

**19-VARIANCE-0049**

**19-WAIVER-0082**

**350 Adams Street**



**Louisville Board of Zoning Adjustment Public Hearing**

**Beth Jones, AICP, Planner II**

**October 28, 2019**

# Request

- **VARIANCES** to permit attached signage mounted to a scoreboard structure (LDC Table 8.3.2 Downtown)

	<b>Permitted</b>	<b>Proposed</b>	<b>Variance</b>
<b>Variance 1: Size of Signs</b>	300 sq ft	2,086 sq ft	1,786 sq ft
<b>Variance 2: Number of Signs</b>	3	8	5

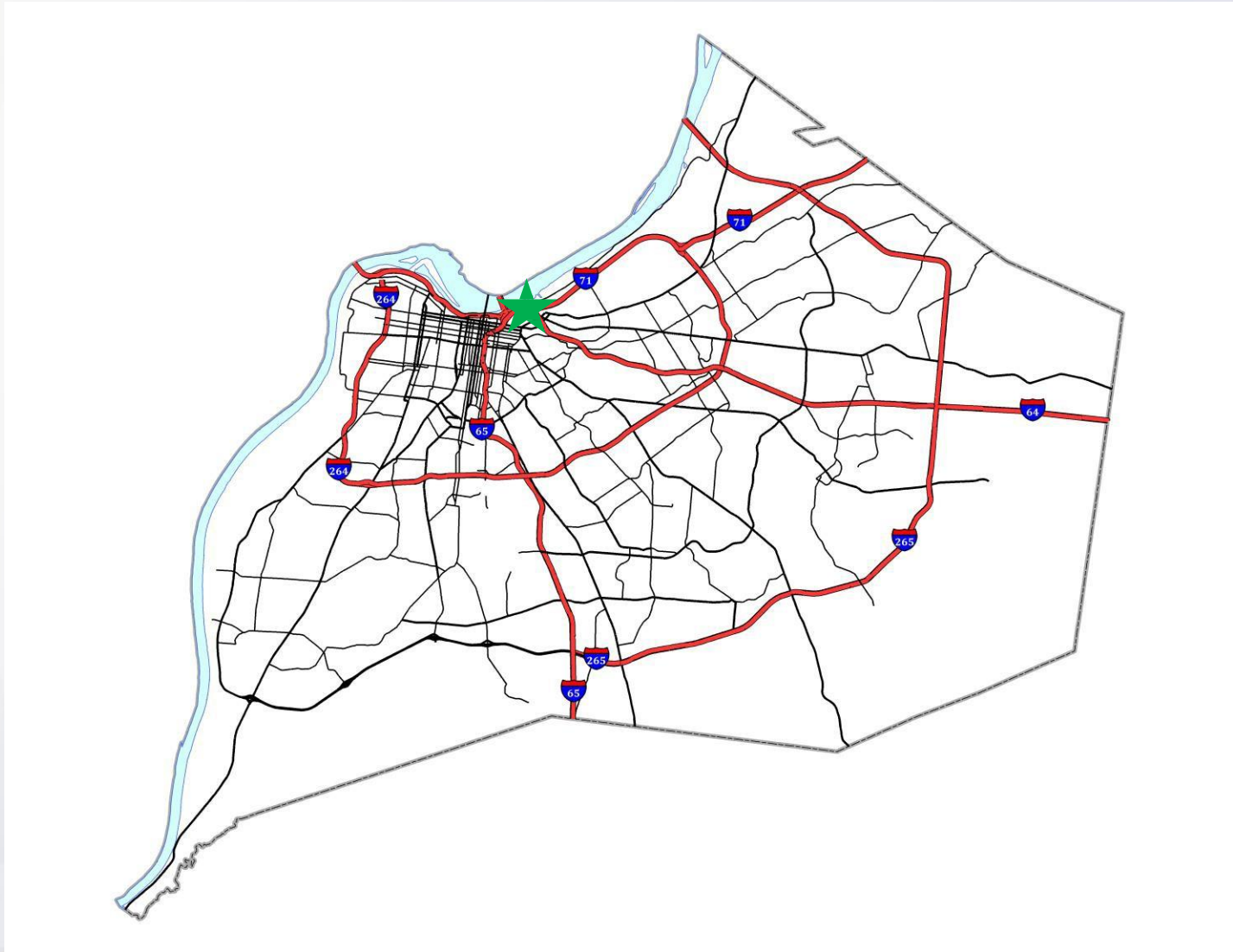
# Request

- **WAIVER** to permit an Exceptional Sign (LDC 8.4, Appendix 8B)

