

18VARIANCE1006

Rabbit Hole Distillery Signage



**Louisville Metro Board of Zoning Adjustment
Public Hearing**

**Dante St. Germain, Planner I
February 19, 2018**

Requests

- **Variiances:** from Land Development Code table 8.3.2 to allow attached signage to exceed 60 square feet in area per façade in the Traditional Neighborhood form district

Location	Requirement	Request	Variance
E Jefferson Street	60 sf	603.64 sf	543.64 sf
Nanny Goat Strut	60 sf	236.3 sf	176.3 sf

Case Summary / Background

- The subject property is located in the Phoenix Hill neighborhood in the NuLu overlay district.
- The subject property is being redeveloped into a mixed industrial/commercial center by the Rabbit Hole distillery.
- Two signs are proposed: one facing E Jefferson Street and the other facing Nanny Goat Strut Alley.

Case Summary / Background

- The design of the site brings guests from E Market Street across Nanny Goat Strut Alley into the building, and so the principal structure effectively has two fronts.
- The property was rezoned in 2016 from C-2 Commercial to EZ-1 Enterprise Zone under docket 15ZONE1052 to allow the mix of industrial and commercial uses.
- The site received a NuLu overlay permit under permit number 16COA1018.

Case Summary / Background

- Signage was not addressed in the overlay permit.
- Review of NuLu permitting for the proposed signage will begin after the requested variances have been approved or denied by the Board of Zoning Adjustment.

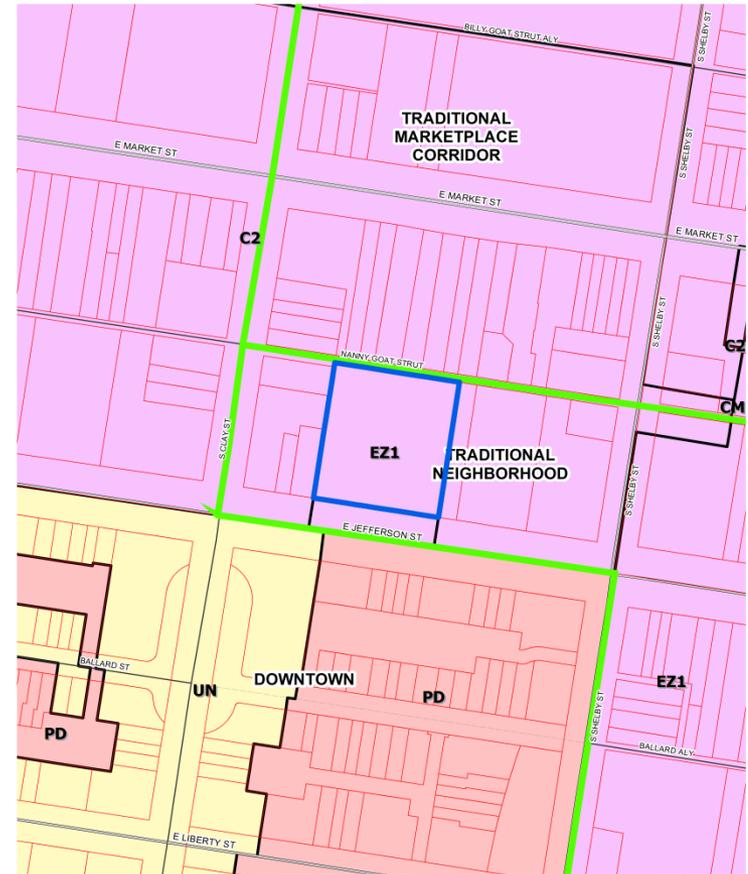
Zoning/Form Districts

Subject Property:

- Existing: EZ-1/Traditional Neighborhood

Adjacent Properties:

- North: C-2/Traditional Marketplace Corridor
- South: PD & UN/Downtown
- East: C-2/Traditional Neighborhood
- West: C-2/Traditional Neighborhood & Downtown



711 E Jefferson Street
feet



Map Created: 2/6/2018



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Site Photos-Subject Property



The front of the subject property.

Site Photos-Subject Property



The property to the right of the subject property.

