

Development Review Committee

Staff Report

August 15, 2018



Case No:	18WAIVER1032
Project Name:	Swim School Signage
Location:	3572 Springhurst Boulevard
Owner(s):	Springhurst Crossings LLC
Applicant:	Amy Albiero
Jurisdiction:	Louisville Metro
Council District:	17 – Glen Stuckel
Case Manager:	Dante St. Germain, Planner I

REQUEST

- **Waiver** from Land Development Code section 8.8.3.A.1 to allow a single business in a multiple use building to have more than one sign on the front façade.

CASE SUMMARY/BACKGROUND

The subject property is a strip-mall type development located approximately ¼ mile north of the intersection of Springhurst Boulevard and Westport Road. The building faces east, toward the Springhurst shopping center. The applicant is a tenant of the building, and proposes to operate a swimming facility. The swimming facility will have both endless tanks for advanced swimmers and a pool for beginning swimmers, and the applicant wishes to have signs that indicate both proposed services, with a total of three signs proposed.

Land Development Code section 8.8.3.A.1 allows a multiple use building to have one sign for each business. The applicant requests a waiver from this section to allow three total signs on the front façade for a single business.

STAFF FINDING

Staff finds that the requested waiver is adequately justified and meets the standard of review.

Based upon the information in the staff report, and the testimony and evidence provided at the public hearing, the Development Review Committee must determine if the proposal meets the standards for granting a waiver established in the Land Development Code from Land Development Code section 8.8.3.A.1 to allow a single business in a multiple use building to have more than one sign on the front façade.

TECHNICAL REVIEW

- No technical review was undertaken.

INTERESTED PARTY COMMENTS

No interested party comments were received by staff

STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER OF SECTION 8.8.3.A.1

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

STAFF: The waiver will not adversely affect adjacent property owners as the adjacent property most affected is Springhurst shopping center, toward which the subject building faces. As a high-intensity commercial development, the property owners and tenants of the shopping center are unlikely to see an adverse effect from the extra 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 Cornerstone 2020 defines the Regional Center form as a development form that typically contains a mixture of high intensity uses including regional shopping, office, services, entertainment facilities and medium to high-density residential uses. Cornerstone 2020 also encourages signs that are compatible with the form district pattern and contribute 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. These guidelines are not violated because the proposed signage is compatible with the form district and will not adversely affect motor vehicle safety.

- (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 façade of the structure has a deep central recess, with the result that it is impossible to integrate the three signs into a single sign.

- (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 create an unnecessary hardship on the applicant as it would not be possible to adequately advertise the multiple services being provided by the business without multiple signs.

