

Docket No. 24-ZONE-0012

- Approved DDRO 2/14/24
- Proposed Zone Change from C-3 to EZ-I
- Revised Detailed District Development Plan to allow bottling and event space
- 418 E. Main Street

Cheers to Bourbonism and How It Shapes Louisville Culture

By **Matthew Denis** May 6, 2022

As the mint julep is the drink of choice at the upcoming [Kentucky Derby](#), its main ingredient, [bourbon](#), is Louisville's characteristic cultural libation. As the home of the Derby, the city even instituted *Bourbonism*, an economic development plan to drive downtown tourism and business growth.

Upon arrival at the Muhammad Ali International Airport, visitors can partake in the bourbon experience with options in the terminal. Downtown, an 11-foot barrel art installation marks the entrance to the Bourbon District. Beyond, Louisville serves up 10 distillery experiences,

That includes Diageo's \$115 million Bulleit F construction in neighboring Shelby County a million Brown-Forman Corp. distillery and Main Street's Whiskey Row.

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the Bourbon District is a
experience for anyone looking for a taste of Kentucky. In
District, you're never more than 5 minutes away from the
planning that group tour or birthday celebration just got a

Cheers to Bourbon: How Louisville Shapes Louisville

By **Matthew Denis** May 6, 2022

As the mint julep is the drink of choice at its main ingredient, [bourbon](#), is Louisville's libation. As the home of the Derby, the city's economic development plan to drive downtown growth.

Upon arrival at the Muhammad Ali International Airport, visitors can partake in the bourbon experience with open house in Downtown, an 11-foot barrel art installation in the Bourbon District. Beyond, Louisville serves up a variety of experiences that include Diageo's \$115 million Burren House distillery construction in neighboring Shelby County and a new \$100 million Brown-Forman Corp. distillery and visitor center on Main Street's Whiskey Row.

SIP, STROLL, AND SAVE: THE BIRTHPLACE OF BOURBONISM®

We are a city of hot browns and Ali, riverfront parks and throw parties for horse races and pronounce Louisville like you had a taste of bourbon.

We are a place of unique offerings and world-class attractions. Bourbon District is no exception.

Located in Downtown Louisville, the Bourbon District is a must-visit experience for anyone looking for a taste of Kentucky. In the heart of the District, you're never more than 5 minutes away from the best of Louisville, planning that group tour or birthday celebration just got a lot easier.

Cheers to Bourbon: SIP, STROLL, AND SAVE Shapes Louisville C BIRTHPLACE OF

Much of bourbon boom carries Louisville address

Gregory A. Hall @gregoryahall

Published 9:32 a.m. ET Oct. 21, 2014 | Updated 10:14 a.m. ET Oct. 21, 2014



Much of the current and predicted growth in Kentucky's signature bourbon industry carries a Louisville address.

A new study for the Kentucky Distillers' Association by the University of Louisville Urban Studies Institute says \$630 million more is planned to be spent by Kentucky distillers—based on interviews asking companies for their plans—in expansions over the next five years.

That includes Diageo's \$115 million Bulleit Frontier Whiskey distillery under construction in neighboring Shelby County and the recently announced \$30 million Brown-Forman Corp. distillery and visitor's center for Old Forester in West Main Street's Whiskey Row.

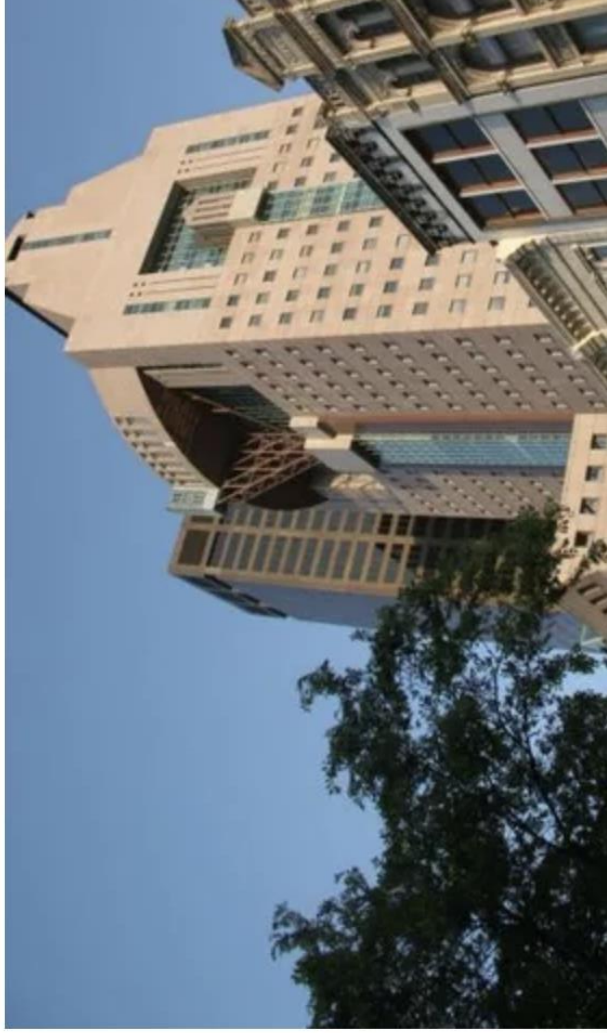
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riverfront parks and
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Bourbon District is a
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celebration just got a

Closing the Humana tower seems like a giant step in the wrong direction for downtown Louisville

Letter to the Editor Louisville Courier Journal

Published 1:57 p.m. ET Feb. 5, 2024 | Updated 9:29 a.m. ET Feb. 8, 2024



LOCAL

LG&E to close its downtown Louisville office. What that means for Louisville customers



[Olivia Evans](#)

Published 5:02 a.m. ET Jan. 9, 2023 | Updated 7:58 a.m. ET May 9, 2024



Note: This story has been updated to include newly announced plans.

LG&E-KU, the main gas and electric provider across the state, announced in December 2022 that it would be closing all 26 of its business offices in Louisville by the end of 2024, including its location in downtown Louisville.

A New Paradigm for Downtown Louisville

The Louisville Downtown
Development Strategy

March 2024



Introduction

Over the last few decades, significant growth and development have transformed downtown Louisville into a far more vibrant and engaging place to live, work, and visit. Popular attractions like Whiskey Row and Waterfront Park, cultural destinations like Muhammad Ali Center and the Louisville Slugger Museum & Factory, and entertainment venues like the KFC Yum! Center and Fourth Street Live! have all contributed to the vitality of downtown Louisville.

Many of these improvements emerged from previous strategic planning initiatives, where strategies focused on activating downtown Louisville on evenings and weekends in hopes of transforming the city from a 9-to-5, office-oriented workplace into a bustling center of activity 24/7. In recent years, the continued growth of **bourbon-centric** tourism has also fueled downtown's identity as the centerpiece of Louisville's Urban **Bourbon** experience.

These strategies were designed to complement downtown Louisville's primary focus as the region's most vital business hub, where a high percentage of daily office workers provide the core of downtown's strength. While that focus remains true today, significant changes in the workplace as a result of the COVID-19 pandemic have impacted downtown Louisville - just as it has many downtowns across the country. The role of today's office worker continues to evolve and, while fully remote work is tapering off, it is clear that **hybrid work patterns will continue** to a significant extent into the future.

celebrate the iconic Kentucky Derby in the heart of downtown.



Louisville boasts several areas of creativity and innovation, from its longstanding newer developments like its emerging reputation as a "foodie city" and the Louisville Orchestra under conductor Teddy Abrams. Lesser-known initiatives Studio at GE Appliance Park and GE's FirstBuild design center, and the creative work at Moonshine University, the number one distilling school in the nation. These are more prominently in downtown Louisville in order to stimulate activity and invigorate the economic boost from bourbon tourism. Downtown can build on that foundation and broaden the memorable experience of the bourbon sector to elevate excitement and broaden the reputation for diverse farm-to-table, southern fusion, and international cuisine, not only tied to bourbon but also to the city's rich culinary culture.

Activity

unifying hub, welcoming residents, visitors should embody the essence of Louisville's assets that make Louisville exceptional: the cast-iron historic Ali Center, the Louisville Slugger Museum & Factory, and the internationally known attractions such as the opening of Derby City Gaming present in the heart of downtown.

Introduction

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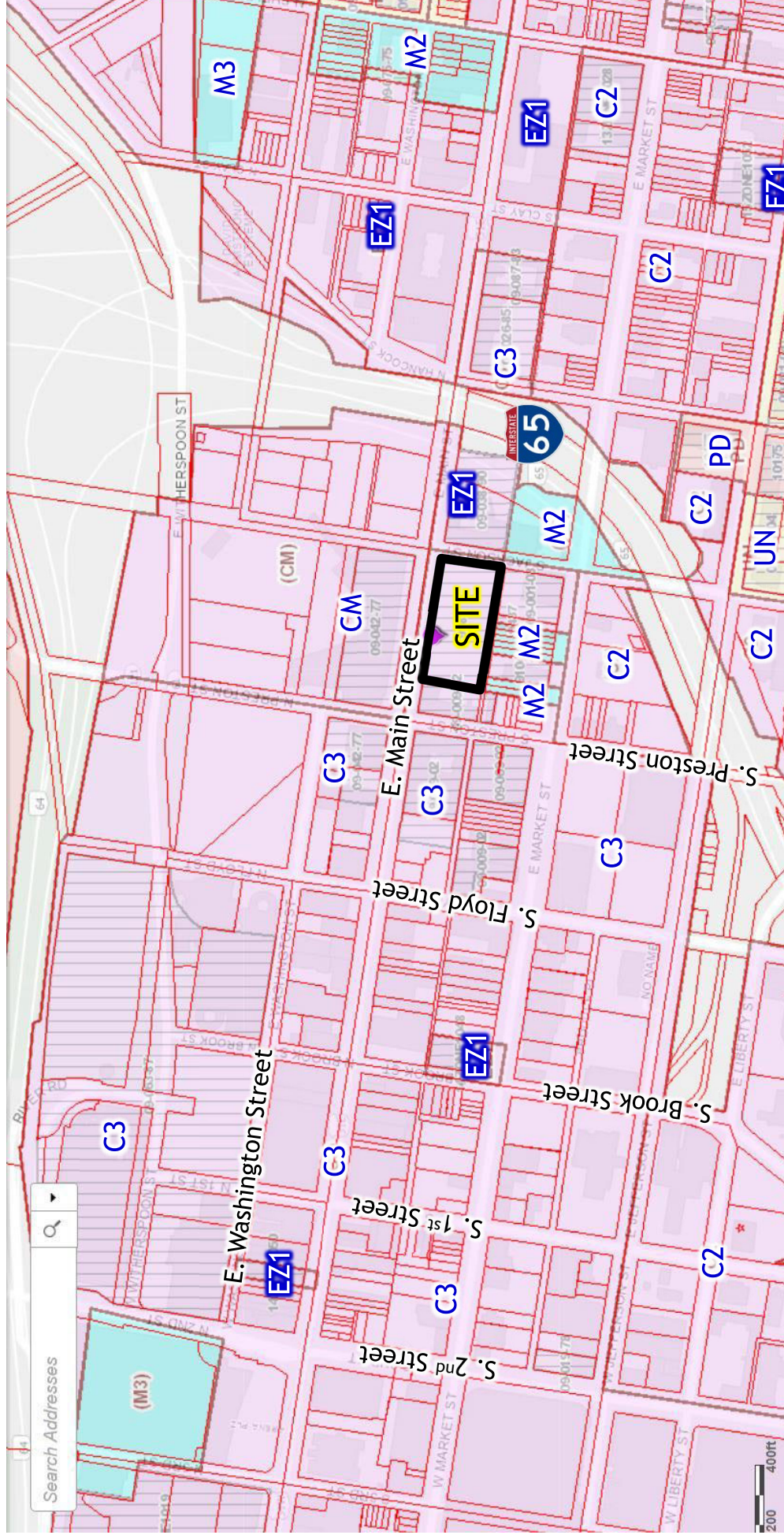
Program for Louisville

