

WAREHOUSE/OFFICE | FOR SALE

525 W Broadway + 667 Armory Place
Louisville, KY 40202



PRICE: \$6,350,000
ACRES: 7.5±
SQ FT: 579,000±



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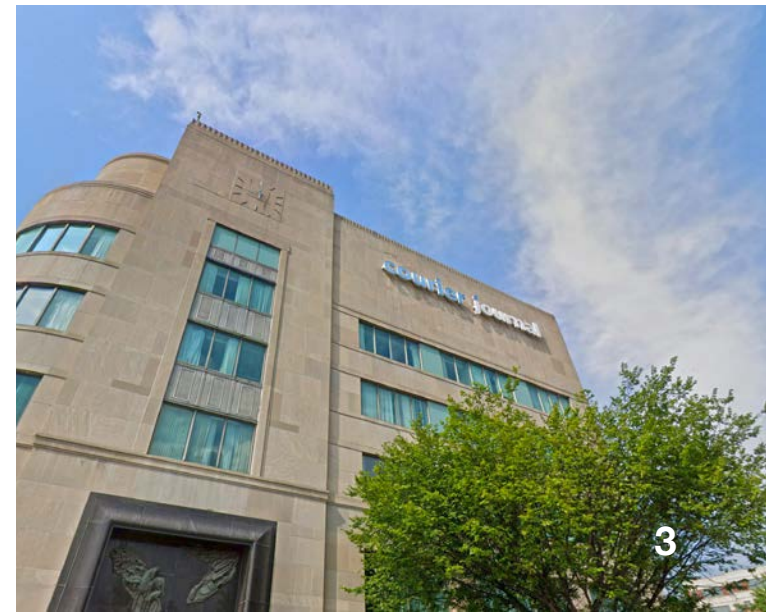
525 W BROADWAY 667 ARMORY PLACE

This property's **579,000 SF** warehouse/ office hybrid was originally developed and is historically recognized as the former home of the **Courier Journal newspaper** production facility. This complex now offers a **standalone 7.5-acre parcel** with immense flexibility.

KEY SPECS INCLUDE:

- **Ceiling Heights:** 20'–70'
- **Dock Access:** 5 dock doors with levelers and seals (9'x10')
- **Zoning:** C-3, with Opportunity Zone benefits
- **Fire Suppression:** Wet-pipe automatic sprinklers
- **Cooling & Heating:** Two non-operational chillers, cooling tower, and multiple air handler systems
- **Structural Integrity:** Reinforced concrete slab and steel joist framing
- **Parking:** Ample space with adjacent surface lots and additional parking on Broadway

KEY SPECIFICATIONS



ENDLESS POSSIBILITIES

A Transformational Asset with Infrastructure to Match

Situated in the heart of **Louisville's Central Business District**, the Courier Journal property represents one of the most significant redevelopment opportunities in the city—an iconic **Broadway assemblage** positioned near \$1.1 billion in planned projects across the CBD. This site is structurally and strategically poised for the future.

Note: This building will be effectively vacant starting in October 2025



Spanning over **579,000 square feet**, including **98,140 SF** of lower-level space, the property offers a rare combination of scale, flexibility, and structural integrity. The art deco former office building provides a **robust physical infrastructure**, offering a solid foundation for conversion to a range of adaptive reuses, while the adjoining warehouse areas can continue to serve industrial needs or be redeveloped for alternate functions.

Thanks to its flexible zoning, strategic location, and massive floorplates, the property is **ideally suited for repurposing** into a wide range of high-value uses, including:

- **Data Center** – Supported by Tier 2-compatible architecture and extraordinary electric capacity
- **Film Production Studio** – A proven on-camera location within a state offering up to 35% in refundable tax credits
- **Advanced Manufacturing Facility** – Ideal for scalable production with 20–70 ft ceiling heights and dock access
- **Urban Logistics Hub** – Proximity to major interstates and UPS Worldport enhances last-mile capabilities
- **Mixed-Use Redevelopment** – Convert historic components into a blend of office, residential, hospitality, or cultural space

This is more than a property—it's a landmark of Louisville's industrial and media legacy, and with the right vision, it will serve as a **catalyst for the next generation of innovation, commerce, and urban revival.**

DATA CENTER OPPORTUNITY

Power, Infrastructure & Location in the Heart of Louisville

Position your operations at the intersection of power and connectivity. Located in the heart of Louisville's Central Business District, this site offers a unique opportunity to establish a mission-critical data center within a secure and robust infrastructure.



