

## **Nulu Overlay District Permit**

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### ***Project Description***

**"700 E Main Street Development"** is a proposed mixed-use development that includes multi-family residential, retail, and structured parking components.

### **Existing Site Conditions –**

The development will be built on two parcels of land currently owned by Service Welding and Machine Company, Inc..

**Parcel 1** – Located at 700 East Main Street is 2.46 acres. The site was being used as an industrial/manufacturing facility. There are numerous buildings on the site consisting of a large single story metal building, multiple single story block buildings and a three-story brick building at the northwest corner of the site. The buildings are either surrounded by gravel, asphalt or concrete paving. The site has multiple curb cuts located along Main, Shelby and Clay Streets, as well as, access to Billy Goat Strut Alley. The site sets higher than the surrounding grade in the southeast corner of the site and a small concrete retaining wall runs along the alley from the southeast corner west and terminates into a single story block building. The alley pavement extends to the face of the buildings and concrete retaining wall. The brick building located at the northwest corner of the site is considered a Contributing Historic Structure within the Nulu Overlay District.

**Parcel 2** – Located at 121 South Clay Street is 0.241 acres. The site was being used as an industrial/manufacturing facility. There is a single story brick building that covers the entire site. The building has multiple curb cuts and garage doors accessing the building from both Clay Street and Billy Goat Strut Alley. The building abuts a 4 foot alley to the south and a parking lot to the east. This building is considered a Contributing Historic Structure within the Nulu Overlay District.

### **Development Plan –**

The development plan components consist of the following:

**Residential** – There will be 276 multi-family residential units consisting of studio, one and two bedroom units spread across two 5 story buildings. The unit sizes will vary from approximately 550 square feet to 1,250 square feet. There will be an interior pool courtyard at ground level located in the Main Street building, with an outdoor kitchen, fire pit, and outdoor living spaces, as well as, a clubroom. The fitness amenity area and pet spa will be located in the Clay Street building across Billy Goat Strut Alley.

**Retail** – There will be 4,850 square feet of retail space. The retail spaces will be located in the northeast corner of the site and will flank an outdoor courtyard. The retail spaces will have storefront windows and doors and the ceilings have been raised to two story.

**Parking** – There will be a 430 car parking garage constructed on the site and accessed from both Main and Shelby Streets. Each level of the garage will be connected to each floor of the building via walkways

to allow better access for tenants. The parking garage will be screened from the surrounding streets by the Main Street building. The south façade of the garage will abut the alley.

**Streetscape** – The proposed streetscape provides widen sidewalks, landscaped verge strips and bumpouts along the street. The pedestrian experience is enlivened by the buildings mix of storefront windows along the eastern retail portion of the building and residential stoops that access individual units along the western portion of the building. Landscape beds have been placed between the back of sidewalk and the building façade to create a more pedestrian friendly environment. A large bumpout has replaced the on-street parking spaces in front of the Clay Street building. This area would act as outdoor seating area and meeting place for those using the fitness and pet spa amenity.

**Building –**

The proposed Main Street building is designed with five levels and will sit between Main Street to the north, Billy Goat Strut Alley to the south, Shelby Street to the east, and Clay Street to the west. Since the building sits on a large portion of the block, great effort was made to visually break up the building façade to avoid the appearance of a large flat monotonous surface. By utilizing multiple building materials, multiple brick colors and paint colors, and varying parapet heights, we were able to successfully design a building the surrounding community overwhelmingly supported. We also went a step further and utilized the building footprint to break up the building at the street level. We did this by incorporating two different pocket courtyards along Main Street. The eastern courtyard sets between the retail spaces and the center courtyard is dual purpose in that it is utilized as a vehicular entry into the project but it's also used as a physical pedestrian entrance as well as a visual entrance for visitors approaching the building.

The proposed Clay Street building is also designed with 5 levels, however, this building incorporates the existing façade of a 1925 and 1935 building into the design. The “new” building will sit just behind the existing façade and is designed in a manner that is very simple as to not distract from the interest of the existing building façade. The southern and western exterior walls on the existing building are also being studied in an attempt to leave that portion of the building standing.

