

Development Review Committee

Staff Report

October 3, 2018



Case No:	18WAIVER1038
Project Name:	Rudy Lane Sign
Location:	1901 Rudy Ln
Owner(s):	Bar J Corp
Applicant:	Smart LED Signs
Jurisdiction:	Louisville Metro
Council District:	16 – Scott Reed
Case Manager:	Jay Lockett, Planner I

REQUEST(S)

- **Waiver** of Land Development Code section 8.2.1.D.4.a to allow the changing image portion of a sign to exceed 30 percent of the overall sign area in the Neighborhood form district.

CASE SUMMARY/BACKGROUND

The applicant is proposing to install a new attached changing image sign for a tenant in the commercial center located at 1901 Rudy Ln. As the site is in the Neighborhood form district, the maximum changing image area of a sign is 30 percent of the total sign area. The proposed sign has a changing image area that is approximately 60 percent of the total sign area. The proposed sign would be allowed in all form districts except for Neighborhood, Traditional Neighborhood and Village.

STAFF FINDING

The request is adequately justified and meets the standard of review.

TECHNICAL REVIEW

There are no outstanding technical issues associated with this request.

INTERESTED PARTY COMMENTS

Staff has received no comments from interested parties concerning this request.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER

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

STAFF: The waiver will not adversely affect adjacent property owners as the orientation of the building is such that the proposed sign could only be viewed from Brownsboro Rd, I-264 and surrounding commercial areas.

- (b) The waiver will not violate specific guidelines of Cornerstone 2020; and

STAFF: The waiver will not violate specific guidelines of Cornerstone 2020 as Guideline 3, Policy 9 calls for the protection of the character of residential areas, roadways, and public spaces from visual intrusions and to mitigate where appropriate. Guideline 3, Policy 28 recommends signage that is compatible with the form district pattern and contributes to the visual quality of their surroundings. Promote signs of a size and height adequate for effective communication and conducive to motor vehicle safety. Encourage signs that are integrated with or attached to structures wherever feasible; limit freestanding signs to monument style signs unless such design would unreasonably compromise sign effectiveness. Give careful attention to signs in historic districts, parkways, scenic corridors, design review districts and other areas of special concern. For freestanding signs in multi-lot developments, minimize the number of signs by including signage for each establishment on the same support structure and encourage consistent design (size, style, and materials). The signage is compatible with the commercial nature of the area, and will not be visible from any residential areas within the Neighborhood form district surrounding the subject site.

- (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 as all other provisions of the Land Development Code will be met with respect to signage on the subject site.

- (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: 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 as the proposed sign is set back over 300' from any public road, and smaller sign area will be difficult to see for potential customers.

