

Neighborhood Meeting – June 18, 2020

CASE NO. 20-ZONEPA-0018

Proposed zone change from EZ-1 to C-2 and Conditional Use Permit to allow a plasma collection center in the existing shopping center located at
2809 West Broadway

octapharma

Attorneys: Bardenwerper, Talbott & Roberts, PLLC

Land Planners, Landscape Architects & Engineers: Land, Design & Development, Inc.

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Neighborhood Meeting Letter

BARDENWERPER, TALBOTT & ROBERTS, PLLC

ATTORNEYS AT LAW

Business Services Associates, LLC • Corporate Counsel • 1000 N. Harborside Drive • Suite 1000 • Portland, Oregon 97228
(503) 476-6666 • www.bardentrb.com

Paul B. Whitey
Title: Assistant General
Mobile: (503) 459-2266

John C. Talbot
Title: Associate Attorney
Mobile: (503) 459-2266

William E. Proffers
Title: Senior Counsel
Mobile: (503) 412-7337

June 2, 2020

RE: Proposed change in zoning from E7-1 to C-2 and Conditional Use Permit (CUP) to allow a plasma collection center in the existing shopping center located between S. 28th and S. 29th Streets on the north side of West Broadway at 2809 West Broadway

Dear Neighbor:

We are writing to notify you about an upcoming "neighborhood meeting" regarding the above referenced project. Because of the COVID-19 emergency orders requiring and/or recommending social distancing, the neighborhood meeting will be held virtually. The details are set forth in this letter and the supporting attachments. If you cannot obtain access to the virtual meeting, we may be able to assist you in that regard or otherwise assure a telephone or in-person conversation.

Our client, the applicant, Octapharma Plasma, Inc. is seeking a zone change and a CUP to allow a plasma collection center for a 3,82 +/- site located at the corner of West Broadway and 29th Street. The applicant is proposing to use approximately 10,965 sf of the existing, currently vacant space within the shopping center. A plan was filed for pre-application review with Planning and Design Services (PDS) that has been assigned case number 20-ZONEPA-0018 and case manager, Joel Doek.

The virtual meeting will be held on Thursday, June 18th beginning at 6:30 p.m.

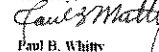
Enclosed for your review are the following:

1. The development plan and aerial photograph sheet
2. LDMC site location zoning map sheet showing the location of the site
3. Detailed summary sheet of the project
4. Contact information sheet
5. Instruction sheet on how to join the virtual meeting.
6. Information sheet on how to obtain case information online from PDS' online customer service portal.
7. PDS' "After the Neighborhood Meeting" sheet

If you are unable to attend the virtual meeting, or have any questions or comments, please feel free to email or call me, or contact the PDS case manager listed on the attached contact information sheet.

We look forward to seeing you.

Sincerely,



Paul B. Whitey

cc: Hon. Donna Davis, Councilwoman, District 5
Joel Doek, case manager with Division of Planning & Design Services
Kerry Clah, Director of Facilities, Octapharma Plasma, Inc.
Ann Richard, Land Design & Development, Inc.

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Process

- Pre-App Filing
- Neighborhood Meeting
- Formal Filing
- Land Development & Transportation Committee (LD&T)
- Planning Commission (PC)
- Metro Council

DPDS Case
Manager Contact
Information

Joel Dock, Planner II

Planning & Design Services

444 South Fifth Street, Suite 300

Louisville, KY 40202

(502) 574-5860

Joel.Dock@louisvilleky.gov

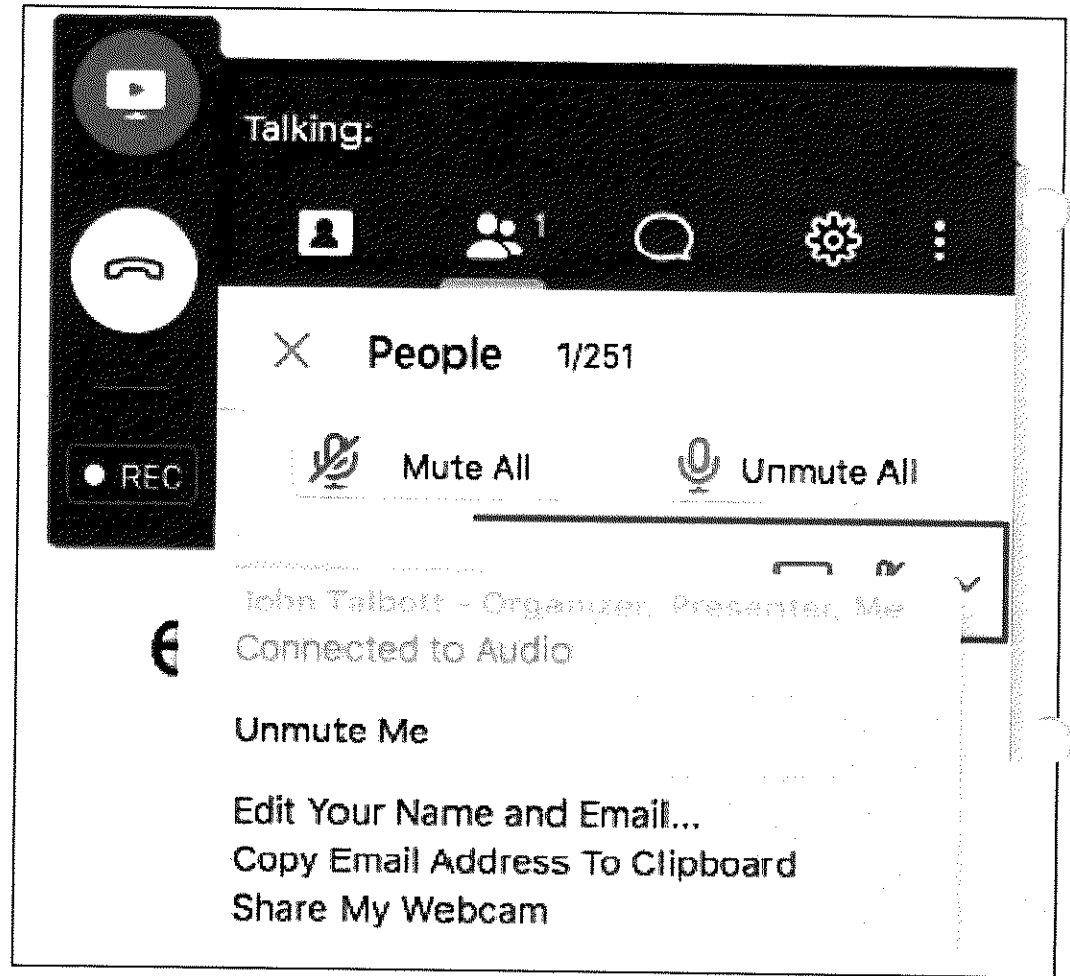
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NOTICE OF POTENTIAL CHANGES

- Please be advised that every effort is made to make the information today accurate, but it is subject to change and correction.
- Changes will likely be made to the development plan and use after various agencies and DPDS staff review the plan.
- Plan changes will be available for review with Louisville Metro Planning & Design's Online Customer Service Portal and at the time of the public hearing.
- You may also contact the DPDS case manager if you have any questions, or contact any others listed on the Contact Information Page where contact information is provided.