**Historic Preservation –**

*In accordance with the Historic Preservation Guidelines of the Nulu Review Overlay District – Item #3. No application to demolish any Contributing Historical Structure or structure built 65 years ago or longer shall be approved by the Urban Design Administrator unless the applicant demonstrates to the satisfaction of the Urban Design Administrator and the Historic Preservation Officer.*

- a. That the rehabilitation of a structure or construction of a new structure will have a greater positive impact to the area's economic vitality and appearance than would preservation of the structure proposed to be demolished; and the rehabilitation of the structure or the construction of the new structure would not be possible or economically feasible without the demolition of the structure proposed to be demolished; or*

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- b. *That the applicant cannot obtain a reasonable economic return from the property or structure unless the contributing historical structure or structure constructed 65 years ago or longer is demolished in accordance with the application.*

#### **Structure at the corner of South Clay Street and East Main Street**

Consideration was given to keeping and improving the existing 3-story structure at the corner of South Clay Street and East Main Street but it was ultimately decided that the project would benefit most from the removal of this structure. A number of elements played into this decision, including aesthetics, structural integrity and economics.

The existing structure has been greatly modified over the years, losing all of its original architectural detailing and character, including the cornice work at the roof, the original windows and window trim, and all ground floor retail components, which have been removed and rebuilt in a non-architecturally correct style. Removal of these incorrect elements would leave behind a crude masonry structure with very little architectural appeal.

The interior layout and design of the existing structure is not in keeping with the current methods of construction, thus it is incapable of being integrated into the new building design. The floor to floor heights of the existing structure vary from level to level, from 12' to 14'. The new construction requires more consistency from level to level and is shorter from floor to floor, thus not aligning with the existing structure and making integration impossible. Keeping the existing structure on the site would thus require that this existing structure remain independent from the new building. Keeping the existing structure independent would pose new problems with bringing the structure up to existing Building and Accessibility Code standards.

There are further structural implications stemming from keeping the existing structure as independent. The existing foundation system for the structure is unknown, so it cannot be confirmed as structurally sound for the new building use. Nor can it be confirmed that the new construction won't undermine and damage the existing structure, posing a costly and dangerous situation.

As for the new building, the economic impact of keeping the existing structure and assuming it will need to be a stand-alone structure will negatively impact the new building. Repairing the existing structure will be very expensive due to their structural implications. Its remaining will also reduce the total building area of the project, causing further strain on the building budget.

Given these arguments it was decided that the existing structure did not provide enough architectural character to justify attempting to incorporate it into the design. The design team feels that the final project design will be improved with its removal which will allow them to incorporate this street corner into the overall building design, improving the architectural scale of the streetscape.

#### **Structure at the corner of South Clay Street and Billy Goat Strut Alley**

Consideration was also given to keeping and improving the existing structure at the corner of South Clay Street and Billy Goat Strut Alley. This building's unique architectural character was deemed a benefit to

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the design of the new project by retaining the existing architectural character of that portion of South Clay Street. This includes the contributing building dates and office signs attached to the Clay Street façade. However this structure also poses many problems for integration into the project so it was decided that a compromise could be achieved, allowing the appearance of the existing structure to remain while allowing a new, modern building be constructed for integration into the project.

