

17VARIANCE1061

PNC Bank ATM Signs



**Louisville Metro Board of Zoning Adjustment
Public Hearing**

**Dante St. Germain, Planner I
October 30, 2017**

Requests

- **Variances:** from Land Development Code table 8.3.2 for Traditional Neighborhood to allow the area of attached signs to exceed 20% of the area of the façades on which they are installed.

Location	Requirement	Request	Variance
Attached Sign	20% (7.59 sf)	49.5% (18.78 sf)	29.5% (11.19 sf)
Attached Sign	20% (7.59 sf)	49.5% (18.78 sf)	29.5% (11.19 sf)

Case Summary / Background

- The subject property is a former parking lot on which two drive-up ATM kiosks have been installed.
- The applicant proposes an attached sign on each kiosk, to constitute 49.5% of the area of the façade for each kiosk.
- The neighborhood is characterized by commercial and institutional uses, including Churchill Downs to the south-west.

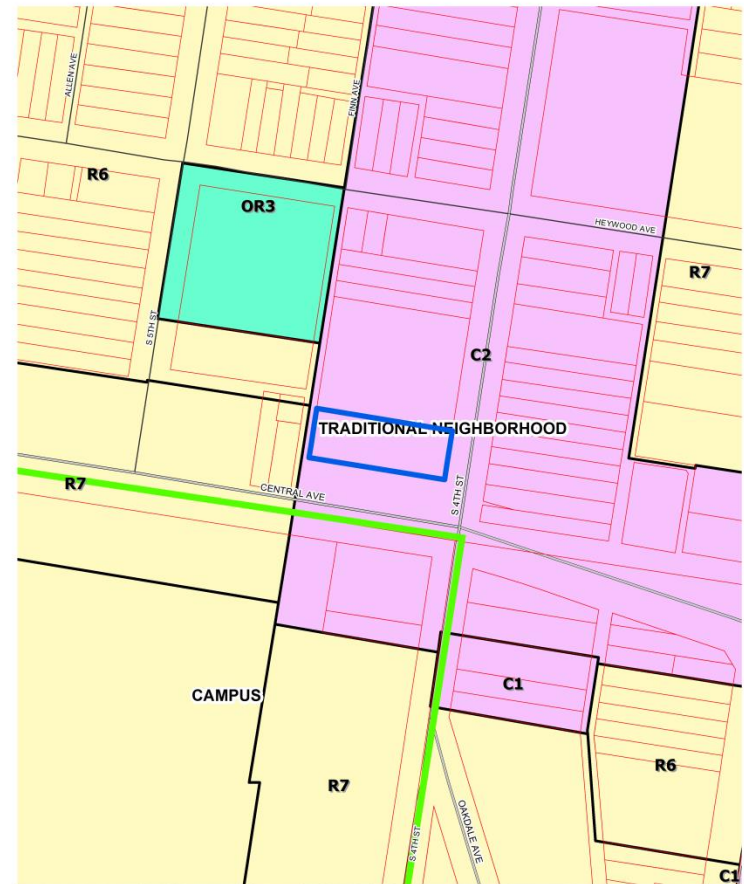
Zoning/Form Districts

Subject Property:

- Existing: C-2/Traditional Neighborhood
- Proposed: C-2/Traditional Neighborhood

Adjacent Properties:

- North: C-2/Traditional Neighborhood
- South: C-2/Campus
- East: C-2/Traditional Neighborhood
- West: R-7/Traditional Neighborhood



