





















# NuLu Crossing | NuLu's New Beginning

Zyyo



Doubling NuLu's Parking Supply



Modern Apartments



Much-Needed Grocery



Class-A Office



# NuLu Crossing | NuLu New Developments Overview





# NuLu Crossing | NuLu New Developments Overview

- Local Developments
- Zyyo Developments
- Sporting Facilities







**Nick Campisano**  
CEO of Campisano Capital & Zyzo

Nick Campisano has successfully completed a wide array of commercial projects in Louisville, along with his team at Campisano Capital. Notable Campisano projects include: The Gateway to NuLu Office Hub in NuLu and the Marriott Residence Inn Old Henry Hotel. Both were completed in 2020.


Other important transactions feature The James on Frankfort, an adaptive reuse play on a historical landmark and the acquisition of the Historic Joe Ley building in NuLu.



**NuLu Crossing**

● Open For Investment


Mixed-Use   Louisville, KY   New Build



**Joe Ley Hotel**

● Open For Investment


Hotel   Louisville, KY   New Build



**Derby City Hotel**

● Open For Investment


Hotel   Louisville, KY   New Build



**Gateway to NuLu**

● Open For Investment

Office   Louisville, KY   Operational



**Carriage House**

● Open For Investment

Restaurant   Louisville, KY   Redevelopment



**The James on Frankfort**

● Open For Investment

Apts   Louisville, KY   Operational



Executive Investment Team Technology Team

Nick Campisano  
Founder & CEO

Hordern Farr  
Chief Strategy officer

Jamie Campisano  
Chief People Officer

Derek Ziemer  
Chief Development Officer

Davis Shean  
Senior Investment Associate

Lorenzo Haggiag  
Investment Associate

George Earl  
Reed Investment Analyst

Sean Spencer  
Lead Full-Stack Developer

Zoe Stengel  
Creative Analyst

Phillip Yon  
Investment Analyst

Annika Brock  
Digital Marketing Analyst

Ojasava Paras  
Backend Developer

Michael Meszaros  
Cryptocurrency & Blockchain Analyst

Ben Kreuzer  
Summer Analyst

Akshat Parmar  
Full Stack Developer & Crypto Analyst

Alex Whitman  
Legal Analyst

Isabel Herczeg  
UI & Graphic Designer

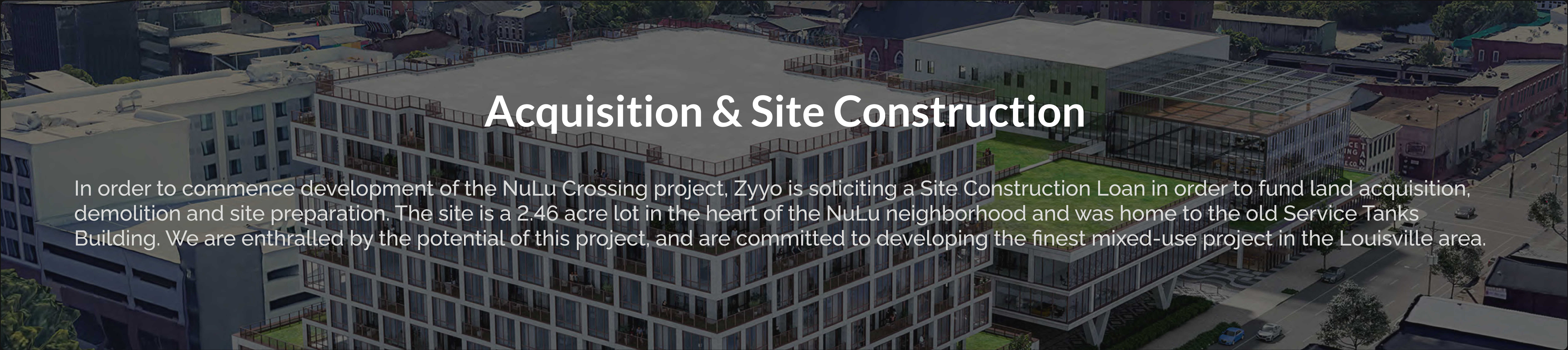
Noah Goldberg  
Crypto Investment Analyst





Phase I: Site Construction (Series A)





**Acquisition & Site Construction**

In order to commence development of the NuLu Crossing project, Zyyo is soliciting a Site Construction Loan in order to fund land acquisition, demolition and site preparation. The site is a 2.46 acre lot in the heart of the NuLu neighborhood and was home to the old Service Tanks Building. We are enthralled by the potential of this project, and are committed to developing the finest mixed-use project in the Louisville area.