Site Photos-Subject Property



The left portion of the project.

Site Photos-Subject Property



The property across E Jefferson Street.

Site Photos-Subject Property



The rear of the principal structure and the Nanny Goat Strut entrance.

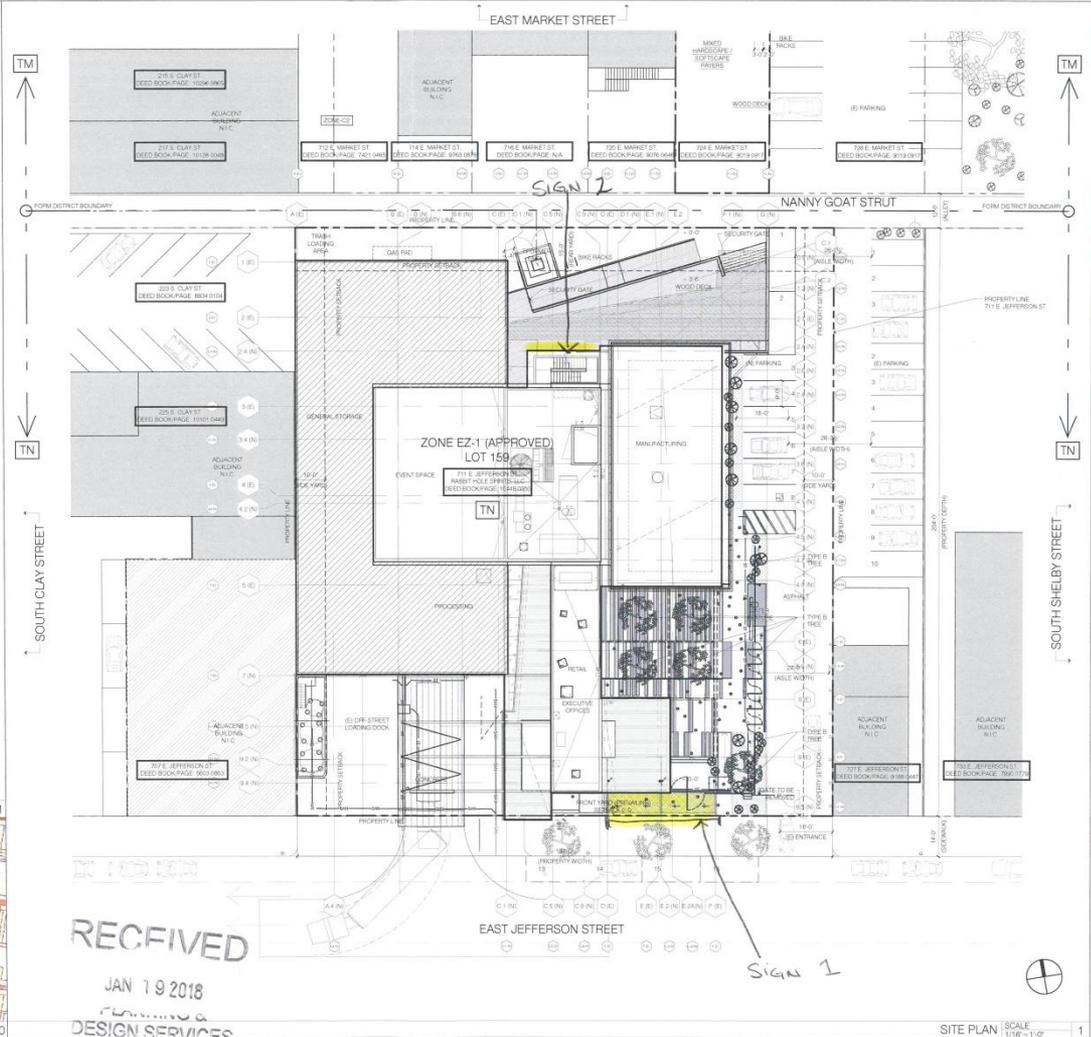
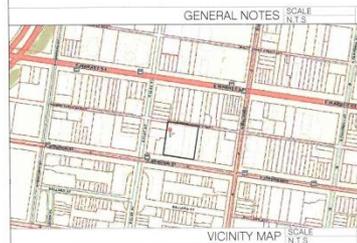
Site Plan

