



NuLu
Review Overlay District
Report of the Urban Design Administrator to
the Committee

Case No: 17COA1108
Classification: Non-Expedited

GENERAL INFORMATION

Property Address: 900, 906, 914 E. Main Street

Applicant: Bryan Ehret
E. Main Inspired, LLC
1205 E. Washington Street
Louisville, KY 40206
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Attorney: Raja Patel
Bingham Greenebaum Doll
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RPatil@bgdlegal.com

Plans Prepared By: Ann Richard
Land Design & Development, Inc.
503 Washburn Avenue
Louisville, KY 40222
502-426-9374

Owner: same as applicant

Architect: Joseph and Joseph
550 S. 4th Street
Louisville, KY 40202
502-583-8888

Estimated Cost: not given

DESCRIPTION OF PROPOSED DEVELOPMENT

The applicant is proposing the renovation of two companion structures located at 900 and 906 East Main Street, rebuild a 1 story rear addition, removal of a non-historic accessory structure, and various improvements to the site.

The two original masonry buildings (900 and 906 E. Main Street) were constructed circa 1895 and create the appearance of a single, unified building when viewed from East Main Street. In the 1920s, a three story building addition was added to the south side of the 916 building along S. Campbell Street. A one-story concrete block addition was added to the rear of both buildings in 1962. An accessory building was constructed at the southwest property corner at the intersection of Billy Goat Strut Alley and South Campbell Street (914 East Main Street) in the 1990s.

The applicant proposes for the first floor of the building to be used for retail and restaurant use, and offices will be located on all three floors. The applicant is proposing to remove the 1962 one-story concrete block addition located at the southeast corner of 900 and 906 East Main Street and constructing in its footprint for a new one story masonry structure with roof deck. The total building area and footprint will not be changed.

The applicant is requesting the demolition of the non-contributing accessory structure located at 914 East Main Street. The area will be converted to surface parking. Exterior improvements, repairs, and renovations include:

Along the **North Façade**, the exterior masonry will be scraped of existing paint and be repainted. The existing storefront along East Main Street will be restored; wooden storefront system is to be replaced. Existing downspout, soffit, and gutter systems will be replaced. A new roof deck and elevator shaft will be installed. The existing signs will be painted over.

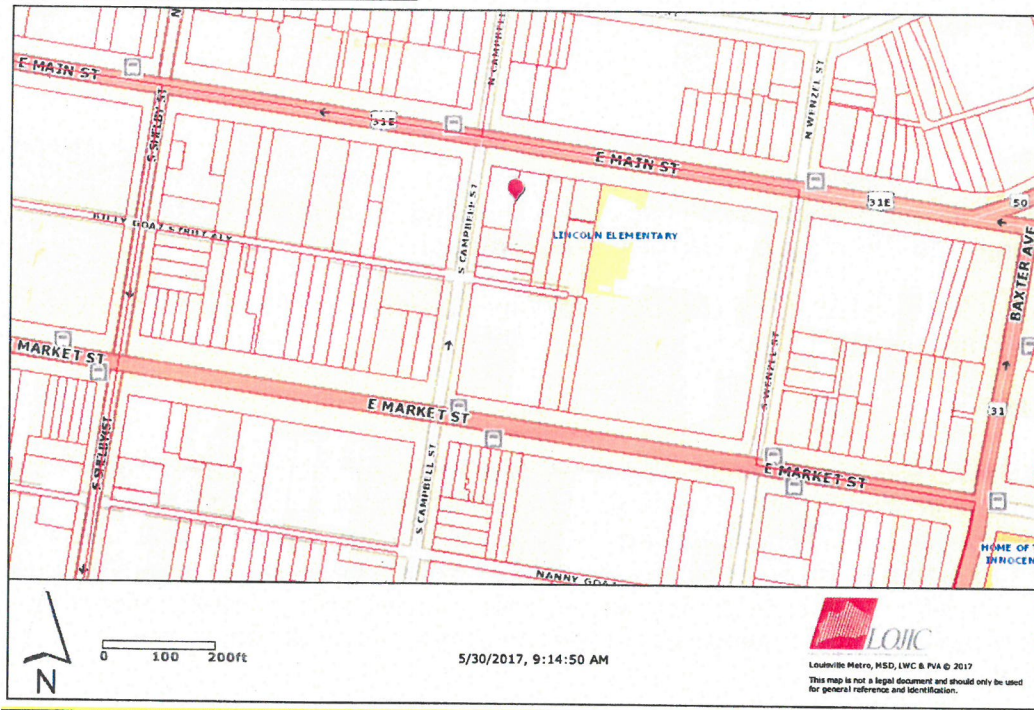
The **East Façade** faces an existing parking lot and Lincoln Elementary School. This façade is comprised of a blank common bond masonry wall. The main feature here is a large painted sign on the northeast corner. This advertisement signifies the historic use and name of the company with a large paint can with the DeHart logo, and is one of the building's three (3) contributing signs to the district (See **Principle 1- Signage**). The sign will be painted over. A stepped parapet wall capped with a terra cotta coping course extends along the roofline of this façade. The one-story 1962 addition is visible at the rear. The rear addition of the 900 East Main building is also visible on this façade. The upper two stories rise above the addition. The applicant proposes to create new windows and door openings on the lower level of the building. Existing windows will be reused where possible and several existing windows will be eliminated where necessary. New windows will be installed to match the style and configuration of the existing windows. A new elevator shaft will be installed with a new elevator mechanical enclosure will be constructed on the roof. The stair tower addition, elevator shaft, and skylights as well as guard rail and walkway system will be the primary feature of this elevation.

