

HERITAGE ENGINEERING, LLC

April 22, 2024

Planning and Design Services
Metro Government
444 South Fourth Street
Louisville, Kentucky 40202

Re: Letter of Explanation (Sign Variance) – Kroger L-365 Beulah Church Road

Dear Staff:

On behalf of The Kroger Co., we are submitting the attached variance request related to allowed height for a freestanding sign proposed at the recently approved Kroger Marketplace grocery store and fuel center at 6803 Beulah Church Road (Case# 23-ZONE-0030).

Our proposal is for a single freestanding sign (Development Sign) for the Kroger parcel. The sign will be located at the southeastern intersection of Beulah Church Road and the proposed Cedar Creek Road extension. Beulah Church Road is a designated parkway which limits sign area and height.

Construction of the sign onsite is subject to a variance from Chapter 8, Part 3; Section 8.3.3 – Table 8.3.3 of the Land Development Code. The requested variance will allow the proposed sign to exceed the 6-ft allowed height by 14-ft, for a total height of 20-ft. This sign is in lieu of the multiple freestanding signs permitted by code for each of the three (3) street frontage - Beulah Church Road, Cedar Creek Road extension, and Fox Chase Road extension.

Justification for the requested variance:

- The requested variance will not adversely affect the public health, safety, or welfare. Granting of the variance will allow for a single sign to be located at the corner of the development site and this sign will be in lieu of the additional freestanding signage allowed specific to each street frontage, thus reducing the number of signs onsite.
- The variance requested will not alter the essential character of the general vicinity as the proposed signage will be located within and identify the new commercial center. The new sign will be constructed using materials that complement the building onsite.
- Granting of the variance will not cause a hazard or a nuisance to the public as the proposed sign will combine multiple signs that would otherwise be allowed by code into a single attractive identification sign located along Beulah Church Road ensuring drivers know the location of the primary entrance to the Kroger center.

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- The development as proposed with the requested variance will not allow for an unreasonable circumvention of the zoning regulations as it will allow for the consolidation of multiple signs allowed by code into a single identification of the Kroger center as the primary commercial hub within the neighborhood.

In addition to the justification as defined, please also take into consideration:

- The subject property is impacted by special circumstances such as the grocery being located on three (3) street frontages and the onsite signage needing the additional height to provide enhanced visibility and wayfinding to drivers traveling from the Gene Snyder Freeway.
- Strict application of the provisions would limit the ability to place the sign onsite in a location that provides safe visibility of the signage from the public right-of-way and would limit the ability to identify not only the Kroger grocery but also the primary entrance designation for the grocery and fuel center.

Thank you for your consideration; please advise us immediately if any additional information is needed.

Sincerely,



John D. Campbell

Encl. Application
Sign Package