OUR APPROACH

On behalf of our entire team, LC respectfully submits the following response to the Solicitation of Interest for the Urban Government Center (UGC) site. To date, this has been an incredible journey of discovery, collaboration, ideation, debate, and engagement for LC.

Our goal is to convey these sentiments throughout our entire proposal. Our perspective is that the UGC site, surrounding neighborhoods, and caring residents, present a defining moment for all. And our hope is that this is the beginning of a fruitful process that sees our team working with you and the great citizens of Louisville in the pursuit of a truly remarkable outcome for all.

LC has more than 20 years of experience developing, building and operating communities in the Midwest. We are a purpose-driven company guided by our values and inspired by our vision to create a world where communities become the catalyst for connection.

Rooted in our purpose, enriched by our experience, and supported by our first class team of architecture, construction, leasing, marketing, and operations professionals, we are capable of overcoming the challenges associated with a complex site like the UGC.

The UGC presents an opportunity that brings out the very best in LC. We have experience in uncovering the needs of a neighborhood, translating insights into inspiration, and turning ideas into realities. Similar to the LC RiverSouth community detailed in our proposal, the Urban Government Center is a perfect example of what ignites the deepest passion in our people.

We’ve been making a difference in Louisville since 2012 and our long-term commitment to the city is stronger than ever. As such, the UGC is much more than an immediate development opportunity; it’s a gateway for more meaningful relationships that will create greater prosperity for the city, its citizens, and the businesses that call it home. Done right, it will become another shining example of Vision Louisville … cherished by Louisvillians and celebrated (perhaps even envied) by those outside of the city.

Enclosed on the flash drive is our initial proposal that directly addresses questions posed in the Solicitation of Interest. Should LC be selected to move forward in the process, we will look to immediately engage with you and the citizens of Louisville about the possibilities of this site and its surrounding neighborhood.

We hope our response expresses our genuine excitement to work together on this opportunity, and many more. Together, we will achieve our collective goal to create stronger, meaningfully connected communities that offer a better quality of life for all.

Sincerely,

Michael DeAscentis II
Founder & CEO
LC has a big, important vision. It is the future we hope to see and want to create for the people we wish to impact.

We envision a world where communities become the catalyst for connection.

We started LC in 1996 because we felt a need was not met. While it was easy to find a place to live, it did not feel like a place to belong.

Enter LC.

For more than twenty years, we have built communities. And we take it seriously as proven by our vertical integration. We find the site, develop it, design the community, and build it. Through this, we activate communities that are meaningfully connected.
OUR PURPOSE

LC is a brand with a transparent sense of purpose. We wear our purpose with pride and ambition, inviting others to identify with it and share in it. We believe together we can be and do so much more than we can alone.

We exist to bring people together to form meaningful connections that inspire a sense of belonging.

CORE VALUES

Our five core values are the attitudes and beliefs that shape our company. They embody what’s important to us, and are used to guide and align our team’s decisions and behaviors.

Performance: We collectively celebrate wins, support taking risks, and take personal accountability when we make mistakes.
Communication: We want you to be you. Express yourself, be vulnerable, and connect with others. Take action to ensure everyone is in the know.
Leadership: At LC, leadership is a choice, not a designation. We want leaders who set the pace through their expectations and example, and who provide inspiration, empathy, and confidence to all.
Quality: We create value by understanding our customers’ needs and consistently delivering what we promise.
Teamwork: We act as one team, extending trust and respect to each other in pursuit of our collective goals.

The Goat // Louisville, KY
A decade ago, the RiverSouth District was a forgotten place in Downtown Columbus. It was home to only dilapidated buildings and surface parking lots, becoming a ghost town at the end of the work day. LC, in partnership with the City of Columbus and the Columbus Downtown Development Corporation, had a greater vision for the RiverSouth District to become an energetic downtown neighborhood, full of creative people and innovative dining establishments. That vision first began to take shape with LC RiverSouth, 186 South Front St., completed in 2009. Since then, the RiverSouth District has seen over $400 million in private investment and over $600 million in public investment, including two new parks and a completely redesigned riverfront. It is now a top place to live, work and play in Downtown Columbus.

