



Downtown Development Review Overlay

Staff Report to the Committee

Case No: 15DDRO1011-CB & 15DDRO1012-CB

Classification: Non-Expedited

GENERAL INFORMATION

Property Address: Case #15DDRO1011:
435-437 S. 3rd Street and 456 S. 2nd Street / Old Water Company Block

Case #15DDRO1012:
400 S. 2nd Street (Current addresses include 400-456 S. 2nd Street, 211-221 W. Muhammad Ali Boulevard, 401-457 S. 3rd Street and 214-226 W. Liberty Street) / Old Water Company Block

Applicant: Case #15DDRO1011:
Louisville Metro Government
c/o Jeff E. Mosley
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Louisville, KY 40202
Ph. 502-574-1375
Jeff.mosley@louisvilleky.gov

Case #15DDRO1012:
Omni Louisville, LLC
c/o Mike Smith
4001 Maple Ave, Suite 600
Dallas TX, 75219
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Owner: Louisville / Jefferson County Metro
Louisville Metro Government
c/o Jeff. E. Mosley
444 S. 5th Street
Louisville, KY 40202
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Architect: Case #15DDRO1011:
n/a

Case #15DDRO1012:
Zachary Jekot
HKS Inc.
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Contractor: Case #15DDRO1011:
TBD

Case #15DDRO1012:
TBD

Estimated Cost: \$289,000,000.00

Number of Stories: 30

Building Height: 370'-0" +/-

Size of Site: 5.645 Total Acres

DESCRIPTION OF PROPOSED DEVELOPMENT

Case # 15DDRO1011:

The applicant, Louisville Metro Government, requests approval to remove all portions of an existing building on the site, known as Louisville Water Co. Building (435-437 S. 3rd Street), that will not be re-located to another site. Mayor Fischer presented three options that Louisville Metro will consider.

The three options include:

1. Preserving and relocating the entire front porch; or
2. Preserving and relocating the front porch and 3rd Street façade, including approximately the first 30 feet of the front and sidewalls of the building; or
3. Preserving and relocating the entire original building (1910 construction) to an alternate site to be determined.

The aforementioned options are subject to privately raising funds to supplement city funds in the amount of \$1,000,000 committed to the project by Mayor Fischer on May

21, 2015. Options #2 and #3 will require funding not only for the move itself, but also for the construction of a foundation at the new site upon which to sit the relocated façade/building and for costs related to the move which include moving traffic lights, etc. along the path to its final destination. Louisville Metro's \$1,000,000 commitment will not cover the total costs associated with Options #2 and #3. If the supplemental funds cannot be raised to move the entire original building (Option #3) or the front porch, the 3rd Street facade and the first 30 feet of the side walls (Option #2), then Louisville Metro will only be relocating the front porch (Option #1) and requesting to demolish the remaining portions of the original Louisville Water Co. Building.

Under all three options, building additions associated with the Louisville Water Co. Building that were constructed after 1910 will be removed. The "Meter House" (1914), while considered contributing, is a dependency to the original structure. Other additions to the building were added on in a patchwork fashion over the years and are not historically or architecturally significant. Apart from the Louisville Water Co. Building, the non-contributing gas station building (the George Posey Ashland Service Station Building, built circa 1952) located at 456 S. 2nd Street will also be removed. This building was evaluated in 2005 by John Milner and Associates and was determined to be non-contributing.

Buildings on the site are being removed to facilitate the construction of a new mixed use development, which includes a hotel, residences, a grocery and a parking garage. The new development is the subject of Case #15DDRO1012.

Case # 15DDRO1012:

The applicant, Omni Louisville LLC., has entered into a development agreement with Louisville Metro Government to construct a 30-story building. The building design includes two towers, which would be intersecting and stacked atop a 3-story podium of the building. The project will include a 600 room hotel, approximately 225 apartments, an urban grocery, 2 full service restaurants, a parking garage with approximately 825 spaces, and additional retail shops. The \$289 million development includes \$150 million in private investment and will transform a city block which has been largely used for surface parking and previously had no significant economic productivity. The proposed project will have a positive impact and expand the core activity center of downtown.

