



Downtown Development Review Overlay (DDRO) District

Report of the Urban Design Administrator to the
Committee

From: Joseph Haberman, AICP, Planning & Design Manager
Through: David Marchal, AIA, Deputy Director / Urban Design Administrator
Date: September 26, 2019
Meeting Date: October 2, 2019

CASE INFORMATION:

Case No: 19-OVERLAY-0007
Classification: Non-Expedited

GENERAL INFORMATION:

Property Address: 127 and 129 W Market Street;
133, 135, 139, 141, and 143 W Market Street; and
123 S 2nd Street

Applicant: Martin Carney
Carney Management Company, Inc.
4500 Bowling Boulevard, Suite 250
Louisville, KY 40207

Property Owner: GP Enterprises, LLC
5500 Island Estates Drive, Unit 1008N
Aventura, FL 33160

Project Cost: Not provided

DESCRIPTION OF PROPOSED DEVELOPMENT:

The applicant is requesting an Overlay Permit in order to redevelop the subject property by transforming the existing office, commercial, and surface parking uses into a hotel with a restaurant/bar. The scope of work includes the following:

- Demolition of an office building on 133 W Market, a 2-story concrete/stucco structure most recently used by Action Loan;
- Demotion of accessory storage building on 133 W Market, a 1-story concrete structure currently used for storage/garage;
- Demolition of a commercial building on 127 W Market, a 1-story brick structure currently occupied by restaurants (Saffron's and Subway);
- Removal of surface parking areas (approximately 76 spaces); and
- Construction of a hotel building, an 8-story brick/fiber cement/metal panel structure with 266 hotel rooms and a restaurant/bar.

The subject property consists of three contiguous parcels, with the first parcel located at 127 and 129 W Market St (hereon referred to as 127 W Market); the second parcel located at 133, 135, 139, 141, and 143 W Market St (hereon referred to as 133 W Market); and the third parcel located at 123 S 2nd St.

In total, the three parcels represent approximately a quarter of a city block, bordered by W Market to the south, private property to the east and north, and S 2nd to the west. The parcels are zoned C-3 (Commercial) and within the Downtown (DT) form district. Currently, the subject property is used for office and commercial purposes, including pays lots (surface parking).

The subject property is surrounded by a mix of uses and building types: medical offices in 1-story structures across W Market to the south; surface parking, institutional, and commercial uses in 3-story, historic structures to the east (including Bike Couriers Bike Shop); surface parking and commercial uses in 2 to 3-story structures to the north (including Merle's Whiskey Kitchen in a historic, 3-story brick structure); and commercial and hotel uses in 3 to 8-story structures across S 2nd to the west (including Passalino's and Courtyard by Marriott). The Kentucky International Convention Center is located at the opposite southwest corner of W Market and S 2nd and the Yum! Center is located nearby at the northwest corner W Main and S 2nd. In addition, there several hotels in the immediate vicinity which are located along the S 2nd corridor, including the Courtyard by Marriott, Marriott, Omni, and Econo Lodge Downtown. These hotel structures represent a range of building age, size, and target demographic.

To accommodate the mixture of uses, buildings in the immediate area vary in terms of age, architectural style, height, and mass. Several of the buildings are one to three stories in height; however, there are several taller buildings including several of the aforementioned hotels.

The subject property is located within the East Main-Market area of the Overlay District. As described in Appendix C of the ordinance, buildings in the district range from single story structures to high rises well over 100 feet in elevation with a more common range of three to five stories in the historic district...The three blocks bounded by 2nd, Main, Floyd, and Market Streets contain buildings of historic and architectural merit that are similar in character to buildings within the Phoenix Hill National Register District. Significant rehabilitation and improvement efforts have been completed and other opportunities exist.

The proposed new building includes 266 hotel rooms. In addition, it will include a restaurant/bar.

