

Development Review Committee
Staff Report
September 5, 2018



Case No:	18WAIVER1031
Project Name:	O'Reilly Auto Parts Sign
Location:	8717 Westport Rd
Owner(s):	Otte Family Limited Partnership
Applicant:	Louisville Sign Co
Jurisdiction:	Louisville Metro
Council District:	7 – Angela Leet
Case Manager:	Jay Lockett, Planner I

REQUEST(S)

- **Waiver** of Land Development Code section 8.3.3.B.9 to allow a sign in Neighborhood form district that is not monument or columnar style.

CASE SUMMARY/BACKGROUND

The applicant is proposing to install a new sign for a proposed auto parts store located in the Neighborhood form district. Land Development Code requires all signs in the Neighborhood form district to be columnar or monument style. The applicant is proposing to install a sign that has a base 50% of the width of the sign face, which would not meet the definition of a monument style sign. In order to qualify as a monument style sign, the base would need to be at least 80% of the width of the sign face.

STAFF FINDING

The request is adequately justified and meets the standard of review.

TECHNICAL REVIEW

There are no outstanding technical issues associated with this request.

INTERESTED PARTY COMMENTS

Staff has received no comments from interested parties concerning this request.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER

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

STAFF: The waiver will not adversely affect adjacent property owners, as all required setbacks and size limits of the sign will be met.

- (b) The waiver will not violate specific guidelines of Cornerstone 2020; and

STAFF: The waiver will not violate specific guidelines of Cornerstone 2020 as Guideline 3, Policy 9 calls for the protection of the character of residential areas, roadways, and public spaces from visual intrusions and to mitigate where appropriate. Guideline 3, Policy 28 recommends signage that is compatible with the form district pattern and contributes to the visual quality of their surroundings. Promote signs of a size and height adequate for effective communication and conducive to motor vehicle safety. Encourage signs that are integrated with or attached to structures wherever feasible; limit freestanding signs to monument style signs unless such design would unreasonably compromise sign effectiveness. While the sign would not meet the definition of a monument sign, it is still consistent in style and size with other signs in the area.

- (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 provide relief to the applicant, as all other Land Development Code requirements will be met for the proposed sign.

- (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 strict application of the provisions of the regulation would create an unnecessary hardship on the applicant, as the required sign base may cause sight issues for drivers pulling in and out of the parking lot.