# Case Summary/Background

- Site of Louisville City Football Club stadium
- All signs located at open end of stadium
- Zoned EZ-1 in Downtown form district
- Bordered by I-64 and I-65 to north and vacant, industrial and public properties to south/east/west
- Variances for overall size and number of signs on scoreboard
- Sign authorization for exceptional sign
- Notice of hearing sent 10/11/2019

# Site Location



# Zoning / Form District

## Subject Site

Existing: EZ-1/Downtown

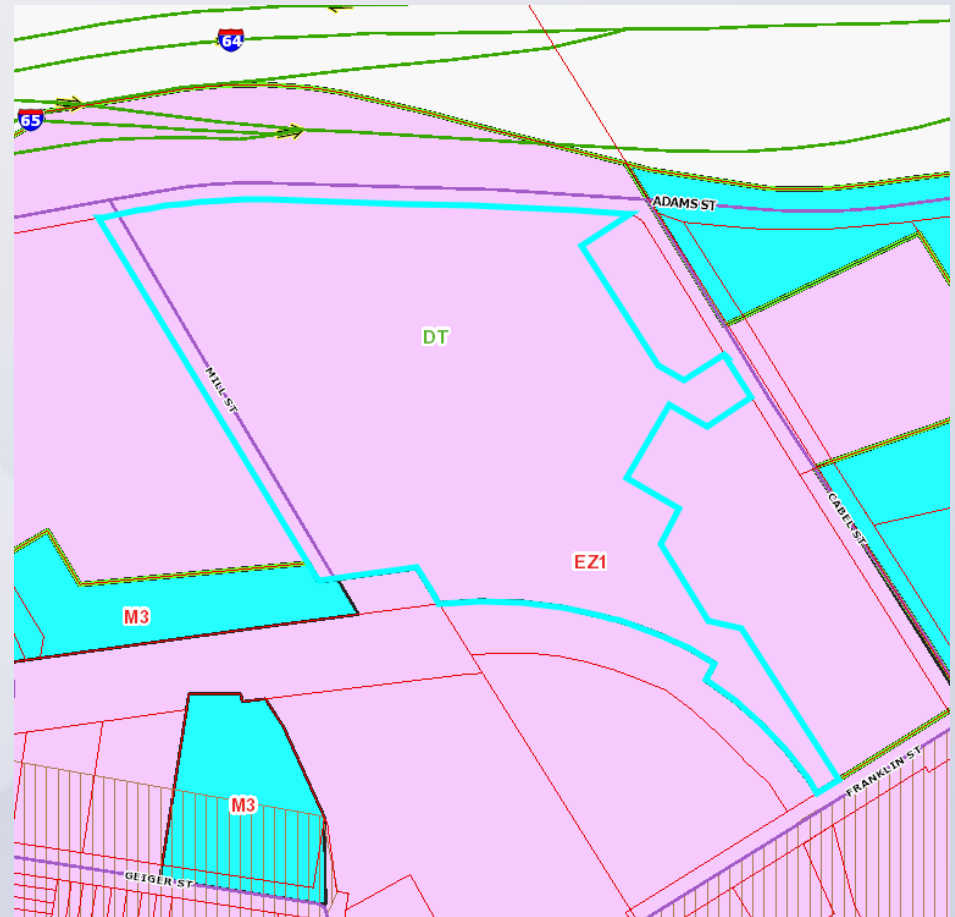
## Adjoining Sites

North: EZ-1/Downtown

South: R-6/Traditional  
Neighborhood

East: EZ-1/Downtown,  
M-3/ Traditional Neighborhood

West: EZ-1, M-3/Traditional  
Neighborhood





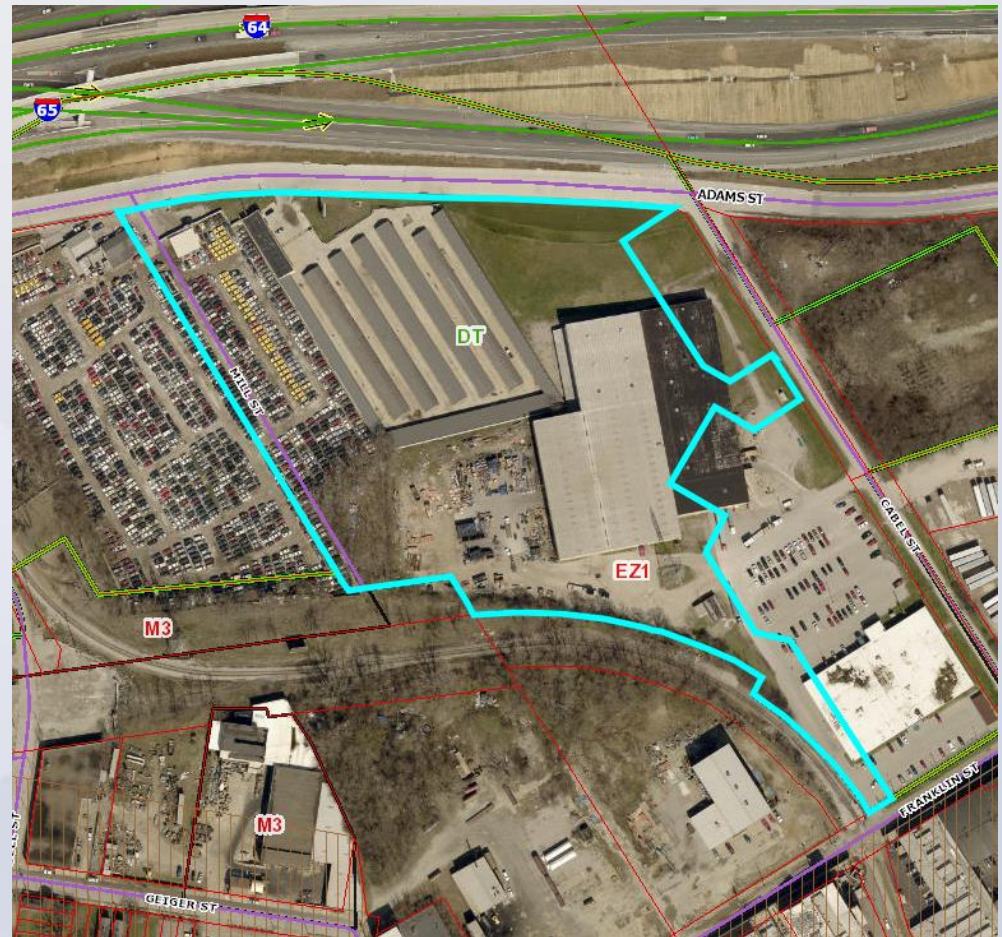
# Land Use

Subject Site  
Sports Stadium

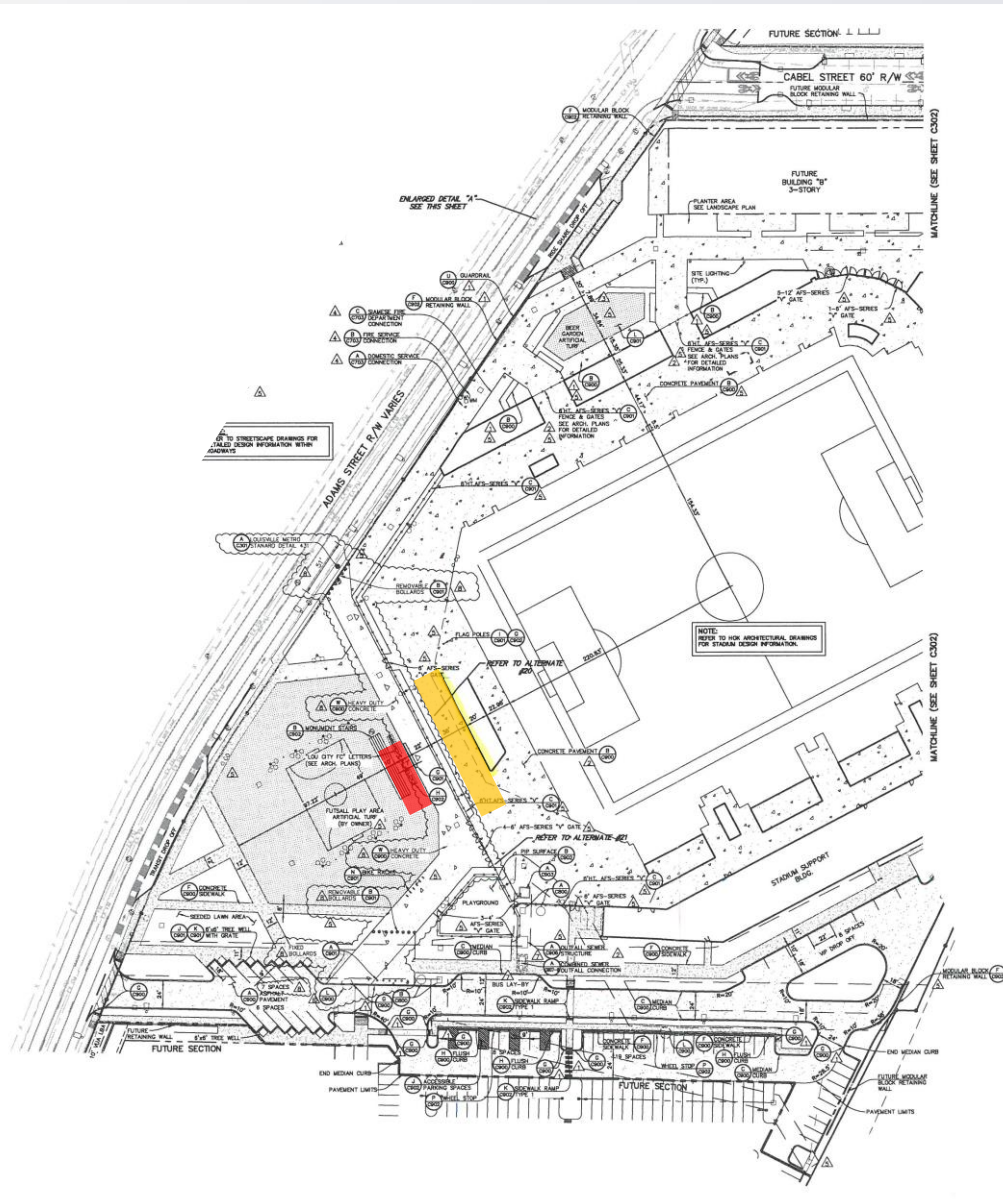
