

# Board of Zoning Adjustment Staff Report

June 16, 2014



<b>Case No:</b>	14Variance1046
<b>Project Name:</b>	Proposed Banner, Ford Kentucky Truck Plant
<b>Location:</b>	3001 Chamberlain Lane
<b>Owner(s):</b>	Ford- Kentucky Truck Plant
<b>Applicant:</b>	Same as above
<b>Representative:</b>	Todd S. Ashton, Ford – KTP Launch Manager
<b>Project Area/Size:</b>	7,500 sq. ft. (sign)
<b>Jurisdiction:</b>	Louisville Metro
<b>Council District:</b>	17 – Glen Stuckel
<b>Case Manager:</b>	Sherie' Long, Landscape Architect

## REQUEST

- A variance of Section 8.3.3.A.2, Table 8.3.2 of the Land Development Code (LDC) to allow a proposed attached signage to exceed the maximum area.

Location	Requirement	Request	Variance
Building Facade	750 sf.	7,500 sf.	6,750 sf.

## CASE SUMMARY/BACKGROUND/SITE CONTEXT

The applicant is proposing to install a 50 feet x 150 feet banner/sign on the New Stacker Building façade facing I-265 (Gene Snyder Freeway) and Chamberlain Lane at the Kentucky Truck Plant (KTP) located on Westport Road and Chamberlain Lane. A similar proposal was approved for a banner/sign of the same size to be located on the façade of the Stamping Building in 2012. The proposed banner/sign will be attached to a façade which is 27,470 square feet, being 335 feet long and 82 feet tall. Proposed banner/sign will occupy 27% of the façade area on one side of the building facing I-265 and Chamberlain Lane.

## BACKGROUND/ PREVIOUS CASES

Case No. 14WAIVER1016, landscape waiver to eliminate the 3 foot continuous screen between the parking lot and Chamberlain Lane; and landscape waiver to eliminate the 120' between interior landscape areas, approved by Planning Commission May 14, 2014.

Docket No. B-17628-12, variance to allow an attached banner/sign to exceed the maximum size, approved by BOZA Committee May 7, 2012

Docket No. B-182-94, variance to allow a freestanding sign to encroach into the required Westport Road street side yard, approved by BOZA Committee October 3, 1994

Docket No. 9-36-92, change in zoning from R-4 to PEC, approved by the Planning Commission August 6, 1992

## LAND USE/ZONING DISTRICT/FORM DISTRICT TABLE

	Land Use	Zoning	Form District
<b>Subject Property</b>			
<b>Existing</b>	Industrial	PEC	SW
<b>Proposed</b>	Industrial	PEC	SW
<b>Surrounding Properties</b>			
<b>North</b>	Industrial/ Commercial & Residential (across Westport Road)	PEC/ C-1, C-2, & R-7	SW/ RC & SW
<b>South</b>	Residential (across Chamberlain Lane & I-265)	R-4	N
<b>East</b>	Residential	R-4	SW
<b>West</b>	Industrial / Residential (across Chamberlain Lane & I-265)	PEC/ R-6 & R-4	SW/ N

### INTERESTED PARTY COMMENTS

Staff has received no comments.

### APPLICABLE PLANS AND POLICIES

Land Development Code

### STANDARD OF REVIEW AND STAFF ANALYSIS FOR VARIANCES

- (a) The requested variance will not adversely affect the public health, safety or welfare.

STAFF: The variance will not adversely affect the public health, safety or welfare since the banner/sign will be attached securely to the façade by a professional sign company; plus currently there is a sign of similar size on an adjacent façade which has not impeded sight distance, and caused safety or public health issues.

- (b) The requested variance will not alter the essential character of the general vicinity.

STAFF: The requested variance will not alter the essential character of the general vicinity because the applicant's proposal is compatible with the previously approved façade sign; the closest surrounding development and existing structures are also other industrial uses; and the closest residential uses are located either across the Gene Snyder Freeway, Westport Road, or located almost a mile away.

- (c) The requested variance will not cause a hazard or nuisance to the public.

STAFF: The requested variance will not cause a hazard or nuisance to the public because the banner/sign will be attached to an existing building façade; the signage will generate pride among the employees of the Kentucky Tuck Plant (KTP); and will be similar to the previously approved sign/banner located on the KTP Stamping Building.

- (d) The requested variance will not allow an unreasonable circumvention of the zoning regulations.

