

Danny McDole, President
Gary Watrous, Vice President
Gerald Cummins Jr., Treasurer
Mary Turner, Secretary

Portland Now, Inc
"The Voice of Portland"

c/o Neighborhood House
201 N 25th Street
Louisville, KY 40212
www.portlandnow.org

Nov. 11, 2013

Mr. Joseph Reverman
Staff Member
Metro LD&T Committee
Louisville, KY

Re. LD&T Case #17246
2535-2551 W. Market St
Louisville, KY

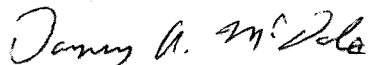
Dear Mr. Reverman,

Please read the following letter into the record of the LD&T hearing Nov. 14, 2013 for Case #17246.

The Board of Portland Now Inc. voted on Nov. 5, 2013 to support the design and rezoning proposal by Mr. Steve Miller, Owner, of 2535-2551 W. Market St. on condition that the proposal adheres to the design drawings dated Sept 10, 2013 prepared by Watrous Associates Architects.

These drawings show that the proposed Family Dollar Store façade occurs at the back of the Market St sidewalk and is in line with façade of the existing historic Cavalier Building on the corner. The Family Dollar is shown in these drawings to have a brick veneer façade with horizontal brick banding and windows aesthetically compatible with the brick façade of the Cavalier building, which we understand will be renovated by Mr. Miller.

Sincerely,



Danny McDole
President of Portland Now Inc.

Sent via email only

g/g/pni/miller



PRESERVATION Louisville

13 September 2012

Metro Louisville LD&T COMMITTEE
514 W. Liberty Street
Louisville, KY 40202

RE: Case Number 17246

Subject Property: 2537 W MARKET ST 40212-0000;
Case Manager: JOE REVERMAN

Preservation Louisville, Inc. is an education and advocacy organization with a mission to protect and promote the city's cultural, environmental and architectural heritage. Our organization works with historic neighborhoods to encourage smart growth and development in these areas, including being sensitive to historic assets such as: structures, streetscapes and infrastructure. We support thoughtful development and the re-purposing of existing structures as the most long-term economically effective opportunity, this also is the best option for environmental reasons, and certainly retaining and preserving historic assets is beneficial for the entire community.

The Portland neighborhood has been grappling with an increase in incompatible development and demolition in the neighborhood. The Portland Neighborhood Task Force, throughout its deliberations during the creation of the Portland Neighborhood Plan, which was approved by Louisville Metro on **2/28/08**, strongly emphasized the conservation of Portland's historic structures and urban form, with a particular focus on housing and on the numerous corner stores and individual landmark structures that together contribute to Portland's distinct neighborhood character. One of the historic assets that are proposed for demolition is a corner store that has been a neighborhood pub for over 50 years and also housed other services over the years such as a dentist. This corner store building, along with the historic building diagonally across the intersection, anchors this gateway intersection into the Portland neighborhood. The Portland Neighborhood Plan calls for Metro to employ strategies that combine a regulatory approach, meant to promote the preservation of the neighborhood's historic character as well as compatible land uses (e.g. single family housing, mixed use corner commercial).



PRESERVATION Louisville

The area in question is part of a *Traditional Marketplace Corridor*, which is a form found along a major roadway where the pattern of development is distinguished by a mixture of low to medium intensity uses such as neighborhood- serving shops, small specialty shops, restaurants, and services. These uses frequently have apartments or offices on the second story. Buildings generally have little or no setback, roughly uniform heights and a compatible building style. Buildings are oriented toward the street. Buildings typically have 2-4 stories. New development and redevelopment should respect the predominant rhythm, massing and spacing of existing buildings. The Traditional Marketplace Corridor form district requires non- residential structures to be constructed close to the street with parking to the side and rear. The majority of properties in the vicinity are developed in a traditional pattern and the proposal would alter the essential character of the general vicinity. The proposed setbacks are not compatible with those of nearby developments and form district standards. Preservation Louisville does not agree with the applicant that the area has changed enough to warrant it no longer a part of the Traditional Marketplace Corridor form district. We support the Metro staff's analysis and report, that the strict application of the provisions of the regulation would not deprive the applicant of reasonable use of the land or create an unnecessary hardship on the applicant since the proposed development can be built on the site while complying with the setback requirement.

We support development that creates safe, convenient and accessible services for its customer's, while being an asset to the neighborhood and supporting the long-term economic growth of the area. We do not believe that the proposed building and parking layout has all of these priorities in mind. Preservation Louisville agrees with the Metro staff recommendation in regards to the waivers and variances from the Land Development Code in this case, as these items are counter-productive to the future vision of Louisville's most historic neighborhood.

Sincerely,

Marianne P. Zickuhr
Executive Director
Preservation Louisville

2012-2013
Danny McDole, President
Gary Watrous, Vice-President

Portland Now, Inc
-The Voice of Portland™

c/o 201 N 25th St
Louisville, KY 40212
portlandnowinc@yahoo.com

RE: Case Number 17246

Subject Property: 2537 W MARKET ST 40212-0000;
Case Manager: JOE REVERMAN
<http://www.louisv@ky.gov/PlanningDesign>

TO: Metro Louisville LD&T COMMITTEE
514 W. Liberty Street
Louisville, KY 40202

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Date: September 13, 2012

PLANNING SERVICES

Portland Now, Inc. and Portland neighbors have multiple objections to the proposed development of properties owned by Mr. Steve Miller on the north side of the 2500 block of West Market. As the first step in a plan that was presented to the neighborhood, the proposed Zoning Change from OR-2, Office/Residential, to C-1 is combined with a Commercial Variance to exceed the maximum setback and waivers for site design and building design that violate the explicit purposes of Metro Louisville's 2020 Plan and Land Development Code. Subsequent plans include the demolition of the 19th century building on the northeast corner of 26th and Market to accommodate a parking lot.