3028 S 4th Street
feet

130
Map Created: 10/16/2017



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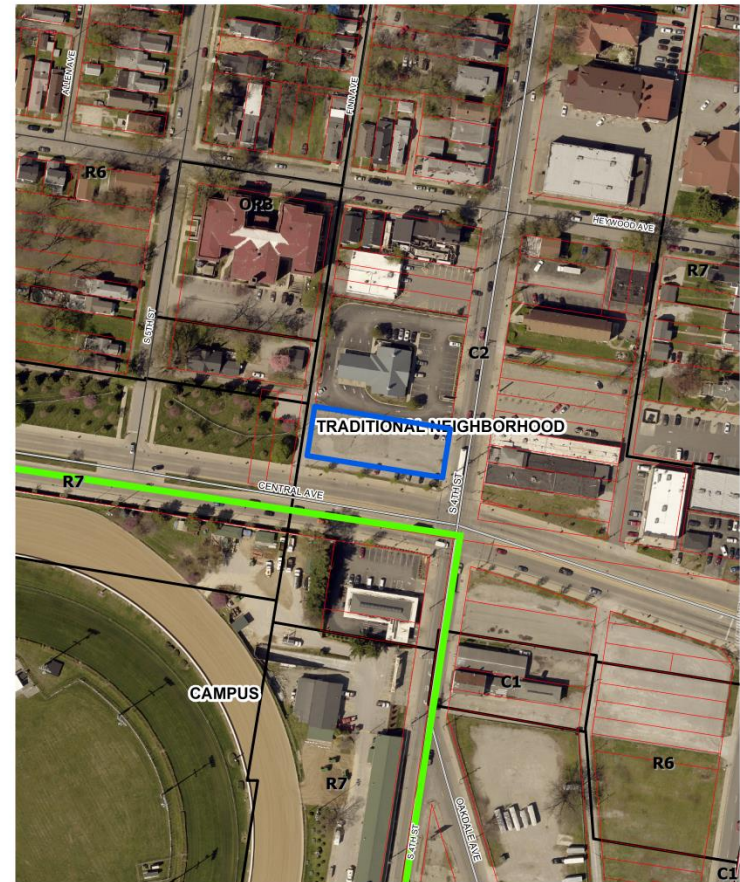
Aerial Photo/Land Use

Subject Property:

- Existing: Drive-Up ATMs
- Proposed: Drive-Up ATMs

Adjacent Properties:

- North: Commercial
- South: Commercial
- East: Commercial
- West: Open Space



3028 S 4th Street
feet

130

Map Created: 10/16/2017



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Site Photos-Subject Property



The two drive-up ATMs as seen from S 4th St.

