

20-WAIVER-0072

1309 S. 3rd Street



Development Review Committee

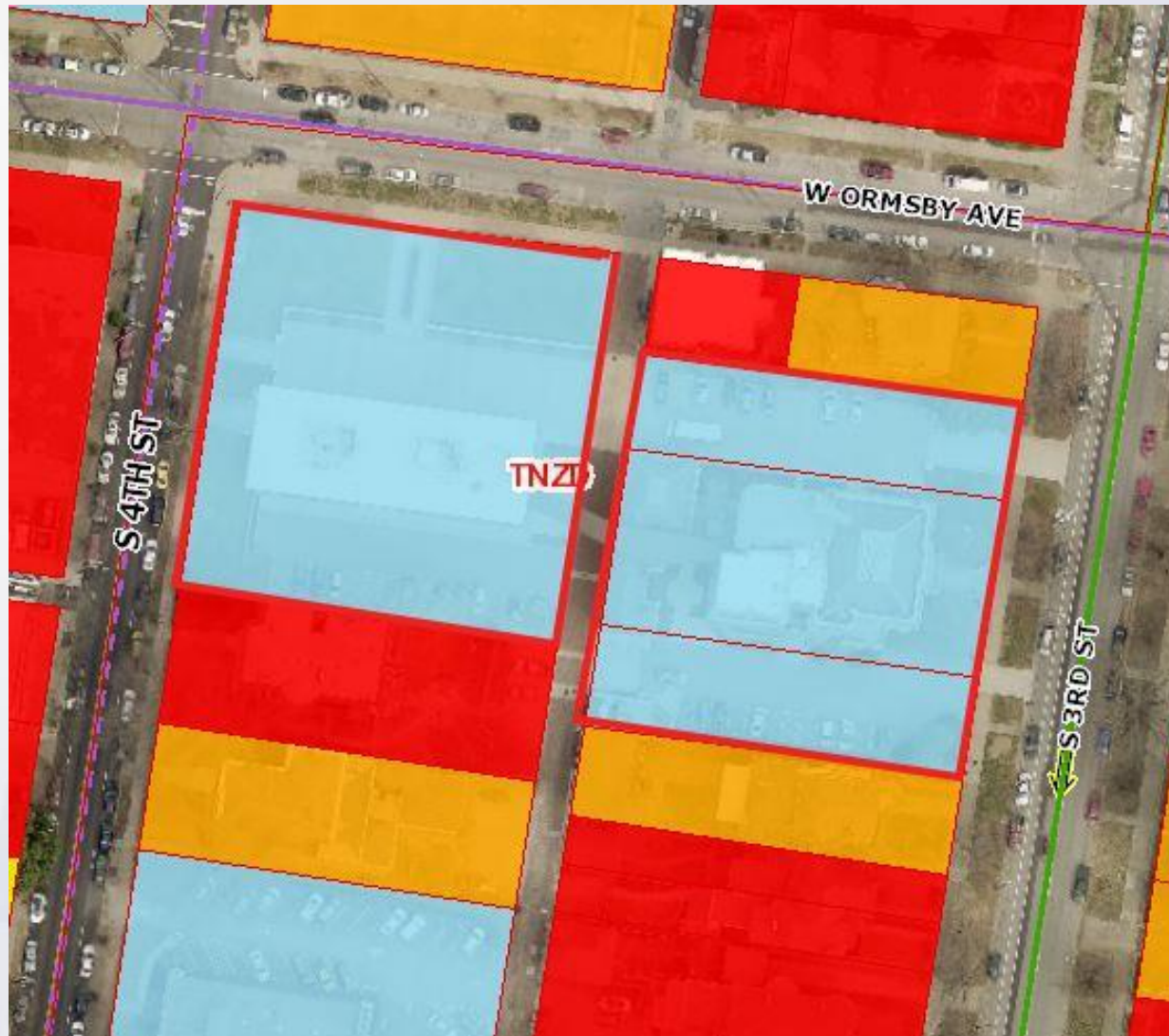
Beth Jones, AICP, Planner II

August 19, 2020

Requests

- **WAIVER 1** to permit a freestanding sign to exceed 20 sq ft in area and be placed more than 6 ft from the principal façade of the structure (LDC 2.7.5.E.7.a.)
- **WAIVER 2** to permit a freestanding sign to exceed the permitted overall height (LDC 2.7.5.E.7.b.)
- **WAIVER 3** to permit a freestanding sign to be placed more than 6 ft from the principal façade of the structure (LDC 2.7.5.E.7.a.)
- **WAIVER 4** to permit an attached sign to exceed the permitted area (LDC 2.7.5.E.5.)

