

# Development Review Committee

## Staff Report

April 5, 2017



<b>Case No:</b>	17WAIVER1006
<b>Project Name:</b>	Immanuel United Church
<b>Location:</b>	2300 Taylorsville Road
<b>Owner:</b>	Immanuel United Church of Christ
<b>Representative:</b>	Reuff Sign Company
<b>Project Area/Size:</b>	N/A
<b>Existing Zoning District:</b>	C-2, Commercial
<b>Existing Form District:</b>	TMC, Traditional marketplace Corridor
<b>Jurisdiction:</b>	Louisville Metro
<b>Council District:</b>	8 – Brandon Coan
<b>Case Manager:</b>	Joel P. Dock, Planner I

### REQUEST

- **Waiver** of Land Development Code (LDC), section 8.2.1.D.6 to allow a changing image sign within 300 feet of residential zoning district

### CASE SUMMARY

The applicant proposes to replace two of three existing changeable copy reader boards with LED changing image boards; having roughly the same size. The changing image component will be located below the main signage where the reader boards are currently located. The reader board facing the church property and towards Doup Avenue is not proposed to be replaced with LED signage. The changing image signs will be 2'-7" in height and 5'-6" in width. The sign is located roughly 175 feet from the nearest residential structure along Taylorsville Road and 140 feet to the nearest primary residential structure along Doup Avenue.

### LAND USE/ZONING DISTRICT/FORM DISTRICT TABLE

	Land Use	Zoning	Form District
<b><i>Subject Property</i></b>			
<b>Existing</b>	Religious Grounds	C-2/R-5	TMC
<b><i>Surrounding Properties</i></b>			
<b>North</b>	Religious Grounds	C-2	TMC
<b>South</b>	Single Family Residential	R-5	TN
<b>East</b>	Single Family Residential	R-5	N
<b>West</b>	Commercial	C-2	TMC

### PREVIOUS CASES ON SITE

B-12-95: variances for existing structure to encroach into required yards (approved 2/20/95)

### INTERESTED PARTY COMMENTS

Staff has not received any inquiries on this proposal.

## APPLICABLE PLANS AND POLICIES

Cornerstone 2020  
Land Development Code

### 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 the existing rear changeable copy reader board will not be replaced with LED changing image signage. The orientation of the nearest residential structure on Taylorsville Road along with existing vegetation and tree coverage will reduce the adverse impact of lighting caused by the signage.

- (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. Give careful attention to signs in historic districts, parkways, scenic corridors, design review districts and other areas of special concern. For freestanding signs in multi-lot developments, minimize the number of signs by including signage for each establishment on the same support structure and encourage consistent design (size, style, and materials). The signage is compatible with the Traditional Marketplace Corridor and contributes to the visual quality as the existing outdated signage is being replaced with modern technology that is similar to nearby businesses and allows for the religious facility to provide up-to-date information to the benefit of its guests, pedestrians, and passers-by.

- (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 as the existing changeable copy reader board is outdated and does not allow for information to be readily available similar to other businesses in the area.

- (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 deprive the applicant of the reasonable use of the land or would create an unnecessary hardship on the applicant as LED changing image signage allows for businesses and religious groups to advertise up-to-date information and such signage is common in the area; the rear facing signage will not be altered; and the orientation of the property at 2302 Taylorsville road, as well as trees and vegetation appear to mitigate any adverse impact caused by light trespass.

## TECHNICAL REVIEW

There are no technical review items at this time.

## STAFF CONCLUSIONS

The waiver appears to be adequately justified and meets the standard of review based on staff analysis in the staff report.

Based upon the information in the staff report, the testimony and evidence provided at the public hearing, the Development Review Committee must determine if the proposal meets the standards for approving a waiver as established in the LDC.