To construct the new 8-story building, all existing buildings and structures will be demolished. The new building is contemporary in style and has architectural details and design elements that are common of other modern, urban hotels in Louisville and elsewhere. At its maximum height, the building is 86'. It will include 153,500 sq. ft. of floor area (approximately 19,000 sq. ft. per story)

COMPLETION OF APPLICATION:

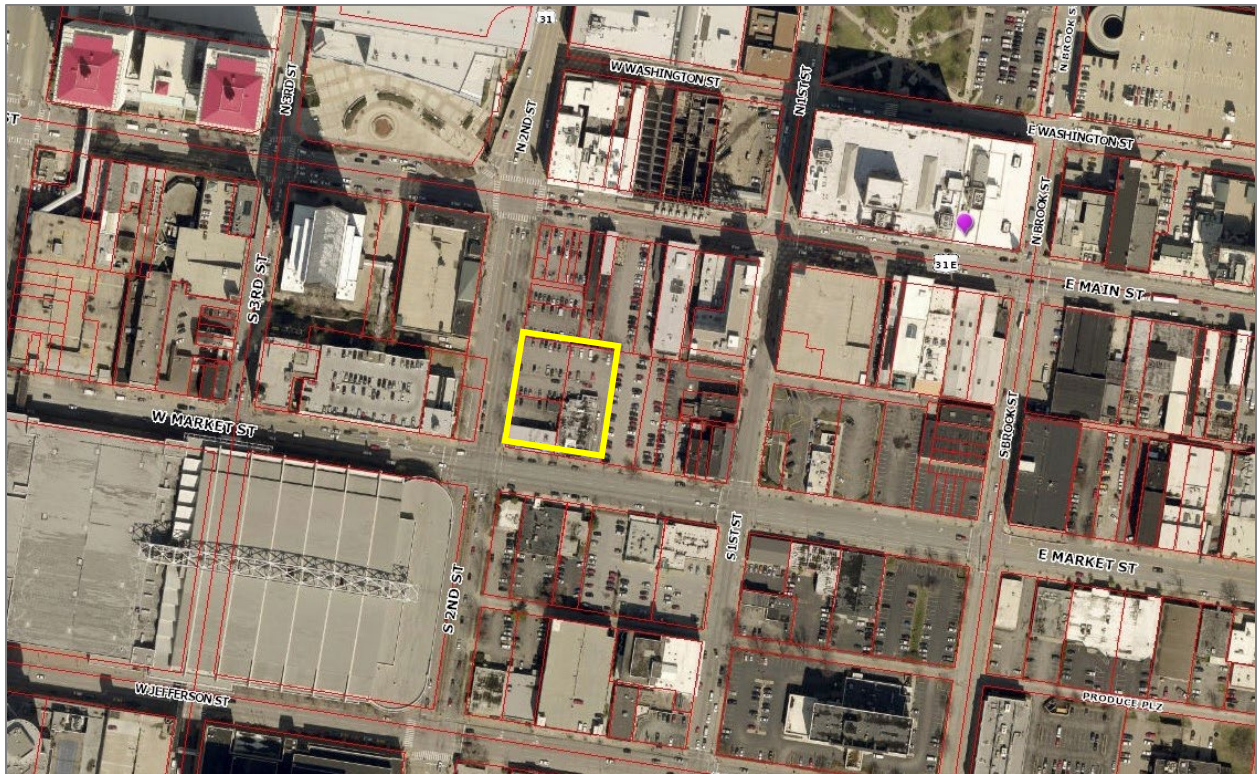
The applicant submitted the Overlay Permit application on July 1, 2019. The application was determined to be substantially complete and classified as requiring a non-expedited review by the Urban Design Administrator on July 10, 2019. Revised elevations, architectural renderings, and a revised site plan were submitted on September 24, 2019 completing the application. The application will be reviewed by the Committee at 8:30 AM on October 2, 2019.

The proposed development also requires a Category 3 development plan review (Case #19-CAT3-0013). With a hearing officer from the Planning Commission present at the DDRO meeting, the Committee shall provide a forum for the public comment for the development plan review in accordance with Section 162.08(G) of the Louisville Metro Code of Ordinances.