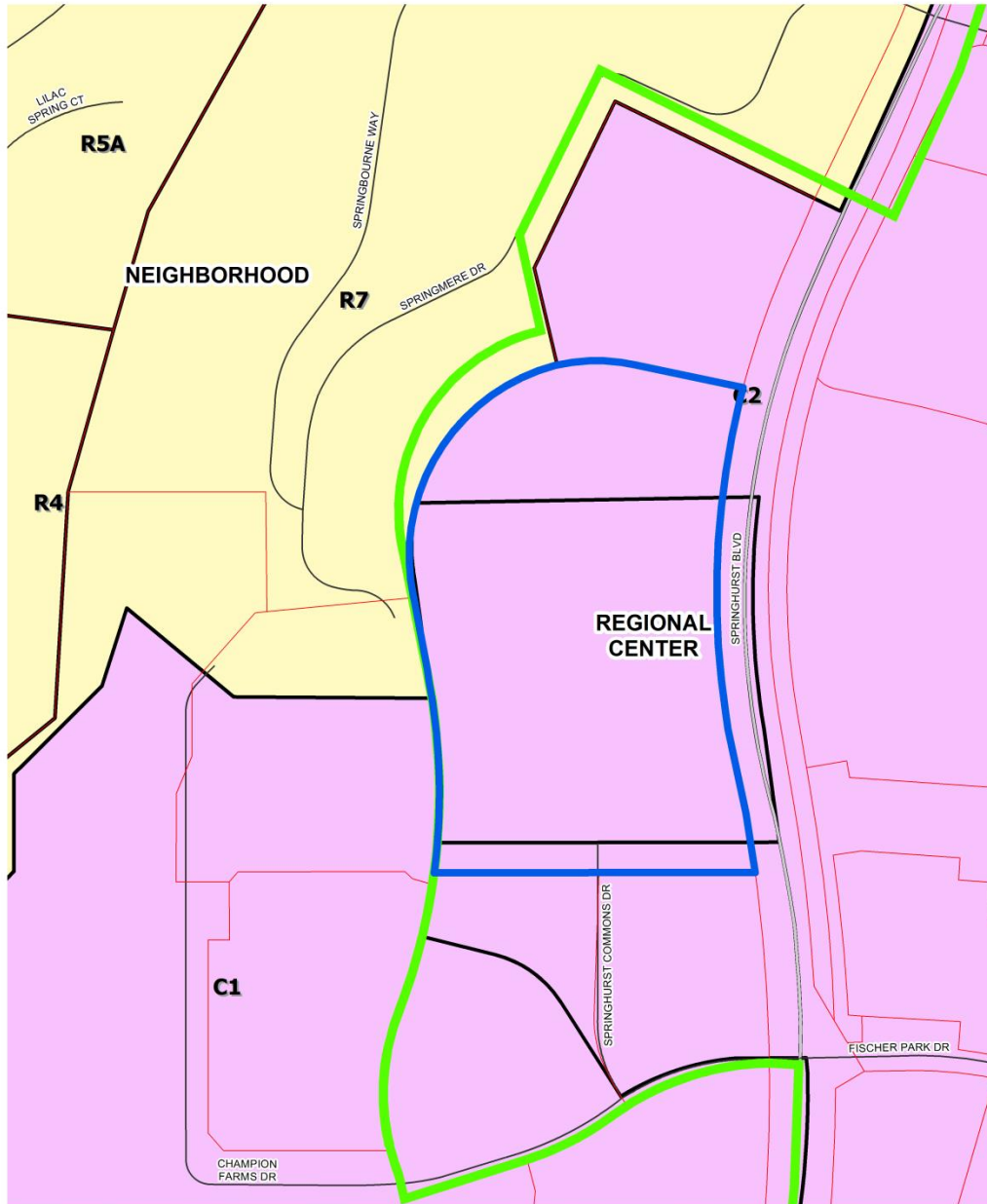
NOTIFICATION

Date	Purpose of Notice	Recipients
08/03/2018	DRC Public Meeting	1 st tier adjoining property owners Registered Neighborhood Groups in Council District 17

ATTACHMENTS

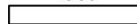
1. Zoning Map
2. Aerial Photograph
3. Elevation

