is signage oriented towards the interstate highway. The interstate signage, whether it is free standing or building mounted, serves to attract people from the interstate and into the development. This type of signage should be limited to identification of the major scale, or anchor, establishments within the development. Once traffic is drawn into the development, establishments of a

lesser scale may be identified by signage proportional to their function of providing services to those drawn by the anchor establishments. (See Staff Report)

Mr. Martin asked if there were any questions or any comments at this time.

Mr. Fay pointed out on the drawings he presented exactly how the signs would appear at the site and the size of each one. He also outline their objectives in viewing the signs at night as compared to seeing them in the daylight. He also stated the most effective position would be a roof mounted sign, due to the fact there were so many windows along the sides of the building. He stated there had been heights visible tests and stated the highway engineers will tell themj how to put these signs.

Mr. Barry Neltner asked if there would be two wall signs and to clarify this. He also asked how far back entrance signs would be from the road and how similar they would be to the basic slab design of the other signs shown.

Mr. Fay stated there would be one wing wall sign on the right. He did not know how far back the entrance signs would have to be set. He referred to Turfway Ridge as an example of what he envisioned for this site.

Mr. Neltner asked if 75 ft. was the height because in the report it had listed 70 ft.. Mr. Fay stated the free standing sign would be 65 ft. tall. That is, at or below the actual building height of the Hilton Inn.

Mr. Don McMillian inquired if the signs that have been proposed would be all that would exist on the site. Mr. Fay agreed that was correct.

Mr. Jim Sturdevant stated he would like to emphasize that the current signage which the present Zoning Regulation is outlined in the Staff Report located the section of Special Concerns. As he stated earlier, the current Zoning Regulations are much more restricted as to standard size and number of signs than the regulations which were the sign standards as part of the 1980 Zoning Regulations. Under the previous regulations each building in the development would be permitted a free standing sign up to 250 sq. ft. and in an area of 50 ft. in height.

Mr. Martin inquired for any further comments or discussion.

Mr. Hemmer asked if the requirements would change according to later 1986 Zoning Regulations and a planned development as a shopping center in the Commonwealth Park is marketed as a definite type establishment with single floor standing sign along thoroughfare. He asked how many entrance signs there would be.

Mr. Sturdevant stated there would be one sign along the major thoroughfare.

Mr. Mike Cassidy stated he was a resident in Boone County and an employee for United Signs Company and stated Corporex had provided a good sign package for 16 acres. He stated Boone County has a good opportunity to put a program together to their best advantage. He discussed no pole signs in development, low ground monument signs for the public, he discussed problems on interstate signs. He stated Corporex has done an extensive amount of work on this program. Interstate signs are vital for overall program.

Mr. Martin asked for any further discussion. There being none, Public Hearing #1 was closed.

PUBLIC HEARING

#2

Vice-Chairman David Martin opened the Public Hearing on the Zoning Map Amendment request by Byron V. and Wanda L. Griffith (applicant and present owners) for the Richwood Motel to change the existing zoning for a 1.117 acre parcel from Mobile Home Park, MHP to Commercial Services Three, C-3. The site is located on the southwest corner of U.S. 25 and Frogtown Road in Boone County. The intent of the application is to obtain correct zoning that would permit expansion of the motel establishment. The site had undergone a zoning map amendment in June of 1979 for the same purpose. The change in 1979 was from R-3 zoning to Limited Planned Development for the purpose of constructing an additional motel building. However, in the Boone County Zoning Regulations enacted in 1980, the site was zoned MHP.

Staff member David Geohegan presented a brief history of the request along with a slide presentation and Staff Report. (See Staff Report)

Byron Griffith, Owner of Motel stated everything had been covered in the Staff Report and he had nothing else to add.

Mr. Martin asked if anyone in the audience had any questions on this request.

BOONE COUNTY PLANNING COMMISSION

BUSINESS MEETING

FEBRUARY 4, 1987

8:00 P.M.

Chairman Kroger called the Business Meeting to order. Roll call was taken by staff member Barbara Reffitt. 12 members were present. Absent: Messrs. Burch, Martin and Slusher. All staff members were present. Atty. Dale Wilson was also present.

Minutes of the January 21, 1987 Business Meeting and the January 28, 1987 Public Hearing were considered. Mr. Rector Jones made a motion that the minutes be approved. Mr. William Viox seconded the motion. There being no further discussion, the motion carried unanimously.

Administration

Chairman Kroger inquired of bills to be paid. Mrs. Reffitt read bills to be paid: Staff Salaries and Benefits, \$2,334.53; Greg Sketch (engineer), \$332.50; Skees and Wilson, \$1,666.66; Tower Services Corp. (Harvey Pelley), \$500.00; County Employee Retirement System, \$915.84; Kentucky State Treasurer, \$490.10; Mileage, \$218.28; The Boone County Recorder (Legal Notices), \$863.65; Univ. of Kentucky - Ky. Geo. Survey (maps), \$71.25; Dixie Vending, \$9.00; American Planning Association, \$97.00; American Planning Association, \$87.00; Pflum, Klausmeier, & Wagner, \$1,420.00; GRW Engineers, Inc., \$500.00; EDM Business Interiors (office supplies), \$11.20; Jerry Rouse, County Clerk (recording fees), \$163.00; American Assoc. for State & Local History, \$195.60; H-Q Services & Offices (zone regs diskette), \$22.00; Ohio Blue Print, \$96.90; for a total of bills to be paid \$9,994.51. The bills paid were; Ky. State Treasurer (1-21-87), \$1,663.54; Ky. State Treasurer (1-21-87), \$40.03; Huntington Bank (People's Deposit), \$1,608.64; Huntington Bank, \$1,848.58; Staff Salaries (1-12-87 through 1-30-87), \$7,129.27; Joy Hacker (reimburse for gift for M. Cox), \$32.93; Mathis, Dallas, Frohlich (refund fees), \$167.00; Boone Co. Fiscal Court (Ordinance #19), \$311.86, for a grand total of \$22,796.36. Mr. Jones moved that all bills be paid as presented. The motion was seconded by Mr. Viox. The motion carried unanimously.

Chairman Kroger noted the Zoning Officer's Report; the Convenience Plat Report; and Building Permits for the Commission's review and comment. Hearing no questions or comments

the motion for denial of the request was defeated by the following vote:

AYES: Messrs. Collins, Davis, DeLong, Hemmer, Neltner

NAYS: Messrs. Barnett, Greene, Jones, Kroger, McMillian, Viox, and Mrs. Smith.

Motion for Amended Committee Report denied by 5 Ayes to 7 Nays.

Chairman Kroger called for a vote to approve the motion for denial of the request via Resolution to the Boone County Fiscal Court based upon the findings of fact within the Committee Report. The motion was seconded by Mr. McMillian. The motion carried unanimously.

Hearing no further discussion, Chairman referred to the next item on the agenda.

Zoning Map Amendment - William Viox, Chairman; Kevin Costello and Jim Sturdevant, Staff

Request of Dan Fay (applicant) for Corporex Companies, Inc. and Cracker Barrel Restaurant (owners) for a Zoning Map Amendment to establish a Special Sign District on a 16 acre site located west of I-75, south of Turfway Road, east of Houston Road and north of I-75 southbound exit ramp, Florence, Kentucky. The site is currently zoned Office Two/Planned Development (O-2/PD).

Mr. Gerald Newton read the Committee Report and stated there was documentation with the Committee Report which recommended approval of the Zoning Map Amendment Request for the Special Sign District, based upon the following findings of fact and with the following conditions.

Findings of Fact

1. The proposed Commonwealth Park Special Sign District is in conformance with the 1986 Boone County Comprehensive Plan. "Goals and Objectives", in that it helps provide for an integrated design of the commercial development.

2. The proposed Special Sign District is in conformance with the Land Use Study I-75 Turfway Road Interchange, in that the proposed District is in equivalence a "Planned Development" approach to providing an imaginative signage plan to address the specific needs of the parcel and its neighbors.

3. The proposed Zone is consistent with Article 19, Section 1950 "Special Sign Districts" of the 1986 Boone County Zoning Regulations.

4. The attached document, "Commonwealth Park Special Sign District" reflects minor revisions to the document as presented at the January 28, 1987 Public Hearing, and discussed with the Committee at our meeting of February 2, 1987. These revisions reflect suggested improvements and clarifications to the document, and do not substantially alter its purpose, intent, or effect.

Conditions

1. That the applicant agree that any free standing or ground mounted signs proposed for parcel "F" (the area fronting Turfway Road within Steeplechase Drive) undergo review by the Planning Commission via the Commonwealth Park Sign Review Board.