The design of the project does not include remnants of nor incorporates the original Louisville Water Co. building as part of its plans. The Louisville Water Co. Building was evaluated for potential re-use within the project, but was determined unable to be appropriately re-adapted into the design concept. The north section of the site (identified as Phase II) is proposed to be reserved for future development and will be utilized as a staging area for onsite construction. The Odd Fellows building and a surface parking area are shown as remaining in this future development area.

The site plan shows the main hotel entrance on 2nd Street, near the corner of 2nd and Liberty Streets. Several of the retail stores and restaurants would also be accessible

from the 2nd Street main hotel entrance. The main entrance to the apartments would be from Liberty Street, approximately midway between 2nd and 3rd Streets. The entrance to the urban grocery would be situated at the corner of Liberty and 3rd Streets. An entry to the parking garage for grocery customers would be located on 3rd Street, along with a loading space/service entry. Along the new alley would be an entry into the parking garage for hotel guests and residents. In addition, there would be an entry to a lounge.

The **S. 2nd Street Elevation (East Side, Looking West)** of the development features the main entrance to the hotel and includes a glass storefront which follows the street face and recesses in areas to allow for guest vehicle entry. Restaurant facades at street level create “pocket areas” for pedestrians along 2nd Street. The second and third floor levels project to the building’s setback, and maintains a street wall massing along 2nd Street. The lower tower, occupied by the hotel, is shown projecting toward 2nd Street. The higher tower, also occupied by the hotel, provides apartment units located on the upper floors that project and cantilever towards Liberty Street. These upper level apartments are designed to provide views of the Ohio River above the adjacent 17-story Marriot Hotel. The primary materials proposed for the elevation are a dark gray brick and a red brick wall panel with light tinted glass curtain wall. Also incorporated are a variety of exposed glass curtain walls and punched window openings in masonry walls. The top of the higher tower includes an illuminated channel letter sign reading “OMNI HOTEL” with logo.

The **Alley Elevation (South Side, Looking North)** of the development features a vehicle entry access point to/from the parking garage and an entrance to a proposed lounge. It should be noted that this elevation is projected from a new alley that would be located parallel to Muhammad Ali Boulevard. As such, it does not depict any development located in the Phase II area (situated between the alley and Muhammad Ali Boulevard to the south), which includes an existing surface parking lot and the Odd Fellows Building. The first three stories feature CMU and masonry walls with precast panel. In addition, the two tower wing facades are visible, with the shorter tower having some precedence from this vantage in terms of its width along this frontage. Because of its location along an alley, this façade is not highly articulated for the first three stories. As part of Phase I, it will have a lack of public exposure since it is situated approximately 175 feet from Muhammad Ali Boulevard, where there are some trees lining the roadway, and partially behind the 4-story Odd Fellows Building. It is assumed that development as part of Phase II would further obstruct visibility of the lower portion of the façade. The multiple facades of the building continue to feature a variety of exposed glass curtain wall and punched window openings in masonry walls. A metal signage panel is shown on the first floor, located on the corner adjacent to 2nd Street, and reads “OMNI HOTEL & RESTAURANTS”.

