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

CUBE 3

Detailed District Development Plan

815 Main Street | Dream

Louisville, Kentucky

Date Submitted: 15 November 2021
Rev. 1 | 23 December 2021

Submitted to: City of Louisville

Owner:	Royal Investments, LCC
Architect:	**CUBE 3, LLC**
Architect of Record:	Joseph and Joseph and Bravura
Interior Designer:	WATG | Josh Held Design

Project Team

Owner:

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2000 Mallory Lane, Suite 130-144
Franklin, TN 37067
Contact:
Telephone:

Architect:

CUBE3, LLC
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Contact: Jonathan W. Cardelo
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Architect of Record

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Landscape Architect:

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9th Floor
New York, New York, 10001
Telephone: (212) 684-9230

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A1 Site

A1.1 Location Map

A1.2 Keyed Site Photos

A1.3 Keyed Site Photos

A1.4 Historic Detail Analysis

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Location Map
Scale: None

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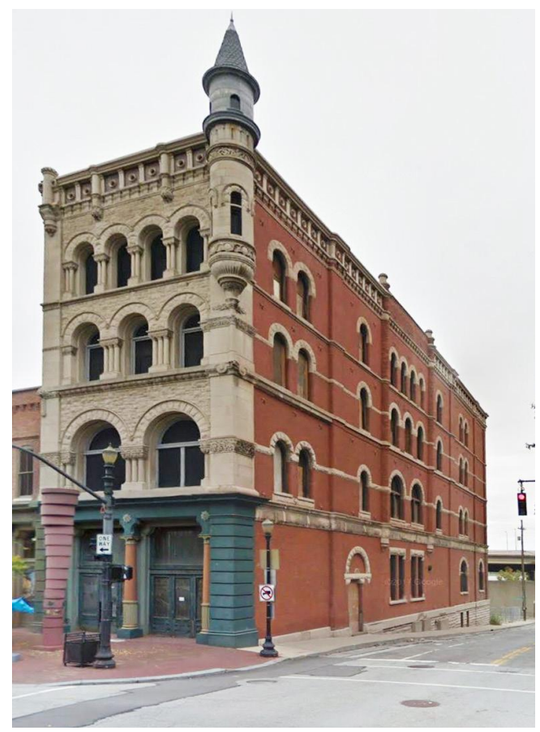
KEY MAP

PHOTO A

PHOTO B

PHOTO C



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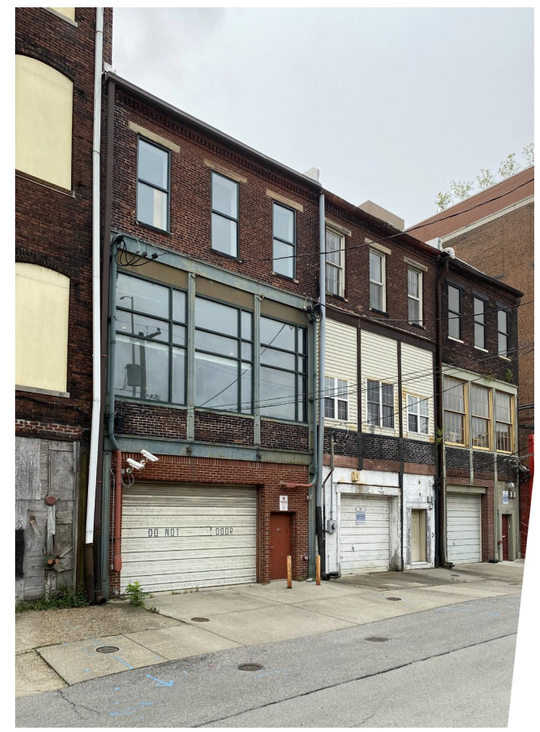

PHOTO E

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KEY MAP

PHOTO F

PHOTO G

PHOTO H

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A1.3

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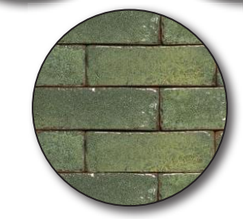
A
Rehabiliated Limestone Facade

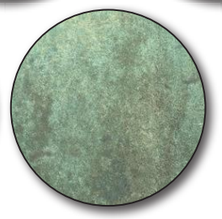
B
Refurbished Black Painted Cast Iron

C
Replacement Black Divided Lite Windows

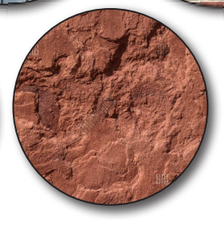
D
Existing Brick Facade



E
Cleaned Green Glazed Brick



F
Green Copper with Patina



G
Rehabilitated Sandstone Architectural Trim

Existing Facade Notes:

1. Clean Existing Limestone Facade 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 exisitng cast-iron architectural detail for any cracks, damage or missing architectural detail.s Upon proper preparation of surface and replacement of missing architetural details, paint cast-iron with a high-performance paint - Black.

3. Replace exisitng windows with Hi-Performance Aluminum Single Hung Window with gray glass and black PPG Finish.

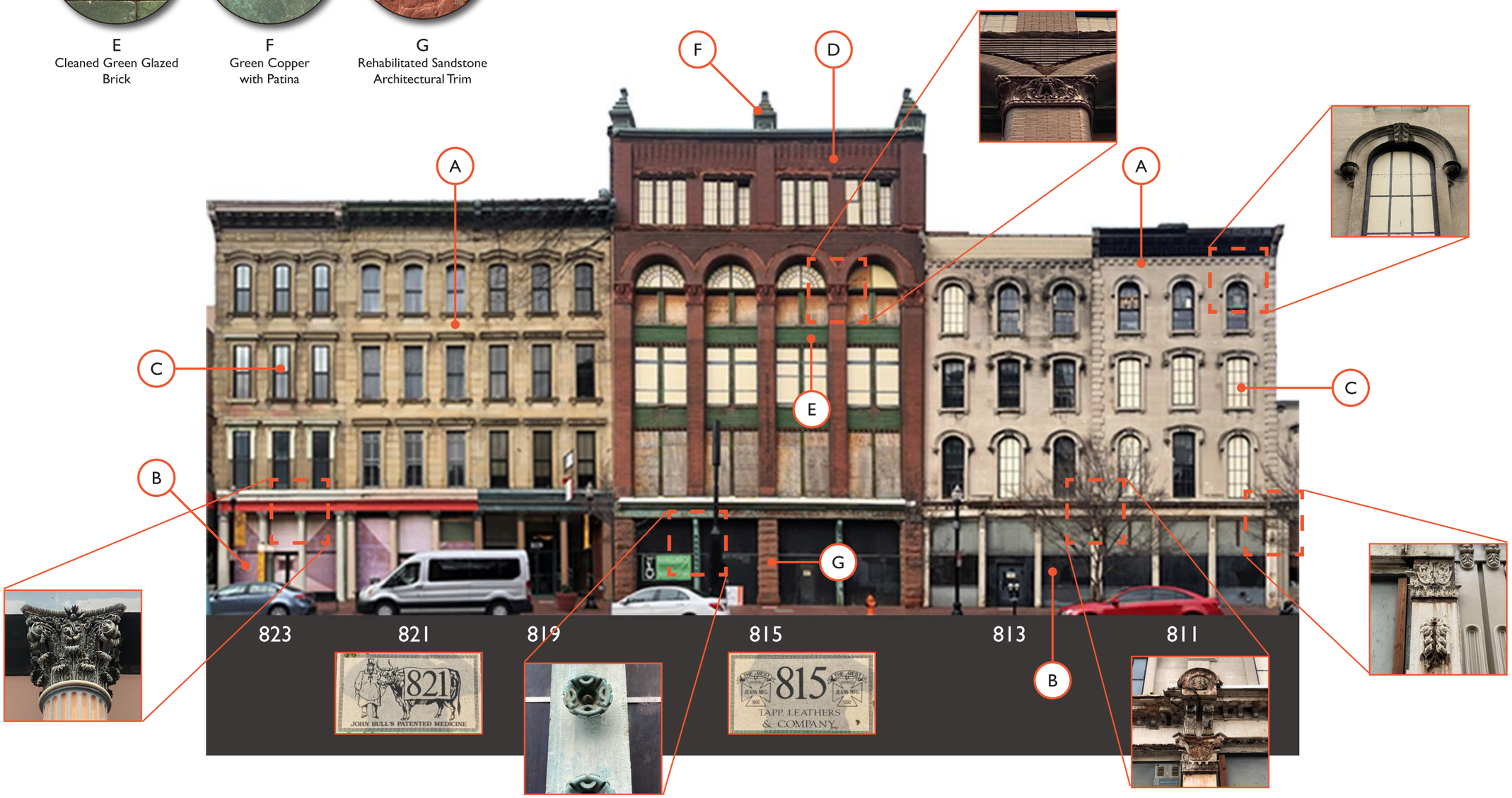
4. Clean and repoint all existing brick surfaces. Ensure to use propery cleaning technique to prevent damage to existing finished surface. Remove all existing fasteners and fill any holds to match existing brick surface.

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 facade to match original detail.

8. Replace missing architectural cornice to match original.



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Historic Detail Analysis
Scale: None

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A1.4

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A2 **Massing | Diagrams**

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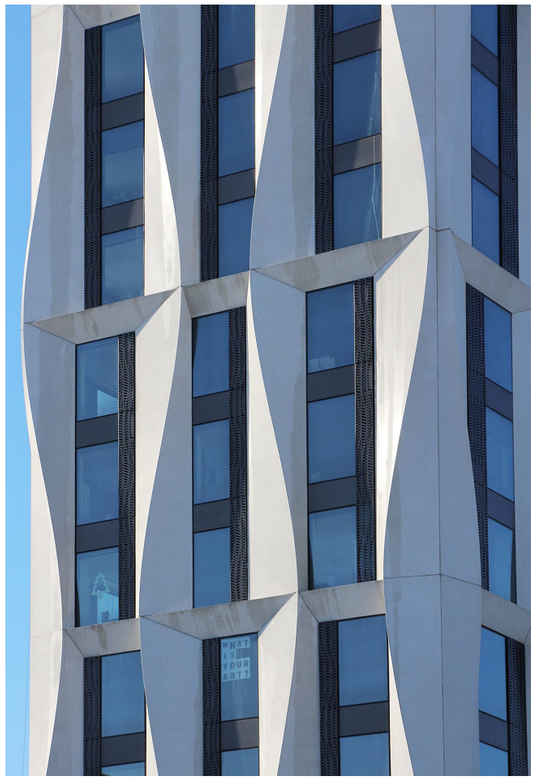


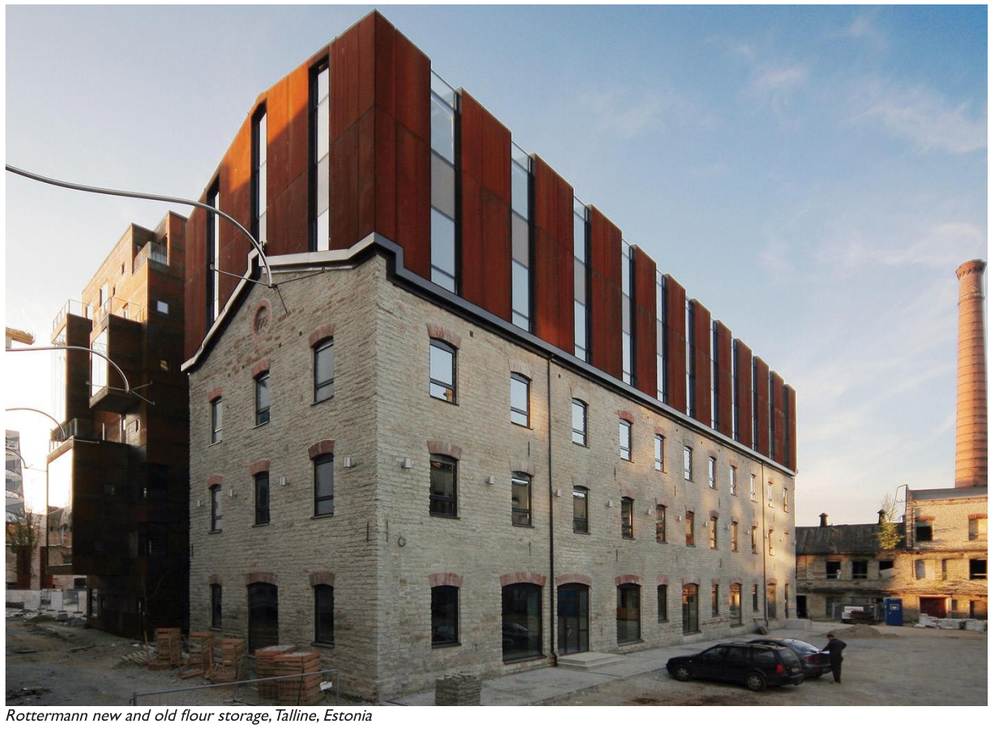
University of California

Porter House, New York City, USA

Packard Hotel, Havana, Cuba

Shoreham Street, Sheffield, UK

Office Building Temse, Antwerpen, Belgium



Rottermann new and old flour storage, Talline, Estonia

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Precedent Image 1
Scale: None

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A2.1

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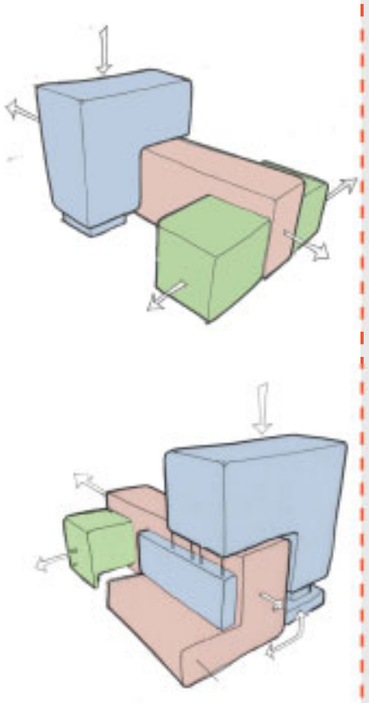
Brick Articulated Typology

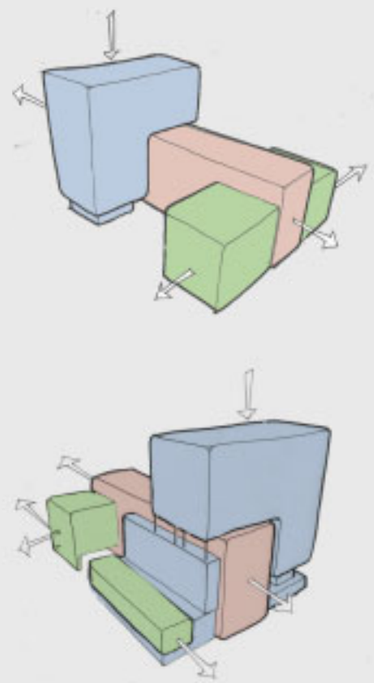
Limestone and Brick Articulated Typology

Metal/Wood Articulated Typology



Option A

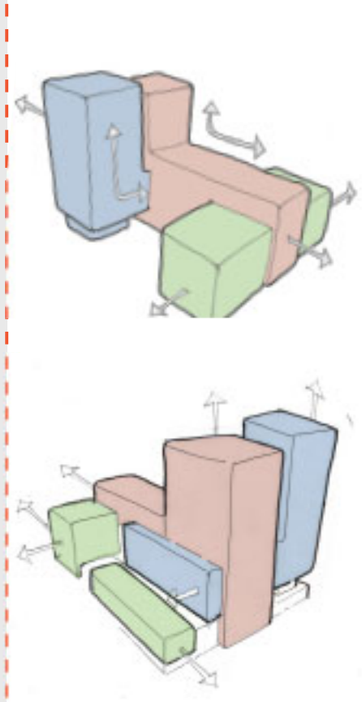
1. Preserves the 815 Main Street Building (5 Story) and integrates lobby into main building massing.
2. Limestone Buildings flanking 815 Main Street Building preserve the Urban row building typology.
3. Lobby Expression is total internal to massing.
4. Row Building and New Tower create two engaged L-Shaped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



Option B

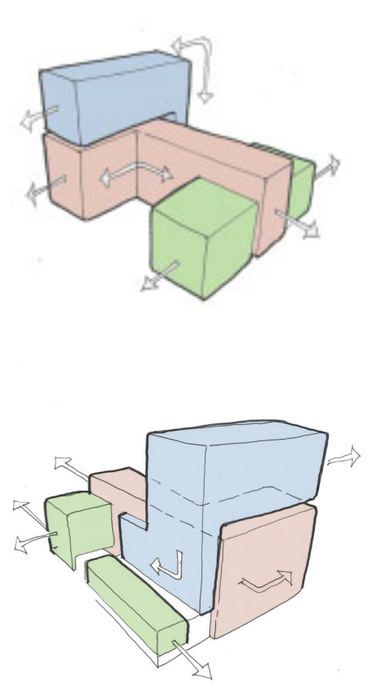
1. Clearly articulates 815 Main Street in its original form and preserves the urban building typology.
2. Limestone buildings flanking 815 Main Street Building preserve the Urban row building typology.
3. Lobby is expressed to reflect the existing urban pattrern of slopped roofs.
4. New tower is an intervention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

Preferred
Option per Design Meeting



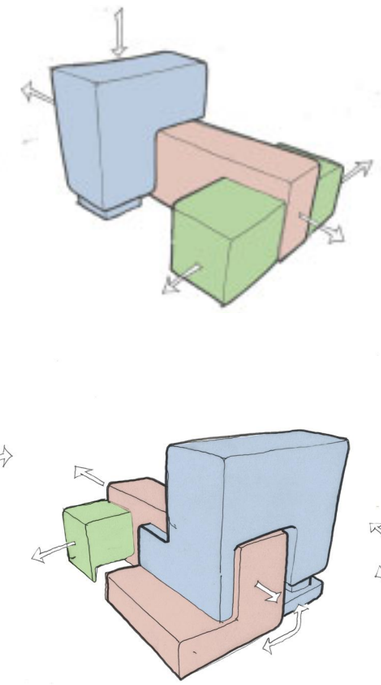
Option C

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.