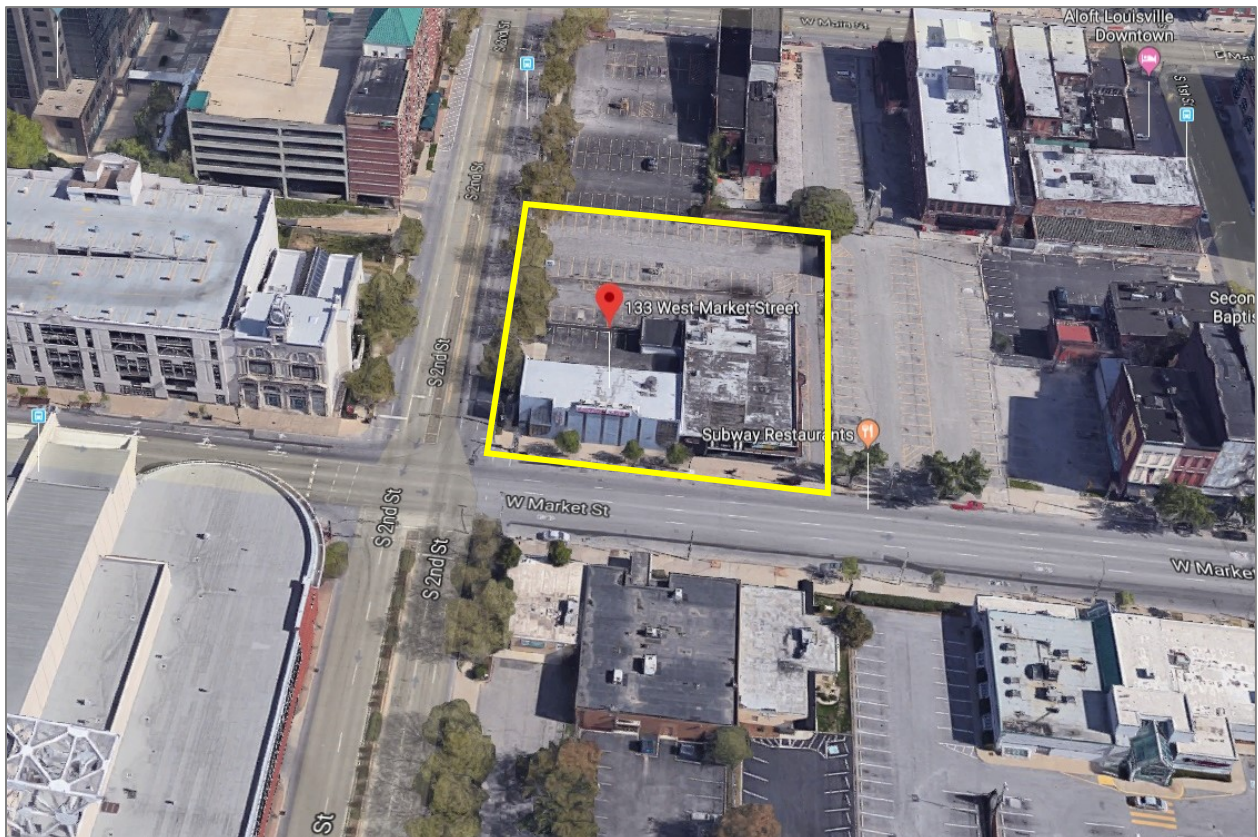
FINDINGS:

The following Principles and Design Guidelines are applicable to the proposal: **1- Site Planning; 2- Building Massing; 3- Building to Context; 4- Building to Pedestrian; 5- Parking, Vehicular Use and Access; 6- Open Space; 7- Street and Sidewalk Character; 8- Signage; and 9- Public Art.** Staff's findings of fact and conclusions with respect to the Guidelines are attached to this report.

Site Context



Subject Property (LOJIC, Aerial 2016)



Subject Property (Google 2019)

Existing Conditions, 133 W Market (Parcel 017A01430000):

The 0.21-acre parcel is developed with a 2-story concrete/stucco structure, most recently occupied by an office (Action Loan), and a 1-story concrete/stucco structure, most recently used for storage or as a garage. Neither building is considered historic or contributing to the character of the district.

The 2-story structure, built circa 1970, is an office building in design and purpose and serves as the principal structure on the parcel. Consisting of approximately 7,026 sq. ft. of floor area and built to the corner, it is located to the northeast of the intersection of W Market and S 2nd. Also built to its eastern property line, it is attached to the building located on 127 W Market. It is oriented towards W Market and has a prominent entrance at its southwest corner - a 1-story, enclosed glass vestibule. The building is clad in gray stucco or EIFS. Its facades have relatively few architectural details other than windows. There are a series of vertical strips of windows along both street-facing facades with an additional large window on the W Market facade. The rear of the building has 16 windows. While being only 2-stories, the building includes a parapet on its W Market façade that provides additional height and roofline variation. The parapet also screens the flat roof and rooftop mechanical equipment.

