

DREAM LOUISVILLE

Louisville ARC Meeting Presentation
January 19, 2022



AGENDA

1. Introductions – Tanner Nichols, Frost Brown Todd
2. Experience, ownership and economic impact - Alex Marks, Royal Investments, LLC
3. Dream experience with historic properties – Robert Mallia, Dream Hotel Group
4. History of the buildings & structural report – Cash Moter (Joseph & Joseph) & Greg Buccola
5. Presentation of the new structure – Jon Cardello & Aline Antunes, CUBE3 Architects
6. Q & A
7. Summarization & closing- Tanner Nichols



CURRENT AND FUTURE BUILDINGS

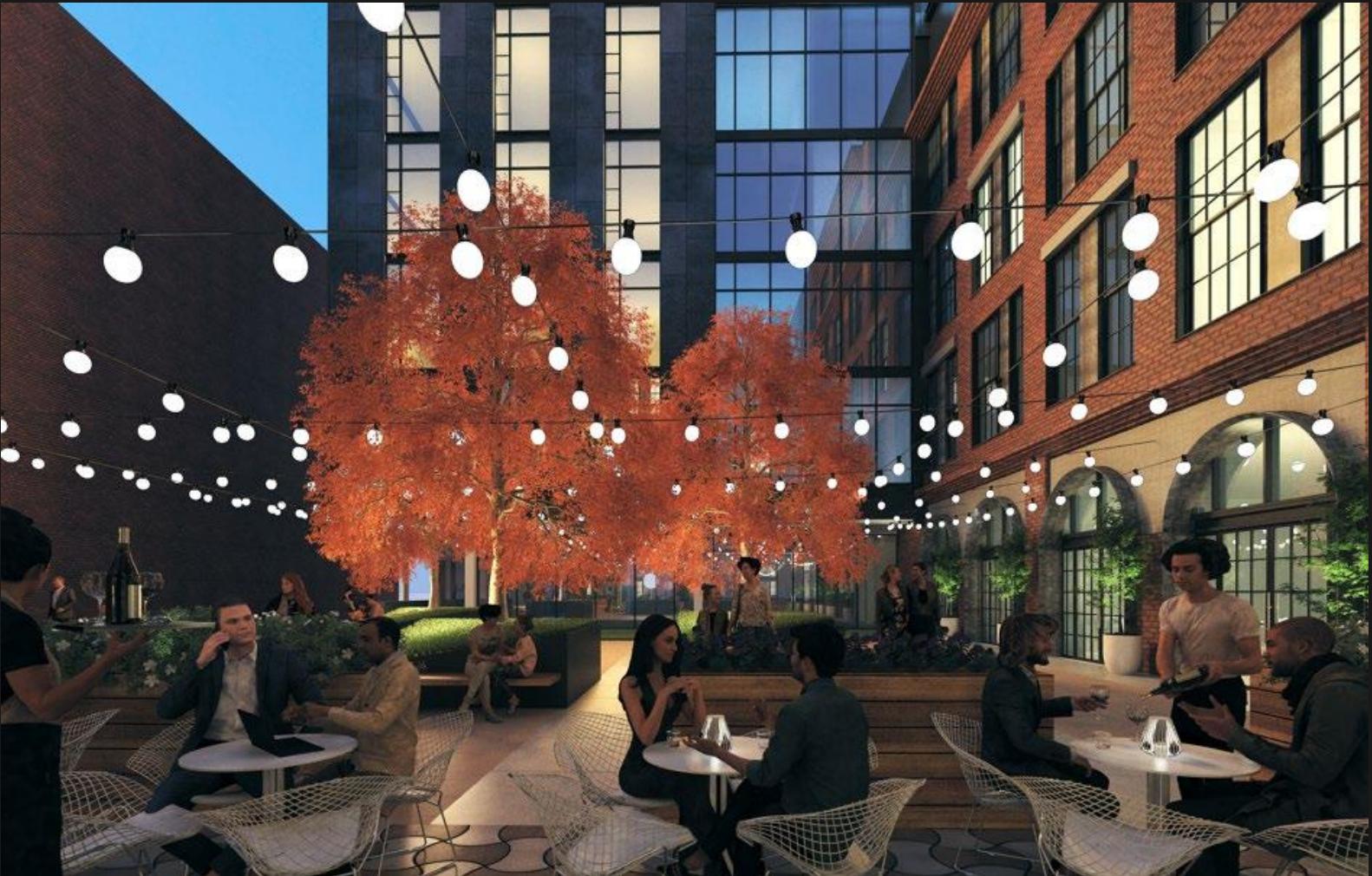


Current structures – 811 – 823 W Main St.



With new structure, existing façade and
north tower not visible from Main St.

FULL BUILDING RENDERING & NEW COURTYARD



ROYAL INVESTMENTS, LLC

- Headquartered in Franklin, TN
- Developed Dream Nashville in 2014-2018, other older properties on Broadway Street.
- Dream consisted of 4 buildings, 2 of which were eligible for historic register
- Due to extensive fire and water damage, 1 of the 2 had to be demolished and rebuilt. The other was renovated and restored to it's 1890's glory.



DREAM LOUISVILLE PROJECTED LOCAL ECONOMIC IMPACT



JOSEPH & JOSEPH | BRAVURA
ARCHITECTS SINCE 1988
ARCHITECTURE | INTERIORS | MASTERPLANNING

DREAM HOTEL GROUP

ROYAL INVESTMENTS

CUBE3

Frost Brown Todd LLC
ATTORNEYS

CONSTRUCTION COST IMPACT ANALYSIS

- 200 additional construction jobs
- 25 million in wages tied directly to project
- 400k in additional city payroll tax
- 500k in additional downtown business district spending at restaurants and hotels
- 3.5 million in local professional fee spending, architectural, engineering, legal, and other consultants
- 12 million in local construction product spending: construction materials, furniture, fixtures and equipment.
- 75 million indirect economic impact(money factor per CCIM)
 - Data provided by Calhoun Construction
 - Kurt Meador-VP Estimating



DREAM EMPLOYMENT ECONOMIC IMPACT

- 150 new full-time employees
- Average annual wages of \$48,500
- First year annual wages of 7.2 million
- 10-year estimate of over 90 million in new wages
- First year Louisville metro payroll tax revenues of \$158,983(2.2%)
- 10-year estimate of over 1.75 million in new Louisville metro payroll tax revenue
- Over 2 million in first year lodging tax receipts(16%)
- 10-year estimate of over 24 million in new lodging tax receipts



DREAM HOTEL GROUP

- In business for **35 years**.
- Developed, co-authored and manage several first-class hotel establishments across the United States, including New York, Los Angeles, Miami and Nashville.
- Most DHG hotels are in **existing buildings** rather than ground-up new buildings.
- Dream Hotel Group strives to create hospitality experiences which are far beyond the utilitarian needs of a comfortable mattress and a warm shower. Our ambition is to provide an all-encompassing experience with an obsessive attention to detail through the infusion of creativity **drawn upon from the locality for inspiration**.



DREAM HOTEL GROUP | LOUISVILLE CHALLENGES

- **Drastic change in use** from a manufacturing and warehousing facility to a hotel.
- Stitching together **seven individual building** to create the required footprint for the new project.
- Complexity of weaving **seven masonry load bearing party walls with timber structural joists for floors** into a modern hotel building.
- Fire and building **codes incompatibility**.
- **Severe** deterioration of existing building.
- To retain the facades of all six historic buildings on Main Street and ensuring additional bulk is **outside of the view corridors** from Main Street.
- Potentially saving building elements which are to be incorporated in the new design, **salvaging historic joists, posts and hand demolition of brick walls**.
- Incorporate historic images of the building, past and present, into the hotel's art program.

