



# PAINTERS ROW

LOUISVILLE, KENTUCKY

SPRING 2023

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# Executive Summary

**Weyland Ventures**, the developers of many mixed-use historic projects including Whiskey Row Lofts, The Henry Clay, and The Glassworks Building, are partnering with **Gill Holland and Gregg Rochman**, acclaimed developers of the NuLu and Portland neighborhoods in Louisville, to present *Painters Row*, an historic mixed-use development in the Portland neighborhood of Louisville, KY.

The residential portion of *Painters Row* brings 71 units of market rate residential apartments to a growing area. This development offers mostly 1BR and studio units (ranging from 550 – 800 s.f.) with eight 2BR feature lofts of about 1,100 s.f. each. These unique units feature original finishes like exposed brick, exposed wood structure, and many with views of downtown Louisville. Additionally, this project features over 37,000 s.f. of commercial space available for office and restaurant use.

We anticipate a total project budget of \$17,500,000, financed through \$3,500,000 in QOF third party equity, \$1,700,000 developer equity, \$2,700,000 in State and Federal Historic Tax Credits, a \$1,400,000 incentivized loan from the Downtown Housing Authority, and \$8,200,000 in conventional primary mortgage.

The Master Plan showcases future phases that will offer additional for-rent and for-sale market rate apartments as well as green space tying into Louisville's beloved Waterfront Park.









# Portland Neighborhood



"Portland really reminds me of a small town... there's still that pride and passion and community. There are people that have lived there their whole life and I see the same people every day."

Sherry Hurley, Owner, *Farm to Fork Catering*

The largest neighborhood in Louisville, Portland is rich with tradition and evolution. The historic physical and cultural bones of this community have been highlighted and strengthened with bright new investment and activity, bringing new life to one of Louisville's classic urban neighborhoods.

In less than a decade a wave of new development in the area has revitalized Portland. Local companies and organizations like *Heine Brothers Coffee*, the *University of Louisville*, *Farm to Fork Catering*, *Falls Art Foundry*, and *Squallis Puppeteers* have relocated to Portland, bringing a diverse activation to the area. New restaurants and businesses like *The Table*, *Comfy Cow*, and *Cup of Joy Cafe* have opened and been embraced by the neighborhood. These investments add to the already long list of classic neighborhood businesses like *Shaheen's Department Store* and *Janes Brothers Hardware* which have collectively served Portland for over 150 years. Other old Portland favorites continue to thrive, including *Louisville Visual Art* and *Annie's Pizza*.



# The Development

## COURTYARD

## RESTAURANT

## RETAIL

## RESIDENTIAL

Located in the East Portland Warehouse District, *Painters Row* consists of a historic group of three masonry and timber warehouse buildings along a brick paved road.

The exposed brick and wood beams will be features of the interior spaces. The beautiful historic windows will offer unprecedented views of downtown Louisville. The complex also features an outdoor courtyard area between two of the buildings and a dedicated parking lot for the businesses and residential tenants.

Seventy one market rate residential units and over 37,000 s.f. of commercial space are planned for this mixed-use development.

The location has a natural relationship to the Ohio River, highlighted by the expansion of Waterfront Park - right across the street!

A true mixed-use icon, this development's lasting impact will secure *Painters Row* as a Louisville original reimagined for today - and generations to follow!





# Development Plan / PHASE 01

## DESIGN FEATURES

- 01 CREATE VIBRANT & MULTI-FUNCTION PEDESTRIAN-FRIENDLY STREETS
- 02 VISUAL CONNECTION OF EXISTING SPACES WITH PROMINENT PORTLAND HISTORY & CHARACTER
- 03 POTENTIAL URBAN PARK TO ENLIVEN DEVELOPMENT & PROVIDE NEEDED GREENSPACE
- 04 NEW URBAN DENSITY & COMPLETING BLOCK IDENTITY

