

RESOLUTION NO. _____, SERIES 2020

A RESOLUTION REQUESTING THE PLANNING COMMISSION REVIEW THE LAND DEVELOPMENT CODE REGULATIONS WITH REGARD TO ALLOWING OFF-PREMISES SIGNS TO BE CONSTRUCTED AS AND UPGRADED TO CHANGING IMAGE SIGNS.

SPONSORED BY: COUNCIL MEMBERS PIAGENTINI AND HERNDON

WHEREAS, The Land Development Code (the “LDC”) as currently written does not allow Off-Premises Signs, otherwise known as Outdoor Advertising Signs or Billboards, to be Changing Image Signs, meaning an LED or other similar electronic display which cycles through various images; and

WHEREAS, many other major metropolitan areas allow such signs, with Louisville being an unusual exception; and

WHEREAS, the LDC currently allows Changing Image Signs when such signs are located on On-Premises; and

WHEREAS, current technology allows for a high level of control over various elements of such signs, including the brightness level, dimming features, and rate of change, and the LDC currently regulates such elements when an On-Premises Changing Image Sign is requested; and

WHEREAS, the Legislative Council of the Louisville/Jefferson County Metro Government believes the time has come for Louisville to reassess its stance against Off-Premises Changing Image Signs.

NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATIVE COUNCIL OF THE LOUISVILLE/JEFFERSON COUNTY METRO GOVERNMENT AS FOLLOWS:

SECTION I: The Planning Commission shall undertake a review of the current Land Development Code and adopt amendments thereto to consider allowing for the

creation Off-Premises Changing Image Signs and to consider allowing existing Off-Premises Signs to be converted to Changing Image Signs.

SECTION II: The Planning Commission shall hold at least one (1) public hearing and make a recommendation to Metro Council within ninety (90) days of its receipt of this ordinance. If the Planning Commission fails to issue a recommendation within that period, Metro Council reserves the right to move forward without such recommendation.

Section III: This Resolution shall take effect upon its passage and approval or otherwise becoming law.

Sonya Harward
Metro Council Clerk

Brent Ackerson
President of the Council

Craig Greenberg
Mayor

Approval Date

APPROVED AS TO FORM AND LEGALITY:

Michael J. O'Connell
Jefferson County Attorney

BY: _____