



NuLu Review Overlay District

Report of the Urban Design Administrator to the Committee

From: Becky Gorman, Planning and Design Coordinator
Through: David R. Marchal, AIA, Deputy Director / Urban Design Administrator
Meeting Date: June 9, 2021

CASE INFORMATION:

Case No: 21-OVERLAY-0010
Classification: Non-Expedited

GENERAL INFORMATION:

Property Address: 900 E Market Street
Applicant: Rick Moir
Ole Restaurant Group
112 Meridian Avenue
Louisville, KY 40207
rmoir@olehospitalitygroup.com

Property Owner: GRE, LLC
5400 River Creek Ct.
Prospect, KY 40059
502.777.0880
jongrell@gmail.com

Plan Prepared by: Stephen Tracy, AIA
Forza Architecture, Inc.
654 S. Shelby Street, Suite 3
Louisville, KY 40202
502.896.1328 x 100
steve@forzaarchitecture.com

Project Cost: \$150,000

DESCRIPTION OF PROPOSED DEVELOPMENT:

The applicant is requesting an Overlay Permit to construct new additions to the existing building for reuse as a restaurant. The scope of work includes:

- First floor dining room addition on the east façade of 1,069 SF with a roof terrace and patio area behind the new addition;
- Prep kitchen addition of 345 SF and cooler/freezer of 292 SF on the south façade/rear elevation;
- Murals on the east facing façade and west facing façade.

The proposed development consists of 6 contiguous parcels (900, 902, 904, 906, 908 E Market and 211 S Campbell) which previously served as a restaurant, outdoor patio space, and as surface parking. The site is bordered by E Market Street to the north, S Campbell Street to the west, and commercial property to the south and east. The parcels are zoned EZ-1 within the Traditional Marketplace Corridor (TMC) form district.

The subject site is surrounded by a mix of uses and building types: Akasha Brewery & Taproom/Signarama in a new 3-story structure, and Feast BBQ restaurant in a 1-story historic building, across E Market to the north; retail and commercial uses in 3-story, historic structure to the northwest across E Market. The site is surrounded to the east, west, and south with parking/storage lots. The site is adjacent to the Phoenix Hill National Register District.

COMPLETION OF APPLICATION:

The applicant submitted the Overlay Permit application on April 30, 2021. The application was determined to be substantially complete and classified as requiring a non-expedited review by the Urban Design Administrator on May 3, 2021. The project is scheduled for review by the Nulu Review Overlay District Committee on June 9, 2021 at Noon via WebEx, in accordance with safety protocols related to the COVID 19 State of Emergency in the Commonwealth of Kentucky.