EXISTING CONDITIONS



823

821

819

817

815

813

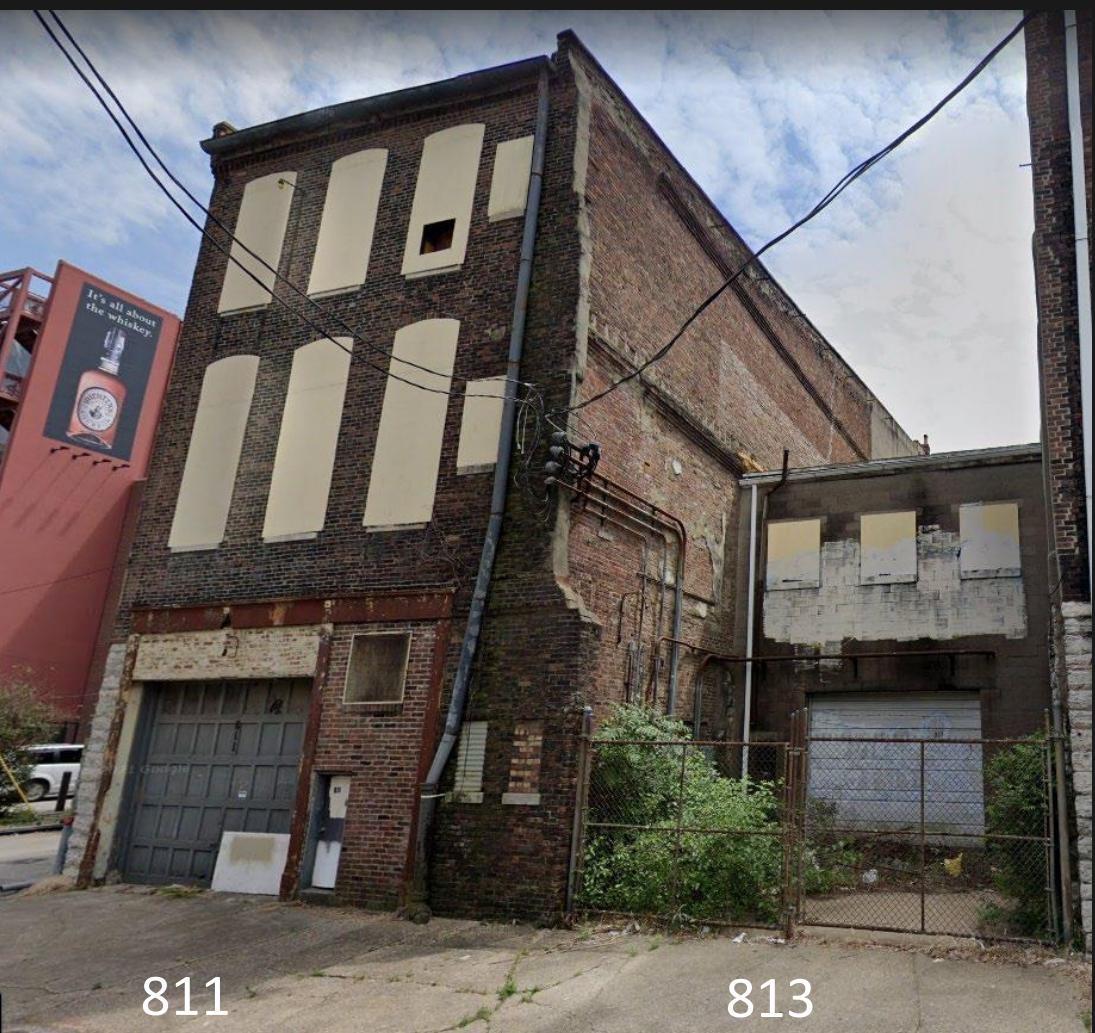
811

SOUTH FACADES

EXISTING CONDITIONS

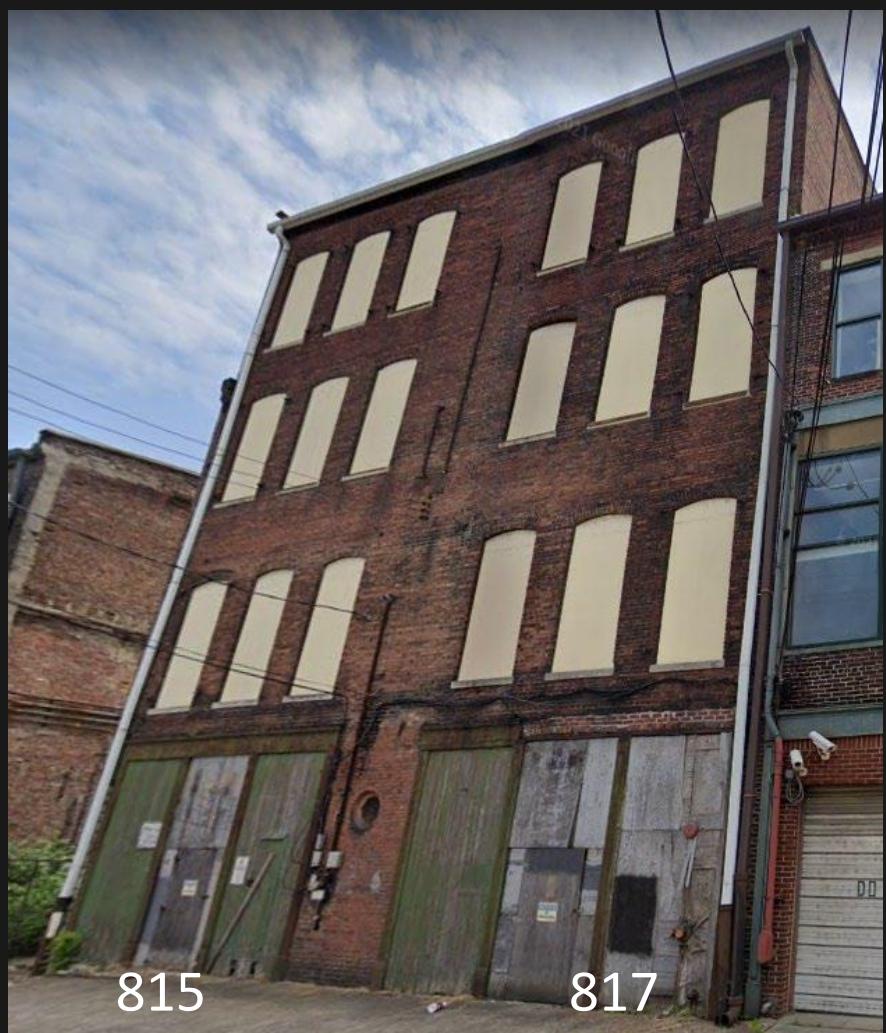


EXISTING CONDITIONS



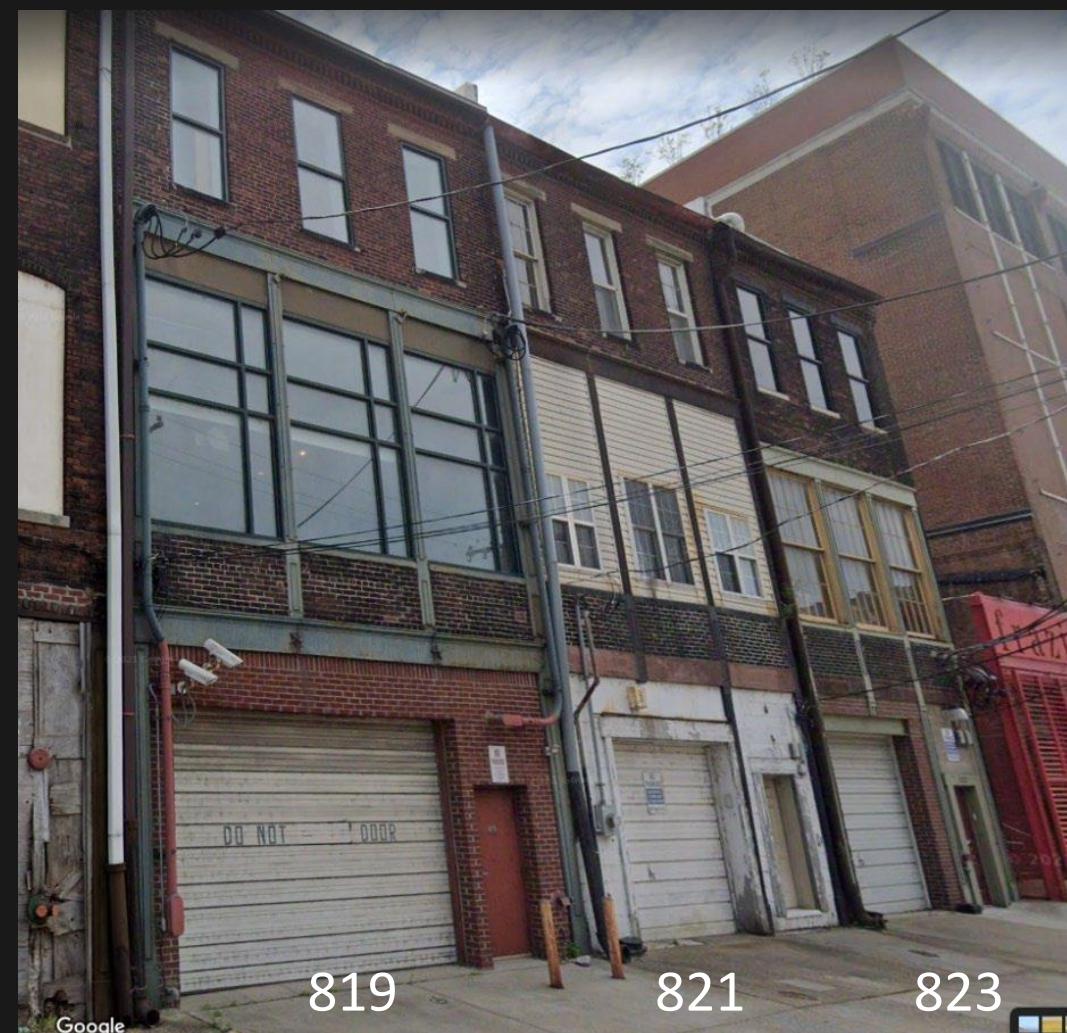
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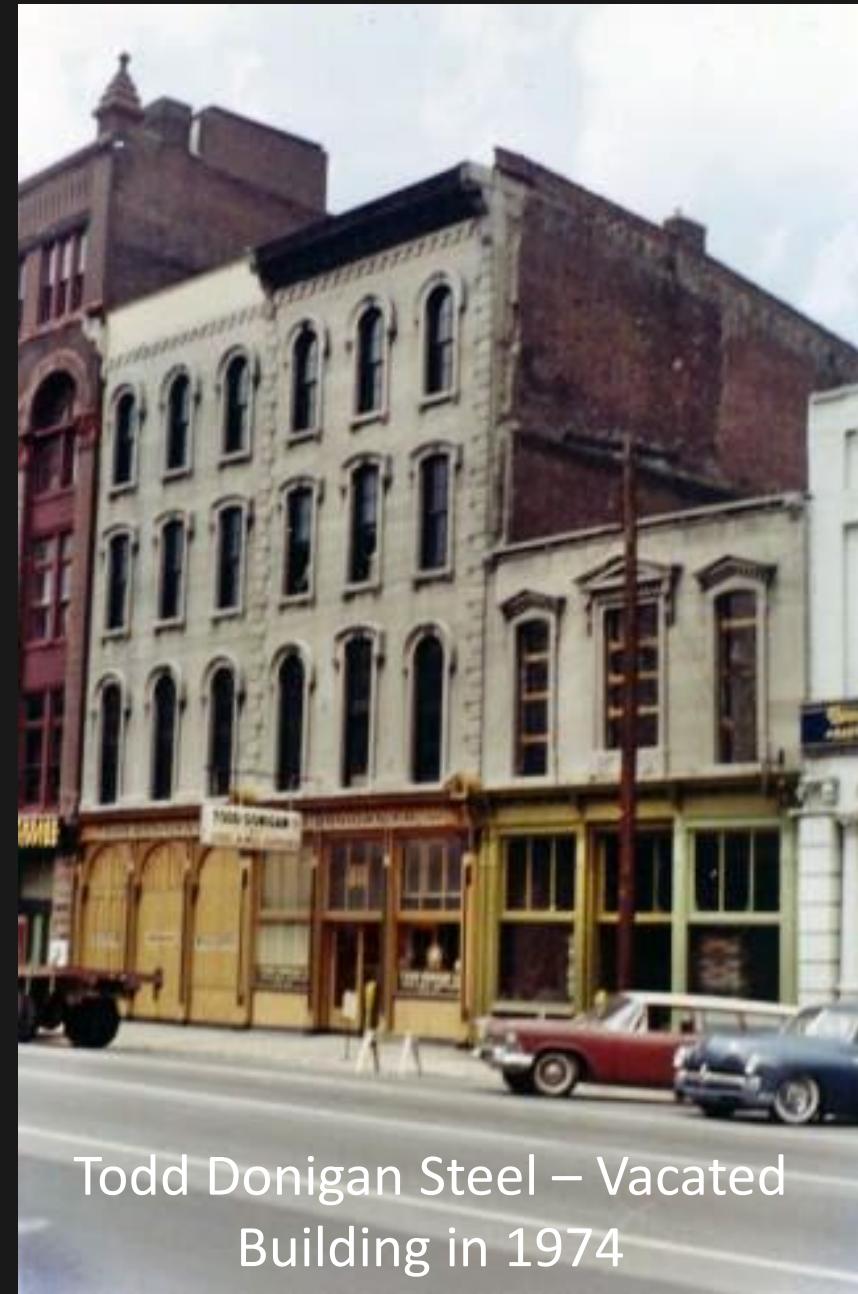
819

821

823

North Facades

BUILDING OCCUPANCIES – PRIOR TO 1974



Todd Donigan Steel – Vacated
Building in 1974

BUILDING OCCUPANCIES

	811	813	815	817	819	821	823
1990							
1991	Lyons H. L. Company Specialized X-Ray Equip.		Morgan V.D Van Service & Storage	Vacant	A-M Electric (Ofc)	A-M Electric Co. Equip. Mfrs.	
1992	Lyons H. L. Company Specialized X-Ray Equip.		Vacant	Morgan V.D. Van Service & Storage	A-M Electric (Ofc)	A-M Electric Co. Equip. Mfrs.	
1993	Lyons H. L. Company Specialized X-Ray Equip.		Vacant	Vacant	A-M Electric (Ofc)	A-M Electric Co. Equip. Mfrs.	
1994	Lyons H. L. Company Specialized X-Ray Equip.		Vacant	Vacant	A-M Electric (Ofc)	A-M Electric Co. Equip. Mfrs.	
1995	Lyons H. L. Company Specialized X-Ray Equip.		Vacant	Vacant	Vacant	Vacant	Vacant
1996							
1997	Lyons H. L. Company Specialized X-Ray Equip.		Vacant	Vacant	Vacant	Vacant	Vacant
1998	Lyons H. L. Company Specialized X-Ray Equip.		Vacant	Vacant	Ayers William O. Legal Service	Vacant	
1999	Lyons H. L. Company Specialized X-Ray Equip.		Vacant	Vacant	Ayers William O. Legal Service	Clean Fashion Designer Indry	
2000	Vacant	Vacant	Vacant	Vacant	Vacant	Vacant	Clean Fashion Designer Indry
2001	Vacant	Vacant	Vacant	New Vision Enterprises	Lopez Roofing	Vacant	
2002	Vacant	Vacant	Vacant	Koffee Kats Coffee Shops	Vacant	Vacant	
2003	Vacant	Vacant	Vacant	101 Rowland Design Inc.	Ayrez Otto	Vacant	
2004	Vacant	Vacant	Vacant	Laughlin Millea Hillman Architects	Ayrez Otto	Tower H. R.	
2005	Vacant	Vacant	Vacant	Laughlin Millea Hillman Architects	Ayrez Otto	Tower H. R.	
2006	Vacant	Vacant	Vacant	Laughlin Millea Hillman Architects	Ayrez Otto	Tower H. R.	
2007	Vacant	Vacant	Vacant	Laughlin Millea Hillman Architects	Ayrez Otto	Tower H. R.	
2008	Vacant	Vacant	Vacant	Laughlin Millea Hillman Architects	Ayers Marjorie	Tower H. R.	
2009							
2010	Vacant	Vacant	Vacant	100 Rowland Design Inc.	Ayers Marjorie	Vacant	
2011	Vacant	Vacant	Vacant	200 New Age Tech. Inc. Internet Serv.	Ayers William O.	Vacant	
2012	Vacant	Vacant	Vacant	200 New Age Tech. Inc. Internet Serv.	Ayers William O.	Vacant	
2013	Vacant	Vacant	Vacant	200 New Age Tech. Inc. Internet Serv.	Ayers William O.	Vacant	
2014	Vacant	Vacant	Vacant	200 New Age Tech. Inc. Internet Serv.	Ayers William O.	Vacant	
2015	Vacant	Vacant	Vacant	200 New Age Tech. Inc. Internet Serv.	Vacant	Vacant	
2016	Vacant	Vacant	Vacant	200 New Argentum IT LCC	Vacant	Vacant	
2017	Vacant	Vacant	Vacant	200 New Argentum IT LCC	Vacant	Vacant	
2018	Vacant	Vacant	Vacant	Art Eatables Art Galleries and dtrs	Vacant	Vacant	
2019	Vacant	Vacant	Vacant	Art Eatables Art Galleries and dtrs	Vacant	Vacant	
2020	Vacant	Vacant	Vacant	Art Eatables Art Galleries and dtrs	Vacant	Vacant	

