

**BOONE COUNTY PLANNING COMMISSION
BOONE COUNTY ADMINISTRATION BUILDING
BOONE COUNTY FISCAL COURTROOM
PUBLIC HEARING
JANUARY 4, 2012
7:30 P.M.**

COMMISSION MEMBERS PRESENT:

Mr. Greg Breetz
Mr. Kim Bungler, Secretary/Treasurer
Mr. Mike Ford, Vice Chairman
Mrs. Janet Kegley
Mr. Jim Longano
Mr. Don McMillian
Ms. Lisa Reeves
Mr. Charlie Rolfsen, Chairman
Ms. Susan Schultz
Mr. Bob Schwenke
Mr. Steve Turner

COMMISSION MEMBERS NOT PRESENT:

Mr. Ben Brandstetter
Mr. Mark Hicks
Mr. Charlie Reynolds

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 **8025 Action Boulevard LLC (owner)** for a Zoning Map Amendment for a Special Sign District for an approximate 3.3 acre site located at 8025 Action Boulevard, Florence, Kentucky. The request is for a Special Sign District in a Commercial Services (C-3) zone to allow alternative signage.

Staff Member, Mitch Light, presented the Staff Report, which included a Power Point presentation (see Staff Report). Mr. Light referred to a vicinity map of the subject site. It is the old Dodgeland site located off of Action Boulevard near the Florence Y'all water tower. The site is currently zoned Commercial Services (C-3) while the Florence Mall is zoned Commercial Two (C-2). This area is located in the Mall Road District Study, which was just approved by the Planning Commission earlier tonight. The Future Land Use Map designates the site as Commercial. The site sits low against the I-75 southbound entrance ramp. The Site Plan for the Harley-Davidson dealership and Quaker Steak & Lube restaurant was approved on September 29, 2010. The site is not under construction yet. Mr. Light stated the definition of a sign based upon Article 40 of the Boone County Zoning Regulations. The applicant is requesting a Special Sign District to allow alternative signage because the former Dodgeland facility will become Thoroughbred Harley Davidson, which is currently located along Dixie Highway. The former service department of the prior auto dealership will be demolished for a new restaurant - Quaker Steak & Lube. A project narrative and exhibits are attached to the Staff Report. The owners will utilize the existing 50 foot interstate sign to advertise both the Harley Davidson dealership and the Quaker Steak & Lube restaurant. The existing sign is just under 200 square feet. The proposed Quaker Steak & Lube sign is 106.5 square feet and the Harley Davidson dealership sign is 109 square feet in size. The only monument sign on the property will be used for the Harley Davidson dealership only with manually changeable copy. Mr. Light proceeded to show photographs of the site and the surrounding area. The proposed building mounted signage for the Harley Davidson dealership will include signs on 2 elevations and a pre-existing, non-conforming roof sign. The existing roof sign is 96 square feet and the new roof sign will be 72 square feet. The total square footage of building mounted signage for the Harley Davidson dealership is 241.2 square feet. In regard to the Quaker Steak & Lube building, the applicant is proposing a projector sign, neon banding, striped awnings and building mounted signage on all four elevations. The sign on the west (primary) elevation is proposed to be 477.37 square feet, while the north (secondary) elevation sign will be 363.88 square feet. The south elevation sign will be 405.88 square feet, while the east elevation sign will consist of 56 square feet for a total of 1,303.13 square feet. If the proposed regulations related to the Mall Road District Study are approved, the Quaker Steak & Lube building would be allowed a total of 760 square feet. Mr. Light referred to the narrative provided by the applicant, which describes the reasons for supporting the Special Sign District as stated in the Mall Road District Study. The area is described as the "Mall back door" area and this area is recommended to become an exciting eating and entertainment district that will become a destination. Mr. Light referred to the Harley Davidson badge sign located below the roof line. Mr. Light showed photographs of an existing Quaker Steak & Lube restaurant. The words "The Lube" will not be on the building.

In regard to Staff concerns, the total signage for the Quaker Steak & Lube building (figured individually) is 1,303.13 s.f. The current Mall Road Commercial Sign District allows one (1) building mounted sign area with a maximum of two (2) s.f. per lineal foot of the building width on all four (4) elevations. Using that formula, the Quaker Steak & Lube building would be permitted 200 s.f. of signage on the front and rear elevations (100 l.f.) and 180 s.f. of signage on each side (90 l.f.) for a total of 760 s.f.

Second, the project narrative and exhibits (attached) utilize the existing 50 foot high interstate sign to advertise both Harley Davidson and Quaker Steak & Lube. The current rectangular sign cabinet is approximately 199.26 s.f. and the proposal shows a Harley Davidson logo at 109 s.f. and a Quaker Steak & Lube logo at 106.56 s.f. for a proposed total of 215.56 s.f. Third, the Harley Davidson building is proposing to utilize the pre-existing and non-conforming roof mounted sign structure that formerly advertised "746-Dodge." Staff would like to point out that a roof mounted sign structure would not be permitted under the current sign regulations or in the proposed Mall Road District Study. Fourth, the Harley Davidson "badge" appears to drop below the fascia on the front elevation. Staff wants clarification if they are proposing any of the signage to drop below the fascia since this is not permitted in the current sign regulations or in the proposed Mall Road District Study.