The 1-story structure, built circa 2000, is a storage building/garage in design and purpose and appears to be accessory in nature. Consisting of approximately 500 sq. ft. of floor area, it is built on or near the northern and eastern property lines and is also attached to the building located on 127 W Market. The building is utilitarian and has little architectural detail, having a garage door facing inwards towards the principal building and a simple door facing S 2nd.

Behind the 2-story building is an asphalt parking area that contains approximately 16 parking spaces. The parking area is accessible from a curb cut located on S 2nd. There are mulched landscaped areas between the building and the sidewalk along S 2nd. There are two street trees located along S 2nd and three street trees located along W Market.





133 W Market, Action Loan Building, from W Market
Google May 2019



133 W Market, Action Loan Building, from S 2nd
Google May 2019

Existing Conditions, 127 W Market (Parcel 017A01470000):

The 0.44-acre parcel is developed with a 1-story brick structure, currently occupied by restaurants (Saffron's and Subway).

The 1-story structure, built circa 1961, is a commercial building in design and purpose and is the only structure on the parcel. Consisting of approximately 6,914 sq. ft. of floor area, it is built to the property line along W Market. Also built to its western property line, it is attached to the building located on 133 W Market. Oriented towards W Market, the building has two storefront elements on its W market façade. The building is brick with the exception of the glass, metal, and tile used in the storefronts. Its facades have relatively few architectural details other than the storefronts and their associated awnings and signage. The eastern side façade is visible from W Market and other than tile and awning elements from the wrapped storefront at its corner, it has no windows, little variation, and few features to note. The rear and western side facades are not clearly visible from the rights of way and have very few features of note. It is not considered a historic or character defining structure in the district.

To the east of the building is an asphalt drive from W Market with parallel parking along the side of the building that provides 6 parking spaces. To the north of the building is a surface parking area that contains approximately 20 additional parking spaces. The rear parking area, which is managed as a pay lot along with the surface parking area on 123 S 2nd, is accessible from the curb cut on W Market and two curb cuts on S 2nd. There are not any interior landscaped areas and no street trees are located along W Market.



127 W Market
Google



127 W Market, from W Market
Google May 2019



127 W Market, from W Market
Google May 2019

Existing Conditions, 123 S 2nd (Parcel 017A01570000):

The 0.24-acre parcel is developed with surface parking. The surface parking is a pay lot and is open to the public. The asphalt parking area contains approximately 34 parking spaces. The parking area, which is managed as a pay lot along with the surface parking area on 127 W Market, is accessible from a curb cut on W Market and two curb cuts on S 2nd. There are not any interior landscaped areas. There are three street trees located along S 2nd.



123 S 2nd, Parking Lot, from S 2nd
Google May 2019

Conclusions

To construct the new building, all existing buildings are to be demolished. The buildings vary in age and historic value. The existing buildings are not contributing historical structures. While adaptive reuse is often encouraged, according to the guidelines, only existing structures that are identified locally or nationally as having significant historic character should be retained and incorporated into a new development.

The new building is contemporary in style and has architectural details that are common of other modern/urban hotel projects. The building will have a maximum height of 86' and contain 153,500 sq. ft. of floor area. While larger than other structures on the block, the new building is consistent in size and scale to several other buildings in the immediate vicinity, including the buildings located directly across S 2nd. Further, to reduce its apparent scale, it incorporates several design elements, materials, and colors that reduce its massing and provide interest. The materials are diverse, including brick, fiber cement panels, metal panels, EIFS, and manufactured limestone. The materials are dispersed across all four facades. Further, setbacks and offsets in the façade plane are utilized to mitigate the 8-story height.

The design places an emphasis on the corner of W Market and S 2nd. This orientation relates well with one of the more important buildings in the immediate vicinity and district – the Convention Center. Many guests of the hotel will likely attend events at the Convention Center, which is located on the opposite corner of the intersection.