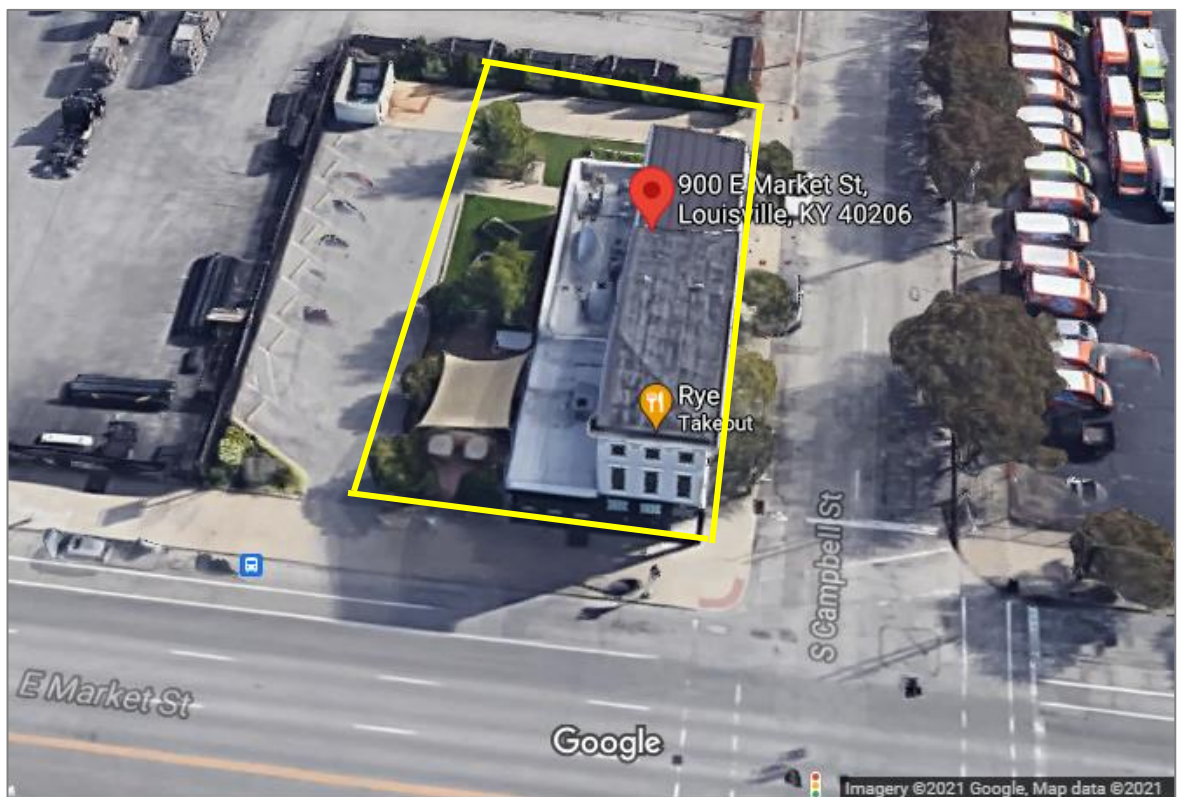
FINDINGS:

The following Principles and Design Guidelines are applicable to the proposal: **4- Building; 5- Public Art, 6- Site Planning & Parking; and 8-Sustainability.** Staff's findings of fact and conclusions with respect to the Guidelines are attached to this report.

Site Context



Subject Property (LOJIC, Aerial 2021)



Existing Conditions, 900 East Market Street (017E00710000), 902 East Market Street (017E00720000), 904 E Market Street (017E00730000):

Parcels 900 and 902 E Market Street contain a circa 1890 3-story historic masonry Italianate style commercial structure with a 1-story brick commercial structure on the east. 904 E Market Street is undeveloped but was previously used as outdoor dining area for the commercial structures that housed a restaurant.



900, 902, 904, 906, 908 E Market Street
Google 2017



900 E Market Street, west elevation
Google 2019



Rear elevation
Google 2018

Existing Conditions, 906 E Market Street (017E00740000), 908 E Market Street (017E00750000):

Parcels 906 and 908 E Market Street are currently used for parking and have 8 surface parking spaces facing southeast toward the adjacent lot. The parking area is accessible from a curb cut at 906 E Market Street and egress is through 211 S Campbell Street.



East elevation
Google 2016

Existing Conditions, 211 S Campbell St (017D00860000)

This parcel is undeveloped. It is adjacent to parcels 900-908 E Market to the north and bound by S Campbell Street to the west. It serves as the egress for parking located at 906 and 908 E Market Street.



211 S Campbell Street
Google 2016

Conclusions

The existing undeveloped lot would be replaced with a 1-story dining room addition that will share a party wall with adjacent existing 1-story building. The new addition is proposed to be setback from the sidewalk to serve as the new main entry. The space is activated with a new mural on the east elevation of the existing building, a new Spanish tile floor that extends up the front façade around the main entry, and bi-fold doors which expand the indoor/outdoor space. The height of the new addition building is complimentary to the adjacent 1-story building. The height of buildings at this edge of the District tends to be 1- and 2-stories. It will improve the street wall, enhance this site, and promote the pedestrian-friendly character of the District.

