

Board of Zoning Adjustment Staff Report

April 2, 2018



Case No:	18DEVPLAN1034
Project Name:	Churchill Downs entrance sign
Location:	700 Central Avenue
Owners:	Louisville Metro
Applicant:	Churchill Downs
Representative(s):	Pete Berdovich
Project Area/Size:	147 acres
Existing Zoning District:	R-6, C-1 and C-2I
Existing Form District:	C- Campus
Jurisdiction:	Louisville Metro
Council District:	15 – Marianne Butler

REQUEST(S)

- **Exceptional Signage Review:** for authorization of proposed main entrance sign for Churchill Downs.
- **Campus form district:** This sign is also being reviewed as “master plan project identification sign,” as permitted in Chapter 8.3.10. b (ii)

CASE SUMMARY/BACKGROUND

The applicant proposes to erect a main entrance “signature entrance” type sign at the entrance to Churchill Downs on Central Avenue. The sign will consist of an entrance structure on each side of the entrance, with a 51 square foot sign on each structure. The sign will read: “Churchill Downs, Home of the Kentucky Derby, Established 1875.”

The site is in the Campus form district which permits a “master project identification sign,” as cited above.

The exact language of this section of the Land Development Code is below:

“One freestanding master plan project identification sign shall be permitted adjacent to the primary entrance to developments having more than five lots and having an access point from an arterial level street. This sign shall not be counted towards the number of allowed freestanding business signs on a lot. The sign shall not exceed 100 square feet in area and 18 feet in height.”

STAFF FINDING

The sign authorization for exceptional signage 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 meeting, the Board of Zoning Adjustment must determine if the proposal meets the standards established in the LDC for authorizing the proposed sign.

TECHNICAL REVIEW

The Board of Zoning Adjustment (BOZA) is authorized under the Louisville Metro Land Development Code (LDC), section 8.4.1 to authorize exceptional signs that do not meet definitions for sign types permitted by the sign regulations.

Prior to the release of a sign permit the signs shall meet all applicable regulations contained within the Land Development Code and Louisville Metro Code of Ordinances.

INTERESTED PARTY COMMENTS

Staff has not received any formal inquiries or interested party comments at this time.

STANDARD OF REVIEW AND STAFF ANALYSIS

Sign Authorization Reviews shall use the same set of design guidelines as listed under the Waiver Reviews. Emphasis in sign authorizations shall be on the innovative design of signage and its potential impact on the property it relates to, surrounding properties and to the street or public realm.

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

STAFF: The sign authorization will not adversely affect adjacent property owners as the proposed signage will not create a nuisance from light trespass, noise, or flashing. Additionally, the signage will not create a hazard for pedestrians or motorists within the area of the property.

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

STAFF: Guideline 3, policy 9 of Cornerstone 2020 calls for the protection of the character of residential areas, roadway corridors and public spaces from visual intrusions and mitigate when appropriate. Guideline 3, policies 21 and 22 calls for appropriate transitions between uses that are substantially different in scale and intensity or density, and to mitigate the impact caused when incompatible developments occur adjacent to one another through the use of landscaped buffer yards, vegetative berms and setback requirements to address issues such as outdoor lighting, lights from automobiles, illuminated signs, loud noise, odors, smoke, automobile exhaust or other noxious smells, dust and dirt, litter, junk, outdoor storage, and visual nuisances. The sign authorization will not violate specific guidelines of Cornerstone 2020 as the proposed signage is not readily visible from single-family residential dwellings and is surrounded by a mixture of compatible uses with and without signage. The proposed signage appears to be compatible with the character and design of signs in the surrounding area.

(c) The extent of the authorization of the regulation is the minimum necessary to afford relief to the applicant; and

STAFF: The extent of the authorization permitted by the regulation is the minimum necessary to afford relief to the applicant as the Campus form district clearly permits a master project entrance sign.

(d) Either:

- (i) The applicant has incorporated other design measures that exceed the minimums of the district (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 deprive the applicant of the reasonable use of the land or would create an unnecessary hardship on the applicant as the LDC does not prohibit or permit the proposed signage and authorization of the signage has been appropriately requested.