EXISTING CONDITIONS



811 1st Floor Toward South



811 1st Floor Toward North



811 1st Floor Center



811 4th Floor Toward North



811 2nd Floor Toward North



811 2nd Floor Toward South



811 4th Floor Toward North

EXISTING CONDITIONS



813 1st Floor Toward South



813 1st Floor Toward North



813 1st Floor Center



813 2nd Floor Toward South



813 2nd Floor Toward North



813 3rd Floor Toward South

EXISTING CONDITIONS



815 1st Floor Toward South



817 1st Floor Toward South



815 2nd Floor Stairs



815 1st Floor Toward North

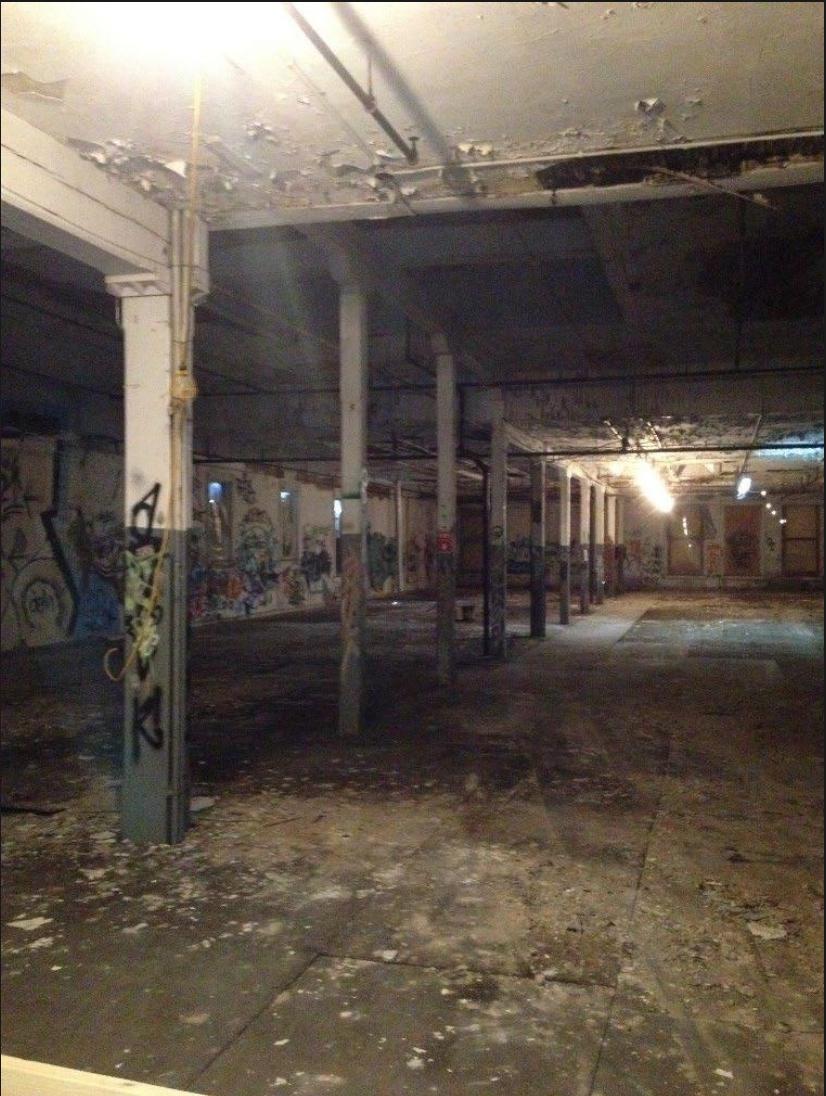


817 1st Floor Toward North



815 1st Floor Stairs

EXISTING CONDITIONS



815/17 2nd Floor Toward North



815/17 2nd Floor Toward South



815/17 3rd Floor Toward North



815/17 4th Floor Toward South

EXISTING CONDITIONS



819 1st Floor Toward South



815/17 4th Floor Toward North



815/17 4th Floor Toward South

EXISTING CONDITIONS



821 1st Floor Toward South



821 1st Floor Toward North



821 2nd Floor Center



821 3rd Floor Center



821 2nd Floor Rear



821 2nd Floor Toward South



821 3rd Floor Rear



821 4th Floor Rear

EXISTING CONDITIONS



823 1st Floor Toward South



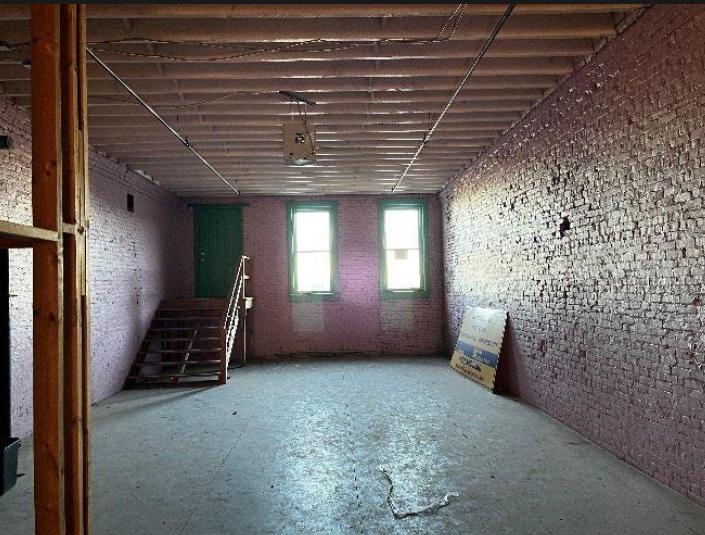
823 1st Floor Toward North



823 1st Floor Toward North



823 2nd Floor Toward South



823 3rd Floor Toward North



823 3rd Floor Toward South

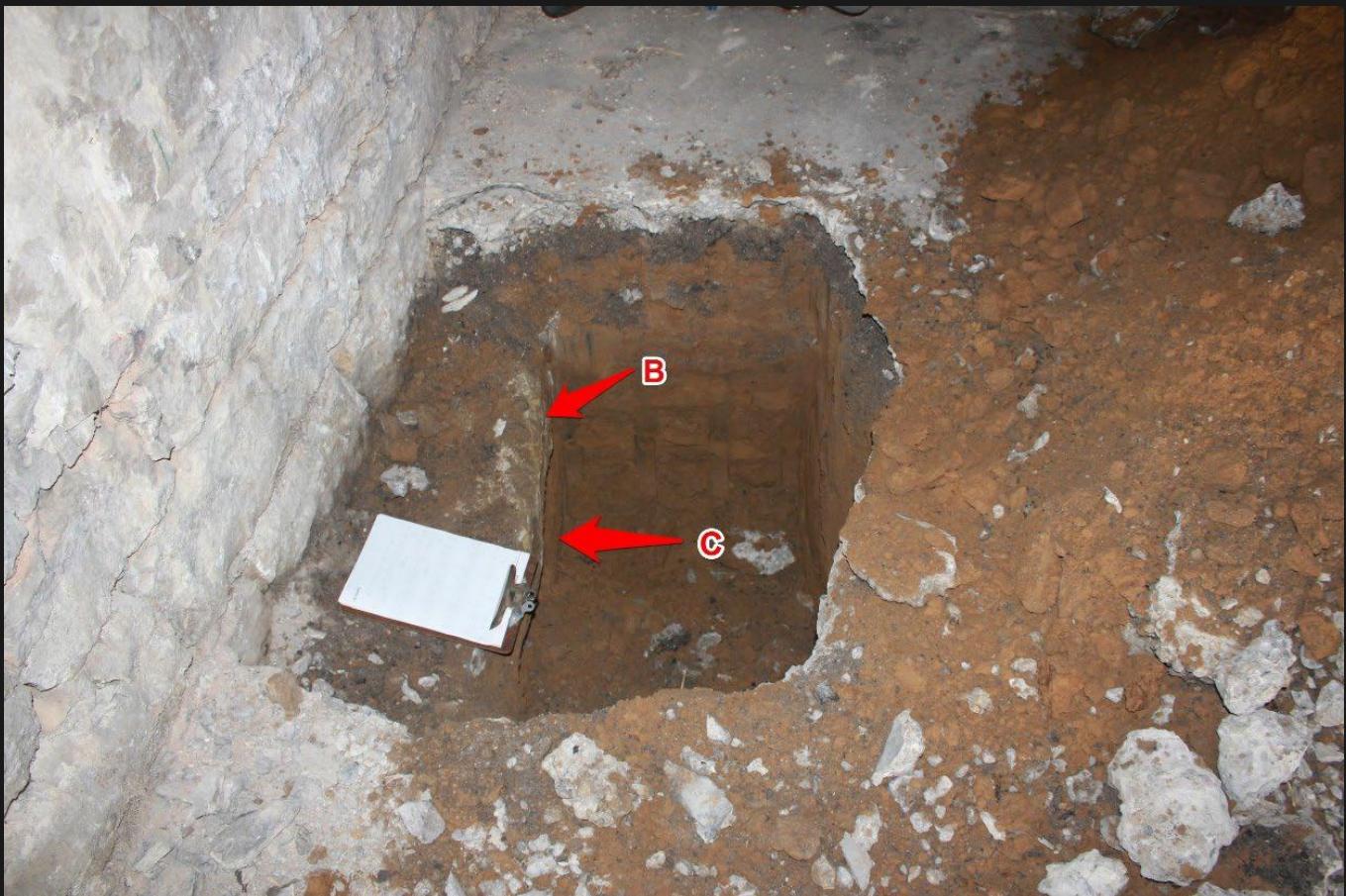


823 4th Floor Front



823 4th Floor Rear

EXISTING STRUCTURAL - FOUNDATIONS



EXISTING STRUCTURAL



Unsecured and Discontinuous Structure



Fire Damage



Fire Damage

EXISTING STRUCTURAL



Water Infiltration



Water Infiltration



Water Infiltration

WINDOW & DOOR RECONSTRUCTION



Existing Windows in Various Condition

Proposed Custom Shape & Profile
Historic Replicated Windows

WINDOW & DOOR RECONSTRUCTION

Micther's Entrance



Before Reconstruction



After Reconstruction

SAR's Entrance



After Reconstruction



Proposed Historic Replicated Doors

SUMMARY

- Historic Facades will be restored to original condition and which Main St hasn't seen since prior to 1974.
- Views from public right of way will remain the same as they have been since 1890s.
- More than $\frac{1}{2}$ a block of main street that has been vacant for more than 30 years will be activated.
- No demolition will occur prior to final permits and financing is in place for new construction.
- All missing and/or replaced elements will be reviewed with staff for approval on front facades.

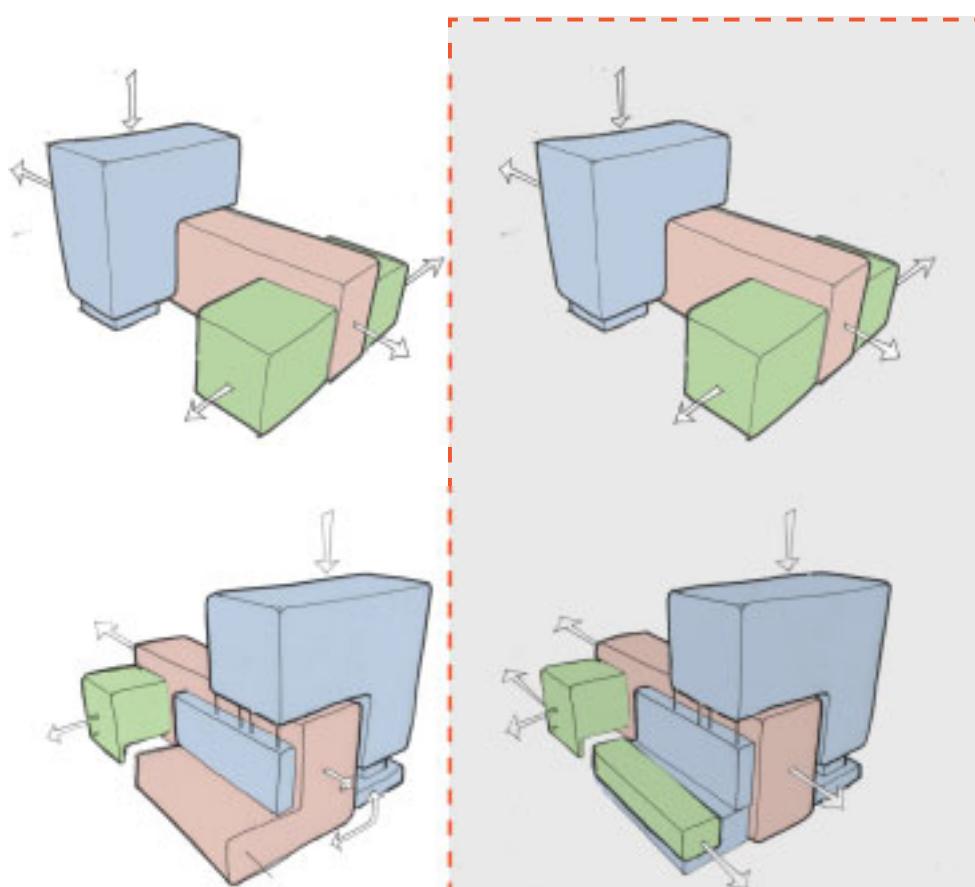


Existing Façade Notes:

1. Clean Existing Limestone Façade with approved method of cleaning to prevent damage to finished surface. Patch and Repair any holes or cracks and remove any existing unused fasteners.
2. Sandblast, clean and inspect existing cast-iron architectural detail for any cracks, damage or missing architectural details. Upon proper preparation of surface and replacement of missing architectural details, paint cast-iron with a high-performance paint - Black.
3. Replace existing windows with Hi-Performance Aluminum Single Hung Window with gray glass and black PPG Finish.
4. Clean and repoint all existing brick surfaces. Ensure to use proper cleaning technique to prevent damage to existing finished surface. Remove all existing fasteners and fill any holds to match existing brick surface.
5. Clean existing glazed brick - patch and repoint any joints.
6. Inspect all Copper Trim. Repair or Replace any damaged or open joints. G.C. shall inspect thickness and durability of all existing copper flashing or trim.
7. Clean and Repair all existing Red Sandstone trim and architectural detail. Final surface shall match texture and protrusion from façade to match original detail.
8. Replace missing architectural cornice to match original.



Brick Articulated Typology



Option A

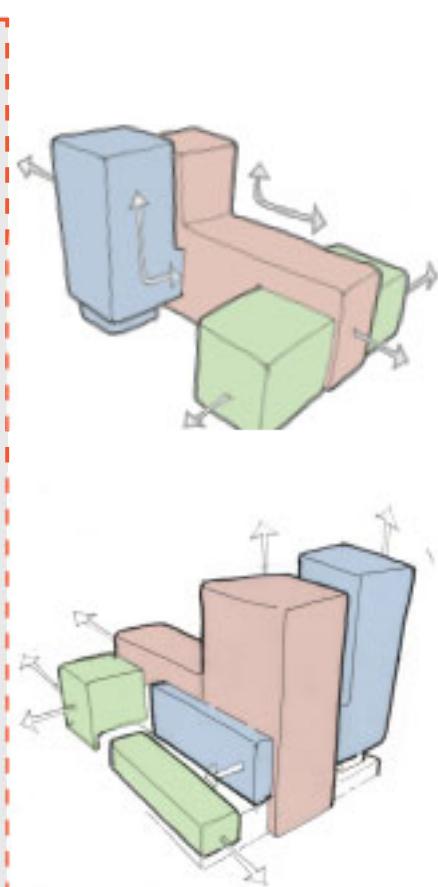
1. Preserves the 815 Main Street Building (5 Story) and integrates lobby into main building massing.
2. Limestone Buildings flanking 815 Main Street Building preserve the Urban row building typology.
3. Lobby Expression is total internal to massing.
4. Row Building and New Tower create two engaged L-Shaped Expressions on Washington.

Option B

1. Clearly articulates 815 Main Street in its original form and preserves the urban building typology.
2. Limestone buildings flanking 815 Main Street Building preserve the Urban row building typology.
3. Lobby is expressed to reflect the existing urban pattern of sloped roofs.
4. New tower is an intervention on the more traditional architecture.

Preferred
Option per Design Meeting

Limestone and Brick Articulated Typology



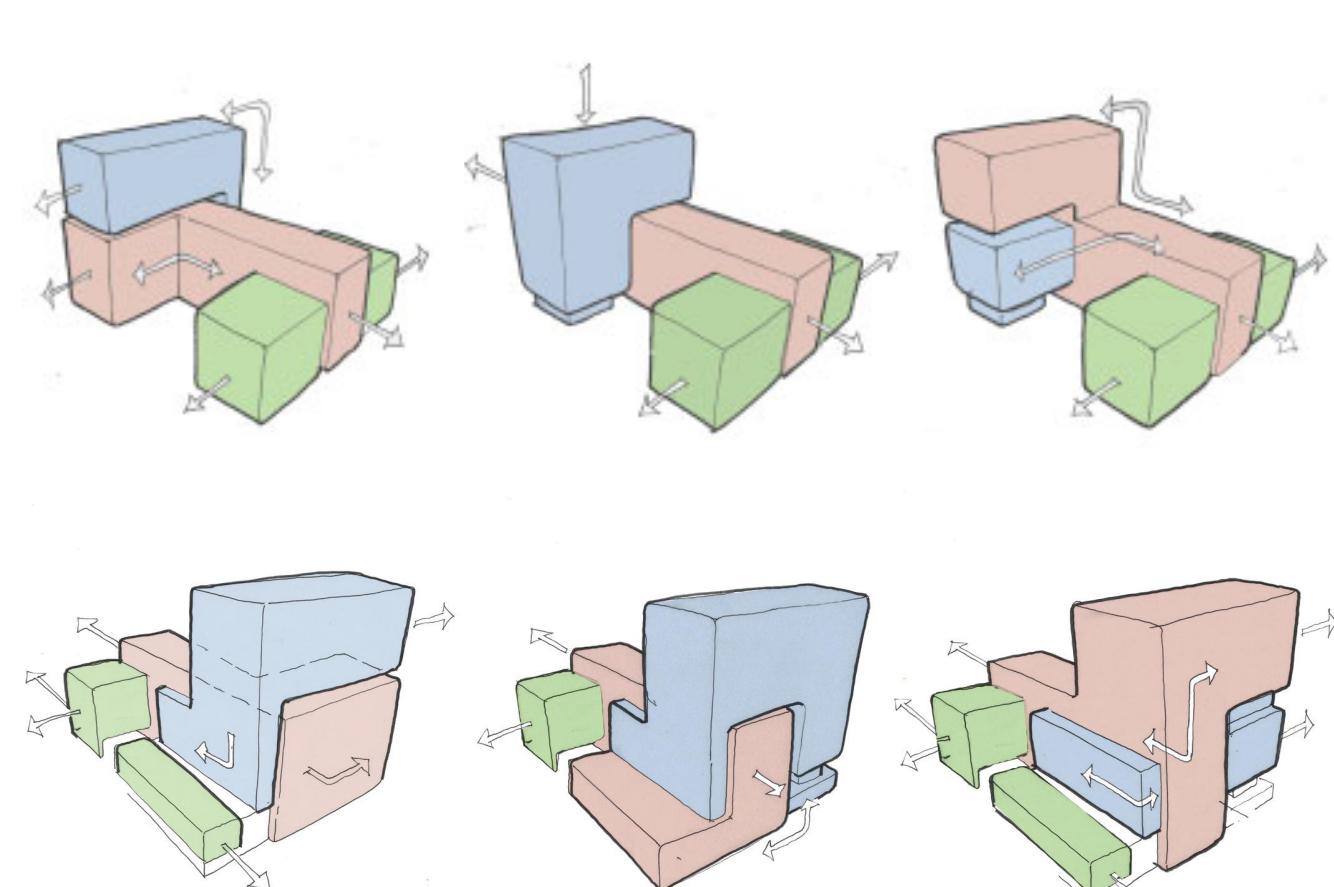
Option C

1. Building Massing articulate the row building typology and transforms it into the high-rise tower.
2. Limestone buildings flanking 815 Main Street Building preserve the Urban row building typology.
3. Lobby is expressed in the built form allowing for a more seamless expression of building and lobby.
4. New Tower intersects with the traditional brick architecture but maintains the row building typology.

Option D

1. Building Massing of center building envelopes the internal plaza. Doesn't reinforce building typology of row buildings.
2. Limestone buildings flanking 815 Main Street Building preserve the Urban row building typology.
3. Lobby is expressed in the built form allowing for a more seamless expression of building and lobby.
4. New Tower saddles historic building.

Metal/Wood Articulated Typology



Option E

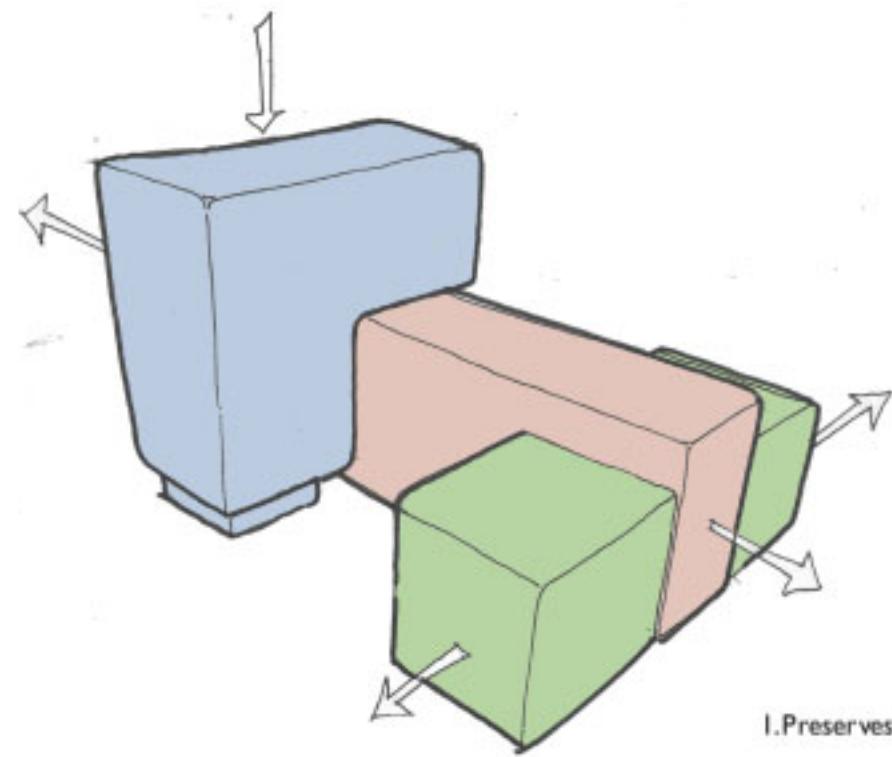
1. Preserves the 815 Main Street Building (5 Story) and integrates lobby into main building massing
2. Limestone buildings flanking 815 Main Street Building preserve the Urban row building typology.
3. New Building Saddles historic building.
4. Bustle and Lower Plaza building gets expressed in a more modern skin.

