

St. Germain, Dante

From: s.skaggs@louisville.edu
Sent: Tuesday, November 29, 2016 7:13 AM
To: St. Germain, Dante
Subject: DRC Case 16MOD1010 Shiraz Mediterranean Grill

Dante,

Please forward these remarks to the DRC folks.

I oppose the request by Shiraz in Chamberlain Pointe to waive or change the binding element against free-standing signage. I worked for many years back in the 1980s on the issue of visual clutter. Some of these attempts had the beneficial result of reducing the clutter along Shelbyville Road (compare with photos from 1985!). Free-standing commercial signage is a distraction and vision hazard to drivers, the effect of uncontrolled messaging and uncontrolled message-space leads to a huge degradation of the visual experience for the public at large, and in the long run, and ultimately visibility for the property owner is NOT increased as others inevitably jump on board and put up their own signs. Signage kiosks are excellent solutions and Chamberlain Pointe does this in an equitable way for their tenants. These days, with GPS and location apps, one hardly needs signage anyway. Please disallow this. The binding element should remain, in fact, binding just as it is.

Steven Skaggs
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