



NuLu Review Overlay District (NROD)

Report of the Committee and Overlay Permit

To: Patrick Nall, DKN Architects
Thru: Joseph Haberman, AICP, Urban Design Administrator
Savannah Darr, Historic Preservation Officer
From: NuLu Review Overlay District Committee
Date: February 7, 2024

Case No: 23-OVERLAY-0080
Classification: Non-Expedited
Meeting Date: February 7, 2024

GENERAL INFORMATION:

Property Address: 703, 707, 709, 711, 727, 731, 733, 747, and 749 E. Jefferson Street; 223, 225, and 227 S. Clay Street; and 218 and 220 S. Shelby Street

Applicant: Patrick Nall, DKN Architects

Property Owner: Rabbit Hole Spirits LLC

New designs were presented to the committee at the meeting of March 7, 2024, with changes specifically affecting the southwest corner covering and the historic façade of 707 E. Jefferson. Staff was not able to review these changes prior to the hearing and are not reflected in the staff findings. The committee unanimously approved the changes, with conditions, at that meeting. Please refer to the case file, formal minutes, and meeting recording for the details of the updated design details.

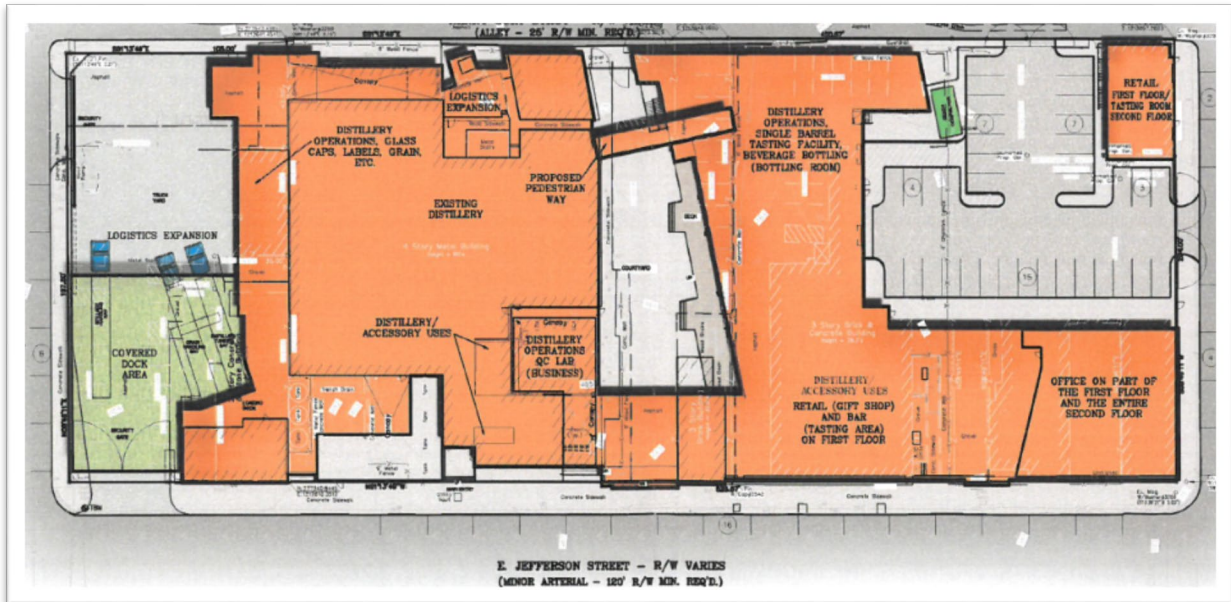
Description of Proposed Exterior Alterations:

The applicant requests approval for the redevelopment of nine contiguous parcels (2.45 acres total) along E. Jefferson Street between S. Clay and S. Shelby Streets.

OVERALL PROJECT SCOPE

1. Demolition of five existing buildings – 223A (LOJIC address 225) and 223 (LOJIC address 227) S. Shelby and 733, 747, and 749 E. Jefferson.
2. Partial demolition of the rear half **and the front façade** of an existing building - 707 E. Jefferson.

3. Retention and renovation of three existing buildings – 711 and 727 E. Jefferson and 218 S. Clay.
4. Construction of a new building with a varying height of 1 to 3-stories (41,871 square feet) for retail, office, and distillery/industrial space.
5. Redevelopment of a surface parking lot as a new loading area, located along the west side of the site.
6. Installation of a wall with two gates, and a canopy with green roof (noted as covered dock area on plan) to screen the new loading area.
7. Development of a new surface parking lot with 36 spaces at the northeast corner of the site with access from S. Clay and the alley.



