



Downtown Development Review Overlay

Report to the Committee Report of the Urban Design Administrator

Case No: 16DDRO1003 and 16DevPlan1028
Classification: Non- Expedited

GENERAL INFORMATION

Property Address: 631-639 West Market Street

Owner: Timothy M. Mulloy
HBGM Partners, LLC
200 South 5th Street, Suite 700N
Louisville, KY 40202
502-292-4042
Tim@Mulloycre.com

Applicant: Steve Poe
Poe Companies
1250 River Road
Louisville, KY 40202

Attorney: Glenn Price
Frost Brown Todd LLC
400 West Market Street, Suite 3200
Louisville, KY 40202
502-779-8511
502-553-9830
gaprice@fbtlaw.com

Estimated Cost: \$26 million

DESCRIPTION OF PROPOSED DEVELOPMENT:

The applicant requests approval to build an eight (8) story, 133-room Homewood Suites by Hilton Hotel at the southwest corner of W. Market and 7th Streets. The L-shaped structure will have its main entrance off of W. Market Street and parking will be accommodated to the east at the PARC garage located at 601 W. Jefferson Street. The site is currently a surface parking lot. The applicant also requests approval of the Category 3 Development Plan to construct the eight story hotel.

South Elevation – W. Market Street

The primary façade of the hotel will be facing W. Market Street. Eight floors are proposed with a building height of approximately 109'. Homewood Suites signage and logo is shown, with blade sign at western corner. Materials alternate and include glazing panels, metal panel, EIFs, and brick and stone veneers. Storefront window system with canopies are proposed at ground floor.

West Elevation – 7th Street

The secondary façade of the hotel will wrap the corner at W. Market Street and continue down 7th Street with approximately 88'-0" of street frontage. A tower element accentuates the corner, and storefront windows continue on the ground level. The hotel façade steps back 105'-0, allowing for existing 3 and 4 story buildings along 7th Street to be visible. Alley access to the PARC garage facility is located along 7th Street.

North Elevation

The north elevation of the building faces the existing structures along 7th Street, and is simple in appearance. The L shape of the structure creates an interior courtyard. The stair tower along this side has fenestration with a mechanical louver system. EIFS is the predominant building material. Pedestrian access points are located along the ground level.

East Elevation

The east elevation is void of fenestration, except for the tower feature visible in the far eastern corner with glazing. This side of the building is adjacent to the PARC structure's property line.

COMMUNICATIONS WITH APPLICANT; COMPLETE APPLICATION

The application was submitted on February 15, 2016 and was determined to be complete and classified as "Non-Expedited" on February 15, 2016. The application was scheduled for a hearing of the Downtown Development Review Overlay Committee on its regularly scheduled time on March 23rd, 2016 at 8:30 a.m. in the Old Jail Building Auditorium located at 514 W. Liberty Street.

A Category 3 Plan Review was issued for this proposal on February 17th, 2016. Agency comments were addressed and an updated Site Plan was submitted to Staff on March 7, 2016. Additional comments from Public Works led to further changes, and a revised Development Plan application was received on March 21, 2016 addressing these comments.

FINDINGS AND CONCLUSIONS

The following Principles and Design guidelines are applicable to the proposed exterior alteration: **Principle 1- Site Planning, Principle 2- Building Massing, Principle 3- Building to Context, Principle 4- Building to Pedestrian, Principle 7- Street and Sidewalk Character, and Principle 8 - Signage.**

The report of the Overlay 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

Currently the parcels at 631-639 West Market Street comprise a surface parking lot. The properties are zoned C3 and are located in the Downtown Form District. The total site area is approximately .4 acres. Total building area proposed is 105,453 square feet, with approximately 133 guest rooms.

Conclusions

The proposed building fills an empty lot, and has a well-defined base at the pedestrian level, creating an animated street wall along West Market Street where there are currently no structures. The structure is compatible with the general character of nearby buildings in terms of façade organization, materials, finishes, and scale.

The Category 3 development plan is in compliance with all requirements of the Land Development Code.

RECOMMENDATION

Considering the information furnished Staff finds that the proposal complies with the applicable Principles and Guidelines of the Overlay and recommends **approval** for an Overlay Permit with the following conditions:

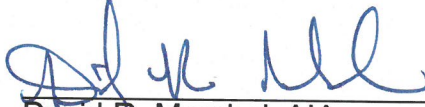
1. All signage shall be submitted to Staff for review and approval prior to installation.
2. Lighting plans to be submitted to the Staff prior to installation for review and approval.
3. Details of awnings and canopies at storefronts to be submitted to the Staff prior to installation for review and approval.
4. Final exterior materials, including storefront windows, to be submitted to Staff for review and approval prior to installation.

3-22-16
Date _____



Burcum Keeton
Architectural Projects Coordinator

3.22.2016
Date _____



David R. Marchal, AIA
Urban Design Administrator

Principle 1-Site Planning

Design Guideline Checklist

Objective

Each downtown site lies with a specific neighborhood, Adjacent to specific traffic corridors and intersections, And may be adjacent to areas of different intensity of Development; may be near public open spaces; may be near historic and/or significant structures; and may contain historic and/or significant structures. These basic issues should be evaluated for the project site and considered at the earliest stages of concept development.

