



Downtown Development Review Overlay (DDRO) District

Report of the Urban Design Administrator to the
Committee

From: Joseph Haberman, AICP, Planning & Design Manager
Through: David Marchal, AIA, Deputy Director / Urban Design Administrator
Date: December 10, 2021
Meeting Date: December 15, 2021

CASE INFORMATION:

Case No: 21-OVERLAY-0035
Classification: Non-Expedited

GENERAL INFORMATION:

Property Address: 140 S 4th Street
401 W Market Street

Applicant: Chris Galopin
Churchill Downs
600 N Hurstbourne Parkway, Suite 400
Louisville, KY 40222

Property Owner: US Bank, National Association
800 Nicollet Mall
Minneapolis, MN 55402

Project Cost: \$6.35M (estimated)

DESCRIPTION OF PROPOSED DEVELOPMENT:

The applicant is requesting an Overlay Permit to make exterior changes to an existing building as part of a project to redevelop the property into a downtown entertainment facility, to be known as Derby City Gaming. The scope of work includes the following:

- Updating of the upper areas of the Market and 4th Street facades with new, surface mounted back lit panels creating a rose motif;
- New video sign that will wrap the southeast corner of the building, extending out onto both the Market and 4th Street facades;
- Installation of attached signage, removal of existing;
- Removal of the 2 pedestrian “bridges” on Market, and the 1 pedestrian “bridge” on 4th Street;
- Construction of new, expanded entrance and addition on Market Street façade;
- Construction of new, grade level egress “bridge” on 4th Street façade from main building out to sidewalk;

- Redevelopment of the existing lower level outdoor patio along 4th and Market Streets into exterior area for outdoor dining, entertainment, and lounge areas;
- Construction of new patio enclosure structure (wall and roof) at the Market and 4th Street property lines to partially enclose the lower level exterior patio areas from the weather; and

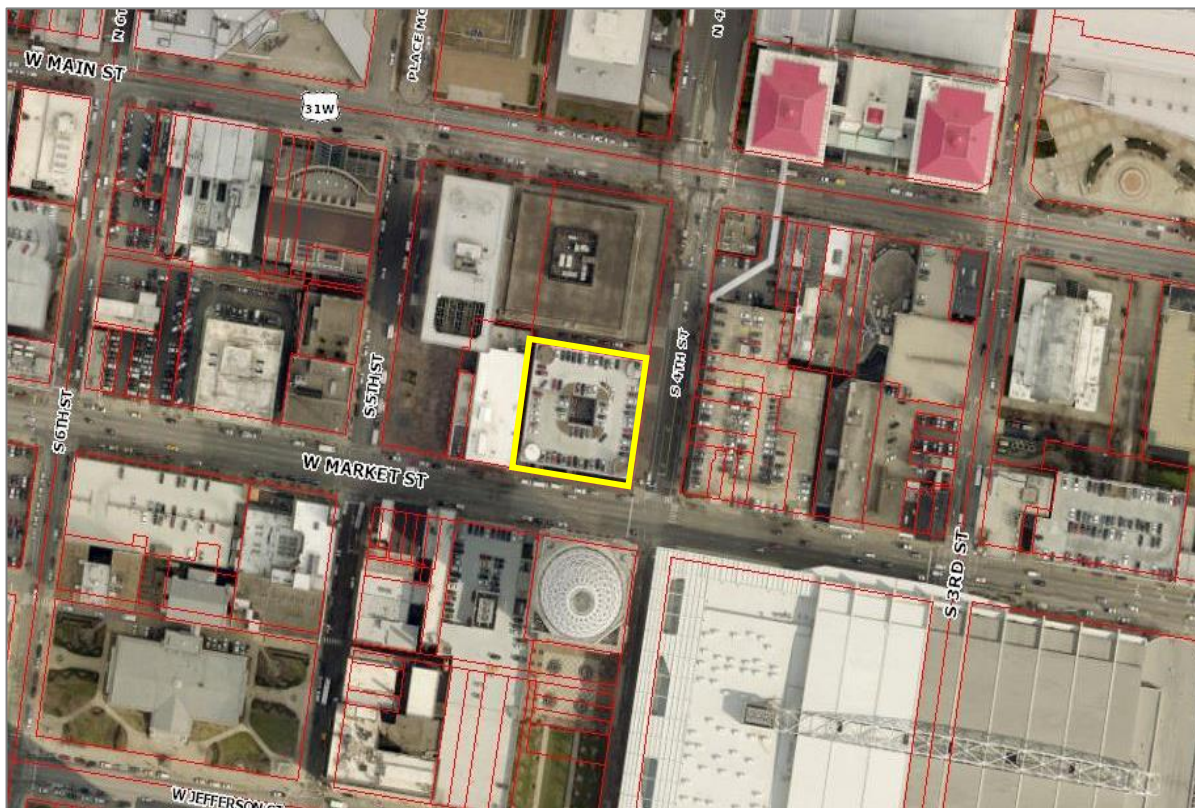
COMPLETION OF APPLICATION:

