

**18VARIANCE1013**

**Old Forester Distillery Signage**



**Louisville Metro Board of Zoning Adjustment  
Public Hearing**

**Dante St. Germain, Planner I**

**March 19, 2018**

# Requests

- **Variance**: from Land Development Code table 8.3.2 to allow attached signage to exceed 300 square feet in area per façade in the Downtown form district
- **Waiver**: from Land Development Code table 8.3.2 to allow attached signage to exceed 3 signs on a façade.

Location	Requirement	Request	Variance
W Main Street	300 sf	325.67 sf	25.67 sf
W Main Street	3 signs	9 signs	6 signs (waiver)

# Case Summary / Background

- The subject property is located on Whiskey Row.
- The property owner is redeveloping the property into a distillery, with associated commercial and guest experience uses.
- The applicant proposes a total of 9 attached signs on the front (W Main Street) façade, exceeding the allowable 3 signs per façade in Table 8.3.2.
- The applicant also proposes to exceed the allowable signage area by 25.67 square feet.

# Case Summary / Background

- The site was rezoned in 2015 under docket number 14ZONE1050 from C-3 Commercial to EZ-1 Enterprise Zone to allow a mix of industrial and commercial uses.
- The overall project received a Certificate of Appropriateness under case number 15COA1030 with the signage reviewed only conceptually.
- The signage was specifically reviewed under case number SI1039908 and received a Certificate of Appropriateness.

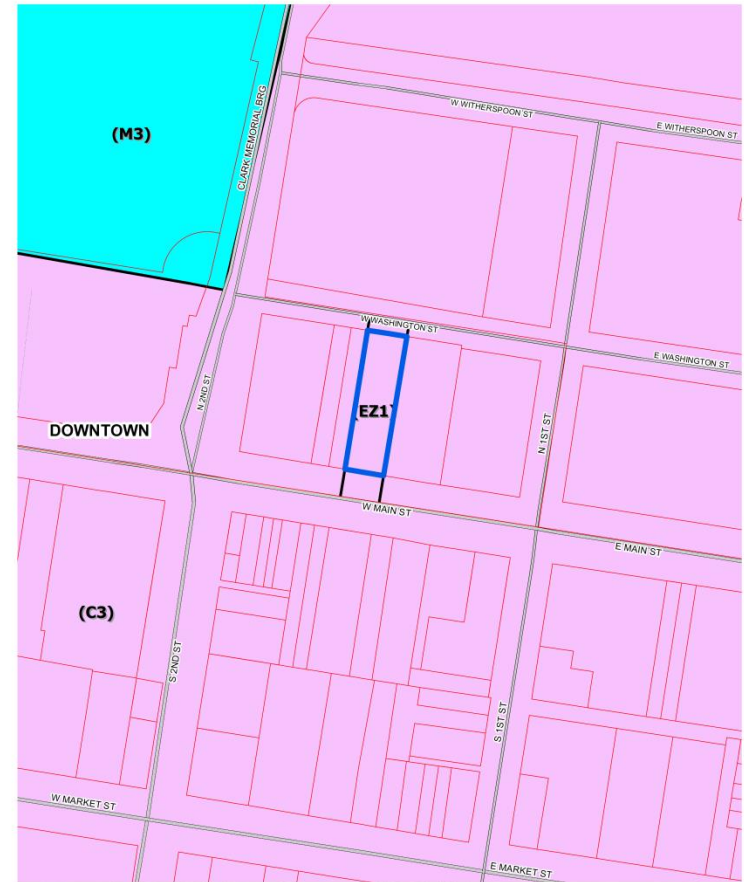
# Zoning/Form Districts

## Subject Property:

- Existing: EZ-1/Downtown

## Adjacent Properties:

- North: C-3/Downtown
- South: C-3/Downtown
- East: C-3/Downtown
- West: C-3/Downtown



