

8.1 General Provisions

8.1.1 Relationship to the Comprehensive Plan

The On-premises Sign Regulations implement the following Cornerstone 2020 Comprehensive Plan Goals, Objectives and Plan Elements:

| Goals | Objectives | Plan Elements |
|---|--|---------------------|
| Community Form Goals A3, C1, D1, E1, F4, G2, H4 | Community Form Objectives A3.1, A3.4, C2.5, C4.5, D2.4, E2.4, F4.4, G4.3, H4.3 | Guidelines 1, 3, 13 |

8.1.2 Definitions

Certain terms are defined for the purposes of this regulation. All other words and phrases shall be given their common, ordinary meaning unless the context clearly requires otherwise.

Area of sign: The total area of the sign face, which is used to display a message or attract attention, not including its supporting structures.

Attached Sign: A business sign painted on or mounted on and parallel to the façade of a building and extending in front of the building wall 18 inches or less. Signs permanently affixed to a window are considered attached signs (permanently in this case means that to remove the sign the glass on which it is attached must also be removed).

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Awning: A shelter supported by the exterior wall of a building and projecting a minimum of 24 inches from the wall over a window and/or doorway or building facade.

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Canopy, Building: A rigid, multi-sided structure covered with fabric, metal or other material and supported by a building at one or more points and by columns or posts at the other points.

Canopy, Free-standing: A rigid multi-sided structure covered with fabric, metal or other material and supported solely by columns or posts.

Canopy Sign: is a sign painted on, printed on or attached flat against the surface of the canopy.

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Changeable copy sign/Reader board: A sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. These signs do not include signs considered as changing image signs.

Changing Image Sign: A sign, including a sign using a video display method, which changes its message or background by means of electrical, kinetic, solar or mechanical energy.

Columnar Sign: A freestanding business sign supported by columns or pillars having an aggregate width equal to at least 40% but less than 80% of the width of the sign cabinet or sign face.

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Commercial Message: Any sign wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business, industry, product, service or other similar activity.

Construction Sign: A temporary sign located on a development site that is under construction. Construction signs are allowed on a temporary basis and are typically required to be removed within a specific time frame after completion of construction activity.

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Directory sign: A freestanding sign permitted within the Downtown Form District for principal uses on a lot that includes a public park, public plaza or other public open spaces designed in conjunction with buildings on the lot.

Elevation: A geometrical projection of a building on a vertical plane.

Façade: All of the wall planes of a structure as seen from one side or view. For example, the front façade of a building would include all of the wall area that would be shown on the front elevation of the a building plans.

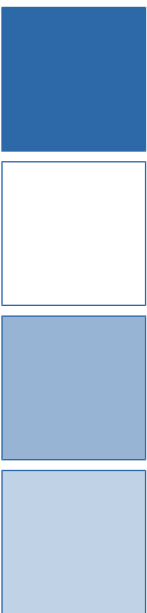
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Freestanding sign: A sign that is set firmly in or upon the ground surface and is not attached to any building or other structure.

Grade: The average level of the finished surface of the ground adjacent to a sign or to the exterior wall of the building to which a sign is affixed.

Illegal sign: A sign, which was not in compliance with this regulation, or with the applicable regulation when it was erected, installed, altered or displayed.

Illuminated sign: A sign with an artificial light source, either internally or externally, for the purpose of lighting the sign.



Incidental sign: Any on-premises sign, that has a purpose secondary to other on-premises signs on a lot. Incidental signs shall only be located adjacent to building entrances, vehicular and/or pedestrian/bicycle access points or public gathering spaces on a lot. Incidental signs may be freestanding or attached to a building. Incidental signs may be illuminated and shall not exceed five square feet in area for non-residential uses and two square feet in area for residential uses. Attached incidental signs shall not exceed a mounting height of 20 feet on a building facade. Freestanding incidental signs shall not exceed a height of three feet.

Marquee: A roof like awning or canopy of permanent construction, projecting from the wall of a building above an entrance often bearing a signboard.

Marquee Sign: is a sign painted on, printed on or attached flat against the surface of the marquee.

Master Plan Project Identification Sign: A permanent on-premises sign for a Master Plan Project that contains more than five (5) lots and is located at the primary access to the Master Plan Project.

Monument Style Sign: A freestanding business sign with a base width of at least eighty percent (80%) of the width of the sign cabinet or sign face.

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Non-conforming sign: A sign that was erected or installed in compliance with the sign regulation in effect at the time of its erection or installation but which is not in compliance with this Regulation and which has not been reconstructed, altered or otherwise modified since the adoption of this Regulation in any manner which renders the sign or its placement less in compliance with this regulation.

Off-premises Sign (outdoor advertising sign or commonly known as a billboard): A sign that is considered a principal use on a lot by this Land Development Code and is unassociated with other principal uses on the lot upon which the sign is located. *Note: Regulations moved to Chapter 4, Part 3.*

On-premises sign: A sign that serves as an accessory use to a principal use on a development site.

Pole/Pylon Sign: A sign that is mounted on one or more freestanding poles or pylons.

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Projecting sign: Any sign, which is erected on or attached to and not parallel to a building wall or structure and extends beyond the building wall more than eighteen (18) inches.

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Roof sign: A sign erected and constructed wholly or in part upon, against, or above the roof of a building. For purposes of this Regulation, any portion of a building above or behind the fascia or parapet of a building shall be considered part of the roof.

Shared On-premises Sign: A permanent on-premises sign used by two or more principal uses in separate premises, which utilize common off-street parking and/or shared access. A shared on-premises sign is not considered an off-premises/outdoor advertising sign by this chapter.

One or more principal uses occupying the same space, such as a filling station with a convenience store that may include a fast food restaurant service area, would not be eligible for a shared business sign. Multiple businesses in a shopping center, even if they are on the same lot, would qualify for a shared business sign.

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Sign: Any display to public view of letters, devices, structures, fixtures, displays, emblems, pictures, placards, or any parts or combinations thereof designed to direct, announce or inform. See exemptions listed in Section 8.1.3.

Sign plan: A coordinated plan for developing signs for an individual building or a group of buildings.

Significant sign: An existing sign that has been determined to be significant by the Sign Review Board. To qualify as significant the sign must be found to be uniquely designed, representative of a specific style of signage and can be identified with a historic period, event, building or individual(s).

Street frontage: The distance along which a lot line adjoins a public street right-of-way between lot lines intersecting the same street. Corner lots have at least two (2) street frontages.

Structure: Anything constructed or erected, the use of which requires location on the ground, or attachment to something having a location on the ground, including walls or fences exceeding four (4) feet in height, buildings, and signs. In these regulations, reference to buildings includes structures and vice versa.

Subdivision Identification Sign: A permanent on-premises sign located at the primary entrances to a residential subdivision.

Temporary sign: See Chapter 155 of the Louisville Metro Code of Ordinances for regulations pertaining to temporary signage.

Video display method: A video display method is a method of display characterized by real-time, full-motion imagery of at least television quality.

Window: The combined area of glazing within a wall opening.

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8.1.3 Signs Exempt From Regulation

The following signs shall be exempt from regulation under this Chapter 8:

- A. Signs within a ballpark, sports field or baseball diamond which are oriented toward the sports field or baseball diamond.
- B. Animating features as approved by the Planning Director (see chapter 1, part 2 for definition of animating features).
- C. Signs required by law or constructed by a duly constituted governmental body or agency thereof.
- D. Any sign integrated into or on a coin operated machine, vending machine, gasoline pump, or telephone booth.
- E. A sign carried by a person.
- F. A sign located on an operating and licensed motor vehicle.

8.1.4 Nonconforming Signs

- A. Any sign legally in existence on the effective date of any zoning regulation, which does not permit such signs may continue in existence as a matter of right. A nonconforming sign may be maintained and repaired on the same property so long as the area, height, placement of movable parts, and luminosity are not altered to make the sign less in conformance with this regulation. Development sites with a non-conforming sign(s) may not install any additional freestanding signs if an existing freestanding sign is more than twenty (20%) percent nonconforming or any additional attached signs if an existing attached sign is more than twenty (20%) percent nonconforming even if one or more would otherwise be allowed by other provisions of this chapter (Exemption: Existing nonconforming signs designated as a significant sign (see definition in Section 8.1.2) by the Sign Review Board are exempt from the restriction in the proceeding sentence). Nonconforming in this instance deals with area and height dimensions only. Non-conforming freestanding signs that meet the situation listed above shall be brought into 100% compliance before a second freestanding sign can be permitted.