STAFF: The requested variance will not allow an unreasonable circumvention of the zoning regulations because there are similar signs in the area.

#### **ADDITIONAL CONSIDERATIONS:**

1. The requested variance arises from special circumstances which do not generally apply to land in the general vicinity or the same zone.

STAFF: The requested variance arises from the applicant's request to install a banner/sign which exceeds the maximum size allowed to be attached to a building façade.

2. The strict application of the provisions of the regulation would deprive the applicant of the reasonable use of the land or create an unnecessary hardship on the applicant.

STAFF: The strict application of the provisions of the regulation would create an unnecessary hardship because the proposed signage could not be installed.

3. The circumstances are the result of actions of the applicant taken subsequent to the adoption of the zoning regulation from which relief is sought.

STAFF: The circumstances are the result of the applicant request to install an over-sized banner/sign on the building façade.

#### **TECHNICAL REVIEW**

No outstanding technical review items.

#### **STAFF CONCLUSIONS**

The variance to allow the proposed attached banner/sign to exceed the maximum sign area is compatible with the large scale industrial context of the surrounding area and is similar to the previously approved banner/sign attached to the other façade. Therefore, the Board of Zoning Adjustment must determine if the proposal meets the standard for a variance established in the Development Code based on the testimony and evidence provided at the public hearing.

