



Planning Commission

November 13, 2025
Packet Addendum #1

From: Planning
Sent: Monday, November 10, 2025 8:33 AM
To: Emily Cline-Gibson
Subject: FW: Re The Proposed Electronic Digital Sign at the Arts Center Building

Categories: Projects

From: CGPontasch <CGPontasch@protonmail.com>
Sent: Sunday, November 9, 2025 11:15 PM
To: Brandi Cummings <bcummings@louisvilleco.gov>
Cc: City Council <Council@louisvilleco.gov>; Planning <planning@Louisvilleco.gov>; Rob Zuccaro <rzuccaro@louisvilleco.gov>
Subject: Re The Proposed Electronic Digital Sign at the Arts Center Building

[EXTERNAL EMAIL] From outside of City of Louisville DO NOT CLICK links or attachments unless you validate the sender and know the content is safe.

Hello, Brandi,

Following up on your previous e-mail to me and your presentation at the October Open House, my husband and I remain very concerned regarding the possible installation of an electronic/digital sign in front of the historic Arts Center building. We appreciate your invitation to further dialog on these issues of concern.

The reasons we believe that such an installation should **not** be approved are numerous, and as follows:

- 1) An electronic sign is redundant and unnecessary.** The Coal Creek Players (<https://www.cctlouisville.org/>), the Center Stage Theatre Company (<https://www.centerstagetheatrecompany.org/>), and the Louisville Art Association (<https://louisvilleartassociation.org/>), already have strong social media presence online (webpages and facebook pages). Persons interested in attending or taking part in their events are more likely to look for that information online or on their cell phones rather than to physically go to the Arts Center and read a sign. If the purpose of the sign is to attract more attendees to public events at the Arts Center, it would be more effective to place such a sign at a location where many visitors and residents pass by on a daily basis. Why not put a sign up somewhere on Main Street, perhaps on the corner in front of the Chamber of Commerce building?

The old school house was constructed in 1894, so the colorful and artistic large posters currently displayed on the outside of the building to advertise plays are appropriate and fit the era and style of its architecture.

Finally, private parties renting the facility or groups holding private meetings are unlikely to wish to “advertise” their events on a public sign outside.

- 2) **An electronic sign detracts from the historic nature of the landmarked Louisville Center for the Arts.** The Center is located in the heart of Old Town Louisville. The addition of an electronic/digital sign in this mainly residential setting and right in front of an historical, landmarked building is incompatible with late 19th century architecture and detracts from the historic and “small-town” character of this neighborhood
- 3) **An electronic sign at the edge of a park takes away from the natural atmosphere of the park area.** The sign is at an entry point into Memory Square Park, a place where people go to relax and recreate, not be assailed by advertising. An electronic sign at the building’s location also would be visible from a considerable distance when walking west from downtown along Spruce Street, and detract from the natural green space when strolling on the park’s south sidewalk.
- 4) **A constantly lit electronic sign that is visible from nearby neighborhood homes, is discourteous and intrusive in a primarily residential area.** At October’s Open House, the statement was made that the sign would be on continually. Even when not advertising an upcoming event, it would be lit 24-hours a day, displaying the street address. Homeowners in the vicinity will therefore be subjected to endlessly viewing the sign’s scrolling or dimming then lighting messaging from their home’s porches and yards, as well as when looking out their windows toward the Arts Center building.
- 5) **How the sign would be managed has not been addressed.** While the display shown on the mock-up of the sign appears to be all gold lettering, the company producing the proposed digital sign stated in a phone conversation that all their signs are capable of multi-colored displays. It is possible, therefore, that future messaging could include colorful graphics, similar to a commercial advertising sign. Again, the neighborhood is a residential area, not a commercial one. Decisions regarding the sign’s display, as well as its management, should take into consideration the concerns of those who live in close proximity and not be left to the discretion of individuals who are not daily impacted by the presence of the sign.

My husband and I also take issue with the assertion that the Arts Center had more than 365 “bookings” in 2025. Living **24/7** directly across from the Arts Center diagonally, we know that there are many days where nothing at all is going on in that building. According to the Art Association’s own online calendar, art classes/workshops are held once or sometimes twice a week, and shows and sales that last four or five days are occasional. Theatrical performances, which may include auditions and rehearsals (the latter of which are not public and need not be advertised) occur only a few times a year. Having lived at our residence for over 38 years, we believe we have extensive first-hand knowledge of the frequency and type of activities occurring at the Arts Center, and are

puzzled by the claim of hundreds of “bookings” there for public events. In order to have more than 365 “bookings” per year when it is evident there are many days of complete inactivity, it would mean that there would have to be days with multiple bookings. Even during graduation season, we cannot recall seeing multiple parties there on a single day.