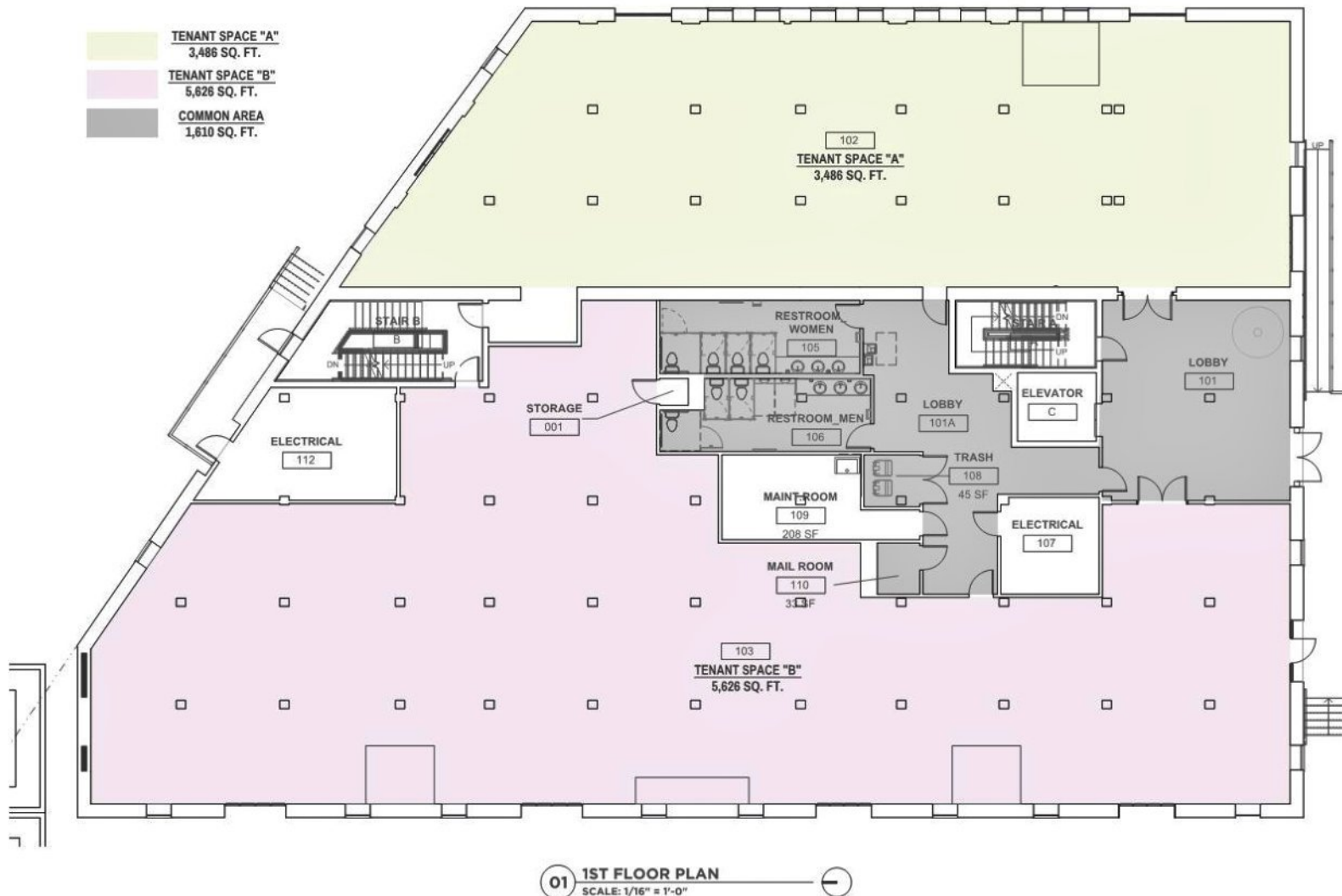
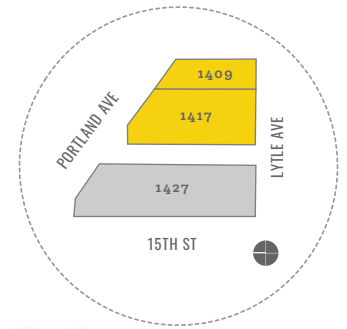
## PROJECT STATS