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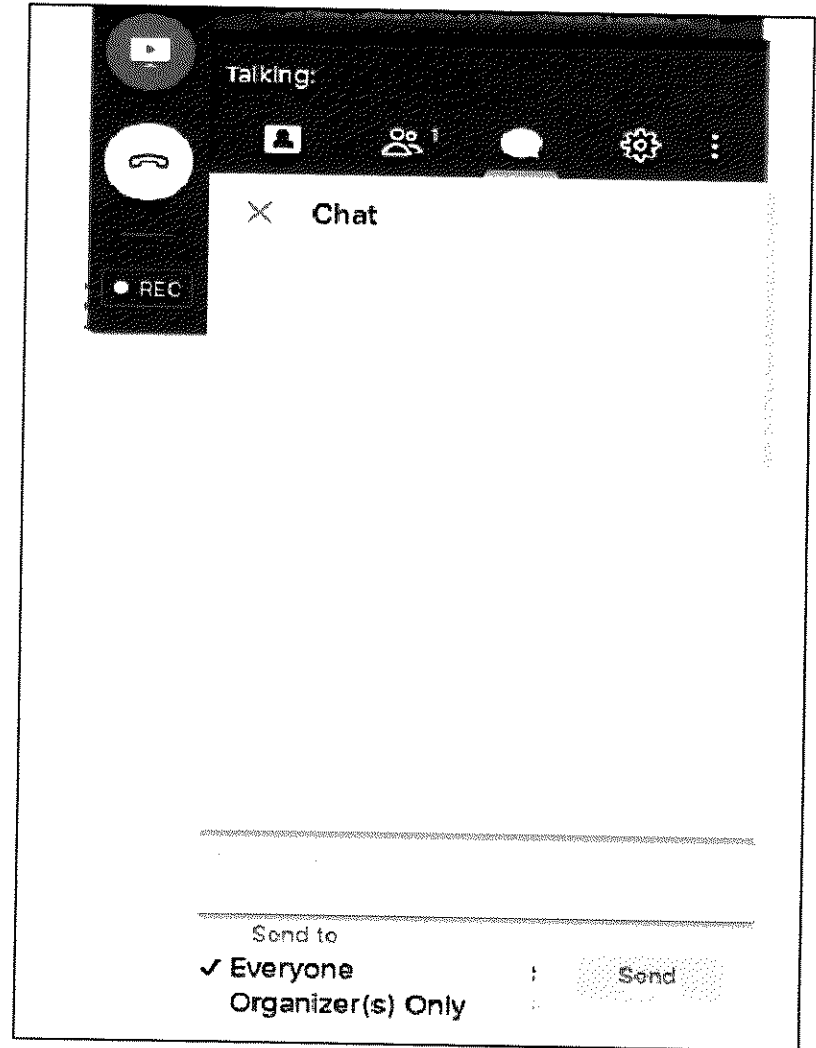
How to edit name



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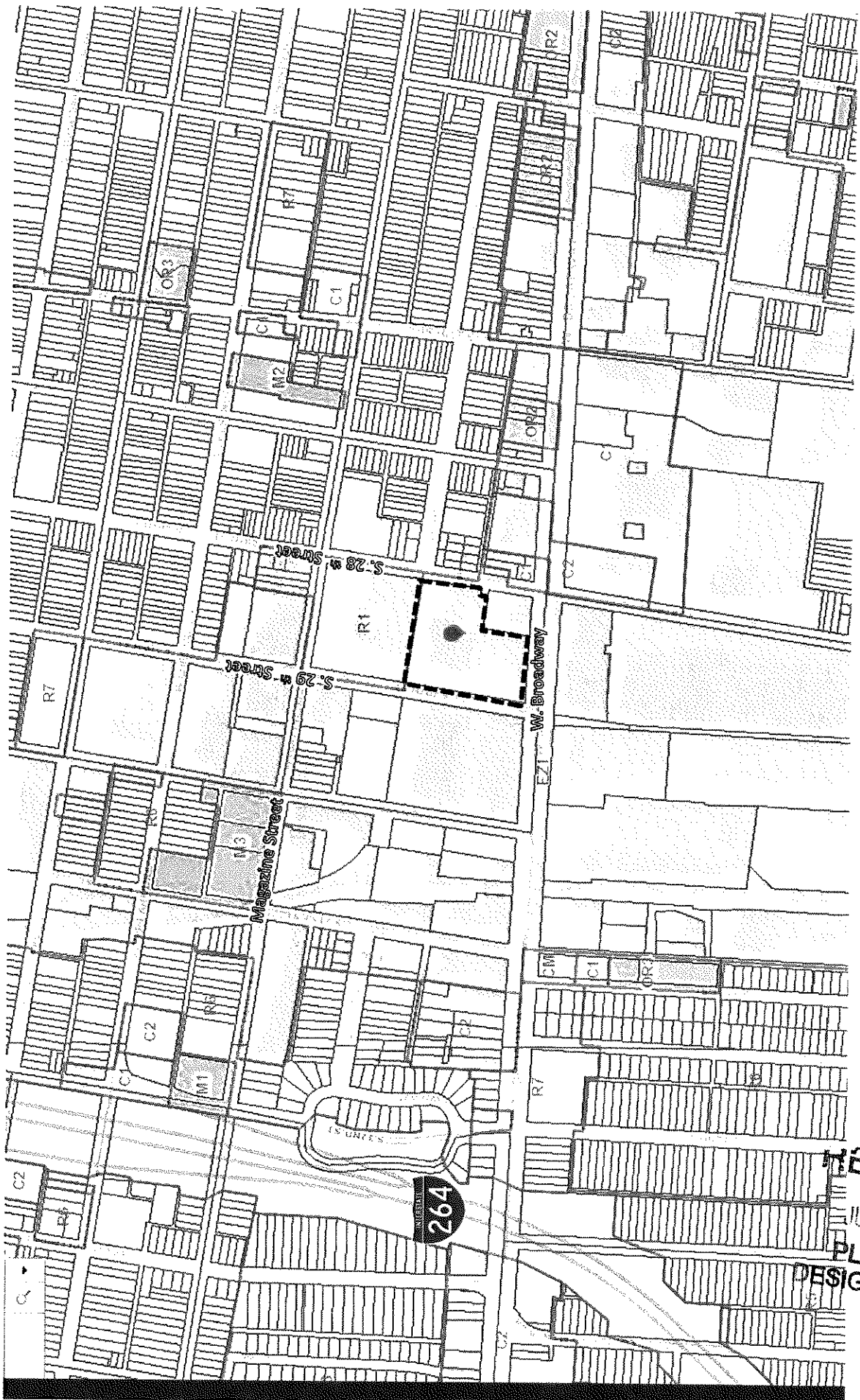
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Send Name in Chat
for identification and
questions



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Looking east down W. Broadway from S. 29th Street. Site is to the left.