2. That the two proposed interstate highway oriented sign structures be installed on tapered poles, painted and textured similar to the color and texture of the Hilton building.

3. That any modifications to the proposed document, required for approval from the appropriate legislative body, be reflected in a revised document submitted for the Commission's records.

4. That the Special Sign District, if approved, be properly recorded within the restrictive covenants, or deed restrictions for Commonwealth Park and with the office of the Boone County Clerk.

Chairman Kroger asked Mr. Fay if he did agree with all conditions. He stated yes. Motion was made by Mr. Viox for approval by Resolution to be sent to Florence. Mr. Jones seconded the motion. The motion carried unanimously.

Zoning Map Amendment - Fred Burch, Chairman; Dave Geohegan, Staff

Request of Byron and Wanda Griffith (owner) for a Zoning Map Amendment on a 1.117 acre site located at the intersection of U.S. 25 and Frogtown Road (KY 536), Boone County Kentucky. The request is to rezone the property from Mobile Home Park (MHP) to Commercial Services (C-3).

Mr. Gerald Newton read the Committee Report and recommended approval based upon the following findings of fact and conditions:

COMMONWEALTH PARK
SPECIAL SIGN DISTRICT

INTRODUCTION

This is a request on the behalf of Corporex Companies to establish a Special Sign Code District for Commonwealth Park, a sixteen acre tract in the Southwest quadrant of I-75 and Turfway Rd. in Florence, Kentucky. Commonwealth Park has been master planned and significant developments are already underway including the Commonwealth Hilton, a Hampton Inn, and a Cracker Barrel Restaurant. It is our objective to develop and maintain a high quality environment within Commonwealth Park which will compliment our developments and be a point of pride in the community. As a part of this objective we have prepared a signage program which is outlined on the following pages.