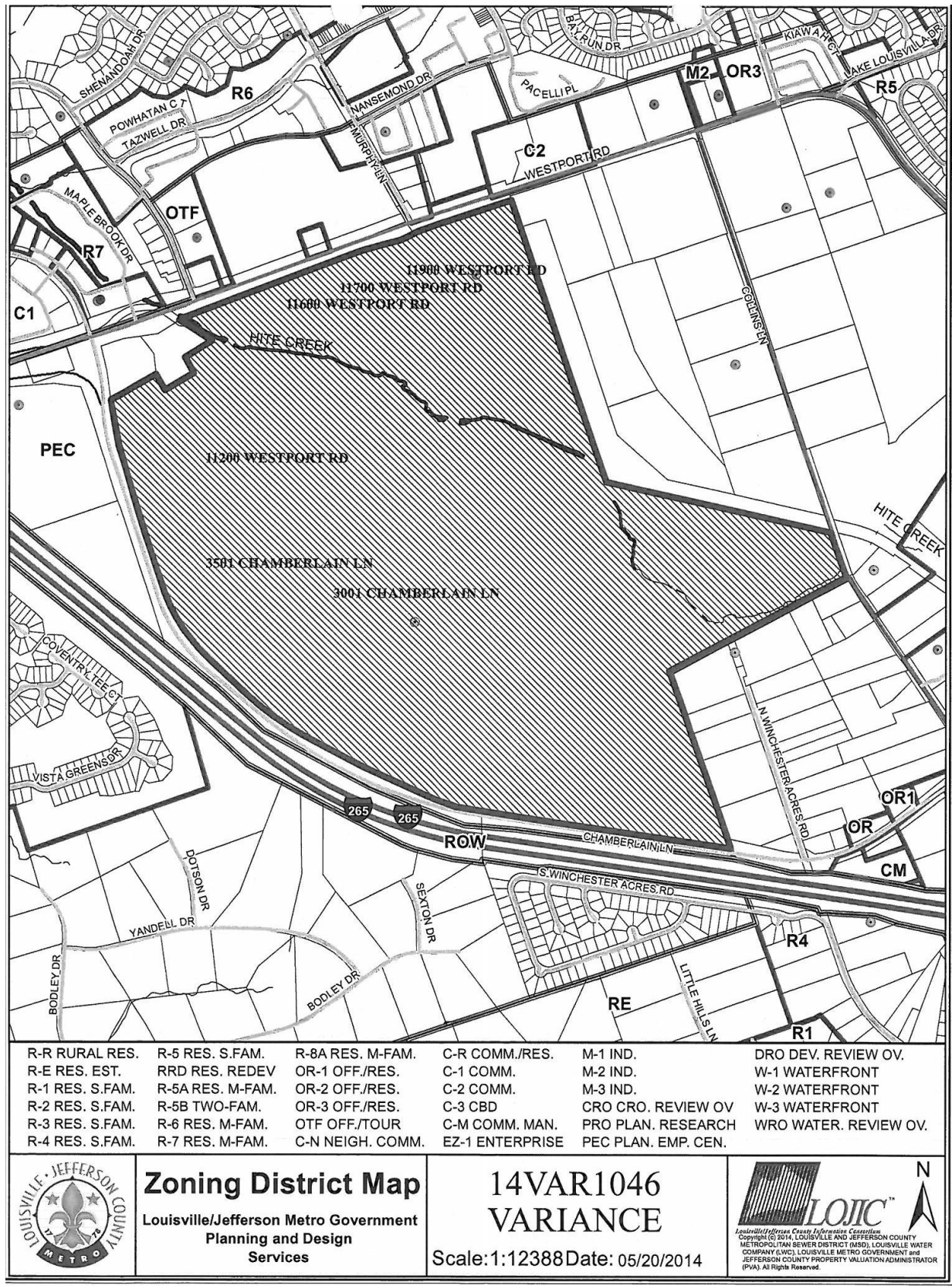
#### **NOTIFICATION**

Date	Purpose of Notice	Recipients
5/29/2014	BOZA Hearing	1 <sup>st</sup> tier adjoining property owners Neighborhood notification recipients
5/30/2014	Sign Posting	Subject property

#### **ATTACHMENTS**

1. Zoning Map
2. Aerial Photograph
3. Over-all Site Plan
4. Site Plan - Enlargement
5. Sign Location Map – Existing and Proposed Signage
6. Elevations
7. Proposed Signage
8. Applicant's Justification Statement