1. Zoning Map



3572 Springhurst Boulevard

feet



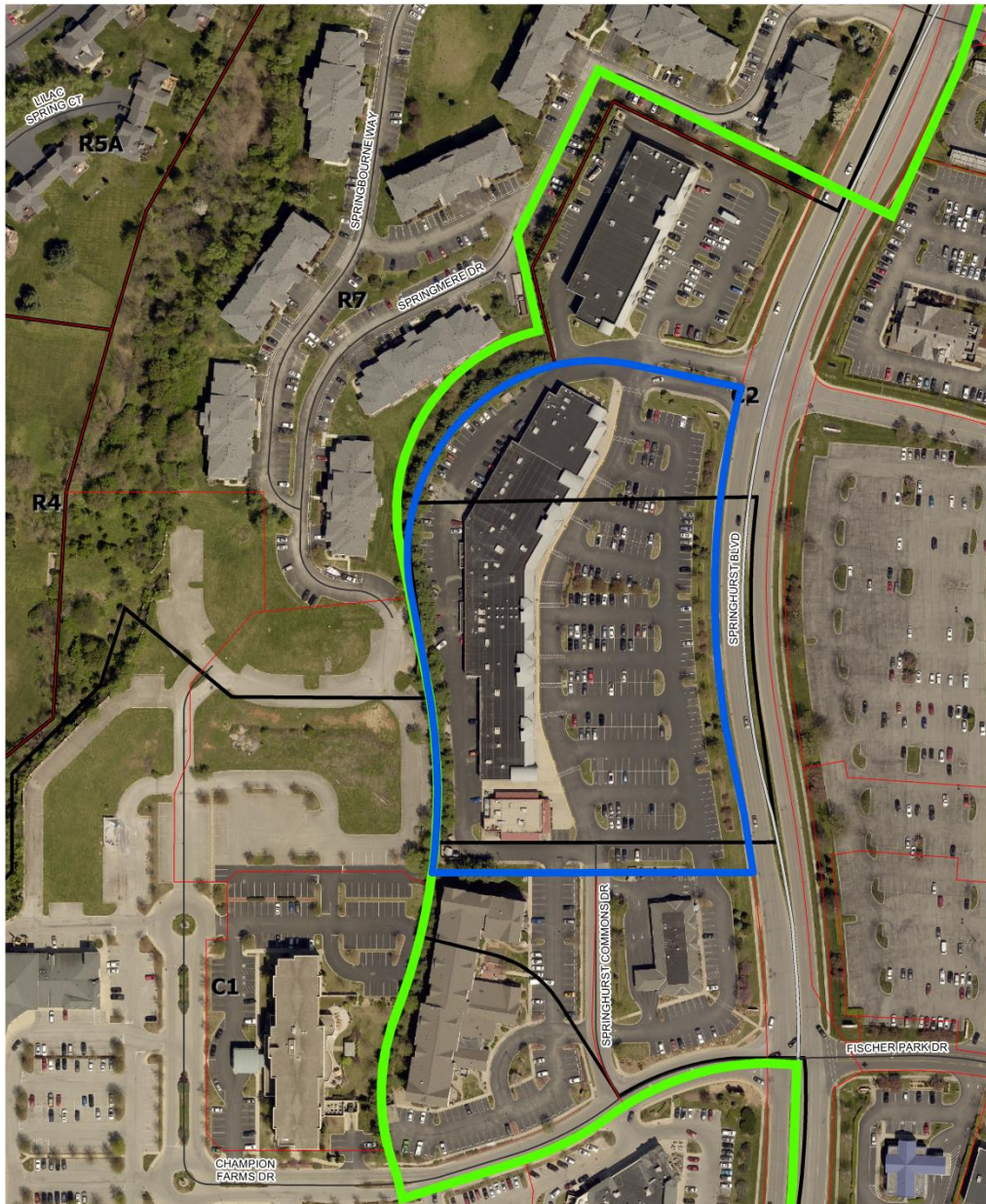
175

Map Created: 8/8/2018



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2. Aerial Photograph



3572 Springhurst Boulevard
feet

175
Map Created: 8/8/2018



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3. Elevation

ILLUMINATED CHANNEL LETTERS

ELEVATION RENDERING

* Survey Required

APPROX. SCALE: 3/16" = 1'-0"



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QID 18-40358

JOB NAME

SwimLab / Safe Splash

LOCATION

3572 Springhurst Blvd.
Louisville KY 40241

CUSTOMER CONTACT

SALESMAN / PM

Jessie Provenzano

DESIGNER

Brian Sowder

DWG. DATE

1-29-18

REV. DATE / REVISION

5-10-18 / GTS

5-18-18 / GTS

5-21-18 / GTS

5-22-18 / GTS

SCALE

FILE

2018/Streamline Brands/
Swim-Splash Co-Brand/Locations/
Louisville KY/18-40358/
SLS Louisville KY 18-40358

DESIGN SPECIFICATIONS ACCEPTED BY:

EST: CLIENT:

SLS/PM: LANDLORD:

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.



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