

20-COA-0095
1310 S. Third Street



Old Louisville Architectural Review Committee
Public Hearing

Kat Groskreutz, Historic Preservation Specialist
June 24, 2020

Request

- **Certificate of Appropriateness**: to allow a flush-mount marquee sign that is larger than the design guidelines allow.
 - Design guideline SG6 states a flush-mount sign must be less than 2.5' in height and with lettering between 8" and 18" high.
 - The proposed sign is 5' high x 16' long, with letters that range between 18.2" and 30.5" high.

Case Summary / Background

- The subject site is part of a four-parcel campus zoned TNZD in the Traditional Neighborhood Form District.
- The applicant is seeking approval to install a flush-mount marquee sign that is 5' H x 16' long, with letters that range between 18.2" H and 30.5" high.
- The sign is proposed to be installed over the primary entrance to The Filson Historical Society, which is located on an internal building façade on the campus, parcel number 032E00100000.

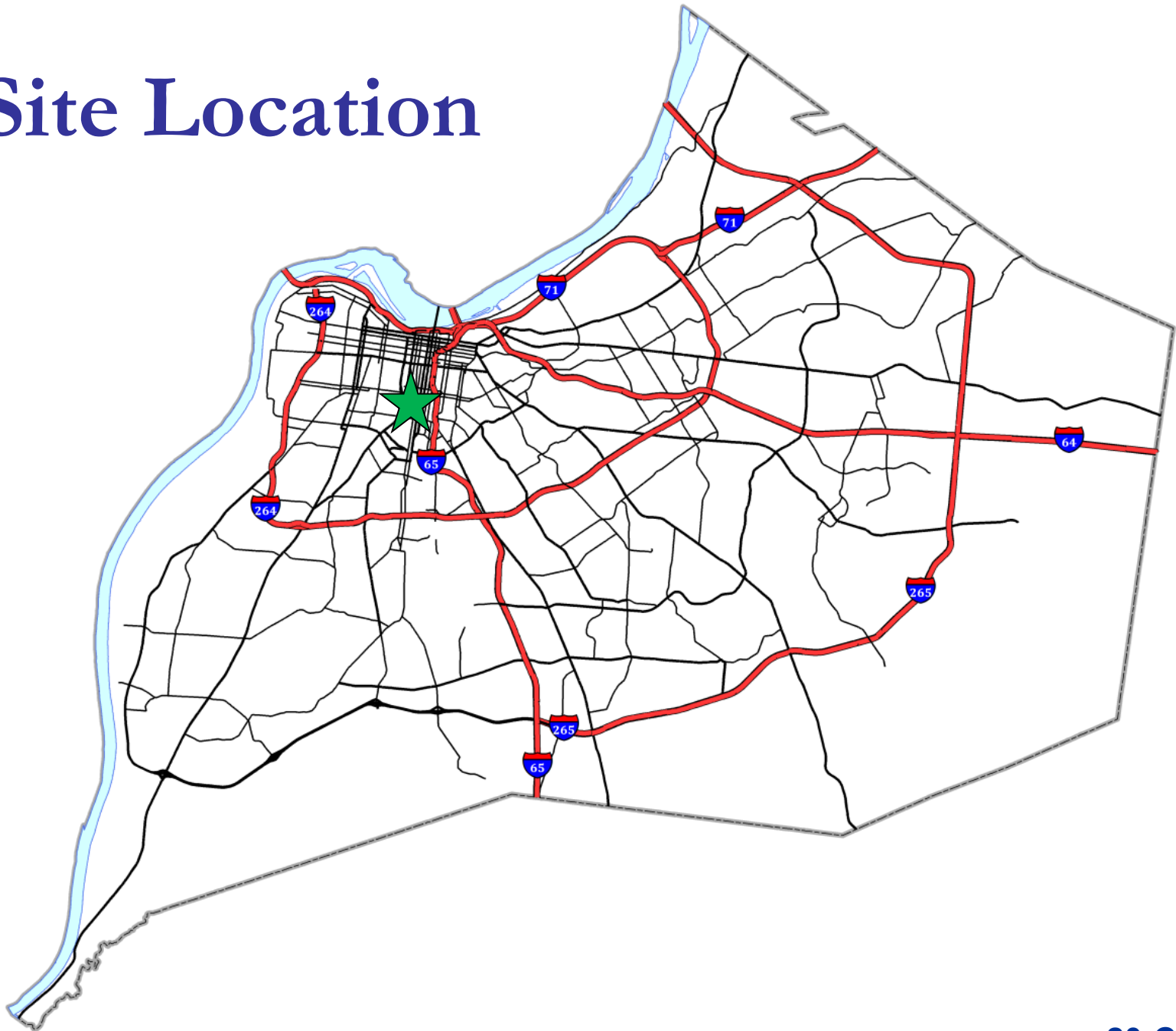
Case Summary / Background