The applicant submitted the Overlay Permit application on October 22, 2021. Staff met with the applicant team several times to discuss the project and the Design Guidelines. The application was determined to be substantially complete and classified as requiring a non-expedited review by the Urban Design Administrator on October 25, 2021. Additional information on the building design was submitted on November 17, 2021 and December 6, 2021. The Committee is scheduled to convene and review the project on December 15, 2021.

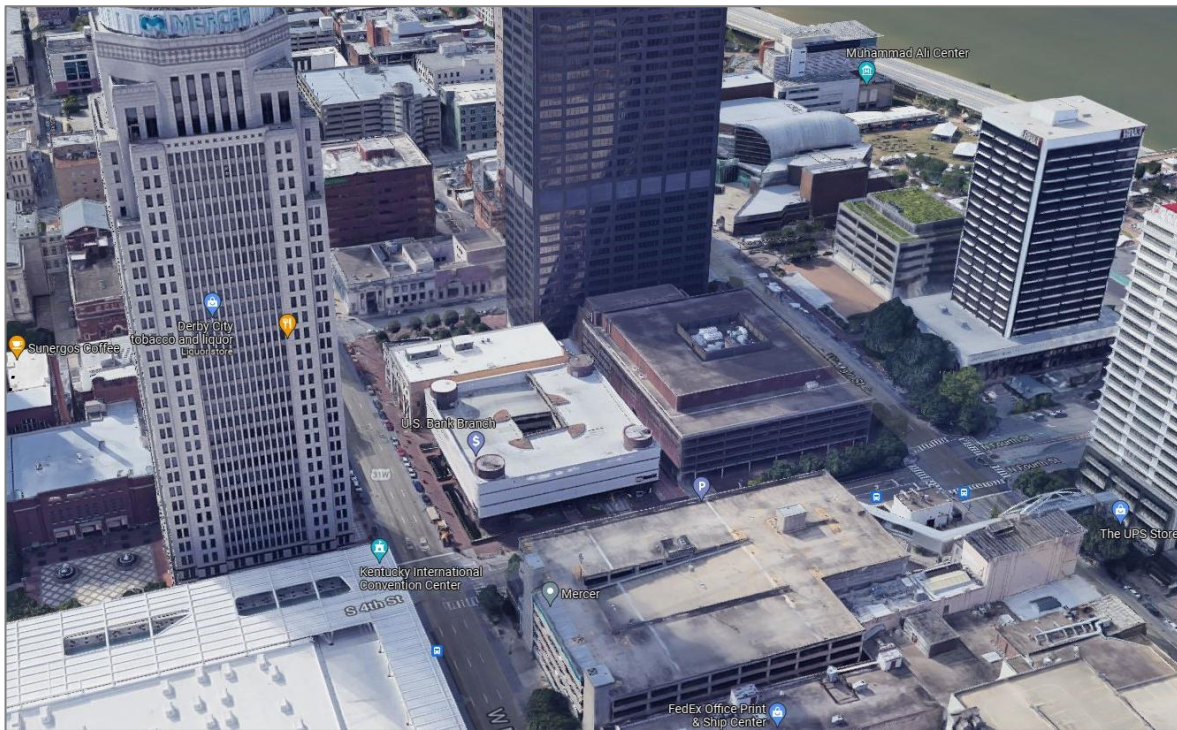
FINDINGS:

The following Principles and Design Guidelines are applicable to the proposal: **1- Site Planning; 2- Building Massing; 3- Building to Context; 4- Building to Pedestrian; 7- Street and Sidewalk Character; and 8- Signage.** Staff’s findings of fact and conclusions with respect to the Guidelines are attached to this report.

