

# Development Review Committee

## Staff Report

December 20, 2017



<b>Case No:</b>	17WAIVER1039
<b>Project Name:</b>	John Paul II Academy
<b>Location:</b>	3525 Goldsmith Ln
<b>Owner(s):</b>	Roman Catholic Bishop of Louisville
<b>Applicant:</b>	Smart LED Signs and Lighting
<b>Jurisdiction:</b>	Louisville Metro
<b>Council District:</b>	26 – Brent Ackerson
<b>Case Manager:</b>	Jay Lockett – Planner I

### REQUEST(S)

- **Waiver** of Land Development Code section 8.2.1.D.4.a to allow a changing image sign area to exceed 30% of the total area of a freestanding sign within the Neighborhood form district.

### CASE SUMMARY/BACKGROUND

The applicant is proposing to install a 48 SF freestanding sign within the Neighborhood form district with an LED portion equal to 31% of the sign area. LDC section 8.2.1.D.4.a limits the changing image portion of signs to 30% of the overall sign area within the Neighborhood form district. The applicant is requesting a waiver to allow the changing image portion to exceed this standard.

### STAFF FINDING

The request is adequately justified and meets the standard of review.

### TECHNICAL REVIEW

There are no outstanding technical review items associated with this request.

### INTERESTED PARTY COMMENTS

Staff has received no inquiries concerning this request.

### STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER

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

STAFF: The waiver will not adversely affect adjacent property owners, as the applicant could install a significantly larger sign without the need for a waiver.

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

STAFF: The waiver will not violate specific guidelines of Cornerstone 2020 as Guideline 3, Policy 9 calls for the protection of the character of residential areas, roadways, and public spaces from visual intrusions and to mitigate where appropriate. Guideline 3, Policy 28 recommends signage that is compatible with the form district pattern and contributes to the visual quality of their surroundings. Promote signs of a size and height adequate for effective communication and conducive to motor vehicle safety. Encourage signs that are integrated with or attached to structures wherever feasible; limit freestanding signs to monument style signs unless such design would unreasonably compromise sign effectiveness. Give careful attention to signs in historic districts, parkways, scenic corridors, design review districts and other areas of special concern. For freestanding signs in multi-lot developments, minimize the number of signs by including signage for each establishment on the same support structure and encourage consistent design (size, style, and materials). The signage is compatible with similar signs that are common to institutional and religious uses in the area. The applicant could install a larger sign with a larger changing image area on the site and not need the requested waiver under current LDC standards.

(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 is the minimum necessary to afford relief to the applicant, as the overall size of the sign is less than could be installed on the site without a waiver.

(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, as the applicant would have to install a larger sign than they wish in order to make the messages adequately readable.

**REQUIRED ACTIONS:**

- **APPROVE** or **DENY** the **Waiver** of LDC 8.2.1.D.4.a.

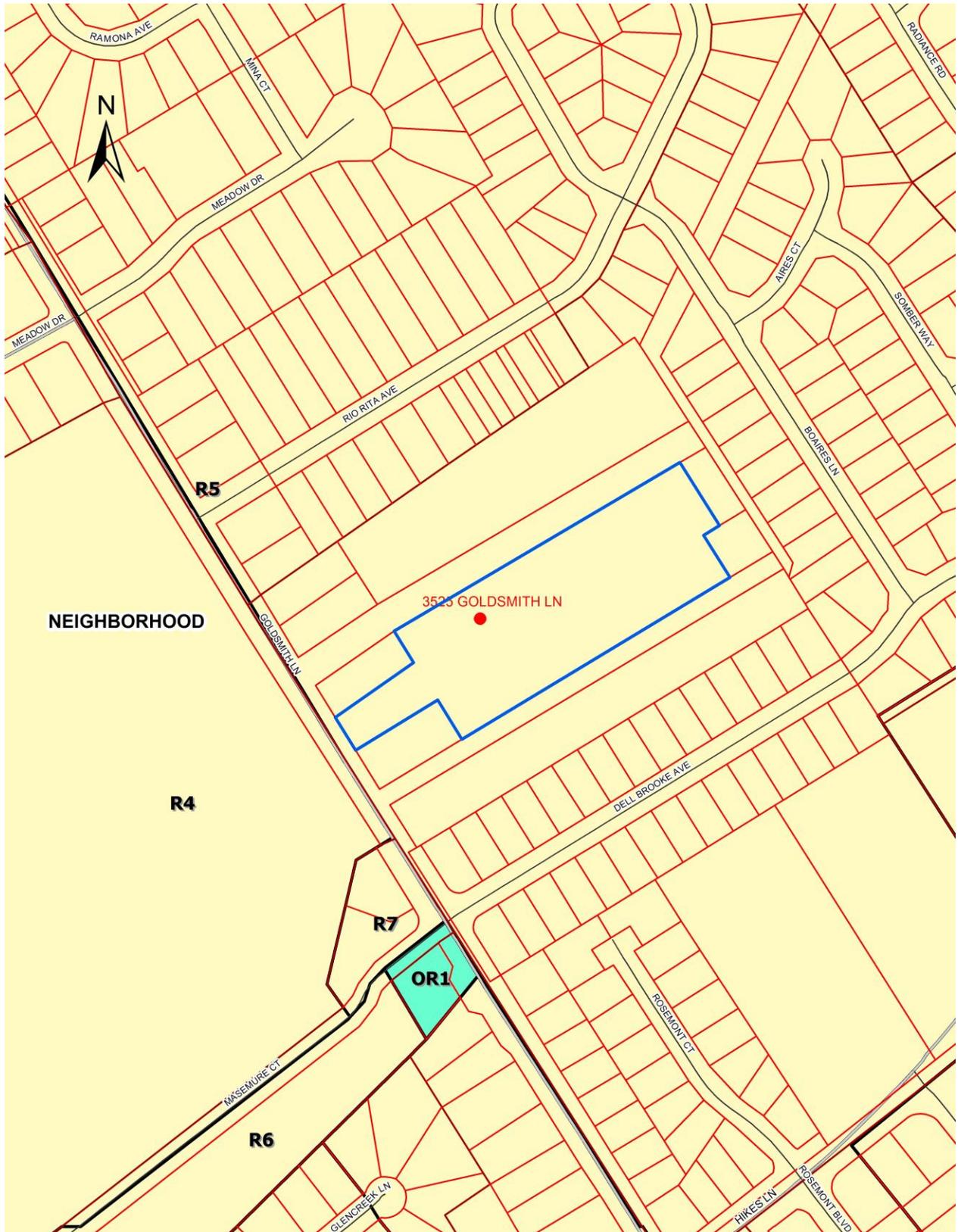
**NOTIFICATION**

Date	Purpose of Notice	Recipients
12-8-17	Hearing before DRC	1 <sup>st</sup> tier adjoining property owners Registered Neighborhood Groups in Council District 26

**ATTACHMENTS**

1. Zoning Map
2. Aerial Photograph

1. **Zoning Map**



2. Aerial Photograph

