

Development Review Committee

Staff Report

August 19, 2020



Case No.	20-WAIVER-0072
Project Name	Campus Signage
Location	1309 S. 3rd Street
Owner	Filson Historical Society
Applicant	Signarama Dixie
Jurisdiction	Louisville Metro
Council District	6 – David James
Case Manager	Beth Jones, AICP, Planner II

REQUESTS

WAIVER 1 to permit a freestanding sign to exceed 20 sq ft in area and be placed more than 6 ft from the principal façade of the structure (LDC 2.7.5.E.7.a.)

WAIVER 2 to permit a freestanding sign to exceed the permitted overall height (LDC 2.7.5.E.7.b.)

WAIVER 3 to permit a freestanding sign to be placed more than 6 ft from the principal façade of the structure (LDC 2.7.5.E.7.a.)

WAIVER 4 to permit an attached sign to exceed the permitted area (LDC 2.7.5.E.5.)

CASE SUMMARY / BACKGROUND

The Filson campus consists of four individual parcels located in the TNZD and a Traditional Neighborhood form district. It is bound on the north by W. Ormsby, on the west by S. 4th Street and on the east by S. 5th. It includes three structures -- the historic structure on S. 3rd Street with a carriage house at the rear alley and a newer structure at W. Ormsby and S. 4th Street – which are joined at the second-floor level by a private pedestrian walkway.

The single parcel located at the corner of Ormsby and 4th Street is developed with the newest Filson structure and a parking area on each side of the building. Unlike historic development in the vicinity, the primary structure is set back approximately 88 ft from its frontage on W. Ormsby. This setback consists of a deep front yard space and a parking area. The remaining three parcels are just south of Ormsby on S. 3rd Street and consist of the original historic structure and carriage house on the center parcel, adjoined on each side by parcels developed with parking.

All parking areas access the rear alley and three of the four also access public streets. The carriage house, which serves as the primary public entrance to the facility, is not immediately visible from either public street.

Adjoining sites on all sides of the campus are in commercial or multi-family residential use, all within the same TNZD and Traditional Neighborhood form district.

Waivers 1 and 2 refer to a freestanding monument-style sign to be placed at the corner of W. Ormsby and S. 4th Streets. **Waiver 3** refers to a monument-style sign to be placed at the front of the historic structure on S. 3rd. **Waiver 4** refers to an attached sign to be placed on the north wall of the historic carriage house facing W. Ormsby; this is the main public entrance to the campus site.

REQUIREMENTS

Freestanding and Attached Signs TNZD, Traditional Neighborhood	Permitted	Proposed
Waivers 1 & 2: W. Ormsby Freestanding Sign		
Waiver 1: Site Placement	Within 6 ft of structure	+/- 70 ft from structure
Waiver 1: Sign Area	Maximum 20 sq ft	36 sq ft
Waiver 2: Sign Height	4 ft	6 ft
Waiver 3: S. 3rd Freestanding Sign	Within 6 ft of structure	+/- 15 ft from structure
Waiver 4: Carriage House Attached Sign	12 sq ft	80 sq ft

STAFF FINDINGS

Staff supports the waiver requests. The proposal has also been reviewed and approved by the ARC and by the Old Louisville Neighborhood Association. Overall development on the Filson campus site differs significantly from the traditional style prevalent in the vicinity due to a combination of adaptive re-use and new development, and the function of the signs is to direct the public both to and around the campus area. The proposed signs are appropriate for the site and its use and, as none include lighting, will not adversely affect neighboring residential uses. In addition, extensive tree plantings are planned for the large front lawn area, which further supports the placement and size of the size planned for the W. Ormsby/S. 5th Street corner.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVERS 1 and 2 to permit a freestanding sign to exceed 20 sq ft in area and be placed more than 6 ft from the principal façade of the structure (LDC 2.7.5.E.7.a.) and to permit a freestanding sign to exceed the permitted overall height (LDC 2.7.5.E.7.b.)