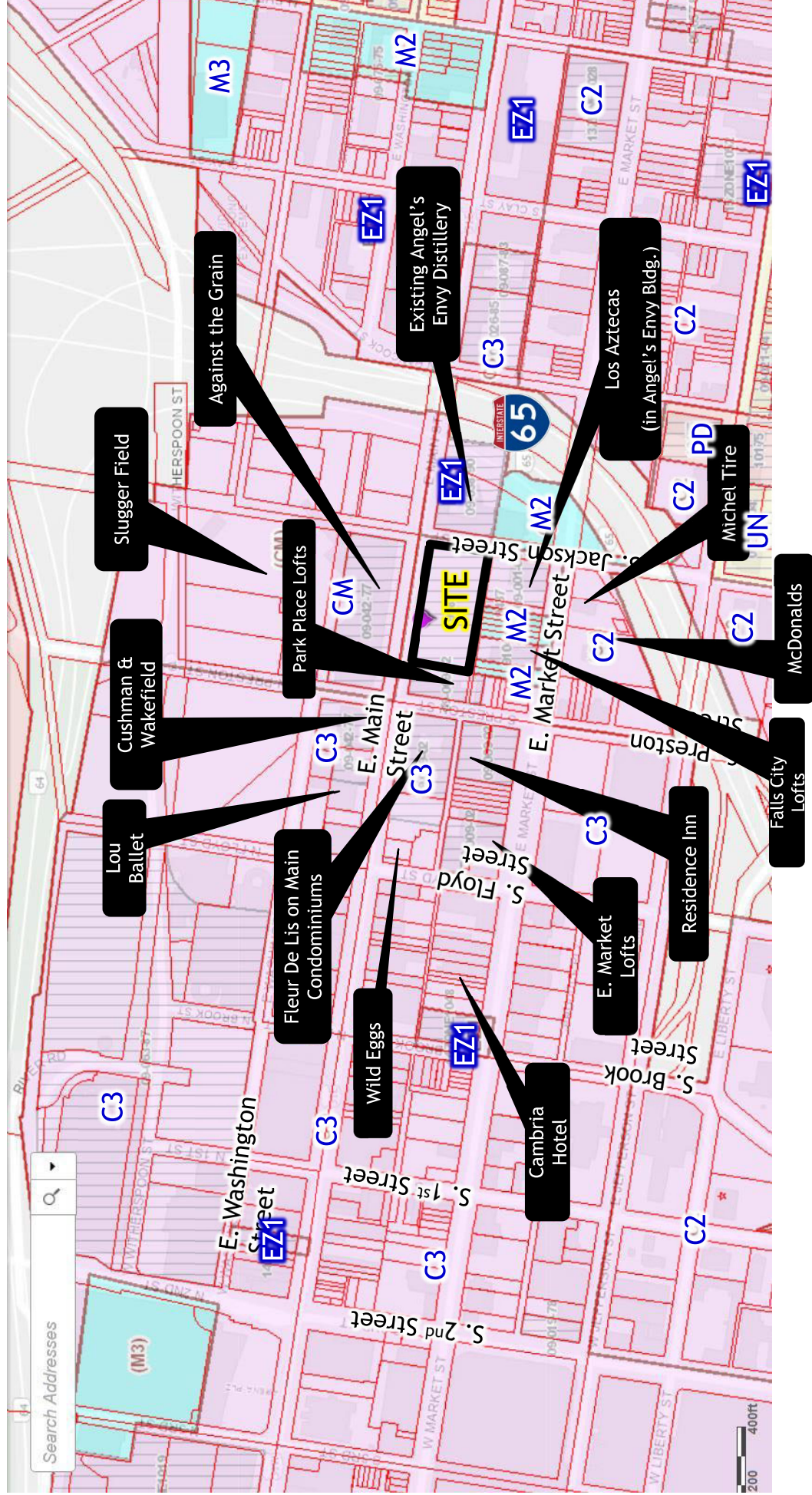
Activate Downtown

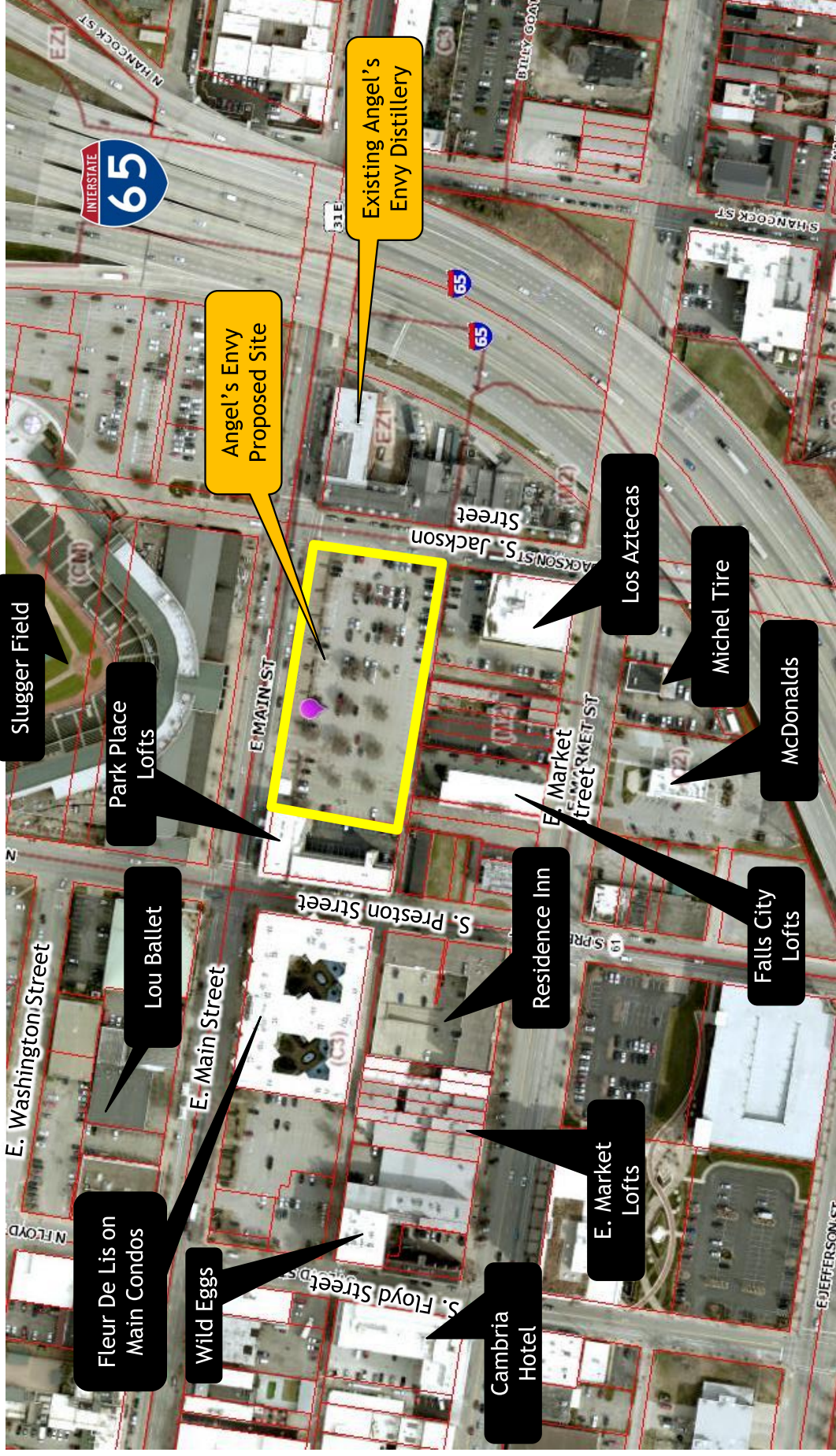
Showcase Louisville's Creativity

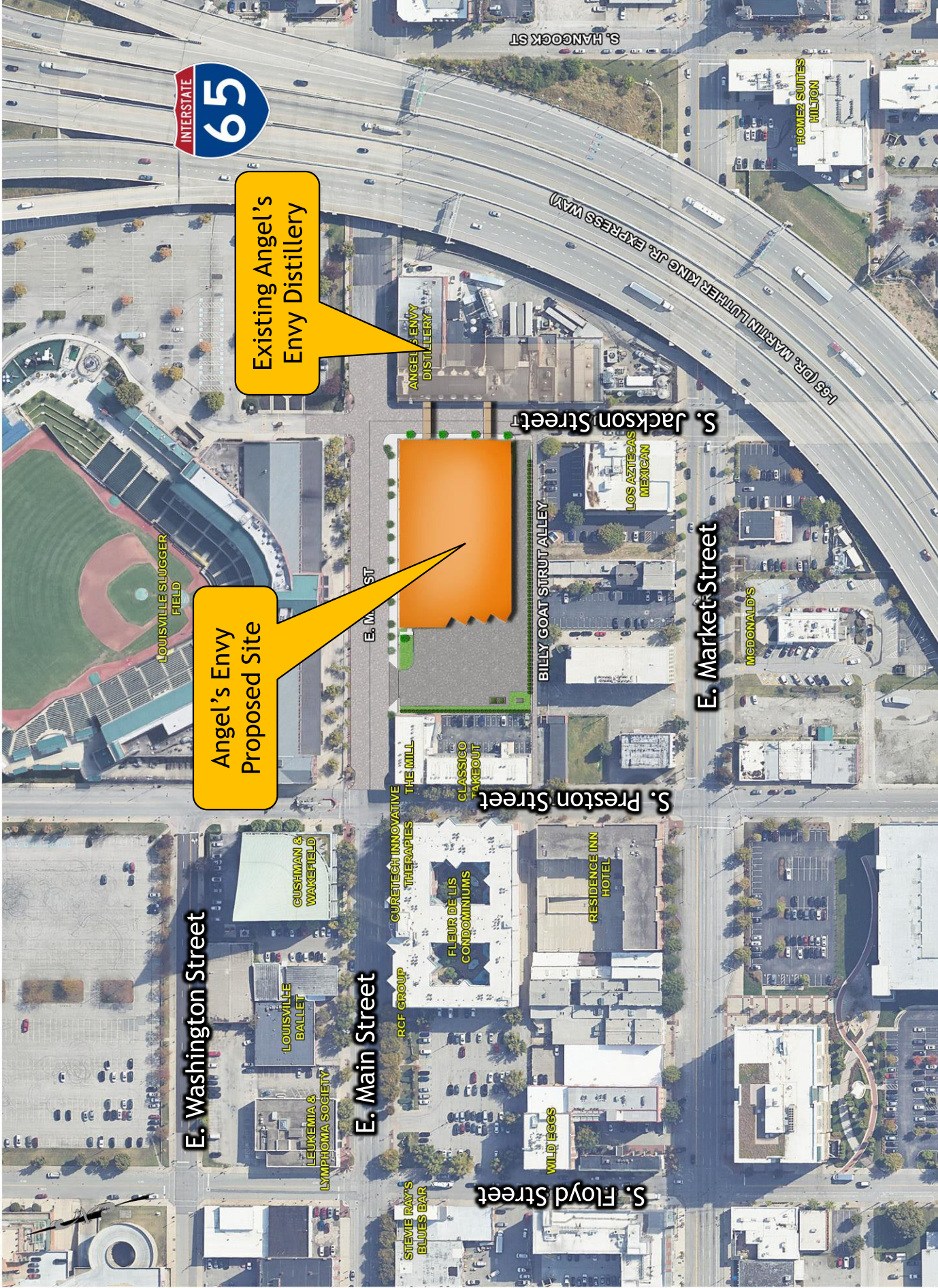
Downtown Louisville should serve as a unifying hub, welcoming residents, visitors, and experience the city's finest offerings. It should embody the essence of Louisville "taste" not only of its **bourbon**, but its other assets that make Louisville exceptional: these assets are indeed evident and showcased downtown: the cast-iron historic Street, Whiskey Row, the Muhammad Ali Center, the Louisville Slugger Museum & Bourbon Trail. While some nationally and internationally known attractions such as not be as prominent downtown, the recent opening of Derby City Gaming presents "celebrate" the iconic Kentucky Derby in the heart of downtown.

Louisville boasts several areas of creativity and innovation, from its longstanding newer developments like its emerging reputation as a "foodie city" and the Louisville Orchestra under conductor Teddy Abrams. Lesser-known initiatives Studio at GE Appliance Park and GE's FirstBuild design center, and the creative work at Moonshine University, the number one distilling school in the nation. These assets more prominently in downtown Louisville in order to stimulate activity and investment economic boost from bourbon tourism. Downtown can build on that foundation as a **bourbon sector to elevate excitement and broaden the memorable experience** downtown Louisville can capitalize on its growing national reputation for diverse farm-to-table, southern fusion, and international cuisine, not only tied to bourbon spectrum. While innovation thrives across various neighborhoods, downtown celebration of the city's rich culinary culture.