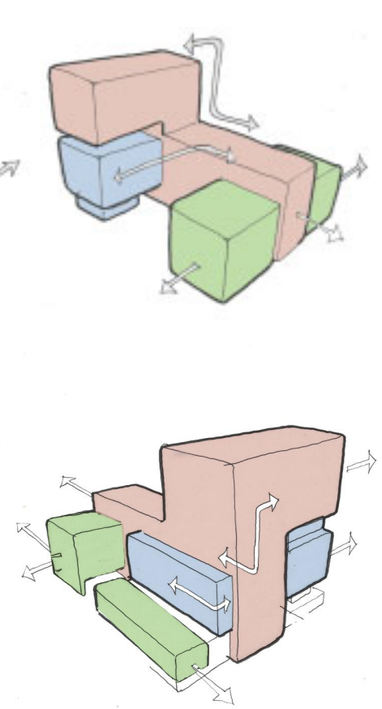
Option D

1. Building Massing of center building envelops 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 typology below.



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.



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

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Louisville, Kentucky

Massing Analysis
Scale: None

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A2.2

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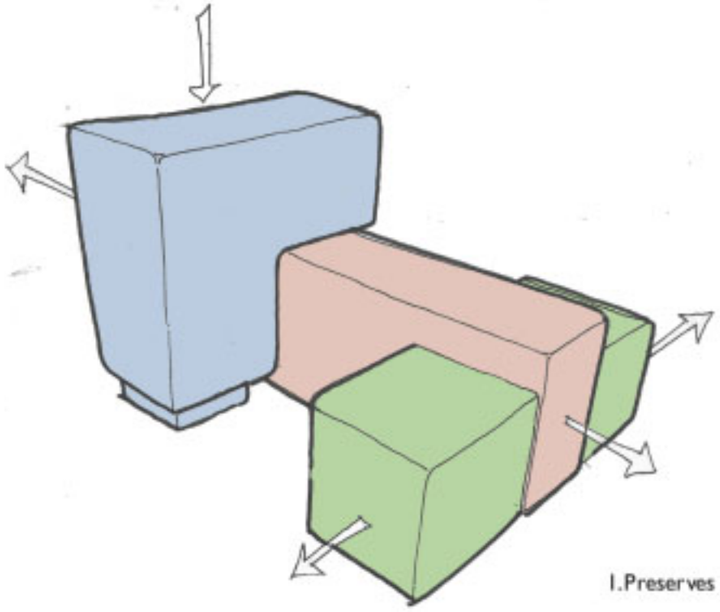
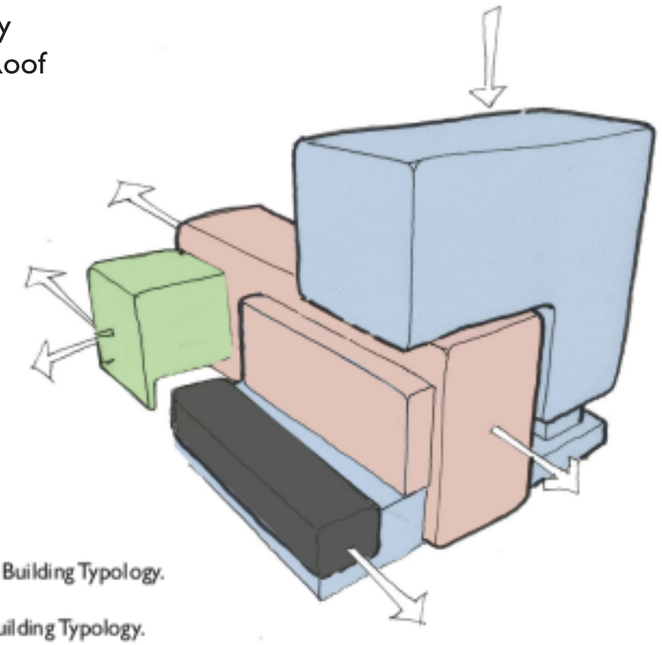
Brick Articulated Typology

Limestone and Brick Articulated Typology

Metal/Wood Articulated Typology

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





Massing Evolution

1. Preserves the 815 Main Street Building (5 Story) through Block - Expressining 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

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Massing Diagram
Scale: None

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A2.3

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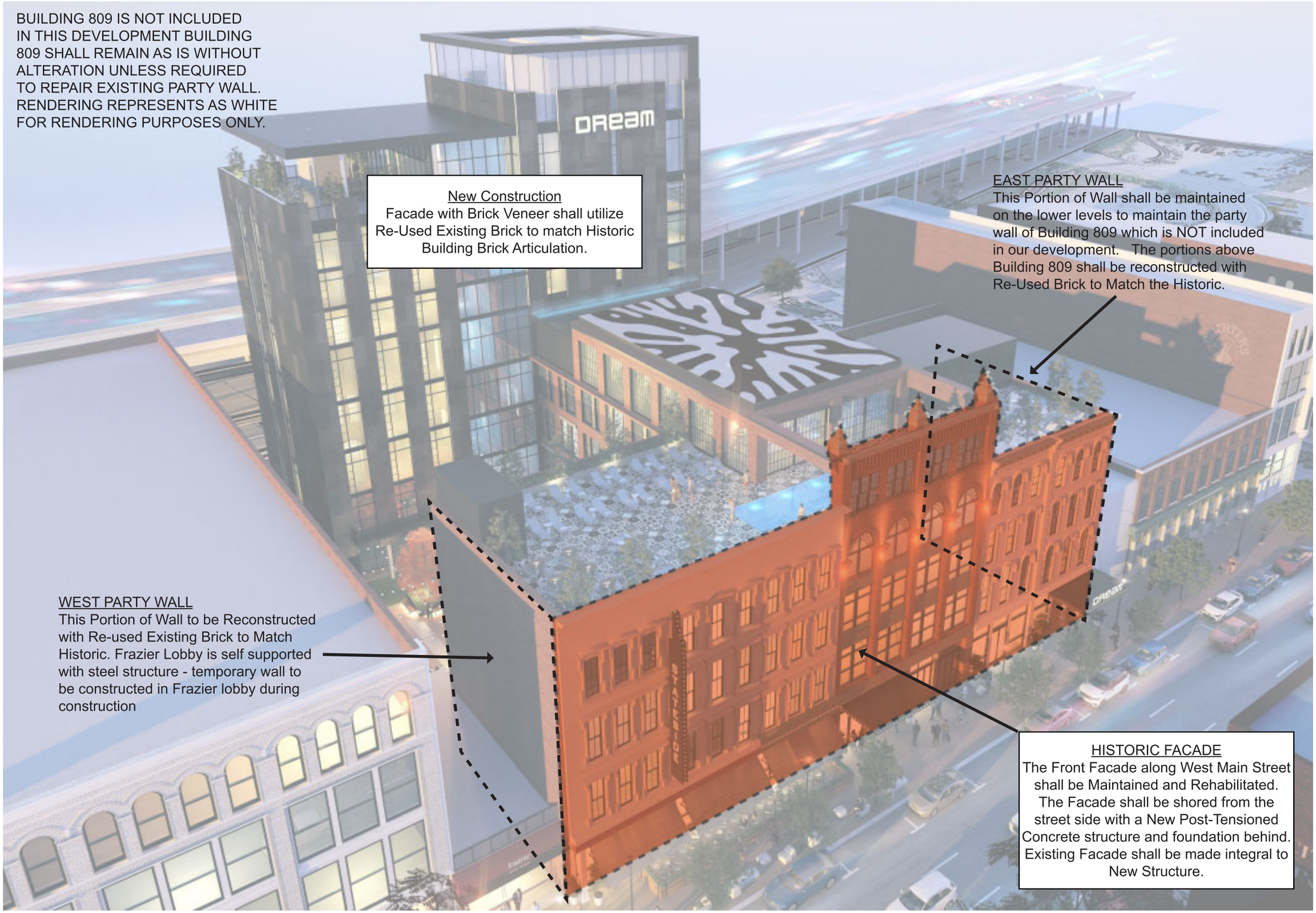
BUILDING 809 IS NOT INCLUDED IN THIS DEVELOPMENT BUILDING 809 SHALL REMAIN AS IS WITHOUT ALTERATION UNLESS REQUIRED TO REPAIR EXISTING PARTY WALL. RENDERING REPRESENTS AS WHITE FOR RENDERING PURPOSES ONLY.



New Construction
Facade with Brick Veneer shall utilize Re-Used Existing Brick to match Historic Building Brick Articulation.

EAST PARTY WALL
This Portion of Wall shall be maintained on the lower levels to maintain the party wall of Building 809 which is NOT included in our development. The portions above Building 809 shall be reconstructed with Re-Used Brick to Match the Historic.

WEST PARTY WALL
This Portion of Wall to be Reconstructed with Re-used Existing Brick to Match Historic. Frazier Lobby is self supported with steel structure - temporary wall to be constructed in Frazier lobby during construction

HISTORIC FACADE
The Front Facade along West Main Street shall be Maintained and Rehabilitated. The Facade shall be shored from the street side with a New Post-Tensioned Concrete structure and foundation behind. Existing Facade shall be made integral to New Structure.

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Proposed vs. Demo Diagram
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A2.4A

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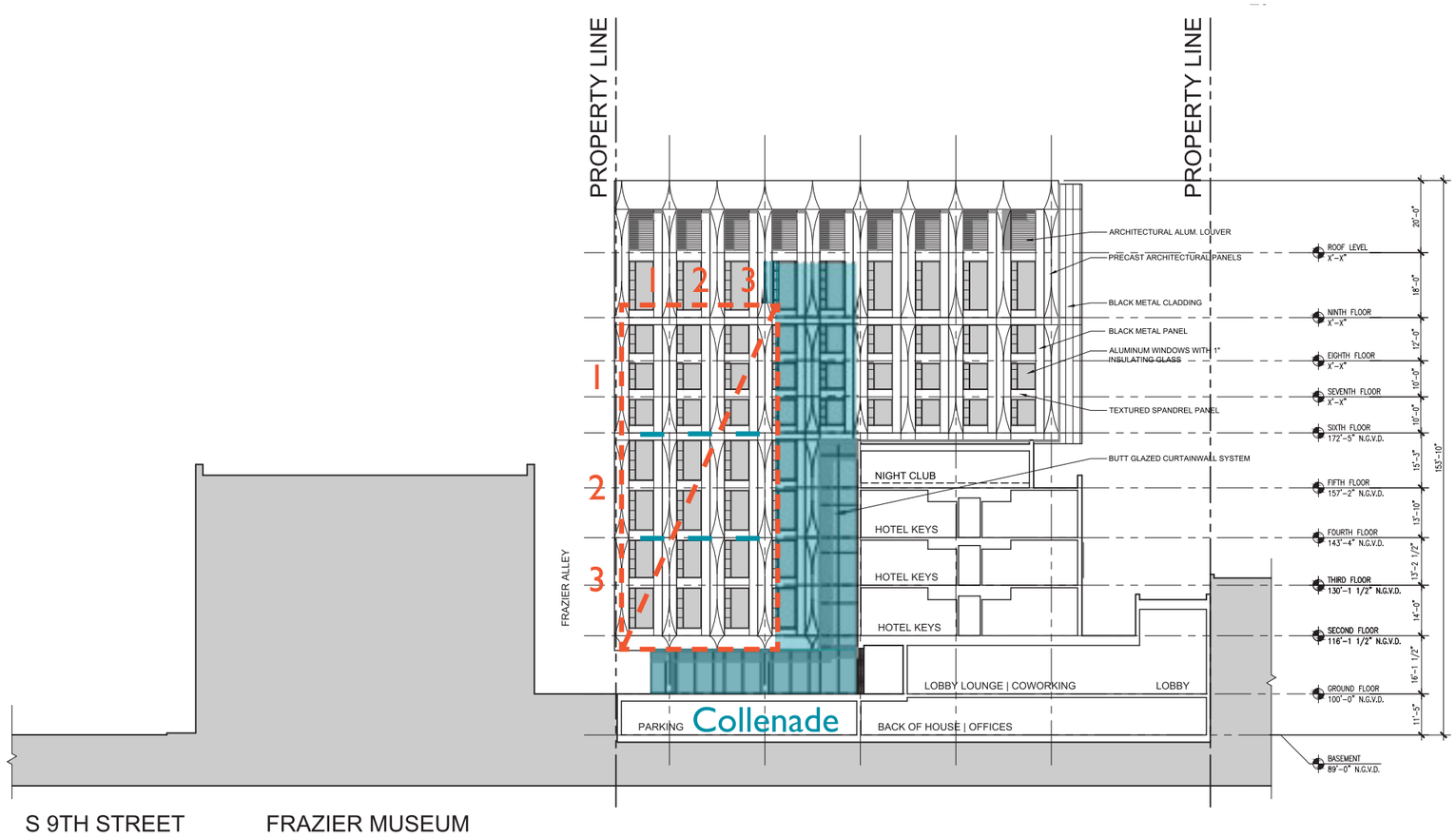
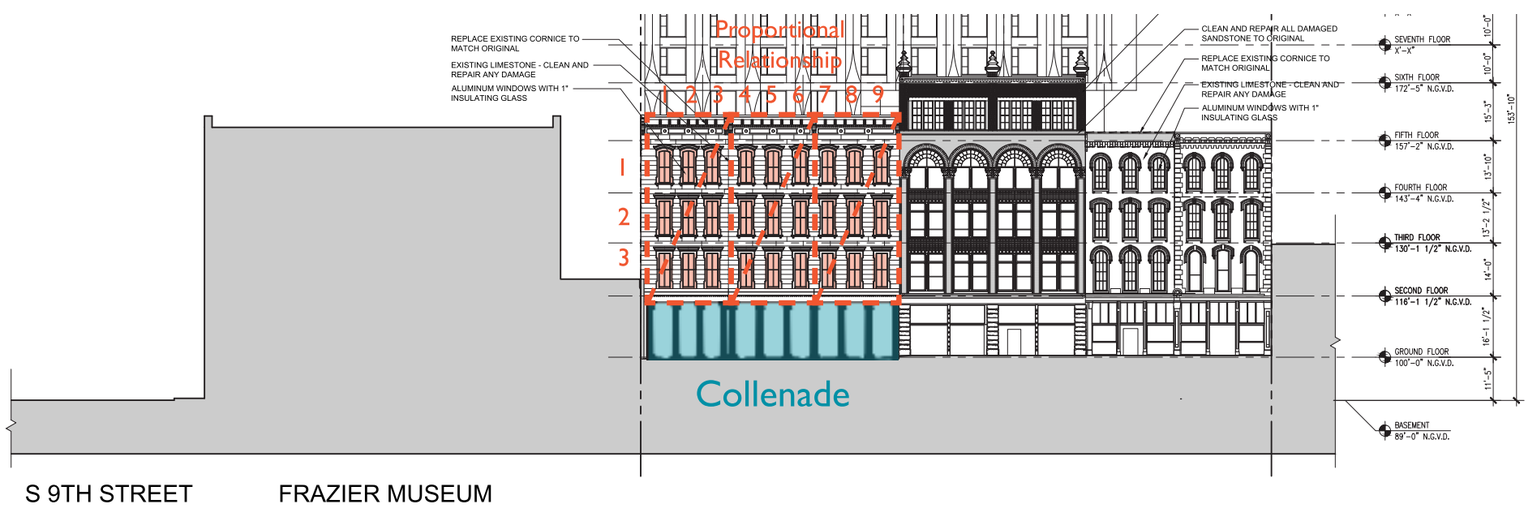


E5 SOUTH ELEVATION AT PLAZA



E1 | SOUTH ELEVATION ALONG WEST MAIN STREET

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Fenestration Modulation & Proportional Relationship
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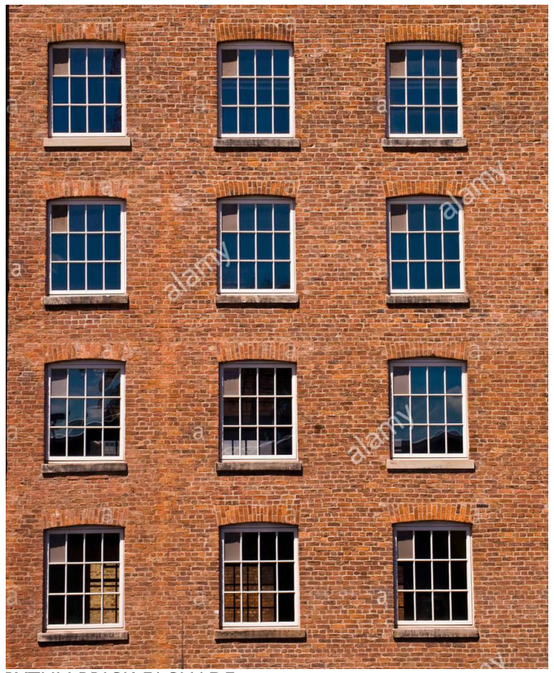
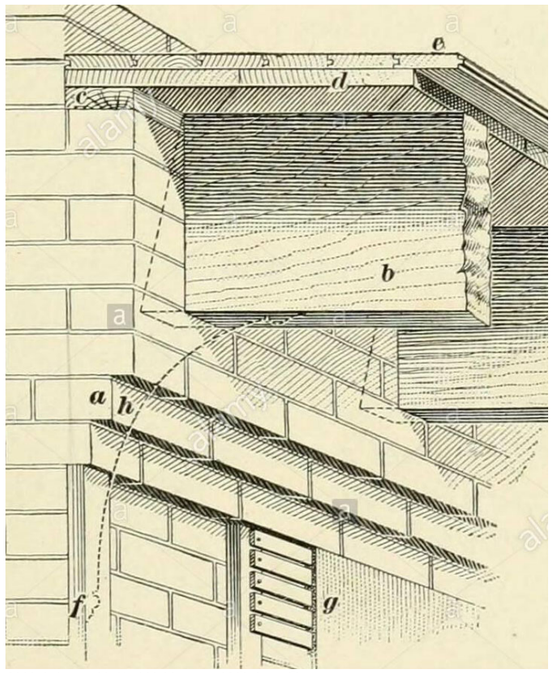
Ordered Fenestration and Horizontal Datums

