

Development Review Committee

Staff Report

October 16, 2019



Case No.	19-WAIVER-0064
Project Name	Sign Waiver
Location	1200 Barret Avenue
Applicant	Feather & Blade
Jurisdiction	Louisville Metro
Council District	8 – Brandon Coan
Case Manager	Beth Jones, AICP, Planner II

REQUESTS

WAIVER to permit a freestanding sign on a street frontage of less than 120 ft (LDC Table 8.3.2. Traditional Neighborhood)

CASE SUMMARY / BACKGROUND

The applicant proposes to install a freestanding sign on a commercial property zoned C-2 in a Traditional Neighborhood form district. The site is located at the intersection of Barret and Ellison Avenues. It and adjoining properties to the north, south and west are zoned C-2 Commercial and are in commercial use. The cemetery property to the east is zoned R-1 Single-Family Residential.

The applicant is proposing a v-shaped sign, to be placed at the northeast corner of the site with one face on each street frontage (19-SIGNPERMIT-0131), with a total area of 9 sq ft and a height of 30 inches. The requested signage meets all requirements with the exception of the requested waiver. The LDC requires a minimum street frontage of 120 ft for a freestanding sign; the Barret Avenue Property frontage is 46 ft and the Ellison Avenue frontage is 95.3 ft.

There is no façade area that would permit an attached sign visible from both street frontages without the removal of established landscaping located near the structure.

STAFF FINDINGS

Staff supports the requested waiver of LDC Table 8.3.2. based on existing side conditions.

Based upon the information in the staff report, the applicant's written justification statement and the testimony and evidence provided at the public hearing, the Development Review Committee must determine if the requested waiver is justified.

TECHNICAL REVIEW

No technical issues remain to be resolved.

STANDARD OF REVIEW AND STAFF ANALYSIS FOR WAIVER OF LDC Table 8.3.2. regarding minimum street frontage requirements for a freestanding sign

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

STAFF: The waiver will not adversely affect adjacent property owners in that the proposed use of the property continues an established commercial use on the site and that the sign meets all other requirements.

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

STAFF: The waiver does not violate guidelines of Plan 2040, which requires that: appropriateness must be evaluated in the context of the compatibility of the proposed use or uses with surrounding uses (Community Form 1.2.4); impacts on quality of life must be considered (Community Form 16); adverse visual intrusions must be considered when there are impacts to residential areas (Community Form 20).

- (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 proposed sign meets all other LDC requirements.

- (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 not incorporated design measures exceeding the minimum requirements. The strict application of the provisions of the regulation would, however, deprive the applicant of the reasonable use of the land or create an unnecessary hardship in that the requested sign is the best option based on existing development and landscaping on the site.

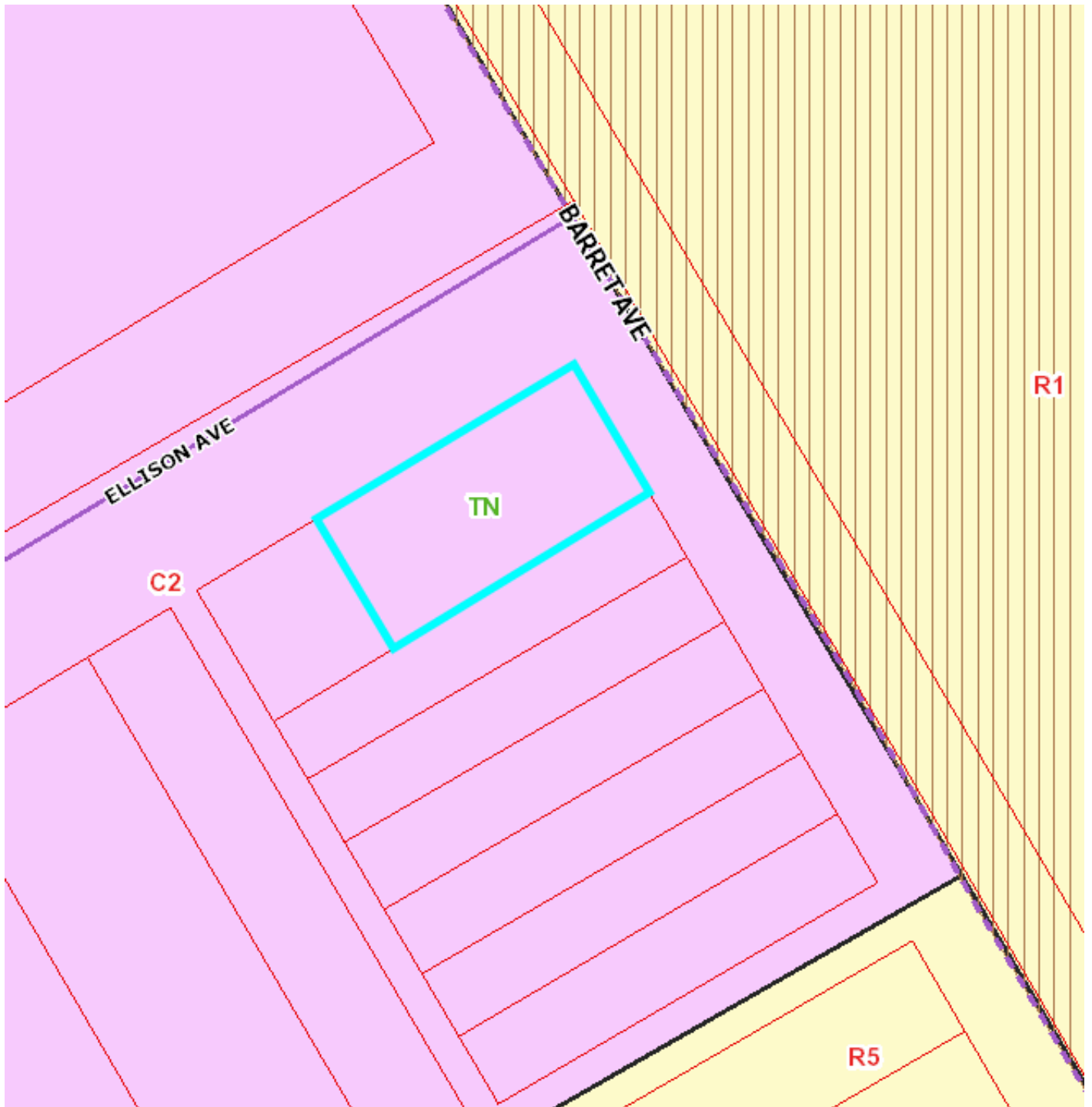
NOTIFICATIONS

Date	Purpose of Notice	Recipients
9/6/2019	DRC Hearing	1st and 2nd tier adjoining property owners Registered Neighborhood Groups in Council District 8

ATTACHMENTS

1. Zoning Map
2. Aerial Photograph
3. Street View
4. Proposed Sign and Placement

1. Zoning Map



2. Aerial Photograph



3. Proposed Sign and Placement