INTERSTATE
65

Existing Angel's
Envy Distillery

Angel's Envy
Proposed Site

LOUISVILLE SLUGGER
FIELD

E. Washington Street

LOUISVILLE
BALLET

LEUKEMIA &
LYMPHOMA SOCIETY

CUSHMAN &
WAKEFIELD

E. Main Street

CURETECH INNOVATIVE
THERAPIES

RCF GROUP

STEVIE RAY'S
BLUES BAR

THE MILL

CLASSICO
TAKEOUT

FLEUR DE LIS
CONDOMINIUMS

WILD EGGS

RESIDENCE INN
HOTEL

BILLY GOAT STRUT ALLEY

LOS AZTECAS
MEXICAN

S. Preston Street

S. Jackson Street

E. Market Street

McDONALD'S

HOMER SUITES
HILTON

S. HANCOCK ST

I-65 (DR. MARTIN LUTHER KING JR. EXPRESS WAY)

S. Floyd Street

Form Districts

Angel's Envy
Proposed Site

Existing Angel's
Envy Distillery

E. Main Street



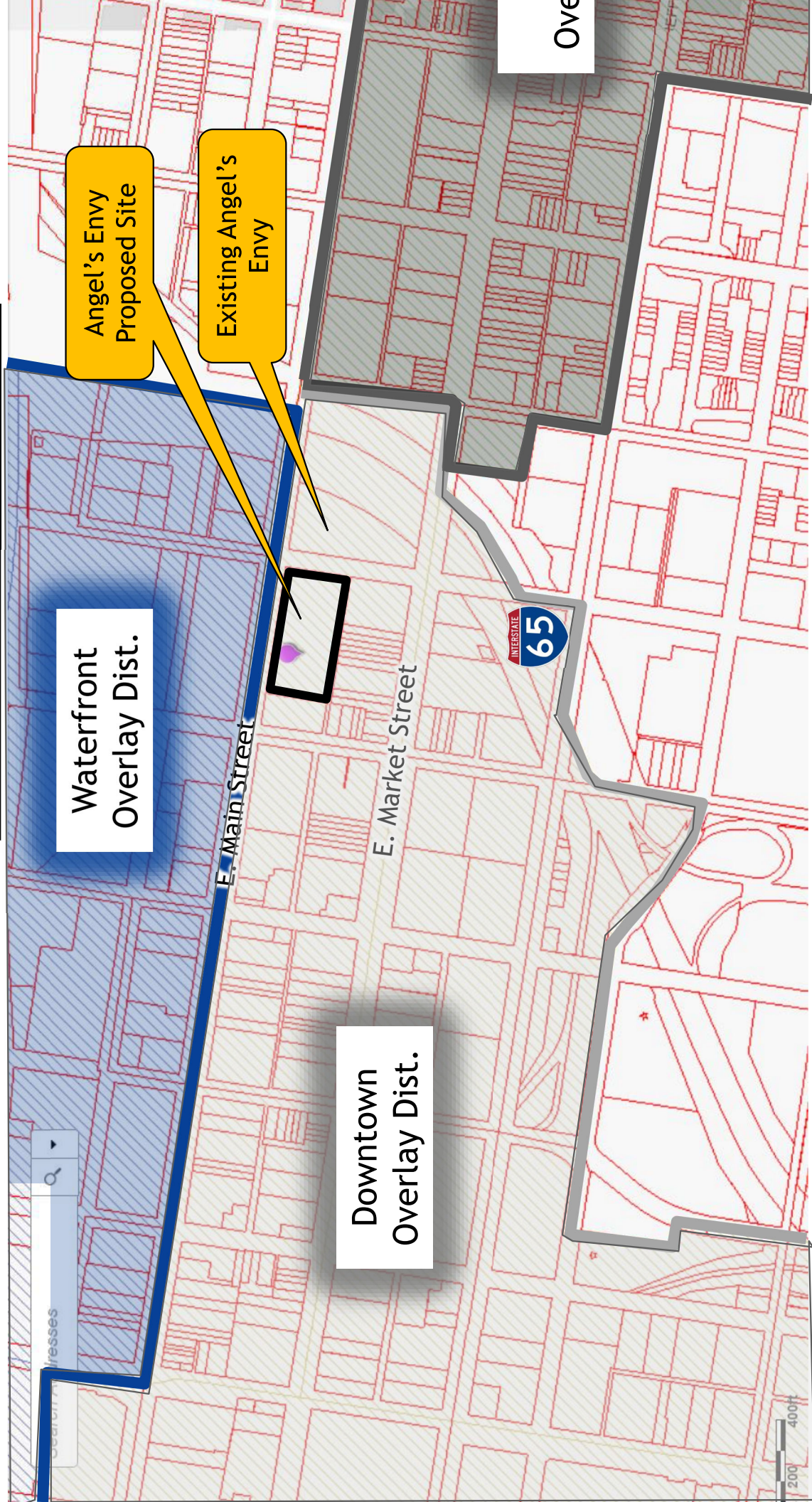
Downtown
Form Dist.

E. Market Street

Trad. Neighbor
Form Dist.

Trad. Marketplace
Corridor Form Dist.

Overlay Districts





Louisville Metro Government
Action Summary
Downtown Development Review
Overlay Committee

DDRO Approval 23-OVERLAY-0081

514 W. Liberty St.
Old Jail Auditorium
Louisville, KY 40202

Wednesday, February 14, 2024

10:00 AM

Old Jail Auditorium

Call To Order

Present: 7 - Monica Brown, Ashlyn Ackerman, Marlene Men, Kelli Jones, Rebecca Fleischaker, Leslie Clements, Emily Liu
Absent: 1 - Jecorey Arthur

New
Business

1. 23-OVERLAY-0081

Request:

Review of an Overlay Permit request to renovate the ground level facades of a corner commercial building.

Project Name:

Rain Screen Facade

Location:

115 S. 4th Street

Owner:

Commonwealth of Kentucky

Applicant:

Stephen Tracy, Forza Architecture

Representative:

Stephen Tracy, Forza Architecture

Jurisdiction:

Louisville Metro Government

Council District:

4 - Jecorey Arthur

Case Manager:

Kat Groskreutz, Senior Planner – Urban Design

A motion was made by Committee Member Ackerman, seconded by Committee Member Jones, that Case Number 23-OVERLAY-0081 be APPROVED WITH CONDITIONS. The motion carried by the following vote:

Yes: 7 - Ackerman, Men, Jones, Fleischaker, Liu, Brown, Clements

Absent: 1 - Arthur

Request:

Review of an Overlay Permit request for a new building on the campus. The proposal includes new loading dock.

Project Name:

Angel's Envy Expansion

Location:

418 E. Main Street

Owner:

LDC New Main LLC

Applicant:

John Talbott, Bardenwerper, Talbott

Representative:

John Talbott, Bardenwerper, Talbott

Jurisdiction:

Louisville Metro Government

Council District:

4 - Jecorey Arthur

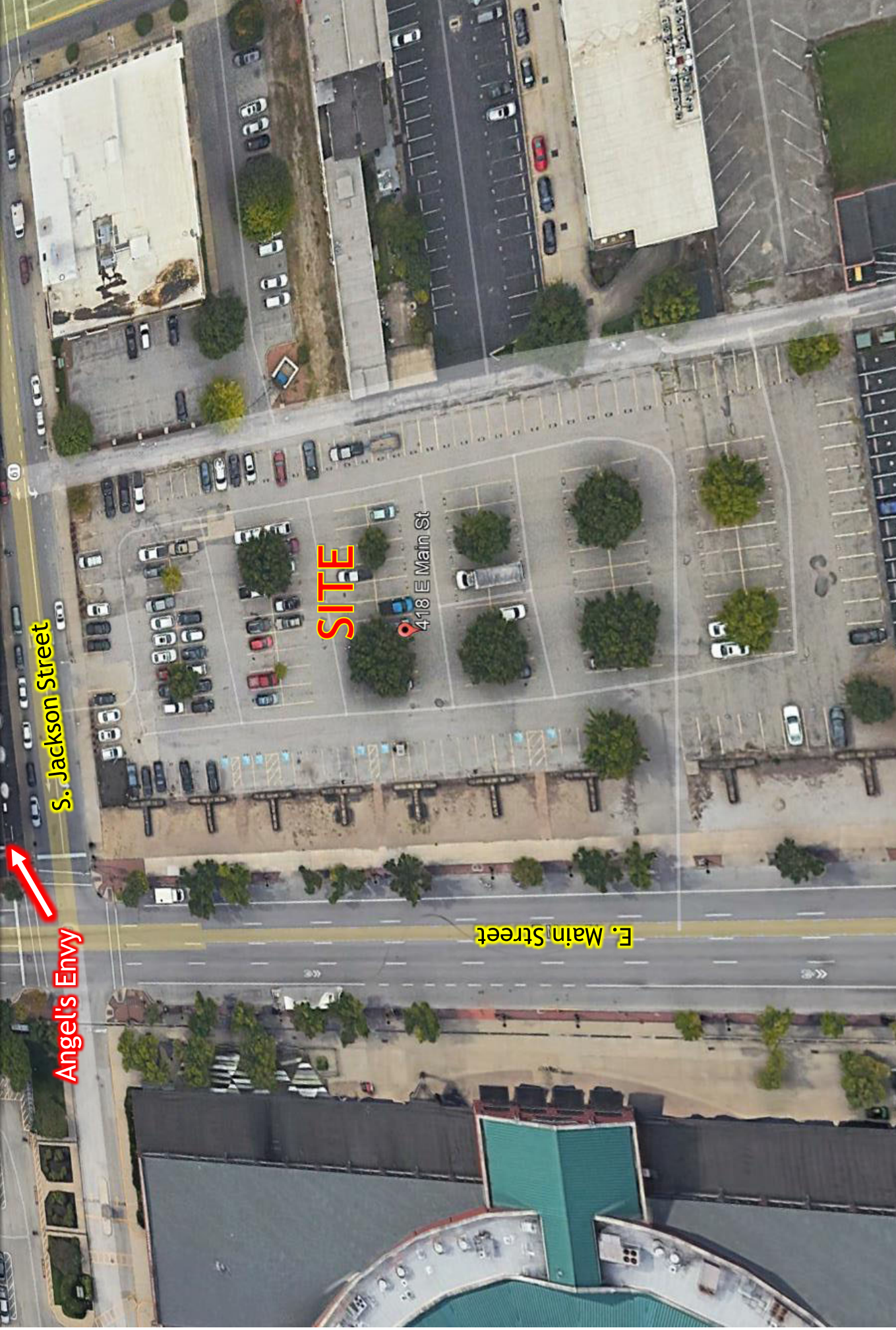
Case Manager:

Kat Groskreutz, Senior Planner –

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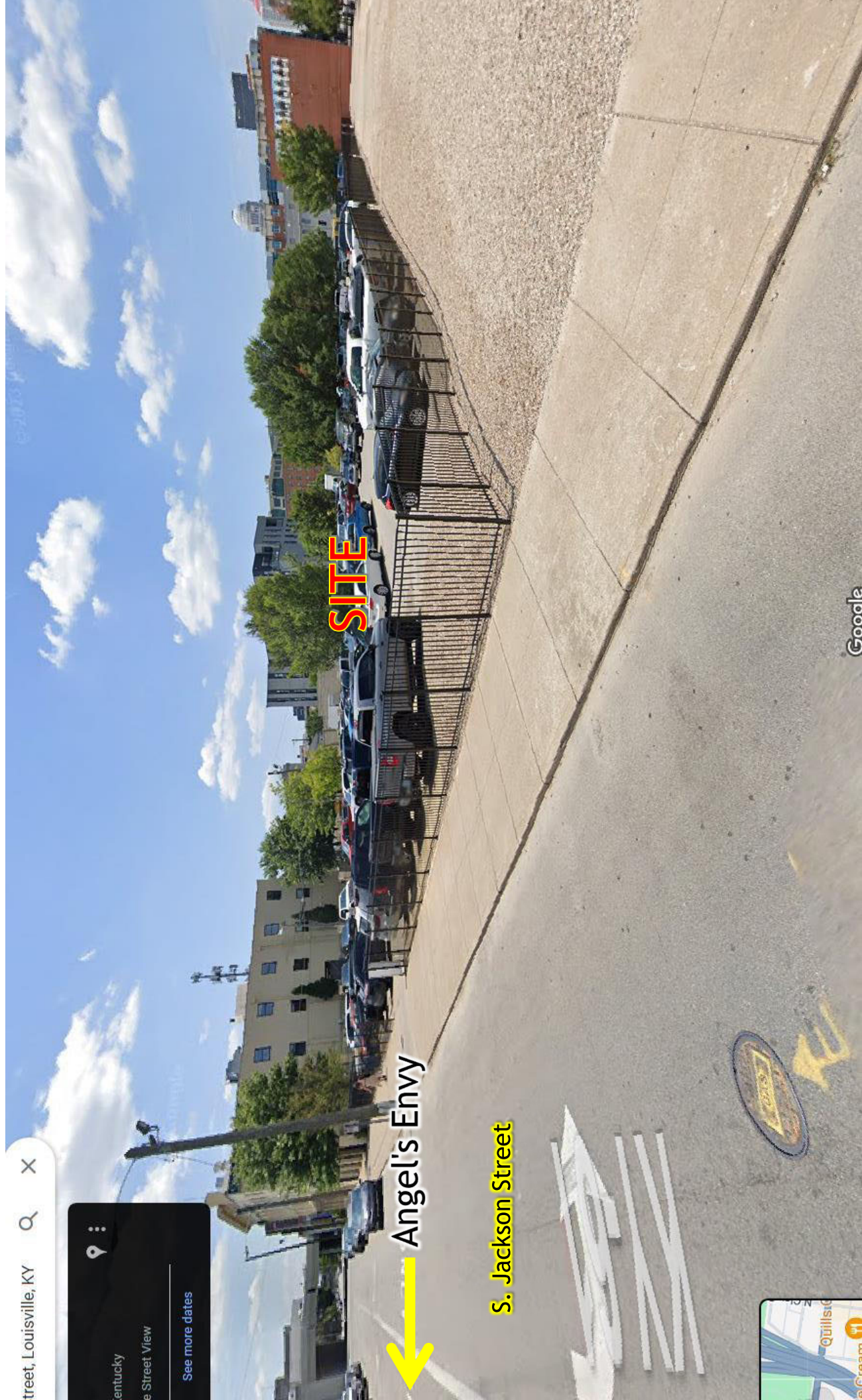
Absent: 1 - Arthur



View of proposed site.