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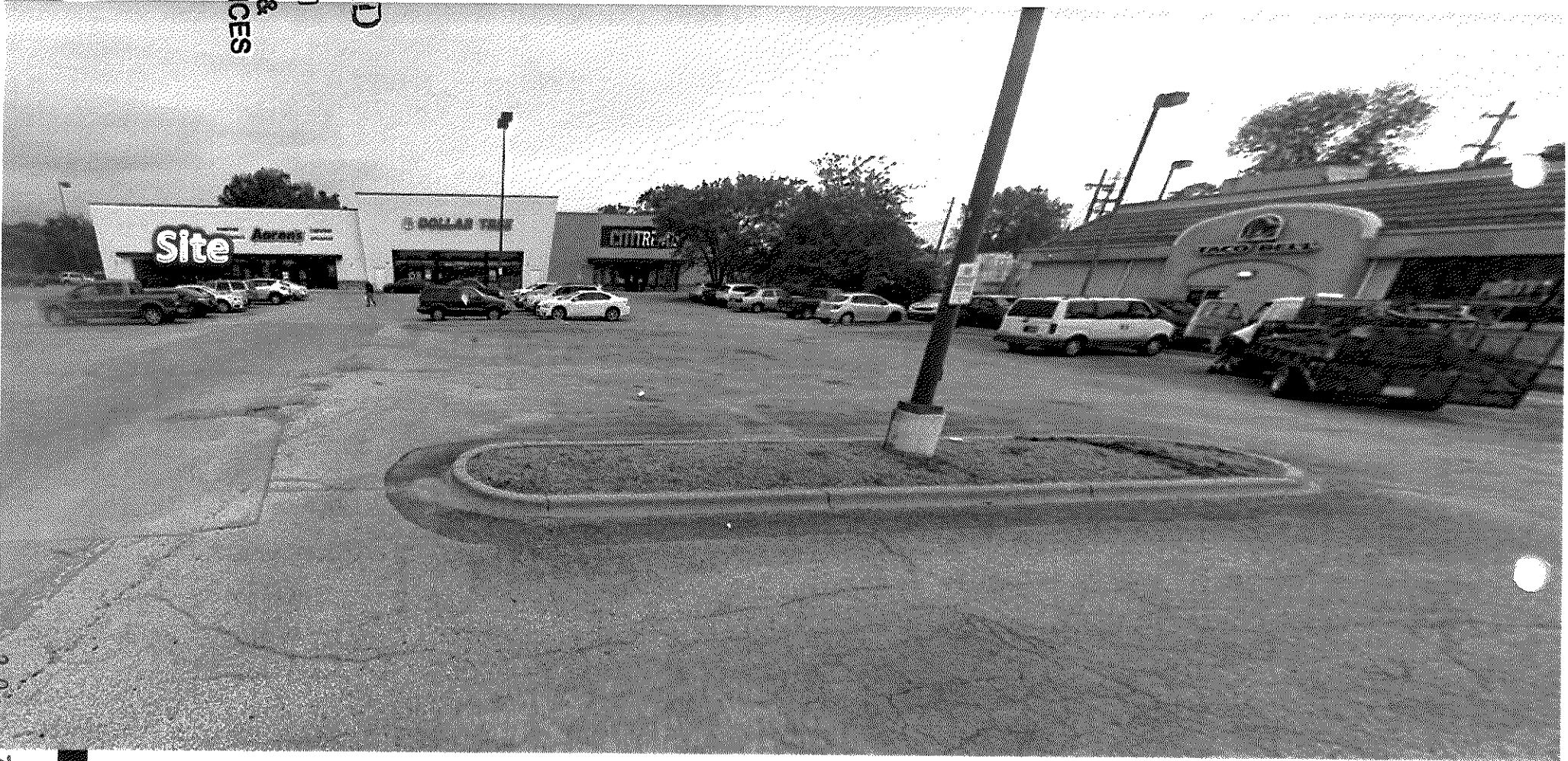
Looking northeast towards site from S. 29th Street.

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View of site from parking lot

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Looking west down W. Broadway from S. 28th Street. Site is to the right.

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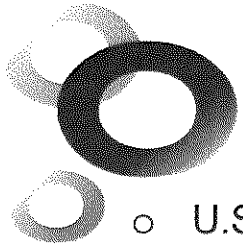
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Octapharma Plasma: In the Community

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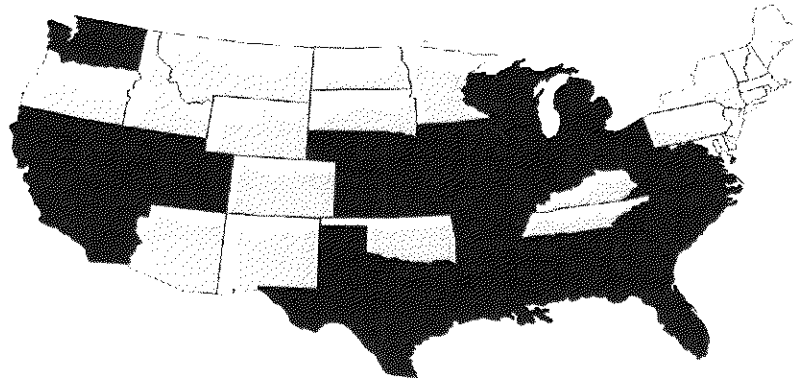
Plasma makes it possible.

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Octapharma Plasma Inc – Who We Are

- U.S.–based company that collects, tests, and supplies plasma used in manufacturing life-saving medicines.
- Operates 100+ plasma donation centers in retail shopping areas across 30 states – and growing to meet increasing global plasma need.
- Headquartered in Charlotte, NC; employs 3,000+ nationally.
- Dedicated to improving the health and lives of donors, employees, patients, and citizens in the communities where we live and work.



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Optional: Plasma Makes It Possible Video

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How We Positively Impact Communities

NEW JOB CREATION

Octapharma Plasma donation centers support \$2 million+ per year in local wages.

DONOR PAYMENTS

Each Octapharma Plasma donation center's payments reach ≈ \$3.5 million per year.

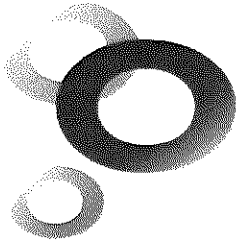
≈ \$5+ million/year to funnel back into local economy

RETAIL SUPPORT

Statistics show 80-85% of our payments are funneled back into local economy. Opportunities for local retailers to advertise inside donation center.