Two brand new high-rise experiences at LC RiverSouth - 205 S. High St. (Fall 2017) and 245 S. High St. (Winter 2018) - located at the corner of Rich and High Streets in Downtown Columbus. Discover a new lifestyle with a remarkable living experience from LC, featuring The Goat, an infinity pool, beautiful courtyards, street-level retail space, and all that Downtown Columbus has to offer.
Germantown, a historic neighborhood adjacent to Downtown Nashville, Tennessee, is recreating itself with an influx of residential and commercial development. While new projects have brought new activity into the neighborhood, they lack a sense of authenticity. In contrast, LC Germantown utilizes traditional neighborhood design and contextual architecture to bring back the historical narrative to the neighborhood. The community is designed to embrace historic factory and warehouse vernacular in a modern, mixed-use development. Building form, materials, street network and programming of the site have been influenced – if not defined – by its authentic, contextual heritage.

Once completed, the project will house over 400 residential units, full-service amenities, restaurant, retail, and structured parking. LC Germantown is currently under construction with the first units being delivered by the end of this year.
LC Idlewild is LC’s first community in Louisville. The initial phase, completed in 2014, includes 360 units and is anchored by an elaborate 3-story mixed-use clubhouse that houses premium apartment units, a fitness facility, and a restaurant overlooking a multi-tier deck, resort-style pool and volleyball court.

The community takes its name from the original moniker of the Belle of Louisville steamboat, which transported thousands of passengers between Ohio River amusement parks in the 1930s. The architectural style of the community is inspired by the spirit and excitement surrounding the steamboat era, as evidenced by its bold use of color, playful and unique exteriors, and rich “Americana” aesthetic.

The success of this community encouraged a second phase of 286 units - which will be completed this summer - making it one of the largest market-rate apartment communities in Kentucky.
LC first planted a flag in the Nashville market in 2013 with LC Henley Station in Murfreesboro, followed by LC Providence in Mount Juliet. Since then, LC has moved into the urban core of Nashville with LC Germantown and LC SoBro. Both projects are high density, over 100 units/acre, and extract influence from the surrounding neighborhood into the design of the community.

We see a similarity in our Nashville market strategy to our approach in Louisville. While our first project was outside of the outerbelt, we envision future interest in being a part of the urban core. The maps shown above highlight our anticipated progression from LC Idlewild into the urban core of Louisville.
OUR DEVELOPMENT DESIGN PROCESS

01 // RESEARCH
We spend weeks understanding and drawing on the history of an area. By conducting deep and meaningful research— including local interviews— we are able to create an important place that belongs within.

02 // CHARRETTE
With a team of architects, designers, land planners, and analysts, we explore and discover the potential of each new project. This intense period of creativity and focus allows us to uncover new and exciting ideas en route to a strong and meaningful design concept.

03 // CREATIVE BRIEF
Once we understand the history and have discovered a creative direction, we begin to populate a document called a Creative Brief. Containing historical background, case study information, inspirational imagery, and target resident profiling, this document serves as the creative roadmap for all decision-making during the project. We utilize the creative brief throughout the project’s lifespan as a mechanism for maintaining a consistent dedication to the initial creative vision.

04 // DEVELOPMENT PLAN
Using the creative brief as navigation, we embark on an invigorating journey to develop the concept into a workable and usable plan. Engineering and Architectural plans are developed and populated with unique and elegant interior and exterior spaces and moments. The project team scrutinizes every detail of these plans to ensure compliance with the creative brief.

05 // IMPLEMENTATION
We take pride in taking a project from idea to reality— that is where implementation comes in. Our internal project team includes planners, architects, interior designers and construction managers, who handle the development from start to finish to ensure the vision is never lost in the final product.