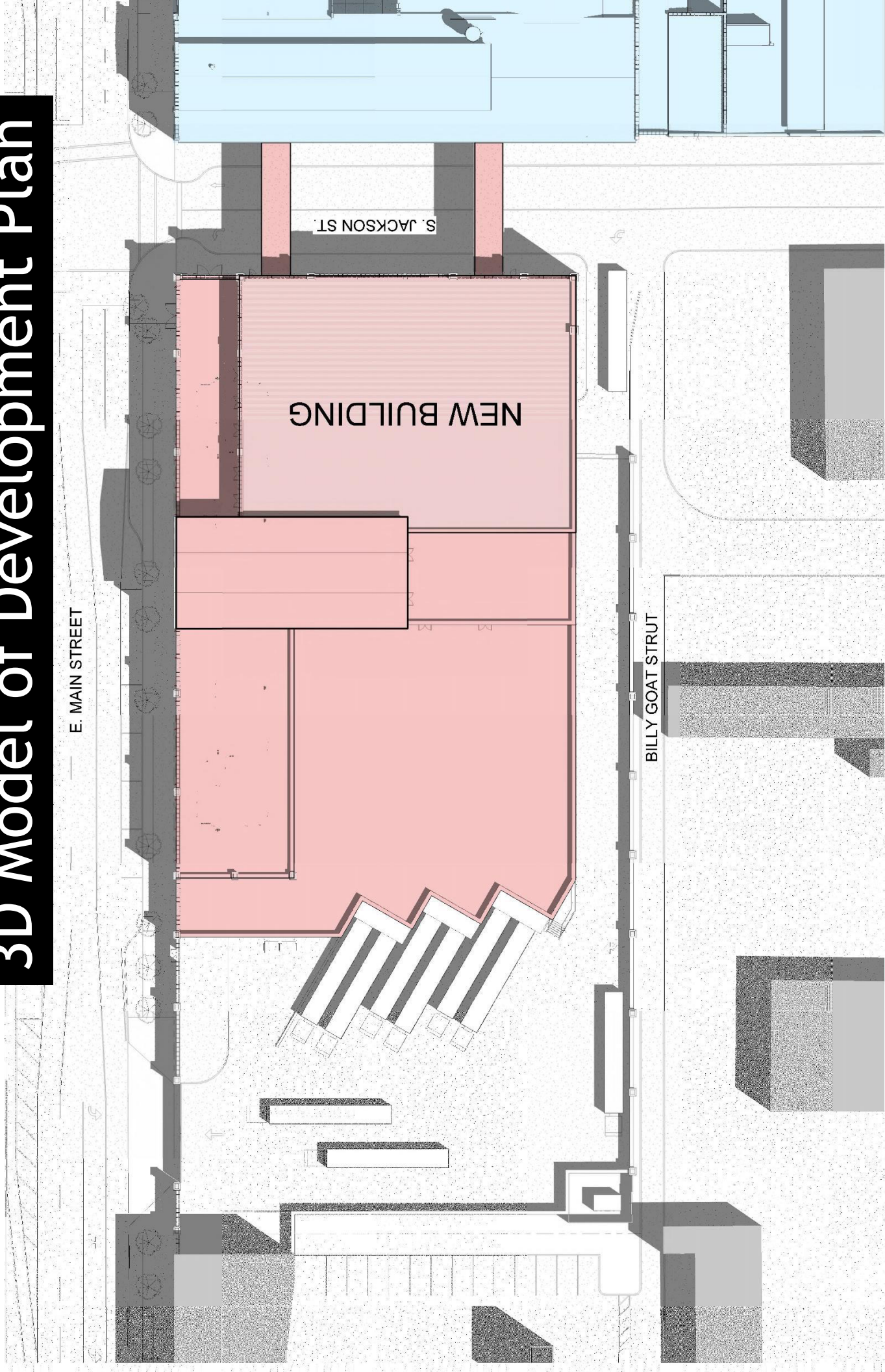


View of S. Jackson Street at E. Main Street. Site is to the right.



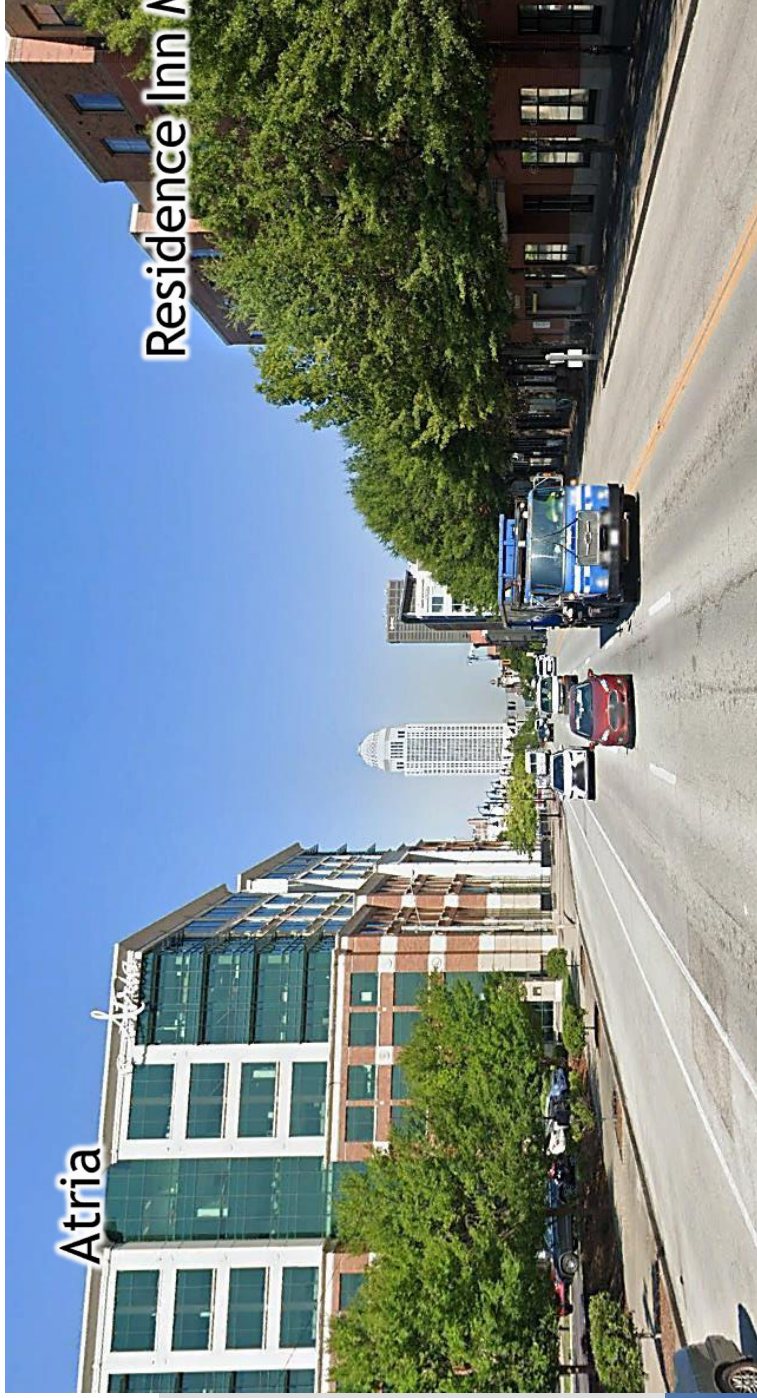
View of site from S. Jackson Street.