Brick is used as the main material for the dining room addition which will be painted to match the existing adjacent buildings. The new building's front facade mimics the 3-bay commercial front of the adjacent buildings at 900-902 E Market St. The bi-fold doors with transoms are a nod to the historic storefronts and design elements of those buildings. The east and south facades are similarly designed with bi-fold doors that will open the indoor dining space for an indoor/outdoor experience. The stair to the rooftop terrace, as well as mechanical equipment are screened with the Awnex Hollywood screen system. The rooftop terrace has a tempered glass guardrail which is just behind the parapet wall. Additionally, there is a landscaped patio area behind the new dining addition. The new dining room addition has a rhythm of openings, horizontal building lines, color and materials that are complimentary to the adjacent building styles and building details. The proposal will bring a pedestrian friendly atmosphere, a more appropriate scale to the subject site which currently an undeveloped lot and will contribute to the character of the District.

The kitchen and freezer/cooler addition will be on the rear elevation of the existing 1-story 902 E Market Street building. It is an “L” shape toward S Campbell Street and forms a corridor between the 900 building and the new addition. The kitchen addition is constructed of CMU block with a brick veneer. The freezer/cooler will be white or silver anodized aluminum insulated panels with a steel privacy screen that will also serve as a gate for the corridor which serves as a delivery area. It will be visible from the S Campbell Street side but not the E Market Street public view. The guidelines do not specifically address this type of addition but are focused more on the construction of new buildings in the district. This addition is subordinate to the historic structures and supports the function of the overall project. Staff recommends painting the masonry of the kitchen addition to match the existing buildings for a cohesive look to the overall project.

A large mural is proposed on upper floors of the east elevation of 900 E Market St. and on the portion of the east wall of 902 E Market St that is exposed by the addition setback. The proposed murals add vibrancy to the project, the outdoor dining experience, and will aesthetically enhance the urban environment of the District. A mural sign is proposed on the west elevation of 900 E Market St, in the same location as the existing mural sign for the previous restaurant. The final proposal for this sign should be submitted to staff for review and approval.

RECOMMENDATION

The application complies with the applicable Design Guidelines for the NuLu Overlay Review District.

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

1. The proposed attached signage complies with the guidelines in general concept. Final signage details as well as any additional signage proposed in the future shall comply with the Signage Design Guidelines and be submitted to staff for final review and approval.
2. Public art shall be designed, executed, and supervised by recognized artists or other design professionals who have been trained or have consistently provided examples of artistic work in their medium of expression.
3. Environmentally sustainable elements shall be incorporated into the project as much as possible.

Becky Gorman
Planning and Design Coordinator

David R. Marchal, AIA
Urban Design Administrator

4 Building Guidelines

Checklist

The buildings in the District 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

NA Not applicable

- Does not meet Guidelines

TBD To be determined; insufficient Information

+/- Meets Guidelines with conditions as noted

Guideline	Finding	Comment
B1 Existing structures in the NuLu area are strongly encouraged to be sustainably renovated and reused.	+	The existing buildings will be reused as a restaurant. The additions support the restaurant use.
B2 Buildings should be "pedestrian-friendly". Design building facade 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.	+	The new dining addition is complimentary to the existing historic structure mimicking the 3-bay front façade. The pedestrian experience is enhanced by the addition's bi-fold door system that provide a covered indoor/outdoor experience.
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 reapproved 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.	+	Low-E glazing is proposed.
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.	+/-	The new dining addition is setback 7½ ft from the existing structure. The space is delineated from the sidewalk with a metal decorative fence and activated with a mural and decorative tile flooring.
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.	+	Materials include brick, bi-fold door systems. Brick is the main material and is used to match to the existing historic structures. Masonry will be painted to match the existing building. The bi-fold doors enhance the pedestrian experience and expand the indoor/outdoor space.
B6 New structures greater than 3 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.	+	The height of the new addition building is complimentary to the adjacent 1-story building.
B8 A visual terminus, such as a cornice at the top of a wall helps articulate the architecture and gives it a completed finished look.	+/-	The adjacent existing building does not have a defined cornice per se but does have a parapet wall with the tempered glass guardrail behind.
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.	+	Mechanical equipment will be located on the rooftop screened with an aluminum louver screen system.

