



SABAK, WILSON & LINGO, INC.
ENGINEERS, LANDSCAPE ARCHITECTS & PLANNERS
THE HENRY CLAY • 608 S. THIRD STREET
LOUISVILLE, KY 40202
PHONE : (502) 584-6271 • FAX : (502) 584-6292

VARIANCE JUSTIFICATION
Southwest Town Center Outlot
February 10, 2020

The applicant is requesting a variance from LDC Table 8.3.2 to allow a proposed sign to exceed the permitted height and area in the Suburban Marketplace Corridor Form District. This variance is related to a Category 2B development plan that is currently under review by Planning and Design Services under case number 19-CAT2-0002. As a part of that development plan, the existing sign on the subject property must be removed. This existing signage is tied to leases for current tenants in the center. The purpose of this variance is to allow a new sign built to the same dimensions as the existing sign.

The existing sign is approximately 40' tall and has 6 sign panels that total approximately 720 SF. Under the current regulations, a new 4+ tenant sign can't be taller than 28' or larger than 140 SF. The Shoe Carnival sign alone is larger than 140 SF. Providing 6 signs in 140 SF would be about 23 SF per sign. On a Major Arterial Highway with a speed limit of 45 MPH, 23 SF would be unreadable.

The Land Development Code allows 1 freestanding sign per parcel. Right now, across the frontage of this development there are 3 freestanding signs (not counting the dentist's office that is not a part of this project): (1) Dairy Queen, (2) Burlington & Value City Furniture, & (3) the subject sign.

There are 5 properties with frontage on Dixie Highway, so there could be 5 freestanding signs for the center. Instead, the applicant wants to provide less signs by including more tenants on the combined sign. There are at least 18 leased or leasable spaces in this center that could use signage.

The current sign location is confusing because it is in the middle of the parcel and not near an entrance. By reconstructing the sign in the entrance median, we will create a landmark that denotes where you should enter from Dixie Highway, improving safety along this highly traveled corridor.

Finally, the revitalization of this center is important for the community. The existing sign is an obstruction to new development on this significant road frontage. Rebuilding this sign in a more reasonable location with a modern design, coupled with the construction of the new outparcel will help bring additional tenants and shoppers to the area.