The **South Façade** faces Billy Goat Strut Alley. The one-story concrete block addition runs across the first level. Three doors and three small window openings are evident. The two upper floors of the 906 East Main building are also visible on this elevation. Each window opening has a narrow, limestone sill. The roofline is formed by a shallow eave. The applicant is proposing to remove the one story addition and replace with a new one story structure in the same footprint. Existing windows will be reglazed and repaired as needed. The stair tower addition, elevator shaft, roof deck, and guard rail and walkway system will be visible.

A painted sign with the words "DeHart Paint Company" is situated between the second and third floor, and is one of the building's three (3) contributing signs to the district (See **Principle 1- Signage**). The sign will be painted over.

The **West Façade** faces Campbell Street. It is comprised of the original 900 East Main building and the later three story addition. The windows and door on the first level have been closed but the limestone sills and lintels are still evident. Above, some of the original two-over-two wood windows on the second floor and the six over-six wood windows on the third floor remain intact. The three-story addition extends south from the main block. The applicant is proposing to repair and replace windows as needed and to open existing blocked in window openings at the ground floor.

Site Context and Background



The property is located at the southeast corner of East Main and South Campbell Streets in the NuLu Overlay District. The property is zoned CM and is located in the Traditional Marketplace Corridor. This part of Main Street historically was associated with mixed use including commercial, industrial and residential buildings. The surrounding area is comprised of primarily one- to three-story commercial buildings, residences, churches and an elementary school.

The two buildings located at 900 and 906 East Main Street (JFCH 1240 and JFCH 1241) were listed as contributing structures on the National Register of Historic Places on August 3, 2005. The building at 900-906 East Main Street is the tallest building in the 900 block, making it a significant landmark in the area.

The property at 906 East Main Street has been associated with the DeHart Paint and Varnish Company since 1938. The building at 900 East Main Street (JFCH-1241) has been associated with the DeHart Paint and Varnish Company since 1981.

The one story block building at 914 East Main Street was listed as a non-contributing building. The single-story non-contributing building sits on the southwest corner of the historic DeHart property. This is a concrete block building with a flat roof. There is no ornamentation on any of the elevations. The building was constructed in the late 1990s.

COMMUNICATIONS WITH APPLICANT; COMPLETE APPLICATION

Develop Louisville received an application for an Overlay Permit and a Development Plan **17DevPlan1077** on May 4, 2017. The application was determined to be complete and classified as requiring Non-Expedited Review by the Urban Design Administrator on May 8, 2017.

The proposed project is scheduled for a hearing at a meeting of the NuLu Overlay Review Committee for noon on June 14, 2017 in Room 106 of 527 W. Jefferson Street.

FINDINGS

Guidelines

The following Principles and Design guidelines are applicable to the proposed exterior alteration: **Principle 1- Signage, Principle 2 – Building, Principle 4 – Site Planning and Parking, and Principle 5 – Historic Preservation.**

The report of the Overlay Staff's findings of fact and conclusions with respect to these guidelines is attached to this report.