**16 1000-1500 KVA
NETWORK
TRANSFORMERS**



**T-8 & LED
TIERED LIGHTING
SYSTEM**



**TIER 2 DATA CENTER
COMPATIBLE
ARCHITECTURE**



**7.5 ACRE SITE
OFFERS FUTURE
EXPANSION**



This former newspaper production facility is uniquely equipped with **extraordinary electrical capacity**, making it ideal for high-demand operations such as a **Tier 2 Data Center**. The property is fed by **LG&E's downtown network with built in electric distribution circuit redundancy**. There are several circuits that feed each vault, which makes the electrical system at the property extremely reliable. It delivers power through **16 1000-1500 kVa network transformers (plus one backup transformer)** on separate circuits. Its **redundant network-fed systems** and transformer backup ensure **resilient, uninterrupted service**, while the **tiered T-8 and LED lighting** can be easily adapted to server-safe conditions. Situated on a **7.5-acre site**, the property also offers ample space for **future infrastructure expansion**, including **generator placement and secure access points**, providing the flexibility and reliability required for mission-critical operations.

The site's **foundation of reinforced concrete slab** and robust construction provides ideal environmental control and load-bearing capacity for high-density server installations. Located just minutes from Louisville's major highways and supported by **Louisville Gas & Electric**, this property is uniquely positioned for cloud storage, disaster recovery, and managed IT infrastructure.



LIGHTS, CAMERA, ACTION

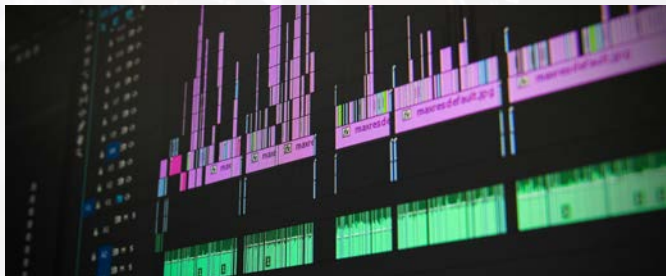
Transforming the Site into a Premier Film & Television Production Hub

Louisville is rolling out the red carpet for the next wave of film and television productions, and this site is ready for its close-up. This 579,000 SF industrial property with 20–70 ft ceiling heights, expansive open spaces, and a 29,997 SF mezzanine-level office/storage area is ideal for:

SOUNDSTAGE & SET CONSTRUCTION



EDITING SUITES & PRODUCTION OFFICES



COSTUME, PROP, AND EQUIPMENT STORAGE



WHY LOUISVILLE FOR FILM & TV?

- **Aggressive Tax Incentives:**
 - **30% refundable, non-transferable tax credit** on qualified expenditures
 - **35% credit** for Kentucky resident labor or production in Enhanced Incentive Counties
 - Minimum qualifying expenditures as low as **\$20,000 for documentaries/Broadway, \$125,000–\$250,000 for films and TV productions**
- **Diverse Resources & Locations:** Louisville offers a mix of historic, industrial, and modern backdrops—plus **experienced crews, gear rentals, and soundstages.**
- **Ease of Access:** Louisville Muhammad Ali International Airport provides **direct flights to 35+ cities**, including New York and Los Angeles, all within 30 miles of vibrant downtown locations and accommodations.
- **Film-Friendly City:** Louisville offers **streamlined permitting, affordable services, and strong local support** through the **Louisville Film Office and 502 Film Network.**



525 W Broadway & 667 Armory Place delivers the scale, flexibility, and infrastructure needed to host productions that qualify for Kentucky's lucrative **Entertainment Incentive Program**, making it a **cost-effective and production-ready facility** for everything from feature films to streaming series and commercials.