117 W Main Street  
feet



Map Created: 3/5/2018



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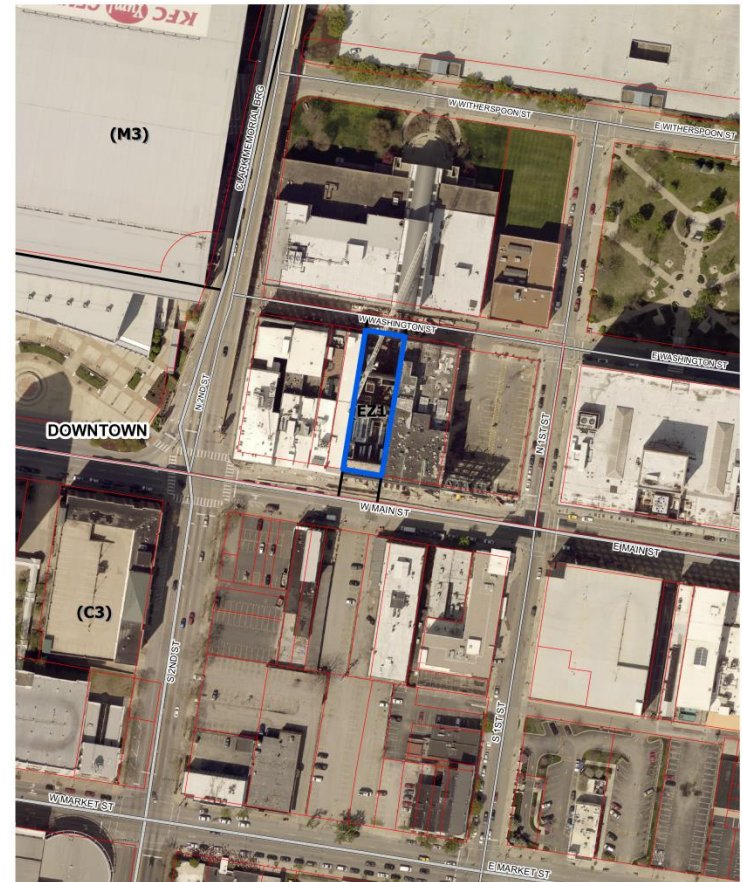
# Aerial Photo/Land Use

## Subject Property:

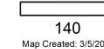
- Existing: Mixed Industrial/Commercial (under development)

## Adjacent Properties:

- North: Institutional
- South: Commercial
- East: Commercial
- West: Commercial



117 W Main Street  
feet



Map Created: 3/5/2018



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# Site Photos-Subject Property



The front of the subject property.



