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STATEMENT OF COMPLIANCE WITH ALL APPLICABLE GUIDELINES AND POLICIES OF THE CORNERSTONE 2040 COMPREHENSIVE PLAN

Applicant: Louisville Distilling Company, Inc.

Owner: LDC, New Main LLC

Location: 1.959 acres at 418 East Main Street, Louisville,
Kentucky 40202

Proposed Uses: Bottling plant facility with tourist, hospitality type
uses, such as bourbon and spirits tasting room / gift
shop / bar & restaurant / touring / event space

Request: Zone change from C-3 to EZ-1

Engineers, Land Planners,
Landscape Architects: Land Design & Development (“LD&D”)

INTRODUCTION

This application represents the proposal for the addition of a new, multi-purpose facility to Louisville Distilling Company’s “Angels Envy” downtown campus currently located at 500 East Main Street. The new facility will house a bottling plant for the adjacent distillery and offer additional services and experiences for customers and tourists to enjoy in this destination area of downtown Louisville, next to the Louisville Slugger Field stadium, near the Louisville City FC Soccer stadium, and near many other restaurants and bars in the Downtown, NULU and Waterfront Overlay Districts.

These potential uses include: bourbon and spirits tasting stations, a finished goods showroom and warehouse, gift shop, touring walkways, reception areas, and even a bar or restaurant. This facility will serve to amplify one of the most recognizable bourbon brands with both its operational and tourist-hosting capabilities. Thus, the EZ-1 zoning classification stands as the best option to allow for all viable related/compatible uses. The site at 418 East Main Street is presently a parking lot, which wastes valuable frontage of the city along Main Street.

This proposed facility will increase the marketability and potential of the area, making the site much more accessible to, used by and compatible with the Downtown Form District, while assuring that it is not out of context with the adjoining NULU and Waterfront Overlay Districts, as well as the Butchertown Traditional Neighborhood Form District. The anticipated investment for the site is around \$70 million which will inject the area with needed investment and new improvements. It will also encourage an increase in other revenue streams for the city and provide synergies to other new industries that compliment the aforementioned uses of the facility. It will also strengthen and tie into Downtown, Waterfront and NULU Overlay Districts, and the Butchertown Traditional Neighborhood Form District and the rest of the Greater Louisville Metro.

GOAL 1 – COMMUNITY FORM

Goal 1 – Guide the form and design of development to respond to distinctive physical, historic and cultural qualities.

The proposed zone change and detailed district development plan (DDDP) comply with applicable Objectives a, b, c, e, & f and applicable Policies 1, 2.1, 2.7, 3.1.1., 4, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 23, & 28 as follows:

The proposed change in zoning to EZ-1 complies with Goal 1 in several ways. As stated, the proposed facility will include a diverse range of uses, all which exemplify the elements of the Downtown Form District and identity, and which also compliments the nearby Traditional Marketplace Corridor and Traditional Neighborhood Form Districts with the NULU and Butchertown area. It will strengthen the overall economic and commercial business of the area. The facility is proposed in a highly marketable, growing, and central area of Downtown Louisville. It is bordered by East Main Street and Market Street, connecting it to the entire nucleus of the city and especially the Downtown core. This location provides easy drive-by visibility and access from the 2nd Street bridge and I-71.

The facility is surrounded by well-established and maintained corporate and local businesses, as well as tourist attractions such as Louisville Slugger Field. It will also complement the existing Angel's Envy facility, providing for needed expansion, and share two proposed pedways for ease of access for tourist and employees across Jackson Street. The commercial and industrial uses of the facility will meld with these established infrastructures and uses already in the area, as bottling is currently conducted on Angel Envy's existing adjacent site.

The event spaces and tourist attractions allowed from this rezoning application will continue to connect with the new commercial and residential growth in the area, marked by the Park Place and Falls City Lofts to the west and south of the building. This facility will help promote the revitalized and newfound urban and commercial feel of the area by drawing diverse demographic populations. The retail aspect of this facility also provides increased services to serve these new residential units.