Site Plan

NEW CONSTRUCTION

Front (South) Jefferson Street Elevation, from West to East:



Updated designs for the southwest corner of S. Clay and E. Jefferson presented at 03/07/24 meeting

1. **703 E. Jefferson** – New metal wall (10'H) and metal canopy enclosing/partially covering a new loading area in replacement of a surface parking lot.
 - Solid wall screens the loading area from pedestrian view and the metal panels have patterns providing visual interest.
 - A decorative, solid metal gate allows access to/from E. Jefferson.
 - **The canopy details were changed at the meeting and will need to meet the conditions of approval regarding the new design coming fully to the street corner and incorporation of a green roof.**
 - **Finalized design details based on the conditions of approval will be submitted to staff for review prior to construction.**
 - Open space between the top of the gate/wall and the canopy roof provides ventilation and added height.
2. **707 E. Jefferson** – Existing 2.5-story, limestone clad and CMU, circa 1940 historic building (formally a church, now used by the distillery).
 - Approximately 1/2 of the front of the building is being retained and renovated.
 - The front exterior has no significant proposed alterations.
 - The new loading dock will be located to the rear of the retained portion of the building.
 - The mural to the west side of the building that is currently visible from E. Jefferson will be concealed by the new canopy/wall; however new public art will be installed elsewhere on the site.



Existing main entrance and proposed new construction along E. Jefferson

3. **711 E. Jefferson** – Existing 2-story (at street) metal contemporary 2016 building with visitor entrance contains the distillery and accessory retail spaces.
 - The west side of the building is currently inset with a loading dock area, which will be closed off with a 10' H, solid concrete wall with two solid person doors.
 - The center exterior has no significant proposed alterations.
 - The east side of the building serves as the existing main entrance, with an adjacent driveway to an internal parking lot.

- The building is being retained and incorporated into the new campus construction.
- A new, setback, 2-story visitor entrance addition with angled roof (26'-5" to 28'-9" H) and metal canopy will be constructed where the current driveway is located, joining 711 E. Jefferson to 727 E. Jefferson.
 - The materials are glass and metal in a similar angled design to the existing main entrance building.
 - An interior courtyard that opens to the rear alley is located behind the new entrance building.



Existing 711 entrance, new entrance, and 727 E. Jefferson

4. **727 E. Jefferson** – Existing 2.5-story, masonry, circa 1890, Italianate style historic commercial building.
- The building is being retained and renovated to incorporate into the new campus construction.
 - The front exterior has no significant alterations.



Modern infill building along E. Jefferson to corner of S. Shelby

5. **733/731 747, and 749 E. Jefferson** – Demolition of three existing buildings and construction of a new building.
- The modern infill building contains office, retail, and distillery space.
 - The materials are mostly metal with glass storefront systems.
 - Two long metal canopies are located above the 1-story sections of glass storefronts.
 - The roof is curved with angular window cutouts and metal siding details.

- No entrances are proposed along this stretch of building façade.
- The highest peak in the middle of the building is approximately 48' and tapers down to 2 stories to the west (24'-1") and 1.5 stories to the east at the corner (20').

Side (East) Shelby Street Elevation, from South to North:



Southeast corner of E. Jefferson and S. Shelby

- 6. 749 E. Jefferson** – New infill building (as described above) continues around corner and along S. Shelby.
- The façade is 1.5 to 2-stories in height with continued angular design elements.
 - Large storefront glass systems are along the street front.
 - No entrances in the new building are proposed along S. Shelby.
 - An 8' H concrete wall, metal slat gate, and curb cut to a new visitor/employee parking lot is located between the new building and 218 S. Shelby.



Northeast corner of S. Shelby and Nanny Goat Strut Alley

- 7. 218 S. Shelby** – 2-story, masonry, circa 1865 historic commercial structure with castellated details.

- The building is being retained and renovated for retail and accessory distillery activity space.
- Serves to screen part of the new visitor parking lot from S. Shelby.
- The exterior will be painted, but otherwise has no significant alterations (note: it is staff's understanding that the existing lintels not shown in the above rendering will remain).

