



Downtown Development Review Overlay

Report of the Urban Design Administrator to the Committee

Case No: 15DDRO1010
Classification: Non-Expedited

GENERAL INFORMATION

Property Address: 100 W. Broadway

Applicant: Eric Ferry
Design +, Inc.
1449 Bardstown Road
Louisville, KY 40204
502-454-5011 x115
ericf@designplusinc.com

Owner: Jode Ballard
Thorton Oil Company
10101 Linn Station Road Suite 200
Louisville, Kentucky 40223
502-523-6487
Jode.ballard@thorntonsinc.com

Architect: Eric Ferry
Design +, Inc.
1449 Bardstown Road
Louisville, KY 40204
502-454-5011 x115
ericf@designplusinc.com

**Estimated Cost
For Building and
Site work:** \$ 6000,000.00 +/-

DESCRIPTION OF PROPOSED DEVELOPMENT

The applicant is proposing a building expansion of 1,054 SF (dimensioned 36'-1" x 30'-2 1/4") New exterior materials will match existing, and new refreshing convenience color palette paint scheme proposed for exterior. New Pavilion to be installed over gas pump area.

EAST ELEVATION

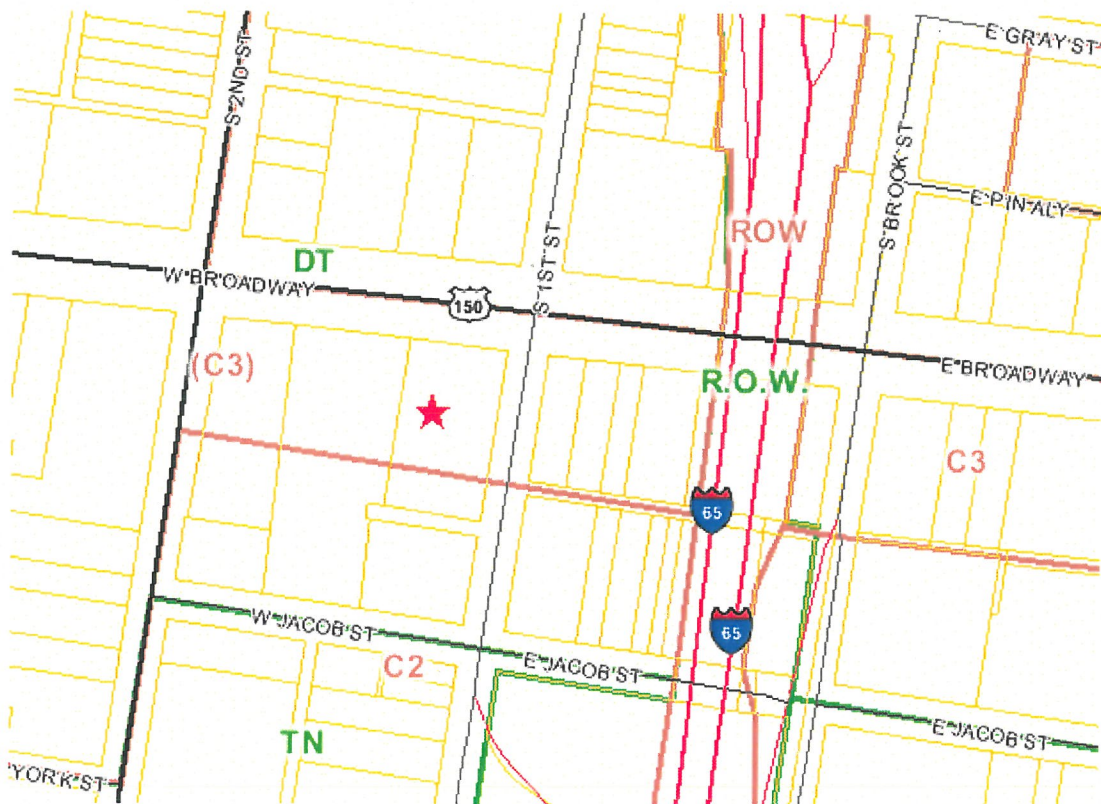
Fiber cement brick panel system, faux limestone water table, and faux limestone masonry units to match existing. New pavilion over propane tanks and ice machine area with new bollards in front.

SOUTH ELEVATION

Relocated pre-finished metal scupper and downspouts, exhaust louvers, and gas meter.

COMMUNICATIONS WITH APPLICANT; COMPLETE APPLICATION

The application was determined to be complete and classified as "Non-Expedited" on May 26, 2015. The application was scheduled for a joint hearing by the Downtown Development Review Overlay Committee and the Design Review Committee on June 10, 2015 at 8:30am in Room 601 of 444 S. Fifth Street.



