

RESOLUTION NO. 030, 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

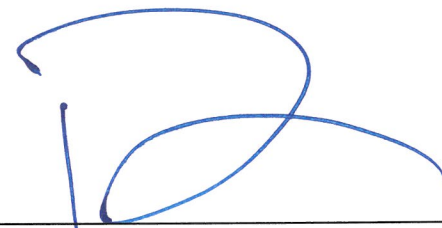
creation Off-Premises Changing Image Signs and to consider allowing existing Off-Premises Signs to be converted to Changing Image Signs.

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.

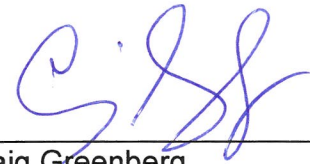
Section III: This Resolution shall take effect upon its passage and approval or otherwise becoming law.



Sonya Harward
Metro Council Clerk



Brent Ackerson
President of the Council



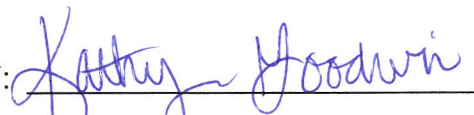
Craig Greenberg
Mayor

05-22-2025

Approval Date

APPROVED AS TO FORM AND LEGALITY:

Michael J. O'Connell
Jefferson County Attorney

BY: 

R-037-25 Amend LDC Regarding Off-Premises Changing Image Signs.docx (TF 4-17-25)

