

APPLICATION FORM

ZONING MAP AMENDMENT
BOONE COUNTY PLANNING COMMISSION

FIVE (5) COPIES OF SUBMITTED DRAWINGS ARE REQUIRED

(See Boone County Zoning Regulations)

SECTION A (To be completed by applicant)

- 1. Name of Project Florence Square
2. Location of Project 7619-7647 Mall Road
3. Total Acreage of Site 11.5+/- Acres
4. Current Zoning of Site "C-2"
5. Proposed Zoning (Classification being requested) "C-2"/Special Sign District
6. Proposed Uses (please specify each use) Retail shopping center with additional signage.
7. Names of Applicant(s) Anne F. McBride - McBride Dale Clarion
8. Address of Applicant(s) 5725 Dragon Way, Suite 220
9. Name of Property Owner(s) New Plan Property Holding Co. (Attn: Martin Liles)
10. Address of Property Owner(s) P. O. Box 4900
11. Proposed Building Intensities (please specify) 26% (130,558 SF on 11.5+/- Acres)
12. Are there any existing buildings on the site? Yes
13. Deed Book 871 Page No. 412 Group No.
14. Are you also applying for:
15. Have you submitted a Concept Development Plan?
16. Have you had a pre-application meeting with BCPC Staff? Yes
17. Please check the following organizations/agencies which you have discussed the proposed development within the last several months:

- Boone County Water District
[X] Florence Public Services Dept.
[X] Duke Energy
[X] Sanitation District #1
[X] Cincinnati Bell
Owen Electric Cooperative, Inc.
Boone County Public Works Department
Kentucky Transportation Cabinet
Cincinnati/N. KY International Airport (KY Airport Zoning Commission for height restrictions near the airport)

(over)

# EXHIBIT

“A”

## STAFF REPORT

Request of **Anne F. McBride - McBride Dale Clarion (applicant)** for **New Plan Property Holding Co. (Attn: Martin Liles) (owner)** for a Zoning Map Amendment for a Special Sign District for an approximate 11.5 acre site located at 7619 - 7647 Mall Road, Florence, Kentucky. The request is for a Special Sign District in a Commercial Two (C-2) zone to allow alternative signage.

February 1, 2012

### REQUEST

Article 40 of the *Boone County Zoning Regulations* defines a sign as "a device designed to promote and identify an establishment or activity by any means including but not limited to words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images."

The applicant is requesting this Zoning Map Amendment for a Special Sign District to allow alternative signage in a Commercial Two (C-2) zone for the redevelopment of the former cinema and several tenant spaces within the Florence Square commercial development. The major site plan to construct the new Florence Kroger Marketplace was submitted on December 6, 2011 and is still currently under review.

The project narrative and exhibits (attached) request a new 35' high freestanding in front of the fuel canopy along Mall Road, signage on all four fuel canopy facades and building mounted signage on the front and rear of the new Florence Kroger Marketplace.

The proposed freestanding sign, as submitted, is 35' high with 207.9 square feet of signage. Their exhibit shows this sign advertising the Marketplace, its "tenants" and fuel prices. The existing development sign for Florence Square is located approximately 480 feet south at 40' high and 300 square feet.

The proposal shows building mounted signage on the front and rear of the new Marketplace. On the front elevation, they are breaking up the signage into eight (8) sign areas for a total of 435.75 square feet. The rear elevation has two (2) sign areas with a total of 165.80 square feet. The current sign regulations would allow 2 square feet of signage per lineal foot of the building and maximum of three sign areas. The Marketplace is 499.25 l.f. which converts to 998.50 s.f. of building mounted signage.

This site is within Area 8 of the Mall Road District Study which is still under review. A copy of Area 8 and Chapter 5 (Signage) of the Mall Road District Study as proposed are attached to this report.

### ADJACENT ZONING AND LAND USES

- North: Businesses within the Florence Square commercial development zoned Commercial Two (C-2).
- East: Properties across Mall Road, zoned Commercial Two (C-2).
- South: Businesses within the Florence Square commercial development zoned Commercial Two (C-2).

West: Undeveloped property accessed from Cayton Road zoned Commercial Two (C-2).

#### RELATIONSHIP TO COMPREHENSIVE PLAN

The Future Land Use Map shows the subject property as Commercial (C). This classification is defined in the adopted Comprehensive Plan as:

Commercial: "Retail, corporate and professional office, interchange commercial, indoor commercial recreation, restaurants, services, etc."

The Land Use Element text within the 2005 Boone County Comprehensive Plan makes the following statements that relate to the overall area:

- A. "The Mall Road area has been recommended through the 2002 Mall Road Corridor Study to become a new urbanism corridor. The Study shows a dense, well designed, urban style of development that should occur over time (2. Florence Commercial Area, pp. 144)."
- B. "The visual appearance of commercial areas in general, and of Mall Road in particular, should be enhanced through the design of buildings, landscaping, signs, and arrangement of buildings. Attention to aesthetic impacts of proposed developments should be part of all phases of the review process ("2. Florence Commercial Area, pp. 145)."

The Land Use Element does refer to signage by stating:

"Developments in Boone County should give consideration to the overall design of the area. Design should be a primary concern at the early stages of the development, with an emphasis on the aesthetic impact of the proposed use. The minimal use of signs is encouraged; signage should be adequate to identify a specific development, but should not be used as a means to compete for motorist attention. The objective is to avoid the confusion and/or distraction of motorists, and to avoid the potential negative impacts of signs on the visual appearance of a development or corridor" (Design, Signs, and Historic Preservation, p.142).

The adopted 2010 Boone County Comprehensive Plan Goals and Objectives include the following pertinent statements:

- A. Proper planning is achieved through accepted land use management tools and coordination with public infrastructure ("Overall," Goal).
- B. Boone County shall be viewed as an integral part of the Cincinnati Metropolitan Area ("Overall," Objective 1).
- C. Development issues shall be viewed in terms of promoting overall quality of life. Mixing of residential and other land uses shall be encouraged within appropriately planned and designed neighborhood developments ("Overall," Objective 2).

- D. Boone County businesses are developed in appropriate locations and are compatible with their surrounding areas ("Business Activity," Goal).
- E. Highway commercial uses shall be in close proximity to highway interchanges for maximum convenience and economy to the traveling public, while minimizing impact to the community in terms of traffic congestion, local commuting patterns and access ("Business Activity," Commercial Objective 3).

### STAFF COMMENTS

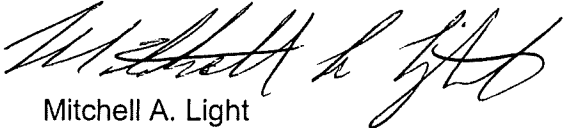
1. The proposal shows building mounted signage on the front and rear of the new Marketplace. On the front elevation, they are breaking up the signage into eight (8) sign areas for a total of 435.75 square feet. The rear elevation has two (2) sign areas with a total of 165.80 square feet. The current sign regulations would allow 2 square feet of signage per lineal foot of the building and maximum of three sign areas. The Marketplace is 499.25 l.f. which converts to 998.50 s.f. of building mounted signage.
2. The fascia of the fuel canopy as proposed shows a logo, fuel prices and a "stripe" on all four (4) sides. The current regulations only allow signage on three (3) sides at 25% of the fascia area and would consider all of that (the logo, fuel prices and "stripe") signage. The proposed sign regulations in the Mall Road District Study would treat the "stripe" as an architectural feature and not signage. Both the Planning Commission Staff and City of Florence Staff are in agreement that fuel prices on all four canopy elevations and the proposed freestanding sign is excessive. The gas canopy is 19' high and located approximately 75' from the proposed freestanding sign and 90' from the Mall Road right-of-way.
3. Staff would like to point out that this application proposes a 35' high freestanding sign advertising fuel prices, the Kroger Marketplace and its "tenants" when there is an existing 40' high freestanding sign for the Florence Square development.
4. An e-mail from City of Florence Staff was received and is attached to this report.
5. Staff would like to know if the additional freestanding sign for the new Kroger Marketplace is approved, will Kroger remove themselves from the existing Florence Square free standing sign?
6. This site is within Area 8 of the Mall Road District Study which is still under review. A copy of Area 8 and Chapter 5 (Signage) of the Mall Road District Study as proposed are attached to this report.

### CONCLUSION

The Boone County Planning Commission and the City of Florence must review this request on the basis of its relationship to the Comprehensive Plan and in terms of the three (3) criteria necessary for a Zoning Map Amendment.

1. The map amendment request is in agreement with the adopted Comprehensive Plan and any specific study designed to further detail the Boone County Comprehensive Plan for the location in question; or,
2. The existing zoning classification is inappropriate and that the proposed zoning classification is appropriate; or,
3. There have been major changes of an economic, physical, or social nature not anticipated in the adopted Comprehensive Plan that substantially alter the area's character.

Respectfully Submitted,

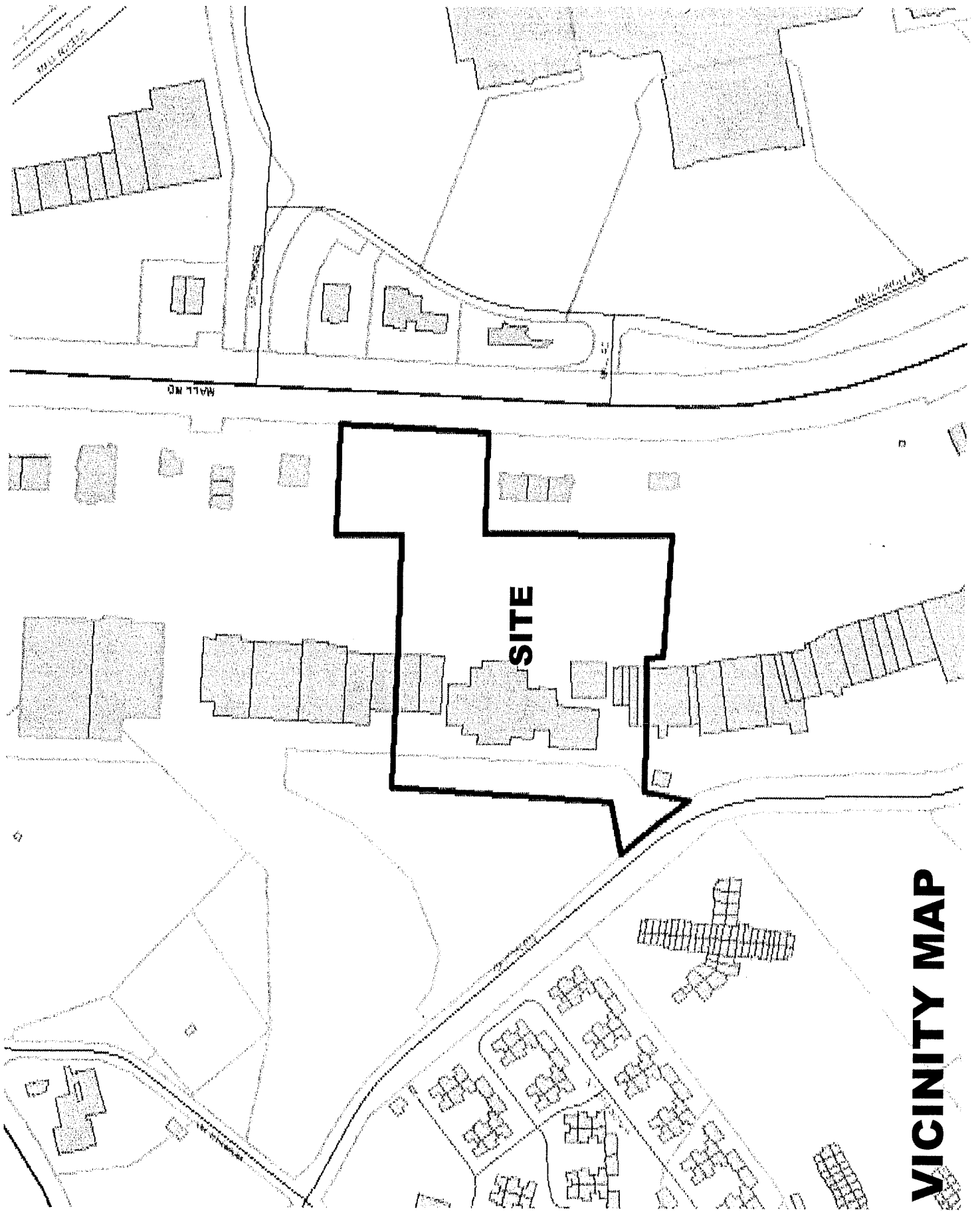


Mitchell A. Light  
Asst. Zoning Administrator/Enforcement Officer

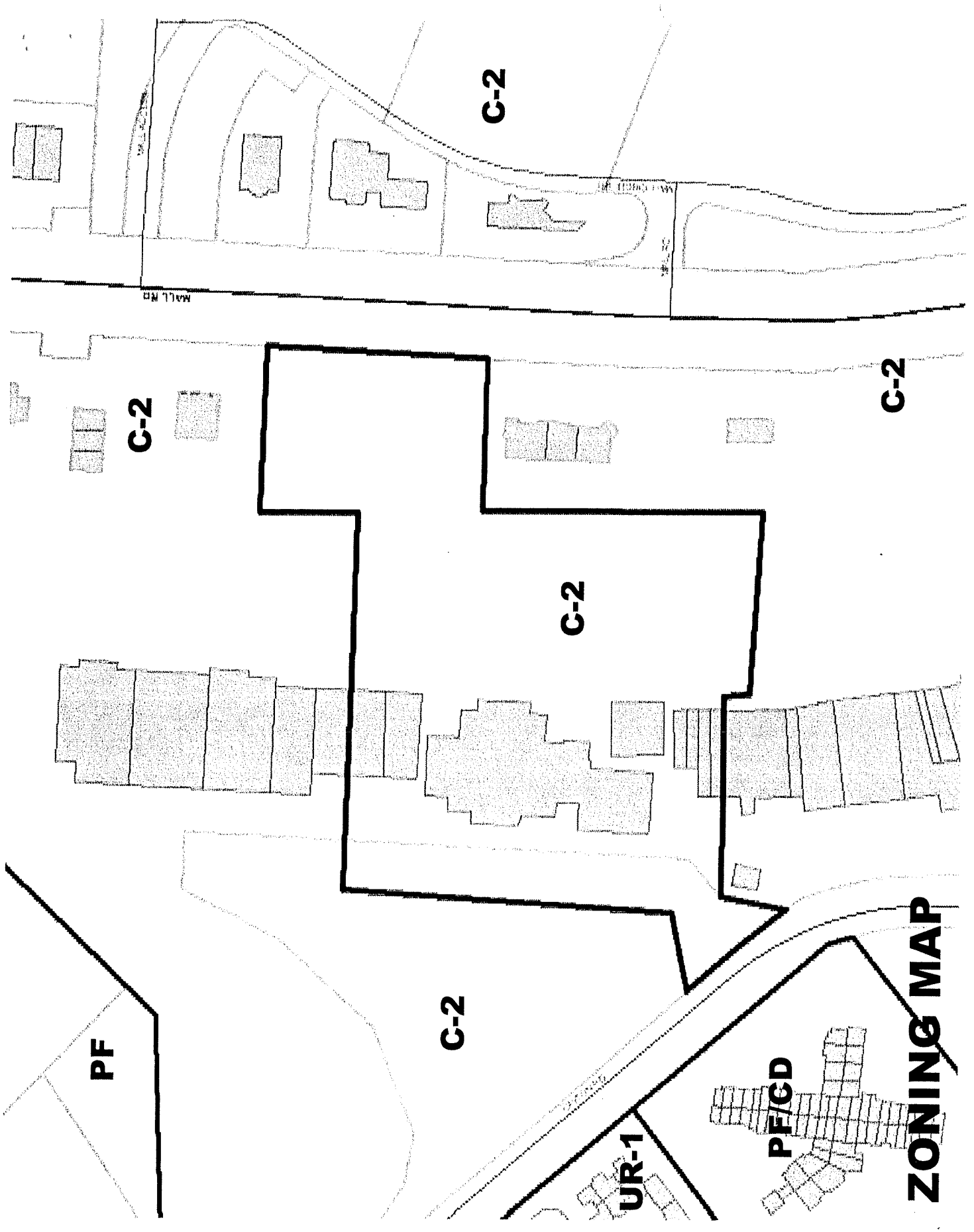
MAL/vlm

Attachments:

