

19-AMEND-0003
7207 Fegenbush Lane



Louisville Planning Commission Public Hearing

Beth Jones, AICP, Planner II
December 5, 2019

Request

- **AMENDMENT** to delete Binding Element #3
 3. The only permitted freestanding sign shall be a monument style sign and located as shown on the approved development plan. No portion of the sign, including the leading edge of the sign frame, shall be closer than 0 feet to front property line. The sign shall not exceed 45 square feet in area per side and 7 feet in height. No sign shall have more than two sides.

Case Summary/Background

- Binding Element associated with rezoning of property in 1998 (09-003-98)
- Town Center form district on minor arterial roadway
- Adjacent sites a mix of uses
 - North: Single-family residential (outside of PDD boundary)
 - South: Commercial and residential uses
 - East: Commercial and residential uses
 - West: Commercial use

Case Summary/Background

- Site located within the Highview Planned Development District (October 2016)
 - Near northwest end of PDD, within one of two Gateway areas
- PDD prohibits further residential uses in vicinity of site unless
 - in a mixed-use structure or
 - behind commercial uses on road frontage
- PDD states that LDC standards shall apply for signage
 - Existing freestanding sign on does not comply with LDC or BE standards
 - Existing freestanding signs in vicinity a mix of monument and pole/pylon signs