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

STAFF: The waiver will not adversely affect adjacent property owners in that the proposed placement of the sign is designed in keeping with the uncharacteristic development pattern on the site, where extensive tree plantings are planned for the near future.

(b) The waiver will not violate specific guidelines of Plan 2040; and

STAFF: The waiver does not violate guidelines of Plan 2040, which requires that: appropriateness must be evaluated in the context of the compatibility of the proposed use or uses with surrounding uses (Community Form 1.2.4); impacts on quality of life must be considered (Community Form 16);

adverse visual intrusions must be considered when there are impacts to residential areas (Community Form 20).

- (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 in that the proposed sign meets all remaining LDC standards and requirements for the TNZD and has been approved by the ARC and the Old Louisville Neighborhood Association.

- (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: Strict application of the provisions of the regulation would create an unnecessary hardship on the applicant as the proposed signs are appropriate to accommodate development on the site, which differs significantly from the traditional style prevalent in the vicinity due to a combination of adaptive re-use and new development, and the function of the signs is to direct the public both to and around the campus area.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER 3 to permit a freestanding sign to be placed more than 6 ft from the principal façade of the structure (LDC 2.7.5.E.7.a.)

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

STAFF: The waiver will not adversely affect adjacent property owners in that the proposed placement of the sign is designed in keeping with development on the site and adjoining parking areas and includes no lighting that might adversely affect residential uses in the vicinity.

- (b) The waiver will not violate specific guidelines of Plan 2040; and

STAFF: The waiver does not violate guidelines of Plan 2040, which requires that: appropriateness must be evaluated in the context of the compatibility of the proposed use or uses with surrounding uses (Community Form 1.2.4); impacts on quality of life must be considered (Community Form 16); adverse visual intrusions must be considered when there are impacts to residential areas (Community Form 20).

- (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 in that the proposed sign meets all remaining LDC standards and requirements for the TNZD and has been approved by the ARC and the Old Louisville Neighborhood Association.

- (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: Strict application of the provisions of the regulation would create an unnecessary hardship on the applicant as the proposed sign is appropriate to identify the site and direct the public to the adjoining parking area. It is the only sign proposed for the S. Third Street campus frontage.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER 4 to permit an attached sign to exceed the permitted area (LDC 2.7.5.E.5.)

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

STAFF: The waiver will not adversely affect adjacent property owners in that the proposed placement of the sign is designed in keeping with development on the site and adjoining parking areas and includes no lighting that might adversely affect residential uses in the vicinity.

- (b) The waiver will not violate specific guidelines of Plan 2040; and

STAFF: The waiver does not violate guidelines of Plan 2040, which requires that: appropriateness must be evaluated in the context of the compatibility of the proposed use or uses with surrounding uses (Community Form 1.2.4); impacts on quality of life must be considered (Community Form 16); adverse visual intrusions must be considered when there are impacts to residential areas (Community Form 20).

- (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 in that the proposed sign meets all remaining LDC standards and requirements for the TNZD and has been approved by the ARC and the Old Louisville Neighborhood Association.

- (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: Strict application of the provisions of the regulation would create an unnecessary hardship on the applicant as the carriage house building, which is the primary public entrance to the facility, is located at the rear of the site away from direct frontage on either street, and a larger sign is necessary to ensure visibility and direct users safely through the site.