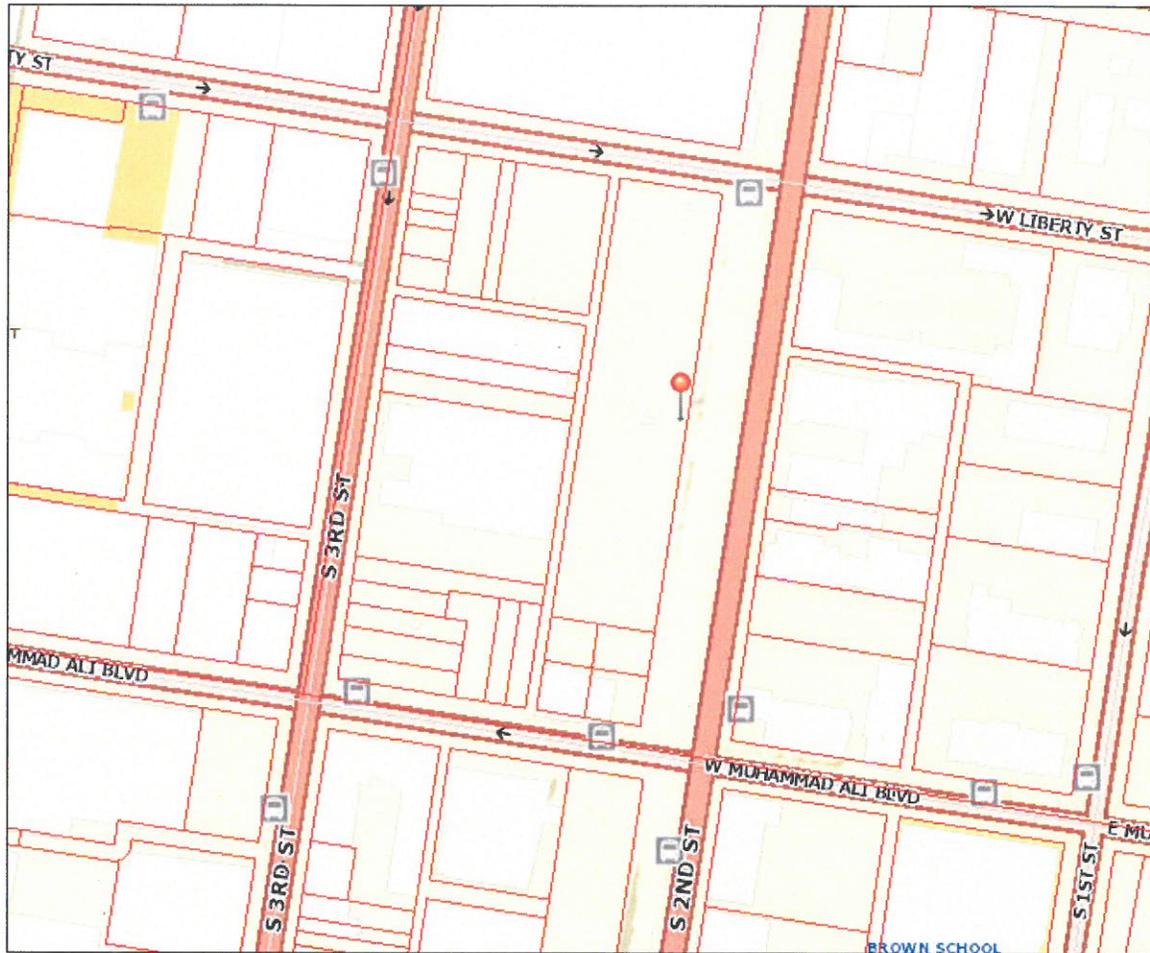
The **S. 3rd Street Elevation (West Side, Looking East)** of the development features a first floor glass storefront towards Liberty Street. The parking garage with CMU block walls and an upper area of red brick panels is visible, with an area proposed of dark copper perforated metal screening. In the background, the higher tower is shown with punched out window areas in the dark gray masonry panels. The side view elevation

highlights the cantilevered apartment units with glass curtain walls projecting towards the Ohio River. The elevation also includes the upper recessed patio area at the 16th floor which is shown as facing south toward Muhammad Ali Street. The top of the higher tower includes an illuminated channel letter sign reading “OMNI HOTEL” with logo.

The **W. Liberty Street Elevation (North Side, Looking South)** of the development features glass curtain wall and storefront systems that highlight restaurants, lobby space, and circulations stairs. Red brick masonry wall panels are shown as the primary street face material with the higher tower being highlighted in charcoal brick. The tower is located directly to the street set back and features glass curtain wall apartments at the 16th floor being cantilevered towards the river. The lower tower is shown in the background with attached channel letter signage that read “OMNI HOTEL” with logo. The lower tower’s façade is shown with charcoal brick panels with punched window openings and an end area with exposed glass curtain wall.