- Vicinity Map
- Zoning Map
- Future Land Use Map
- Applicants "Special Sign District" Narrative
- Proposed Mall Road District Study, Area 8
- Proposed Mall Road District Study, Signage (Chapter 5)
- E-mail comments from the City of Florence
- Application



**VICINITY MAP**



**C-2**

**C-2**

**C-2**

**C-2**

**C-2**

**PF**

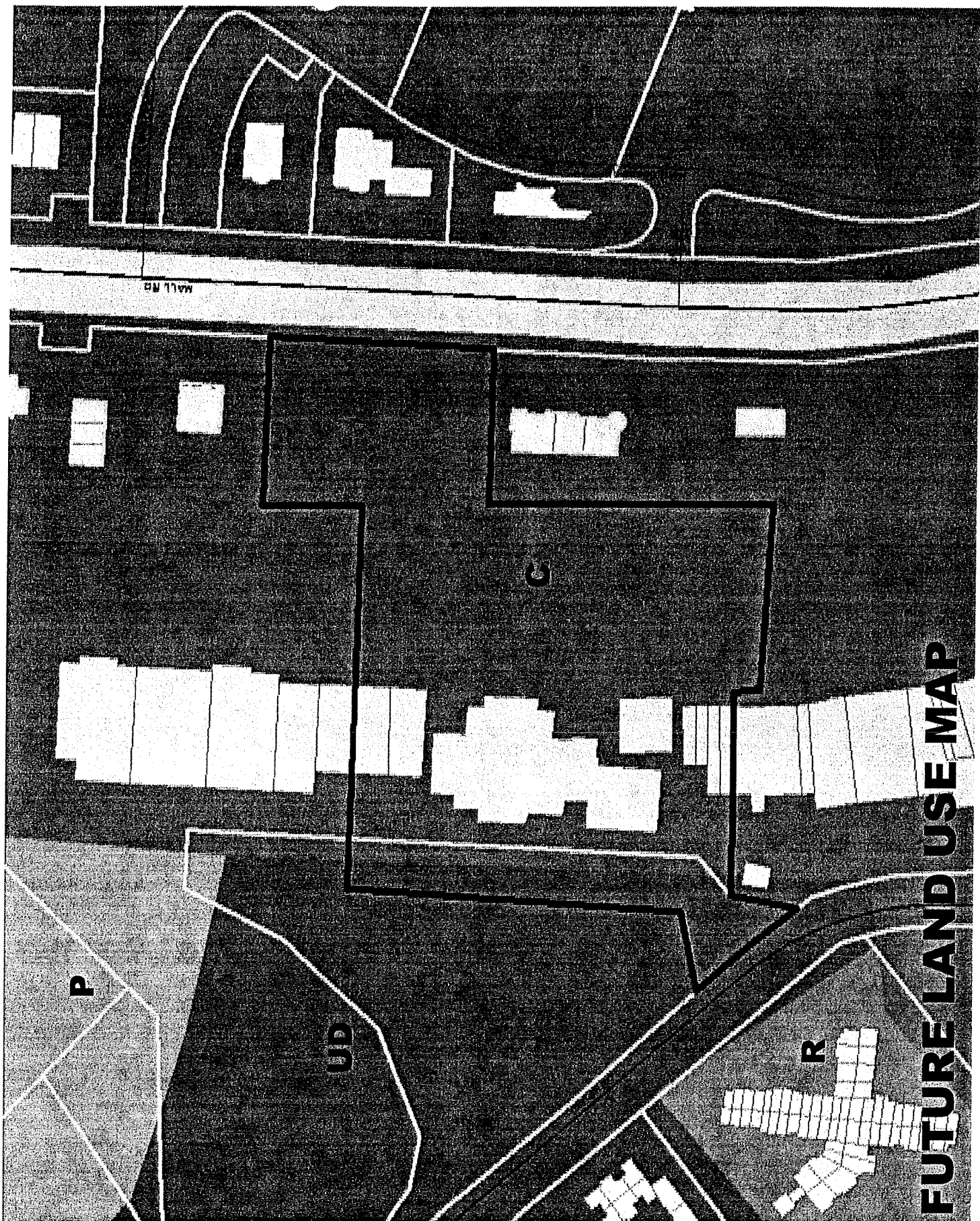
**UR-1**

**PF/CD**

**ZONING MAP**

MALL RD

101 HWY



**FUTURE LAND USE MAP**

**Kroger Florence Square**  
**Special Sign District**

Kroger is currently located in a 44,299 square foot building at the west end of the Florence Square development on Mall Road in Florence. Kroger is proposing to relocate the store to the center of the development in a new 123,678 square foot building that will have the conveniences of a modern Kroger store such as drive-through pharmacy operations. Additionally, Kroger will be constructing a fuel center on Mall Road with a total of 9 pump islands covered by a canopy. To make way for the store relocation, a total of 88,433+/- square feet of existing building area, including the movie theater, will be demolished.

To provide adequate identification for the proposed Kroger redevelopment, a Special Sign District is being requested. There are a number of uses within the Kroger store that require identification and the fuel center needs to be able to display pricing information. Following is the signage proposed for the Kroger redevelopment:

**Kroger**

East/Front Elevation:

“Kroger” @ Marketplace	92.80 SF
“Marketplace”	73.00 SF
“Kroger” @ Pharmacy	39.90 SF
“Pharmacy”	39.90 SF
“Bank”	24.50 SF
“Fred Meyer Jewelers”	68.00 SF
“Starbucks”	39.90 SF
“Rx Drive-Thru”	<u>57.75 SF</u>
Total:	435.75 SF

South/Side Elevation: No Signage Proposed

Rear/West Elevation:

“Kroger” @ Marketplace	92.80 SF
“Marketplace”	<u>73.00 SF</u>
Total:	165.80 SF

Total Building Sign Area Proposed: 601.55 SF

Total Building Sign Area Allowed: 2,512 SF

Total Number of Building Signs Proposed: 10 Signs

Total Number of Building Signs Allowed: 9 Signs

**Kroger Fuel Center:****Canopy**

## West Canopy Elevation:

“Kroger”	13.00 SF
“Logo”	6.77 SF
“Fuel Pricing”	<u>45.50 SF</u>
Total:	65.27 SF

## East Canopy Elevation:

“Kroger”	13.00 SF
“Logo”	6.77 SF
“Fuel Pricing”	<u>45.50 SF</u>
Total:	65.27 SF

## North Canopy Elevation:

“Logo”	6.77 SF
“Fuel Pricing”	<u>45.50 SF</u>
Total:	52.27 SF

## South Canopy Elevation:

“Logo”	6.77 SF
“Fuel Pricing”	<u>45.50 SF</u>
Total:	52.27 SF

Canopy Proposed Sign Area: 235.08 SF

Canopy Allowed Sign Area: 258.30 SF

Number of Elevations Permitted Signage: 3

Number of Elevations Proposed Signage: 4

**Kiosk**

West Elevation: “Logo” 4.80 SF

East Elevation: “Logo” 4.80 SF

**Freestanding Signage:**

Sign Area: 207.9 SF

Sign Height: 35'

The proposed signage for the Kroger redevelopment is relatively consistent or below the amount of sign area permitted in the "C-2" District. The need for the additional number of signs is due to the number of uses located within the Kroger and the need to provide pricing information for the fuel center. The proposed freestanding sign has been designed in a manner to complement the proposed building design. Currently Florence Square has one freestanding sign for the 381,255 square feet of retail space at their main access for tenant identification. Given the 54.4 acres and 423,380 square feet of retail space that will be contained within the Florence Square development, we believe that a second tenant identification sign is warranted. Approval of the Special Sign District will allow the Kroger redevelopment to move forward as proposed.

recommended vehicular and pedestrian connection to Area 5, provided it is feasible as discussed in the Area 5 text. This scope of work may also include reconfiguring the current southern-most alignment of Connector Drive between Florence Center and the Mall Road/Heights Boulevard intersection from a radial curve to a T intersection.

### Area 7

The existing Paddock Club Apartment complex is anticipated to remain. The undeveloped section of the Area should be configured in a grid pattern which extends from Area 6 as discussed above. The eastern part of this undeveloped section is recommended to contain a transitional combination of multi-use or mixed-use buildings that house office, commercial, and potentially residential uses.

The western part of this undeveloped section is recommended for any type(s) of freestanding residential structures within a close knit traditional neighborhood setting, provided multi-story structures are provided. The physical layout of both sections should front buildings close to the internal streets/drives and include integral curb walks and street trees. Parking and vehicular areas should largely be placed to the side and rear of buildings.

A gated emergency access drive between this Area and Utterback Creek Road is recommended. A street connection for routine public use is not recommended at this point. A hard surfaced pedestrian connection with substantial lighting should be provided between this Area and the Yealey Elementary School campus to the west. At least one hard surfaced pedestrian connection with substantial lighting should be provided between this Area or Area 6 and Achates Avenue. Existing tree cover along the common boundaries between this Area and the adjoining properties outside of the overall Study Area should be maintained as part of the required buffering.

### Area 8

Substantial new development and/or redevelopment is recommended to occur in the Area, particularly from north to south between the Mall Access road at the north end of Florence Marketplace in Area 1 and Cayton Road. The Florence Square portion of this Area, combined with Area 2 across Mall Road, should be reinforced as the main activity center in the overall Study Area.

A combination of office and commercial uses that are Principally Permitted in the underlying C-2 zone are recommended, provided they do not include outside storage or display and all business functions occur indoors. Residential uses are also appropriate in these office/commercial buildings, except for on ground floors. These office and commercial uses should transition westward through a tier of multi-use or mixed-use buildings and to attached and/or multi-family residential structures in the west part of this

Area, with a combination vehicular/pedestrian connection to Cayton Road. Public facility/institutional/civic uses are also appropriate in the west part of this Area. This section should include at least one formal public gathering space which can be used for outdoor events and which can provide a viewshed into the site from Mall Road (a "civic space plaza" per Chapter 4). Existing tree cover along the common boundaries between the western part of this Area and the adjoining properties outside of the overall Study Area should be maintained as part of the required buffering. Also, landscaping along Cayton Road should include informal clusters of evergreen trees, hardwood trees, and berming versus a rigid street tree scheme.

The Florence Square portion of this Area should be arranged in a grid or grid-like configuration which extends into the undeveloped portion to the west near Cayton Road. This extension would involve at least some level of demolition of existing structures. The vacant movie theater is assumed to be a reasonable candidate for demolition due to its apparent functional obsolescence, although a direct alignment from one of the existing Mall Road access points is preferred. If public streets are not used, shared private development streets/driveways should be provided for the main internal access corridors and include integral curb walks and street trees.

Buildings are recommended to be provided immediately along the main east-west vehicular corridors, especially those which extend from the intersections of Mall Road with Mall Circle Road and the Mall connector drive at the approximate midpoint of the Mall property in Area 2. Buildings may face each other across the intervening spaces in the grid, and buildings will need to be arranged so that direct viewsheds from Mall Road are provided for commercial building frontages that are not located immediately along the road. A common architectural theme for either the overall Area or recognizable phases within it should be provided.

Should the area between the Mall Access road at the north end of Florence Marketplace in Area 1 and Mall Circle Road be redeveloped, the grid configuration and the same basic development concepts recommended for office/commercial structures in Florence Square should be followed. Should the area between the Mall Access road at the north end of the Village at the Mall center in Area 1 and KY 18 be redeveloped, the individual sites should be reconfigured to have recognizable, continuous vehicular and pedestrian interconnections which extend from the basic grid configuration recommended for the remainder of this Area. A hard surfaced pedestrian connection with substantial lighting should be provided between the northern portion of this Area and Hopeful Church Road in the proximity of Chancellor Drive. A vehicular connection in this same area which aligns with Chancellor Drive at Hopeful Church Road is recommended if the car dealership at this point along Hopeful Church Road should redevelop.

Development or redevelopment immediately along Mall Road should site the buildings in close proximity to said road to create a "street wall" effect with the primary facades facing

Mall Road, with parking placed substantially to the side and rear of the lots. Pedestrian improvements such as gathering spaces, seating, low-scaled lighting, and street trees are recommended along public sidewalks. No direct lot access should occur on Mall Road. Shared access points should be provided, as well as vehicular and separate, defined pedestrian connections between adjoining lots and buildings.

The lots on the southwest corner of the Mall Road/KY 18 intersection, the northwest and southwest corners of the Mall Road/Mall Circle Road intersection, and the northwest and southwest corners of the Mall Road/Mall connector drive intersection at the approximate midpoint of the Mall property in Area 2, are "Impact Sites" per the Impact Site Map on page 2.16. Any redevelopment of these sites should: place the building immediately at the road intersection without any intervening vehicular areas; include a multiple story building (or high parapet or other means to provide additional height to a single level building) to create a larger scale and to anchor the building to the intersection; include broad storefronts or other form of substantial fenestration on both street frontages; and include unique, high quality signature architectural design which uses visually substantive building materials. The buildings at the Mall Road/Mall Circle Road and Mall Road/Mall connector drive intersections would establish the approximate building lines for additional building development along the main east-west vehicular corridors recommended for this Area.