# Attachment 1: Zoning Map

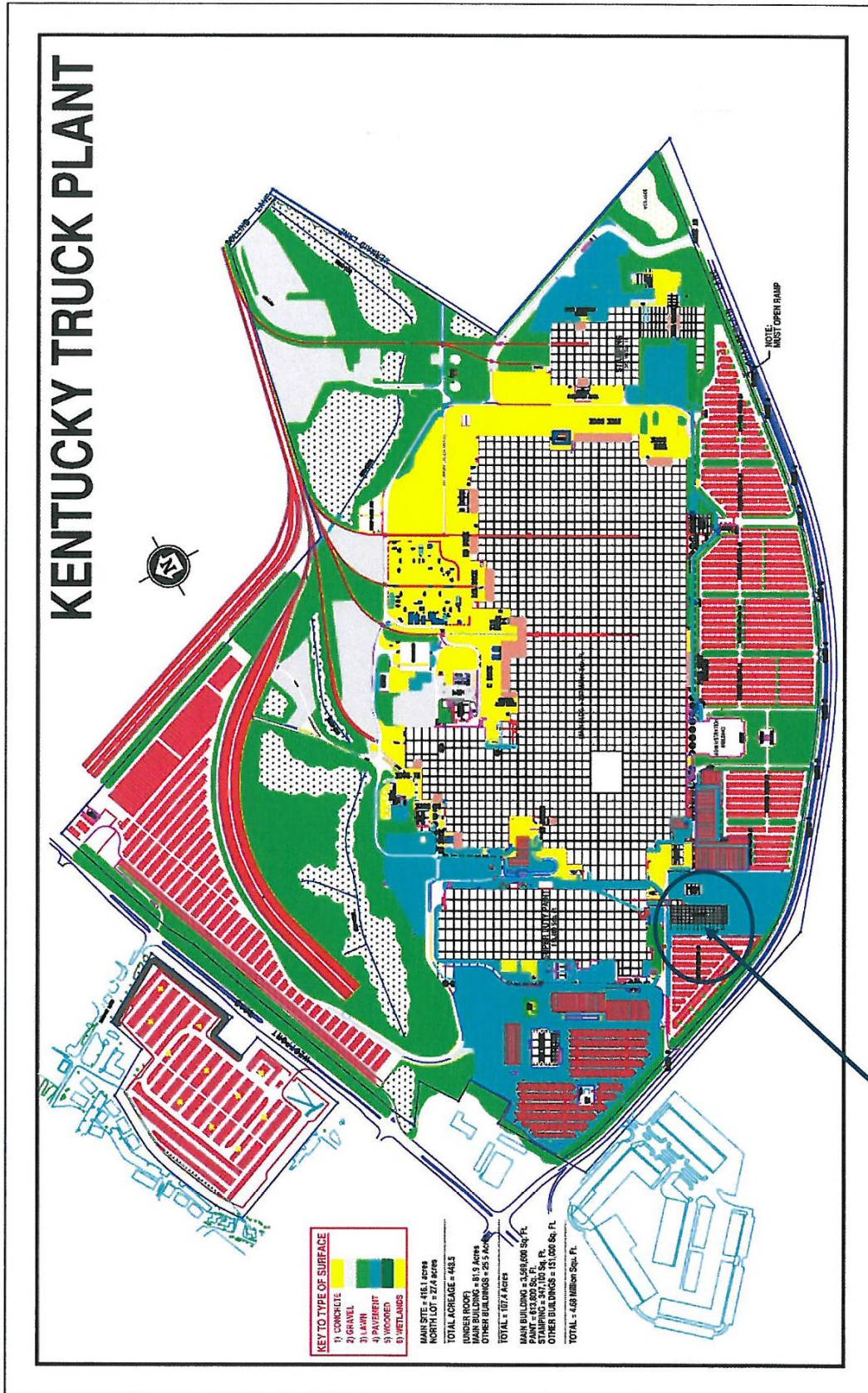




## Attachment 2: Aerial Photograph