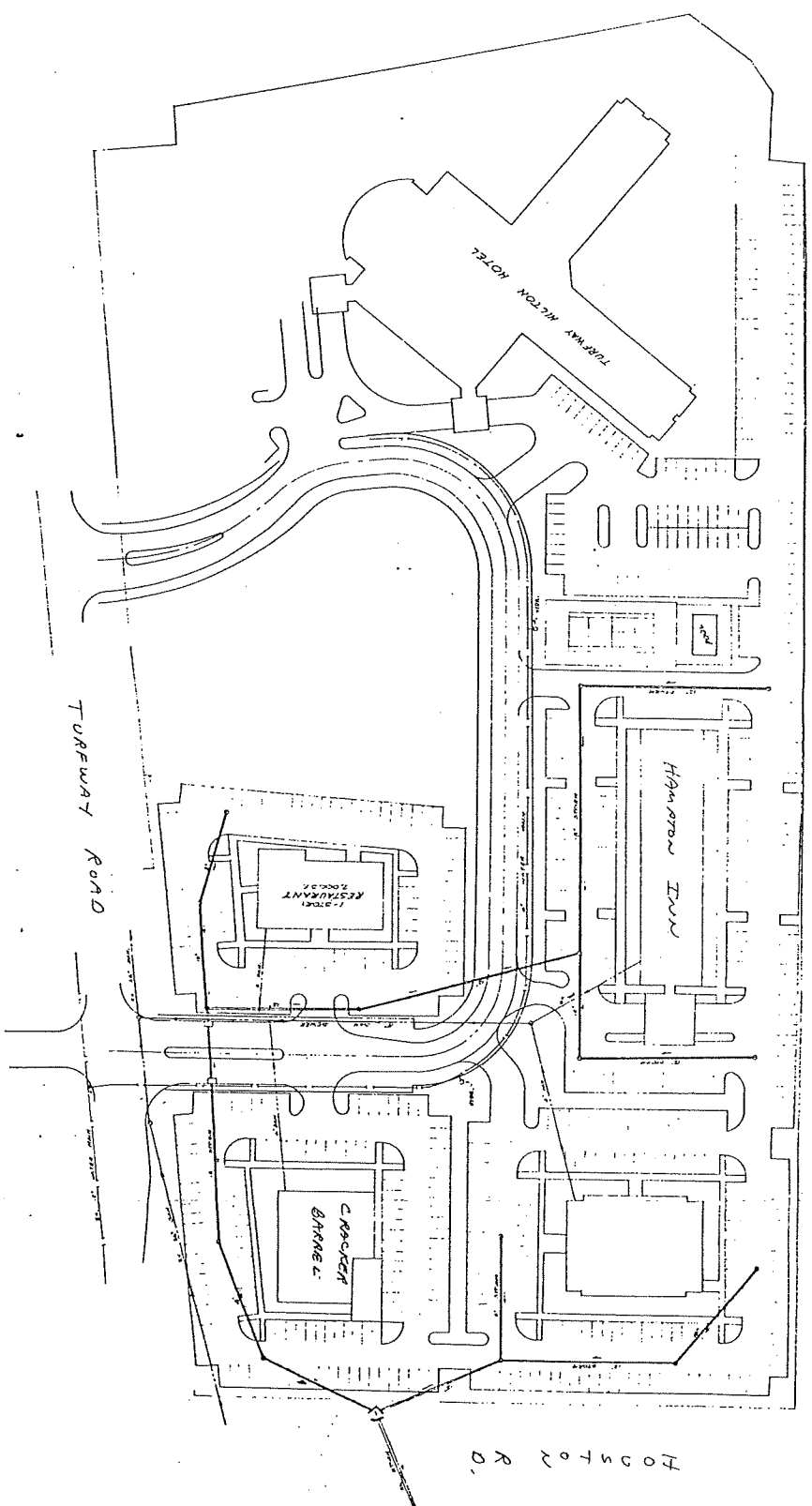
COMMONWEALTH PARK





12

I-75



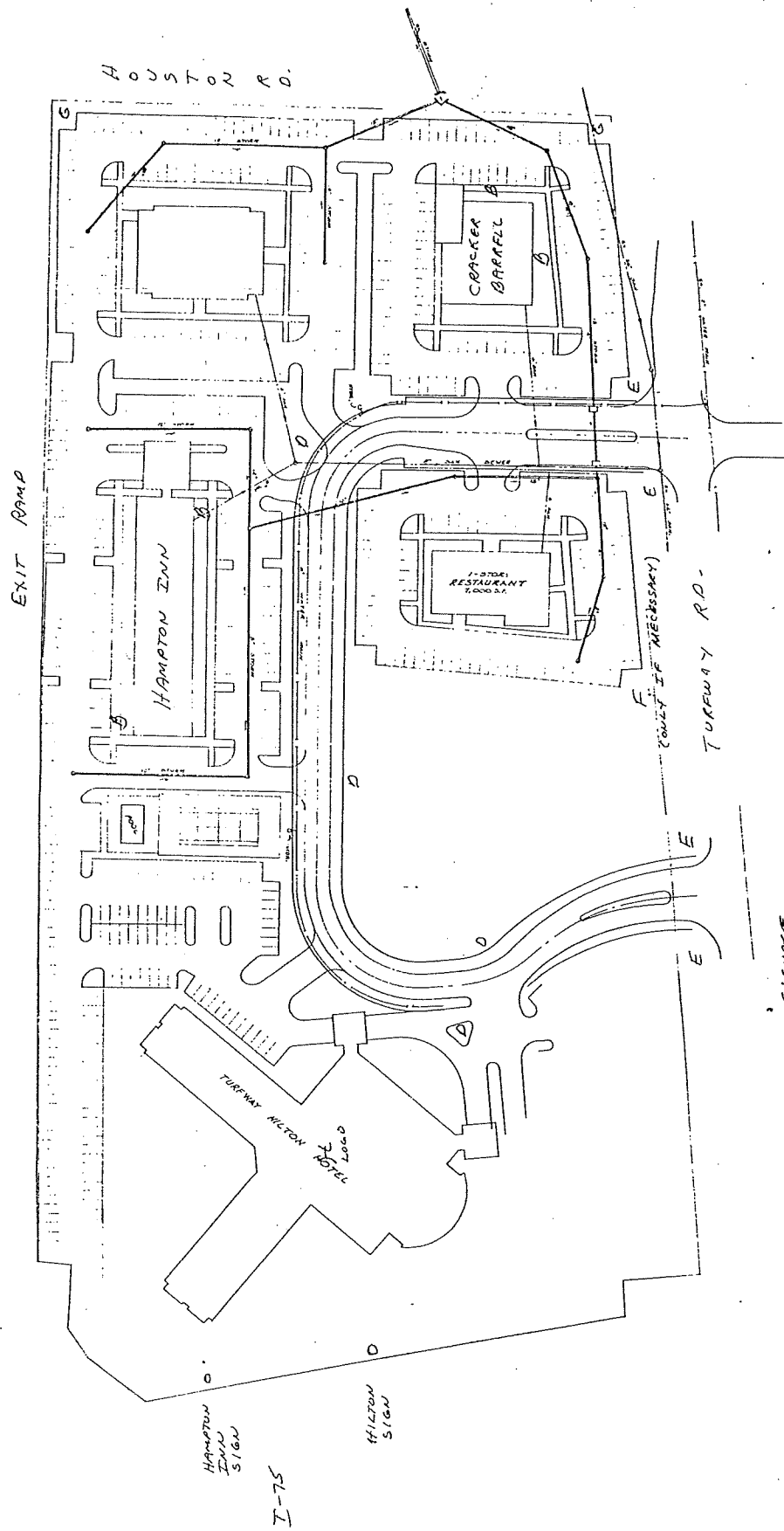
EXIT RAMP

TURFWAY ROAD

HOUSTON ROAD

DATE	
PROJECT	
CLIENT	
SCALE	

14.5



- D - DIRECTIONAL SIGNAGE
- E - ENTRANCE SIGNAGE
- B - BUILDING MOUNTED SIGNAGE
- G - GROUND MOUNTED SIGNAGE
- F - FREE STANDING

HAMPTON INN SIGN

I-75

HILTON SIGN

ONLY IF NECESSARY

COMMONWEALTH PARK

SIGN PLAN

Commonwealth Park
Special Sign District

I. Objective

The objective of this special sign district is to create a coordinated, beneficial signage plan for Commonwealth Park. The intent of the plan is to create flexible standards and procedures which allows the majority of the property owners within the district to implement signage policy which effectively positions their businesses in the market place while maintaining the character of the district.

This coordinated signage plan set forth for the Commonwealth Park Special Sign District will benefit the community and the general public by presenting a uniform and tasteful signage program which is easily recognizable and aesthetically pleasing. This signage program will compliment the high quality projects and associated values being developed in Commonwealth Park.

Furthermore, the Commonwealth Park Special Sign District is consistent with the developmental Goals and Objectives adopted by the Boone County Planning Commission. This special sign district provides for future growth management, and presents a pleasing and coordinated environment while serving the economic needs of the individual businesses and thereby the economic needs of the community. Commonwealth Park, aside from signage, will provide an integrated business setting as it relates to the community as a whole as well as the individual developments within the park. Several of the businesses within Commonwealth Park will provide support services for the community as well as creating a high quality environment for visitors. The park will be developed with an open feeling with allowances for green spaces. Finally, the infrastructure under development in the park shows good transportation planning and land use.

II. Boundaries

The Commonwealth Park Special Sign District will be located at the southwest quadrant of I-75 and Turfway Road in Florence, Kentucky. The district shall be bounded by Interstate 75 on the east, I-75 Ramp C on the south, Houston road on the west and Turfway Road on the north, the total site encompassing approximately 16 acres.

III. Sign Types

The general requirements for signage within the district shall conform to Article 19, Section 1902 of the Boone County Zoning Regulations as adapted December 1986. Additionally, the Commonwealth Park sign district shall address Interstate, free standing, directional, and building mounted signage. It shall be the intent to allow the flexible use of signage within the district.

The sign types described herein are described as interstate signs, ground mounted signs, building mounted signs, free standing signs and directional signage. The purpose and description of these sign types are outlined herein:

Interstate: Interstate signs are intended to attract the attention of travelers from the nearby interstate highway. They will be used for the Hilton and Hampton Inn which depend on the traveler for their viability and because no other type of signage is feasible considering the orientation of the buildings. Interstate sign by their definition must identify the establishment from a distance which allows a motorist adequate time to identify the sign, get into the proper lane, and exit the interstate. In this light the interstate signs will serve the public safety as well as identify the establishments. Every feasible effort will be made to make these sign attractive and aesthetically appealing including design consistent with the architectural theme of the development.

Ground Mounted Signs: Ground mounted signs are mounted in foundations or structure fixed in the ground. These signs will typically not exceed eight feet depending upon the design and function of the individual sign. Many if not all, of the ground mounted signs will be landscaped at the base and may appear to blend with the surrounding landscaping. The purpose of these signs shall be for secondary identification or identification where traffic flow and elevation makes this signage type effective.

Building Mounted Signs: Building mounted sign shall be used to identify specific businesses and buildings. This sign type can be used for primary or secondary identification depending upon such factors as effective readability, reaction time after recognition and angle of view. The size of building mounted sign shall not exceed two square feet per lineal foot of building width or the actual store frontage width in a multi-tenant building.

In the event more than one building mounted sign is utilized, the primary sign shall be sized at 2 square feet per lineal foot of building width and secondary signage shall be sized a one square foot per lineal foot of building width. These signs shall not exceed 200 square feet each.

Free Standing Signs: Free standing signs are upright signs not exceeding fourty feet in height. These sign types are used primarily for retail type users and where recognition must be obtained from a distance due to such circumstances as traffic flow, traffic speed, topography features, etc. This sign type will be used only if no other sign type is feasible or desirable for the intended use.

Directional Signage: Directional signage shall be low profile and intended to direct people within the park in identifying business establishment. These signs shall not exceed 16 square feet in size.

For special circumstances, the sign review board may allow directional signage up to 25 square feet.

IV. Sign Location Guidelines

As of the adaption of this Special Sign District, the approved signage plan is as follows:

A. General Signage

Each entrance to Steeple Chase Drive at the intersection of Turfway Road shall be permitted signs identifying Commonwealth Park or major components of Commonwealth Park. These signs shall be ground mounted signs, not excessively high and should be heavily landscaped. The appearance of these signs should look as if they blend in with the landscaping. These signs may be positioned in the landscaped boulevard island or flank the sides of the entrances as wing walls. Similar low profile ground mounted signage shall be permitted along Steeple Chase Drive as directional signage. This directional signage will be permitted near curb cuts and/or individual lots as needed to properly identify each curb cut and the associated users.

B. Hilton Signage

The signage plan for the Hilton parcel shall contain the following elements:

- * Two wing wall signs not exceeding 75 square feet.
- * One Ground Mounted Directional Sign in the "Entrance Island" not exceeding 16 square feet.
- * One Building Mounted H logo Sign at the center junction of the room towers not exceeding seven feet.
- * One Interstate Sign not exceeding 75 Ft. in Height located near Commonwealth Park's property line approximately across from the dock area, and displaying the Commonwealth Park logo, if possible.

C. Hampton Signage

- * Two Building Mounted Signs, one each on the North and South side of the Building, not exceeding 200 square feet each.
- * One Interstate Sign not exceeding 55 Ft. in height which may be shared with Cracker Barrel or another user. This sign will be located near Commonwealth Parks property line abutting I-75 behind and off to the side of the Hilton Site and display the Commonwealth Park logo, if possible.
- * One Ground Mounted Directional Sign if required by hotel operator and approved by the developer. This sign will be in the landscaped island near the hotels entrance and not exceed 16 square feet in size.

D. Cracker Barrel

- * Two Building Mounted Signs one sign shall face Turfway Rd. and the other shall face Houston Rd.
- * One Ground Mounted Sign at the corner of Turfway and Houston Rd. not exceeding 50 square feet, and identifying users and Commonwealth Park.

E. Parcel on Southwest Corner

- * Three Building Mounted Signs.
- * One Ground Mounted Directional Sign in the landscaped island near the entrance from Steeplechase Drive, if required by developer not to exceed 16 square feet.
- * One ground sign near the Southwest corner of the property identifying Commonwealth Park.

F. Parcel(s) fronting Turfway within Steeple Chase Drive

- * Building Mounted signs as required by developer.
- * One Free Standing Signs at option of developer.
- * Directional Signage as required by developer.