SITE ADDRESS: 711 E. JEFFERSON ST
 LOUISVILLE, KY 40202
 TAX BLOCK AND LOT NUMBER: TAX BLOCK: 0170
 LOT 159
 CURRENT ZONING OF PROPERTY: E2-1
 PROPOSED ZONING: E2-1
 ZONING OF ADJACENT PROPERTIES: E2
 EXISTING USE: STORAGE WAREHOUSE
 PROPOSED USE: MIXED USE, MANUFACTURING, RETAIL / EVENT
 GROSS BUILDING FOOTPRINT AREA: 19,000 SF
 GROSS FLOOR AREA OF BUILDINGS: 39,970 SF
 NET ACREAGE OF SITE: 0.967 ACRES
 GROSS ACREAGE OF SITE: 0.967 ACRES
 HEIGHT OF STRUCTURES: ~ 30'0" / ~ 54'0"
 OFF-STREET LOADING AREA: 2,700 SF
 FLOOR AREA RATIO (FAR): 0.6
 AREA OF PROPERTY (MARKET): 4,528 SF
 AREA OF PROPERTY (JEFFERSON): 37,528 SF
 FORM DISTRICT:

- TM** 1) TRADITIONAL MARKETPLACE CORRIDOR ON MARKET ST
- TN** 2) TRADITIONAL NEIGHBORHOOD ON JEFFERSON

RETRACS:
 FRONT 0' (PREVAILING) WEST SIDE 10'
 REAR 15' EAST SIDE 10'
E. JEFFERSON ST. PARKING:
 RETAIL, GIFT SHOP (0.899 SF) MIN. 1 SPACE PER 500 SF OF GROSS FLOOR AREA = 3-80 = 4 SPACES
 RECEPTION HALL (4,817 SF) MIN. 1 SPACE PER 100 SF OF GROSS FLOOR AREA = 48-17 = 48 SPACES
 GENERAL OFFICE (1,408 SF) MIN. 1 SPACE PER 100 SF OF GROSS FLOOR AREA = 3-39 = 3 SPACES
 MANUFACTURING (IN TOTAL EMPLOYEES) MIN. 1 SPACE PER 1.8 EMPLOYEES = MAX SHIFT + SECOND SHIFT 10 SPACES
 TOTAL: 66 SPACES

REDUCTIONS:
 10% REDUCTION WITHIN 200 FT OF TRANSIT ROUTE 2 SPACES
 GREEN DEVELOPMENT DESIGN REDUCTION 20% (LOCATED ON A PREVIOUSLY DEVELOPED SITE WITH 20% VEGETATED OPEN SPACE) 5 SPACES
 REVISED TOTAL SPACES REQUIRED: 16 SPACES
 PARKING COUNT IS BASED ON NEW CONSTRUCTION (PER LOD 9.1.3). EXISTING CONSTRUCTION IS EXEMPT FROM PARKING REQUIREMENTS.
BICYCLE PARKING:
 MANUFACTURING: REQUIRED LONG-TERM PARKING SPACES: 2 OR 1 PER 50,000 SF OF GROSS FLOOR AREA
 NONE
RESTAURANT:
 REQUIRED LONG-TERM PARKING SPACES: 2 OR 1 PER 50 EMPLOYEES
 REQUIRED SHORT-TERM PARKING SPACES: 4 OR 1 PER 500 SF OF GROSS FLOOR AREA
 SPACES PROVIDED: 4 LONG-TERM SPACES / 4 SHORT-TERM SPACES
TREE CANOPY CALCULATIONS:
 TREE CANOPY PRESERVED CANOPY COVERAGE: CLASS A (PER TABLE 10.1.1 LOD) 0%
 NEW CANOPY COVERAGE: 10%
 REDUCTION PER FAR: 60%
 TOTAL REQUIRED CANOPY COVERAGE: 3.4%
 TOTAL REQUIRED CANOPY COVERAGE (SF): 37,528 (0.634) = 1,276 SF



