



Downtown Development Review Overlay Report to the Committee

Report of the Urban Design
Administrator

Case No: 16DDRO1020 & SI1003550
Classification: Non- Expedited

GENERAL INFORMATION

Property Address: 301 East Jefferson Street

Owner: Matthew Ricketts
NTS Realty Holdings LP
600 North Hurstbourne Pkwy Ste. 300
Louisville, KY 40222

Applicant: Mary DoCoteau and Richard Swartz
DeNyse Companies
4521 Industrial Access Rd.
Douglasville, GA 30134
770-310-1540
Mdocoteau1@gmail.com
rswartz@deyseco.com

Estimated Cost: \$13,400

DESCRIPTION OF PROPOSED DEVELOPMENT:

The applicant is requesting approval to install a freestanding cabinet sign at the intersection of South Floyd and East Jefferson Streets. The proposed signage is to measure 5'-11" wide x 1'-10" thick at base, with a 9" curve along one side, and a total height to be 6'-0" from grade. The signage shall read "JD NICHOLS CAMPUS FOR INNOVATION & ENTREPRENEURSHIP" with 2" deep individual aluminum letters flush mounted on to the aluminum cabinet with masked and painted accents. The sign will not be illuminated.

COMMUNICATIONS WITH APPLICANT; COMPLETE APPLICATION

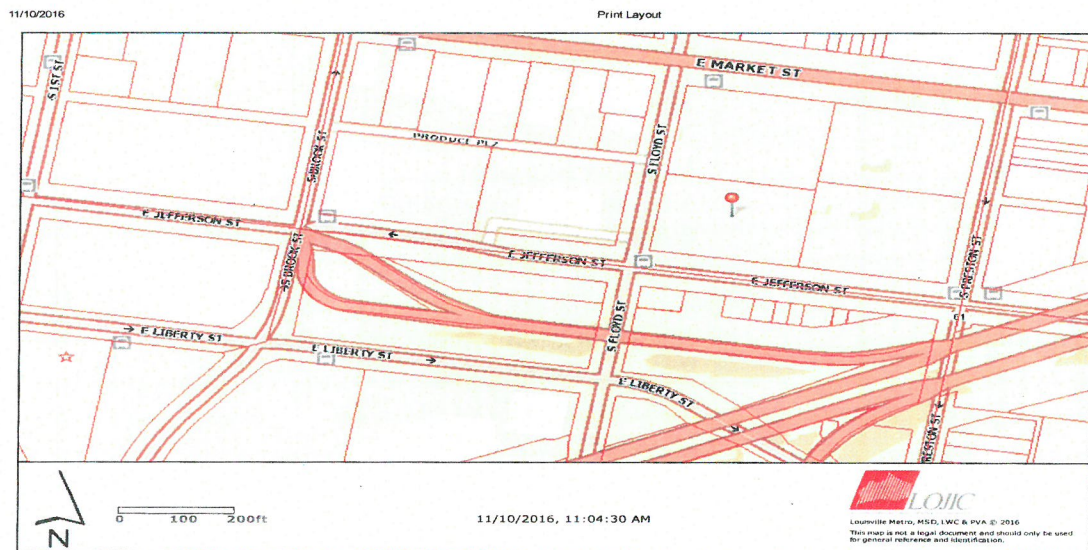
Staff has met with the applicant team on multiple occasions to review signage requirements and guidelines applicable to the project. Several signs were submitted and approved as Expedited/ staff level applications. The application for the free standing sign was initially submitted on September 26, 2016 and was determined to be incomplete. Staff contacted the applicant and additional information was received on October 24, 2016 and the application was classified as "Non-Expedited" on that

date. Overlay Staff and applicant's team met on November 7, 2016 to discuss the applicable Overlay Guidelines and circumstances of the project. The application is scheduled for a hearing of the Downtown Development Review Overlay Committee on November 30, 2016 at 8:30 a.m. in the Old Jail Building Auditorium located at 514 W. Liberty Street.

