

Development Review Committee

Staff Report

January 4, 2017



Case No:	16WAIVER1048
Project Name:	Woodspring Suites Changing Image Signs
Location:	10400 Brookridge Village Blvd
Owners:	VP Louisville LLC
Applicant:	Commonwealth Sign Company
Representative:	Jeff Lamb
Zoning/Form District:	C2, OTF/Town Center
Jurisdiction:	Louisville Metro
Council District:	22 – Robin Engel
Case Manager:	Dante St. Germain – Planner I

REQUEST

- Waiver from the Land Development Code section 8.2.1.D.1 to allow more than one changing image sign on a property.

CASE SUMMARY/BACKGROUND/SITE CONTEXT

The applicant proposes to place two changing image signs on a property. Land Development Code section 8.2.1.D.1 states that "No more than one changing image sign shall be permitted on a property." The applicant requests a waiver from this limitation.

The property is Lot 8 of the Brookridge Village Phase II development, used as a hotel. The hotel was previously branded as Value Place, but is being re-branded as Woodspring Suites. The site currently does have two changing image signs in place, but any non-conforming rights that may be attached to the current signs will be lost once one of the signs is removed from the façade, as per Land Development Code section 8.1.4. The requested waiver is required in order to replace both existing changing image signs with new changing image signs under the hotel's new brand.

The property is located on the Gene Snyder Freeway right-of-way, to the north of the freeway just east of the ramp to Bardstown Road. The proposed signs will be on the east and west elevations of the building's tower for visibility to traffic on the freeway. Because the signs will be located less than 200 feet from the Gene Snyder Freeway right-of-way line, the signs are limited by Louisville Metro Ordinances section 155.31(D) to a total of 80 square feet in area each. The proposed signs comply with this requirement. They also comply with all requirements and limitations of the Land Development Code except for the section from which a waiver is requested. No binding elements attached to the general and detailed district development plans address attached signage.

The applicant proposes to use the signs to display the hotel's room rates. Although the Land Development Code permits changing image signs to have a rate of change of once per 20 seconds, the applicant proposes to exceed this minimum by changing the sign messages much less frequently. The applicant intends a rate of change of no greater than once per week, with a higher rate of change only during special events such as the Kentucky Derby.

LAND USE/ZONING DISTRICT/FORM DISTRICT TABLE

	Land Use	Zoning	Form District
Subject Property			
Existing	Hotel	C-2, OTF	Town Center
Proposed	Hotel	C-2, OTF	Town Center
Surrounding Properties			
North	Multi-Family Residential	R-5A	Neighborhood
South	I-265	ROW	Interstate Right of Way
East	Single-Family Residential	R-4	Neighborhood
West	Office	OTF, C-2	Town Center

PREVIOUS CASES ON SITE

9-26-98

Planning Commission approved a change in zoning from R-4 to R-5A, C-1, C-2, and OTF for a mixed-use development including commercial uses, multi-family residential, hotel, and mini-warehouses. A conditional use permit for the mini-warehouses was included as part of this docket.

B-120-06

Board of Zoning Adjustment denied a requested variance for the building to exceed the maximum setback.

B-150-06

Board of Zoning Adjustment approved variances to exceed the maximum dimensional requirements for building design features (height of the building and height of attached signage on the façade).

INTERESTED PARTY COMMENTS

No interested party comments were received.

APPLICABLE PLANS AND POLICIES

Cornerstone 2020
Land Development Code

STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER OF LDC 8.2.1.D.1

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

STAFF: The waiver will not adversely affect adjacent property owners as the nearest residence is approximately 500 feet from the signs, and surrounding residences are screened by wooded areas. The only neighboring property to which one of the signs will be visible is being used as a commercial office.

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

STAFF: The waiver will not violate specific guidelines of Cornerstone 2020 as Cornerstone 2020 describes the Town Center Form as characterized by a compact mixture of moderately intense uses including shopping, restaurants, offices and residences. In its most traditional form, the Town Center ordinarily includes civic uses, such as libraries, government offices, police or fire stations and religious facilities. The presence of small-scale civic open space is a common but not essential feature. Buildings are generally close to and oriented toward the street. These characteristics strengthen the role of the Town Center as a community focal point. The Town Center should have a high level of pedestrian, roadway, transit and bicycle access, a connected street pattern, shared parking and pedestrian amenities. More intense uses in the town center are located in close proximity to the major thoroughfare, and the intensity of use gradually declines toward the adjacent neighborhoods.

