

Development Review Committee

Staff Report

October 20, 2021



Case No.	21-WAIVER-0124
Project Name	Changing Image Sign Waiver
Location	2962 Breckenridge Lane
Owner	Mike's Car Wash
Applicant	One Stop Signs
Jurisdiction	Louisville Metro
Council District	26 – Brent Ackerson
Case Manager	Beth Jones, AICP, Planner II

REQUESTS

WAIVER to permit a changing image sign (SIGN A) to be located within 300ft of a residential zone (LDC 8.2.1.D.6)

CASE SUMMARY / BACKGROUND

The applicant proposes to install signage for a new business at the address, zoned C-1. The site is located at the northwest corner of Breckenridge Lane and Hikes Lane and lies partially within two Form Districts, Regional Center and Neighborhood. The requested waiver is for a sign within the Regional Center portion of the site.

A changing image panel is included as part of a freestanding sign located along the Breckenridge Lane frontage. This sign also includes an illuminated cabinet. It is located approximately 89ft from the nearest residential property. Other than the 300ft buffer requirement, it meets all other standards for size and height. The applicant proposes to shut off the digital portion of this signage at night; no additional details were provided.

All remaining signs proposed for the site meet all standards and requirements.

REQUIREMENTS

Changing Image Sign Regional Center/Neighborhood Form Districts	Permitted	Proposed
Within 300 ft of residential (SIGN A)	No	Yes

STAFF FINDINGS

Based upon the information in the staff report, the applicant's written justification statement and the testimony and evidence provided at the public hearing, DRC must determine whether the waiver request is justified. Staff supports the request provided that the applicant agrees to conditions regarding shut-off times as requested by the DRC.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR A WAIVER to permit a changing image sign to be located within 300ft of a residential zone (LDC 8.2.1.D.6)

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

STAFF: The waiver will not adversely affect adjacent property owners in that the proposed sign is to be located along a highly developed commercial corridor and the applicant has agreed in principle to turn off the changing image portion during nighttime hours, as specified by the DRC.

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

STAFF: The requested waiver does not violate guidelines of Plan 2040, which requires that: appropriateness must be evaluated in the context of the compatibility of the proposed use or uses with surrounding uses (Community Form 1.2.4); impacts on quality of life must be considered (Community Form 16); and adverse visual intrusions must be considered when there are impacts to residential areas (Community Form 20).

(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 sign as proposed meets all other standards and requirements.

(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 proposed design compensation resulting in a net beneficial effect by changing the design of a second proposed freestanding sign on Hikes Lane from a conforming pole-style sign to a monument sign. The applicant has also proposed shutting off the changing image portion of the signage at night as requested by the DRC.

