

**Board of Zoning Adjustment**  
**Staff Report**  
December 7, 2020



<b>Case No.</b>	20-SIGNAUTH-0004
<b>Project Name</b>	Freestanding Sign
<b>Location</b>	821 S. 4th Street
<b>Owner</b>	Calvary Episcopal Church
<b>Applicant</b>	Rev. Lee F. Shafer
<b>Jurisdiction</b>	Louisville Metro
<b>Council District</b>	4 – Barbara Sexton Smith
<b>Case Manager</b>	Beth Jones, AICP, Planner II

**REQUEST**

**SIGN AUTHORIZATION** to allow a sign type not permitted in the form district of the site (LDC Table 8.3.2 Downtown Form District)

**CASE SUMMARY/BACKGROUND**

The applicant is requesting a Sign Authorization for a sign type not authorized by LDC regulations. As per LDC requirements, Sign Authorization reviews shall use the same set of design guidelines as Waiver reviews, with an emphasis on innovative design and its potential impact on the site, surrounding properties and the street or public realm.

The site is located on the east side of S. 4th Street between York Street and W. Breckinridge, within the block immediately south of the Louisville Free Public Library.

The proposed sign will replace an existing non-conforming freestanding sign located on the site, consisting of a case with a letter board. Because freestanding signs are not permitted in the Downtown form district and the proposed sign is larger than the existing, a Sign Authorization is required.

The supporting structure for the proposed sign is 4ft 6in high and 5ft wide, to be constructed of limestone blocks with a limestone cap, similar to the exterior construction materials used for the primary structure. It will be placed within a grassy curbed area at the front of the site, between the primary structure and the public sidewalk. The sign area will consist of two sets of attached letters and an attached aluminum panel.

**STAFF FINDINGS**

Staff finds that the sign is of a style typical for the institutional use of the site, is not excessive in size and does not interfere with the public right-of-way. It is designed so as to be complimentary to the existing historic development on the site and in the surrounding vicinity.

Based upon the information in the staff report, the testimony and evidence provided at the public hearing, the Board of Zoning Adjustment must determine if the proposal meets the standards for granting Sign Authorizations as established by the Land Development Code.

### **TECHNICAL REVIEW**

No outstanding technical issues remain.

### **INTERESTED PARTY COMMENTS**

No comments have been received.

**STANDARD OF REVIEW AND STAFF ANALYSIS FOR A SIGN AUTHORIZATION** to allow a sign type not permitted in the form district of the site (LDC Table 8.3.2 Downtown Form District)

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

STAFF: The waiver will not adversely affect adjacent property owners in that it is typical of institutional uses of the type located on the site and other similar uses in the vicinity and will not interfere with uses on adjacent properties.

(b) The waiver will not violate specific guidelines of Plan 2040; and

STAFF: The waiver will not violate specific guidelines of Plan 2040 (Community Form Goal 1, Policy 14) as the proposal is in compliance with the underlying form district and the character of the area and makes a positive contribution to the visual quality of its surroundings. It is also of a size and height adequate for effective communication and proportionate with the scale of the historic development on the site.

The proposal also meets LDC design guidelines for a Sign Authorization in that it is visually consistent with the architecture, materials, colors and overall design of its surroundings.

(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 in that the sign is not excessive in size for the purpose of identification of the site's use and does not include lighting that would detract from the visual quality of the vicinity.

(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 create an unnecessary hardship on the applicant in that use of an attached sign, as permitted in the form district, would detract from the historic integrity of the development on the site.