V. Sign Review Board

The signage plan for Commonwealth Park as outlined herein may be initiated by the developer after making application for a sign permit. The sign permit will be issued by the planning staff provided the requested signs meet the plan outlined herein. As changes are made to this plan it shall be the responsibility of the developer to reasonably give explanation of how the proposed changes conform to the intent of the Commonwealth Park Special Sign District. This process will be overseen by a Sign Review Board composed of a representative of the developer, a representative of the planning commission, and a third member to be agreed upon by the two previously mentioned members. If the proposed changes conform to the guidelines outlined herein, the Sign Review Board shall allow the proposed changes. If the proposed changes are not major, but do not meet the criteria as outlined herein the Sign Review Board may grant the request provided that the requested change arises from special circumstances and that the strict application of this plan would result in economic hardship. In the event of an appeal from a decision by the Commonwealth Park Sign Review Board, such appeal shall be filed with the Florence Board of Adjustments. Boone County Planning Commission and thereafter follow the other steps available in the appeals process. In the event an amendment is desired to the Commonwealth Park Special Sign District the proposed amendment shall be filed by the park manager or the Commonwealth Park Owners Association if such an association is or existance, or in lieu of an owners association, by the majority of the property owners based on their proportional acreage within the park.

COMMONWEALTH PARK
SIGNAGE AND RATIONALE

INTERSTATE SIGNAGE

The Necessity

Interstate signage is an absolute necessity for a hotel or motel to survive. These businesses are supported by business people, families, and convention goers who generally do not have more than an occasional familiarity with the area. For the Hilton to be successful 54,000 rooms must be sold per annum. The Hampton Inn must sell 31,000 rooms per year to succeed.

The national accounting firms of Laventhol and Horwath and Pannell Kerr Forster are the hotel market experts. Their expertise is recognized internationally and a market study conducted by one of these firms is a necessity to finance a hotel. Both of these firms were used to perform market studies for the Hilton and Hampton Inn. These studies show the following market mix for these properties:

	<u>Hilton</u>	<u>Hampton Inn</u>
Commerical	50%	59.5%
Group	25%	15.4%
Tourist	25%	25.1%

This market mix shows 25% of the business for each hotel to be tourist. This group would be likely to spend a few days in the city participating in activities such as Turfway Downs, shopping at the Florence Mall or watching a ball game. According to the Convention and Visitors Bureau, a multiplier effect of 4 is applied to hotel guests, meaning that for every dollar spent on lodging accomodations, four times that amount is spent in the local market place. As you can see a hotel can have a very significant effect on the local economy. A significant number of the people in these groups are not totally familiar with the area and require proper direction in the form of signage.

A letter from Pannell Kerr Forester is attached which further details the need for proper interstate signage for hotels. Additionally, a recent study conducted by the University of Arizona states:

"Because so much of motel's business is based on travelers not familiar with the area and because selection of a motel is often based on impulse, the need for prominent identification is obvious. When patrons were asked why they selected a particular motel, they responded as follows:

- Highway or on-premise sign 83%
- Recommended by others 45%
- Stayed there before 40%
- Guide books 25%

(Exceeds more than 100% because often influenced by more than one of the above.)"

Rationale for Signage Requirements

The Commonwealth Park Sign District provides for two interstate signs. The interstate signs will be used to identify the Hilton, Hampton Inn, and Cracker Barrel to the public. The elevations of these signs were established by hoisting letters on a boom truck and driving up and down the interstate to observe placement of the sign. This physical check of sign height and position is the most accurate since it takes into account various obstructions such as trees and buildings as well as lines of sight. Additionally, this visual field check of sign placement was supplemented in engineering terms.

The Federal Highway Administration's Transportation and Traffic Engineering Handbook (pp. 590-591) has determined that the Decision Sight Distance for a sign is 1163 Ft. or 0.2 miles at 55 MPH. The elevation and position established for the Hilton sign first becomes visible at 0.2 miles from the ramp and can be clearly sighted 0.1 mile from the ramp. Thus, the elevation established for the Hilton interstate sign in this plan is the minimum required to safely read and react to the sign. This data for sign placement is further confirmed in the American Association of State Highway and Transportation Officials (ASSHTO) Handbook pp. 146-148.

A third area of review for the size of interstate signs was the elevations including sign elevation, sign base elevation, and the elevation of the interstate at the decision sign distance and in the area of the sign itself. Using the Hilton sign as a case in point the following factors are resultant. The sign will be placed at elevation 895. The elevation of the interstate at that point is 911. Therefore the placement of the sign is 16 feet below the grade of the interstate. Considering this information, the zoning code in effect when the Hilton project began allowed for a sign 50 feet high. The 50 feet allowed plus the 16 foot drop in grade justifies a sign height of 66 feet. We have rounded that number off to 70 feet in our request. Pursuing the same line of thought, the Hilton sign will be first visible at an interstate elevation of 892. The effect of the change in grade of the interstate again works to justify the sign height proposed.

The same line of reasoning has been applied to the visibility of the Hilton sign from the south and the visibility of the Hampton Inn/Cracker Barrel sign from both directions.

Thus, we have presented the rationale for the sign elevations from three perspectives; visual sighting, from an engineering stand point in regard to the Decision Sight Distance, and looking at mean elevations. We have also studied the option of building mounted signage and found that option unacceptable in terms of the criteria outlined above as well as the lack of a place to mount a sign on the buildings. Additionally, we have shown special circumstances in regard to our site and building orientation. Lack of the interstate signage proposed herein would result in an economic disaster for the Hilton and Hampton projects and this is borne out in the market studies. The sign code at the time these projects began was 50 feet in height and we are merely asking to work under the same rules as we began under. The signage proposed herein will benefit the public and the community by properly identifying the establishments and providing the public with adequate decision sight time.

GROUND MOUNTED SIGNS

The ground mounted signs proposed herein are mounted in the ground and will not exceed eight feet in height. These signs will take advantage of the natural elevation of various portions of Commonwealth Park and be used to identify the Park itself as well as various business entities within the park. These signs will have similar designs allowing for the logos of individual businesses.

BUILDING MOUNTED SIGNS

Building mounted signs shall be used to identify specific businesses and buildings. The size of this signage has been limited. Designs will be similar when possible with allowances for business logos, etc.

FREE STANDING SIGNS

Free standing signs have been provided for in this signage plan, but will be used only where other signage types are inadequate. The primary reason for this provision is for protection from the unknown in that all of the Park users have not yet been identified.

DIRECTIONAL SIGNAGE

The purpose of directional signage is to direct people within the park. By nature this signage will be low profile.

**PANNELL
KERR
FORSTER**

Certified Public Accountants

20600 Chagrin Boulevard
Shaker Heights, OH 44122
Telephone (216) 991-8000

January 12, 1987

Mr. Daniel T. Fay
Executive Vice President
Corporex Companies, Inc.
P.O. Box 75020
Cincinnati, Ohio 45275

Dear Mr. Fay:

A freestanding, illuminated hotel sign is very important to properly market a lodging product. With the wide variety of signage choices available today, I feel there must be an alternative that will help the Commonwealth Hilton attract guests without detracting from the area environment. We feel a well lit sign is necessary for the following reasons:

- To give guests approaching the hotel exit area additional directional help.
- To make travelers on the interstate aware of the hotel for immediate or future use.
- To differentiate the hotel from others under development at this intersection.
- To allow the hotel to compete on the same basis as other hotels in the area that are presently allowed adequate signage.

Appropriate signage is considered critical to the success of the lodging industry nationwide, as well as to other comparable businesses which must capture their demand from primarily transient sources.