Initial Uses of Capital

- 1) Acquisition
- 2) Demolition & Site Prep
- 3) Soft Costs
- 4) Reserves



Item	Status	Provider	Date	Key Findings
Environmental Assesment Phase 1	Completed	Alt & Witzig Consulting Services, Carmel, Indiana	June 20 2018	Groundwater and Surface mostly fine, minor issues to sort out
Environmental Assesment Phase 2	Completed	Alt & Witzig Consulting Services, Carmel, Indiana	August 31 2018	Groundwater and Surface mostly fine, minor issues to sort out
Reliance Report	Completed	Alt & Witzig Consulting Services, Carmel, Indiana	June 20 2018	Gives us the right to use these environmental reports
UST Facility Registration Approval	Completed	Department for Environmental Protection	March 9 2020	Registration and approval for the two Service Tanks
Coverage Acknowledgement	Completed	Department for Environmental Protection	October 25 2019	Approval for the Storm Water Discharges Generated by the site
Subsurface Investigation & Geotechnical Recommendation	Completed	Alt & Witzig Engineering, Carmel, Indiana	January 14 2019	Report on the status of the soil on the site
Asbestos Report	Completed	Pinnacle Enviromental Consultants Inc	December 5 2018	Report on asbestos in the structure, some needs to be removed for site prep
Water Construction Non Sampling Report	Completed	Department for Environmental Protection	July 29 2020	Needed for the Permit for discharge permissioning, lasts two years
Brownfield Letter of Concurrence	Completed	Brownfield Redevelopment Program	June 28 2019	Approved permission to redevelop the sire
Title Insurance Commitment	Completed	First American Title Insurance Company	June 4 2018	Insurance Policy on the site
Traffic Impact Study	Completed	Q4K Engineering	February 1 2019	Impact on Traffic on the development of the new site
Conveyance Right of Way	Completed	Right of Way Department	October 10 2019	Coveyance right of way clearance form
Water Availability for 700 East Main Street	Completed	Louisville Water	July 8 2019	Clearance from Louisville water stating they can provide water to the site
Sanitary Availability for 700 East Main Street	Completed	MSD	July 15 2019	Clearance from MSD stating they can provide sanitary services to the site
Service Availability for 700 East Main Street	Completed	Spectrum	July 16 2019	Clearance from Spectrum stating they can provide telecom services to the site
Electric and Gas Availability for 700 East Main Street	Completed	LG&E and KU	July 2 2019	Clearance from LG&E and KU stating they can provide gas and electric services to the site
Zoning Report 700 East Market Street	Completed	Block & Clark	June 14 2018	Zoning report detailing the build requirements and Zoning Status of the site



Phase I

Executive Summary

Phase II

NuLu Neighborhood

Market

Media

Appendix



Phase II: Development Program (Series B)



## Phase II: Luxury in Louisville, NuLu Crossing

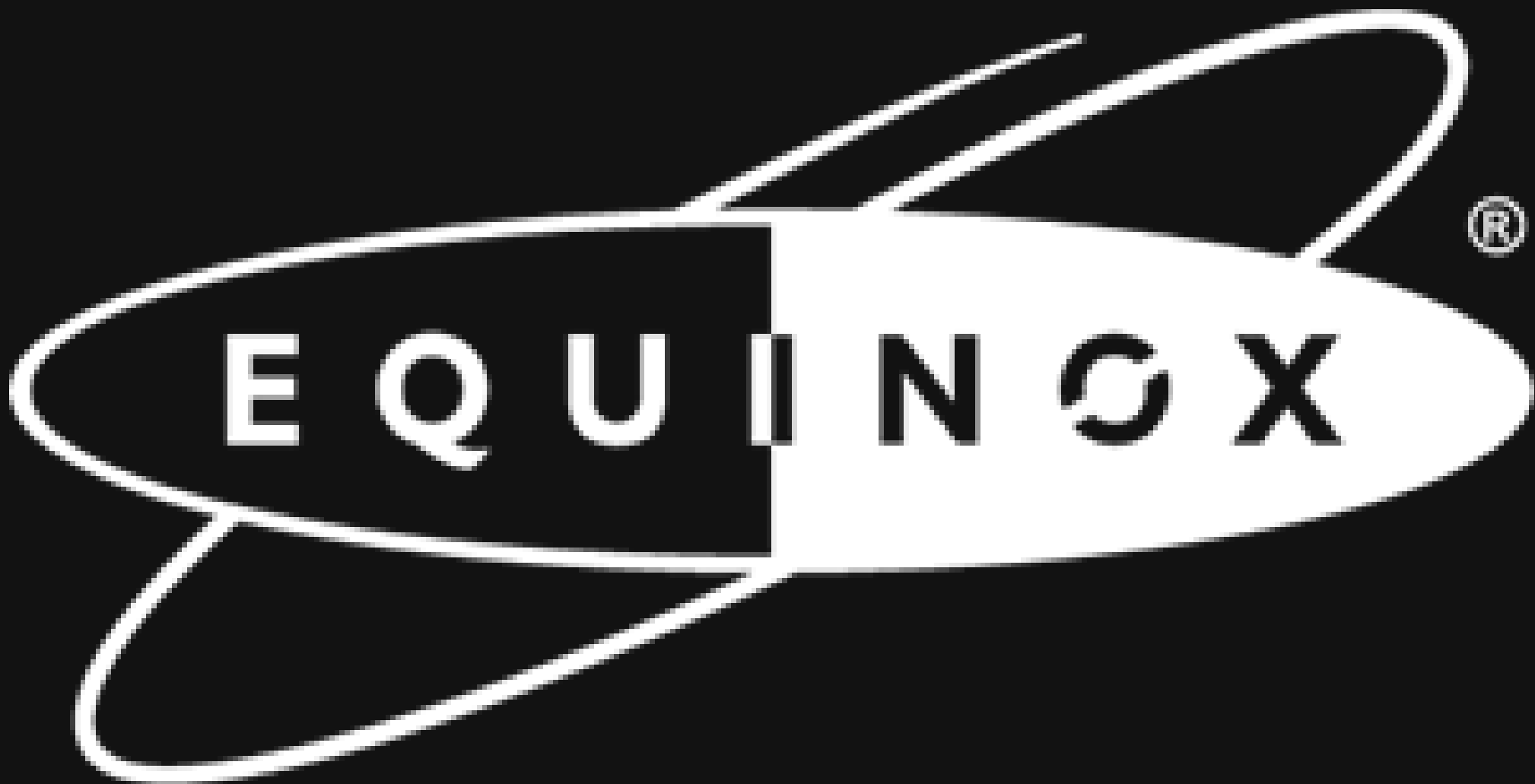
A modern architectural design will culminate in a beautiful 350,301 SQFT master development and a parking garage. The new structure will collaborate with best-in-class premium brands looking for a home in Louisville. These will include a premium organic market offering fresh produce, a luxury fitness with franchise with top of the line equipment and amenities. The structure will offer valet parking and maintain the highest standards of privacy and security.