SITE CONTEXT/ BACKGROUND

The 1892 Sanborn Maps show the area to be residential and a double three story house with a one story addition was indicated. The 1905 Sandborn Maps indicate that the three story double houses now had three story additions.

The corner site located at First Street and Broadway has however had a long history of being an automotive support center. The 1930 city directory had a listing for Select Tire Service, the 1955 listing had a listing for Goodrich B.F. Co. Auto Accessories, and in the 1979 listing the property was listed as the Preston Downtown Texaco.

The site located on the south west corner intersecting with First Street and Broadway is zoned C3 within the Downtown Form District. The site is surrounded by open surface parking lots, one and two story commercial retail buildings, the 12 story Hotel Louisville, and a two story office and classroom build that is apart of the Jefferson Community & Technical College Campus.

FINDINGS AND CONCLUSIONS

The following Urban Design Principles for the East West 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; and Principle 7- Street and Sidewalk Character.** Principles 5, 6, 8, and 9 are not applicable to this project. The Urban Design Administrator's findings of fact and conclusions with respect to these Principles and its Guidelines are attached to this report.

RECOMMENDATION: The Urban Design Administrator Considering the information furnished the Urban Design Administrator finds that the proposal substantially complies with the applicable Principles and Guidelines of the Overlay and recommends **APPROVAL** for an Overlay Permit.



Burcum Keeton
Architectural Projects Coordinator



Date

Attached Documents / Information

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

Principle 1-Site Planning

Design Guideline Checklist

- + 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 streetwall 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.	+	Addition adjacent to existing building
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.	NA	
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 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.	NA	
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.	+	

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>	+	
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.	+	
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.	NA	
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.	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.	+	

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
- NSI Not Sufficient Information

	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.	+	
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.	NA	

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
- NSI Not Sufficient Information

	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 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.	+	Windows not proposed due to interior bath and refrigeration spaces
BP3	Utilize building materials characteristic of the area having texture, color, pattern, and a higher quality of detailing.	+	New materials at addition to match existing materials
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.	+	Emergency exit door proposed
BP6	Changes in sidewalk material aid in defining exterior spaces and entryways.	+	
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.	NA	

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.	+	Proposed lighting is integrated into the exterior design of the building and service canopy.
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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.	NA	
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	No new parking is proposed
P3	Vehicular access and design: a) curb cuts and vehicular access shall be designed in conformance with the Access	NA	

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	
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Principle 6- Open Space

Design Guideline Checklist

Objective

New public open space, exterior and interior, should be located and designed to relate strongly to pedestrians and its built context. Design public open spaces to promote a visually pleasing, safe, and active environment for workers, residents, and visitors. Views and solar access from the principal area of the open space should be especially emphasized.

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

	Guideline	Finding	Comment
O1	Generally open spaces should be oriented to receive maximum sunlight and taking advantage of views to the surrounding context.	NA	
O2	To maximize the impact of the open space without degrading the streetwall character of downtown exterior open spaces should: a) be located 100 feet away from other open spaces and intersections; b) be no wider or deeper than 100 feet	NA	
O3	To create the best environment for public enjoyment new open spaces should: a) create a comfortable and inviting place to rest; b) provide clear visual and physical access from the public way; c) provide plenty of seating (about 1 linear foot for every 30 square feet of paved open space); d) provide sufficient lighting for safe evening use; e) utilize fountains or other water features; f) use plant materials that are colorful, appropriately sized, and attractive year round; g) incorporate public art in accordance with Principle 9	NA	

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.	NA	
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.	+	Light pole to be relocated west of addition
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.	NA	
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	NA	

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		
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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.

- + 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.	NA	
S2	Signage should be organized to increase legibility and communication while reducing visual clutter.	NA	
S3	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.	NA	
S4	Back-lit or internally illuminated signage should have opaque, non-illuminated face panels. Only the individual letters and/or logos should be illuminated.	NA	
S5	Changing image (such as LED type signage) and video display signage is very dynamic and should be carefully designed to minimize impacts to adjacent residential uses.	NA	
S6	Rooftop signage is not allowed. Signage attached to the upper portions of a building may be considered provided it is complementary to the style of the building.	NA	
S7	Freestanding signage should be limited to portable sidewalk signage or monument style <u>directory</u> 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	
S8	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 considered to remain.	NA	
S9	Outdoor advertising signs (billboards) are prohibited per Land Development Code.	NA	

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.	NA	
PA2	The public art planning and selection process should begin at the onset of individual projects. It should be designed, executed to integrate the artwork with the overall project and aesthetically enhance the urban environment.	NA	
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	NA	