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## **Bardstown Road/Baxter Avenue Corridor Review Overlay District**

### **Overlay District Permit Report of the Urban Design Administrator&Staff**

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**Case No:** 15BROD1018  
**Classification:** Non-Expedited

#### **GENERAL INFORMATION**

**Property Address:** Brownie's  
1578 Bardstown Road  
Louisville, KY  
40205

**Applicant:** John Kraft  
Neace Ventures  
2325 Green Valley Road  
New Albany, IN 47150  
812-725-4146  
jkraft@neaceventures.com

Jason Brown  
Brownies "The Shed" Grill and Bar  
1578 Bardstown Road  
Louisville, KY 40205  
502-727-2394  
Jason@browniestheshed.com

**Owner:** Kishan Dodwani  
1578 Bardstown Road  
Louisville, KY 40205  
502-418-9686  
kishan@bellsouth.net

**Estimated Project Cost:** \$5,000.00

#### **Description of proposed exterior alteration:**

The applicant seeks approval for an after the fact window and sill replacement on the storefront façade of building. Plate glass windows were replaced with insulated double hung windows. Lower half of existing storefront is proposed to

be replaced with stainless, etched panel with "Brownie's" signage. Additional hanging wood signs have been installed below awning.

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

The application was received on September 25, 2015. The application was determined to be complete and classified as requiring Non Expedited Review on September 28, 2015. The proposed project is scheduled for a hearing at a meeting of the Bardstown Road Overlay Committee for November 17, 2015 with notices mailed not less than 10 days before the meeting to the applicant and abutting property owners.

## **FINDINGS**

### **Guidelines**

The following design guidelines, approved for the Bardstown Road/Baxter Avenue Corridor Review Overlay District, are applicable to the proposed exterior alteration: **Signage, Sign Mounting and Placement, and Building Design**. The report of the Design Staff's findings of fact and conclusions with respect to these guidelines is attached to this report.

The following additional findings are incorporated in this report:

### **Site context/Background**

The structure is zoned C2 and is located on the north side of Bardstown Road, 3 lots west from Bonnycastle Avenue. The building has a one story storefront attached to a residential 2 ½ story frame structure. The building is surrounded by one and two story commercial buildings and residential homes converted to commercial buildings.

Previously approved cases for the property are:

#### **11358-BR; July 14, 2008**

Approval for installation of railing for a Handicap Accessible ramp and artist's mural along side wall

#### **9274-BR; July 13, 2007**

Approval for installation of wrought iron gate to side patio, replacement awnings, and new signage

#### **16165-BR, August 26, 2011**

Approval for removal and rebuilding of the storefront to create a more usable glass area along the sidewalk; addition of rear deck and handicap access at rear parking area.

**354206-BR; February 14, 2014**

Approval for new signage

**SI924608-BR; November 20, 2014**

Approval for new signage

1578 Bardstown Road has had a storefront presence on Bardstown Road since 1985. It has been a used book store, a coffee and music house, and in 2011 the building underwent a major renovation in which it became a restaurant called Steak and Burger. Throughout each renovation, the sill heights have been maintained, and the storefront windows have remained expansive with minimal division. This streetscape rhythm is seen repeated on either side of 1578 along this block of Bardstown Road (from Bonnycastle to Maplewood) with similar sill heights and storefront window sizes. The pattern continues westwards to Duker Avenue.

## **CONCLUSIONS**

### **Recommendation**

In order to be compatible with the general character of nearby buildings in terms of façade organization, materials, finishes, scale of detail, and respecting established horizontal and vertical elements and spacing, Staff recommends that the sill height be lowered back to its original height and that the window divisions/partitions be remediated to represent a larger, unbroken panel of storefront glass. The current divisions/partitions in the storefront window system are not appropriately proportioned for the existing commercial storefront conditions along this section of Bardstown Road.

Staff also recommends that the proposed metal etched panel and accompanying wooden signage be removed as it exceeds the signage limits. The use of a metal etched panel is not an appropriate storefront material, as it is an introduction of a new material not historically seen along this corridor.