Finally, this site is within Area 1 of the Mall Road District Study, which is still under review. The proposed language in the Study pertaining to signage is more liberal than the current sign regulations, but this proposal would still be required to follow the Zoning Map Amendment for a Special Sign District process.

Mr. Light stated that he attached a copy of Area 1 and associated signage requirements (Chapter 5) from the Mall Road District Study to the Staff Report even though it is still under review. The Planning Commission and the City of Florence must review this request on the basis of its relationship to the Comprehensive Plan and the 3 criteria for evaluating a Zoning Map Amendment application.

At this time, Chairman Rolfsen asked the applicant to proceed with their presentation. Anne McBride, McBride Dale Clarion, stated that she is representing the property owners. Ms. McBride noted that her client has been working on this project for a while. The project will involve utilizing the existing car dealership for the Harley Davidson dealership and constructing a new restaurant - both new to the City of Florence. The restaurant will also have a 2,300 square foot outdoor eating area. This type of restaurant is already located in Milford and Colerain Township.

Chairman Rolfsen asked if there was anyone in the audience who wanted to speak in favor or against the request? Seeing no one, Chairman Rolfsen asked if the Planning Commission members had any questions or comments? Chairman Rolfsen asked when the project would start? Anne McBride responded in the very near future. It has always been a Harley Davidson dealership and a Quaker Steak & Lube restaurant concept but due to the economic climate, the project has not gotten off the ground.

Chairman Rolfsen asked if motorcycles will be displayed outside? Mr. Robert Nolan, Thoroughbred Harley Davidson, stated that all motorcycles will be stored inside with the

exception of weekends with events and customers. All customer motorcycles are stored inside. He stated that he would close down the Dixie Highway location. It is a smaller facility - 6,000 square feet. Mr. Nolan stated that he owns two dealerships - one in Cincinnati and one in Northern Kentucky. He really likes the location next to the interstate. The closest dealership to the south is about 70 miles in Lexington - Man of War Boulevard. Currently, he employs 5 full-time employees and 2 part-time employees. With the new location, they will have 20 - 25 employees.

Mr. Bunger asked if the use will involve sales and service? Mr. Nolan stated it will include motorcycle sales, service, parts and apparel. Their current location is limited for service. They only have 2 technicians now and they want to have 6 with the new location.

Chairman Rolfsen inquired about the location of the two uses together elsewhere? Mr. Nolan responded there is one location north of Cincinnati where both buildings are located near each other but not adjacent to each other. Both uses are compatible.

Mr. Bunger inquired if the awnings are included as part of the signage? Ms. McBride answered yes. Mr. Bunger stated that if the awnings were solid, they would not be considered signage. What is the square footage of the awnings? Ms. McBride answered that the front awning is about 90 square feet. Ms. McBride stated that her client prefers the striped version of the awnings.

Mr. McMillian asked if the restaurant was a sit down restaurant or a snack bar? Ms. McBride stated that the restaurant is a full service sit down restaurant. Mr. Nolan mentioned it is a franchise restaurant with a race car theme. It is like a TGI Fridays Restaurant.

Mr. Breetz questioned the parking requirements. Mr. Light responded that the Site Plan addressed the number of parking spaces. One use involves motorcycles and utilizes less space and the other use involves automobiles. Mr. Breetz asked about special events and parking everywhere? Mr. Light explained special provisions will have to be made to keep Action Boulevard clear. Mr. Costello noted that the owners could use parking spaces at Florence Mall if given permission.

Mr. Longano asked about the hours of operation for the restaurant? Ms. McBride responded that they serve lunch and dinner. Usually, they are open from 11:00 A.M. to midnight or 1:00 A.M. on weekends. Chairman Rolfsen recommended that Ms. McBride verify this information.

Mr. Bunger questioned the left turning movements to and from Action Boulevard with the increase in the volume of traffic flow from the site. Would the two new businesses consider notifying their customers to use Mall Road versus Action Boulevard to get to and from the site for safety reasons? Ms. McBride noted that customers will probably find their way around based upon ease of travel. It is a destination restaurant.

Mr. Schwenke questioned the proposed Quaker Steak & Lube signage. Isn't what is proposed what is recommended in the Mall Road District Study? Mr. Light responded yes as it encourages this type of signage in an entertainment district.

There being no further questions or comments, Chairman Rolfsen announced that the Committee Meeting for this item will be on January 18, 2012 at 5:00 P.M. in this room. This item will be on the Agenda for the Business Meeting on February 1, 2012 at 7:00 P.M. Chairman Rolfsen closed the Public Hearing at 8:04 P.M.

APPROVED:

Charlie Rolfsen
Chairman

Attest:

Kevin P. Costello, AICP
Executive Director