The building has a well-defined base at the pedestrian level. The pedestrian experience is enhanced by the building's ground level entrances and windows. Additional elements that promote a pedestrian-friendly environment include the building's location at the edge of sidewalk, its use of awnings/canopies, and entrances that face the streets. In addition, the proposed streetscape plan includes improvements including the addition/replacement of street trees, street lights, and landscaped areas along the sidewalk.

In comparing the proposed and existing developments, the proposal will bring density and a more appropriate scale to the subject property. The existing 1 and 2-story buildings would be replaced with an 8-story building that consists of significantly more square footage. The building will have a larger footprint and, with the exception of where the access drives are situated, its facades are located along the entirety of each front property line. This massing and lot coverage will drastically improve the street wall and enhance the corner. In addition, the site is currently predominated by surface parking. The proposed development would result in a reduction of 63 surface parking spaces. Surface parking is discouraged due to its negative impact on the street wall, streetscape, and pedestrian-friendly character of downtown.

Finally, the new mid-rise building will serve as a better transition from the high-rise buildings located in the core of the downtown to the west to the historic buildings found in the Phoenix Hill, Butchertown, and Irish Hill neighborhoods to the east. Its massing creates an improved transition to the height, bulk, and scale of development in nearby, less intensive zones.

RECOMMENDATION

The proposed changes generally comply with the applicable Design Guidelines for the DDRO District.

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

1. Prior to the issuance of a building permit for the new building, finalized design details and materials shall be submitted to staff for final review and approval. After a building permit has been issued, if the design or materials change, the applicant shall contact staff for review and approval prior to installation.
2. Prior to the issuance of a building permit for the new building, finalized streetscape design including light fixtures, street furnishings, street trees, and paving materials shall be submitted to staff for final review and approval.
3. Public art is always encouraged to enhance the quality and design of projects in the district. Any public art proposals shall be submitted to staff for review and approval
4. Signage and public art not detailed in the application shall be reviewed separately and, if deemed necessary by the Urban Design Administrator, require an additional Overlay Permit.
5. Archaeological discoveries such as cistern, artifacts, and other archaeological deposits shall be reported to staff immediately for proper documentation.

Date

Joseph Haberman, AICP
Planning & Design Manager

Date

David Marchal, AIA
Urban Design Administrator

1 Site Planning

Checklist

Each downtown site lies within 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

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

Guideline	Finding	Comment
SP1 <i>Building placement and orientation.</i> 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, new construction should build to the front property line and extend the width of the property. Corner properties should be built to both frontages. Properties with three 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.	+	<p>The W Market and S 2nd facades provide an animated street wall that will improve the character of the sidewalk. A hotel use will create more foot traffic than the existing uses and as a result, the areas will be more friendly, active, and safe.</p> <p>The building is built to the corner, situated on or near the front property lines along W Market and S 2nd. The facades consist of a variety of differing architectural elements and materials including at ground level.</p>
SP2 <i>Public space.</i> 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 of the street grid	NA	<p>The proposed building is not set back from the front property lines; however some sections are slightly set back from the property lines for variation.</p>
SP3 <i>Preservation of existing structures.</i> 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 within the West Main Street local preservation district shall be reviewed by the Historic Landmarks and Preservation Districts Commission.	NA	<p>The existing buildings are not identified as having significant historic character. In any event, given the nature of the project, replacement of the existing structures with the new structures will have a greater positive impact on the economic vitality of the District than preserving the existing structures and the construction of the new structure would not be possible or economically feasible without the demolition of the existing structures.</p>
SP4 <i>Site access.</i> 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.	+	<p>Vehicular access to and from the site was considered. The hotel will not include a structured parking garage and will only have 11 surface parking spaces, situated behind the building and with access from W Market and S 2nd St. Collection areas will be out of public view in an enclosed area towards the rear of the site.</p>