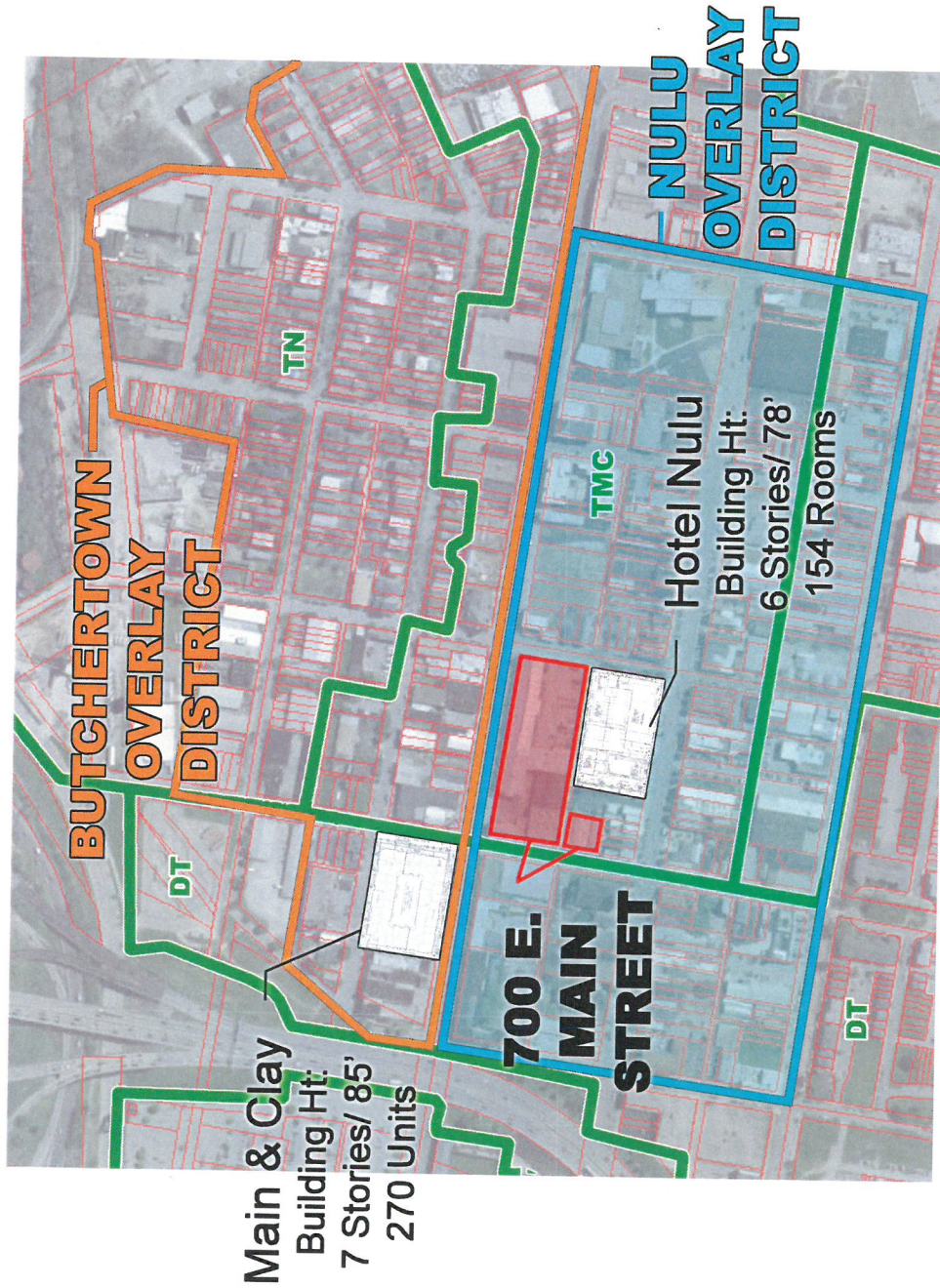
The existing structure, with its sloped roof and clerestory windows is not suitable for inclusion into the building use being proposed. The structural system does not meet current codes and would likely lose much of its character were we to attempt to bring it up to code. Any attempt that was made to encapsulate the existing structure so that it could remain, building the new building above, was deemed economically infeasible.

The solution being proposed will retain the existing exterior masonry walls of the structure. The existing South Clay Street elevation will be renovated and improved with new windows and doors. The new building will be constructed behind these existing walls, reinforcing the existing structure that will remain. The final product will both retain the existing architectural character of the street while providing a new building constructed with modern methods that meets all existing Building and Accessibility Code requirements.

Because of these reasons we felt the proposed project will only enhance Nulu's mixed-use character, focus on sustainability, and economic vitality, by creating a visually appealing pedestrian environment through the integration of a newly constructed building, that includes residential & retail space, the preservation of an existing building's façade and contributing signage, and improved streetscape along an entire city block.