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DESIGN:
 RABBIT HOLE DISTILLING
 711 EAST JEFFERSON ST., EAST MARKET ST.
 LOUISVILLE, KY 40202

RABBIT HOLE DISTILLING
 711 EAST JEFFERSON ST., EAST MARKET ST.
 LOUISVILLE, KY 40202

PROPERTY	DATE
1.00	1/15/18
1.01	1/15/18
1.02	1/15/18
1.03	1/15/18
1.04	1/15/18
1.05	1/15/18
1.06	1/15/18
1.07	1/15/18
1.08	1/15/18
1.09	1/15/18
1.10	1/15/18
1.11	1/15/18
1.12	1/15/18
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1.92	1/15/18
1.93	1/15/18
1.94	1/15/18
1.95	1/15/18
1.96	1/15/18
1.97	1/15/18
1.98	1/15/18
1.99	1/15/18
2.00	1/15/18



SHEET:
 SITE PLAN
 711 E. JEFFERSON ST

SCALE: 1"=100'
 A1-1.1

18 VARIANCE 1006

Elevations

A3 Project/Retail ID



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PROJECT / RETAIL IDENTITY (Jefferson St.)
SCALE: 1/4" = 1'-0"

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12

603.64

Elevations

A3 Project/Retail ID - for reference only

Sign 1

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Experiential Graphics 9

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18 VARIANCE 1006

Louisville

18VARIANCE1006

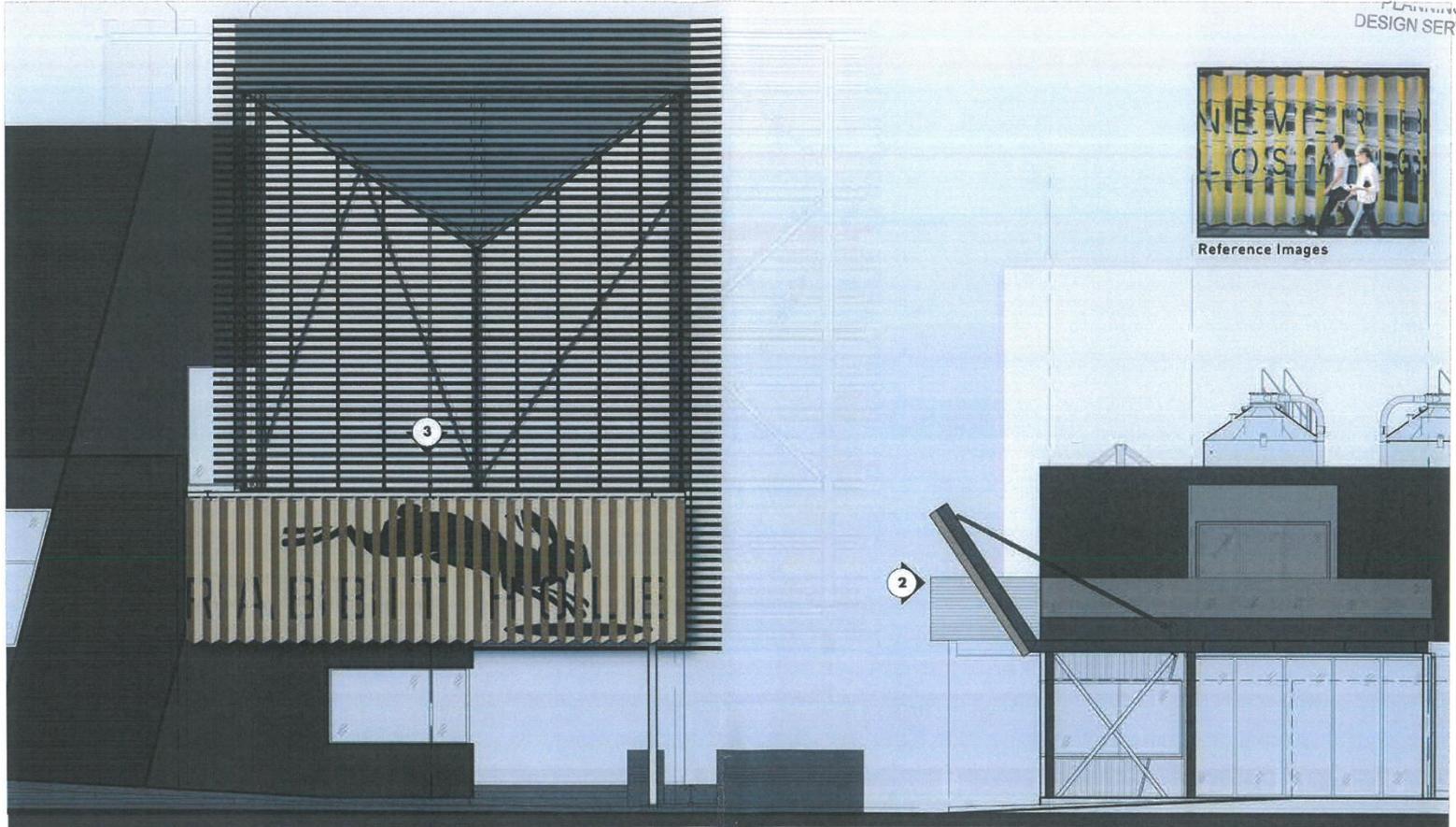
Elevations

A3 Project/Retail ID

SIGN 1

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A3 FRONT ELEVATION
PROJECT / RETAIL IDENTITY CONTEXT (Jefferson St.)
SCALE: 1/8" = 1' - 0"