Mixed-Use Development		155k SQFT	25k SQFT	26k SQFT
		Residential	Fitness Facility	Cumulative Retail
Site Acreage	2.46 Ac			
Gross Building SQFT	350,301			
Site Area SQFT	100,000	107k SQFT	6k SQFT	20k SQFT
Current Zoning	EZ-1 & C2	Office Space	Drugstore	Grocery





J.P.Morgan



TESLA



target

TRADER JOE'S



Humana

Panera  
BREAD®







Elevated Amenities

Fitness



Art Studio



Rooftop



Golf Simulation



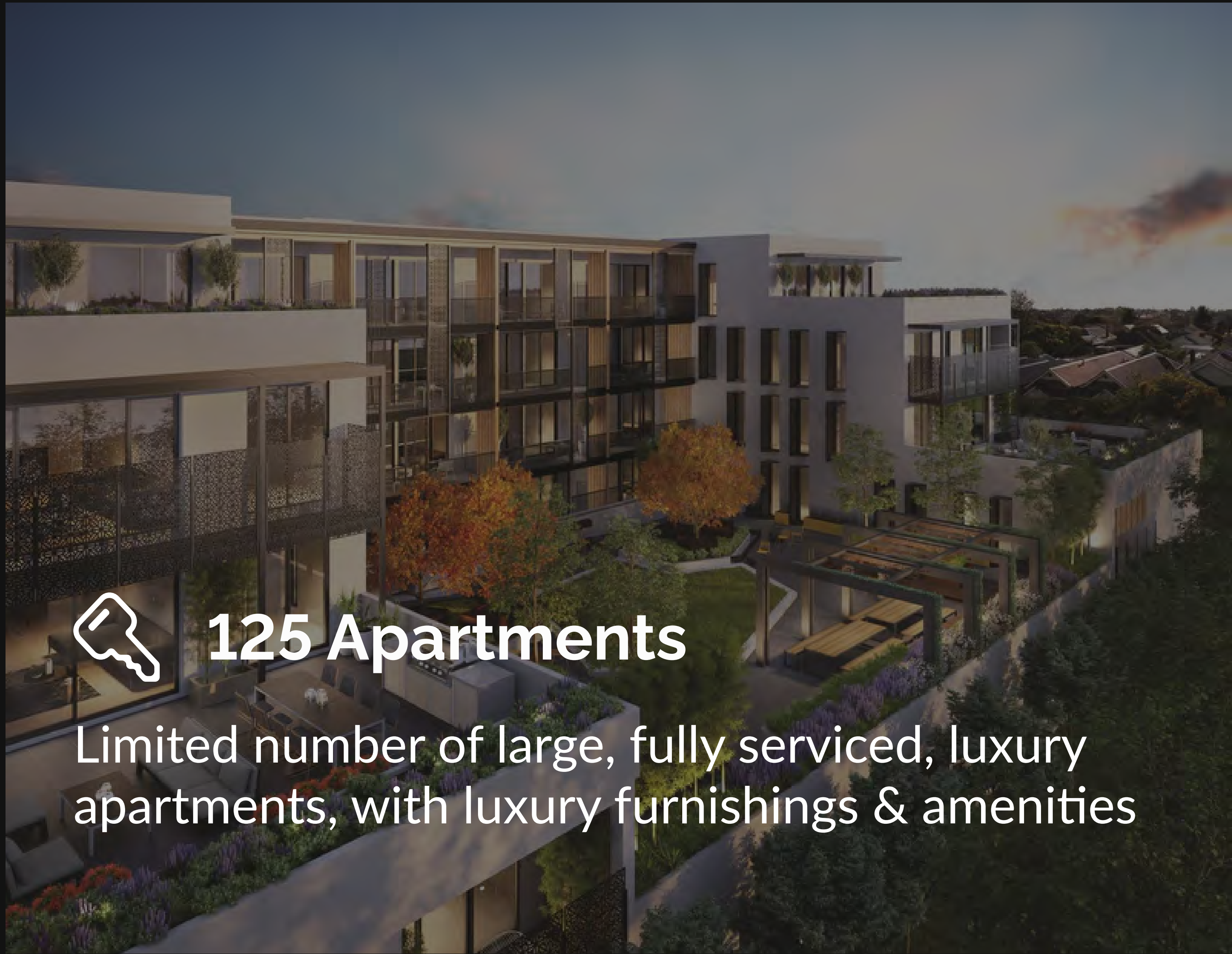
Valet




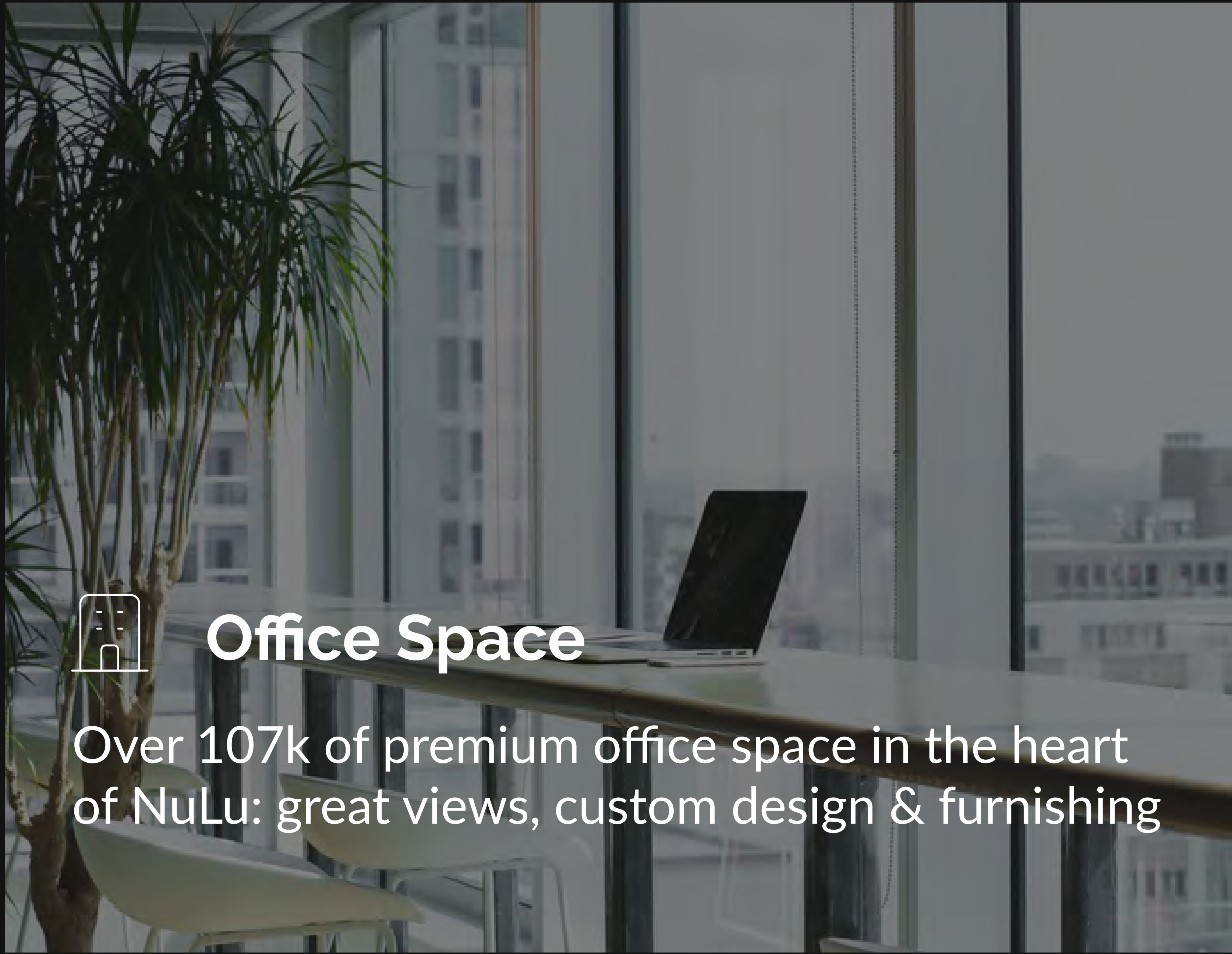
Bowling Alley

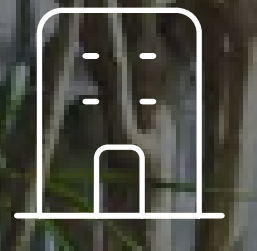






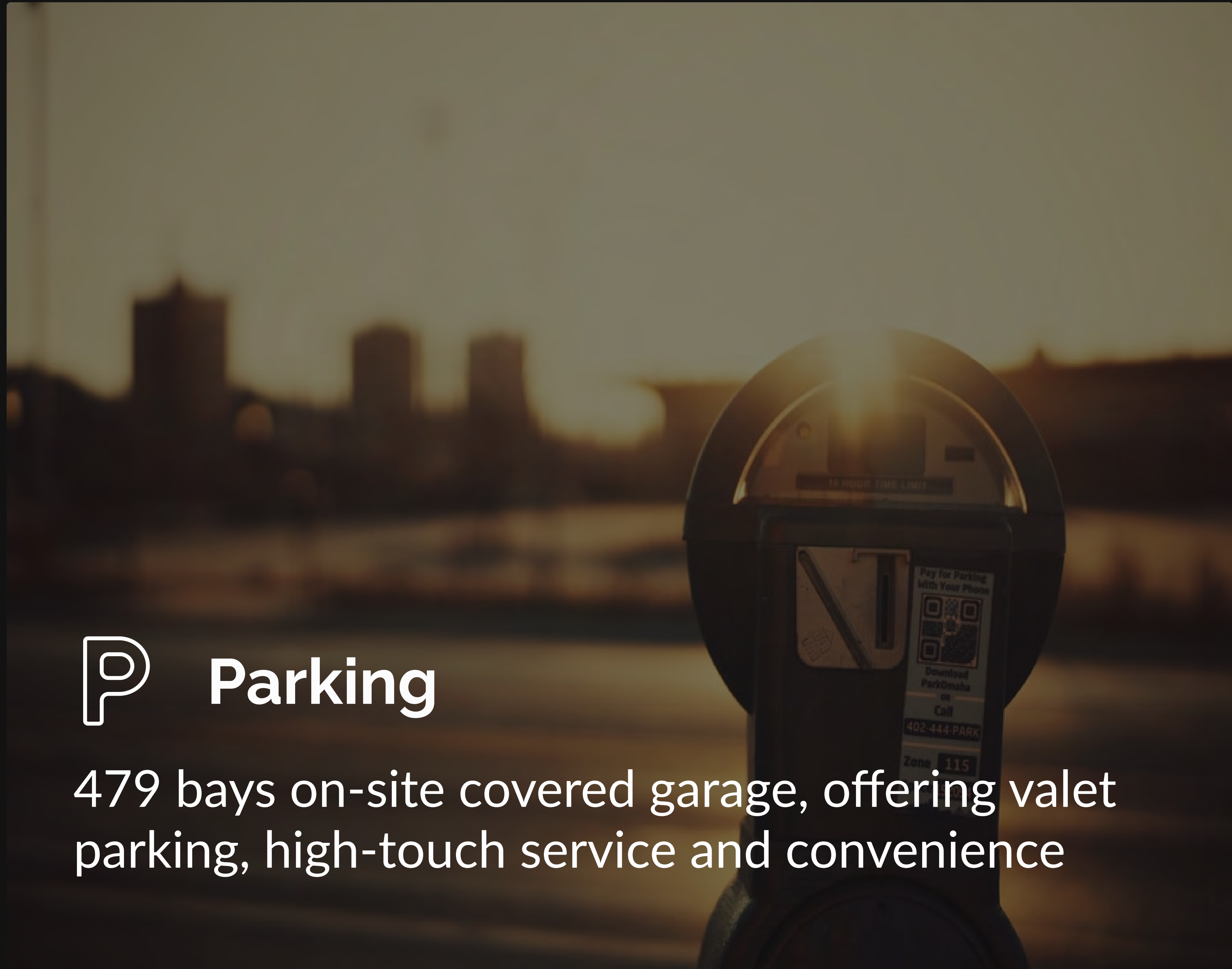
 **125 Apartments**  
Limited number of large, fully serviced, luxury apartments, with luxury furnishings & amenities