Metal Panel Infill

Concrete Infill



RYTHM BRICK FACHADE



CORBEL JOIS POCKET CORNICE

UTILIZATION VARIATION

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Louisville, Kentucky

Fenestration Modulation
Scale: None

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A2.5

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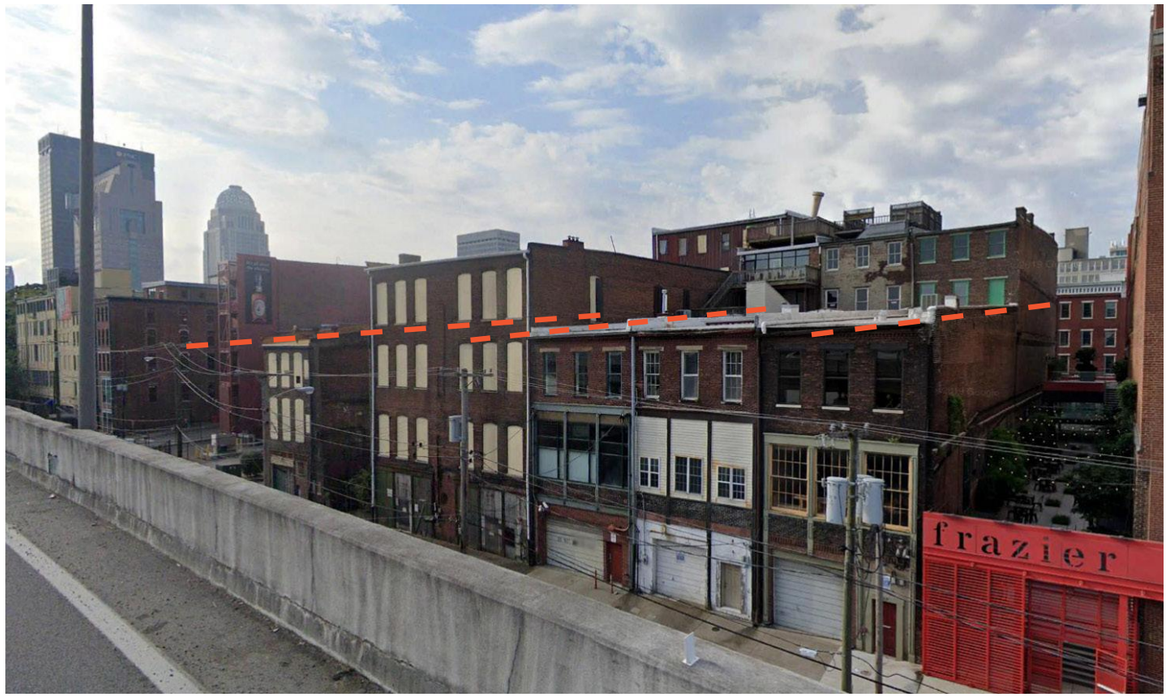
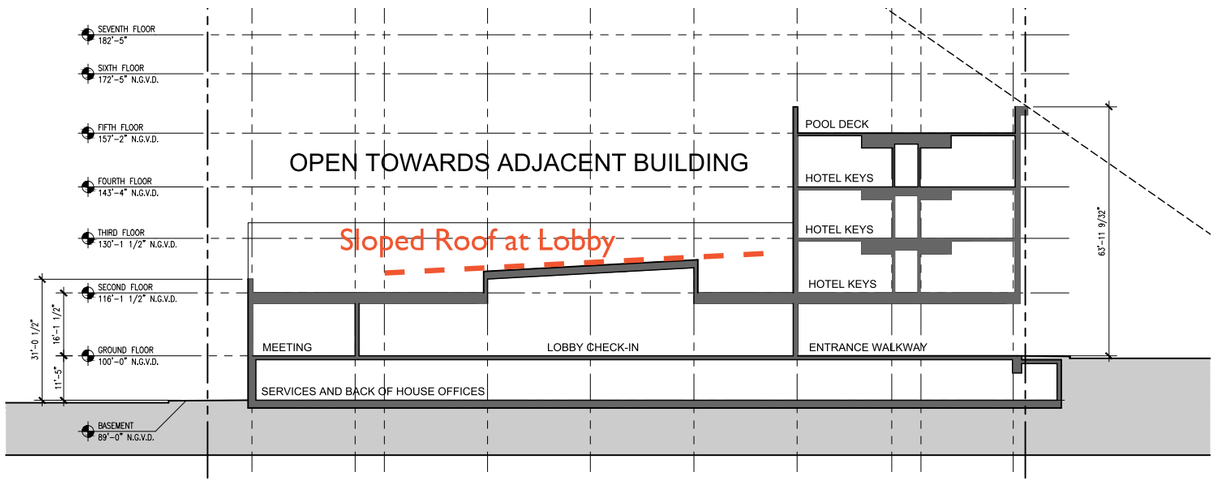


West Washington Street is the non-formal of the two frontages. While there is a modulation order that is derived from the formal W. Main Street frontage. Utilitarian materials such as CMU, Brick and Wood are blended in order to create variations within the street frontage. Additional, massing reflects the uses rather than formal order. New sloped roofs reflected in the lobby articulation pay homage to existing historic construction.

West Main Street is the formal frontage. The typology of the buildings have a rythm of repetative windows as well as datums for base, middle and top/cornice lines when it profiles against the sky. Formal materials such as brick, limestone, copper, cast iron and accent material form the basis of West Main Street.



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Louisville, Kentucky

Formal vs. Non-Formal Frontage Diagrams
Scale: None

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A2.6

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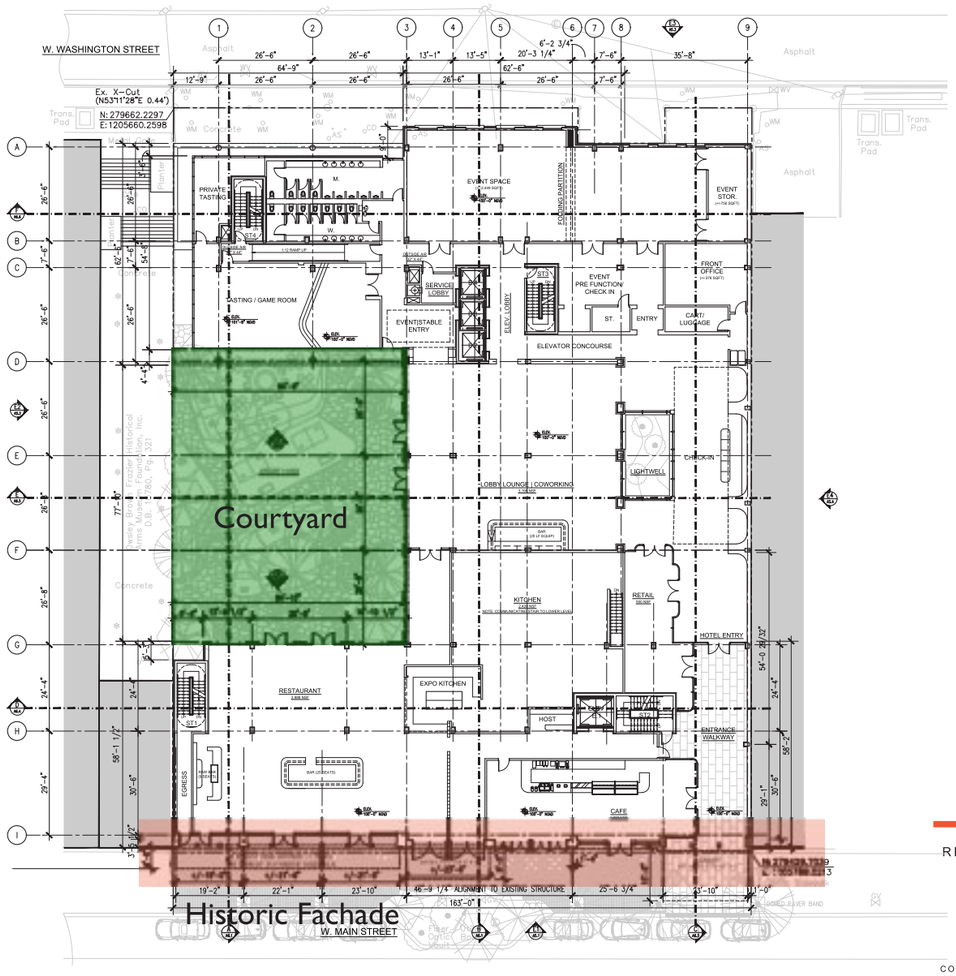
The proposal blends the formal built form with the natural Kentucky Forest by incorporating landscape planter benches into a traditional plaza layout. The plaza serves as a centralized courtyard, as well as an additional layer of urban fabric for Louisville, by inviting passers-by to participate in curious 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.



DREAM HOTEL GROUP

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815 Main Street | Dream
Louisville, Kentucky

Urban Fabric | Forest Fabric
Scale: None

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A2.7

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A3 Project Statistics
A3.1 Area Mix
A3.2 Key Matrix

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Dream Hotel | 815 Main Street | Louisville, Kentucky

	A	B	C	D	E	F	G	H	I
	SUM = B + G	Measured	Measured	Measured	Measured	SUM = B - D - E	Measured	SUM E / B	Calculated
Floor Designation	Gross Area	Gross Enclosed	Parking Area	Core | Common Area	Enclosed Amenity & Lobbies	Net Area	Roof - Horizonal Slab Area	Efficiency	Number of Parking Spaces
LEVEL 00 - Basement	39,939	39,939	11,500	25,521	0	00	00	0.00%	30
LEVEL 01 - Lobby	34,939	25,020	00	8,848	16,172	0	9,919	0.00%	
LEVEL 02	28,791	22,232	0	4,892	0	18,010	6,559	81.01%	
LEVEL 03	22,232	22,232	0	4,892	0	18,010	0	81.01%	
LEVEL 04	22,232	22,232	0	4,892	0	18,010	0	81.01%	
LEVEL 05 - Pool Deck | Fitness	23,337	12,352	0	5,154	6,685	1,403	10,985	11.36%	
LEVEL 06	14,609	7,984	0	2,234	0	6,450	6,625	80.79%	
LEVEL 07	7,984	7,984	0	2,234	0	6,450	0	80.79%	
LEVEL 08	7,984	7,984	0	2,234	0	6,450	0	80.79%	
LEVEL 09 - Event Space	7,984	4,922	0	1,533	3,389	0	2,228	0.00%	
Mechanical	4,922	1,400	0	400	0	0	3,522	0.00%	
TOTALS	214,953	174,281	11,500	62,834	26,246	74,783	39,838	42.91%	30

Valet

Program Components		
Lobby	1,850	
Signature Restaurant	3,988	
Retail	930	
Café	1,382	
Lobby Bar | Co-Working	3,198	
Check-in	INCL.	
Meeting Rooms	4,129	
Tasting Room	1,300	
Stable Lounge	1,356	
Rooftop Restaurant | Lounge	4,074	
Fitness Room	1,400	
Roof-Top Event Space	3,806	
Roof-Top Event Terrace	2,106	

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Area mix
Scale: None

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A3.1

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KEY MIX PROGRAM ANALYSIS

Dream Hotel | 815 Main Street | Louisville, Kentucky

KEY MIX ANALYSIS					
Unit Type	**Actual Keys**	**% MIX**	**Program | Keys**	**Program Mix**	**TOTAL NSF**
Type A1 - Bronze King	33 Keys	20.12%	33 Keys	20.00%	11,682 NSF
Type A2 - Bronze Q/Q	19 Keys	11.59%	17 Keys	10.30%	6,726 NSF
Type B1 - Silver King	42 Keys	25.61%	46 Keys	27.88%	16,002 NSF
Type B2 - Bronze Q/Q	18 Keys	10.98%	22 Keys	13.33%	6,858 NSF
Gold King	24 Keys	14.63%	25 Keys	15.15%	12,000 NSF
Gold Studio / Suite	10 Keys	6.10%	8 Keys	4.85%	5,500 NSF
Platinum Suite	15 Keys	9.15%	11 Keys	6.67%	9,000 NSF
Specialty Suite	2 Keys	1.22%	2 Keys	1.21%	1,470 NSF
Guest House	1 Keys	0.61%	1 Keys	0.61%	1,338 NSF
TOTALS	**164 Keys**	**100.00%**	**165 Keys**	**100.00%**	**70,576 NSF**

KEY CONFIGURATION	Bronze King	Bronze Q/Q	Silver King	Silver Q/Q	Gold King	Gold Studio /Suite	Platinum Suite	Specialty Suite	Guest House	TOTAL KEY COUNT	FLOOR TO FLOOR HEIGHTS
KEY TYPE	**A1**	**A2**	**B1**	**B2**	**C**	**D**	**E**	**F**	**G**		
KEY NSF	**354**	**354**	**381**	**381**	**500**	**550**	**600**	**735**	**1,338**		
LEVEL 01 - Lobby	-	-	-	-	-	-	-	-	-	-	15.875
LEVEL 02	7	4	8	4	7	2	4	0	0	36	11.917
LEVEL 03	9	4	10	5	7	2	4	0	0	41	12.500
LEVEL 04	9	4	10	5	7	2	4	0	0	41	14.000
LEVEL 05 - Pool Deck	2	2	2	2	0	1	0	0	0	9	16.125
LEVEL 06	2	2	4	1	1	1	1	1	0	13	10.000
LEVEL 07	2	2	4	1	1	1	1	1	0	13	10.000
LEVEL 08	2	1	4	0	1	1	1	0	1	11	12.000
LEVEL 09 - Event Space	-		-		-	-	-	-	-	0	18.000
TOTAL KEYS	**33**	**19**	**42**	**18**	**24**	**10**	**15**	**2**	**1**	**164**	**120.417**
NET LEASABLE	**11,682**	**6,726**	**16,002**	**6,858**	**12,000**	**5,500**	**9,000**	**1,470**	**1,338**	**70,576 NSF**	Total Height
	AVERAGE NET SQUARE FEET PER KEY									**430 NSF/KEY**	
Programmed Units	**33**	**17**	**46**	**22**	**25**	**8**	**11**	**2**	**1**	**165**	
Delta	**0.00**	**2.00**	**-4.00**	**-4.00**	**-1.00**	**2.00**	**4.00**	**0.00**	**0.00**	**-1.00**	

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Key Matrix
Scale: None

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A3.2

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A4 Floor Plans

A4.1 Basement Floor Plan
A4.2 Ground Floor Plan
A4.3 Second Floor Plan
A4.4 Third and Fourth Floor Plan
A4.5 Fifth Floor Plan
A4.6 Sixth to Eighth Floor Plan
A4.7 Ninth Floor Plan
A4.8 Mechnical / Roof Penthouse Plan