Option F

1. Preserves the 815 Main Street Building (5 Story) and wraps over the New Tower.
2. Limestone buildings flanking 815 Main Street Building preserve the Urban row building typology.
3. Lobby is expressed in the built form allowing for a more seamless expression of building and lobby.
4. Bustle and Lower Plaza building gets expressed in a more modern skin.

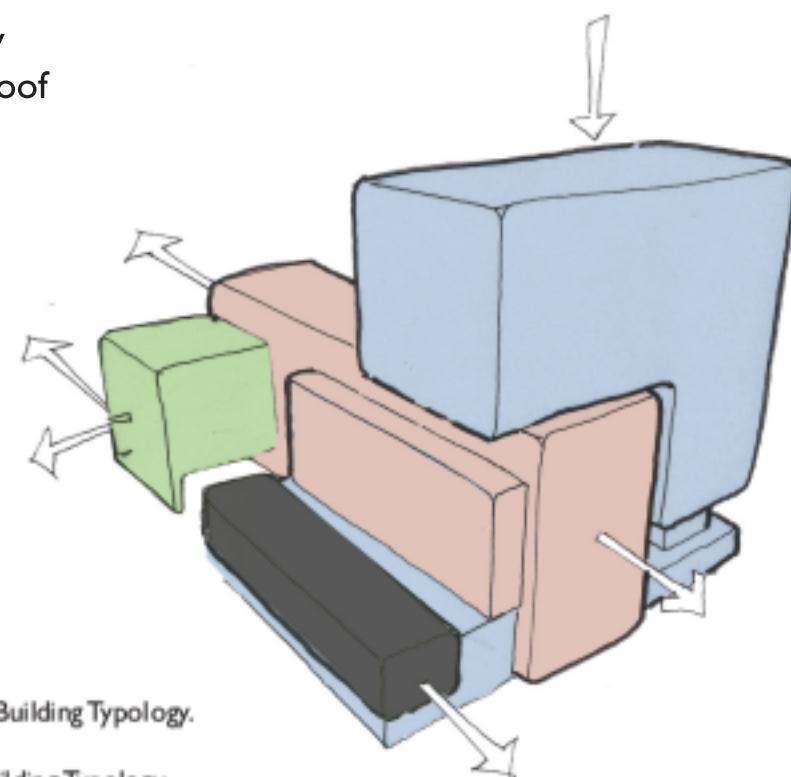
MASSING OPTIONS

Brick Articulated Typology



Limestone and Brick Articulated Typology

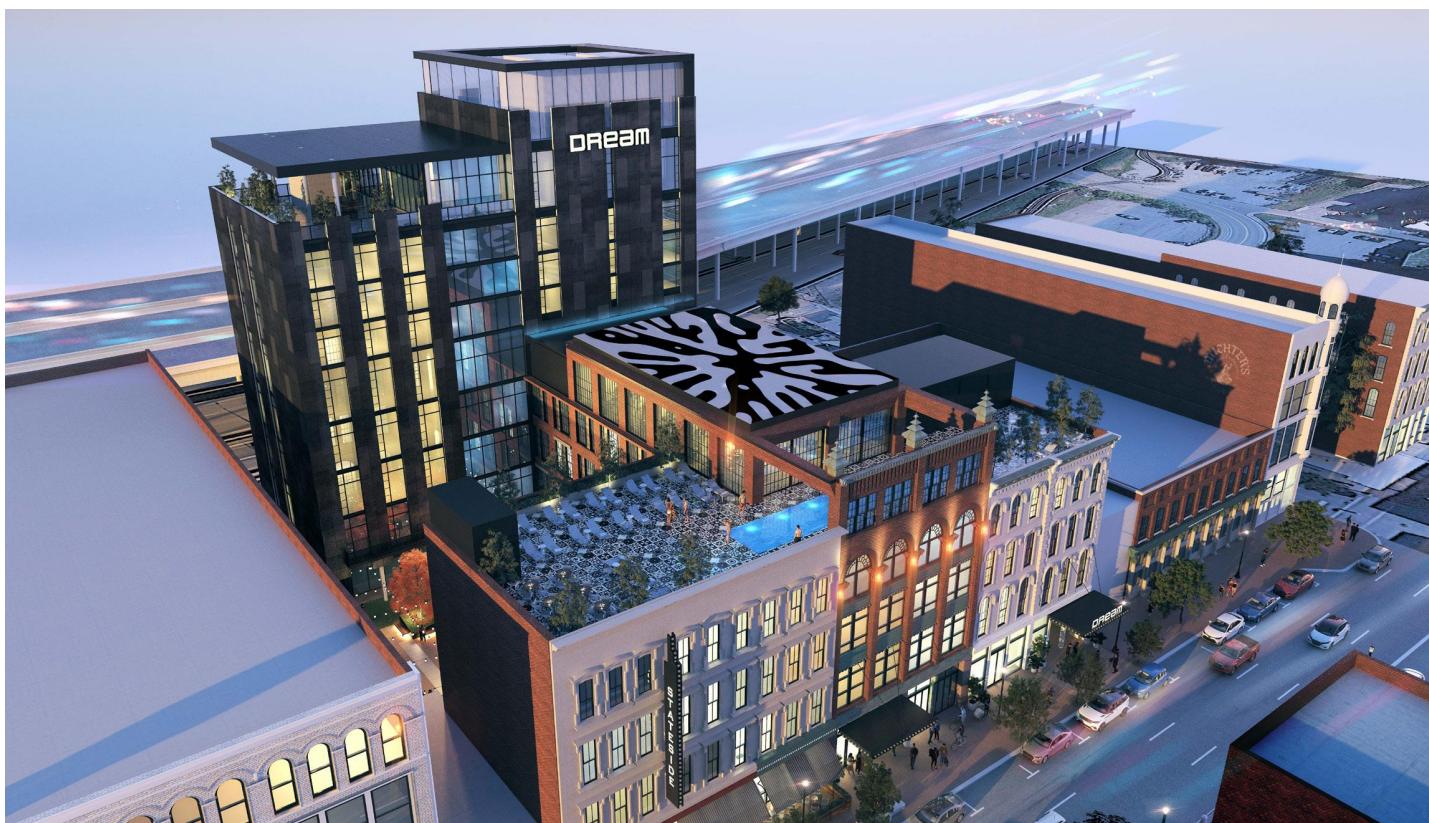
Articulated Metal and Wood Lobby
Element - Utilizing Existing Joists at Roof



Metal/Wood Articulated Typology

Massing Evolution

1. Preserves the 815 Main Street Building (5 Story) through Block - Expressing Row Building Typology.
2. Limestone Buildings flanking 815 Main Street Building preserve the Urban Row Building Typology.
3. Lobby Expression is expressed as an axial relationship through building.
4. Row Building and New Tower creates a engaged L-Shaped Expression on Washington.
5. Lobby gets natural light by providing light-wells to check-in



BUILDING 809 IS NOT INCLUDED IN THIS DEVELOPMENT BUILDING 809 SHALL REMAIN AS IS WITHOUT ALTERATION UNLESS REQUIRED TO REPAIR EXISTING PARTY WALL. RENDERING REPRESENTS AS WHITE FOR RENDERING PURPOSES ONLY.



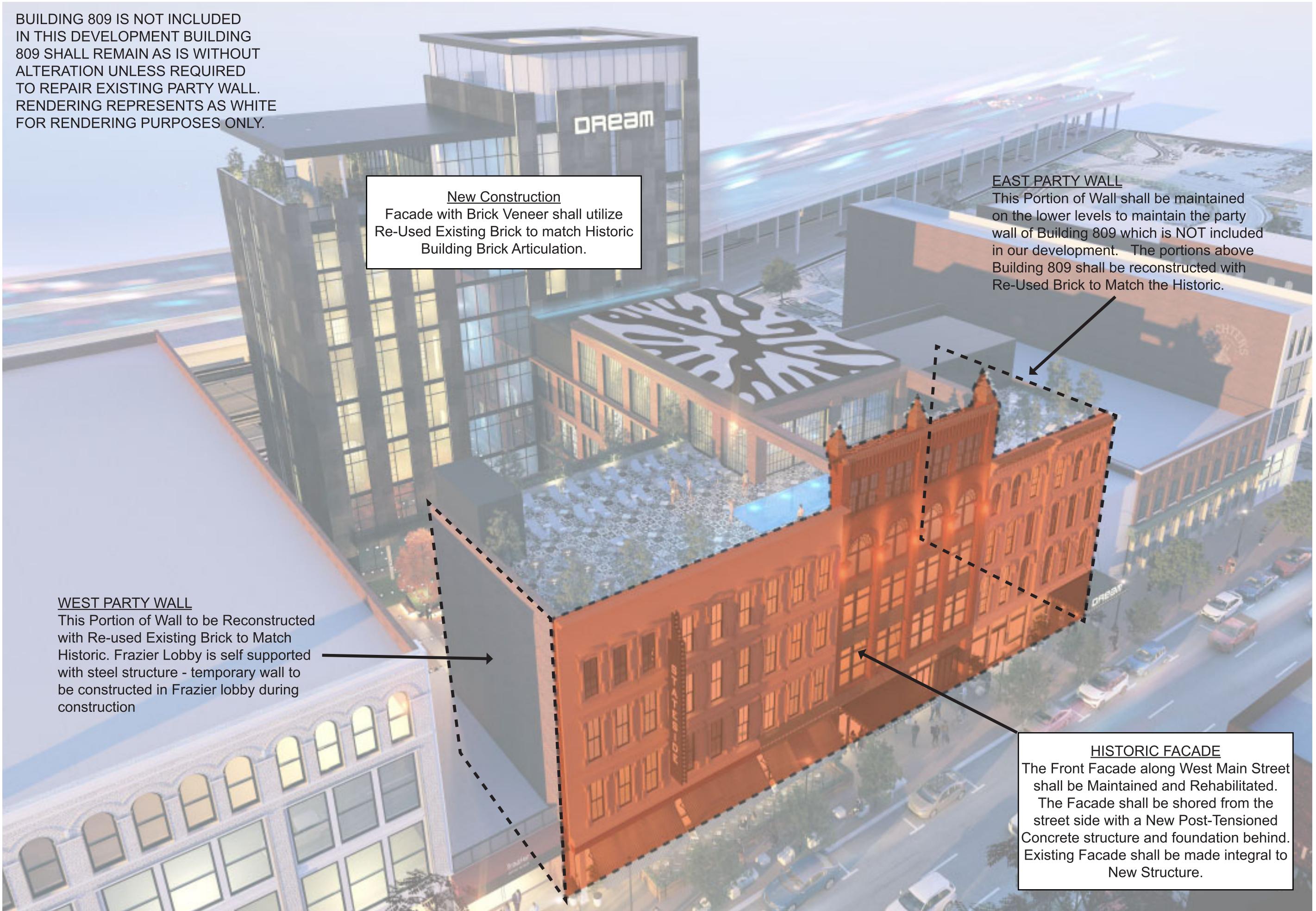
CUBE3

CUBE 3, LLC
111 SW 3rd Street, Floor 4
Miami, Florida 33133
License No. L18000278579