Rear (North) Nanny Goat Strut Alley Elevation, from East to West:



Aerial of east half of Nanny Goat Strut Alley

8. 218 S. Shelby, rear of 747 E. Jefferson

- 218 S. Shelby is retained at the corner.
- A new parking lot curb cut and drive provides vehicular access from the alley to the new parking lot, which is in the location of the buildings to be demolished and existing surface parking areas.
- A 10' H concrete screening wall with gate is to either side. A trash enclosure is to the west. The trash enclosure does not appear to be accessible to the alley; unknown how/where trash will be accessed by garbage trucks.
- A wooden privacy fence along the alley will be removed.

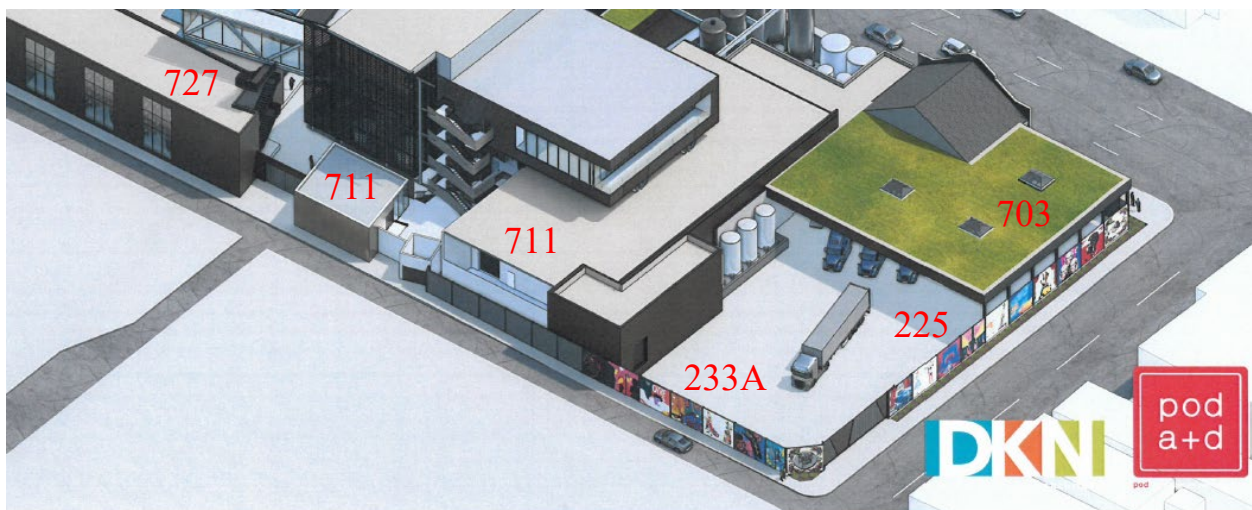


New 2-story modern infill, courtyard entrance gate, and elevated pedway along alley

- A portion of the new modern infill building extends to the alley.
- It is 2-stories (30') with metal siding at the alley and glass curtain walls allowing visibility to barrel storage and tasting rooms.

9. Rear of 733 – 727 E. Jefferson

- The entrance to the new internal courtyard allows pedestrian access to the main entrance from the alleyway.
 - The entrance is setback from the alley and will be gated.
 - It aligns with 724 E. Market, directly across the alley. Pedestrian access to E. Market through this parcel may be provided at a later stage.



Aerial of west half of Nanny Gat Strut Alley

10. Rear of 711 E. Jefferson

- The existing Rabbit Hole main building remains along the alley.
- A small, 1-story rear addition and 10' H fence runs along the upper northwest portion of the existing building.

11. North side of 223 S. Clay – New truck/yard/loading area in the location of an existing surface parking lot.

- The 10' H wall continues to the corner, where an angled panel faces the intersection of the alley and S. Clay.
- Multiple, conjoined mural panels display public art along the wall.
- The specific designs of each panel were not provided by the time of this report. The design details are not part of the current review and will require a separate staff review regarding content and possible signage.

