

16VARIANCE1075
1373 Lexington Road



Louisville Metro Board of Zoning Adjustment
Public Hearing

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December 7, 2016

Requests

- EXCEPTIONAL SIGNAGE REVIEW for authorization of two awning signs to be attached to exterior of apartment building in a Traditional Neighborhood form district
- VARIANCE to permit a sign exceeding the allowable height and sign area in a Traditional Neighborhood form district

Case Summary / Background

- Located within a Traditional Neighborhood form district, zoned R-8A Residential Multi-Family
- Site accessed via Lexington Road, a Minor Arterial roadway
- Site has no binding elements attached regarding permanent signage
- Area, height and number of signs permitted based on form district, road classification, presence of signature entrance(s) and street frontage
- LDC permits one Signature Entrance at each entrance “in lieu of” any signs otherwise permitted; two Signature Entrances have received staff approval under an separate case number
- LDC permits one sign per street, “either attached or freestanding” with a maximum area of 48 sq ft and maximum height of 10 ft, on the site

Zoning/Form District

All Properties:

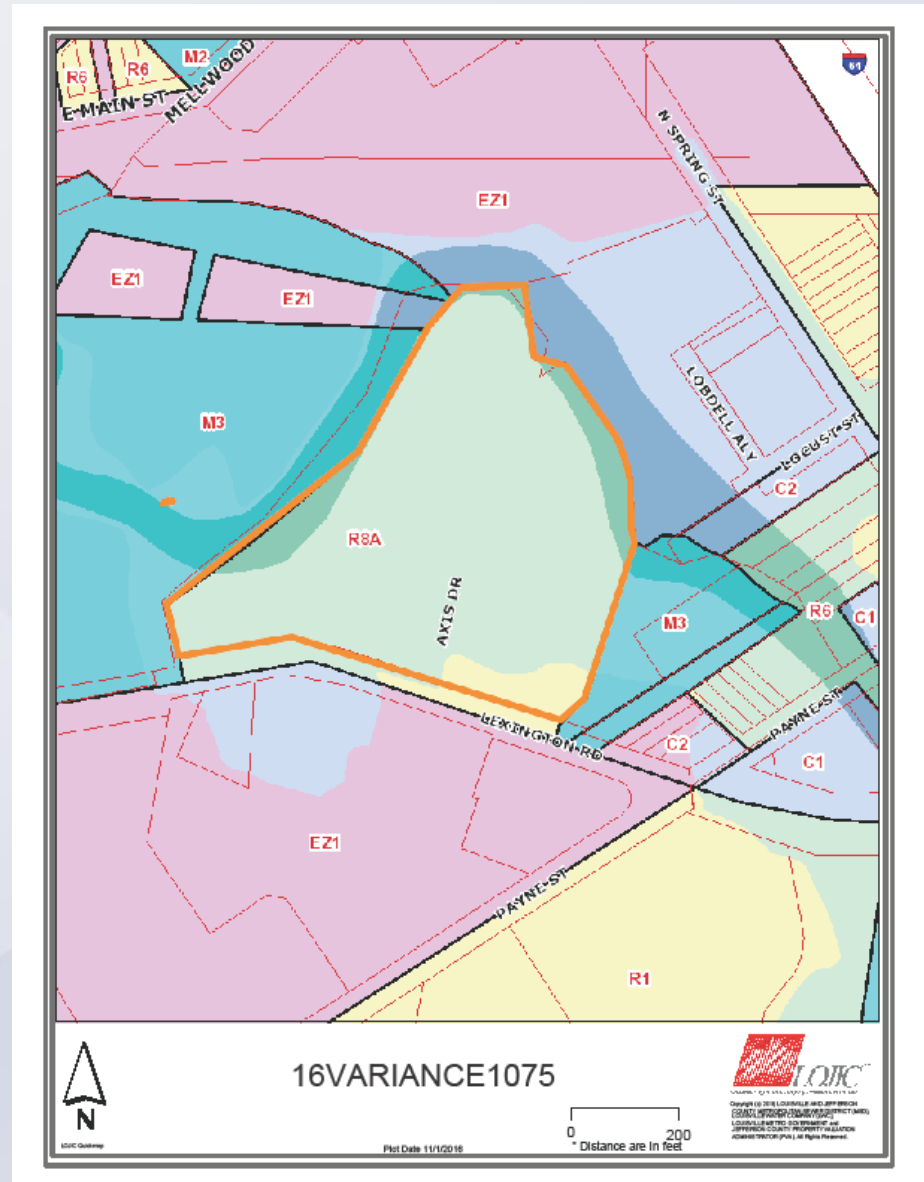
- Traditional Neighborhood Form District

