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## **Bardstown Road/Baxter Avenue Corridor Review Overlay District**

### **Report of the Urban Design Administrator to the Bardstown Road Baxter Avenue Overlay Committee**

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### **Amended Report 07/25/2016**

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**Case No:** 16BROD1003  
**Classification:** Non-Expedited

#### **GENERAL INFORMATION**

**Property Address:** 1779 Bardstown Road

**Applicant:** Sam Patel  
**Owner** Shadhimata Property LLC  
1779 Bardstown Road  
Louisville, KY 40205  
502-777-2692

**Architect:** Brian Medley  
Medley Architecture  
1011 Spring Gate Drive  
Louisville, KY 40241  
502-356-7963  
medleyarchitecture@gmail.com

**Estimated Project Cost:** \$90,000 +/-

#### **Description of proposed exterior alteration**

The applicant seeks approval for several improvements to the property:

1. Signage – reface both sides of the existing free-standing, internally illuminated pole sign. The new faces shall read LIQUOR WORLD; will have opaque red background and translucent white letters.
2. A new 225 SF addition is proposed for the rear of the property. Addition measures approximately 8'-8" x 26'-0" and will have a CMU base, painted to match existing structure, and decorative metal siding with new asphalt shingle roof to match existing roof.
3. An 'after the fact' approval to remove underground gasoline storage tank system, island with (2) gas dispensers, and associated canopy.

4. Approval for site work, including a stretch of new sidewalk along Speed Avenue, measuring approximately 60'. A new landscaping buffer is proposed behind this section of curbing. Existing curb cut entrance on Speed Avenue to remain, and existing curb beyond to remain. Existing curb cut and sidewalk to remain along entrance off of Bardstown Road; applicant to add landscaping buffer along Bardstown Road. Parking lot will be striped to accommodate 8 parking spaces plus 2 ADA accessible parking spaces.

### **Communications with Applicant, Completion of Application**

The applications were received by Develop Louisville Staff as follows:

Signage and Addition - The application was received on March 29, 2016 and determined to be complete and classified as requiring Non-Expedited Review by Urban Design staff on the same day.

Staff was advised of the removal of gas canopy, island, and tanks in February 18 of 2016 and contacted the owner about the need for review and approval. The application for an Overlay Permit was then received on February 28, 2016. Staff met with the owner as well as Planning and Transportation staff to consider other potential implications of the proposal with other regulations to ensure a complete Overlay review. This internal review was initially completed and the application deemed complete on March 28, 2016.

The case was first heard by the Bardstown Road Baxter Avenue Overlay Committee at a hearing on April 5<sup>th</sup>, 2016. The Committee requested a completed site plan for review, and the hearing was continued. The applicant submitted a revised site plan to Develop Louisville Staff on May 25, 2016. After another BROD hearing on June 28<sup>th</sup>, the Committee requested changes to the site plan, and a revised site plan and associated drawings was submitted to Overlay Staff on July 1, 2016.

The proposed project is scheduled for a hearing at a meeting of the Bardstown Road Overlay Committee for August 2<sup>nd</sup>, 2016 at noon, in Room 101 of the Metro Development Center.

### **FINDINGS**

#### **Guidelines**

The following design guidelines, approved for the Bardstown Road/Baxter Avenue Corridor Review Overlay District, are applicable to the proposed exterior alteration: **Signage, Sign Mounting and Placement, Building Design, Site Planning, and Parking.** The report of the 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 Context**

The former AMI Food Mart and gas station is located at 1779 Bardstown Road, along the corner of Speed Avenue and Bardstown Road. Vehicular access is possible into the parking lot via 2 curb cuts on Speed Avenue and one entrance on Bardstown Road. The property is zoned C2 and the structure on the lot is a one story convenience store set back approximately 30' from Bardstown Road and approximately 50' from Speed



Avenue. The site currently does not have any perimeter landscaping or screening elements.

After the gas canopy was removed, the rest of the paved area was y used for parking with no real organization. The majority of the existing curbs along Bardstown and Speed are flush with the roadway resulting in a near continuous vehicular access situation.

The building is simple and utilitarian, painted white, and used as offices for the gasoline sales operation as well as a small food mart inside. The proposed improvements will serve the building and site as its operations become more focused on beverage sales.