### PROJECT SCHEDULE

- CONSTRUCTION IS UNDERWAY!
- LEASING BEGINS: JUNE 2022
- PROJECT COMPLETION GOAL: SPRING 2023
- 71 UNITS
- MIX OF STUDIO, 1BR, 2BR (HEAVY ON STUDIOS / 1BRs)
- SIZES RANGE FROM 540 S.F. - 970 S.F.
- ~24,300 S.F. OF TOTAL COMMERCIAL SPACE AVAILABLE WITH GROUND FLOOR RETAIL/RESTAURANT.
- PLAN ON HANDLING PARKING AT LOT TO EAST OF BUILDINGS, WILL DO SOME STREETScape / SITE LIGHTING IMPROVEMENTS

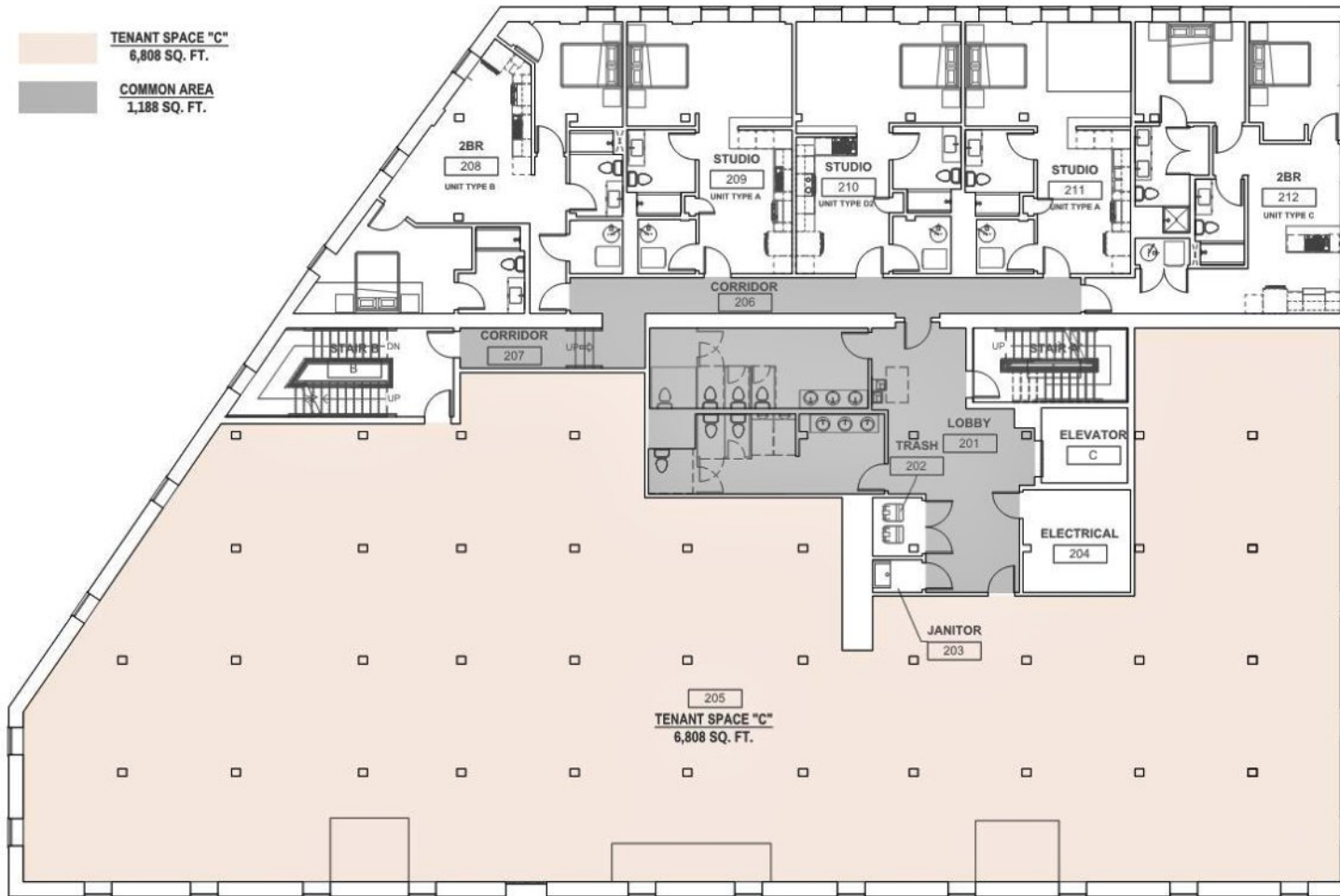
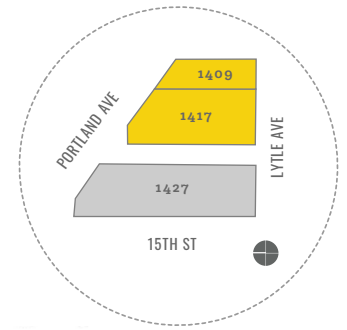


