

**Development Review Committee  
Staff Report**  
July 20, 2016



<b>Case No:</b>	16WAIVER1021
<b>Project Name:</b>	Honda World
<b>Location:</b>	1 Swope Autocenter Drive
<b>Owner:</b>	TT of HD Louisville Property, LLC
<b>Applicant:</b>	Honda World – Mike Porro
<b>Representative:</b>	Derby City Sign – Robert Deleeuw
<b>Jurisdiction:</b>	Forest Hills (Louisville Metro)
<b>Council District:</b>	18 – Marilyn Parker
<b>Case Manager:</b>	Joel Dock, Planner I

**REQUEST**

- **WAIVER** of Chapter 8.3, Table 8.3.2 of the Land Development Code (LDC) to allow more than 3 signs per façade.

**CASE SUMMARY**

The applicant proposes to replace one existing sign along the front façade of the structure to accommodate a name change for the business. The façade currently contains four signs which are nonconforming to the current regulation permitting only three signs per façade. The applicant will be removing one sign and replacing with a sign of similar size and design. The new sign will be 91.66 SF; a total of 491 SF which is below the maximum sign area permitted per façade.

**LAND USE/ZONING DISTRICT/FORM DISTRICT TABLE**

	<b>Land Use</b>	<b>Zoning</b>	<b>Form District</b>
<b>Subject Property</b>			
<b>Existing</b>	Auto Dealer and Service	C-2	SMC
<b>Proposed</b>	Auto Dealer and Service	C-2	SMC
<b>Surrounding Properties</b>			
<b>North</b>	Auto Dealer and Service	C-2	SMC
<b>South</b>	Office	OR-3	TC
<b>East</b>	Auto Dealer and Service	C-2	SMC
<b>West</b>	Commercial Retail	C-1	SMC

**PREVIOUS CASES ON SITE**

- 9-67-85: Change-in-zoning from R-4 to C-1 and C-2 (approved 9/5/85)
- 15074: Revised Detailed District Development Plan (approved 4/22/11)
- 15558: Waiver to not provide pedestrian connection (approved 4/22/11)
- 17388: Conditional Use Permit for outdoor storage (approved 6/18/12)

## INTERESTED PARTY COMMENTS

Staff has not received any inquiries or interested party comments to date.

## APPLICABLE PLANS AND POLICIES

Cornerstone 2020  
Land Development Code (July 2016)

### STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER

(a) The waivers will not adversely affect adjacent property owners; and

STAFF: The waiver will not adversely affect adjacent property owners as the property is located in an automobile dealership and service center complex and the proposed signage is intended to update the name of the business.

(b) The waiver will not violate specific guidelines of Cornerstone 2020; and

STAFF: Guideline 3, policy 28 calls for signs that are compatible with the form district pattern and contribute to the visual quality of their surroundings. The waiver will not violate the comprehensive plan as the proposed signage replaces previous signage to accommodate for a name change and is consistent with the surrounding uses.

(c) The extent of the waiver of the regulation is the minimum necessary to afford relief to the applicant; and

STAFF: The extent of the waiver of the regulation is the minimum necessary to afford relief to the applicant as the sign is needed to advertise the new name of the dealership.

(d) Either:

(i) The applicant has incorporated other design measures that exceed the minimums of the district and compensate for non-compliance with the requirements to be waived (net beneficial effect); OR

(ii) The strict application of the provisions of the regulation would deprive the applicant of the reasonable use of the land or would create an unnecessary hardship on the applicant.

STAFF: The strict application of the provisions of the regulation would deprive the applicant of the reasonable use of land or create an unnecessary hardship as the proposed signage replaces an existing sign which does not advertise the current name of the business.

## TECHNICAL REVIEW

There are no technical review issues.

## STAFF CONCLUSIONS

The waiver appears to be adequately justified based on staff analysis in the staff report.

Based upon the information in the staff report, the testimony and evidence provided at the public meeting, the Development Review Committee must determine if the proposal meets the standards established in the LDC for approving the waiver.

**REQUIRED ACTION**

- **APPROVE** or **DENY** the waiver of Land Development Code Chapter 8.3, Table 8.3.2 to allow four signs.

