

721 West Main Street  
Western Suburb Historic District

Kevin O’Dea & Jonathan Moore, Owners  
Elizabeth Pitchford, Applicant

Scope of Work  
Install signage.

Background

The applicant is requesting a Certificate of Appropriateness to install signage located in the front yard of the structure. The proposed two foot eight inch by two foot six inch signage sits beyond a brick retaining wall approximately thirty inches above the street grade elevation. The sign is aluminum and acrylic with a exterior flood light.

Guidelines

III. Guidelines for site and setting

In addition to buildings, elements of the surrounding site and setting contribute to the character of historic properties. These elements include both natural and manmade features such as trees, fields, gardens, fences, driveways, retaining walls and boundary definers. Historic site elements help to define a property’s historic character and appearance. Historic site and setting features should be preserved and maintained.

V. Guidelines for signs

DESIGN PRINCIPLE: Signs should be appropriate for buildings and sites in their design and placement as well as meeting the LFUCG’s sign ordinance, which is administered by the LFUCG Division of Building Inspection. Historic signs should be preserved and maintained. New signs should be compatible to the building, site, street and district.

Signs include free-standing, projecting, roof and wall or window mounted signs of the following types: Advertising, attraction board, bulletin board, business, construction, directional, government, historic marker, incidental, identification, information, menu based, nameplate, political, real estate, marquee, awning and canopy.

Signs that are historic, such as painted wall signs, should be preserved and maintained.

- A. can consist of materials such as wood, metal or fiberglass and may be painted or applied lettering. Sandblasted wood signs are appropriate. Plastic substrate signs, plywood signs or unfinished wood are not recommended.
- B. should be sized in proportion to the building and relate to and compliment, not overwhelm, the site, building and street. Avoid oversized signs.
- C. should be located at traditional sign locations for buildings and sites.
- D. should have hardware anchored into mortar not masonry.
- E. should use spot or up-lit lighting. Internally-lit signs are not allowed.

Guidelines cont'd.

- F. that are wall-mounted should be installed so that they do not have an adverse effect on the surface to which they are mounted.
- G. should not obscure, cover or disfigure architectural features and details of any structure or site.
- H. that are obsolete should be removed from historic sites and structures unless they are historic signs.
- I. shall not obscure the view to or from a historic site or building.
- J. In all cases, sign restrictions imposed by the Lexington-Fayette Zoning Ordinance shall be strictly applied. Additional restrictions imposed by the BOAR are intended to further refine sign restrictions for historic areas.

Findings

Staff finds that the proposed signage meets Guidelines V.B. and V.C, which state respectively signs “can consist of materials such as wood, metal or fiberglass and may be painted or applied lettering.” and “should be sized in proportion to the building and relate to and compliment, not overwhelm, the site, building and street. Avoid oversized signs.” The proposed signage is appropriately scaled and of compatible materials and design for the structure and the historic district.

Recommendations

Staff recommends that the proposal be approved with the following conditions:

1. If any changes are made that alter the information submitted, resubmit the changes to staff for review and approval prior to the start of the work.
2. Once reviewed by other LFUCG Divisions, any changes shall be returned to staff or Board for review and approval prior to the start of work.

Deadline for BOAR Action

March 30, 2021