

IMPACT

New Residential Product Type for a Development Company in Louisville, Kentucky



Founded in 1990, **Hagan Properties** specializes in the development, redevelopment, leasing, management and marketing of shopping centers, apartment communities and self-storage facilities in Kentucky. Their experience with residential development was exclusively with multi-story apartment units.

Hagan Properties wanted to meet the need for a new residential product type in Louisville, Kentucky by developing its first Luxury, for-lease, 2-story townhome community. The Planning Commission was eager to add these types of residential units to their region.



With for-lease, 2-story townhomes being a new unit type for Hagan Properties, they brought their team to Nashville to study several townhomes in successful communities. Hagan's preferred details and design criteria were documented as we began our design process. In order to effectively entertain all of Hagan's design concepts, we had an extended design process to make sure they were very comfortable with the final product.



Because of our passion for design, we provided several unit type examples to Hagan's team from our design stock to facilitate the customization process. Three unit options were developed along with unique variations for end units. To avoid having a townhome community that is too repetitive, we offered more unit facade options than Hagan requested or anticipated. With the newness of our relationship, Construction Administration was very active as we crafted attractive units with Hagan's preferred details. Hagan selected an attractively vibrant color palette for all townhome units.

Bull Run Townhomes is a uniquely beautiful 8.1-acre, 72-unit, for-lease, 2-story townhome community located in Louisville's east end on Herr Lane. Hagan broke ground on this project on July 5, 2023, and the first units arrived in April of 2024.

Bull Run Townhomes offers a maintenance-free lifestyle for residents seeking a build-for-rent product. Community amenities includes a fitness center with an outdoor patio, swimming pool, playground, dog park, and mail center with package lockers. The townhomes feature three separate floor plans. Additionally, the floor plans offer unique features such as attached and detached 2-car garages, private fenced-in back yards, mud rooms, walk-in pantries, laundry rooms, built-in shelves, dens, and more...

Impact

- Of the 4 townhome buildings that are currently complete, only 2 remaining units are available to be leased.
- Demographic data reveals that these townhomes have attracted a variety of tenants from the Louisville community.
- The vibrant color palette has suprisingly been a significant factor regarding which townhomes incoming tenants select.



testimonial

“ Purser White Architecture has proven to be a quality organization and a pleasure to work with... They are efficient while at the same time detail oriented and thorough. Their expertise was invaluable in producing a townhome design that fits our market perfectly. Terry White also took the time to come to my city and speak at our rezoning hearing and very effectively articulated our design goals and how we were able to accomplish them. ”

Layson Hagan, Principal & Developer