PARTNERSHIPS

Octapharma Plasma partners with local professional associations, patient advocacy groups, and volunteer organizations.



New Job Creation

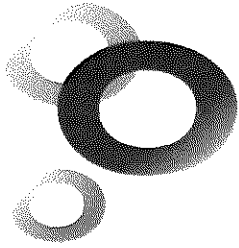
- Our donation centers hire locally, creating ≈ 50 new jobs per center. Employees receive valuable skills training, human resources support, and opportunities for promotion. Octapharma Plasma donation centers support the community with \$2 million+ annually in competitive employee wages.
- In addition to center staff job creation, vendor and sales opportunities also increase for numerous local businesses. During the startup phase of a new donor center, the local community realizes an economic benefit of well over \$1 million. Benefitting businesses include:
 - Retailers
 - Construction trades
 - Janitorial staff
 - Delivery services (ship/receive at local stores)
 - HVAC contractors

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Donor Payments

- Octapharma Plasma's donors are compensated for their time.
- Donor payments support financial well-being, increase household earnings, and create additional value for donors.
- Each Octapharma Plasma donation center's donor payments reach ≈ \$3.5 million annually, creating additional disposable income to be spent within the local community.

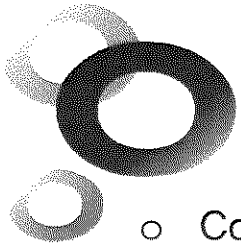


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Community Retail Support

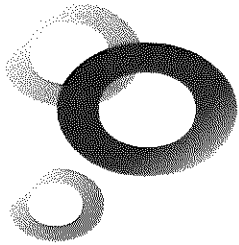
- Community retailers benefit when our employees, suppliers, and donors put money back into the local economy by spending with local businesses. Statistics show 80-85% of our payment spend is funneled back into the local economy.

Top Retail Categories: Sales Revenue Generated by Local Market (annual)	
Grocery stores = +\$1.5 million	Pharmacies = +\$100k
Gas/Convenience stations = +\$500k	Utilities = +\$75k
Food services/Restaurants = +\$250k	Office & Home supplies = +\$75k
Variety/Discount stores = +\$200k	All Other (Entertainment, Apparel, Interests) = +\$100k

- Co-advertising helps extend revenue opportunities, generating even more potential value.

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Community Partnerships

- Octapharma Plasma partners with local Chambers of Commerce and other professional associations to better connect with businesses in the communities we serve.
- We support multiple healthcare and patient advocacy organizations at national and local levels.
- Octapharma Plasma staff are involved in their communities participating in career and health fairs as well as volunteering with local organizations and agency services.



NATIONAL HEMOPHILIA FOUNDATION

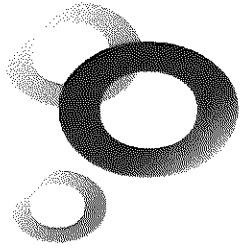


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Profile of an Octapharma Plasma Donor

Age Range
18 – 65 years



Average Household Income
\$30 – 50k

Primary Motivation

Earn supplemental income
and help others

Eligibility Criteria

Must be in good health
with valid photo ID,
proof of Social Security #, and proof of
residence

Work Status

Full or part-time employees, students, and
job seekers

Health Information

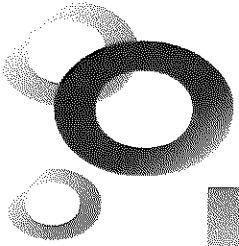
Suitable past and present medical/social
histories, medications, travels, and physical
exam

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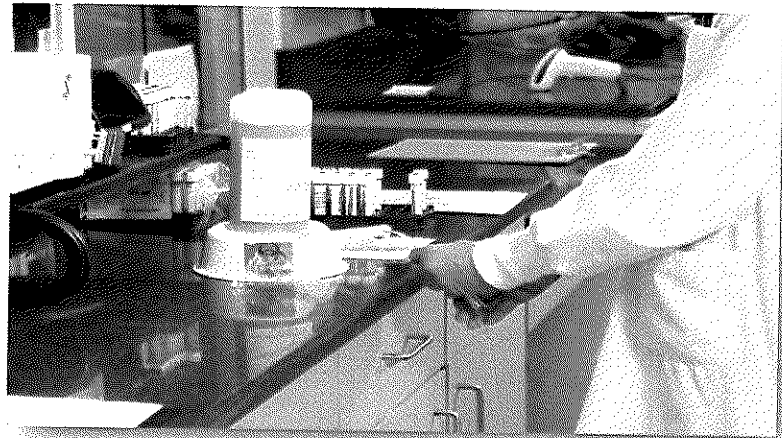
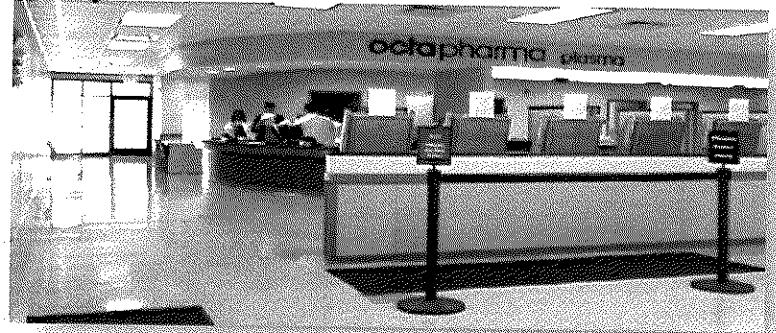
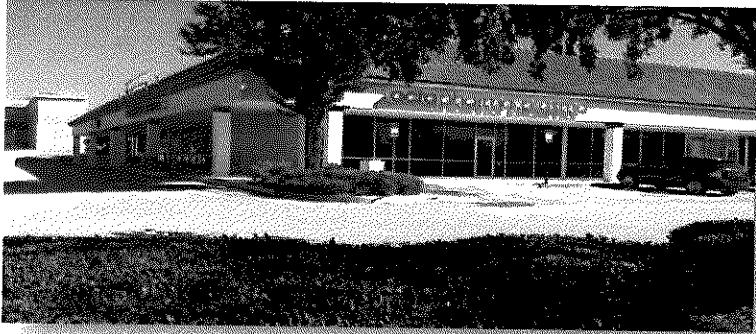
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Donation Center Snapshots



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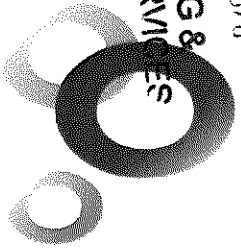
Octapharma Plasma Donation Centers

- Highly regulated by FDA, OSHA, EPA, DOL*, and other regulatory bodies as applicable; we follow all quality & safety standards.
- Typically in upgraded retail shopping areas with landlords s. a. Brixmor, Harlem Irving Cos, and DPI Retail.
- Provide safe, clean, and comfortable facilities.
- Utilize state-of-the-art technology to collect blood plasma.
- Operated by professionally trained staff.