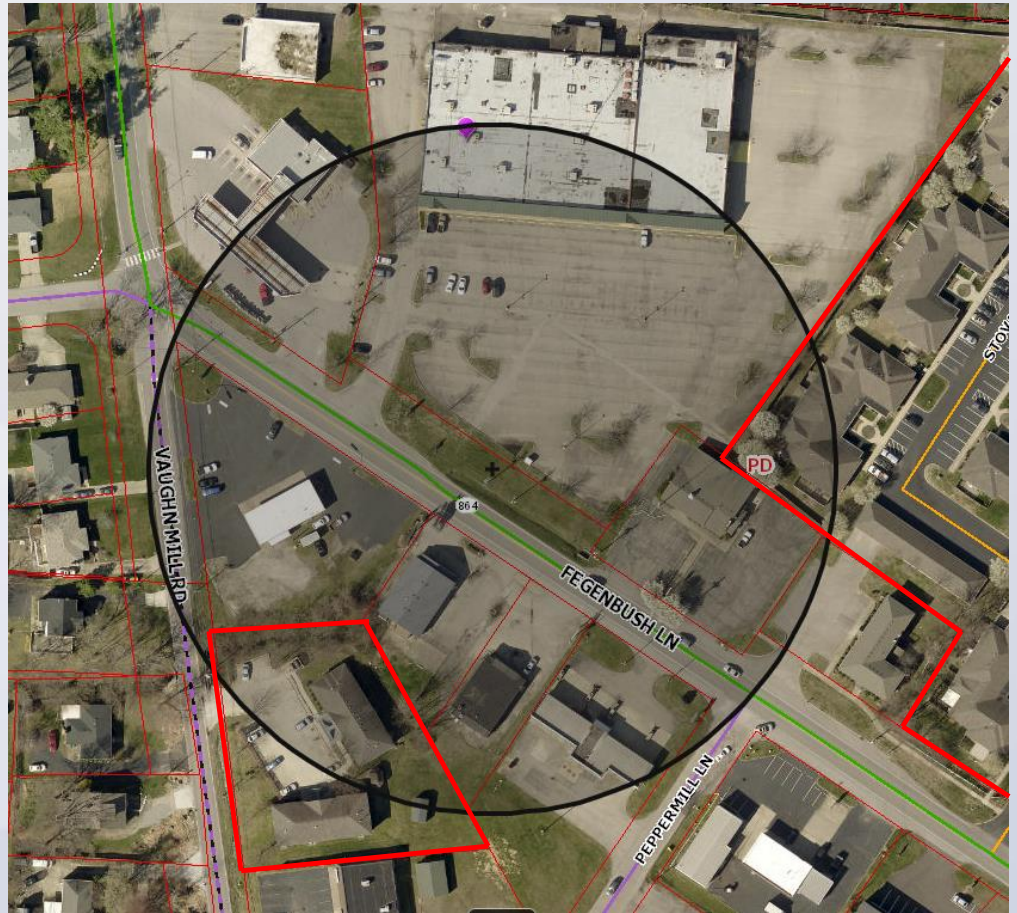
Case Summary/Background

	Area	Height
BE Standards	45 sq ft maximum	7 ft maximum
LDC Standards	100 sq ft maximum	12 ft maximum
Existing Sign	+/- 45 sf	14 ft
Proposed Sign	65 sq ft	12 ft

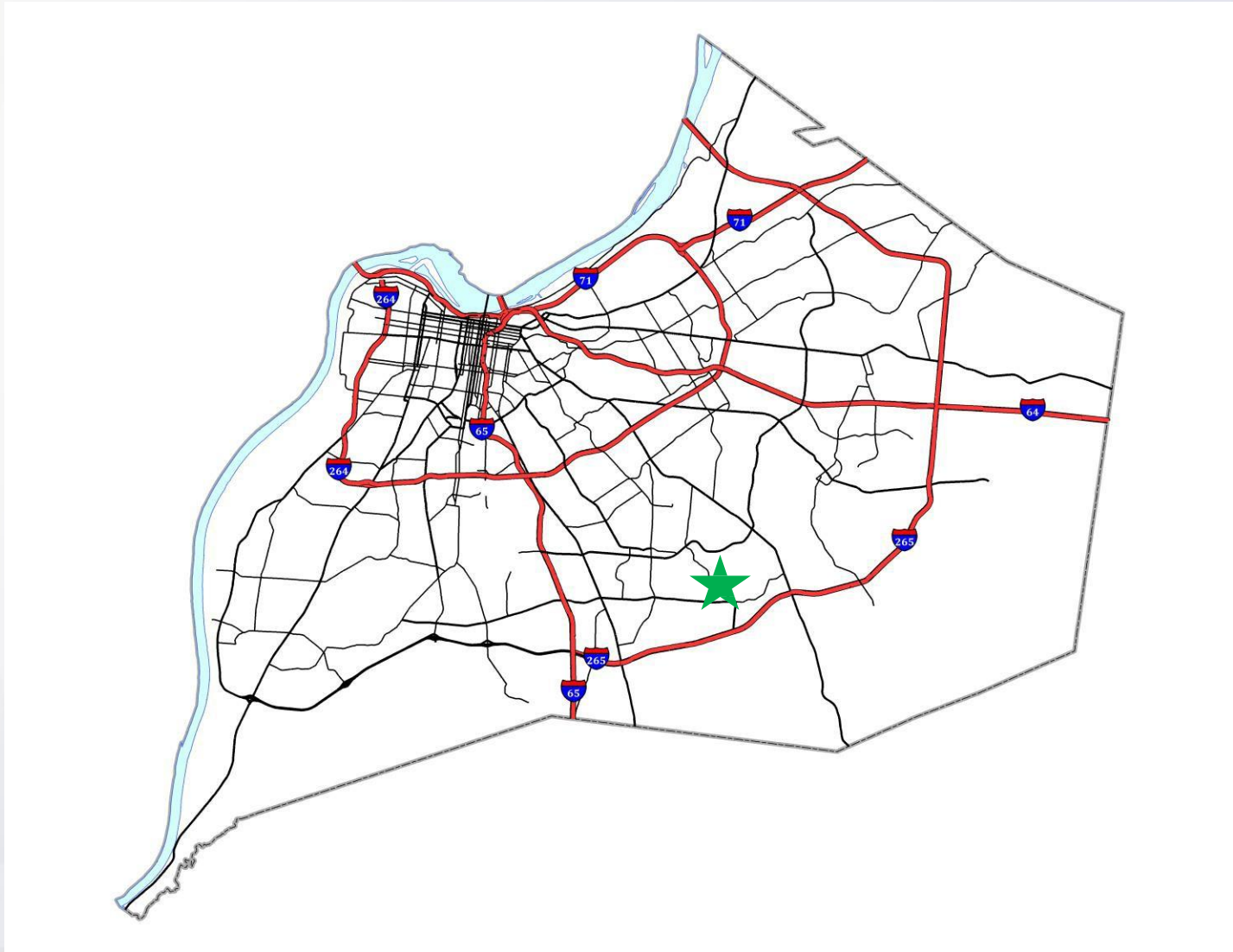
- BE requires monument-style sign; LDC also permits pole/pylon style
- BE specifies placement of sign; a new sign plan would be required to move sign from current location
- LDC permits changing image sign up to 60% of total (60 sq ft maximum) at least 300 ft from residential zone; 16 sq ft is proposed