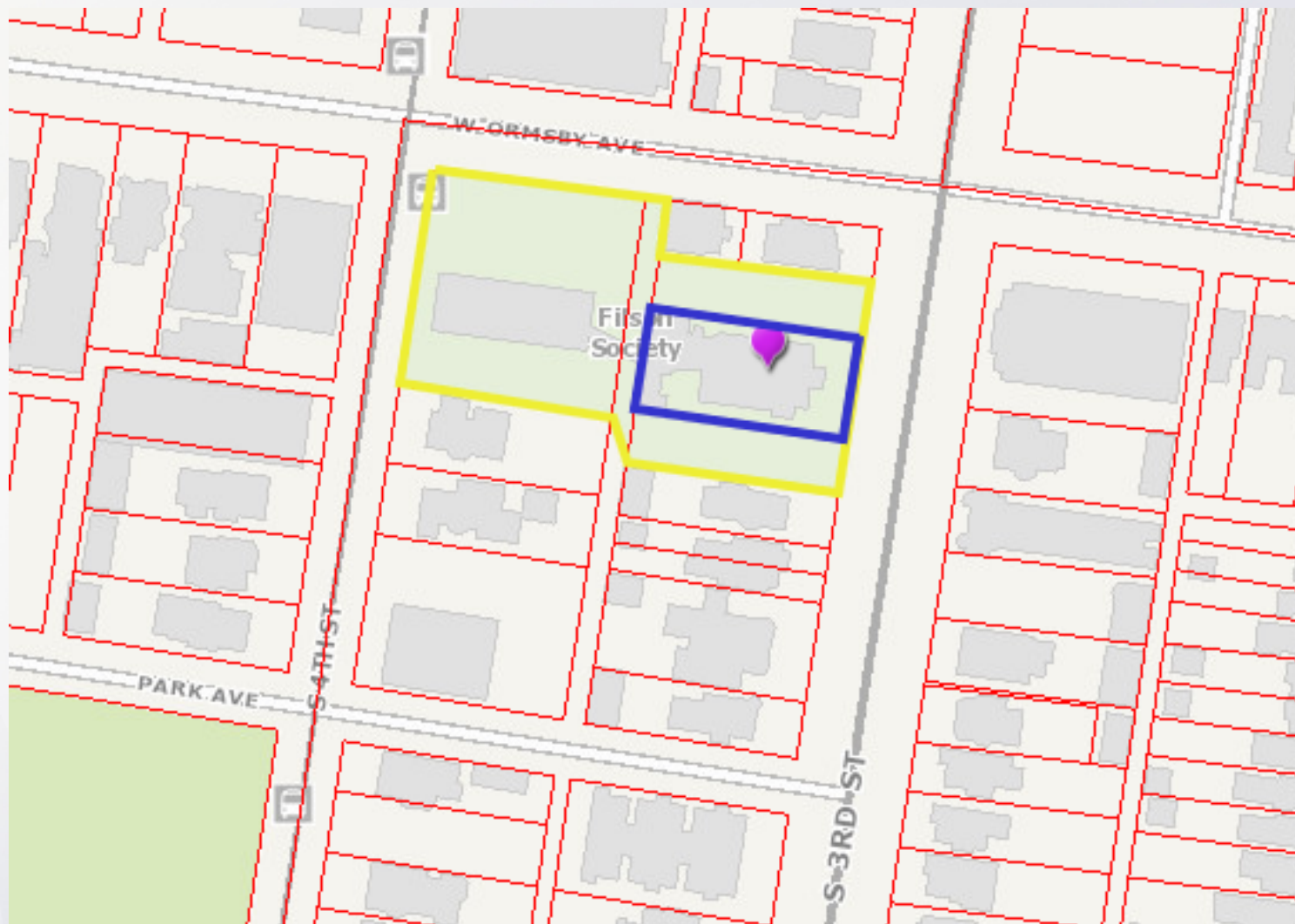
- Currently there is no large signage which indicates the main doors to The Filson Historical Society.
- The proposed marquee sign will complement the existing signage on the adjacent parcel and clearly identify which door is the main entrance.
- The marquee is part of an overall proposed campus signage plan which includes two additional monument signs on the opposite sides of the four-parcel campus.

Case Summary / Background

- The Filson is uniquely situated, spanning a block with an alleyway running through the middle of the campus.
- The main entrance is blocked from Ormsby by buildings on adjacent parcels, and the primary drive is difficult to find.
- The façade of the building where the sign is proposed is not directly street adjacent and can be partially seen from W. Ormsby, and less directly from S. 3rd Street.

Site Location







Site Photos



East Side of Campus - South 3rd St.

Site Photos



Proposed Sign Location - South 3rd St.

Site Photos



North Side of Campus - West Ormsby Ave.