COMMUNICATIONS WITH APPLICANT; COMPLETE APPLICATION

Both applications for 15DDRO1011 and 15DDRO1012 were received on June 5, 2015. The applications were determined to be complete and classified as “Non-Expedited” on June 8, 2015. The application was scheduled for a hearing of the Downtown Development Review Overlay Committee on July 15, 2015 at 8:30 a.m. in the Old Jail Building Auditorium (514 W. Liberty Street).



Site Boundaries

SITE CONTEXT/ BACKGROUND

The site is a city block area located with the core commercial area of the city and bordered by Muhammad Ali Street to the south, 3rd Street to the west, Liberty Street to the north, and 2nd Street to the east. The site is zoned C-3 and is located within the Downtown Form District. The property is surrounded by a 17-story Marriott Hotel to the north, 2-, 3-, and 4-story commercial buildings, The Christ Church Cathedral to the east, open surface parking lots, and the Starks Building's parking garage to the west. There are currently three buildings located on the block: the Louisville Water Company; Liberty Hall/Odd Fellows and the George Posey Ashland Service Station Buildings.

The original portion of the Louisville Water Co. Building was designed by Architect Theodore A. Leison and was built in 1910. The structure is a 3-story Colonial Revival building with a central 1-story porch. The meter house shop adjacent to the Louisville Water Co. Building was estimated to have been built in 1914 and designed by Leison to match the original structure.



Louisville Water Company Building

The Liberty Hall Association built the Liberty Hall Building, now known as the Odd Fellows Building, circa 1897 as a meeting place for the Odd Fellows Members. The structure is a 3-story Italianate brick building facing Muhammad Ali (previously known as Walnut Street). The Liberty Hall Association purchased the land on November 16, 1896 from the estate of W.C. Hite, and constructed the building sometime before November 1897.



Liberty Hall/Odd Fellows Building

The George Posey Ashland Service Station (456 S. 2nd Street) was built circa 1952, and is located on the northwest corner of 2nd Street and Muhammad Ali Boulevard (formerly W. Walnut Street). The Streamline Modern “oblong box” gas station design became popular around WW II. These types of stations typically had white, enameled metal with large display windows, service bays, restrooms, storage space, and an office all contained under one broad flat roof.



George Posey Ashland Service Station Building

FINDINGS AND CONCLUSIONS

The following Urban Design Principles for the Core Broadway Downtown District are determined to be applicable to the proposed development: **Principle 1**- Site Planning; **Principle 2**- Building Massing; **Principle 3**- Building to Context; **Principle 4**-Building to Pedestrian; **Principle 5**- Parking Vehicular Use and Access; **Principle 7**- Street and Sidewalk Character; and **Principle 8** -Signage.

The Staff’s findings of fact and conclusions with respect to these Principles and its Guidelines are attached to this report.

RECOMMENDATION

Considering the information furnished, the Staff finds that the proposal in case # 15DDRO1011 complies with the applicable Principles and Guidelines of the Downtown Development Overlay. Considering the information furnished, the Staff finds that the proposed new development in case# 15DDRO1012 complies with the applicable Principles and Guidelines of the Downtown Development Overlay. Staff recommends **approval** for an Overlay Permit with the following conditions:

1. Due to the scale and magnitude of the proposed project, public art should be incorporated into the development.
2. All proposed signage shall be submitted to staff for review and approval prior to installation.
3. On the West Elevation (3rd Street) that was submitted by the applicant, it is noted along the southern portion of the west facing façade that “this façade remains under design consideration.” Staff recommends that the applicant further explore additional animated design elements and façade materials that would relate better to the pedestrian scale along street wall.
4. Garage doors with glass window panels should be utilized to secure the parking garage and to further provide a storefront appearance and animated activity along 3rd Street.
5. Report archaeological discoveries such as cistern, artifacts, and other archaeological deposits to the Landmarks Commission staff immediately for proper documentation.