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

	Guideline	Finding	Comment
SP1	Building placement and orientation. It is intended that Downtown develop as an urban environment with a consistent, animated street wall which defines a physical area that is friendly, active, and safe for the public. Generally speaking new construction should build to the front property line and extend the width of the property. Corner properties should be built to both frontages. Properties with 3 or more frontages should give consideration to the relative character of the frontages and focus development accordingly-primary consideration should be given to orientation toward major thoroughfares.	+	
SP2	Public space. Setbacks from the property line may be considered provided the setback area is developed as a Public Open Space and amenity or as a location for exterior activity related to ground floor usage of the buildings, such as outdoor dining or retail. Consideration should be given for providing Public Open Space on sites that align with other significant urban elements such as open spaces or vistas, significant neighboring structures or public institutions, axis or terminus or the street grid.	NA	No setbacks are proposed
SP3	Preservation of Existing Structures. Existing structures that are identified locally or nationally as having significant historic character should be retained and incorporated into new development. Modifications to these structures shall be in accordance with the latest edition of the Secretary of the Interior's Standards for Rehabilitation. No application to demolish these structures shall be approved unless the applicant is able to demonstrate that: a) rehabilitation of the structure or its replacement will have a greater positive impact on the economic vitality of the district than preserving the existing structure and that the construction of the new structure would not be possible or economically feasible without the demolition of the existing structure; or b) that the applicant cannot obtain a reasonable economic return from the property	NA	Site is currently surface parking lot

	or structure unless the existing structure is demolished. Development with the West Main Street local preservation district shall be reviewed by the Historic Landmarks and Preservation Districts Commission.		
SP4	Site Access. Careful consideration should be given to vehicular site access, on-site circulation, parking, and sufficient access for storage and collection of waste and recycled materials to minimize impacts to the street wall, pedestrian environment, and the streetscape. Consideration should also be given for other types of access such as pedestrian, public transit, and bicycle.	+	Bicycle parking and storage proposed. Guest drop off area along West Market Street with proposed landscape bed and sidewalk improvements and bollards.

Principle 2-Building Massing

Design Guideline Checklist

Objective

Develop an architectural concept and compose the major building elements and massing to reinforce desirable urban features in the surrounding area and district. Compose the massing of the building to create transition to the height, bulk, and scale of development in nearby less intensive zones.

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

	Guideline	Finding	Comment
BM1	Arrange the mass of the building in response to the following as applicable: a) Distinct and noteworthy characteristics of the district/neighborhood: b) Adjacent landmark or noteworthy building: c) major public entity or institution nearby: d) neighboring buildings that have employed distinctive and effective massing compositions: e) Public views and vistas: f) Potentially negative micro-climate issues such as extensive shadows and urban wind effect.	+	
BM2	Compose the massing of the building to relate strongly to nearby buildings and create a transition to the height, bulk, and scale of development in nearby less-intensive zones. Buildings on zone edges should be developed in a manner that creates a step in perceived height, bulk, and scale between the development potential of the adjacent zones. Factors to consider in analyzing potential height, bulk, and scale impacts include: a) distance from a less intensive district edge: b) differences in development standards between abutting neighborhood: c) type and amount of separation between districts, i.e. property line, alley or, street.	+	
BM3	Design a well proportioned and unified building. Compose the massing and organize the interior and exterior spaces to create a well-proportioned building that exhibits a coherent architectural concept. Design the architectural elements and finish details to create a unified building, so that all components appear integral to the whole.	+	
BM4	The building composition should include a well-defined base at the pedestrian level that fits well into its context. As a general minimum the base should be 2 to 3 stories.	+	
BM5	To allow adequate light and air to reach the street level, high rise buildings (over 14 stories) should generally: a) be located about 100 feet from other high-rise buildings within the same block: b) have upper stories which are progressively narrower; the higher the story, the narrower.	NA	8 stories, 109' height proposed
BM6	Rooftops should not look cluttered from any pedestrian vantage point. All mechanical or utility equipment should be well-integrated into the overall design.	+	

Principle 3-Building to Context

Design Guideline Checklist

Objective

A certain amount of architectural diversity is expected in any downtown. However, buildings should be "good neighbors" by relating well to the common patterns of windows, entrances, cornice lines and column spacings around them and reinforcing the overall character of their immediate surroundings. Develop an architectural concept and compose the major building elements to reinforce desirable urban features in the surrounding context and district.