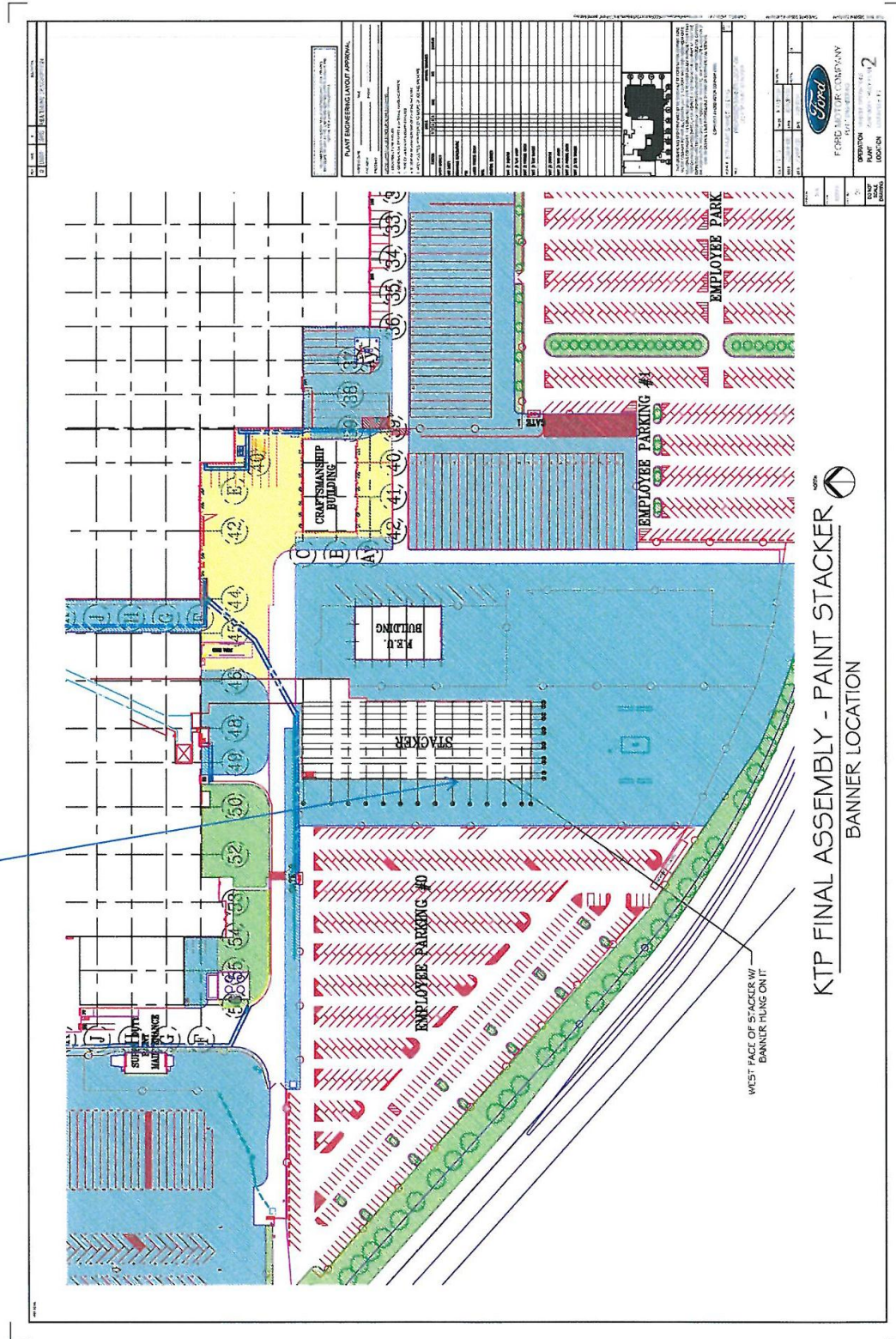


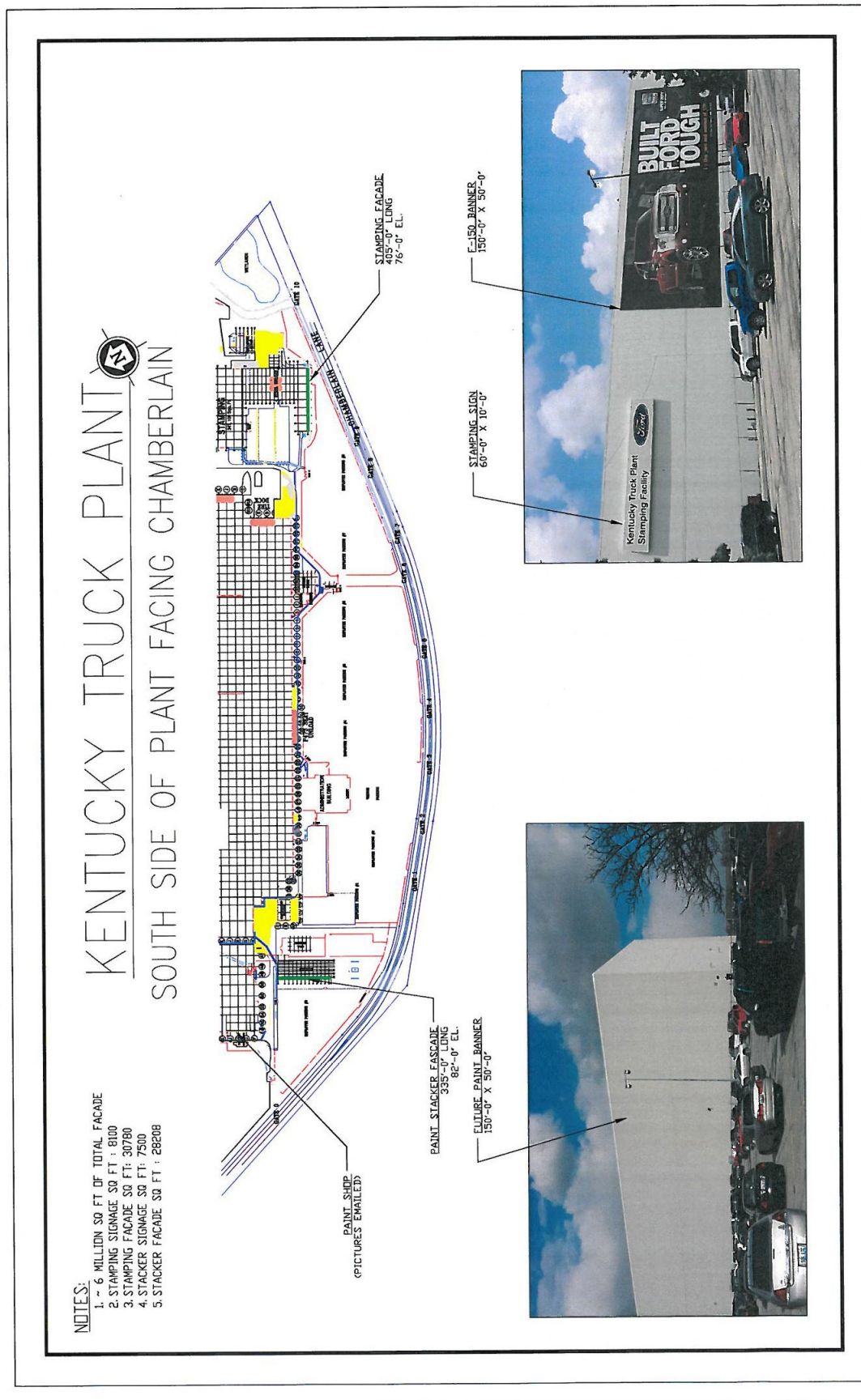




**Attachment 4: Site Plan - Enlargement**

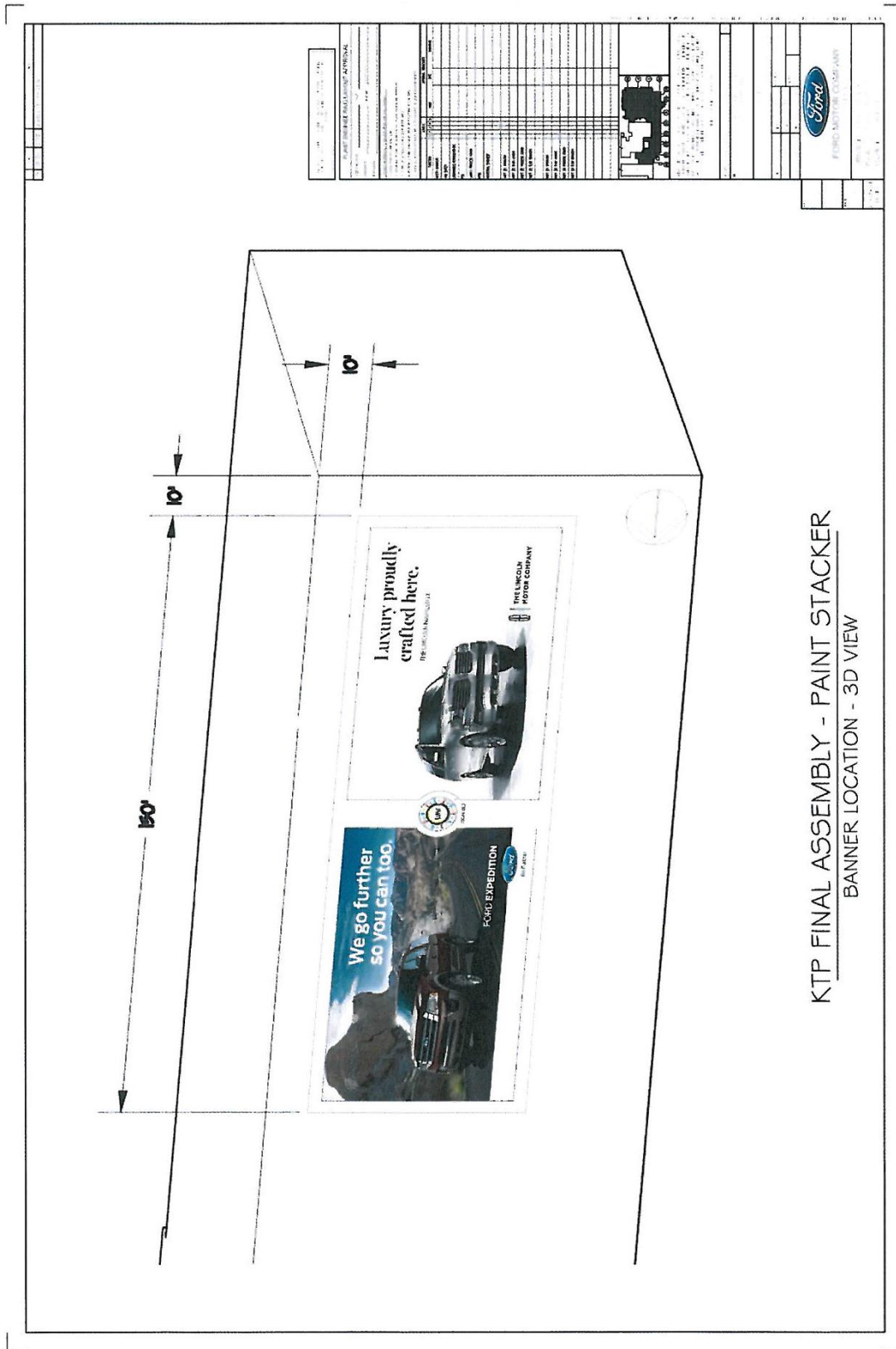
Overview of new building where new signage would go.







