

Board of Zoning Adjustment
Staff Report
October 28, 2019



Case No.	19-SIGNAUTH-0001
Project Name	Lou City Sign Authorization
Location	350 Adams Street
Owner	Louisville City Stadium LLC
Applicant	Reuff Sign Company
Jurisdiction	Louisville Metro
Council District	4 – Barbara Sexton Smith
Case Manager	Beth Jones, AICP, Planner II

REQUEST

SIGN AUTHORIZATION to permit an Exceptional Sign (LDC 8.4, Appendix 8B)

CASE SUMMARY/BACKGROUND

The applicant is requesting a Sign Authorization for a sign type not specifically authorized by LDC regulations to be located on the site of the Louisville City Football Club stadium currently under construction at 350 Adams Street. As per LDC requirements, Sign Authorization Reviews shall use the same set of design guidelines as Waiver Reviews, with an emphasis on innovative design and its potential impact on the site, surrounding properties and to the street or public realm.

The site is located in an EZ-1 Enterprise Zone in the Downtown form district. It is bordered on the north by Adams Street, I-64 and I-65 and on the remaining sides by vacant, industrial and public properties. Most of the surrounding properties are in a Traditional Neighborhood form district, with the exception of several parcels adjoining to the northeast which are EZ-1.

The sign is to be located at the open end of the stadium at the northwest corner of the site. It will consist of six three-dimensional letters, 8 ft high and 3 ft deep, to be mounted in a concrete foundation. The letters will spell OUR C_TY, with a platform in place of the "I" where visitors will be able to stand to create the "I". The finished width of the sign will be 33 ft 10-1/4 inches. The letters will be constructed of aluminum with baffles and gussets and, according to the applicant, have been designed to withstand wind loads exceeding 120 mph. They will be painted in yellow, one of the team colors, and will be externally lit from the northeast side, facing toward the stadium.

STAFF FINDING

Staff finds the requested waiver for the Sign Authorization is adequately justified.

Based upon the information in the staff report, the testimony and evidence provided at the public hearing, the Board of Zoning Adjustment must determine if the proposal meets the standards for granting a Sign Authorization as established by the Land Development Code.

TECHNICAL REVIEW

No outstanding technical issues remain.

INTERESTED PARTY COMMENTS

No comments have been received.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR A WAIVER for a sign authorization (LDC Chapter 8):

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

STAFF: The waiver will not adversely affect adjacent property owners as it is appropriate for the use of the site. In addition, its location is at a point that is on the far side of a floodwall and approximately 1,100 ft from the nearest residential uses.

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

STAFF: The waiver will not violate specific guidelines of Plan 2040 (Community Form Goal 1, Policy 14) as it is in compliance with the underlying form district and the character of the area and makes a positive contribution to the visual quality of its surroundings. It is also of a size and height adequate for effective communication and proportionate with the scale of the stadium structure.

The proposal also meets LDC design guidelines for a Sign Authorization in that it is visually consistent with the architecture, materials, colors and overall design of the Lou City facility, the proposed lighting is appropriate and the sign is pedestrian-oriented. Transportation Planning has reviewed the plans for conformance with safety standards.

(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 request is compatible with surrounding development and has appropriate roadway visibility.

(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 applicant has incorporated design measures which compensate for non-compliance resulting in a net beneficial effect. The design is appropriate for the site and the use of the property will contribute a distinctive design to the vicinity with minimal negative impacts.

