



Downtown Development Review Overlay

Report to the Committee **Report of the Urban Design Administrator**

Case No: 17DDRO1012
Classification: Non- Expedited

GENERAL INFORMATION

Property Address: 513 S. 2nd Street

Owner: Aaron Murphy
Murphy & Associates PLC
513 S. 2nd Street
Louisville, KY 40202
502-473-6464
aaron@louisvillefirm.com

Applicant: Tanya Scott
Signarama
909 East Market Street
Louisville, KY 40206
502-639-3108
Tanya@signaramadowntown.com

Estimated Cost: \$25,000

DESCRIPTION OF PROPOSED DEVELOPMENT

The applicant proposes to install two attached changing image signs in front of his business located at 513 S. 2nd Street. The applicant is specifically requesting changing image signs for his business because clients are having a difficult time finding the office and associated parking due to the building's setback from 2nd Street and proximity to the larger structures surrounding the site.

Each sign will have an Electronic Message Center (EMC), also known as a changing image sign. The EMC box will measure 5'-0" x 3'-4.2". An aluminum skirt is located below the EMC, and provides for an additional area (10sf) for signage. The signage will be permanently attached to the brick exterior of the building with metal fasteners. The weight of the signs will be supported with two black posts (each post is 3"x3"x3") from the ground. The dimension of each sign is 5'-0" wide X 8'-11" tall from sidewalk level.

Signarama
N O W T O W N



Site Context/Background

The building at 513 S 2nd Street is a one-story masonry office building, constructed in 1962. The property is located on the east side of S. 2nd Street, and is in between a three-story masonry medical office and a four-story parking garage structure. The Pendennis Club and its associated surface parking are across S. 2nd Street to the west.

Previously submitted cases for the property are:

16DDRO1019, October 12, 2016

Project Description : 'The applicant proposes to install two projecting LED signs along the front façade of the building. Both signs will measure 5' x 16'. Signs will be attached to face of building and project over existing planter beds at an angle of 60 degrees. A post will be placed in the planters to support LED signs. Existing landscaping will be removed to make room for signage.'

Committee Decision : 'The Committee finds that the proposal does not comply with the applicable Principles and Guidelines of the Overlay and denies the application for an Overlay Permit as submitted.'

Conclusions

The signage proposed under this application does not comply with the intent of the Overlay Guidelines, specifically (S2), (S4) and (S6) of Principle 8 – Signage. The applicant is requesting for the approval of an Electric Message Center, which is also known as a Changing Image Sign. Changing Image Signs are not permitted in the DDRO unless the property is an Entertainment Attraction, or located within an Entertainment District. The building located at 513 S. 2nd Street does not qualify as either. The property is zoned C2 and is currently a Law Office.

The style, size, and location of the signage is not complementary to the style of the building and its unique design features. The signage placement obscures architectural details and is not well-integrated into the overall design of a building's façade. The two signs block the front façade windows and the recessed brick work,. The signage is out of proportion with the building facade and overwhelm the building due to their large scale.

Recommendation

Considering the information furnished, the Urban Design Administrator recommends denial of the application for an Overlay Permit as submitted.

11/29/2017

Date

11/29/2017

Date

BCA

Burcum Keeton
Architectural Projects Coordinator

David R. Marchal

David R. Marchal, AIA
Urban Design Administrator

Principle 8-Signage

Design Guideline Checklist

Objective

Design signage appropriate for the scale and character of the Project and the immediate context. Signs should be oriented to pedestrians and /or persons in vehicles on streets in the immediate vicinity. All signs shall be sensitive to their surroundings, and their designs shall be mindful of color, intensity, technology and illumination so as to be compatible with the adjacent context. Signage that consists of changing image or video display technology is by nature very dynamic thereby requiring special design and implementation considerations regarding its impact upon the adjacent environment.