Guideline 3. Compatibility requires land uses and transportation facilities to be compatible with nearby land uses and to minimize impacts to residential areas. *Guideline 3.A.28. Signs* requires signs to be compatible with the form district pattern and contribute to the visual quality of their surroundings, and to be of a size and height adequate for effective communication and conducive to motor vehicle safety. These guidelines are not violated because the signs are oriented toward the Gene Snyder Freeway and the sign message is proposed to be changed infrequently.

- (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 applicant would otherwise need to completely redesign the hotel's signage in order to display only one changing image sign toward the freeway.

- (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 incorporated other design measures that exceed the minimums of the district and compensate for non-compliance with the requirements to be waived by proposing to change the image on the signs once per week, rather than once per 20 seconds as the Land Development Code would otherwise permit. This will minimize distraction to drivers and help to maintain the character of the Gene Snyder Freeway as a scenic freeway.

TECHNICAL REVIEW

There are no technical review issues.

STAFF CONCLUSIONS

- The proposed waiver appears to be adequately justified based on staff analysis in the staff report.

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

REQUIRED ACTION

- **APPROVE** or **DENY** the requested waiver from LDC section 8.2.1.D.1.

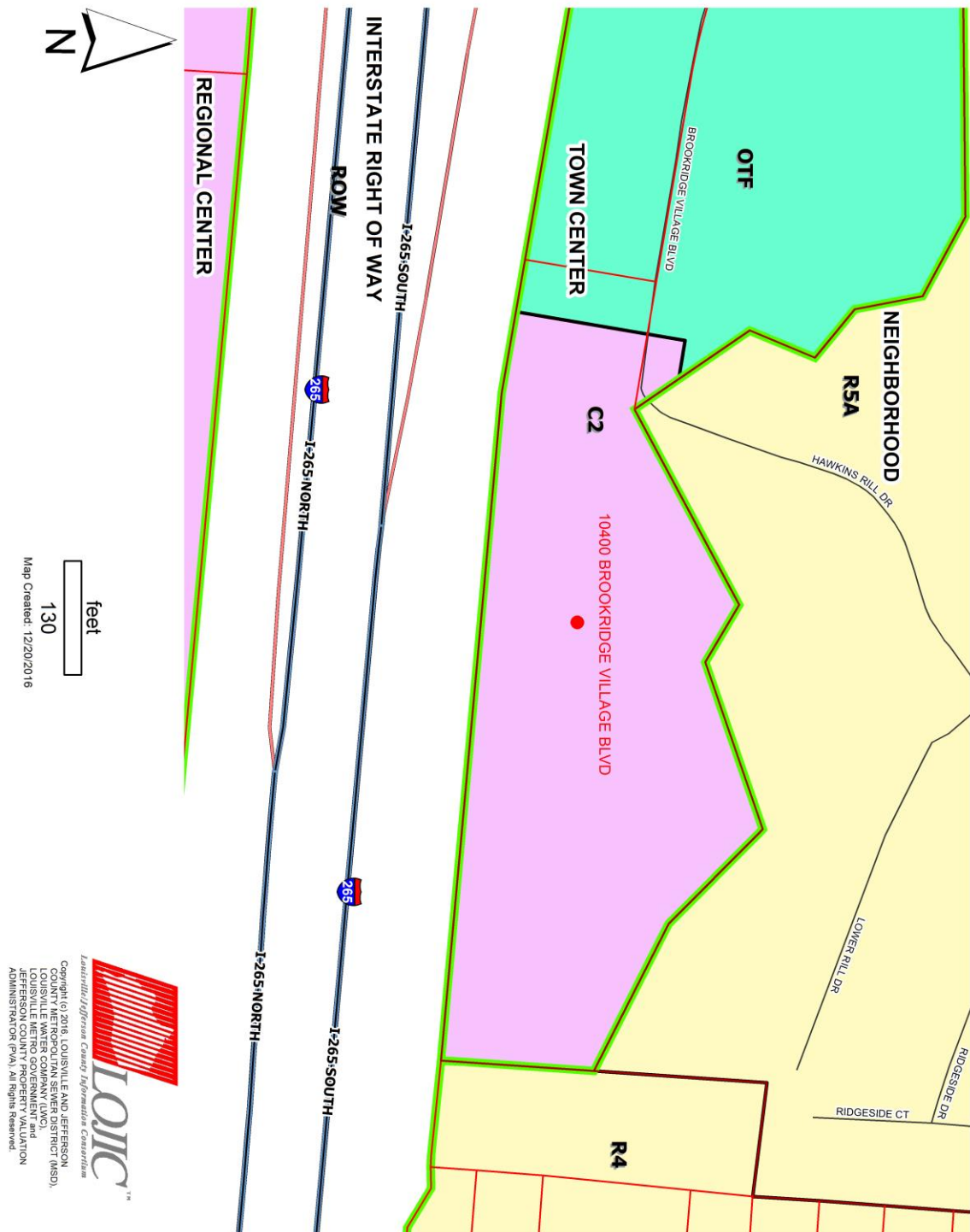
NOTIFICATION

Date	Purpose of Notice	Recipients
12/21/2016	DRC Public Meeting	1 st tier adjoining property owners

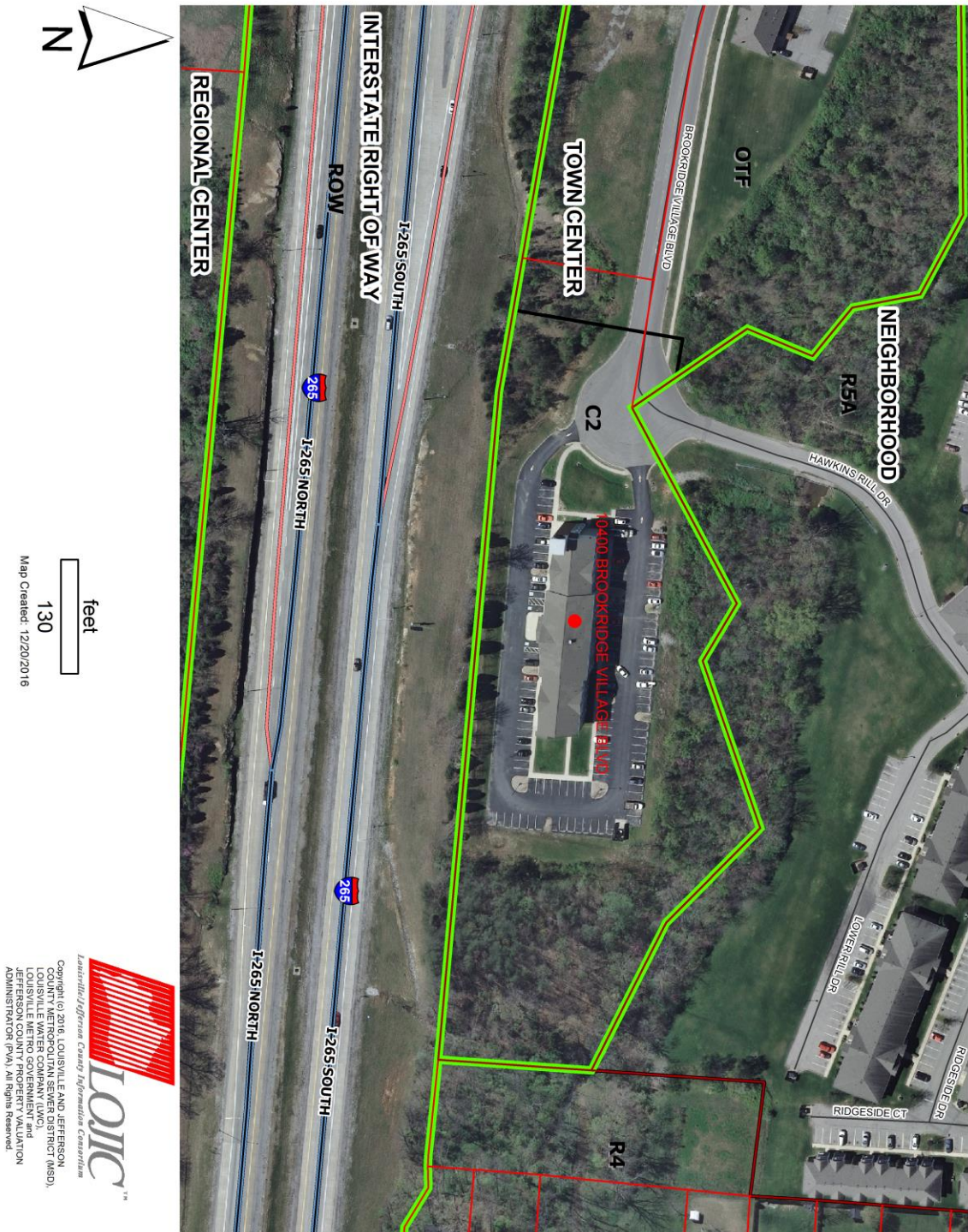
ATTACHMENTS

1. Zoning Map
2. Aerial
3. Rendering of Signs and Elevations Provided by Applicant

1. Zoning Map



2. Aerial



3. Rendering of Signs and Elevations Provided by Applicant

2



EXISTING:
SIGN SIZE
8'-2" TALL x 12'-10" WIDE

8'-0 1/8"