There are two main north-south shared vehicular drives which run through this Area. The first alignment acts as a frontage road to Mall Road and runs between the site on the southwest corner of the Mall Road/KY 18 intersection and Cayton Road (includes individual parking lot connections), and aligns with Connector Drive at the intersection with Cayton Road. The second alignment runs across the strip center building frontages between HH Gregg and Cayton Road. These two routes should be improved as single identifiable alignments with one standard street section design throughout the Area, sidewalks on both sides of the street, and the elimination or drastic reduction in the amount of minor parking lot driveways that intersect with them. The shared private development street/driveway approach outlined in Chapter 3 may be used for these routes. Minimizing the number of minor intersections is particularly important for the first alignment which most closely parallels Mall Road (Connector Drive extension). Separate turn lanes need to be provided at the main intersections within this Area. Additionally, the section of the north-south frontage road that parallels Mall Road (Connector Drive extension), will need to be moved to the west at the HH Gregg entrance drive from Mall Road, with the appurtenant intersection at the northwest corner of the Taco Bell lot being reconfigured into a T fashion.

## CHAPTER 5

# SIGNAGE

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This chapter outlines permitted signage within the limits of the Mall Road (MR) Overlay District. The Mall Road Overlay Sign District replaces the prior Mall Road Commercial Sign District outlined in Section 3440 of the Boone County Zoning Regulations. The differences between the proposed text and the version that is in the zoning regulations adopted by the City on 10/28/08 are shown in Appendix B.

Signage in the Mall Road Overlay Sign District is subject to the Sign Permit procedure outlined in Section 3405 of the zoning regulations. Signage is not subject to architectural/design review through the Site Plan procedure as discussed in Chapter 4.

### Mall Road Overlay Sign District

The Mall Road Overlay Sign District applies to those properties which are within the Mall Road (MR) Overlay as part of the Mall Road District Study. The purpose of the sign district is to promote the mixed-use district that is visualized by the study with high quality construction materials and to follow the recommendations of the 2005 Boone County Comprehensive Plan. The Land Use Element found in the 2005 Comprehensive Plan states that "the minimal use of signs is encouraged; signage should be adequate to identify a specific development, but should not be used as a means to compete for motorist attention. The objective is to avoid the confusion and/or distraction of motorists, and to avoid the potential negative impacts of signs on the visual appearance of a development or corridor" (Future Land Use Development Guidelines - Design, Signs, and Historic Preservation, pg. 142).

For the purpose of the Mall Road Overlay Sign District, the following standards shall apply:

1. All sections of Article 34 not otherwise replaced below;
2. A density of one (1) architectural freestanding sign which identifies a shopping center, mixed use commercial, commercial subdivision, planned development, or single-use commercial development and its major access point shall be permitted in accordance with the following standards:
  - A. The sign shall not exceed 20 feet in height.
  - B. The maximum size of the sign shall be no more than one (1) square foot of sign area per lineal foot of road frontage along the street frontage where the sign is to be located. No architectural freestanding sign shall exceed two

hundred (200) square feet in area.

- C. The base of the sign shall be constructed of materials, colors, and design details which match or correlate to one of the principal buildings on site. A second option is for the pole structure(s) to have sculptural or artistic characteristics. Lastly, a monument sign may be substituted as the permitted freestanding sign. The base of the monument sign shall be constructed with materials, colors, and design details which match or correlate to one of the principal buildings on site. The top of the monument sign shall have an architectural feature or finish, such as a gable, arch, or pediment.
- D. Up to 50% of the area of any permitted architectural freestanding or monument sign may be used as manually changeable copy display. Proposed manually changeable copy display(s) shall be located beneath all fixed copy signs.
- E. One (1) electronic message board or electronic display screen which is used solely to advertise infrequently changing alphanumeric and numeric messages (e.g. - fuel prices, hotel room rates, etc.) shall be permitted on the architectural freestanding or monument sign as a Conditional Use. Such message signs must conform to Article 2, Sections 260-267, inclusive, of this order, and further shall be subject to the following minimum standards and requirements:
  - (1) The application for conditional use permit shall be accompanied by the following information:
    - a. All of the information required in Section 3405 of this Article;
    - b. Identification of all thoroughfares from which the sign will be visible; and
  - (2) Infrequently changing electronic message boards or electronic display screens as conditional uses, shall conform, at a minimum to the following requirements:
    - a. Such message boards and screens will be considered a part of the architectural freestanding sign; up to twenty percent (20%) or twenty (20) square feet (whichever is less) of the permitted sign area can be in the form of an electronic message board or display screen.

- b. All such message boards and screens shall meet the minimum standards of the Kentucky Transportation Cabinet and any other controlling local, state, or federal agency.
  - c. Apparent motion of the visual message, caused by, but not limited to, the illusion of moving objects, moving patterns or boards of light, expanding contracting, or rotating shapes or other similar animation effects, shall be prohibited. Such restriction applies to "scrolling", "running", or "flashing" messages.
  - d. The message displayed on the board shall not change more than three (3) times per day.
  - e. Messages shall be displayed in one color on a black background.
  - f. The sign shall be equipped with a dimmer and the message shall dim as the sky gets darker.
  - g. Off-premise advertising shall be prohibited on the sign.
3. Any parcel or outlot which is accessible from or marketed as part of a shopping center, mixed use commercial, commercial subdivision, or planned development (except for the lot where the above referenced architectural free-standing sign is located) shall be permitted a density of one (1) on-premises monument sign for the purpose of identifying the tenant(s) on the lot based on the following standards:
- A. The sign shall not exceed eight (8) feet in height.
  - B. The maximum size of the sign shall not exceed sixty (60) square feet in area.
  - C. The base and sides of the sign shall use construction materials and design details that match the outlot building.
  - D. The top of the sign shall have an architectural feature or finish, such as a gable, arch, or pediment.
  - E. Single panel plexi-faced cabinets shall not be permitted.
  - F. Up to 50% of the area of any permitted monument sign may be used for manually changeable copy. Any proposed manually changeable copy shall be located immediately on top of the sign base.

- G. One (1) electronic message board or electronic display screen which is used solely to advertise infrequently changing alphanumeric and numeric messages (e.g. - fuel prices, hotel room rates, etc.) shall be permitted on the monument sign as a Conditional Use. Such message signs must conform to Article 2, Sections 260-267, inclusive, of this order, and further shall be subject to the following minimum standards and requirements:
- (1) The application for conditional use permit shall be accompanied by the following information:
    - a. All of the information required in Section 3405 of this Article;
    - b. Identification of all thoroughfares from which the sign will be visible; and
  - (2) Infrequently changing electronic message boards or electronic display screens as conditional uses, shall conform, at a minimum to the following requirements:
    - a. Such message boards and screens will be considered a part of the monument sign; up to twenty percent (20%) of the permitted sign area can be in the form of an electronic message board or display screen.
    - b. All such message boards and screens shall meet the minimum standards of the Kentucky Transportation Cabinet and any other controlling local, state, or federal agency.
    - c. Apparent motion of the visual message, caused by, but not limited to, the illusion of moving objects, moving patterns or boards of light, expanding contracting, or rotating shapes or other similar animation effects, shall be prohibited. Such restriction applies to "scrolling", "running", or "flashing" messages.
    - d. The message displayed on the board shall not change more than three (3) times per day.
    - e. Messages shall be displayed in one color on a black background.
    - f. The sign shall be equipped with a dimmer and the message shall dim as the sky gets darker.
    - g. Off-premise advertising shall be prohibited on the sign.

4. Sections 3402 and 3413 of the Boone County Zoning Regulations shall be used in determining permitted locations and the amount of building mounted signage that is permitted on a business. Permitted exceptions to Section 3413 are noted in Subsection 2 below.
  - (1) The following standards shall apply to building mounted signage in the Mall Road (MR) Overlay Sign District:
    - A. Channel letters, sandblasted redwood, individual pin mounted letters, neon copy, neon or L.E.D. accent bands, fabric awnings, and similar signs as determined by the Zoning Administrator shall be permitted.
    - B. Manually changeable copy, electronically changeable copy, board signs, plexi-faced panels, internally illuminated awnings, firmly structured awnings with an "inflated" or plastic appearance, and similar signs shall not be permitted unless they are replacing an existing sign of like kind that is the same size or smaller.
    - C. Building mounted signage shall not be permitted in residential developments. Exceptions are professional name plates, addresses, and building numbers.
  - (2) Permitted Exceptions to the building mounted signage regulations found in Section 3413 of the Boone County Zoning Regulations are as follows:
    - A. Projecting, shingle, or blade signs shall be permitted when a main building entrance is in close proximity to a street, private access drive, or shared private development street. Projecting signs will not be treated as one of the three permitted sign areas on a primary or secondary facade but the sign area shall be factored into the total square footage that is permitted on that given facade. The maximum size of a projecting sign shall not be more than 32 square feet in size. Projecting signs shall have a minimum clearance of 10 feet over sidewalks and shall not be permitted to project over vehicular ways.
    - B. Restaurants and entertainment uses (limited to night clubs and live performance venues) shall be allowed to have neon or L.E.D. accent banding along cornice lines and main entrances. The accent banding shall not be treated as one of the three permitted sign areas on a primary or secondary facade but the sign area shall be factored into the total square footage that is permitted on a given facade. The neon or L.E.D. banding shall be limited to 2 inches in height.

5. Section 3410 of the Boone County Zoning Regulations shall be used in determining the location, height, area, and number of entrance signs that are permitted for a residential development. The following standards shall apply to residential entrance signs:
  - A. The base and sides of the sign shall use construction materials and design details that match or correlate to the residential structures on the lot.
  - B. The top of the sign shall have an architectural feature or finish, such as a gable, arch, or pediment.
  - C. Single panel plexi-faced cabinets shall not be permitted.
  - D. Electronically changeable message boards, electronic display screens, and manually changeable reader boards shall not be permitted.
  
6. Seasonal non-commercial banners for the advertising of holidays and special community events shall be permitted without the issuance of a Temporary Advertising Display Permit but are subject to the following standards:
  - A. The banner shall be located on permanent brackets on a light standard.
  - B. The light standard shall be located in close proximity to Mall Road or a shared development private street.
  - C. The banner shall be no larger than sixteen (16) square feet in area and shall not obstruct sight distance.

## Mitch Light

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**From:** Joshua Wice [Joshua.Wice@Florence-KY.gov]  
**Sent:** Wednesday, January 18, 2012 2:56 PM  
**To:** Mitch Light  
**Cc:** Richard Lunnemann; Bob Townsend; Eric Hall  
**Subject:** Kroger special sign district

Mitch, following are a few comments from the city regarding the special sign district for Kroger on Mall Road:

**Free-standing sign:**

- Reduce height to 30'
- Turn into monument-type sign by "filling in" the bottom with some type of stone base
- Add landscaping around the base
- We would like to add a condition that no more than 4 tenant panels (excluding Kroger Marketplace and gas prices) would ever be permitted on the free-standing sign.

**Building signage:**

- No issues

**Gas canopy signage:**

- Reduce from four sides with gas signs to two signs on canopy.

**Joshua R. Wice**

Director, Business & Community Development | City of Florence  
8100 Ewing Boulevard | Florence, Kentucky 41042-7588  
859.647.8177 Main | 859.647.5411 Fax  
[Joshua.Wice@florence-ky.gov](mailto:Joshua.Wice@florence-ky.gov) | [www.florence-ky.gov](http://www.florence-ky.gov)

APPLICATION FORM

ZONING MAP AMENDMENT
BOONE COUNTY PLANNING COMMISSION

FIVE (5) COPIES OF SUBMITTED DRAWINGS ARE REQUIRED

(See Boone County Zoning Regulations)

SECTION A (To be completed by applicant)

- 1. Name of Project Florence Square
2. Location of Project 7619-7647 Mall Road
3. Total Acreage of Site 11.5+/- Acres
4. Current Zoning of Site "C-2"
5. Proposed Zoning (Classification being requested) "C-2"/Special Sign District
6. Proposed Uses (please specify each use) Retail shopping center with additional signage.

- 7. Names of Applicant(s) Anne F. McBride - McBride Dale Clarion
Phone Number 513-561-6232 Fax No. 513-561-1615
8. Address of Applicant(s) 5725 Dragon Way, Suite 220
Cincinnati Ohio 45227
City State Zip

- 9. Name of Property Owner(s) New Plan Property Holding Co. (Attn: Martin Liles)
Phone Number 248-442-5902 Fax No. 248-476-9504
10. Address of Property Owner(s) P. O. Box 4900
Scottsdale Arizona 85261
City State Zip

- 11. Proposed Building Intensities (please specify) 26% (130,558 SF on 11.5+/- Acres)

- 12. Are there any existing buildings on the site? Yes
How many? 3+/-

- 13. Deed Book 871 Page No. 412 Group No.

- 14. Are you also applying for:
Conditional Use Permit
Dimensional Variance

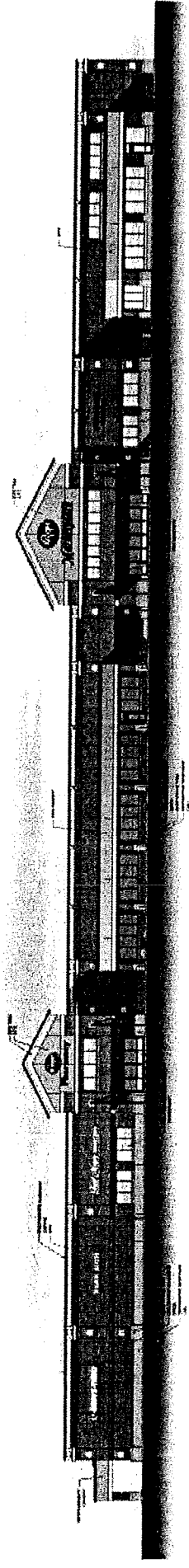
- 15. Have you submitted a Concept Development Plan?

