



Downtown Development Review Overlay (DDRO) District

Report of the Urban Design Administrator to the Committee

From: Cynthia Elmore, Historic Preservation Officer
Through: David R. Marchal, AIA, Deputy Director / Urban Design
Administrator
Meeting Date: September 29, 2021

Case No: 21-OVERLAY-0025
Classification: Non-Expedited

GENERAL INFORMATION

Property Address: 611 S. 4th St.

Applicant: Eric Whitmore, AIA
Weyland Ventures
815 W Market St. Suite 110
Louisville, KY 40202
ericw@weylandventures.com

Owner: Bill Weyland
Weyland Ventures
815 W Market St. Suite 110
Louisville, KY 40202
bill@weylandventures.com

Estimated Project Cost: TBD

Description of proposed exterior alteration

The applicant seeks approval construct a two-story side addition on the north elevation of the historic Wright & Taylor Building. The first level will be an enclosed patio with a footprint of 960 sq. ft. with height of 28'-6" at the roof peak and adjoins the main performance space of the Mercury Ballroom. The patio will be located in an existing plaza/pedestrian alley space. Four existing trees are proposed to be removed and replace with landscaping.

The second story deck (728 sq. ft.) will connect the second story bar area. The open-air structure will be constructed with wide flange members with decorative

DDRO Downtown Design Review Overlay Committee

Case #21-OVERLAY-0025

Page 1 of 12

metal fencing serving as the balustrade and covered with a low-pitched metal roof. The three-bay structure will be setback from the principal façade.

Communications with Applicant, Completion of Application

The applicant submitted the Overlay Permit application on August 26, 2021. The application was determined to be substantially complete and classified as requiring a non-expedited review by the Urban Design Administrator on August 30, 2021. The Committee will review the application at **8:30 am on September 29, 2021**.

FINDINGS

Guidelines

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; 7- Street and Sidewalk Character**. Staff's findings of fact and conclusions with respect to the Guidelines are attached to this report.

The following additional findings are incorporated in this report:

Site Context

The Wright and Taylor Building, located at 611-617 Fourth Avenue, is located on the east side of this strategic north-south corridor (South Fourth Street). The Wright and Taylor Building is listed in the National Register of Historic Places and has a distinct Tudor Gothic-style design. The building is a two-story, four-bay commercial storefront was adaptively reused as a concert venue known as The Mercury Ballroom. The first floor has both recessed entries and large plate glass windows. Each bay is clearly defined by vertical shafts of glazed architectural terra cotta. The floors, in turn, are defined by spandrels of polychromatic terra cotta. The second-floor window fenestration centers around a large central light, flanked by casement windows and surmounted by multi-paned transoms. The parapet wall is gabled on the end bays and crenellated in the center. The north elevation of the property is largely devoid of architectural detail as it would have previously shared a common (party) wall. The wall does have an EFIS sheathing which covered over non-historic punched window openings.

There is a pedestrian alley/plaza space on the north side of the building. This space was improved in 2018 (18DDRO1010) to enhance pedestrian engagement. An exterior two-story stair tower was constructed in 2014 (14DDRO1000) on north elevation along with a pair of double doors on the east elevation and a ticket booth on the south elevation.



CONCLUSIONS

The project substantially meets the general intent of the Design Guidelines. The space that the patio/deck addition will occupy is currently an underutilized location. The patio/deck will serve to activate the pedestrian alley while providing a visually interesting building element to this area. It will also serve to further screen the parking garage behind it. The addition is complimentary to the historic Wright and Taylor Building as it will read as a product of its own time. The addition also complies with appropriate preservation standards due to its setback location, size, materials, and scale. Any necessary openings required to access the patio and deck will be on the side elevation and will not impact historic fabric.

The role of the addition is to enliven the street but also the existing plaza space between Mercury Ballroom and the hotel to the north. Though there will be the loss of some trees, the addition will bring some animating activity to that is currently a passive space. The addition will improve the spatial relationship between the hotel and Mercury Ballroom, as well. Landscaping will be added along the perimeter to help balance the loss of the trees.

The addition will provide a buffer between the parking garage and the public right of way. The structure itself has good quality screening with decorative fencing

and landscaping while providing a safe environment for patrons. Since the Mercury Ballroom is used for entertainment events, limited access to the building and thus, the patio and deck are necessary for how the business functions. Overall, the addition is designed to allow flexibility as simple, open structural framework for elements like lighting, planters, treatments at the openings, and other animating elements.

There is a freestanding monument sign indicated on the renderings. Although the guidelines don't support freestanding signs, the Mercury Ballroom is considered an Entertainment Venue within the DDRO which allows more flexibility with the signage design guidelines. The proposed sign is comparable to the 8 Up sign and will be a complimentary sign. It's location in the plaza space will keep it setback from the sidewalk. While preliminarily shown in the renderings, the proposal for a mural will also enliven this elevation and will provide public art for the pedestrian experience.

RECOMMENDATION

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

- 1. Final sign design shall be submitted to staff for review and approval.**
- 2. Final mural design shall be submitted to staff for review and approval.**
- 3. If the design changes, the applicant and/or their representative shall contact staff for review and approval.**

Date 9/23/2021

Cynthia Elmore
Historic Preservation Officer

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.	+	The side patio/deck addition provides an animated space that will improve the character of the pedestrian alley/plaza. The architectural character is modern, yet complimentary to the historic structure due to the open design.
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	+	The side patio/deck addition will be oriented to the existing pedestrian alley.
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.	+	The side patio/deck addition is setback appropriately from the ornate façade of the historic structure. This complies with the Secretary of the Interior's Standards for Rehabilitation since it is located on a side elevation and won't impact existing historic fabric.
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.	+	Access to and from the site will not be affected by this application. The addition is located in an area currently used for pedestrian access to the parking area. The access will remain intact as there is ample room to accommodate the addition.