2 Building Massing

Checklist

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

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

Guideline	Finding	Comment
BM1 Arrange the mass of the building in response to the following as applicable: 1) Distinct and noteworthy characteristics of the district/neighborhood; 2) Adjacent landmark or noteworthy building; 3) Major public entity or institution nearby; 4) Neighboring buildings that have employed distinctive and effective massing compositions; 5) Public views and vistas; 6) Potentially negative micro- climate issues such as extensive shadows and urban wind effect.	+	The building is oriented to the intersection of W Market and S 2 nd and the Convention Center which is located on the opposite corner (an adjacent landmark). 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: 1) Distance from a less intensive district edge; 2) Differences in development standards between abutting neighborhoods; 3) Type and amount of separation between districts, such as property line, alley or, street.	+	While the proposed building is taller than many nearby buildings, it is only an 8-story mid-rise and its design reduces its apparent massing. Further, it serves as a transition from the taller high-rise buildings to the west to the more historic, 1-3 story buildings to the east. 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.	+	The building's design is well-proportioned and unified. The mixture of materials and architectural elements are used on each façade, including the facades that do not front roadways.
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 two to three stories.	TBD	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 and active street wall along 2nd St. and Liberty St.
BM5 To allow adequate light and air to reach the street level, high rise buildings (over 14 stories) should generally: 1) Be located about 100 feet from other high rise buildings within the same block; 2) Have upper stories which are progressively narrower; the higher the story, the narrower.	NA	The building is eight stories in height.
BM6 Rooftops should not look cluttered from any pedestrian vantage point. All mechanical or utility equipment should be well-integrated into the overall design.	+	The proposed building is eight stories in height. While mechanical and utility equipment is not noted on the elevations, due to the design and height of the building, the rooftop will not look cluttered from a pedestrian view.

3 Building to Context

Checklist

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

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

Guideline	Finding	Comment
BC1 Be compatible with the general character of nearby buildings in terms of facade 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 design is compatible with the architectural styles of the surrounding buildings. The materials, mainly its brick, 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 facade organization, and massing of historic buildings in the context.	+	The subject property is surrounded by surface parking. There are not any immediately adjacent buildings with historic or architectural significance in which to relate. However, the height of the proposed building's first floor, its cornice lines, and its massing would be consistent with those buildings located on the other side of S 2 nd . Separated by a parking lot from the historic buildings on the SE corner of the block, the proposed building has little visual relationship to those buildings.
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	The existing buildings are not identified as having significant historic character and will not be preserved.

Reference: SOI Standards for Rehabilitation

- (a) A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
- (b) 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.
- (c) 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.
- (d) Changes to a property that have acquired historic significance in their own right will be retained and preserved.
- (e) Distinctive material, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
- (f) 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 in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary or physical evidence.
- (g) 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.
- (h) Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
- (i) 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.
- (j) 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.

4 Building to Pedestrian

Checklist

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

+ Meets Guidelines

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

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.	+	The sidewalk area is relatively limited and portions of the building have slight setbacks for variation.
BP2 Articulate the building facade 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% of the wall surface at the sidewalk level should be transparent, utilizing glazing that is not highly tinted or reflective.	+	The proposed building has several entry points to accommodate its use, as well as large windows mimicking storefronts at the ground level. The new building is situated at the property lines and extends to the street corner. Canopies project from the building at its entrances. The elevations indicate that at least 50% of the wall surfaces along W Market and S 2 nd will be transparent windows and doorways. The site plan shows several new street trees and lights along W Market and S 2 nd .
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 design. Final details, particularly at ground level should be submitted for final review .See Condition.
BP4 Variations on the facade plane such as inset entries, building piers, and other details can assist in providing relief to long expanses of building wall.	+	The new building is composed of several materials including brick and glass. Architectural details, colors, and variations in material provide relief to long expanses of the building walls.
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.	+	The new building is situated at the property lines and extends to the street corner. There is a 15' entry on W Market and a 12' entry on S 2 nd , as well as a rear entry by the interior drop-off area. Canopies project from the building at its entrances.
BP6 Changes in sidewalk material aid in defining exterior spaces and entryways.	TBD	Sidewalk details were not provided. See Condition.
BP7 Develop alley facing facades at least one bay into the alley to eliminate harsh contrasts in the street wall. Provide adequate lighting at alleys to enhance visibility and safety. Design alley access points for vehicles with appropriate lighting and signage for quick orientation by motorists and safety for pedestrians.	NA	The subject property is not adjacent to an alley.
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.	TBD	Lighting details were not provided. See Condition.

