

Narrative:

Our proposed project site and building design meets the DDSG Architectural/Design Guidelines in the following ways:

Request for a Special Review Use

We request a Special Review Use to permit an outdoor eating and drinking establishment.

- This establishment will not be contrary to the general welfare and economic prosperity of the city or the immediate neighborhoods. In fact, we believe, it will bring patrons to downtown which benefits all downtown businesses
- As stated above, this facility will be family friendly and thus encourage people to travel to downtown
- The facility will largely connect to existing infrastructure and as such should minimally impact the residents and visitors to downtown. The site will be fully fenced off in a manner that allows the residents to circulate around the site without inconvenience. Dust, debris and noise will be carefully monitored to promote public health and convenience
- We are building on an existing site that currently has adequate protections in place to separate pedestrians and vehicular traffic. We will be enhancing the existing corner and should make it look more appealing.

Basic Principals and General Standards

Our proposed project will enhance the existing design fabric and ensure a continued sense of 'place' in Louisville through:

- Preserving the heritage of the Core Area
- Strengthen the economic base
- Upgrade property values
- Beautify the physical setting
- Maximize the benefits of historic Downtown
- Invest in construction to renovate an existing building to meet the new Guidelines

Site Design

- We have designed the building siting to provide visual interest and enhance the customer experience through the following elements:
 - Corner Lot - Our building elevations provide a clear presentation to the street, leading the customer to the primary entrance
 - Development of the ground floor level to relate to the pedestrian scale by incorporating varied set-backs from the street and stepped-down, pedestrian scale, pergola structures
 - The proposed renovation footprint is an 'L-Type' configuration as recommended in the Architectural Styles section
 - Our addition enhances the overall character of the site and existing building
- Site Layout
 - Pedestrian and bicycling access - This site layout encourages pedestrian access and bicycling activity, a bicycle rack will also be provided.
 - Parking
 - The existing on-site parking (approved 9/2/86) does not conform to the current standards which prohibit backing over a sidewalk due to safety of pedestrians.

- Since this is a renovation/redevelopment project, we expect that Louisville will view the parking solution with more flexibility than would be afforded a new build.
- On-site parking is impracticable for this site and hinders our ability to incorporate the pedestrian activities we hope to incorporate into this site. We cannot do on-site parking and still meet the DDSG architectural/design guidelines for the Core Area.
- We will make improvements in the right-of-way that re-route the pedestrian sidewalk to the head of our proposed street parking. This parking is consistent with existing street parking along South and Front Streets within the boundary of the Downtown area (see below). This eliminates cars backing over the sidewalk, a safety improvement over the existing site. This parking will also provide accessible parking immediately adjacent to the building entrance walkway.



- Trash Enclosure
 - We are proposing that a new trash enclosure be placed in the same historic location as approved in 1986. Being a corner lot, this is the most logical and

practical location for it. We have chosen colors, materials and forms to make the trash enclosure visually integral to the building.

- Utilities
 - We have not moved the utility entries (gas, electrical & water) from their present locations. The electrical and water are located on the West wall, between the two buildings and will not be visible from the street. The gas meter is on the South face of the existing building and will its view will be screened from both Front and Pine Streets.

Architecture

- Mass, Scale & Forms
 - We have incorporated familiar rectangular, gable and parapet forms that are simple and traditional per the Guidelines, which fully meet the guidelines of items G20, G21 and G22
 - Our building mass and height relationships provide visual continuity and compatibility with the surrounding structures traditionally found in the core area without copying them
 - C9 recommends 'flat roofs' as the dominant form, we meet this but augment with a traditional gable form to break up the building into modules as recommended by G21
 - We have avoided unneeded ornamentation, clutter, bright colors, or non-traditional materials that are discouraged by the Guidelines
 - The new addition divides the building into smaller, more traditional modules
 - We are utilizing both of our entire building frontages as our 'image' and 'brand'
 - This renovation/addition is of contemporary design, but compatible with tradition as encouraged by Section G28
 - The design of our renovation/addition is a product of our time, not of our past
 - We have changed the building palette to match the historical color scheme offered by Sherwin Williams "Preservation Palette", see revised Exterior Elevations
- Storefront & Doors
 - Both of our elevations that front the adjacent streets utilize large glass displays and doors with transom lites to engage pedestrians/customers and allow visual connection to the interior activities
 - Our storefront design relates to the pedestrian scale and emulates traditional windows in scale, ratio and shape in the Core Area
 - Doors are at grade level, well-defined and traditional in size
- Traditional Exterior Materials
 - Smooth wood siding on the addition, opaque painted with traditional 6-inch exposure
 - Natural brick veneer retrofit on the existing structure exterior
 - Our proposed materials match Sherwin Williams' historic colors "Preservation Palette"
 - All materials are non-reflective, with the exception of clear glass
 - The juxtaposition of materials differentiates the addition from the existing structure
 - Demonstrated durability of new exterior materials
- Colors
 - We have used a palette from the historic color scheme offered by Sherwin Williams "Preservation Palette", which complements the colors used on other buildings in the neighborhood
- Porches

- We have not incorporated porches in the traditional sense, but rather have provided Pergolas as a new interpretation of a traditional building element. They will provide an equivalent function but more appropriate to activating the outdoor area

Site Lighting & Glare

- Our lighting approach utilizes traditional, simple and low output fixtures
- The light fixtures minimize glare and light pollution
- Our lighting is shielded, focused and direct to ground
- Spot lighting is used, which does not light the entire building wall
- Our lighting identifies and highlights the entrance
- The proposed lighting design enhances image and brand
- The proposed lighting encourages pedestrian and exterior seating activity at night
- Lighting is of a pedestrian scale and defines the functional areas

Site Furnishings

- Furnishings will be of a transitional / traditional aesthetic and will be compatible with the existing neighborhood
- Overall aesthetic of the site will be elevated, yet approachable; organic yet updated. Objective is to create an inviting and also upscale establishment. Our expectation is that we will enrich the surrounding area through our high-quality design and finishes while easily blending into the neighborhood.
- Benches, bike racks and trash receptacles are being considered.

Waivers Requested from Zoning & Guideline Standards

1. The existing property does not meet the Minimum Rear-Yard Setback requirement of 20 feet along the north property line.
2. The existing property does not meet the Minimum Side-Yard Setback requirement of 10 feet when provided along the west property line.
3. Off-site parking on Front Street in lieu of on-site parking