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## Bardstown Road Baxter Avenue Review Overlay

### Overlay District Permit

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#### APPLICATION INFORMATION

**Case No:** 21-SIGNPERMIT-0438, Expedited

**Project Address:** 1960 Bardstown Road

**Applicant:** Karla Hill  
Smart LED Signs & Lighting  
11441 Blankenbaker Access Drive  
Louisville, KY 40299  
502-883-0272  
[karla@smartledsigns.com](mailto:karla@smartledsigns.com)

#### **Project Description (see also application):**

The applicant requests the approval to replace the existing letterboard, monument sign located in front of the church along Bardstown Road. The new sign will be the same size, which is 6'-0" tall by 8'0" wide. The upper portion of the sign will be internally illuminated with an opaque navy background with white letters. The sign will read, "Saint Francis of Assisi Catholic School." The lower portion of the sign will be an LED changing image sign for school announcements. Lastly, the bottom of the monument sign will contain a non-illuminated, attached portion that reads, "2016 National Blue Ribbon School of Excellence."

#### **Communications with Applicant, Completion of Application**

Received: September 7, 2021

Determined to be Complete: September 7, 2021

#### FINDINGS & CONCLUSIONS

##### **Site Context**

The building is located on the southwest corner of Bardstown Road and Alfresco Place. It is zoned C2 within the Traditional Marketplace Corridor Form District. This site contains the three-story St. Francis of Assisi Catholic Church and St. Francis of Assisi Catholic School. A General Waiver Application has been submitted to allow the LED changing image sign to be located closer than 300' to a residential zoning district (21-WAIVER-0095). This will be heard by the Planning Commission.

## Conclusions

The proposal substantially meets the intent of applicable Bardstown Road Baxter Avenue Review Overlay Guidelines. The monument sign will be internally illuminated and have an LED changing image sign; however, it meets the requirements of the Guidelines. The property owner, the Archdiocese of Louisville, has agreed to the condition of approval below.

## DECISION

Approved with the following condition:

1. The image or text change rate shall not be greater than (1) hour.

*NOTE: This Overlay Permit does not relieve the applicant of responsibility for obtaining the necessary permits and approvals required by other governing agencies or authorities.*



Savannah Darr  
Planning & Design Coordinator



David R. Marchal, AIA  
Urban Design Administrator

## Signage

- + Meets Design Guidelines
- Does Not Meet Design Guidelines

NA Not Applicable  
NSI Not Sufficient Information

SPECIFICATIONS	DESIGN REVIEW GUIDELINES	REVIEW RESULTS
1. Significant or Contributing Signs	Re-use and reface existing "significant or contributing signs." See list below.	NA
2. Contributing Signs	Contributing signs are encouraged to remain. These signs are recognized as contributing to the historic artistic character of the corridor. See list below.	NA
3. Back-lit Cabinet Signs and monument signs.	Signs including refaced shall have opaque, non-illuminated face panels. Only the individual letters and or logos should be back lit, not the entire surface of the sign.	+
4. Freestanding Pole Signs	Freestanding pole signs are not allowed. Existing pole signs that are associated with a property that has not been abandoned or vacant for a period of less than (1) year may be restored or refaced.	NA

5. Signs that incorporate LED text /image, flashing, animation, moving graphics, or video.	Signs with an image or text change rate greater than (1) hour are prohibited.	+
6. Storefront Window Signage	Window signage including temporary window signage and promotional advertising shall not exceed 25% of the total window area. Neon and hanging window signs are encouraged.	NA
7. Projecting Wall Signs	Projecting wall signs can be erected or attached to a building's wall and extend a minimum of 18" to a maximum of 8'-0" from the wall surface.	NA
8. Projecting Banner Signs	Projecting banner signs can project no more than 24" from the face of the building.	NA
9. Attached Wall Signs	Attached wall signs composed of individual letters or projecting signs are preferred.	NA
10. Monument Sign	Monument signs are allowed only for businesses with a minimum front yard of 15'-0" as measured from the street to the wall of the structure. Monument signs must also be set back a minimum of 15'-0" from the adjacent side property line.	+
11. Existing Non Conforming Signage	Existing non conforming signage must be removed prior to new approved signs being installed. A "Significant or Contributing Sign" as defined by the guideline in A1.1 is exempt from this requirement.	NA
12. Neon and Neon Simulated Signs	Neon and simulated neon such as fiber optic and LED lighting strips are encouraged.	NA
13. Projecting Lighting Fixtures	Projecting Lighting fixtures used for externally illuminated signs shall be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.	NA
14. Directional Signage	Directional signage is used to direct pedestrian or vehicular traffic. No more than 1 image, logo or text combined with the "entry" or "exit" text is allowed on each directional sign. Directional signage cannot exceed 3'-0" in height above finished grade.	NA
15. Exposed Conduit	Exposed conduit, electrical transformer boxes, and electrical raceways should be concealed from public view, or painted to blend in with background.	NA
16. Multiple Signs Placed on A Building	Multiple signs placed on a building's façade should be compatible with other surrounding signage located on the structure.	+
17. Permanent Banner Signage	Permanent banner signage shall be made of canvas material or matte textured vinyl material.	NA

# Sign Mounting and Placement

- + Meets Design Guidelines
- Does Not Meet Design Guidelines

NA Not Applicable  
 NSI Not Sufficient Information

SPECIFICATIONS	DESIGN & REVIEW GUIDELINES	REVIEW RESULTS
1. Sign Mounting	Signs shall be mounted or erected so they do not obscure the architectural features or openings of a building.	NA
2. Sign Location	Signs may not be located in the right-of-way unless they are approved by the public works department. Exceptions include portable "A" Frame Signs which must be removed at the close of business day. "A" frame signs cannot exceed 4'-0" in height and 3'-0" in width.	+
3. Wood Signs	All wood signs need to be stained or painted and have a finished appearance.	NA
4. Sign Placement on the Building	No sign or portion of a sign shall extend above the cornice line at the top of the building façade or exceed 20 feet in height above finished grade. Rooftop signs are prohibited.	NA
5. Outdoor Advertising Billboards	New outdoor advertising billboards are not permitted. Removal of existing billboards is encouraged to promote an active and engaging atmosphere for pedestrians and vehicle traffic.	NA