

Development Review Committee

Staff Report

February 19, 2020



Case No.	20-WAIVER-0010
Project Name	Waiver for Number of Attached Signs
Location	4900 Cooper Chapel Road
Owner	Menard Inc.
Applicant	Springfield Sign
Jurisdiction	Louisville Metro
Council District	23 – James Peden
Case Manager	Beth Jones, AICP, Planner II

REQUEST

WAIVER to allow more than three attached signs on the façade of a commercial structure (LDC Table 8.3.2. Suburban Marketplace Corridor)

CASE SUMMARY / BACKGROUND

The applicant proposes to install 13 attached signs on the front façade of a retail building currently under construction at the corner of Cooper Chapel Road and Preston Highway. The signs will have interior illumination. LDC regulations limit the number of signs permitted to three per façade.

The subject façade faces west toward Preston Highway, a five-lane major arterial roadway. The nearest residential structures in that direction are on the western side of Preston, approximately 800 ft from the façade. A single residential structure to the south is approximately 600 ft from the building. Remaining residences to the north, east and southeast are located behind the façade and will not be negatively affected by any light emanating from the signage. The single undeveloped property to the north which might be affected by the signage is zoned C-1 in the Suburban Marketplace Corridor.

The subject site is located within a Suburban Marketplace Corridor, as are properties to the north. It is bordered on the east, south and west by a Neighborhood form district. Undeveloped and single-family residential properties to the north are zoned C-2; properties to the east, west and south are zoned R-4.

Although the proposal exceeds the number of signs permitted (3), the total area of the signage (494 sq ft) meets the LDC size requirements for the site (500 sq ft maximum).

Attached Signs Suburban Marketplace Corridor Form District	Permitted	Proposed
Total Area	500 sq ft	494 sq ft
Number	3 per facade	13 per facade

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, the DRC must determine if the requested waiver is justified.

Staff supports the waiver request as the location of the proposed signage is a significant distance from any residential uses that could potentially be negatively impacted by its lighting. In addition, while the number of requested signs is 4.3 times the number specified, the façade area is 4.2 times larger than specifically defined in the regulations.

TECHNICAL REVIEW

No technical issues remain to be resolved.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER (LDC 8.2.1.D.6) to permit a changing image sign to be located closer than 300 ft to a residentially zoned district

(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 signage is located on a single façade of the building and the nearest adjacent properties affected are zoned for commercial use or a significant distance from the signage.

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

STAFF: The 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 proposed signage follows corporate guidelines for all Menards locations.

(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 not incorporated design measures that compensate for non-compliance with requirements and strict application of the provisions of the regulation would not deprive the applicant of the reasonable use of the land. It would create an unnecessary hardship

in that adjoining residential properties are not likely to be negatively impacted due to their distance from the signs.

