

**PLANNING COMMISSION MINUTES
APRIL 2, 2026**

PUBLIC HEARING

CASE NO. 25-LDC-0006

Request: Text Amendment to the LDC for Digital Display Off-Premises Signs (Billboards)
Project Name: Text Amendment to the LDC for Digital Display Off-Premises Signs (Billboards)
Jurisdiction: Louisville Metro
Council District: All Council Districts
Case Manager: Joseph Haberman, AICP, Planning Manager

Notice of this public hearing notice was posted on the property and notices were sent by first class mail to those adjoining property owners whose names were supplied by the applicants.

The staff report prepared for this case was incorporated into the record. The Commissioners received this report in advance of the hearing, and this report was available to any interested party prior to the public hearing. (Staff report is part of the case file maintained in Office of Planning offices, 444 S. 5th Street.)

Agency Testimony:

00:51:11 Joseph Haberman provided an overview of the request and presented a PowerPoint presentation. Haberman responded to questions from Commissioners. (See recording for details).

00:55:53 Laura Ferguson noted that, after reviewing the Nashville materials pertaining to billboards, the information was not noticeably clear from a readability standpoint. Ferguson stated that certain intense commercial districts identify off-premises billboards as an accessory use; however, they do not define the method by which that accessory use is achieved (see recording for details).

The following spoke in favor of this request:

Daniel Brosch, 1017 E Broadway, Louisville, KY 40204

Richard Sprague, 430 Second St, Columbus, IN 47201

Summary of testimony of those in support of the request:

01:04:14 Daniel Brosch spoke in support of the proposal. Brosch requested clarification on how the ordinance would address grandfathered billboards transitioning from standard billboards to digital billboards. Brosch noted that it would be beneficial to modernize the regulations and allow everyone to operate under the same rules that some are already operating under (see recording for details).

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01:07:17 Joe Haberman responded to questions from Commissioners pertaining to nonconforming right for the transition of billboards (see recording for details).

01:09:26 Richard Sprague spoke in support of the proposal. Sprague noted that using a digital billboard would create an easier process for displaying content compared to painting or physically constructing a traditional billboard. Sprague also noted that allowing digital billboards would help reduce older billboard materials being sent to landfills and would support environmental sustainability (see recording for details)

The following spoke in opposition of this request:

David Williams, 1017 Essex Ct, Goshen, KY 40026

Rebekah Davenport, 4112 Suwanee Dr, LaGrange, KY 40031

Summary of testimony of those in opposition of the request:

01:12:34 David Williams spoke in opposition to the proposal. Williams noted that the proposed amendment is a good step in the right direction; however, modernization of the off-premises digital sign framework is overdue and mentioned that the amendment has raising concerns and that, if not corrected, the City of Louisville could inadvertently harm local businesses. Williams elaborated on the costs associated with creating an on-premises billboard and explained that it would not be feasible for some business owners. Williams advocated for amending the land development code further to allow on-premise changing image signs to show some off-premise content (see recording for details).

01:20:34 Rebekah Davenport spoke in opposition to the proposal. Davenport provided insight into how challenging it can be for her clients who wish to have an LED billboard located on their property. Davenport noted that revising the off-premises regulations would be a strong starting point, followed by incorporating language that would allow limited third-party advertising on smaller signs (see recording for details).

Rebuttal:

01:23:21 Joe Haberman spoke in rebuttal. Haberman stated that he did not have any additional information and responded to questions from the Commissioners (see recording for details).

Deliberation:

01:26:26 Planning Commission deliberation.

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An audio/visual recording of the Planning Commission hearing related to this case is available on the Office of Planning website, or you may contact the Customer Service staff to view the recording or to obtain a copy.

Text Amendments to the Land Development Code (LDC) concerning Digital Display Off-Premises Signs (also known as billboards or outdoor advertising signs).

01:40:41 On a motion by Commissioner Mims, seconded by Commissioner Lannert, the following resolution, based on the staff report, applicant and staff testimony heard on February 19th, 2026, as well as today and staff analysis, was adopted:

WHEREAS, the Planning Commission finds that the Louisville Metro Council passed Resolution No. 030, Series 2025 on May 15, 2025, requesting that staff review the Land Development Code (LDC) and develop recommended changes related to digital display off-premises signs; and

WHEREAS, the Planning Commission finds that the proposed amendment advances the Goals, Objectives, and Policies of Plan 2040, as well as its CHASE principles; and

WHEREAS, the Planning Commission finds that the proposed amendment meets Community Form Goal 1 by guiding the form and design of development including digital display off-premises signs; and

WHEREAS, the Planning Commission finds that the proposed amendment meets Community Form Goal 1, Objective b by providing specific location and design standards for off-premises signs; and

WHEREAS, the Planning Commission finds that the proposed amendment meets Community Form Goal 1, Objective d by addressing the emerging trend of digital display off-premises signs; and

WHEREAS, the Planning Commission finds that the proposed amendment meets Community Form Goal 1, Policy 6 by continuing to limit and control off-premises signs near residential areas; and

WHEREAS, the Planning Commission finds that the proposed amendment meets Community Form Goal 1, Policy 10 by mitigating impacts created by off-premises signs with specific design standards; and

WHEREAS, the Planning Commission finds that the proposed amendment meets Community Form Goal 1, Policy 14 by utilizing form districts and additional design

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standards to ensure that off-premises signs are compatible in given locations.; now, therefore be it.

RESOLVED, that the Louisville Metro Planning Commission does hereby **RECOMMEND** that the Louisville Metro Council and the suburban cities with zoning authority **APPROVE** the Text Amendments to the Land Development Code (LDC) concerning Digital Display Off-Premises Signs (also known as billboards or outdoor advertising signs).

The vote was as follows:

YES: Commissioners Steff, Lannert, Mims, Stuber, Fischer, Bond, Benitez, and Lohan

ABSENT: Commissioners Cheek and Sistrunk