Structural components include the base and frame of the sign, but do not include the sign face.

- B. At such time as any structural element of a nonconforming sign is replaced, the sign must be brought into compliance with the requirements of current regulations, except that a nonconforming on-premises sign may be replaced by another

nonconforming on-premises sign (exception, this provision does not apply to incidental and temporary on-premises signs), provided that all nonconformance in area, height, size, and setback is reduced by fifty percent (50%) of the difference between the existing nonconforming sign and what the regulation allows. Exception: No reduction in nonconformance shall be required for the replacement of signs, awnings, canopies and marquees that were damaged by a weather event or accident (i.e. vehicular accident) unless the damage results from neglect of maintenance or other willful act of the property owner. Replacement of structural elements in this context means the disassembly and subsequent re-assembly or the substantial alteration of the pole, base, or frame. For awnings and canopies any change to the frame shall be considered as a structural change. The replacement of material covers shall not be considered a structural change.

The 50% compliance standard does not exempt signage from compliance with other relevant sections of this chapter (e.g. location, lighting, style, etc.).

8.1.5 Removal Of Certain Nonconforming Signs

Nonconforming permanent on-premises signs that have been abandoned shall be immediately removed by the sign owner or lessee, or the property owner. There shall be a presumption that a nonconforming on-premises sign has been abandoned in the event that for a period of 360 days, the principal use, which the on-premises sign is associated ceases operation or the use of the sign is discontinued. Upon failure of the sign owner or lessee, or property owner to remove the nonconforming on-premises sign in accordance with this Section, a zoning enforcement officer may issue a written notice to the sign owner or lessee, or property owner ordering that the on-premises sign shall be removed within thirty (30) days. The action of the zoning enforcement officer may be appealed to the Board of Zoning Adjustment in accordance with the provisions in KRS Chapter 100.

As applicable to non-conforming permanent on-premises signs in this Section, the word “remove” shall mean:

1. The sign face, along with posts, columns, or supports of freestanding signs, shall be taken down and removed from the property.
2. The sign face and supporting structures of “projecting”, “roof” or “attached” signs shall be taken down and removed from the property.
3. The sign face of “painted wall signs” shall be removed by painting over the wall sign in such a manner as to completely cover up and hide from sight the sign in question.

8.1.6 General Requirements

The following standards are applicable to development proposals within all form districts.



- A. All signs allowed hereunder shall be constructed and placed so as not to obstruct sight lines for persons using streets, pedestrian rights-of-way and driveways; (see Section 5.1.7 H for restrictions on signs in the sight triangle).

A 30-foot sight triangle is required at all intersections.

- B. No sign shall be allowed if the Planning Director in consultation with the Public Works Director finds that the sign is constructed or designed in a manner that may cause the sign to be confused with a traffic sign or other traffic control device.
- C. Off-premises/Outdoor Advertising signs are prohibited except as specifically allowed under Chapter 4, Part 3.
- D. This regulation shall be in addition to the requirements of KRS 177.830 – 177.890, the most restrictive requirement applies.
- E. Planned Development District sign standards shall be established when the Master Plan for the Planned Development District is developed and approved by the Planning Commission.
- F. Specific provisions within this regulation that are not eligible for a variance in accordance with KRS 100.111 may be waived in accordance with Chapter 11, Part 8.
- G. Preservation Districts and Local Landmarks: All new sign construction within designated Preservation Districts and for Local Landmarks shall conform to the Landmarks Commission Design Guidelines.
- H. All permanent signage shall require a permit from the appropriate building department unless stated otherwise within this chapter.
- I. The PD district master plan may supercede the regulations of this chapter.

8.1.7 Noncommercial Signs and Messages

Any sign that can be displayed under the provisions of this regulation may contain a noncommercial message.

8.1.8 Applicability

No sign shall be placed in a manner visible from any public street, alley, right-of-way, sidewalk or other public easement except as provided herein nor shall any sign be placed in or extend over street, expressway, interstate, right-of-way, roadway, sidewalk, public or private utility or access or other easement, or alley except as provided herein and with the approval of the Director of the Department of Public Works for encroachment within the right-of-way of public streets.

8.1.9 Prohibited Signs

- A. Roof signs are prohibited.
- B. The use of pennants, streamers and balloons (except for fully inflated balloons that are 18 inches or less in size) as signs shall be prohibited (see definition of “sign”).

8.2 Sign Illumination and Movement

8.2.1 Sign Illumination and Movement

- A. Illuminated or non-illuminated on-premises signs are allowed for all non-residential uses (unless specifically authorized), subject to the applicable restrictions set forth within this chapter and the following. Internally illuminated business signs within the Neighborhood, Traditional Neighborhood and Village Form Districts, and within transition zones adjacent to the aforementioned form districts where signs are visible from these form districts shall have opaque backgrounds with translucent letters, symbols and logos. Reader Boards/Changeable Copy Signs, Temporary On-premises Signs are exempt from the previous restriction. Opaque means that the material must not transmit light from an internal illumination source. Outdoor exterior illuminated on-premises signs shall be lighted in accordance with Chapter 4, Part 1, Lighting. Sign lighting shall be subject to the light trespass standards as outlined under Chapter 4, Part 1, Lighting. Incidental signage may be illuminated in accordance with the above listed standards unless specifically stated otherwise within the incidental signage standards.
- B. No sign shall be allowed to be illuminated except as expressly provided herein. Signs which are otherwise allowed to be illuminated are not allowed if the Director shall find that the lighting causes glare or otherwise interferes with the vision of persons operating motor vehicles. All illuminated signs shall be non-flashing and shall be constant in intensity and color with the exception of changing image signs as restricted by paragraph D below are allowed for all non-residentially used property.
- C. Awnings and canopies constructed of translucent materials that are internally illuminated, with the exception of fully shielded lighting fixtures directed down onto non-illuminated ground and/or sidewalk shall be considered attached signs and shall be included as part of the total allowable signage on any one facade of a building as listed in Section 8.3.1. Signs located on an opaque awning or canopy shall be included as part of the total allowable signage area permitted on any one facade of a building as listed in Section 8.3.1 of this chapter. Awning signs and canopy signs may be internally illuminated in accordance with paragraph A above. Exterior lighting is permitted in accordance with Chapter 4, Part 1, Lighting.
- D. Changing image signs (includes electronic changeable copy signs and time and temperature signs) shall conform to the following standards:

1. Number Permitted on a property: No more than one changing image sign shall be permitted on a property.
2. All changing image signs under five (5) square feet in area with no more than one line of text shall not exceed a rate of change of once per four (4) seconds.
3. All changing image signs over five (5) square feet in area and/or with more than one (1) line of text shall not exceed a rate of change of once per 20 seconds.
4. Changing image signs may be included and shall be integrated within the overall design of a freestanding or attached sign. The amount of an attached or freestanding sign that may be composed of a changing image sign shall be restricted as follows:
 - a. 30% within the Neighborhood, Village and Traditional Neighborhood Form Districts
 - b. 60% within all other form districts.
5. Changing image signs with a rate of change in excess of the restrictions set forth in numbers 2 & 3 above shall require approval from the Planning Commission or designee. The Planning Commission review shall include at a minimum the following issues:
 - a. Characteristics of the adjacent street (traffic speed, number of lanes, functional class, etc.)
 - b. Proximity to another changing image sign or sign with a video display
 - c. Dimensions of the proposed signs
 - d. Number of lines of text
 - e. Proximity to residential development
 - f. Legibility of text
6. Freestanding or attached signs that include changing image signs shall not be closer than 300 feet to a residentially zoned district unless the residentially zoned property is used for a non-residential purpose (e.g. church or school) or the changing image sign is not visible to the residentially zoned property.
7. All changing image signs (including signs with a video display method) shall come equipped with automatic dimming technology which automatically adjusts the sign's brightness based on ambient light conditions. The purpose of this auto dimming technology is to decrease the light level output from a day time level to a night time level, which is typically 0.3 footcandles above ambient light levels .