LIGHTS, CAMERA, ACTION

A Cinematic Canvas in the Heart of Downtown Louisville

This former newspaper office and production facility offers a one-of-a-kind backdrop for film, television, and creative production. With an impressive **590,000 square feet of space**—approximately **490,000 SF of it usable**—this building is a filmmaker's playground, offering a diverse range of environments from dramatic industrial volumes to clean, modern interiors.

At the heart of the building is the awe-inspiring **former press hall**—a cavernous, column-free space that is **tall, long, and visually striking**. With ceiling heights ranging from **6 feet to 75 feet and 8 floors**, including a basement, the property features a wide array of looks and atmospheres, from raw and rugged to sleek and adaptable.

Designed to support high-demand operations, the site is equipped with **17 mW of power capacity**, making it ideal not only for filming but also for specialized uses requiring significant infrastructure.

Whether you're staging a high-concept film shoot, building elaborate sets, storing production equipment, or simply seeking shelter for your big—or small—screen idea, this property delivers space, power, and creative freedom in a central, accessible location.

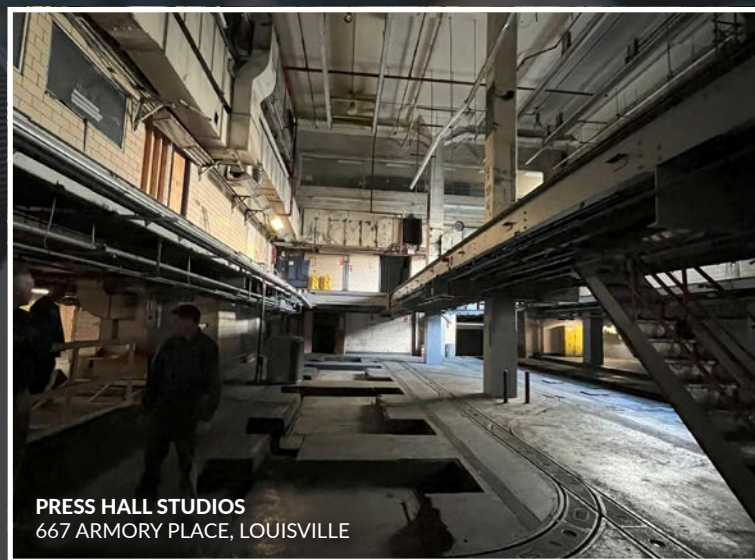


PRODUCTIONS HOSTED AT PRESS HALL STUDIOS 2024 & 2025

Production	Start Date
1 Sunshine Films Florida, LLC	10/1/24
2 Rent a Cop, LLC	12/5/24
3 Him and Her Productions, LLC	12/6/25
4 Hostage Film Productions, LLC	2/15/25
5 Leader Films, LLC	6/8/25
6 Sunshine Films Florida, LLC	4/25/25