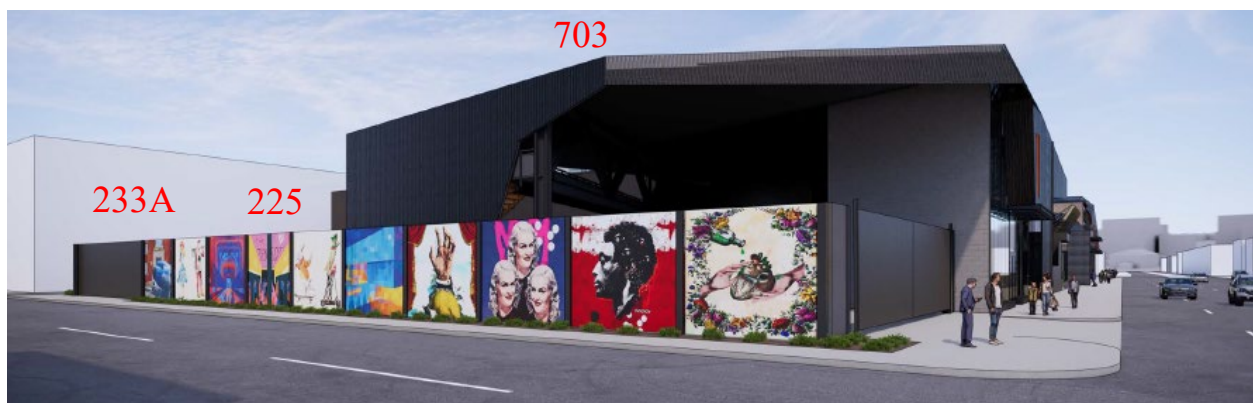
Side (West) Clay Street Elevation, from North to South:



Updated northwest corner of Nanny Goat Strut Alley and S. Clay presented at 03/07/24 meeting

12. 223 -227 S. Shelby – Proposed demolition of two buildings for truck yard and loading area.

- A solid, decorative metal gate provides truck access from S. Clay.
- Public art and a possible signage location continue from the alley.



Updated southwest corner of E. Jefferson and S. Clay presented at 03/07/24 meeting

13.703 S. Clay – Removal of surface parking lot for truck parking and loading.

- The 10' wall and public art murals continue the length of S. Clay to the corner of S. Jefferson.
- A covered roof structure covers approximately half the west elevation.
 - Openings from the top of the wall to the bottom of the roof allows venting of the trucks as they load at the new dock.
 - The structure provides additional height and mass with the appearance of a 2-story building.
 - **Finalized design details based on the conditions of approval will be submitted to staff for review prior to construction.**

STREETSCAPE

No streetscape or landscaping improvement details were provided by the time of this report. Two street trees are in front of 733 E. Jefferson, and one is in front of 218 S. Shelby. No other street trees are located around the subject site or shown on the site plan or renderings. A TARC bus stop is located at the southwest corner of E. Jefferson and S. Clay. Additional street trees will likely be required by the Land Development Code.

DEMOLITION

To construct the new project, full demolition of five existing buildings and partial demolition of one existing building is requested:

- 223A (225 in LOJIC) S. Clay – 1-story, masonry, Victorian-era, Italianate style, shotgun residential style building that has been converted to commercial use. Considered contributing to the National Register-listed Phoenix Hill Historic District.
- 223 (227 in LOJIC) S. Clay – 2-story, masonry, circa 1986, commercial building. Considered non-contributing to the National Register-listed Phoenix Hill Historic District.



223A (left – contributing) and 223 S. Clay Street (right – non-contributing), PVA 2020

- Partial demolition of roughly half of the rear of 707 E. Jefferson – 2.5-story, limestone clad and CMU, circa 1940 building previous used as a church. Considered non-contributing to the National Register-listed Phoenix Hill Historic District.



West side of 711 E. Jefferson (non-contributing)

- 733 E. Jefferson – 2.5-story, masonry, circa 1950, mid-century modern, multi-family building. Considered non-contributing to the National Register-listed Phoenix Hill Historic District.



733 E. Jefferson Street (non-contributing), Google 2022

- 747 E. Jefferson – 2.5-story, masonry, 19th century, traditional commercial building. Considered non-contributing to the National Register-listed Phoenix Hill Historic District.
- 749 E. Jefferson – 3-story, masonry, circa 1875, Italianate style, traditional commercial building. Considered contributing to the National Register-listed Phoenix Hill Historic District.



747 (left – non-contributing) and 749 (right - contributing) E. Jefferson Street, Google 2022



East side of 749 E. Jefferson Street along S. Shelby Street, Google 2022

Communications with Applicant, Completion of Application:

The applicant submitted the Overlay Permit application on December 18, 2023. The application was determined to be substantially complete and classified as requiring a non-expedited review by the Urban Design Administrator on the same day.