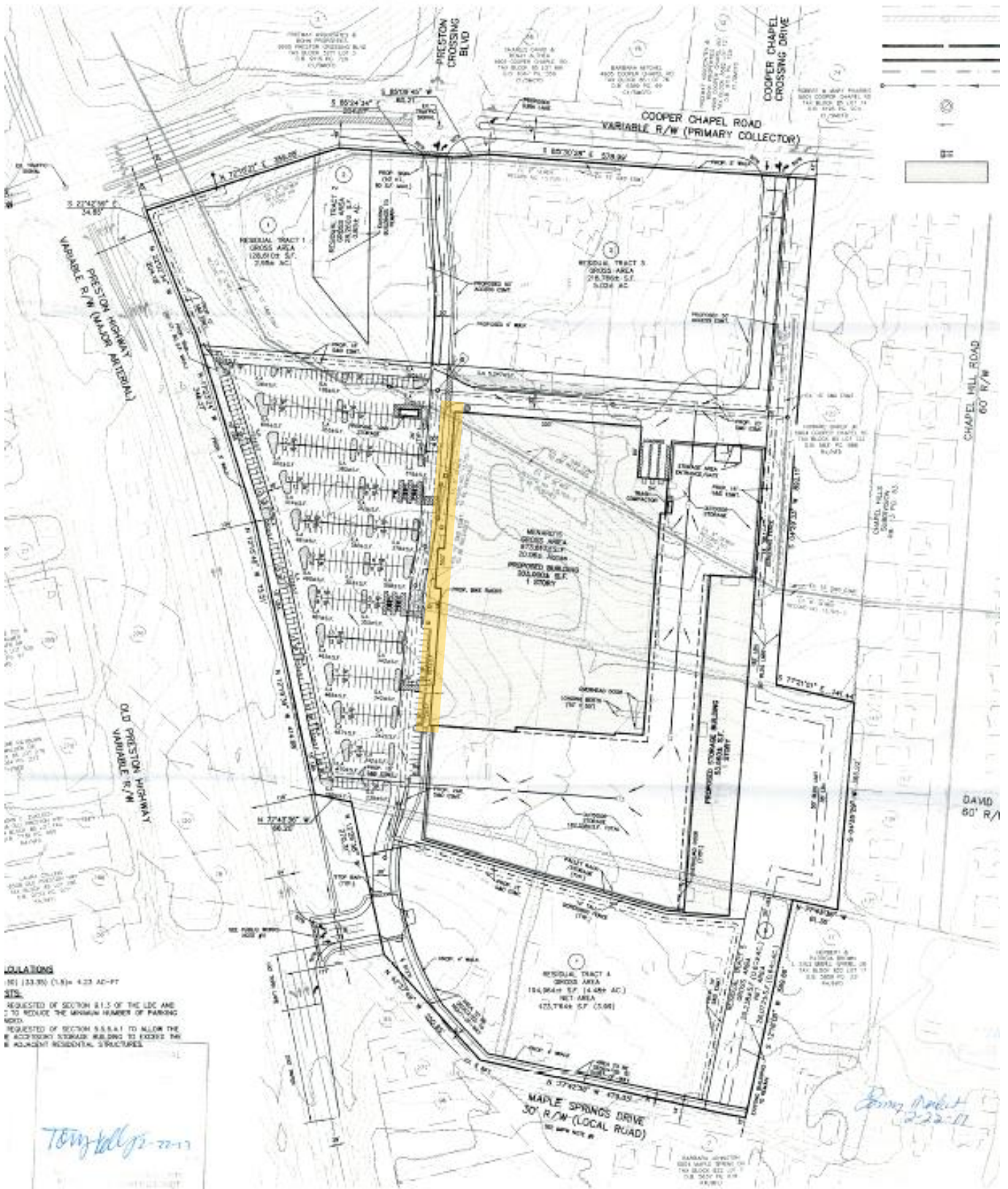
NOTIFICATIONS

Date	Purpose of Notice	Recipients
2/7//2020	DRC	1st tier adjoining property owners Registered Neighborhood Groups in Council District 23