- + Meets Guidelines
- Does Not Meet Guidelines
- +/- Meets Guidelines with Conditions as Noted
- NA Not Applicable
- NSI Not Sufficient Information

	Guideline	Finding	Comment
S1	Signage should add visual interest at street level without being overwhelming and should not be out of character with the design and scale of existing surrounding signage.	+	A variety of signage styles exist along the 2 nd Street corridor.
S2	Signage should be organized to increase legibility and communication while reducing visual clutter.	+/-	Changing Image Signs may be distracting to pedestrians and vehicular traffic.
S3	All signs shall be constructed and placed so as to not obstruct sight lines for persons using streets, pedestrian rights-of way and drives.	+	
S4	Signage should be designed and attached to the building in a way that is complementary to the style of the building and its unique design features. Signage placement shall not obscure architectural details and shall be well-integrated into the overall design of a building's façade.	-	Signage is not complementary in size or location to building, Signage covers decorative brick recesses and windows along front façade.
S5	Back-lit or internally illuminated signage shall have opaque, non-illuminated face panels. Only the individual letters and/or logos should be illuminated.	NA	
S6	Signage that utilizes LED, video or other moving image digital technology is limited to Entertainment Attractions*. When permitted , such signs: <ul style="list-style-type: none"> a. Shall promote only site specific activities, events, sponsors, or businesses. b. If located and displayed behind storefront windows, such signs shall not occupy more than 25% of the storefront window area. c. Signs shall be designed to minimize the impact to residential properties. d. Shall come equipped with automatic dimming technology and a photocell which automatically adjusts the sign's brightness to no more than 0.2 foot candles above ambient light conditions. 	-	Changing Image signs are not permitted outside of the Entertainment District, or for locations that are not Entertainment Attractions.

	e. Signage should be carefully designed to minimize driver impact and pedestrian distraction.		
S7	No more than one changing image or video display sign shall be permitted on a property.	NA	Changing image or video display signs are not permitted for this property.
S8	The use of sound is prohibited.	NA	
S9	Rooftop signage is not allowed. Signage attached to the upper portions of a building may be considered provided it is complementary to the design and style of the building.	NA	
S10	Freestanding signage shall be limited to portable sidewalk signage or monument style directory signage associated with a public plaza in front of a building. The public plaza shall fully conform to Principle 6-Open space. Free standing pole-mounted signage is not allowed.	NA	
S11	Projecting Signs: Buildings on lots which do not contain any permanent, freestanding, on-premises signs (other than incidental signs) may not have more than one sign per business which projects perpendicular from the facade of the building. Projecting signs shall not project more than 8'-0" from the building's façade and must not extend below 9'-0" above the ground or sidewalk. The area of a projecting sign shall be part of the total allowable signage allowed on any one façade of the building as listed in the Land Development Code.	NA	Attached signage is proposed
S12	Projecting Banner Signs that utilize a fabric material background shall not project more than 25" from the face of the building and not exceed a total area of 24 s.f. per side of the sign. The area of a projecting banner sign shall be part of the total allowable signage allowed on any one façade of a building as listed in the Land Development Code.	NA	
S13	Exposed conduit, electrical transformer boxes, and electrical raceways should be concealed from public view, or painted to blend in with the background of the building.	+	
S14	Existing signage that does not conform to the current codes is encouraged to be removed or modified to conform to current requirements of the Land Development Code. Non-conforming signage that has been abandoned for a period exceeding 1 year shall be removed. Existing signage that is historic or possesses a character unique to downtown may be allowed to remain.	NA	
S15	Outdoor advertising signs (billboards) are discouraged, but where permitted by zoning regulations should: <ul style="list-style-type: none"> a. Not block any views or vistas nor create a cluttered appearance. b. Be integrated into the design of a building or project. c. Relate strongly to the character of the district. 	NA	

- Entertainment Attractions are a use within the DDRO that (1) provides a service or goods to the general public or which promotes tourism or provides an opportunity to partake in entertainment that is permitted under the zoning rules for the district, including food and beverage, and / or regular opportunities to attend music performances, theater performances, arts or cultural attractions, and (2) that is available for conferences or conventions, or that is considered a tourist attraction, and that is open to the public and / or available for private events.