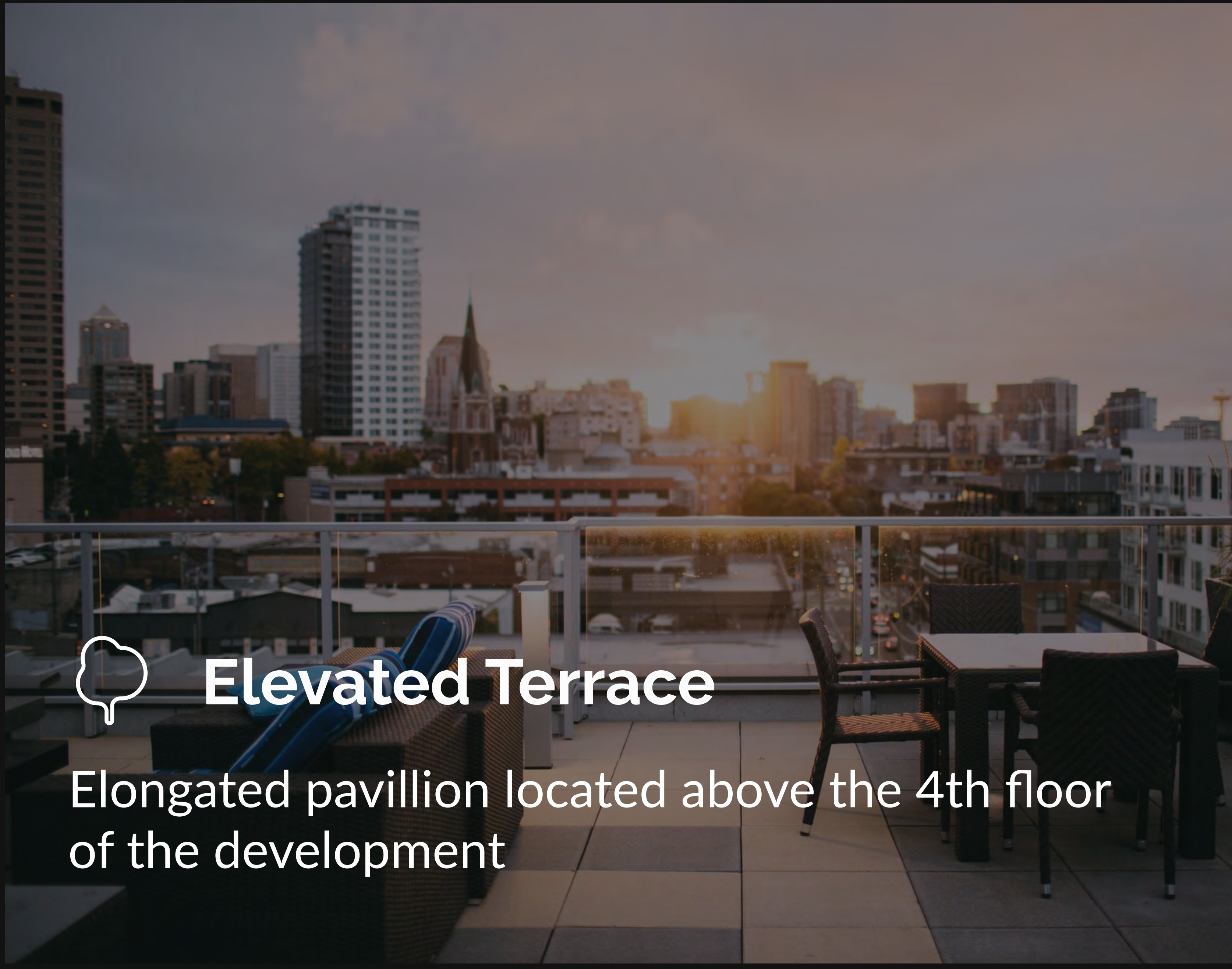
 **Office Space**  
Over 107k of premium office space in the heart of NuLu: great views, custom design & furnishing




