

Board of Zoning Adjustment

Staff Report

August 21, 2023



Case No.	23-SIGNAUTH-0002
Project Name	Parking Lot Freestanding Signs
Location	124 N. Preston Street
Owner	Cobalt Riverfront Properties, LLC
Applicant	Elijah Brown, USA Image
Jurisdiction	Louisville Metro
Council District	4 – Jecorey Arthur
Case Manager	Heather Pollock, Planner I

REQUEST

SIGN AUTHORIZATION to permit placement of signs not specifically authorized in the Land Development Code (LDC).

CASE SUMMARY

The subject site is in the Downtown form district, and it is in the Waterfront Overlay District. The site is a parking lot with no structures and takes up the entire block along N. Preston St. between E. Washington and E. Witherspoon Streets

The request is for 2 freestanding pole signs within the Downtown form district which does not permit freestanding signage. The applicant installed 3 signs but has agreed to remove 1. The 2 remaining signs are located at each of the 2 entrances to the parking lot. Both signs are 24 sq. ft. and 8 ft. tall. This request received a Waterfront Review Overlay District Permit approval on June 30, 2023, with the condition that the applicant reduce the number of signs from 3 to 2 and add aluminum pole covers to the remaining signs. 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 the street or public realm.

STAFF FINDINGS

Staff finds that the proposed sign is appropriate for the use of the site and compatible with adjoining residential and commercial uses.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR A SIGN AUTHORIZATION

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

STAFF: The waiver will not adversely affect adjacent property owners as the majority of uses in the vicinity are non-residential and the placement of the 2 signs does not adversely impact the safe movement of vehicles or pedestrians

(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 number 14: Ensure that signs are compatible with the Form District pattern and contribute 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).as the proposal is in compliance with 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 for the use of the site. Additionally, the applicant has agreed to reduce the number of signs. 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 its surroundings.

(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 attached signage is not possible because there are no structures on the 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 create an unnecessary hardship on the applicant as there are no structures on the property and the Downtown form district does not permit freestanding signs.

REQUIRED ACTIONS:

AUTHORIZE or **DENY** the proposed freestanding signs

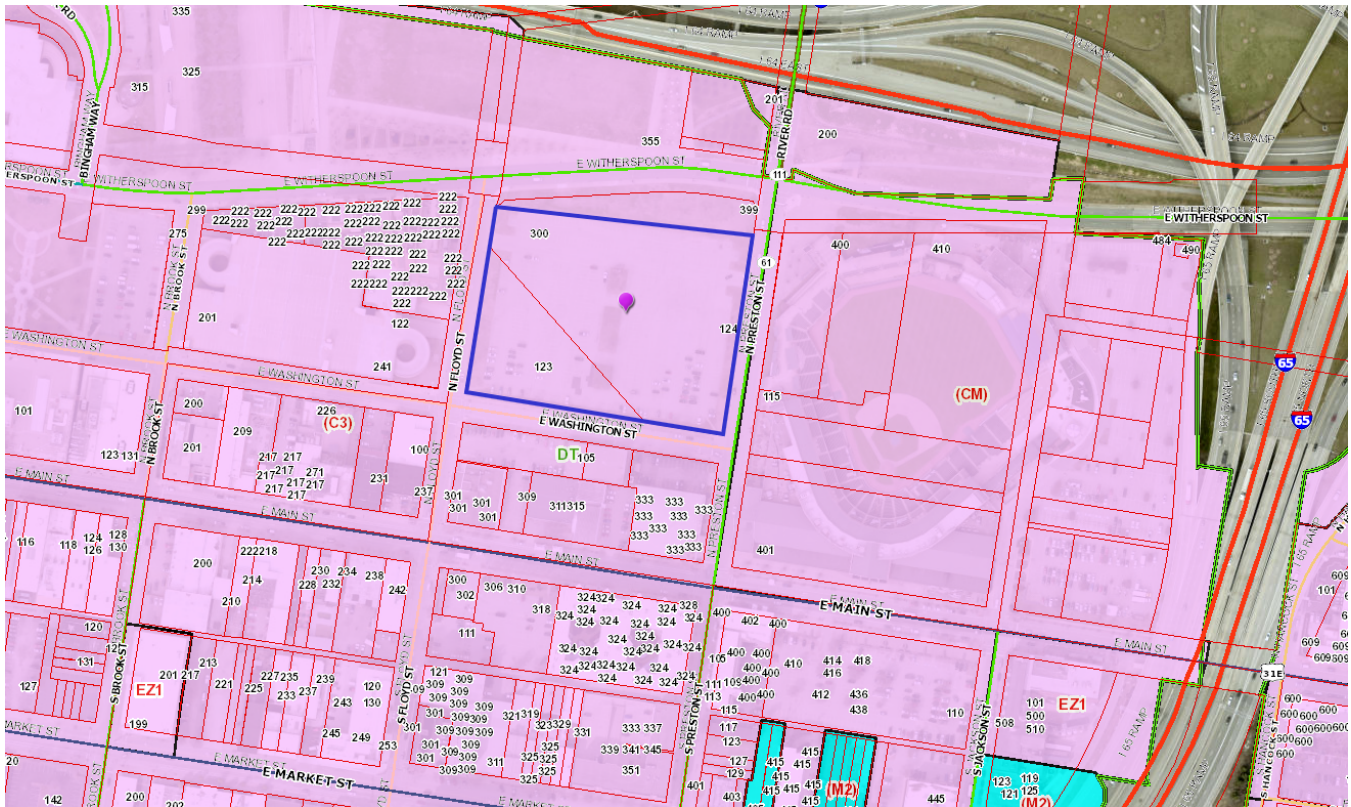
NOTIFICATION

Date	Purpose of Notice	Recipients
08/04/2023	Hearing before BOZA	1 st tier adjoining property owners and current residents Registered Neighborhood Groups in Council District 4
08/04/2023	Hearing before BOZA	Notice posted on property

ATTACHMENTS

1. Zoning Map
2. Aerial Map

1. Zoning Map



2. Aerial Map