## **CONCLUSIONS**

The free standing pole sign is considered a non-conforming, existing sign. As such it is allowed to be re-used and re-faced. The proposed new facings comply with applicable guidelines.

The addition is of a very small profile and its rear location will result in a marginal impact on the Corridor. In fact, had the property not been a corner property the addition would have been Exempt from review. The addition, similar to the main structure, is modest and utilitarian in appearance and is appropriately scaled to the existing building.

The canopy could have been considered an “accessory structure” according to the Overlay regulation and its removal Exempt from review, but was deemed to be sufficiently related to the function of the primary structure and therefore its removal best considered by the Committee. The canopy itself, however, was not a substantial element of the character of the corridor, nor did it really establish a massing or design element at the corner. It did at least provide some degree of presence on the site which, when removed and left as a simple parking lot, has a negative impact on the Corridor and presents an opportunity for improvement. The removal of the gas pumps, island, and canopy results in a large parking lot exceeding 40% of the frontage along Bardstown Road, 100% of the frontage along Speed Avenue, and with various access points and an irregular shape. The parking/vehicular use area is not entirely new so strict application of the guidelines – intended for new parking areas – may not be fully required but improvement where possible should be undertaken including landscaping and low wall as described by the Guidelines. Any new configuration of parking should consider minimizing and properly defining curb cuts and site access points to improve pedestrian safety. This could include improving the curb and sidewalk design so they are no longer flush with the roadway

The change from gasoline station / food mart to liquor sales has not been determined to require any improvements by the Land Development Code or Transportation standards in the parking areas, right of way access points, or internal traffic design at the time of this report. However, should such standards be deemed to be applicable, any resulting exterior changes to the property may require additional review by the Overlay.

## **Recommendations**

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

1. Where possible Site Planning & Parking Guideline #4 and #5 should be met. The final parking design shall be approved by appropriate agencies, and where possible, landscaping and wall elements shall be included along the perimeter. These shall be submitted to staff for review and approval.
2. Any new configuration of the vehicular use area should comply with other applicable regulations including Traffic design and Land Development Code. It should also minimize and better define curb cuts and site access points to improve pedestrian safety. This could include improving the curb and sidewalk design so they are no longer flush with the roadway

7/26/16  
Date

7-26-2016  
Date

Burcum Keeton  
Burcum Keeton  
Architectural Projects Coordinator

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



# Signage

- + Meets Design Guidelines
- Does Not Meet Design Guidelines Information

**NA** Not Applicable  
**NSI** Not Sufficient

SPECIFICATIONS	DESIGN REVIEW GUIDELINES	REVIEW RESULTS
1. Significant or Contributing Signs	Re-use and reface existing "significant or contributing signs".	NA
2. Contributing Signs	Contributing signs are encouraged to remain. These signs are recognized as contributing to the historic artistic character of the corridor. See list below.	NA
3. Back-lit Cabinet Signs and monument signs.	Signs including refaced shall have opaque, non-illuminated face panels. Only the individual letters and logos should be back lit, not the entire surface of the sign.	+
4. Freestanding Pole Signs.	Freestanding pole signs are not allowed. Existing pole signs that are associated with a property that has not been abandoned or vacant for a period of less than (1) year may be restored or refaced.	+
5. Signs that incorporate LED text /image, flashing, animation, moving graphics, or video.	Signs with an image or text change rate greater than (1) hour are prohibited.	NA
6. Storefront Window Signage.	Window signage including temporary window signage and promotional advertising shall not exceed 25% of the total window area. Neon and hanging window signs are encouraged.	NA
7. Projecting Wall Signs	Projecting wall signs can be erected or attached to a building's wall and extend a minimum of 18" to a maximum of 8'-0" from the wall surface.	NA
8. Projecting Banner Signs	Projecting banner signs can project no more than 24" from the face of the building.	NA
9. Attached Wall Signs	Attached wall signs composed of individual letters or projecting signs are preferred.	NA
10. Monument Sign	Monument signs are allowed only for businesses with a minimum front yard of 15'-0" as measured from the street to the wall of the structure. Monument signs must also be set back a minimum of 15'-0" from the adjacent side property line.	NA
11. Existing Non-Conforming Signage	Existing non-conforming signage must be removed prior to new approved signs being installed. A "Significant or Contributing Sign" as defined by the guideline in A1.1 is exempt from this requirement.	NA
12. Neon and Neon Simulated Signs.	Neon and simulated neon such as fiber optic and LED lighting strips are encouraged.	NA
13. Projecting Lighting Fixtures	Projecting Lighting fixtures used for externally illuminated signs shall be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.	NA
14. Directional Signage	Directional signage is used to direct pedestrian or vehicular traffic. No more than 1 image, logo or text combined with the "entry" or "exit" text is allowed on each directional sign. Directional signage cannot exceed 3'-0" in height above finished grade.	NA
15. Exposed Conduit	Exposed conduit, electrical transformer boxes, and electrical raceways should be concealed from public view, or painted to blend in with background.	NA
16. Multiple Signs Placed on A Building	Multiple signs placed on a building's façade should be compatible with other surrounding signage located on the structure.	+
17. Permanent Banner Signage	Permanent banner signage shall be made of canvas material or matte textured vinyl material.	NA