This centralized location of the proposed facility will reduce vehicle miles traveled for those seeking the popular Angel's Envy tourist experience, products, restaurants, services, and amenities without driving to other commercial centers. The rezoning will serve the Downtown area in a robust and healthy commercial manner, creating a vibrant and cosmopolitan Downtown Louisville. It will further encourage residential uses of nearby properties in adjacent neighborhoods, as well as hotel and venue usage in surrounding city blocks. This mixture aligns with the goals of the Downtown district by supporting all intensities of uses. This proposal also supports the Louisville Downtown Development Plan.

As such, the proposed zone change and development plan are compatible with the scale and site design of the nearby residential and other commercial sites in the area, as this site is on or near

numerous major arterial roadways, near multiple traffic signals for other access points by both car and pedestrian methods of travel. Buffers will be utilized to mitigate the commercial and industrial uses into residential areas, helping to meld the two. The potential adverse impacts, such as noise, lighting and traffic will be further mitigated through the use of these buffers, other setbacks and overall compliance with the Land Development Code.

Goal 2 – Encourage sustainable growth and density around mixed-use centers and corridors.

The proposed zone change and DDDP comply with applicable Objectives a, b, c, & d and Policies 1, 2, 5, 6, 7, 8, 9, 10, 12, 14, 16, & 17 as follows:

The proposed change in zoning from C-3 to EZ-1 will encourage sustainable growth with these compatible and similar uses on or near major and minor arterial roadways in the Downtown Louisville area which run through the entire city. It will continue to provide appropriate intensity around this mixed-use center by locating uses of similar intensity compatible with the area and existing infrastructure. This is also provided by the proposed access point to allow industrial vehicles ingress and egress onto East Market Street.

The design and intensity are appropriate with adjacent uses that will serve the needs of the surrounding community due to the compatibility of uses and impacts. The development will be well-organized, resulting in efficient land use and will take advantage of cost-effective infrastructure investment. This mixture of uses will reduce vehicle miles travelled and limit trips for customers and users of the site, along with providing “capture trips” by providing additional services, to those already traveling the major arterials running through Downtown Louisville. Many of the proposed uses have hours and functions that attract tourists and customers at all hours of the workday and evening, meaning non-conventional and conventional traffic flows will mix to average into more even disbursement. This site is within a corridor where major support populations exist and are growing rapidly. It will be a useful and well-appreciated development and will contain a mixture of acceptable/desirable industrial uses, complementary to what exists in the growing area.

Goal 3 – Enhance neighborhood by protecting and integrating open space, watershed and other natural resources.

The proposed zone change and DDDP comply with applicable Objectives a & c and Policies 2, 3, 9, 10, & 12 as follows:

The proposed development plan will protect the surrounding neighborhoods as it will not diminish any open space or natural resources and will provide all applicable LBAs and buffers. The zoning change will not cause any negative impacts to any flood prone areas, wet or permeable soils or steep slopes. The proposal avoids any significant change in topography and does not cause any environmental changes or damage. The landscape buffers and setbacks will continue to provide the community transitions between the site and the surrounding properties. Moreover, the stormwater drainage infrastructure will continue to limit any issues with flooding or standing water on this site which is currently a paved parking lot, while respecting the natural features of the

property and protecting the health, safety and welfare of the adjacent properties and future uses of the development.

Goal 4 – Promote and preserve the historic and archaeological resources that contribute to our authenticity.

The proposed zone change and DDDP comply with applicable Policies 1 & 2 as follows:

There are no historic buildings on the site. The rezoning and development plan will essentially provide a development within the larger activity center where a large support population exists. Thus, it represents a good opportunity for continued economic development for the area in appropriate scale and mass.

Goal 5 – Integrate art and cultivate creativity.

