



NuLu Review Overlay District

Overlay District Permit Report of the Urban Design Administrator **AMENDED 2/11/16**

Case No: 15COA1249-NROD
Classification: Expedited

GENERAL INFORMATION

Property Address: 601 E. Jefferson Street
Louisville, KY

Applicant: Bill Weyland
Downtown Edge LLC
815 West Market Street, Ste 300
Louisville, KY 40202
502-992-3182
billw@citypropertiesgroup.com

Matt Wolff
Sabak, Wilson, & Lingo Inc
608 S 3rd Street
Louisville, KY 40202
502-584-6271
Matt.Wolff@swlinc.com

Owner: Lee Wilburn
601 East Jefferson LLC
PO Box 827
Prospect, KY 40059

Estimated Cost: \$250,000 (+/-)

DESCRIPTION OF PROPOSED DEVELOPMENT

The applicant proposes to retain and restore an historic building, to convert the building into a mixed use facility with retail on the first floor and studio apartments above, and construct a small surface parking lot on the remainder of the site where currently an empty gravel lot exists. An exterior steel staircase will be constructed on the rear of the building to provide additional access to the upper

floors. Existing historic windows to be maintained and repaired as necessary. Existing painted brick to be repainted to match existing. Cornice details to be restored. Historic storefront to be renovated throughout.

A surface parking lot will be constructed to facilitate parking needs for the retail customers, apartment tenants, and to act as overflow parking for the proposed Hilton 2 Home hotel located across at Hancock Street.

Non original and non historic portions of the building to be demolished.

COMMUNICATIONS WITH APPLICANT; COMPLETE APPLICATION

The application was received on November 20, 2015, and determined to be complete and requiring expedited review on November 23, 2015.

AMENDMENT #1 (2/11/16)

Applicant provided revisions to site plan showing changes to surface parking lot and landscaping to Develop Louisville on February 10, 2016.

FINDINGS AND CONCLUSIONS

The following Principles and Design guidelines are applicable to the proposed exterior alteration: **Signage, Building, Site Planning and Parking, and Historic Preservation.** The report of the Overlay Staff's findings of fact and conclusions with respect to these guidelines is attached to this report. The following additional findings are incorporated in this report:

Site Context

The three story brick building is within the Nulu Overlay District and the Phoenix Hill National Register District; located on the north side of East Jefferson Street, west of South Hancock Street with the Nanny Goat Strutt alley running behind it. The 3 story painted brick structure was built in the early 1890s and is zoned for C2 use. The building has Italianate features with a storefront at the main level, and includes elaborate cornice details.

Conclusions

The proposed changes to the storefront complies with the NuLu Review Overlay District Guidelines.

DECISION

Considering the information furnished, the Urban Design Administrator **approves** the application for an overlay permit.

The foregoing information is hereby incorporated in the overlay district permit as approved and is binding upon the applicant, his successors, heirs or assigns. This permit does not relieve the applicant of responsibility for obtaining the necessary permits and approvals required by other governing agencies or authorities.