CONCLUSIONS

The storefront of 900 and 906 East Main Street has undergone various alterations since its original construction in 1895. The rehabilitation of the storefront along East Main Street will promote pedestrian activity and activate the corridor. The rehabilitation of the structure and proposed improvements to the site will help to preserve the area's mixed-use character with a pedestrian friendly environment and will strengthen the economic vitality of the area by encouraging new investment in business, residential, and commercial development.

The demolition of the non-contributing accessory structure located at 914 East Main Street is exempt from Overlay Review. Once the structure is removed, the existing surface parking lot will be improved with paving and re-striping as well as a new masonry wall along South Campbell Street. The overall area and the boundaries of the existing surface lot will not be increased. The lot is located at the rear of the property, adjacent to a drive way providing access to Lincoln Elementary and Billy Goat Strut Alley. The character of the site will not be altered by the demolition of the structure and the addition of parking spaces.

RECOMMENDATION

The Overlay ordinance's provisions and guidelines support and encourage adaptive renovation and re-use of the historic properties in the district, and this project as proposed substantially meets the intent of the Nulu Overlay Review District's Principles and Guidelines.

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

1. Applicant is encouraged to explore options to retain, reproduce, or otherwise reference some portion of the existing Contributing Signage in the new exterior finish plan of the building.
2. Final signage plans to be submitted once tenants are established for review and approval in accordance with Signage Guidelines
3. Final outdoor lighting plans to be submitted for review and approval

5-30-2017

Date

5/30/2017

Date

Burcum

Burcum Keeton
Architectural Projects Coordinator

David R. Marchal

David R. Marchal, AIA
Urban Design Administrator

Principle 1 – Signage

Design Guideline Checklist

Objective

Signage is important to every business. By posting signs businesses not only create a brand image for themselves, but also create an opportunity to attract customers. The Signage Guidelines promote attractive, artistic, well-proportioned and thoughtfully located signs, which will enhance the existing NuLu area. Signs are to be designed as integral parts of the site and architectural design of a proposed project.

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

	Guideline	Finding	Comment
S1	Applicants are required to re-use and reface existing "significant, historic, or contributing signs". "Significant, historic, or contributing Signs" are signs that are unique in design or material fabrication. These signs contribute to the history and diverse character of the NuLu Review Overlay District. (See list of significant, historic, or contributing Signs; below table). For signage to be recognized as "significant, historic, or contributing" or for existing recognized signs to be removed or altered an application must be submitted to the overlay staff.	+/-	Existing contributing signs on this site are highlighted below; applicant is not proposing to reuse sign. the existing signs are included in the paint finish over the entire building. The paint surface is failing and is proposed to be removed and repainted anew. This will result in the loss of the painted signage by default.
S2	Significant, historic, or contributing signs or graphics that have been painted directly onto walls and represent out of date logos or logos for businesses that are no longer in business are encouraged to remain in either their existing faded condition or restored to their original condition. These signs are recognized as contributing to the historic artistic character of the area and our community.	+/-	See comment above. The painted signs are part of a paint surface that is failing and in general disrepair and to be completely repainted.
S3	Back-lit cabinet signs and monument signs including re-faced signs shall have opaque, non-illuminated face panels; only the individual letters and / or logos should be back-lit, not the entire surface of the sign.	NSI	Final signage plans to be submitted at a later date once tenants are established.
S4	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 one (1) year may be restored or refaced, but not expanded in size or scope.	NSI	Final signage plans to be submitted at a later date once tenants are established.
S5	Attached wall signs or projecting signs are preferred. Attached signage composed of individual letters or symbols is also preferred.	NSI	Final signage plans to be submitted at a later date once tenants are established.