3D Model of Development Plan

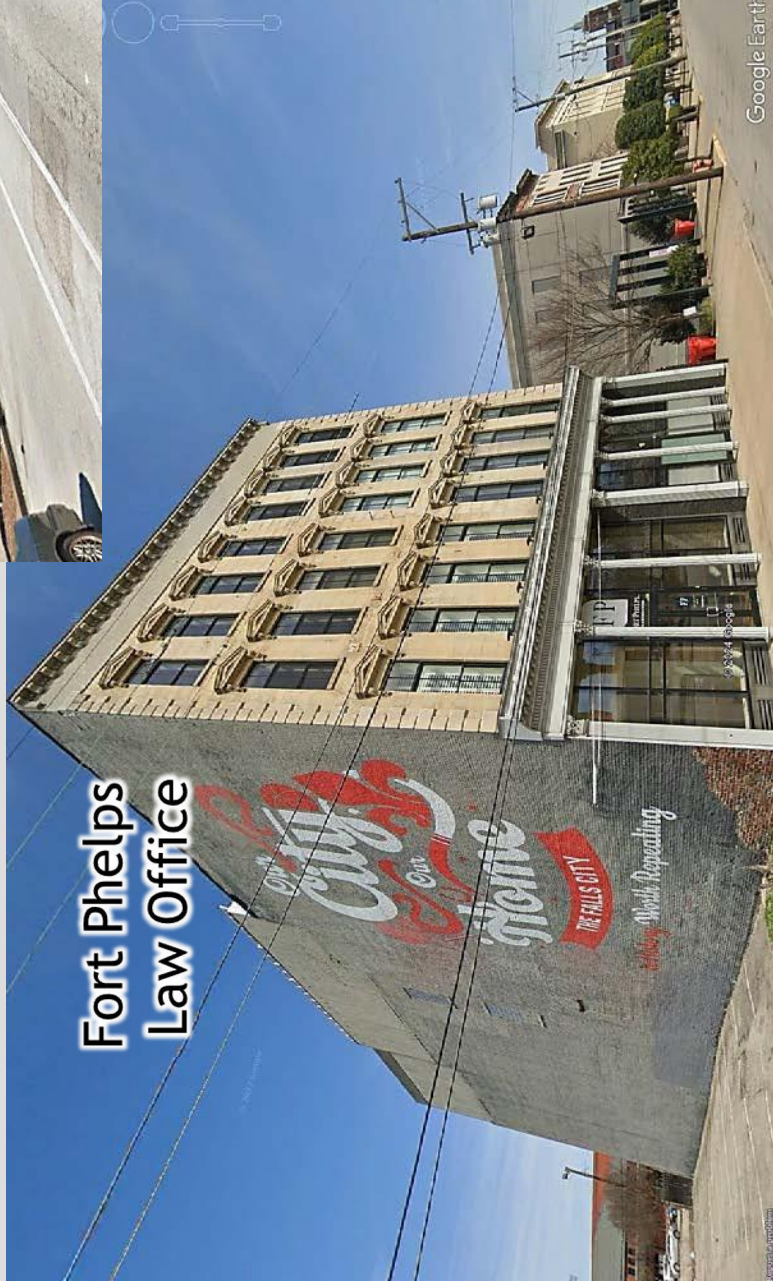


Area Architecture

Atria



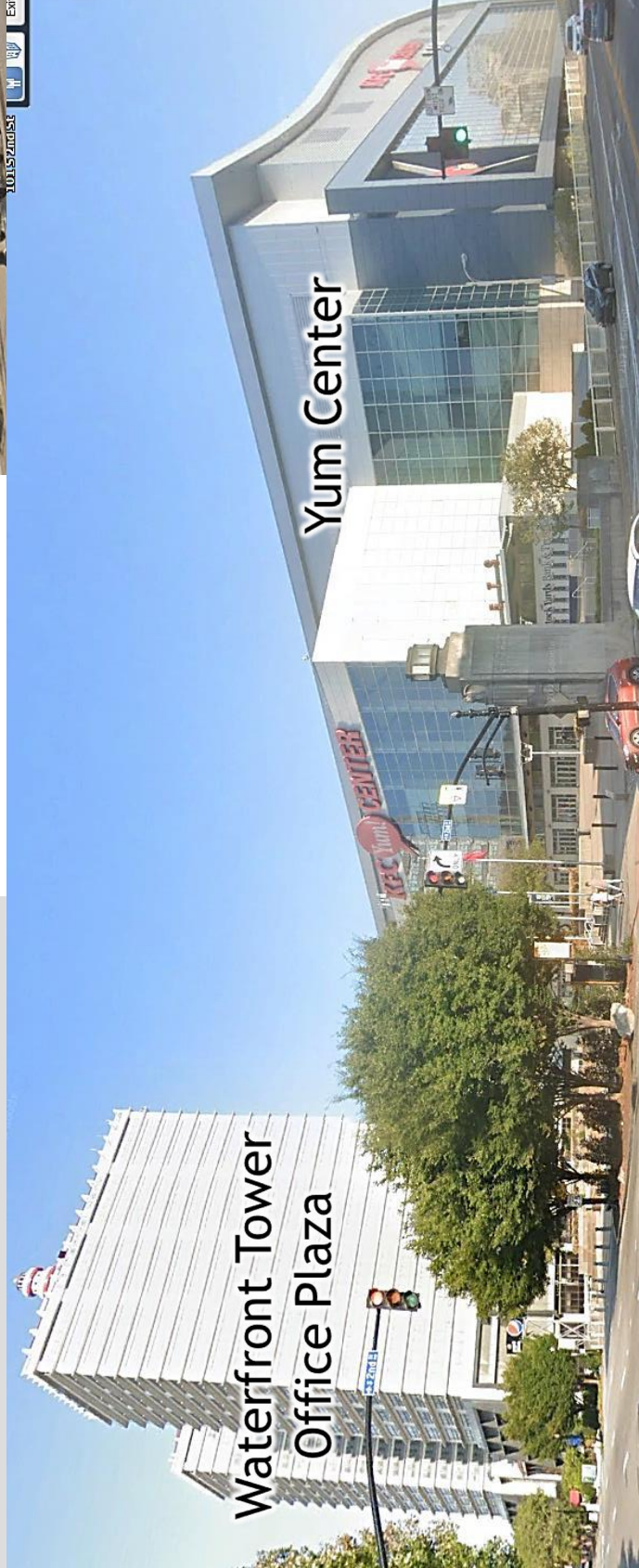
Residence Inn



Fort Phelps
Law Office

Google Earth

Area Architecture



Area Architecture

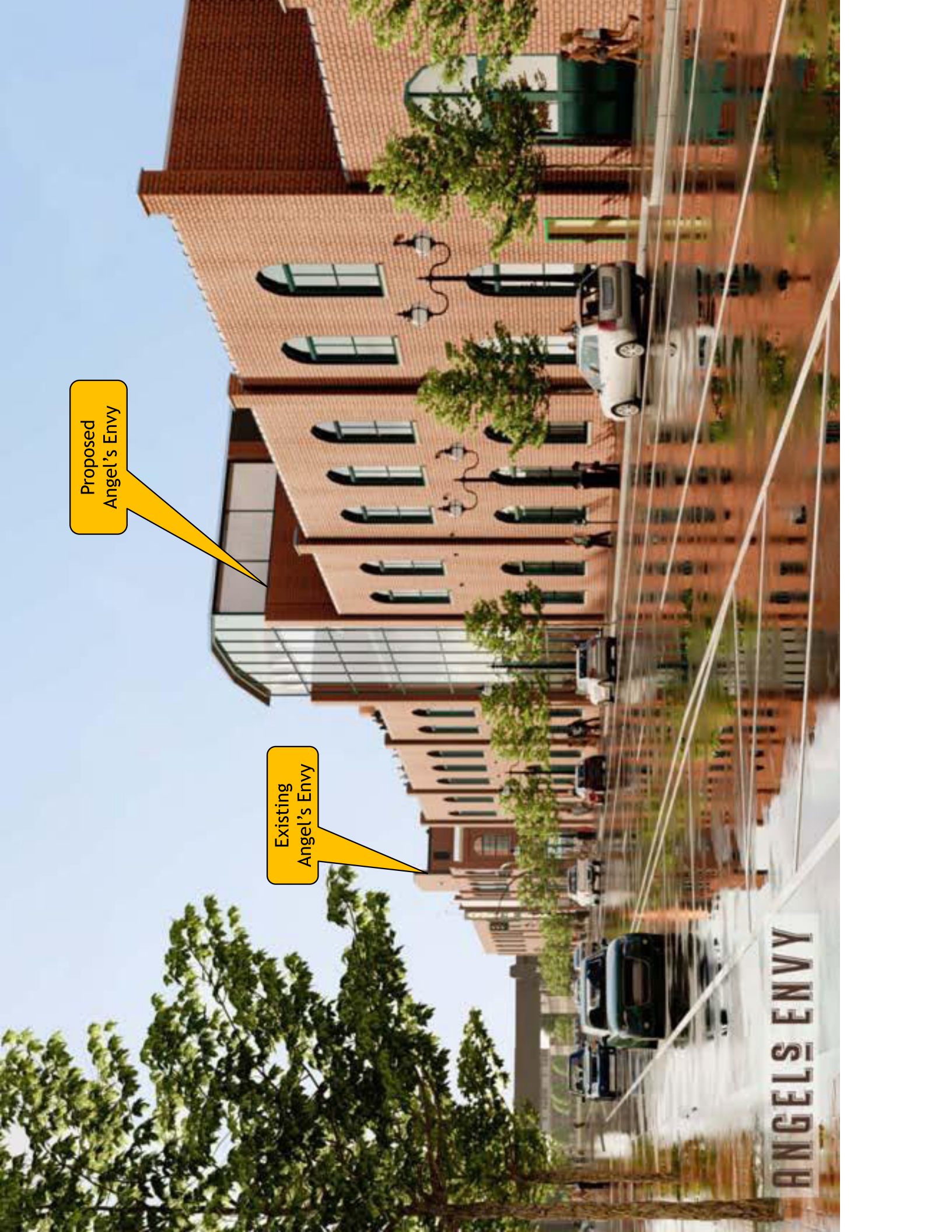


Area Architecture



View
more dates

Louisville Slugger Field



Proposed
Angel's Envy

Existing
Angel's Envy

ANGEL'S ENVY

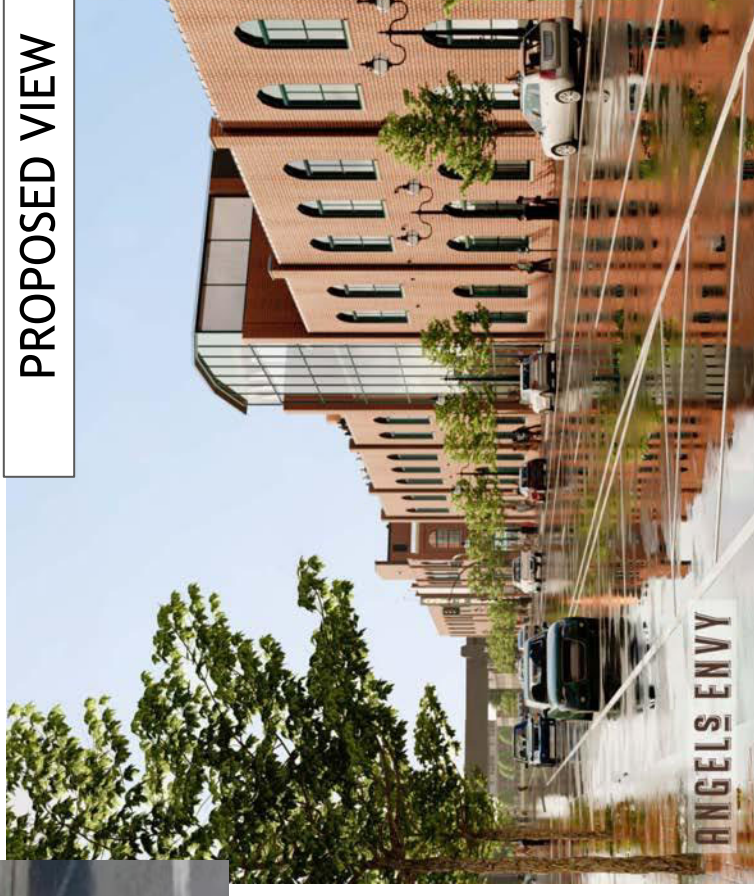
CURRENT VIEW



SITE

Looking east down Main Street

PROPOSED VIEW



CURRENT VIEW



PROPOSED VIEW

Looking west down Main Street



CURRENT VIEW



Looking south down Jackson Street

PROPOSED

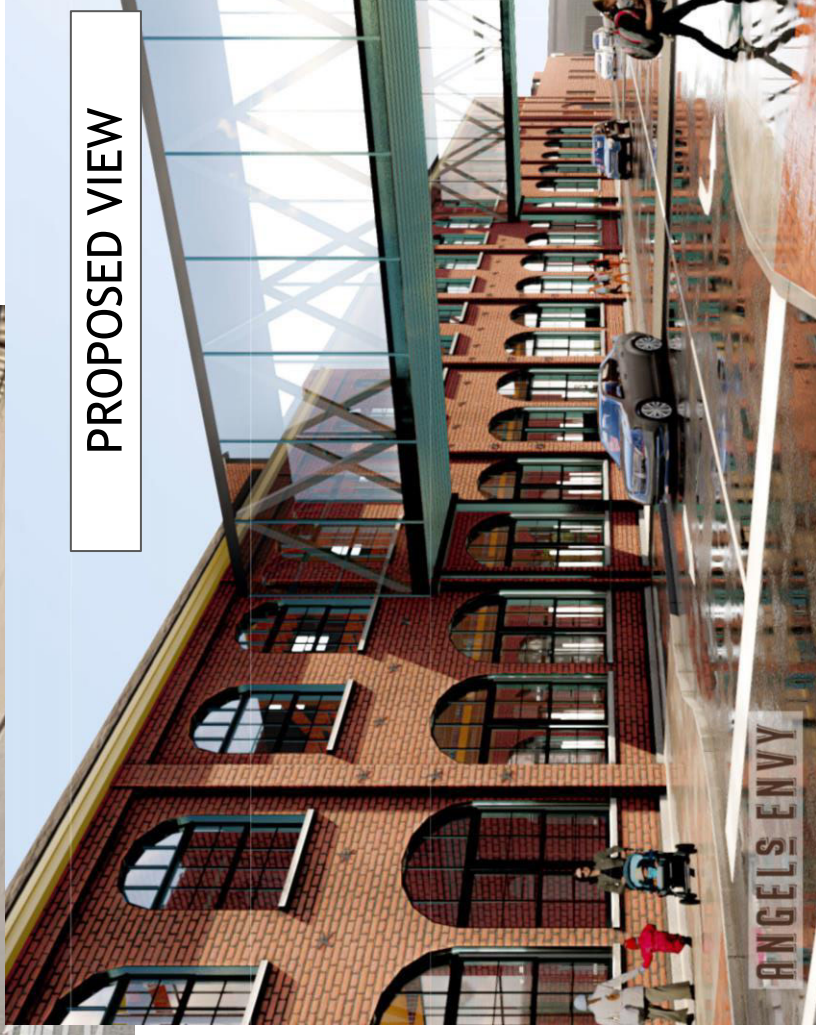


CURRENT VIEW



SITE

PROPOSED VIEW



Looking south down Jackson Street

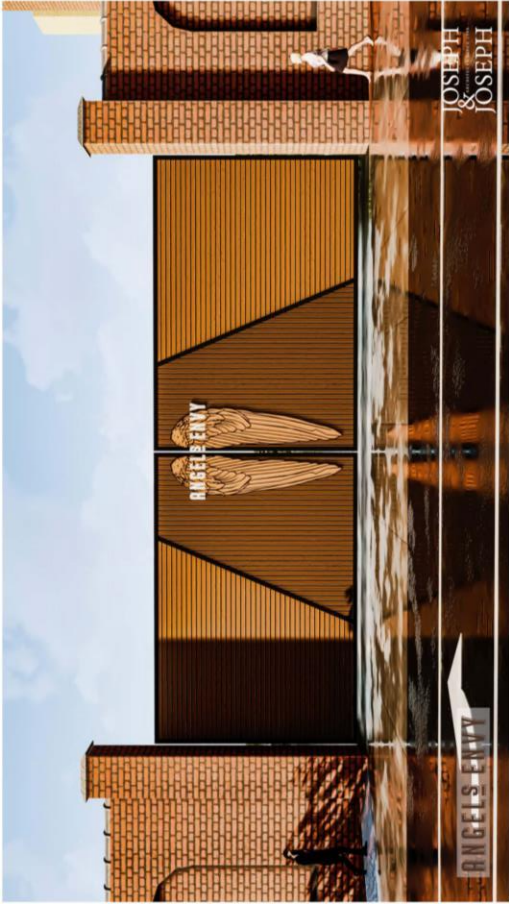




ANGEL'S ENVY



ANGEL'S ENVY





ANGELS ENVY

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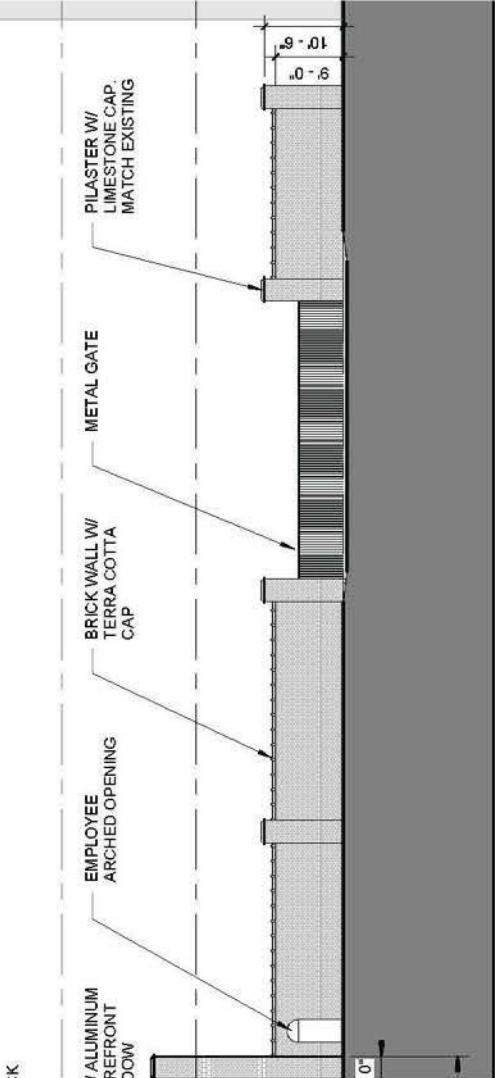
- WALL HEIGHT: 10'-6"
- PLAIN BRICK WALL WITH NO RECESSED ARCHES
- METAL GATE