Jonathan W. Cardello, AIA
FL License No. AR93391

815 Main Street | Dream
Louisville, Kentucky

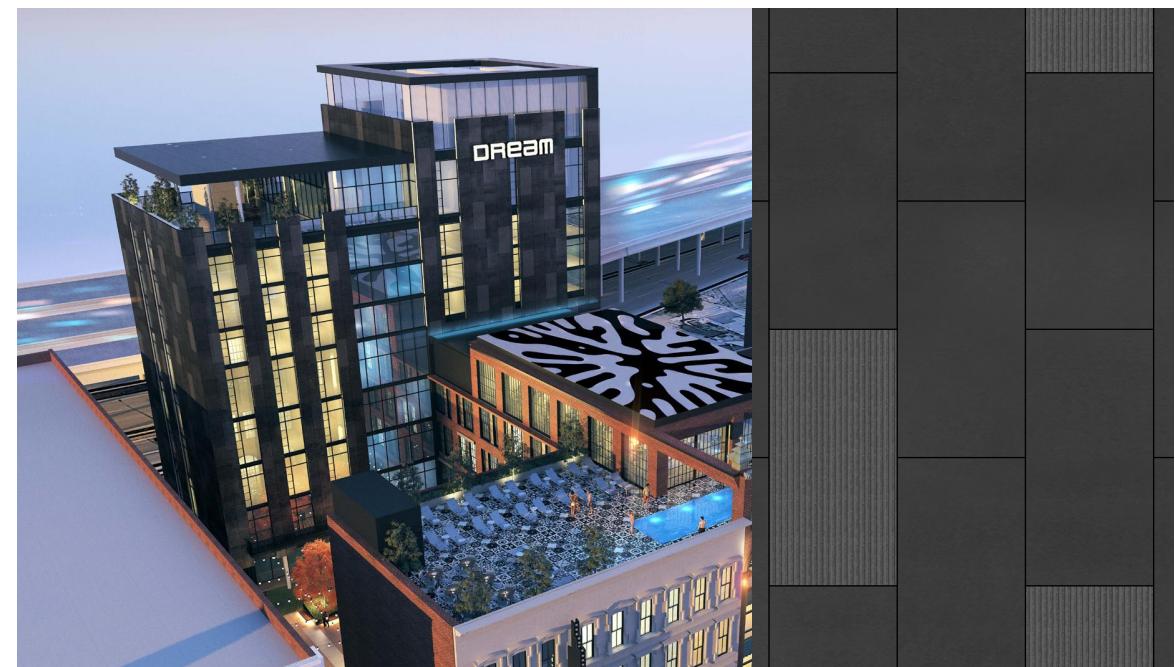
Proposed vs. Demo Diagram
Scale: None



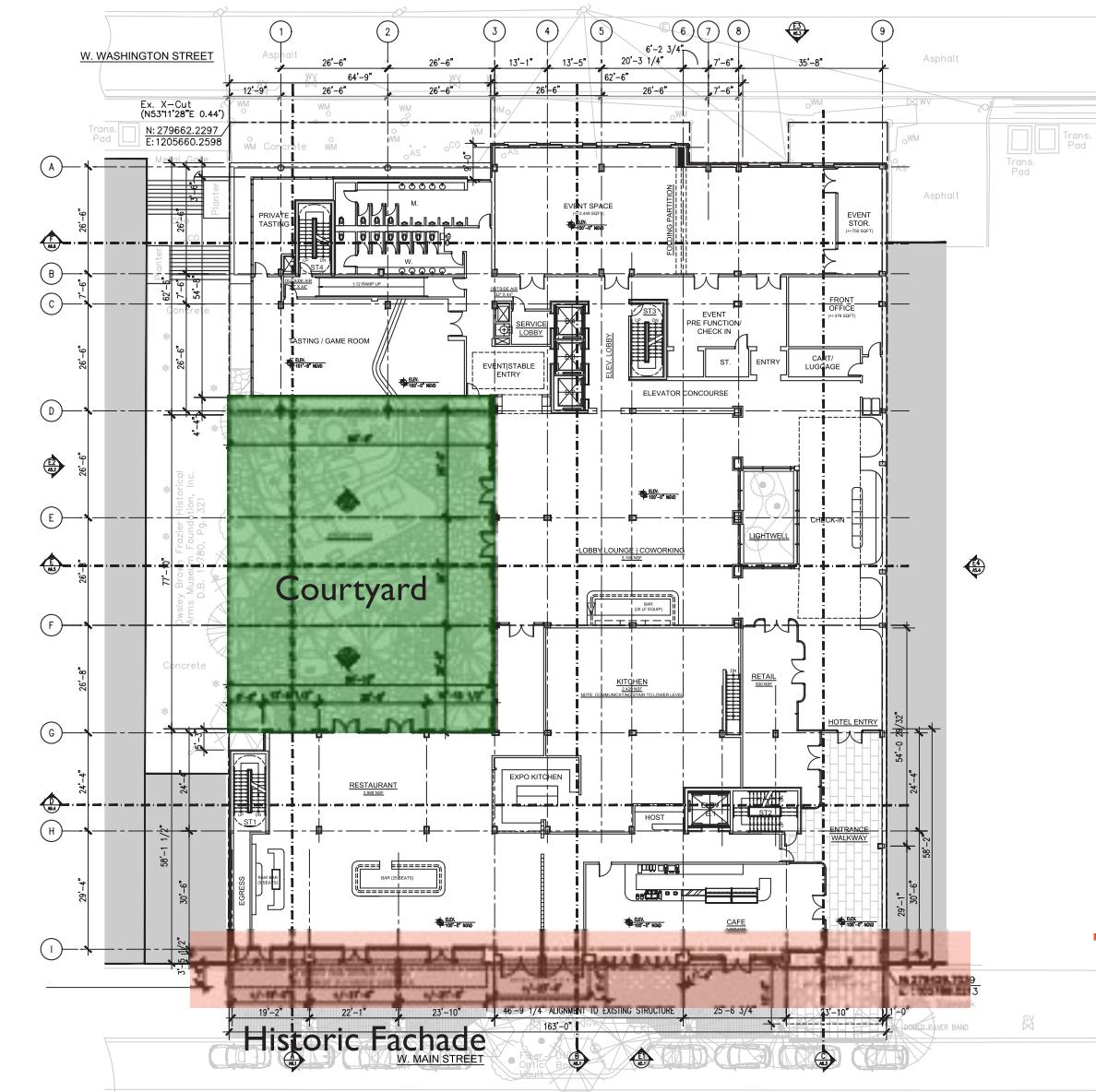
City Submittal
REV1. 23 Dec, 2021

A2.4A

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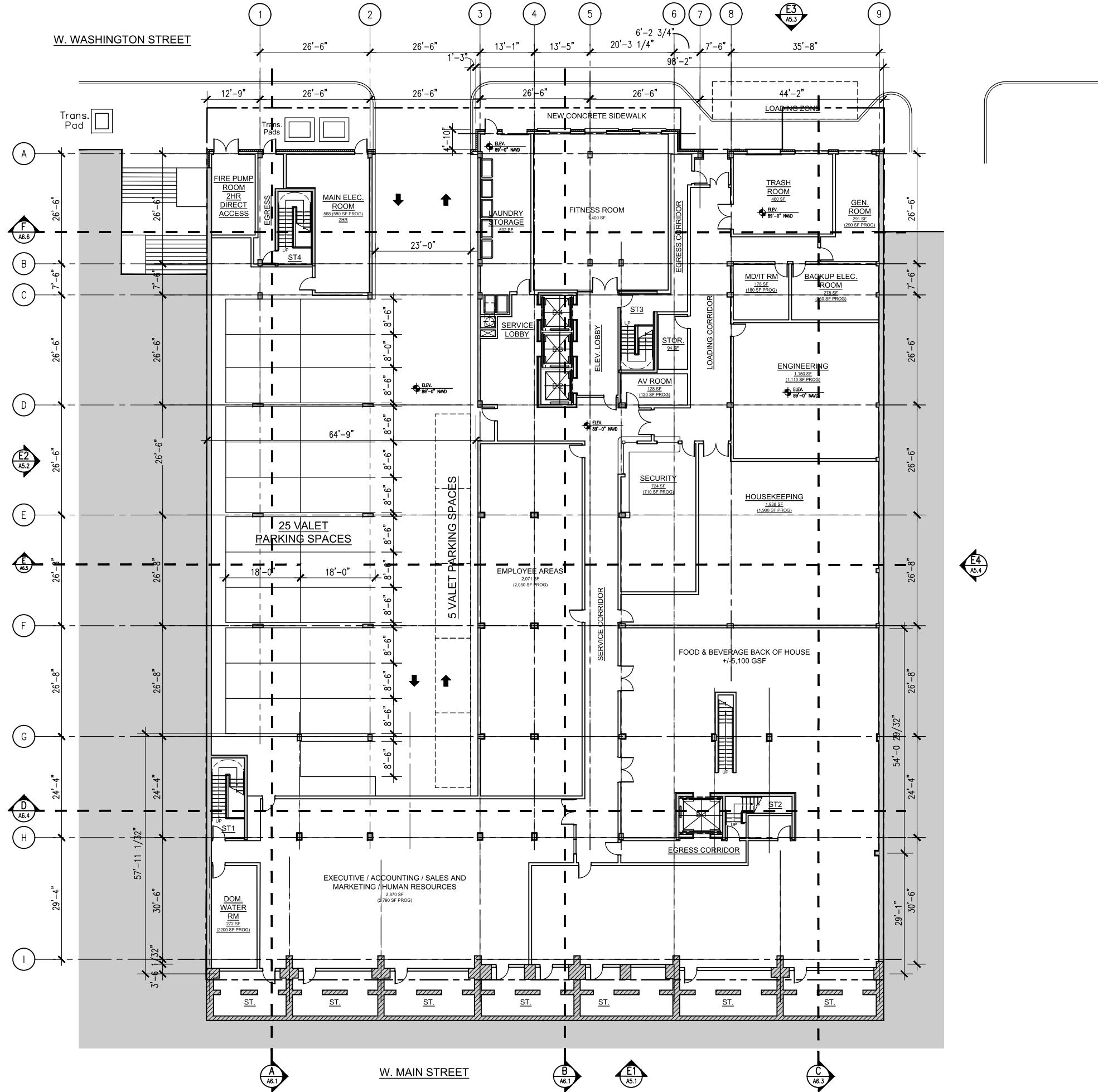
The proposal blends the formal built form with the natural Kentucky Forest by incorporating landscape planter benches into a traditional plaza layout. The plaza serves as a centralized courtyard, as well as an additional layer of urban fabric for Louisville, by inviting passers-by to participate in curious new activities. Activating this exterior space with outdoor dining, leisurely reading amongst the trees and cornhole on the lawn. This centralized courtyard will add to the rich experience of exploring the Louisville historic district, and it will offer a nice break from the many nearby museum experiences.



815 Main Street | Dream
Louisville, Kentucky

Basement Floor Plan

Scale: 1" = 30'



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A4.1



815 Main Street | Dream
Louisville, Kentucky

Ground Floor Plan
Scale: 1" = 30'



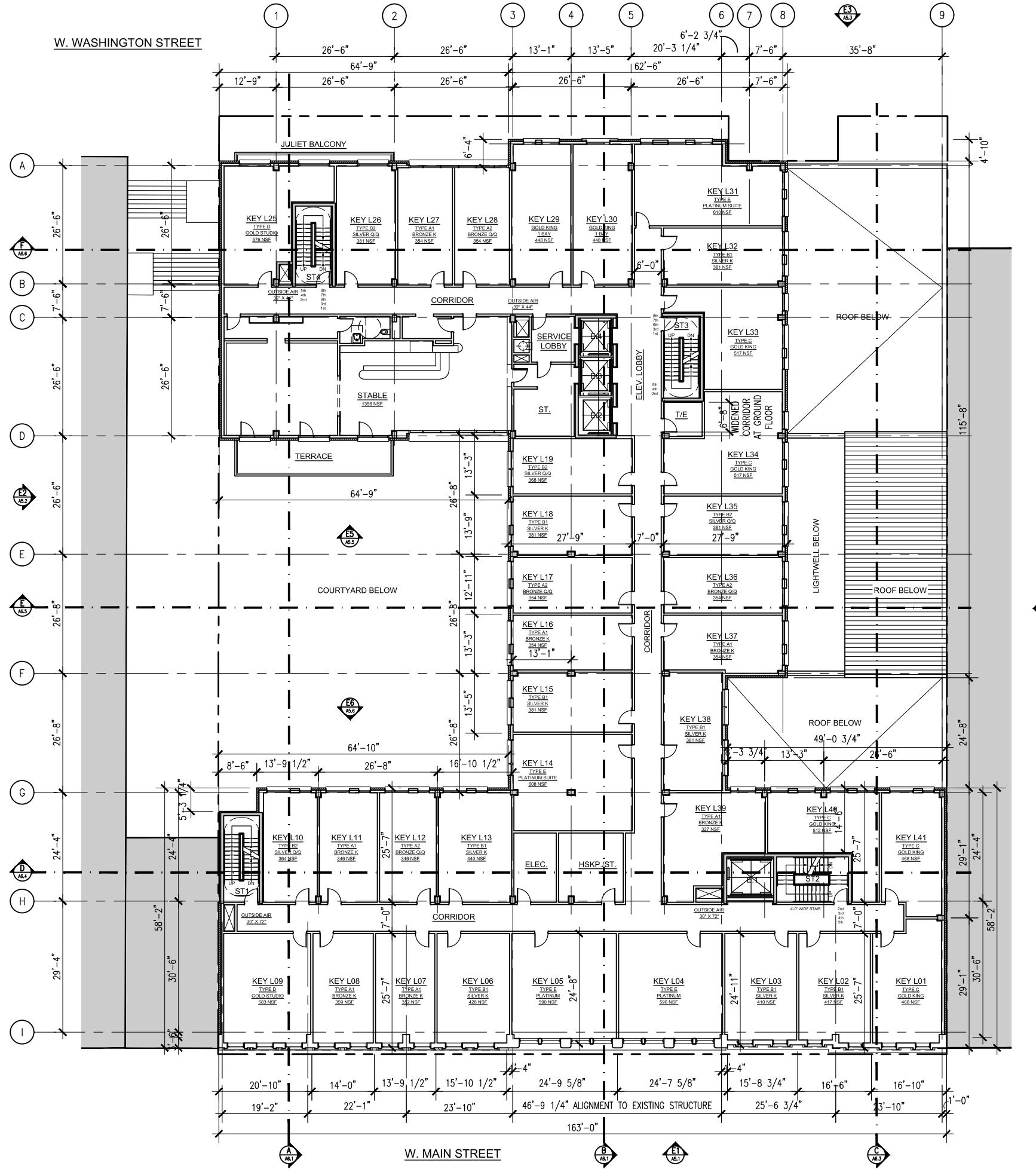
City Submittal
REV1. 23 Dec, 2021

A4.2

0' 7.5' 15' 30'

815 Main Street | Dream
Louisville, Kentucky

Second Floor Plan
Scale: 1" = 30'



City Submittal
REV1. 23 Dec, 2021

A4.3

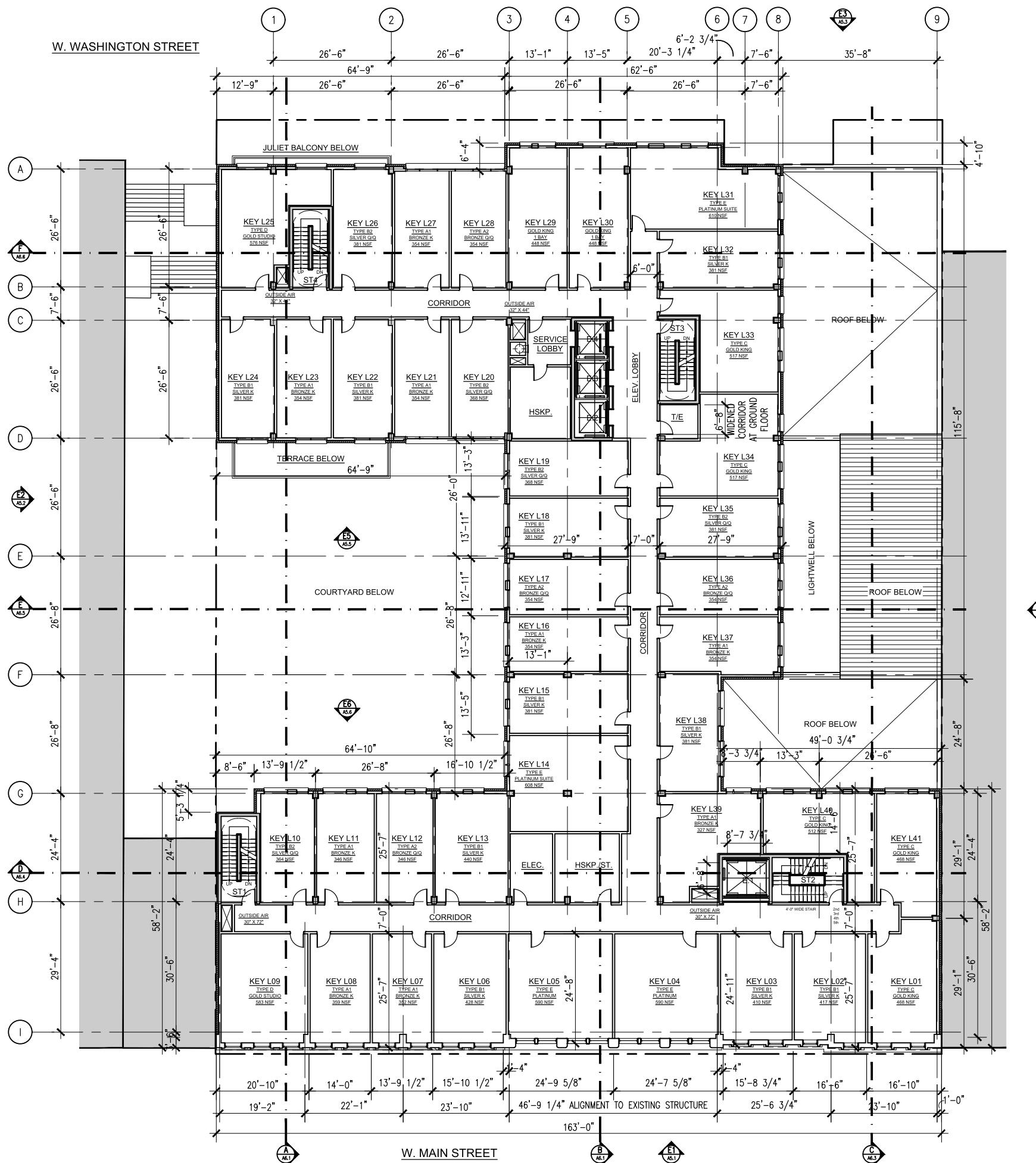
Third and Fourth Floor Plan

Scale: 1" = 30'



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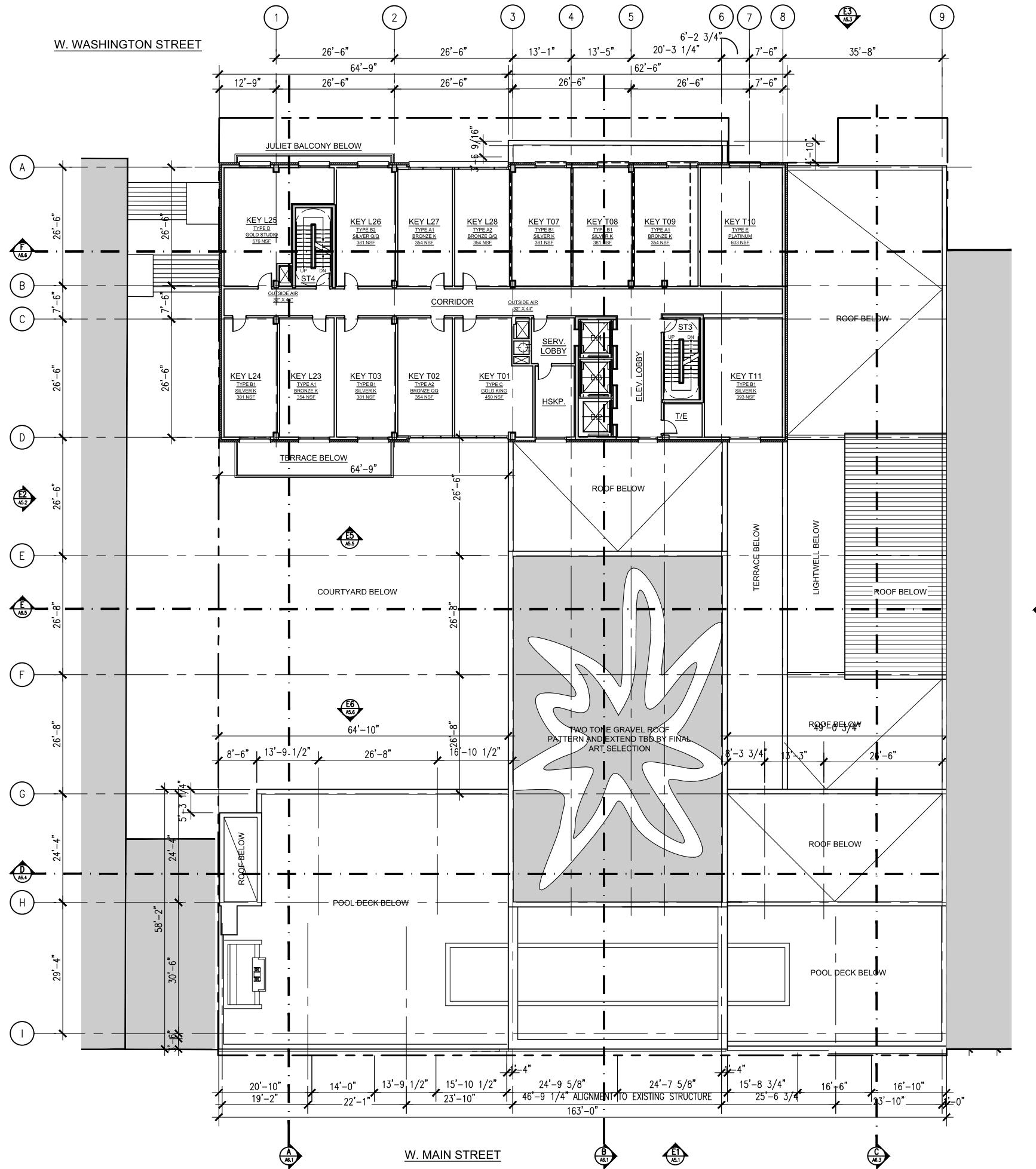
A4.4