REQUIRED ACTIONS

- **APPROVE** or **DENY** the **Waiver**

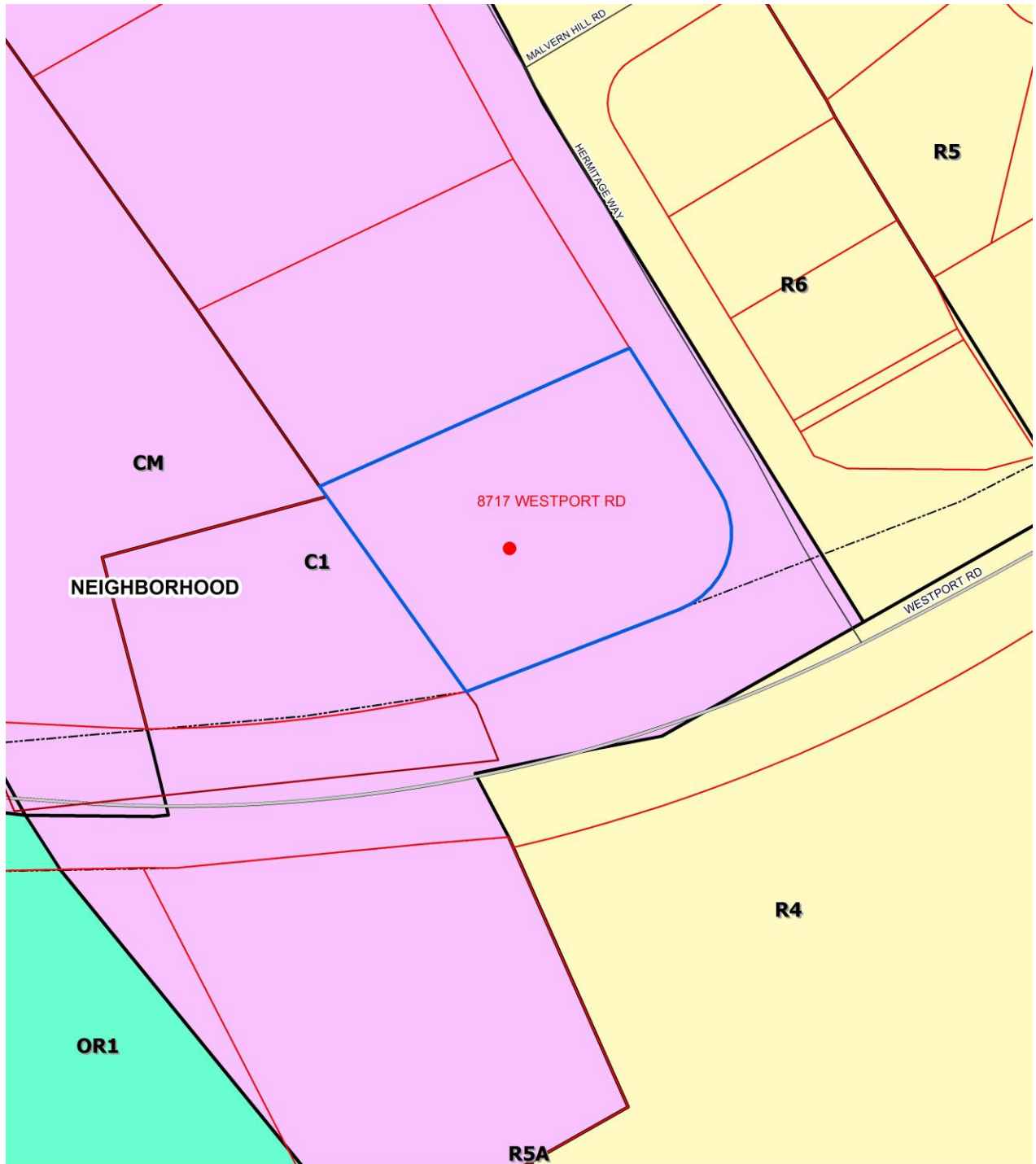
NOTIFICATION

Date	Purpose of Notice	Recipients
8-14-18	Hearing before DRC	1 st tier adjoining property owners Registered Neighborhood Groups in Council District 7

ATTACHMENTS

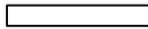
1. Zoning Map
2. Aerial Photograph

1. **Zoning Map**



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feet

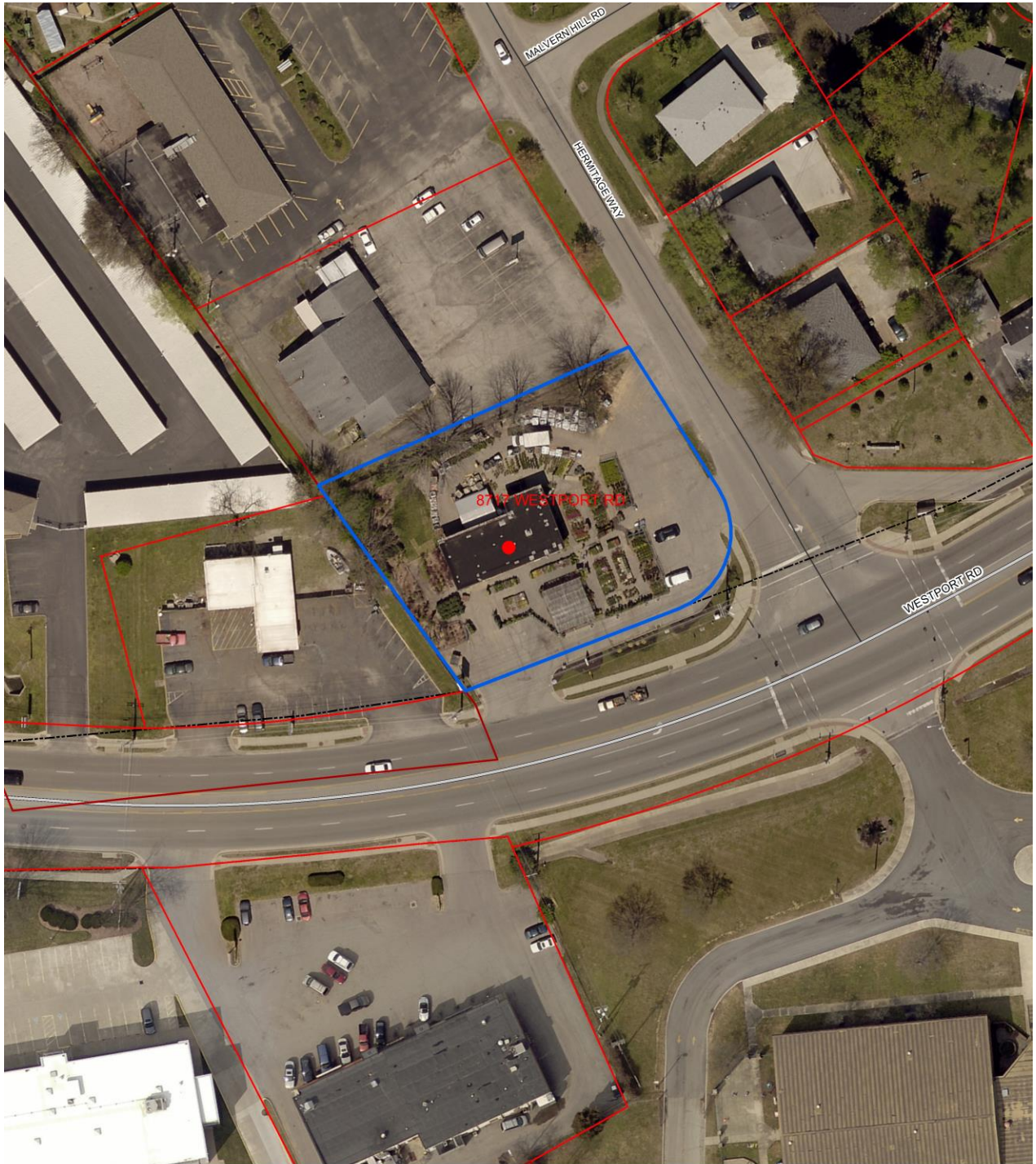


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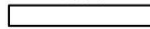
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2. Aerial Photograph



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feet



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