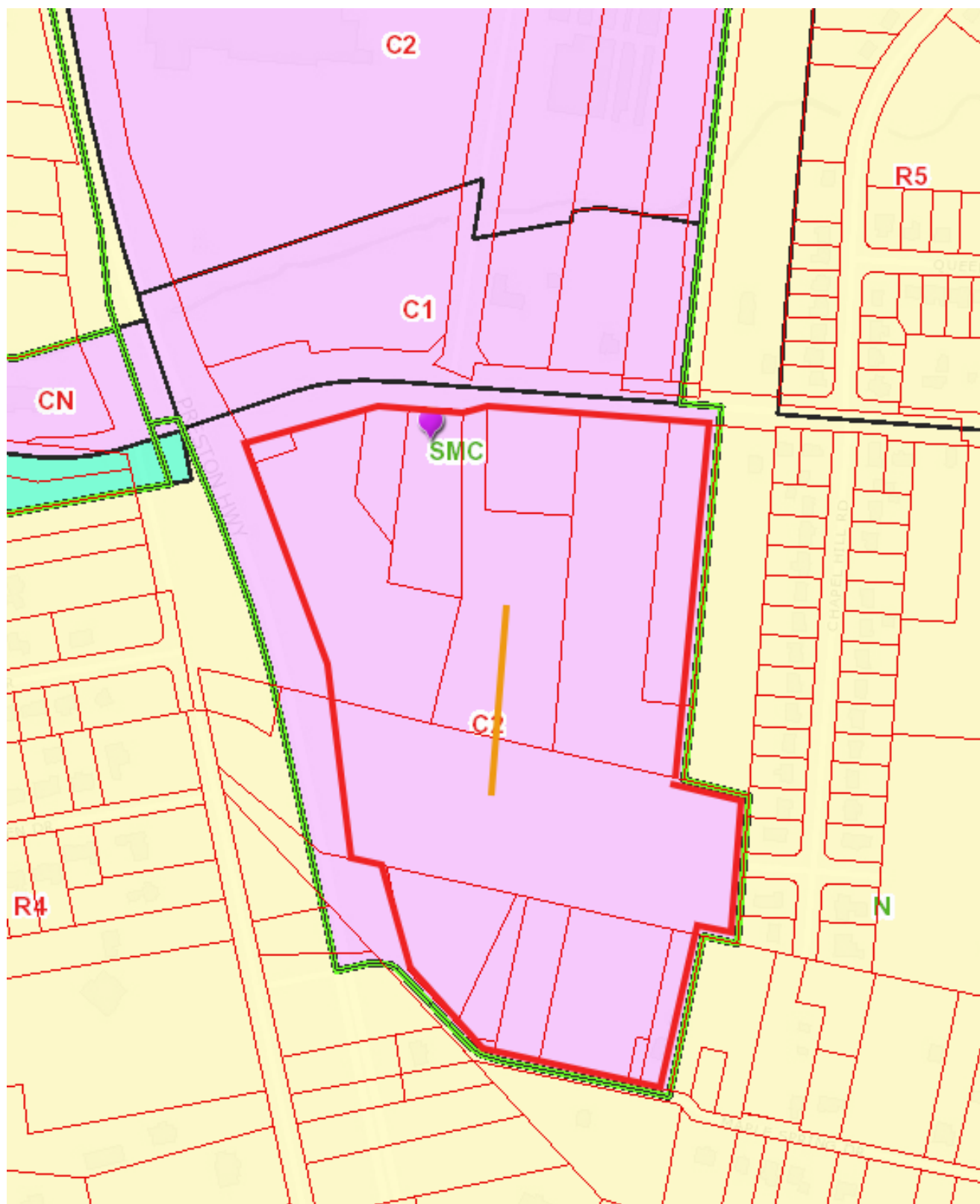
ATTACHMENTS

1. Site Plan
2. Zoning Map
3. Aerial View
4. Proposed Signs
5. Street View of site from Cooper Chapel Road
6. Street View of site from Preston Highway

