

Board of Zoning Adjustment

Staff Report

August 6, 2018



Case No:	18VARIANCE1064
Project Name:	Churchill Downs Signage
Location:	700 Central Avenue
Owner(s):	Louisville/Jefferson County Metro Gov.
Applicant:	Ashley Bartley – Qk4
Jurisdiction:	Louisville Metro
Council District:	15 – Marianne Butler
Case Manager:	Dante St. Germain, Planner I

REQUEST

- **Variance** from Land Development Code table 8.3.1 (Campus) to allow attached signage to exceed the maximum allowable area.

Location	Requirement	Request	Variance
Signage Area	500 sf.	7,200 sf.	6,700 sf.

CASE SUMMARY/BACKGROUND

The subject property is the location of Churchill Downs. The applicant proposes to install signage on the rear of the existing video board on the south-east side of the race track. The rear of the video board is currently blank. The applicant proposes the signage to be in three separate elements, totaling 6,700 sf. of signage. The rear of the video board is 15,931 sf. in area, allowing a maximum of 500 sf. of signage in the Campus form district. The applicant requests a variance to allow the signage as proposed.

The signage is proposed to be static and not internally illuminated.

STAFF FINDING

Staff finds that the requested variance is adequately justified and meets the standard of review.

Based upon the information in the staff report, and the testimony and evidence provided at the public hearing, the Board of Zoning Adjustment must determine if the proposal meets the standards for granting a variance established in the Land Development Code table 8.3.1 to allow attached signage to exceed the maximum allowable area.

TECHNICAL REVIEW

- No technical review was undertaken.

INTERESTED PARTY COMMENTS

No interested party comments were received.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR VARIANCE FROM TABLE 8.3.1

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

STAFF: The requested variance will not adversely affect the public health, safety or welfare as the signage is not proposed to animate in any fashion and is not proposed to be internally illuminated.

- (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 as Churchill Downs is a unique property with an existing video board.

- (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 as the proposed signage is unlikely to cause a distraction to drivers, and may help to guide drivers to Churchill Downs.

- (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 as the property is unique in nature and unlike any other property in the jurisdiction of the zoning regulations.

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 special circumstances which do not generally apply to land in the general vicinity or the same zone because the subject property is the location of Churchill Downs, and is a unique property in Louisville Metro.

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 may deprive the applicant of the reasonable use of the land or create an unnecessary hardship on the applicant by requiring the applicant to reduce the area of the signage to an illegible size.

3. The circumstances are not 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 not the result of actions of the applicant taken subsequent to the adoption of the zoning regulation from which relief is sought as the applicant is requesting the variance and has not begun construction.

