

Statement of Reasons for a Variance from the Developmental Standards

City of Franklin Board of Zoning Appeals

Petitioner is the developer of Franklin Gateway Development, which is composed of approximately 13 acres in the Northwest Quadrant of I-65 and SR 44. We are asking for approval to construct a 65-foot multi-tenant joint sign composed of approximately 600 square feet for use by up to eight tenants in our development. We are requesting two variances: one for the height, which per the sign standards is limited to 25 feet in height, and one for the total sign area, which is limited to a total area of 50 square feet per tenant. Currently, Franklin Gateway Development is planned to have eight lots (see attached plan) developed for commercial uses, including a Hampton Inn & Suites hotel, a coffee shop with drive-thru, a fast food restaurant, multiple sit-down dining restaurants, a strip center composed up to 4-6 tenants, and additional ground for future development.

Pursuant to the Zoning Ordinance, the board shall have the power to authorize a variance if the following criteria have been met:

1. The approval will not be injurious to the public health, safety, morals and general welfare of the community.

The multi-tenant joint sign is located in a commercial area and will blend in with other signs intended for vehicular traffic on I-65.

2. The use and value of the uses adjacent to the property included in the variance will not be affected in a substantially adverse manner.

The multi-tenant joint sign is consistent in height and square footage per tenant as other freestanding signs constructed in the area. A multi-tenant joint sign is also advantageous in that it prevents each tenant from applying for its own sign and creating "sign-clutter". Further, the sign is professionally designed with an upgraded brick and stone exterior.

3. The strict application of the terms of the Zoning Ordinance will result in practical difficulties in the use of the property.

The development is located at the I-65/SR 44 interchange and visibility is more difficult from I-65. Strict application of the ordinance would make the sign far too small to be seen from the I-65. Because of the limited residential development east of the interstate, potential businesses will be heavily dependent on I-65 traffic and are requiring high-rise interstate signage as a condition to building in the area.