Site Context



Subject Property (LOJIC, Aerial 2019)



Subject Property (Google 2021)

Existing Conditions

The subject property consists of a single parcel, approximately 0.81 acres in size. The property represents slightly less than a quarter of the city block on which it is situated and is bordered by S 4th to the east, W Market to the south, and private property to the west and north. It is zoned C-3 (Commercial) and within the Downtown (DT) form district.

The property is currently developed with a single building built to the property lines at the lower level, and set back above. Its ground and lower levels are designed for office use and exterior plaza area. Above the ground floor are three decks of structured parking. The existing building, constructed in approximately 1974, exhibits elements of Brutalist architecture with its unadorned surfaces, composition, and heavy appearance. The base of the building, including the lower and ground levels, is recessed beneath cantilevered upper levels which are supported in part by large granite columns, or towers, at the corners on the 4th and Market Street frontages. The lower and ground levels have façades that are predominately composed of glass, while the upper levels are clad in bare panels with little detail other than two horizontal lines created by insets which screen the parking garage behind them. Consistent with the simple design theme of the building, the upper stories are heavy and plain, clad in gray stucco panels having the look of concrete. There are no windows or openings, and the solid walls completely screen the parking decks behind. There is no cornice at the top. Two horizontal lines created by insets provide some interest and breaks up the massing. The upper levels are visually supported by the four large, red/brown granite “columns.”

Although the lower level is located below the grade of the sidewalks, two of its façades are visible to pedestrians due to a below grade plaza between the sidewalk and building and a short wall at the street level. The recessed base and plaza are separated from the sidewalk by structural retaining walls topped by a short, brick safety wall. Pedestrian access and entry to the building is via “bridges” that extend over the lower level plaza from the sidewalk on the Market and 4th Street frontages.

As to streetscape there are no street trees (or wells for such trees). The sidewalk and wall are predominately red brick along the W Market frontage and a mixture of red brick and concrete

along the S 4th frontage. The red brick is a distinct feature for this block but has been visually compromised over time as an element of the streetscape. Loading/unloading occurs on the street, within the garage, or by using the loading area located on the neighboring property to the north. Mechanical equipment is fairly hidden from view, with some equipment sparsely located to the rear of the building along its northern façade and in the plaza.

Buildings in the immediate area vary significantly in terms of age, architectural style, height, and mass. Several buildings in the vicinity are historic structures including the 3-story Lincoln Bank and Trust Company building on the neighboring parcel to the west. In addition, there are several modern buildings of varying heights including the 40-story PNC Tower building on the same block to the northwest, the 35-story Mercer building directly across W Market to the south, and the 2-story Kentucky International Convention Center on the opposite side of the W Market / S 4th intersection to the southeast. The Convention Center was recently renovated to include vast expanses of glazing and grand scale structural elements. Additionally, there are several parking garages on the subject blocks of W Market (between S 4th and S 5th) and S 4th (between W Market and W Main) including 4-story parking garages with office/retail space on the ground levels on the neighboring property to the north and on the property directly across S 4th.



Property from the Intersection of S 4th and W Market
November 30, 2021



S 4th Building Façade
November 30, 2021



Northern Building Façade
November 30, 2021



W Market Entrance and Lower Plaza
November 30, 2021



S 4th Entrance and Lower Plaza
November 30, 2021

CONCLUSION

The existing building is unique in that it is built to the property lines but at the lower level which is exposed to the pedestrian view, and then steps back at grade level. This is a unique design variant purposefully done as an element of the original architectural design from the 1970's. It could also be said that the themes of remoteness, lack of access, plain and solid form relate to a design expression of the building's original purpose as a bank. In essence the building as originally designed achieved its original design goals of remoteness, austerity, sculptural quality, and detachment from its environment. The large scale sculptural qualities that are removed from the street level experience and relation to surrounding context, have since been eschewed for buildings that are more engaged and participants in their context. These could be considered elements of the Brutalist style but this building is not recognized as a significant example of this style or character defining to downtown – in terms of the Downtown plans nor the goals and intent of the Overlay created after this building was built - that warrants its strict preservation.

Since the time of the construction of the original building the desire for active and engaged streetwall at grade with the pedestrian and in community with its built context and neighbors has since been articulated as a clear goal for buildings Downtown, most specifically in the goals and purpose of the Overlay. The proposal essentially changes the building's original design theme of physical and visual remoteness to more connected and building present on the street and context. The proposal improves massing on the street frontage and new, engaging design elements.