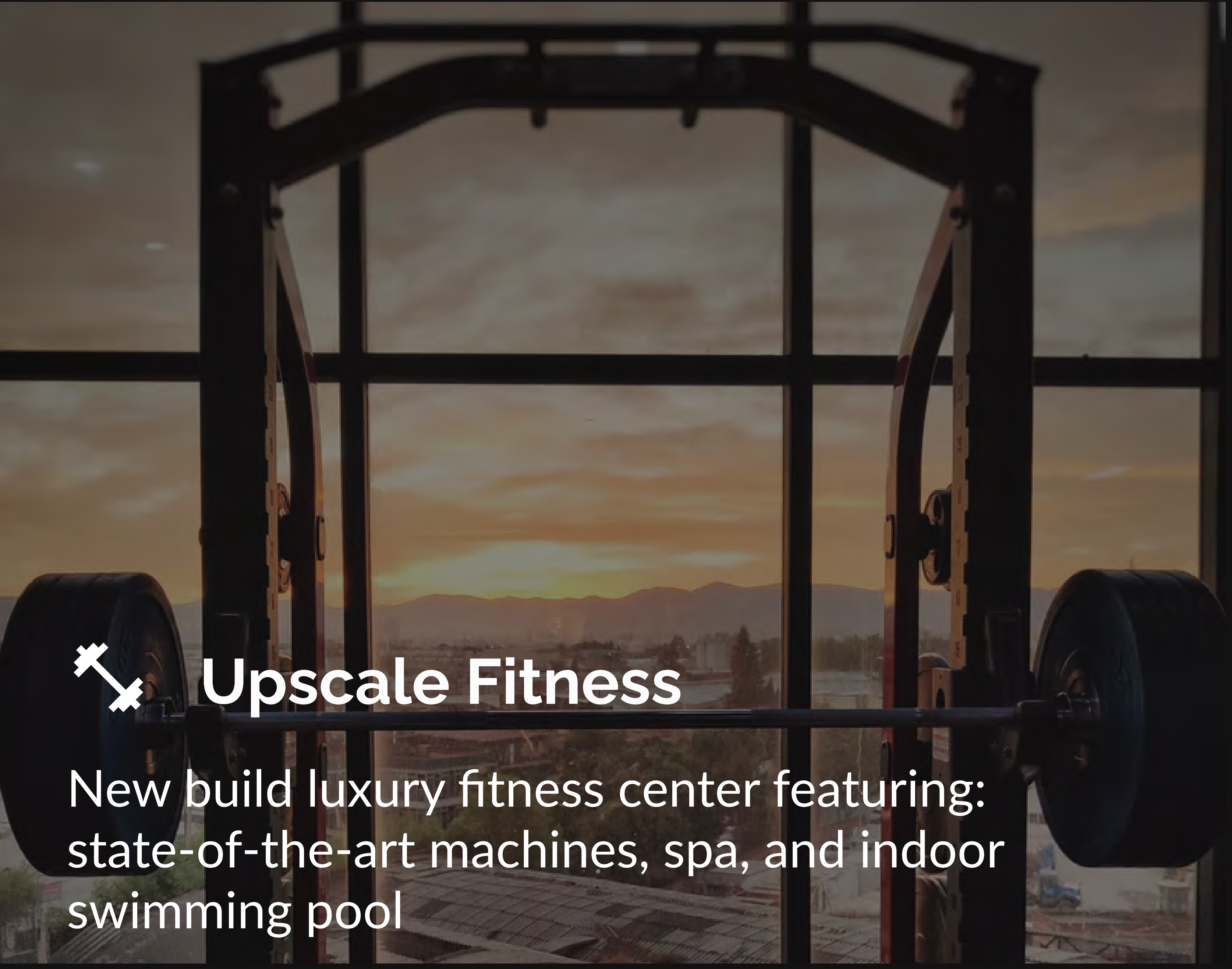
 **Organic Grocery**  
On-site organic grocery store, featuring fresh produce, and imported fine specialty items




 **Parking**  
479 bays on-site covered garage, offering valet parking, high-touch service and convenience



 **Elevated Terrace**  
Elongated pavillion located above the 4th floor of the development



 **Upscale Fitness**  
New build luxury fitness center featuring: state-of-the-art machines, spa, and indoor swimming pool



Positioning

Luxury

Average Monthly Rent

\$3,250

Stabilized Occupancy

90%

2 Bedroom Apartments

90

3 Bedroom Apartments

35

 125 Apartments

NuLu Crossing will offer a significant number of luxury apartments. Each unit will feature its own individual patio, include custom, premium furnishings and will benefit from on-site fitness, valet parking, dining and retail options

Positioning

Class A

Floors

5

SQFT per Floor

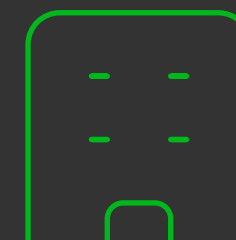
20k+

Rent per SQFT

\$30

Stabilized Occupancy

80%

 107k of Office Space

NuLu Crossing will bring 107k of class A, luxury office space to NuLu. The anchor tenant of the site will be Fortune 1000 company domiciled in Louisville. All office spaces will be custom designed and furnished according to tenant specifications

Positioning

Upscale

Location

On-Site

Grocery Type

Organic Market

Overall Size

20k SQFT

Average Ticket

\$100

 Organic Groceries

The project will partner with a best in class purveyor of organic foods and imported specialty items. The presence of a gourmet grocery store on-site will increase livability and convenience for NuLu crossing customers and fellow residents alike



Style	Amenities	Location	Space Count	Annual Revenue
Covered Garage	Valet Parking	On-Site	479	\$800k

P Parking

NuLu Crossing will benefit from a state-of-the-art, covered garage with valet services. The new-built structure will alleviate the chronic lack of parking in the NuLu area, and afford residences and visitors with a great place to park

Floor	Amenities	Location	Overall Size	Availability
4th	Pool & Lounge	On-Site	8k+ SQFT	Public

T Terrace

The rooftop pavillion will provide residents and office goers with beautiful views of Downtown Louisville, Southern Indiana, and the Ohio River. The roof will also feature, a pool and lounge area, and access to seperate facilities within NuLu Crossing.

Positioning	Amenities	Location	Overall Size	Monthly Membership
Luxury	Gym & Spa	On-Site	25k SQFT	\$150