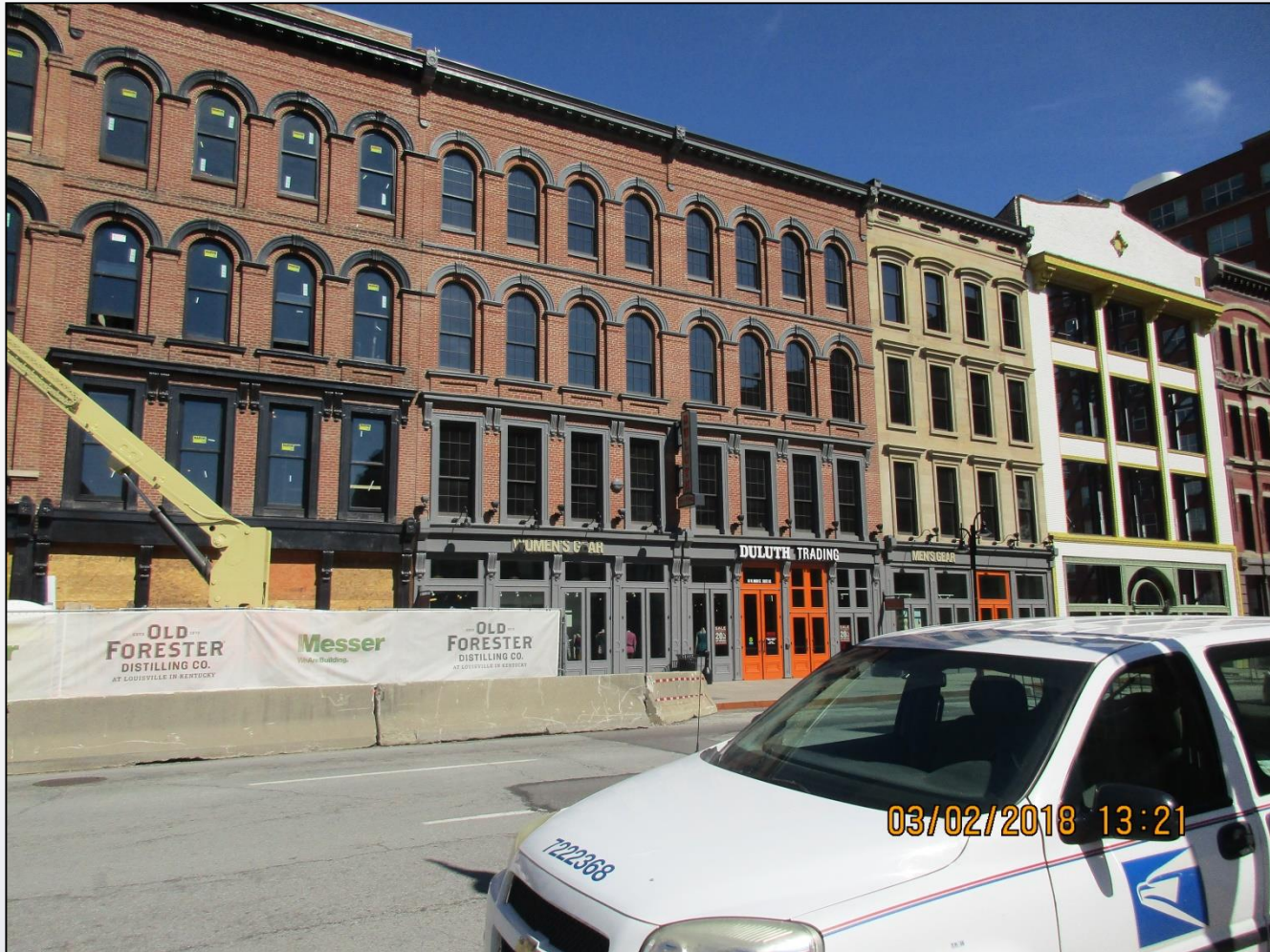
# Site Photos-Subject Property



The property to the left of the subject property.



# Site Photos-Subject Property



The property to the right of the subject property.