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 addition is oriented on the side of the Wright and Taylor Building (an adjacent landmark and National Register-listed property). 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.	+	The 2-story addition is subservient to the historic 2-story building. The height of the addition at the top of the roof line is 28'-6" which sits well below the height of the Wright and Taylor Building which has an ornate crenellated parapet.
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 materials and architectural elements create a unified building, while providing appropriate differences between new and historic elements.
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.	NA	Given that the addition is an outdoor patio and deck, it is meant to be less substantial than the historic building.
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	
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 addition is 2-stories in height with a shed roof. Given the size, 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 addition is compatible with the architectural styles of the surrounding buildings. The design of the addition is meant to be open and light which does not compete with the historic building. The addition is 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 addition reinforces the character of nearby buildings having historic and architectural significance with a design that respects established cornice lines, horizontal and vertical facade organization, and massing of historic buildings in the context.
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.	+	The addition is sensitively designed to be compatible with the adjacent historic structure. It replicates the bay-width of the historic building which keeps it appropriately scaled to the Wright and Taylor Building. It is also setback from the front façade on an altered side façade so that historic fabric will not be impacted. The materials are complimentary while being easy to read as a product of its own time.

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 not limited in the development area.
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 addition has an open-air configuration which allows for pedestrian engagement with fencing and landscaping.
BP3 Utilize building materials characteristic of the area having texture, color, pattern, and a higher quality of detailing.	+	The steel design is diminutive to the surrounding structures due the openness of the patio and deck.
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.	NA	The addition is setback from the main façade and is small in relative scale to the building.
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 addition is situated back from the main façade of the larger building. It will have a gate access to the patio, but does not read as principal entrance. The existing entry of the historic building is clearly identifiable and visible.
BP6 Changes in sidewalk material aid in defining exterior spaces and entryways.	NA	
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	
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.	+	Lighting will be surface mounted onto the north wall of the principal structure.

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.	+	The proposed site plan shows the inclusion of landscaping. Four existing trees in the pedestrian alley will be removed to accommodate the addition. These are not street-facing trees on the frontage of the property.
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.	NA	Existing street furnishings to remain.
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.	NA	
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.	NA	
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) 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.

Principle 8-Signage

Design Guideline Checklist

Objective

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

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

	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.	+	Complimentary signage
S2	Signage should be organized to increase legibility and communication while reducing visual clutter.	+	Shown as a streamlined design
S3	All signs shall be constructed and placed so as to not obstruct sight lines for persons using streets, pedestrian rights-of way and drives.	+	Freestanding sign adjacent to Public way and integrated into addition design
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 façade.	-/+	Freestanding sign. Not attached to historic façade. Blade sign shown attached to new addition.
S5	Back-lit or internally illuminated signage shall have opaque, non-illuminated face panels. Only the individual letters and/or logos should be illuminated.	NSI	
S6	Signage that utilizes LED, video or other moving image digital technology is limited to Entertainment Attractions*. When permitted , such signs: <ul style="list-style-type: none"> a. Shall promote only site specific activities, events, sponsors, or businesses. b. If located and displayed behind storefront windows, such signs shall not occupy more than 25% of the storefront window area. c. Signs shall be designed to minimize the impact to residential properties. d. Shall come equipped with automatic dimming technology and a photocell which automatically adjusts the sign's brightness to no more than 0.2 foot candles above ambient light conditions. e. Signage should be carefully designed to minimize driver impact and pedestrian distraction. 	NSI	
S7	No more than one changing image or video display sign shall be permitted on a property.	NSI	

S8	The use of sound is prohibited.	NSI	
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.	+	
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 sign related to Entertainment Attraction
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 8'-0" from the building's façade and must not extend below 9'-0" above the ground or sidewalk. The area of a projecting sign shall be part of the total allowable signage allowed on any one façade of the building as listed in the Land Development Code.	NSI	
S12	Projecting Banner Signs that utilize a fabric material background shall not project more than 25" from the face of the building and not exceed a total area of 24 s.f. per side of the sign. The area of a projecting banner sign shall be part of the total allowable signage allowed on any one façade of a building as listed in the Land Development Code.	NA	
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.	NSI	
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 1 year shall be removed. Existing signage that is historic or possesses a character unique to downtown may be allowed to remain.	NA	
S15	Outdoor advertising signs (billboards) are discouraged, but where permitted by zoning regulations should: <ul style="list-style-type: none"> a. Not block any views or vistas nor create a cluttered appearance. b. Be integrated into the design of a building or project. c. Relate strongly to the character of the district. 	NA	

- 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.

Principle 9-Public Art

Design Guideline Checklist

Objective

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

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

	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.	+	
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.	NSI	
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: a) demonstrate Louisville's values of community and creativity; b) stimulate economic growth and investment; c) encourage public education by improving cultural literacy; d) contribute to Louisville's identity; e) bridge cultural and social barriers; f) provide community cohesion; g) energize public spaces in the urban environment; h) enhance new and existing development; i) provide local opportunities for talented regional, national, and international artists; j) contribute to Louisville as a tourist destination; k) leave a legacy for the future	NSI/+	The location of the mural would serve to energize the pedestrian alley/plaza which is adjacent to the public way. It will enhance the existing building and new addition, as well since it bridges between the two structures.