The proposed zone change and DDDP comply with applicable Objectives b & c and Policy 3 as follows:

The proposed development itself will feature beautiful design standards that function as art. The site and surrounding location will be beautified by the facility. The building will also incorporate many artistic components as suggested by for the Downtown District Review Overlay process serving to effectively integrate art into the public and quasi-public surroundings.

GOAL 2 –MOBILITY

Goal 1 – Implement an accessible system of alternative transportation modes.

The proposed zone change and DDDP complies with applicable Objectives a, b, & e, and Policy 1, 1.3, 1.4, 4, and 6 as follows:

This proposed development will serve and fit with the surrounding transportation characteristics of the area. The development will promote nearby existing and future residential and commercial developments as well as any future activity and employment centers in this redeveloping area in Downtown Louisville. The site will be within walking distance from residential and commercial centers and will allow for different modes of transportation within itself, as well as along a public transportation corridor providing easy access to most of Metro Louisville. Further, the property is located at popular intersections and across from cultural landmarks such as Slugger Field, which encourages walking and other forms of shared transportation. Pedway will connect this facility to its adjacent facility entity across South Jackson Street to facilitate employee and tourist passages and shared uses. Sidewalks and all other available modes of pedestrian travel will be provided and improved in compliance with the Land Development Code.

Goal 2 – Plan, build and maintain a safe, accessible and efficient transportation system.

The proposed zone change and DDDP comply with applicable Objectives a, b, c, & d and Policies 1, 2, 3, 4, 5, 7.2, & 8 as follows:

The proposed development encourages efficient transportation facility utilization and travel along major roadways and public transit systems by promoting safe, accessible and efficient transportation uses. This accommodates pedestrian, bicycle and vehicular access to a major arterial in Downtown Louisville: East Main Street and East Market Street. Furthermore, all public right of way and street designs will be maintained. Visitors of all varying mobility needs will be served through all appropriate means. The development will promote connectivity to other areas in the community while preserving transitions between lower-intensity use areas and other higher-intensity use areas, thereby minimizing any nuisances. Public transit is available and will be encouraged and supported for increases in tourism and travel to this site and others nearby. Sidewalks will be installed in compliance with the Land Development Code.

Goal 3 – Encourage land use and transportation patterns that connect Louisville Metro and support future growth.

The proposed zone change and DDDP comply with applicable Objectives a, b, c, d, e, & f and Policies 1, 2, 3, 4, 4.1, 4.2, 4.3, 4.4, 4.5, 5, 6, 7, 9 10, 12, 14, 15, 17, 19, 20, 22, 26, & 27 as follows:

The proposed development plan will provide a mix of industrial uses, services and tourism offerings that all serve to reduce vehicle miles travelled by providing a multi-use activity center that complements other uses in the area. The plan will not burden the transportation network and will instead foster consistency with the intentions of the Downtown Form District for improving mobility along major arterials and commercial activity. The parking that accompanies the site appropriately addresses the intensity of the proposed use and the character and pattern of the Downtown Form District. Furthermore, the bottling industrial use will feature freight and loading plans that possess a heightened sense of safety and take advantage of lower use times in the surrounding areas to therefore reduce any noise or disturbances with adjacent commercial and residential areas. This will lower the overall impact of the development. The plan also satisfies the policy of supporting biking and pedestrian travel by providing for those modes of access. All required utilities are available to the site, including sanitary sewers. The plan will also feature all applicable setbacks, corner clearance standards, and sightline requirements that support public safety and Land Development Code policies.

GOAL 3 – COMMUNITY FACILITIES

Goal 2 – Plan for community facilities to improve quality of life and meet anticipated growth.

The proposed zone change and DDDP comply with applicable Policies 1, 2, & 3 as follows:

This development plan is not a community facilities plan, but it does locate development in areas currently served by existing infrastructure, possesses an adequate water supply of potable water and provides sufficient water for fire-fighting purposes. It will have access to sewers to not burden existing or future community facilities.