815 Main Street | Dream
 Louisville, Kentucky

Sixth to Eighth Floor Plan

Scale: 1" = 30'-0"


 City Submittal
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A4.6

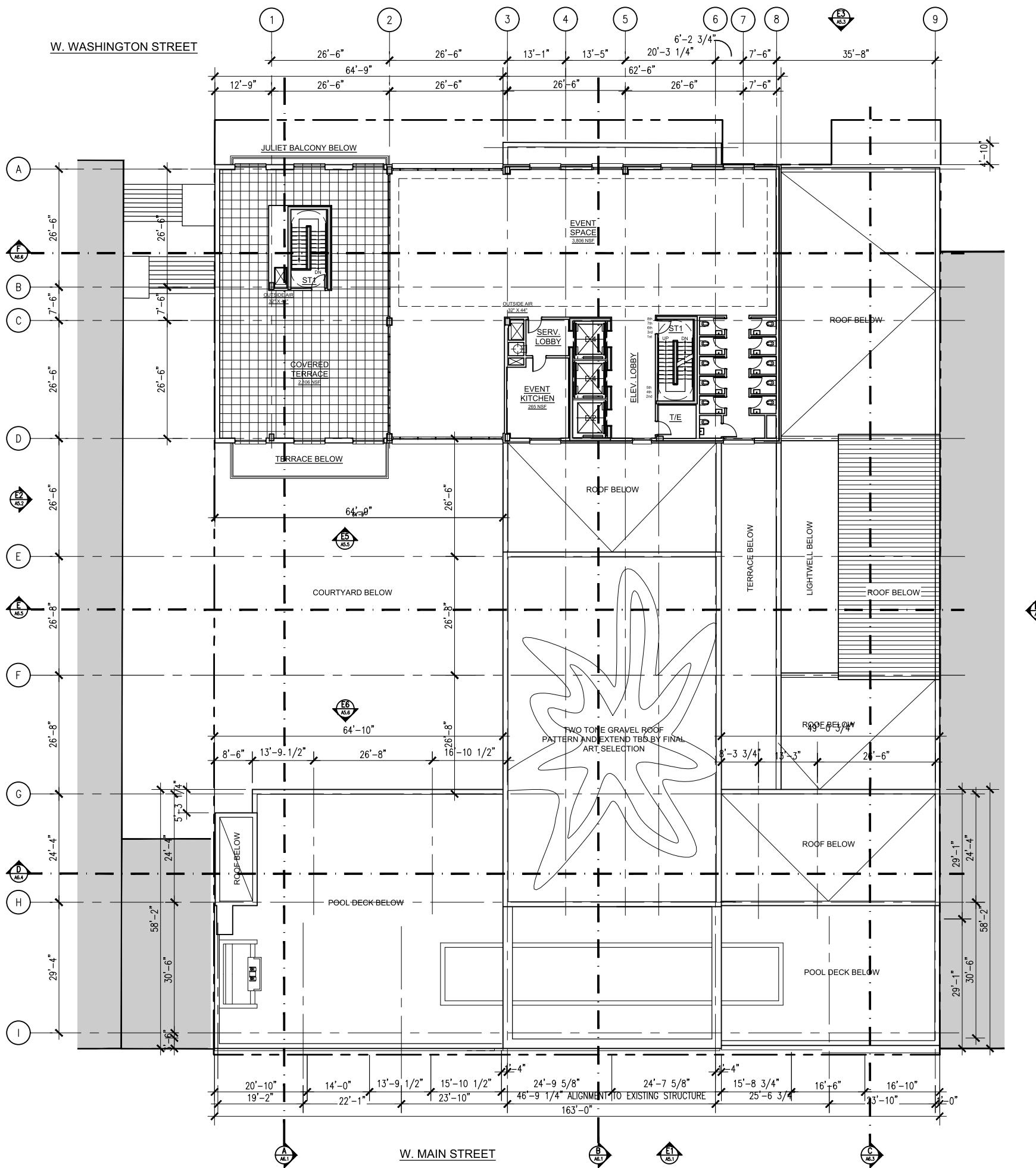
815 Main Street | Dream
Louisville, Kentucky

Ninth Floor Plan
Scale: 1" = 30'-0"



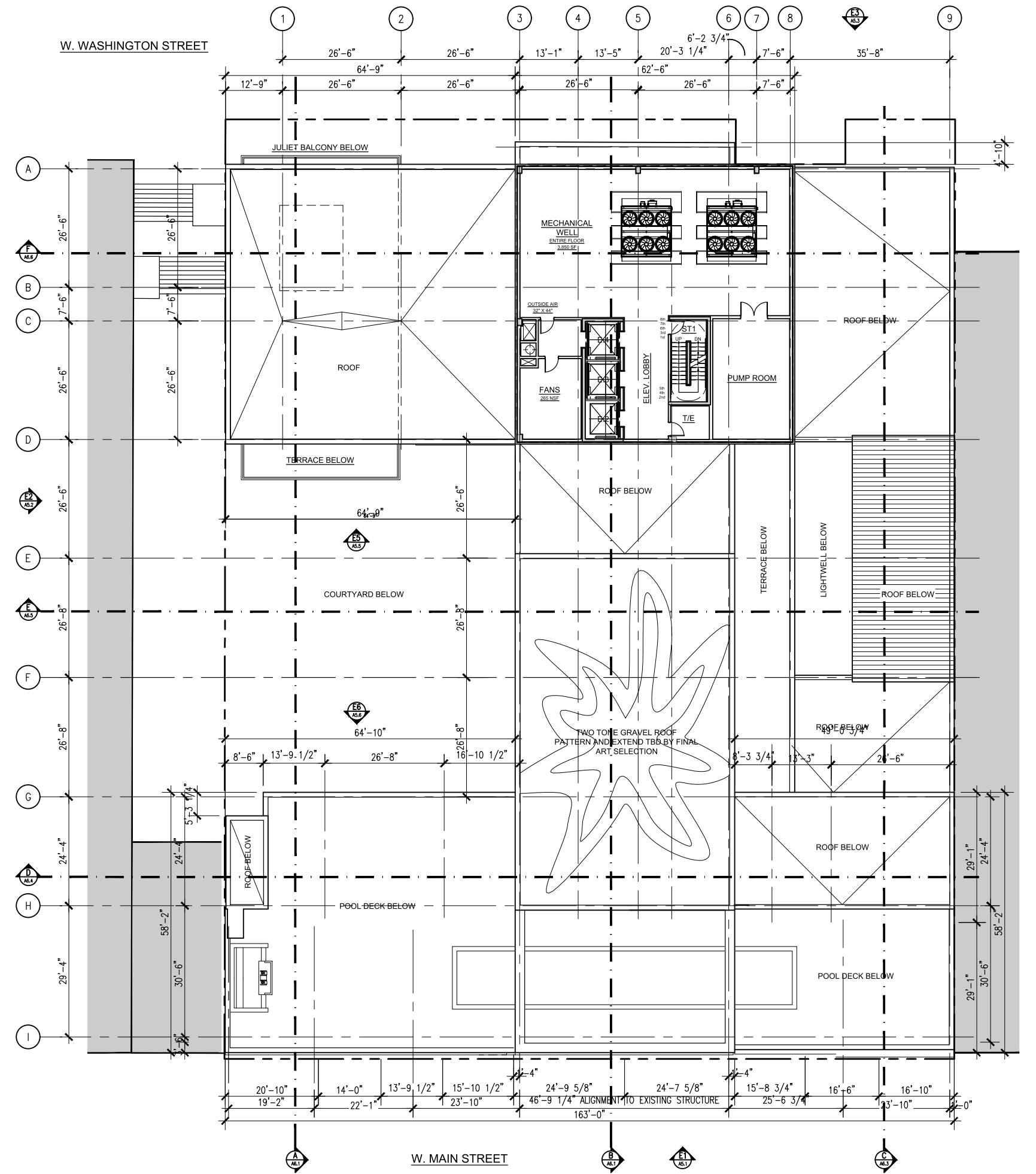
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A4.7



815 Main Street | Dream
Louisville, Kentucky

Roof | Mechanical Floor Plan
Scale: 1"= 30'



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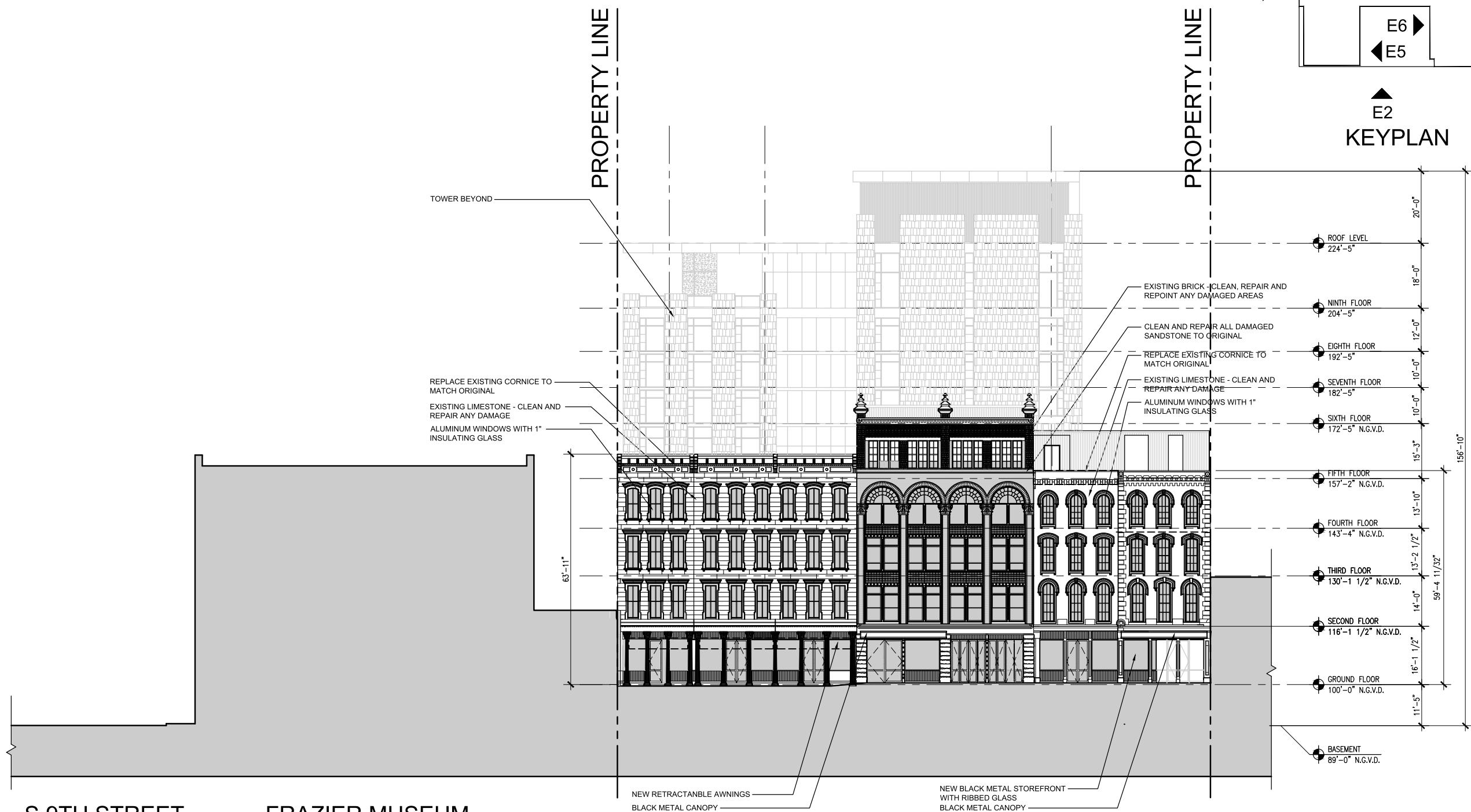
A4.8

