

19-MVARIANCE-0003
W. Main Street Variance



Louisville Metro Board of Zoning Adjustment
Public Hearing

Zach Schwager, Planner I
January 13, 2020

Request

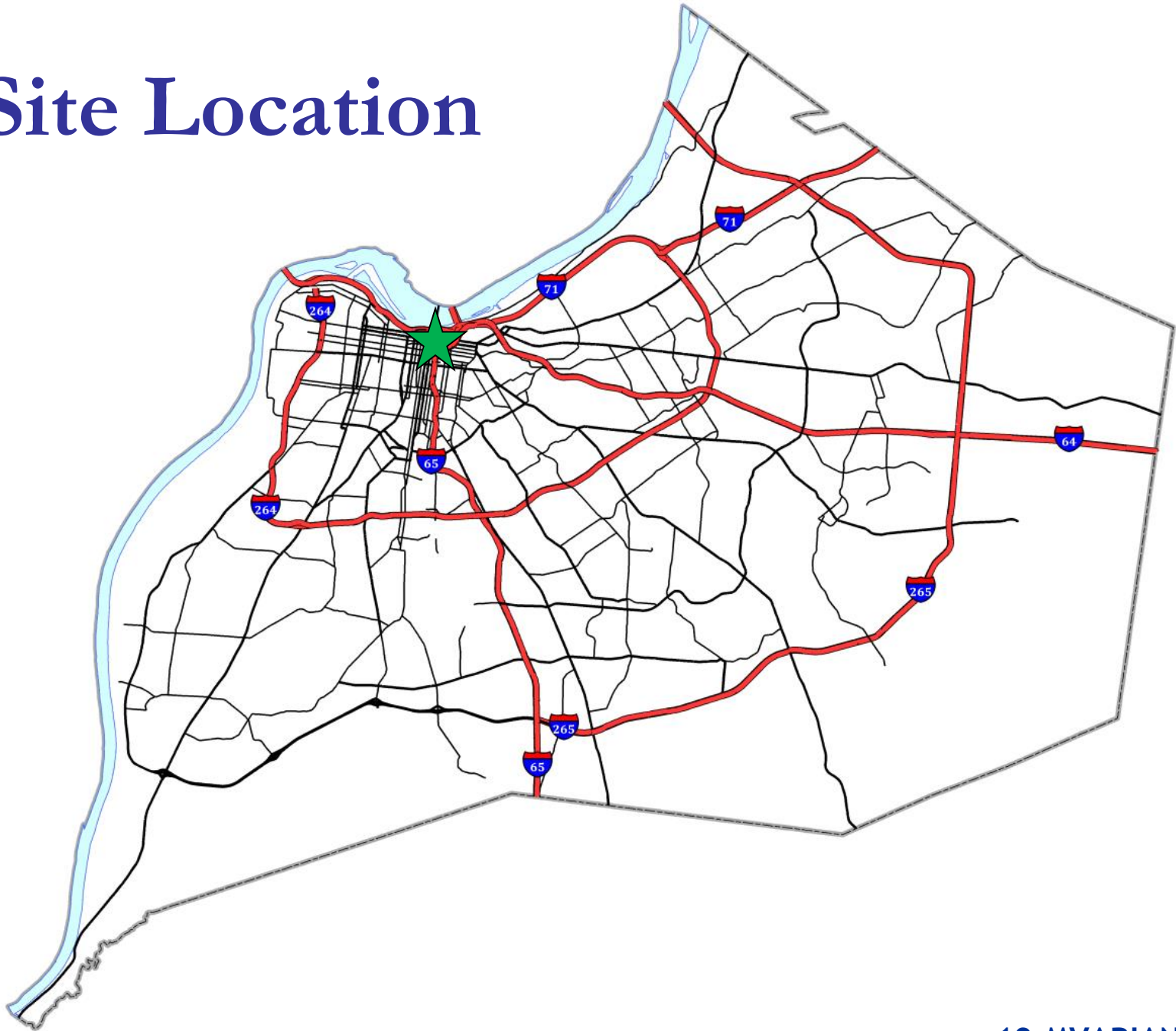
- **Modified Variance:** to allow a sign to exceed the allowable area permitted by 18VARIANCE1013 by 12 sq. ft.

