

631-633 West Main Street

LOUISVILLE, KENTUCKY 40202

OFFERING MEMORANDUM



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01

Executive Summary

Executive Summary

Property Overview

ADDRESS	631-633 West Main Street Louisville, KY 40202
SUBMARKET	CBD
PVA ID	015D00370000 015D00360000
SQUARE FOOTAGE	39,600 total SF (31,677 above-grade SF, 7,923 basement SF)
LAND AREA	0.2 acres
YEAR BUILT	1875
STORIES	4 (with lower-level)
ZONING	C-3 (Commercial)

Cushman & Wakefield | Commercial Kentucky is pleased to offer an exciting investment opportunity for sale in Louisville's historic West Main Preservation District.

This two-parcel offering is a prime candidate for a mixed-use development. The property's location on West Main Street provides both high foot traffic, ideal for first-floor retail tenancy, and generous tax considerations.

INVESTMENT HIGHLIGHTS

- 1** 39,600 SF historic West Main Street property
- 2** Short-term rental and multifamily potential with ground floor retail
- 3** Property includes a lower-level garage





02

Property Overview

Property Overview

Located in the heart of downtown Louisville's historic West Main Street Preservation District, 631-633 West Main Street consists of two prominent, four-story commercial office buildings originally constructed in 1875. Attributed to architect C.J. Clarke, the Renaissance Revival-style structures feature classic stone facades, brick detailing, and cast-iron elements characteristic of the area's late-19th-century architecture.

Spanning a combined total of over 39,000 square feet, the buildings boast high 11-foot unfinished ceilings and flexible floorplates as well as a lower level with garage doors.

Strategically positioned on "Museum Row," the properties offer premier visibility nestled between the Louisville Slugger Museum and the KFC Yum! Center.

Perfect for mixed-use redevelopment, the properties are zoned C-3 (Central Business District), allowing for flexible ground-floor retail or restaurant concepts with short term rental (STR) or boutique residential units above. Their architectural character is further enhanced by generous natural light, exposing historic brick walls that offer unmatched charm in Louisville's vibrant urban core.

With easy access to major interstates and proximity to the waterfront, this property represents a unique opportunity to capitalize on downtown's steady revitalization. 631-633 West Main Street remains a cornerstone asset for investors seeking historic scale and modern potential.



Parcel Aerial





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Location Overview

West Main Historical Significance

ORIGINS & THE OHIO RIVER ECONOMY

West Main Street's story begins with Louisville's position as a gateway city on the Ohio River. In the early 1800s, Main Street ran parallel to the river and was the beating heart of Louisville's commercial economy. Goods, commodities, and people moving between the East Coast and the expanding American frontier passed through Louisville, and Main Street was where deals were struck, warehouses were filled, and fortunes were made. The street became one of the most commercially active corridors in the entire mid-South.

WHISKEY ROW & THE BOURBON TRADE

From roughly 1850 through Prohibition, the stretch known as Whiskey Row — centered around 100–133 W. Main Street — became the national trading hub for American spirits. Whiskey distilled across Kentucky, Pennsylvania, Virginia, and West Virginia was warehoused here, blended, and shipped downriver to New Orleans and overland westward.

At its peak, this single block was arguably the most important commercial address in the American bourbon industry, with merchants, brokers, rectifiers, and warehouses operating shoulder to shoulder. The buildings constructed during this era — primarily between 1852 and 1905 — were built to impress, featuring ornate cast-iron storefronts in Renaissance Revival, Beaux Arts, and Chicago School styles.





West Main Historical Significance

THE CAST IRON ARCHITECTURE

One of West Main Street's most remarkable physical legacies is its collection of cast-iron facade buildings, which together form one of the largest such collections in the United States outside of New York City's SoHo district. The iron facades — much of it imported from Europe in the late 1800s — were a symbol of modernity and commercial ambition. They allowed building owners to achieve elaborate architectural detail at relatively low cost, and their durability is why so many still stand today.