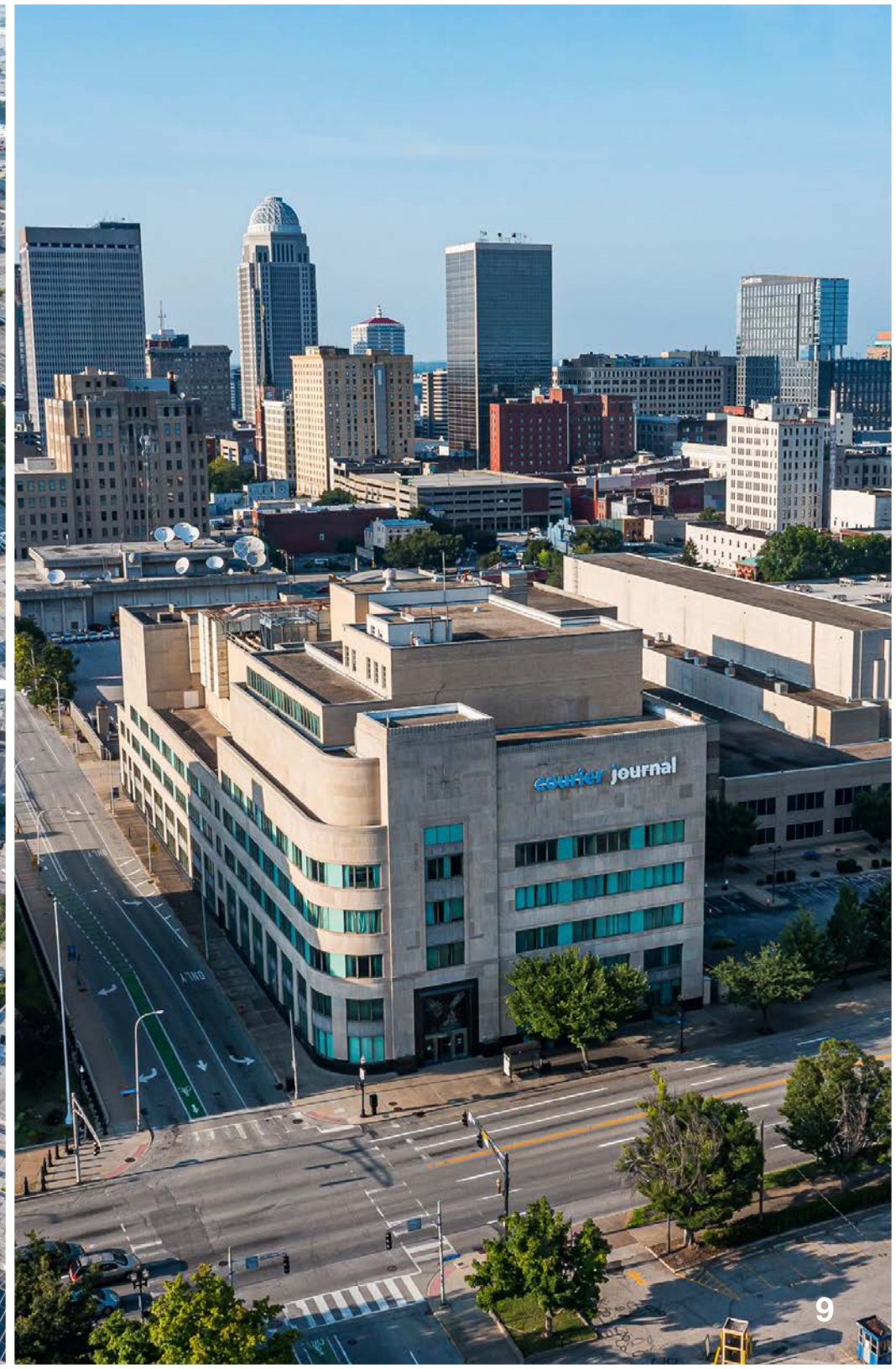


As of 2024 and 2025, **Kentucky has approved 121 film and television projects** through its state incentive program, representing a combined **\$357.4 million in gross production budgets**. These projects have qualified for a total of **\$125.1 million in tax credits**, highlighting Kentucky's growing appeal as a cost-effective and production-friendly destination for content creators.