Case Summary/Background

- LDC permits changing image sign of up to 60% of total (60 sq ft maximum)
- LDC requires at least 300 ft from residential zone; existing residential uses are zoned PD
- 16 sq ft is proposed



Site Location



Zoning / Form District

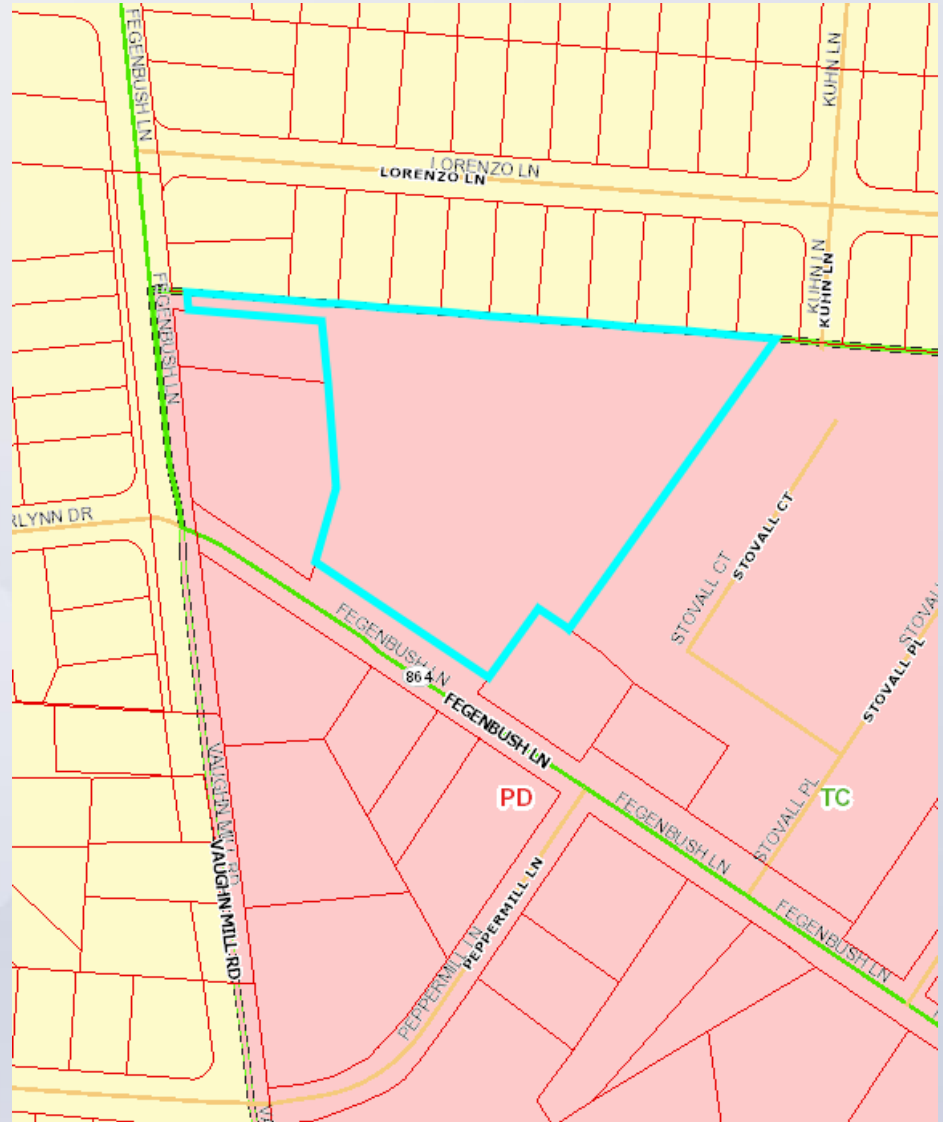
Subject Site

Existing: PD/Town Center

Adjoining Sites

North: R-4/Neighborhood

South/East/West: PD/Town Center



Land Use

Subject Site
Commercial

Adjoining Sites

North: Single-Family Residential

South/West: Commercial

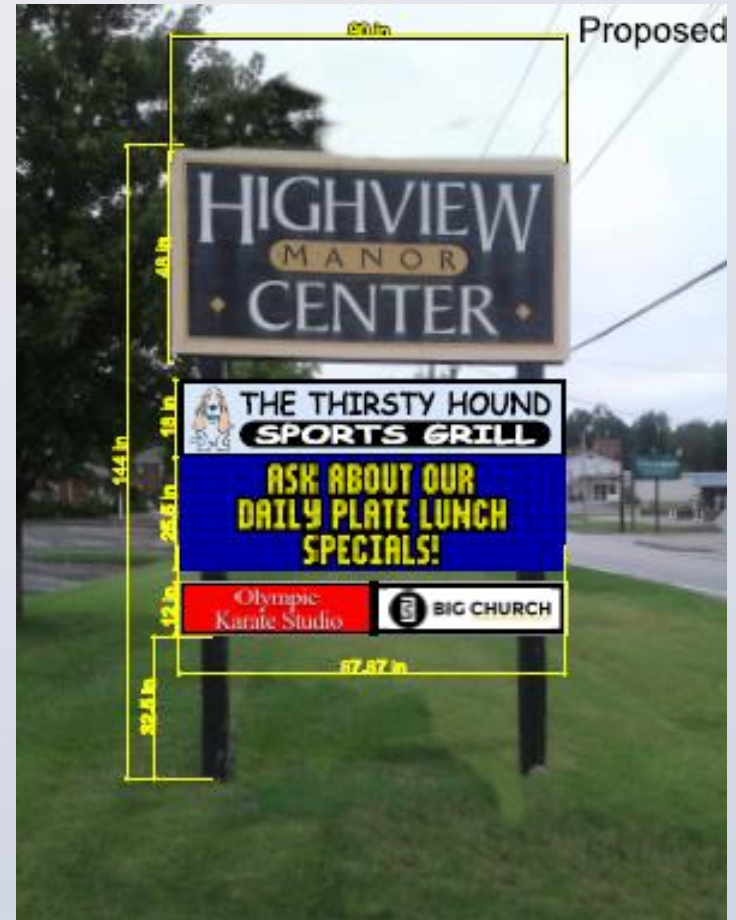
East: Commercial, Residential



Site



Existing and Proposed Signage



Signs in Vicinity



Northwest from site

Northwest toward site



Signs in Vicinity



Southeast from site

Southeast toward site



Conclusions

- Case was heard by DRC on 11/20/2019; motion to approve passed by 3-1 vote and request was forwarded to Planning Commission for consideration
- Staff finds that the requested proposal to delete Binding Element #3 is justified, as it is in conflict with current LDC and PDD standards and requirements
- Planning Commission may impose further standards or restrictions on proposed and/or future signage on site

Required Actions

Approve/Deny

- **AMENDMENT** to delete Binding Element #3
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