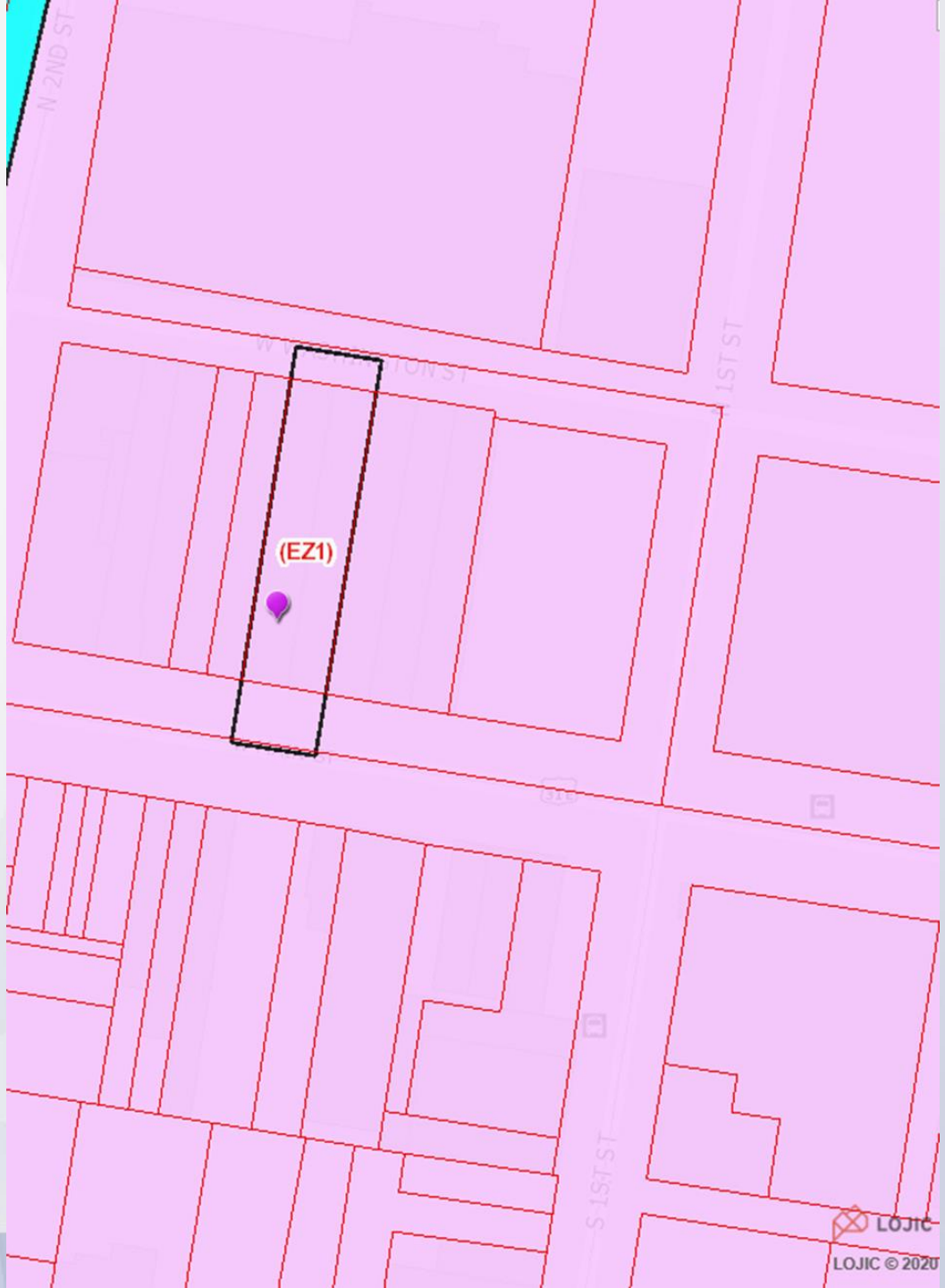
Location	Requirement	Request	Variance
Area	325.67 sq. ft.	337.67 sq. ft.	12 sq. ft.