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See Section 4.1.3 (Lighting) for lighting standards associated with signs. Signs are subject to the light trespass standards found within Section 4.1.3.

- E. Changing image signs with a video display method shall require a conditional use permit approved by the Board of Zoning Adjustments and shall be prohibited within the neighborhood, traditional neighborhood and village form districts. See Chapter 4, Part 2 for Conditional Use Permit regulations.

Paragraph E above is on hold until such time as Metro Council reviews and approves amendments to the LDC related to a conditional use permit for changing image signs with video displays. Currently, these signs would not be permitted until such time as LDC amendments are adopted.

- F. Moving Signs

Permanent on-premises signs, which revolve, rotate or move shall be permitted on non-residentially used property only and no such sign shall move faster than one cycle every ten (10) seconds. Signs, which revolve, rotate or move shall not be permitted within the Neighborhood, Traditional Neighborhood, Traditional Marketplace Corridor and Village Form Districts.

8.3 Permanent On-premises Signs

8.3.1 Sign Calculation

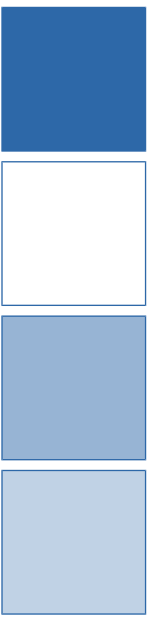
- A. Attached Signs

1. The maximum allowed area for all signs other than freestanding on-premises signs shall be determined by drawing five or fewer straight lines encompassing the extremities of the sign within the smallest possible area.
2. A composite group of signs integrated into one framed unit or compact structure constitutes one sign.

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- B. Freestanding Signs

1. The maximum allowed area for freestanding on-premises signs shall be measured by drawing eight (8) or fewer straight lines encompassing the extremities of the sign within the smallest possible area, provided, however, that the area of a freestanding sign shall not include the structural framework (e.g. poles, supports, columns or other structures) which is solely for support and as long as the structural framework is clearly incidental to the display itself and does not contain any advertising. The area of a freestanding



sign shall not include the space between the business identification portion of a freestanding business sign and the reader board/changeable copy portion.

2. A back-to-back or V-shaped sign constitutes one sign if it has a common set of supports. If the interior angle between the two sign faces is less than 120 degrees, the sign area is of one sign face only. If the angle between the two sign faces is greater than or equal to 120 degrees, the sign area is the sum of the areas of the two sign faces.

3. No sign shall have more than four faces. Signs with more than two sign faces shall be calculated for compliance with this section in the following manner. The maximum allowable size of each sign face shall be calculated by taking the maximum allowable square footage for a two-sided freestanding sign (from Table 8.3.2 and Table 8.3.2) and dividing it by the total number of sign faces.

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8.3.2 Permanent Signs for Residential Uses

All permanent on-premises residential signs shall conform to the standards listed in Table 8.3.1. For multi-family residential developments and single-family residential subdivisions a signature entrance may be provided in lieu of the signs permitted in Table 8.3.1. A signature entrance is allowed as permitted in Section 4.4.3 at each entrance to the residential subdivision or multi-family residential development. The signature entrance may include one 15 square foot sign face for each wall or fence (no more than two signs are allowed per signature entrance).

Table 8.3.1 Permanent Signs for Residential Uses

| Land Use | Form District | Types of Signs Allowed | Attached Sign Size (Area) * for height | Freestanding Sign Size (Area/Ht.) | Total # Permitted** | |
|---------------------------------|---|---|---|-----------------------------------|--|---------------|
| 1 or 2 Family Residential | NA | Attached or Freestanding | 1 S.F. | 1 S.F./6 ft. | One (1) | |
| Subdivision Identification Sign | NA | Freestanding | NA | 15 S.F./6 ft. | One (1) per dedicated subdivision entrance | |
| Fraternities and Sororities | NA | Either attached or Freestanding (Downtown form prohibits freestanding signs and Traditional Neighborhood requires at least 120 feet of street frontage in order to allow a freestanding sign) | 6 S.F. | 6 S.F./6 ft. | One (1) | |
| 3 or more Family Residential | Neighborhood, Traditional Neighborhood, Town Center | | | Street Class | One (1) per street | |
| | | | | Size (Area/Ht.*) | | |
| | | | | Local | | 12 S.F./6 ft. |
| | | | | Collector | | 24 S.F./6 ft. |
| | | | Arterial, 4 lanes or less | 48 S.F./10 ft. | | |
| | | | Arterial, more than 4 lanes | 48 S.F./10 ft. | | |

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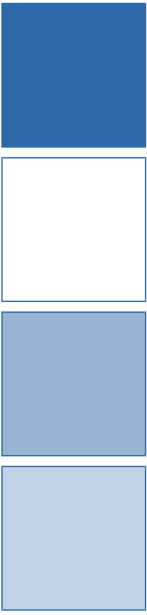


Table 8.3.1 Permanent Signs for Residential Uses

| Land Use | Form District | Types of Signs Allowed | Attached Sign Size (Area) * for height | Freestanding Sign Size (Area/Ht.) | Total # Permitted** |
|--|---------------|------------------------|--|-----------------------------------|---------------------|
| <p>* Attached signs shall not extend above the roof line or highest point of a parapet wall of the building on which they are attached.</p> <p>** The total number permitted means the total number of all types of signs permitted on a property.</p> | | | | | |

8.3.3 Permanent On-premises Signs for Non-residential Uses

A. Attached, Awning, Canopy and Marquee Signs

1. 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 facade 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 facade 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 zoning uses unless otherwise regulated within the form district regulations. Commercial uses permitted within a TNZD district may include attached, awning, canopy or marquee signs as authorized in this section, subject to additional limits established in the applicable TNZD Plan Report.
2. The total area encompassed by all attached signs on any one facade of the building shall not exceed the limits established in Table 8.3.2, below. The area of the building facade shall be measured as specified in paragraph 3 below.
3. The area of a facade of a building is determined by adding the square footage of surface area of each section of wall visible from a given perspective. For buildings with more than one wall along one facade (for example, rooms jutting out from the main building or a building where each floor is set back from the floor below), all of the walls are included in the total area. The total area does not include any roof area.

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4. An attached sign mounted parallel to the exterior walls of a building may project up to eighteen (18) inches from the surface to which it is mounted. An attached sign constructed flat on the face of such building may extend into the right-of-way no further than eighteen (18) inches from the surface of such building without the approval of the Director of the Department of Public Works. An attached sign mounted to a slanted (inclined) exterior surface may be mounted in the vertical upright position as long as the sign does not project beyond eighteen (18) inches at the point of attachment. No attached on-premises sign shall be mounted on any roof.
5. Traditional Marketplace Corridor Form Districts: Multiple tenant buildings shall be permitted either an attached sign or a projecting sign for each tenant.
6. Projecting Signs: Buildings on lots which contain no permanent freestanding on-premises sign (other than incidental signs) may not have more than one sign which projects perpendicularly from the facade (but not the roof) of the building providing that the sign does not exceed thirty-two (32) square feet in area, does not extend below nine (9) feet above the ground or sidewalk, or more than eight (8) feet from the facade of the building, or closer than two (2) feet to the abutting roadway. The area of the projecting sign shall be part of

the total allowable signage allowed on any one facade of the building as listed in Table 8.3.2. Multiple use buildings may have one projecting sign for each business, subject to the total maximum sign area permitted in Table 8.3.2.