Very truly yours,

PANNELL KERR FORSTER

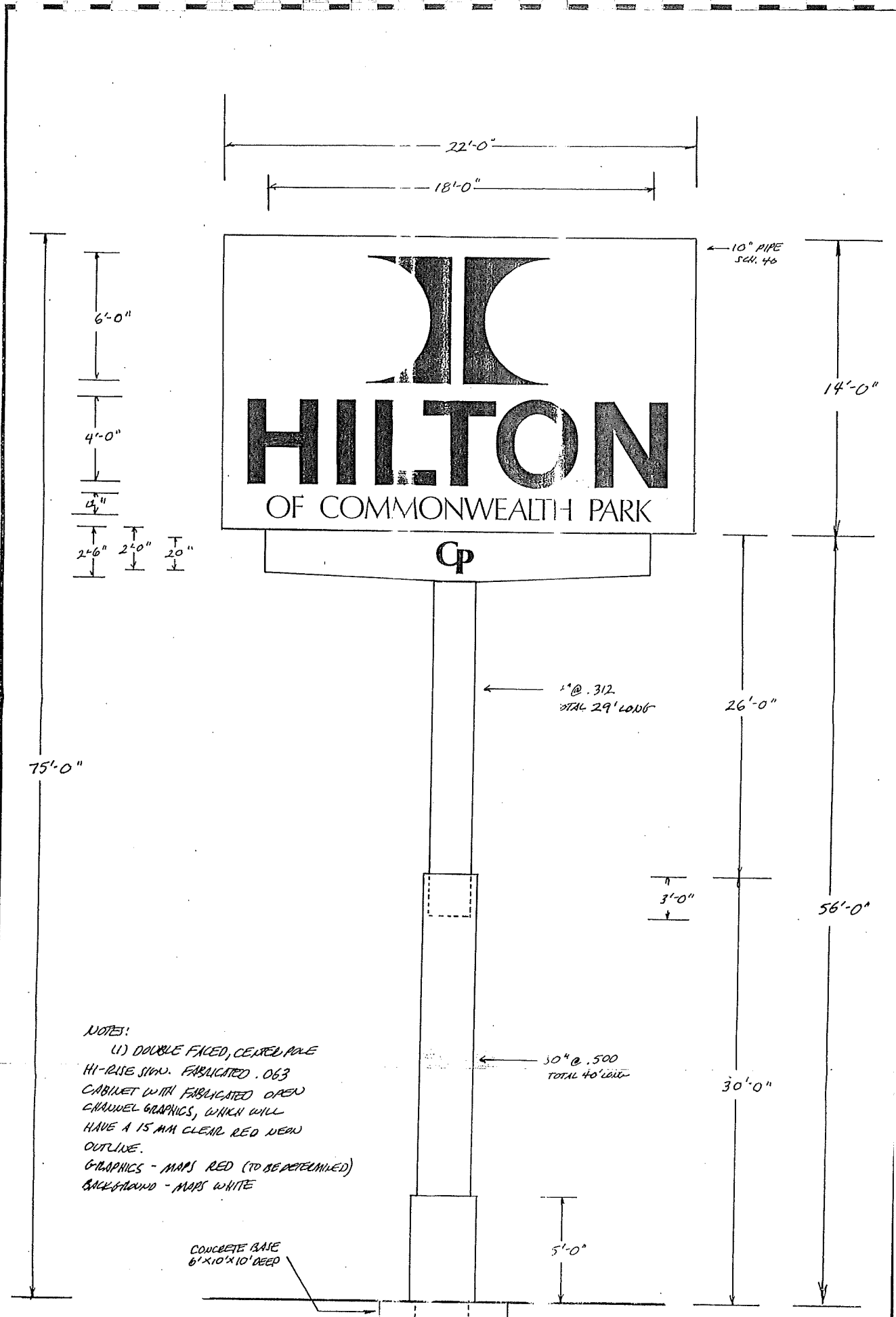


Lance B. Porter

LBP:rlk

The sign drawings submitted herein are intended to conceptualize the intended signage program and give possible dimensions for the various sign types. Face copy and actual logos may change to conform to a given company's signage plan.





NOTES:
 (1) DOUBLE FACED, CEILING POLE
 HI-BLUE SIGN. FABRICATED .063
 CABINET WITH FABRICATED OPEN
 CHANNEL GRAPHICS, WHICH WILL
 HAVE A 15 MM CLEAR RED NEON
 OUTLINE.
 GRAPHICS - MAPS RED (TO BE DETERMINED)
 BACKGROUND - MAPS WHITE

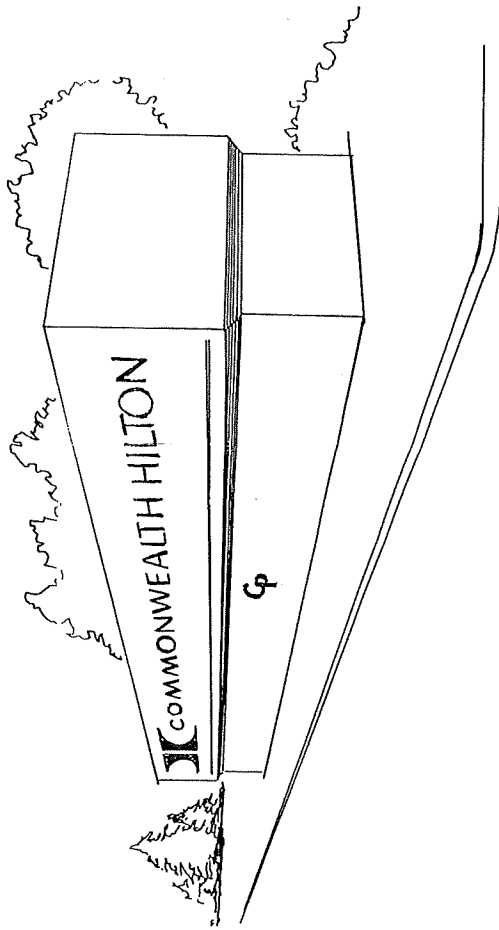
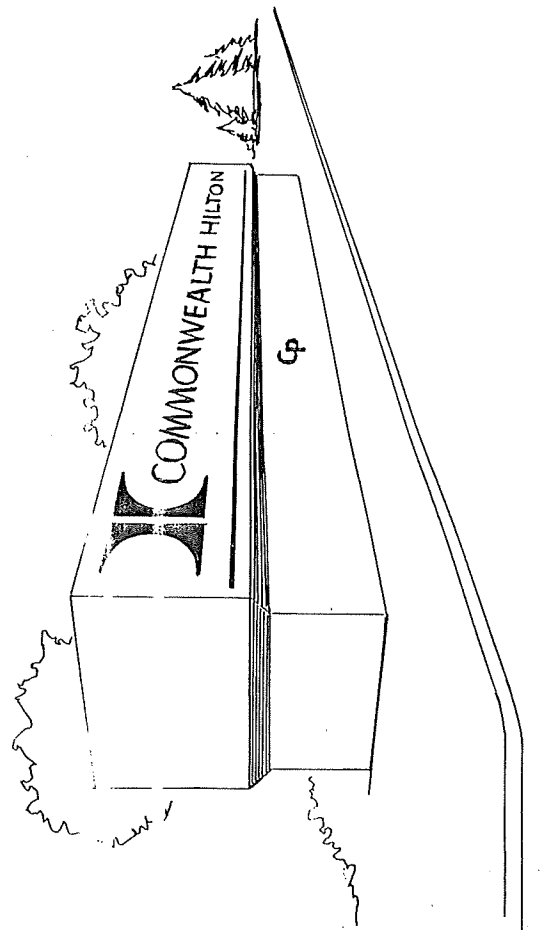
CONCRETE BASE
 6' X 10' X 10' DEEP



United Signs, Inc.
 1030 Straight Street Cincinnati, Ohio 45214 513-681-6600

THIS DESIGN PROPOSAL IS THE PROPERTY OF THIS COMPANY. REPRODUCTION RIGHTS RESERVED. REGISTRATION #13700.

CUSTOMER	HILTON
LOCATION	TURFWAY EXIT
DATE	12/15/86
SALESMAN	CELESTINE BANE
DRAWN BY	TD VANDER
SCALE	1/4" = 1'-0"
SKETCH #	7451