Date

Burcum Keeton
Architectural Projects Coordinator

Date

David R. Marchal, AIA
Urban Design Administrator

Principle 1 – Signage

Design Guideline Checklist

Objective

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

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

	Guideline	Finding	Comment
S1	Applicants are required to re-use and reface existing "significant, historic, or contributing signs". "Significant, historic, or contributing Signs" are signs that are unique in design or material fabrication. These signs contribute to the history and diverse character of the NuLu Review Overlay District. (See list of significant, historic, or contributing Signs; below table). For signage to be recognized as "significant, historic, or contributing" or for existing recognized signs to be removed or altered an application must be submitted to the overlay staff.	+	Signage to be reused at interior of building
S2	Significant, historic, or contributing signs or graphics that have been painted directly onto walls and represent out of date logos or logos for businesses that are no longer in business are encouraged to remain in either their existing faded condition or restored to their original condition. These signs are recognized as contributing to the historic artistic character of the area and our community.	+	Signage to be restored
S3	Back-lit cabinet signs and monument signs including re-faced signs shall have opaque, non-illuminated face panels; only the individual letters and / or logos should be back-lit, not the entire surface of the sign.	NA	
S4	Freestanding pole signs are not allowed. Existing pole signs that are associated with a property that has not been abandoned or vacant for a period of less than one (1) year may be restored or refaced, but not expanded in size or scope.	NA	
S5	Attached wall signs or projecting signs are preferred. Attached signage composed of individual letters or symbols is also preferred.	NA	
S6	Signs that incorporate flashing text, animation, moving graphics, video, or LED text / image signage with a text change rate greater than one (1) hour are prohibited.	NA	
S7	Storefront window signage including temporary window signage, window cling signs, and promotional advertising shall not exceed 25% of the total window area. Neon and hanging window signs are encouraged, and add to the "active atmosphere" for both vehicles and pedestrians.	NA	
S8	Projecting wall signs can be erected or attached to a building's wall and extend a minimum of 18" to a maximum of 8'-0" from the wall surface. These signs are mounted perpendicular to the building's façade.	NA	
S9	Projecting banner signs can project no more than 24" from the face of the building. These signs should be attached so that they do not "flap" in the air, and should be removed or replaced when they show signs of unattractive wear.	NA	
S10	Existing non-conforming signage must be removed prior to new approved signs being installed. A "Significant, Historic, or Contributing Sign" as defined by the guideline in A1.1 is exempt from this requirement.	NA	

S11	Neon and Neon simulated bulbs (such as "fiber optic" and "LED lighting strips" that simulate neon) are encouraged and help to maintain a sense of activity and contribute to the animated environment of the area.	NA	
S12	Projecting light fixtures used for externally illuminated signs shall be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.	NA	
S13	Directional signage is used to direct pedestrian or vehicular traffic. No more than one (1) image, logo, or text combined with the "entry" or "exit" text is allowed on each directional sign. Directional signage cannot exceed 3'-0" in height above finished grade.	NA	
S14	All exposed conduit, electrical transformer boxes, and electrical raceways should be concealed from public view, or painted to blend in with background.	NA	
S15	Multiple signs placed on a building's façade should be compatible with other surrounding signage located on the structure.	NA	
S16	Permanent banner signage shall be made of canvas material or matte textured vinyl material.	NA	

LIST OF SIGNIFICANT, HISTORIC, OR CONTRIBUTING SIGNS

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

Principle 4 – Building

Design Guideline Checklist

Objective

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

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

	Guideline	Finding	Comment
B1	Existing structures in the NuLu area are strongly encouraged to be sustainably renovated and reused.	+	
B2	Buildings should be “pedestrian-friendly.” Design building façade elements that promote a pedestrian-friendly environment including: building to the edge of sidewalk, large storefront window openings at the ground floor, awnings, canopies, lighting, and entrances that face the street.	+	
B3	All storefront windows and doors at ground level shall have clear glass or light window tinting. Severe window tinting or mirrored glass is not permitted unless pre-approved by staff for “special conditions.” Examples of “special conditions” may include restaurant kitchen areas, storage space, and restrooms that would need to be hidden from public view.	+	
B4	New structures should be located at the front property line. Building sites should provide side yards wide enough to allow for maintenance of the building unless common party walls are provided on the lot line.	NA	
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.	+	
B6	New structures greater than three stories high may be permissible if taller portions are set back from the street frontage so that overall sight lines are compatible, and if the increased height is not intrusive towards adjacent structures.	NA	
B7	New structures must be a minimum of two stories high and should be no shorter than one story beneath the height of adjacent properties.	NA	
B8	A visual terminus, such as a cornice at the top of a wall, is recommended and helps articulate the architecture and gives it a completed finished look.	+	Cornice to be restored
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.	NA	
B10	Permanent service counters, service bars, decks, or similar structures may not be constructed in front of a building’s primary street facing façade.	NA	