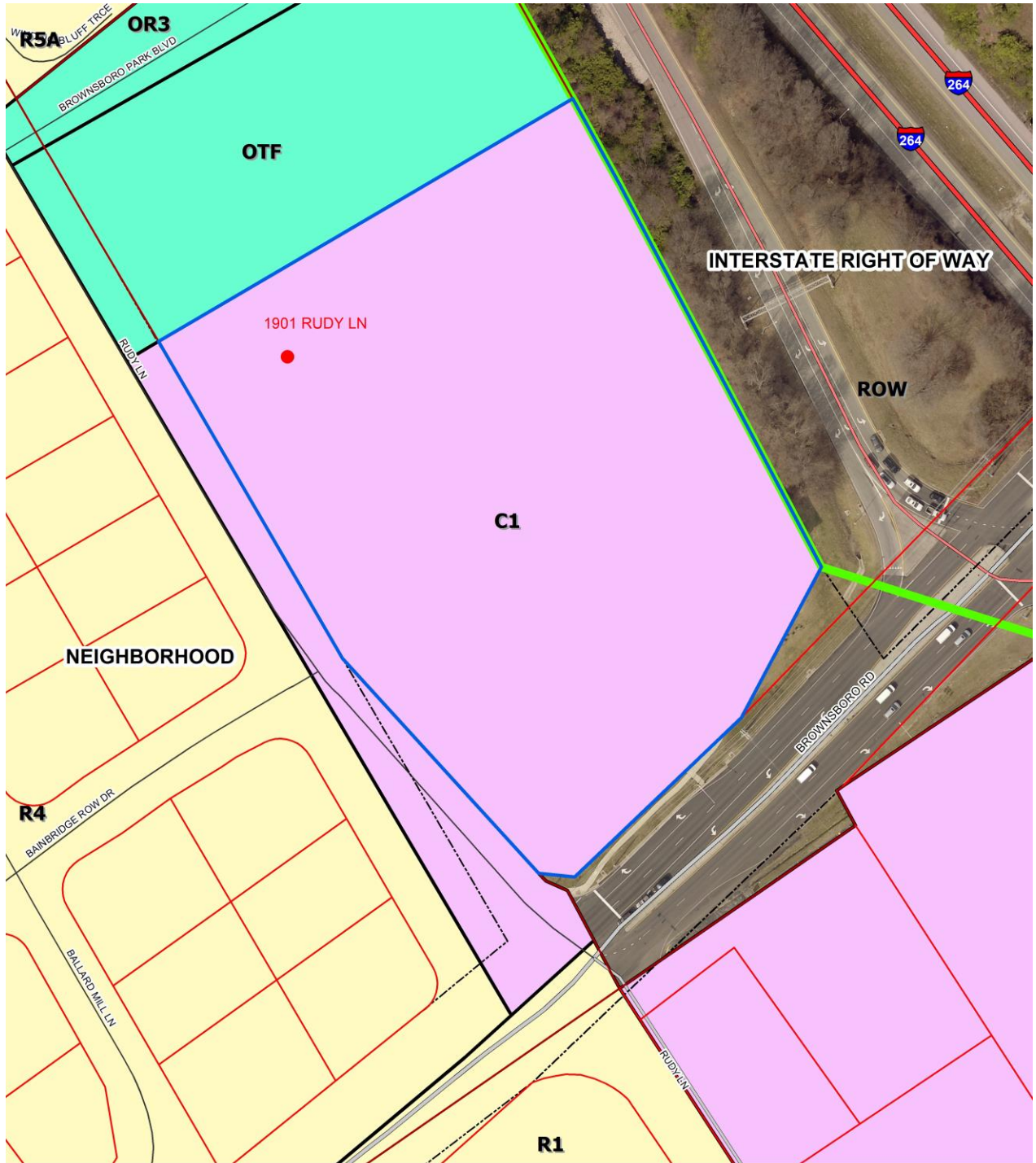
NOTIFICATION

Date	Purpose of Notice	Recipients
9-20-18	Hearing before DRC	1 st tier adjoining property owners Registered Neighborhood Groups in Council District 16

ATTACHMENTS

1. Zoning Map
2. Aerial Photograph

1. Zoning Map

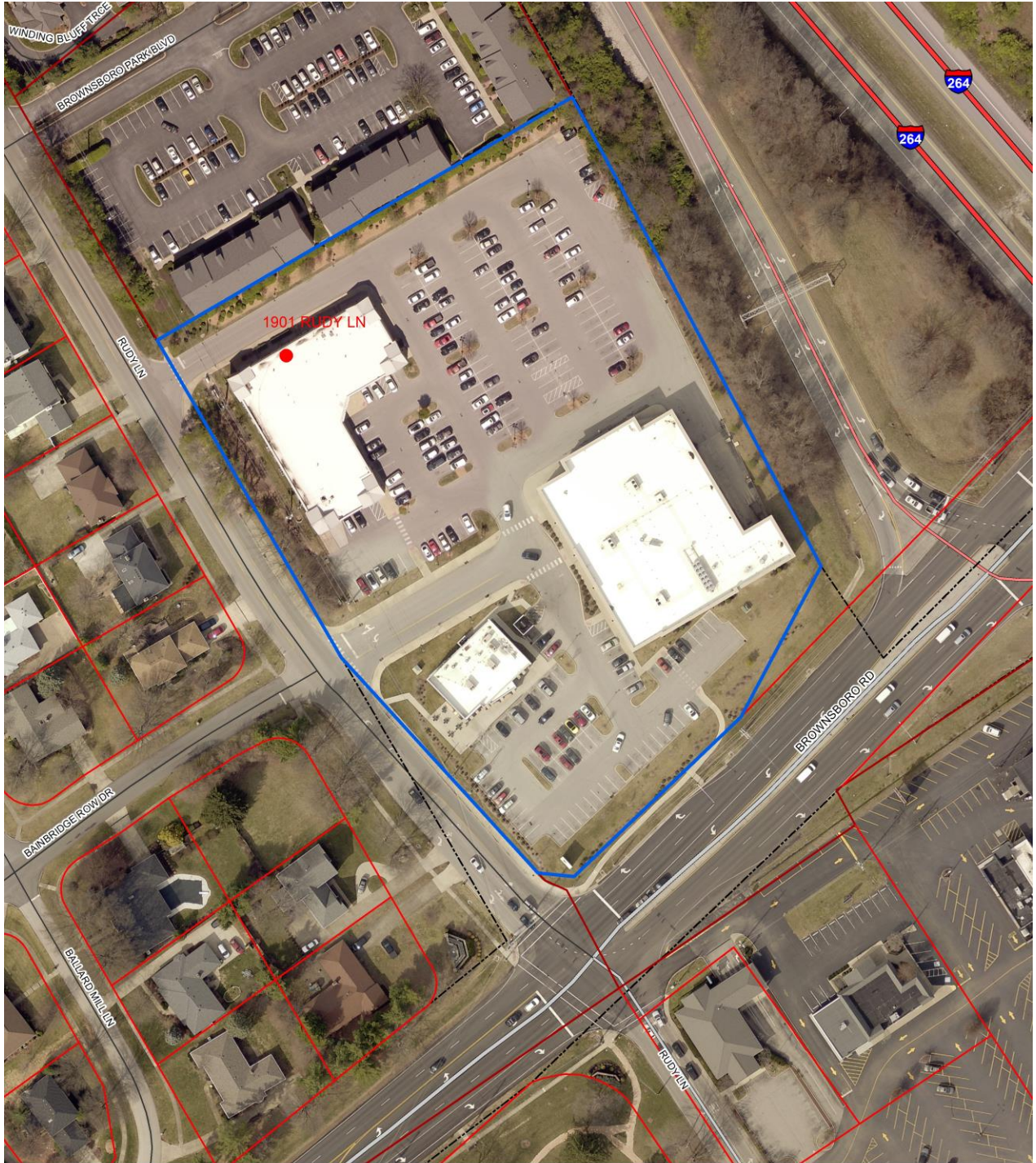


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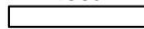
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2. Aerial Photograph



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