

Board of Zoning Adjustment
Staff Report
January 6, 2020



Case No.	19-SIGNAUTH-0003
Project Name	Trifecta Sign Authorization
Location	2501 S. 4th Street
Owner	Capstone Real Estate Inc.
Applicant	Signarama Downtown
Jurisdiction	Louisville Metro
Council District	6 – David James
Case Manager	Beth Jones, AICP, Planner II

REQUEST

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

CASE SUMMARY/BACKGROUND

The applicant is proposing an attached sign to be located on a structure that is not on the primary site of the development. As this is an off-premises sign and as such is prohibited (LDC 8.1.6.C.), a Sign Authorization is required. As per LDC requirements, Sign Authorization Reviews shall use the same set of design guidelines as Waiver Reviews, with an emphasis on innovative design and its potential impact on the site, surrounding properties and to the street or public realm.

The sign is to be located on a freestanding pedestrian stairwell on the site of the Reynolds Lofts, a condominium development at 2520 S. 3rd Street. The subject property, the Trifecta Apartments, shares a property line with the Reynolds Lofts property, with a railroad line running along the shared property line. The applicant entered into agreements with CSX Railway and the Reynolds Lofts to construct an elevated pedestrian walkway across the rail line to enable apartment residents to more directly access 3rd Street and the nearby University of Louisville campus. The elevated walkway crosses the rail line, connecting the apartment building on the west side with the southern end of the Reynolds Lofts parking lot on the east side. It may only be accessed on each end through the use of key cards issued to apartment residents.

The 134 sq ft sign, consisting of exterior vinyl graphics, is to be mounted near the top of the pedestrian stairwell. It consists of a logo and the words Trifecta Apartments, and will be mounted on the north, south and east sides of the stairwell structure.

STAFF FINDING

Based upon the information in the staff report, the testimony and evidence provided at the public hearing, the Board of Zoning Adjustment must determine if the proposal meets the standards for granting a Sign Authorization as established by the Land Development Code.

Staff finds the requested waiver for the Sign Authorization is adequately justified. Although off-premises signs are specifically prohibited by the LDC, the pedestrian walkway and the subject stairwell structure are conditions unique to the development of the site and the proposed signage will identify a safe and convenient pedestrian access point.

TECHNICAL REVIEW

No outstanding technical issues remain.

INTERESTED PARTY COMMENTS

No comments have been received.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR A SIGN AUTHORIZATION for an off-premises sign (LDC Chapter 8.4):

(a) The sign authorization will not adversely affect adjacent property owners; and

STAFF: The sign authorization will not adversely affect adjacent property owners as it is appropriate for the unique use of the site. In addition, the subject stairwell structure was constructed following the execution of legal agreements with both CSX Railroad and the Reynolds Lofts, the two property owners most directly affected by the request.

(b) The sign authorization will not violate specific guidelines of Plan 2040; and

STAFF: The sign authorization will not violate specific guidelines of Plan 2040 (Community Form Goal 1, Policy 14) as it is in compliance with the underlying form district and the character of the area and makes a positive contribution to the visual quality of its surroundings. It is also of a size adequate for effective communication and proportionate with the scale of the stairwell structure.

(c) The extent of the sign authorization is the minimum necessary to afford relief to the applicant; and

STAFF: The extent of the sign authorization is the minimum necessary to afford relief to the applicant in that the request provides appropriate direction to users of the elevated pedestrian walkway.

(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 design measures which compensate for non-compliance resulting in a net beneficial effect. The design is appropriate for the site and the purpose and will result in minimal negative impacts.