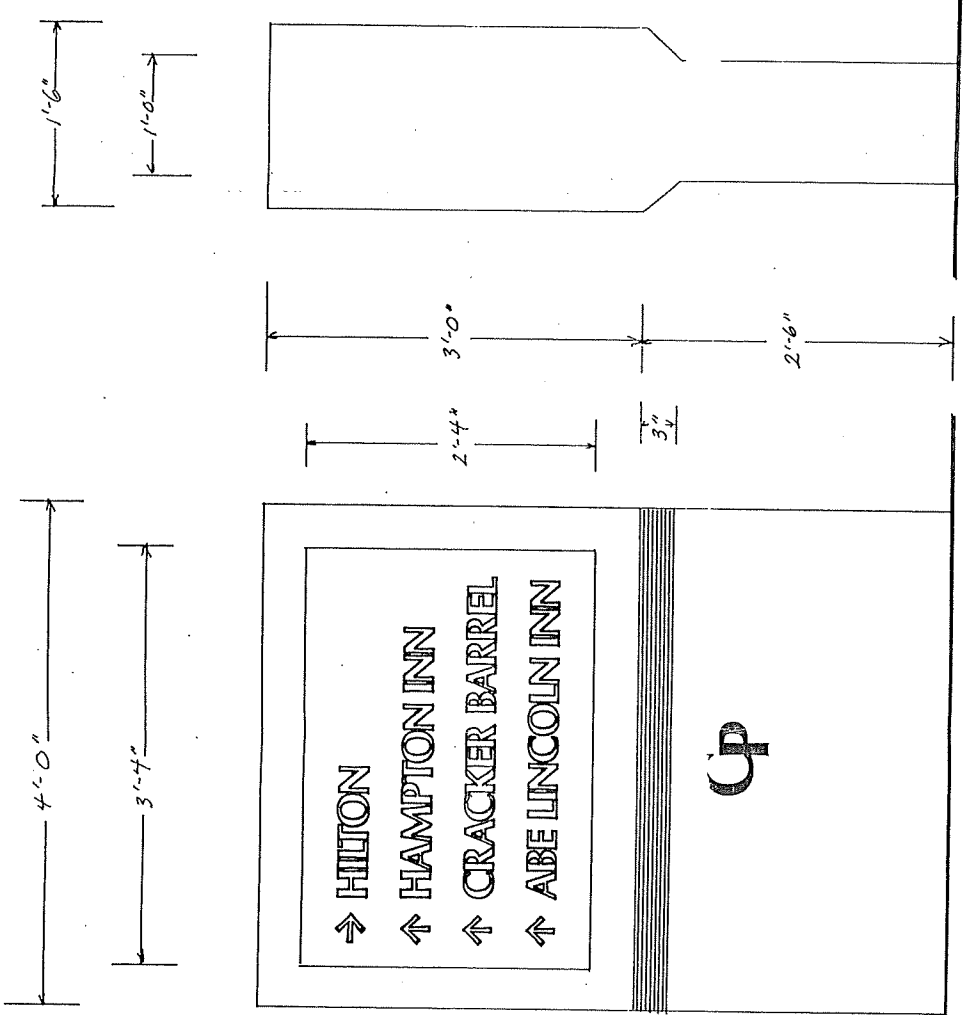


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CUSTOMER	COMMONWEALTH HILTON
LOCATION	1257 W. 125th St.
DATE	1/25/75
SALESMAN	JOHN PAUL
DRAWN BY	JOHN PAUL
SCALE	1/4" = 1'-0"
SKETCH #	0108



→ HAMPTON INN
 → CRACKER BARREL
 → ABE LINCOLN INN

SECOND FACE

$\frac{3}{8}$ "
 TYPICAL

$\frac{6}{16}$ "

NOTES:
 TYPICAL OF DIRECTORY CROWN SIGNS
 FABRICATED ALUMINUM WITH A MALLED & SPANDED
 WHITE LEXAN FACE. ALL DOUBLE FACED.

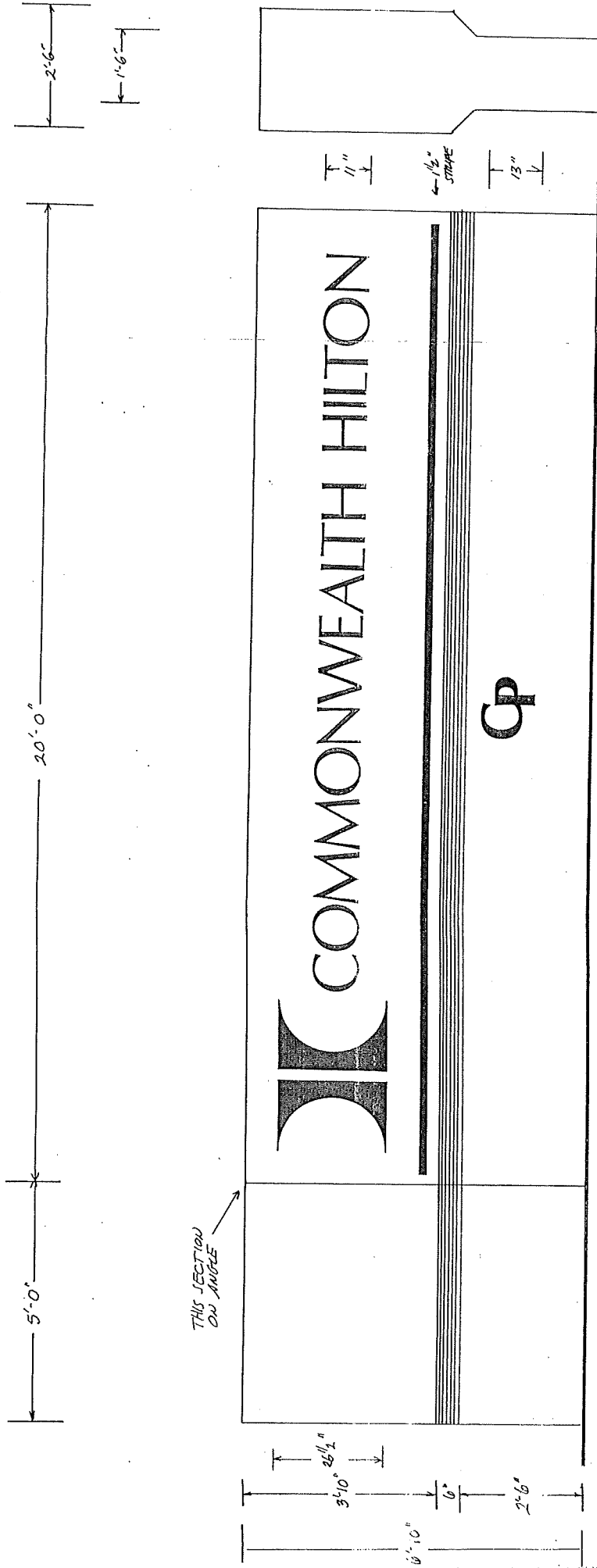


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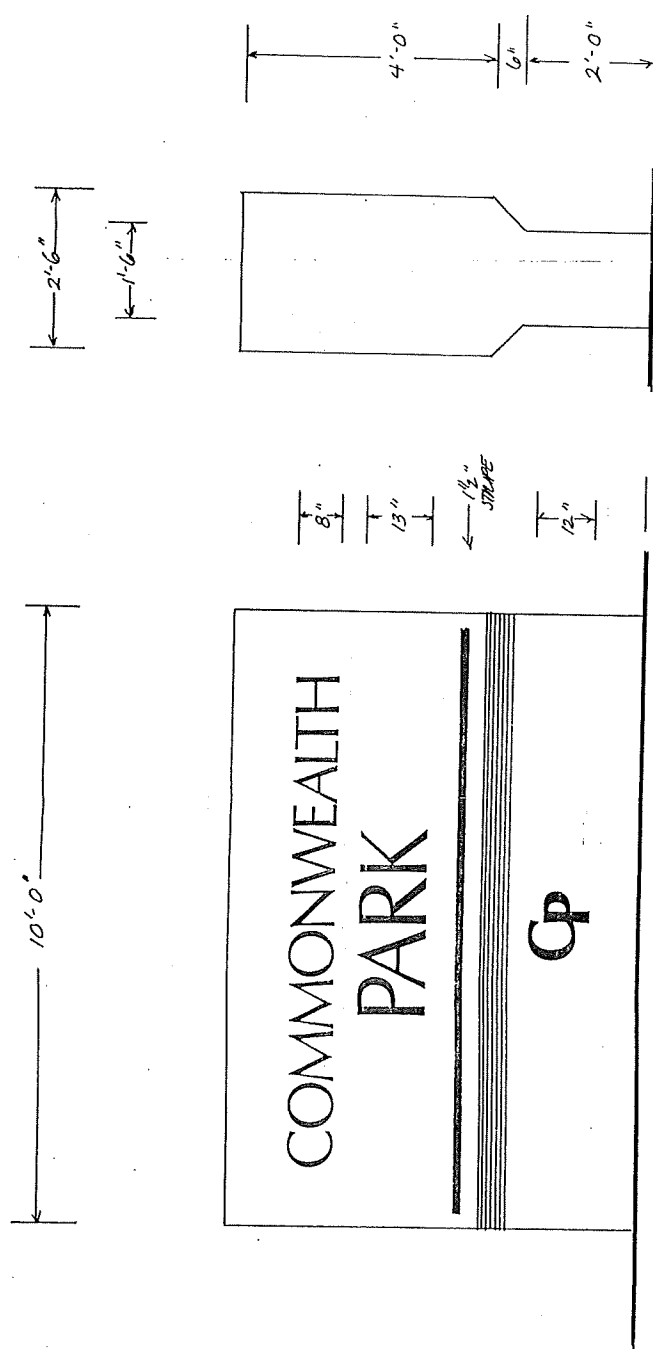
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 REPRODUCTION RIGHTS RESERVED.
 REGISTRATION #1300.