Bob Keesaer, AIA, NCARB
Urban Design Administrator

7/8/2015

Date

Attached Documents / Information

1. Staff Checklist/ Findings
2. Submittal materials
3. Site Location Map

Principle 1-Site Planning

Design Guideline Checklist

Objective

Each downtown site lies with 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
- Does Not Meet Guidelines
- +/- Meets Guidelines with Conditions as Noted
- NA Not Applicable
- NSI Not Sufficient Information

	Guideline	Finding	Comment
SP1	Building placement and orientation. 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 <i>new construction should build to the front property line</i> and extend the width of the property. Corner properties should be built to both frontages. Properties with 3 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.	+	The proposed building massing is situated near the front property lines along 2 nd , Liberty and 3 rd Streets. For the most part, the facades along the street walls are animated, consisting of variety of differing architectural elements and materials. The proposed project does contain setback areas on the ground level; however the upper floor areas of the towers are predominantly built to the street wall.
SP2	Public space. 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 or the street grid.	+	The setback areas will serve as open space and in part utilized as public spaces, including outdoor seating areas along Liberty Street.
SP3	Preservation of Existing Structures. 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. No application to demolish these structures shall be approved unless the applicant is able to demonstrate that: a) rehabilitation of the structure or its replacement will have a greater positive impact on the economic vitality of the district than preserving the existing structure and that the construction of the new structure would not be possible or economically feasible without the	+/-	There has been an effort from Louisville Metro, which has procured a portion of the funding to relocate the Louisville Water Co. Building, to relocate all or a portion of the building rather than demolish it. Given the nature of the proposed project, replacement of the structure with the proposed development will have a greater positive impact on the economic vitality of the district than preserving the existing structure. The

	demolition of the existing structure; or b) that the applicant cannot obtain a reasonable economic return from the property or structure unless the existing structure is demolished. Development with the West Main Street local preservation district shall be reviewed by the Historic Landmarks and Preservation Districts Commission.		construction of the new structure would not be possible or economically feasible without the demolition of the existing structure. The Odd Fellows Building will not be affected by approval of this application.
SP4	Site Access. 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.	+	Vehicular access to and from the site was considered. Parking will be located within the new parking garage, situated along the 3 rd St. corridor, with access from 3 rd St. (for grocery customers) and the new alley (for hotel guests, residents, and the general public). Collection areas will be placed within an enclosed area in parking garage.

Principle 2-Building Massing

Design Guideline Checklist

Objective

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
- Does Not Meet Guidelines
- +/- Meets Guidelines with Conditions as Noted
- NA Not Applicable
- NSI Not Sufficient Information

	Guideline	Finding	Comment
BM1	Arrange the mass of the building in response to the following as applicable: a) Distinct and noteworthy characteristics of the district/neighborhood: b) Adjacent landmark or noteworthy building: c) major public entity or institution nearby: d) neighboring buildings that have employed distinctive and effective massing compositions: e) <i>Public views and vistas</i> : f) <i>Potentially negative micro-climate issues such as extensive shadows and urban wind effect.</i>	+	The project has a primary orientation and focus towards the river. This arrangement is appropriate given the site's location and surrounding built environment.
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: a) distance from a less intensive district edge: b) differences in development standards between abutting neighborhood: c) type and amount of separation between districts, i.e. property line, alley or, street.	+	While the proposed building would be taller than many nearby buildings, its two tower design reduces its apparent massing. In addition, the proposed materials are consistent and compatible with the materials utilized in many surrounding structures.