FINDINGS AND CONCLUSIONS

The following Principles and Design guidelines are applicable to the proposed exterior alteration: **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 plan



<http://apps.lojic.org/scripts/2/0/print/85x11-landscape.html>

1/1

Site Context

The site is currently a surface parking lot and has been approved under **16DDRO1011** for the construction of an eleven (11)-story office tower for the JD Nichols Campus for Innovation and Entrepreneurship. This site is the full block site formerly known as the "Nucleus" Development and has previously been reviewed at the master plan level by the DDRO. One office building and one parking garage has already been developed. A second office building has been approved and is actively in the development phase. The site is zoned C3 within the Downtown Form District.

Background

Previously submitted and approved Overlay Permits for this property include:

15363-EWD (March 2, 2011)

Building 1 and associated plaza space

14DDRO1012 (May 28, 2015)

JD Nichols Parking garage and plaza space

16DDRO1011 (July 20, 2016)

Building 2 eleven (11) story office tower at the southwest intersection of Market and Preston Streets

Si#1003551 (November 2016)

Associated signage for the development located on 201 East Jefferson Street & 350 East Market Street

SI1003394 (November 2016)

Associated signage for the development located on 201 East Jefferson

Conclusions

The request for the free standing does not comply with Guideline S10 of the **Principle 8-Signage**:

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. Freestanding pole-mounted signage is not allowed.

The development is not considered an Entertainment Attraction and therefore must also comply with the Land Development Code. The request for the free standing does not comply with the requirements of the Land Development Code for the Downtown Form District as listed in Table 8.3.2. and will require review and approval by the Board of Zoning Adjustment as "Exceptional Signage."

However, the sign is located on a parcel that is part of a previously approved phased Master Development Plan which intends for a building to be built on the location of the proposed sign. The proposed signage could therefore be considered a temporary, interim treatment, not a permanent installation, as the parcel is further developed. The Overlay ordinance allows for interim treatments of phased development projects.

The size of the sign is relatively small in its context, measuring 6' high and 5'11" wide and will not be distracting to motorists or pedestrians along Floyd and Jefferson Streets as it is non-illuminated and situated above grade level. It is an attractive monument style sign in keeping with the style and design of the rest of the signage package for the development, and is not a pole sign. The area around the sign will also include landscaping improvements.

Given these aspects of the proposal, Staff concludes that strict compliance with Guideline S10 is not required in this instance to meet the intent of the Overlay Principles and Guidelines.

RECOMMENDATION

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

1. The immediate area around the sign shall be landscaped to reduce the visual impact of the sign
2. The sign shall be removed as part of next development phase of the project.

11/28/2016
Date

Burcum Keeton
Burcum Keeton
Architectural Projects Coordinator

11/28/2016
Date

David R. Marchal, AIA
David R. Marchal, AIA
Urban Design Administrator

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.	+/-	The signage is not overwhelming in scale but is out of character for the area being a free standing sign. It is compatible and in scale with the approved sign package for the development.
S2	Signage should be organized to increase legibility and communication while reducing visual clutter.	+	
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.	+	Grade change at location of sign will not obstruct pedestrian or vehicular traffic.
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.	NA	
S5	Back-lit or internally illuminated signage shall have opaque, non-illuminated face panels. Only the individual letters and/or logos should be illuminated.	NA	non illuminated cabinet
S6	Signage that utilizes LED, video or other moving image digital technology is limited to Entertainment Attractions*. When permitted , such signs: 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	NA	

	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.		
S7	No more than one changing image or video display sign shall be permitted on a property.	NA	
S8	The use of sound is prohibited.	NA	
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.	NA	
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.	+/-	The sign proposed is a monument style sign but is not associated with a plaza.
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 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.	NA	
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.	NA	
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.	NA	
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.	NA	
S15	Outdoor advertising signs (billboards) are discouraged, but where permitted by zoning regulations should: 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.	NA	