Adjoining Sites

North: I-64/I-65

South/East/West: Commercial,  
Industrial



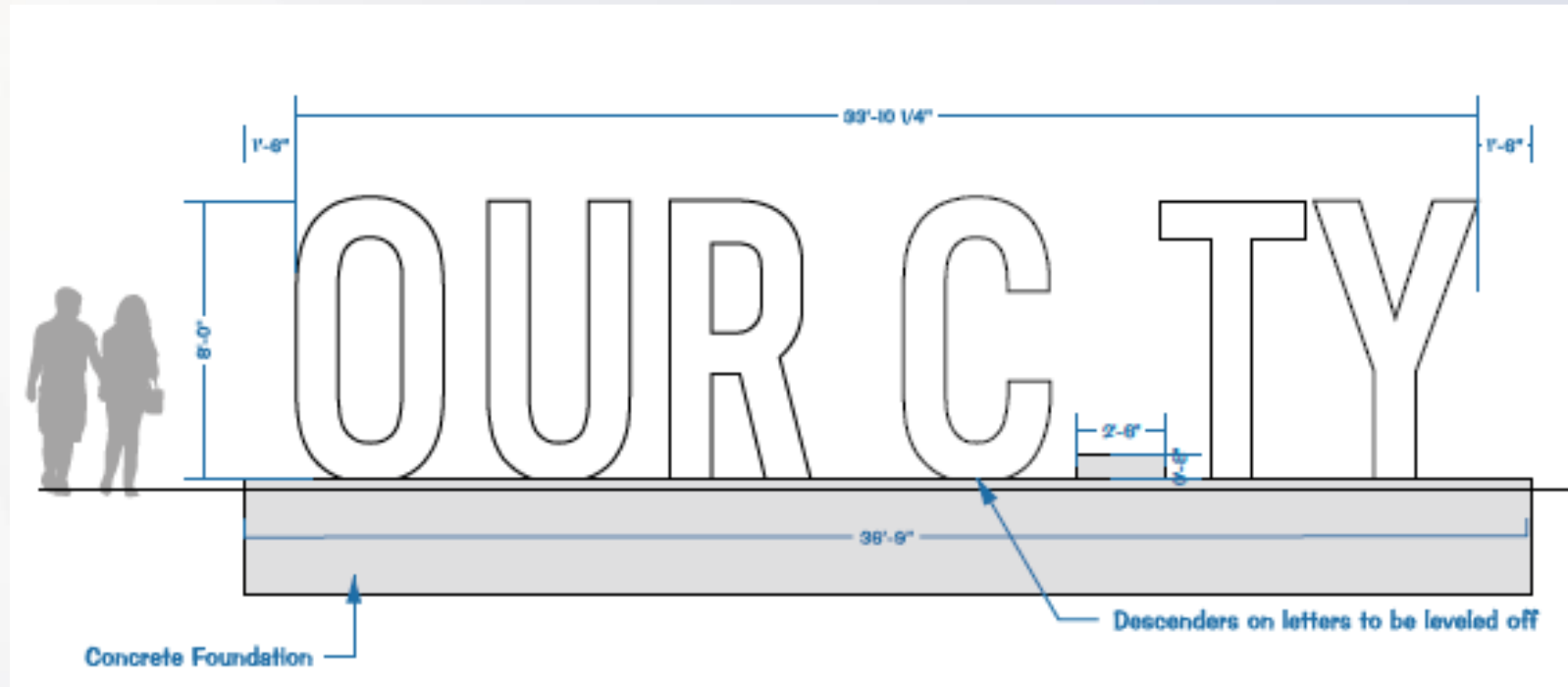
# Development Plan





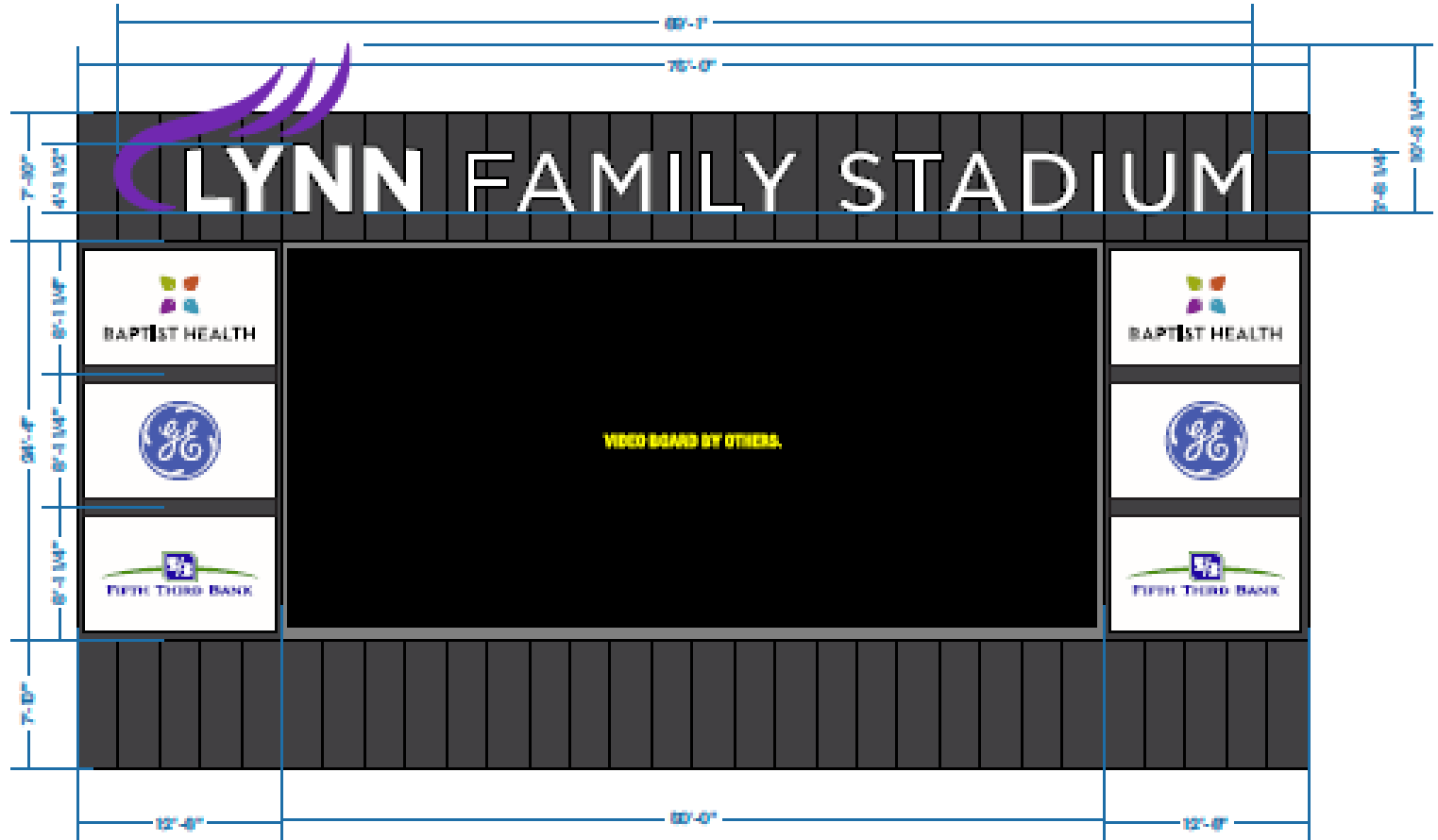
# Exceptional Sign

19-SIGNAUTH-0001



# Scoreboard Signs

19-VARIANCE-0049



# Scoreboard Signs

19-VARIANCE-0049



# Site Photos





# Site Photos





# Site Photos



# Conclusions

- **19-VARIANCE-0049**

Staff finds that the requested variances for the total size and the number of signs is adequately justified. The stadium will be one of two sports facilities in Louisville under local jurisdiction and the type of signage proposed is typical of soccer stadiums.

- **19-SIGNAUTH-0001**

Staff finds that the proposed exceptional sign meets the waiver standard of review and the LDC design guidelines

# Required Actions

## Approve/Deny

- **VARIANCES** to permit attached signage mounted to a scoreboard structure (LDC Table 8.3.2 Downtown)

	<b>Permitted</b>	<b>Proposed</b>	<b>Variance</b>
<b>Variance 1: Size of Signs</b>	300 sq ft	2,086 sq ft	1,786 sq ft
<b>Variance 2: Number of Signs</b>	3	8	5

- **CONDITIONS OF APPROVAL 1 AND 2**

# Required Actions

## Approve/Deny

- **SIGN AUTHORIZATION** to permit an Exceptional Sign (LDC 8.4, Appendix 8B)