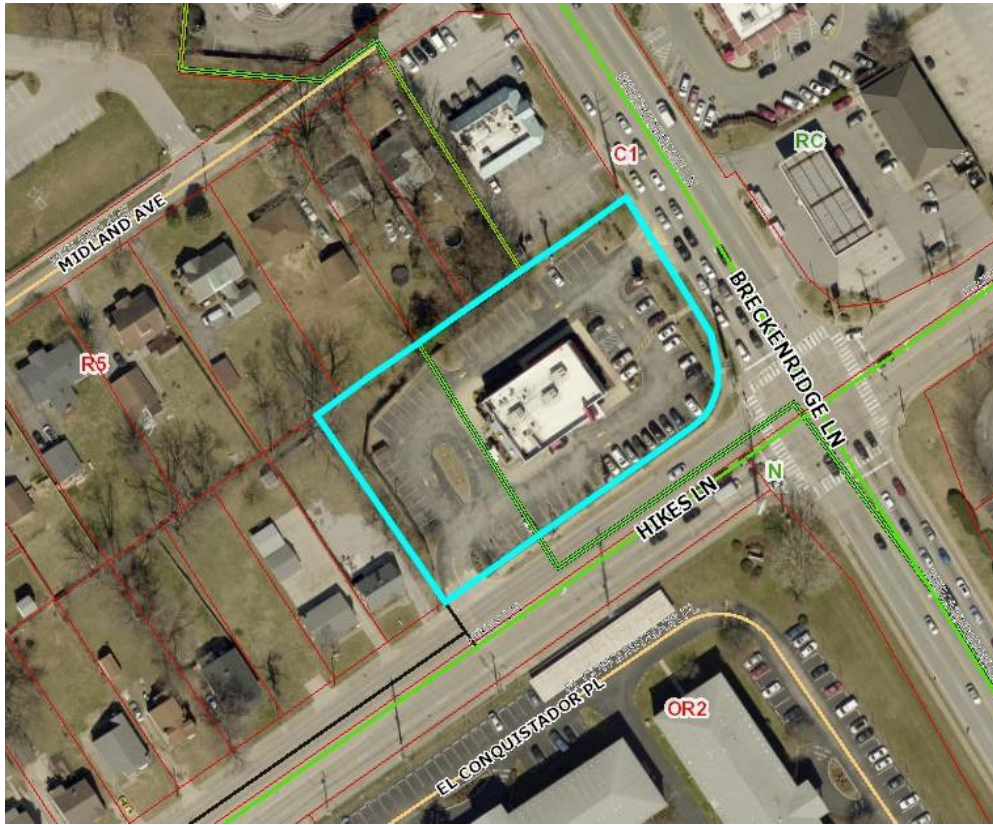
NOTIFICATIONS

Date	Purpose of Notice	Recipients
9/17/2021	DRC	1st tier adjoining property owners Registered Neighborhood Groups in Council District 26

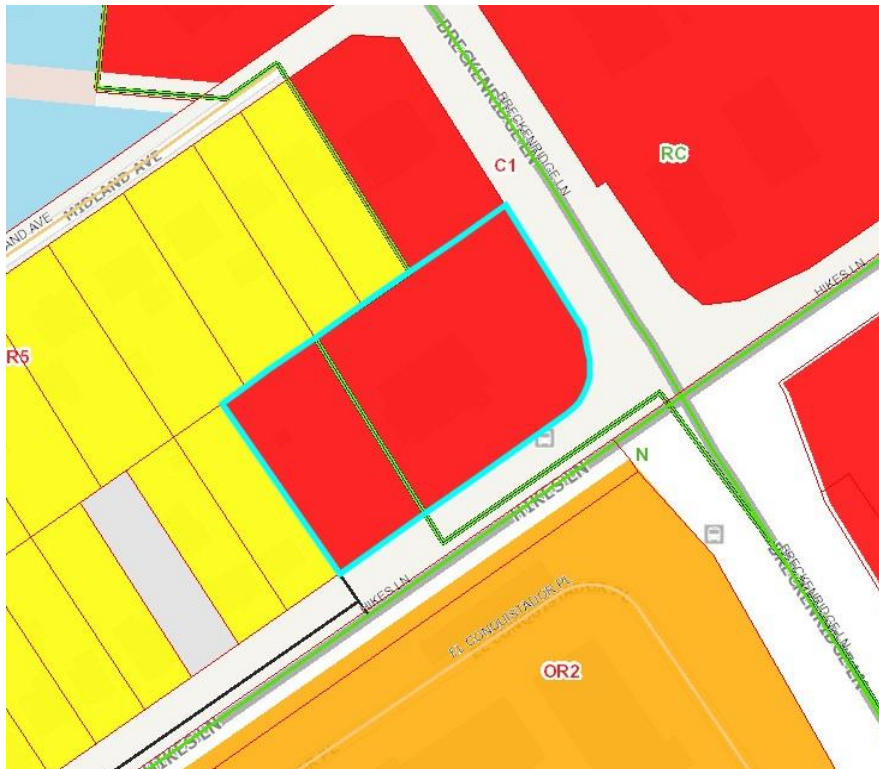
ATTACHMENTS

1. Aerial View
2. Land Use
3. 300ft Buffer Zone
4. Street View of Site
5. Across to East
6. Across to South
7. Adjoining to West
8. Adjoining to North
9. Proposed Sign