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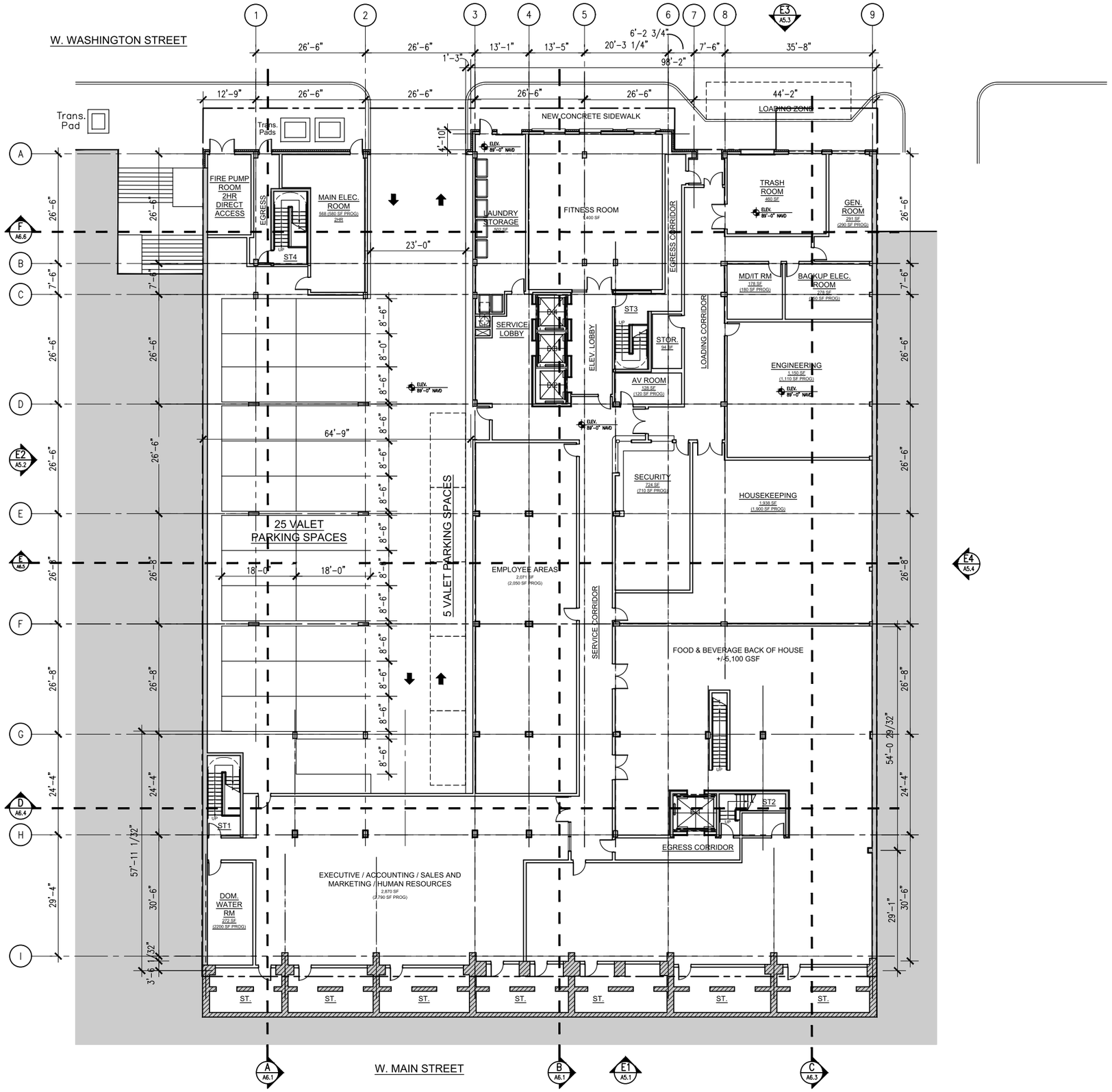

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0' 7.5' 15' 30'

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Louisville, Kentucky

Basement Floor Plan

Scale: 1"= 30'

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A4.1

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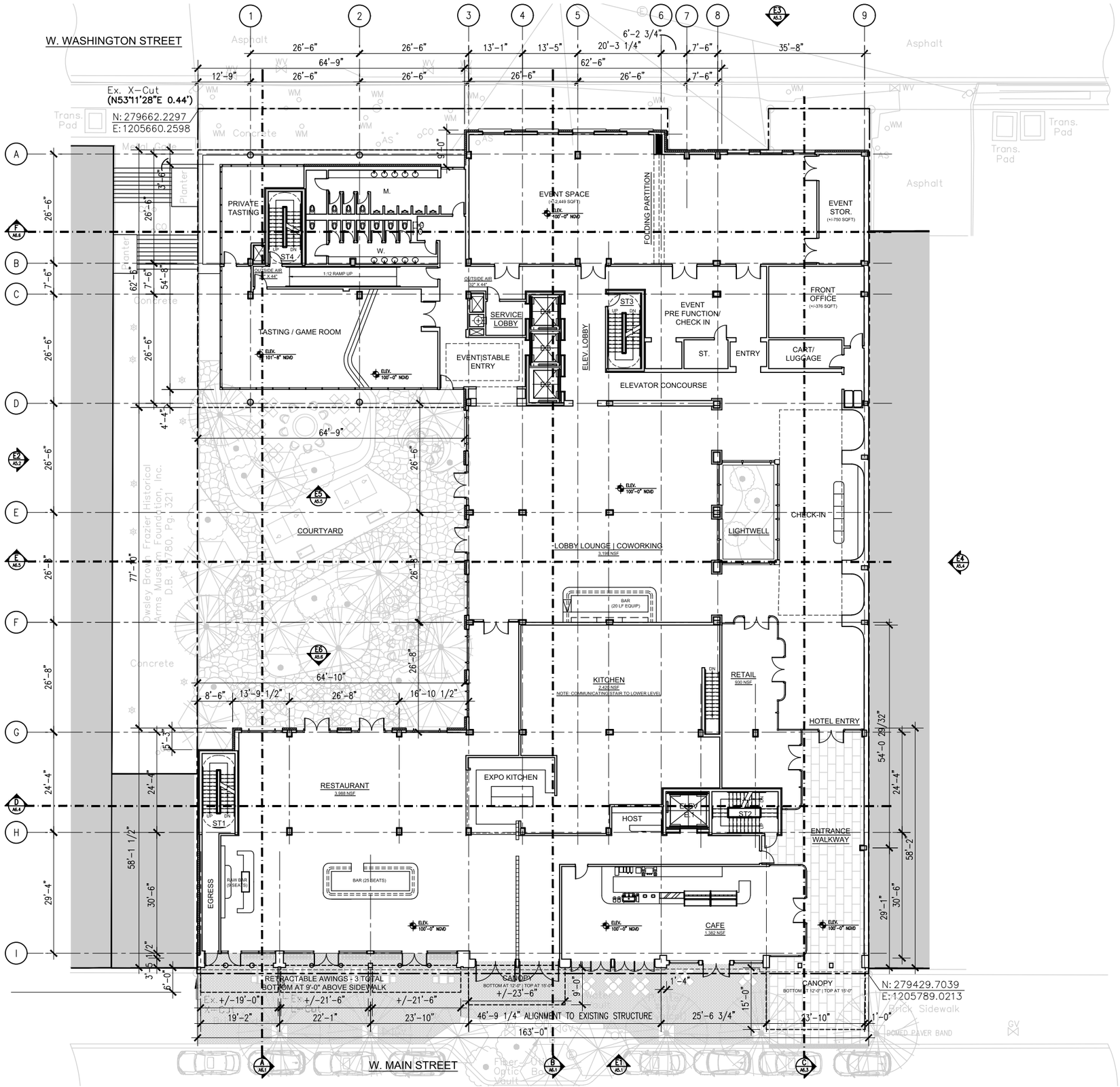

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0' 7.5' 15' 30'

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Ground Floor Plan

Scale: 1" = 30'

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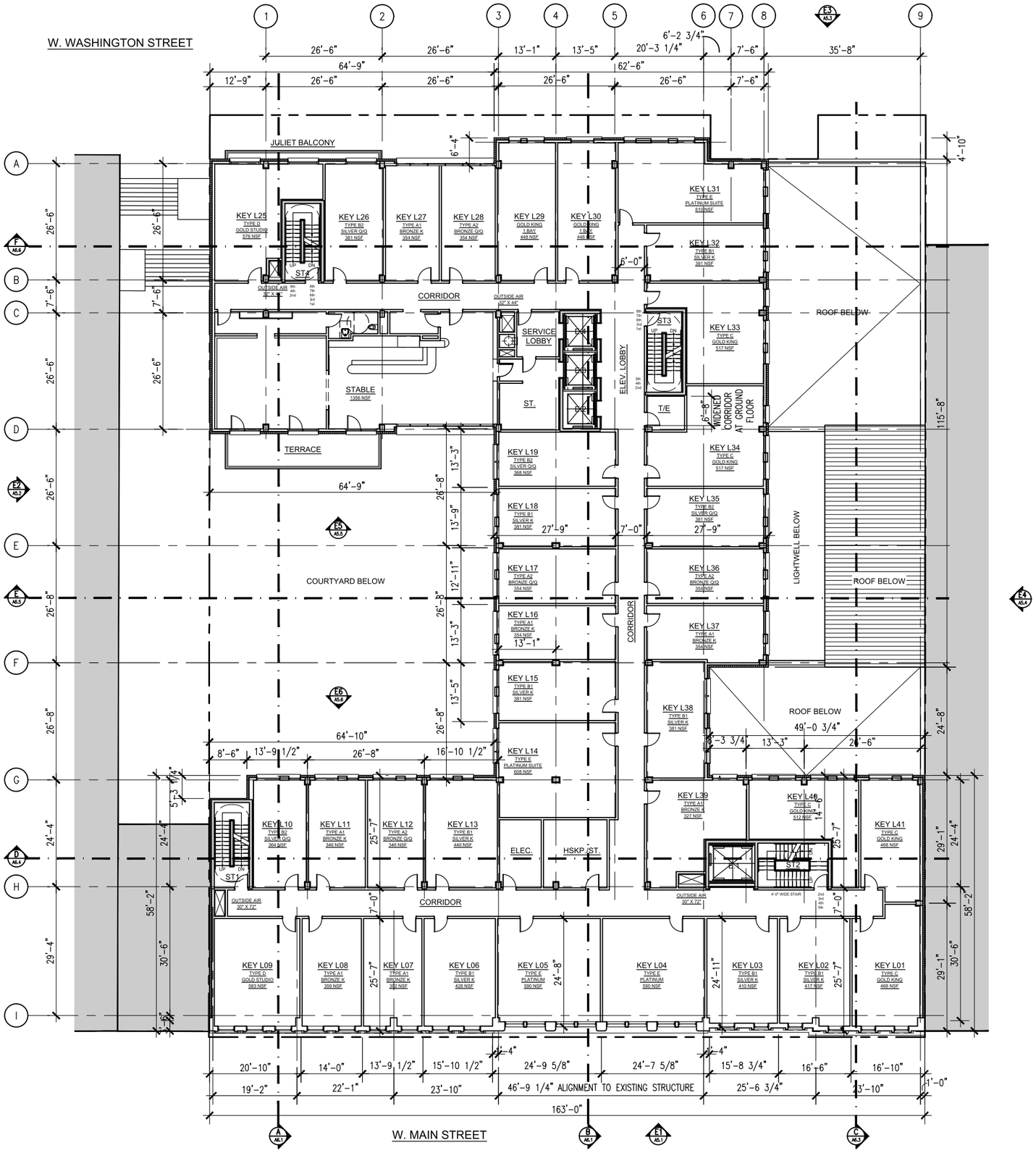

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0' 7.5' 15' 30'

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Second Floor Plan

Scale: 1"= 30'

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A4.3

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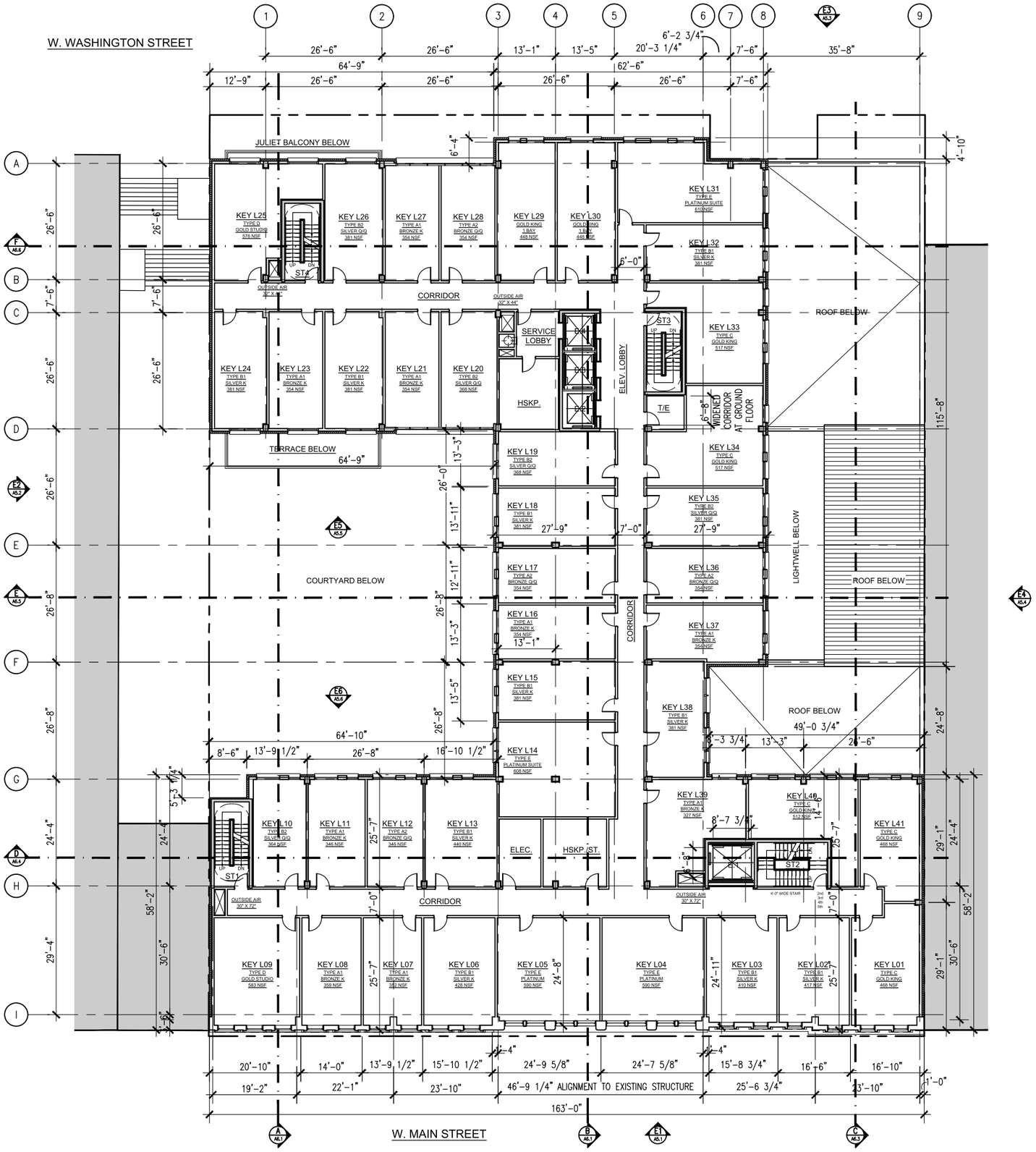

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0' 7.5' 15' 30'

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Third and Fourth Floor Plan

Scale: 1" = 30'

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A4.4

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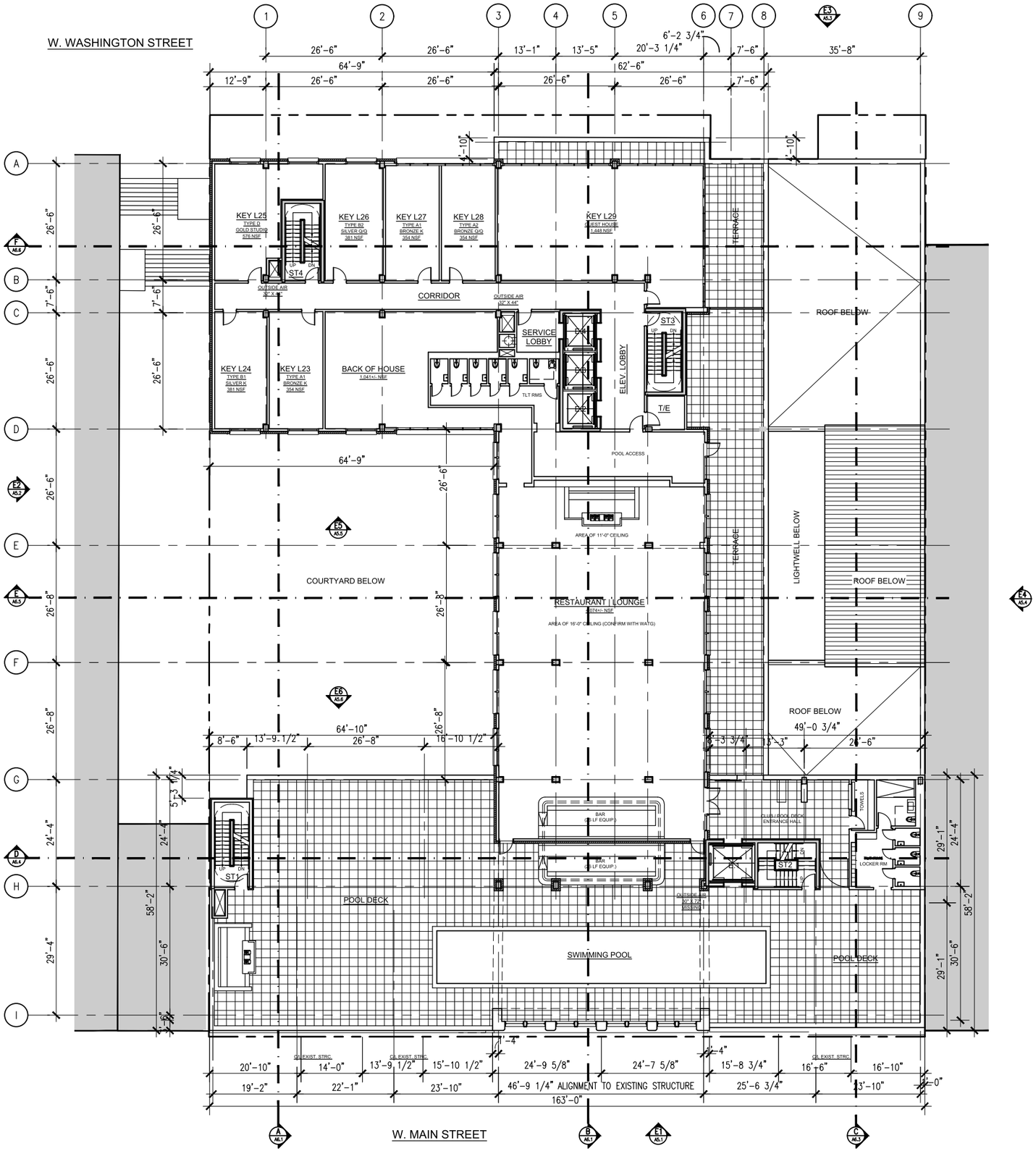