S6	Signs that incorporate flashing text, animation, moving graphics, video, or LED text / image signage with a text change rate greater than one (1) hour are prohibited.	NSI	Final signage plans to be submitted at a later date once tenants are established.
S7	Storefront window signage including temporary window signage, window cling signs, and promotional advertising shall not exceed 25% of the total window area. Neon and hanging window signs are encouraged, and add to the "active atmosphere" for both vehicles and pedestrians.	NSI	Final signage plans to be submitted at a later date once tenants are established.
S8	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. These signs are mounted perpendicular to the building's façade.	NSI	Final signage plans to be submitted at a later date once tenants are established.
S9	Projecting banner signs can project no more than 24" from the face of the building. These signs should be attached so that they do not "flap" in the air, and should be removed or replaced when they show signs of unattractive wear.	NSI	Final signage plans to be submitted at a later date once tenants are established.
S10	Existing non-conforming signage must be removed prior to new approved signs being installed. A "Significant, Historic, or Contributing Sign" as defined by the guideline in A1.1 is exempt from this requirement.	NA	Not proposed to be re-used
S11	Neon and Neon simulated bulbs (such as "fiber optic" and "LED lighting strips" that simulate neon) are encouraged and help to maintain a sense of activity and contribute to the animated environment of the area.	NSI	Final signage plans to be submitted at a later date once tenants are established.
S12	Projecting light fixtures used for externally illuminated signs shall be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.	NSI	Final signage plans to be submitted at a later date once tenants are established.
S13	Directional signage is used to direct pedestrian or vehicular traffic. No more than one (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.	NSI	Final signage plans to be submitted at a later date once tenants are established.
S14	All exposed conduit, electrical transformer boxes, and electrical raceways should be concealed from public view, or painted to blend in with background.	NSI	Final signage plans to be submitted at a later date once tenants are established.
S15	Multiple signs placed on a building's façade should be compatible with other surrounding signage located on the structure.	NSI	Final signage plans to be submitted at a later date once tenants are established.
S16	Permanent banner signage shall be made of canvas material or matte textured vinyl material.	NSI	Final signage plans to be submitted at a later date once tenants are established.

LIST OF SIGNIFICANT, HISTORIC, OR CONTRIBUTING SIGNS

Service Welding and Machine Co. – painted	700 U.S. 31E
Building dates and office sign – attached	121 S. Clay St.
Service Tanks multiple signs – attached	700-798 E. Main Street
Voelcker & Co. – attached	642 E. Market Street
Joe Ley figurines – painted	615 E. Market Street
Historic Sign under Decca – painted	812 E. Market Street
Multiple painted historic signs	720 E. Market Street
D&E Marine – painted	826 U.S. 31E
De Hart Paint Company – painted	115 S. Campbell Street
Louisville Chemical – attached	601 E. Jefferson Street
Muth's Candies – projecting	630 E. Market Street
Albert Hess Furniture Co. – projecting	203 S. Hancock Street
Bourbon Stock Yards – attached	1057 E. Main Street
Coke-Cola – painted historic sign	304-312 S. Campbell Street

Principle 2 – Building

Design Guideline Checklist

Objective

The buildings in the NuLu Review Overlay District (NROD) are not only picturesque but also have strong historic character. New structures should have a “contextual fit” and reinforce the existing pattern of individual storefronts extending throughout the NuLu area. Contextual design elements include building setbacks, building heights, building form, rhythm of openings, rhythm of horizontal building lines, color, materials, texture, adjacent building styles, and building details should be respected in new projects. The Overlay Staff can assist a licensed Architect or design professional to develop designs that adaptively reuse these structures to meet the needs of new businesses and services. The Overlay Staff will also assist the applicant through the review and approval process.

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

	Guideline	Finding	Comment
B1	Existing structures in the NuLu area are strongly encouraged to be sustainably renovated and reused.	+	
B2	Buildings should be “pedestrian-friendly.” Design building façade elements that promote a pedestrian-friendly environment including: building to the edge of sidewalk, large storefront window openings at the ground floor, awnings, canopies, lighting, and entrances that face the street.	+	Storefront along East Market Street to be restored and includes large storefront windows and multiple entries.
B3	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.	+	
B4	New structures should be located at the front 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.	NA	New addition within existing footprint
B5	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.	+	Existing details to be retained and repaired
B6	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 the increased height is not intrusive towards adjacent structures.	NA	

B7	New structures must be a minimum of two stories high and should be no shorter than one story beneath the height of adjacent properties.	+	
B8	A visual terminus, such as a cornice at the top of a wall, is recommended and helps articulate the architecture and gives it a completed finished look.	+	
B9	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 unless the equipment is solar dependent. In this instance, function supersedes design. 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.	+	Elevator tower minimally visible from pedestrian view.
B10	Permanent service counters, service bars, decks, or similar structures may not be constructed in front of a building's primary street facing façade.	NA	

Principle 4 – Site Planning and Parking

Design Guideline Checklist

Objective

Site Planning is an important part of any project. Sites should incorporate attractive and maintainable landscaping to enhance the hardscape of the building. Plants should be used to minimize the visual impact of parking lots and service areas in the NuLu Review Overlay District (NROD).