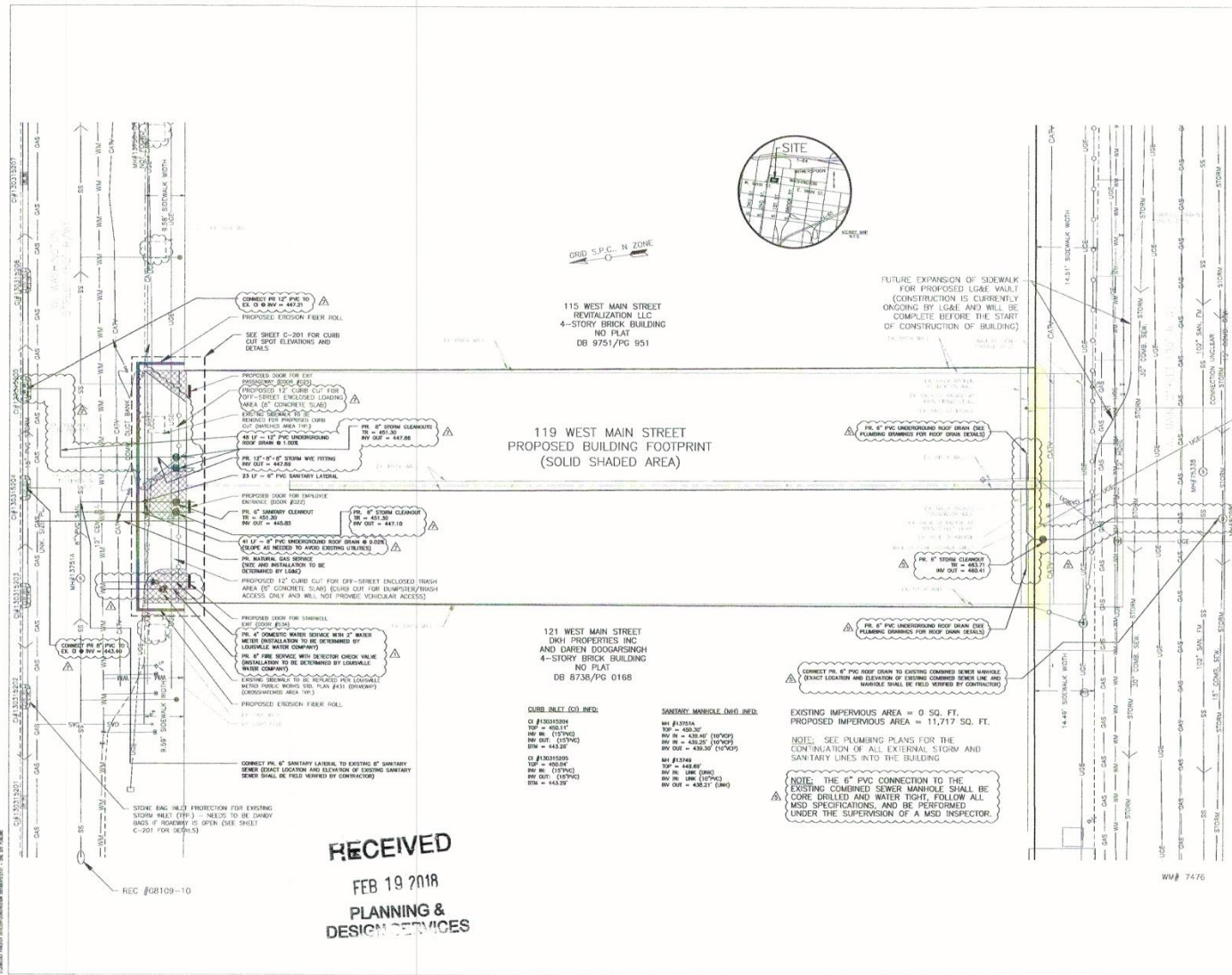
# Site Photos-Subject Property



The property across W Main Street.



# Site Plan



**BRAVURA**

1117 W. Boulevard Street  
Louisville, Kentucky 40202

**BROWN-FORMAN**  
CORPORATION  
800 W. MARKET ST.  
LOUISVILLE, KY 40202  
WWW.BROWN-FORMAN.COM  
DDED 10/21/11

**ehi**  
ENGINEERING  
CONSULTANTS  
815 W. MARKET ST.  
SUITE 704  
LOUISVILLE, KY 40202  
WWW.EHI-CONSULTANTS.COM  
DDED 10/21/11



**BROWN-FORMAN**

**OLD FORESTER**

**DISTILLERY**

HISTORIC WHISKEY ROW  
LOUISVILLE, KENTUCKY

Form and Revision

NO.	DATE	REVISION
1	06/21/11	ISSUE FOR PERMIT
2	03/21/17	REVISE PERMIT
3	02/11/17	REVISE PERMIT

Project Number: 87101100

Division:

CIVIL SITE PLAN

Scale: 1" = 10'

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FEB 19 2018  
PLANNING &  
DESIGN SERVICES

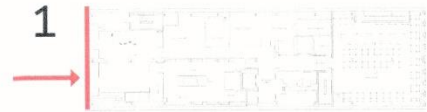
Louisville

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# Elevations

## FRONT FAÇADE

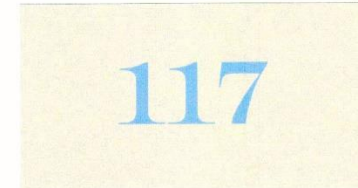
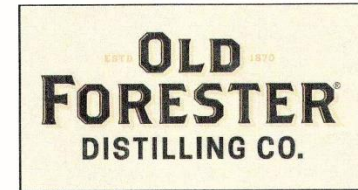


Distressed paint  
1870 type to fit above the top row window decorative arch molding and the building cornice. Some clipping is acceptable.

Distressed paint  
Brown-Forman logo to fit below the top row window apron and middle row decorative arch molding. Some clipping is acceptable.

Blade sign  
(high level)

Fixed window graphics



Render not indicative of final graphics

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FEB 19 2018  
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Visually match design intent. Size and position to be confirmed by producer via shop drawings and/or on site measurements.

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# Conclusions

- The variance requests appear to be adequately justified and meet the standard of review.
- Must determine if the proposal meets the standard of review for granting a variance as established in the Land Development Code, from table 8.3.2, and for granting a waiver from table 8.3.2.

# Required Actions

- **Variance:** from Land Development Code table 8.3.2 to allow signage to exceed 300 sf in area. Approve/Deny
- **Waiver:** from Land Development Code table 8.3.2 to allow more than 3 signs on a façade. Approve/Deny

Location	Requirement	Request	Variance
W Main Street	300 sf	325.67 sf	25.67 sf
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