# Building Design

- + Meets Design Guidelines
- Does Not Meet Design Guidelines Information

**NA** Not Applicable  
**NSI** Not Sufficient

SPECIFICATIONS	DESIGN REVIEW GUIDELINES	REVIEW RESULTS
1. Existing Structures	Existing structures along the Bardstown Road / Baxter Avenue corridor are encouraged to be renovated and reused.	+
2. Pedestrian -Friendly	Design building façade elements that promote pedestrian friendly environment include; building to the edge of sidewalk, large storefront window openings at the ground floor, awnings, canopies, and lighting.	NA
3. Storefront Windows	All storefront windows and doors at ground level shall have clear glass or light window tinting. Severe window tinting or mirrored glass is not permitted unless pre-approved by staff for 'special conditions'. Examples of 'special conditions' may include restaurant kitchen areas, storage space, and restrooms that would need to be hidden from public view.	NA
4. Building Setback	New structures should be located at the front of the property line. Building sites should provide side yards wide enough to allow for maintenance of the building unless common party walls are provided on the lot line.	+/- Building addition at rear of property
5. Building Materials	High quality materials and historically appropriate architectural details at the ground floor / street level of buildings can both accent buildings , and provide visual interest for pedestrians and motorists.	+ Rear addition matches existing building
6. Building Height	New structures greater than three stories high may be permissible if taller portions are set back from the street frontage so that overall sight lines are compatible, and if increased height is not intrusive towards adjacent structures.	NA
7. Building Façade Details	A terminus, such as a cornice at the top of a wall helps articulate the architecture, and gives it a completed finished look.	NA
8. Roofs	Roof forms that are inconsistent with the character of the Bardstown Road / Baxter Avenue Corridor include: single pitch (shed) roofs, curving roofs. Flat roof forms with parapets are well-suited to the character and image of the Bardstown Road / Baxter Avenue Corridor.	NA
9. Outdoor Eating Areas	Outdoor eating or temporary seating located within public sidewalk areas must receive staff approval prior to installation. A 4'-0" wide pedestrian zone is required in the public "Right of Way" sidewalk area.	NA
10. Mechanical Equipment	All new mechanical equipment that is visible from a public right of way should be installed to have a minimal impact on adjacent properties and from public view. Replacement of existing mechanical equipment is considered general maintenance and will not require a staff review. Additional permits and approvals by other government agencies or authorities may be required.	+
11. Permanent Service Counters	Permanent service counters, service bars, decks, or similar structures may not be constructed in front of a building's primary street facing façade.	NA

# Sign Mounting and Placement

- + Meets Design Guidelines
- Does Not Meet Design Guidelines Information

**NA** Not Applicable  
**NSI** Not Sufficient

SPECIFICATIONS	DESIGN & REVIEW GUIDELINES	REVIEW RESULTS
1. Sign Mounting	Signs shall be mounted or erected so they do not obscure the architectural features or openings of a building.	NA
2. Sign Location	Signs may not be located in the right-of-way unless they are approved by the public works department. Exceptions include portable "A" Frame Signs which must be removed at the close of business day. "A" frame signs can not exceed 4'-0" in height and 3'-0" in width.	NA
3. Wood Signs	All wood signs need to be stained or painted and have a finished appearance.	NA
4. Sign Placement on the Building.	No sign or portion of a sign shall extend above the cornice line at the top of the building façade or exceed 20 feet in height above finished grade. Rooftop signs are prohibited..	NA
5. Outdoor Advertising Billboards	New outdoor advertising billboards are not permitted. Removal of existing billboards is encouraged to promote an active and engaging atmosphere for pedestrians and vehicle traffic.	NA



