

**19VARIANCE1001 &**

**18WAIVER1053**

**Churchill Downs**

**Signage Variance**



**Louisville Metro Board of Zoning Adjustment**

**Public Hearing**

**Lacey Gabbard, AICP, Planner I**

**February 18, 2019**

# Requests

- **Variance #1**: from LDC table 8.3.2 to allow signs in the Campus form district to exceed the allowed square footage

Location	Requirement	Request	Variance
Front facade	175sf plus 5% of façade area over 1,000sf = 188sf	339sf	151sf

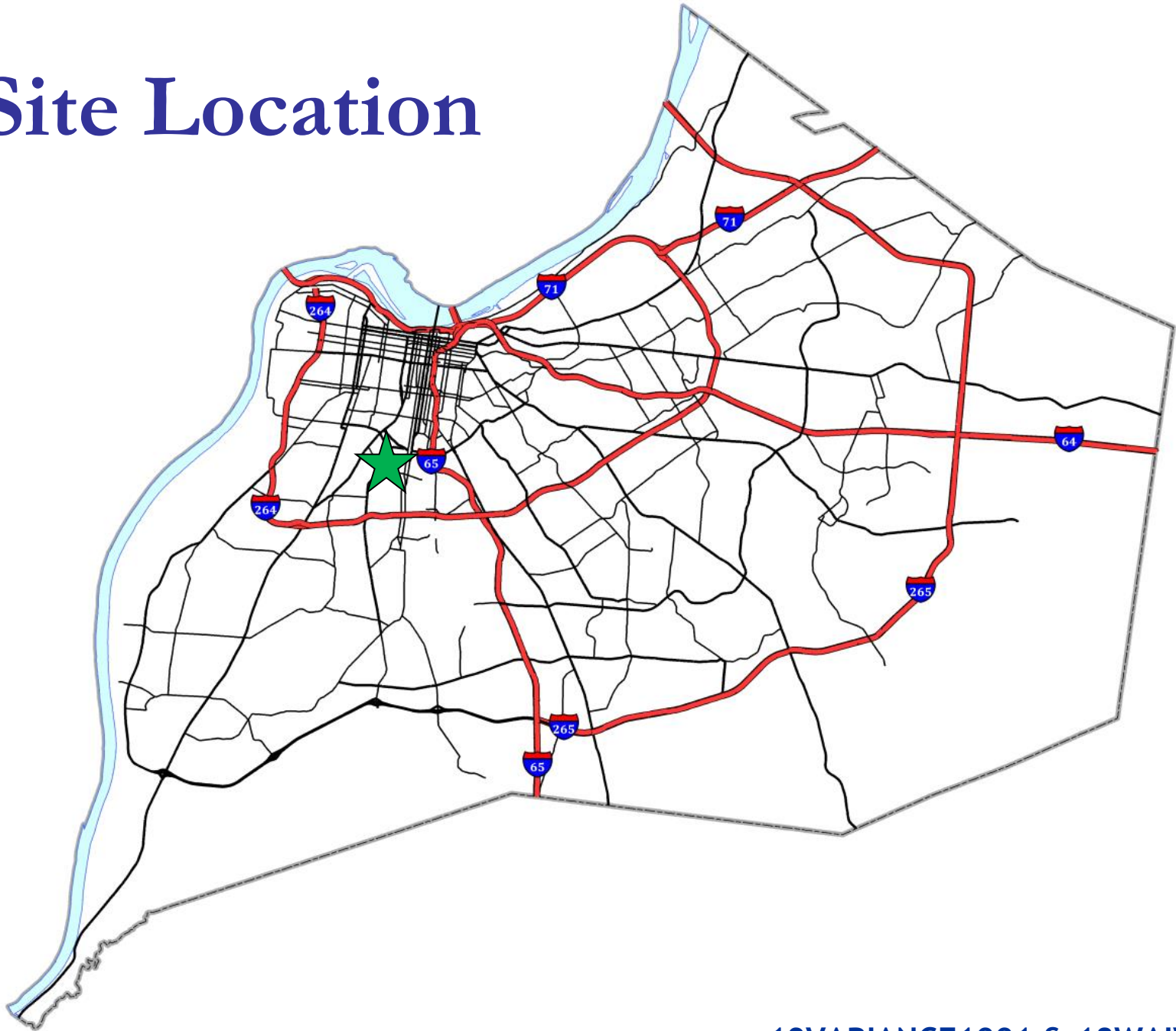
# Requests

- **Waiver #1:** from LDC table 8.3.2 to allow the number of signs per façade to exceed what is permitted in the Campus form district
- **Waiver #2:** from LDC section 8.2.1.D.4.b to allow a changing image panel in the Campus form district to exceed 60% of the area of a sign

# Case Summary / Background

- The subject property is located at the intersection of South 4<sup>th</sup> Street and Central Avenue.
- The property is located in the Campus form district.
- The applicant proposes to build an entry gate/ticket booth, including an attached semi-circular wall structure featuring four signs.

