

Haberman, Joseph

From: Rebekah Davenport <rdavis.mhj@gmail.com>
Sent: Thursday, February 19, 2026 9:22 AM
To: Haberman, Joseph
Subject: RE: 25-LDC-0006
Attachments: RE_25-LDC-0006 Digital Signage.docx

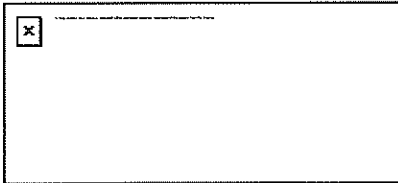
CAUTION: This email came from outside of Louisville Metro. Do not click links, open attachments, or give away private information unless you recognize the sender's email address and know the content is safe.

Goodmorning Mr. Haberman,

It has come to my attention that the issue of Digital Display Billboards under file 25-LDC-0006 will be on today's Planning Commission meeting agenda. Please include the attached written comment in the case file for this matter. Thank you,

Rebekah (Davis) Davenport

Cell: 502 - 558 - 2368



Instead of writing more regulations for off-premises signs that allow a monopoly for national advertising corporations and proliferate billboards, the Planning Commission should consider clarifying *on-premises regulations* to create comprehensive policy that explicitly allow some third-party advertising

A gap in our regulatory interpretations creates an **unfair bias toward large national corporations** and effectively censors content on smaller signs. **Despite no explicit prohibition on third-party advertising** on on-premise signs, existing Land Development Code (LDC) interpretations treat any third-party advertising as automatic reclassification to an off-premises billboard, subjecting them to the same strict standards as a 750 square foot billboard with **very different intentions**. On-premise regulations, such as maintaining a static portion to consistently serve the principal business use, adhering to smaller size requirements, and the main function as a sign for an on-site business, make these signs and their impact very different from off-premises billboards. Their use should not be regulated in the same way. By doing so, **our LDC interpretation favors big national companies, limits autonomy for local property owners, and prevents affordable, community-focused advertising opportunities.**

I represent property owners like Kent Thompson of Excel Equine, who wish to utilize their on-premises digital signage to offer limited ad space to other local businesses. This would generate revenue to offset sign maintenance and operational costs while keeping them fully compliant with current on-premises regulations. As it stands they can already utilize the digital portion internally and run changing image ads for their own business. **Allowing them to offer a limited number of digital slots as third-party ads does not change the principal use, aesthetics, or safety standard of the sign itself. It simply removes the content regulation barriers that promote large companies monopolizing the advertising market in our city.**

Additionally, other local businesses, like a Louisville-based restaurant or nonprofit running a community event, cannot afford the high costs charged by large national advertising companies, often nearly ten thousand dollars a month or more. The decreased cost and increased exposure opportunities for other small businesses would stimulate the local economy and create more interest in Louisville-based businesses.

Amending the LDC to create explicitly clear regulations for on-premises signs to include limited third-party advertising supports our local economy, while maintaining existing regulations for safety and aesthetic standards, without amending off-premise regulations that favor the proliferation of billboards owned by national corporations. I respectfully urge the Planning Commission to delay voting on the current proposed resolution to off-premises signs in favor of an evaluation and fair amendment of the on-premise regulations.