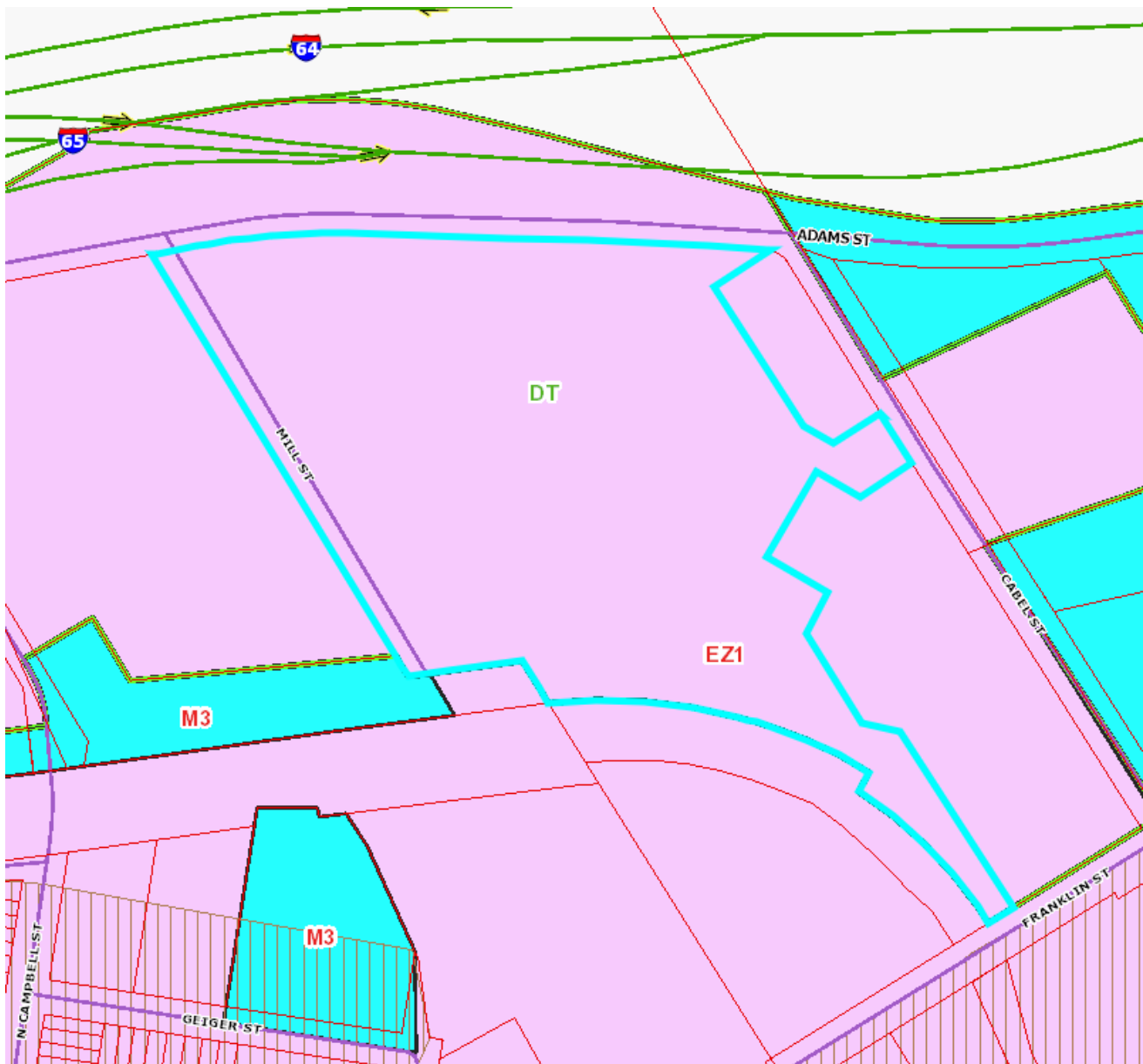
NOTIFICATION

Date	Purpose of Notice	Recipients
10/11/2019	Notice of BOZA Hearing	1st and 2nd tier adjoining property owners Registered Neighborhood Groups in Council District 4 Sign Posting

ATTACHMENTS

- 1. Zoning Map
- 2. Aerial View
- 3. Site Plan
- 4. Building Elevation

1. **Zoning Map**



2. Aerial Photograph showing general location of proposed sign



3. Site Plan



4. Sign Rendering