B. Freestanding On-premises Signs: In addition to the attached signs allowed above, illuminated or non-illuminated freestanding business signs are allowed subject to the following restrictions:

1. Freestanding on-premises signs are allowed for all non-residential uses unless otherwise restricted within the applicable form district sign restrictions. Commercial uses permitted within a TNZD district may include freestanding business signs in accordance with the restrictions of the Traditional Neighborhood Form District as listed in this section, subject to additional limits established in the applicable TNZD Plan Report.
2. No freestanding sign shall be located in or project over or into the right-of-way or into any adjoining property.
3. A lot fronting only on one street shall have no more than one freestanding sign unless the street frontage exceeds 600 feet, then a second freestanding sign is allowed. The sum of the areas of the two freestanding signs combined shall not exceed the total maximum area allowed for one freestanding sign.
4. A lot fronting on two or more public streets shall be allowed to have one freestanding sign for each street frontage. If one street frontage exceeds 600 feet then a third sign shall be permitted in accordance with paragraph B3 above. If the site contains more than one street frontage with more than 600 feet of length, then only one of the street frontages shall be permitted to have a second sign in accordance with paragraph B3 above.
5. An off-premises/outdoor advertising sign shall not be counted in determining compliance with items 3 and 4 above.
6. No lot frontage shall have a freestanding sign unless the building situated on that lot is set back at least fifteen (15) feet from the street right-of-way line. Corner lots may have a freestanding sign for the frontage on which the building is setback at least fifteen (15) feet from the street right-of-way line.
7. There shall be no minimum setback for a freestanding business sign as long as the sign meets the restrictions listed under Section 8.1.6A. Freestanding business signs shall be permitted in required form district setbacks/yards.
8. Where more than one (1) freestanding sign is proposed for installation on a development site with multiple frontages, a minimum of sixty (60) linear feet shall separate each freestanding sign.

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9. Freestanding on-premises signs for lots adjacent to Scenic Corridors, Olmsted Parkways and Parkways and for lots within the Traditional Marketplace Corridor, Neighborhood, Traditional Neighborhood, Campus and Village Form Districts shall meet one of the following design standards:
 - a. The sign shall be a monument style sign; or

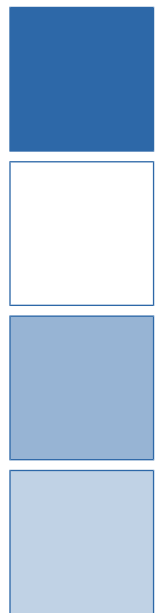
- b. The sign shall be a columnar sign; or
- c. In locations where the permit issuer identifies a potential sight distance problem and when the Director of Works determines that the design standards 1 or 2 above would negatively affect sight distance necessary for pedestrian and vehicular traffic accessing the site or using adjacent intersections, another sign style may be approved by the Planning Director.

10. Form District Specific Freestanding Sign Restrictions:

- a. Suburban Workplace Form Districts:
 - i. One freestanding master plan project identification sign shall be permitted adjacent to the primary entrance to developments having more than five lots and having an access point from an arterial level street. This sign shall not be counted towards the number of allowed freestanding business signs on a lot. The sign shall not exceed 150 square feet in area and 24 feet in height.
- b. Campus Form Districts:
 - i. In multiple lot developments the base, side and frame of freestanding signs shall be uniform in design, materials and color.
 - ii. One freestanding master plan project identification sign shall be permitted adjacent to the primary entrance to developments having more than five lots and having an access point from an arterial level street. This sign shall not be counted towards the number of allowed freestanding business signs on a lot. The sign shall not exceed 100 square feet in area and 18 feet in height.
- c. Downtown Form District:
 - i. Freestanding signs shall be limited to small freestanding on-premises signs, directory signs (as permitted below) and incidental signs. Freestanding signs shall only be permitted within the storefront zone (see Section 5.8.1) of the sidewalk, subject to the licensing requirements established by the Director of Works, or a directory sign that's part of public plaza, public park or other public open space designed in conjunction with the structure(s). A directory sign shall not exceed 30 square feet in area for each sign face and six feet in height.
- d. The maximum area and height of freestanding signs for non-residential uses are listed in Table 8.3.2. Freestanding sign restrictions for street frontages adjacent to designated parkways is listed in Table 8.3.3.

Table 8.3.2 Land Development Code (LDC)

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | | Freestanding Signs | | | | |
|------------------|-----------------------------------|---------------------------|----------------|---------------|--|--|--------------------|----------------|-------------|-------------|------------|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | # per street** | Area/Height | | |
| | | | | | | | | | 1 Tenant | 2-3 Tenants | 4+ Tenants |
| Neighborhood (N) | Institutional | Attached and Freestanding | NA | One (1) | 5% of facade area not to exceed 150 S.F. | Below Roof Line or uppermost portion of parapet wall | Local | One (1) | 40/6 | 60/8 | 80/10 |
| | | | <500 S.F. | Three (3) | 20% of facade | | Collector | 60/8 | 80/10 | 100/12 | |
| | Office, Commercial and Industrial | | 500 - 999 S.F. | | 100 S.F. Plus 15% of facade area over 500 S.F. | | | | | | |



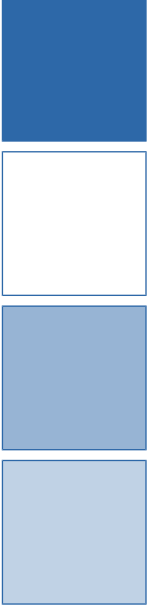


Table 8.3.2

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | Freestanding Signs | | | | |
|-------------------------------|---------------|---|------------------------|---------------|---|--|-----------------------------|-------------|-------------|------------|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | Area/Height | | |
| | | | | | | | | 1 Tenant | 2-3 Tenants | >3 Tenants |
| Traditional Neighborhood (TN) | Institutional | Attached and Freestanding (<i>Traditional Neighborhood requires 120 feet of street frontage in</i>) | >999 S.F. - 3,499 S.F. | One (1) | 175 S.F. Plus 5% of facade area over 1,000 S.F. | | Arterial, 4 lanes or less | 80/10 | 100/12 | 120/14 |
| | | | >3,499 | | 300 S.F. | | Arterial, more than 4 lanes | 80/12 | 100/14 | 120/16 |
| | | | NA | One (1) | 5% of facade area not to exceed 60 S.F. total | Below Roof Line or uppermost portion of parapet wall | Local | One (1) | 24/4 | 48/6 |

| Table 8.3.2 Land Development Code (LDC) | | | | | | | | | | | | |
|---|-----------------------------------|------------------------------------|----------------|---------------|--|--|---------------------------|----------------|--------------------|-------------|---------|---------|
| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | Freestanding Signs | | | Freestanding Signs | | | |
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | # per street** | Tenant | Area/Height | Tenants | Tenants |
| Village (V or VC) | Office, Commercial and Industrial | order to have a freestanding sign) | NA | Three (3) | 20% of facade area not to exceed 60 S.F. total | Below Roof Line or uppermost portion of parapet wall | Collector | 32/6 | 56/8 | 72/10 | 72/10 | 72/10 |
| | | | | | | | Arterial, 4 lanes or less | 48/6 | 72/8 | 88/10 | 88/10 | 88/10 |
| | | | | | | | Arterial, 4 lanes or more | 48/8 | 72/10 | 88/12 | 88/12 | 88/12 |
| Village (V or VC) | Institutional | Attached and Freestanding | NA | One (1) | 5% of facade not to exceed 60 S.F. total | Below Roof Line or uppermost portion of parapet wall | Local | 24/4 | 48/6 | 84/8 | 84/8 | 84/8 |
| | Office, Commercial and Industrial | | <500 S.F. | Three (3) | 20% of facade | | | One (1) | 24/4 | 48/6 | 84/8 | 84/8 |