- WALL HEIGHT: 19'-6"
- RECESSED ARCHES TO IMITATE WINDOWS
- METAL GATE WITH ANGEL'S ENVY LOGO

E. MAIN STREET GATE

OLD FENCE

- FENCE HEIGHT: 6'
- MATERIAL: BLACK METAL



NEW FENCE

- FENCE HEIGHT: 15'
- MATERIAL: METAL/WOOD
- FEATURES ANGEL'S ENVY LOGO



E. MAIN STREET WALL CORNER TRANSITION



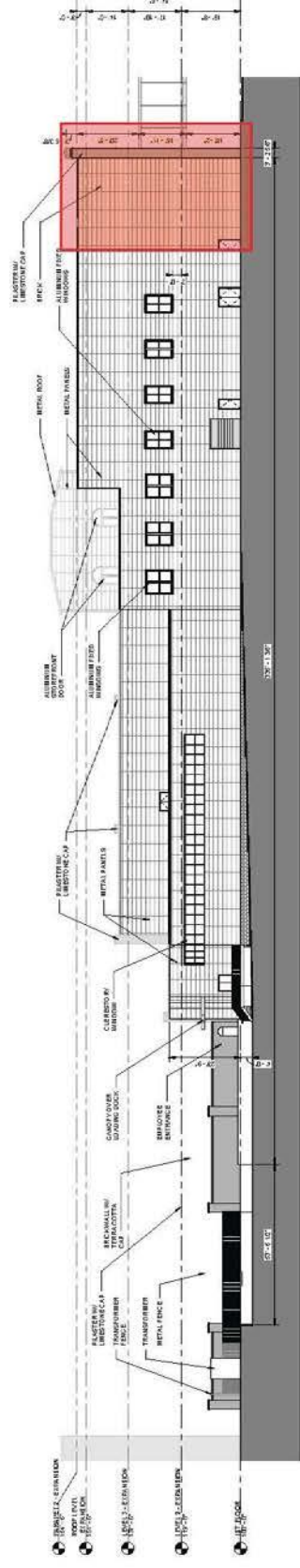
OLD TRANSITION

- OLD MATERIAL: BLACK METAL PANELS
- CONTRAST TO FRONT FACADE
- NO PILASTERS ON SIDE

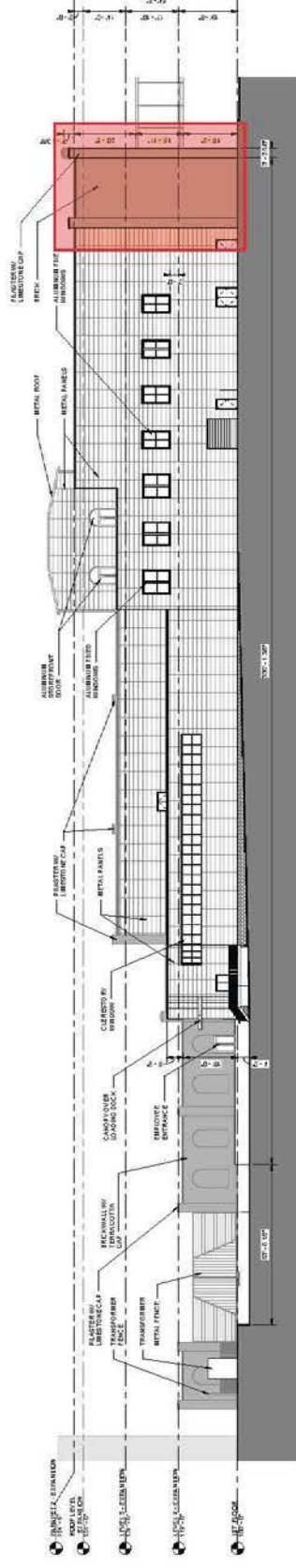


NEW TRANSITION

- NEW MATERIAL TRANSITION: BRICK TO MATCH FRONT FACADE
- ADDITION OF BRICK PILASTERS AROUND SIDE



- MATERIAL: BLACK METAL PANELS
- CONTRAST TO S. JACKSON STREET FACADE



- WALL MATERIAL: BRICK TO MATCH S. JACKSON STREET FACADE
- ADDED PILASTERS TO MATCH OTHER STREET FACADES
- WRAPS CORNER MATCH AT PEDESTRIAN LEVEL

LANDSCAPING ALONG FENCE



OLD FENCE LANDSCAPING

- TREE HEIGHT: 10'
- TREE SEPCIES: ARBORVITAE
- TRANSFORMER BOX NOT CONCEALED

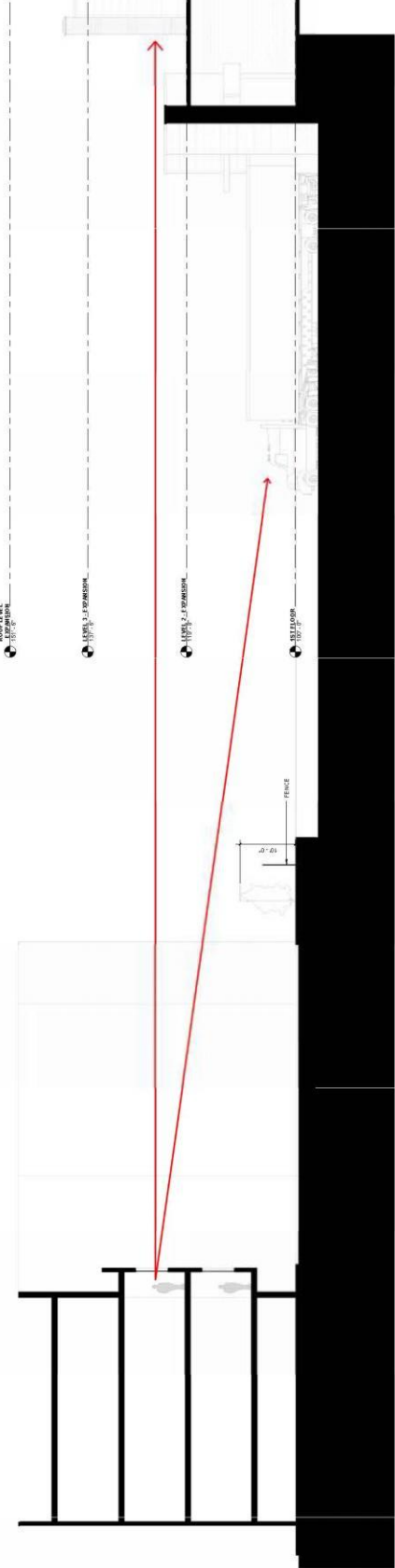


NEW FENCE LANDSCAPING

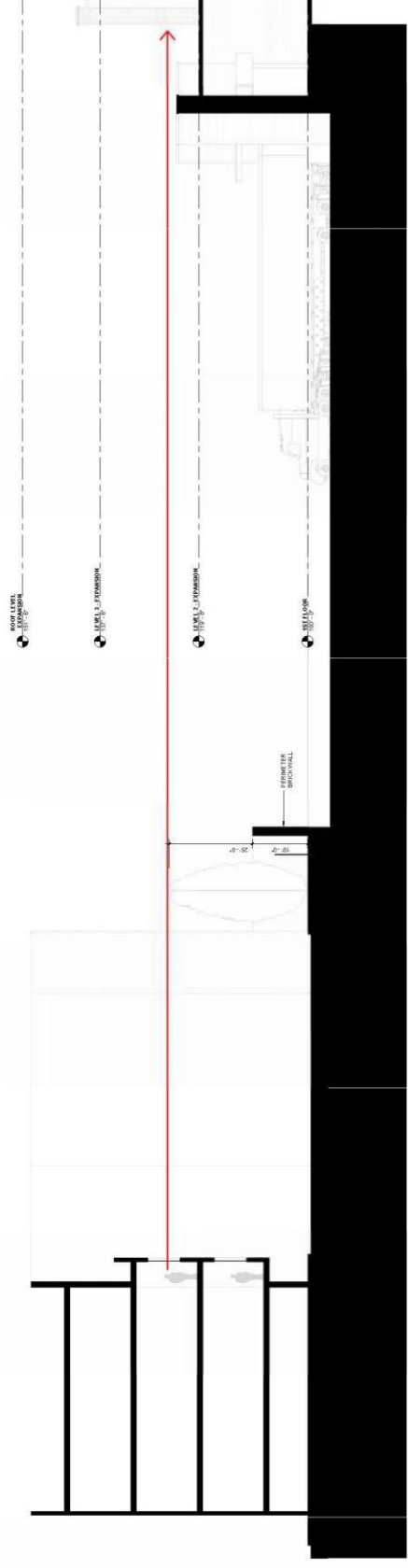
- TREE HEIGHT: 25'
- TREE SPECIES: LEYLAND CYPRESS & THUJA-ARBORVITAE
- TRANSFORMER BOX CONCEALED WITH WOOD GATE TO TIE INTO DESIGN OF FRONT GATE
- 10' HIGH BRICK WALL SURROUNDING THE PERIMETER OF PROPERTY IN REAR & WITH ADJACENT BUILDING

LANDSCAPING ALONG FENCE

OLD FENCE SITELINES



NEW FENCE SITELINES





East Phase

Wenzel Street to 2nd Street (construction to begin as

The East Phase of the project will include converting the way to two-way, adding dedicated left-turn lanes at intersections, traffic signals to accommodate the new two-way configuration, crosswalk delineation and visibility, and creating a protected

The East Phase will also include reconfiguring two blocks. The westbound travel lane that currently ends at Broadway to 2nd Street to complete the two-way connectivity of Main Street from 2nd Street to Baxter Avenue.

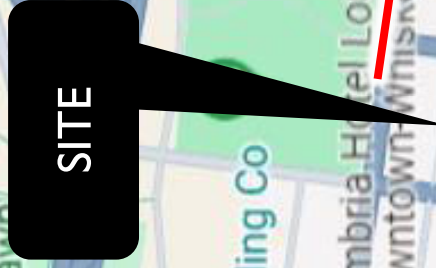
Main Street will remain open to traffic during construction.

