

ZOTA 2015-3

Date Received: 1/5/15

Filing Fee: \$ 450.00

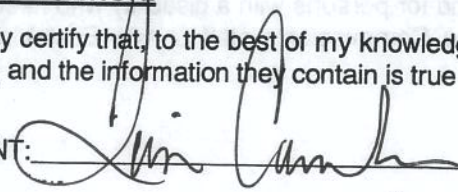
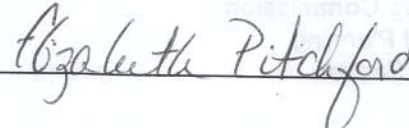
GENERAL INFORMATION - Zoning Ordinance Text Amendment Application

1. APPLICANT INFORMATION:
Name: Ruggles Sign
Address: PO Box 349
City, State, Zip Code: Versailles, KY 40383
Phone Number: (859) 879-1199

2. ATTORNEY (Or Other Representative) INFORMATION:
Name: Tim Cambron or Elizabeth Pitchford
Address: Ruggles Sign, PO Box 349
City, State, Zip Code: Versailles, KY 40383
Phone Number: (859) 879-1199

3. DESCRIBE YOUR REQUESTED TEXT CHANGE: Date of Pre-application Conference: 11-21-2014
Zoning Ordinance Article # 17-7(k)(1) Specific text change proposed:
We propose adding the following text to the end of the paragraph:
"In lieu of an attraction board, multi-tenant panels may be used.
A maximum of eight (8) tenants may be listed. The area of the
tenant panels shall be included in the computation of the area
of the free-standing sign."

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

5. SIGN THIS APPLICATION:
I do hereby certify that, to the best of my knowledge and belief, all application materials are herewith submitted, and the information they contain is true and accurate.
APPLICANT: 
ATTORNEY (or other representative): 
LFUCG EMPLOYEE/OFFICER, if applicable: _____

NOTE: Attorneys may submit a formal letter instead of this form; otherwise, fill in all box information requested above.

Zoning Ordinance Text Amendment Application

Applicant: Ruggles Sign

Justification for making the change:

The proposed text amendment would allow for better business identification and therefore would help promote business growth in the Lexington area. Per information posted by Commerce Lexington in their Business Prospectus "...the Bluegrass is a diversified growth engine for health and educational services, government, retail trade, manufacturing, and construction." Part of promoting that growth engine is allowing for businesses to properly identify themselves and be found in our ever expanding community.

Commerce Lexington is promoting "Educated Workforce, Central Location, Low Business Costs, and High Quality of Life" in their efforts to recruit new businesses to the area. And, our Governor is promoting "Kentucky is open for business" – but customers need to know how to find those businesses. When the sign code was revised the state of business in our community was focused on larger identifiable mall environments. As the city has grown that focus has shifted and smaller hubs of commerce have developed. These smaller strip centers and lifestyle centers have emerged only to find themselves at a handicap due to identification restrictions at the hand of the local zoning code. The B-6P Planned Shopping Center zone does not allow for individual tenants to be identified on the free-standing sign. Whether "neighborhood," "community," or "regional" they are only allowed to name the center and then use an attraction board for specific events.

There is a myriad of support mechanisms available for businesses in the Lexington market. As business owners strive to bring customers to their doors there needs to be a means of direction for the smaller centers to direct customers in. The economic growth of these businesses is being hampered because people simply cannot find them. Or, once they arrive in the area they cannot identify the entry point in time to maneuver into the center.

Safety precautions alone call for drivers to be able to identify when to make lane changes and prepare for turns in advance of their destination. Well identified and easily readable signs allow drivers to plan their travel and not make sudden, dangerous maneuvers.

In addition, many national companies and franchises will base their decisions on potential sites depending on the sign availability. If they feel they cannot properly identify their business and make it easily found they will not locate in that space. This is a detriment to both the commercial land owners and to the consumers where the business and services will not be available.

Note that the proposed text amendment restricts the number of businesses to be listed on the sign. We agree that too many business listings actually hinders readability and becomes a detriment (see example Attachment 1). Therefore, we propose limiting the number of tenants so that bigger panels with graphics and copy large enough to be identifiable is preferred.

In efforts to help promote healthy local economic growth and business development to include appropriate signage, we propose that the text be incorporated into the Article 17 Sign Regulations.

Please find examples of how the adjustment would look if incorporated into existing sign situations in Attachment 2.

Resources:

<http://www.thinkkentucky.com/kyedc/pdfs/kybc.pdf> June 2014

<http://www.locateinlexington.com/Clex/media/Clex/Files/Top-Downloads/2014-Business-Prospectus.pdf>