## REQUIRED ACTIONS

- **APPROVE** or **DENY** the **Waiver** of Land Development Code (LDC), section 8.2.1.D.6 to allow a changing image sign within 300 feet of residential zoning district

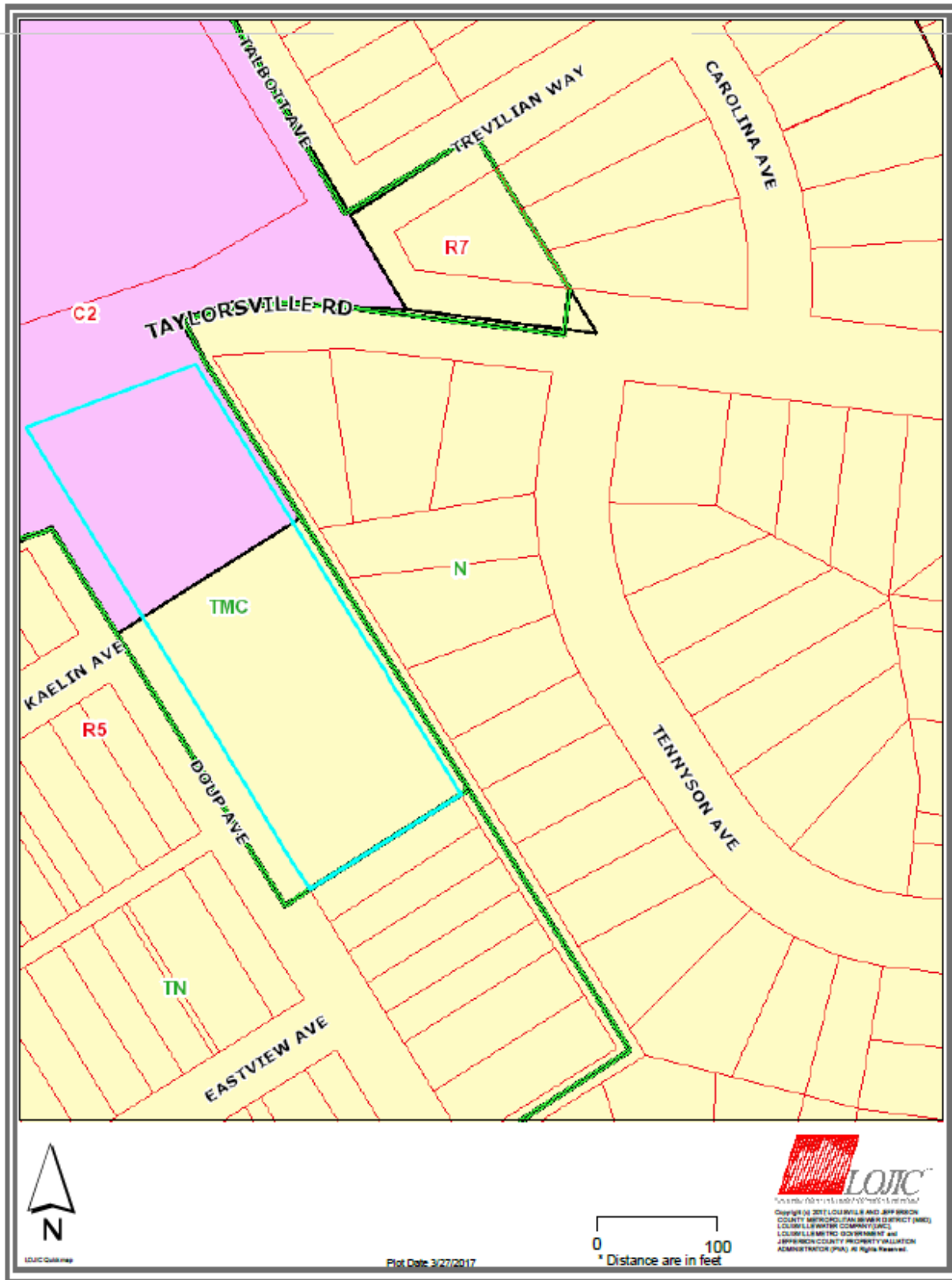
## NOTIFICATION

Date	Purpose of Notice	Recipients
3/24/17	DRC	Adjoining property owners, applicant, owner, and registered users of Council District 8.

## ATTACHMENTS

1. Zoning Map
2. Aerial Photograph

# 1. Zoning Map



2. Aerial