PROHIBITION, DECLINE & NEAR-DEMOLITION

Prohibition (1920–1933) effectively ended the bourbon trade on Whiskey Row and began a long period of decline. Through the mid-20th century, like many American urban commercial corridors, the street lost tenants, fell into disrepair, and saw its building stock deteriorate.

The situation came to a head in 2011, when a developer proposed demolishing several of the historic structures on Whiskey Row to build a hotel. A coalition of preservationists, city officials, and community advocates fought back, ultimately saving the facades of most of the block's buildings — though the interiors were largely gutted and rebuilt behind the preserved fronts. The near-loss galvanized local commitment to the district's preservation and helped spark the revitalization that followed.

West Main Current Significance

CURRENT SIGNIFICANCE

Today, West Main Street is one of Louisville's most dynamic and visited corridors, driven largely by the explosive national growth of bourbon tourism. Key anchors along and near the corridor include:

- Frazier History Museum — the official starting point of the Kentucky Bourbon Trail, drawing visitors from across the country
- Evan Williams Bourbon Experience — one of Louisville's first urban distilleries, bringing craft production back to Whiskey Row
- Kentucky Center for the Performing Arts — home of the Louisville Orchestra and Louisville Ballet
- Louisville Slugger Museum & Factory — one of the city's most-visited attractions
- Muhammad Ali Center — celebrating Louisville's most famous native son
- Multiple restaurants, bars, boutique hotels, and event venues housed in the restored cast-iron buildings

REAL ESTATE CONSIDERATIONS

For real estate purposes, the West Main Street corridor offers a compelling combination of factors:

- Strong and growing foot traffic driven by bourbon tourism and cultural attractions
- A distinctive 'Museum Row/Bourbon Row' identity that attracts national hospitality and retail brands
- Historic tax credits (federal and state) that have incentivized adaptive reuse of cast-iron buildings
- Continued public and private investment in streetscaping, infrastructure, and new venue development
- Louisville has set a goal of 25 bourbon visitor experiences, with several new openings along and near Main Street in 2024-2025

The combination of architectural heritage, tourism momentum, and institutional anchors makes West Main Street one of the most recognizable and investable commercial corridors in Kentucky.



Location Aerial



A large wooden baseball bat is leaning against a multi-story brick building. The bat is light-colored wood with dark text. It features a circular logo that reads "HILLERICH & BRADSHAW CO. LOUISVILLE, KY." and "EST. 1858". Below that, it says "Genuine A.A. Rod Hallmark LOUISVILLE SLUGGER®". The brick building has several windows and a sign at the bottom that reads "HILLERICH & BRADSHAW".

04

Market Overview

Market Overview

With a high quality-of-life and low cost-of-business, Louisville is an excellent city to grow a business. The Louisville MSA's labor force has increased by approximately 50,000 workers in the last 5 years, and the number is only expected to grow.

Well known as the home of Churchill Downs and the Kentucky Derby, Louisville offers a vibrant, internationally linked business community and nationally ranked healthcare industry. The city is the corporate base of Humana Inc., ScionHealth, and YUM! Brands Inc. (parent of KFC, Pizza Hut and Taco Bell), all Fortune 500 companies.

The best prospects for growth are in finance, where insurers will benefit from nationwide healthcare trends, and logistics. Low-cost infrastructure and favorable population trends will help the metro area keep pace with the nation longer term.

Louisville is one of the nation's most important manufacturing and logistics hubs, with jobs in these sectors representing about 35% of jobs in the Louisville-Jefferson County MSA, according to the Bureau of Labor Statistics. Centrally located to 70% of the U.S. market and home to the UPS Worldport, it's no secret why companies continue to flock to the Louisville-Jefferson County area.

#1

Metro for Economic
Development in the Ohio
River Corridor
- *Site Selection Magazine 2025*

#4

Most Beautiful &
Affordable City to
Live in the U.S.
- *Travel + Leisure 2023*

Top 10

Metro in the U.S. for
Mortgage Affordability
- *New York Times 2025*

#9

Best Food City
in the U.S.
- *Travel + Leisure 2026*

Notable Industries

Louisville's dynamic economy is propelled by five major sectors: Healthcare & Aging Innovation, Logistics, Food & Beverage, Advanced Manufacturing, and Business Services.