# Floor Plans



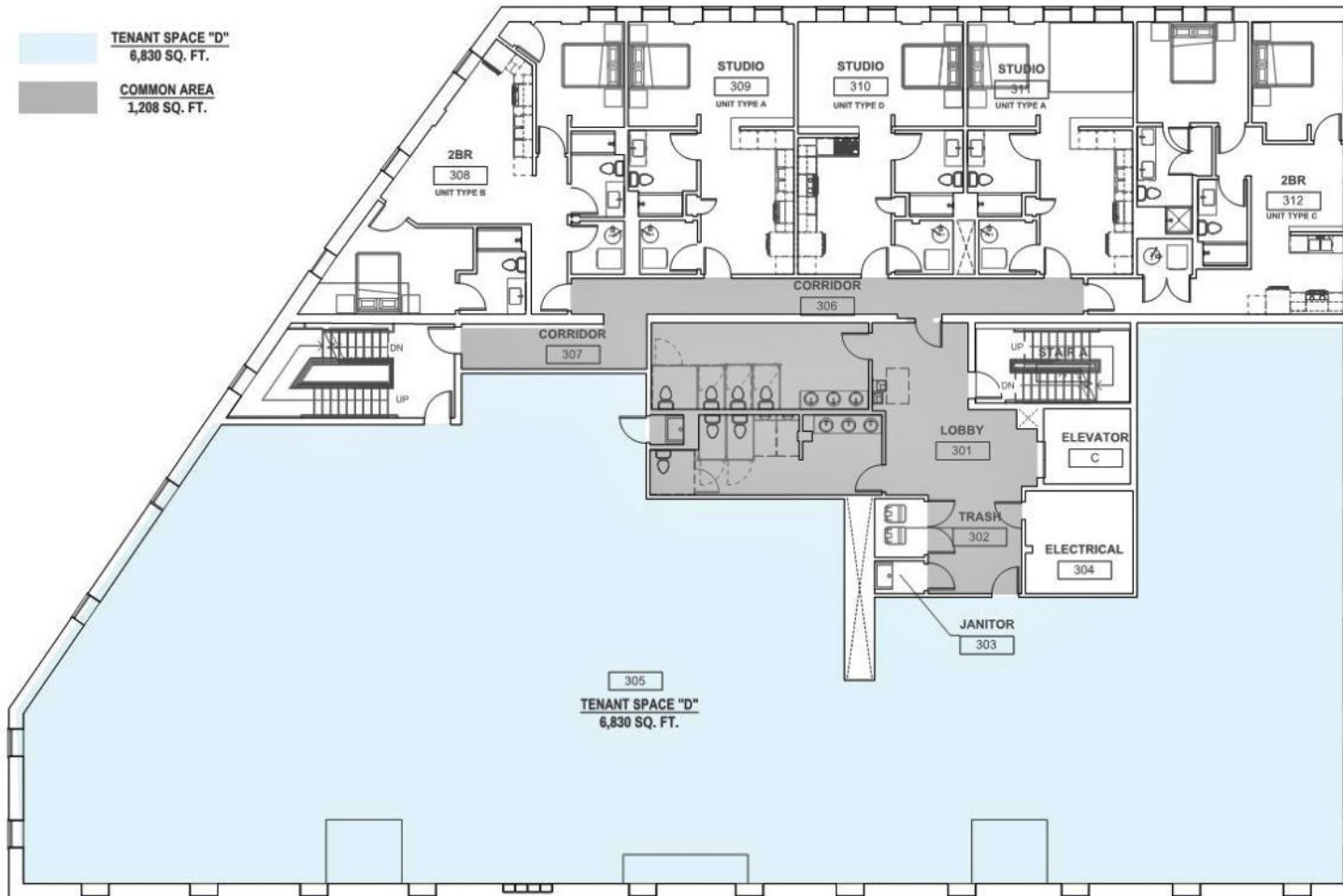
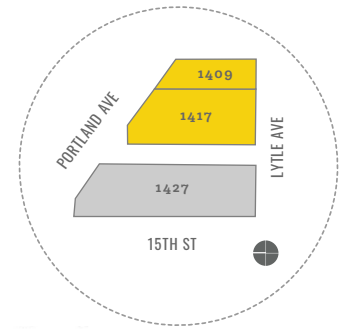