In closing, we encourage you, the City Council and the City Planning Commission (which we are copying on this email) to keep in mind, that the people who live in Old Town appreciate the unique character of this neighborhood that exemplifies “small-town” America. A number of other residents have already shared their concerns about this sign with you via email and were ready to speak against its installation at the last Planning Commission meeting. In light of that fact, we respectfully ask you all to reconsider and **not** approve installation of the proposed digital sign in front of this unique and historical landmark, the Center for the Arts building.

Thank you,

Conny and Gerald Pontasch
740 Grant Ave, Louisville

Sent with [Proton Mail](#) secure email.

From: Planning
Sent: Wednesday, November 12, 2025 8:28 AM
To: Emily Cline-Gibson
Subject: FW: Electronic sign at Memory Park comment

From: Marti Gilbert <mgilbert@blueshorellc.com>
Sent: Tuesday, November 11, 2025 1:18 PM
To: City Council <Council@louisvilleco.gov>; Planning <planning@Louisvilleco.gov>
Subject: Electronic sign at Memory Park comment

[EXTERNAL EMAIL] From outside of City of Louisville DO NOT CLICK links or attachments unless you validate the sender and know the content is safe.

What a terrible idea! An electronic sign at Memory Park messes with the historic feeling of the park and the downtown area. Old town is not made to have a blinking, electronic sign, and will mess with our town's dark sky policy. (If we don't have one, we. Should!) This would make it even harder to see the stars from our streets.

Marti Gilbert
539 Ridgeview Drive
Louisville 80027

From: Planning
Sent: Wednesday, November 12, 2025 8:36 AM
To: Emily Cline-Gibson
Subject: FW: Electronic sign in Memory Square Park

-----Original Message-----

From: Mary Nugent <newmtn@me.com>
Sent: Tuesday, November 11, 2025 6:36 PM
To: Planning <planning@Louisvilleco.gov>
Subject: Electronic sign in Memory Square Park

[EXTERNAL EMAIL] From outside of City of Louisville DO NOT CLICK links or attachments unless you validate the sender and know the content is safe.

Dear Planning Commision,

I am writing to urge you to vote against the proposed installation of an electronic messaging sign in front of the historic Louisville Center for the Arts building. As a Louisville resident, I feel that having an electronic messaging sign would be very intrusive to the historic peacefulness of our special park. Something non-electronic would be more appropriate and in keeping with the ambiance of the historic park area.

Thank you for your time and attention.

Mary Nugent
1016 Jefferson Ave
Louisville

From: Planning
Sent: Wednesday, November 12, 2025 8:28 AM
To: Emily Cline-Gibson
Subject: FW: NO on the Electronic Art Center Sign

From: Mary George <mgf.0001@gmail.com>
Sent: Tuesday, November 11, 2025 10:39 AM
To: City Council <Council@louisvilleco.gov>; Planning <planning@Louisvilleco.gov>
Subject: NO on the Electronic Art Center Sign

[EXTERNAL EMAIL] From outside of City of Louisville DO NOT CLICK links or attachments unless you validate the sender and know the content is safe.

PLEASE, NO ELECTRONIC OR DIGITAL SIGN AT THE ART CENTER.

This is Old Town. Would you put that sign outside the Historical Museum?

This is a residential neighborhood. Do you want a sign like that outside your house?

VOTE NO.

Thank you.

Mary George

720 Grant Avenue

From: Planning
Sent: Wednesday, November 12, 2025 11:59 AM
To: Emily Cline-Gibson
Subject: FW: Opposition to proposed electronic signage in Memory Square

From: Gaylynn Potemkin <geepo2010@gmail.com>
Sent: Wednesday, November 12, 2025 11:28 AM
To: Planning <planning@Louisvilleco.gov>
Subject: Opposition to proposed electronic signage in Memory Square

[EXTERNAL EMAIL] From outside of City of Louisville DO NOT CLICK links or attachments unless you validate the sender and know the content is safe.

I am writing to voice my strenuous opposition to the proposed electronic signage for the Center for the Arts.

After reading most of the documentation submitted to the Planning Commission in the Complete Meeting Packet, the one piece that is glaringly missing is the piece that shows a demonstrated true need. Yes, the sign **might** satisfy a perceived "pressing communication need", but there is no actual proof of that need, nor of the efficacy of the proposed remedy.

And at what cost?

Whereas the negative impact upon the community is undeniable.

If there were no other means by which to widen communication to and within the community; if

this were the last possible option, it **might** be something to consider. But at this point, it is an ill-advised, even detrimental "solution" to what is a non-problem.

This is, in fact, the quintessential example of a solution that itself is a bigger problem.

Please do not allow this project to go forward.

Sincerely,

Gaylynn Potemkin

Concerned Louisville Citizen

505 Spruce St.