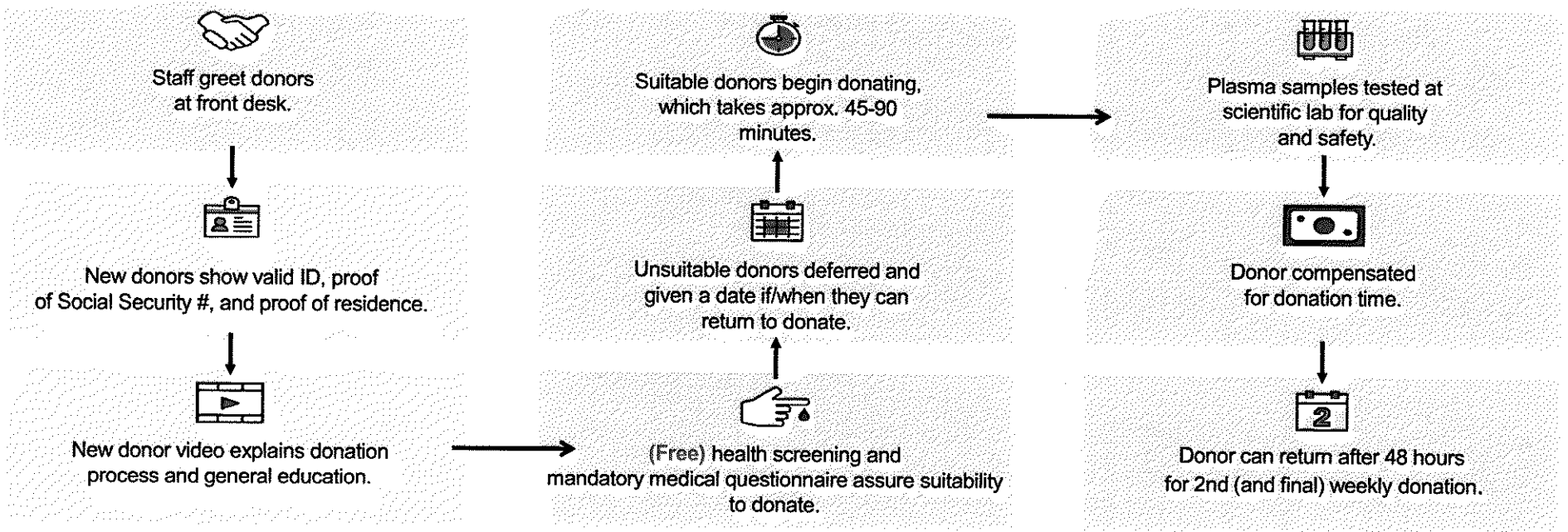
*US Food and Drug Administration (FDA), Occupational Safety and Health Administration (OSHA), US Environmental Protection Agency (EPA), and United States Department of Labor (DOL)

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Octapharma Plasma Donation Process



Optional: Donation Experience and Octapharma Story (Testing Lab) Videos



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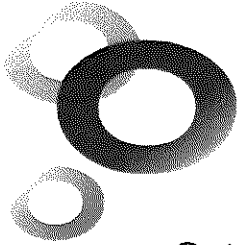
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Patients Benefitting From Octapharma Medicines

- Plasma donations make it possible to change and save the lives of patients worldwide.
- Plasma-based medicines treat patients (shown below) with rare, genetic, and chronic diseases such as bleeding disorders like Hemophilia and immune deficiency disorders. They are also used for:
 - *Rh negative pregnancies*
 - *Trauma & burns*
 - *Cancer treatments*
 - *And other medical conditions*

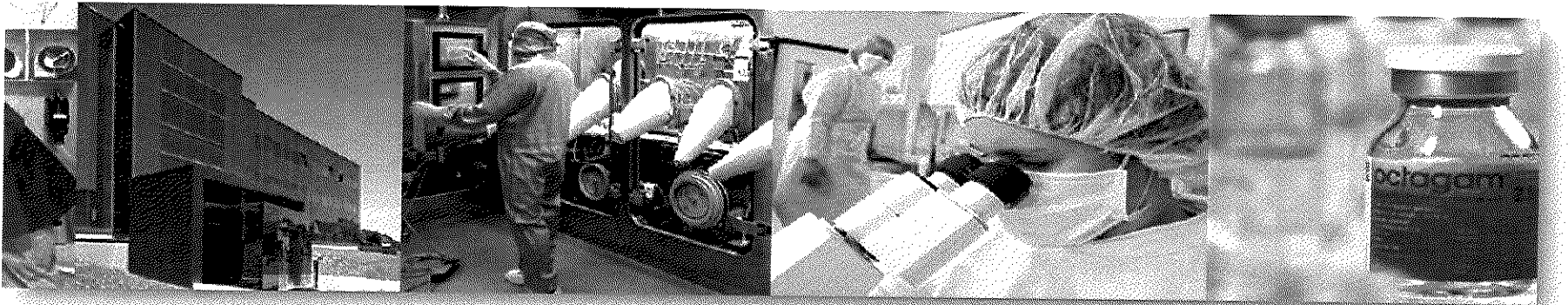


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Our Parent Company- Octapharma AG

- Octapharma is a privately-owned global proteins manufacturer headquartered in Lachen, Switzerland. Since its establishment in 1983 the company has been dedicated to improving the lives of millions of patients in over 113 countries.
- Octapharma is committed to developing innovative therapies in critical care, hematology, and immunotherapy fields.

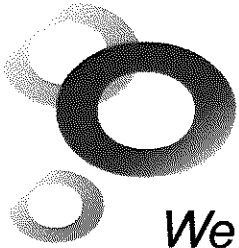


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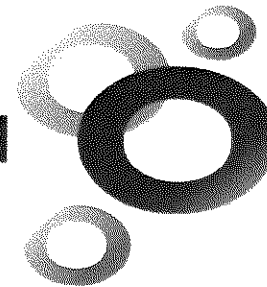


We strive to positively impact the lives of individual donors and their families, support local businesses, provide job opportunities, and remain engaged partners in communities where we live and work.