Access to I-71 & I-64 East



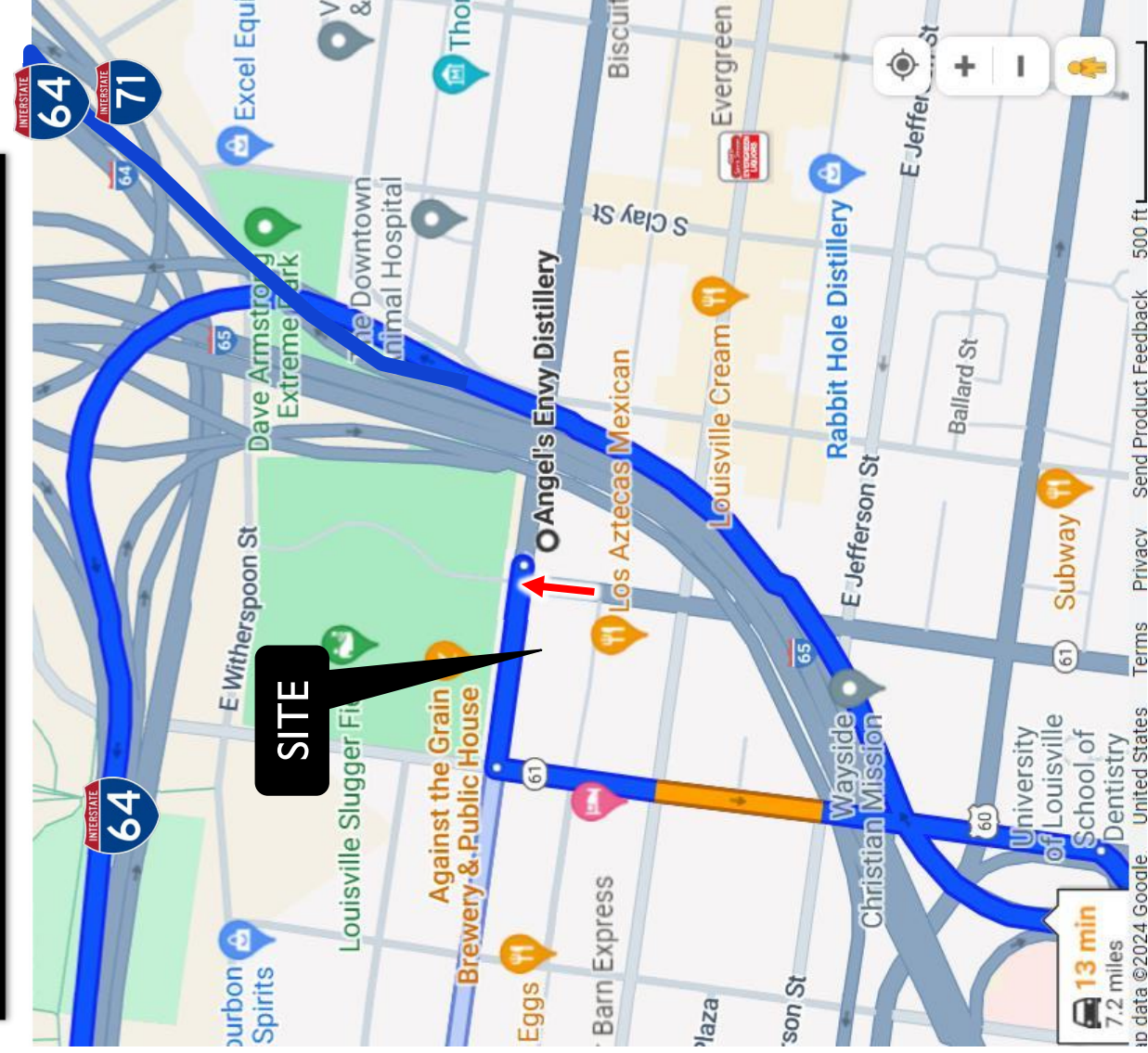
SITE

Access to I-71 & I-64 East After Main Remade

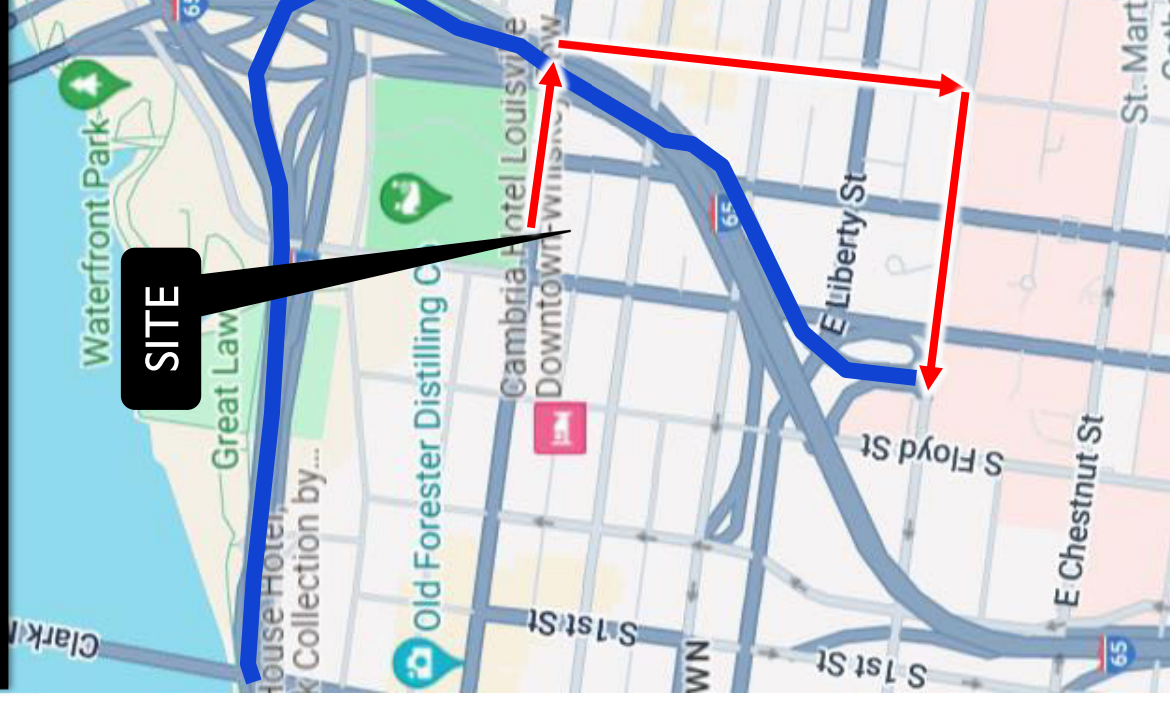


SITE

Access to I-71 & I-64 West & East

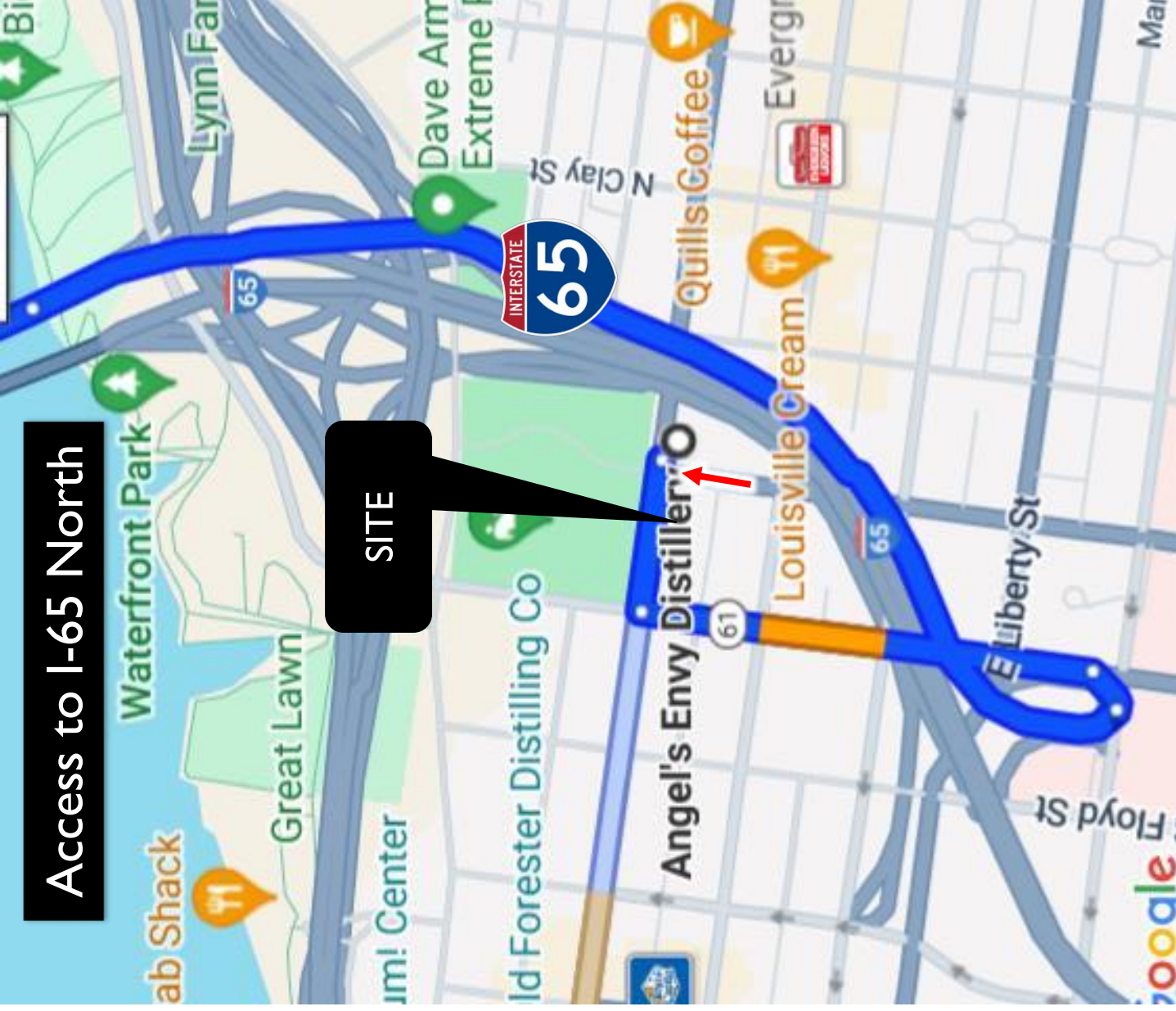


Access to I-71 & I-64 West After Main Remade



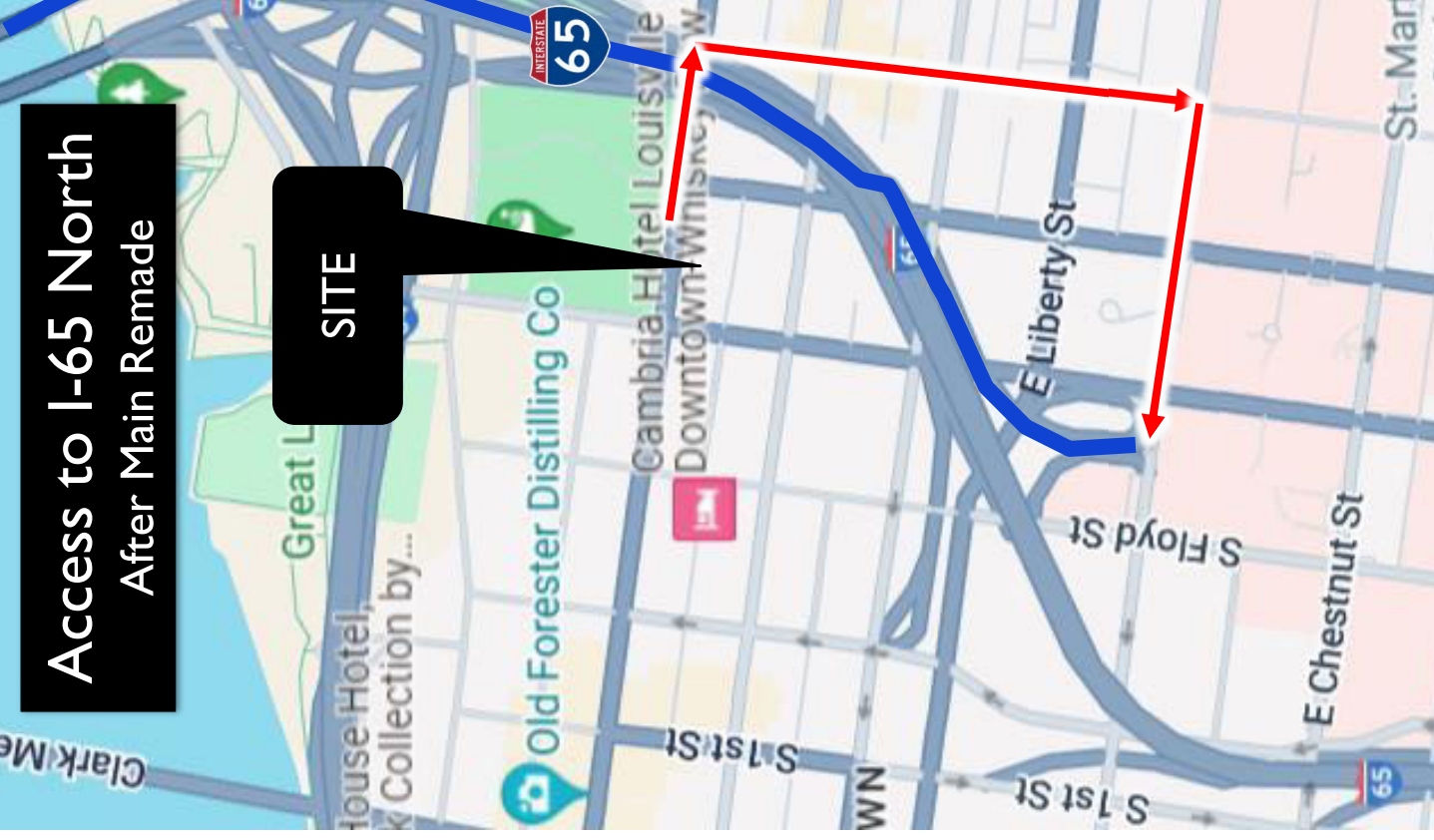
Access to I-65 North

SITE

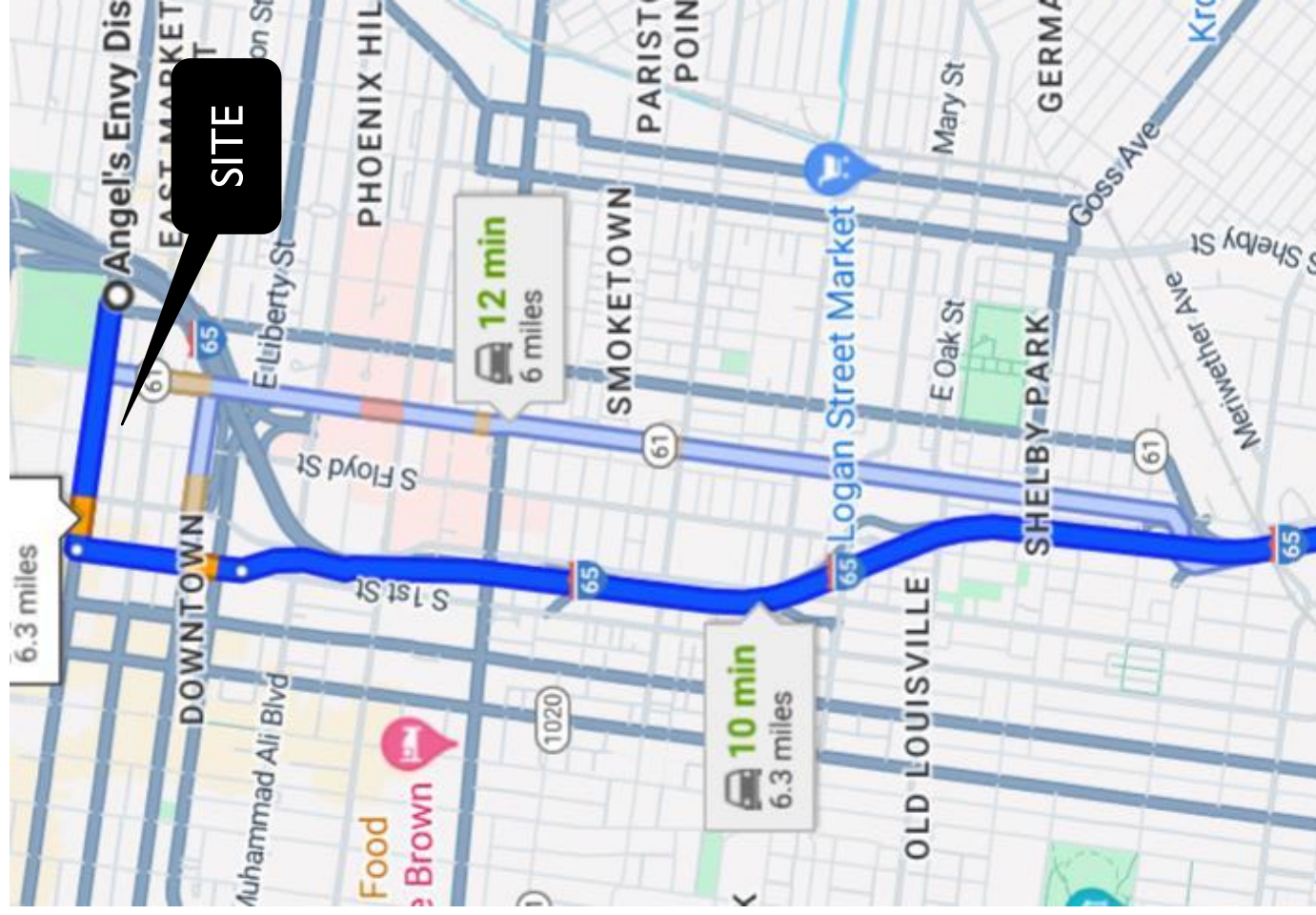


Access to I-65 North
After Main Remade

SITE



Access to I-65 North



Acceptable Binding Elements:

1. Lighting and Signage
 - a) No exterior lighting shall have a correlated color temperature (CCT) exceeding 2700 degrees Kelvin except for loading dock areas where other light may be necessary for safety regulations.
 - b) All free-standing signage shall be monument in style and shall not exceed six feet in height or 60 square feet in area. No Free Standing signs are anticipated, but we will comply with regulations except for directional and temporary signs.
 - c) No signage shall include flashing text, animation, moving graphics, or video.
 - d) All signage shall be externally lit.
2. Will provide appropriate signage instructing vendors that idling of trucks is not permitted in loading dock area.
3. The buffer area along the west portion of the site adjacent to Park Place Lofts shall contain a brick wall at least 10-foot tall with a solid row of trees, deciduous and evergreen, between the wall and the Park Place Lofts property.
4. The loading dock area shall have a canopy covering the area.