Subject Property:

- R-8A Multi-Family

Adjacent Properties:

- North: EZ-1
- South: EZ-1
- East: M-3
- West: M-3



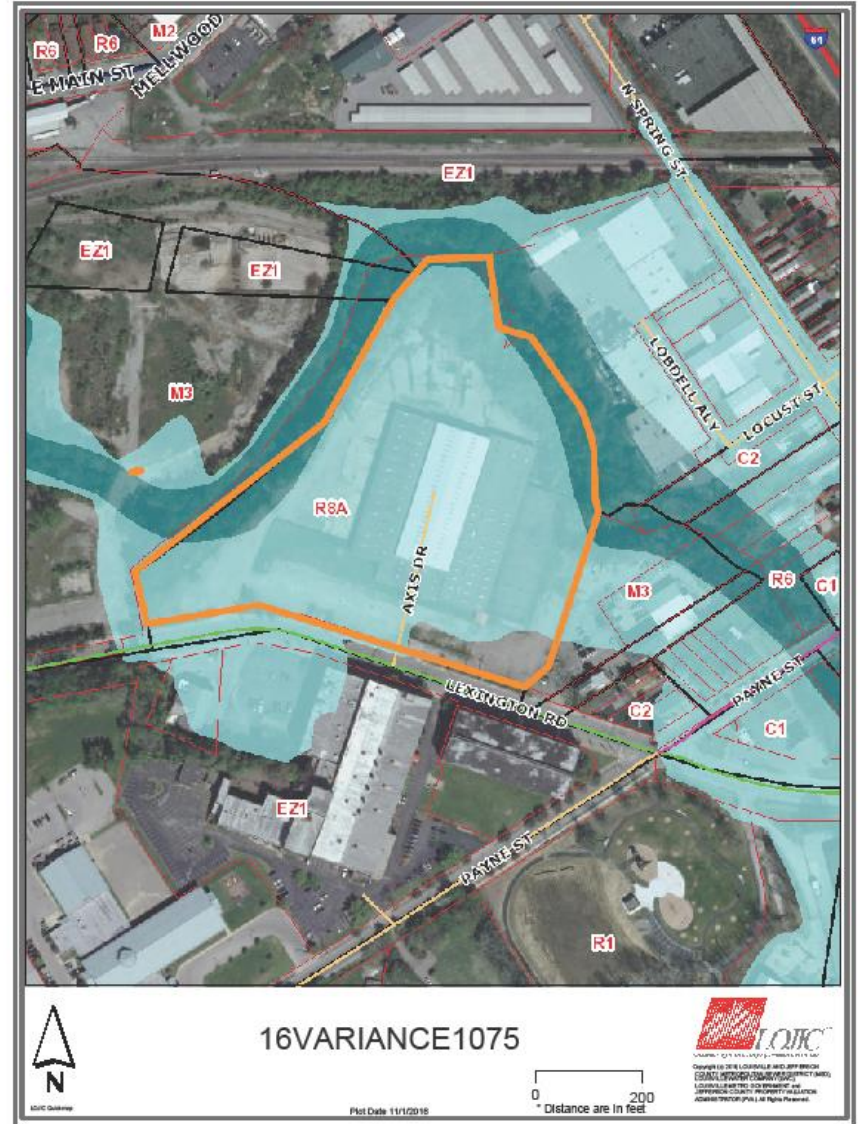
Land Use

Subject Property:

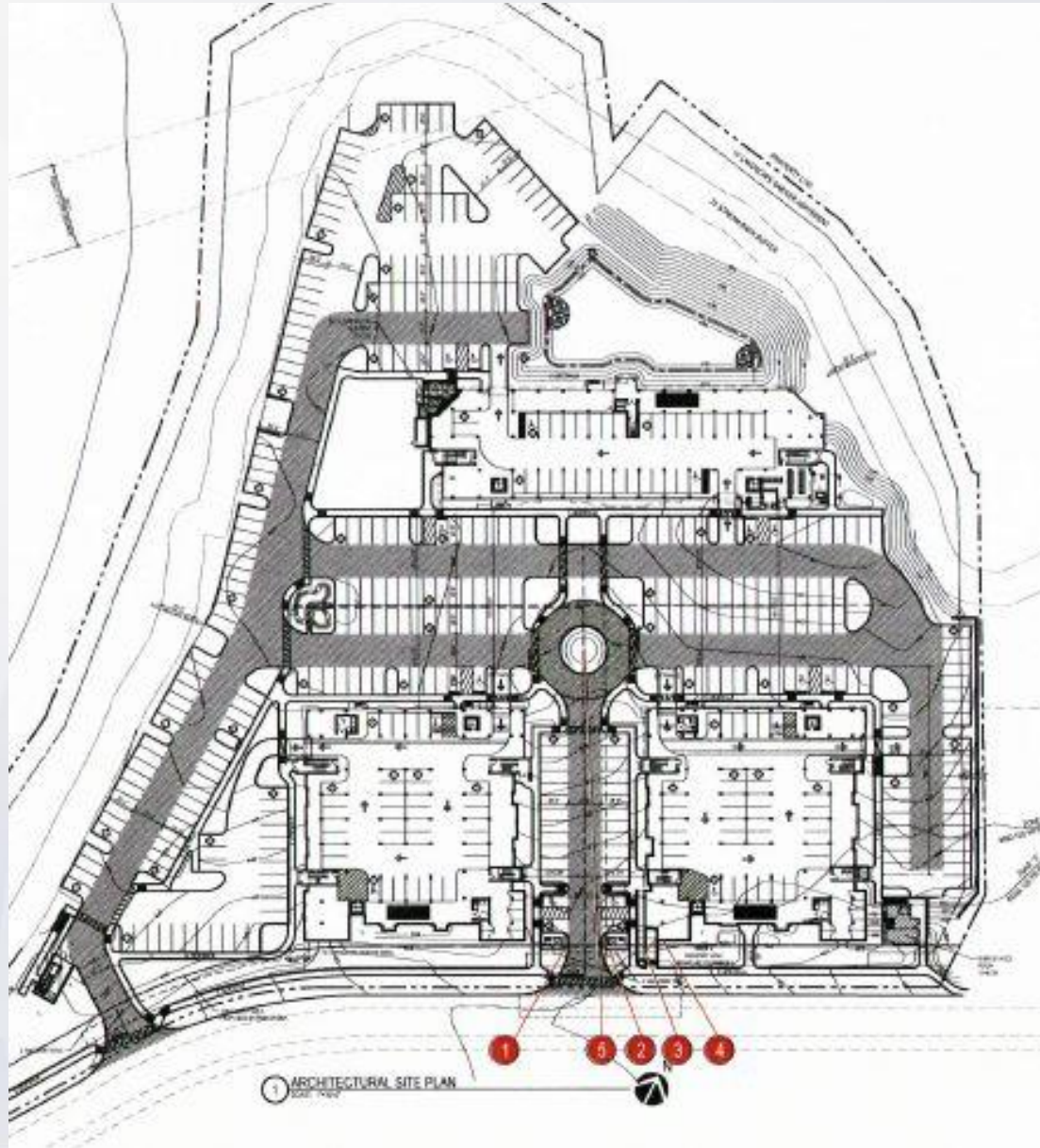
- Residential Multi-Family (under construction)

Adjacent Properties:

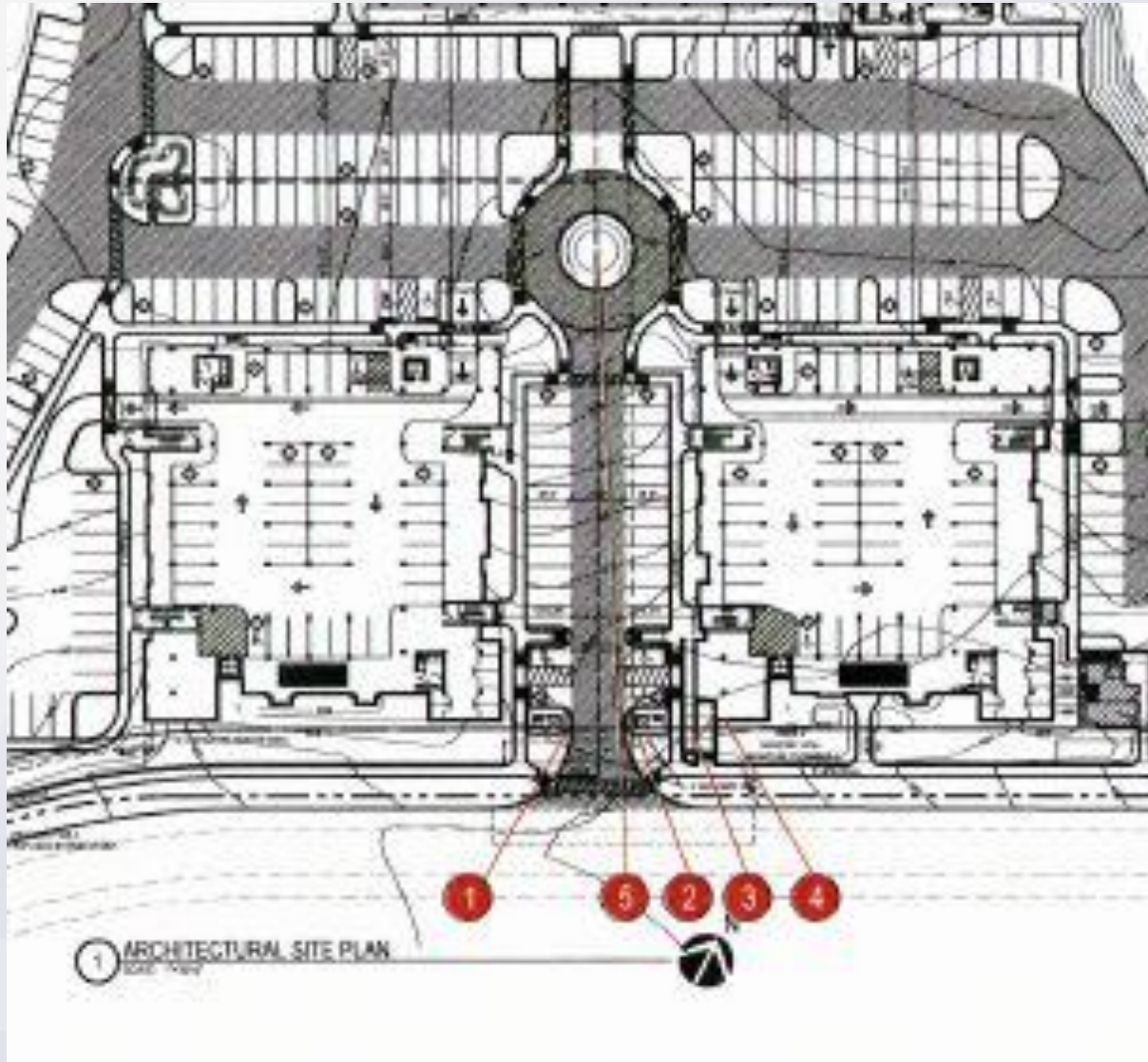
- North: Railroad
- South: Mixed Use Office/Retail
- East: Industrial Warehouse, Single-Family Residential, Commercial
- West: Vacant Manufacturing



Site Plan



Site Plan Detail



Case Summary / Background

EXCEPTIONAL SIGNAGE REVIEW

- Two awning-mounted signs to be placed on two sides of building to the east of main signature entrance
- One sign faces Lexington Road; second sign faces interior of site
- Each sign to consist of a set of letters 2 ft high x 25 ft long (50 sq ft total area) mounted on an awning-style building design element
- LDC does not specifically regulate awning-mounted signs; under LDC 8.4.1.C.3, BOZA reviews proposed sign types not specifically authorized by sign regulations
- Review to be based on the Waiver Review guidelines of LDC Appendix 8B, emphasizing “innovative design of signage and its potential impact on the property it relates to, surrounding properties and to the street or public realm.”