- 16. Have you had a pre-application meeting with BCPC Staff? Yes

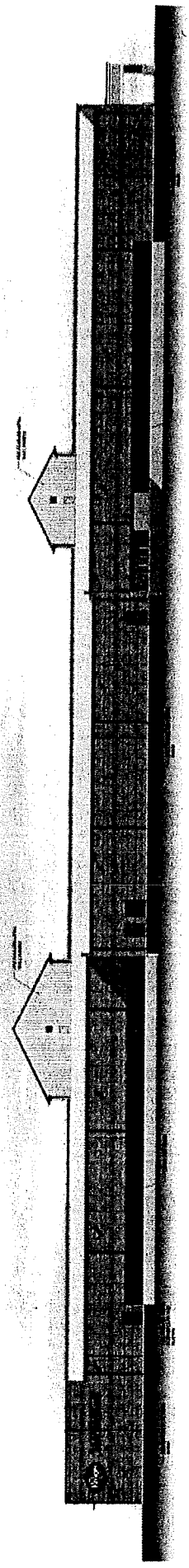
- 17. Please check the following organizations/agencies which you have discussed the proposed development within the last several months:

- Boone County Water District
[X] Florence Public Services Dept.
[X] Duke Energy
[X] Sanitation District #1
[X] Cincinnati Bell
Owen Electric Cooperative, Inc.
Boone County Public Works Department
Kentucky Transportation Cabinet
Cincinnati/N. KY International Airport (KY Airport Zoning Commission for height restrictions near the airport)

(over)



FRONT ELEVATION







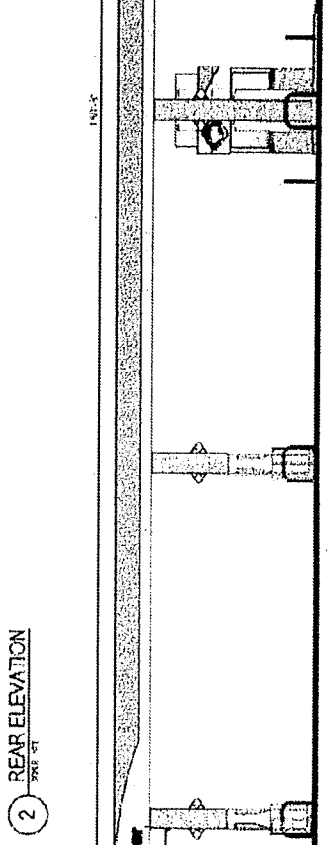
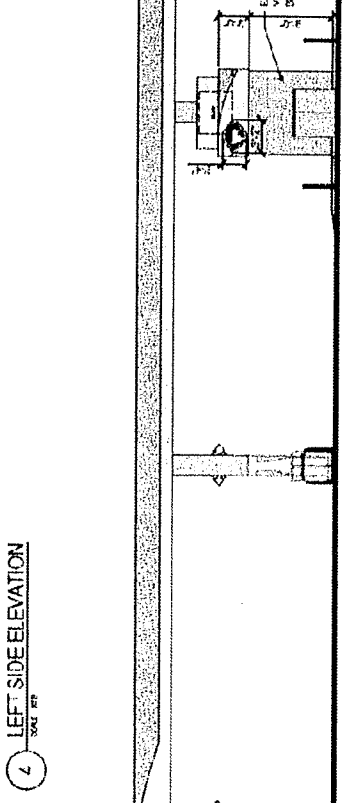
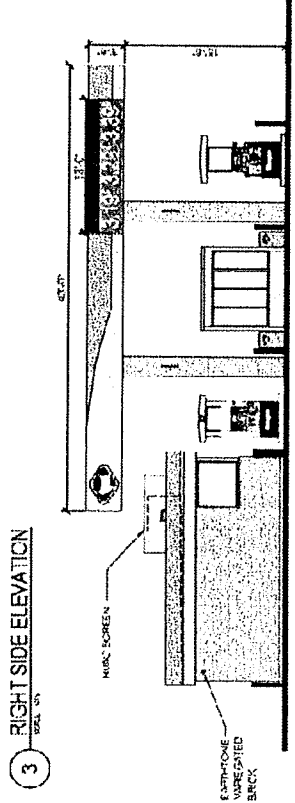
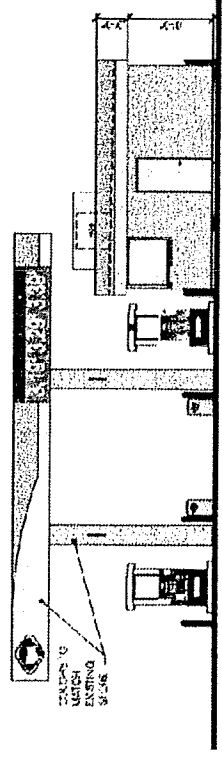
REAR ELEVATION

# PROPOSED BUILDING MOUNTED SIGNAGE

HEIGHT OF KIOSK 11'-0"  
 KIOSK AREA- 21'-10-1/2" X 8'-1-1/2" = 177.3 SF  
 HEIGHT TO BOTTOM OF CANOPY: 15'-6"  
 CANOPY AREA- 44'-0" X 15'-6" = 683.5 SF  
 HEIGHT OF FASCIA: 3'-6"

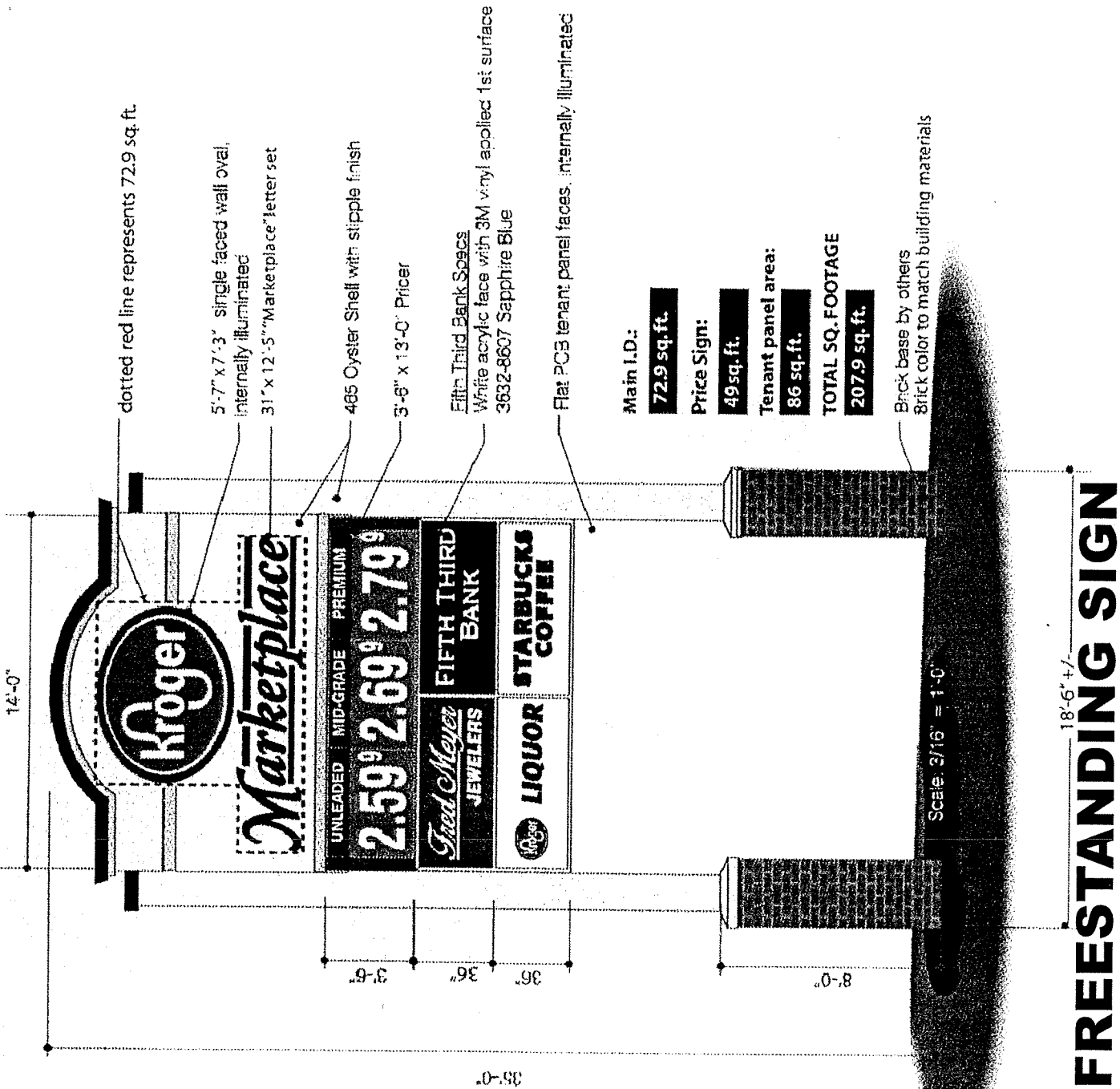
SIGNAGE SCHEDULE

SIGN	QUANTITY	AREA PER SIGN
	1	45.5 SF
	1 (CANOPY)	637.2 SF
	2 (KIOSK)	48 SF
	2	13.0 SF
TOTAL		244.8 SF



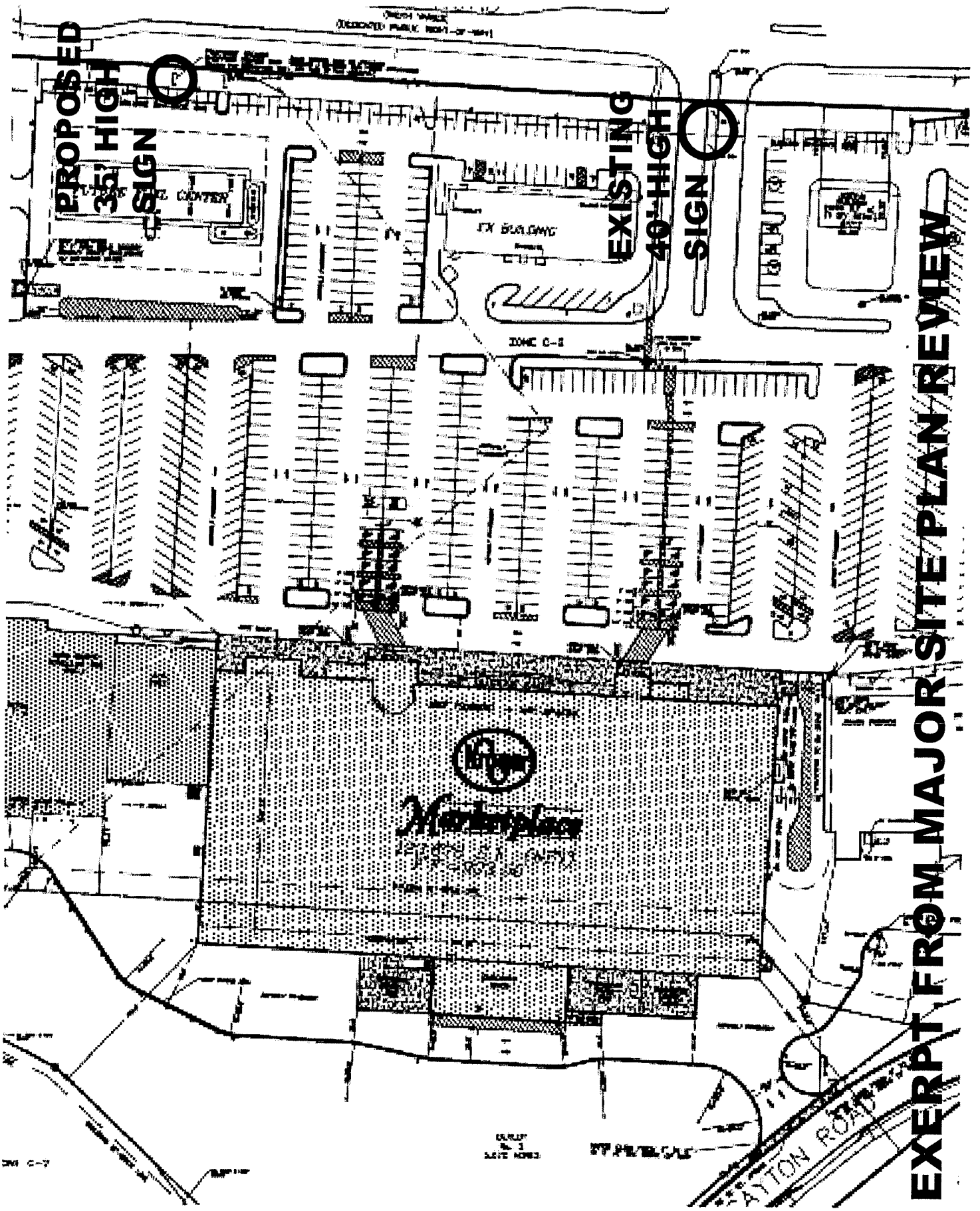
# PROPOSED FUEL CANOPY SIGNAGE

DATE: 10/15/2024  
 DRAWN BY: [Name]  
 CHECKED BY: [Name]  
 PROJECT: [Project Name]



# PROPOSED FREESTANDING SIGN





EXERPT FROM MAJOR SITE PLAN REVIEW

**BOONE COUNTY PLANNING COMMISSION  
BOONE COUNTY ADMINISTRATION BUILDING  
BOONE COUNTY FISCAL COURTROOM  
PUBLIC HEARING  
FEBRUARY 1, 2012  
7:30 P.M.**

---

**COMMISSION MEMBERS PRESENT:**

Mr. Randy Bessler  
Mr. Ben Brandstetter, Temporary Presiding Officer  
Mr. Greg Breetz  
Mr. Kim Bunger, Secretary/Treasurer  
Mr. Mike Ford, Vice Chairman  
Mr. Mark Hicks  
Mrs. Janet Kegley  
Mr. Don McMillian  
Mr. Charlie Reynolds  
Mr. Charlie Rolfsen, Chairman  
Ms. Susan Schultz  
Mr. Bob Schwenke  
Mr. Steve Turner

**COMMISSION MEMBERS NOT PRESENT:**

Ms. Lisa Reeves

**LEGAL COUNSEL PRESENT:**

Mr. Dale Wilson

**STAFF MEMBERS PRESENT:**

Mr. Kevin P. Costello, AICP, Executive Director  
Mr. Mitchell A. Light, Assistant Zoning Administrator/ZEO

Mr. Rolfsen, Chairman, called the Public Hearing to order at 7:30 P.M. and introduced the first item on the Agenda:

**ZONING MAP AMENDMENT FOR SPECIAL SIGN DISTRICT - Mitch Light, Staff**

1. Request of **Anne F. McBride, FAICP - McBride Dale Clarion (applicant)** for **New Plan Property Holding Co. (Attn: Martin Liles) (owner)** for a Zoning Map Amendment for a Special Sign District for an approximate 11.5 acre site located at 7619 - 7647 Mall Road, Florence, Kentucky. The request is for a Special Sign District in a Commercial Two (C-2) zone to allow alternative signage.

