

Development Review Committee

Staff Report

November 6, 2024



Case No:	24-WAIVER-0161
Project Name:	Norton Healthcare Valley Station
Location:	10798 Dixie Highway
Applicant:	Norton Healthcare Facilities Management
Representative:	Signarama Dixie
Jurisdiction:	Louisville Metro
Council District:	14 – Cindi Fowler
Case Manager:	Ethan Lett, Planner I

REQUEST(S)

- **Waiver** from Land Development Code (LDC), Section 8.3.3.A.1 to allow a multiple use building to have more than one attached sign for a business use

CASE SUMMARY

The subject property is zoned C-1 Commercial and is in the Suburban Marketplace Corridor form district. It is part of a multi-tenant structure located in a commercial center off Dixie Highway just north of the Gene Snyder Freeway. The applicant is requesting to install three new attached signs on the primary façade facing Dixie Highway, with two signs totaling approximately 128 square feet and a logo sign totaling 27 square feet. The other tenant in the existing establishment currently has one sign on the façade.

STAFF FINDING

The requested waiver is adequately justified for approval based on the analysis contained in the standard of review.

TECHNICAL REVIEW

Requirements for Permanent On-Premises Signs for Non-Residential Uses:

- There shall be no more than a total of three (3) of any of the following types of permanent on premises signs; attached, or awning, or canopy, or marquee signs on any one façade of a building, subject to the total maximum sign area requirement set forth below, except that multiple use buildings may have one sign for each business. First floor awning, canopy, and marquee signs are excluded from the number of awning, attached, canopy, or marquee signs permitted on any one façade of a building, subject to the total maximum sign area requirement set forth below in Table 8.3.2; attached signs, canopy signs, marquee signs, and awning signs are permitted for all non-residential uses unless otherwise regulated within the form district regulations.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER

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

STAFF: The waiver will not adversely affect adjacent property owners as the signs will not impact the safe movement of pedestrians and vehicles and are in character with the visual characteristics of existing development in the surrounding area.

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

STAFF: Community Form Goal 1, Policy 14 calls for ensuring that signs are compatible with the Form District pattern and contribute to the visual quality of their surroundings. Promote signs of a size and height adequate for effective communication and conducive to motor vehicle safety. Encourage signs that are integrated with or attached to structures wherever feasible; limit freestanding signs to monument style signs unless such design would unreasonably compromise sign effectiveness. The proposed signs match the design of existing attached signage within the established shopping center, and each are adequately sized to effectively communicate the structure's use without cluttering or detracting from the visual quality of the area.

- (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 as the combined total area of all three signs is well below the maximum sign area permitted.

- (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 strict application of the provisions of the regulation would create an unnecessary hardship on the applicant as this property is part of a larger commercial center and the proposed sign will help distinguish it as a separate development and allow for convenient recognition of the building's intended use.

REQUIRED ACTIONS:

- **APPROVE** or **DENY** the **Waiver**

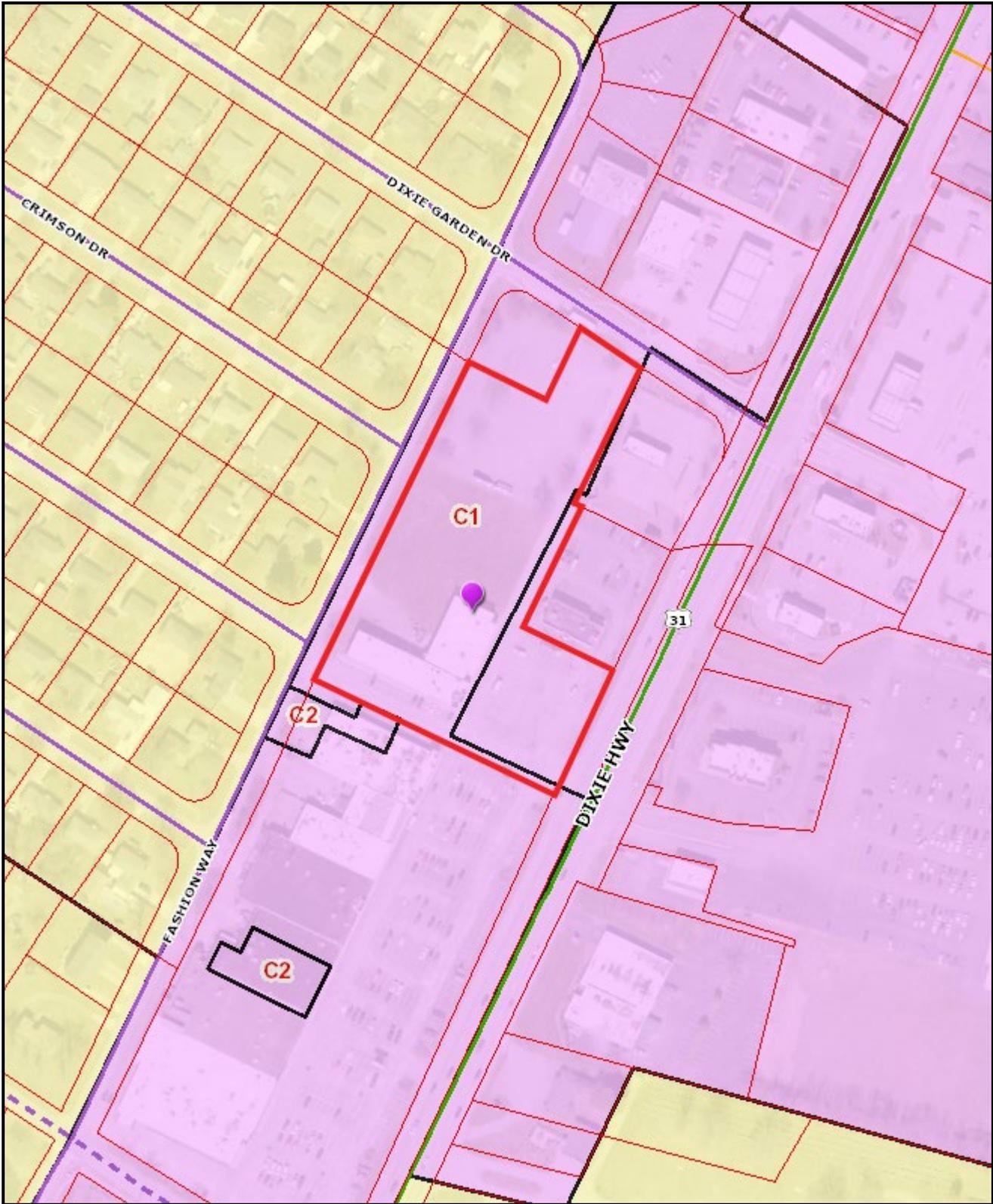
NOTIFICATION

Date	Purpose of Notice	Recipients
10/25/2024	Hearing before DRC	1 st tier adjoining property owners and current residents Registered Neighborhood Groups in Council District 14

ATTACHMENTS

1. Zoning Map
2. Aerial Photograph

1. Zoning Map



2. Aerial Photograph