815 Main Street | Dream

Louisville, Kentucky

Building Elevations - North

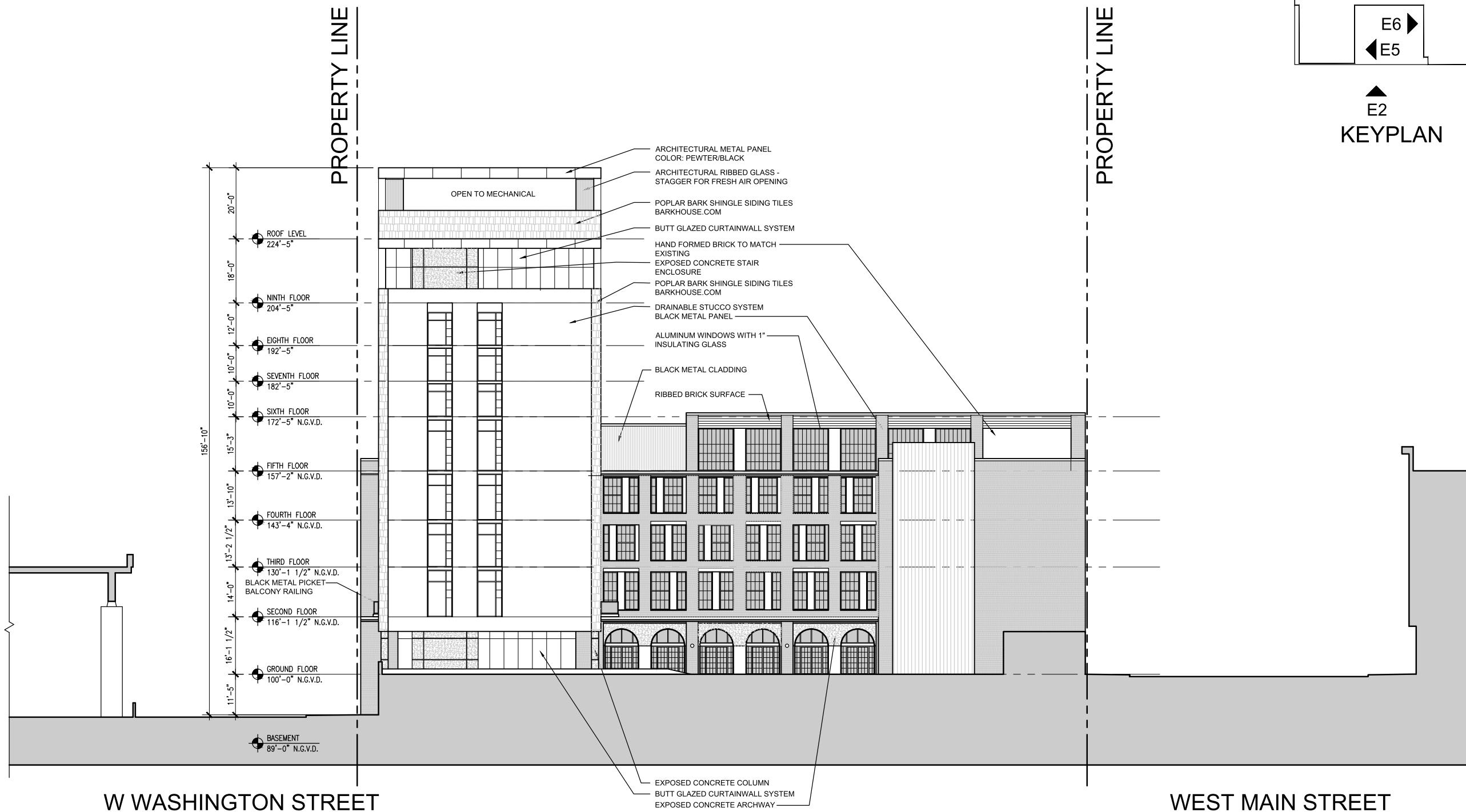
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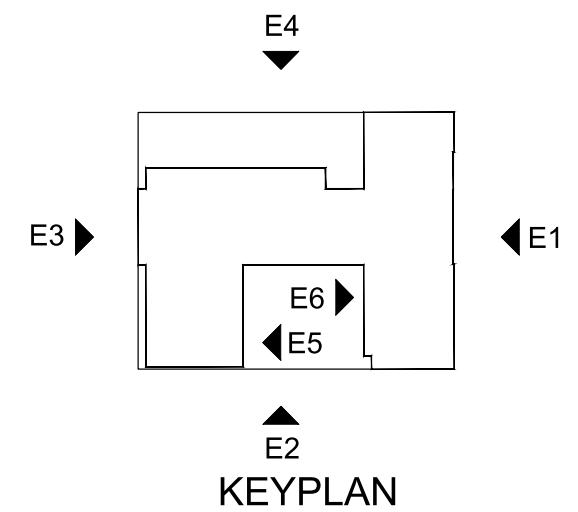
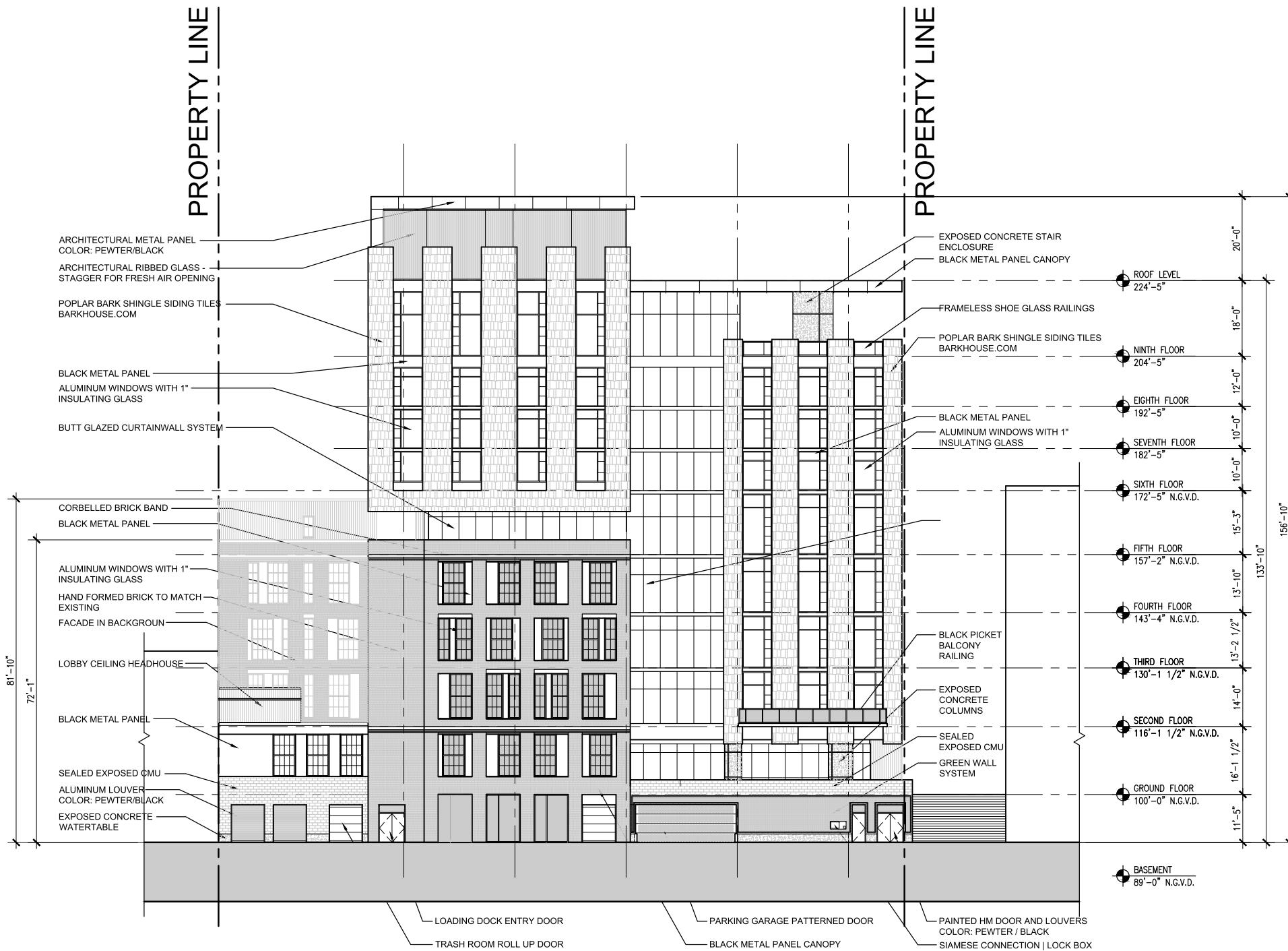


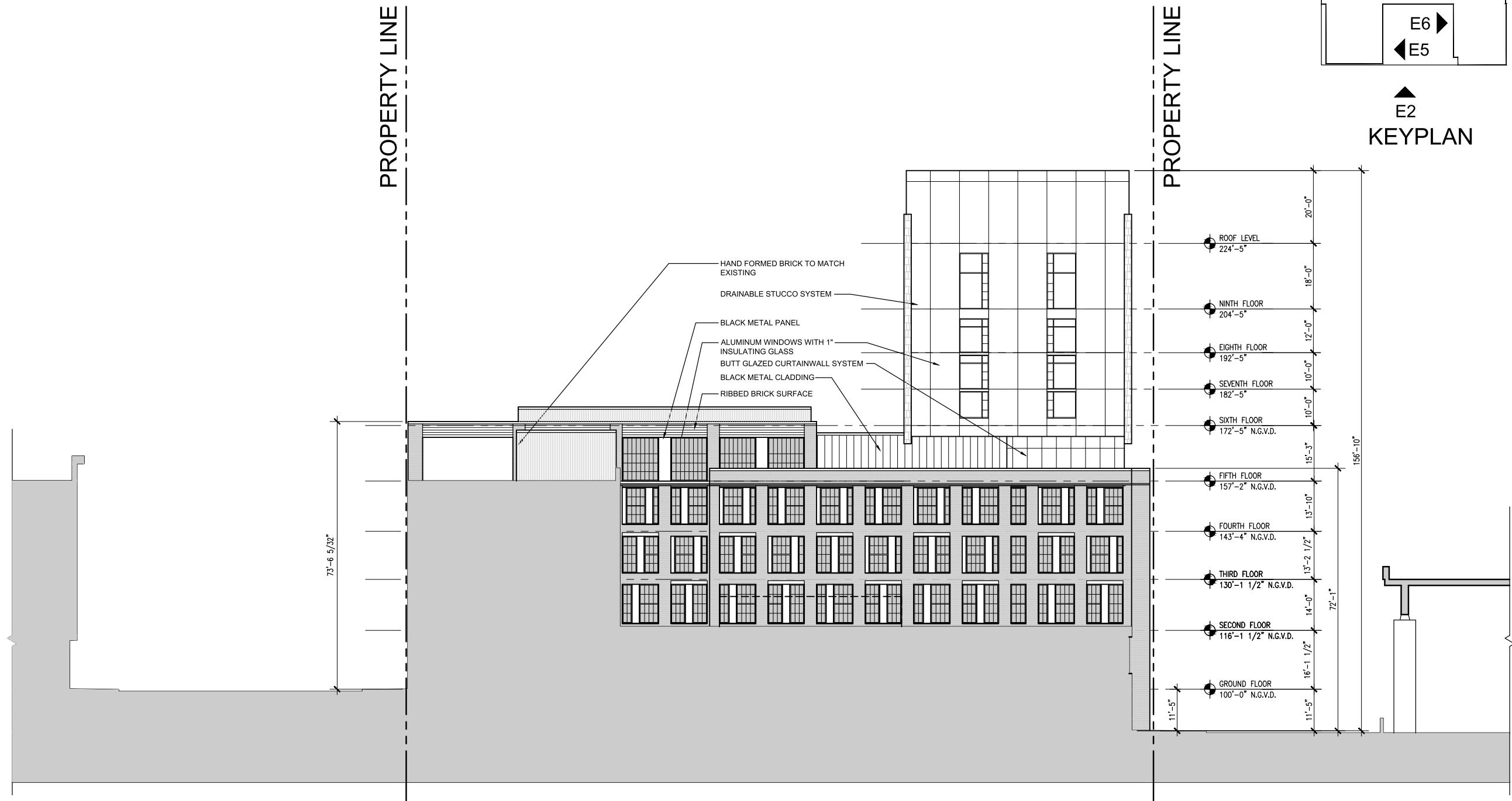
E1 | SOUTH ELEVATION ALONG WEST MAIN STREET

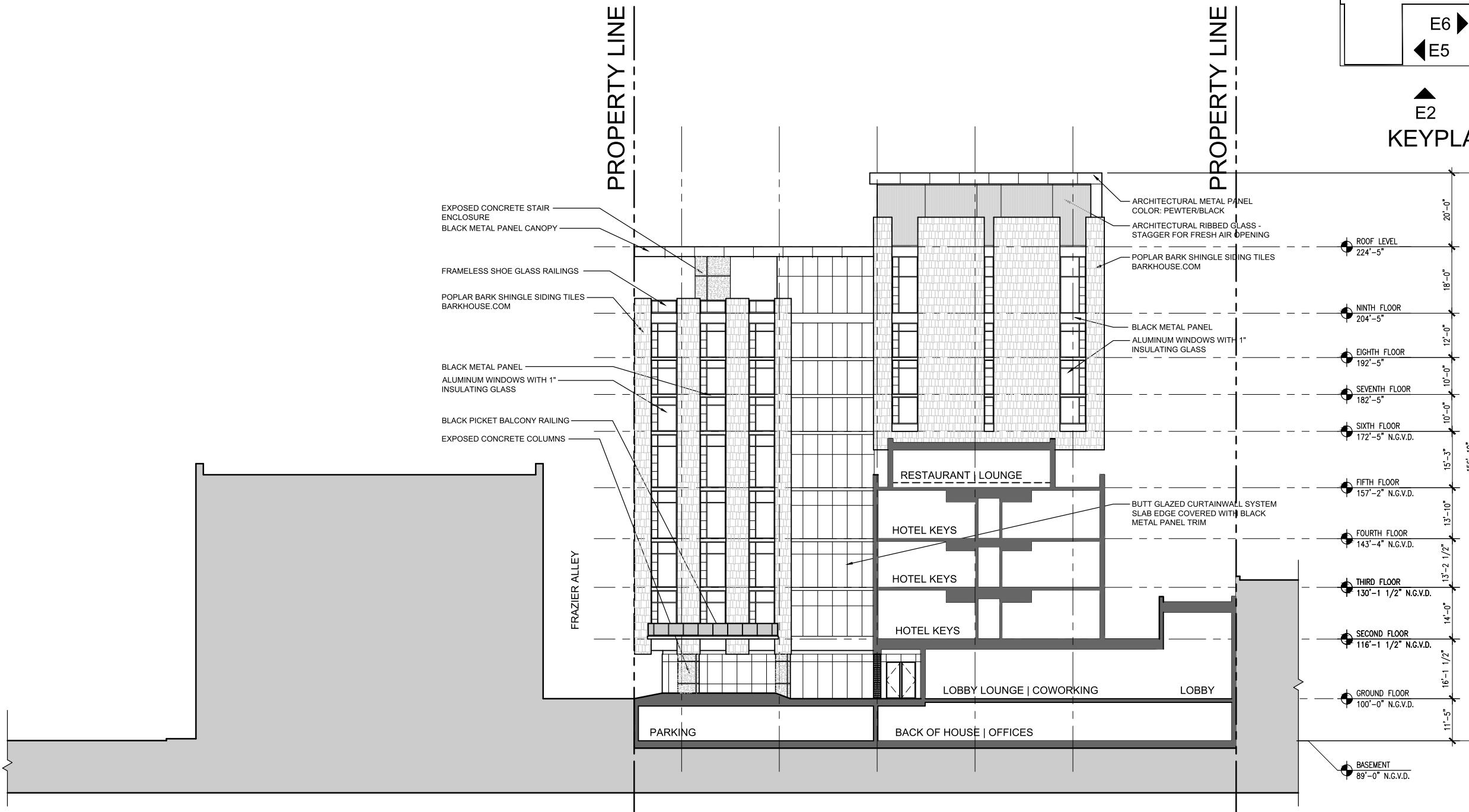
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A5.1