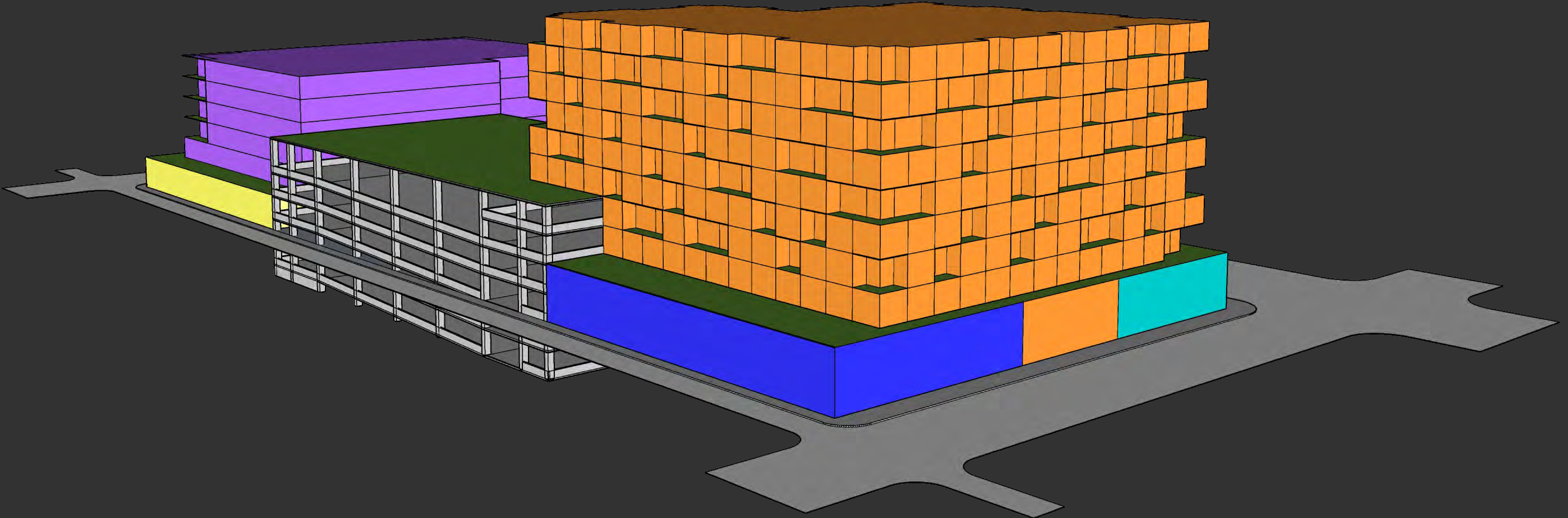
F Fitness

The gateway gym will be developed in partnership with a nationally acclaimed fitness and wellness brand. As a membership only proposition, the space will invite customers to a private, upscale space furnished with best in class equipment and a dedicated spa



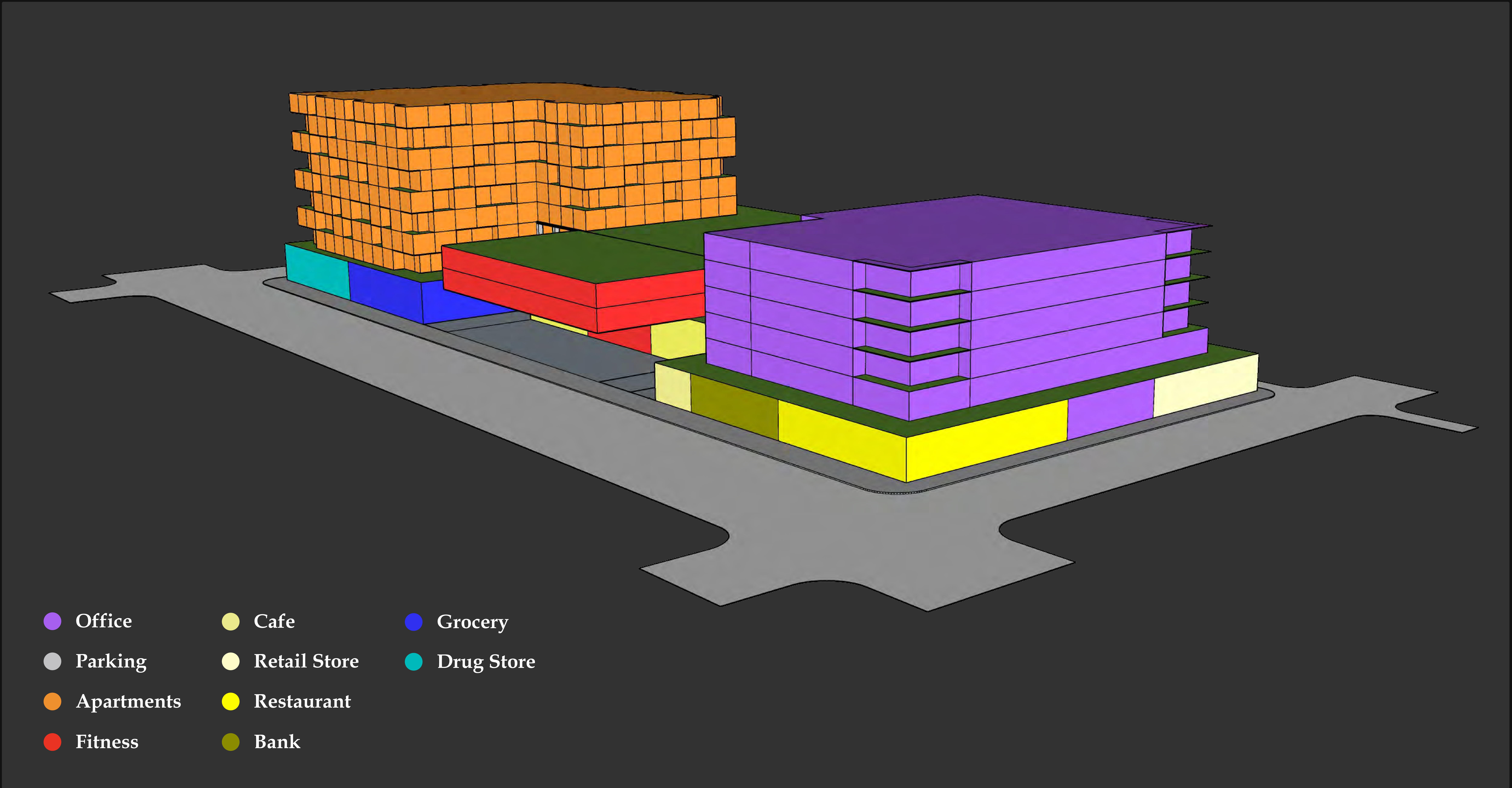
Floor	Grocery	Drug Store	Residential	Pickup/Dropoff	Fitness	Retail Stores, Bank, Cafe, Restaurant, Back of House	Office	Total (SQFT)
B2	-	-	-	-	-	-	-	0
B1	-	-	-	-	-	-	-	0
1	20,056	6,350	5,035	9,689	4,666	26,406	5,035	77,237
2	-	-	19,350	-	10,154	-	20,501	50,005
3	-	-	19,350	-	10,154	-	20,501	50,005
4	-	-	19,350	-	-	-	20,501	39,851
5	-	-	23,050	-	-	-	20,501	43,551
6	-	-	23,050	-	-	-	20,501	43,551
7	-	-	23,050	-	-	-	-	23,050
8	-	-	23,050	-	-	-	-	23,050
Total	20,056	6,350	155,285	9,689	24,974	26,406	107,541	350,301