CUSTOMER	COMBODI DESIGN
LOCATION	ALLENDALE
DATE	10/20/00
SALESMAN	P. E. - 75
DRAWN BY	KEVIN BAILE
SCALE	1" = 1'-0"
SKETCH #	1" = 1'-0"



NOTES:
 (2) SINGLE FACED, INTERNALLY ILLUMINATED GROUND ENTRANCE SIGNS.
 FABRICATED ALUMINUM WITH ROUTED FACES, WITH THE 5' SECTIONS
 ANVLED BACK WITH NO GRAPHICS.
 SIGNS TO HAVE AN OFF WHITE (LEARN) BACKGROUND TEX-COTE FINISH,
 WITH BRASS/WHITE PLEXIGLAS BACKING UP THE GRAPHICS.

 United Signs, Inc.		1030 Straight Street Cincinnati, Ohio 45214 513-681-6600	THIS DESIGN PROPOSAL IS THE EXCLUSIVE PROPERTY OF THIS COMPANY, WITH REPRODUCTION RIGHTS RESERVED. REGISTRATION #1300.
CUSTOMER	COMMONWEALTH HILTON	DATE	11-23-87
LOCATION	TRIFWAY RD. 2	SALESMAN	KEVIN J. GEE
DATE	11-23-87	DRAWN BY	T. J. HALL
SCALE	1/2" = 1'-0"	SKETCH #	0080



NOTES:
 (1) SIGNAGE FACED, INTERNALLY ILLUMINATED
 GROUND ENTRANCE SIGN. FABRICATED ALUMINUM
 WITH BENT GRAPHICS, BACKED WITH ACRYLIC.

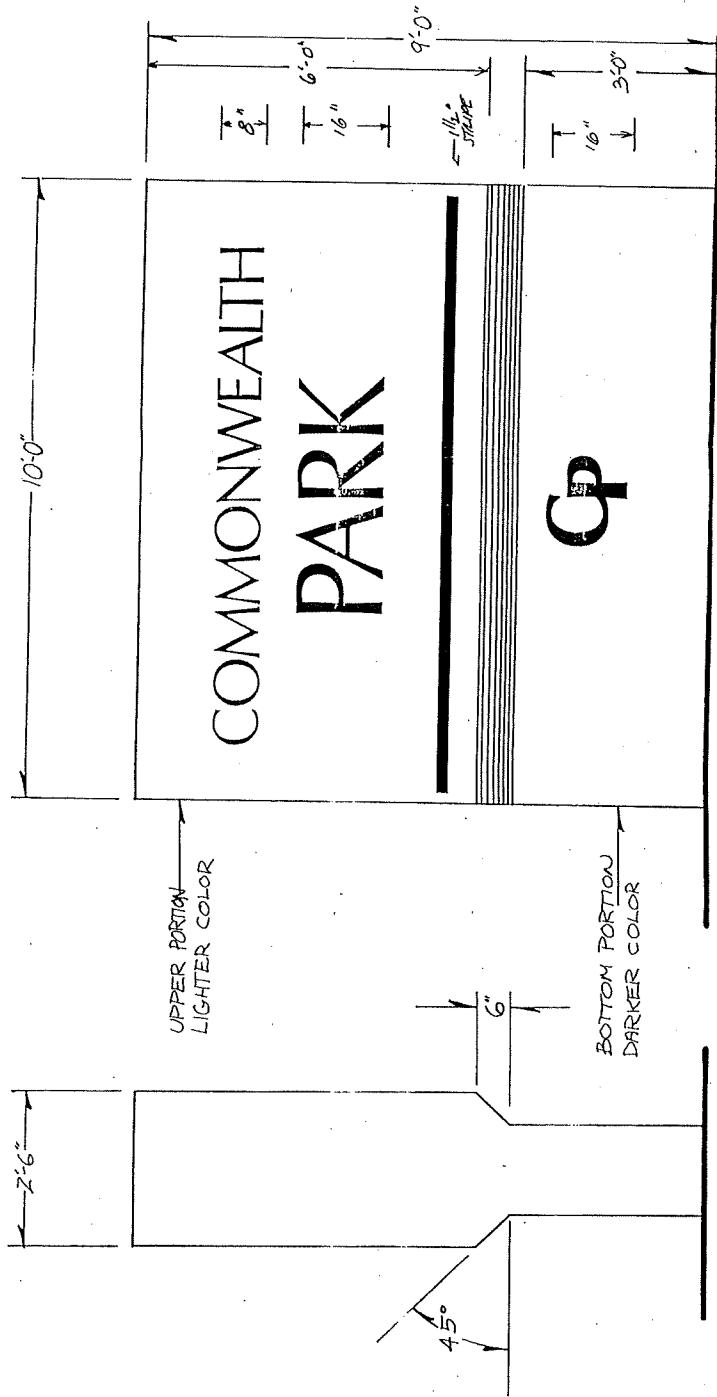


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CUSTOMER	COMMONWEALTH HILTON
LOCATION	TORREY PARK # 5-75
DATE	1-25-87
SALESMAN	GEORGE BARR
DRAWN BY	TULLY
SCALE	1/2" = 1'-0"
GRAPH #	2-2-87



NOTES:
 (1) D/F, INTERNALLY ILLUMINATED, FABRICATED ROUTED ALUMINUM GROUND SIGN. THE ROUTED COPY IS BACKED WITH GREEN ACRYLIC, PAINTED A TWO TONE TEX-COTE FINISH.