SIDE ELEVATION

RABBIT HOLE
Experiential Graphics

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18 VARIANCE 1006

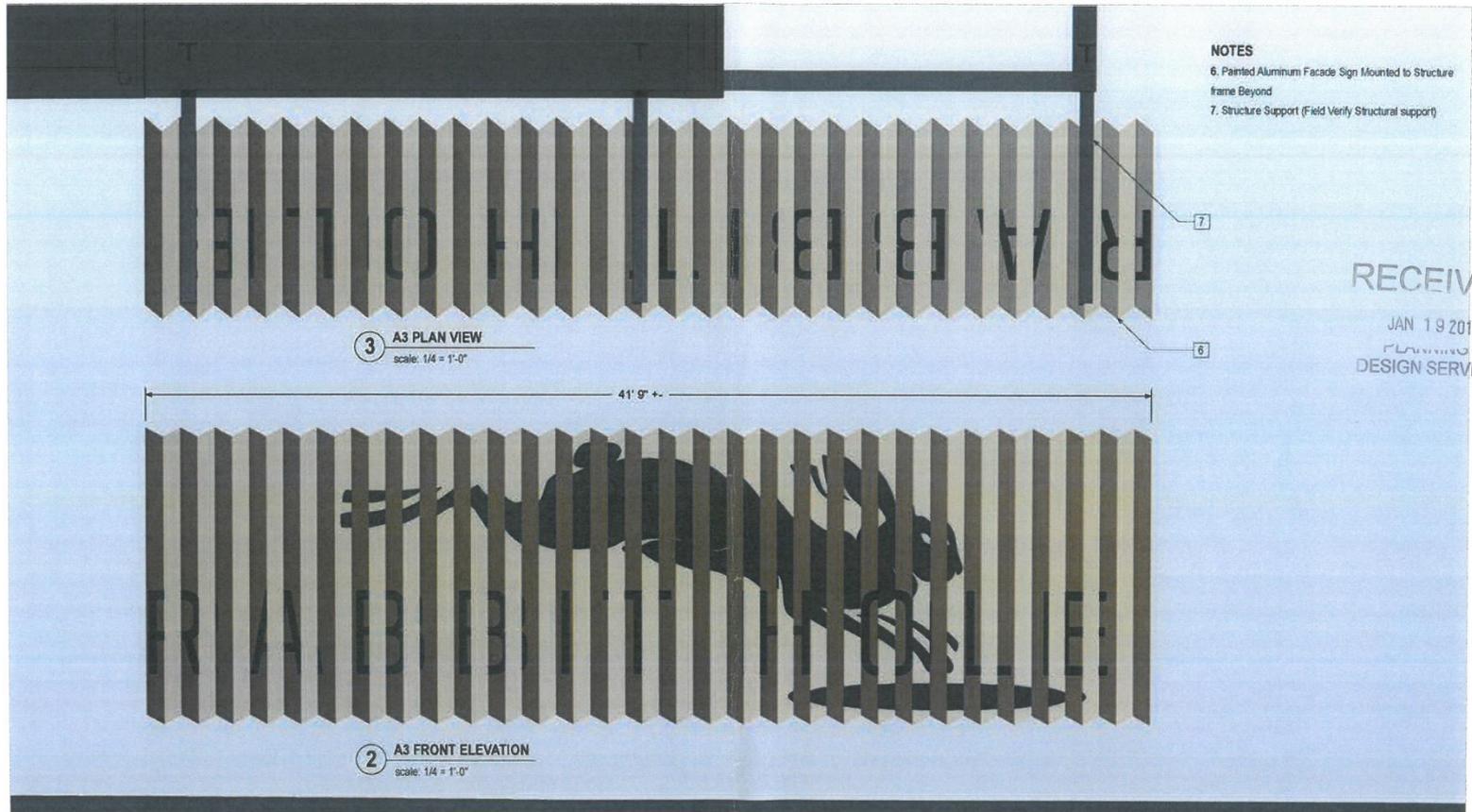
Louisville

18VARIANCE1006

Elevations

A3 Project/Retail ID

Sign 1



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A3 PROJECT / RETAIL IDENTITY (Jefferson St.)
SCALE: 1/4" = 1'-0"