# Floor Plans



**02 2ND FLOOR PLAN**  
SCALE: 1/16" = 1'-0"

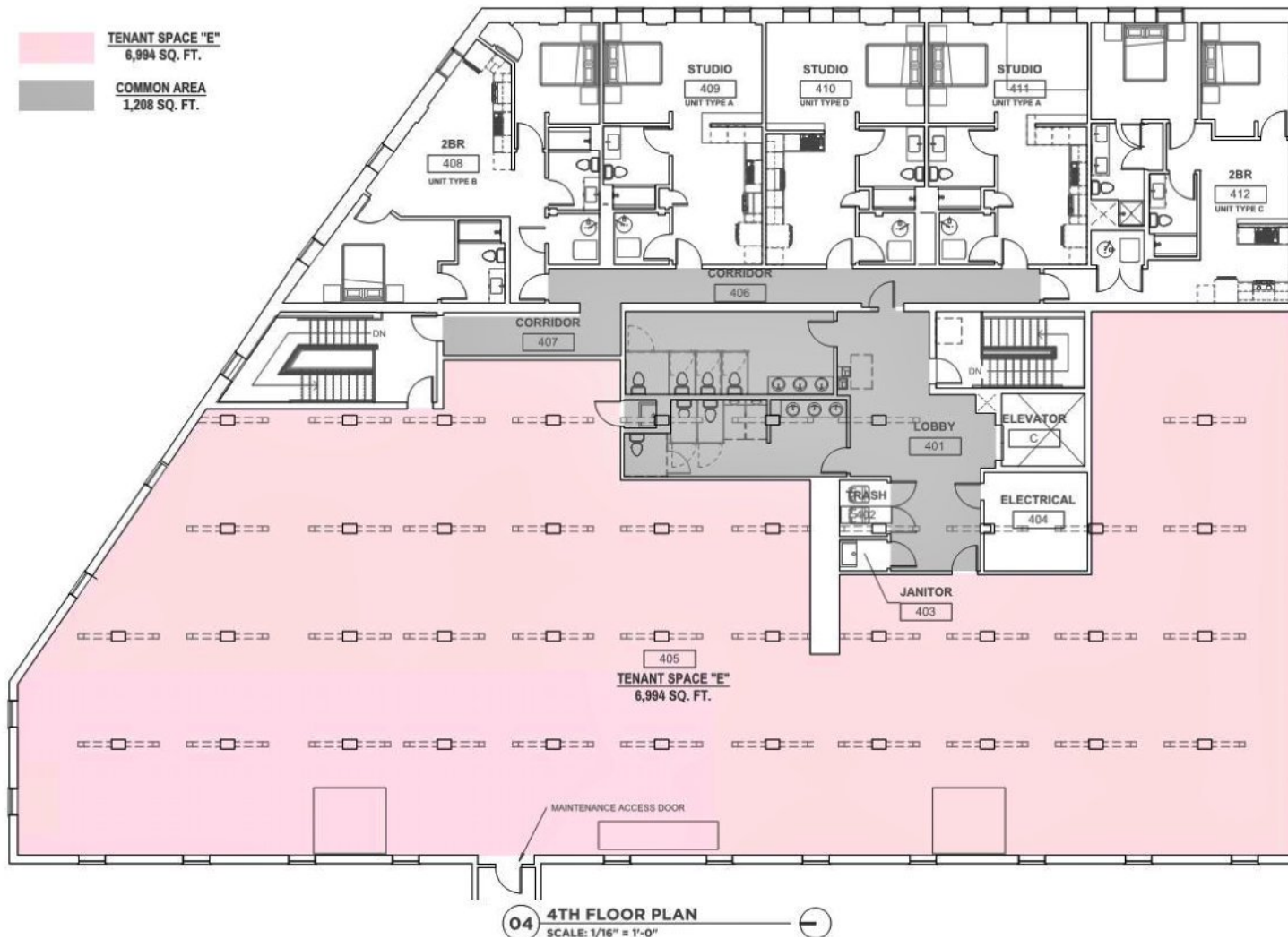
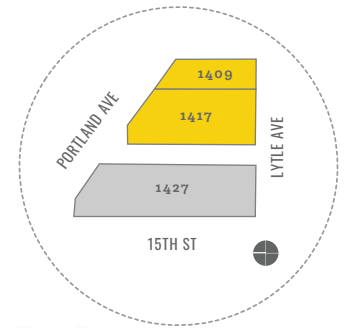
# Floor Plans