Site Photos-Subject Property



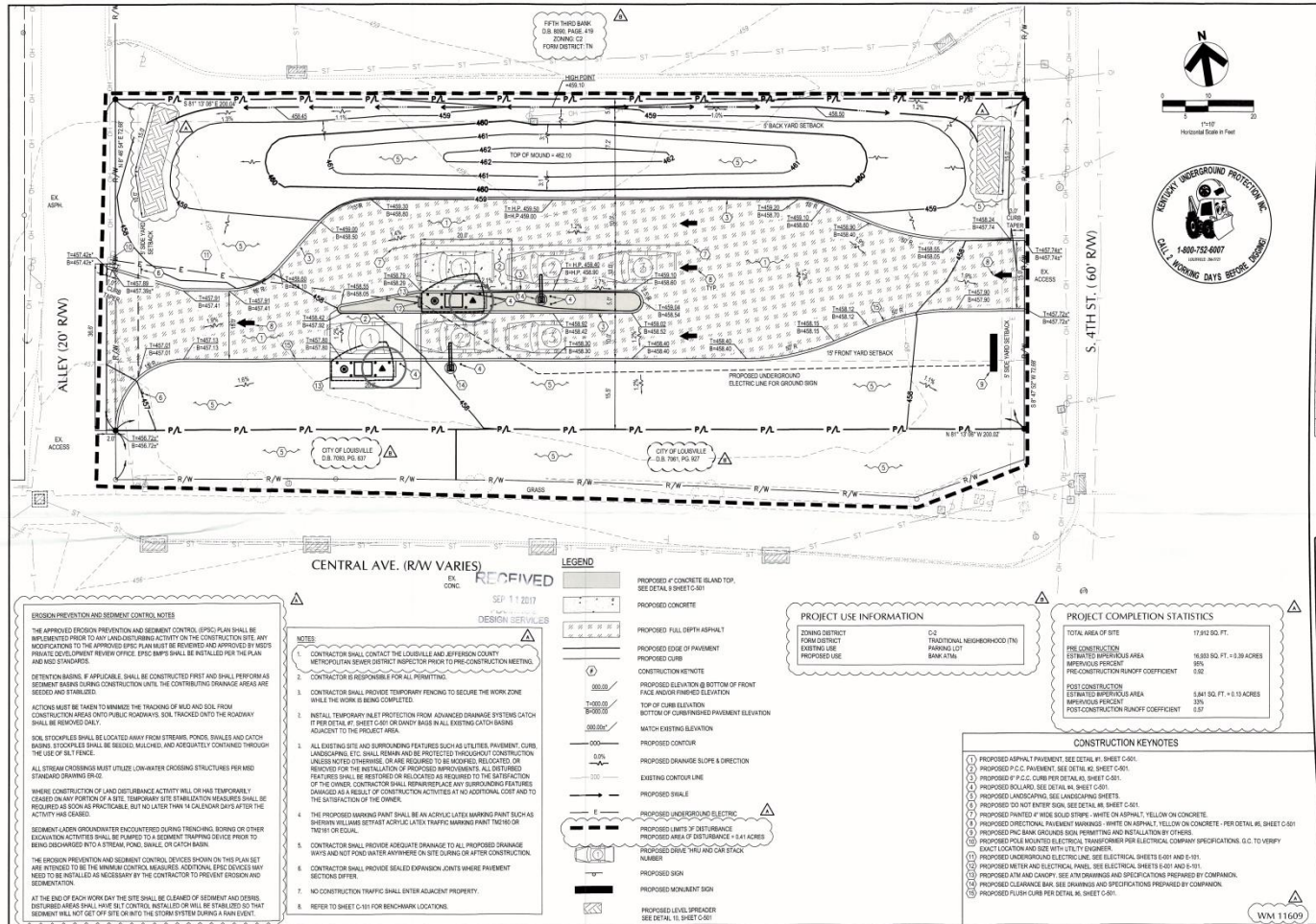
The property as seen from the corner of S
4th St. and Central Avenue.

Site Photos-Subject Property

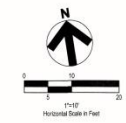


The ATMs as seen from Central Avenue.

Site Plan



PNC BANK



REV	DATE	DESCRIPTION
1	8-1-17	INITIAL REVIEW AND COMMENTS
2	8-1-17	REVISIONS AND COMMENTS
3	8-1-17	REVISIONS AND COMMENTS
4	8-1-17	REVISIONS AND COMMENTS



PNC CHURCH HILL DOWNS ATM
 300 S. 4TH STREET
 LOUISVILLE, KY 40208

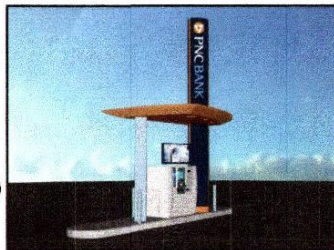
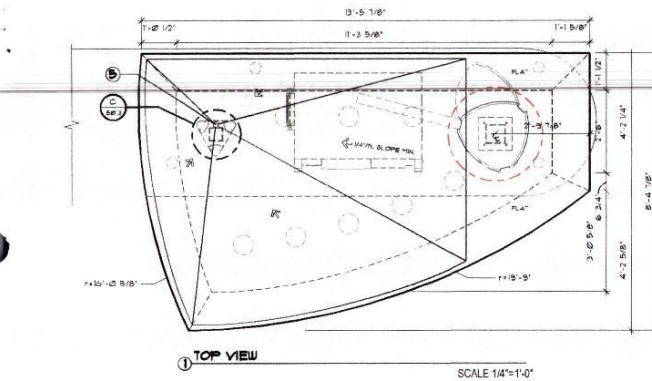
SITE, GRADING AND UTILITY PLAN