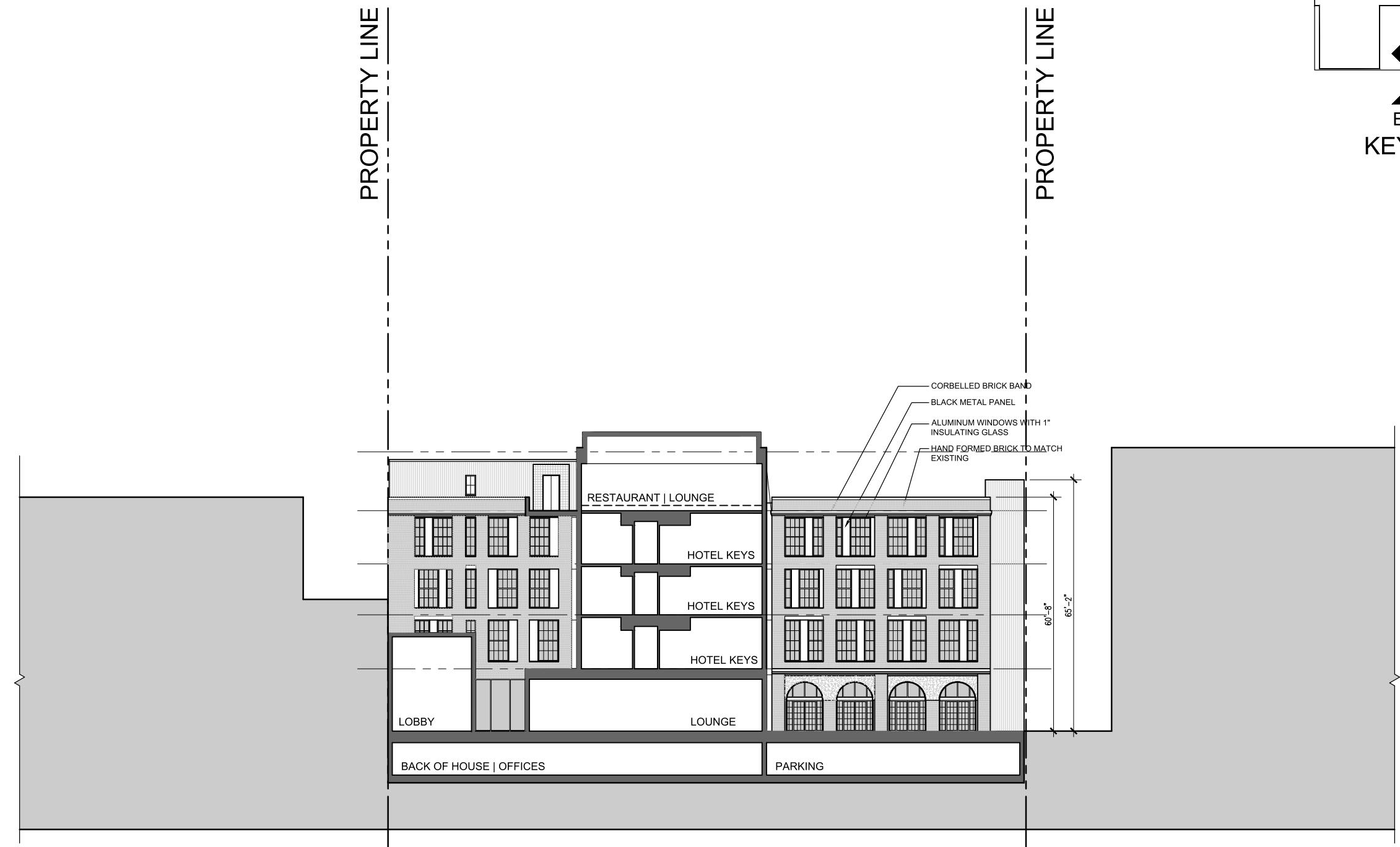
S 9TH STREET

FRAZIER MUSEUM

E5 SOUTH ELEVATION AT PLAZA

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REV1. 23 Dec, 2021

A5.5



City Submittal
REV1. 23 Dec, 2021

E6 | NORTH COURTYARD ELEVATION

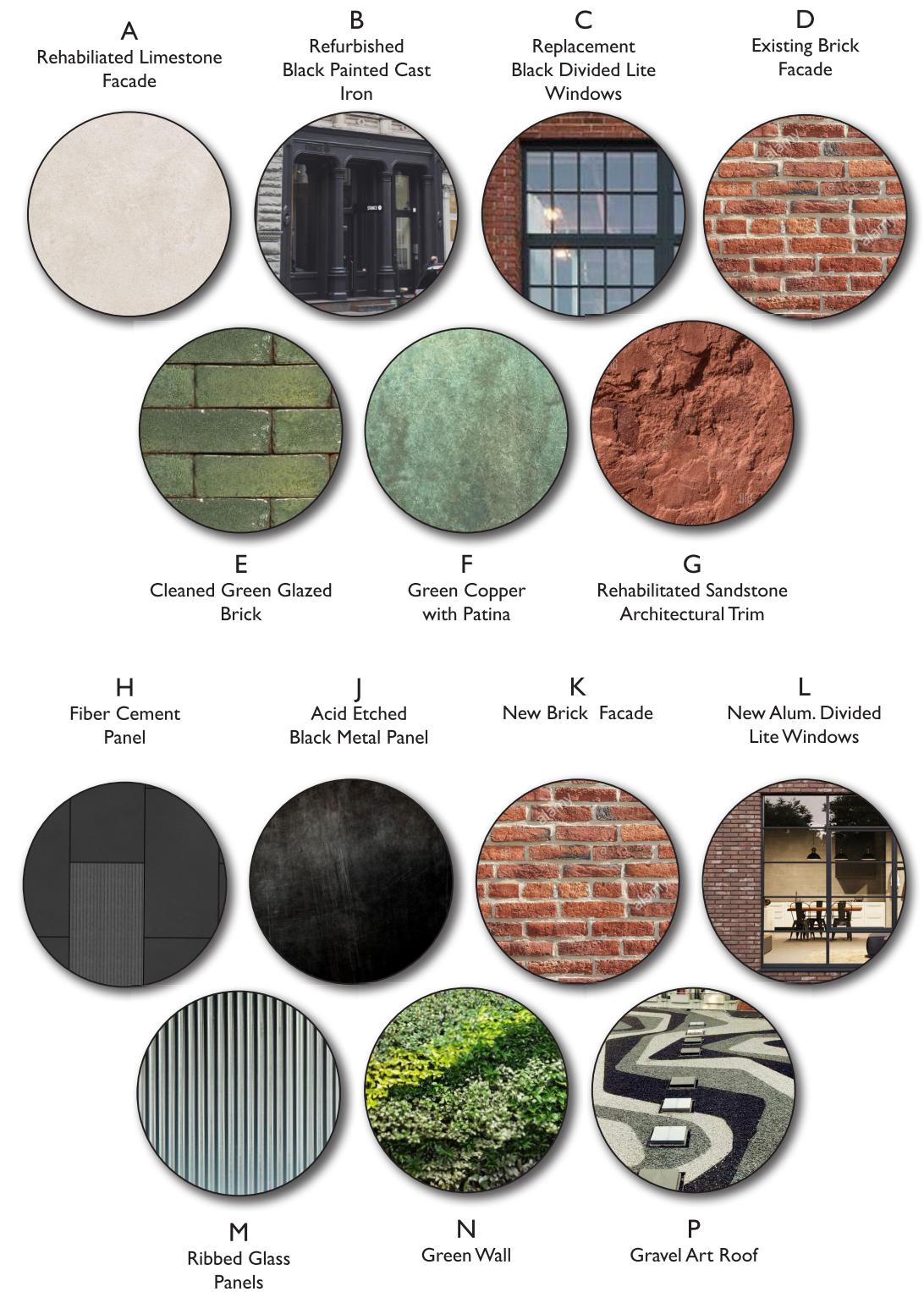
A5.6

815 Main Street | Dream
Louisville, Kentucky

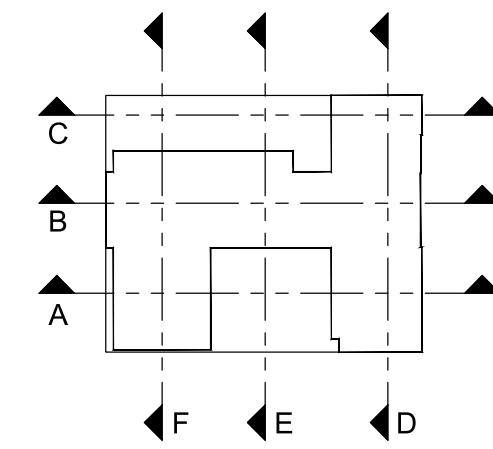
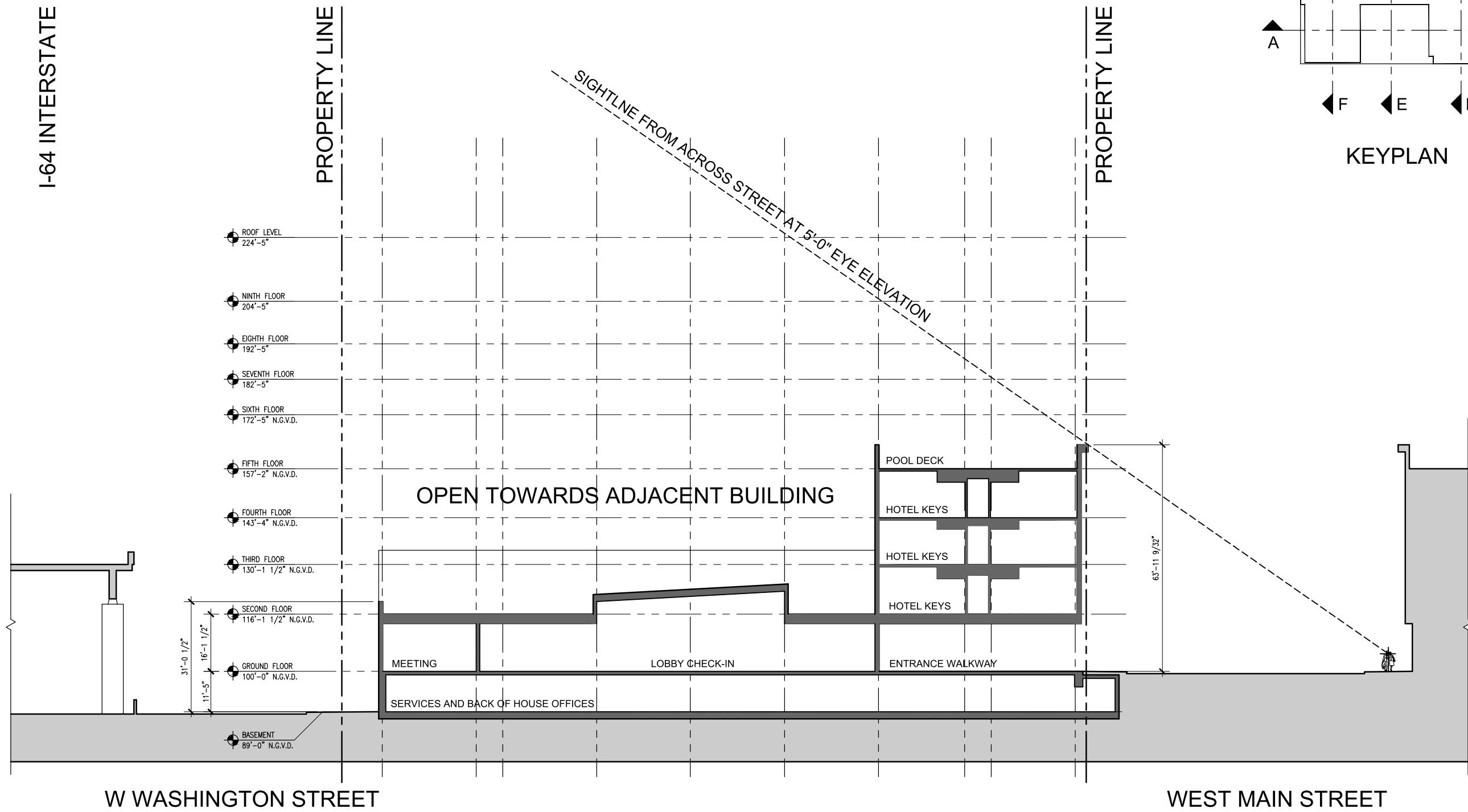
Material Palettes
Scale: None



NOTE: BUILDING 809 IS NOT INCLUDED IN THIS DEVELOPMENT
BUILDING 809 SHALL REMAIN AS IS WITHOUT ALTERATION.
RENDERING REPRESENTS AS WHITE ONLY FOR RENDERING
PURPOSES ONLY



I-64 INTERSTATE



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REV1. 23 Dec, 2021

A6.2

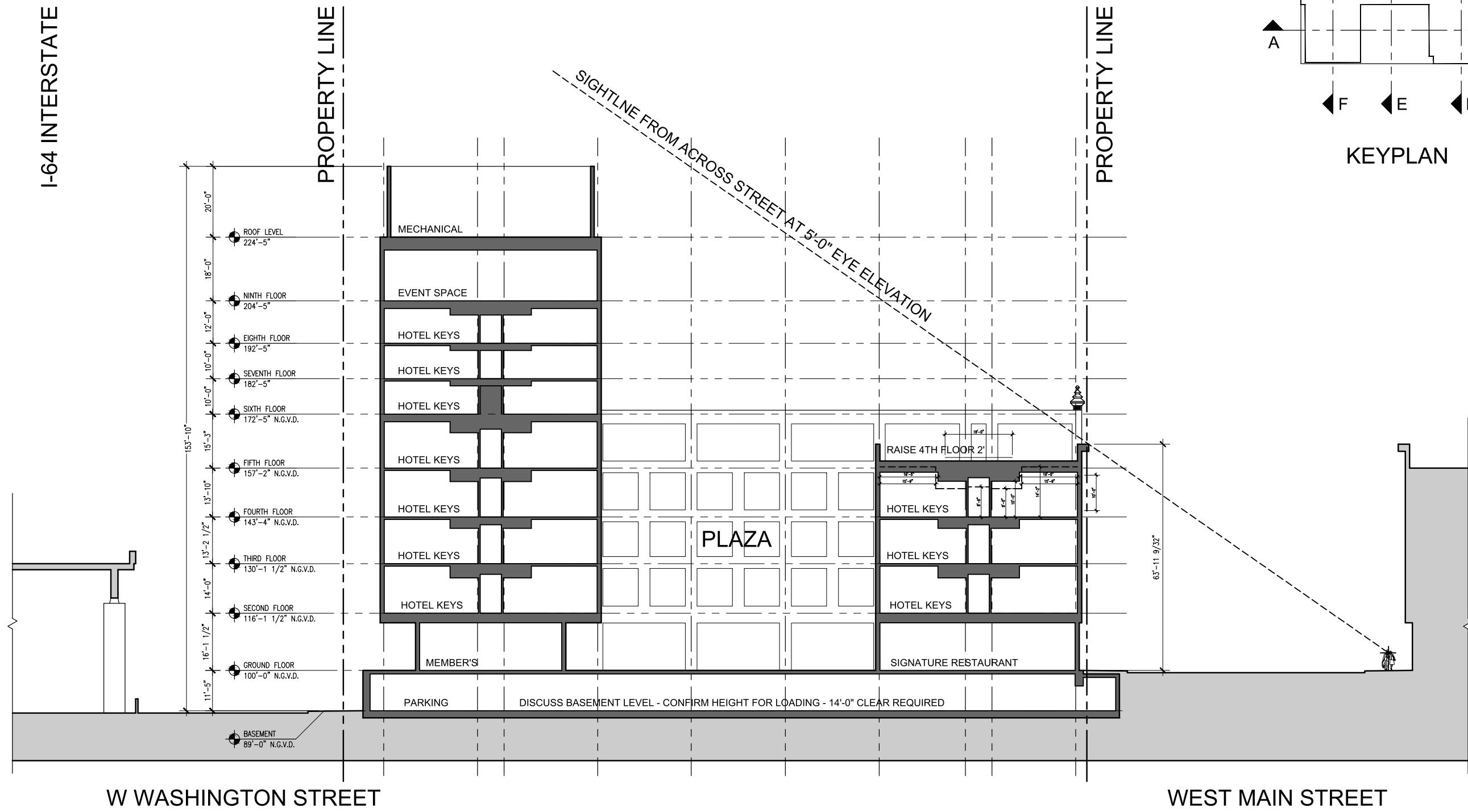
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815 Main Street | Dream
Louisville, Kentucky

Longitudinal Section at 815 Main Street
Scale: 1" = 30'

DREAM HOTEL GROUP
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License No. L18000278579
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FL License No. AR93391

I-64 INTERSTATE



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A6.6

Latitudinal Section at Tower
Scale: 1" = 30'

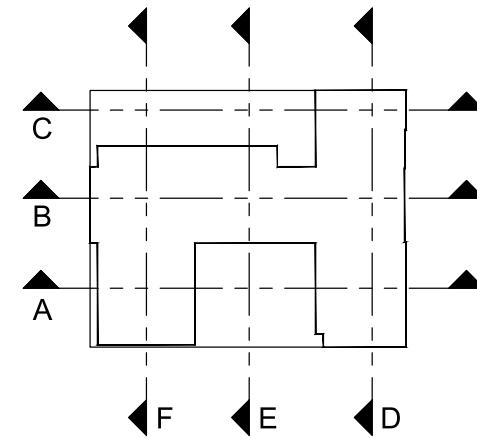


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815 Main Street | Dream
Louisville, Kentucky

NOTE: BUILDING 809 IS NOT INCLUDED IN THIS DEVELOPMENT BUILDING 809 SHALL REMAIN AS IS WITHOUT ALTERATION. RENDERING REPRESENTS AS WHITE ONLY FOR RENDERING PURPOSES ONLY



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Rendering| Aerial from SW
Scale: None

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A7.1

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Rendering | Aerial View East 815 Main Street | Dream
Louisville, Kentucky

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A7.2

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809 to
Remain



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Louisville, Kentucky

**Rendering | Looking West
along W. Main Street**
Scale: None

809 to
Remain

DREAM

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A7.5

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**Rendering | Looking East
along W. Main Street**
Scale: None

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Rendering | Looking East
along W. Washington Street
Scale: None

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Rendering | Looking West
along W. Washington Street
Scale: None

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A7.8

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THANK YOU