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.	+	
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 2 to 3 stories.	+	The proposed building has a well-defined base, established by its first three stories upon which the two towers are set. The massing of the project is well proportioned and will provide an active street wall along 2 nd St. and Liberty St.
BM5	To allow adequate light and air to reach the street level, high rise buildings (over 14 stories) should generally: a) be located about 100 feet from other high-rise buildings within the same block; b) have upper stories which are progressively narrower; the higher the story, the narrower.	+	
BM6	Rooftops should not look cluttered from any pedestrian vantage point. All mechanical or utility equipment should be well-integrated into the overall design.	+	

Principle 3-Building to Context

Design Guideline Checklist

Objective

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
- Does Not Meet Guidelines
- +/- Meets Guidelines with Conditions as Noted
- NA Not Applicable

	Guideline	Finding	Comment
BC1	Be compatible with the general character of nearby buildings in terms of façade 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.	+	The proposed project's design is compatible with the surrounding buildings. The materials are consistent and compatible with the materials utilized in many surrounding structures.
BC2	Reinforce the character of nearby buildings having historic or architectural significance by developing designs that respect established cornice lines, horizontal and vertical façade organization, and massing of historic buildings in context.	+	
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.	NSI	

Reference: SOI Standards for Rehabilitation

1. A property will be used as it was historically or be given a new use that required minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive material, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary or physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic material, features, size, scale, and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environments would be unimpaired.

Principle 4-Building to Pedestrian

Design Guideline Checklist

Objective

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

- + Meets Guidelines
- Does Not Meet Guidelines
- +/- Meets Guidelines with Conditions as Noted
- NA Not Applicable

	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.	+	Along the Liberty Street corridor, the building is set back, creating more usable space for pedestrians.
BP2	Articulate the building façade 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 percent of the wall surface at the sidewalk level should be transparent, utilizing glazing that is not highly tinted or reflective.		
BP3	Utilize building materials characteristic of the area having texture, color, pattern, and a higher quality of detailing.	+	Brick panels and glass are the primary materials featured in the proposed development.
BP4	Variations on the façade plane such as inset entries, building piers, and other details can assist in providing relief to long expanses of building 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.	+	
BP6	Changes in sidewalk material aid in defining exterior spaces and entryways.	NSI	Not all sidewalk materials were provided.
BP7	Develop alley facing facades at least one bay into the alley to eliminate harsh contrasts in the street wall. Provide adequate lighting and signage for quick orientation by motorists and safety for pedestrians.	+	
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.	+	

Principle 5-Parking, Vehicular Use and Access

Design Guideline Checklist

Objective

Parking garages, surface parking, and vehicular use areas should have the same qualities and characteristics as any other downtown developments. They should relate strongly to their context, reinforce the urban streetwall, and be designed to promote comfort and safety for pedestrians.

- + Meets Guidelines
- Does Not Meet Guidelines
- +/- Meets Guidelines with Conditions as Noted
- NA Not Applicable
- NSI Not Sufficient Information

	Guideline	Finding	Comment
P1	Parking garages. A parking garage visible from the street should be integrated into its surroundings and provide active and inviting street level appearance. The garage should: a) follow all Principles and Guidelines for building and site design: b) minimize the use of ramped floors visible from the street: c) openings and entrances should be in scale with people. Parking garage entries shall be minimized in size but fully articulated as an opening in the structure.	+	