186,1354

RABBIT HOLE
Experiential Graphics

11
11 December 2017

18 VARIANCE 1006

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18VARIANCE1006

Elevations

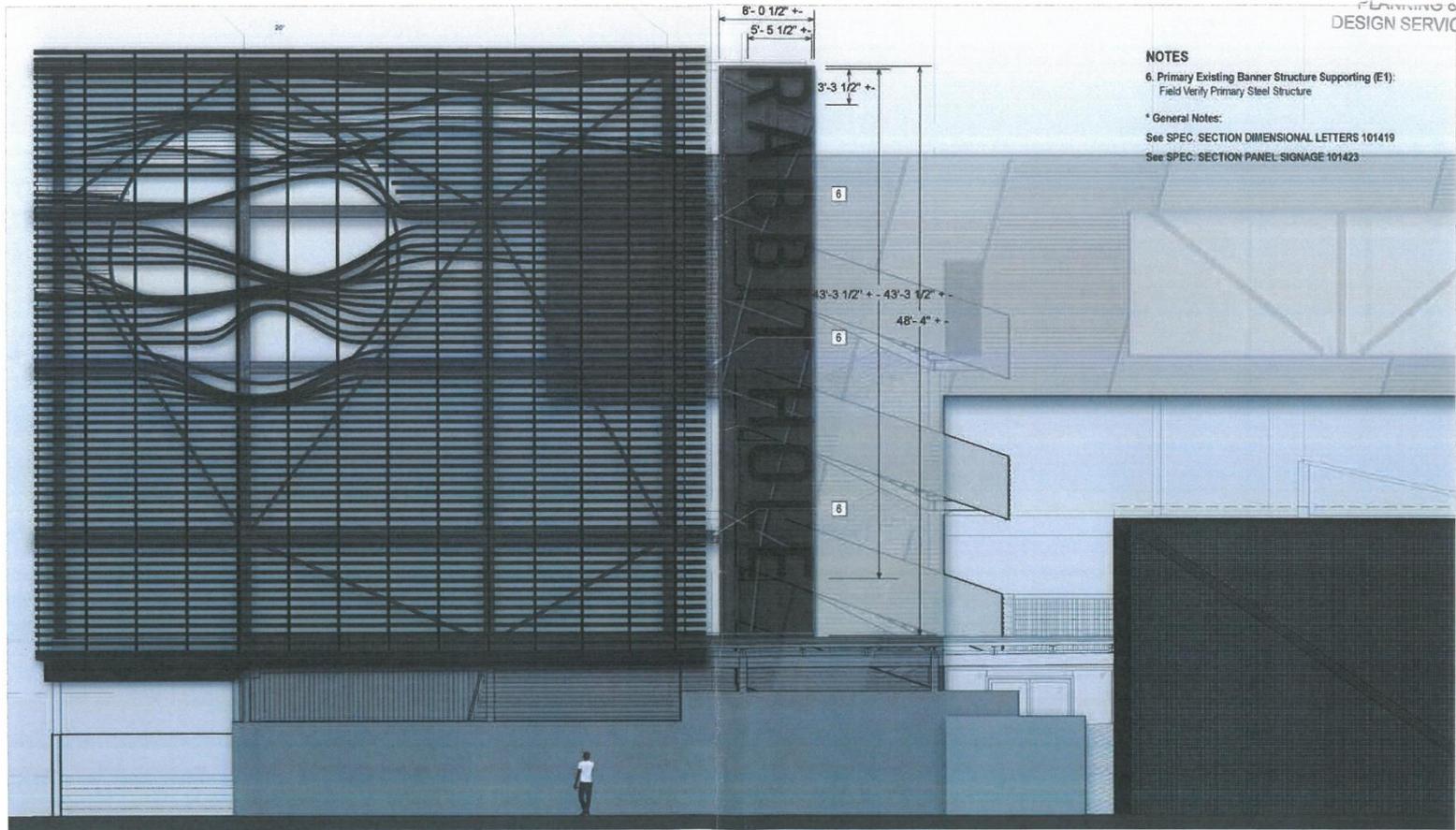
E1 Project Banner

SIGN 2

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NOTES

6. Primary Existing Banner Structure Supporting (E1):
Field Verify Primary Steel Structure

* General Notes:

See SPEC. SECTION DIMENSIONAL LETTERS 101419
See SPEC. SECTION PANEL: SIGNAGE 101423

North Elevation

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E1 Banner

SCALE: 1/8" = 1'-0"