# Site Location



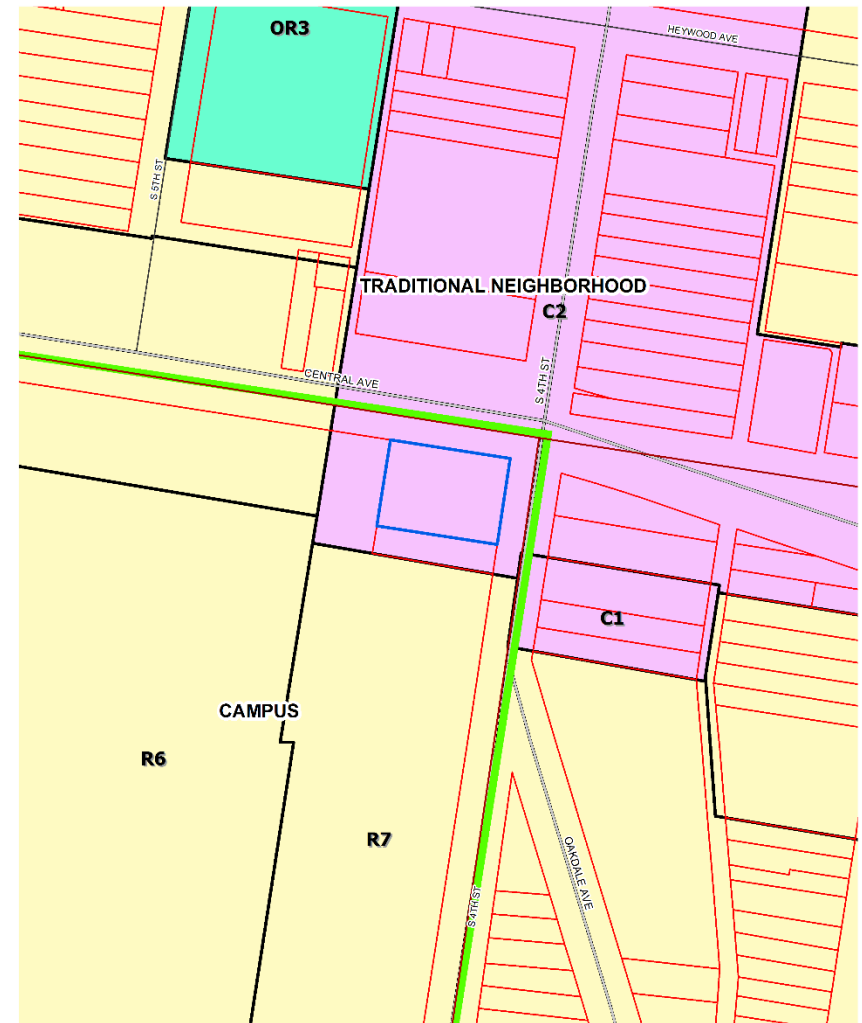
# Zoning/Form Districts

## Subject Property:

- Existing: C-2/Campus

## Adjacent Properties:

- North: C-2/Traditional Neighborhood
- South: R-6/Campus
- East: C-2/Traditional Neighborhood
- West: C-2/Traditional Neighborhood