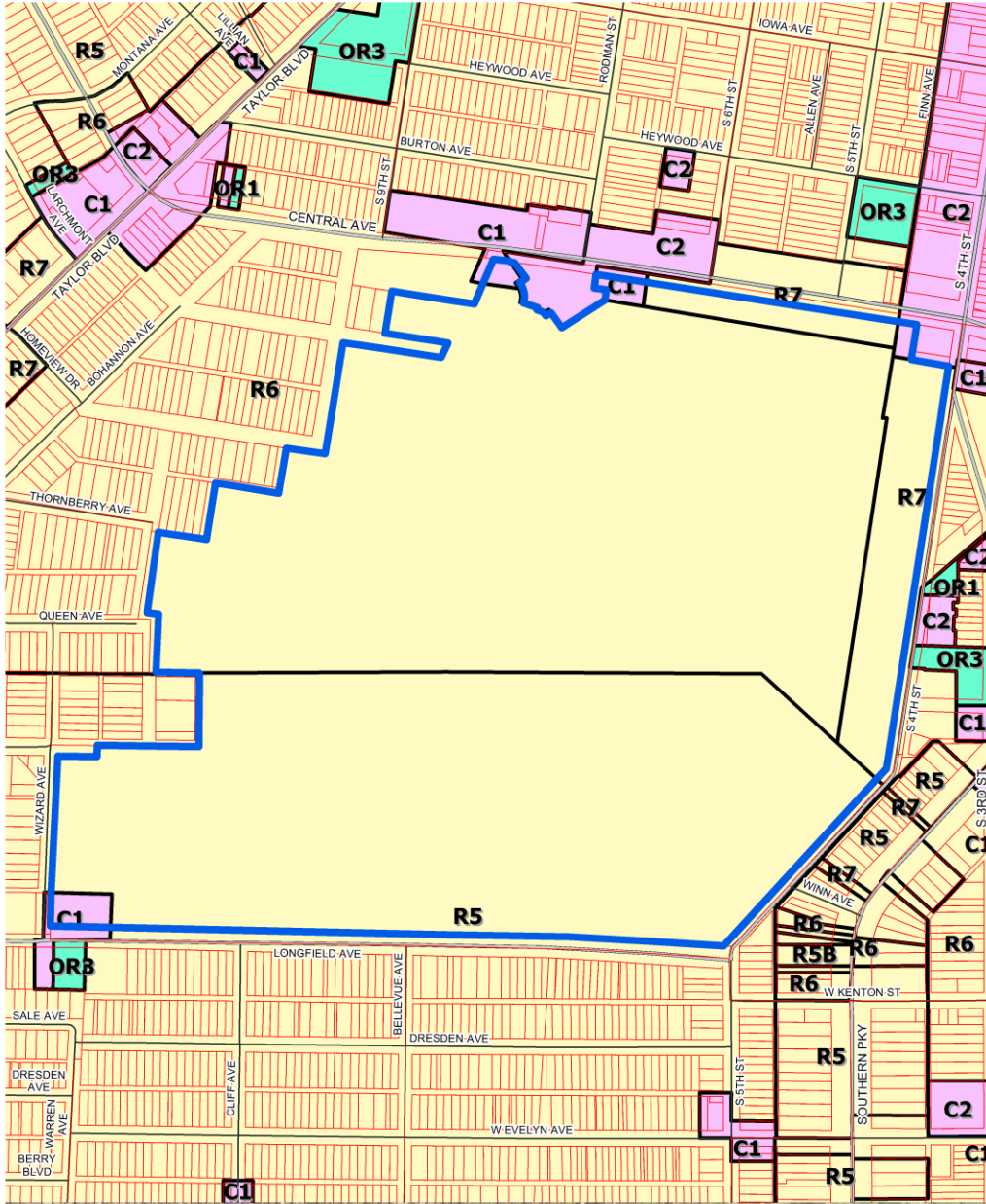
NOTIFICATION

Date	Purpose of Notice	Recipients
07/15/2018	Hearing before BOZA	1 st tier adjoining property owners Registered Neighborhood Groups in Council District 15
07/20/2018	Hearing before BOZA	Notice posted on property

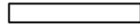
ATTACHMENTS

1. Zoning Map
2. Aerial Photograph
3. Site Plan
4. Elevation
5. Site Photos

1. Zoning Map



700 Central Avenue
feet



480
Map Created: 7/24/2018

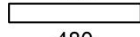


Copyright (c) 2018, LOUISVILLE AND JEFFERSON COUNTY METROPOLITAN SEWER DISTRICT (MSD), LOUISVILLE WATER COMPANY (LWC), LOUISVILLE METRO GOVERNMENT and JEFFERSON COUNTY PROPERTY VALUATION ADMINISTRATOR (PVA). All Rights Reserved.