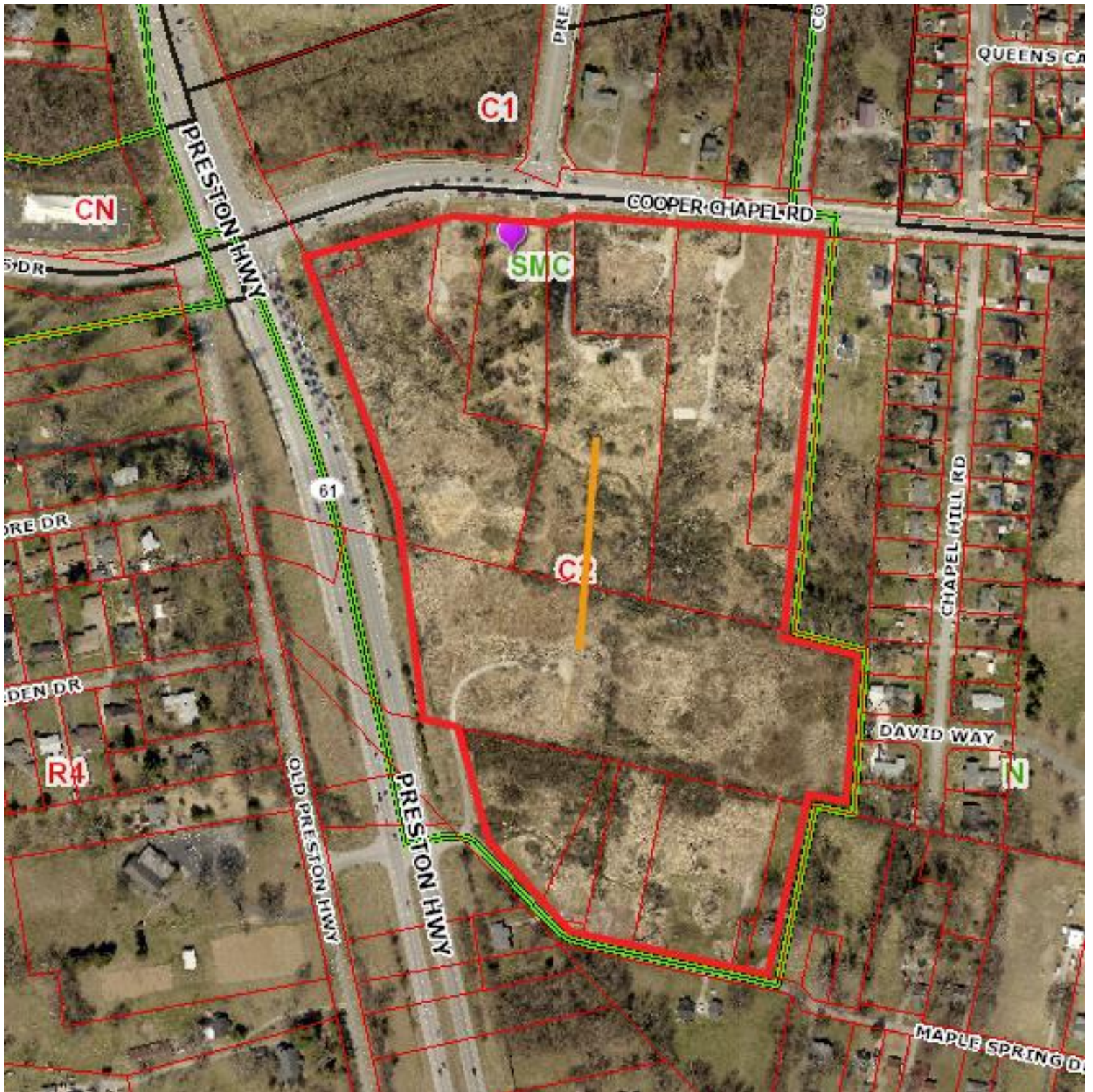
1. Site Plan



2. Zoning



3. Aerial View



4. Proposed Signs

PROPOSED SIGNAGE - DAY VIEW CONCEPTUAL
 SCALE: 1/545
 SIGNS FACE WEST TOWARDS N. 96TH ST.

563'-8" L.F. BUILDING FRONTAGE

NIGHT VIEW CONCEPTUAL
 SCALE: NTS

GATE CANOPY SIGNS DAY
 SCALE: 1/32" = 1'

NIGHT
 SCALE: 3/16" = 1'

FRONT ELEVATION WALL SIGNS SIZING

CHANNEL LETTERS & LOGOS
 SCALE: 3/32" = 1"

A **MENARDS** FRONT MENARDS - MENARDS: 6'-0" x 48'-7" (17.9 x 15.0 FT.)

B **MENARDS** FRONT MENARDS - PAINT SWOOSH: 1'-6" x 54'-0" (4.9 x 16.4 FT.)

C **MENARDS** DEDICATED TO SERVICE AND QUALITY DEDICATED TO SERVICE AND QUALITY: 14' x 40'-0" (4.3 x 12.2 FT.)

D CARPET CARPET: 12.5' x 81.7' (3.8 x 24.9 FT.)

E APPLIANCES APPLIANCES: 12.5' x 128.2' (3.8 x 39.1 FT.)

F ELECTRICAL ELECTRICAL: 12.5' x 123.7' (3.8 x 37.8 FT.)

G LUMBER LUMBER: 12.5' x 84.6' (3.8 x 25.8 FT.)

H CABINETS CABINETS: 12.5' x 106.2' (3.8 x 32.4 FT.)

I PLUMBING PLUMBING: 12.5' x 105.6' (3.8 x 32.2 FT.)

J PAINT PAINT: 12.5' x 55.5' (3.8 x 17.0 FT.)

K HARDWARE HARDWARE: 12.5' x 117' (3.8 x 35.7 FT.)

L GARDEN CENTER GARDEN CENTER: 12.5' x 183.6' (3.8 x 56.0 FT.)

M OUT OUT: 12' x 43' (3.7 x 13.1 FT.)

N THANK YOU FOR SHOPPING ONLINE! THANK YOU FOR SHOPPING: 24' x 64' (7.3 x 19.5 FT.)

INSTALL METHOD

FLAT RIBBED METAL - WORD OF METAL SILED
 LED FIBER SUPPLY W/ DISCONNECT
 CHANNEL LETTER
 5/8" TOGGLE BOLT W/ NUT & WASHER
 CABINET

ROCK WALL
 LED FIBER SUPPLY W/ DISCONNECT
 CHANNEL LETTER
 5/8" WELD-IF ANCHOR

FLAT RIBBED METAL - WORD OF METAL SILED
 LED FIBER SUPPLY W/ DISCONNECT
 PAN FACE CABINET
 5/8" TOGGLE BOLT W/ NUT & WASHER

GATE CANOPY SIGNS SIZING
 SIGN CABINETS: Pan face
 SCALE: 3/16" = 1'

NOTE: ALL SECONDARY ELECTRICAL IS TO BE CENTERED ON LETTERS

5. Street View from Cooper Chapel Road (north)



6. Street View from Preston Highway (west)