5 Parking, Vehicular Use and Access

Checklist

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 street wall, and be designed to promote comfort and safety for pedestrians.

+ Meets Guidelines

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

	Guideline	Finding	Comment
P1	<i>Parking garages.</i> A parking garage visible from the street should be integrated into its surroundings and provide active and inviting street level appearance. The garage should: 1) Follow all principles and guidelines for building and site design; 2) Minimize the use of ramped floors visible from the street; 3) 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; 4) Screen parked cars from pedestrian view.	NA	The proposed development does not include a parking garage.
P2	<i>Surface parking lots and vehicle use areas.</i> 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: 1) Surface parking and vehicle use areas should not create gaps along the street and sidewalk. 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. Dense landscaping intended for screening should be three feet high at time of planting and maintained to properly screen vehicular uses yet be low enough to maintain visibility and safety. The screening may also be an opportunity for public art; 2) Provide adequate interior landscaping, especially shade trees; 3) 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.	+	The proposed development includes the removal of several surface parking areas. While it will include 11 surface parking spaces, there will be a net reduction of approximately 65 spaces. In addition, the 11 surface parking spaces will be located to the rear of the building and will be partially screened from pedestrian view. They will be visible from some vantages; however that is due to no buildings being located on the adjacent parcels.
P3	<i>Vehicular access and design:</i> 1) 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; 2) Vehicular access should be designed to minimize conflicts between cars and pedestrians; 3) 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; 4) 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; 5) Existing curb cuts to be re-used should be minimized in width and number to the fullest extent possible; 6) Driveways should be located to be shared with adjacent properties whenever possible; 7) Driveways and vehicular entrances should not occur in dominant locations on the site; 8) Provide adequate directional information for motorists.	TBD	Access will be reviewed and approved by appropriate agencies as part of the Category 3 development plan process. Overall, access to and from the subject property will be reduced. Currently, there is a single curb cut from W Market and two curb cuts from S 2 nd . One of the curb cuts from S 2 nd will be removed and the other modified to allow for the building to be built atop the access point.

6 Open Space

Checklist

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 NA Not applicable
- Does not meet Guidelines TBD To be determined; insufficient Information
- +/- Meets Guidelines with conditions as noted

Guideline		Finding	Comment
O1	Generally open spaces should be oriented to receive maximum sunlight and taking advantage of views to the surrounding context.	NA	Due to the relatively small size of the site for the type of development proposed, formal open spaces are not provided.
O2	To maximize the impact of the open space without degrading the street wall character of downtown exterior open spaces should: 1) Be located 100 feet away from other open spaces and intersections; 2) Be no wider or deeper than 100 feet.	NA	Due to the relatively small size of the site for the type of development proposed, formal open spaces are not provided.
O3	To create the best environment for public enjoyment new open spaces should: 1) Create a comfortable and inviting place to rest; 2) Provide clear visual and physical access from the public way; 3) Provide plenty of seating (about one linear foot for every 30 square feet of paved open space); 4) Provide sufficient lighting for safe evening use; 5) Utilize fountains or other water features; 6) Use plant materials that are colorful, appropriately sized, and attractive year round; 7) Incorporate public art in accordance with Principle 9.	NA	Due to the relatively small size of the site for the type of development proposed, formal open spaces are not provided.

7 Street and Sidewalk Character

Checklist

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

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

Guideline	Finding	Comment
SS1 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.	TBD	The proposed site plan shows the inclusion of landscaping and street trees along W Market and S 2 nd . Other details were not provided. See Condition.
SS2 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.	TBD	Details regarding street furnishings were not provided. See Condition.
SS3 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.	TBD	Details regarding lighting were not provided. See Condition.
SS4 For the sake of visual continuity, trees shall be planted in the right-of-way every 25 feet to 35 feet 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.	TBD	The landscaping will be reviewed and approved by appropriate agencies as part of the Category 3 development plan process.
SS5 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: 1) Be designed to be architecturally compatible with the design of the structures at each end; 2) Have articulated street level access or clear direction to access points for pedestrians; 3) 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 uses; 4) Give consideration for views underneath including material finish and lighting; 5) Not have permanent signage.	NA	A pedway is not included in the design.

(a) 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.

(b) 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.