Staff Member, Mitch Light, presented the Staff Report, which included a PowerPoint presentation (see Staff Report). The site includes the former Florence Cinema site, the Fuji Steakhouse site and a couple of tenant spaces in the shopping center to the north and south plus the outlot area between Stafford Jewelers and the center that includes Qdoba Mexican Grill. It is the Kroger Marketplace and fueling center that is proposed. The site plan has already been submitted and is being reviewed by Staff. The request only involves signage. Mr. Light referred to the Staff Report, which defines a sign. The applicant is requesting a Zoning Map Amendment to create a Special Sign District to allow alternative signage in a Commercial Two (C-2) zoning district. The Florence Kroger Marketplace will be located in Florence Square Shopping Center. The applicant is requesting a new 35 foot high freestanding sign in front of the fuel canopy along Mall Road, signage on all four fuel canopy facades and building mounted signage on the front and rear elevation of the new Kroger store. The proposed freestanding sign will consist of 207.9 square feet advertising the Marketplace, its tenants and fuel prices. The existing Florence Square sign is approximately 480 feet south of the proposed sign and is 40 feet in height and 300 square feet. The proposal includes building mounted signage on the front and rear of the new Marketplace building. On the front elevation, the applicant is dividing the signage into 8 sign areas for a total of 435.75 square feet. The rear elevation has 2 sign areas with a total of 165.80 square feet. The current sign regulations allows 2 square feet of signage per lineal foot of the building and a maximum of 3 sign areas. The Marketplace is almost 500 feet in length, which converts to about 1,000 square feet of building mounted signage. The site is located within Area 8 of the Mall Road District Study, which is still under review. He stated that a copy of Area 8 and Chapter 5 (Signage) of the Study as proposed is attached to the Staff Report. Mr. Light then identified the surrounding land uses and adjacent zoning to the subject site. The Future Land Use Map identifies the site as Commercial. Adjacent and west of the site, there is some Urban Density land uses even though the property is zoned Commercial Two (C-2). Mr. Light referred to the text of the Land Use Element, which discusses the visual appearance of commercial areas, such as Mall Road, should be enhanced through the design of buildings, landscaping, signs, etc. In addition, there are other references to signage in the Land Use Element as noted in the Staff Report.

Mr. Light then highlighted the location of the proposed Florence Marketplace store and fueling center using an aerial photograph and the submitted Site Plan. He also showed the existing signage on Mall Road for comparison purposes. In terms of Staff comments, the proposal shows building mounted signage on the front and rear of the new Marketplace. On the front elevation, the applicant is proposing to divide the signage into eight (8) sign areas for a total of 435.75 square feet. The rear elevation has two (2) sign areas with a total of 165.80 square feet. The current sign regulations would

allow 2 square feet of signage per lineal foot of the building and maximum of three sign areas. The Marketplace is 499.25 l.f. which converts to 998.50 s.f. of building mounted signage. Second, the fascia of the fuel canopy as proposed shows a logo, fuel prices and a "stripe" on all four (4) sides. The current regulations only allow signage on three (3) sides at 25% of the fascia area and would consider it as (the logo, fuel prices and "stripe") signage. The proposed sign regulations in the Mall Road District Study would treat the "stripe" as an architectural feature and not signage. Both the Planning Commission Staff and City of Florence Staff are in agreement that fuel prices on all four canopy elevations and the proposed freestanding sign seems excessive. The gas canopy is 19' high and located approximately 75' from the proposed freestanding sign and 90' from the Mall Road right-of-way. Third, it should be noted that the applicant proposes a 35' high freestanding sign advertising fuel prices, the Kroger Marketplace and its "tenants" when there is an existing 40' high freestanding sign for the Florence Square development. Fourth, an e-mail from City of Florence Staff was received and is attached to this report. The City staff suggests reducing the height of the freestanding sign from 35 feet to 30 feet and also make the sign look more like a monument sign by "filling in" the bottom of the sign with a stone base. Mr. Light showed the Conner Crossing sign as an example. He has also recommended landscaping around the base and no more than 4 tenant panels excluding the Marketplace and fuel prices be allowed on the proposed freestanding sign. Fifth, staff would like to know if the additional freestanding sign for the new Kroger Marketplace is approved, will Kroger remove themselves from the existing Florence Square free standing sign? Sixth, this site is within Area 8 of the Mall Road District Study which is still under review. A copy of Area 8 and Chapter 5 (Signage) of the Mall Road District Study as proposed is attached to this report.

Mr. Light concluded that the Planning Commission and the City of Florence must review the request based upon the relationship to the Comprehensive Plan and the 3 criteria necessary to approve or grant a Zoning Map Amendment.

Chairman Rolfsen asked if the applicant was present and wanted to proceed with their presentation. Ms. Anne F. McBride, FAICP stated that she represented Kroger. The Florence Square development is owned by Centro, which is now Brixmor. It encompasses 54.5 acres and 381,000 square feet of retail space. The existing Kroger store is 44,299 square feet. It is a small store. The proposal is to demolish 88,500 square feet of stores from the JoAnn Fabrics store to the Ulta store. In place of this will be a 123,678 square foot Kroger Marketplace store. The proposed building is about 500 lineal feet in size. It is entitled to quite a bit of building mounted signage. Because there are different tenants in the Kroger store, breaking up the signage looks better versus having one large sign. They are also asking for one building mounted sign on the Cayton Road side. They are proposing about 600 square feet of building mounted signage even though they are entitled to about 1,000 square feet. As part of the application, they are also proposing four signs on the fuel center canopy even though they are only allowed 3 signs based upon the current regulations. Ms. McBride stated they are not significantly over the amount of square footage allowed. They are requesting that the square footage be distributed on the four elevations. She felt the stripe is a design feature rather than a sign. In addition, they are proposing 2 small

(under 5 square feet) logo signs on the kiosk. You won't be able to see these signs from the Mall Road right-of-way. Finally, they are proposing a 35 foot high, 200 square foot freestanding sign. It would only advertise the Kroger Marketplace, the gas pricing and the tenants in the store. Two freestanding signs for Florence Square is not excessive considering it is a 54 acre site and the center is made up of 424,000 square feet of retail space. Ms. McBride stated that she just received the comments from the City of Florence and has not had the opportunity to share the letter with Kroger officials. She thought that they could address the comments prior to the Committee Meeting.

At this time, Chairman Rolfsen asked if any of the Board members had any questions or comments?

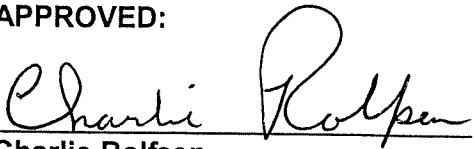
Mr. Hicks inquired about possible access to the store from Cayton Road since there are a lot of roof tops? Ms. McBride responded there would be access on the south side of the building where the drive-thru is located. The intent is to bring people in from Mall Road. Mr. Hicks noted that the Marketplace will generate a lot of traffic and they are not planning for it. There could be a lot of congestion. Mr. Light explained that the area is used for deliveries. Mr. Costello noted that the property owner owns more land behind the Marketplace and a retail center could be built with a new road network. Ms. McBride responded that she will discuss the matter with Kroger officials.

Mr. Costello noted that the existing Florence Square sign has advertised the center successfully for many years. Part of the center is being demolished and replaced with a new building. Has Kroger thought about just modifying the existing freestanding sign to include the Marketplace and tenants since some of the existing tenants will be moving out? The other sign could be a monument sign advertising the fuel center prices similar to the Forest Park Kroger. It is less expensive. Ms. McBride stated that Brixmor is committed to having the sign advertise Florence Square since a lot of the tenants depend on the Florence Square identification for their freestanding sign. There is a Kroger panel on this sign and it will be given up. Kroger feels very strongly about the proposed freestanding sign.

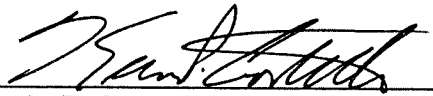
At this time, Chairman Rolfsen asked if there was anyone in the audience who wanted to speak in favor or against the request?

**There being no further questions or comments, Chairman Rolfsen announced that the Committee Meeting for this item will be on February 15, 2012 at 5:00 P.M. in this room. This item will be on the Agenda for the Business Meeting on March 7, 2012 at 7:00 P.M. Chairman Rolfsen closed the Public Hearing at 8:02 P.M.**

APPROVED:

  
\_\_\_\_\_  
Charlie Rolfsen  
Chairman

Attest:

  
\_\_\_\_\_  
Kevin P. Costello, AICP  
Executive Director

**BOONE COUNTY PLANNING COMMISSION  
BOONE COUNTY ADMINISTRATION BUILDING  
FIRST FLOOR FISCAL COURTROOM  
BUSINESS MEETING  
MARCH 7, 2012  
7:00 P.M.**

---

**COMMISSION MEMBERS PRESENT:**

Mr. Randy Bessler  
Mr. Kim Bunger, Secretary/Treasurer  
Mr. Jim Longano  
Mr. Don McMillian  
Ms. Lisa Reeves  
Mr. Charlie Reynolds  
Mr. Charlie Rolfsen, Chairman  
Ms. Susan Schultz  
Mr. Bob Schwenke  
Mr. Steve Turner

**COMMISSION MEMBERS NOT PRESENT:**

Mr. Ben Brandstetter, Temporary Presiding Officer  
Mr. Greg Breetz  
Mr. Mike Ford, Vice Chairman  
Mr. Mark Hicks  
Ms. Janet Kegley

**LEGAL COUNSEL PRESENT:**

Mr. Dale Wilson

**STAFF MEMBERS PRESENT:**

Mr. Kevin P. Costello, AICP, Executive Director  
Mr. Kevin T. Wall, AICP, Director, Zoning Services  
Mr. Mitchell A. Light, Assistant Zoning Administrator/ZEO  
Mr. Todd K. Morgan, AICP, Senior Planner  
Mr. Steve Gay, Director, GISP, Director, GIS Services

**Approval of the Minutes:**

Mr. Rolfsen stated that the Commissioners received copies of the Minutes of the February 1, 2012 Business Meeting and Public Hearing. He asked if there were any comments or corrections. There being no changes to the minutes, **Mr. Longano moved that the Minutes be approved as written. Mr. Reynolds seconded the motion and it carried unanimously.**

ACTION ON PLAN REVIEWS:

ZONING MAP AMENDMENT FOR SPECIAL SIGN DISTRICT - Mitch Light, Staff; Kim  
Bunger, Chairman

1. Request of Anne F. McBride, FAICP - McBride Dale Clarion (applicant) for New Plan Property Holding Co. (Attn: Martin Liles) (owner) for a Zoning Map Amendment for a Special Sign District for an approximate 11.5 acre site located at 7619 - 7647 Mall Road, Florence, Kentucky. The request is for a Special Sign District in a Commercial Two (C-2) zone to allow alternative signage.

Staff Member, Mitch Light, read the Committee Report, which recommended approval subject to conditions (see Committee Report). Mr. Light noted that the Committee voted unanimously for the project with Mr. Bunger, Mr. Brandstetter, Ms. Kegley, Mr. Breetz and Ms. Schultz voting in favor of the request.

At this time, Chairman Rolfsen asked if there was anyone in the audience, who wanted to speak in favor or against the request for a 5 minute time limit.

Ms. Anne McBride, FAICP, applicant for the project representing New Plan, stated that the revisions are based upon the comments received from the City of Florence for the monument sign and the canopy sign. She stated that she met with City officials and they were in agreement with the signage package. It was then presented to the Zone Change Committee and then recommended to the full Planning Commission.

Chairman Rolfsen asked if there was anyone else in the audience who wanted to speak? Seeing no one, **Mr. Bunger moved that the request be approved with conditions by Resolution to the City of Florence based upon the Committee Report. Mr. Schwenke seconded the motion and it carried unanimously.**

TECHNICAL/DESIGN REVIEW - Todd Morgan, Staff; Jim Longano, Chairman

2. Chuy's - Houston Road

Staff Member, Todd Morgan, presented the request using a PowerPoint presentation. The site is located next to the Logan's Roadhouse restaurant on Houston Road. The parcel is 2.33 acres in size. Mr. Morgan showed slides of the interior - a floor plan of restaurant seating both inside and outside. There is a planned covered walkway. The site is also located in the 1998 lawsuit settlement area. The buildings are required to be full face brick, have a standing seam metal roof (hip and flat roof options) and be in compliance with a color palette. Mr. Morgan showed elevations of the proposed building and a sample board of materials. There are three masonry products being used on the building (pink and blue/gray stones and tan brick). The dumpster enclosure will match the building. The outdoor seating area is connected to the building by covered walkways. Mr. Morgan reviewed the proposed lighting fixtures. All trees around the building have up-lighting. This

**EXHIBIT**

**“B”**

**ZONE CHANGE/CONCEPT PLAN COMMITTEE REPORT**

**TO:** Boone County Planning Commission

**FROM:** Kim Bunger, Chairman

**DATE:** March 7, 2012

**RE:** Request of Anne F. McBride, FAICP - McBride Dale Clarion (applicant) for New Plan Property Holding Co. (Attn: Martin Liles) (owner) for a Zoning Map Amendment for a Special Sign District for an approximate 11.5 acre site located at 7619 - 7647 Mall Road, Florence, Kentucky. The request is for a Special Sign District in a Commercial Two (C-2) zone to allow alternative signage.

**REMARKS:**

We, the Committee, recommend approval of this request based upon the following findings of fact and with the following conditions:

Findings of Fact

1. The Committee has concluded that the request is in agreement with the 2005 Boone County Comprehensive Plan for the following reasons:

The Land Use Element ("2. Florence Commercial Area," pp. 144) states "The Mall Road area has been recommended through the 2002 Mall Road Corridor Study to become a new urbanism corridor. The Study shows a dense, well designed, urban style of development that should occur over time."

The Land Use Element ("2. Florence Commercial Area," pp. 145) states "The visual appearance of commercial areas in general, and of Mall Road in particular, should be enhanced through the design of buildings, landscaping, signs, and arrangement of buildings. Attention to aesthetic impacts of proposed developments should be part of all phases of the review process."

The Land Use Element ("Design, Signs, and Historic Preservation," pg. 142) also states "developments in Boone County should give consideration to the overall design of the area. Design should be a primary concern at the early stages of the development, with an emphasis on the aesthetic impact on the proposed use. The minimal use of signs is encouraged; signage should be adequate to identify a specific development, but should not be used as a means to compete for motorist attention. The objective is to avoid the confusion and/or distraction of motorists, and to avoid the potential negative impacts of signs on the visual appearance of a development or corridor."