Portland is a community that is fighting to protect its mixed-income, traditional neighborhood character. We regard the intersection of 26th and Market Streets as one of the "gateways" into our historic neighborhood. We intend to defend and improve the character of this intersection, as well as the neighborhood behind it, in accordance with the approved Portland Neighborhood Plan and all Land Development and Historic Preservation resources that are available.

This developer cannot be allowed to compromise the quality of future economic and housing investments in our neighborhood for the sake of one more suburban-style commercial design. Two corners of this intersection are already compromised. Demolishing a third corner, as the total plan calls for, to install a set-back, big box store is unacceptable.

We see further opportunities for Portland's revitalization being threatened by the loss of these "gateway" features. For example, Metro Government and local housing developers (New Direction Housing Corporation, River City Housing, and Watrous Associates Architects) are all presently investing hundreds of thousands of federal and private dollars to rehabilitate properties just north of 26th and Market. One investment, at 2741 West Main, is to be featured by Preservation Louisville as historic rehab of a traditional shotgun/camelback home. (See wpl.org/portland-shotgun-house-chosen)

Another, at 2712 West Main, is a model of high energy efficiency that can be accomplished with gut rehabs in this housing market. The Market Street Development Plan calls for intersection improvements at 26th and Market that would complement the historic quality of West Louisville. Private investments in housing and neighborhood culture, such as the garden sponsored by LAMP Ministries just northwest of 26th and Market and the Portland Orchard at 22nd and Main, call up attractive, mixed-income improvements in the neighborhood - not just demolition for more dollar stores.

Mr. Miller owns a lot of property along Market Street that is need of improvements, but his proposal for this investment in the 2500 Block is not what West Louisville or Portland needs, and is not what the Land Development Code allows.

Portland Now, Inc. and many friends of the "Cavalier Building", as the corner building is known, resolved by vote of our Board of Directors on May 1, 2012 to oppose Mr. Miller's proposal. Further more, we support:

- 1) conformance with the Land Development Code on setbacks, i.e. new construction should come to the front lot line (or within 15' of it.)
- 2) Preservation of at least 2 corners of historic architecture at 26th and Market Streets to maintain the historic style at this entrance to our neighborhood.
- 3) Reconsideration of the construction site and parking plan: There's plenty of room on this vacant lot, perhaps conjoined with the adjacent properties that Mr. Miller also owns, for a more than adequate commercial development that is more in keeping with urban design, and similar to other new Family Dollar and General Dollar Stores on Main Street or Broadway.

For example, Family Dollar did a great design with a "false façade" at 15th and Market and something similar can be done here, too. For this location, consider rear, off-street parking. There is room to turn Pirtle Street into an access driveway, and perhaps cut Market Street access across Mr. Miller's adjacent properties in the middle of the block.

Portland Now, Inc. insists you not budge on the Land Development Code. We oppose Mr. Miller's current proposal, including a change to current zoning.

Respectfully Submitted,



Judy Schroeder
for Portland Now, Inc.
Neighborhood Revitalization Committee

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SEP 12 2012

PLANNING & DESIGN SERVICES



**DEPARTMENT OF CODES & REGULATIONS
DIVISION OF PLANNING & DESIGN SERVICES**

LOUISVILLE, KENTUCKY

**GREG FISCHER
MAYOR**

**PHIL BILLS
DIRECTOR**

October 12, 2012

Portland Now, Inc.
c/o Debra Mercer
201 N. 25th St.
Louisville, KY 40212

Re: Petition for night hearing on case # 17246, 2537 W Market St.

Planning & Design Services received a petition for a night hearing on October 3, 2012 for case # 17246, a request for a change in zoning at 2537 – 2539 W Market St, and 111 – 125 S 26th St. Staff has determined that the petition contains 368 signatures, of which 341 are signatures with addresses listed in the Metro Council District in which the subject site is located, or a Metro Council District adjacent to the council district in which the subject site is located.

Planning & Design Services policy is to hold a night hearing at 6:00 p.m. in the district in which the subject site is located when a petition of 300 or more signatures has been received. The original public hearing for this case was scheduled to be heard at the regular meeting of the Planning Commission on October 18, 2012. This meeting will now be rescheduled for a 6:00 p.m. hearing at a convenient location. Additional notices will be sent according to Land Development Code and KRS 100 requirements.

Joseph Reverman, AICP
Planner II
Louisville Metro Department of Codes & Regulation
Division of Planning & Design Services
444 S. 5th St., Suite 300
Louisville, KY 40202
Phone: (502) 574-6246
Fax: (502) 574-8129
<http://www.louisvilleky.gov/PlanningDesign/>

cc: Steve Miller, Miller Investments, Inc.
Steve Davis, PE, Prism Engineering & Design Group, LLC

www.louisvilleky.gov