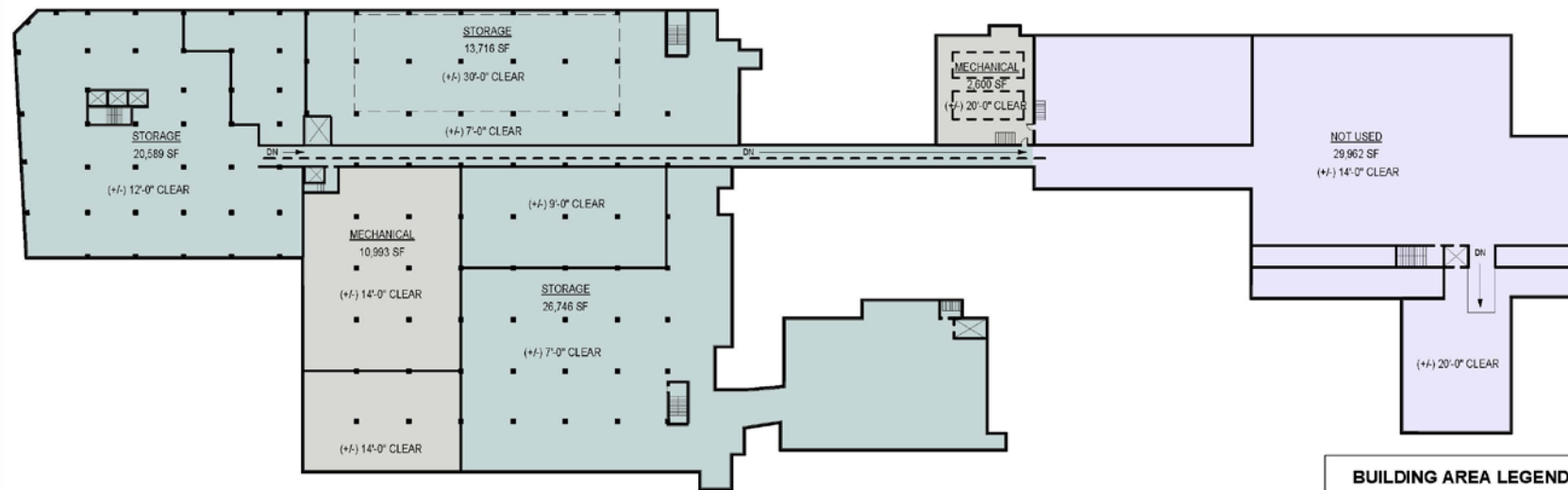
AERIAL





FLOOR PLAN

LOWER LEVEL



BUILDING AREA LEGEND

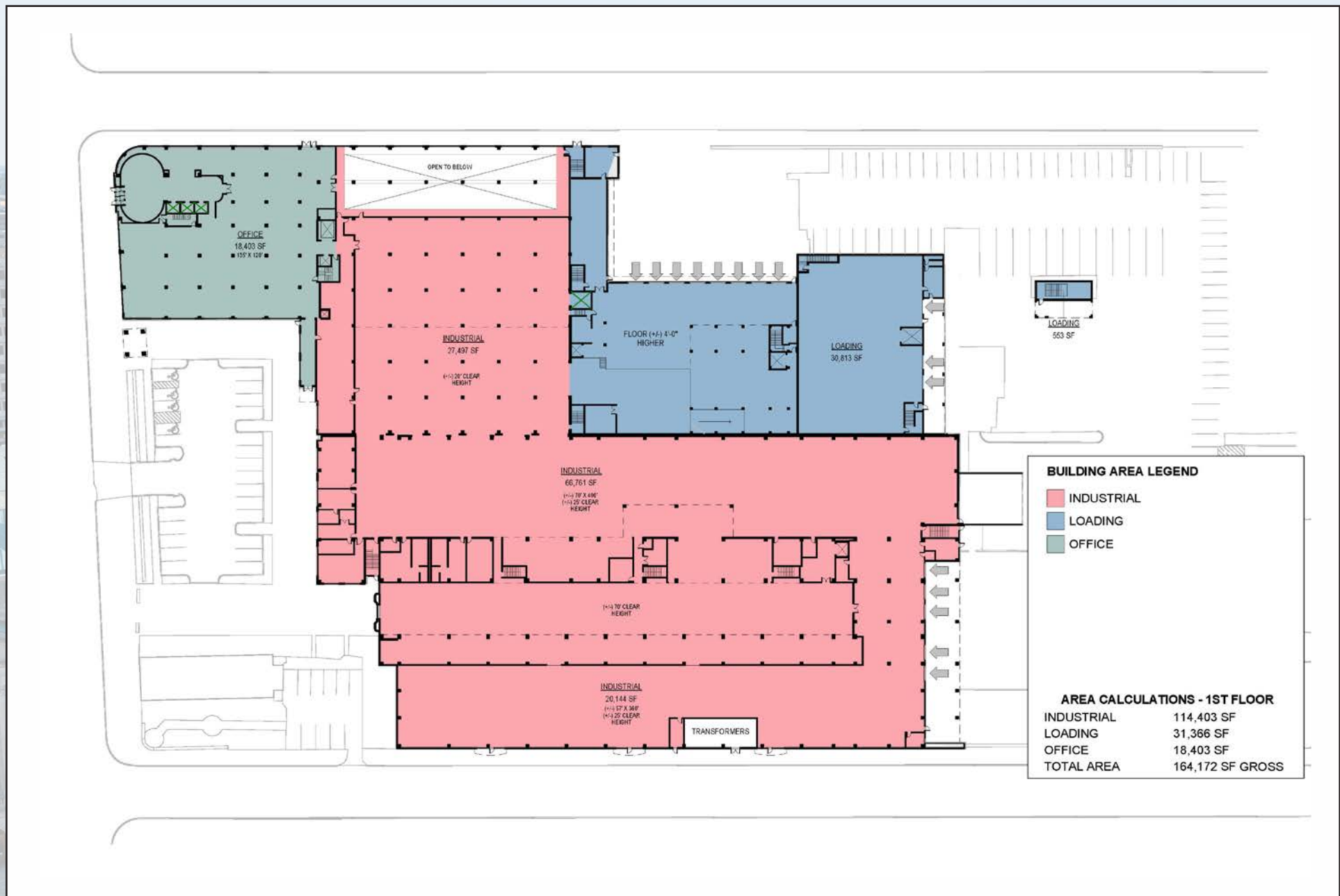
- MECHANICAL
- NOT USED
- STORAGE

AREA CALCULATIONS - LOWER LEVEL

MECHANICAL	13,593 SF
NOT USED	29,962 SF
STORAGE	61,050 SF
TOTAL AREA	104,606 SF GROSS

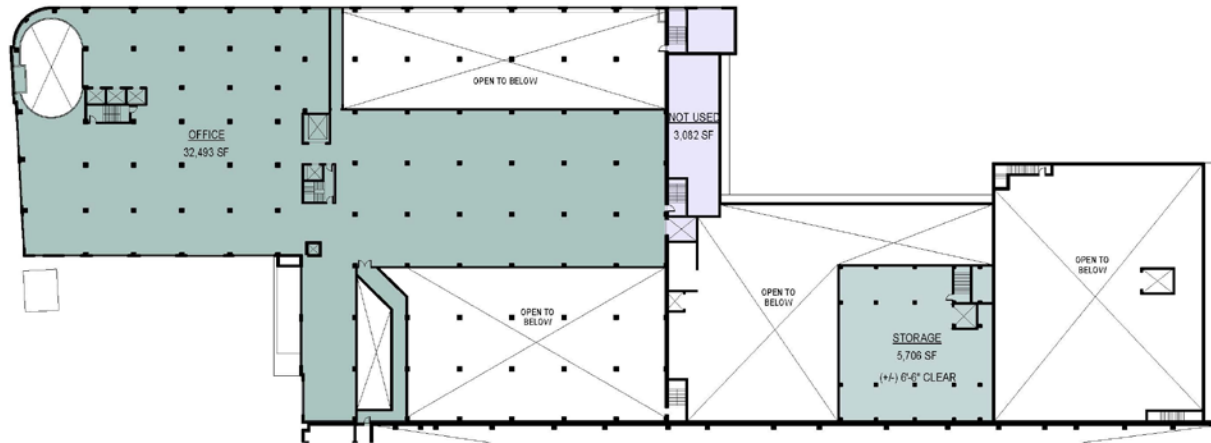
