

Development Review Committee

Staff Report

August 31, 2016



Case No:	16WAIVER1030
Project Name:	Sign Waiver
Location:	6310 Commerce Park Court
Owner:	Value Place Louisville New Cut, LLC
Representative:	Atlantic Sign Company – Tommy Reed
Project Area/Size:	3.4 acres
Existing Zoning District:	C-M, Commercial-Manufacturing
Existing Form District:	N, Neighborhood
Jurisdiction:	Louisville Metro
Council District:	13– Vicki Welch
Case Manager:	Joel P. Dock, Planner I

REQUEST

- Sign Waiver

CASE SUMMARY

The applicant proposes to replace existing attached signage on all facades to reflect change-in-name for an existing hotel. Two of these signs will be changing-image signs; one on the Northwest façade and the other attached to the Northeast facade. Land Development Code (LDC), section 8.2.1.D.1 limits a property to only one changing image sign. The changing image portion of the signage will be used to display room rates. All other elements of the proposed signs are in compliance with the LDC.

LAND USE/ZONING DISTRICT/FORM DISTRICT TABLE

	Land Use	Zoning	Form District
Subject Property			
Existing	Hotel	C-M	N
Proposed	Hotel	C-M	N
Surrounding Properties			
North	I-265	ROW	ROW
South	Vacant	CM	V
East	Vacant	CM	N
West	Vacant	CM	V

PREVIOUS CASES ON SITE

9-42-99: Change-in-zoning to CM.

INTERESTED PARTY COMMENTS

Staff has not received any inquiries on this proposal.

APPLICABLE PLANS AND POLICIES

Cornerstone 2020
Land Development Code (July 2016)

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 signage is intended for passing vehicular traffic and does not create a nuisance from light trespass to adjacent businesses or nearby communities due to the orientation of the facades towards the interstate and tree masses on the opposite side of this same interstate that serve to buffer residential homes..

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

STAFF: Guideline 3, Policy 28 states that signs are to be compatible with the form district pattern and contribute 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 proposal is consistent with this policy as the signs do not negatively impact the visual quality of the surrounding community. The signage provides visibility for the business from each direction of travel along the interstate to attract patrons.

- (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 as the regulations restrict directional visibility due to the orientation of the structure in relation to the interstate.

- (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 signage displaying room rates may vary and is essential to attracting attention and business from each direction on the interstate.

TECHNICAL REVIEW

All signs shall be in compliance with all other elements of Chapter 8 of the Land Development Code.

STAFF CONCLUSIONS

The waiver appears to be adequately justified and meets the standard of review based on staff analysis in the staff report. Based upon the information in the staff report, the testimony and evidence provided at the public hearing, the Development Review Committee must determine if the proposal meets the standards for approving waiver as established in the LDC.

REQUIRED ACTIONS

- **APPROVE** or **DENY** the waiver of LDC, section 8.2.1.D.1 to allow two changing image signs

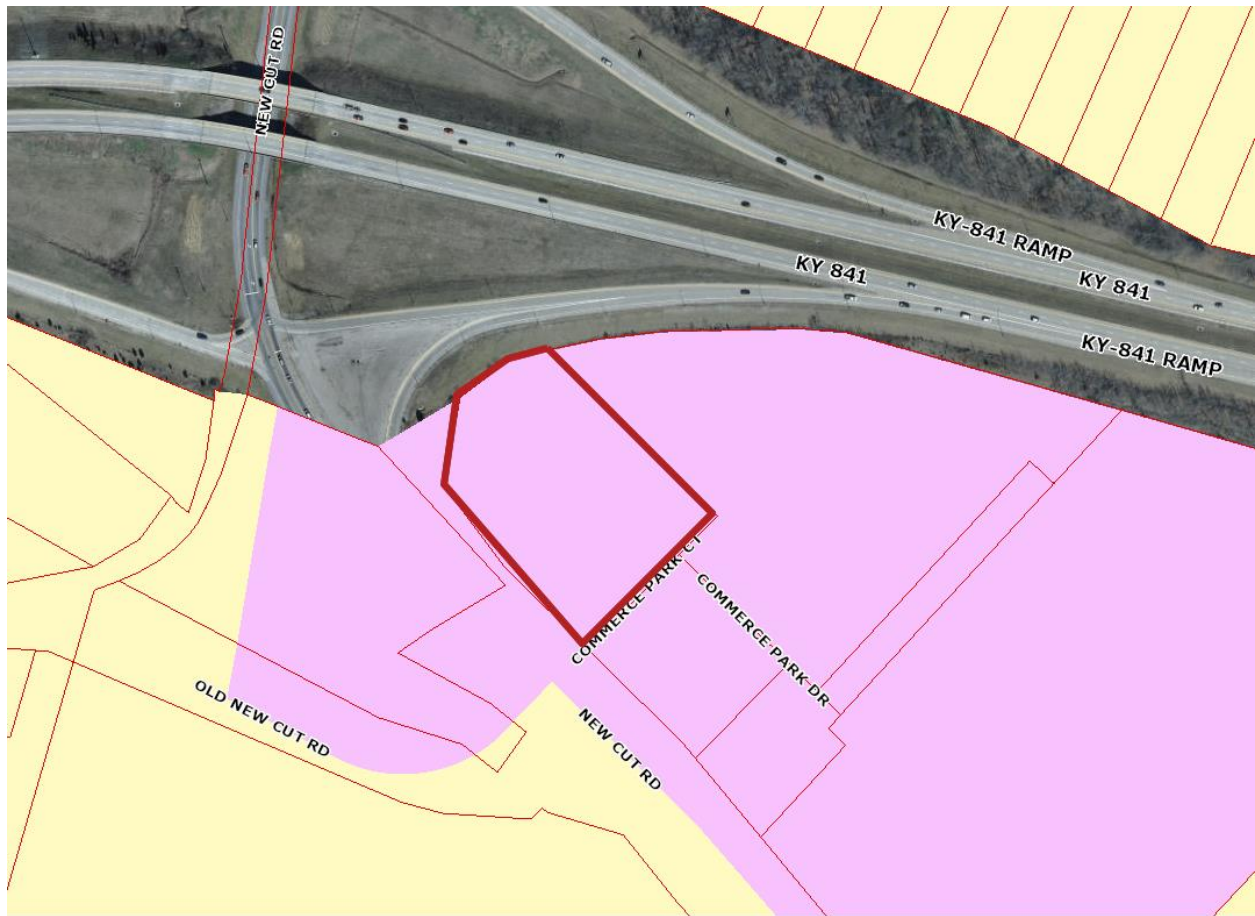
NOTIFICATION

Date	Purpose of Notice	Recipients
8/18/16	DRC	Adjoining property owners, applicant, owner, and registered users of Council District 13.

ATTACHMENTS

1. Zoning Map
2. Aerial Photograph

1. Zoning Map



2. Aerial