2. The Committee has concluded that the request is in agreement with the 2010 Goals and Objectives of the Boone County Comprehensive Plan for the following reasons:

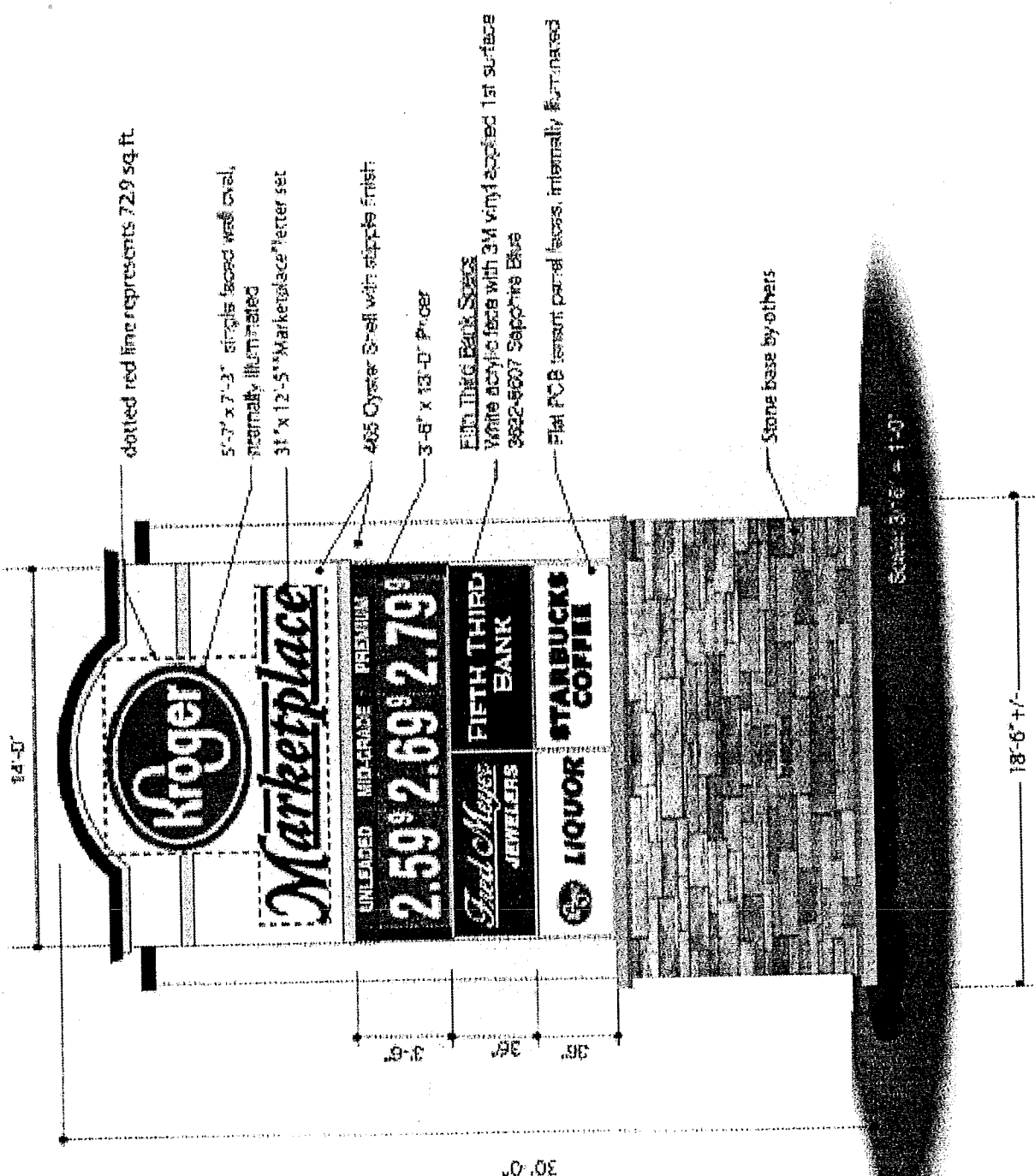
The Business Activity, Goal, states "Boone County businesses are developed in appropriate locations and are compatible with their surrounding areas." Additionally, Overall, Objective 3, states "Proper design principles shall be applied in development."

3. The Committee has concluded that the attached conditions are necessary to achieve consistency with the specific goals, objectives, and policies of the 2005 Boone County Comprehensive Plan and the 2010 Goals and Objectives of the Boone County Comprehensive Plan. The Committee has also concluded that the attached conditions are necessary to mitigate any foreseeable community impacts that may be created by the development. The property owners have signed a letter demonstrating agreement with these conditions.

#### CONDITIONS

1. The Property Owner agrees to follow the proposed building mounted signage as was presented at the February 1, 2012 Public Hearing. The front elevation will have no more than eight (8) sign areas for a total not to exceed 435.75 square feet. The rear elevation will have no more than two (2) sign areas with a total not to exceed 165.80 square feet.
2. The Property Owner agrees to follow the revised design for the free standing sign as presented at the February 15, 2012 Zone Change Committee meeting. The revised design shows a monument style sign with a solid masonry base with an overall height of 30 feet and no more than four tenant panels (excluding the Kroger Marketplace and fuel prices).
3. The Property Owner agrees to follow the revised design for the fuel canopy signage as presented at the February 15, 2012 Zone Change Committee meeting. The revised design shows signage on all four fascias of the fuel canopy with fuel prices only being displayed on the east and west fascias.
4. The Property Owner agrees that there will be no advertising on the existing Florence Square free standing sign for Kroger or any of its tenants.

A copy of the Public Hearing minutes accompanies the findings and recommendation serving as a summary of the evidence and testimony presented by the proponents and opponents of this request. Attached is the signature page for the Zone Change/Concept Plan Committee Vote.



Min I.D. =

**72.9 sq. ft.**

Price Sign:

**49 sq. ft.**

Tenant panel area:


**85 sq. ft.**

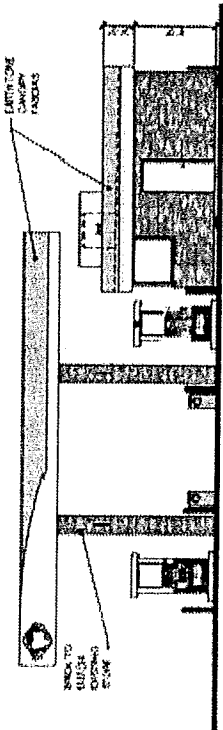
TOTAL SQ. FOOTAGE

**207.9 sq. ft.**

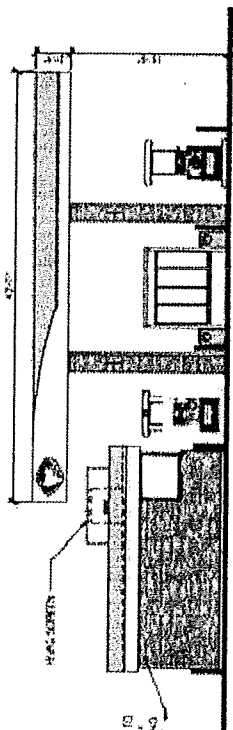
**REVISED FREE STANDING SIGN AS PRESENTED AT THE  
2/15/2012 ZONE CHANGE COMMITTEE MEETING**

HEIGHT OF KIOSK: 11'-8"  
 KIOSK AREA: 21'-10-1/2" X 8'-1-1/2" = 177.3 SF  
 HEIGHT TO BOTTOM OF CANOPY: 15'-6"  
 CANOPY AREA: 43'-0" X 160'-6" = 6901.5 SF  
 HEIGHT OF FASBIDE: 3'-6"

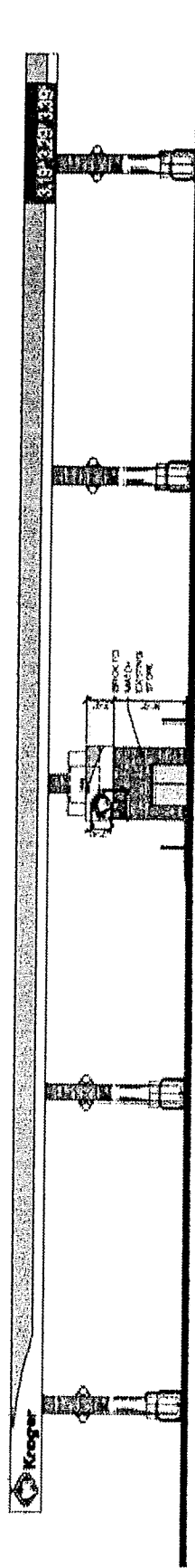
SIGNAGE SCHEDULE			
SPCN	QUANTITY	AREA PER SIGN	
3.19-3.29-3.38	1	43.5 SF	
	4 (KIOSK)	43.5 SF	
	2 (KIOSK)	42.5 SF	
Kroger	1	13.5 SF	
	TOTAL	143.0 SF	



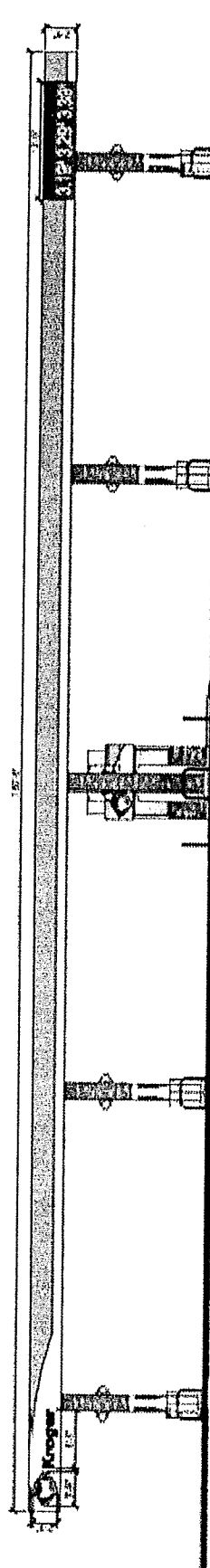
3 NORTH ELEVATION  
DATE: 03/11/12



4 SOUTH ELEVATION  
DATE: 03/11/12



2 WEST ELEVATION  
DATE: 03/11/12



1 EAST ELEVATION  
DATE: 03/11/12

# REVISED FUEL CANOPY SIGNAGE AS PRESENTED AT THE 2/15/2012 ZONE CHANGE COMMITTEE MEETING

DATE: 03/11/12  
 DRAWN BY: [illegible]  
 CHECKED BY: [illegible]

**BOONE COUNTY PLANNING COMMISSION  
BOONE COUNTY ADMINISTRATION BUILDING  
BOONE COUNTY FISCAL COURTROOM  
PUBLIC HEARING  
FEBRUARY 1, 2012  
7:30 P.M.**

---

**COMMISSION MEMBERS PRESENT:**

Mr. Randy Bessler  
Mr. Ben Brandstetter, Temporary Presiding Officer  
Mr. Greg Breetz  
Mr. Kim Bunger, Secretary/Treasurer  
Mr. Mike Ford, Vice Chairman  
Mr. Mark Hicks  
Mrs. Janet Kegley  
Mr. Don McMillian  
Mr. Charlie Reynolds  
Mr. Charlie Rolfsen, Chairman  
Ms. Susan Schultz  
Mr. Bob Schwenke  
Mr. Steve Turner

**COMMISSION MEMBERS NOT PRESENT:**

Ms. Lisa Reeves

**LEGAL COUNSEL PRESENT:**

Mr. Dale Wilson

**STAFF MEMBERS PRESENT:**

Mr. Kevin P. Costello, AICP, Executive Director  
Mr. Mitchell A. Light, Assistant Zoning Administrator/ZEO

Mr. Rolfsen, Chairman, called the Public Hearing to order at 7:30 P.M. and introduced the first item on the Agenda:

**ZONING MAP AMENDMENT FOR SPECIAL SIGN DISTRICT - Mitch Light, Staff**

1. Request of **Anne F. McBride, FAICP - McBride Dale Clarion (applicant) for New Plan Property Holding Co. (Attn: Martin Liles) (owner)** for a Zoning Map Amendment for a Special Sign District for an approximate 11.5 acre site located at 7619 - 7647 Mall Road, Florence, Kentucky. The request is for a Special Sign District in a Commercial Two (C-2) zone to allow alternative signage.

Staff Member, Mitch Light, presented the Staff Report, which included a PowerPoint presentation (see Staff Report). The site includes the former Florence Cinema site, the Fuji Steakhouse site and a couple of tenant spaces in the shopping center to the north and south plus the outlot area between Stafford Jewelers and the center that includes Qdoba Mexican Grill. It is the Kroger Marketplace and fueling center that is proposed. The site plan has already been submitted and is being reviewed by Staff. The request only involves signage. Mr. Light referred to the Staff Report, which defines a sign. The applicant is requesting a Zoning Map Amendment to create a Special Sign District to allow alternative signage in a Commercial Two (C-2) zoning district. The Florence Kroger Marketplace will be located in Florence Square Shopping Center. The applicant is requesting a new 35 foot high freestanding sign in front of the fuel canopy along Mall Road, signage on all four fuel canopy facades and building mounted signage on the front and rear elevation of the new Kroger store. The proposed freestanding sign will consist of 207.9 square feet advertising the Marketplace, its tenants and fuel prices. The existing Florence Square sign is approximately 480 feet south of the proposed sign and is 40 feet in height and 300 square feet. The proposal includes building mounted signage on the front and rear of the new Marketplace building. On the front elevation, the applicant is dividing the signage into 8 sign areas for a total of 435.75 square feet. The rear elevation has 2 sign areas with a total of 165.80 square feet. The current sign regulations allows 2 square feet of signage per lineal foot of the building and a maximum of 3 sign areas. The Marketplace is almost 500 feet in length, which converts to about 1,000 square feet of building mounted signage. The site is located within Area 8 of the Mall Road District Study, which is still under review. He stated that a copy of Area 8 and Chapter 5 (Signage) of the Study as proposed is attached to the Staff Report. Mr. Light then identified the surrounding land uses and adjacent zoning to the subject site. The Future Land Use Map identifies the site as Commercial. Adjacent and west of the site, there is some Urban Density land uses even though the property is zoned Commercial Two (C-2). Mr. Light referred to the text of the Land Use Element, which discusses the visual appearance of commercial areas, such as Mall Road, should be enhanced through the design of buildings, landscaping, signs, etc. In addition, there are other references to signage in the Land Use Element as noted in the Staff Report.