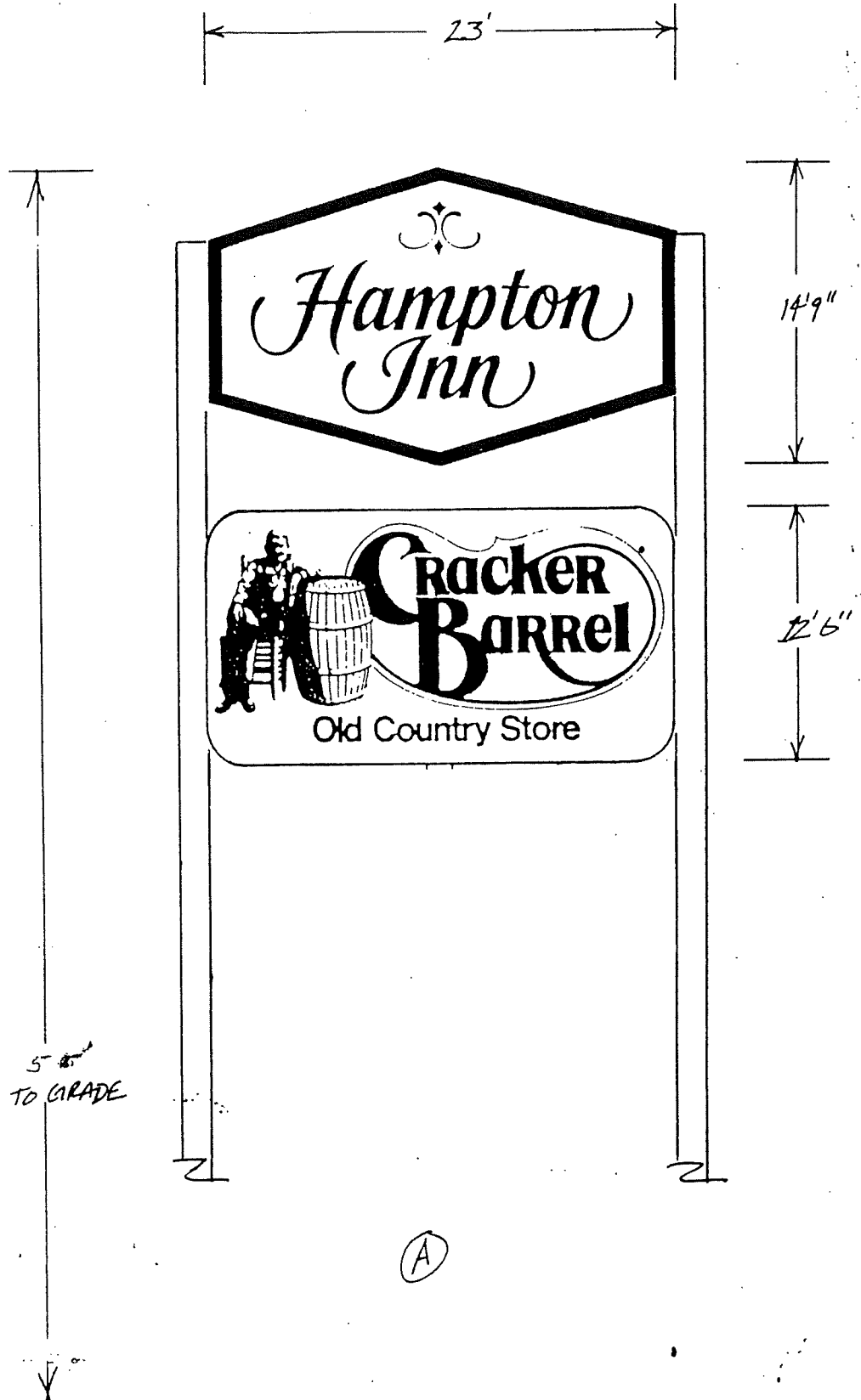


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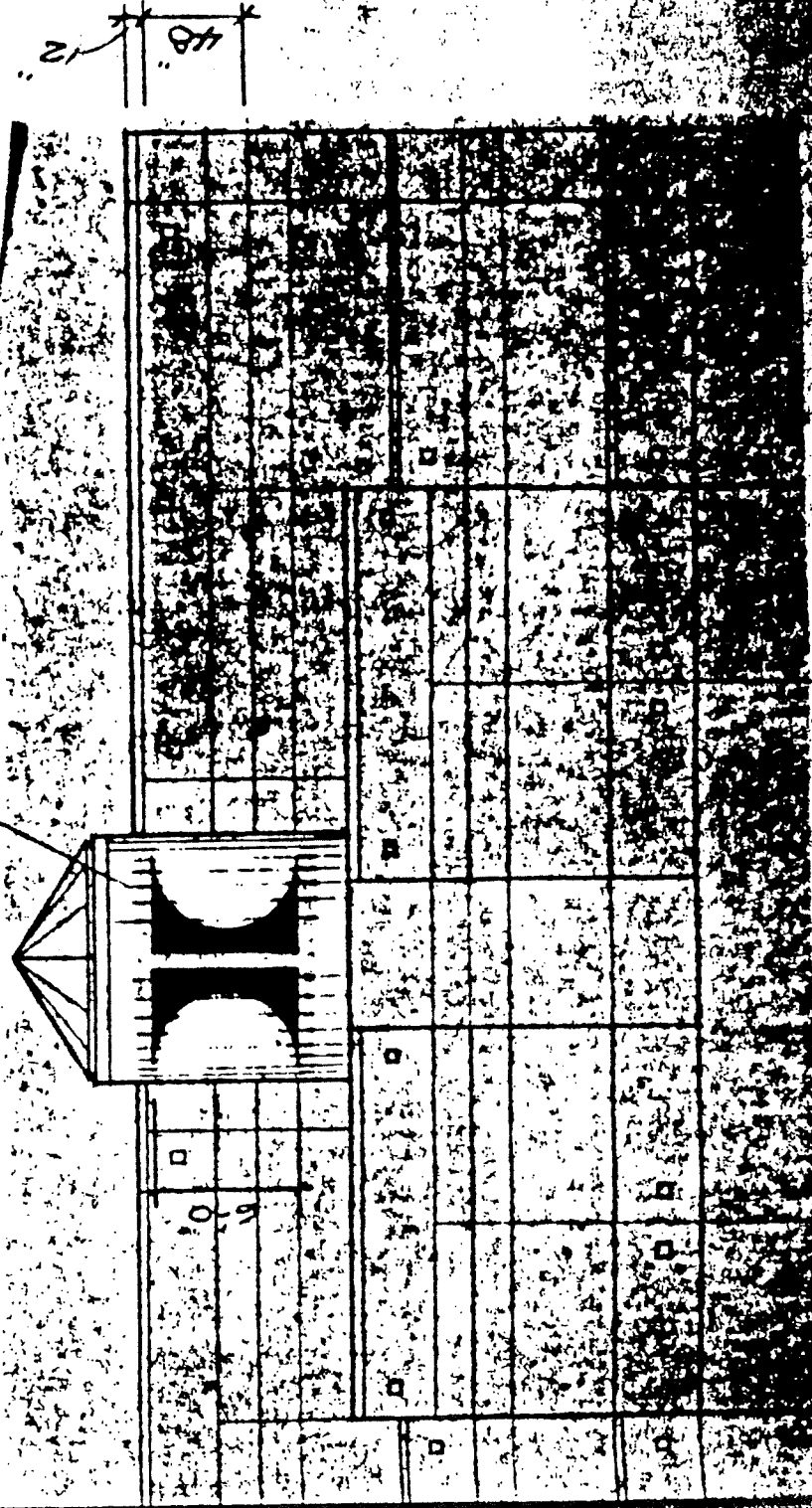
CUSTOMER	COMMONWEALTH	HILTONS
LOCATION	TUREWAY RD.	SC 1-75
DATE	6-28-87	
SIGNMAN	GEORGE BARRIE	
DRAWN BY	WYLLIAMS	
SCALE	1/2" = 1'-0"	



United Signs, Inc.

1030 Straight Street Cincinnati

NOTE: THIS LOGO MUST BE CURVED TO CONFORM TO TURRET SHAPE.



NORTHEAST ELEVATION (6'-1-0')

GLASS (CURVED). INTERIOR ILLUMINATED. #2795 RED ACQUA PIGMENTS
GLASS AND RETAINERS PAINTED TO MATCH.

ORDINANCE NO. 0-6-87

AN ORDINANCE ADOPTING AND APPROVING ESTABLISHMENT OF A SPECIAL SIGN DISTRICT PURSUANT TO SECTION 1950 OF THE BOONE COUNTY ZONING REGULATIONS FOR CERTAIN PROPERTY LOCATED, GENERALLY, ON THE SOUTH SIDE OF TURFWAY ROAD WEST OF I-75, IN THE CITY OF FLORENCE, KENTUCKY. (CORPOREX PROPERTY)

WHEREAS, the City of Florence, Kentucky is a legislative body member of the Boone County Planning Commission, a joint city-county planning unit, established under Chapter 100 of the Kentucky Revised Statutes, and

WHEREAS, owners of certain real estate located on the west side of Turfway Road west of I-75 requested, pursuant to Section 1950 of the Boone County Zoning Regulations, establishment of a special sign district, and

WHEREAS, the Boone County Planning Commission has recommended approval of a special sign district for this property based on the application and the Committee Report setting forth conditions accepted and agreed to by the property owner.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY OF FLORENCE, KENTUCKY AS FOLLOWS:

SECTION I

That the special sign district request by the owner of property located on the south side of Turfway Road west of I-75 shall be and the same is hereby adopted and approved pursuant to Section 1950 of the Boone County Zoning Regulations, subject to the recommendation of the Boone County Planning Commission, including its Committee Report, and the terms and provisions of the application submitted by the property owner. The real estate for which this special sign district is approved is more particularly described in Exhibit "A", a copy of which is attached and incorporated herein by reference as if fully set out.

SECTION II

That the recommendation of the Boone County Planning Commission regarding this establishment of a special sign district shall be and is hereby adopted and approved by the City Council of Florence, Kentucky, which includes acceptance of the fundings made by the Boone County Planning Commission as part of its recommendation.

SECTION III

This establishment of a special sign district is subject to and conditioned upon the Committee Report of the Boone County Planning Commission which was accepted and its terms, provisions and conditions agreed to by the applicant/owner for this request, becoming part of its application and development plan for the

establishment of this special sign district. A copy of this Committee Report is attached, marked Exhibit "B" and incorporated herein by reference as if fully set out.

SECTION IV

That this establishment of a special sign district is subject to the conditions and provisions of the submitted application by the applicant/property owner.

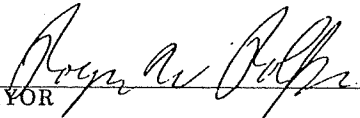
SECTION V

In the event the establishment of this special sign district would be held invalid by any court of proper jurisdiction, such invalidity shall not affect the validity of any of the other zoning regulations, zoning map or comprehensive plan provisions as they are severable from this approval for this particular piece of property, and are intended to continue to have effect regardless of any invalidity to this particular approval.

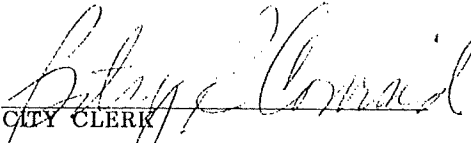
PASSED AND APPROVED ON FIRST READING THIS 10th DAY OF March, 1987.

PASSED AND APPROVED ON SECOND READING AND PUBLICATION ORDERED THIS 24th DAY OF March, 1987.

APPROVED:


MAYOR

ATTEST:


CITY CLERK