Proposed change to the "On-Premises" signage regulations in Chapter 8 of the Land Development Code (LDC):

This is being provided in addition to the proposed changes for "Off-Premises" signage by the Planning Commission. These changes should be made in conjunction with changes proposed by the Planning Commission in the staff report for case 25-LDC-0006 to prevent an inadvertent harm to local businesses and to avoid creating (or reinforcing) a structured monopoly on digital signage and advertising opportunities in Louisville. As it stands there is no language that would need to be removed from either the current Land Code or the Off-Premises changes the Planning Commission have proposed to make this change:

Proposed language for Chapter 8 of the LDC:

An electronic sign located on the same property and serving the principal business use retains its On-Premises classification and is not subject to Off-Premises regulations provided that the on-site business's own content occupies at least 50% of the sign's digital display time in a rolling 24 hour time period as well as a static display for the on site business and all other requirements for On-Premises classification. Emergency alerts, public health announcements, and messages from recognized neighborhood associations are excluded from the calculation entirely.

Permitted in the following **zoning districts**: C-2 (Commercial), C3, C-M (Commercial Manufacturing), EZ-1 (Enterprise Zone), PRO (Planned Research/Office), PEC (Planned Employment Center), M-1 (Industrial Lower Intensity), M-2 (Industrial), or M-3 (Industrial Higher Intensity).

Permitted in the following **form districts:** DT (Downtown), UCN (Urban Center Neighborhood), TMC (Traditional Marketplace Corridor), TC, TW (Traditional Workplace), VC (Village Center), SMC (Suburban Marketplace Corridor), RC (Regional Center), SW (Suburban Workplace), C, or V (Village).

Why should Louisville make this change?

Changes to the “On-Premises” signage regulations to explicitly allow for minimal third party advertising will support small, local businesses by creating an affordable pathway for modernizing signage, allowing business owners to offset signage costs without turning to larger, national companies who currently have a structured monopoly on digital signage. Updated regulations will also open up more affordable advertising possibilities for small businesses who cannot afford the current rates charged by companies like Outfront Media on digital billboards and bulletins.

Currently smaller digital on premises signs are allowed for business owners, but only to run their own ads. If one ad slot on a rotating sign is exchanged for another local business or community announcement, the sign is reclassified as a billboard (“Off-Premises sign”) and must follow the same regulations, despite adhering to on premises regulations for sizing, design, spacing, etc. The only thing that changes is the content of the rotating image, not the aesthetics, safety, or design of the sign itself.

There is no explicit language in the on premises regulations that states third party advertising is not allowed, this has simply been the interpretation of Louisville Metro. This updated language would explicitly allow for a “Primary Function Standard” whereas the primary function of an on premises sign remains advertising for the on site business 100% of the time through the required static portion of the sign and 50% of the time on the digital portion of the sign. This would best support local businesses and break up the monopoly of larger companies on digital signage and advertising opportunities.