5. The dumpster shall be located within the enclosed loading dock area or in the new building.
6. No commercial distilling shall occur in the new building.
7. Signage at the loading dock exist will instruct trucks to travel east on Main Street when it becomes a two-way street.
8. Any changes to binding elements must go to the full Planning Commission and to the Metro Council.

QUESTIONS?



Save Search

John's Envy Proposed Expansion



✓ **Higdon, Robert** <Robert.Higdon@Lubrizon.com>

To: John Talbott; Cc: richard@lidd-inc.com; jacorr.author@louisville.gov; Cabrera-Rojas, Yvette F.; Henry Hav

Thursday, January



To protect your privacy, some external images in this message were not downloaded.

[Download external image](#)

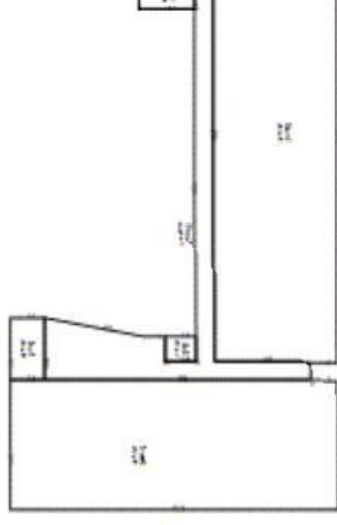
Hi John,

Great job with the neighborhood meeting. We really appreciate the conversation. Can you forward the presentation?

Take care,

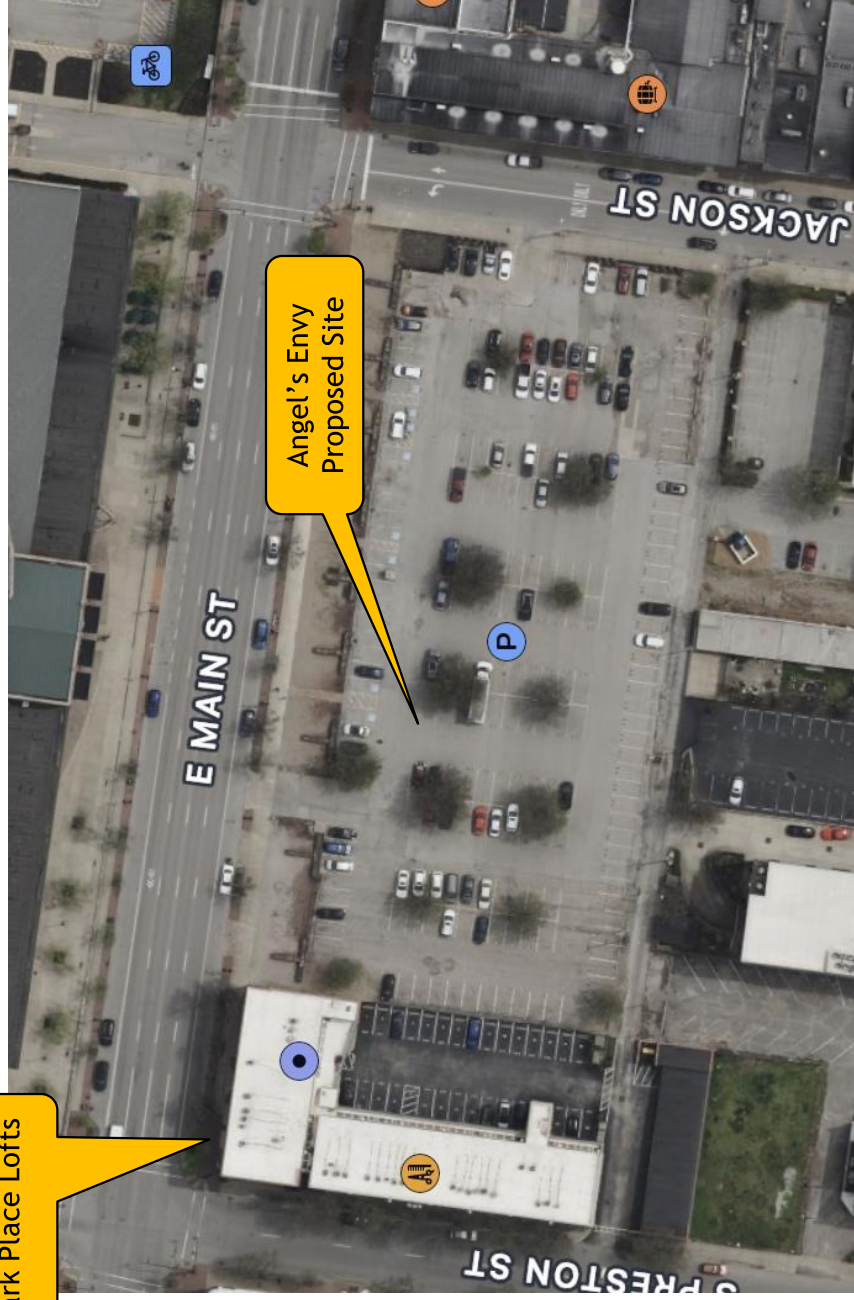
Rob

PARK PLACE LOFTS
SEE BLK-17S FOR CONDO UNIT
BUSINESS INCLUDES 2 LOTS - 111025



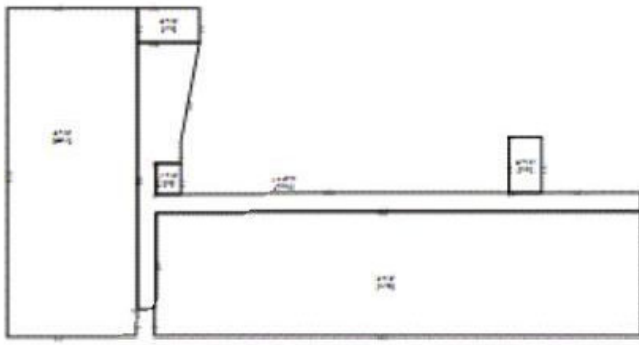
1st FLOOR - COMMERCIAL
2nd FLOOR - CONDOS
3rd & 4th FL - TOWNHOUSE CONDOS

Park Place Lofts

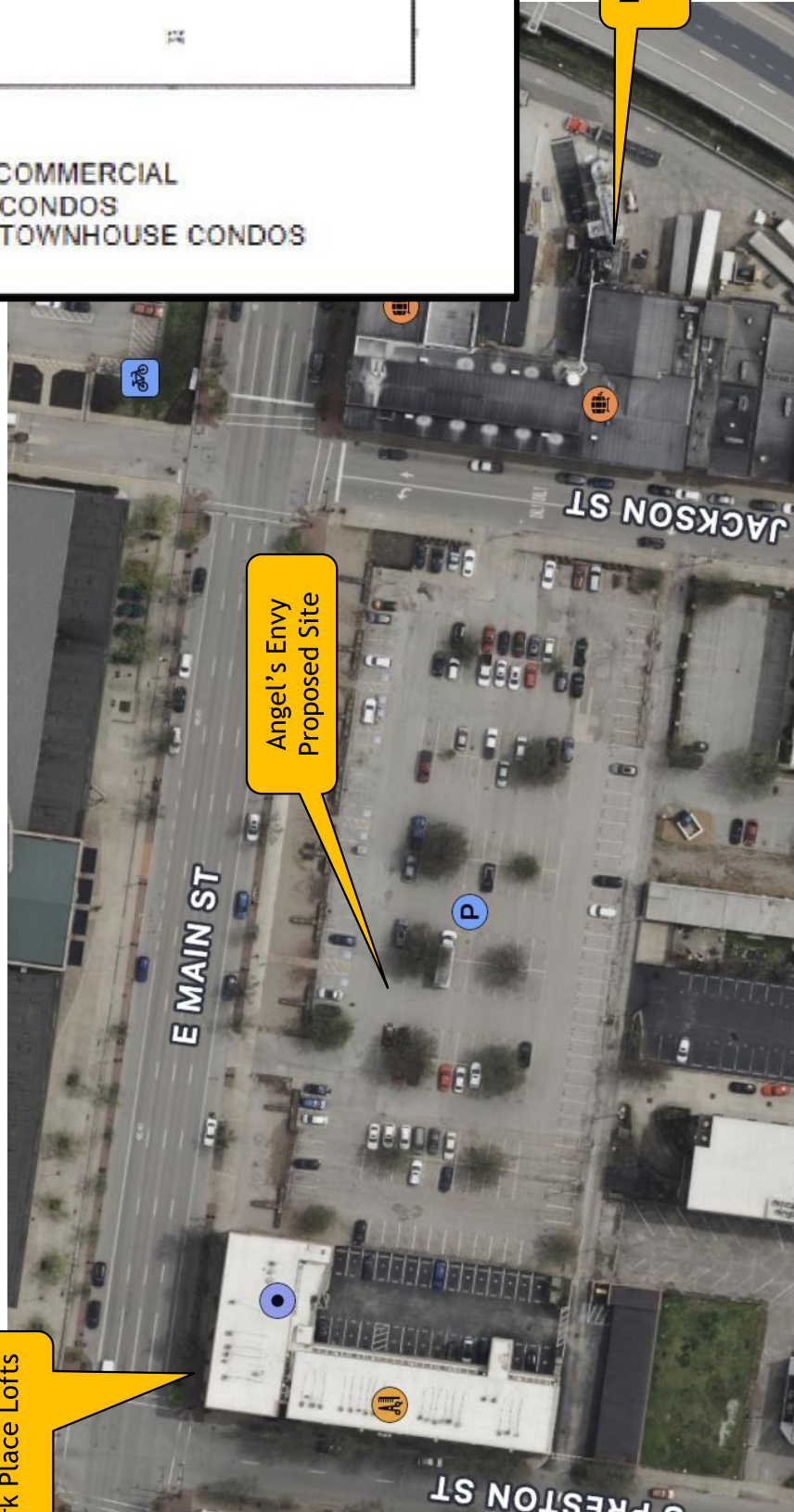


Existing Angel's
Envy Distillery

Angel's Envy
Proposed Site



1st FLOOR - COMMERCIAL
2nd FLOOR - CONDOS
3rd & 4th FL - TOWNHOUSE CONDOS



Angel's Envy
Proposed Site

Existing Angel's
Envy Distillery

Park Place Lofts

Prior elevation





ANGELSENVI