

**NuLu Review Overlay District Committee  
Meeting Minutes  
September 20, 2023**

A meeting of the NuLu Review Overlay District (NROD) Committee was held on September 20, 2023 at 10:00 a.m. in the Old Jail Auditorium, located on 514 West Liberty Street, Louisville, Kentucky.

**Committee Members Present:**

Jeff Rawlins, Chair  
Jasmine Tate  
Vadim Kaplan  
Doug Owen  
Bill Marzian  
Andrea Lauago  
Scott Howe

**Committee Members Absent:**

Jeff McKenzie

**Staff Members Present:**

Joseph Haberman, AICP, Urban Design Administrator  
Kat Groskreutz, Senior Planner – Urban Design

The following matters were considered:

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**PUBLIC HEARING**

**Case No. 23-OVERLAY-0012**

Request: Proposed demolition of two historic structures, renovation of the former Joe Ley building, and new construction of a 7-story hotel with a restaurant, ground level swimming pool, outdoor seating, and associated improvements.

Project Name: Joe Ley Hotel  
Location: 615 & 625 E. Market Street  
Owner: 615 E Market, LLC  
Applicant: Cliff Ashburner  
Representative: Cliff Ashburner  
Jurisdiction: Louisville Metro Government  
Council District: 4 - Jecorey Arthur  
Case Manager: Kat Groskreutz, Senior Planner – Urban Design

Notices were sent by first-class mail to those adjoining property owners whose names were supplied by the applicants.

The documentation prepared for this was incorporated into the record. The Committee Members received this in advance of the hearing, and it was available to any interested party prior to the public hearing. (The staff report is part of the case file maintained in the Office of Planning, 444 South 5th Street.)

**A recording of the NuLu Review Overlay District Committee meeting is available online at [louisvilleky.primegov.com/public/portal](https://louisvilleky.primegov.com/public/portal), or you may contact the Office of Planning to obtain a copy.**

**Agency Testimony:**

Kat Groskreutz presented the case and showed a Power Point presentation (see recording for detailed presentation).

**The following spoke in support of the request:**

Cliff Ashburner, 101 S. Fifth Street, Suite 2500, Louisville, KY 40202  
Cash Motor, 550 South Fourth Street, Louisville, KY 40202  
Michael Kitchen, 833 W Washington Blvd, 2nd Floor, Chicago, IL 60607  
Ed Kruger, 550 South Fourth Street, Louisville, KY 40202  
Nick Campisano, 552 East Market Street, Louisville, KY 40202

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**Summary of testimony of those in support:**

Cliff Ashburner, as the applicant's representative, introduced the project and the applicant team.

Cash Motor, as a project architect, described the project as a whole, the condition of the building requested to be demolished, and the restoration of the Joe Ley building.

Michael Kitchen, as part of the hotel development team, talked about the proposed interiors and site activation zones, and the brand of Aparium and their other developments in historic structures. He also explained the choice and design of the pool area, outdoor dining, and proposed year-round activities in the outdoor space.

Nick Campisano advocated for approval of the development plan and explained that the contributing Joe Ley sign had been removed by a previous owner.

Ed Kruger, as a project architect, answered specific design questions from the Committee members.

Multiple Committee members asked if the pool would be heated, how it would be accessed, when or if it could be accessed by the public (other than hotel guests), and if there will be staff onsite to monitor the area. Mr. Kitchen explained it would be heated, there would be times the area could be accessed by non-hotel guests, and that it is designed to be a water feature and not only a traditional pool for swimming.

Committee member Howe asked about landscaping and security. Mr. Kitchen stated landscape details were still being finalized and identified activation areas.

Committee member Kaplan asked if the pool was necessary for activation of this space. Mr. Kitchen stated the team felt greenspace or a plaza/outdoor seating was not enough to differentiate their development from others, and that the pool and surrounding area gives greater opportunity for activity and feeling of an experience for visitors, along with planned programmatic activities throughout the year.

Committee Chair Rawlins asked if the company provided water features at other properties that were not pools. He expressed concerns about the location of the pool in the surrounding urban environment. He stated that the same design concept could be achieved with a reflecting pool/water feature rather than a swimming pool. Mr. Kitchen explained where they had located pools at other developments, which were rooftop or interior pools.