**Thank you for the opportunity to be
community!**

part of your

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Stella Link Center

9117 Stella Link Road, Houston, TX

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Pharmaceutical Marketing Solutions

Owner:

- Silvestri Investments (<http://silvestriusa.com>)
- Private company
- Owner of 37 locations consisting of 1.8M square feet of retail

Anchor Tenants:

- 99 Cents Only
- O'Reilly Auto Parts



Northlake Commons

17 West North Avenue, Northlake (Chicago), IL

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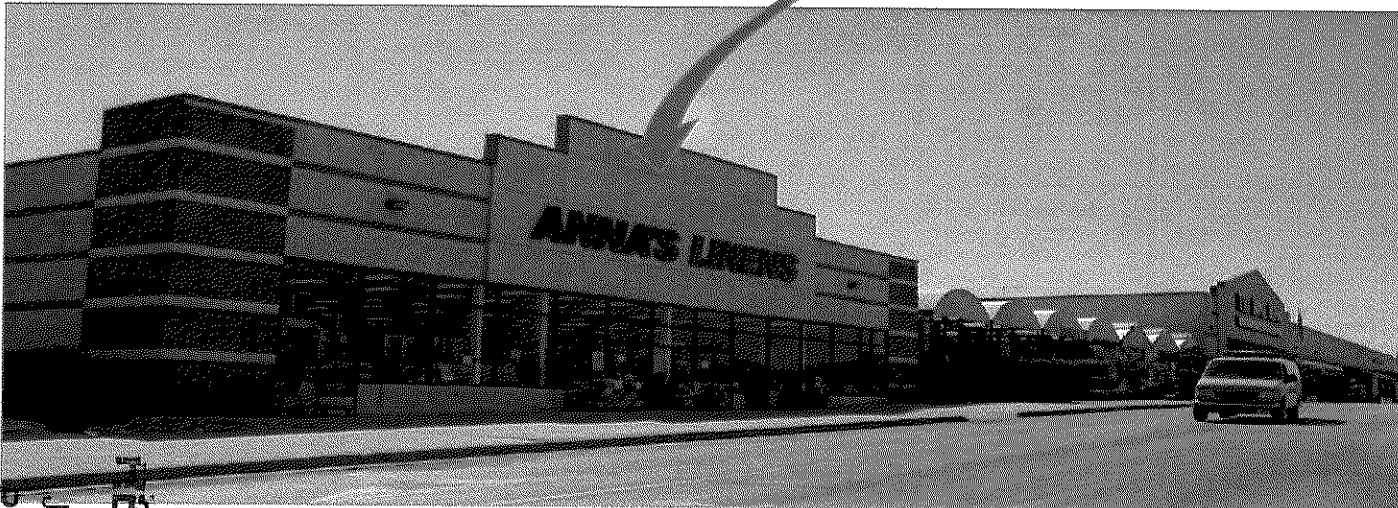
17 West North Avenue, Northlake, IL 60164

Owner:

- Harlem Irving Companies (<http://harlemirving.com>)
- Private owner and developer of retail and multi-unit residential with 3.5M square feet of owned retail

Anchor Tenants:

- Home Depot
- Value City Furniture
- Office Depot
- Sam's Club
- Walmart



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Great Southern Shopping Center

3725 – 3907 South High Street, Columbus, OH

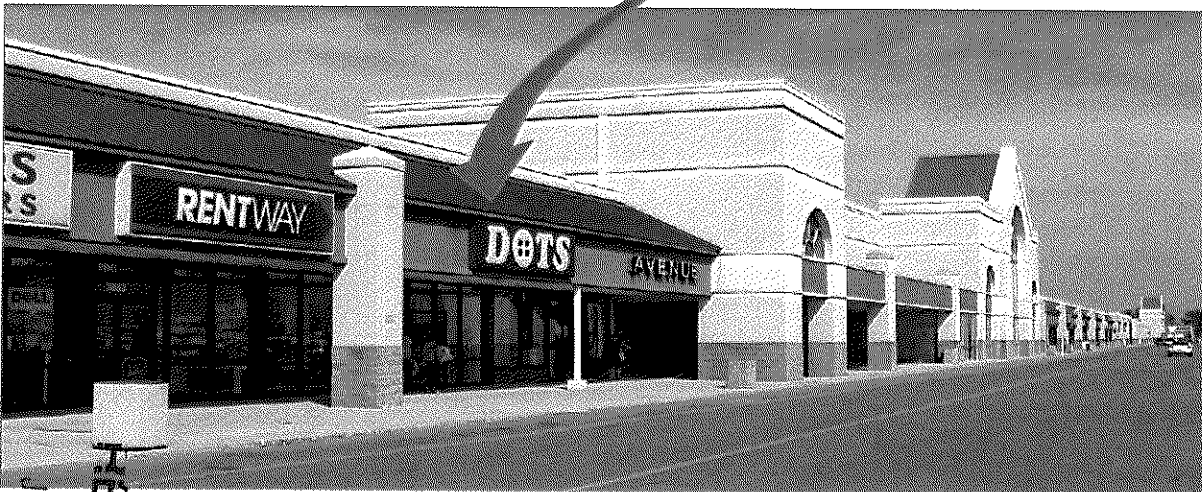


Owner:

- Spigel Properties
- Private owner of over 6.0M square feet of retail

Anchor Tenants:

- CitiTrends
- Dollar General
- Rainbow
- Family Dollar
- Dollar Tree
- Kroger
- Walmart
- Rent-A-Center



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Northeast Plaza

3307 Buford Highway, Atlanta, GA

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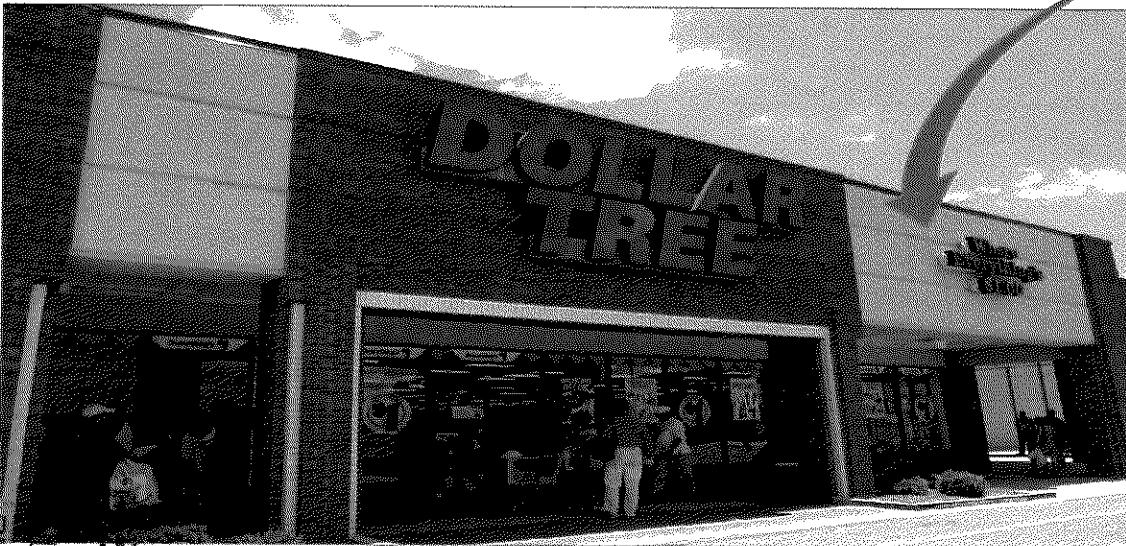
For more information, please contact your local representative.