**Attachment 6: Elevations**





KTP FINAL ASSEMBLY - PAINT STACKER  
BANNER LOCATION - PHOTO

DATE: \_\_\_\_\_

TIME: \_\_\_\_\_

BY: \_\_\_\_\_

## PLANT ENGINEERING LAYOUT APPROVAL

PROJECT NO: \_\_\_\_\_

PROJECT NAME: \_\_\_\_\_

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DESIGNED BY: \_\_\_\_\_

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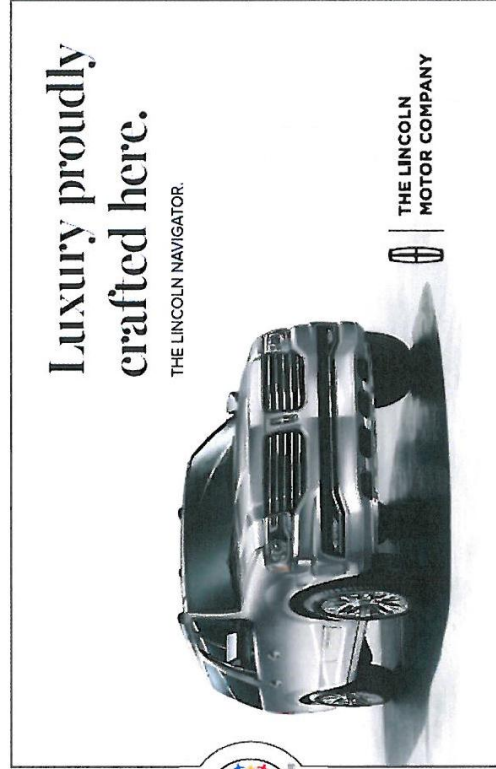
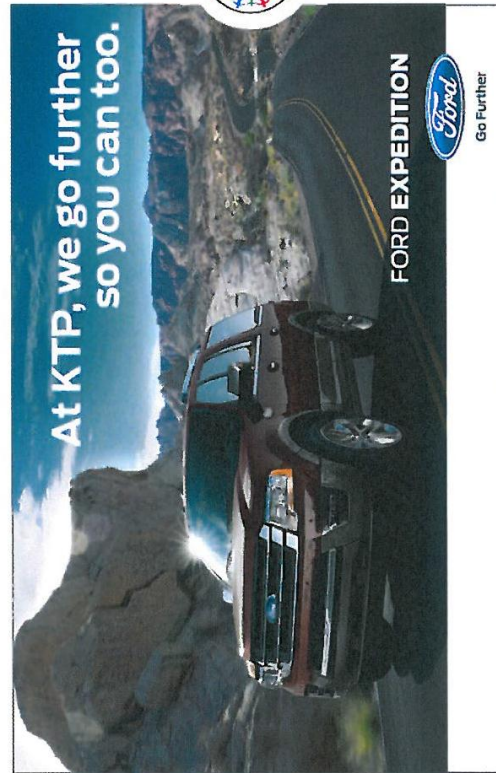
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## New Signage showing KTP Employee Pride





## Attachment 8: Applicant's Justification Statement

### Variance Justification:

In order to justify approval of any variance, the Board of Zoning Adjustment considers the following criteria. Please answer all of the following items. Use additional sheets if needed. A response of yes, no, or N/A is not acceptable.

1. Explain how the variance will not adversely affect the public health, safety or welfare.

Banner is secured per professional sign Company every 1 foot per procedure.  
Banner has 3yr warranty.

2. Explain how the variance will not alter the essential character of the general vicinity.

No, Signage is of high Quality product showing products built by the employees of KTP in Louisville Community

3. Explain how the variance will not cause a hazard or a nuisance to the public.

No hazard. Signage will provide Ford products built in Louisville & provide great pride to KTP Employees.

4. Explain how the variance will not allow an unreasonable circumvention of the requirements of the zoning regulations.

No Effect.

### Additional consideration:

1. Explain how the variance arises from special circumstances, which do not generally apply to land in the general vicinity (please specify/identify).

The Banner/signage will fit appropriately on side of New Stacker Building

2. Explain how the strict application of the provisions of the regulation would deprive the applicant of the reasonable use of the land or would create unnecessary hardship.

Banner will be Attached to side of Building. Does not affect Productivity.

3. Are the circumstances the result of actions of the applicant taken subsequent to the adoption of the regulation from which relief is sought?

NO