HEALTHCARE & AGING INNOVATION

Dubbed “America's Aging Care Capital” by Forbes, Louisville is home to the largest concentration of aging care headquarters in the country. This has attracted companies like ScionHealth to the city. The opportunities for growth in this sector are significant when considering UPS Worldport's strong medical logistics capabilities, with 3 million square feet of temperature-controlled space.

The city has a growing health innovation startup scene that supports businesses of all sizes. Organizations like Aging2.0, The Hive, the University of Louisville Trager Institute, and The Thrive Center are working to accelerate and showcase solutions in health and aging technology.

The Louisville Healthcare CEO Council is a group of CEOs from major companies that collectively impact over 100 million people, generate \$150 billion in revenue, and employ 450,000 people. This group helps create economic opportunities for smaller companies and supports a culture of innovation driven by startups.

LOGISTICS

Optimally situated on the Banks of the Ohio River and less than a day's drive away from two thirds of the US population, Louisville is America's prime logistics center. With access to three major interstates, four rail operators, the Ohio River with two public ports and 41 private terminals, and a top five world's busiest cargo operation in Louisville Muhammad Ali International Airport, the city is exceptionally serviced by each road, rail, river, and air. Louisville's logistics sector is more than twice as large as the US average and is expected to grow up to 30% in the next ten years.

UPS's Worldport is revolutionizing the logistics industry, and subsequently the industries that rely on it. Pharmaceutical companies are using its temperature-controlled spaces to expedite lab testing, and car parts can be manufactured and shipped for just-in-time delivery. Worldport processes more than 400,000 packages per hour in the world's largest sorting facility.



FOOD & BEVERAGE

Louisville is a central hub for food and beverage companies of all sizes, employing over 15,000 people in headquartered operations, with over 125 companies in the city. Every aspect of the industry is supported, including headquarters, marketing, production, manufacturing, beverage development, distribution, and growth or acquisition support. A start-up or mid-sized company can develop a beverage concept at Flavorman, work with food color innovation at D.D. Williamson, source ingredients locally, test product safety at Eurofins, purchase equipment from Winston Industries, and design packaging at Premier Packaging – all within the city. No other city offers this level of resources and talent in such a concentrated area.

The city's signature industry within this sector is bourbon. 95% of the world's bourbon is made in Kentucky, so it's no wonder how bourbon distilleries brought in 2.5 million visitors to the state in 2023. Kentucky's bourbon industry has bloomed to \$9 billion, generating over 20,000 jobs.

ADVANCED MANUFACTURING

Named a “Top City for Manufacturing” by Forbes, Louisville hosts over 1,500 manufacturers employing over 78,000 people. Notable companies include industry giants Ford Motor Company, whose Kentucky Truck Plant employs over 9,000 people, and GE Appliances, which is proudly headquartered in Louisville.

Louisville has a long-standing presence in manufacturing, which serves as the foundation for our leadership in the new era of flexible, advanced manufacturing. The city's strong manufacturing environment makes it easier for new companies to establish themselves with the support of a skilled workforce. With our road, river, and global air logistics, businesses can make products here and ship them anywhere. Additionally, the University of Louisville offers local companies access to their state-of-the-art R&D facilities that support innovation in manufacturing.

BUSINESS SERVICES

This industry, which includes technical, legal, financial, human resources, marketing, and real estate firms, employs 30,000 people in the region. It has been growing consistently in Greater Louisville and is projected to expand by another 20 percent over the next 10 years. With technology enabling work from almost anywhere, Louisville offers businesses and workers a competitive edge. The city combines a high quality of life with a cost-effective structure, making it an ideal location for both.



