



Louisville Metro Government

Legislation Details (With Text)

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On agenda: 5/22/2014 **Final action:** 5/22/2014

Title: AN ORDINANCE AMENDING PRINCIPLE 8 - SIGNAGE FOR THE DOWNTOWN OVERLAY DISTRICT. (Action Required By: November 2014)

Sponsors: David Tandy (D-4)

Indexes:

Code sections:

Attachments: 1. ORD 083 2014

| Date | Ver. | Action By | Action | Result |
|-----------|------|--|--------------------------|--------|
| 5/22/2014 | 1 | Metro Council | passed | Pass |
| 5/13/2014 | 1 | Public Works, Bridges and Transportation | recommended for approval | Pass |

ORDINANCE NO. _____, SERIES 2014
AN ORDINANCE AMENDING PRINCIPLE 8 - SIGNAGE FOR THE
DOWNTOWN OVERLAY DISTRICT.
SPONSORED BY: COUNCILMAN DAVID TANDY

WHEREAS, the Principles and Guidelines of the Downtown Development Review Overlay are stated in Appendix D to the Downtown Overlay District (the "District"); and

WHEREAS, Ordinance Section 162.03 (B) for the District provides that the Guidelines for the District may be amended upon the recommendation of the Downtown Development Review Overlay District Committee (the "Committee") and with the approval of the Metro Council; and

WHEREAS, the Committee approved the amendments to Principle 8 - Signage as shown on the attached Exhibit A by unanimous vote on March 26, 2014; and

WHEREAS, the Council concurs in and adopts the recommendations of the Committee and approves and accepts the amended Principle 8 - Signage.

Now therefore be it ordained by the Legislative Council of the Louisville/Jefferson County Metro Government as follows:

Section I: The amended Principle 8 - Signage for the Downtown Overlay District as shown on Exhibit A is approved.

Section II: This Ordinance shall take effect upon passage and approval.

H. Stephen Ott Metro Council Clerk

Jim King President of the Council

Approved:

Greg Fischer Mayor

Date

APPROVED AS TO FORM AND LEGALITY:

Michael J. O'Connell
Jefferson County Attorney

By: _____
Principle 8- Signage

Objective

Design signage appropriate for the scale and character of the project and the immediate context. Signs should be oriented to pedestrians and/or persons in vehicles on streets in the immediate vicinity. All signs shall be sensitive to their surroundings, and their designs shall be mindful of color, intensity, technology and illumination so as to be compatible with the adjacent context. Signage that consists of changing image or video display technology is by its nature very dynamic thereby requiring special design and implementation considerations regarding its impact upon the adjacent environment.

Design Guidelines

1. Signage should add visual interest at street level without being overwhelming and should not be out of character with the design and scale of existing surrounding signage.
2. Signage should be organized to increase legibility and communication while reducing visual clutter.
3. All signs shall be constructed and placed so as not to obstruct sight lines for persons using streets, pedestrian rights-of-way and driveways.

3.4. Signage should be designed and attached to the building in a way that is complementary to the style of the building and its unique design features. Signage placement shall not obscure architectural details and shall be well- integrated into the overall design of a building's façade.

4.5. ~~Changing image (such as LED scrolling type signage) and video display signage is~~ very dynamic and should be carefully designed to minimize impacts to adjacent residential uses.

Back-lit or internally illuminated signage ~~should~~ shall have opaque, non-illuminated face panels. Only the individual letters and/or logos should be illuminated.

6. ~~Rooftop signage is not allowed. Signage attached to the upper portions of a building may be considered provided it is complementary to the design and style of the building.~~ Signage that utilizes LED, video or other moving image digital technology is limited to Entertainment Attractions*. When permitted, such signs:
- Shall promote only site specific activities, events, sponsors, or businesses.
 - If located and displayed behind storefront windows, such signs shall not occupy more than 25% of the storefront window area.
 - Signs shall be designed to minimize the impact to residential properties.
 - Shall come equipped with automatic dimming technology and a photocell which automatically adjusts the sign's brightness to no more than 0.2 footcandles above ambient light conditions.
 - Signage should be carefully designed to minimize driver and pedestrian distraction.