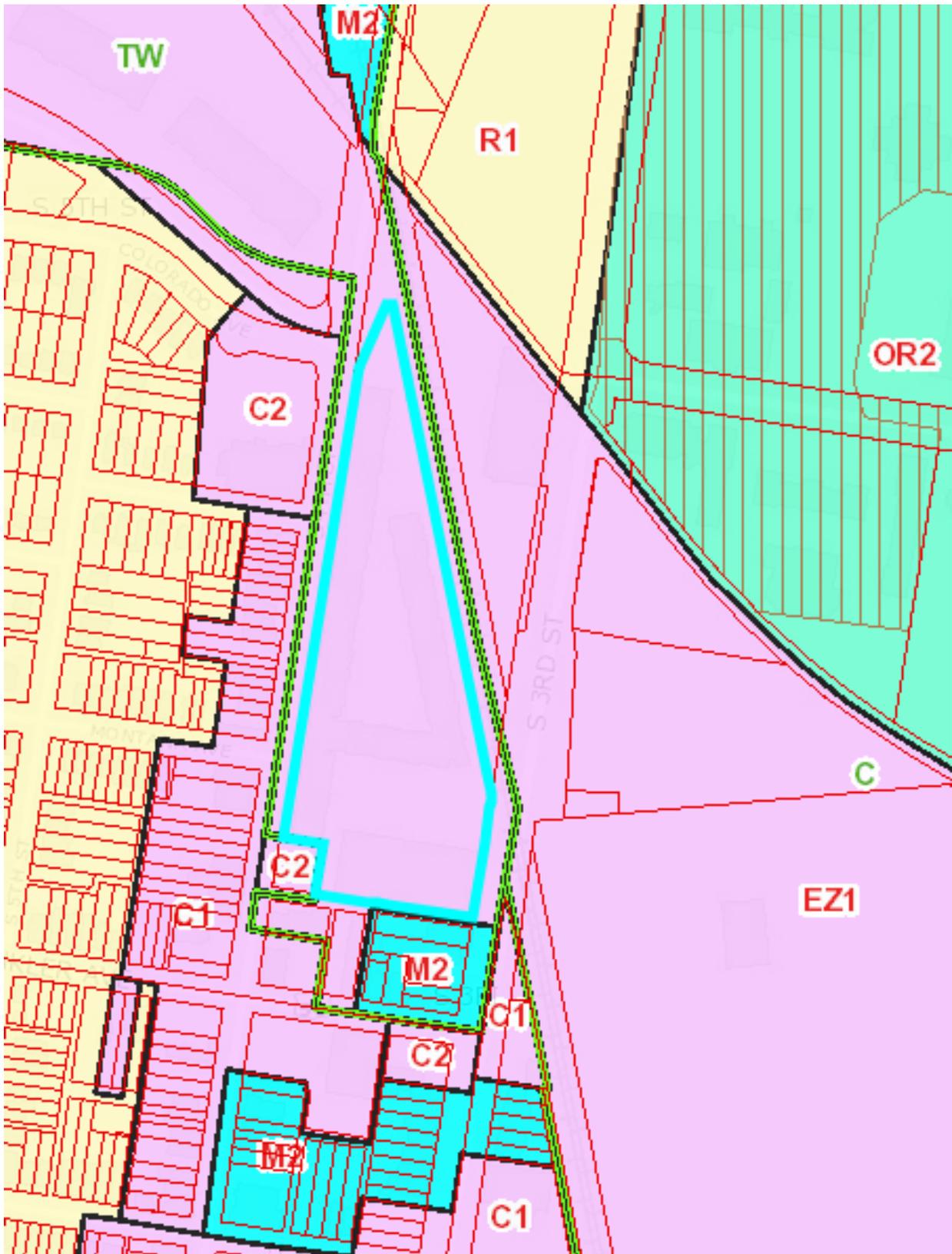
NOTIFICATION

Date	Purpose of Notice	Recipients
12/19/2019	Notice of BOZA Hearing	1st and 2nd tier adjoining property owners Registered Neighborhood Groups in Council District 6
12/23/2019		Sign Posting

ATTACHMENTS

1. Zoning Map
2. Aerial View
3. Site Plan
4. Proposed Sign Rendering

1. Zoning Map



2. Aerial Photograph



4. Sign Rendering