236.3009

RABBIT HOLE
Experiential Graphics

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18 VARIANCE 1006

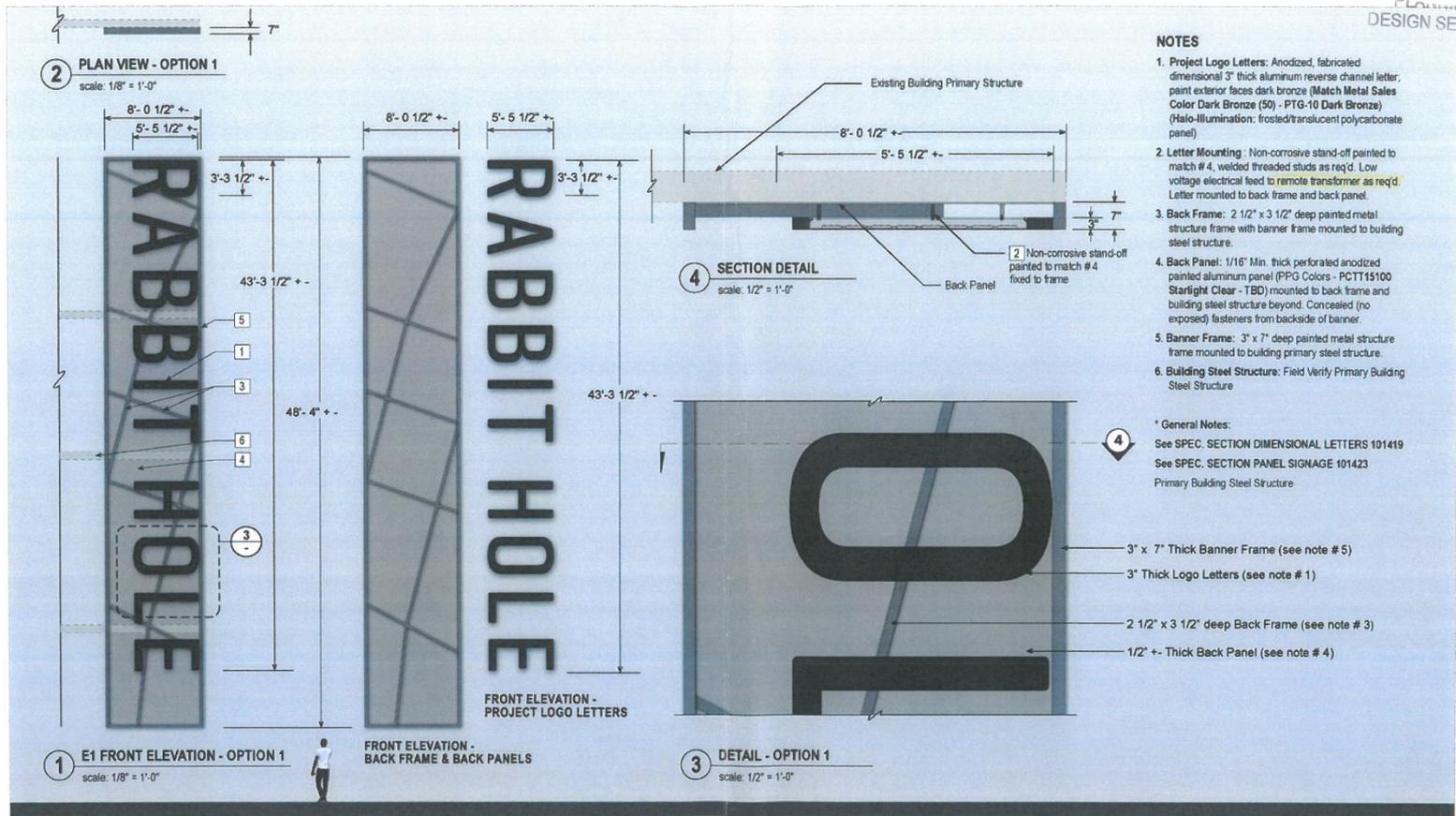
14

Elevations

E1 Project Banner - option 1

Sign 2

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- NOTES**
- Project Logo Letters: Anodized, fabricated dimensional 3" thick aluminum reverse channel letter, paint exterior faces dark bronze (Match Metal Sales Color Dark Bronze (50) - PTG-10 Dark Bronze) (Halo-Illumination: frosted/translucent polycarbonate panel)
 - Letter Mounting: Non-corrosive stand-off painted to match # 4, welded threaded studs as req'd. Low voltage electrical feed to remote transformer as req'd. Letter mounted to back frame and back panel.
 - Back Frame: 2 1/2" x 3 1/2" deep painted metal structure frame with banner frame mounted to building steel structure.
 - Back Panel: 1/16" Min. thick perforated anodized painted aluminum panel (PPG Colors - PCT115100 Starlight Clear - TBD) mounted to back frame and building steel structure beyond. Concealed (no exposed) fasteners from backside of banner.
 - Banner Frame: 3" x 7" deep painted metal structure frame mounted to building primary steel structure.
 - Building Steel Structure: Field Verify Primary Building Steel Structure
- * General Notes:
See SPEC. SECTION DIMENSIONAL LETTERS 101419
See SPEC. SECTION PANEL SIGNAGE 101423
Primary Building Steel Structure

North Elevation
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Banner

RABBIT HOLE 15
Experiential Graphics
11 December 2017

18 VARIANCE 1006

Conclusions

- The variance requests appear to be adequately justified and meet the standard of review.
- Must determine if the proposal meets the standard of review for granting a variance as established in the Land Development Code, from table 8.3.2 to allow signs to exceed 60 sf in area per façade in the Traditional Neighborhood form district.

Required Actions

- **Variance:** from Land Development Code table 8.3.2 to allow a sign to exceed 60 sf in area (E Jefferson Street façade). Approve/Deny
- **Variance:** from Land Development Code table 8.3.2 to allow a sign to exceed 60 sf in area (Nanny Goat Strut Alley façade). Approve/Deny

Location	Requirement	Request	Variance
E Jefferson Street	60 sf	603.64 sf	543.64 sf
Nanny Goat Strut	60 sf	236.3 sf	176.3 sf