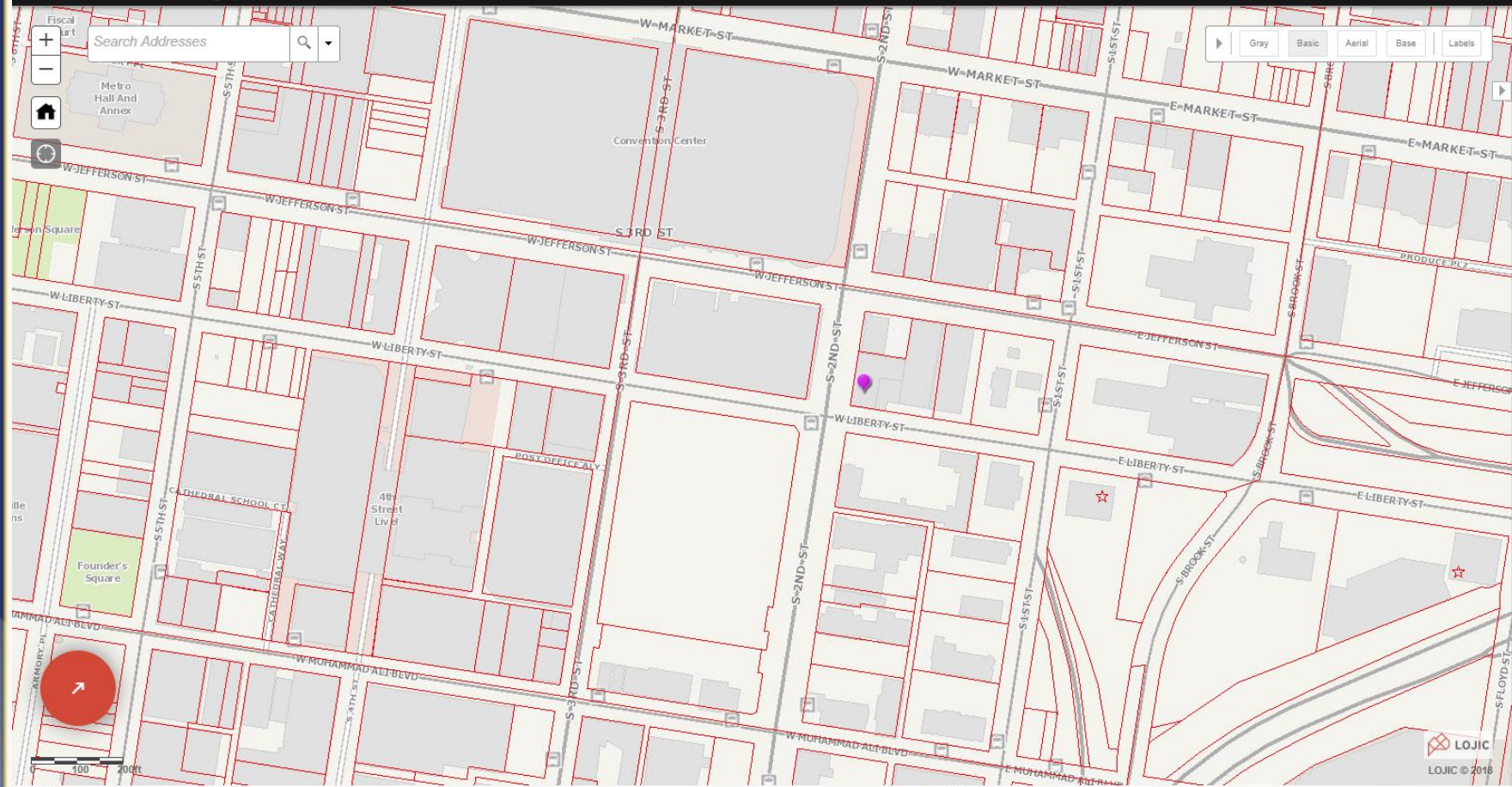


18DDRO1000_133 W. Liberty Street





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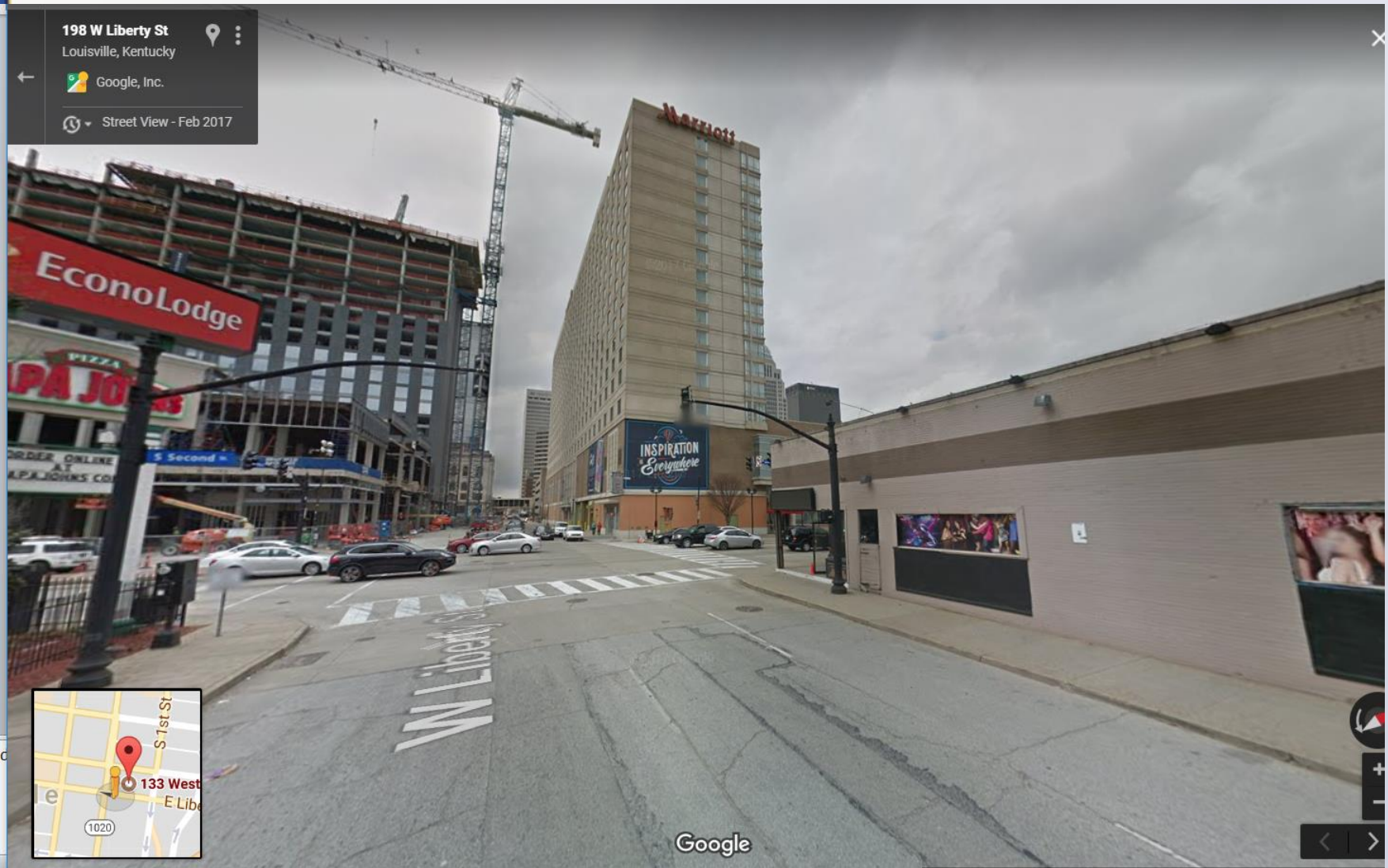
398 S 2nd St
Louisville, Kentucky



Google, Inc.

Street View - Sep 2017





Recommendation

Considering the information furnished Staff finds that the proposal substantially complies with the applicable Principles and Guidelines of the Overlay and **approves** the request for an Overlay Permit with the following conditions:

- 1. Applicant shall comply with Guideline S8 and install one (1) Signage that utilizes LED, video or other moving image digital technology on the building.**
- 2. LED screens to only be used for signage. Screens shall not broadcast television programming.**
- 3. The use of sound is prohibited.**
- 4. Signage shall comply with Principle 8: S6 and**
 - a) Shall promote only site specific activities, events, sponsors, or businesses.**
 - b) Signs shall be designed to minimize the impact to residential properties.**
 - c) Shall come equipped with automatic dimming technology and a photocell which automatically adjusts the sign's brightness to no more than 0.2 foot candles above ambient light conditions.**
 - d) Signage should be carefully designed to minimize driver impact and pedestrian distraction.**