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

	Guideline	Finding	Comment
SP1	Development Plans shall minimize the adverse visual impact of utility lines on the area. Underground lines or service from the alley, where feasible, is encouraged.	+	
SP2	Combining existing small, under-utilized lots to create shared parking areas that are more efficient and more accessible is encouraged.	+/-	Existing non-contributing building proposed for demolition; new surface parking lot proposed
SP3	Additional surface parking lots and driveways shall not be permitted in the NuLu Review Overlay District.	-	
SP4	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 principal structure shall provide the 36" wall as described. The 36" tall wall can wrap around any existing or proposed monument signage to maintain visibility.	+	36" tall masonry wall to be provided along S. Campbell Street.
SP5	Adequate perimeter landscaping, fencing, or a combination of both is required to help screen vehicles and/or equipment from public view. The screening height for vehicle parking lots shall be 36" above finished grade of the lot. This height will enable drivers of vehicles to safely see and avoid other pedestrians and vehicles while screening most parked cars. A 7'-0" max high screened fence or wall can be used for industrial or commercial sites to screen for large vehicles or equipment on site.	+	36" tall masonry wall to be provided along S. Campbell Street.
SP6	New commercial developments should provide adequate and significant screening to adjacent residential structures. Opaque landscape buffers and other forms of screening should be used to minimize noise and lighting impact.	+	There are no immediate adjacent residential structures to the proposed development.
SP7	Fencing and screening shall be constructed of materials compatible with the principal structure.	+	

SP8	Chain link fencing must not be visible within the NuLu Review Overlay District.	NA	None proposed
SP9	Intensity, location, color, and direction of outdoor lighting shall be sensitive to nearby residential areas.	NSI	To be submitted to Staff for final review
SP10	The number and width of curb-cuts in the Overlay Area should be minimized to promote pedestrian circulation. Existing continuous curb-cuts should be reduced to widths necessary for vehicular traffic, or removed altogether.	NA	Curb cut along South Campbell Street to be relocated south to provide entrance into surface parking
SP11	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.	NA	
SP12	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 they are not healthy or are 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 3/4" 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.	NA	
SP13	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 floors of buildings that are cantilevered or bracketed, scaled to match the building's façade, and utilize contextual materials are appropriate.	NA	

Principle 5 – Historic Preservation

Design Guideline Checklist

Objective

Historic buildings (65 years of age or older) comprise a significant part of NuLu Review Overlay District (NROD) and are physical reminders of Louisville's early history. The historic buildings in the Area are some of the oldest remaining in the city and exhibit characteristics of classic urbanism. Historic structures define the area's origins while providing unique adaptive reuse potential. Structures over 100 years old are sometimes flanked by more contemporary mid-century ones that exhibit similar urban characteristics of scale, massing, and setback, and are thus contributing structures in their own right. Given the important role of many existing buildings to the history and streetscape of the Area, demolition of any contributing structure will entail stringent review.

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

	Guideline	Finding	Comment
HP1	Changes to the exterior of Contributing Historic Structures and other structures within the Overlay District that were constructed 65 years ago or longer and have not been significantly altered, shall be reviewed in accordance with the standards established for Contributing Historic Structures by the United States Secretary of the Interior. However, the Director of the Department of Planning and Design or the NuLu Review Overlay Committee may relax these standards in the interest of accomplishing the intentions of these Guidelines.	+	
HP2	The design of new or substantially remodeled structures that are adjacent to Contributing Historic Structures should be compatible with them and should incorporate similar design details or references where appropriate.	+	
HP3	<p>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 Urban Design Administrator and the Historic Preservation Officer:</p> <p>(a) That the rehabilitation of a Structure or construction of a new Structure will have a greater positive impact on 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</p> <p>(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.</p>	+	The building located at 914 East Market Street is a non-contributing accessory structure.