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0' 7.5' 15' 30'

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Louisville, Kentucky

Fifth Floor Plan

Scale: 1" = 30'

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A4.5

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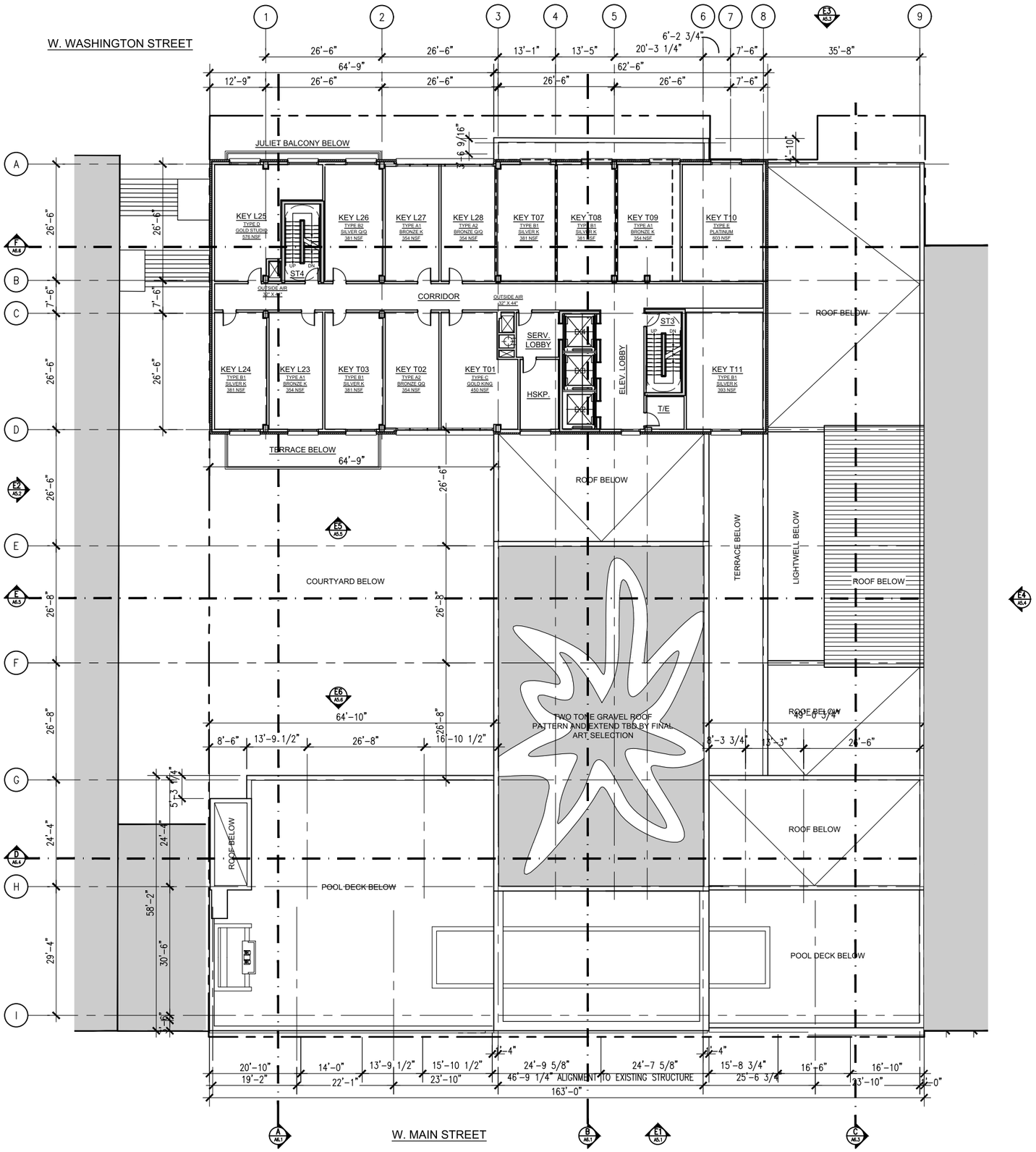

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0' 7.5' 15' 30'

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Sixth to Eighth Floor Plan

Scale: 1" = 30'-0"

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A4.6

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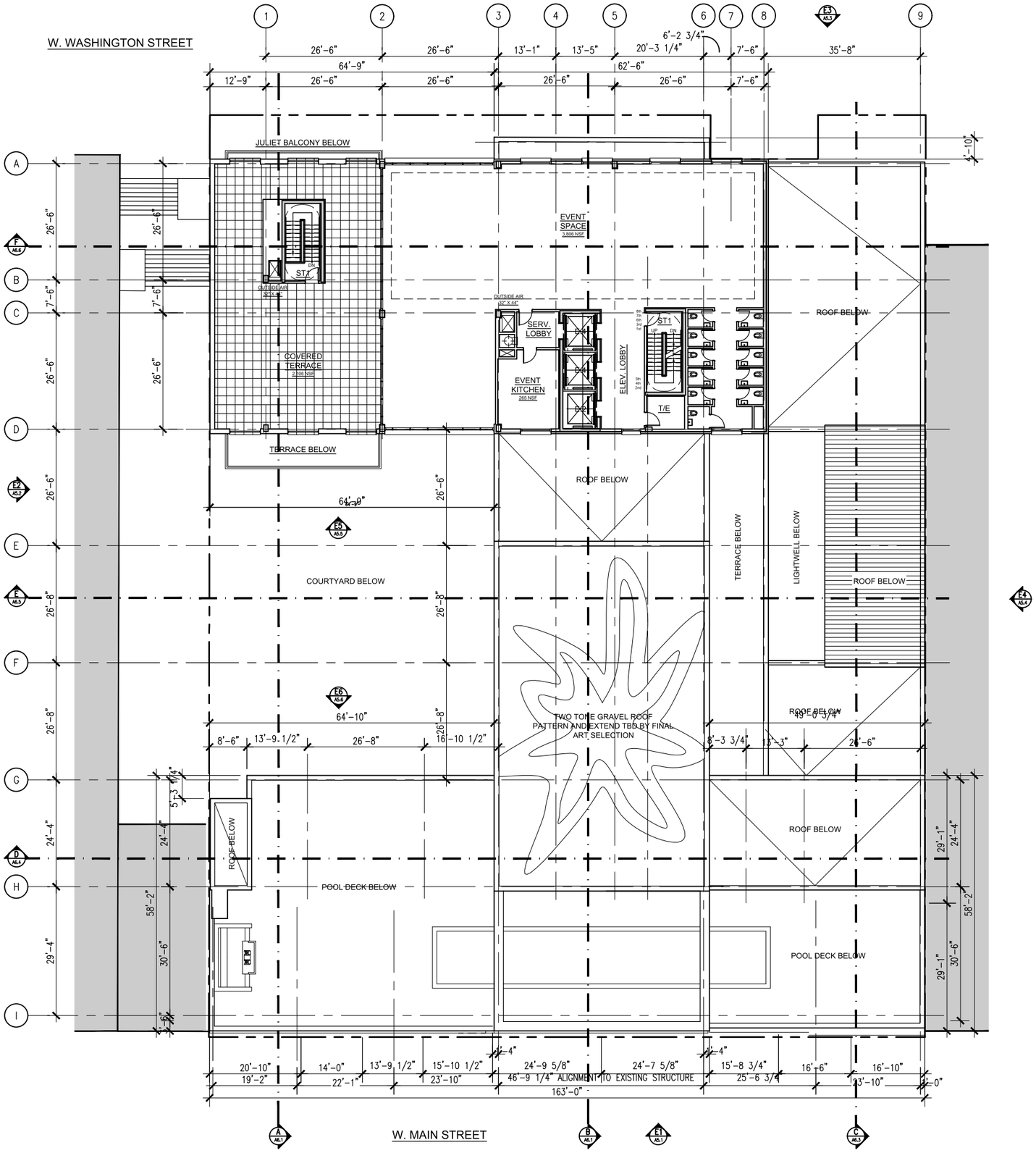

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0' 7.5' 15' 30'

815 Main Street | Dream

Louisville, Kentucky

Ninth Floor Plan

Scale: 1" = 30'-0"

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A4.7

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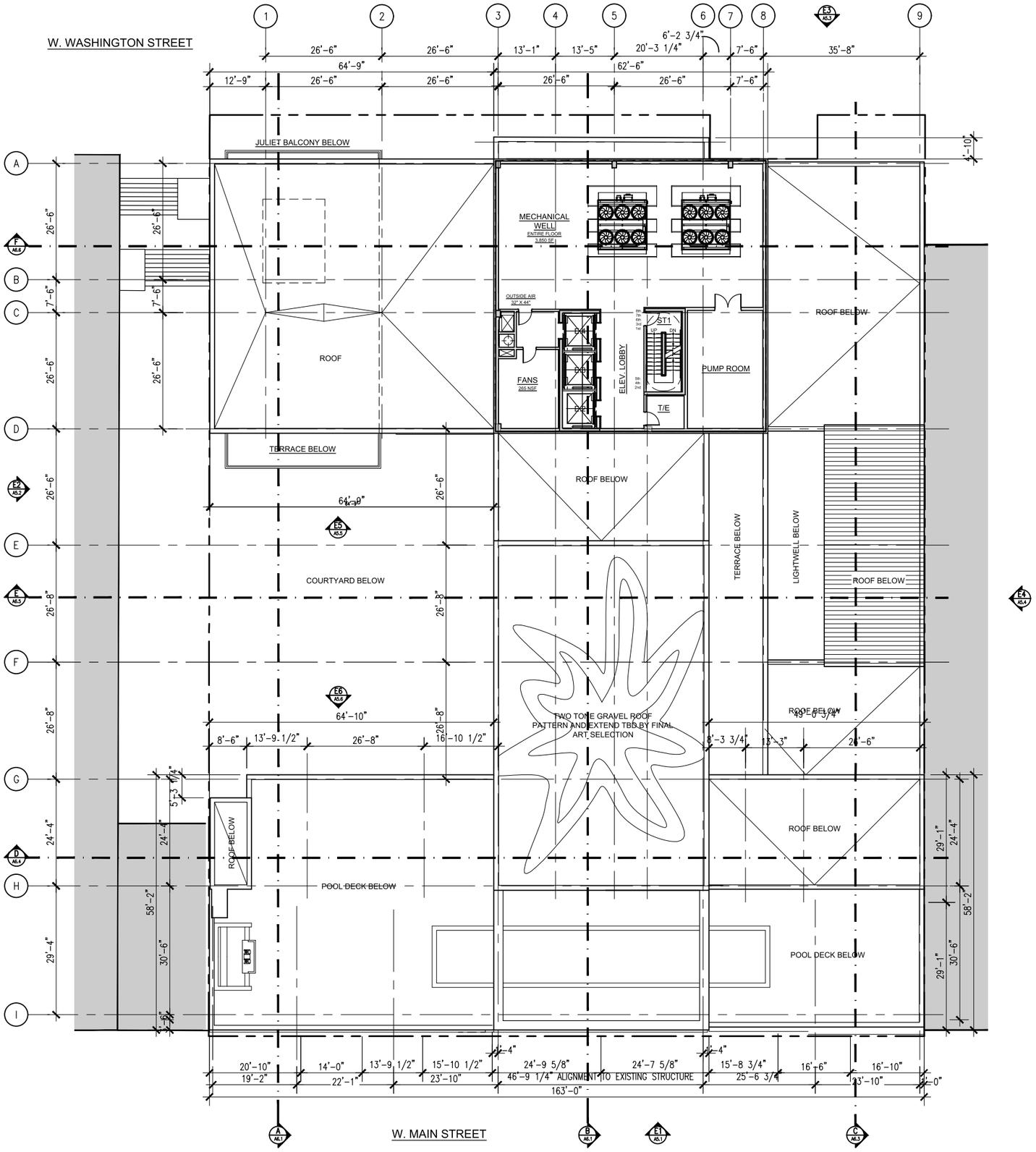

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0' 7.5' 15' 30'

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Roof | Mechanical Floor Plan

Scale: 1"= 30'

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A4.8

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A5 Building Elevations
- A5.1 Building Elevation - North
- A5.2 Building Elevation - West
- A5.3 Building Elevation - South
- A5.4 Building Elevation - East
- A5.5 Building Elevations - Courtyard
- A5.6 Building Elevations - Courtyard

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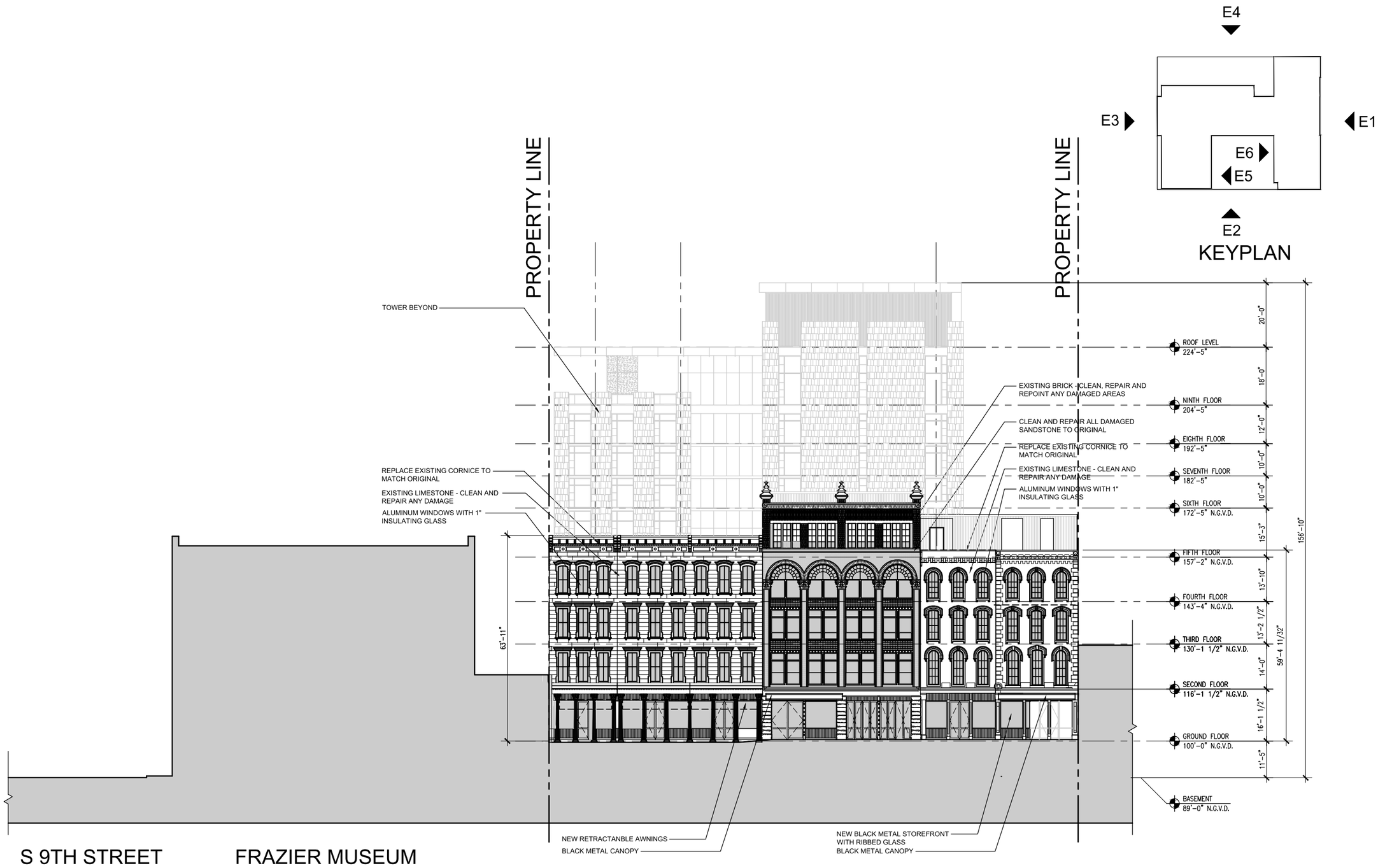

E1 | SOUTH ELEVATION ALONG WEST MAIN STREET

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0' 7.5' 15' 30'

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Building Elevations - North
Scale: 1" = 30'