Principle 6 – Site Planning and Parking

Design Guideline Checklist

Objective

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

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

	Guideline	Finding	Comment
SP1	Development Plans shall minimize the adverse visual impact of utility lines on the area. Underground lines or service from the alley, where feasible, is encouraged.	+	
SP2	Combining existing small, under-utilized lots to create shared parking areas that are more efficient and more accessible is encouraged.	+	
SP3	Additional surface parking lots and drive-throughs shall not be permitted in the NuLu Review Overlay District.	+	Surface parking proposed on existing empty gravel lot
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.	+/-	Applicant will provide tree wells and plantings to maintain building line along sidewalk; applicant to place planters along parking and sidewalk as a visual buffer from street.
SP5	Adequate perimeter landscaping, fencing, or a combination of both is required to help screen vehicles and/or equipment from public view. The screening height for vehicle parking lots shall be 36" above finished grade of the lot. This height will enable drivers of vehicles to safely see and avoid other pedestrians and vehicles while screening most parked cars. A 7'-0" max high screened fence or wall can be used for industrial or commercial sites to screen for large vehicles or equipment on site.	+	
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.	+	
SP7	Fencing and screening shall be constructed of materials compatible with the principal structure.	+	
SP8	Chain link fencing must not be visible within the NuLu Review Overlay District.	+	
SP9	Intensity, location, color, and direction of outdoor lighting shall be sensitive to nearby residential areas.	+	
SP10	The number and width of curb-cuts in the Overlay Area should be minimized to promote pedestrian circulation. Existing continuous curb-cuts should be reduced to widths necessary for vehicular traffic, or removed altogether.	+	

SP11	Minimum 4'-0" wide landscape buffer area (LBA) containing a 36" minimum height (at maturity) screen shall run along 90% of the lineal area in front of the patio, plaza, or outdoor space that faces the street. This landscape buffer area (LBA) shall include permanent landscaping material such as trees (minimum 1 3/4" caliper size at time of planting), shrubs (minimum 18" height at time of planting), groundcover, and /or perennials. Fences, planters, and/or walls (maximum height of 36") are permitted within the LBA. Landscape Buffer Plantings shall be installed prior to occupancy or use of the patio, plaza, or outdoor space.	+/-	Applicant will provide tree wells and plantings
SP12	Existing trees located within the property or adjacent property along the street, alley, or access easement shall be preserved and protected unless the city arborist determines they are not healthy or are dangerous and should be removed. Removed trees should be replaced with appropriate trees approved by the City Arborist. The replacement trees shall be sized at a minimum of 1 3/4" caliper (at time of planting). Replacement tree(s) shall be planted within 3 months of the tree(s) removal or during the next planting season, whichever comes first.	+	
SP13	The construction or installation of a deck or structure built off the ground and over existing landscaped areas in front of a building's primary façade is prohibited. Balconies located on the second or third floors of buildings that are cantilevered or bracketed, scaled to match the building's façade, and utilize contextual materials are appropriate.	NA	

Principle 7 – Historic Preservation

Design Guideline Checklist

Objective

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

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

	Guideline	Finding	Comment
HP1	Changes to the exterior of Contributing Historic Structures and other structures within the Overlay District that were constructed 65 years ago or longer and have not been significantly altered, shall be reviewed in accordance with the standards established for Contributing Historic Structures by the United States Secretary of the Interior. However, the Director of the Department of Planning and Design or the NuLu Review Overlay Committee may relax these standards in the interest of accomplishing the intentions of these Guidelines.	+	
HP2	The design of new or substantially remodeled structures adjacent to Contributing Historic Structures should be compatible and should incorporate similar design details or references where appropriate.	+	
HP3	No application to demolish any Contributing Historical Structure or structure built 65 years ago or longer shall be approved by the Urban Design Administrator unless the applicant demonstrates to the satisfaction of Urban Design Administrator and the Historic Preservation Officer: (a) That the rehabilitation of a Structure or construction of a new Structure will have a greater positive impact on the Area's economic vitality and appearance than would preservation of the Structure proposed to be demolished; and the rehabilitation of the Structure or the construction of the new Structure would not be possible or economically feasible without the demolition of the Structure proposed to be demolished; or (b) That the applicant cannot obtain a reasonable economic return from the property or Structure unless the Contributing Historical Structure or Structure constructed 65 years ago or longer is demolished in accordance with the application.	+	