# Site Planning, Parking

+ Meets Design Guidelines  
- Does Not Meet Design Guidelines  
Information

NA Not Applicable  
NSI Not Sufficient

SPECIFICATIONS	DESIGN REVIEW GUIDELINES	REVIEW RESULTS
1. Utility Lines	Development Plans shall minimize the adverse visual impact of utility lines on the corridor. Underground lines or service from the alley, where feasible, is encouraged.	NA
2. Lot usage	Combining existing small, under-utilized lots to create shared parking areas that are more efficient and more accessible is strongly encouraged.	NA
3. Parking areas and Drive Thru's	Parking areas and Drive-Thru's should be located to the side or rear of the structures.	+/- parking area is at side and front of building
4. Parking Areas	Parking areas adjacent to the public sidewalks must use landscaping, trees, colonnades or other construction to maintain the building line created by structures along the sidewalk. Side parking lots which exceed 40% of the total linear lot frontage adjacent to right-of-way shall provide a 36" high masonry, stone, or concrete wall that makes reference to a similar design within the surrounding area extending from the principal structure across the front of the parking area. Surface parking lots with no principle structure shall provide the 36" wall as described. The 36" tall wall can wrap around any existing or proposed monument signage to maintain visibility.	+
5. Perimeter Landscaping	Adequate perimeter landscaping, fencing, or a combination of both is required to help screen parked vehicles from full public view. The screening height shall be 36" above finished grade of the parking lot. This height will enable drivers of vehicles to safely see and avoid pedestrians and vehicles while screening most of the parked vehicles mass.	+
6. Residential Screening	New development projects should provide adequate significant screening to residential structures.	NA
7. Lighting	Intensity, location, color, and direction of outdoor lighting shall be sensitive to nearby residential areas.	NA
8. Fencing	Fencing and screening shall be constructed of materials compatible with the principal structure.	NA
9. Chain Link Fencing	Chain link fencing must not be visible from Bardstown Road/Baxter Avenue.	NA
10. Curb-cuts	The number and width of curb-cuts on the corridor should be minimized to promote pedestrian circulation. Existing continuous curb-cuts should be reduced to widths necessary for vehicular traffic.	+
11. Patios, Plazas, and Outdoor Spaces	Patios, plazas, or outdoor spaces, constructed, created, or installed in front of a structure that replaces existing turf and / or landscaped areas, shall use permeable pavers, pervious concrete, or equivalent permeable hard surface to reduce water runoff from the property.	NA
12. Landscaped Buffer Area	Minimum 4'-0" wide landscape buffer area (LBA) containing a 36" minimum height (at maturity) screen shall run along 90% of the lineal area in front of the patio, plaza, or outdoor space that faces the street. This landscape buffer area (LBA) shall include permanent landscaping material such as trees (minimum 1 3/4" caliper size at time of planting). Shrubs (minimum 18' height at time of planting), groundcover, and / or perennials. Fences, planters, and / or walls (maximum height of 36") are permitted within the LBA. Landscape Buffer Plantings shall be installed prior to occupancy or use of the patio, plaza, or outdoor space.	+
13. Existing Trees	Existing trees located within the property or adjacent property along the street, alley, or access easement shall be preserved and protected unless the city arborist determines	NA



Preserved and Replaced	they are not healthy or are a dangerous and should be removed. Removed trees should be replaced with appropriate trees approved by the City Arborist. The replacement trees shall be sized at a minimum of 1 ¾" caliper at time of planting. Replacement tree(s) shall be planted within 3 months of the tree(s) removal or during the next planting season, whichever comes first.	
14. Decks in Front of Buildings and Balconies	The construction or installation of a deck or structure built off the ground and over existing landscaped areas in front of a building's primary façade is prohibited. Balconies located on the second or third floor of a building that are cantilevered or bracketed, scaled to match the building's façade, and utilize contextual materials are appropriate.	NA