The application was reviewed by the Committee at 10:00 AM on February 7, 2024 at the Old Jail Building (514 W. Liberty Street). Revised renderings were submitted by the applicant to the committee at this meeting, and were not reflected within the Staff's findings of fact. After hearing the evidence, the NuLu Review Overlay District (NROD) Committee members in attendance voted to approve with conditions the request for an overlay permit (see DECISION). Please refer to the official minutes for details regarding the hearing.

FINDINGS

Guidelines

The following NROD design guidelines are applicable to the proposal: **4 – Building, 5 – Public Art, 6 – Site Planning & Parking, 7 – Historic Preservation, and 8 – Sustainability.**

Site Context

The subject property, which includes multiple parcels, is half of a city block located on the north side of E. Jefferson along the southern edge of the overlay district. The site is bordered by E. Jefferson to the south, S. Clay to the east, Nanny Goat Strut Alley to the north, and S. Clay to the west. The parcels are zoned EZ1 and C2 and located in the Traditional Neighborhood form district. The property contains a mix of historic and modern 1- to 5-story of different styles that have been converted to commercial/industrial space. The older structures are masonry, with the newest structure constructed of metal and glass. There are scattered surface parking throughout the site, with lots at the southwest and northwest corners and internal to the middle of the site. The street walls along S.

Clay and E. Jefferson are inconsistent, with “missing teeth” through various missing structures, deeply set back additions, parking lots, curb cuts and driveways.

The subject property is surrounded by a mix of uses and building types. A 6-story hotel and commercial complex is currently under construction to the south across E. Jefferson. To the west across S. Clay is a 4-story, modern infill housing complex, a 2-story residential building, and a 3-story historic church structure that has been converted to commercial space. To the north across Nanny Goat Strut Alley is a mix of historic and modern infill structures of varying uses, heights, and materials, ranging from 1 to 6 stories. A 1-story, modern infill structure is directly to the east across S. Shelby.

CONCLUSIONS

Overall, the committee finds the proposal will result in better economic vitality, a more continuous urban street wall, and greater pedestrian interest than the project site currently provides to the District. While the proposed alterations do not fully meet some individual guidelines, the committee determines that the alterations will result in a development that is largely in better compliance with the Guidelines than the existing conditions. It is determined that the proposal is in conformance with the intent of the Guidelines considered as a whole.

DECISION

The scope of work generally complies with the applicable Design Guidelines for the NROD District and meets the overall intent of the District. Considering the information furnished, the proposal is **approved with the following conditions**:

- 1. All glass on the ground level shall be clear. Front glass shall not be tinted, smoked, or have added reflection or mirroring. If the glass is low-E, it shall be clear. Clear or lightly tinted glass is encouraged elsewhere when visible from a public way to create interest and engagement with the street.**
- 2. Prior to the issuance of a building permit for the new building, finalized materials, dimensions, floor plans and elevations, and canopy details shall be submitted to staff for final review and approval. After a building permit has been issued, if the design or materials change, the applicant shall contact staff for review and approval prior to installation.**
- 3. Prior to the issuance of a building permit for the new building, finalized site and landscaping design details shall be submitted to staff for final review and approval.**
- 4. The Contributing Historic Structures at 223A S. Clay and 749 E. Jefferson Streets may be demolished provided that:**
 - a. The buildings shall be photographed and documented on all sides and the interior to the extent possible. This documentation shall be captured in two separate Kentucky Historic Properties Survey Forms**

and submitted to the Kentucky Heritage Council for review and to staff for inclusion in the project record.

- b. Elements of the existing building such as bricks, stone lintels, and wood framing, etc. shall be salvaged and re-used wherever possible in the new project; and,
 - c. A wrecking permit for the “Roth” building (749 E. Jefferson) shall not be issued until the permits for new construction is ready to be issued.
- 5. All mechanical equipment locations, not including solar arrays, shall be provided to staff for review against Guideline B9 prior to installation. 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 the public view.
- 6. 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.
- 7. Art and/or decorative metal elements shall be applied to the blank concrete wall facing E. Jefferson (to the west of the main entry) and S. Shelby. If this is not practical, landscaping may be installed in front of the walls in lieu of art to soften their presence. Intensity, location, color, and direction of outdoor lighting shall be sensitive to nearby residential areas.
- 8. The details of any proposed art and their locations shall be reviewed by staff prior to installation.
- 9. Signage was not reviewed under this application. Signage shall be reviewed separately as part of subsequent sign and overlay permits.
- 10. These structures should be located at the front property line building site should provide enough side yards wide enough to allow maintenance.
- 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.