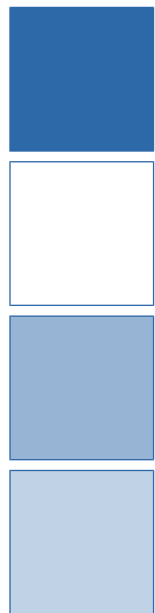


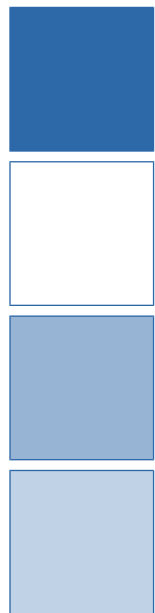


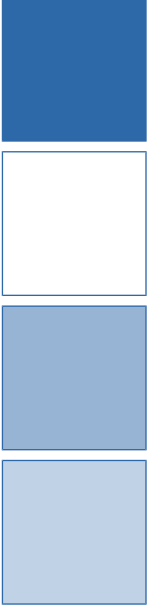
Table 8.3.2

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | Freestanding Signs | | | | Land Development Code (LDC) | |
|---------------|----------|------------------------|--------------------|---------------|---|--------------------|--------------------------|----------------|----------|-----------------------------|-------------|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | Area/Height | | | |
| | | | | | | | | # per street** | 1 Tenant | | 2-3 Tenants |
| | | | 500 - 999 S.F. | | 100 S.F. Plus 15% of facade area over 500 S.F. | | Collector | 32/6 | 56/8 | 74/16 | 88/10 |
| | | | >999 - <3,500 S.F. | | 175 S.F. Plus 5% of facade area over 1,000 S.F. | | Arterial 4 lanes or less | 48/6 | 72/8 | | |

Table 8.3.2 Land Development Code (LDC)

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | | Freestanding Signs | | | | |
|-------------------------------------|---|---------------------------|-----------------------|---------------|--|--|-----------------------------|----------------|-------------|-------------|------------|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | # per street** | Area/Height | | |
| | | | | | | | | | 1 Tenant | 2-3 Tenants | 4+ Tenants |
| Suburban Marketplace Corridor (SMC) | Institutional, Office, Commercial, and Industrial | Attached and Freestanding | 3,500 S.F. or greater | | 300 S.F. | | Arterial, more than 4 lanes | 48/8 | 72/10 | 88/12 | |
| | | | <500 S.F. | Three (3) | 20% of facade | Below Roof Line or uppermost portion of parapet wall | Local | 60/12 | 80/14 | 100/16 | |
| | | | 500 - < 1,000 S.F. | | 100 S.F. Plus 15% of facade area over 500 S.F. | | Collector | 80/18 | 100/20 | 140/22 | |
| | | | 1,000 - < 3,500 S.F. | | 175 S.F. Plus | | Arterial, 4 lanes or less | 100/22 | 120/24 | 140/26 | |

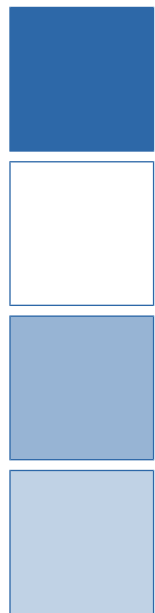




Land Development Code (LDC)
 August 2010
 Land Development Code (LDC)

| Table 8.3.2 | | | | | | | | | | | | | | | |
|--|---|---------------------------|---------------------------|---------------|-----------------------------------|--|-----------------------------|----------------|-------------|--------|---------|--|--|-------|-------|
| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | Freestanding Signs | | | | | | | | | |
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | # per street** | Area/Height | Tenant | Tenants | | | | |
| | | | | | 5% of facade area over 1,000 S.F. | | | | | | | | | | |
| | | | 3,500 S.F. - < 5,000 S.F. | | 300 S.F. | | Arterial, more than 4 lanes | | 100/24 | 120/26 | | | | | |
| | | | > or = 5,000 S.F. | | 500 S.F. | | | | | | | | | | |
| Traditional Marketplace Corridor (TMC) | Institutional, Office, Commercial, and Industrial | Attached and Freestanding | <500 S.F. | Three (3) | 20% of facade | Below Roof Line or uppermost portion of parapet wall | Local | One (1) | 32/6 | 60/6 | | | | 72/10 | |
| | | | 500 - < 1,000 S.F. | | 100 S.F. Plus 15% | | Collector | | 48/6 | 64/6 | | | | | 72/10 |

| Table 8.3.2 Land Development Code (LDC) | | | | | | | | | | | | | | | | | | | | |
|---|----------|------------------------|----------------------|---------------|---|--------------------|--------------|-----------------------------|-------------|--------|---------|---------|-------------|--|--|--|--|--|--|--|
| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | Freestanding Signs | | | | | | | | | | | | | | |
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | # per street** | Area/Height | Tenant | Tenants | Tenants | | | | | | | | |
| | | | | | of facade area over 500 S.F. | | | | | | | | | | | | | | | |
| | | | 1,000 - < 3,500 S.F. | | 175 S.F. Plus 5% of facade area over 1,000 S.F. | | | Arterial, 4 lanes or less | | 48/6 | 64/6 | 72/10 | August 2010 | | | | | | | |
| | | | 3,500 S.F. Or > | | 300 S.F. | | | Arterial, more than 4 lanes | | 64/8 | 72/10 | 88/12 | | | | | | | | |



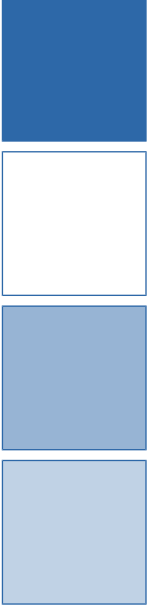


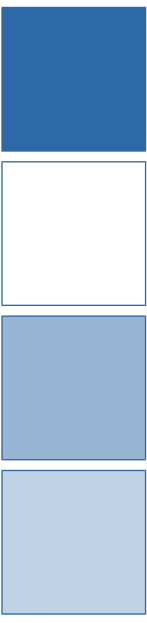
Table 8.3.2

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | Freestanding Signs | | | | | |
|-------------------------|---|---------------------------|----------------------|---------------|--|--|---------------------------|-------------|-------------|------------|--------|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | Area/Height | | | |
| | | | | | | | | 1 Tenant | 2-3 Tenants | 4+ Tenants | |
| Suburban Workplace (SW) | Institutional, Office, Commercial, and Industrial | Attached and Freestanding | <500 S.F. | Three (3) | 20% of facade | Below Roof Line or uppermost portion of parapet wall | Local | One (1) | 60/12 | 80/14 | 100/16 |
| | | | 500 - < 1,000 S.F. | | 100 S.F. Plus 15% of facade area over 500 S.F. | | Collector | | 80/18 | 100/20 | 140/26 |
| | | | 1,000 - < 3,500 S.F. | | 175 S.F. Plus 5% of facade area | | Arterial, 4 lanes or less | | 100/22 | 120/24 | 140/26 |

August 2010

Table 8.3.2

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | | Freestanding Signs | | | | | | |
|----------------------------|---|---------------------------|----------------------|---------------|--|------------------------------|-----------------------------|----------------|-------------|-------------|------------|--|--|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | # per street** | Area/Height | | | | |
| | | | | | | | | | 1 Tenant | 2-3 Tenants | 4+ Tenants | | |
| Traditional Workplace (TW) | Institutional, Office, Commercial, and Industrial | Attached and Freestanding | over 1,000 S.F. | | | | | | | | | | |
| | | | 3,500 - < 5,000 S.F. | | 300 S.F. | | Arterial, more than 4 lanes | | 100/24 | 120/26 | 140/28 | | |
| | | | 5,000 S.F. or > | | 10% of facade - Not to exceed 750 S.F. | | | | | | | | |
| | | | <500 S.F. | Three (3) | 20% of facade | Below Roof Line or uppermost | Local | One (1) | 40/10 | 60/12 | 80/14 | | |
| | | | 500 - < 1,000 S.F. | | 100 S.F. Plus | | Collector | | 60/14 | 80/16 | 100/18 | | |



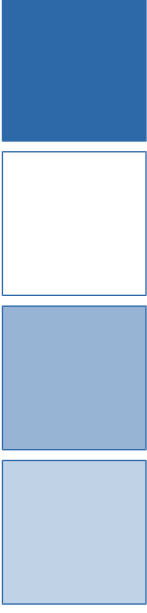


Table 8.3.2

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | Freestanding Signs | | | | | | | |
|---------------|----------|------------------------|----------------------------------|---|-----------------------------|--------------------|--------------|----------------|----------|-------------|-------------|--|--|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | Area/Height | | | | | |
| | | | | | | | | # per street** | 1 Tenant | 2-3 Tenants | > 3 Tenants | | |
| | | | 15% of facade area over 500 S.F. | portion of parapet wall | | | | | | | | | |
| | | | 1,000 - 3,500 S.F. | 175 S.F. Plus 5% of facade area over 1,000 S.F. | Arterial, 4 lanes or less | 80/18 | 100/20 | 120/22 | | | | | |
| | | | 3,500 - 5,000 S.F. | 300 S.F. | Arterial, more than 4 lanes | 80/22 | 100/24 | 120/26 | | | | | |