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Committee Chair Rawlins asked where EIFS panels would be used on the building and how much. Ed Kruger explained the locations and that 80% of the rear and 30% of the sides would be EIFS with the corners brick veneer.

Regarding the staff recommendation in the staff report, Cliff Ashburner asked for Conditions #1 and #3 to not be included in any approval; for the first sentence of recommended Condition #2 to be removed as part of an approval; and for recommended Condition #6 be amended in that the current owner is not in possession of the contributing Joe Ley sign. Mr. Ashburner also stated his client was amenable to an additional condition regarding dumpster screening.

**Committee Deliberation:**

Committee member Lauago stated she supported the overall development but does not believe the pool in the proposed location met the guidelines. She did not feel convinced the feature had to be a pool. She clarified that the development plan would have to meet the dumpster screening requirements per the Land Development Code. She questioned if the outdoor dining terrace could come further toward the street.

Committee member Owen stated that he had no reservations about a pool in the proposed location and felt the pool would be more active than the restaurant or outdoor dining. He felt he would not visit if it were a park/plaza space but would if it were a pool.

Committee Chair Rawlins stated he supports the overall project, the treatment of the Joe Ley building, and the new construction. He stated that a water feature would accomplish the same as a pool. He expressed concerns about demolishing a building for pool space as well as the precedent of a pool in this location in the District. He suggested the pool area be removed from any potential motion and for that space and the associated accessory buildings to come back for further refinement and review.

**Demolition for Case Number 23-OVERLAY-0012:**

On a motion by Committee Member Lauago, seconded by Committee Member Owen, the following resolution, based on the staff report, standard of review, and evidence and testimony heard today, was adopted:

**RESOLVED**, the NuLu Review Overlay Committee does hereby **APPROVE** the requested demolition for case number 23-OVERLAY-0012, **SUBJECT** to the following conditions of approval:

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**Case No. 23-OVERLAY-0012**

1. The Contributing Historic Structure at 625 E. Market Street may be demolished provided that: a. the building shall be photographed and documented on all sides and the interior to the extent possible. This documentation shall be captured in the Kentucky Historic Properties Survey Form and submitted to the Kentucky Heritage Council for review and staff for inclusion in the project record; and, b. wrecking permits for the building shall not be issued until the permits for new construction are ready to be issued.
2. This demolition approval is contingent on the approval of the new addition.

**The vote was as follows:**

**YES: Committee Members Howe, Kaplan, Lauago, Marzian, Owen, Tate, and Rawlins**

**ABSENT: Committee Member McKenzie**

**New Construction for Case Number 23-OVERLAY-0012:**

On a motion by Committee Member Owen, seconded by Committee Member Kaplan, the following resolution, based on the staff report, standard of review, and evidence and testimony heard today, was adopted:

**RESOLVED**, the Louisville Metro NuLu Review Overlay District Committee does hereby **APPROVE** the requested new construction for case number 23-OVERLAY-0012, **SUBJECT** to the following conditions of approval:

1. This approval does not include the front pool, its accessory buildings, and its surrounding area. The applicant shall provide additional details regarding all design elements related to this improvement and it shall be reviewed and acted on subsequently.
2. All glass on the ground level of E. Market Street facing facades shall be clear. Front glass shall not be tinted, smoked, or have added reflection or mirroring. If the glass is low-E, it shall be clear.
3. Prior to the issuance of a building permit for the new building, finalized materials shall be submitted to staff for final review and approval. After a building permit has been issued, if the design or materials change, the applicant shall contact staff for review and approval prior to installation.

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4. Prior to the issuance of a building permit for the new building, finalized streetscape design details including light fixtures, street furnishings, street trees, landscaping, and paving materials shall be submitted to staff for final review and approval.
5. Any future signage is not considered under this application and shall be submitted to PDS staff to be reviewed under a subsequent sign and Overlay permit.
6. Any proposed refuge containers shall be screened in accordance with the Land Development Code.

**The vote was as follows:**

**YES: Committee Members Howe, Kaplan, Lauago, Marzian, Owen, Tate, and Rawlins**

**ABSENT: Committee Member McKenzie**

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**ADJOURNMENT**

**The meeting adjourned at approximately 12:28 p.m.**

Signed by:

*Joe Haberman*

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**Urban Design Administrator**