03 3RD FLOOR PLAN  
SCALE: 1/16" = 1'-0"



# Floor Plans

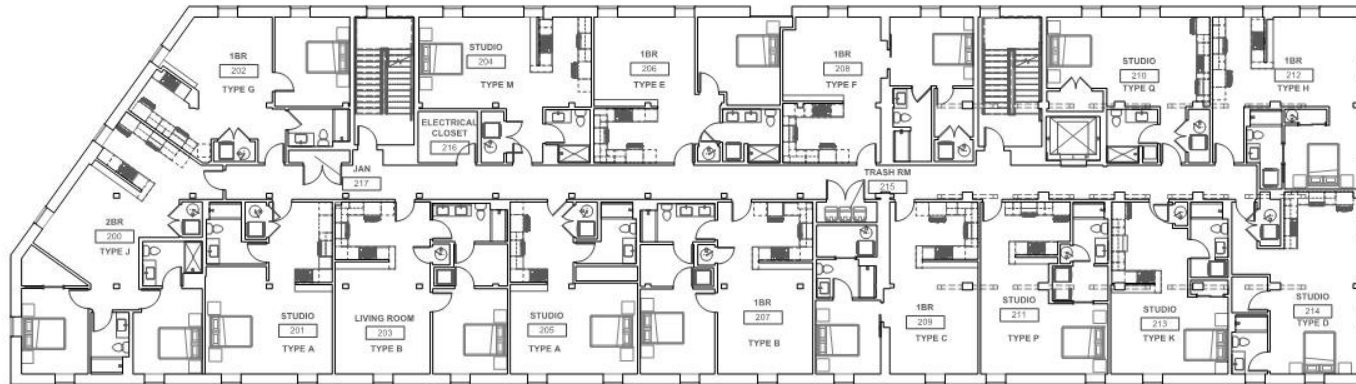
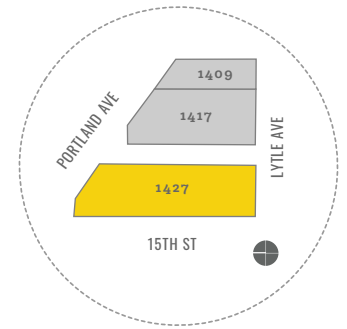