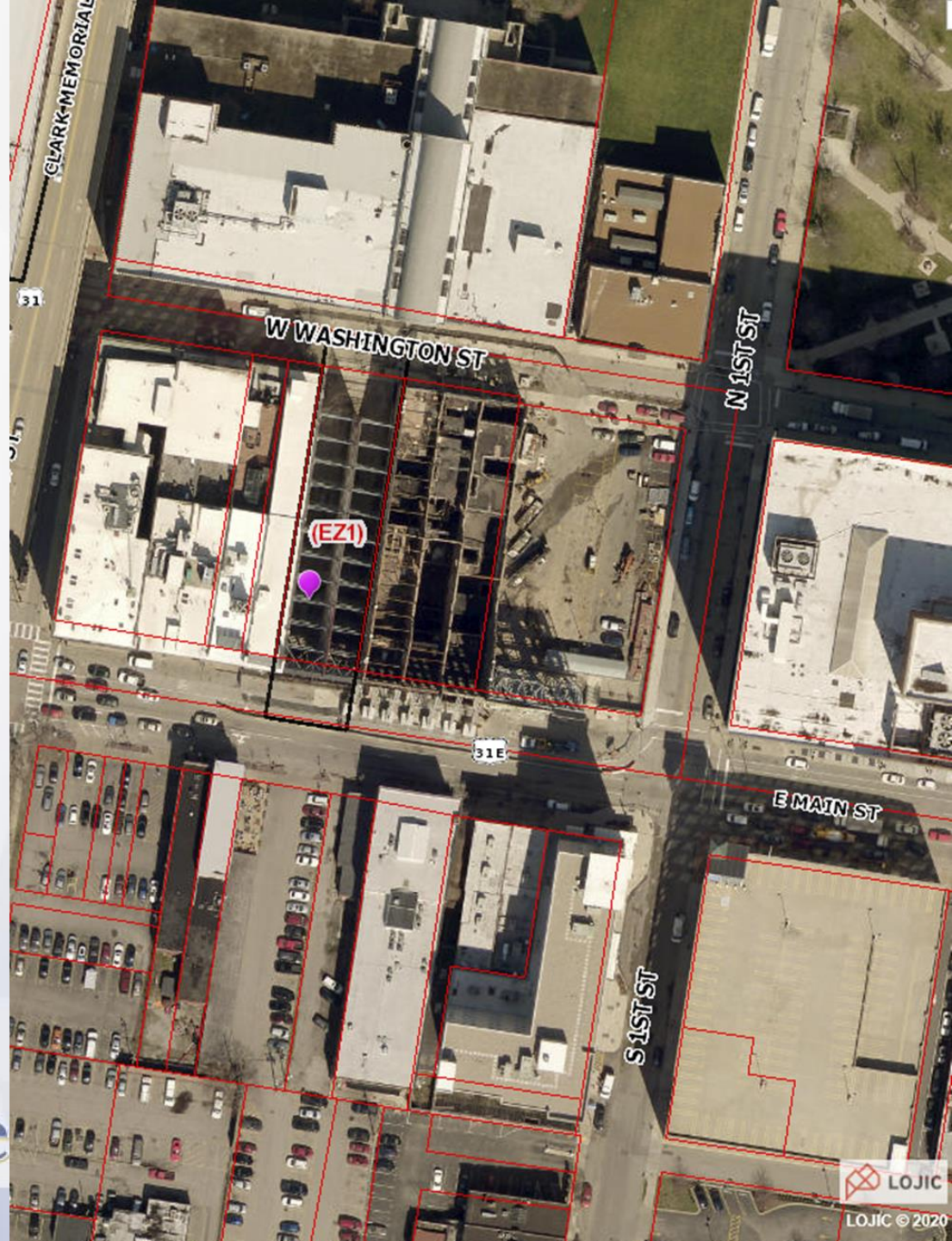
Case Summary / Background

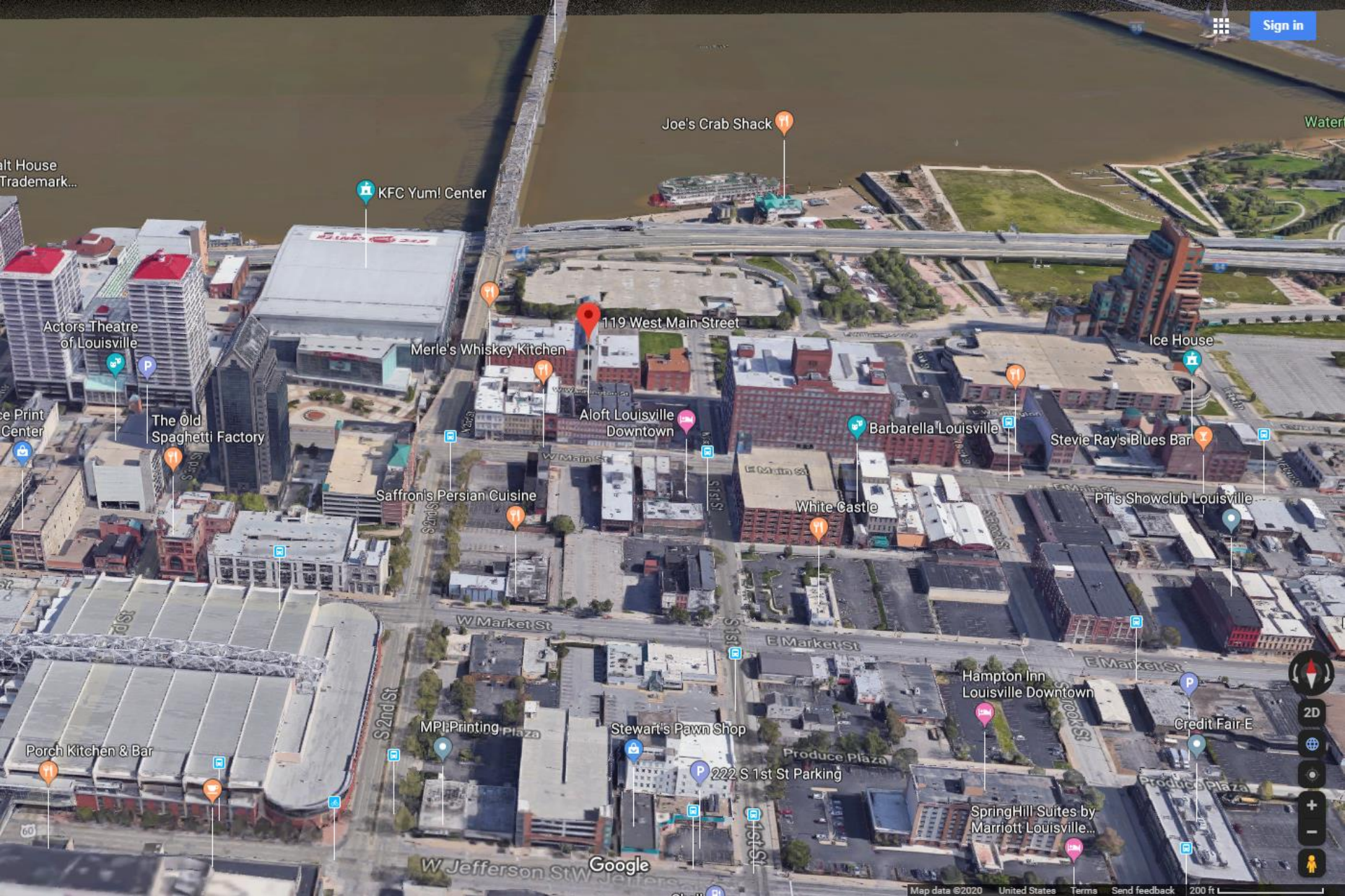
- The subject property is located in the central business district on the north side of Main Street in between N. 1st Street and N. 2nd Street. The applicant is proposing four new attached banner signs on the southern façade.

Site Location









Rendering

BROWN-FORMAN | DESIGN #45420

REVISED CONCEPT

PRODUCT:
EXTERIOR BANNERS
OLD FORESTER DISTILLING CO

CONSULTANT: DC
DESIGNER: JH

PROOF DATE:
8.20.19

PANTONES:
549, 7527, 423, 165, 7562

FONTS:
DISPATCH CONDENSED BOLD

12" W X 36" H SHOWN
DOUBLE-SIDED BANNER
3" POLE POCKETS TOP & BOTTOM
HANGING HARDWARE

QTY 4 - 1 EACH