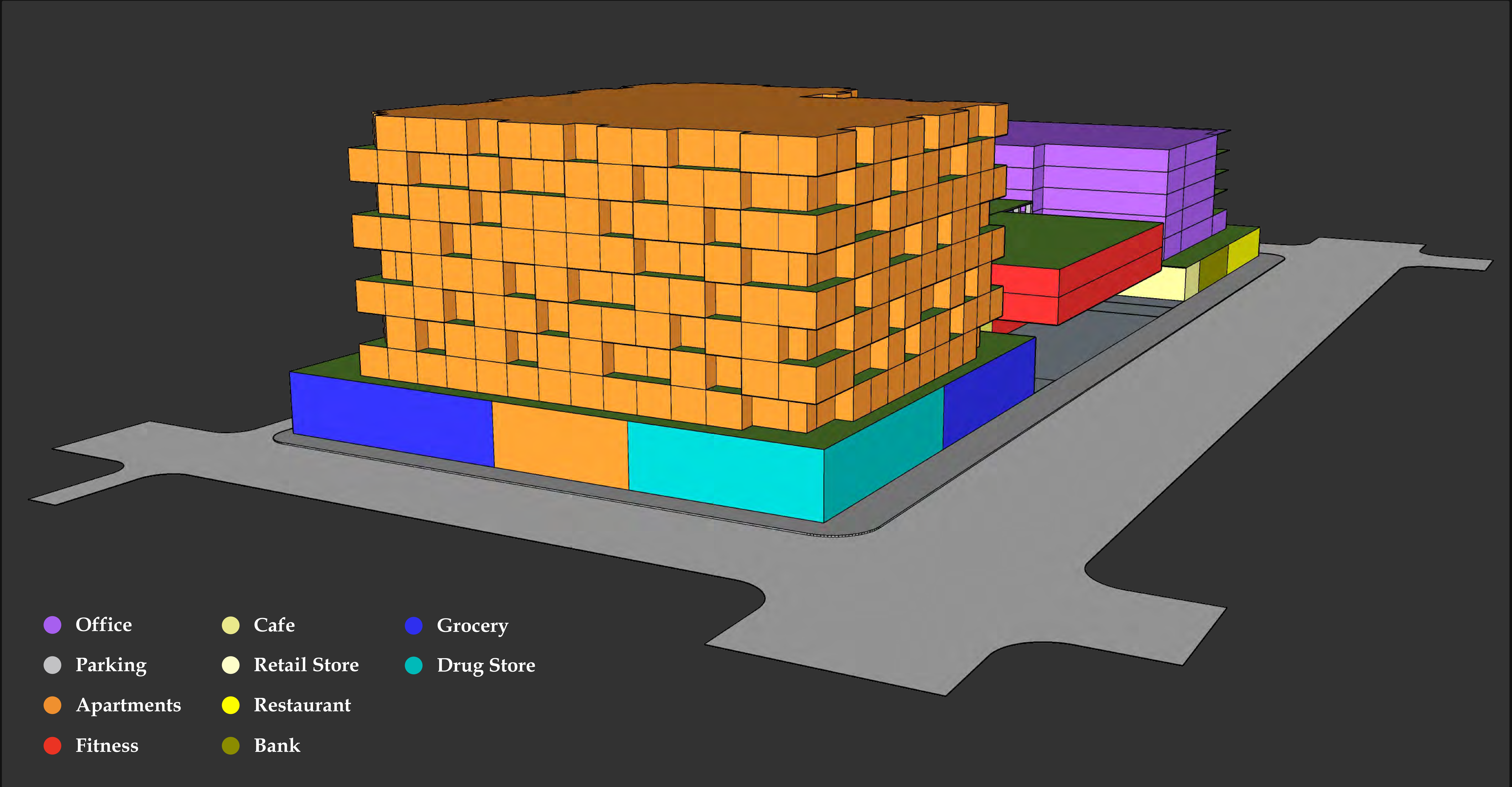


- |            |              |            |
|------------|--------------|------------|
| Office     | Cafe         | Grocery    |
| Parking    | Retail Store | Drug Store |
| Apartments | Restaurant   |            |
| Fitness    | Bank         |            |













The contents of this document (“Brochure”) are intended for marketing purposes only; this is not an offering memorandum.

Included within this Brochure are certain financial projections for the new NuLu Crossing development in Louisville, KY prepared by Zyyo and Campisano Capital (the “Development Team”). Investors should be cautioned that the financial projections are based upon the Development Team’s projections of future conditions, operations and dispositions. There can be no assurances that the assumptions upon which the financial projections are based are valid or that the results set forth in the financial projections will be achieved.

By taking receipt of this Brochure, you agree that this Brochure and its contents are of a confidential nature that you will hold and treat in the strictest confidence, and that you will not disclose this Brochure or any of its contents to any other entity without the prior written authorization of the Development Team; nor will you use this Brochure or any of its contents in any fashion or manner detrimental to the interest of The Development Team, Zyyo or Campisano Capital.

The terms and conditions stated in this section will relate to all of the sections of the Brochure as if stated independently therein. Photocopying or other duplication is not authorized.

Zyyo

CAMPISANO CAPITAL



## NULU CROSSING