# Floor Plans

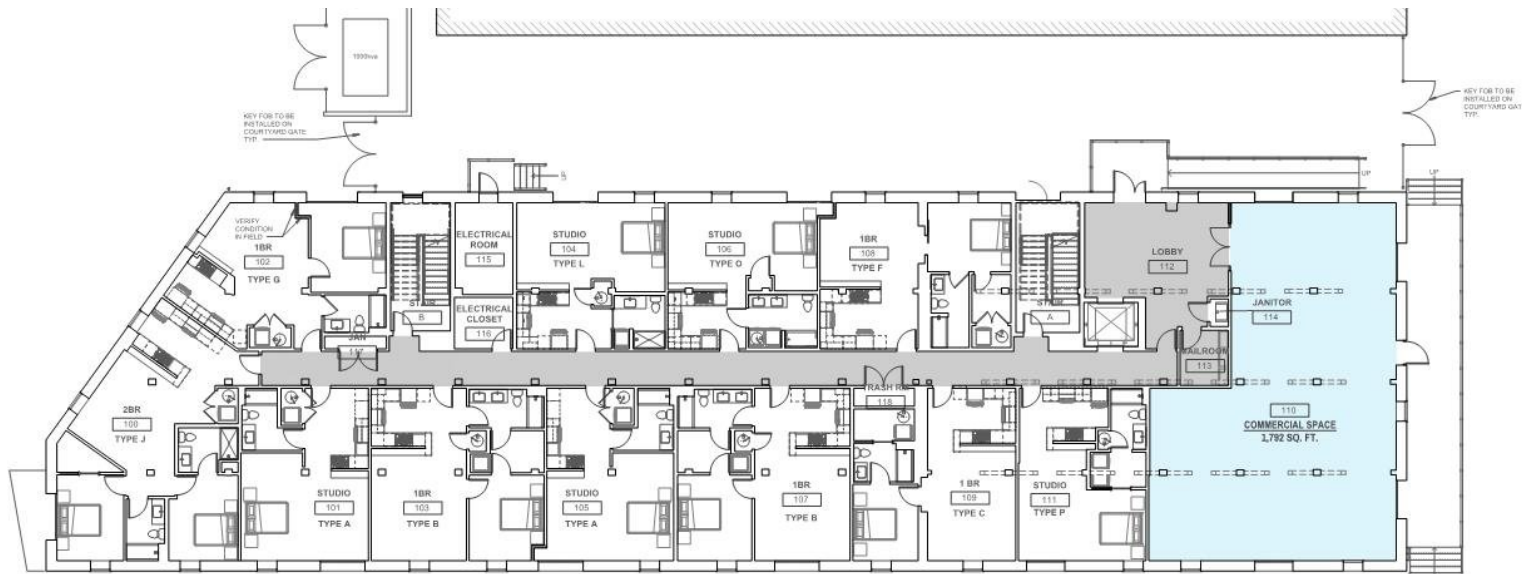
## PROJECT STATS

### 1427 LYTLE AVE

- 56 UNITS
- MIX OF STUDIO, 1BR, 2BR (HEAVY ON STUDIOS / 1BRs)
- SIZES RANGING 525 - 970 S.F.
- ~1,300 S.F. COMMERCIAL. POSSIBLY A SANDWICH/COFFEE SHOP OR SOME LIGHT RESTAURANT USE.



2ND-4TH FLOOR PLANS (TYP.)



