



NuLu Review Overlay District (NROD)

MEMORANDUM

To: Downtown Development Review Overlay District Committee
From: Kat Groskreutz, Senior Planner – Urban Design
Thru: Joseph Haberman, AICP, Urban Design Administrator
Date: April 25, 2024

Case No: 23-OVERLAY-0080
Meeting Date: May 1, 2024

GENERAL INFORMATION:

Property Address: 703 - 749 E. Jefferson Street; 223 - 227 S. Clay Street; and 218 and 220 S. Shelby Street

Case History

The NROD Committee met on February 7, 2024 to review the subject case concerning the proposed expansion of the existing Rabbit Hole Distillery Campus. Members present were Committee Chair Jeff Rawlins, Scott Howe, Vadim Kaplan, Bill Marizan, Andrea Lauago, Doug Owen, and Jeff McKenzie. Jasmine Tate was absent. After the staff report presentation, applicant presentation, and public testimony, the Committee accepted the staff report as the report of the Committee and approved the request for demolition and new construction with conditions.

Following the February 7, 2024 meeting, the applicant presented modifications to the design of a new canopy that is proposed to be located over a truck loading/unloading area. These modifications cannot be approved at staff level in that the new design is in conflict with the following condition of approval added by the Committee:

- 11. The canopy/awning covering the loading area shall extend to the corner of the property at the intersection of E. Jefferson and S. Clay and the green roof shall be incorporated on it, with details to come back to staff for review.**

In order for the proposed changes to be approved, the Committee must modify or remove the approved condition of approval.

Initially, the applicant proposed a partially enclosed canopy structure with a flat, green/living roof and a footprint that extended to the corner of the property. At the February 7, 2024 meeting, the applicant presented changes to the design including:

setting the canopy back from the corner, removing the green/living roof elements, and replacing the flat form with a more dynamic, sloped form similar to the roofs on other contemporary buildings on the site. The Committee reviewed the proposed changes and requested that the design be further refined, adding the subject condition of approval requiring the canopy be relocated back to the corner and incorporate a green” roof.

Following the meeting, the applicant considered the Committee’s direction and redesigned the canopy to have its footprint extend to the corner property lines. However, the applicant determined that a green roof is no longer desired by the distillery and their preference is the proposed roof form that is more consistent with the roofs of other buildings on site. In addition, the applicant made changes to the wall/fence that partially encloses the canopy. The new design includes a screening wall that extends from the ground to the base of the canopy on S. Clay and a modified gated entrance on E. Jefferson. Some of the artwork shown on the previously proposed S. Clay wall adjacent to the canopy is no longer proposed and has been replaced with artistic signage associated with the distillery (an image of a rabbit).

In review of the modifications, while a green or living roof is consistent with the intent of the sustainability design guidelines, the design guidelines do not directly address green or living roofs and as such do not require a green roof as part of any proposed development. The development does feature green elements in other areas, including solar panels on a different, internal roof of another structure. In addition, while public art is strongly encouraged by the design guidelines, art is not required to be on the walls as previously depicted. Art will still be prominent throughout the site, including on a wall near the canopy on S. Clay.

The design guidelines encourage and require new structures to be built to the street and the new design brings the canopy to the corner. The added height of the canopy due to the change from a flat form to a sloped form also brings the design more in keeping with the desired height of new structures in the district. The addition of a full screening wall on the S. Clay side of the canopy better mimics a building and further screen trucks parked in the loading area. Finally, the canopy’s roof is designed in a way that better integrates with the adjacent building in which it is attached. With its redesigned footprint, additional height, and full screening wall, staff finds the currently proposed canopy generally meets the applicable design guidelines.



Southwest corner of S. Clay and E. Jefferson as presented prior to the 2/7/24 meeting



Southwest corner of S. Clay and E. Jefferson as presented at the 2/7/24 meeting



Southwest corner of S. Clay and E. Jefferson redesign as presented to staff on 3/21/24



Southwest corner of E. Jefferson and S. Clay as presented prior to the 2/7/24 meeting



Southwest corner of E. Jefferson and S. Clay presented at the NROD 2/7/24 meeting



Southwest corner of E. Jefferson and S. Clay redesign as presented to staff on 3/21/24

Staff recommends approval to alter the condition to the following:

- 11. The canopy/awning covering the loading area shall fully extend to the corner of the property at the intersection of E. Jefferson and S. Clay, ~~and the green roof shall be incorporated on it, with details to come back to staff for review.~~ Prior to issuance of a building permit for its construction, the final design of the canopy shall be reviewed and approved by staff for consistency with the conceptual renderings presented to the Committee. ~~and the green roof shall be incorporated on it, with details to come back to staff for review.~~

A video recording of the February 7, 2024 meeting may be viewed at <https://louisvilleky.primegov.com>. Please search under the 2024 archived meetings of the NuLu Review Overlay District Committee.