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A5.1

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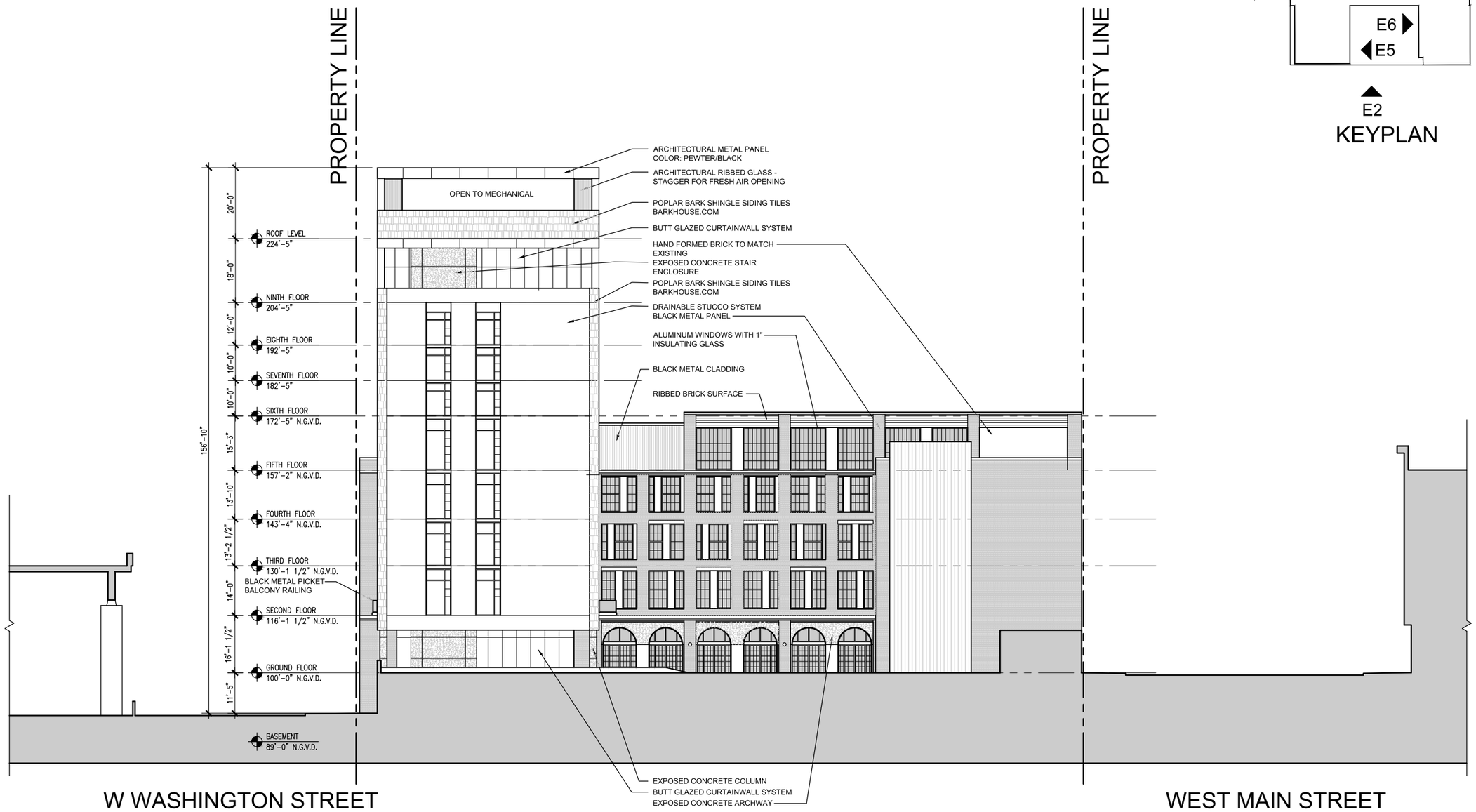

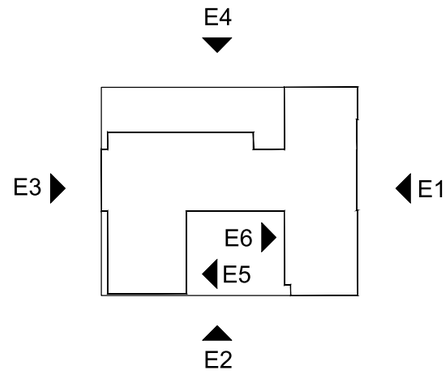

KEYPLAN

E2 | WEST ELEVATION

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FL License No. AR93391

0' 7.5' 15' 30'

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Louisville, Kentucky

Building Elevations - West
Scale: _____

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A5.2

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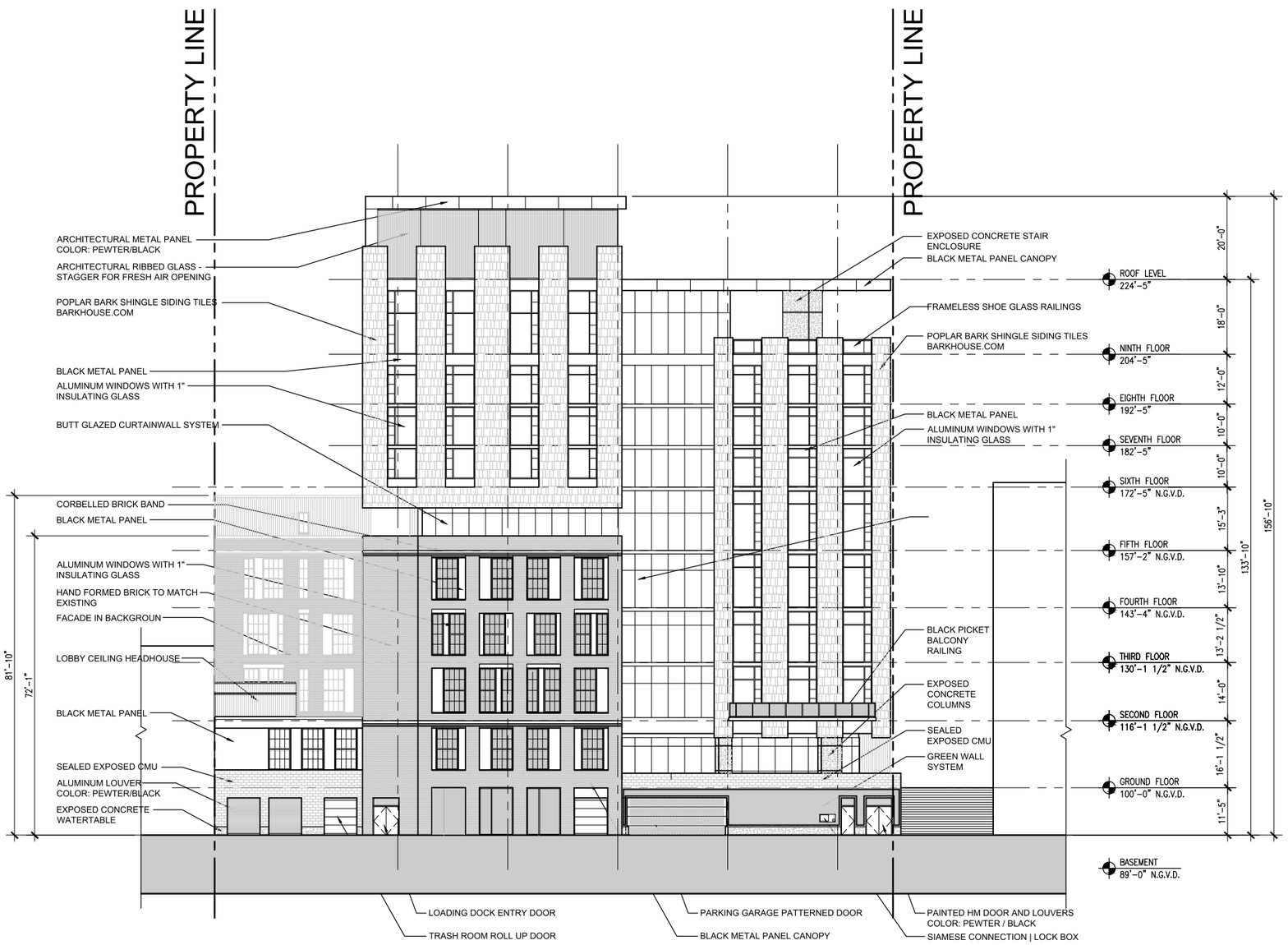

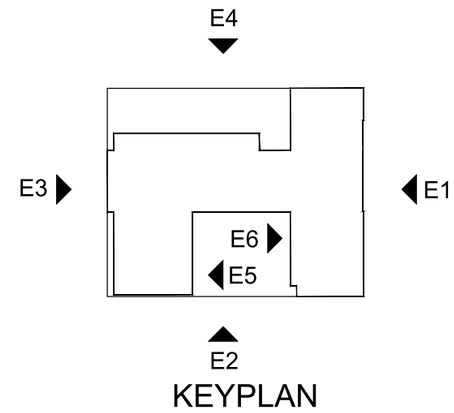

E3 | NORTH ELEVATION

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0' 7.5' 15' 30'

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Building Elevations - South
Scale: _____

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A5.3

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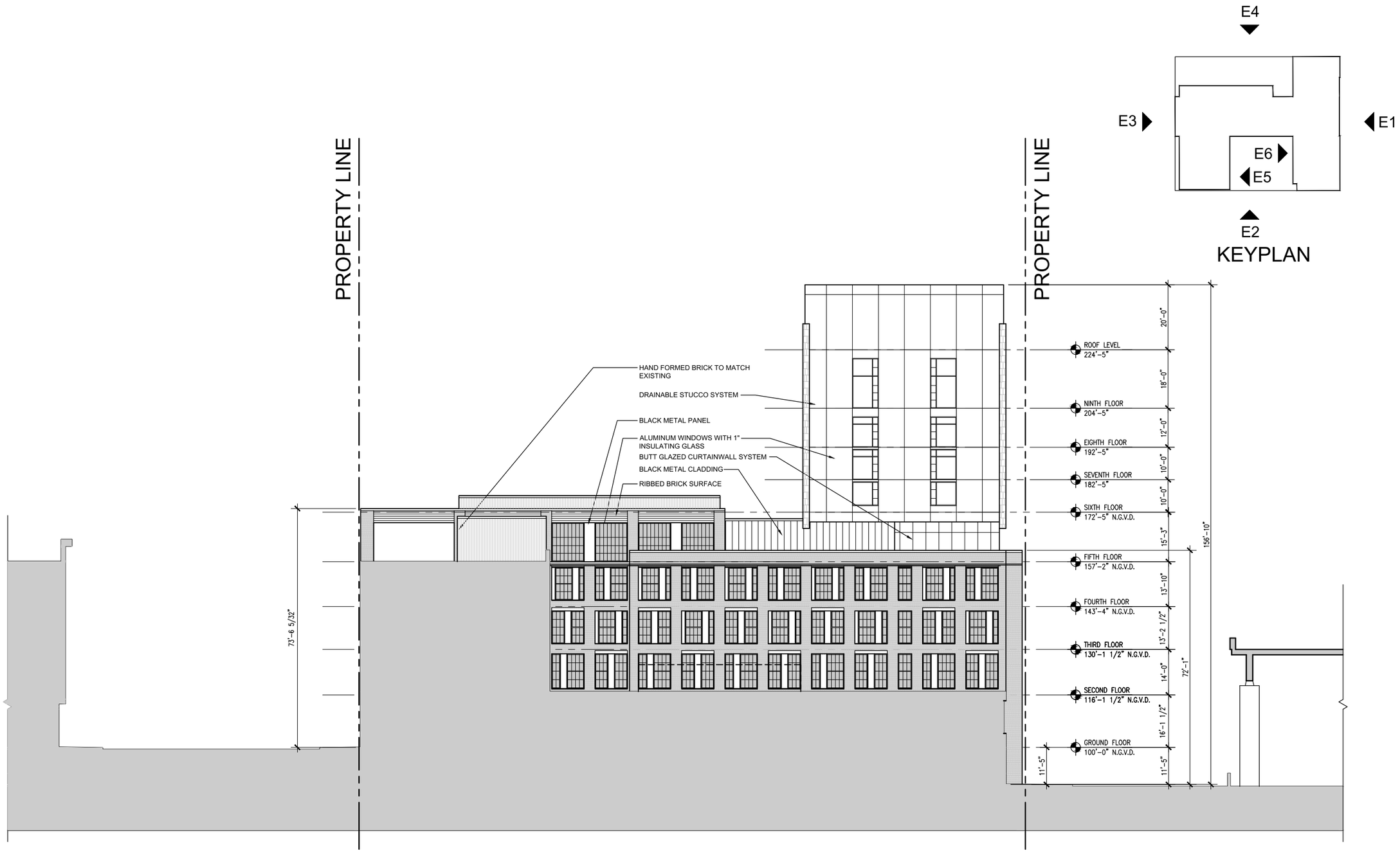

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0' 7.5' 15' 30'

815 Main Street | Dream
Louisville, Kentucky

Building Elevations - East
Scale: _____

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E4 | EAST ELEVATION

A5.4

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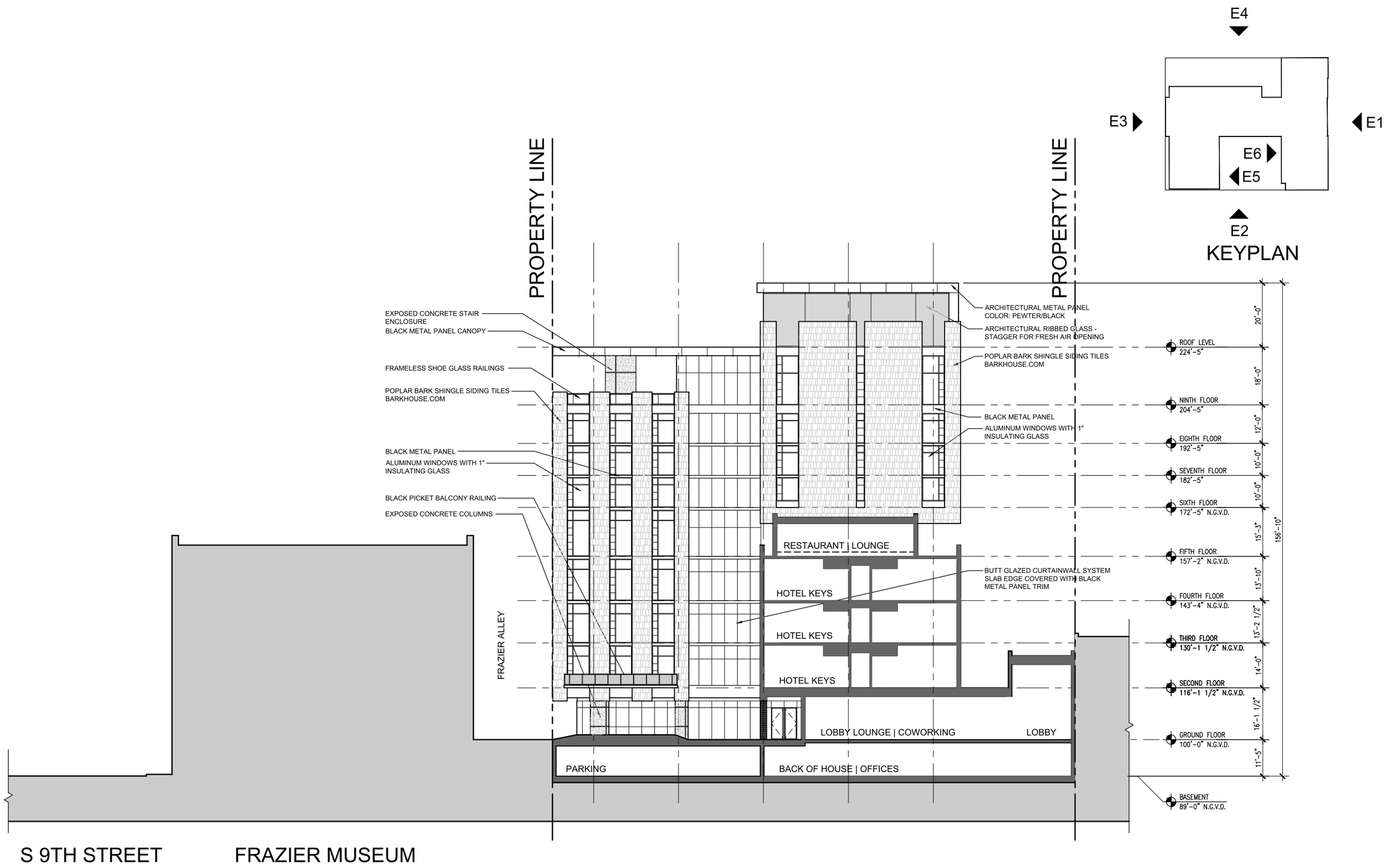

E5 SOUTH ELEVATION AT PLAZA

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0' 7.5' 15' 30'

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Building Elevations - Court
Scale: _____