ISSUED FOR:	
PERMIT	-
BID	-
CONSTRUCTION	-
RECORD	-
PROJECT MANAGER	DESIGNER
MR	JW

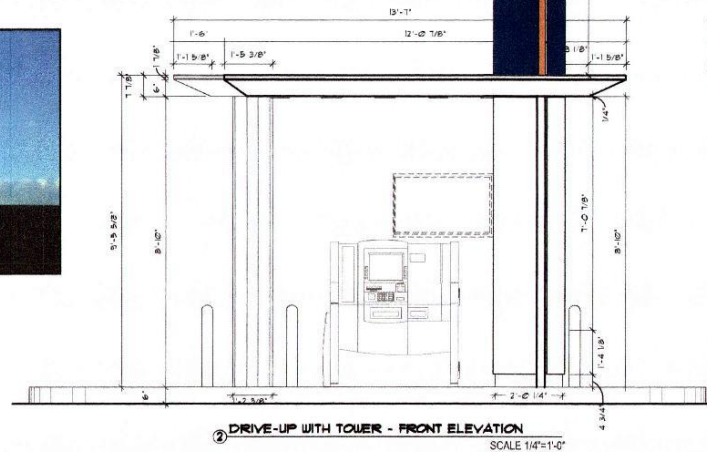
JOB NO.
2016190.52

C-111

Elevations



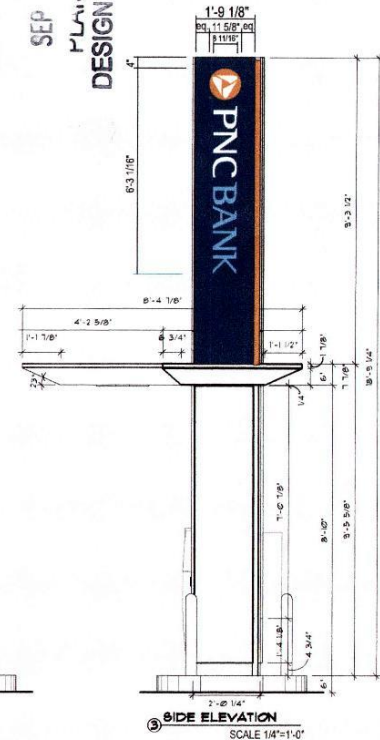
QTY:2 DRIVE-UP ATM TOWERS



RECEIVED

SEP 11 2017

PLANNING & DESIGN SERVICES



SIGN RECOMMENDATIONS

Location:
Central Avenue and 4th Street
Louisville, KY 40208

Proj #:
3482
Loc #:
407

File Path:

Active\BANKS\PNC Bank\Locations 3514\3514_0407_Louisville_KY_ATM.cdr



Drawing prepared for:

Rev #	Reg#	Date	Reg By	Drawn By	Revision Description	Drawings are the exclusive property of ICON. Any unauthorized use or duplication is not permitted.
Original	257679	09/08/17	JC	KP		
Rev 1	000000	00/00/00	XXX	XXX	Notes	
Rev 2	000000	00/00/00	XXX	XXX		
Rev 3	000000	00/00/00	XXX	XXX		
Rev 4	000000	00/00/00	XXX	XXX		
Rev 5	000000	00/00/00	XXX	XXX		
Rev 6	000000	00/00/00	XXX	XXX		

Rev #	Reg#	Date	Reg By	Drawn By
Rev 7	000000	00/00/00	XXX	XXX
Rev 8	000000	00/00/00	XXX	XXX
Rev 9	000000	00/00/00	XXX	XXX
Rev 10	000000	00/00/00	XXX	XXX

Fig. 3

17 VARIANCE 1061

Conclusions

- The variance request appears to be adequately justified and meets the standard of review.
- Must determine if the proposal meets the standard of review for granting a variance as established in the Land Development Code (August 2017) from table 8.3.2 for Traditional Neighborhood to allow the area of attached signs to exceed 20% of the area of the façades.

Required Actions

- **Variance:** from Land Development Code table 8.3.2 for Traditional Neighborhood to allow the area of attached signs to exceed 20% of the area of the façades. Approve/Deny

Location	Requirement	Request	Variance
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