

From: [Dan Borsch](#)
To: [Haberman, Joseph](#)
Cc: [Reno-Weber, Ben](#); [Herndon, Ken](#)
Subject: Digital billboard conversion
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RE: Support for Case 25-LDC-0006 - Request for Language Allowing Conversion of Grandfathered Static Billboards to Digital Displays

Joseph Haberman, AICP
Planning Manager
Office of Planning and Design Services
Louisville Metro Government
444 S. 5th Street, Suite 300
Louisville, KY 40202

Via Email: joseph.haberman@louisvilleky.gov

Dear Mr. Haberman and Council members-

I am writing as the owner of the property located at 1017 E. Broadway in Louisville, Kentucky, to express my strong support for the proposed text amendments in Case No. 25-LDC-0006 regarding Digital Display Off-Premises Signs. As a stakeholder directly impacted by these changes, I appreciate the opportunity to provide input ahead of the Planning Commission's public hearing on February 19, 2026. My goal is to advocate for clarifying language that would explicitly permit the conversion of existing grandfathered (nonconforming) static off-premises signs to digital displays, ensuring that property owners like myself can modernize our assets in ways that directly benefit small businesses in our community.

By way of background, my property features a rooftop billboard measuring 30 feet by 12 feet (360 square feet), which has been grandfathered in as a static off-premises advertising sign under the current Land Development Code (LDC). The site is zoned EZ-1 and is not located within any historic preservation districts, design overlays, or other specially protected areas that might impose additional restrictions. This billboard has been a longstanding feature of the property. However, under the existing regulations, it cannot be converted to a digital display, which limits opportunities to make advertising more accessible and affordable for local advertisers.

Adding to the property's role in the community, I am in the process of opening a small music venue on the ground floor with a capacity of 288 people. This venue is situated directly across the street from the vibrant Paristown Pointe entertainment district, positioning it as a contributor to the local arts and entertainment scene along the Broadway corridor. Small businesses on Broadway face unique struggles, including high rents, competition from national chains, supply chain disruptions, and the ongoing recovery from pandemic-related closures that have led to vacant storefronts and reduced consumer spending in the area. These challenges make it harder for independent operators to market themselves effectively without incurring prohibitive costs.

The ability to convert the billboard to a digital display would help alleviate these issues by enabling small businesses to change ads quickly and efficiently without the recurring expenses of printing materials, hiring installation crews to hang or replace static banners, or dealing with the environmental waste from discarded prints. This shift to digital would significantly lower the overall cost of advertising, making it more feasible for Broadway's small businesses—such as local shops, eateries, and venues—to run targeted, short-term campaigns that drive foot traffic and support their sustainability in a competitive urban environment.

While the proposed amendments represent a positive step forward by allowing digital displays in districts like EZ-1, there remains ambiguity regarding conversions of nonconforming static signs. Without explicit provisions, such conversions could be interpreted as substantial alterations, potentially requiring full compliance with new separation requirements or other standards that the original sign was grandfathered under. This could inadvertently prohibit upgrades for many existing billboards, including mine, despite their long-standing legal status.

To address this and ensure equitable and fair implementation, I respectfully request that the following language (or a similar provision) be incorporated into the amendment, perhaps in Section 4.3.8 or a new subsection dedicated to nonconforming signs:

"Existing legally nonconforming static off-premises signs may be converted to digital display off-premises signs without losing their nonconforming status, provided that:

- (1) The conversion does not increase the sign's size, height, footprint, or alter its location on the property;
- (2) The converted sign complies with the special standards for digital display off-premises signs, including but not limited to brightness limits, automatic dimming, message duration, and safety requirements;
- (3) The conversion is exempt from current separation requirements and zoning/form district prohibitions that applied to new signs but under which the existing static sign was grandfathered;
- (4) Any applicable state-level requirements administered by the Kentucky Transportation Cabinet (KYTC), such as exchanges for electronic conversions, must be met independently of this Code."

This language would provide clarity, promote safety through modern technology, and align with the amendment's goals of minimizing adverse impacts while fostering economic development. It would also prevent unnecessary hardships for small businesses relying on affordable advertising options to thrive along corridors like Broadway.

I am available to discuss this further or provide additional details about my property. Thank you for your consideration of this request and for your work on this important update to the LDC. I look forward to the opportunity to speak at the upcoming hearing if needed.

Sincerely,

Daniel Borsch, [REDACTED]
JEB Investments,
Property Owner
1017 E. Broadway
Louisville, KY 40204

Sent from my iPhone