GRAPHIC DETAIL
SCALE: 3/8 = 1'-0"

9'-3"



GRAPHIC DETAIL
SCALE: 1/4 = 1'-0"

TOTAL AREA FOR WALL SIGN AND EMC : 79.11 SQ FT

PROPOSED:
SIGN SIZE
BOXED AREA: 48.05 SQ FT
ACTUAL AREA: 48.60 SQ FT
EMC SIZE

BOXED AREA: 31.60 SQ FT

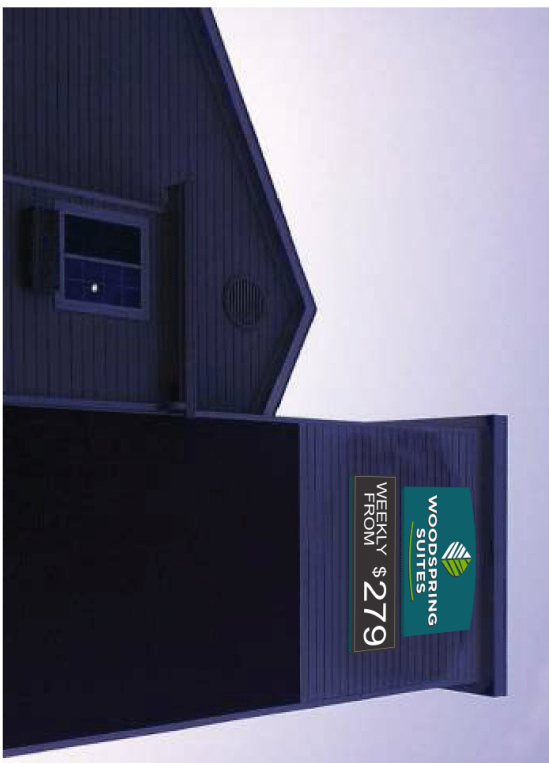
NOTE: Elevation drawings are for customer approval only; drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: WOODSPRING SUITES	Date: 12/08/16	Prepared By: IDV/SP/CM/IDV	Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.
Location: LOUISVILLE, KY	File Name: 145323 - R7 - LOUISVILLE, KY	Eng: -	persona SIGNS LIGHTING IMAGE DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Waretown, SD 57201-0210 1.800.843.9888 • www.personasigns.com

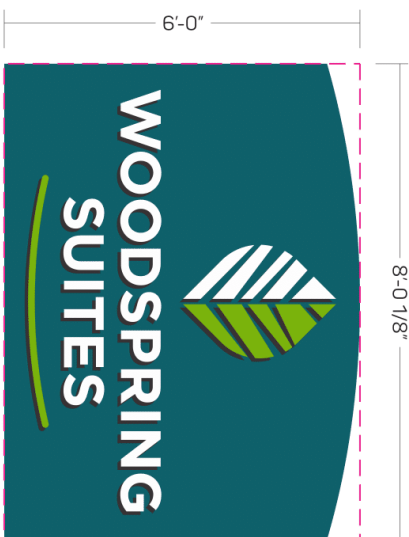
APPROVAL BOX - PLEASE INITIAL	
CUSTOMER APPROVAL	Date



EXISTING:
SIGN SIZE
8'-2" TALL x 12'-10" WIDE



PROPOSED:
SIGN SIZE
BOXED AREA: 48.05 SQ FT
ACTUAL AREA: 48.60 SQ FT
EMC SIZE
BOXED AREA: 31.60 SQ FT
TOTAL AREA FOR WALL SIGN AND EMC : 79.71 SQ FT



GRAPHIC DETAIL
SCALE: 3/8" = 1'-0"



GRAPHIC DETAIL
SCALE: 1/4" = 1'-0"

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:	WOODSPRING SUITES	Date:	12/08/16	Prepared By:	IDV/SP/IDV/CM/IDV	Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.
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