Site Photos



Proposed Sign Location - West Ormsby Ave.

Case Photos



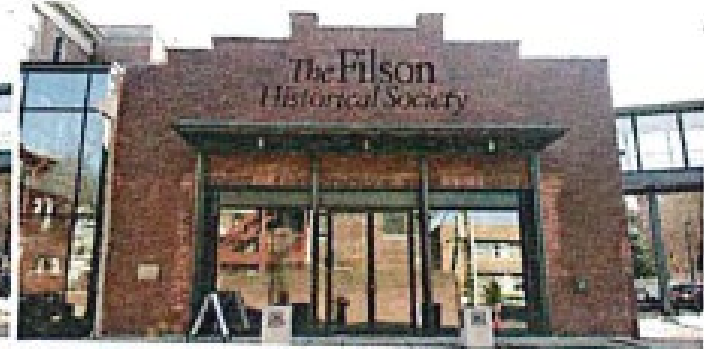
INVOICE # 12952 - Filson Historical Society



Before



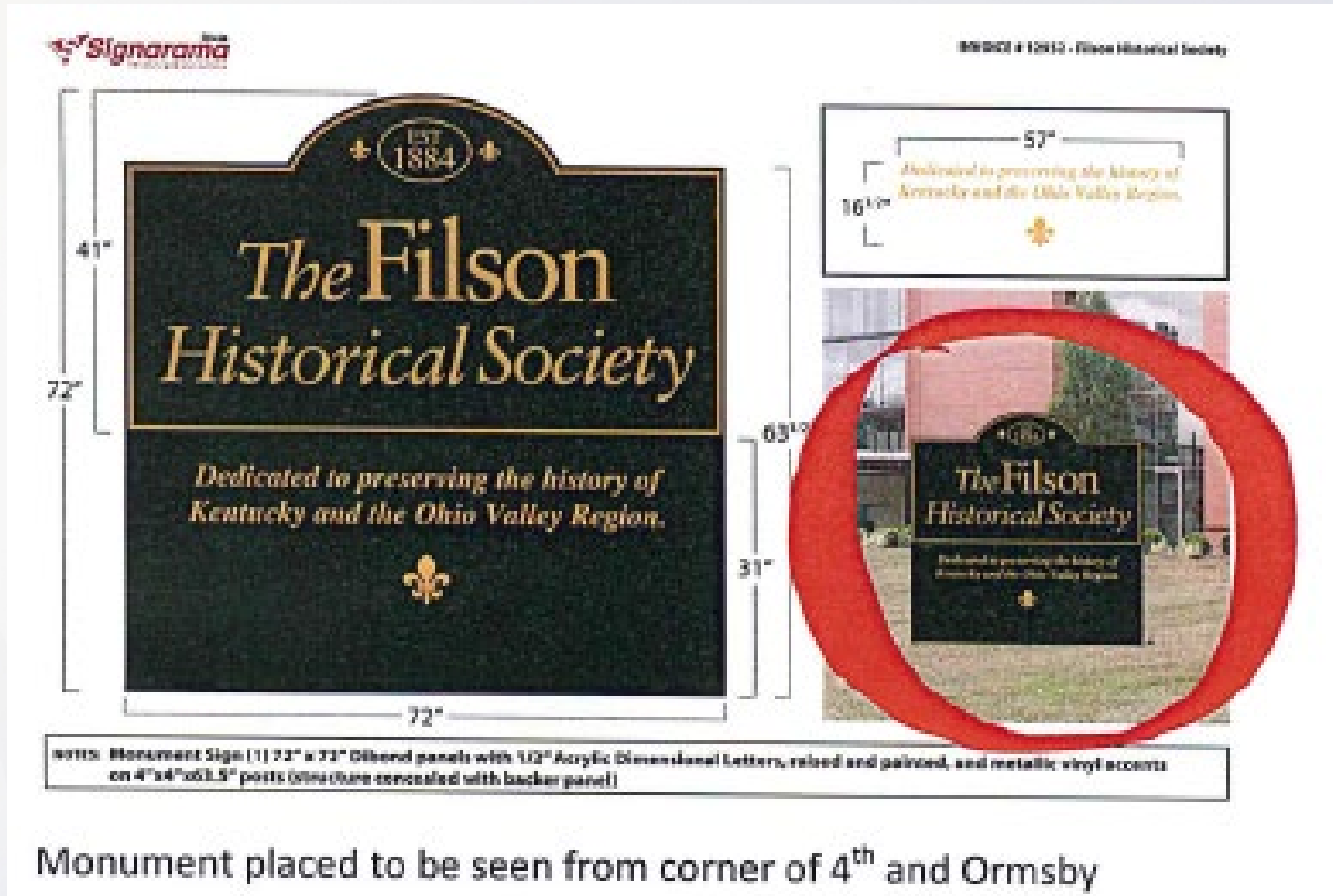
After



NOTES: (1) 16' x 3' Stud Mounted 1 1/2" Thick Dimensional Letters

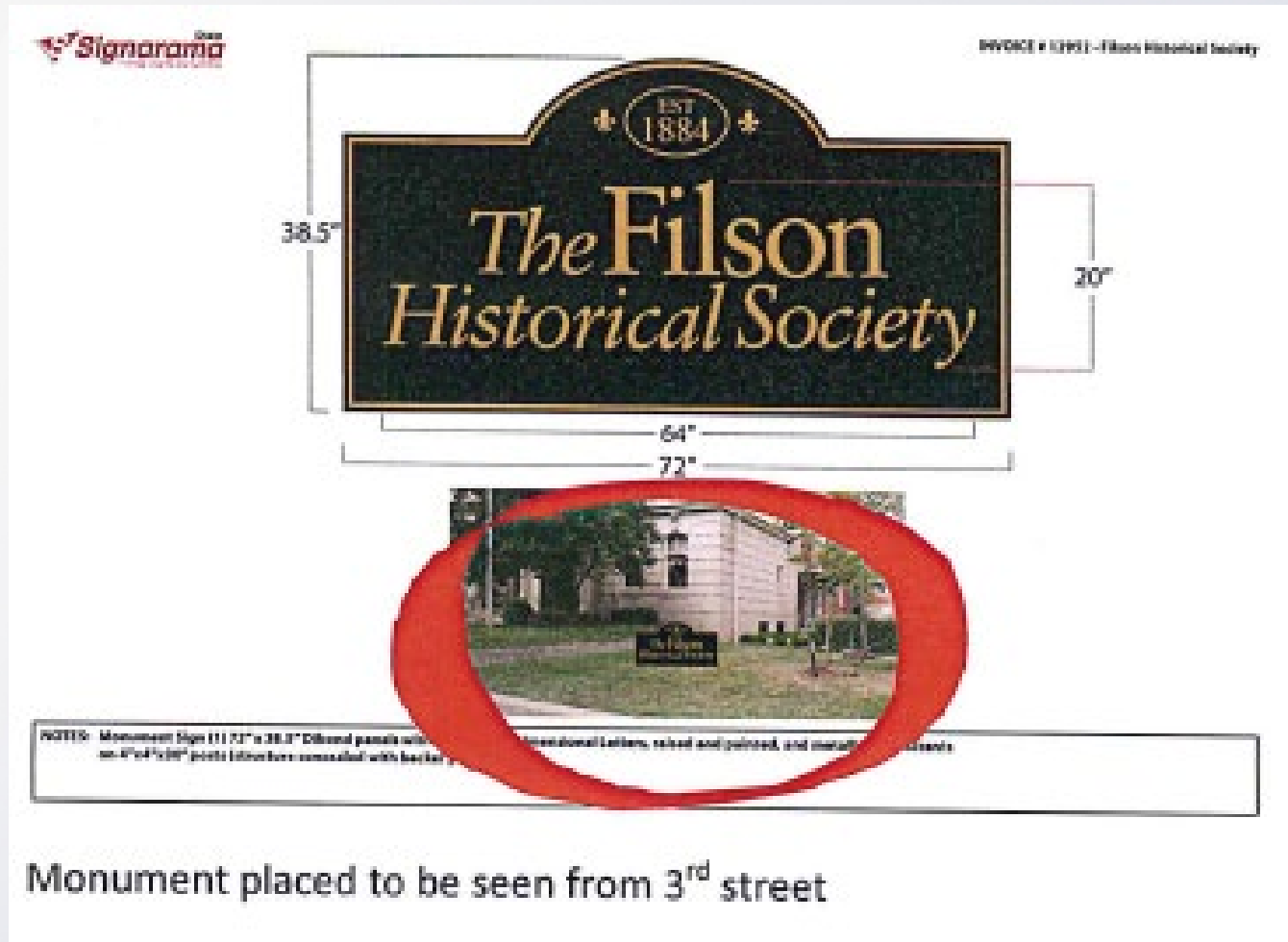
Proposed Sign

Additional Signage



Staff Level Monument Signs for Context

Additional Signage



Staff Level Monument Signs for Context

Conclusion

- Staff suggests approval based on the following:
 - The site poses challenges for a flush-mount sign over the main entrance that falls within the size guideline SG6.
 - A smaller sign would be difficult to see from W. Orsmby and would not serve to direct visitors as well as the larger sign as proposed.
 - The design is simple with dark bronze, dimensional lettering in a thin font that does not overwhelm the building façade.
 - The sign is not illuminated.
 - The overall design is compatible with existing and additional proposed signage on the campus and is appropriate for the site and district.

Recommendations

1. If the design or material changes, the applicant shall contact staff for review and approval.