FLOOR PLAN

FIRST FLOOR



FLOOR PLAN

SECOND FLOOR



BUILDING AREA LEGEND

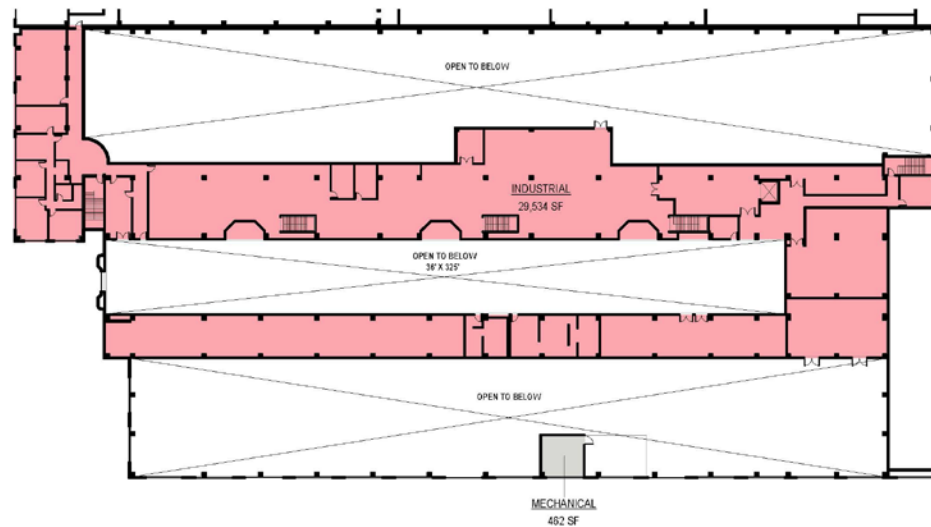
- NOT USED
- OFFICE
- STORAGE

AREA CALCULATIONS - 2ND FLOOR

NOT USED	3,082 SF
OFFICE	32,493 SF
STORAGE	5,706 SF
TOTAL AREA	41,281 SF GROSS

SECOND FLOOR - (F.F.E. = +12'-0")

