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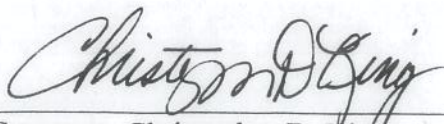
RECOMMENDATION OF THE
URBAN COUNTY PLANNING COMMISSION
OF LEXINGTON AND FAYETTE COUNTY, KENTUCKY

IN RE: ZOTA 2015-6: AMENDMENT TO ARTICLE 17: CONSTRUCTION SCREENING SIGNAGE & IDENTIFICATION SIGNS IN BUSINESS & INDUSTRIAL ZONES - a Zoning Ordinance text amendment to permit identification signs to be placed on large commercial or industrial developments, as well as to permit temporary construction fence material to contain text and pictures when utilized during construction of large commercial and industrial projects.

Having considered the above matter on **June 25, 2015, & July 23, 2015**, at Public Hearings and having voted **11-0 (June 25, 2015) & 9-0 (July 23, 2015)** that this Recommendation be submitted to the Lexington-Fayette Urban County Council, the Urban County Planning Commission does hereby recommend **APPROVAL of the STAFF ALTERNATIVE TEXT** of this matter for the following reasons:

1. The petitioner's proposal to permit a new way to display construction sign information on a mesh or fabric material attached to the construction site fence will enhance the overall appearance of active construction sites while permitting announcements about future development.
2. The staff alternative text will eliminate duplication in Article 17, will be more consistent with Article 17 formatting, and also will allow this type of signage in the CC and ED zones in the Expansion Area.
3. The proposed text amendment will allow for a unified project on at least four acres of land to provide an identification sign, thereby creating a distinct sense of place for their project or a destination. Identification signage would benefit the customers and businesses within these areas of the community.
4. The community's signage has been regulated in a tiered approach so that the projects on multiple acres of land are permitted an identification sign to compliment individual business signage and create a sense of place. These larger projects (such as shopping centers, professional office projects or mixed-use projects) are permitted such identification signs and a unified project in the B-3, B-4, I-1 or I-2 zones would likewise benefit from these signs. The alternative text is consistent with the existing tiered approach of *Article 17: Sign Regulations*.

ATTEST: This 29th day of July, 2015.



Secretary: Christopher D. King

MIKE OWENS
CHAIR

At the Public Hearing before the Urban County Planning Commission, this petition was represented by **Jacob Walbourn, attorney for applicant.**

OBJECTIONS

OBJECTORS

- NONE

- NONE

VOTES WERE AS FOLLOWS:

Portion 1 – Construction Screening Signage
June 25, 2015

- AYES: (11) Berkley, Brewer, Cravens, Drake, Mundy, Owens, Penn, Plumlee, Richardson, Smith, and Wilson
- NAYS: (0)
- ABSENT: (0)
- ABSTAINED: (0)
- DISQUALIFIED: (0)

Motion for **Approval of the Staff Alternative Text** of **ZOTA 2015-6** carried.

Portion 2 – Identification Signage
July 23, 2015

- AYES: (8) Berkley, Cravens, Drake, Mundy, Owens, Penn, Richardson, Smith, and Wilson
- NAYS: (0)
- ABSENT: (2) Brewer, Plumlee
- ABSTAINED: (1) Drake
- DISQUALIFIED: (0)

Motion for **Approval of the Staff Alternative Text** of **ZOTA 2015-6** carried.

- Enclosures: Application
Recommended Text
Staff Report
Applicable excerpts of minutes of above meeting