	Pedestrian entrances should also be fully articulated. d) screen parked cars from pedestrian view.		
P2	Surface parking lots and vehicle use areas. Generally speaking, development of downtown sites solely as surface parking lots or vehicle use areas is discouraged due to their negative impact on the street wall, streetscape, and pedestrian-friendly character of downtown. Specifically, demolition of buildings for development of new surface parking lots is discouraged. Surface parking and vehicle use areas elsewhere, when deemed appropriate, should adhere to the following: a) surface parking and vehicle use areas should not create gaps along the street and sidewalk. <i>They should be fully screened from pedestrian view through a combination of solid building like elements such as colonnades, decorative fencing, and dense decorative landscaping intended to continue the street wall.</i> Dense landscaping intended for screening should be 3' high at time of planting and maintained visibility and safety. The screening may be also an opportunity for Public Art; b) <i>Provide adequate interior landscaping, especially shade trees;</i> c) When associated with a principal structure on the same site, surface parking, loading, and waste/recycling storage and collection areas shall be located fully behind the principal structure on the site.	NA	
P3	Vehicular access and design: a) curb cuts and vehicular access shall be designed in conformance with the Access Management Standards and Design manual within the Land Development Code and appropriate Metro agencies: b) vehicular access should be designed to minimize conflicts between cars and pedestrians: c) access from the alley shall be utilized to the fullest extent possible, where the alley is unimproved or of insufficient width or length for the new development it shall be improved as part of the project for viable use: d) existing curb cuts that are not proposed to be re-used should be removed and replaced with walk and curb compatible with the current standard design for that location: e) existing curb cuts to be re-used should be minimized in width and number to the fullest extent possible: f) driveways should be located to be shared with adjacent properties whenever possible: g) driveways and vehicular entrances should not occur in dominant locations on the site: h) provide adequate directional information for motorists	+	

Principle 7-Street and Sidewalk Character

Design Guideline Checklist

Objective

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
- Does Not Meet Guidelines
- +/- Meets Guidelines with Conditions as Noted
- NA Not Applicable
- NSI Not Sufficient Information

	Guideline	Finding	Comment
S1	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.	+	
S2	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.	NSI	Details were not provided.
S3	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.	NSI	Details were not provided.
S4	For the sake of visual continuity trees shall be planted in the right-of-way every 25' to 35' 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.	+	
S5	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: a) be designed to be architecturally compatible with the design of the structures at the end: b) have articulated street level access or clear direction to access points for pedestrians: c) 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 use: d) give consideration for views underneath including material finish and lighting: e) not have permanent signage	NA	

- 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.
- 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.

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

	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.	+	
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.	+	
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.	+	
S5	Back-lit or internally illuminated signage shall have opaque, non-illuminated face panels. Only the individual letters and/or logos should be illuminated.	+	
S6	Signage that utilizes LED, video or other moving image digital technology is limited to Entertainment Attractions*. When permitted, such signs: <ul style="list-style-type: none"> 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 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. 	NSI	As part of this application, final sign details have not been provided and as such are not being part of this application.
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.	+	
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	
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	NA	

	the total allowable signage allowed on any one façade of the building as listed in the Land Development Code.		
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: <ul style="list-style-type: none"> 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	

- 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.

Principle 9-Public Art

Design Guideline Checklist

Objective

Public Art is the continuously growing record of the community's identity, creativity, values, and its highest aspirations. Physically, Public Art is an element or installation of art-temporary or permanent placed on public or private property including building exteriors and outdoor public areas for enjoyment by all. Incorporation of public art elements in downtown development is highly encouraged.

- + Meets Guidelines
- Does Not Meet Guidelines
- +/- Meets Guidelines with Conditions as Noted
- NA Not Applicable
- NSI Not Sufficient Information

	Guideline	Finding	Comment
PA1	Public Art should be available for the enjoyment and enrichment of all the people within the community. Inclusion of a meaningful allowance for the commissioning of public art in the planning and construction for all significant building projects is encouraged.	NSI	Public Art is not proposed at this time but should be considered because of the scale and magnitude of the project.
PA2	The public art planning and selection process should begin at	NSI	

	the onset of individual projects. It should be designed, executed to integrate the artwork with the overall project and aesthetically enhance the urban environment.		
PA3	Public Art proposals should conform to the design guidelines and master plan established by the Mayor's Committee for Public Art (MCOPA). The MCOPA guidelines and master plan recognize Public Art's potential to: a) demonstrate Louisville's values of community and creativity; b) stimulate economic growth and investment; c) encourage public education by improving cultural literacy; d) contribute to Louisville's identity; e) bridge cultural and social barriers; f) provide community cohesion; g) energize public spaces in the urban environment; h) enhance new and existing development; i) provide local opportunities for talented regional, national, and international artists; j) contribute to Louisville as a tourist destination; k) leave a legacy for the future	NSI	