1ST FLOOR PLAN





BIRDSEYE LOOKING NORTHEAST





STREET PERSPECTIVE @ 15TH & LYTTLE





STREET PERSPECTIVE @ 1427 LYTLE





STREET PERSPECTIVE @ 1409 - 1417 LYTLE BUILDINGS



# Development Plan / PHASE 02



## DESIGN FEATURES

- 01 CREATE VIBRANT & MULTI-FUNCTION PEDESTRIAN-FRIENDLY STREETS
- 02 VISUAL CONNECTION OF EXISTING SPACES WITH PROMINENT PORTLAND HISTORY & CHARACTER
- 03 POTENTIAL URBAN PARK TO ENLIVEN DEVELOPMENT & PROVIDE NEEDED GREENSPACE
- 04 NEW URBAN DENSITY & COMPLETING BLOCK IDENTITY

## PROJECT STATS

### THE RAILYARD RESIDENCES

1ST FLOOR = 29,000 SF // 32 UNITS  
(4 STUDIOS, 19 1BD, 9 2BDS)

2ND FLOOR = 29,000 SF // 34 UNITS  
(4 STUDIOS, 21 1BD, 9 2BDS)

3RD FLOOR = 29,000 SF // 34 UNITS  
(4 STUDIOS, 21 1BD, 9 2BDS)

4TH FLOOR = 29,000 SF // 34 UNITS  
(4 STUDIOS, 21 1BD, 9 2BDS)

TOTAL = 145,000 SF // 134 UNITS

### UNIT MATRIX

(16) STUDIOS / 134 UNITS = 12%  
(82) 1BD + 1BTH / 134 UNITS = 61%  
(36) 2BD + 2BTH / 134 UNITS = 27%

### PARKING

GARAGE = 29,000 SF // 78 SPACES  
SURFACE PARKING = 100 SPACES

TOTAL = 178 SPACES





BIRDSEYE PERSPECTIVE LOOKING NORTHWEST





BIRDSEYE PERSPECTIVE LOOKING NORTHEAST





STREET PERSPECTIVE AT LYTTLE ST ENTRANCE





STREET PERSPECTIVE AT RAILYARD MAIN ENTRANCE

# The Team

/ We imagine thriving neighborhoods where others can't and leverage our decades of planning, design, and development expertise to make them happen.



**BILL WEYLAND / CHIEF STRATEGY OFFICER**

An award-winning architect, developer and real estate broker Bill has committed much of his career to revitalizing downtown Louisville, including creation of the famous 10-story baseball bat and the Louisville Slugger Factory & Museum.



**LEE WEYLAND**

Lee joined the family business in 2007 after graduating from Vanderbilt University. Lee is a licensed realtor with the CCIM designation, and currently focuses on business development for Weyland Ventures, primarily engaging in sales and leasing services, new development opportunities, and building and maintaining relationships with clients and key stakeholders.



**MARIAH GRATZ / CEO**

Mariah works to bring new life to urban communities by revitalizing the built environment. She has experience in utilizing unique real estate financing mechanisms such as historic tax credits, new market tax credits, and tax increment financing to make projects a reality. She has been with *Weyland Ventures* since 2009, and in 2016, she became CEO.



**GREGG ROCHMAN / MANAGING PARTNER**

Gregg works as an urban developer with a current focus on the Portland Neighborhood. He began this work as founding partner and CEO of *Shine Contracting* renovating residential and small commercial buildings in the distressed Limerick neighborhood in Louisville, KY. This began his love for the adaptive reuse of antique buildings. Working with city of *Louisville Economic Development* department, he has had notable success in restoring the historic Albert A. Stoll firehouse into what is now *The Silver Dollar* (seen on multiple “best of” lists for Bourbon Bars in the US) and an 1870s tailor’s shop into the critically acclaimed NuLu restaurant *Decca*. *Shine Contracting* won multiple preservation awards for their work from *Preservation Louisville*.



**GILL HOLLAND**

Gill coined the term *NuLu* and was instrumental in turning the area into a thriving arts/design/local food and sustainable district. He helps lead the Portland revitalization and co-developed *The Green Building*, Kentucky’s greenest commercial structure. A Spirit Award nominee for film producer of the year (the Oscars for independent films), Gill is a former lawyer, runs *sonaBLAST! Records* and is involved on many cultural and civic boards. He was named 2009’s Person of the Year by *Louisville Magazine*.



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