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A5.5

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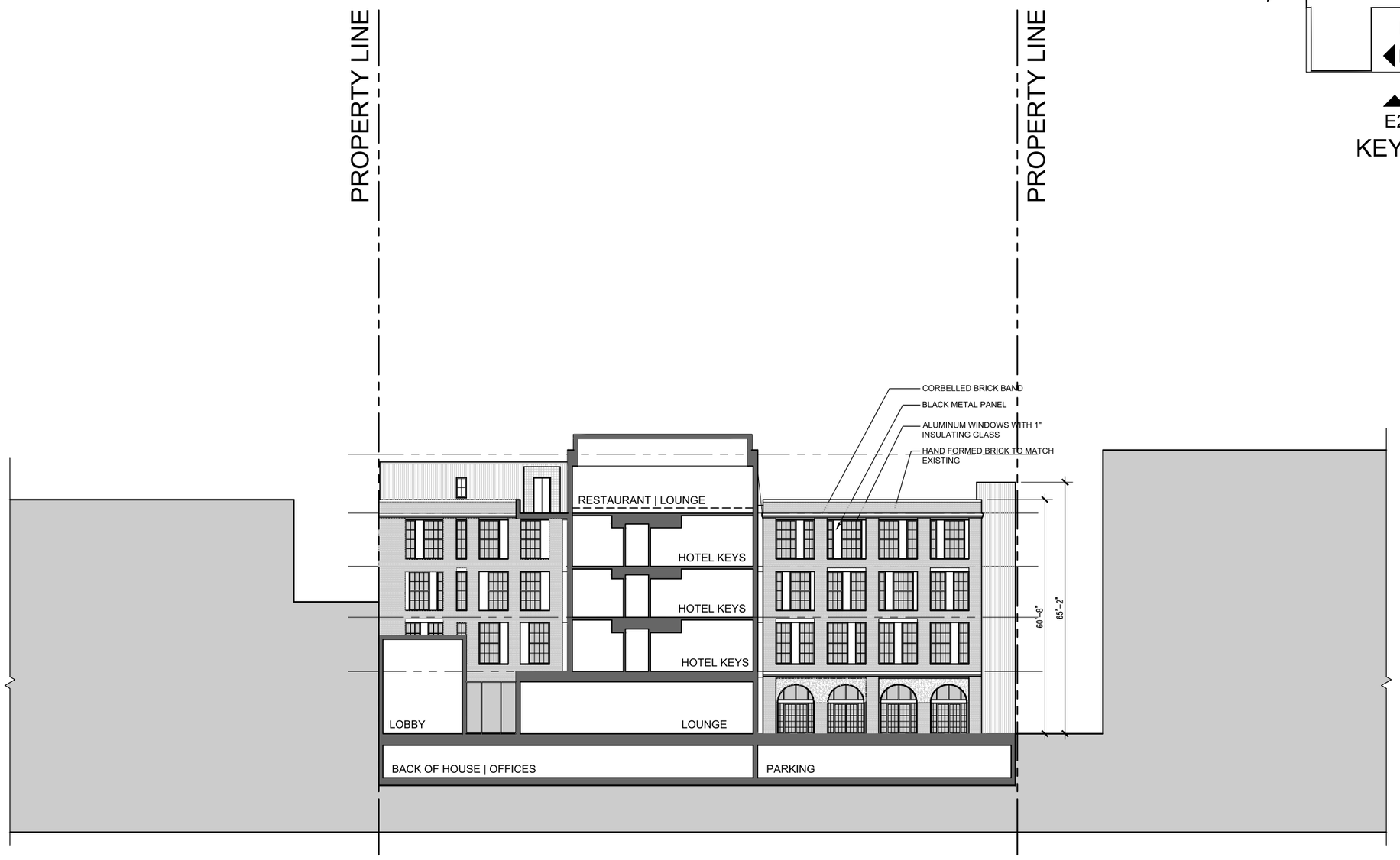

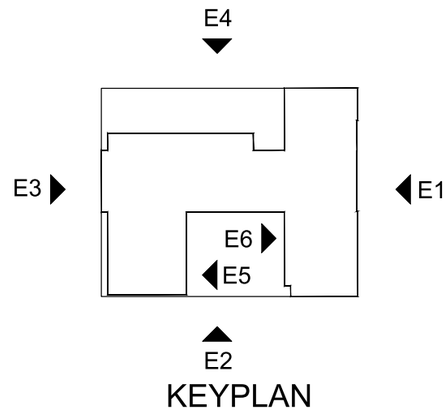

KEYPLAN

DREAM HOTEL GROUP

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License No. L18000278579

Jonathan W. Cardello, AIA

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0' 7.5' 15' 30'

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Louisville, Kentucky

Building Elevations - Court
Scale: _____

E6 | NORTH COURTYARD ELEVATION

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A5.6

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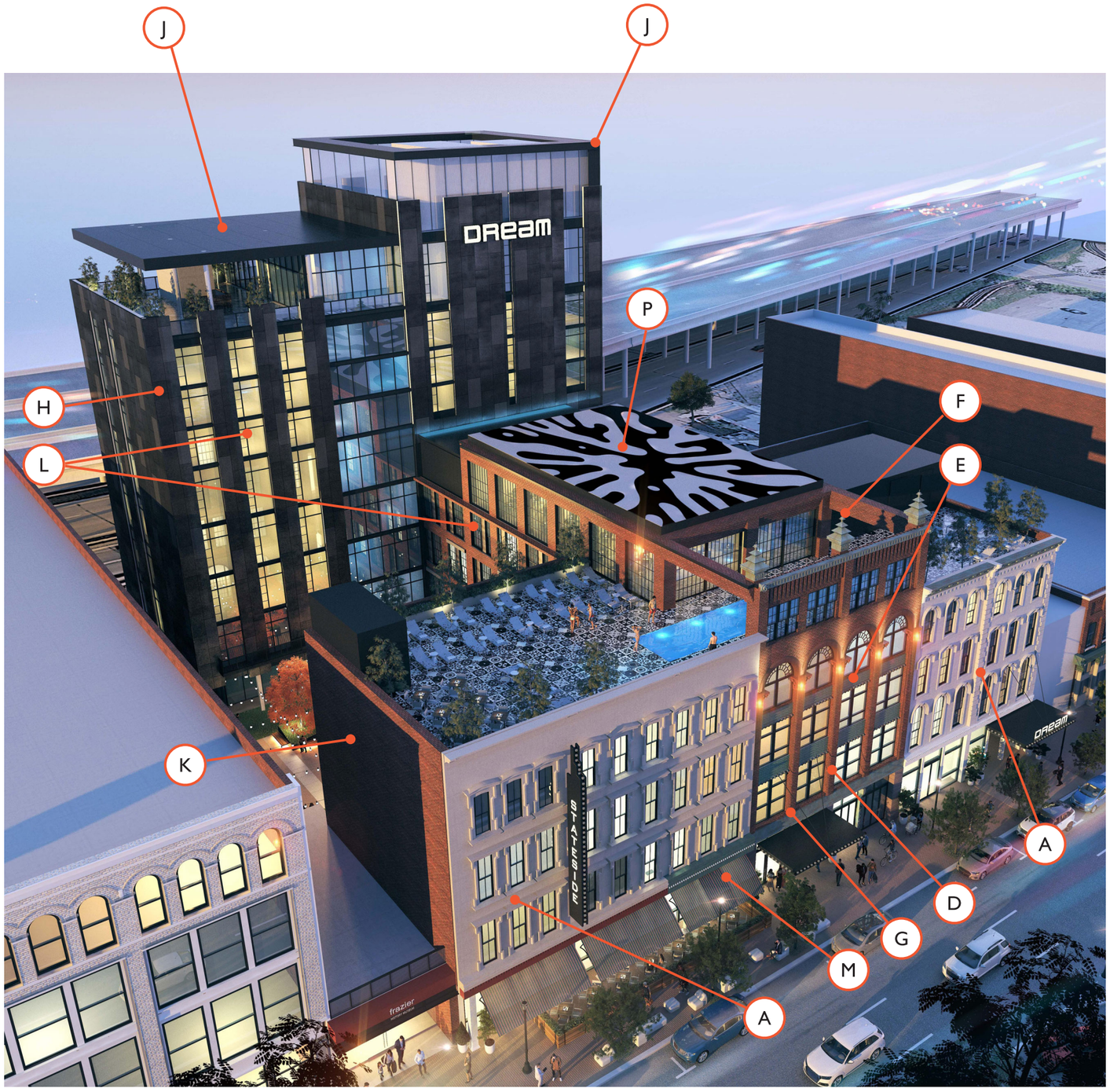

NOTE: BUILDING 809 IS NOT INCLUDED IN THIS DEVELOPMENT
BUILDING 809 SHALL REMAIN AS IS WITHOUT ALTERATION.
RENDERING REPRESENTS AS WHITE ONLY FOR RENDERING
PURPOSES ONLY

A
Rehabiliated Limestone Facade

B
Refurbished Black Painted Cast Iron

C
Replacement Black Divided Lite Windows

D
Existing Brick Facade

E
Cleaned Green Glazed Brick

F
Green Copper with Patina

G
Rehabilitated Sandstone Architectural Trim

H
Fiber Cement Panel

J
Acid Etched Black Metal Panel

K
New Brick Facade

L
New Alum. Divided Lite Windows

M
Ribbed Glass Panels

N
Green Wall

P
Gravel Art Roof

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Material Palettes
Scale: None

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A5.7

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A6 Building Sections
A6.1 Longitudinal Section at Plaza
A6.2 Longitudinal Section at 815 Main
A6.3 Longitudinal Section at Lobby
A6.4 Latitudinal Seciton at Historic
A6.5 Latitudinal Section at Plaza
A6.6 Latitudinal Seciton at New Tower

DREAM HOTEL GROUP

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Miami, Florida 33133
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Jonathan W. Cardello, AIA

FL License No. AR93391

815 Main Street | Dream
Louisville, Kentucky

City Submittal
REV1. 23 Dec, 2021

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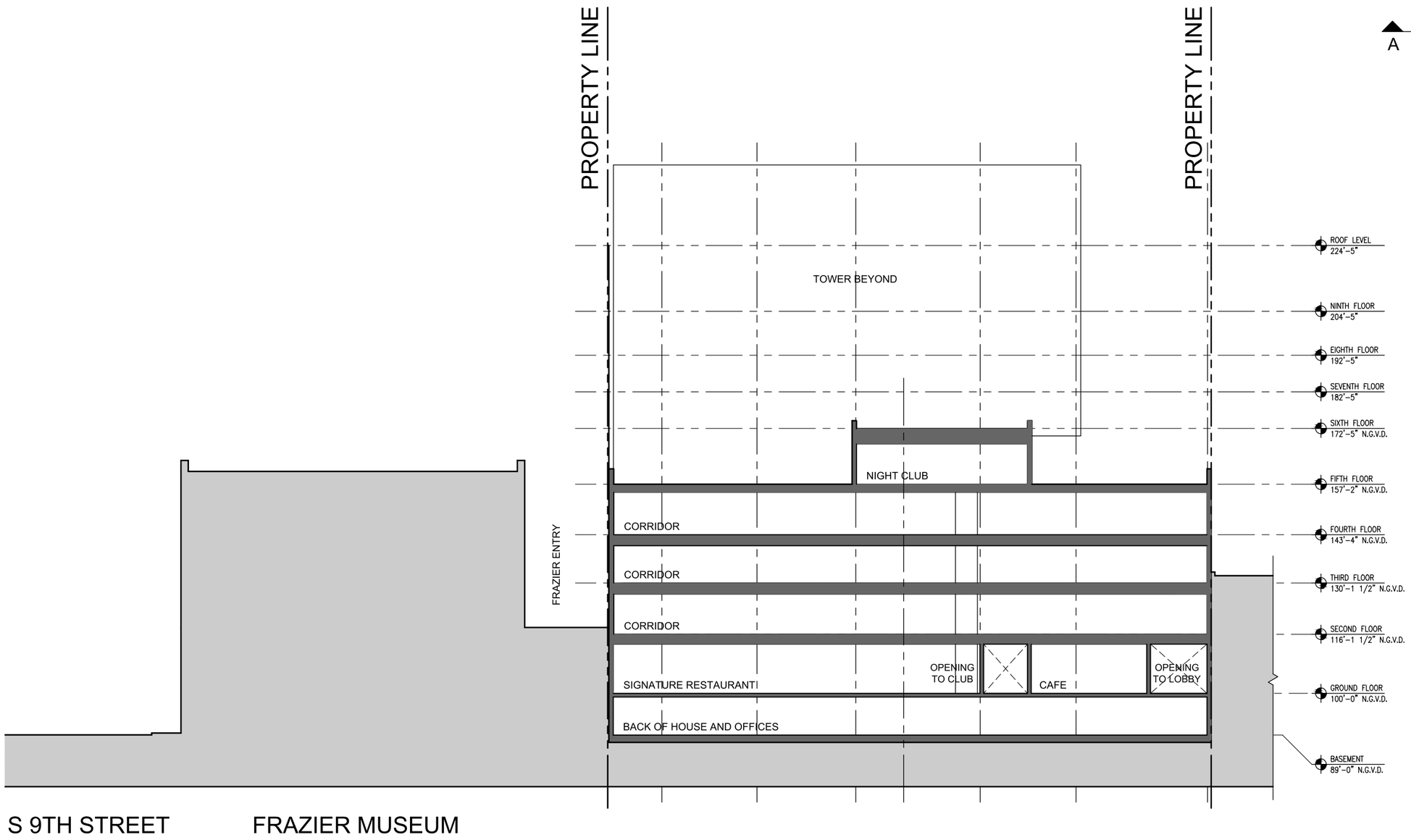
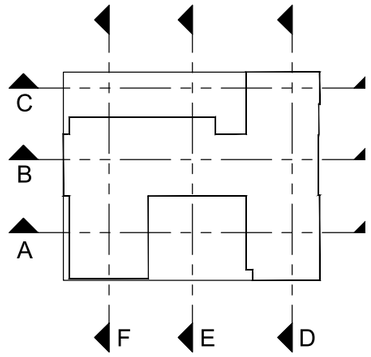


D | LATITUDINAL SECTION AT HISTORIC BUILDINGS



KEYPLAN

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License No. L18000278579

Jonathan W. Cardello, AIA

FL License No. AR93391

0' 7.5' 15' 30'

815 Main Street | Dream
Louisville, Kentucky

Longitudinal Section at Plaza
Scale: 1" = 30'

City Submittal
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A6.1

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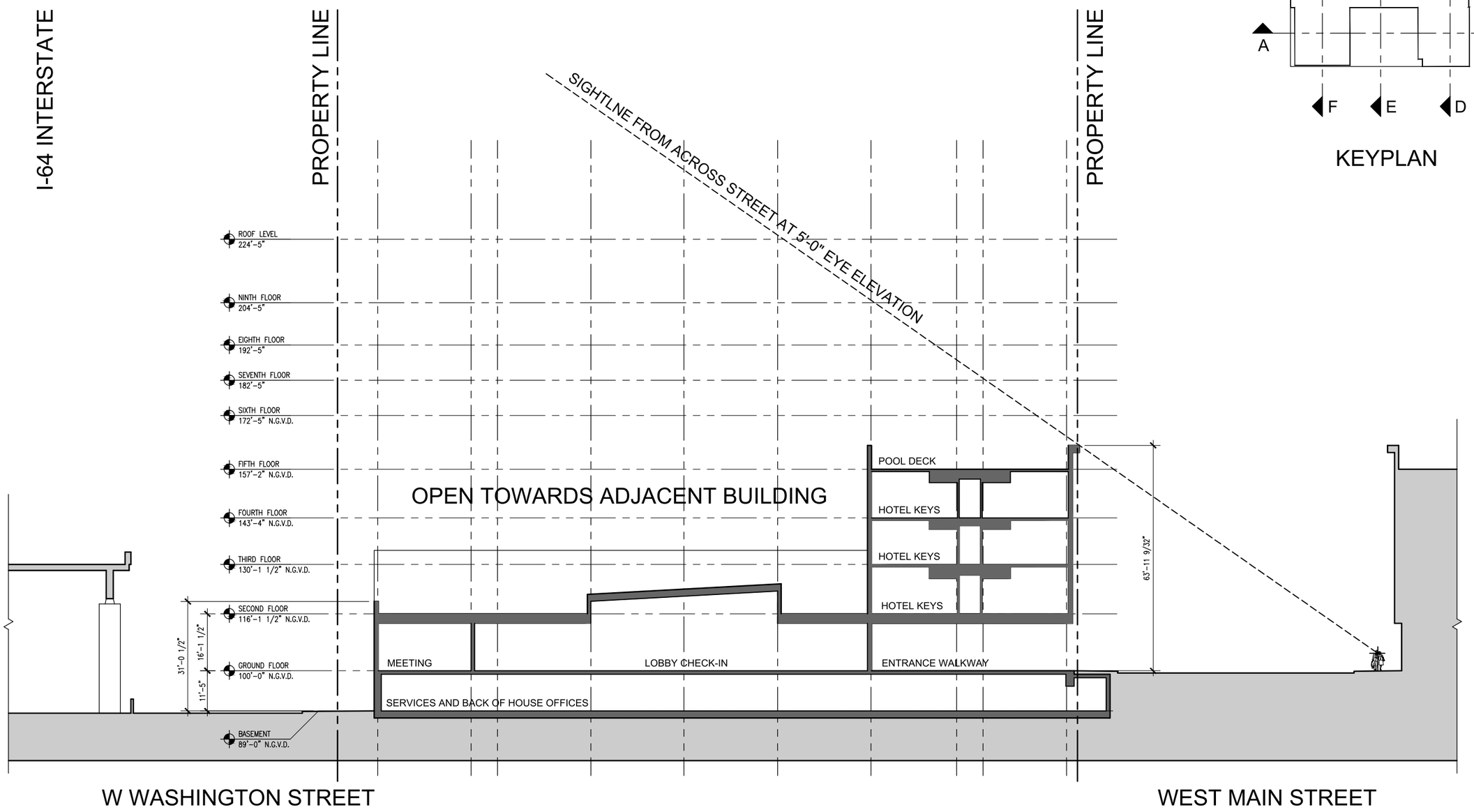

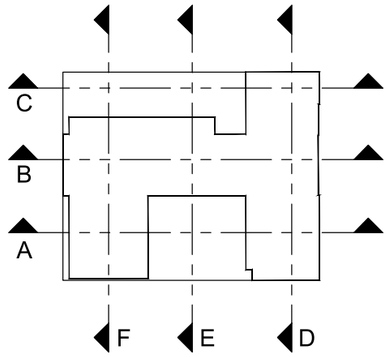

KEYPLAN

C | LONGITUDINAL SECTION AT LOBBY

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0' 7.5' 15' 30'

