

Application for Signage Variance
Walmart Store #3610
7100 Raggard Road
Louisville, KY 40216

March 25, 2015

To whom it may concern,

This letter is written to provide an explicit typewritten statement as to the nature and intent of the variance that is being requested by Harrison French & Associates, LTD on behalf of the owner, Walmart Real Estate Business Trust, for the existing Walmart store #3610 located at 7100 Raggard Road, Louisville, KY 40216 here forth known as Walmart. Brittany Lewis or Sarah Smith will represent Harrison French & Associates for all purposes relative to this variance application with authority to execute documents relative to the variance as deemed necessary or appropriate.

PURPOSE OF THE REQUEST:

A remodel will be taking place at Walmart which will include new paint on the exterior of the store as well as new wall signage and face changes to the existing site sign which are in accordance with the new company branding and logo. The new branding is not consistent with the requirements of the Land Development Code for all of Louisville-Jefferson County Kentucky (March 2006 – In effect within Louisville Metro only).

SPECIFIC SECTION OF THE ZONING CODE IN QUESTION:

Table 8.3.2 In the SW, Suburban Workplace, form district, a limit of 3 signs per façade, up to 10% of the façade, no greater than 750sf signage area is allowed.

OUR VARIANCE REQUEST:

We respectfully request relief from Table 8.3.2 of the zoning code in respect to the section stating that the maximum total number of signs per façade is 3.

REASONS FOR REQUEST:

The overall building frontage is 639' 4". The front façade area is approximately 20,295sf. The building sits approximately 900 feet from Greenbelt Hwy.

The current signage on the store (not including the tenant, Subway, sign) totals 15 signs at 585.02 square feet.

Existing Front Façade Signage: 7 signs at 451.32sf

Existing Side Façade Signage: 8 signs at 133.70sf

We are proposing to reduce the number of wall signs to 9 totaling 607.05 square feet.

Proposed Front Façade Signage: 5 signs at 539.79sf

Proposed Liquor Façade Signage: 1 sign at 15.03sf

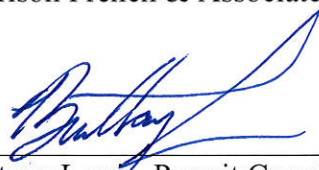
Proposed Side Façade Signage: 4 signs at 52.23sf

The site sign is being refaced and the structure will be painted. No structural changes will take place. No square footages of existing signs will be altered.

The existing Subway tenant sign will remain.

Although the new signage will be nonconforming to the development code, it will be less nonconforming than the current signage on the building.

Harrison French & Associates, LTD

By: 

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