3100 S 4th STREET  
feet

125  
Map Created: 1/28/2019



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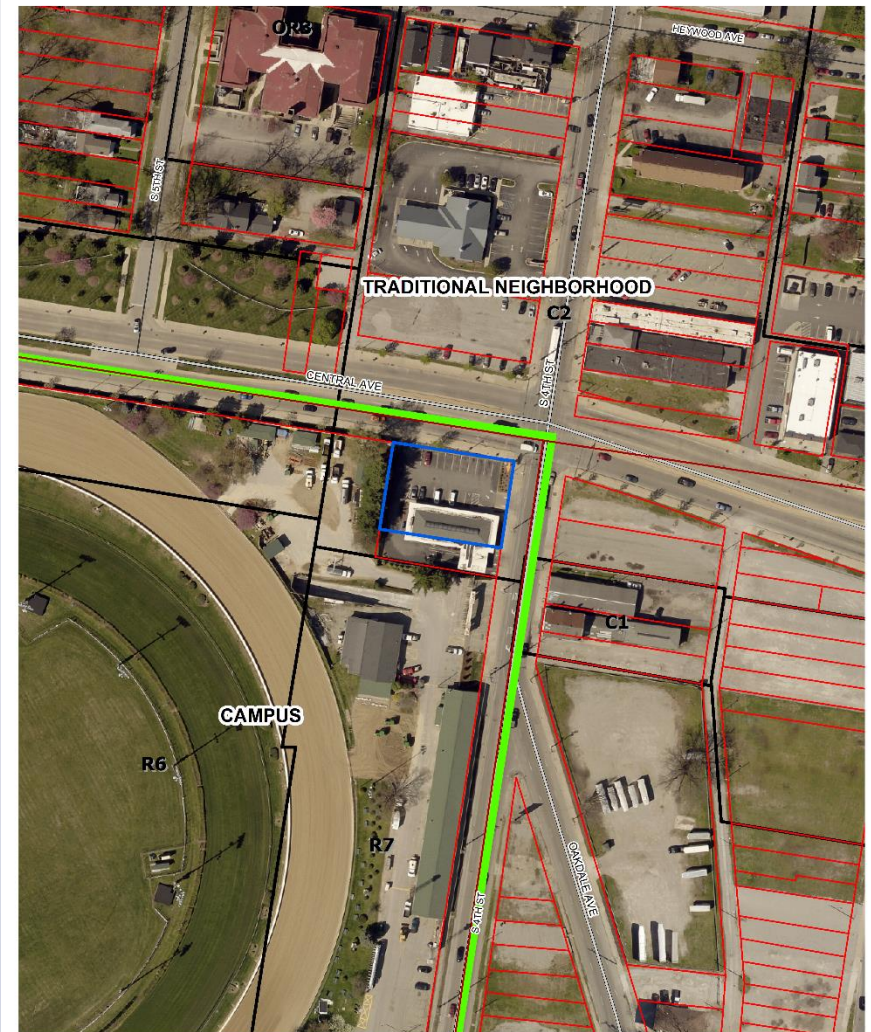
# Aerial Photo/Land Use

## Subject Property:

- Existing: Vacant

## Adjacent Properties:

- North: Commercial
- South: Churchill Downs
- East: Vacant Commercial
- West: Churchill Downs



3100 S 4th STREET  
feet

125

Map Created: 1/28/2019



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# Site Photos-Subject Property





# Site Photos-Subject Property

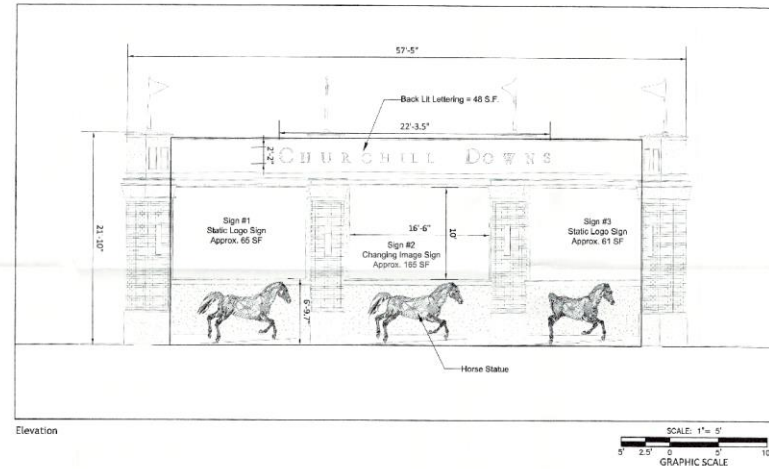
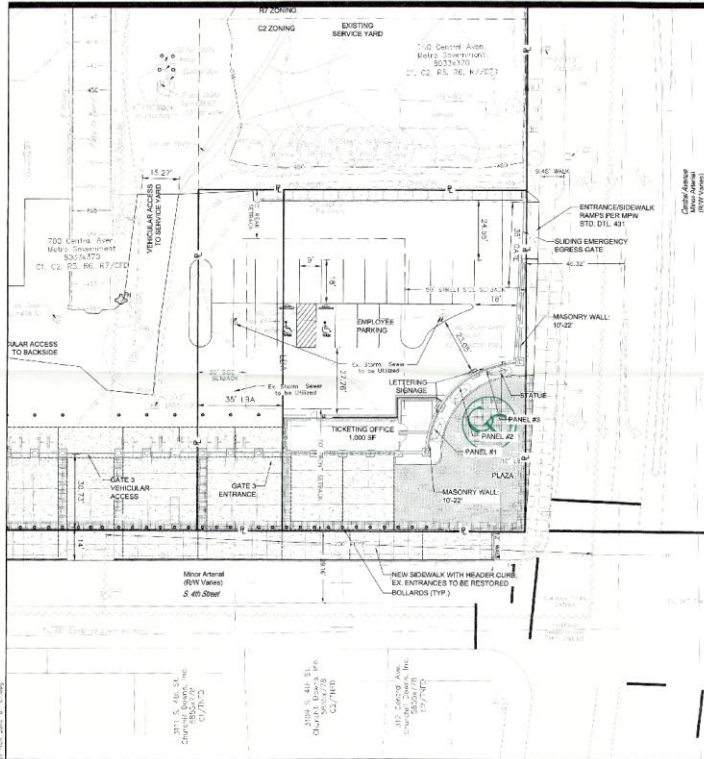