EXHIBIT A

7. ~~Freestanding signage should shall be limited to portable sidewalk signage or monument style directory signage associated with a public plaza in front of a building. The public plaza shall fully conform to Principle 6-Open Space. Free standing pole-mounted signage is not allowed.~~

No more than one changing image or video display sign per façade shall be permitted on property.

8. ~~Existing signage that does not conform to the current codes is encouraged to be removed or modified to conform to current requirements of the Land Development Code. Non-conforming signage that has been abandoned for a period exceeding 1 year shall be removed. Existing signage that is historic or possesses a character unique to downtown may be considered allowed to remain.~~ The use of sound is prohibited.

9. ~~Outdoor advertising signs (billboards) are discouraged, but where permitted by zoning regulations should:~~
- ~~Block no Not block any views or vistas nor create a cluttered appearance.~~
 - ~~Be integrated into the design of a building or project.~~
 - ~~Relate strongly to the character of the district.~~

Rooftop signage is not allowed. Signage attached to the upper portions of a building may be considered provided it is complementary to the design and style of the building.

- ~~10. Signage proposals for entertainment attractions within the Downtown Entertainment District and not otherwise permitted by the Land Development Code may be approved by the Committee. Review of such signage shall follow the review procedures outlined for waivers of the Land Development Code listed in Chapter 11 of the Code. Applicant shall adequately demonstrate to the Committee that:~~

- ~~The waiver will not adversely impact adjacent property owners; and~~
- ~~The waiver will not violate the Comprehensive Plan; and~~
- ~~The extent of the waiver of the regulation is the minimum necessary to afford relief to the applicant; and~~
- ~~Either:~~

- ~~The applicant has incorporated other design measures that exceed the minimums of the district and compensate for the non-compliance with the requirements to be waived (net beneficial effect); or~~
- ~~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.~~

Freestanding signage shall be limited to portable sidewalk signage or monument style directory

- signage associated with a public plaza in front of a building. The public plaza shall fully conform to Principle 6- Open Space. Free standing pole-mounted signage is not allowed.
11. Projecting Signs: Buildings on lots which do not contain any permanent, freestanding, on-premises signs (other than incidental signs) may not have more than one sign per business which projects perpendicular from the façade of the building. Projecting signs shall not project more than 8'-0" from the building's façade and must not extend below 9 feet above the ground or sidewalk. The area of a projecting sign shall be part of the total
allowable signage allowed on any one façade of the building as listed in the Land Development Code.
12. Projecting Banner Signs that utilize a fabric material background shall not project more than 25" from the face of the building and not exceed a total area of 24' s.f. per side of the sign. The area of a projecting banner sign shall be part of the total allowable signage allowed on any one façade of a building as listed in the Land Development Code.
13. Exposed conduit, electrical transformer boxes, and electrical raceways should be concealed from public view, or painted to blend in with the background of the building.
14. Existing signage that does not conform to the current codes is encouraged to be removed or modified to conform to current requirements of the Land Development Code. Non-conforming signage that has been abandoned for a period exceeding 1 year shall be removed. Existing signage that is historic or possesses a character unique to downtown may be allowed to remain.
15. Outdoor advertising signs (billboards) are discouraged, but where permitted by zoning regulations should:
a. Not block any views or vistas nor create a cluttered appearance.
b. Be integrated into the design of a building or project.
c. Relate strongly to the character of the district.

* Entertainment Attractions are a use within the DDRO that (1) provides a service or goods to the general public or which promotes tourism or provides an opportunity to partake in entertainment that is permitted under the zoning rules for the district, including food and beverage, and/or regular opportunities to attend music performances, theater performances, arts or cultural attractions, and (2) that is available for conferences or conventions, or that is considered a tourist attraction, and that is open to the public and/or available for private events.