Mr. Light then highlighted the location of the proposed Florence Marketplace store and fueling center using an aerial photograph and the submitted Site Plan. He also showed the existing signage on Mall Road for comparison purposes. In terms of Staff comments, the proposal shows building mounted signage on the front and rear of the new Marketplace. On the front elevation, the applicant is proposing to divide the signage into eight (8) sign areas for a total of 435.75 square feet. The rear elevation has two (2) sign areas with a total of 165.80 square feet. The current sign regulations would

allow 2 square feet of signage per lineal foot of the building and maximum of three sign areas. The Marketplace is 499.25 l.f. which converts to 998.50 s.f. of building mounted signage. Second, the fascia of the fuel canopy as proposed shows a logo, fuel prices and a "stripe" on all four (4) sides. The current regulations only allow signage on three (3) sides at 25% of the fascia area and would consider it as (the logo, fuel prices and "stripe") signage. The proposed sign regulations in the Mall Road District Study would treat the "stripe" as an architectural feature and not signage. Both the Planning Commission Staff and City of Florence Staff are in agreement that fuel prices on all four canopy elevations and the proposed freestanding sign seems excessive. The gas canopy is 19' high and located approximately 75' from the proposed freestanding sign and 90' from the Mall Road right-of-way. Third, it should be noted that the applicant proposes a 35' high freestanding sign advertising fuel prices, the Kroger Marketplace and its "tenants" when there is an existing 40' high freestanding sign for the Florence Square development. Fourth, an e-mail from City of Florence Staff was received and is attached to this report. The City staff suggests reducing the height of the freestanding sign from 35 feet to 30 feet and also make the sign look more like a monument sign by "filling in" the bottom of the sign with a stone base. Mr. Light showed the Conner Crossing sign as an example. He has also recommended landscaping around the base and no more than 4 tenant panels excluding the Marketplace and fuel prices be allowed on the proposed freestanding sign. Fifth, staff would like to know if the additional freestanding sign for the new Kroger Marketplace is approved, will Kroger remove themselves from the existing Florence Square free standing sign? Sixth, this site is within Area 8 of the Mall Road District Study which is still under review. A copy of Area 8 and Chapter 5 (Signage) of the Mall Road District Study as proposed is attached to this report.

Mr. Light concluded that the Planning Commission and the City of Florence must review the request based upon the relationship to the Comprehensive Plan and the 3 criteria necessary to approve or grant a Zoning Map Amendment.

Chairman Rolfsen asked if the applicant was present and wanted to proceed with their presentation. Ms. Anne F. McBride, FAICP stated that she represented Kroger. The Florence Square development is owned by Centro, which is now Brixmor. It encompasses 54.5 acres and 381,000 square feet of retail space. The existing Kroger store is 44,299 square feet. It is a small store. The proposal is to demolish 88,500 square feet of stores from the JoAnn Fabrics store to the Ulta store. In place of this will be a 123,678 square foot Kroger Marketplace store. The proposed building is about 500 lineal feet in size. It is entitled to quite a bit of building mounted signage. Because there are different tenants in the Kroger store, breaking up the signage looks better versus having one large sign. They are also asking for one building mounted sign on the Cayton Road side. They are proposing about 600 square feet of building mounted signage even though they are entitled to about 1,000 square feet. As part of the application, they are also proposing four signs on the fuel center canopy even though they are only allowed 3 signs based upon the current regulations. Ms. McBride stated they are not significantly over the amount of square footage allowed. They are requesting that the square footage be distributed on the four elevations. She felt the stripe is a design feature rather than a sign. In addition, they are proposing 2 small

(under 5 square feet) logo signs on the kiosk. You won't be able to see these signs from the Mall Road right-of-way. Finally, they are proposing a 35 foot high, 200 square foot freestanding sign. It would only advertise the Kroger Marketplace, the gas pricing and the tenants in the store. Two freestanding signs for Florence Square is not excessive considering it is a 54 acre site and the center is made up of 424,000 square feet of retail space. Ms. McBride stated that she just received the comments from the City of Florence and has not had the opportunity to share the letter with Kroger officials. She thought that they could address the comments prior to the Committee Meeting.

At this time, Chairman Rolfsen asked if any of the Board members had any questions or comments?

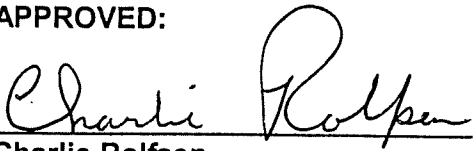
Mr. Hicks inquired about possible access to the store from Cayton Road since there are a lot of roof tops? Ms. McBride responded there would be access on the south side of the building where the drive-thru is located. The intent is to bring people in from Mall Road. Mr. Hicks noted that the Marketplace will generate a lot of traffic and they are not planning for it. There could be a lot of congestion. Mr. Light explained that the area is used for deliveries. Mr. Costello noted that the property owner owns more land behind the Marketplace and a retail center could be built with a new road network. Ms. McBride responded that she will discuss the matter with Kroger officials.

Mr. Costello noted that the existing Florence Square sign has advertised the center successfully for many years. Part of the center is being demolished and replaced with a new building. Has Kroger thought about just modifying the existing freestanding sign to include the Marketplace and tenants since some of the existing tenants will be moving out? The other sign could be a monument sign advertising the fuel center prices similar to the Forest Park Kroger. It is less expensive. Ms. McBride stated that Brixmor is committed to having the sign advertise Florence Square since a lot of the tenants depend on the Florence Square identification for their freestanding sign. There is a Kroger panel on this sign and it will be given up. Kroger feels very strongly about the proposed freestanding sign.

At this time, Chairman Rolfsen asked if there was anyone in the audience who wanted to speak in favor or against the request?


There being no further questions or comments, Chairman Rolfsen announced that the Committee Meeting for this item will be on February 15, 2012 at 5:00 P.M. in this room. This item will be on the Agenda for the Business Meeting on March 7, 2012 at 7:00 P.M. Chairman Rolfsen closed the Public Hearing at 8:02 P.M.

APPROVED:



Charlie Rolfsen  
Chairman

Attest:



Kevin P. Costello, AICP  
Executive Director

## ZONE CHANGE/CONCEPT PLAN COMMITTEE VOTE

TO: Boone County Planning Commission

FROM: Kim Bunger, Chairman

DATE: February 15, 2012

RE: Request of **Anne F. McBride, FAICP - McBride Dale Clarion (applicant)** for **New Plan Property Holding Co. (Attn: Martin Liles) (owner)** for a Zoning Map Amendment for a Special Sign District for an approximate 11.5 acre site located at 7619 - 7647 Mall Road, Florence, Kentucky. The request is for a Special Sign District in a Commercial Two (C-2) zone to allow alternative signage.

### REMARKS:

We, the Committee Members were present at the Committee Meeting and voted on the above request or else were absent from voting. Further, based upon the vote, the Committee directs the Staff to draft the findings of fact and conditions if deemed necessary in order to complete the Committee Report.

Ann McBride/McBride Dale Clarion/New Plan Property Holding Co.

February 15, 2012

*Kim Bunger*  
**Kim Bunger, Chairman**

For Project  Absent   
 Against Project   
 Abstain  Deferred

*Ben Brandstetter*  
**Ben Brandstetter**

For Project  Absent   
 Against Project   
 Abstain  Deferred

*Greg Breetz*  
**Greg Breetz**

For Project  Absent   
 Against Project   
 Abstain  Deferred

*Janet Kegley*  
**Janet Kegley**

For Project  Absent   
 Against Project   
 Abstain  Deferred

*Susan L. Schultz*  
**Susan Schultz**

For Project  Absent   
 Against Project   
 Abstain  Deferred

**Mark Hicks (Alternate)**

For Project  Absent   
 Against Project   
 Abstain  Deferred

**Charlie Reynolds (Alternate)**

For Project  Absent   
 Against Project   
 Abstain  Deferred

**Jim Longano (Alternate)**

For Project  Absent   
 Against Project   
 Abstain  Deferred

**TOTAL:**  DEFERRED 5 FOR PROJECT  ABSENT  
 AGAINST PROJECT  ABSTAIN

# **SUPPORTING INFORMATION**



## **BOONE COUNTY PLANNING COMMISSION**

[www.boonecountyky.org/pc](http://www.boonecountyky.org/pc)  
[www.boonecountygis.com](http://www.boonecountygis.com)

Boone County Administration Building  
2950 Washington Street, Room 317  
P.O. Box 958  
Burlington, KY 41005

Phone (859) 334-2196; Fax (859) 334-2264  
[plancom@boonecountyky.org](mailto:plancom@boonecountyky.org)

February 22, 2012

Anne F. McBride, FAICP  
McBride Dale Clarion  
5725 Dragon Way, Suite 220  
Cincinnati, OH 45227

RE: Request of Anne F. McBride, FAICP - McBride Dale Clarion (applicant) for New Plan Property Holding Co. (Attn: Martin Liles) (owner) for a Zoning Map Amendment for a Special Sign District for an approximate 11.5 acre site located at 7619 - 7647 Mall Road, Florence, Kentucky. The request is for a Special Sign District in a Commercial Two (C-2) zone to allow alternative signage.

Dear Ms. McBride:

The following represents the conditions of approval for the above referenced application as recommended by the Boone County Planning Commission at their February 15, 2012, Zone Change Committee Meeting. Please provide the property owner's signature in the space provided at the end of this letter, and return to the Planning Commission office by Wednesday, February 29, 2012.

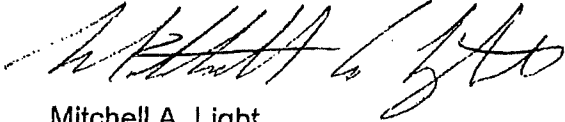
### CONDITIONS

1. The Property Owner agrees to follow the proposed building mounted signage as was presented at the February 1, 2012 Public Hearing. The front elevation will have no more than eight (8) sign areas for a total not to exceed 435.75 square feet. The rear elevation will have no more than two (2) sign areas with a total not to exceed 165.80 square feet.
2. The Property Owner agrees to follow the revised design for the free standing sign as presented at the February 15, 2012 Zone Change Committee meeting. The revised design shows a monument style sign with a solid masonry base and an overall height of 30 feet with no more than four tenant panels (excluding the Kroger Marketplace and fuel prices).
3. The Property Owner agrees to follow the revised design for the fuel canopy signage as presented at the February 15, 2012 Zone Change Committee meeting. The revised design shows signage on all four fascias of the fuel canopy with fuel prices only being displayed on the east and west fascias.

Anne F. McBride, FAICP  
February 22, 2012  
Page 2

4. The Property Owner agrees that there will be no advertising on the existing Florence Square free standing sign for Kroger or any of its tenants.

Sincerely,

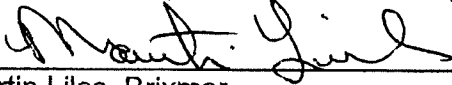


Mitchell A. Light  
Assistant Zoning Admin/Enforcement Officer

MAL/dw

AGREEMENT

I, Martin Liles, do hereby agree to the recommended conditions of approval stated above for a Zoning Map Amendment for a Special Sign District to allow alternative signage.



Martin Liles, Brixmor  
(owner)

2-27-12  
Date

December 29<sup>th</sup>, 2011

**Legal Description:** 10.254 Acres (Special Sign District)

Situated in the City of Florence, County of Boone, State of Kentucky, being a parcel of land along the west side of Mall Road and being more particularly bounded and described as follows:

Commencing in the westerly right-of-way line of Mall Road, at a point which is 110.00 feet left of Station 80+55.28, said place of commencement is southwardly a distance of 1027.13 feet (as measured along the centerline of Mall Road) and North 87° 18' 40" West, a distance of 110.00 feet from the intersection of the centerline of Mall Road and the centerline of Kentucky State Route No. 18 as now improved;

Thence along the westerly right-of-way line of Mall Road the following seven (7) courses:

- 1) South 02° 41' 20" West for a distance of 30.28 feet;
- 2) South 87° 18' 40" East for a distance of 35.00 feet;
- 3) South 02° 41' 20" West for a distance of 600.00 feet;
- 4) North 87° 18' 40" West for a distance of 35.00 feet;
- 5) South 02° 41' 20" West for a distance of 70.00 feet;
- 6) South 87° 18' 40" East for a distance of 35.00 feet;
- 7) South 02° 41' 20" West for a distance of 264.44 feet to the point of beginning;

Thence continuing along the said westerly right-of-way, South 02° 41' 20" West, 353.50 feet; thence departing the said westerly right-of-way, North 87° 29' 25" West, 239.93 feet; thence South 00° 03' 52" West, 402.86 feet; thence North 87° 17' 53" West, 240.50 feet; thence North 59° 02' 39" West, 37.68 feet; thence South 88° 41' 37" West, 229.51 feet; thence North 87° 26' 20" West, 85.72 feet; thence North 40° 45' 07" West, 24.30 feet; thence South 49° 14' 53" West, 42.00 feet; thence North 40° 45' 07" West, 89.01 feet; thence North 49° 14' 53" East, 76.26 feet; thence North 02° 33' 40" East, 397.25 feet; thence North 25° 03' 41" East, 87.58 feet; thence

Page 2 - Legal Description (10.254 Acres) continued-

South 64° 56' 19" East, 66.01 feet; thence South 87° 30' 54" East, 274.14 feet; thence North 37° 18' 36" East, 53.24 feet; thence South 87° 16' 16" East, 243.65 feet; thence North 00° 16' 52" East, 147.07 feet; thence South 88° 32' 29" East, 16.24 feet; thence North 01° 27' 31" East, 11.77 feet; thence South 87° 47' 35" East, 14.95 feet; thence South 02° 26' 07" West, 11.58 feet; thence South 88° 25' 07" East, 196.59 feet to the point of beginning.

The above described tract contains 10.254 Acres of land and is subject to all easements and restrictions of record.

This description was prepared from existing records and is not the result of a field survey. This description is to be used for zoning purposes only.

This description was prepared by Robert W. Trénkamp, Registered Land Surveyor in Kentucky #2524.

**CITY OF FLORENCE, KENTUCKY**  
**SUMMARY OF ORDINANCE NO. 0-8-12**

The City of Florence, Kentucky, enacted on second reading Ordinance No. 0-8-12 on May 8, 2012. The title of this Ordinance is as follows:

**ORDINANCE NO. 0-8-12**


**AN ORDINANCE ADOPTING AND APPROVING A ZONING MAP AMENDMENT TO ESTABLISH A SPECIAL SIGN DISTRICT FOR PROPERTY ZONED COMMERCIAL TWO (C-2), FOR AN APPROXIMATE 11.5 ACRE SITE LOCATED AT 7619 - 7647 MALL ROAD, FLORENCE, KENTUCKY, TO ALLOW ALTERNATIVE SIGNAGE. (MCBRIDE/NEW PLAN PROPERTY HOLDING CO.)**

The effect of this Ordinance is to establish a special sign district to allow alternative signage for property zoned Commercial Two (C-2), for an approximate 11.5 acre site located at 7619-7647 Mall Road, Florence, Kentucky.

The full text of Ordinance No. 0-8-12, including its exhibits, is available for examination in the office of the City Clerk of the City of Florence, Kentucky, in the Florence Government Center, 8100 Ewing Blvd., Florence, Kentucky, during regular office hours.

**CERTIFICATION**

I hereby certify that the foregoing is a summary of the contents of Ordinance No. 0-8-12 and that it has been prepared by me on the 20<sup>th</sup> day of April, 2012, and I am an attorney licensed to practice law in the Commonwealth of Kentucky.