Specifically, the entry addition on Market will bring approximately 40% of the above grade building to the streetwall at the property line with volume and design. The new, above grade enclosure structure for the lower level plaza/patio will replace the existing 4' brick wall at the sidewalk edge. The wall of the enclosure is more animated than the existing brick wall and provides artistic design features and materials that bring life and presence to the street.

The proposal will remove the three open air pedestrian "bridges connecting the building to the sidewalk and develop a new, primary entrance on its W Market façade, which will serve to enhance and clearly identify the entry into the facility and bring activity and storefront to the street edge. The existing vehicular entrance to the parking structure on the 4th Street side will remain but there are opportunities to update and improve the function and appearance of this garage entry which should be considered. There will be a new, more discreet exit from the building onto 4th Street, still to be finalized.

As a significant new element for this Entertainment Attraction, a large video sign is proposed to wrap the southeast corner of the upper façade and serve as a signature element at the corner. While some elements of the proposed video sign do not meet Land Development Code (LDC) provisions, including its partial location above the roofline/upper parapet and the sign area of greater than 750 sq. ft. per façade, the sign will not be required to meet the LDC provisions if approved by the Committee pursuant to Chapters 155 and 162 of the Louisville Metro Code of Ordinances. The video sign will need to comply to all associated provisions in those ordinances.

Above the first floor the project also proposes to add new attached signage, and a unique rose motif panel system attached to the surface of the existing stucco finish. The panels/roses will also be backlit to animate the façade in the evening as well. While the application indicates the rose motif design element generally there will be additional fine tuning with respect to edge conditions etc. There exists the opportunity to intentionally layout the rose motif elements with

the attached signage, video signage, and even the existing horizontal reveal elements to develop a cohesive overall composition of elements that can organize the current expanses of stucco into horizontal and vertical rhythms that better relate to buildings in the context, including the historic building to the west.

The enclosure for the lower level patio is composed of a 7' masonry wall topped by a louvered panel system and then attached to the main building with a pitched roof behind that wall. The goals of the enclosure are several including providing protection from the weather to the outdoor patio below, bring a physical presence to the sidewalk edge, and incorporate a variety of design elements to enliven the streetwall including: masonry materials & accents, stone caps, backlit metal horse sculpture elements attached to the surface of the wall, lit display cases, a louvered panel system above, rose accents, and undercanopy lighting. The current building's setback and the plaza are inconsistent with the preferred form for downtown buildings which is to have buildings built to the street.

Landscaping was not noted on the site plan but street trees are indicated in the perspective renderings. The site currently has no street trees nor real streetscape treatment so opportunity exists for significant enhancement.

In conclusion, the proposal effectively repurposes the existing building and renovates it in way that respects the surrounding urban environment in term of scale, improves the building's appearance, and enhances the pedestrian experience. As encouraged by the Guidelines, the street wall will be improved by having the building better connect with the adjacent sidewalks and eliminating the sunken area surrounding the building from view, which was never accessible to the general public to serve as an amenity and separated the building from the public realm. Again, the uniqueness of the existing building's design and configuration provide a design challenge for any improvements and compliance with the design guidelines, but the improvements do make progress to enliven, excite, and bring the building more to the street and active within its context.

RECOMMENDATION

The application complies with the applicable Design Guidelines for the DDRO District.

Considering the information furnished, the Urban Design Administrator recommends **approval** of the application for an Overlay Permit with the following conditions:

1. Final details of the new wall & enclosure along the 4th and Market frontages shall be submitted to staff for review and approval prior to installation for final compliance with the Design Guidelines, including materials, detailing, lighting, and details of the venting panels for finished appearance.
2. Final details of the new entry addition on Market Street submitted to staff for review and approval prior to installation for final compliance with the Design Guidelines.
3. The surface applied "rose motif" elements as a concept do enliven what was a very plain façade. Final layout of the rose panels should consider edge treatments and organization with other elements on the façade such as the edges of the white stucco panes (top, bottom, sides), attached signage, video signage, the new entry, and even the existing horizontal recesses as a way to develop an overall composition of elements to transform the existing façade and better relate to other buildings in the context.