19 - MARIANNE - 0003

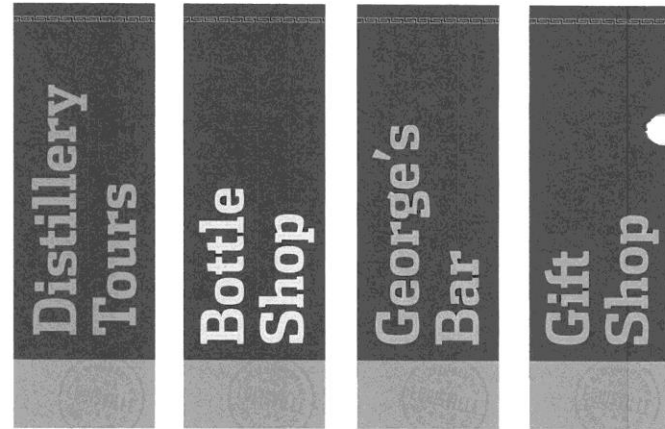


*APPROXIMATE PLACEMENT SHOWN

RECEIVED
DEC 09 2019
PLANNING &
DESIGN SERVICES



HANGING HARDWARE
EXAMPLE



nimlok.
kentucky

EXHIBITS • ENVIRONMENTS • GRAPHICS • SIGNS • VEHICLE GRAPHICS • LOGISTICS
2505 TECHNOLOGY DRIVE • LOUISVILLE, KY 40299 • 502.499.7566 • WWW.NIMLOK-KENTUCKY.COM

Site Photos-Subject Property



Conclusion

- The variance request appears to be adequately justified and meets the standard of review.

Required Action

- **Variance:** from Land Development Code table 8.3.2 to allow a sign to exceed the allowable area.
Approve/Deny

Location	Requirement	Request	Variance
Area	325.67 sq. ft.	337.67 sq. ft.	12 sq. ft.