  
\_\_\_\_\_  
HUGH O. SKEES  
SKEES, WILSON & DILLON, PLLC  
7699 Ewing Blvd., P.O. Box 756  
Florence, KY 41042-0756  
Phone: (859) 371-7407  
Fax: (859) 371-9872

ORDINANCE NO. 0-8-12

**AN ORDINANCE ADOPTING AND APPROVING A ZONING MAP AMENDMENT TO ESTABLISH A SPECIAL SIGN DISTRICT FOR PROPERTY ZONED COMMERCIAL TWO (C-2), FOR AN APPROXIMATE 11.5 ACRE SITE LOCATED AT 7619 - 7647 MALL ROAD, FLORENCE, KENTUCKY, TO ALLOW ALTERNATIVE SIGNAGE. (MCBRIDE/NEW PLAN PROPERTY HOLDING CO.)**

WHEREAS, the City of Florence, Kentucky, is a member of the county-wide planning unit with a county-wide planning commission known as the Boone County Planning Commission, and

WHEREAS, the Boone County Planning Commission by Resolution No. R-12-003-A recommended approval for a zoning map amendment, and

WHEREAS, the recommendation for approval by the Boone County Planning Commission is based upon certain findings and conditions attached to the Commission's Resolution, all of which have been reviewed by the City Council for the City of Florence, Kentucky.

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

**SECTION I**

That the request of Anne F. McBride, FAICP, - McBride Dale Clarion (Applicant) for New Plan Property Holding Co. (Attn: Martin Liles) (Owner), for a zoning map amendment, this zoning map amendment to establish a special sign district for property zoned Commercial Two (C-2), for an approximate 11.5 acre site located at 7619-7647 Mall Road, Florence, Kentucky, to allow alternative signage, shall be and is hereby approved. The zoning map of Boone County, Kentucky, as it applies to the City of Florence, Kentucky, shall be designated to reflect the approval of this special sign district for this subject property.

**SECTION II**

The approval of this zoning map amendment is granted subject to the conditions, terms and provisions of the Boone County Planning Commission recommendation, including its Committee Report, made a part of that recommendation, and all provisions comprising the development plan herein, a copy of that recommendation and Committee Report of the Boone County Planning Commission being attached, marked Exhibit "A" and incorporated herein as if fully set out, this recommendation being in the form of Resolution No. R-12-003-A of the Boone County Planning Commission, including the exhibits referenced to that Resolution.

**SECTION III**

This approval is granted based on the Findings of Fact made by the Boone County Planning Commission and contained within its recommendation that is attached and part of the Commission's Resolution No. R-12-003-A, marked Exhibit "A", and attached hereto.

**SECTION IV**

If the approval for this zoning map amendment shall be held invalid, in whole or in part, by any Court of proper jurisdiction, that invalidity shall not affect the validity of any of the other zoning regulations, zoning map, comprehensive plan, or other portions, provisions or terms of the approved concept development plan for this property as they are severable from this Ordinance and are intended to have full force and effect regardless of any invalidity relating to this particular Ordinance.

**SECTION V**

Publication of this Ordinance is hereby authorized to be by summary publication in accordance with Kentucky law.  
PASSED AND APPROVED ON FIRST READING THIS 24<sup>th</sup> DAY OF April, 2012.

PASSED AND APPROVED ON SECOND READING AND PUBLICATION ORDERED THIS 8<sup>th</sup> DAY OF May, 2012.

APPROVED:

Deanne E. Whalen  
MAYOR

ATTEST:

[Signature]  
CITY CLERK

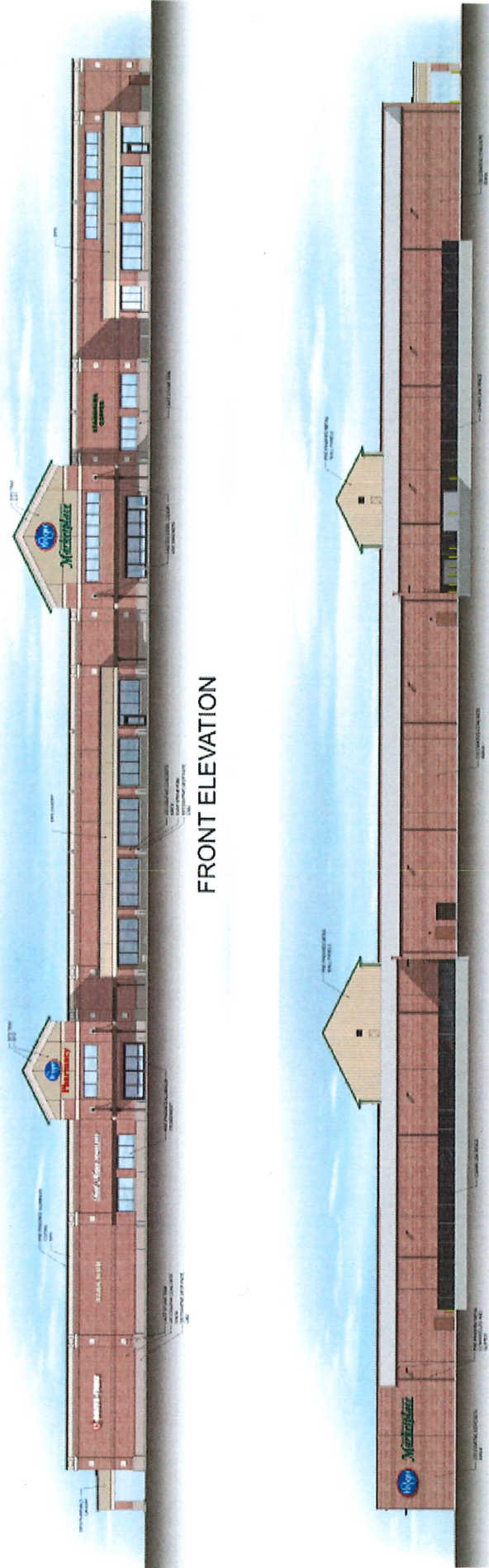
**Concept Development Plan**

**APPROVED w/ Conditions**

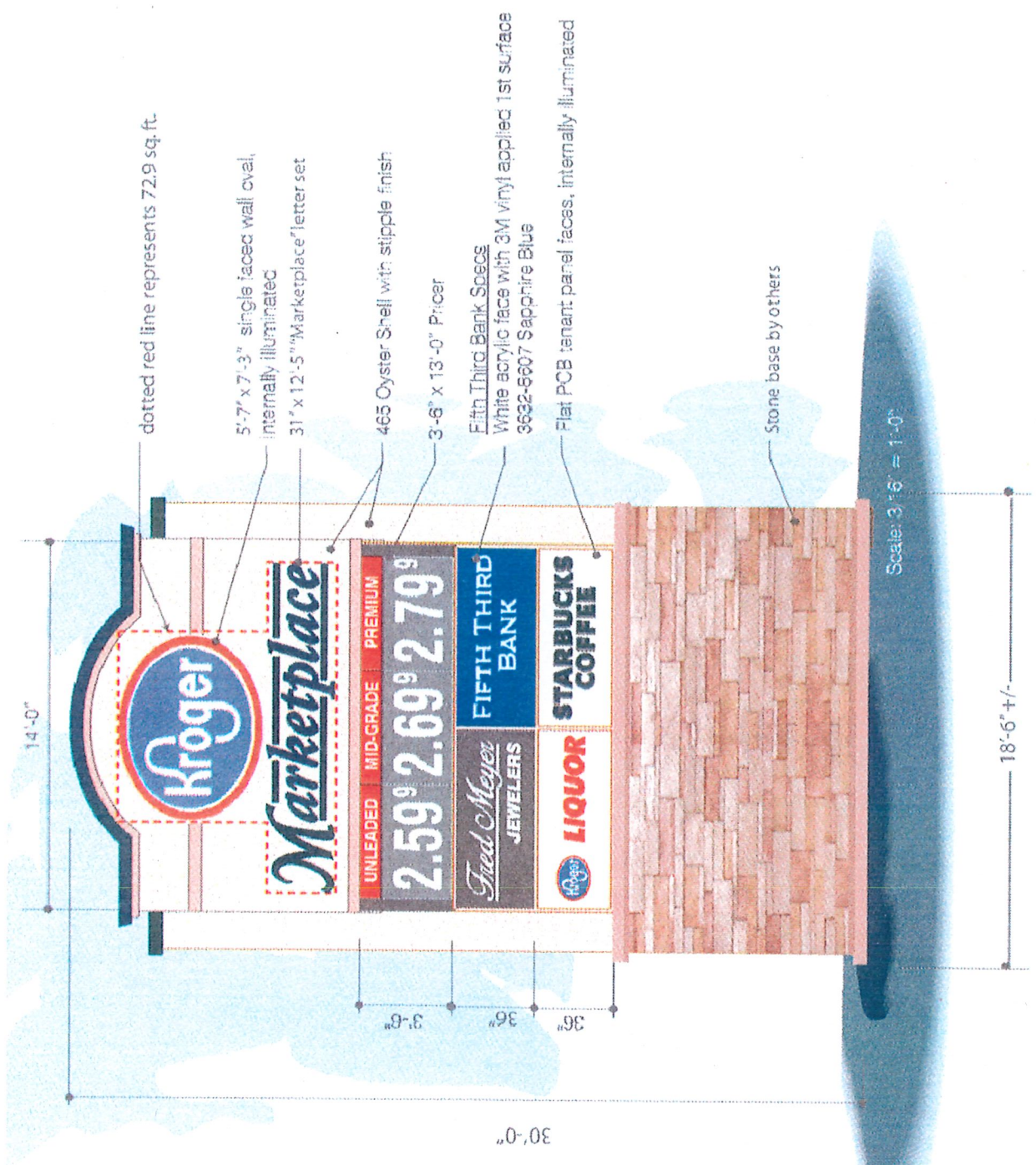
Staff *[Signature]*

Date **3/7/2012**

Boone County  
Planning Commission



**BUILDING MOUNTED SIGNAGE AS PRESENTED AT THE  
2/1/12 PUBLIC HEARING**



Main I.D.:

72.9 sq. ft.

Price Sign:

49 sq. ft.

Tenant panel area:

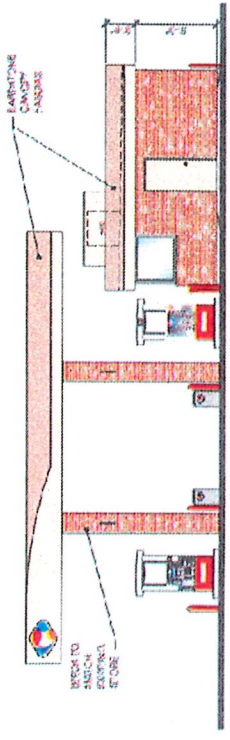
86 sq. ft.

TOTAL SQ. FOOTAGE

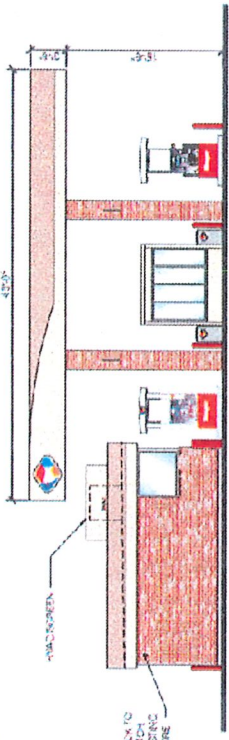
207.9 sq. ft.

# REVISED FREE STANDING SIGN AS PRESENTED AT THE 2/15/2012 ZONE CHANGE COMMITTEE MEETING





HEIGHT OF ROOF: 11'-0"  
 ROOF AREA: 21'-10"-1/2" X 8'-11"-1/2" = 177.3 SF  
 HEIGHT TO BOTTOM OF CANOPY: 15'-6"  
 CANOPY AREA: 43'-0" X 160'-6" = 6901.5 SF  
 HEIGHT OF FASCIA: 3'-6"

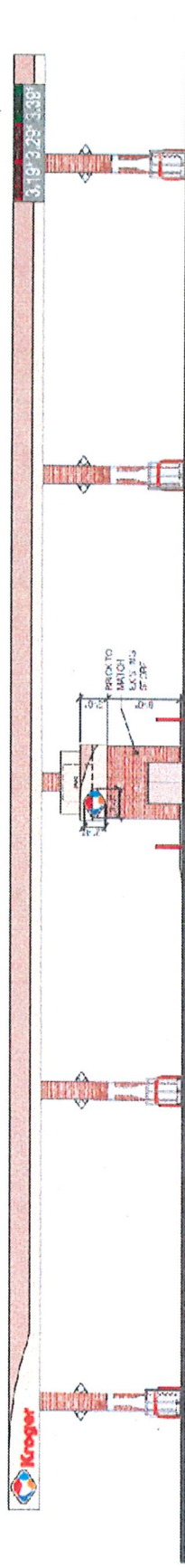


3 NORTH ELEVATION  
SCALE: 1/8" = 1'-0"

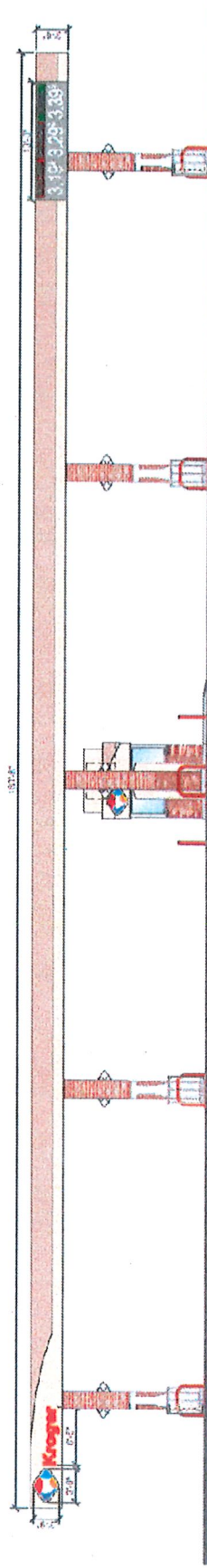


4 SOUTH ELEVATION  
SCALE: 1/8" = 1'-0"

SIGNAGE SCHEDULE			
SIGN	QUANTITY	AREA PER SIGN	
	7	65.5 SF	
	4 (CANOPY)	8.77 SF	
	2 (STORE)	4.8 SF	
	8	11.0 SF	
TOTAL		151.8 SF	



2 WEST ELEVATION  
SCALE: 1/8" = 1'-0"



1 EAST ELEVATION  
SCALE: 1/8" = 1'-0"

DATE: 02/15/2012  
 TIME: 10:00 AM  
 PROJECT: 123456789  
 DRAWING: 123456789  
 SHEET: 123456789

# REVISED FUEL CANOPY SIGNAGE AS PRESENTED AT THE 2/15/2012 ZONE CHANGE COMMITTEE MEETING