

Board of Zoning Adjustment

Staff Report

June 8, 2020



Case No.	20-SIGNAUTH-0001
Project Name	NuLu Marketplace
Location	826 E. Main Street
Owner	NuLu Commons LLC
Applicant	Architectural Artisans
Jurisdiction	Louisville Metro
Council District	4 – Barbara Sexton Smith
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 requesting a Sign Authorization for a sign type not specifically authorized by LDC regulations, to be located at the entrance to an off-street parking area at 826 E. Main Street. 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 site is located on the south side of E. Main Street between N. Campbell and N. Shelby Streets. It is within an EZ-1 Enterprise Zone, the NuLu overlay district and a Traditional Marketplace Corridor form district. In addition to the parking area, the subject parcel includes two structures fronting E. Main Street. The block face also includes a multi-family residential structure to the east at the corner of E. Main and N. Campbell and a commercial structure to the west at the corner of E. Main and N. Shelby. The remainder of the parcels are undeveloped. Across E. Main to the north, the block face includes commercial uses, off-street parking and undeveloped parcels, with a multi-family residential structure at the corner of E. Main and N. Shelby.

The off-street parking area has direct vehicle access from E. Main Street and indirect access from Shelby and Campbell Streets via the Billy Goat Strut Alley, and pedestrian access from E. Main and E. Market Streets. The parking serves a multi-parcel development occupying both the subject parcel and adjoining parcels fronted on both E. Main and E. Market Streets.

The structure supporting the proposed sign is designed to reflect existing development in the block in which it's located and to screen the parking area from the street. It consists of two freestanding metal structures parallel with the sidewalk, supported by concrete bases located just inside the property line along the sidewalk; the overall height is 15 ft 9 in. At the center of the 61 ft span a portal is open beneath the structure, allowing vehicular access to the parking lot just behind it. On each side of the center span, the space between the lower edge of the sign and ground level is partially filled with decorative panels of varying styles of aluminum mesh. The design of this supporting structure has been reviewed and approved by the Urban Design Administrator as appropriate for the site. The sign

itself, consisting of attached letters, is 81 sq ft; a building façade of with these dimensions would be entitled to a sign of up to 170 sq ft. There is no lighting associated with the sign.

STAFF FINDING

Staff finds the requested waiver for the Sign Authorization is adequately justified.

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.

TECHNICAL REVIEW

No outstanding technical issues remain.

INTERESTED PARTY COMMENTS

No comments have been received.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR A WAIVER for a Sign Authorization (LDC Chapter 8):

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

STAFF: The waiver will not adversely affect adjacent property owners as it is appropriate for the site and does not include lighting that might adversely affect adjoining property owners.

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

STAFF: The waiver will not violate specific guidelines of Plan 2040 (Community Form Goal 1, Policy 14) as the proposal 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 and height adequate for effective communication and proportionate with the scale of the development and parking area it identifies.

The proposal also meets LDC design guidelines for a Sign Authorization in that it is visually consistent with the architecture, materials, colors and overall design of its surroundings. The Urban Design Administrator has reviewed and approved the proposal for conformance with design standards for the NuLu overlay district.

(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 in that the request is compatible with surrounding development and has appropriate roadway and pedestrian visibility.

(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 of the sign's supporting structure, created in coordination with the Urban Design Administrator, is appropriate for the site and will contribute a distinctive design element to the vicinity with minimal negative impacts.

NOTIFICATION

Date	Purpose of Notice	Recipients
5/22/2020	Notice of BOZA Hearing	1st and 2nd tier adjoining property owners Registered Neighborhood Groups in Council District 4
		Sign Posting

ATTACHMENTS

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

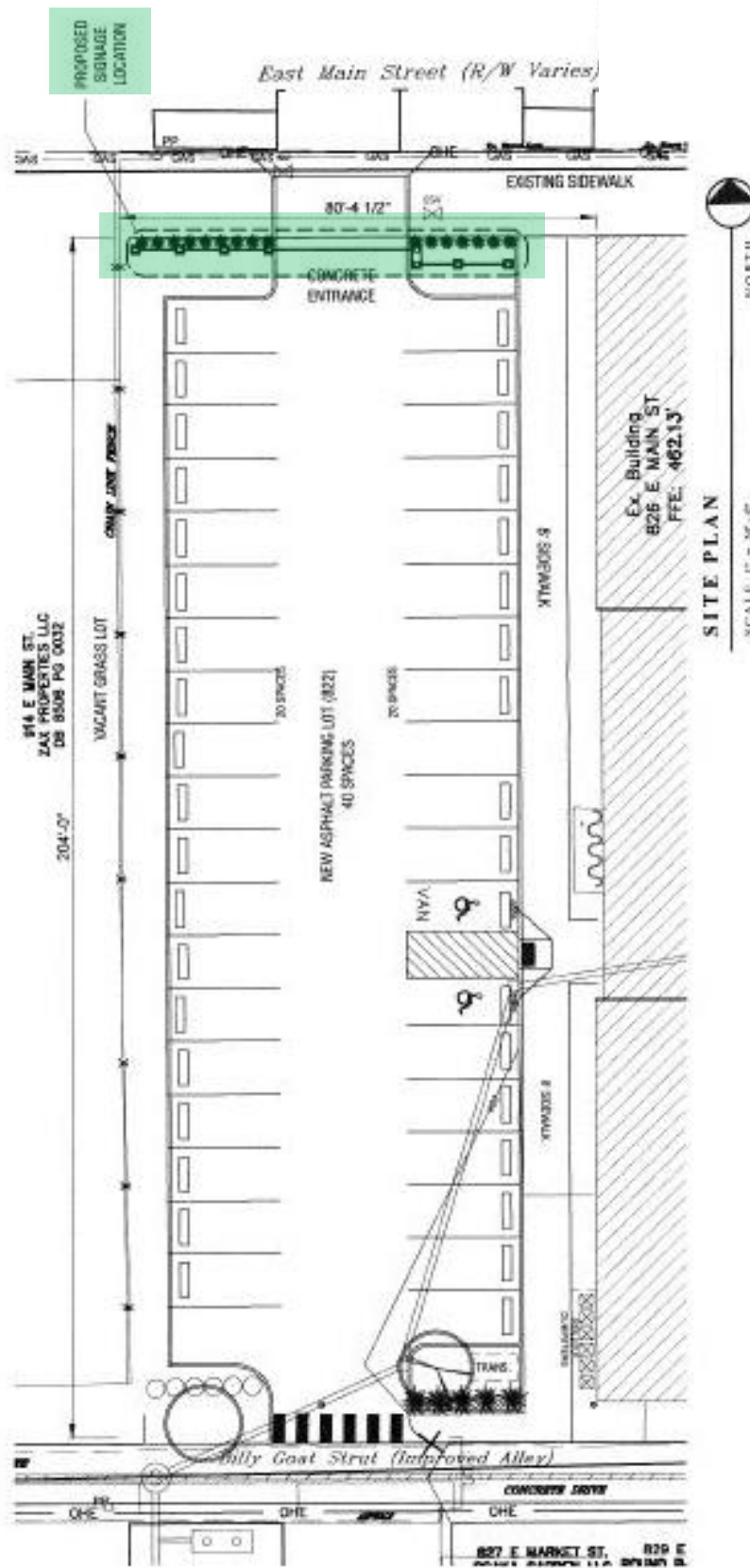
1. Zoning Map



2. Aerial View



3. Site Plan



4. Sign Rendering