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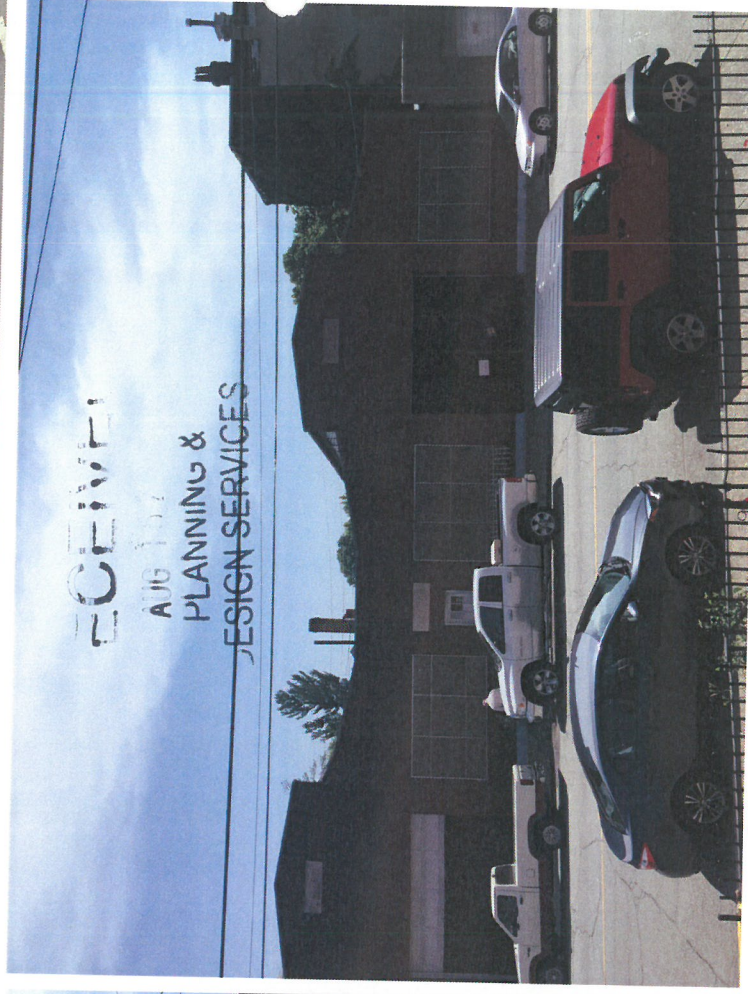
# SITE CONTEXT EXHIBIT

700 E. Main Street  
Louisville, KY

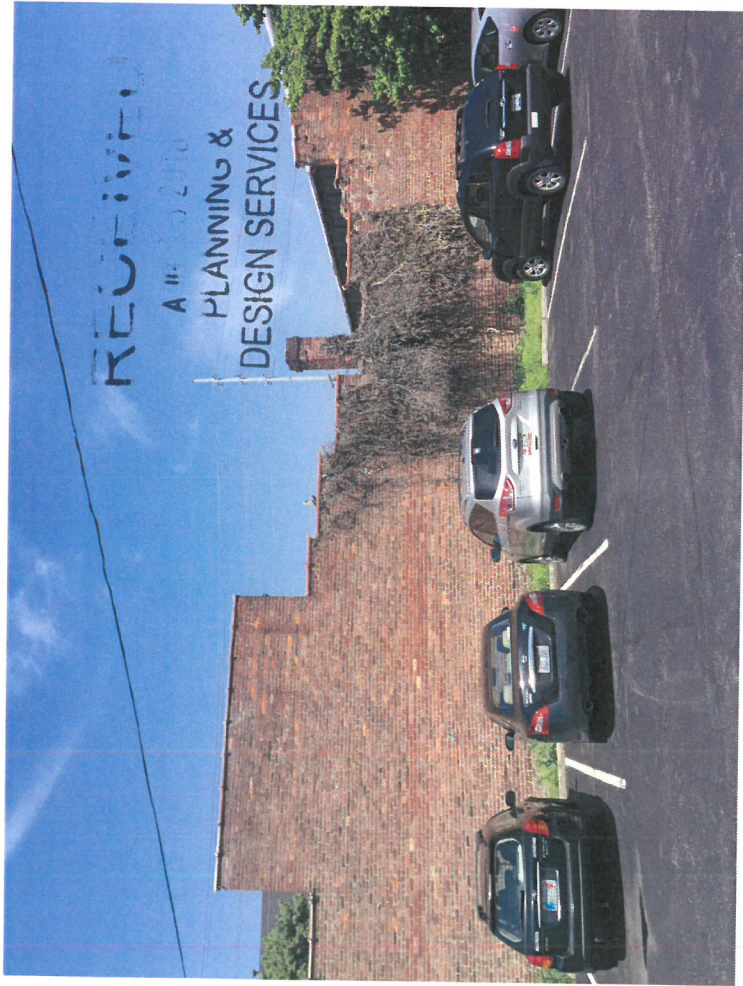


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