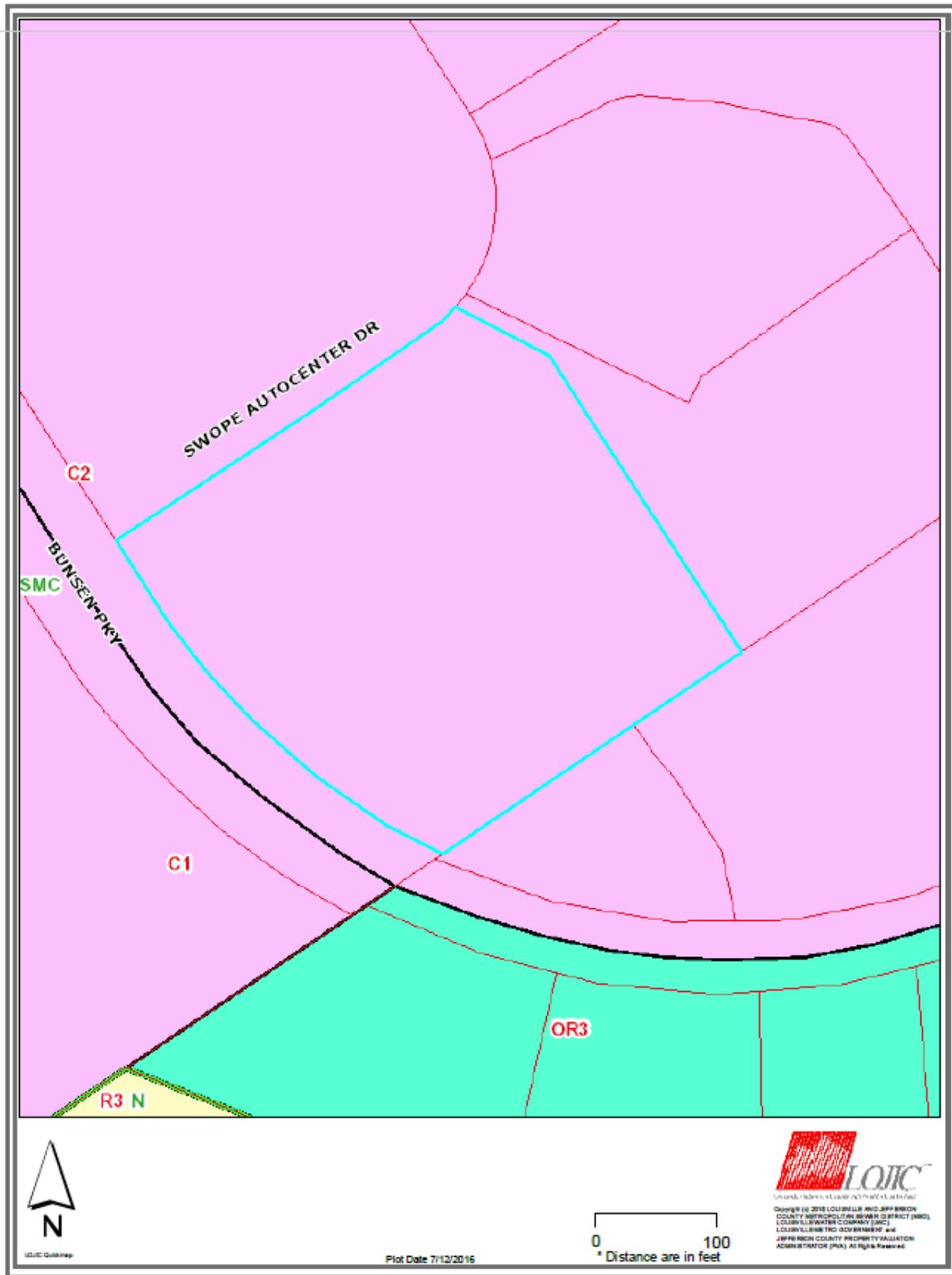
**NOTIFICATION**

Date	Purpose of Notice	Recipients
7/7/16	Hearing before DRC	Adjoining property owners, applicant, & owner. Registered users of Council District 18

**ATTACHMENTS**

1. Zoning Map
2. Aerial Photograph

1. **Zoning Map**



2. Aerial Map