Site Photo: Awning Signs



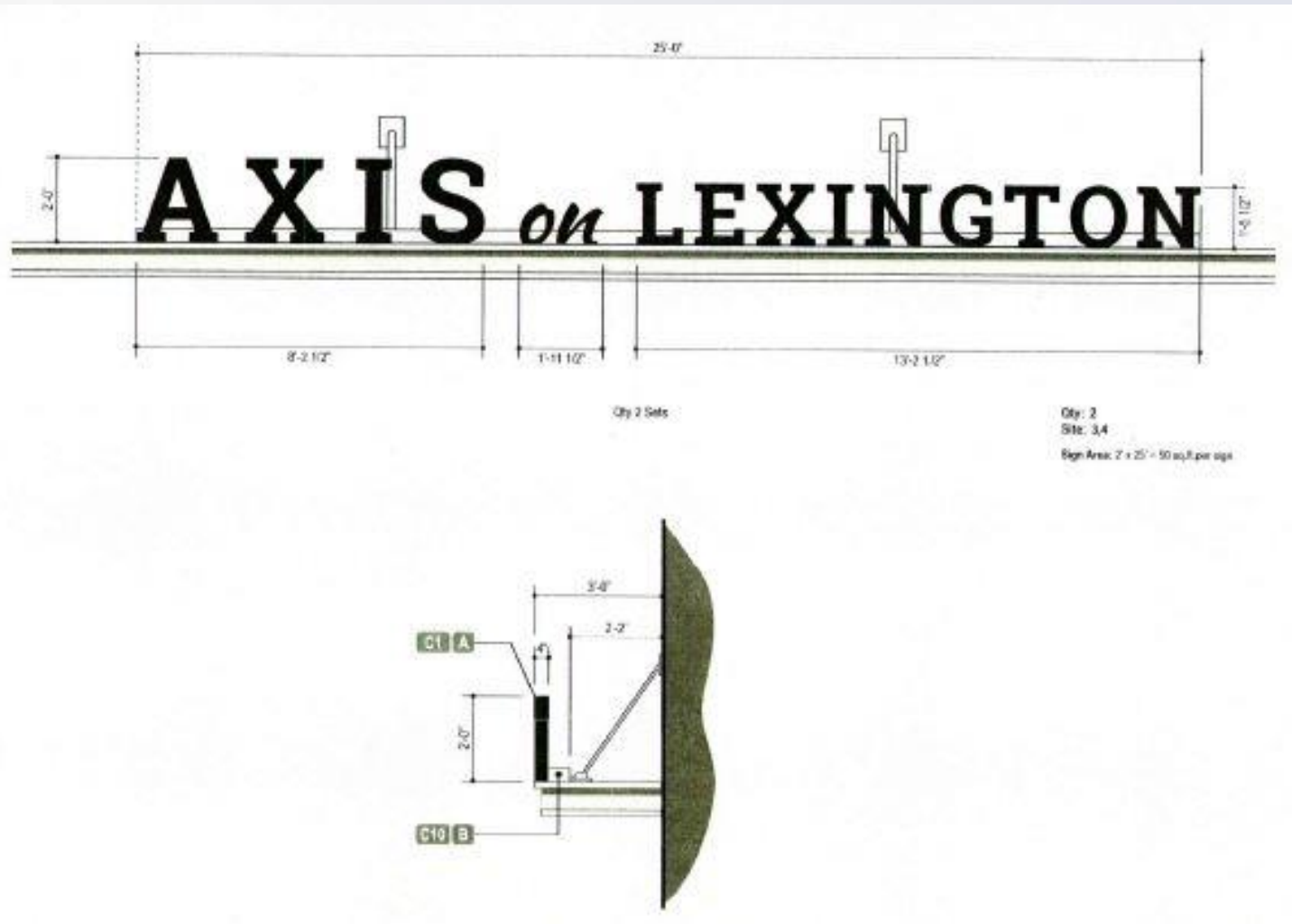
View into site from Lexington Road at main signature entrance

Site Photo: Awning Signs



- East side of main signature entrance
- Awning signs to be along awning on building to the right at the main entrance