# Site Photos-Subject Property



# Site Plan



Site Plan

**SITE DATA**

LAND USE: 3100 S. 4TH ST.  
 SITE ADDRESS: T.B. 510 T.L. 2 & 4  
 TAX BLOCK & LOT: C-2  
 EXISTING ZONING DISTRICT: CAMPUS  
 EXISTING FORM DISTRICT: VACANT  
 EXISTING USE: VACANT  
 PROPOSED USE: ENTRY GATE/TICKETING  
 EXISTING PARCEL AREA: 0.321 ACRE (14,300 S.F.)  
 DEED BOOK & PAGE: 10856 X 613

**SIGN DATA**

FAÇADE AREA: 1,254 S.F.  
 PERMITTED NUMBER OF SIGNS: 3  
 PROPOSED NUMBER OF SIGNS: 4  
 PERMITTED AREA OF SIGNS (75 S.F. + 5% FAÇADE OVER 1,000 S.F.): 188 S.F.  
 PROPOSED AREA OF SIGNS: 339 S.F.

**VARIANCE & WAIVER REQUESTED**

B.3.2. VARIANCE OF 151 S.F. TO PERMIT 339 S.F. TOTAL OF ATTACHED SIGNAGE.  
 B.3.2. WAIVER TO PERMIT 4 ATTACHED SIGNS, 1 SIGN OVER PERMITTED NUMBER (3).

**AGENCY NOTES**

MSD: 1. MED SITE DISTURBANCE PERMIT ACQUIRED 11/8/19 FOR WORK SHOWN ON THIS DEVELOPMENT PLAN.

**POS:**

1. CHANGING IMAGE SIGNS ARE LIMITED TO ONE CHANGE OF MESSAGE PER 20 SECONDS. VIDEO SIGNS ARE NOT PERMITTED.



VICINITY MAP (LOJIC)  
NO SCALE

**LEGEND**

- FENCE
- CONTOUR
- PRIORITY BOUNDARY
- FORM DISTRICT BOUNDARY
- FORM DISTRICT BOUNDARY
- LANDSCAPE BUFFER AREA
- DRAINAGE ARROW
- SANITARY SEWER
- OVERHEAD TELEPHONE
- GAS
- UNDERGROUND TELEPHONE
- UNDERGROUND ELECTRIC

RECEIVED  
 JUN 07 2019  
 PLANNING &  
 DESIGN SERVICES



Churchill Downs Infield Gate

3100 South 4th Street  
 Louisville, Kentucky 40214  
 AQ Properties, LLC  
 100 N. Newland  
 Louisville, Kentucky 40202

DATE	DESCRIPTION
12/17/18	Final Review
12/17/18	Final Review
12/17/18	Final Review

1815-GA3  
 Date: December 17, 2018  
 Scale: Varies  
 Drawn By: JMM  
 Checked By: AMB  
 Drawing Title: Infield Gate Improvements Sign Plan

MSD WM # 6477  
 18DCNPLAN164, 18WAIVER1053



# Conclusions

- The variance request is adequately justified and meets the standard of review.
- The waiver requests are adequately justified and meet the standard of review.



# Required Actions

- Variance #1 Approve/Deny
- Waivers #1 and 2: Approve/Deny