2. Aerial Photograph



700 Central Avenue
feet

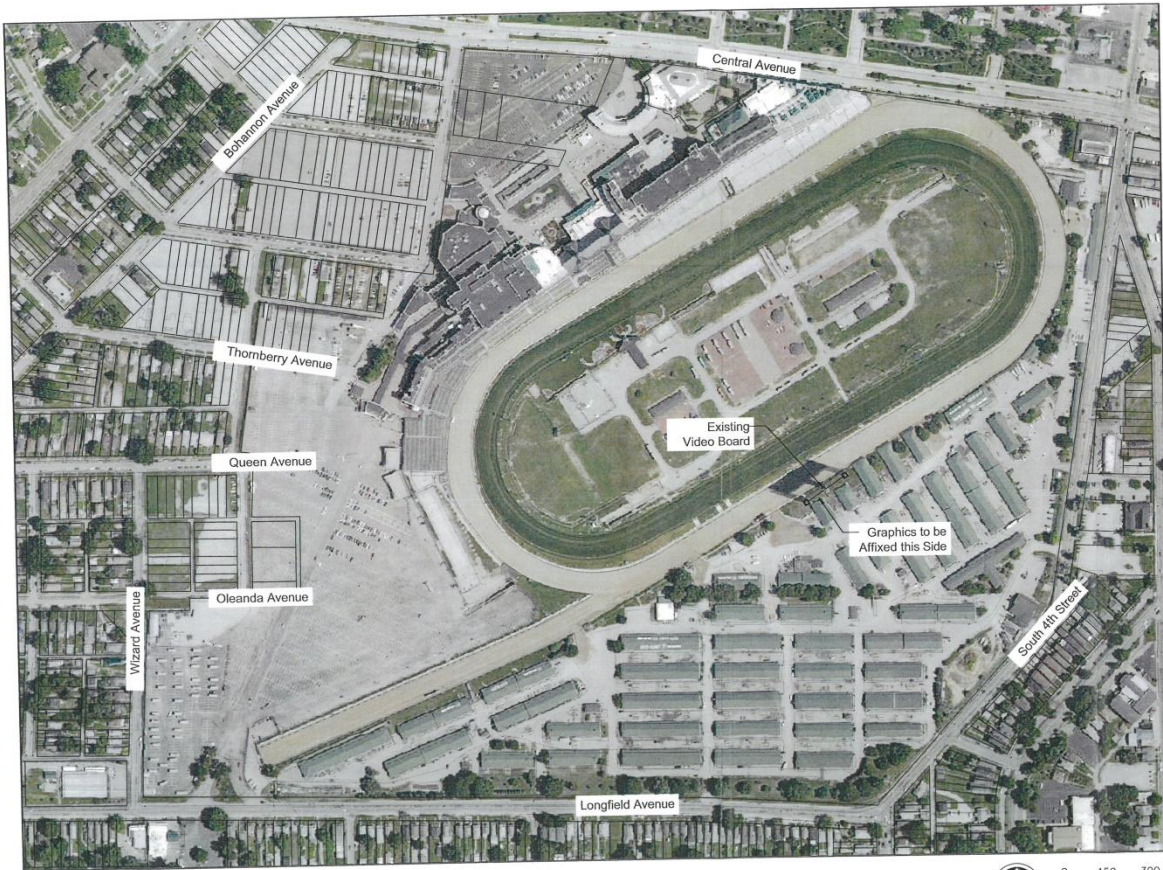


480
Map Created: 7/24/2018



Copyright (c) 2018, LOUISVILLE AND JEFFERSON COUNTY METROPOLITAN SEWER DISTRICT (MSD), LOUISVILLE WATER COMPANY (LWC), LOUISVILLE METRO GOVERNMENT and JEFFERSON COUNTY PROPERTY VALUATION ADMINISTRATOR (PVA). All Rights Reserved.

3. Site Plan



SITE DATA
ADDRESS: 700 CENTRAL AVE.
PARCEL ID: 051G00060000
EXISTING HEIGHT: 170'
PROPOSED HEIGHT: 170'

Churchill Downs Video Board Variance Plan

RECEIVED
JUL 02 2018
DESIGN SERVICES

18 VARIANCE 1064

4. Elevation



Churchill Downs Video Board Signage Variance
18VARIANCE1064

18VARIANCE1064

5. Site Photos



The rear of the existing video board.



The rear of the existing video board.