

20-SIGNAUTH-0002

821 E. MARKET STREET



Louisville Board of Zoning Adjustment Public Hearing

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October 5, 2020

Request

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

- **WAIVER 1:** to permit two Exceptional Signs for NuLu Marketplace over pedestrian walkways
- **WAIVER 2:** to permit an Exceptional Sign for a tenant over a pedestrian walkway
- **WAIVER 3:** to permit an Exceptional Sign for NuLu Marketplace attached to an exterior façade

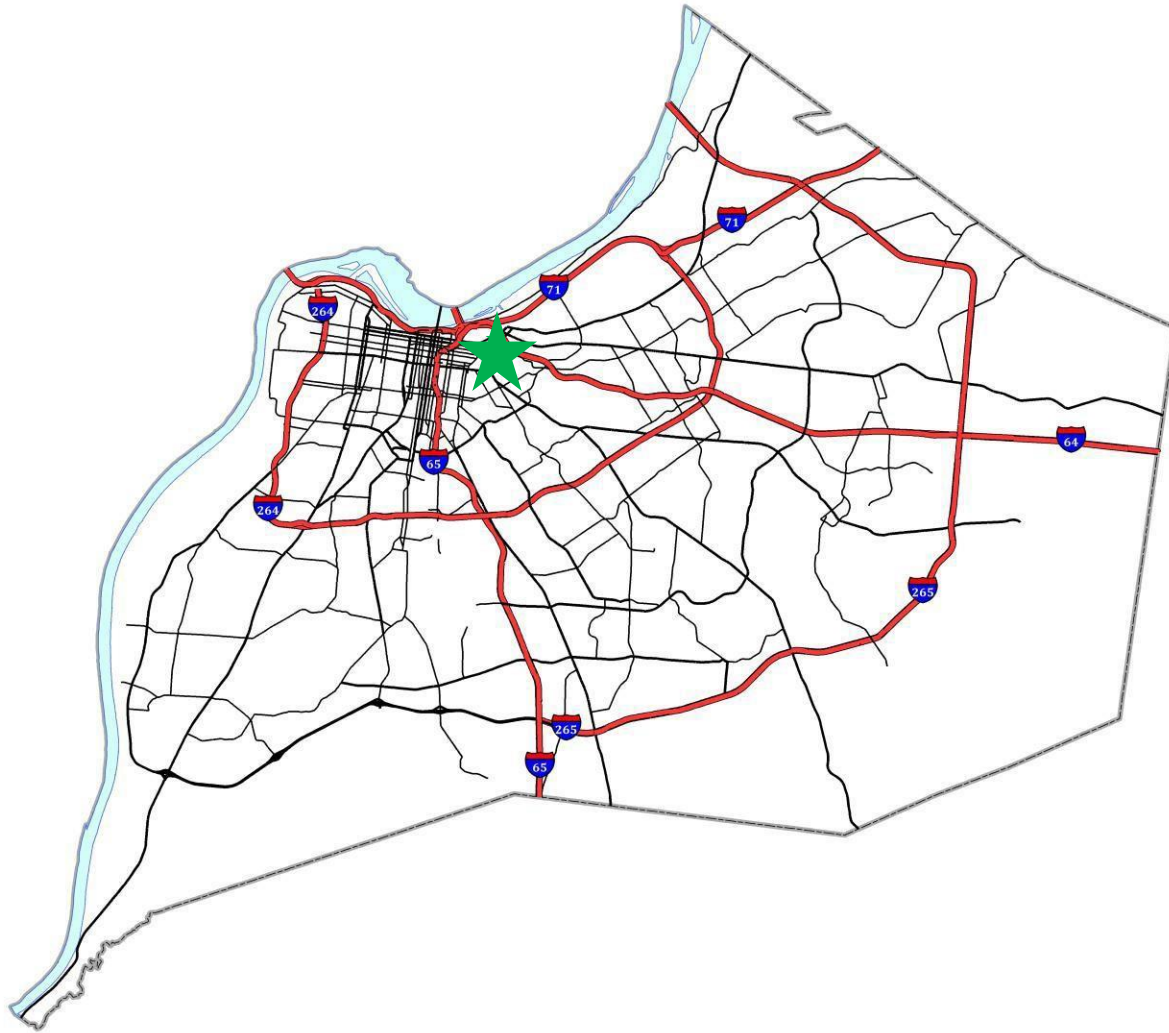
Case Summary/Background

- Site located on north side of E. Market Street between N. Campbell and N. Shelby Streets
- Traditional Marketplace Corridor / NuLu Overlay
- Parcels in vicinity generally in commercial use; one residential use in same block
- Subject signs located at three points along development site's E. Market Street frontage
- Proposed sign plan reviewed and approved by Overlay District Administrator