Owner:

- Brixmor (<http://brixmor.com/>)
- Publicly traded REIT
- Owner of over 520 retail locations consisting of over 87M square feet in 38 states

Anchor Tenants:

- dd's DISCOUNTS (Part of Ross Stores)
- Dollar Tree
- Aaron's
- Family Dollar



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Redford Plaza

9323 Telegraph Road, Redford (Detroit), MI



Owner:

- Brixmor (<http://brixmor.com/>)
- Publicly traded REIT
- Owner of over 520 retail locations consisting of over 87M square feet in 38 states

Anchor Tenants:

- Kroger
- Burlington Coat Factory
- Ace Hardware
- Rainbow
- Dollar Tree
- GNC Foot Locker and AutoZone



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Archdale Marketplace

5831 South Boulevard, Charlotte, NC

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5831 South Boulevard, Charlotte, NC 28217

Owner:

- The Providence Group (<http://www.providencegroup.com>)
- Private owner of retail centers in North Carolina, South Carolina, Georgia, Tennessee and Virginia

Anchor Tenants:

- CitiTrends
- Food Lion
- Family Dollar
- Rainbow
- Planet Fitness



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Oakwood Village Shopping Center

5414 S 900 E, Salt Lake City, UT

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For the best of health, we care about your patients.

Owner:

- Doerken Properties (<http://www.dpiretail.com>)
- Private owner of retail centers in the western states totaling over 2.0M square feet

Anchor Tenants:

- Sports Authority
- Rite Aid
- Dollar Tree



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Highland Plaza

8514-8604 W. Brown Deer Road, Milwaukee, WI

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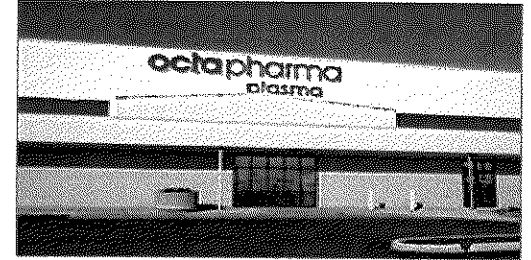
For the care and protection of our patients.

Owner:

- Black Lion Investment Group (<http://www.blacklionig.com>)
- Private owner of retail centers totally over 500,000 square feet

Anchor Tenants:

- K&G Fashion (Men's Warehouse)



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Noland South Shopping Center

4420 - 4486 S. Noland Road, Independence (Kansas City), MO

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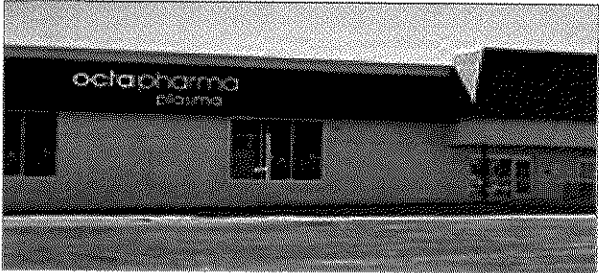
For the better and betterment of our patients

Owner:

- Noland South Development
- Private owner of retail centers in Kansas City

Anchor Tenants:

- Harbor Freight
- First American Title Insurance



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Plaza Las Glorias

1139-1151 N Mt. Vernon Avenue, Colton (Inland Empire), CA



Owner:

- Reliable Properties (<http://reliableproperties.com>)
- Private owner of retail centers throughout LA and San Bernardino Counties

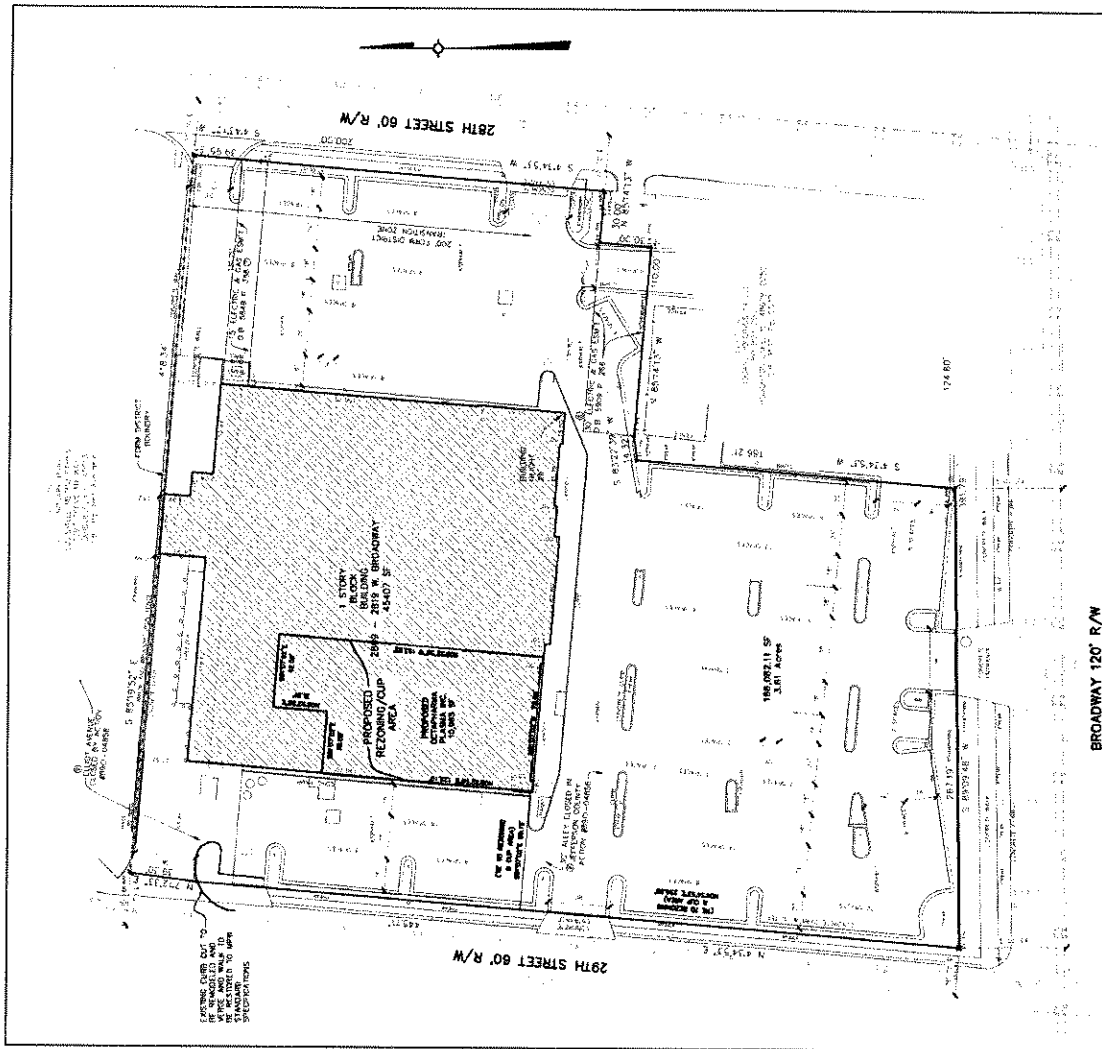
Anchor Tenants:

- Rite Aid
- Dollar Tree
- Payless ShoeSource

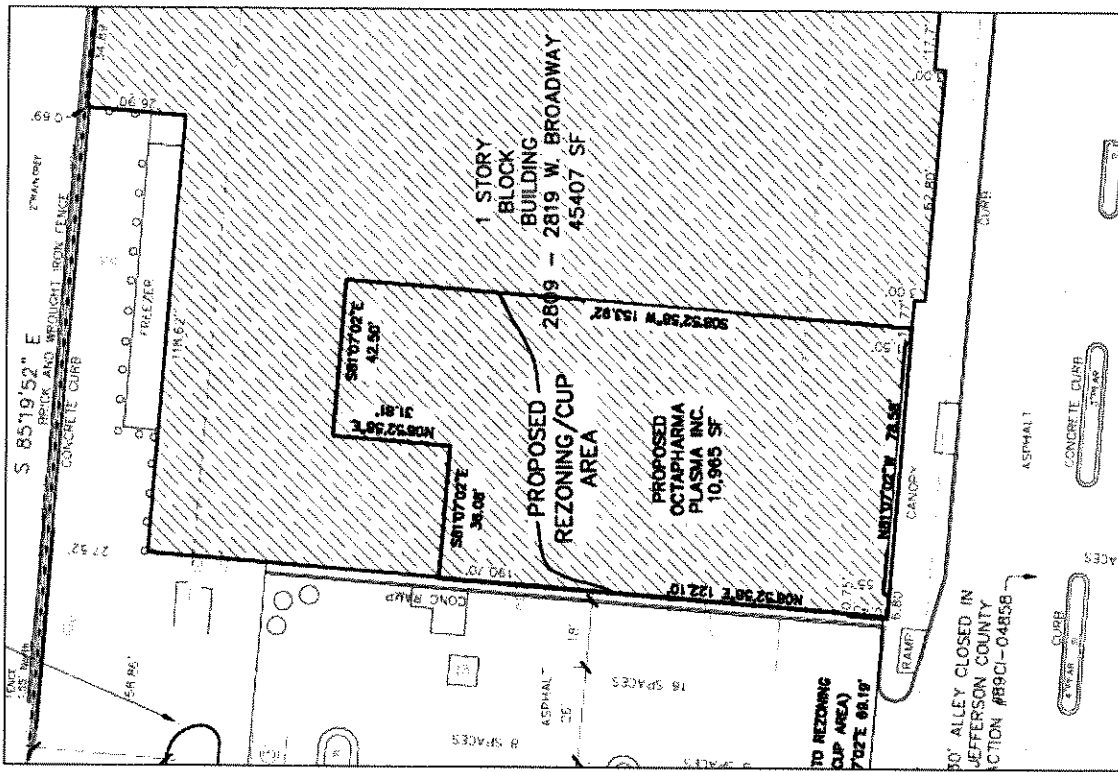


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Particulars of Plan

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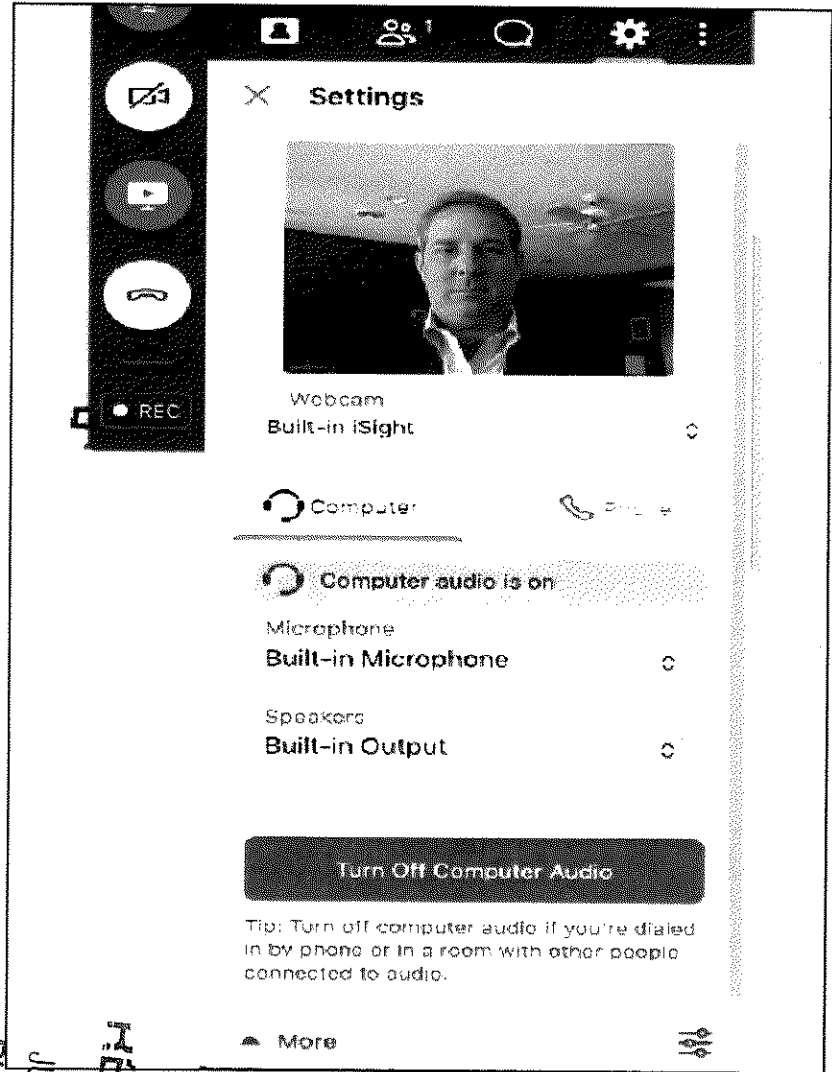
Questions?

Please use the chat box feature and you will be called on one at a time.

If you did not receive a letter in the mail regarding this neighborhood meeting, please e-mail Anna Martinez at amc@bardlaw.net or call her at 502.426.6688 and she will add your name to the mailing list.

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Turn off Computer Speakers



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