

**From:** [O"Gara, Daniel](#)  
**To:** [Mandell, Rachel](#)  
**Subject:** RE: 21-NONCONFORM-0011  
**Date:** Wednesday, April 7, 2021 11:36:59 AM  
**Attachments:** [image002.png](#)  
[image003.png](#)

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Rachel,

Following up on your request, I'm told that the sign is 672 sq. ft. and 50' height. Let me know if there is any other information I can provide.

Danny

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**From:** O"Gara, Daniel <[daniel.ogara@dinsmore.com](mailto:daniel.ogara@dinsmore.com)>  
**Sent:** Wednesday, March 31, 2021 1:12 PM  
**To:** Mandell, Rachel <[Rachel.Mandell@louisvilleky.gov](mailto:Rachel.Mandell@louisvilleky.gov)>  
**Subject:** RE: 21-NONCONFORM-0011

Rachel,

I'm told that the sign will be at least 25' from all property lines, although the client is still trying to determine the exact location. I'm also still working on the height and dimensions.

Danny

**From:** O"Gara, Daniel <[daniel.ogara@dinsmore.com](mailto:daniel.ogara@dinsmore.com)>  
**Sent:** Tuesday, March 30, 2021 1:29 PM  
**To:** Mandell, Rachel <[Rachel.Mandell@louisvilleky.gov](mailto:Rachel.Mandell@louisvilleky.gov)>  
**Subject:** RE: 21-NONCONFORM-0011

Got it. I'll ask.

On March 30, 2021 at 1:27:30 PM EDT, Mandell, Rachel  
<[Rachel.Mandell@louisvilleky.gov](mailto:Rachel.Mandell@louisvilleky.gov)> wrote:

Thanks! If you could provide the distance from the property line as well, and the height, that would be great. I was hoping to find it on a site plan in one of the old zoning change cases, but none of them mentioned the billboard.

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**21-NONCONFORM-0011**

**From:** O'Gara, Daniel <[daniel.ogara@dinsmore.com](mailto:daniel.ogara@dinsmore.com)>  
**Sent:** Tuesday, March 30, 2021 1:23 PM  
**To:** Mandell, Rachel <[Rachel.Mandell@louisvilleky.gov](mailto:Rachel.Mandell@louisvilleky.gov)>  
**Subject:** RE: 21-NONCONFORM-0011

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Hi Rachel,

I'm working on an answer and will get back to you ASAP. Thanks!

Danny

On March 30, 2021 at 9:16:38 AM EDT, Mandell, Rachel  
<[Rachel.Mandell@louisvilleky.gov](mailto:Rachel.Mandell@louisvilleky.gov)> wrote:

Hi Daniel,

What is the square footage of the billboard?

Thanks,  
Rachel Mandell  
Planner I  
Planning & Design Services  
Department of Develop Louisville  
*LOUISVILLE FORWARD*  
444 South Fifth Street, Suite 300  
Louisville, KY 40202  
(502) 574-5170  
<https://louisvilleky.gov/government/planning-design>



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**From:** O'Gara, Daniel <[daniel.ogara@dinsmore.com](mailto:daniel.ogara@dinsmore.com)>

**21-NONCONFORM-0011**

**Sent:** Tuesday, March 23, 2021 12:34 PM  
**To:** Mandell, Rachel <[Rachel.Mandell@louisvilleky.gov](mailto:Rachel.Mandell@louisvilleky.gov)>  
**Subject:** RE: 21-NONCONFORM-0011

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Ok thanks so much for getting back to me Rachel. Is the BOZA application something I can start now or should I wait for the staff determination?

On March 23, 2021 at 12:25:02 PM EDT, Mandell, Rachel <[Rachel.Mandell@louisvilleky.gov](mailto:Rachel.Mandell@louisvilleky.gov)> wrote:

Hi Daniel! This is a weird one because a billboard can be interpreted as a use *and* a structure so the typical research method will be a bit different than normal. I am hoping to have something prepared by the end of next week to get a determination at staff level for the nonconformance of the billboard. A separate application will then be needed to relocate the billboard which will go to BOZA.

Rachel Mandell  
Planner I  
Planning & Design Services  
Department of Develop Louisville  
*LOUISVILLE FORWARD*  
444 South Fifth Street, Suite 300  
Louisville, KY 40202  
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**From:** O'Gara, Daniel <[daniel.ogara@dinsmore.com](mailto:daniel.ogara@dinsmore.com)>

**21-NONCONFORM-0011**

**Sent:** Tuesday, March 23, 2021 10:49 AM  
**To:** Mandell, Rachel <[Rachel.Mandell@louisvilleky.gov](mailto:Rachel.Mandell@louisvilleky.gov)>  
**Subject:** 21-NONCONFORM-0011

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Hi Rachel,

I just wanted to touch base on this nonconforming rights case that I understand was assigned to you. I realize this was just filed last week, but wanted to see if you could give me a preliminary timeline for the agency review. My client would like to resolve this issue as soon as possible. Thanks in advance for your help!

Danny

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**Daniel J. O'Gara**  
Partner

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