Land Use in Vicinity



Aerial View



WAIVERS 1 & 2

WAIVER 3

WAIVER 4

Case Summary

- Campus site consists of four parcels fronting W. Ormsby, S. 3rd and S. 4th Streets
- Development includes a mix of adaptive re-use and new construction: three structures, both historic and contemporary, along with parking
- All sites within TNZD in Traditional Neighborhood form district
- Adjoined by multi-family and commercial uses
- Request consists of four waivers for three signs
- Waivers are from LDC requirements specific to the TNZD; proposed signs meet all other LDC requirements and standards
- Request has been reviewed and approved by ARC and by the Old Louisville Neighborhood Association and is supported by Staff

Site and Context



Site and Context



Site and Context



Site from S. 3rd Street

Site and Context



Across S. 3rd Street

Site and Context



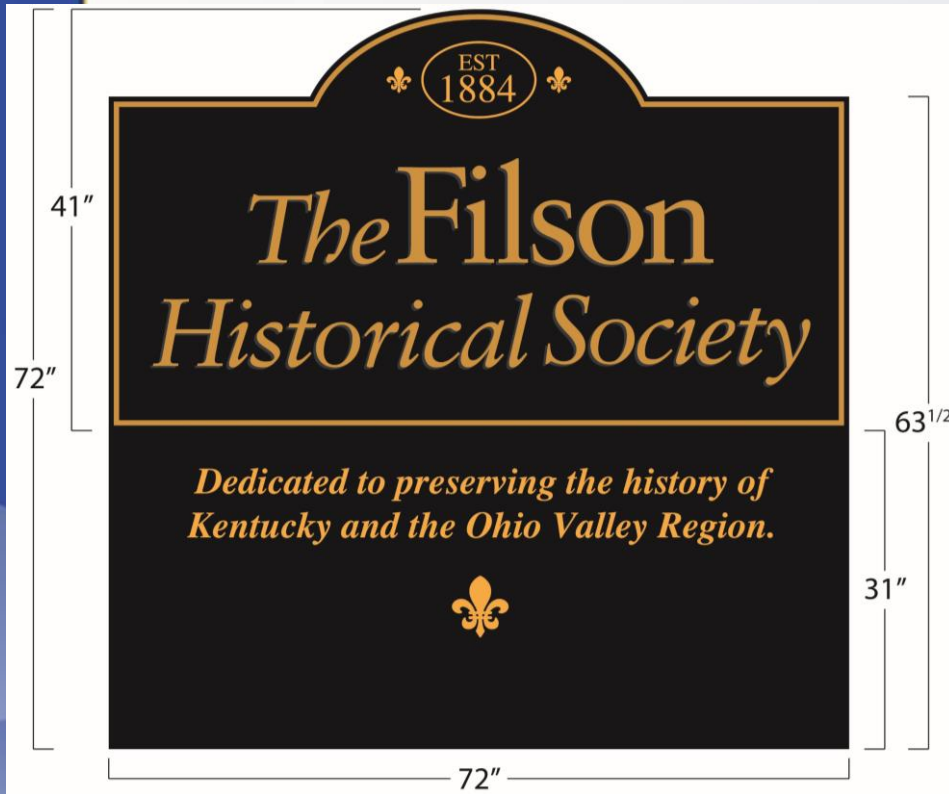
Site from S. 4th Street

Site and Context

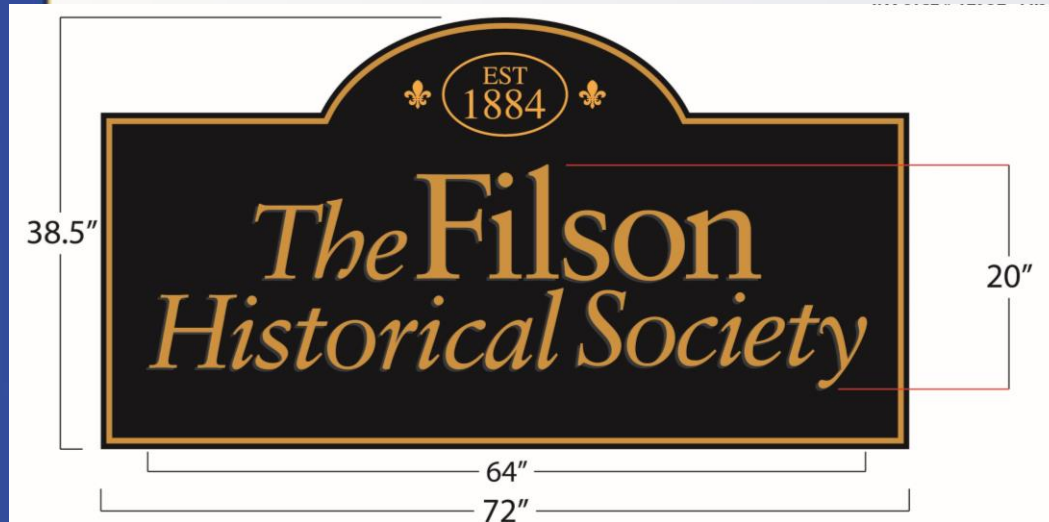


Across S. 4th Street

W. Ormsby Monument



S. 3rd Street Monument



Carriage House



Required Action

APPROVE or DENY

- **WAIVER 1: W. Ormsby Monument Sign**
to permit a freestanding sign to exceed 20 sq ft in area and be placed more than 6 ft from the principal façade of the structure (LDC 2.7.5.E.7.a.)
- **WAIVER 2: W. Ormsby Monument Sign**
to permit a freestanding sign to exceed the permitted overall height (LDC 2.7.5.E.7.b.)
- **WAIVER 3: S. 3rd Monument Sign**
to permit a freestanding sign to be placed more than 6 ft from the principal façade of the structure (LDC 2.7.5.E.7.a.)
- **WAIVER 4: Carriage House Attached Sign**
to permit an attached sign to exceed the permitted area (LDC 2.7.5.E.5.)