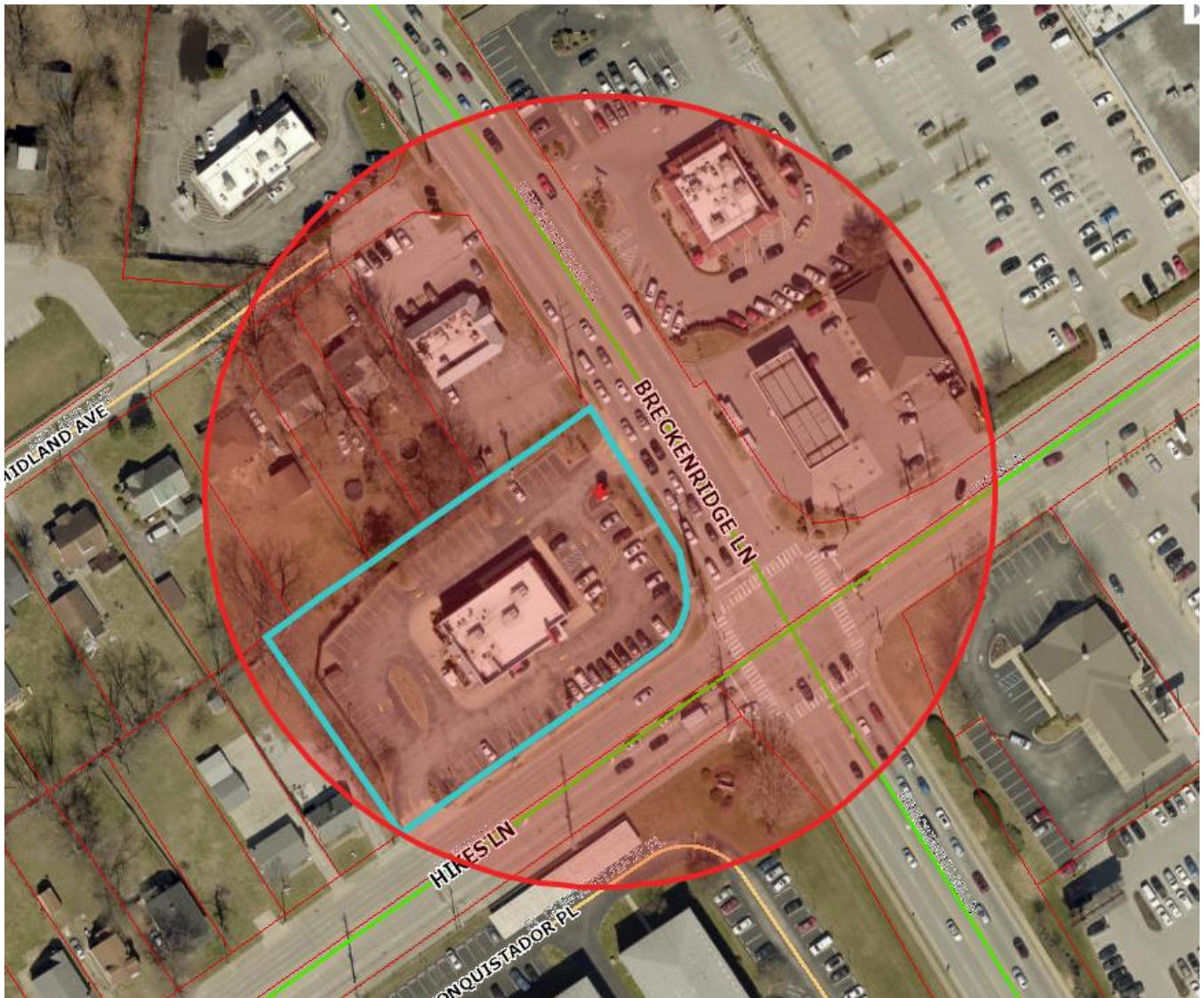
1. Aerial View



2. Land Use



3. 300ft Buffer Zone



4. Street View of Site



5. Across to East



6. Across to South



7. Adjoining to West



8. Adjoining to North



9. Proposed Sign A



5-2015 Logo

A Pylon 1 - 22' OAH

Pg-1

2962 Breckenridge Lane
Louisville, KY

LOGO-EMC Pylon Sign
10'- 0" x 10'- 0" Box Frame Cabinet

5'- 0" x 9'- 3" Logo Sign - SQ. FT.: 46
Mikes Car Wash is White (Embossed) on a
PMS 186 Red Pan Formed Polycarbonate bkg.
(Opaqued bkg. for this location) - Radius Corners
Black Retainer
4'- 5" x 9'- 3" EMC Sign - 16MM Full Color - SQ. FT.: 41
Black Retainer & Filler where needed

Black Pole



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