Case Summary/Background

- Development includes multiple buildings fronting E. Market
 - Multiple tenants with direct street frontage and signage as per LDC; no special consideration required
 - Additional tenants with no street frontage located in interior courtyard and accessed via two pedestrian walkways from E. Market Street
- Waivers 1 and 3 will permit attached signage for NuLu Marketplace along E. Market Street frontage
- Waiver 2 will permit attached signage for one tenant of internal courtyard along E. Market Street frontage

Site Location



Zoning/Form District

Subject Site

EZ-1/Traditional Marketplace
Corridor

Adjoining Sites

North/East/West: EZ-1/Traditional
Marketplace Corridor

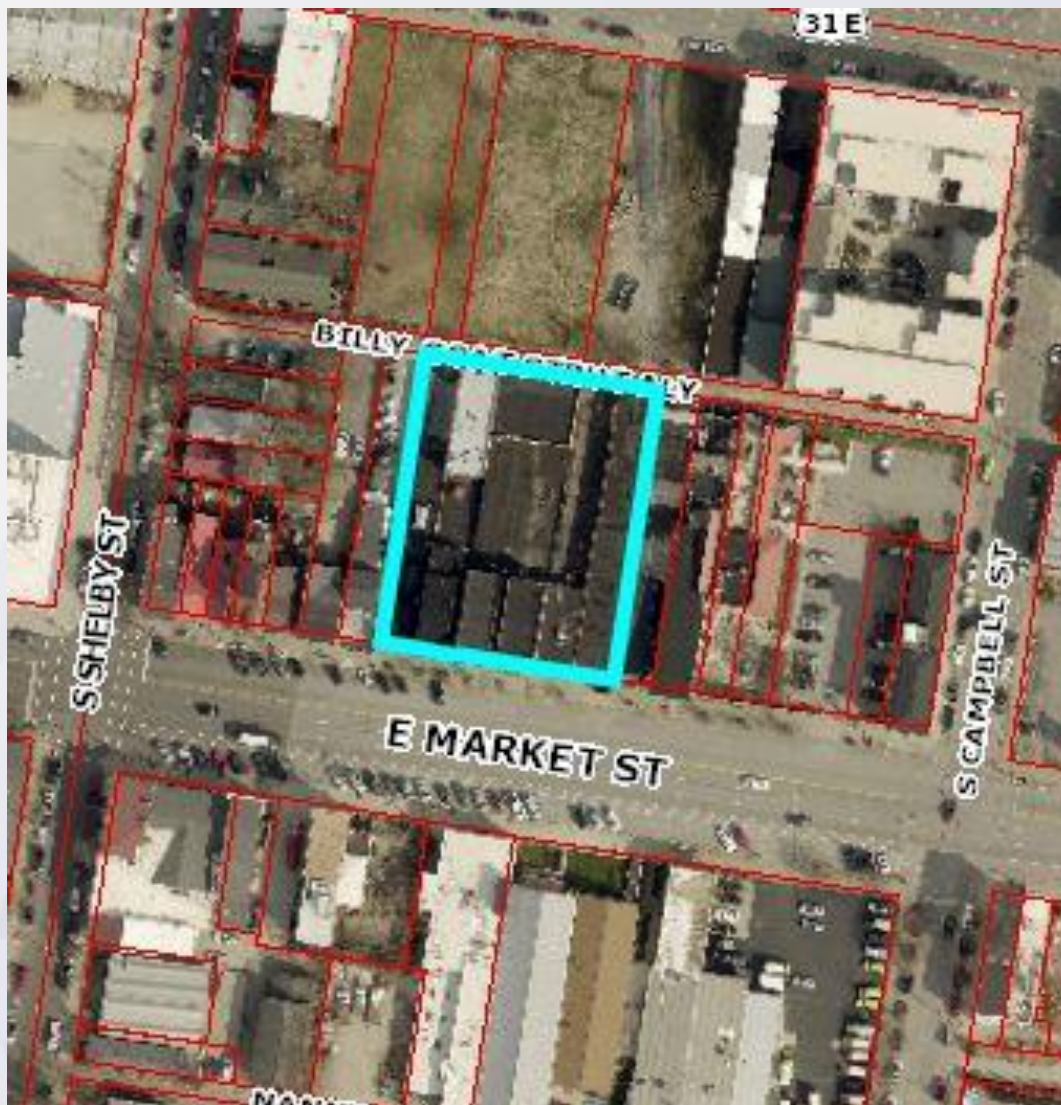
South: EZ-1, C-M, C-2/Traditional
Marketplace Corridor