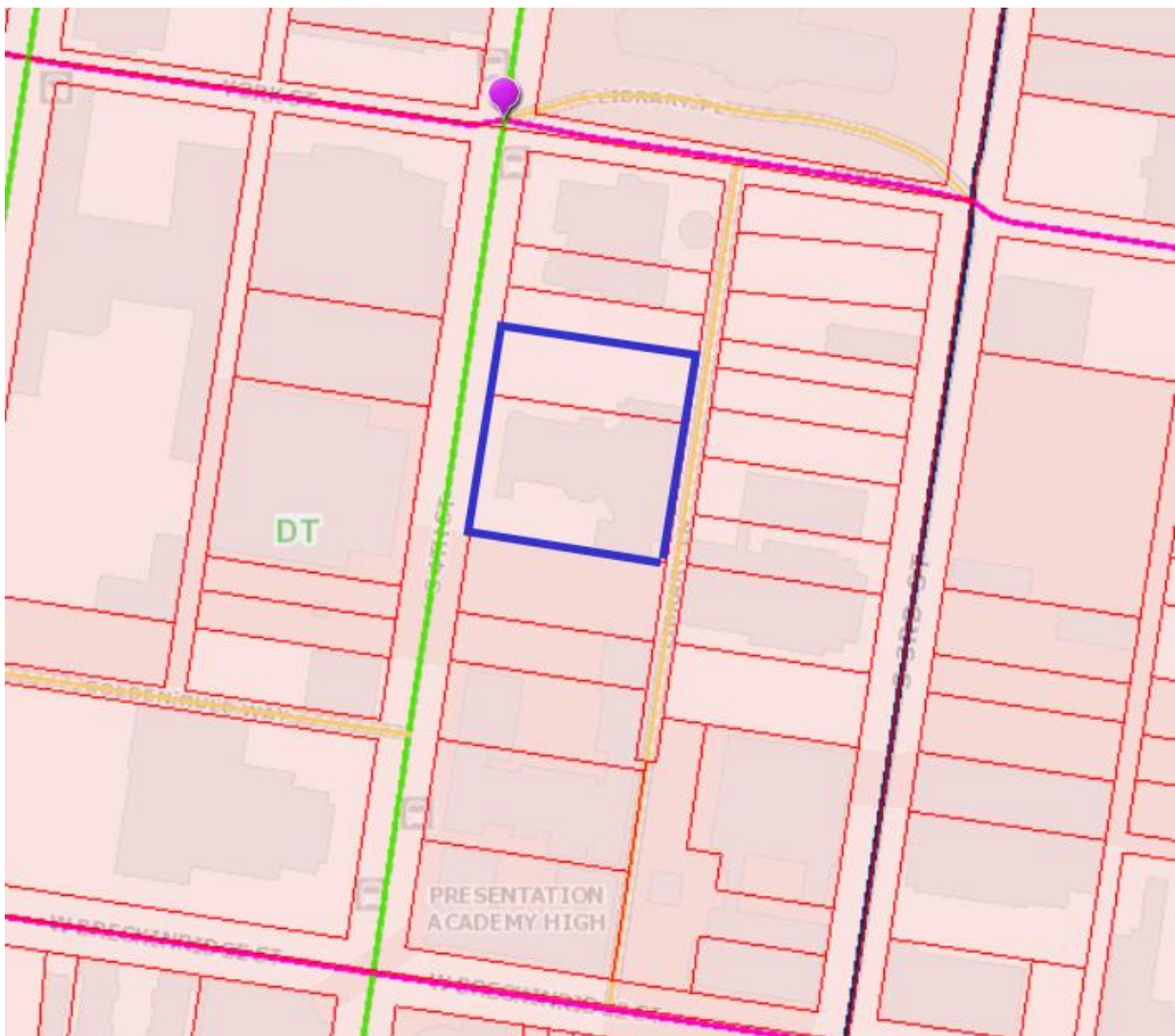
## **NOTIFICATION**

Date	Purpose of Notice	Recipients
11/25/2020	Notice of Waiver Hearing	1st and 2nd tier adjoining property owners Registered Neighborhood Groups in Council District 4 Sign Posting

## **ATTACHMENTS**

1. Land Use Map
2. Aerial View
3. Street View
4. Existing Sign
5. Location of Proposed Sign
6. Rendering of Proposed Sign

