

GENERAL INFORMATION - Zoning Ordinance Text Amendment Application

1. APPLICANT INFORMATION:

Name: Big Picture Ventures, LLC
Address: 300 E. Main Street, Ste. 800
City, State, Zip Code: Lexington, KY 40507

2. ATTORNEY (Or Other Representative) INFORMATION:

Name: Richard Murphy
Address: 250 W. Main Street
City, State, Zip Code: Lexington, KY 40507
Phone Number: 859-233-9811

3. REQUESTED TEXT CHANGE: Date of Pre-application Conference: 12/21/2021

Zoning Ordinance 17-11(i)(6) Specific text change proposed:

In conjunction with an indoor theater facility, one marquee per street frontage, maximum of two, shall be allowed in addition to the other signs permitted in this zone as follows: The marquee shall project no more than eight (8) feet from the building face to which it is attached and shall have a minimum clearance of eight (8) feet. The marquee shall not exceed a total of 40 (forty) square feet per screen (not including any screen smaller than 10 feet by 16 feet). The marquee may utilize a digital display, provided that there shall be no moving or scrolling messages, and provided that messages may be changed no more frequently than every five (5) seconds. No digital marquees shall be located directly adjacent to, or directly across the street from a residential zone.

4. DESCRIBE THE JUSTIFICATION FOR MAKING THIS CHANGE: (Use attachment if necessary.)

See attached letter of justification.

MURPHY & CLENDENEN, PLLC

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CHRISTOPHER M. CLENDENEN

January 3, 2022

Members of the Lexington-Fayette Urban
County Planning Commission
200 East Main Street
Lexington, KY 40507

Re: Proposed text amendment

Dear Members of the Planning Commission:

I represent Big Picture Ventures, LLC, doing business as Krikorian Theaters.

Krikorian Theaters is requesting your approval of a text amendment to the Lexington Center Business (B-2B) zone to allow digital marquees in conjunction with indoor theater facilities.

Krikorian Theaters operates the LexLive entertainment center at the corner of High Street and South Broadway, across from the Lexington Civic Center (Central Bank Center) and Rupp Arena. As a movie theater complex, it needs to have the ability to inform convention goers, tourists and local residents of the movies and events that are occurring at the center. It is complimentary to the Civic Center and other downtown venues.

We are requesting to be allowed to use digital marquees. Digital technology is already in use downtown at the Opera House, City Center and University of Kentucky on South Limestone Street. It will be utilized in the future on the remodeled Civic Center (Central Bank Center) and Rupp Arena. The digital technology is a modern version of the traditional marquee.

Marquees are already allowed for movie theaters in the B-1 and B-3 zone. In those zones, marquees may be 24 square feet per theater screen, plus 24 feet of attraction board per theater screen. We are requesting to be allowed 40 square feet per screen, without any attraction board. Our proposal will not allow any moving or scrolling messages, and will require that the messages may be changed no more frequently than every five seconds. Also, no digital marquees could be located directly adjacent to, or directly across the street from a residential zone.


The signs for this center are essential to its success. A good portion of its patronage is from out of town, attending convention sessions at the Civic Center, or looking for entertainment options after attending events at other downtown venues. The signs are designed to create a sense of place and downtown vibrancy in the center of Lexington.

George Krikorian has designed 23 other theater complexes. Our proposal is in keeping with his other complexes, and other theaters nationally. The center is privately financed; there has been no public tax increment financing (TIFs) nor any other public financing. Proper signage is essential to the success of this facility.

As stated in the Comprehensive Plan, "Downtown is the urban epicenter of commerce and entertainment." It should include ground-level pedestrian engagement opportunities. (Page 273). This center provides the entertainment and quality of life opportunities that attract young and culturally diverse professionals to Lexington (Objective C.2.d.)

This proposal is complimentary to and will contribute to the success of both the Krikorian Theaters and the convention, hotel and hospitality industries downtown.

Thank you for your consideration of this text amendment.


Richard V. Murphy
Murphy & Clendenen, PLLC, attorneys for
Applicant