4. Many new items are proposed to be lit including the rose motif panels, horse sculpture panels, signage, and the patio enclosure. Final lighting details shall be submitted for staff review and approval.
5. No new rooftop equipment is indicated but is possible given the new use of the building. Any new equipment shall be placed to avoid or minimize visibility from the pedestrian vantage point.
6. The video sign located at the southeast corner of the building is approved by this Overlay Permit in accordance with Louisville Metro Code of Ordinances Chapter 155, as an Entertainment Attraction in the Overlay and authority given to the Overlay committee. The video sign shall therefore comply with the requirements of Chapter 155. Accordingly, the approval for the video sign is therefore only in effect while the facility is an Entertainment Attraction. In the event the facility ceases to be an Entertainment Attraction use ceases, the video sign shall be immediately removed unless additional approvals allowing its continued existence are obtained. The video sign shall not be a billboard/ off-premise except as may be allowed under LMCO 155. The sign shall comply with the Overlay's Signage guidelines with respect to video signage operation.
7. No changes are proposed to the vehicular entry from 4th Street but that location is an opportunity for improvement relative to impact on the street wall, and interaction with other types of access. This area should be considered for such improvements.
8. Streetscape on 4th and Market frontages shall be implemented in accordance with the guidelines including light fixtures, street furnishings, street trees, and any new paving materials. These shall be submitted to staff for final review and approval.

1 Site Planning

Each downtown site lies within 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 NA Not applicable
- Does not meet Guidelines TBD To be determined; insufficient Information
- +/- Meets Guidelines with conditions as noted

Guideline	Finding	Comment
<p>SP1 <i>Building placement and orientation.</i> 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 three 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.</p>	<p>+</p>	<p>The entry addition on Market built bring approximately 40% of the above grade building to the streetwall/ property line with volume and design..</p> <p>The enclosure structure for the lower level plaza will replace the existing wall that is approximately 4' in height. The new wall is more animated than the existing brick wall and provides artistic design features that serve as a form of public art, viewable from the public realm of the sidewalk. In addition, the taller wall may enhance pedestrian safety in relation to the change in elevation at the front property lines.</p> <p>The building will remain oriented towards both streets it fronts, with the main pedestrian entrance on its W Market façade and the vehicular entrance to the parking structure on its S 4th façade. Both entries are existing. A secondary pedestrian entrance on its S 4th façade will be eliminated.</p>
<p>SP2 <i>Public space.</i> 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 of the street grid</p>	<p>NA</p>	<p>The proposal eliminates the “gap” or apparent setback that results from the open air, lower level plaza via the new enclosure wall and structure. The building original design of wall location relative to open space below was not a “Public Space.”</p>
<p>SP3 <i>Preservation of existing structures.</i> 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.</p>	<p>NA</p>	<p>While the existing building exhibits some elements of the “Brutal style” not commonly seen in downtown, it is not considered a high example of that style to the point its retreat from the public realm is worthy of being retained.</p>
<p>SP4 <i>Site access.</i> 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.</p>	<p>NA/TBD</p>	<p>No change proposed to the vehicular entry from 4th Street but that location is an opportunity for improvement relative to impact on the street wall, and interaction with other types of access.</p>

2 Building Massing

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

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

Guideline	Finding	Comment
BM1 Arrange the mass of the building in response to the following as applicable: 1) Distinct and noteworthy characteristics of the district/neighborhood; 2) Adjacent landmark or noteworthy building; 3) Major public entity or institution nearby; 4) Neighboring buildings that have employed distinctive and effective massing compositions; 5) Public views and vistas; 6) Potentially negative micro- climate issues such as extensive shadows and urban wind effect.	+	The modifications and additions proposed for this existing building, built before the creation of the Overlay, improve the building's alignment with this guideline.
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: 1) Distance from a less intensive district edge; 2) Differences in development standards between abutting neighborhoods; 3) Type and amount of separation between districts, such as property line, alley or, street.	+	The modifications and additions proposed for this existing building, built before the creation of the Overlay, improve the building's alignment with this guideline
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.	+	The modifications and additions proposed for this existing building, built before the creation of the Overlay, improve the building's alignment with this guideline. The new elements – primarily the new addition, patio enclosure, signage and rose motif – can work together to achieve this. Final details and design refinements are still needed to confirm compliance.
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 two to three stories.	+	The modifications and additions proposed for this existing building, built before the creation of the Overlay, improve the building's alignment with this guideline.
BM5 To allow adequate light and air to reach the street level, high rise buildings (over 14 stories) should generally: 1) Be located about 100 feet from other high rise buildings within the same block; 2) Have upper stories which are progressively narrower; the higher the story, the narrower.	NA	
BM6 Rooftops should not look cluttered from any pedestrian vantage point. All mechanical or utility equipment should be well-integrated into the overall design.	TBD	No new rooftop equipment is indicated, but is possible given the new use of the building. Any new equipment shall be placed to avoid or minimize visibility from the pedestrian vantage point.