8 Signage

Checklist

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 its nature very dynamic thereby requiring special design and implementation considerations regarding its impact upon the adjacent environment.

+ Meets Guidelines

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

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.	TBD	Details for new signage were not provided. Some conceptual signs for the hotel are shown on the elevations and renderings. As shown, the attached signs are located slightly below the roofline on the W Market and S 2 nd facades. While the signs do not add much interest at street level, they are consistent with other downtown hotel signage and not out of character with the design and scale of surrounding signage. It is assumed that additional signage will be needed for the restaurant and ground level. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
S2 Signage should be organized to increase legibility and communication while reducing visual clutter.	TBD	Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
S3 All signs shall be constructed and placed so as not to obstruct sight lines for persons using streets, pedestrian rights-of-way and driveways.	TBD	Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
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 facade.	TBD	Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
S5 Back-lit or internally illuminated signage shall have opaque, non-illuminated face panels. Only the individual letters and/or logos should be illuminated.	TBD	Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
S6 Signage that utilizes LED, video or other moving image digital technology is limited to entertainment attractions*. When permitted, such signs: 1) Shall promote only site specific activities, events, sponsors, or businesses; 2) If located and displayed behind storefront windows, shall not occupy more than 25% of the storefront window area; 3) Shall be designed to minimize the impact to residential properties; 4) Shall come equipped with automatic dimming technology and a photocell which automatically adjusts the sign's brightness to no more than 0.2 footcandles above ambient light conditions; 5) Should be carefully designed to minimize driver and pedestrian distraction.	NA	A video sign or changing image sign is not shown on the elevations or renderings. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
S7 No more than one changing image or video display sign per facade shall be permitted on property.	+	A changing image sign is not shown on the elevations or renderings. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit

			application(s). See Condition.
S8	The use of sound is prohibited.	TBD	Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
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.	+	Rooftop signage is not shown on the elevations or renderings. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
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.	+	Freestanding signage is not shown on the elevations or renderings. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
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 eight feet from the building's facade and must not extend below nine feet above the ground or sidewalk. The area of a projecting sign shall be part of the total allowable signage allowed on any one facade of the building as listed in the Land Development Code.	NA	Projecting signage is not shown on the elevations or renderings. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
S12	Projecting banner signs that utilize a fabric material background shall not project more than 25 inches from the face of the building and not exceed a total area of 24 square feet per side of the sign. The area of a projecting banner sign shall be part of the total allowable signage allowed on any one facade of a building as listed in the Land Development Code.	NA	Projecting banner signage is not shown on the elevations or renderings. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
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.	TBD	Insufficient information provided. In addition to a sign permit, new signage will be reviewed under a separate Overlay Permit application(s). See Condition.
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 one year shall be removed. Existing signage that is historic or possesses a character unique to downtown may be allowed to remain.	+	The existing development only includes attached and incidental signs. All existing signage will be removed.
S15	Outdoor advertising signs (billboards) are discouraged, but where permitted by zoning regulations should: 1) Not block any views or vistas nor create a cluttered appearance; 2. Be integrated into the design of a building or project; 3) Relate strongly to the character of the district.	NA	A billboard is not shown on the elevations or renderings. A billboard is not permitted at this location pursuant to the Land Development Code.
*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.			

9 Public Art

Checklist

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 NA Not applicable
- Does not meet Guidelines TBD To be determined; insufficient Information
- +/- Meets Guidelines with conditions as noted

	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.	TBD	Materials suggest a bike rack that would also serve as artwork; however additional information is required. A project of this scale and at this location is a prime opportunity for meaningful and accessible public art. See Condition.
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.	TBD	A project of this scale and at this location is a prime opportunity for meaningful and accessible public art. See Condition.
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: 1) Demonstrate Louisville's values of community and creativity; 2) Stimulate economic growth and investment; 3) Encourage public education by improving cultural literacy; 4) Contribute to Louisville's identity; 5) Bridge cultural and social barriers; 6) Provide community cohesion; 7) Energize public spaces in the urban environment; 8) Enhance new and existing development; 9) Provide local opportunities for talented regional, national, and international artists; 10) Contribute to Louisville as a tourist destination; 11) Leave a legacy for the future.	TBD	A project of this scale and at this location is a prime opportunity for meaningful and accessible public art. See Condition.