The proposed design does not comply with the Design Guidelines of the Overlay and therefore the application for an overlay permit is **not approved** unless the following conditions are met:

- 1. All new storefront design to be submitted for review and approval prior to installation**
- 2. Original sill heights to be maintained**
- 3. Revert to original storefront window configuration**
- 4. All new signage to be submitted for review and approval prior to installation**
- 5. Signs shall be mounted or erected so that they do not obscure the architectural features or openings of a building.**

The foregoing information is hereby incorporated in the overlay district permit as approved and is binding upon the applicant, his successors, heirs or assigns. This permit does not relieve the applicant of responsibility for obtaining the necessary permits and approvals required by other governing agencies or authorities.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Burcum Keeton  
Architectural Projects Coordinator

\_\_\_\_\_  
Date

\_\_\_\_\_  
Dave Marchal  
Urban Design Administrator

# Building Design

- + Meets Design Guidelines
- Does Not Meet Design Guidelines Information

**NA** Not Applicable  
**NSI** Not Sufficient

SPECIFICATIONS	DESIGN REVIEW GUIDELINES	REVIEW RESULTS
1. Existing Structures	Existing structures along the Bardstown Road / Baxter Avenue corridor are encouraged to be renovated and reused.	+
2. Pedestrian -Friendly	Design building façade elements that promote pedestrian – friendly environment include; building to the edge of sidewalk, <b>large storefront window openings</b> at the ground floor, awnings, canopies, and lighting.	+/-
3. Storefront Windows	All storefront windows and doors at ground level shall have clear glass or light window tinting. Severe window tinting or mirrored glass is not permitted unless pre-approved by staff for ‘special conditions’. Examples of ‘special conditions’ may include restaurant kitchen areas, storage space, and restrooms that would need to be hidden from public view.	+
4. Building Setback	New structures should be located at the front of the property line. Building sites should provide side yards wide enough to allow for maintenance of the building unless common party walls are provided on the lot line.	NA
5. Building Materials	High quality materials and <b>historically appropriate architectural details</b> at the ground floor / street level of buildings can both accent buildings , and provide visual interest for pedestrians and motorists.	-
6. Building Height	New structures greater than three stories high may be permissible if taller portions are set back from the street frontage so that overall sight lines are compatible, and if increased height is not intrusive towards adjacent structures.	NA
7. Building Façade Details	A terminus, such as a cornice at the top of a wall helps articulate the architecture, and gives it a completed finished look.	NA
8. Roofs	Roof forms that are inconsistent with the character of the Bardstown Road / Baxter Avenue Corridor include: single pitch (shed) roofs, curving roofs. Flat roof forms with parapets are well-suited to the character and image of the Bardstown Road / Baxter Avenue Corridor.	NA
9. Outdoor Eating Areas	Outdoor eating or temporary seating located within public sidewalk areas must receive staff approval prior to installation. A 4’-0” wide pedestrian zone is required in the public “Right of Way” sidewalk area.	NSI
10. Mechanical Equipment	All new mechanical equipment that is visible from a public right of way should be installed to have a minimal impact on adjacent properties and from public view. Replacement of existing mechanical equipment is considered general maintenance and will not require a staff review. Additional permits and approvals by other government agencies or authorities may be required.	NA
11. Permanent Service Counters	Permanent service counters, service bars, decks, or similar structures may not be constructed in front of a building’s primary street facing façade.	NA

# Signage

- + Meets Design Guidelines
- Does Not Meet Design Guidelines Information

**NA** Not Applicable  
**NSI** Not Sufficient

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.	+
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.	NA
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.	—
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.	+
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.	NA
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 can not 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 Information

**NA** Not Applicable  
**NSI** Not Sufficient

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.	—
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 can not exceed 4'-0" in height and 3'-0" in width.	NA
3. Wood Signs	All wood signs need to be stained or painted and have a finished appearance.	+
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..	+
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.	+