Notable Employers



UPS (UNITED PARCEL SERVICE)

UPS's 5.2M SF Worldport at Louisville International Airport is the largest fully automated package handling facility in the world. It employs 25,000 directly and supports at least 35,000 indirect jobs in the area, making it the largest Louisville employer by far. More than 200 companies have relocated to Louisville for its proximity to UPS.



GE APPLIANCES

Appliance Park, the 750-acre global headquarters of GE Consumer & Industrial in south central Louisville, is so large it has its own zip code. In June 2025, GE announced a \$490M investment into the site which will see washer and dryer production move from China to Louisville. This is the largest investment in the company's history and will create 800 new full-time jobs.



FORD MOTOR COMPANY

Ford operates two plants in Louisville that collectively employ 11,481 workers. In 2025, the company announced it is investing \$2B in transforming their Louisville Assembly Plant to allow for electric vehicle production. Additionally, Ford has begun production of automotive batteries at their 1,500-acre megasite in Glendale, Kentucky, just an hour from downtown Louisville. The battery plant is a nearly \$6B investment and is expected to create an additional 5,000 jobs.



TEXAS ROADHOUSE

Since being founded in 1993, Texas Roadhouse has proudly called Louisville home. In August 2025, the company announced it was purchasing the buildings where it has been operating its corporate headquarters for \$25M, further cementing its commitment to the city. Across its family of brands, Texas Roadhouse runs 800 restaurants globally.



NORTON HEALTHCARE

With 22,247 employees, Norton Healthcare is Louisville's second-largest employer. In November 2024, Norton opened its new \$90M hospital in west Louisville as part of Goodwill Industries' 20-acre "opportunity campus." The site also includes Goodwill's headquarters and offices for other local social service agencies.

The two-story, over 86,500-square-foot facility provides service for 24/7 EMS, inpatient treatment, operating rooms, laboratory services, imaging including X-ray, ultrasound, CT and MRI, and retail pharmacy. The hospital employs specialists in cardiology, endocrinology, orthopedics, pulmonology, surgery, women's care, oncology/hematology, neurology, and neurosurgery.

LARGEST EMPLOYERS

Company	Jobs
United Parcel Service	25,000
Norton Healthcare	22,247
Jefferson County Public Schools	18,867
UofL Health	14,314
Baptist Healthcare	11,761
Ford Motor Company	11,481
Humana	10,000
University of Louisville	8,374
GE Appliances/HAIER	8,000
Louisville-Jefferson County Metro Gov.	5,783
The Kroger Company	5,000
Bullitt County Public Schools	2,822
Archdiocese of Louisville	2,783
Oldham County Public Schools	2,644
Churchill Downs, Inc.	2,146
Texas Roadhouse, Inc.	2,030

Source: Louisville Business First, Discover the largest employers in Louisville: July 2026





LOUISVILLE AT A GLANCE



1,396,762

MSA Population



694,568

MSA Labor Force



4.2%

Unemployment Rate



\$74,305

Median Household Income

Bid Process & Requirements

Cushman & Wakefield | Commercial Kentucky is pleased to offer for sale 631-633 West Main Street in Louisville, Kentucky.

The prospective Purchaser will be selected by the Seller in its sole discretion based on a variety of factors including but not limited to:

- Offering Price
- Absence of contingencies
- Due Diligence and closing time
- Financial strength and track record
- Proof of funds for a financial all cash transaction
- Earnest money deposit(s) and timing to become non-refundable

PROPERTY INQUIRIES AND TOURS

All Property inquiries shall be directed to Cushman & Wakefield | Commercial Kentucky. All Property tours are by appointment only and are to be scheduled through Cushman & Wakefield | Commercial Kentucky.

PROSPECTIVE PURCHASERS

Ownership will be selling the properties on an “As is, Where is” condition. Offers will be responded to on a “First Come, First Served” basis. No formal call for offers date is currently contemplated; however, this is subject to change based on ownership’s discretion.

Offers should be addressed to:

Sam Gray & Brent Dolen
Cushman & Wakefield | Commercial Kentucky, Inc
333 E. Main Street, Suite 510
Louisville, KY 40202

And sent to the attention of:

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