3 Building to Context

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 NA Not applicable
- Does not meet Guidelines TBD To be determined; insufficient Information
- +/- Meets Guidelines with conditions as noted

Guideline	Finding	Comment
BC1 Be compatible with the general character of nearby buildings in terms of facade 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.	+/TBD	Surrounding buildings are eclectic in design and organization. The new design is compatible with the architecture of these surrounding buildings. While there are some historic buildings in the immediate area, there are mostly modern buildings on adjacent parcels. The new building's materials and finishes are consistent with the materials utilized in the surrounding environment. The new elements – primarily the new addition, patio enclosure, signage and rose motif – can work together to achieve this. Final details and design refinements are still needed to confirm compliance.
BC2 Reinforce the character of nearby buildings having historic or architectural significance by developing designs that respect established cornice lines, horizontal and vertical facade organization, and massing of historic buildings in the context.	+/TBD	There are some historic buildings in the context, most notably the building to the immediate west. Final detailing of the entry addition, patio enclosure, and upper façade elements can be composed to reinforce the compositional character of its neighbor.
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	

4 Building to Pedestrian

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 uses that occur within them, physical space for them to occur, and articulation of the physical surroundings.

+ Meets Guidelines

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

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.	NA	
BP2 Articulate the building facade 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% of the wall surface at the sidewalk level should be transparent, utilizing glazing that is not highly tinted or reflective.	+	The proposal includes an entry addition on the Market Street façade that will bring approximately 40% of façade to the street with entry elements, glazing, signage and lighting. The majority of the rest of the Market and 4 th Street frontages will be brought forward to the street level with the enclosure for the lower level patio which include a combination of elements such as masonry, stone, louver/vent panels, display cases, lighting, and backlit art elements.
BP3 Utilize building materials characteristic of the area having texture, color, pattern, and a higher quality of detailing.	+	The new building is composed of several materials including glass, metal, EIFS, concrete glazed masonry, limestone veneer, and granite. Final details should be submitted for final review.
BP4 Variations on the facade plane such as inset entries, building piers, and other details can assist in providing relief to long expanses of building wall.	+	The proposal adds animating and compositional elements to the upper façade as well as a variety of elements on the patio enclosure 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.	+	The new design includes a more prominent W Market entry that will be clearly identifiable, visible, and inviting.
BP6 Changes in sidewalk material aid in defining exterior spaces and entryways.	+	Brick is currently used in the adjacent sidewalks. No information provided in the application suggests this condition will change, but there is significant opportunity to use new sidewalk material to enhance the proposal
BP7 Develop alley facing facades at least one bay into the alley to eliminate harsh contrasts in the street wall. Provide adequate lighting at alleys to enhance visibility and safety. Design alley access points for vehicles with appropriate lighting and signage for quick orientation by motorists and safety for pedestrians.	NA	Existing, no change. There is space between the building neighbors to the north and west, but those spaces are not alleys and belong to the neighbors.
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.	TBD	Many new items are proposed to be lit including the rose motif panels, horse sculpture panels, signage, and the patio enclosure. Lighting details were not provided.

7 Street and Sidewalk Character

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

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

Guideline	Finding	Comment
SS1 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.	TBD	The proposed site plan does not show modifications to the sidewalks.
SS2 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.	TBD	Street furnishings details were not provided.
SS3 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.	TBD	Lighting details were not provided.
SS4 For the sake of visual continuity, trees shall be planted in the right-of-way every 25 feet to 35 feet 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.	TBD	Currently, there are not any street trees adjacent to the building. The site plan does not show any additional landscaping. See Condition.
SS5 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. When a pedway is deemed to be appropriate, it should: 1) Be designed to be architecturally compatible with the design of the structures at each end; 2) Have articulated street level access or clear direction to access points for pedestrians; 3) Provide entry points within each building that are comparable to street level entrances like lobbies that are attractive and have clear directions to internal circulation elements and other internal uses; 4) Give consideration for views underneath including material finish and lighting; 5) Not have permanent signage.	NA	

(a) These guidelines are in addition to the streetscape guidelines of the Department of Public Works and Assets, the Metro Arborist, and the Land Development Code.