### **1. Land Use Map**

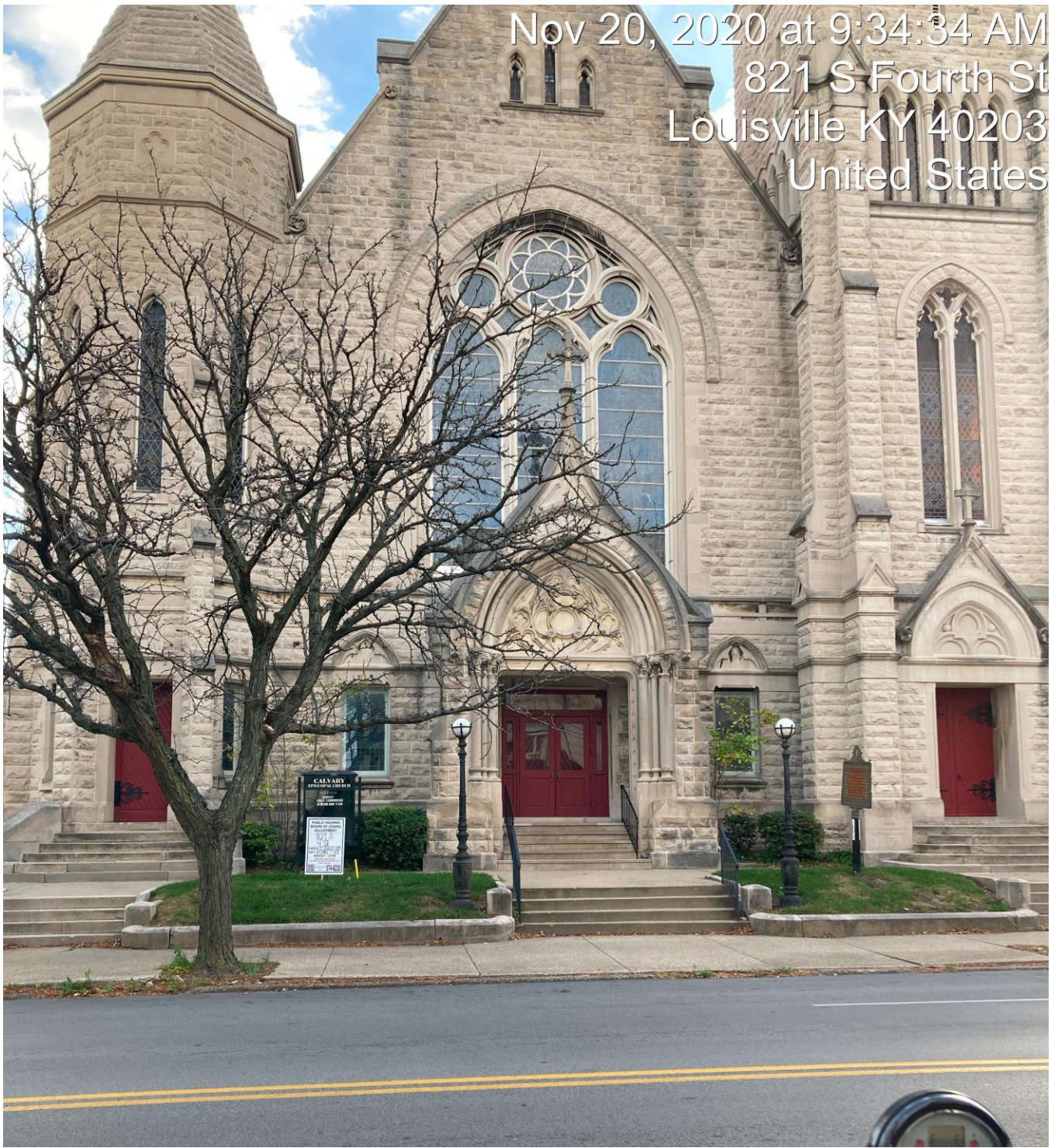


2. Aerial View





3. Street View





4. Existing Sign



5. Proposed Sign Location



6. Rendering of Proposed Sign