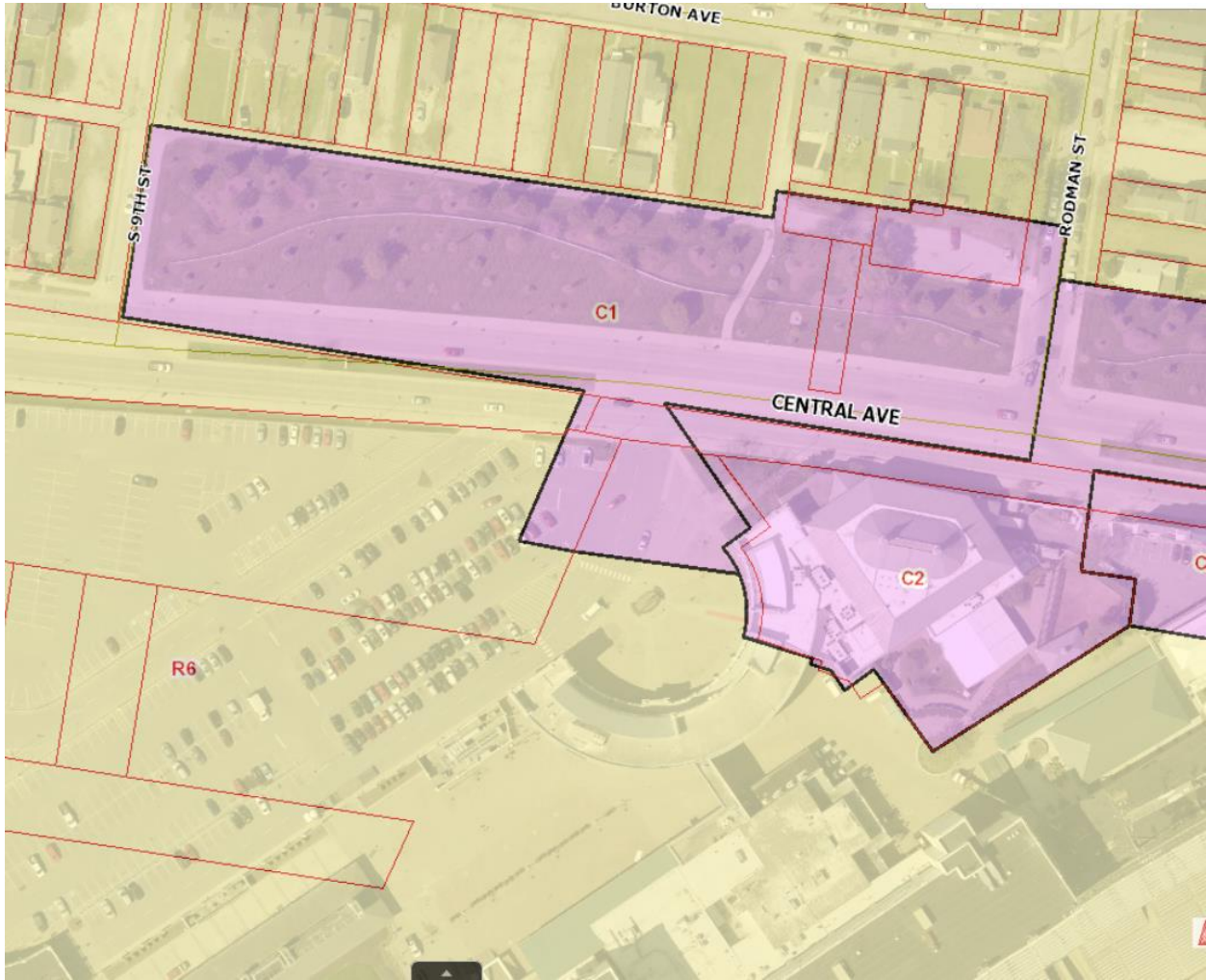
NOTIFICATION

Date	Purpose of Notice	Recipients
3/20/18	BOZA	Adjoining property owners, applicant, & owner. Registered users of Council District 4

ATTACHMENTS

- 1. Zoning Map
- 2. Aerial Photograph

1. Zoning Map



2. Aerial Photograph