Sign Drawing: Awning Signs



Case Summary / Background

AREA AND HEIGHT VARIANCE

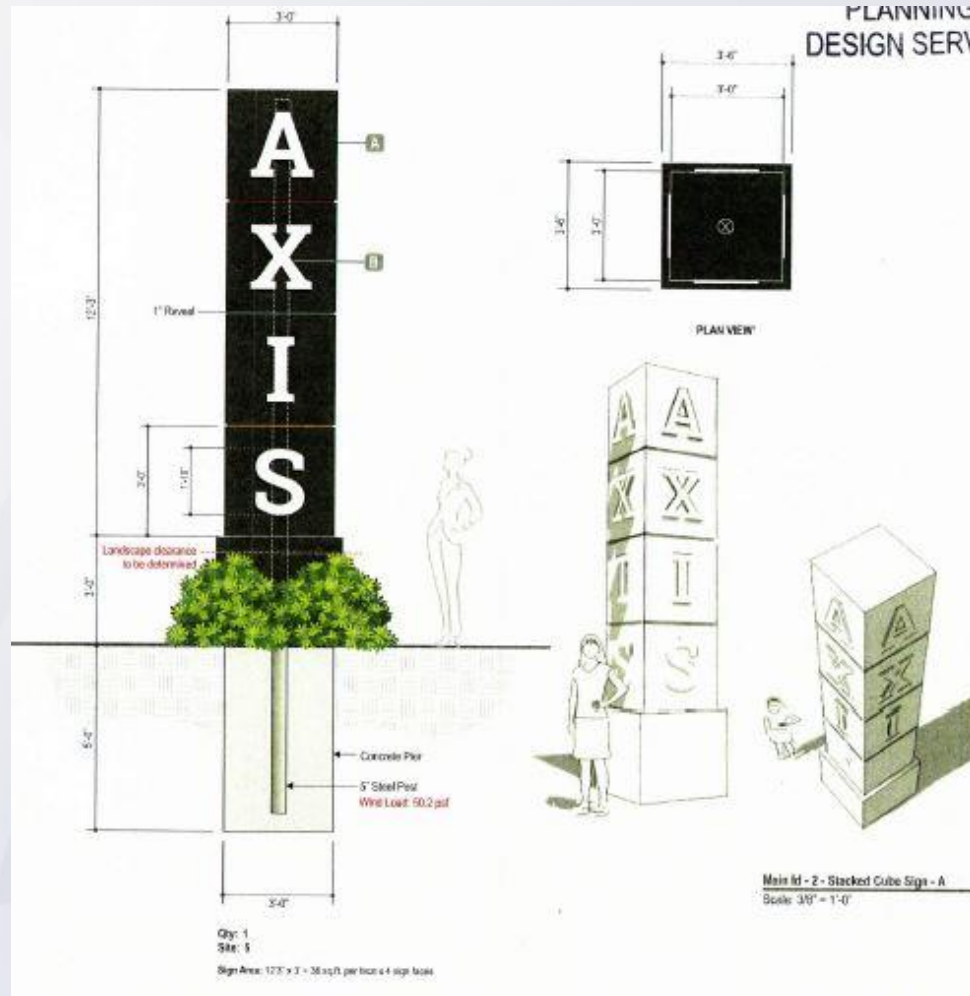
- One four-sided columnar freestanding sign
- Permitted height 10 ft.; proposed height 12 ft. 3 in.
- Permitted area 48 sq. ft.; proposed area 144 sq. ft.
- Located interior to the site at the center of a traffic roundabout
- Surrounded on three sides by five-story apartment buildings (four stories + ground-level parking garage)
- Only visible when looking down the main entrance drive directly into the development
- Six-foot drop in elevation from street level to site of sign placement
- Located directly opposite non-residential land uses (Distillery Commons)

Site Photo: Variance



Site of proposed cube-style sign at traffic roundabout

Sign Drawing: Variance



Cube-Style Sign to be located at traffic roundabout

Site Photo: Variance



View toward Lexington Road from location of proposed cube-style sign

Conclusions

■ EXCEPTIONAL SIGNAGE REVIEW

- In the opinion of Staff, LDC 8.3.2 and Table 8.3.1 indicate a clear intent to strictly limit the overall number of signs to be permitted within a development, even though awning signs are not specifically included within their language. While the inclusion of an awning sign on this site appears to be adequately justified, the applicant has not provided enough evidence/justification to warrant two such signs.
- Staff recommends **APPROVAL** of the Exceptional Signage Review Sign Authorization for one awning sign

■ HEIGHT AND AREA VARIANCE

- The topography of the site and the proposed location of the sign confine mitigate its effects on the public realm.
- Staff recommends **APPROVAL** of the height and area variance for the freestanding sign.

Required Actions

- **EXCEPTIONAL SIGNAGE REVIEW**
 - APPROVE or DENY authorization of Exceptional Signage for awning sign(s)
- **VARIANCE**
 - APPROVE or DENY variance for height and total sign area for freestanding sign