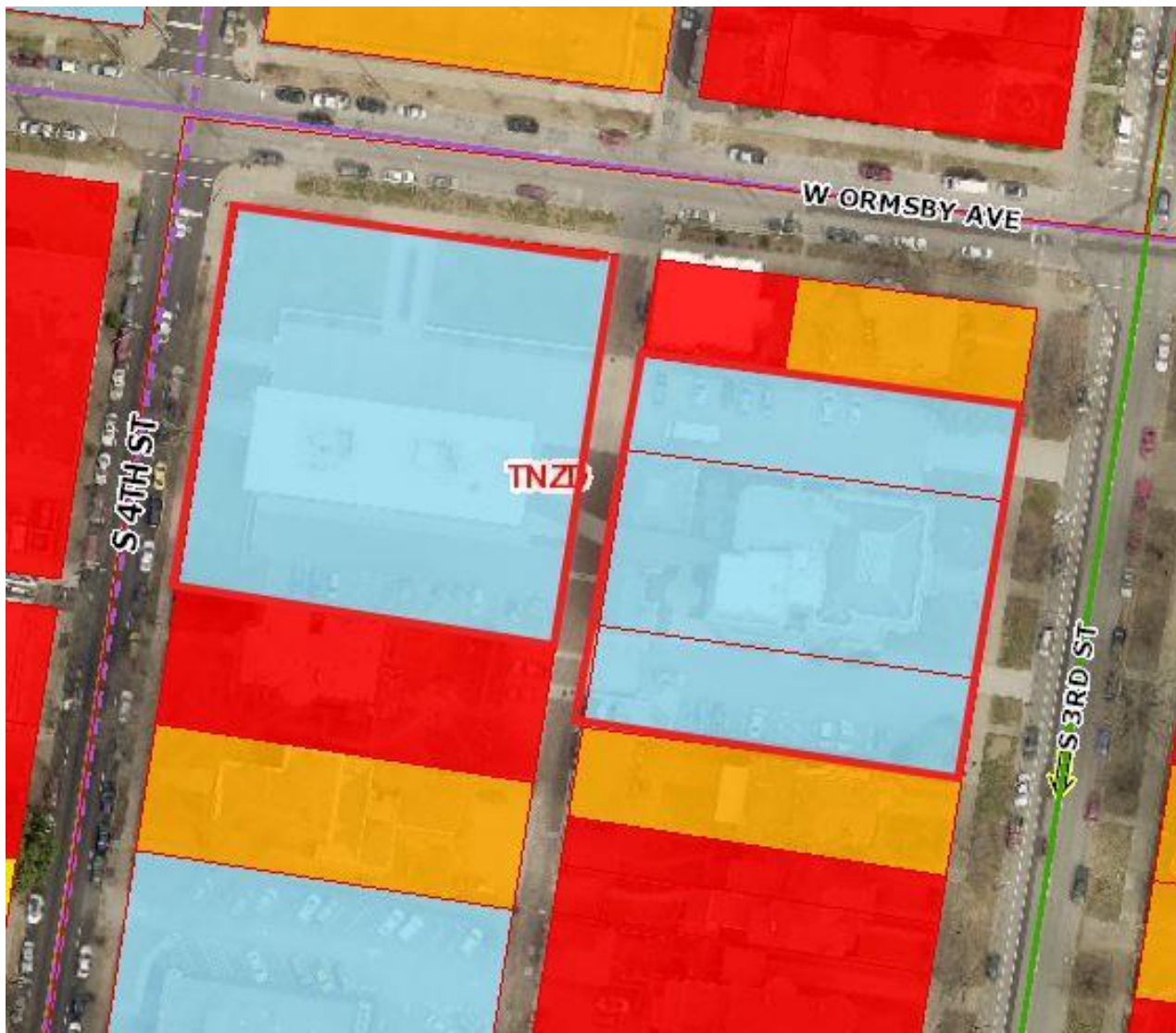
NOTIFICATIONS

Date	Purpose of Notice	Recipients
8/7/2020	DRC	1st tier adjoining property owners Registered Neighborhood Groups in Council District 6

ATTACHMENTS

1. Land Use in Vicinity
2. Aerial View of Campus Site
3. W. Ormsby Freestanding Sign (Waivers 1 & 2)
4. S. 3rd Freestanding Sign (Waiver 3)
5. Carriage House Freestanding Sign (Waiver 4)