815 Main Street | Dream
Louisville, Kentucky

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

City Submittal
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A6.2

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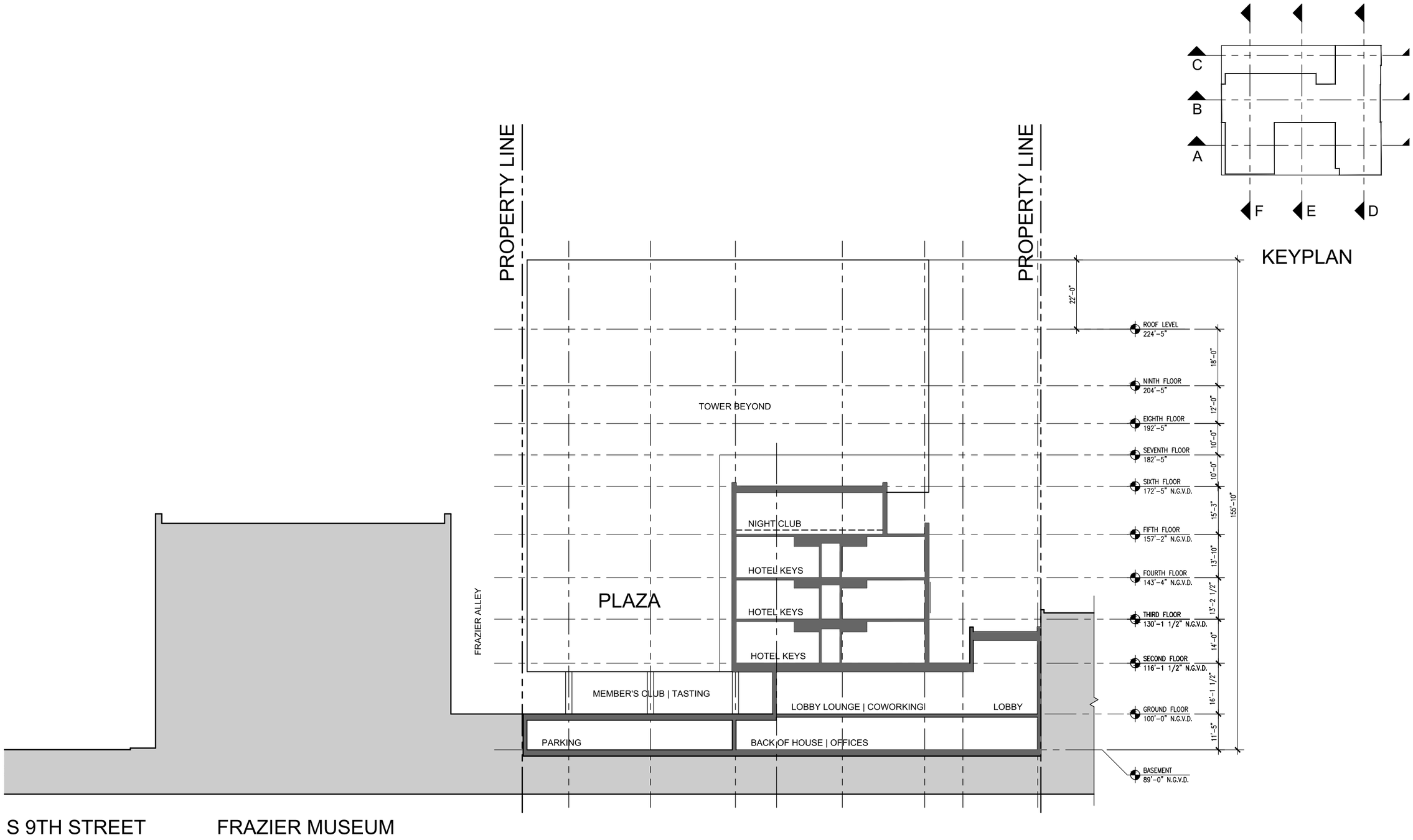

E | LATITUDINAL SECTION AT PLAZA

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FL License No. AR93391

0' 7.5' 15' 30'

815 Main Street | Dream
Louisville, Kentucky

Longitundal Section at Lobby
Scale: 1" = 30'

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A6.3

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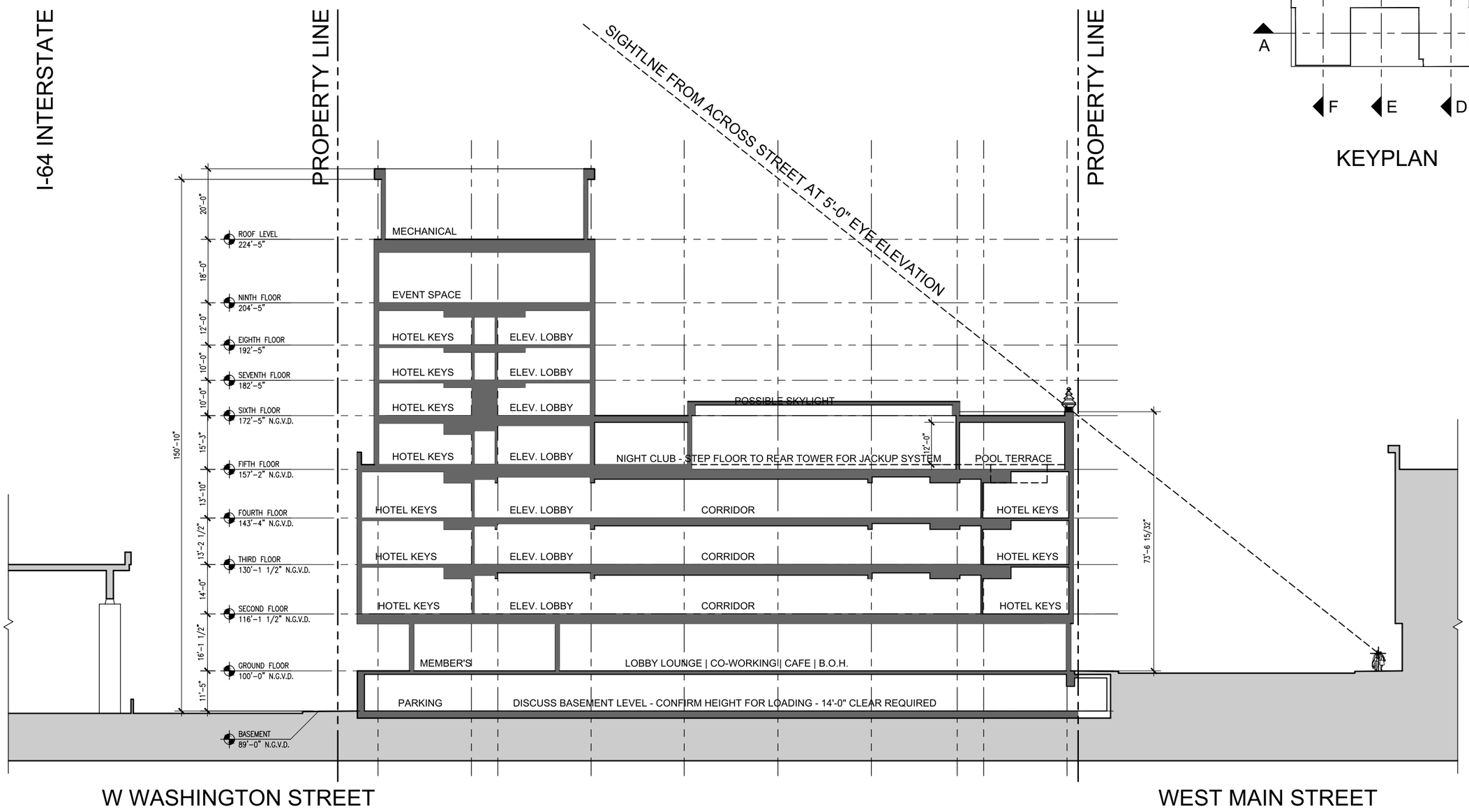

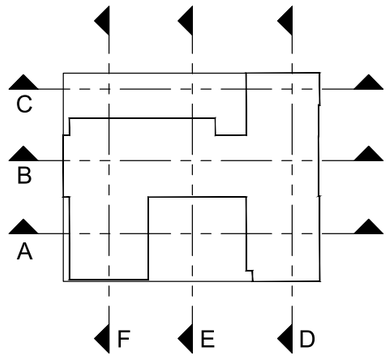

KEYPLAN

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License No. L18000278579

Jonathan W. Cardello, AIA

FL License No. AR93391

0' 7.5' 15' 30'

815 Main Street | Dream
Louisville, Kentucky

Latitudinal Section at Historic
Scale: 1" = 30'

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B | LONGITUDINAL AT 815 MAIN STREET

A6.4

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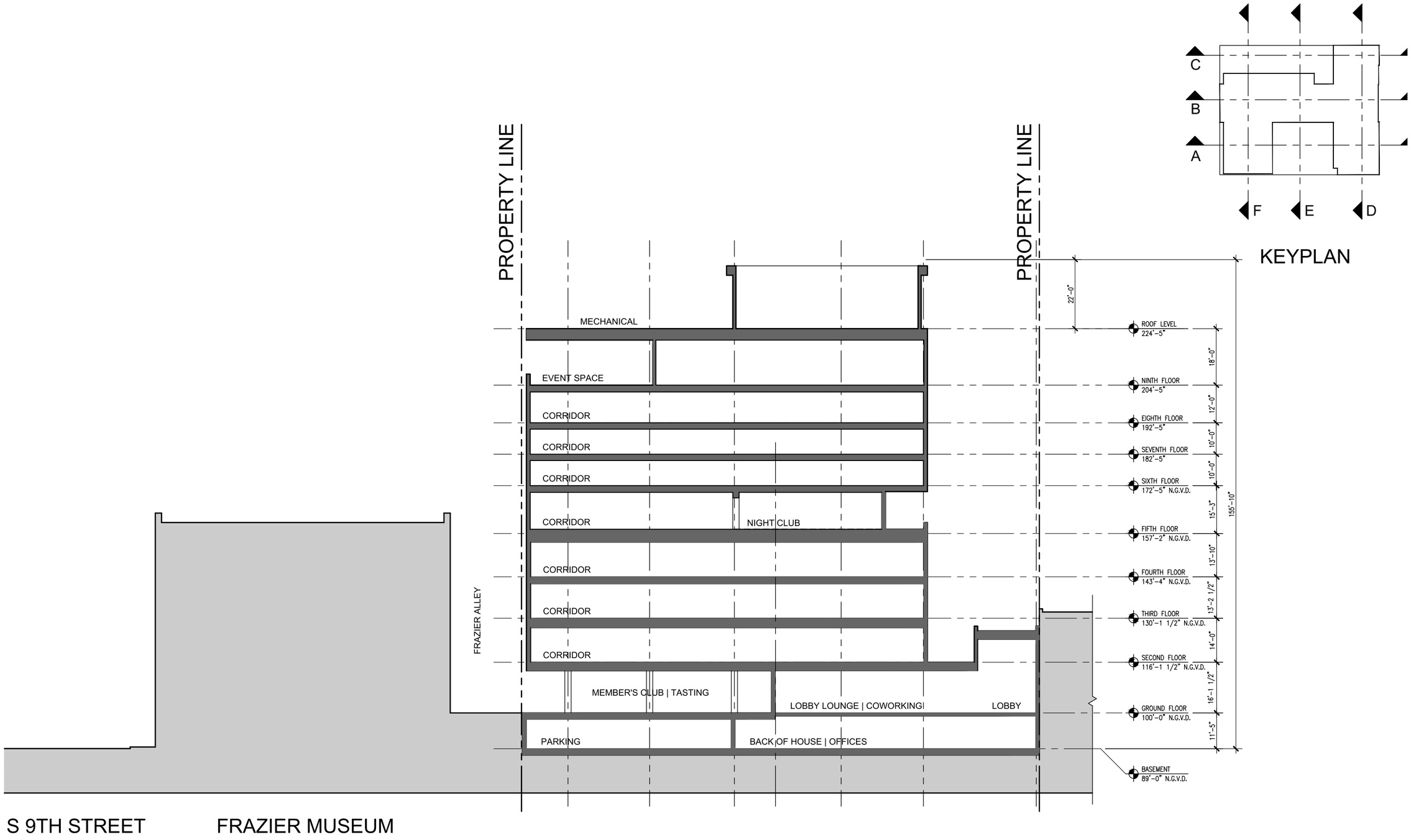

F | LATITUDINAL SECTION AT NEW TOWER

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0' 7.5' 15' 30'

815 Main Street | Dream
Louisville, Kentucky

Latitudinal Section at Plaza
Scale: 1" = 30'

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A6.5

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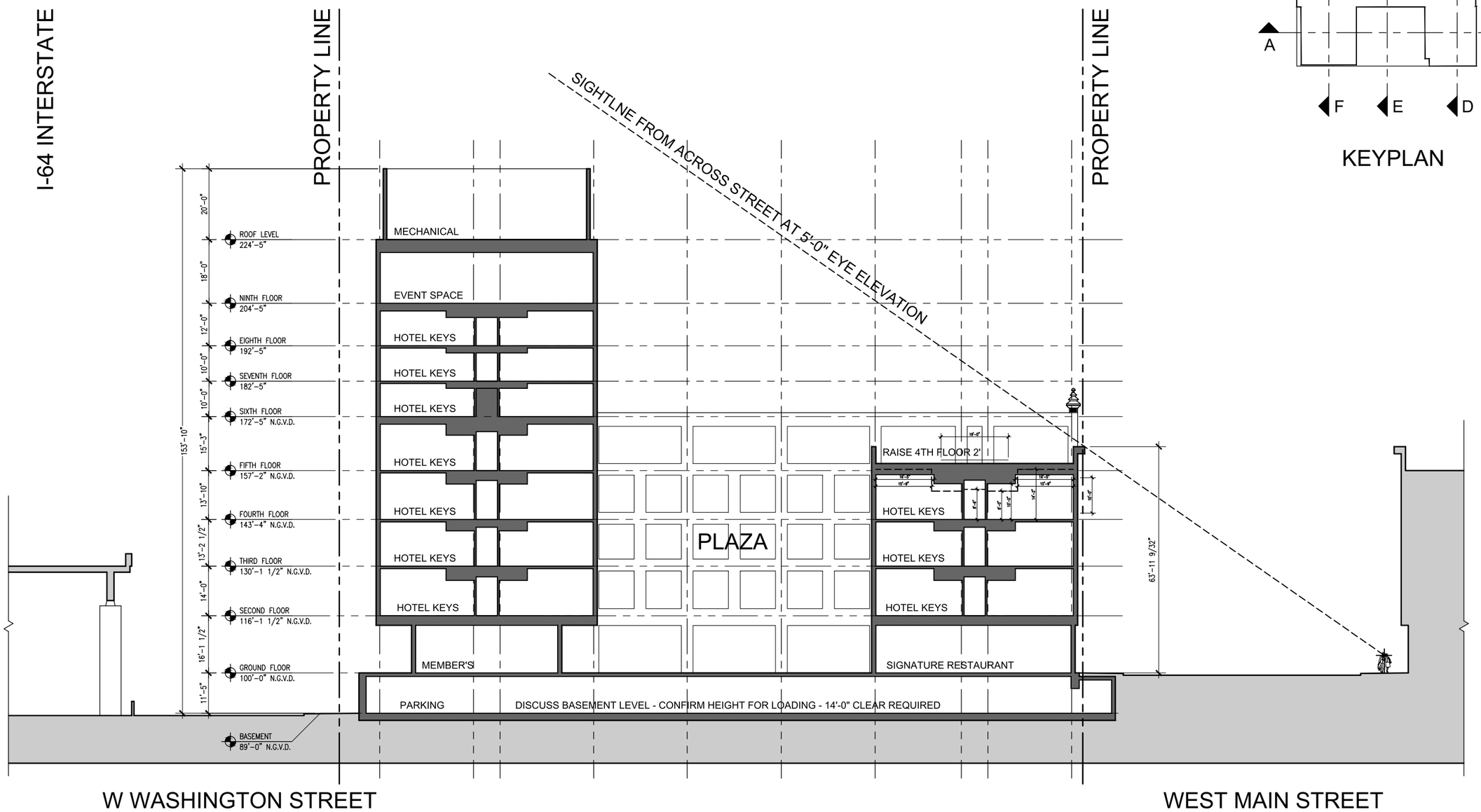

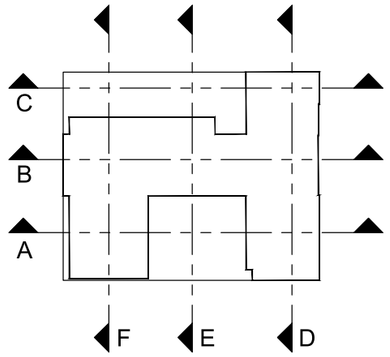

KEYPLAN

A | LONGITUDINAL SECTION AT PLAZA

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FL License No. AR93391

0' 7.5' 15' 30'

815 Main Street | Dream
Louisville, Kentucky

Latitudinal Section at Tower
Scale: 1" = 30'

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A6.6

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A7 Project Imagery

A7.1 Rendering | West Main Street
A7.2 Rendering | Washington Street
A7.3 Rendering | South Elevation
A7.4 Rendering | North Elevation
A7.5 Rendering | Looking West along West Main Street
A7.6 Rendering | Looking East along West Main Street
A7.7 Rendering | Looking East along West Washington Street
A7.8 Rendering | Looking West along West Washington Street

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815 Main Street | Dream
Louisville, Kentucky

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815 Main Street | Dream

Louisville, Kentucky

Rendering| Aerial from SW

Scale: None

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Rendering | Aerial View East

Scale: None

815 Main Street | Dream

Louisville, Kentucky

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Rendering | South Elevation
Scale: None

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Louisville, Kentucky

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Rendering | North Elevation
Scale: None

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Louisville, Kentucky

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815 Main Street | Dream
Louisville, Kentucky

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

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License No. L18000278579

Jonathan W. Cardello, AIA

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815 Main Street | Dream
Louisville, Kentucky

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

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Rendering | Looking East along W. Washington Street

Scale: None

815 Main Street | Dream

Louisville, Kentucky

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Louisville, Kentucky

Rendering | Looking West along W. Washington Street

Scale: None

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