WE TAKE THE DESIGN PROCESS VERY SERIOUSLY AND SPEND TIME UNDERSTANDING CONTEXT AND DISCOVERING HOW WE BELONG TO A NEIGHBORHOOD. WE TAKE THE TIME TO BE INSPIRED BY THE CITY AND CULTURE, WHICH IN TURN INFLUENCE EVERYTHING IN THE BUILT ENVIRONMENT.
We challenged ourselves to understand Yison Louisville, the surrounding community, Paristown Pointe, and the Urban Government Center site. This section intends to summarize the findings of that research.
UNDEERSTANDING THE CITY’S PROGRESSION

Successful development, especially on the scale of the Urban Government Center site, is complex. Based on our experience, achieving success requires collaborating with stakeholders, understanding community needs, performing detailed analysis, identifying insights, channeling creativity, unleashing passion, and practicing patience.

In our journey to date, we’ve already used all of these success drivers. Thus far, we have established new relationships and leveraged those created during our time in Louisville. We’ve studied a variety of visioning efforts (e.g., Vision Louisville, 2016 community visioning meetings, City of Louisville Annual Report, Louisville Central Rail Corridor: Area Wide Brownfield Plan), speeches (Mayor Fischer’s 2017 State of the City Address - February 2, 2017), and annual reports (Celebrating Progress: 2016 Annual Report). We’ve analyzed the six distinct neighborhoods along the Louisville Central Rail Corridor, the assessments performed to date on the site, and successful developments within the surrounding area. Later in our response, we’ll express what happens when we combine this level of research and analysis, with our passion, creativity and experience.

To structure all that we’ve learned thus far, we used the thoughtfully crafted elements of Vision Louisville. These elements spoke to our team, because each is powerful unto itself, but when combined together, they will undoubtedly move the city forward while preserving what makes Louisville Louisville.

From this point forward, we will share how we see these pillars already coming to life in this area of Louisville. And, we will use them to express how our concept will build upon your successful work to date in pursuit of Vision Louisville.

It is important to note that this is just the beginning of what must be a highly iterative process to ensure ultimate success. Should our team be selected, we will immediately expand all of these efforts, doing so in partnership with you and all other stakeholders.
REVITALIZING SURROUNDING NEIGHBORHOODS

THE VILLAGE
- Located on 3 acres, includes an existing office building 9,000 SQ FT building, plus plans for the development of mixed-use retail, residential, and commercial uses.
- The Village is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

SHELBY PARK
- Located on 16 acres, includes a park and a variety of uses, with plans for additional development.
- Shelby Park is intended to be a community park that is accessible to all residents.

ACCESS VENTURES
- Located on 10 acres, includes a mix of residential and commercial uses.
- Access Ventures is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

SHELBY PARK
- Located on 16 acres, includes a park and a variety of uses, with plans for additional development.
- Shelby Park is intended to be a community park that is accessible to all residents.

PARISTOWN POINTS
- Located on 15 acres, includes a mix of residential and commercial uses.
- Paristown Points is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

HIGHLANDS STATION
- Located on 10 acres, includes a mix of residential and commercial uses.
- Highlands Station is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

KINDRED HOSPITAL
- Located on 10 acres, includes a mix of residential and commercial uses.
- Kindred Hospital is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

PARISTOWN POINTS PROJECT
- Located on 15 acres, includes a mix of residential and commercial uses.
- Paristown Points Project is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

RESTORING BEARGRASS CREEK
- Located on 10 acres, includes a mix of residential and commercial uses.
- Restoring Beargrass Creek is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

GADSDEN PARK
- Located on 10 acres, includes a mix of residential and commercial uses.
- Gadsden Park is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

GERMANTOWN
- Located on 10 acres, includes a mix of residential and commercial uses.
- Germantown is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

UNIVERSITY OF LOUISVILLE MEDICAL SCHOOL
- Located on 10 acres, includes a mix of residential and commercial uses.
- University of Louisville Medical School is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

PHOENIX HILL APARTMENTS
- Located on 10 acres, includes a mix of residential and commercial uses.
- Phoenix Hill Apartments is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

SHELBY PARK
- Located on 16 acres, includes a park and a variety of uses, with plans for additional development.
- Shelby Park is intended to be a community park that is accessible to all residents.