1. Land Use in Vicinity

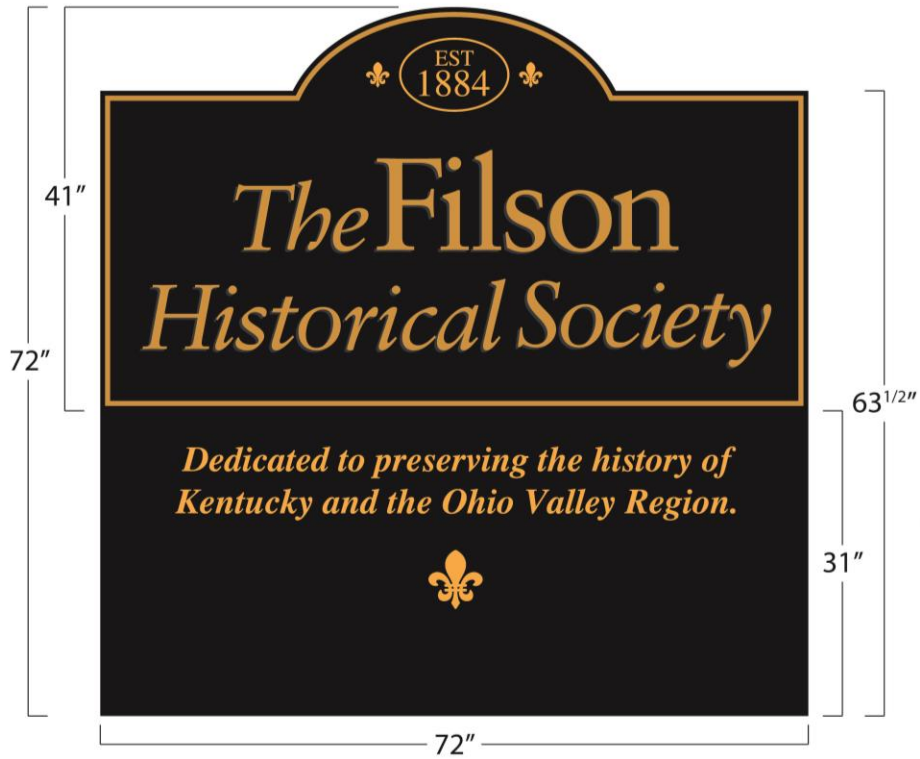


2. Aerial View of Campus Site

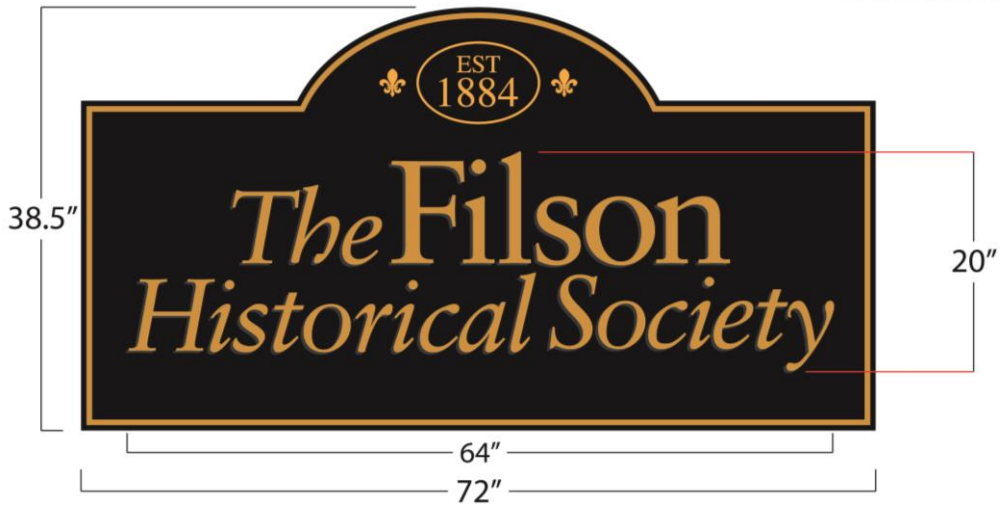


WAIVERS 1 & 2
WAIVER 3
WAIVER 4

3. W. Ormsby Freestanding Sign (Waivers 1 & 2)



4. S. 3rd Freestanding Sign (Waiver 3)



5. Carriage House Attached Sign (Waiver 4)