All Sites

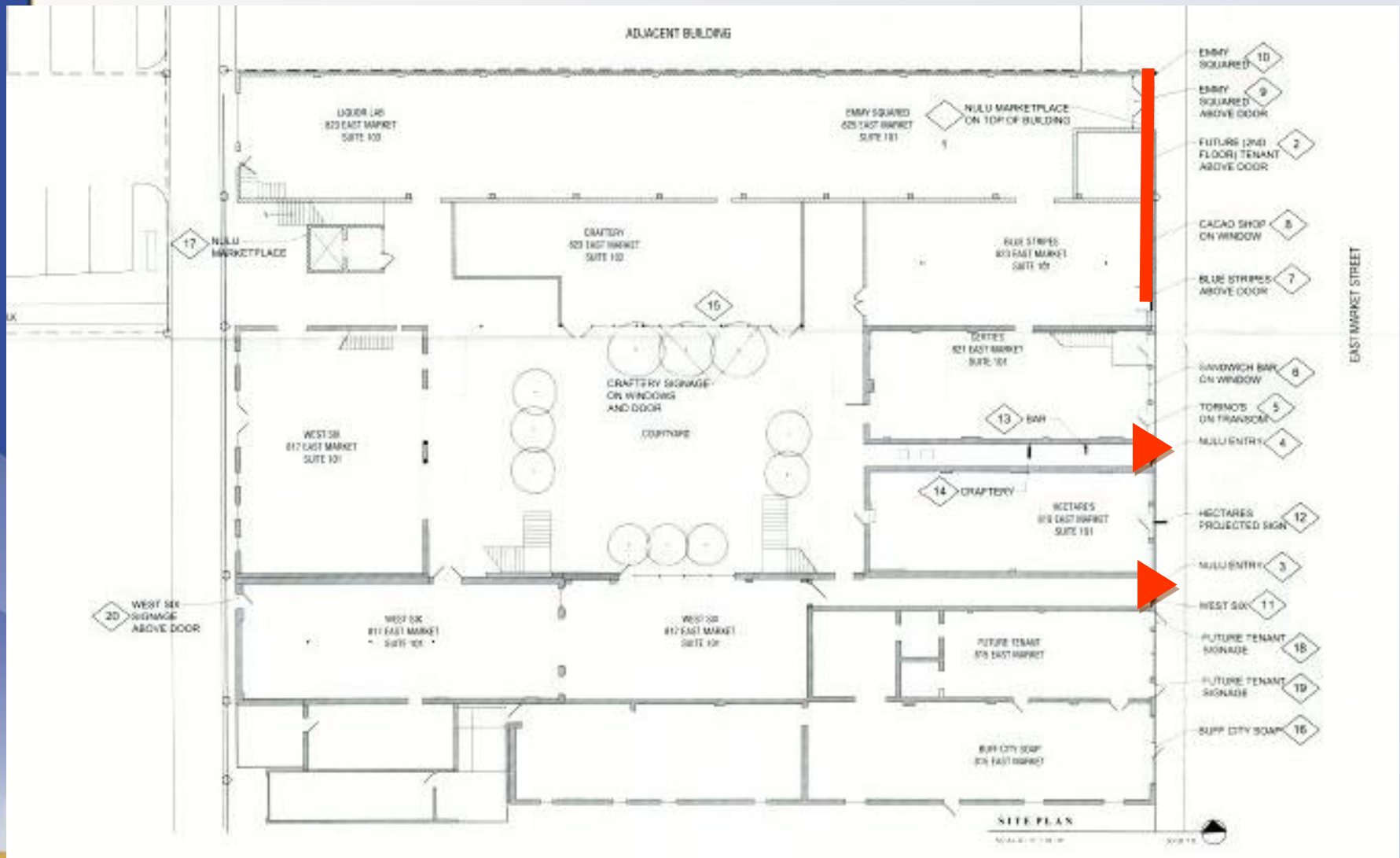
NuLu Overlay District
Commercial Uses



Aerial View



Site Plan



Site Elevation



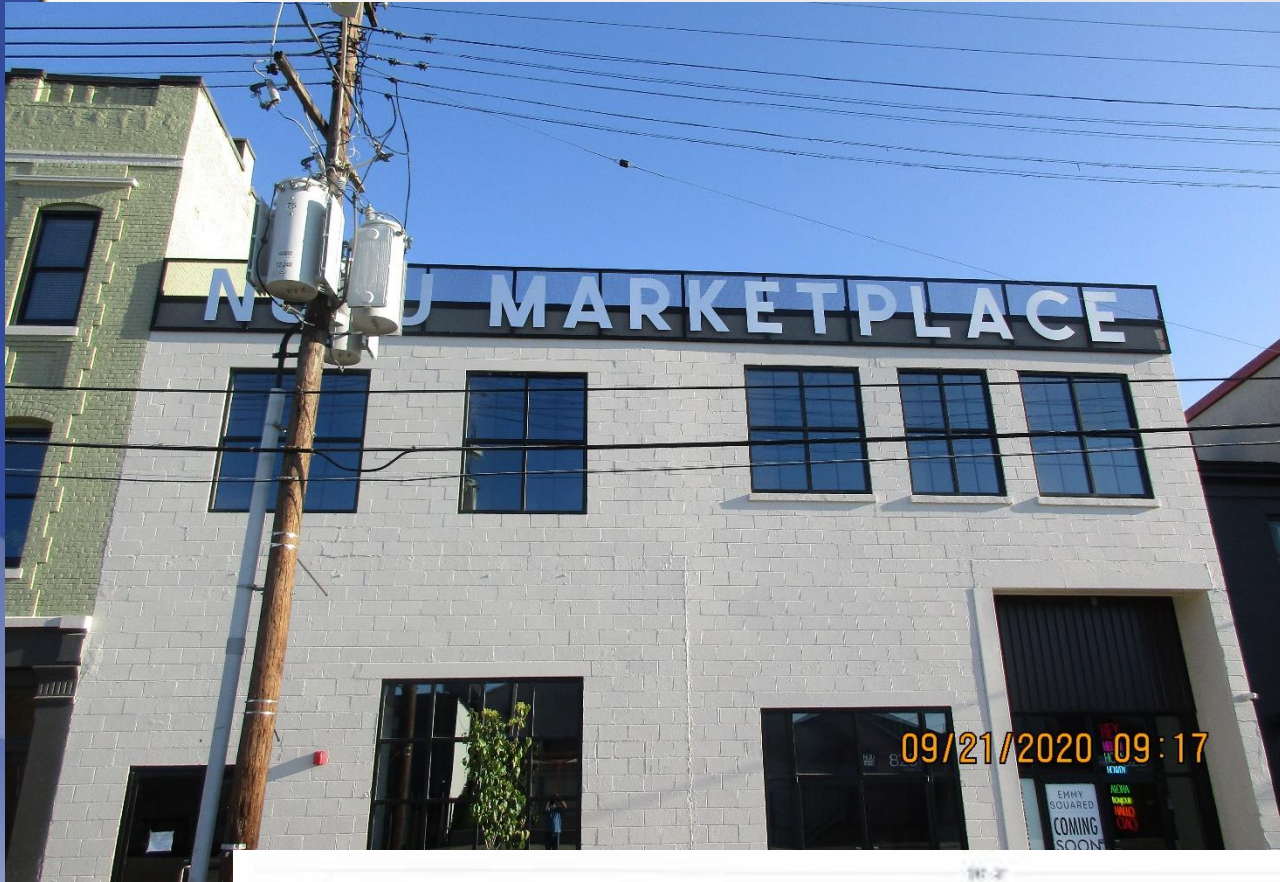
Waiver 1: Sign Details



Waiver 2: Sign Details



Waiver 3: Sign Details



NULU MARKETPLACE

Conclusions

- Subject signs are in a fully-developed commercial corridor, do not include potentially intrusive lighting and do not interfere with the public right-of-way
- Staff finds that Waivers 1 and 3 for NuLu Marketplace signs are adequately justified due to the unique nature of the site and the multi-tenant development on it
- Waiver 2 would allow a sign for an individual tenant located within the courtyard area (Suite 101) to be mounted along the E. Market Street frontage
 - Not the only entrance to the tenant space
 - Entrance also serves the remaining courtyard area tenants
 - Other courtyard tenants are not requesting similar signs

Required Action

APPROVE or DENY

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