1020 THE VILLAGE
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- The Village is intended to be a mixed-use neighborhood with a focus on sustainability and community engagement.

10,000 SQ FT BANQUET HALL FROM THE OWNERS OF VU (BOUTIQUE HOTEL)
- Located on 225 E. BRECKINRIDGE
- Including:
  - DEVELOPER: ACCESS VENTURES
  - RESIDENTIAL AND COMMERCIAL BUILDINGS.
  - 1155 S. SHELBY STREET
  - 65 ACRE PARK THAT INCLUDES WALKING PATHS, A SPLASH PAD, TENNIS, BASEBALL, BASKETBALL, PLAYGROUND, ETC.

600 E OAK STREET
- Located on 16 ACRE PARK THAT INCLUDES WALKING PATHS, A SPLASH PAD, TENNIS, BASEBALL, BASKETBALL, PLAYGROUND, ETC.
- Including:
  - DEVELOPER: AMERICAN箭首
  - RESIDENTIAL AND COMMERCIAL BUILDINGS.
  - 61 ACRE PARK THAT INCLUDES WALKING PATHS, A SPLASH PAD, TENNIS, BASEBALL, BASKETBALL, PLAYGROUND, ETC.

65 S BROOK ST
- Located on 65 S BROOK ST
- Including:
  - DEVELOPER: AMERICAN箭首
  - RESIDENTIAL AND COMMERCIAL BUILDINGS.
  - 65 ACRE PARK THAT INCLUDES WALKING PATHS, A SPLASH PAD, TENNIS, BASEBALL, BASKETBALL, PLAYGROUND, ETC.

61 E MAIN ST
- Located on 61 E MAIN ST
- Including:
  - DEVELOPER: AMERICAN箭首
  - RESIDENTIAL AND COMMERCIAL BUILDINGS.
  - 65 ACRE PARK THAT INCLUDES WALKING PATHS, A SPLASH PAD, TENNIS, BASEBALL, BASKETBALL, PLAYGROUND, ETC.

61 S JACKSON ST
- Located on 61 S JACKSON ST
- Including:
  - DEVELOPER: AMERICAN箭首
  - RESIDENTIAL AND COMMERCIAL BUILDINGS.
  - 65 ACRE PARK THAT INCLUDES WALKING PATHS, A SPLASH PAD, TENNIS, BASEBALL, BASKETBALL, PLAYGROUND, ETC.

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  - 65 ACRE PARK THAT INCLUDES WALKING PATHS, A SPLASH PAD, TENNIS, BASEBALL, BASKETBALL, PLAYGROUND, ETC.
First settled by the city’s tight-knit French population, Paristown Pointe serves as the connection between the downtown grid and the Highlands. Historically, the neighborhood attracted two major industries: a large tannery in the 1870s, and Louisville Stoneware—active for over 200 years, and a critical component of the area’s continued evolution.

Today, a renaissance is underway to build upon the neighborhood’s industrial past, unique infrastructure and eccentric character. Led by the Paristown Pointe Preservation Trust, the initial groundwork has been laid for revitalization, anchored by an expanded Louisville Stoneware factory, a theater for the Kentucky Center for Performing Arts, and a new brewery and gastropub by Goodwood Brewing Company. As Paristown evolves into a destination arts and culture district, the neighborhood will further unite and connect the residents, visitors and businesses of downtown, NuLu, Smoketown, Germantown and the Highlands.

The Urban Government Center site is an important piece of the Paristown Pointe neighborhood, both in position and size. Unfortunately, it currently lacks the urban frame and connectivity to completely integrate into its surroundings. Future development on the site should extend the existing urban grid into the UGC site.
We pushed ourselves to translate the research conducted into a plan that extracts the history and the momentum of Paristown Pointe. While we are excited to create this plan, we are even more excited to share our vision with the community and work with them to evolve the concept.
LC Paristown Pointe will produce a high quality community that employs a multitude of housing types and commercial opportunities for the citizens of Louisville. By utilizing careful site planning, energetic community space, and quality architecture, this project will serve as a cultural centerpiece in an emerging historic neighborhood.