B10	Permanent service counters, service bars, decks, or similar structures may not be constructed in front of a building's primary street facing facade.	NA	
------------	------------------------------------------------------------------------------------------------------------------------------------------------------	-----------	--

5 Public Art Guidelines

Checklist

Public art is the continuously growing record of the community's identity, creativity, values, and its highest aspirations. Public art is defined as art placed on public or publicly accessible private property, including building exteriors and outdoor public areas. Public art contributes to the local economy and adds to the richness of the community. The consideration of public art should be included in every project's written development plan.

+ 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 people within the community. The plan should include a meaningful allowance for public art in the planning and construction of all projects.	+	
PA2	Public art can include all mediums, such as sculpture, mural or painting, film, light, or other forms of creative expression that are viewable on a site or building. Commercial logos or elements of commercial advertising for a business or organization are not considered public art under this definition.	+	
PA3	Public art shall be designed, executed, and supervised by recognized artists or other design professionals who have been trained or have consistently provided examples of artistic work in their medium of expression.	TBD	See conditions of approval.
PA4	Public art, if implemented, should be integrated with the design of the project or development, and shall aesthetically enhance the urban environment of the District.	+	
PA5	Public art proposals should conform to the design guidelines and master plan established by the Committee for Public Art (COPA).	NA	The proposed murals are on private property.

6 Site Planning and Parking Guidelines

Checklist

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 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
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.	NA	The project will tie into existing utilities.
SP2 Combining existing small, under-utilized lots to create shared parking areas that are more efficient and more accessible is encouraged.	NA	Existing parking will be used.
SP3 Additional surface parking lots and drive-throughs shall not be permitted in the District.	NA	
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.	+	Existing landscaping to remain. Landscape plan approved in 2011.
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.	+	Existing landscaping to remain. Landscape plan approved in 2011.
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.	NA	
SP7 Fencing and screening shall be constructed of materials compatible with the principal structure.	+	
SP8 Chain link fencing must not be visible within the District.	NA	
SP9 Intensity, location, color, and direction of outdoor lighting shall be sensitive to nearby residential areas.	NA	
SP10 The number and width of curb-cuts in the District should be minimized to promote pedestrian circulation. Existing continuous curb-cuts should be reduced to widths necessary for vehicular traffic or removed altogether.	NA	Existing curb cuts for parking will remain and will not be changed.
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 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	NA	Existing landscaping on the undeveloped lot will be relocated on site.

	trees approved by the City Arborist. The replacement trees shall be sized at a minimum of 1 ¾" caliper (at time of planting). Replacement tree(s) shall be planted within 3 months of the tree(s) removal or during the next planting season, whichever comes first.		
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 facade is prohibited. Balconies located on the second or third floors of buildings that are cantilevered or bracketed, scaled to match the building's facade, and utilize contextual materials are appropriate.	NA	

8 Sustainability Guidelines

Checklist

Incorporating environmentally sustainable elements into the design and construction of the built environment in the District is an important part of any project. Environmentally sustainable elements include: transit facilities, green buildings, heat island reduction, recycled content in infrastructure, and stormwater management.

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

Guideline	Finding	Comment
SU1 Transit facilities should have a covered shelter, seating, bike racks, information kiosks, and appropriate signage.	NA	
SU2 New commercial, industrial, and residential buildings should pursue LEED or equivalent energy efficiency standards.	NA	Additions to existing structure are proposed.
SU3 New or replacement roofs with energy efficient "radioactive properties" should be considered.	+	LED light fixtures, Low-E glazing and a white TPO insulated roof system.
SU4 New Infrastructure is encouraged to use at least 50% by mass, recycled or reclaimed materials.	NA	
SU5 Projects should retain, reuse, and/or infiltrate on-site, all of the stormwater that falls on their parcel(s).	TBD	
SU6 The surface area of a landscaped or pervious condition slated for a repurposed use must maintain a level of permeability greater than or equal to its current state.	+	Existing landscaping on the undeveloped lot will be relocated on site.