

**Development Review Committee**  
**Staff Report**  
 August 5, 2020



<b>Case No.</b>	20-WAIVER-0055
<b>Project Name</b>	Sign Waiver
<b>Location</b>	1 Autocenter Drive
<b>Owner</b>	TT of H Louisville Inc.
<b>Applicant</b>	ABC Neon & Sign Company
<b>Jurisdiction</b>	Louisville Metro
<b>Council District</b>	18 – Marilyn Parker
<b>Case Manager</b>	Beth Jones, AICP, Planner II

**REQUEST**

**WAIVER** to permit the number of signs on a façade to exceed the maximum permitted (LDC Table 8.3.2. Suburban Marketplace Corridor)

**CASE SUMMARY / BACKGROUND**

The applicant proposes to add one attached letterset sign and relocate two attached cabinet signs to the front façade of the structure at 1 Autocenter Drive. The façade area is 8,025 sq ft.

The 4.6 acre site, as well as adjoining sites to the north, south and east, are developed with an auto dealership and associated display parking. All are under the same ownership. The adjoining 11.6 acre site to the west is developed with a shopping center and two outlots. The site and adjoining auto dealership properties are zoned C-2; the shopping center site is zoned C-1. All are within a Suburban Marketplace Corridor form district.

The total number of signs requested is six: three cabinet signs and three letterset signs. LDC regulations for a Suburban Marketplace Corridor restrict the number of signs to three.

**REQUIREMENTS**

<b>Attached Signs Suburban Marketplace Corridor</b>	<b>Permitted</b>	<b>Proposed</b>
Number of Signs	Three (3)	Six (6)
Total Sign Area	Maximum 500 sq ft	332 sq ft

**STAFF FINDINGS**

Based upon the information in the staff report, the applicant’s written justification statement and the testimony and evidence provided at the public hearing, Staff supports the waiver request. Although the number of signs exceeds the number permitted, the total area of the signs is 66% of what is could be approved. The signs also serve functional purpose in that they direct customers on the site to vehicle service areas. In addition, there are no residential properties in the vicinity which would be negatively affected by approval of the request.

**STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER** to permit the number of signs on a façade to exceed the maximum permitted (LDC Table 8.3.2. Suburban Marketplace Corridor)

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

STAFF: The waiver will not adversely affect adjacent property owners in that neighboring sites are fully developed with uses compatible with the use of the site and the signage requested.

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

STAFF: The waiver does not violate guidelines of Plan 2040, which requires that: appropriateness must be evaluated in the context of the compatibility of the proposed use or uses with surrounding uses (Community Form 1.2.4); impacts on quality of life must be considered (Community Form 16); adverse visual intrusions must be considered when there are impacts to residential areas (Community Form 20).

- (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 although the number of signs requested exceeds standards, the overall area of the signs is 66% of what is permitted by LDC regulations.

- (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 applicant has not incorporated design measures that compensate for non-compliance with requirements. Strict application of the provisions of the regulation would create an unnecessary hardship as development on adjacent sites is compatible with the use of the subject site and there is no residential development in the vicinity that would suffer negative impacts.

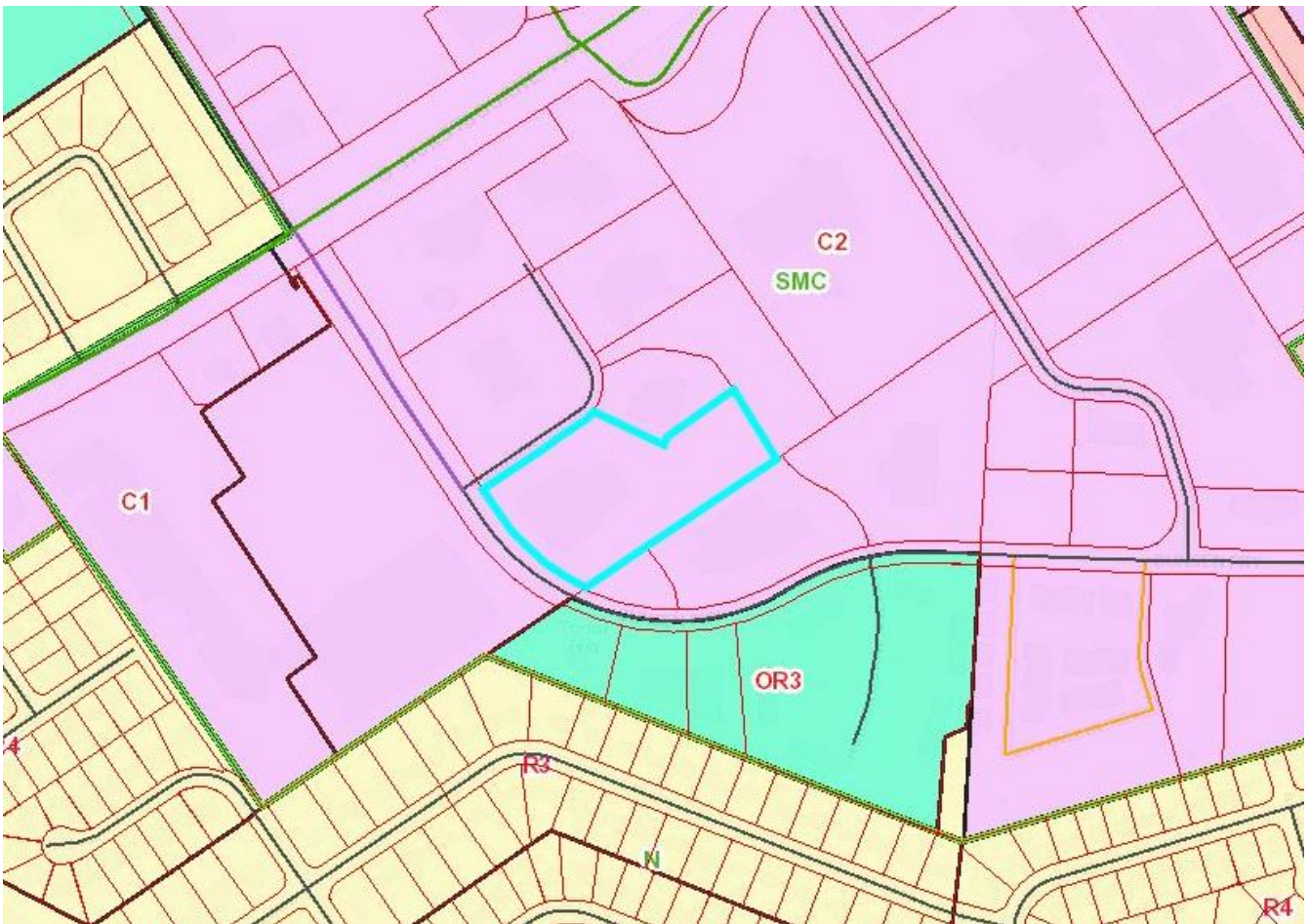
**NOTIFICATIONS**

Date	Purpose of Notice	Recipients
7/27/2020	Planning Commission	1st tier adjoining property owners Registered Neighborhood Groups in Council District 18

## **ATTACHMENTS**

1. Zoning Map
2. Aerial Photograph
3. Street View
4. Proposed Elevation

### **1. Zoning Map**



2. Aerial Photograph



3. Street View



# 4. Proposed Elevation