August 8, 2010

Table 8.3.2

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | Freestanding Signs | | | | | | | |
|---------------|---|---------------------------|--------------------|---------------|--|--|--------------|----------------|-------------|-------------|------------|-------|--------|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | # per street** | Area/Height | | | | |
| | | | | | | | | | 1 Tenant | 2-3 Tenants | 4+ Tenants | | |
| Campus (C) | Institutional, Office, Commercial, and Industrial | Attached and Freestanding | 5,000 S.F. or > | | 10% of facade - Not to exceed 750 S.F. | | | | | | | | |
| | | | <500 S.F. | Three (3) | 20% of facade | Below Roof Line or uppermost portion of parapet wall | Local | One (1) | 40/6 | 60/8 | 100/10 | | |
| | | | 500 - < 1,000 S.F. | | 100 S.F. Plus 15% of facade area over 500 S.F. | | | | | | 60/8 | 80/10 | 100/12 |

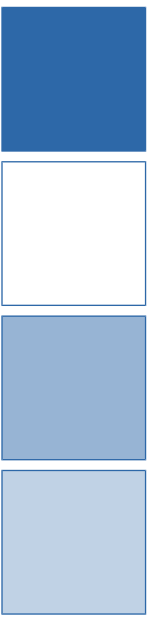


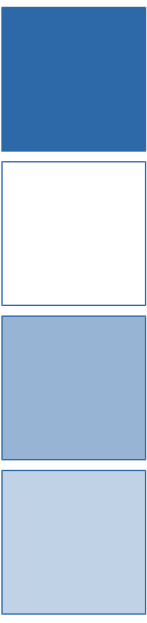


Table 8.3.2

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | Freestanding Signs | | | | |
|---------------|----------|------------------------|----------------------|---------------|---|--------------------|-----------------------------|----------------|----------|-------------|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | Area/Height | | |
| | | | | | | | | # per street** | 1 Tenant | 2-3 Tenants |
| | | | 1,000 - < 3,500 S.F. | | 175 S.F. Plus 5% of facade area over 1,000 S.F. | | Arterial, 4 lanes or less | 80/10 | 100/12 | 120/14 |
| | | | 3,500 - < 7,000 S.F. | | 300 S.F. | | Arterial, more than 4 lanes | 80/12 | 100/14 | 120/16 |
| | | | 7,000 S.F. Or > | | 5% of facade area not to exceed 500 S.F. | | | | | |

Table 8.3.2

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | | Freestanding Signs | | | | |
|---------------|---|------------------------|----------------------|---------------|--|--|--------------------|----------------|-------------|-----|----|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | # per street** | Area/Height | | |
| | | | | | | | | | 1 | 2-3 | 4+ |
| Tenants | | | | | | | | | | | |
| Downtown (DT) | Institutional, Office, Commercial, and Industrial | Attached only | <500 S.F. | Three (3) | 20% of facade | Below Roof Line or uppermost portion of parapet wall | Not Applicable | | | | |
| | | | 500 - < 1,000 S.F. | | 100 S.F. Plus 15% of facade area over 500 S.F. | | | | | | |
| | | | 1,000 - < 3,500 S.F. | | 175 S.F. Plus 5% of facade area | | | | | | |



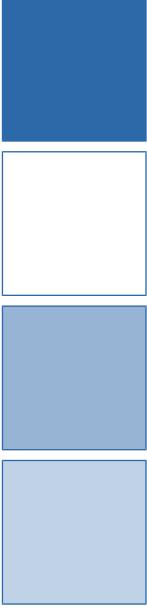
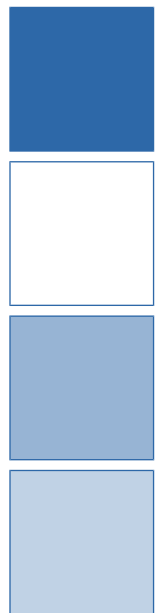


Table 8.3.2

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | | Freestanding Signs | | | | | | | | | | | | | |
|------------------|---|---------------------------|------------------------|---------------|---------------|--|--------------------|----------------|-------------|-------|---------|--|--|--|--|--|--|--|--|--|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | # per street** | Area/Height | | Tenants | | | | | | | | | |
| | | | | | | | | | 1 | 2-3 | | | | | | | | | | |
| Town Center (TC) | Institutional, Office, Commercial, and Industrial | Attached and Freestanding | over 1,000 S.F. | | | | | | | | | | | | | | | | | |
| | | | 3,500 - < 5,000 S.F. | | | | | | | | | | | | | | | | | |
| | | | 5,000 - < 10,000 S.F. | | | | | | | | | | | | | | | | | |
| | | | 10,000 S.F. or greater | | | | | | | | | | | | | | | | | |
| | | | < 500 S.F. | Three (3) | 20% of facade | Below Roof Line or uppermost portion of parapet wall | Local | One (1) | 40/60 | 60/8 | 80/10 | | | | | | | | | |
| | | | 500 - < 1,000 S.F. | | 100 S.F. Plus | | Collector | | 60/8 | 80/10 | 100/12 | | | | | | | | | |

Table 8.3.2 Land Development Code (LDC)

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | Freestanding Signs | | | | | | | | | |
|---------------|----------|------------------------|----------------------|---------------|---|--------------------|-----------------------------|----------------|----------|-------------|------------|--|--|--|--|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | Area/Height | | | | | | | |
| | | | | | | | | # per street** | 1 Tenant | 2-3 Tenants | 4+ Tenants | | | | |
| | | | | | 15% of facade area over 500 S.F. | | | | | | | | | | |
| | | | 1,000 - < 3,500 S.F. | | 175 S.F. Plus 5% of facade area over 1,000 S.F. | | Arterial, 4 lanes or less | 80/10 | 100/12 | 120/14 | | | | | |
| | | | 3,500 - < 5,000 S.F. | | 300 S.F. | | Arterial, more than 4 lanes | 80/12 | 100/14 | 120/16 | | | | | |



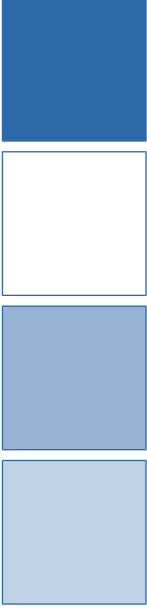
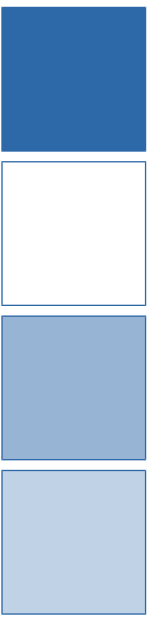



Table 8.3.2

| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | Freestanding Signs | | | | Land Development Code (LDC) | | | |
|----------------------|---|---------------------------|-----------------------|---------------|--|--|--------------|---------------------------|-------------|-----------------------------|---------|---------------|--|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | Area/Height | | | | | |
| | | | | | | | | 1 Tenant | 2-3 Tenants | | Tenants | | |
| Regional Center (RC) | Institutional, Office, Commercial, and Industrial | Attached and Freestanding | 5,000 S.F. or greater | | 500 S.F. | | | | | | | | |
| | | | <500 S.F. | Three (3) | 20% of facade | Below Roof Line or uppermost portion of parapet wall | Local | One (1) | 60/12 | 80/14 | 100/19 | 1 August 2022 | |
| | | | 500 - < 1,000 S.F. | | 100 S.F. Plus 15% of facade area over 500 S.F. | | Collector | | 80/18 | 100/20 | 100/22 | | |
| | | | 1,000 - < 3,500 S.F. | | 175 S.F. Plus 5% of | | | Arterial, 4 lanes or less | 100/22 | 120/24 | 140/26 | | |