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

	Guideline	Finding	Comment
BC1	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 in the nearby context such as cornice lines and pier/column spacing.	+	
BC2	Reinforce the character of nearby buildings having historic or architectural significance by developing designs that respect established cornice lines, horizontal and vertical façade organization, and massing of historic buildings in context.	+	
BC3	Follow the rehabilitation standards in the latest edition of the Secretary of the Interior's Standards for Rehabilitation whenever historic or architecturally significant structures are to be altered, expanded, or when new construction is to occur adjacent to such structures.	NA	

Reference: SOI Standards for Rehabilitation

1. A property will be used as it was historically or be given a new use that required minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive material, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary or physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic material, features, size, scale, and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environments would be unimpaired.

Principle 4-Building to Pedestrian

Design Guideline Checklist

Objective

People should have strong visual connections to buildings as a strong building-to-pedestrian relationship helps make downtown feel more inviting and active 24 hours a day. Therefore develop the street level of the building's exterior to create safe, inviting, and active environments and spaces to engage pedestrians. These environments are defined by the used that occur within them, physical space for them to occur, and articulation of the physical surroundings.

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

	Guideline	Finding	Comment
BP1	Where sidewalk width is limited consider setting portions of the building back slightly to create spaces conducive to pedestrian-oriented activities.	+	
BP2	Articulate the building façade to provide an engaging pedestrian experience with design elements such as open shop-fronts or arcades, multiple entries, merchandising and display windows, street front open space with artwork or furniture, awnings, signage, and light fixtures. In some instances raised landscaped beds may be appropriate. As a general rule 50 percent of the wall surface at the sidewalk level should be transparent, utilizing glazing that is not highly tinted or reflective.	+	
BP3	Utilize building materials characteristic of the area having texture, color, pattern, and a higher quality of detailing.	+	
BP4	Variations on the façade plane such as inset entries, building piers, and other details can assist in providing relief to long expanses of building wall.	+	
BP5	Building entries should be clearly identifiable and visible from the street. Principle building entrances should face the street. Entrances should be inviting and easily accessible. They should have a high level of articulation and be well-lit. Canopies or awnings provide protection from the weather.	+	
BP6	Changes in sidewalk material aid in defining exterior spaces and entryways.	+	Guest drop off area along West Market Street with proposed landscape bed and sidewalk improvements and bollards. Loading zone proposed along S. 7 th Street.
BP7	Develop alley facing facades at least one bay into the alley to eliminate harsh contrasts in the street wall. Provide adequate lighting and signage for quick orientation by motorists and safety for pedestrians.	+	No commercial signs in right of way. Sight lighting will not shine in eyes of drivers.
BP8	Exterior lighting should be designed to be visually integrated into the exterior design of the building. Lighting should be designed to provide illumination that creates a greater sense of activity, security and interest to the pedestrian.	NSI	Final lighting and signage plan not provided at this time

Principle 7-Street and Sidewalk Character

Design Guideline Checklist

Objective

Downtown streets and sidewalks should be safe and attractive for both cars and pedestrians. Getting from one place to another should be a pleasant, comfortable, and rewarding downtown experience.

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

	Guideline	Finding	Comment
S1	Developments involving new construction and or modifications to existing curb and sidewalk along the frontage(s) of the site should include improvements to the streetscape including sidewalk and curb in accordance with the current standards for that street and the Street and Road Side Design Standards of the Land Development Code.	+	
S2	Street furnishings. Street furnishings including but not limited to benches, news racks, bicycle racks, and trash containers shall conform to the standards established by the Downtown Streetscape Manual.	NSI	
S3	Lighting-Street lighting for public streets shall conform to the standards established by the Downtown streetscape Manual. On-site lighting should also be compatible with street lighting standards.	NSI	
S4	For the sake of visual continuity trees shall be planted in the right-of-way every 25' to 35' along the curb line in order to create a continuous canopy. Tree species and caliper and planting area shall conform to the standards established by the Downtown Streetscape Manual. A mix of ornamental and shade trees should be planted outside the right-of-way for both shade and visual variety.	-	Existing trees on 7 th Street to be removed. No new trees proposed.
S5	Pedways. The pedestrian environment is substantially impacted by the actual number of pedestrians engaging in activity on the street level. Generally speaking, the more pedestrians engaging in activity at street level the more the streetscape environment feels active, inviting and safe. Overhead pedestrian walkways (pedways) have real potential to negatively impact the street level environment by removing pedestrians from it. Overhead pedestrian structures therefore are generally discouraged.	NA	

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.	NSI	Signage plan to be finalized
S2	Signage should be organized to increase legibility and communication while reducing visual clutter.	NSI	
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.	NSI	
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.	NSI	
S5	Back-lit or internally illuminated signage shall have opaque, non-illuminated face panels. Only the individual letters and/or logos should be illuminated.	NSI	
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. e. Signage should be carefully designed to minimize driver impact and pedestrian distraction. 	NSI	
S7	No more than one changing image or video display sign shall be permitted on a property.	NSI	
S8	The use of sound is prohibited.	NSI	
S9	Rooftop signage is not allowed. Signage attached to the upper	NSI	

	portions of a building may be considered provided it is complementary to the design and style of the building.		
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.	NSI	
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 form 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.	NSI	
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.	NSI	
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.	NSI	
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.	NSI	
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. 	NSI	