While the original smokestack will be preserved, careful study showed that restoring the historic Louisville Baptist Hospital building is unfortunately infeasible. In its place will stand a 5-story tower with elements replicating the original hospital façade as a tribute to its century-long presence in the community. This tower will serve as the Southern terminus of a pedestrian-friendly extension of Brent Street, leveraging recent development momentum to the North (Louisville Stoneware, Kentucky Center for the Performing Arts, Goodwood Brewing Co.) and enhancing connectivity to the neighborhood.

Barret Avenue will serve as the commercial spine for the community, providing street-level retail and The Pointe Innovation Kitchen – a new restaurant incubation concept that challenges local culinary talent to create, collaborate, and inspire. The adjacent green space will serve as an outdoor dining promenade and host local food trucks and community events.

The remainder of the site will serve as a transition in density to respect adjacent neighborhood scale: attached 3- and 4-townhomes flank Breckinridge and Vine Streets, with single-family detached “shotgun” homes on the West side of Vine Street.
OUR DEVELOPMENT PROPOSAL

- Connective
- Creativity
- Economy
- Sustainability
- Health
- Identity

Aerial Rendering // View from Brent Street looking southeast
Economic Impact: In addition to the cultural impact referenced throughout this proposal, LC Paristown Pointe will have a positive economic impact on the Paristown Pointe community and the entire city of Louisville. Completion of this development will add approximately 550 residents to the area and create approximately 30 on-site jobs. We recognize the need for affordable housing in the area, and our intention is to partner with the City and Community to further understand this need, and how it can be meaningfully fulfilled.

Considering direct and indirect impacts of construction activity, the project will deliver the following one year impacts*:
- $43 million in local income
- $8.1 million in taxes and other revenue for local governments
- 595 local jobs

Additionally, annual recurring impacts result from residential occupancy, participation in the local economy, and taxes are as follows*:
- $9.6 million in local income
- $1.9 million in taxes and other revenue for local governments
- 163 local jobs

Public Financing: We propose a partnership with the City of Louisville and the State of Kentucky to obtain a level of public financing to ensure the financial feasibility of this project. Public financing can be achieved through options such as, but not limited to, tax credits, TIF’s, land leases, and discounted land price.

Ability to Secure Financing: LC has developed 15,000 multi-family units with a market value in excess of $2 billion. LC is currently developing 10 projects with over 3,000 units and a market cap in excess of $500 million. We are a strong financial partner with the ability to raise capital from multiple sources.

*Source: NAHB “The Economic Impact of Home Building in Typical Local Area”
At LC we value our conversations with our neighbors and look forward to working together to create the best possible project. Below is our plan to engage the community in our development process. It is paired with icons that represent involvement at each level.

01 // RESEARCH /////////////////////////////////////////////////////////////////
While we have done some heavy lifting on the research of the neighborhood, we feel like we still have a ways to go. LC will work with stakeholders to extract additional research about the needs of community.

02 // CHARRETTE //////////////////////////////////////////////////////////////////////////
LC will host a community design charrette with the goal of working with our neighbors on site design and uses. In turn, we hope to better understand their needs and wants for the neighborhood.

03 // CREATIVE BRIEF /////////////////////////////////////////////////////////////////
The creative brief will be shared with stakeholders and city staff members.

04 // DEVELOPMENT PLAN /////////////////////////////////////////////////////////////////
LC will continue to work with city staff members to move through the zoning and entitlement process.

05 // IMPLEMENTATION /////////////////////////////////////////////////////////////////
During construction, LC intends to hold site walks and hard-hat tours with stakeholders and members of the community with the goal of continually engaging and involving all those interested in the project.

LC is committed to adhering to the fair labor standards contained in Chapter 37 of the Louisville Metro Code of Ordinances pertaining to minority, female and handicapped business enterprises.