Table 8.3.2


| Form District | Land Use | Types of Signs Allowed | Attached Signs | | | | Freestanding Signs | | | | Land Development Code (LDC) | | | |
|---------------|----------|------------------------|------------------------|---------------|-----------------------------|-----------------|--------------------|----------------|-----------------------------|-------------|-----------------------------|------------|--------|-------------|
| | | | Facade Area | # per facade* | Sign Area | Mounting Height | Street Class | # per street** | Area/Height | | | | | |
| | | | | | | | | | 1 Tenant | 2-3 Tenants | | 4+ Tenants | | |
| | | | | | facade area over 1,000 S.F. | | | | | | | | | |
| | | | 3,500 - < 5,000 S.F. | | 300 S.F. | | | | Arterial, more than 4 lanes | | 100/24 | 120/26 | 140/28 | August 2010 |
| | | | 5,000 - < 10,000 S.F. | | 500 S.F. | | | | | | | | | |
| | | | 10,000 S.F. or greater | | 750 S.F. | | | | | | | | | |





Land Development Code (LDC)
Land Development Code (LDC)

August 2010

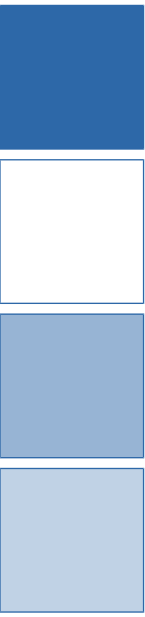


* See Section 8.3.3 paragraph A.1 for discussion of number of attached sign for multi-tenant buildings.



** See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.

Lanes refer to driving lanes, which include center turn lanes and medians, de-acceleration lanes are not included.



| Table 8.3.3 Freestanding Signs on Designated Parkways | | |
|---|-----------------|------------------------|
| Land Use | Street Frontage | Area(S.F.)/Height(ft.) |
| Institutional, Office, Commercial and Industrial | <450 ft. | 60/6 |
| | >450 ft. | 72/9 |
| | >600 ft. | 81/12 |
| Multi-family Residential | NA | 6/6 |

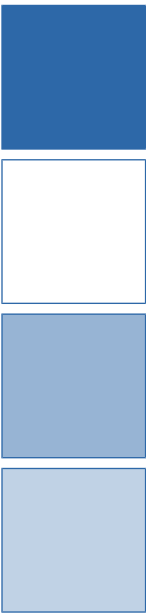
See appendix 10C for the listing of designated parkways and scenic corridors. Also, see Section 8.3.3 paragraph B.9 for signage style requirements for parkways and scenic corridors. When the Form District Regulations are more restrictive then they shall supersede the requirements of Table 8.3.3.

- C. Incidental Signs: These signs are allowed as defined in the 'incidental sign' definition listed in Section 8.1.2. Two single faced "Menu Board" type signs are allowed for a "drive through" facility and shall not be counted toward the number of freestanding on-premises signs allowed, provided such sign is no larger than forty (40) square feet. Freestanding incidental signs shall be permitted within form district setbacks/yards.
- D. Shared On-premises Signs shall not be considered off-premises/outdoor advertising signs by this regulation.

8.4 Sign Review Board and Exceptional Signage

8.4.1 Sign Review Board

- A. Authority of the Sign Review Board - The Sign Review Board (SRB) is a joint subcommittee of the Louisville Metro Planning Commission (PC) and the Louisville Metro Board of Zoning Adjustments (BOZA). The Sign Review Board conducts the public hearing/meeting process for all exceptional signage reviews (variance, waiver and special sign authorizations). The SRB reviews exceptional sign requests and makes a recommendation to BOZA or Planning Commission depending on the type of exceptional sign review. The SRB reviews exceptional signage requests against the general variance and waiver guidelines spelled out in the LDC and in KRS 100. The SRB also reviews requests against specific exceptional sign design guidelines which are used to further clarify the general review criteria outlined for variances and waivers. The SRB also reviews requests for the designation of 'significant signs'. The SRB will review a request for 'significant sign' designation and will make a recommendation to BOZA.
- B. Sign Review Board (SRB) Membership - The SRB shall be composed of the following types of individuals:



1. One PC or BOZA member
2. One planning or permitting office staff member
3. Two sign industry professionals
4. Two community representatives
5. One non-sign industry design professional (e.g. architect, landscape architect, engineer, etc.)

C. **Exceptional Signage Review** - Exceptional signage reviews are proposals that do not meet the current requirements of the sign regulations or those cases where a certain sign design is not an authorized type of sign. This review cannot authorize sign types or design elements that are prohibited by the sign regulations. The following three types of exceptional signage reviews exist:

1. **Variance Level Reviews** - These are reviews for proposed exceptional signage that does not meet a dimensional standard eligible for a variance in accordance with KRS 100 (e.g. Sign area, sign height, sign setback, etc.).
2. **Waiver Level Reviews** - These are reviews for proposed exceptional signage that does not meet a design standard established by the sign regulations (e.g. Sign style, LED timing restriction, opaque backgrounds, etc.).
3. **Sign Authorization** - These are reviews for proposed exceptional signage that do not meet definitions for sign types authorized by the sign regulations (e.g. angular attached signs, attached signs projecting further than 18 inches, projecting signs that project less than 18 inches from a facade, etc.).

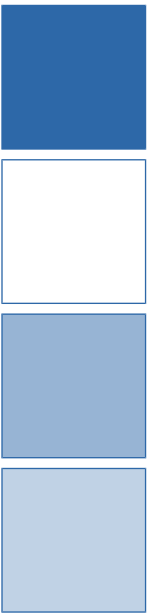
D. **Exceptional Signage Review Process** - Exceptional signage reviews shall be conducted as follows:

1. Variance level reviews shall conduct a public hearing and shall provide notice in accordance with chapter 11 of the LDC and KRS 100. The SRB shall conduct the public hearing and shall provide a recommendation to BOZA or PC (in conjunction with a zoning change request). The SRB shall review the request in accordance with the criteria listed in chapter 11 of the LDC and in KRS 100. The Exceptional Sign Review Design Guidelines listed in Appendix 8B of the LDC shall be used to further clarify the standard criteria by providing guidelines more closely related to signs.
2. Waiver level reviews shall conduct a public meeting and shall provide notice in accordance with chapter 11, part 8 of the LDC. The SRB shall conduct the public meeting and shall provide a recommendation to PC or BOZA (in conjunction with a variance or conditional use permit request). The SRB shall review the request in accordance with the criteria listed in chapter 11, part 8 of the LDC. The Exceptional Sign Review Design Guidelines listed in Appendix 8B shall be used to further clarify the standard criteria by providing guidelines more closely related to signs.
3. Sign authorization reviews shall conduct a public meeting and shall provide notice in accordance with chapter 11, part 8 of the LDC. The SRB shall conduct the public meeting and shall provide a recommendation to BOZA or PC (in conjunction with a zoning change request). The SRB shall review the request

in accordance to the Exceptional Sign Review Design Guidelines listed in Appendix 8B of the LDC.

E. Appeals:

1. Appeals from the action of the Planning Commission or Board of Zoning Adjustment pertaining to recommendations of the Sign Review Board shall be taken to the Circuit Court in accordance with the provisions of KRS Chapter 100.



Appendix 8A - LMCO Chapter 155 (Signs)

Louisville Metro Code of Ordinances Chapter 155 (Signs) can be viewed at American Legal Publishing (www.amlegal.com) select library at the top of the page then select Kentucky on the interactive map. Lastly, select Louisville and Jefferson County from the list of jurisdictions.

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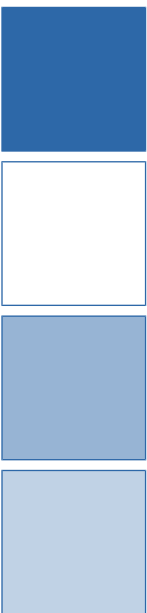
Appendix 8B

Design Guidelines for Exceptional Signage Reviews

The guidelines listed below clarify the general criteria provided in the LDC and in KRS 100 for variances and LDC waivers. The guidelines provide design questions and standards in order to more closely relate the general variance and waiver criteria to sign design.