GOAL 4 – ECONOMIC DEVELOPMENT

Goal 1 – Provide an economic climate that improves growth, innovation, investment and opportunity for all.

The proposed zone change and DDDP complies with applicable Objectives a, c, d, f, h, & i and Policies 1, 2, 3, 4, 5, 8, 10, & 11 as follows:

This proposed development will provide multiple uses that improve growth, innovation, and investment opportunities by implementing a constructive use of an otherwise undevelopable parcel in an infill context. It locates these new potential uses in an area with existing infrastructure in an efficient manner that serves to increase economic opportunities. It will also provide opportunities for similar small and large businesses by providing another draw for shared customers and tourists, as it is a location with convenient access to major arterials and roadway infrastructure. It will do so without generating unnecessarily high increases in volumes of traffic. These economic uses are compatible with the Downtown Form District and support other industries located along the Ohio River. This modern and trendy development will support others to grow alongside it, which will utilize and encourage technological advancement in Downtown Louisville. Lastly, this infill development or redevelopment of an otherwise vacant parking lot takes advantage of numerous adjacent sites' compatible uses and will cause an economic boom from the ground up which generates new jobs, businesses, and will raise millions for the area.

Goal 2 – Cultivate a vibrant, unique city that attracts, retains, and develops a highly-skilled workforce.

The proposed zone change and DDDP complies with applicable Objectives a, b, c, d, & f and Policies 1, 3, 4, 5, 6, & 7 as follows:

This proposed development enhances the quality of life in the area by developing an infill location, while at the same time protecting and improving the economic value of the surrounding areas by assisting the economic viability of Downtown Louisville. It satisfies the goal and policy of infill development to take advantage of the existing infrastructure. The development will also serve as a facilitator for job creation, being a stronghold of multiple business and industrial uses, which will utilize the surrounding available workforce. The site will also utilize all applicable energy saving policies to reduce the urban heat island effect.

GOAL 5 – LIVABILITY

Goal 1 – Protect and enhance the natural environment and integrate it with the built environment as development occurs.

The proposed zone change and DDDP comply with applicable Objectives and Policies 5, 7, 10, 12, 13, 15, 17, 21, 23, 25, 26, 27, 28, 31, 32, 35, & 39 as follows:

The proposed development plan provides for a protection and increase in environmental markers, while still promoting functional usage of the site. It provides pedestrian and bicycle connectivity while not creating large amounts of new or unnecessary traffic for the area. There will be an increase in impervious surface due to its current condition as a parking lot. Landscaping will be added where necessary and required under the Land Development Code to reduce the impacts of the site to nearby neighbors. The site will encourage use of all applicable environmental protections and abide by all regulations of such.

Goal 2 – Ensure equitable health and safety outcomes for all.

The proposed zone change and DDDP comply with applicable Objectives and Policy 8 as follows:

The proposed development provides additional services and opportunities to surrounding businesses and existing residential development. It will implement design standards that promote safety and accessibility, while also encouraging accessibility and adaptability of use to surrounding neighborhoods.

Goal 3 – Ensure equitable access to land use planning and Policy-making resources.

The proposed zone change and DDDP complies with applicable Objective c and Policies 1, 2, & 4 as follows:

The proposed development will provide equitable access to the land use planning and policy resources by providing the surrounding residents and property owners notice of the development changes and all public meetings. There will also be a neighborhood meeting to give these groups an opportunity for involvement in the plan design and sought-after zoning changes.

Goal 4 – Integrate sustainability and resilience in community planning processes.

The proposed zone change and DDDP complies with applicable Objectives a, b, c, e, & f and Policies 1, 2, & 8 as follows:

The proposed development will enhance choices for mobility and encourage clean air by reducing vehicle miles travelled through providing complementary services to those already visiting the area. It also provides needed economic uses in and along the high-capacity transit corridor of East Main Street, while supporting public transportation with these mixed-intensity uses.

Respectfully submitted,

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