(b) Project features developed as public amenities should also be designed in conformance with Metro Louisville Complete Streets Manual, October 2007, which promotes the design of transportation corridors that are safe and convenient for pedestrians, cyclists, motorists and bus riders of all ages and abilities.

8 Signage

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 its nature very dynamic thereby requiring special design and implementation considerations regarding its impact upon the adjacent environment.

+ Meets Guidelines

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

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.	+	The static signage shown on the plans is not overwhelming and in character with the design and scale of existing signage on neighboring buildings. While the video sign is larger in scale than most nearby signs, it is consistent in size and character with the video sign on the nearby Convention Center. This sign serves as a signature element of the building and is permitted on an entertainment attraction.
S2 Signage should be organized to increase legibility and communication while reducing visual clutter.	+	Signage shown on the facades is well organized and would not be cluttered.
S3 All signs shall be constructed and placed so as not to obstruct sight lines for persons using streets, pedestrian rights-of-way and driveways.	NA	All signage proposed is up on the building and not obstructing sight lines
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 facade.	+	The proposed attached signs are complementary and in scale with the building, while the video sign is intended to be a feature on its own. The final composition of the signage with the other building elements such as rose motif panels shall be confirmed.
S5 Back-lit or internally illuminated signage shall have opaque, non-illuminated face panels. Only the individual letters and/or logos should be illuminated.	TBD	Insufficient information provided.
S6 Signage that utilizes LED, video or other moving image digital technology is limited to entertainment attractions*. When permitted, such signs: 1) Shall promote only site specific activities, events, sponsors, or businesses; 2) If located and displayed behind storefront windows, shall not occupy more than 25% of the storefront window area; 3) Shall be designed to minimize the impact to residential properties; 4) Shall come equipped with automatic dimming technology and a photocell which automatically adjusts the sign's brightness to no more than 0.2 footcandles above ambient light conditions; 5) Should be carefully designed to minimize driver and pedestrian distraction.	+	The proposed use meets the definition of an Entertainment Attraction and eligible for a video sign. It will not be located behind a window or impact residential properties. Given the sign's goal to be an active and entertaining element, the footcandle and pedestrian/driver distraction criteria may be secondary considerations.
S7 No more than one changing image or video display sign per facade shall be permitted on property.	+	
S8 The use of sound is prohibited.	+	No sound is indicated in the application
S9 Rooftop signage is not allowed. Signage attached to the upper portions of a building may be considered provided it is complementary to the design and style of the building.	+	The video signage does project up past the top edge of the stucco panel finish but, in this case, can be seen as an element to provide accent and edge to that part of the façade. The sign is still below the tops of the circular tower elements

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.	NA	None proposed
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 from the facade of the building. Projecting signs shall not project more than eight feet from the building's facade and must not extend below nine feet above the ground or sidewalk. The area of a projecting sign shall be part of the total allowable signage allowed on any one facade of the building as listed in the Land Development Code.	NA	None proposed
S12	Projecting banner signs that utilize a fabric material background shall not project more than 25 inches from the face of the building and not exceed a total area of 24 square feet per side of the sign. The area of a projecting banner sign shall be part of the total allowable signage allowed on any one facade of a building as listed in the Land Development Code.	NA	None proposed
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.	TBD	Shall comply
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 one year shall be removed. Existing signage that is historic or possesses a character unique to downtown may be allowed to remain.	+	All existing signage will be removed.
S15	Outdoor advertising signs (billboards) are discouraged, but where permitted by zoning regulations should: 1) Not block any views or vistas nor create a cluttered appearance; 2. Be integrated into the design of a building or project; 3) Relate strongly to the character of the district.	NA	Not proposed, not allowed

*Entertainment attractions are a use within the DDRO that (1) provides a service or goods to the general public or which promotes tourism or provides an opportunity to partake in entertainment that is permitted under the zoning rules for the district, including food and beverage, and/or regular opportunities to attend music performances, theater performances, arts or cultural attractions, and (2) that is available for conferences or conventions, or that is considered a tourist attraction, and that is open to the public and/or available for private events.