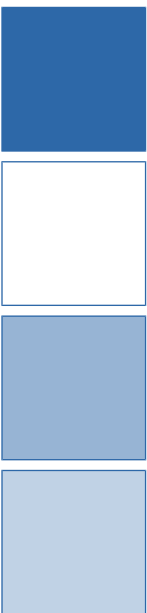
Variance Reviews

- A. Will the proposed sign adversely affect the public health, safety or welfare, will it alter the essential character of the general vicinity, will it cause a hazard or a nuisance to the public, or will it allow an unreasonable circumvention of the requirements of the zoning regulations. The following design guidelines further clarify this criterion:
1. Proposals for sign area and height modifications in excess of 25% of what is permitted by chapter 8 should be carefully scrutinized to ensure compatibility with surrounding development.
 2. The proposed sign is in compliance with the underlying form district as described within Cornerstone 2020, typically the type of neighborhood, character of the area and traffic speeds should be considered in the design of a sign.
 3. The proposed sign should be visually consistent with the architecture, materials, colors and overall design of the building(s) which it identifies.
 4. Generally, all colors, except fluorescent, may be allowable depending on their relationships to architecture, the business, and the surrounding neighborhood.
 5. Signs should have an individual character and should not be designed to mimic signs on adjacent properties.
 6. Signs should be clearly readable, information should be limited.
 7. For attached signage the architectural design of the building may influence the location of the sign on the structure.
 8. Light backgrounds are discouraged on internally illuminated signs because visibility is lowered by a “wrap around” effect.
 9. Signs located within overlay districts and/or local landmarks district should be reviewed in accordance with guidelines of the applicable district.
 10. Lighted signs should be designed so that they are not unnecessarily bright.



11. The scale of signs should be appropriate for the building on which they are placed and the area in which they are located. The size and shape of a sign should be proportionate with the scale of the structure.
12. Because residential and commercial uses generally exist in close proximity, signs should be designed and located so that they have little or no impact on adjacent residential neighborhoods.
13. Place wall signs to establish facade rhythm, scale and proportion where facade rhythm doesn't exist. On buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
14. Pedestrian-oriented signs are encouraged. It is desirable and encouraged to include a pedestrian-oriented sign as one of the permitted signs for a business. Pedestrian-oriented signs are signs that are designed for and directed toward pedestrians so that they can easily and comfortably read the sign as they stand adjacent to the business.
15. Select colors carefully. Color is one of the most important aspects of visual communication -- it can be used to catch the eye or to communicate ideas or feelings. Colors should be selected to contribute to legibility and design integrity. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection. Too many colors used thoughtlessly can confuse and negate the message of a sign.
16. Use contrasting colors. Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night. Light letters on a dark background or dark letters on a light background are most legible.
17. Limit the number of letter styles. The number of lettering styles should be limited in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and three for larger signs. Intricate typefaces and symbols that are difficult to read reduce the sign's ability to communicate.
18. Significant signage. The preservation of designated signature signs may be used to justify increases in overall sign area limits as long as the integrity of the signature sign is maintained and any new signage is deemed to be compatible to the signature sign.

- B. Whether the requested variance arises from special circumstances which do not generally apply to land in the general vicinity, or in the same zone. The following design guidelines further clarify this criterion:



1. Elevation changes between properties and adjacent streets should be reviewed to ensure that signage is appropriately visible to the street;
 2. The transportation department responsible for the adjacent public streets must review the plans for freestanding signs to ensure conformance with safety standards prior to approval by the board
- C. Whether the strict application of the provision of the regulation would deprive the applicant of the reasonable use of the land or would create an unnecessary hardship on the applicant. The following design guidelines further clarify this criterion:
1. The transportation department responsible for the adjacent public streets must review the plans for freestanding signs to ensure conformance with safety standards prior to approval by the board.
 2. The SRB should review the layout of the land and surrounding property to determine whether relief is warranted.
- D. Whether the circumstances are the result of actions taken by the applicant subsequent to the adoption of the zoning regulation from which relief is sought.

Waiver Reviews

- A. The waiver will not adversely affect adjacent property owners. The following design guidelines further clarify this criterion:
1. The proposed sign should be visually consistent with the architecture, materials, colors and overall design of the building(s) which it identifies.
 2. Generally, all colors, except fluorescent, may be allowable depending on their relationships to architecture, the business, and the surrounding neighborhood.
 3. Signs should have an individual character and should not be designed to mimic signs on adjacent properties.
 4. Signs should be clearly readable, information should be limited.
 5. For attached signage the architectural design of the building may influence the location of the sign on the structure.
 6. Light backgrounds are discouraged on internally illuminated signs because visibility is lowered by a “wrap around” effect.
 7. The transportation department responsible for the adjacent public streets must review the plans for a freestanding signs to ensure conformance with safety standards prior to approval by the board.
 8. Signs located within overlay districts and/or local landmarks district should be reviewed in accordance with guidelines of the applicable district.
 9. Lighted signs should be designed so that they are not unnecessarily bright.

10. The scale of signs should be appropriate for the building on which they are placed and the area in which they are located. The size and shape of a sign should be proportionate with the scale of the structure.
11. Because residential and commercial uses generally exist in close proximity, signs should be designed and located so that they have little or no impact on adjacent residential neighborhoods.
12. Place wall signs to establish facade rhythm, scale and proportion where facade rhythm doesn't exist. On buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
13. Pedestrian-oriented signs are encouraged. It is desirable and encouraged to include a pedestrian-oriented sign as one of the permitted signs for a business. Pedestrian-oriented signs are signs that are designed for and directed toward pedestrians so that they can easily and comfortably read the sign as they stand adjacent to the business.
14. Select colors carefully. Color is one of the most important aspects of visual communication -- it can be used to catch the eye or to communicate ideas or feelings. Colors should be selected to contribute to legibility and design integrity. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection. Too many colors used thoughtlessly can confuse and negate the message of a sign.
15. Use contrasting colors. Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night. Light letters on a dark background or dark letters on a light background are most legible.
16. Limit the number of letter styles. The number of lettering styles should be limited in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and three for larger signs. Intricate typefaces and symbols that are difficult to read reduce the sign's ability to communicate.
17. Significant signage. The preservation of designated signature signs may be used to justify increases in the overall number of attached signs on a facade as long as the integrity of the signature sign is maintained and any new signage is deemed to be compatible to the signature sign.

B. The waiver will not violate the Comprehensive Plan. The following design guideline further clarifies this criterion:

1. The proposed sign is in compliance with the underlying form district as described within Cornerstone 2020, typically the type of neighborhood, character of the area and traffic speeds should be considered in the design of a sign.



- C. The extent of waiver of the regulation is the minimum necessary to afford relief to the applicant. The following design guidelines further clarify this criterion:
1. Proposals for sign area and height modifications in excess of 25% of what is permitted by chapter 8 should be carefully scrutinized to ensure compatibility with surrounding development..
 2. Elevation changes between properties and adjacent streets should be reviewed to ensure that signage is appropriately visible to the street.
- D. The applicant has either:
1. 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). The following design guidelines further clarify this criterion:
 - a. The use of symbols or three dimensional forms is encouraged.
 - b. Signs should make a positive contribution to the general appearance of the street and commercial area in which they are located. A well-designed sign can be a major asset to a building. The SRB encourages imaginative and innovative sign design. The Exceptional Sign Review application procedure is specifically designed for artistic and unusual signs that might not fit the standard sign regulations and categories.
 2. 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. The following design guidelines further clarify this criterion:
 - a. The transportation department responsible for the adjacent public streets must review the plans for freestanding signs to ensure conformance with safety standards prior to approval by the board.
 - b. The SRB should review the layout of the land and surrounding property to determine whether relief is warranted.

Sign Authorizations

Sign Authorization Reviews shall use the same set of design guidelines as listed under the Waiver Reviews. Emphasis in sign authorizations shall be on the innovative design of signage and its potential impact on the property it relates to, surrounding properties and to the street or public realm.