SCALE: 1/32" = 1'-0"



BUILDING AREA LEGEND

- INDUSTRIAL
- MECHANICAL

AREA CALCULATIONS - 2ND FLOOR EXP

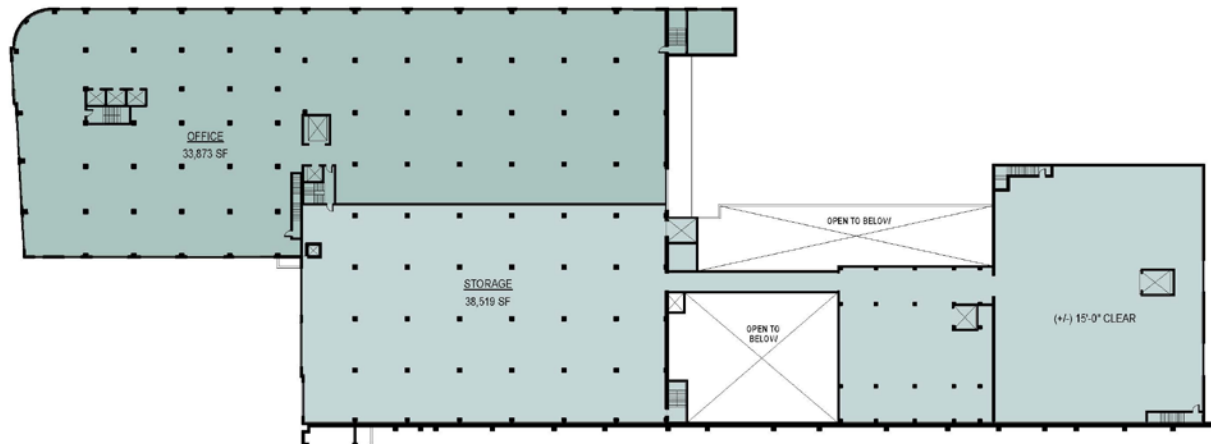
INDUSTRIAL	29,534 SF
MECHANICAL	462 SF
TOTAL AREA	29,997 SF GROSS

SECOND FLOOR EXPANSION - (F.F.E. = +15'-0")

SCALE: 1/32" = 1'-0"

FLOOR PLAN

THIRD FLOOR



BUILDING AREA LEGEND

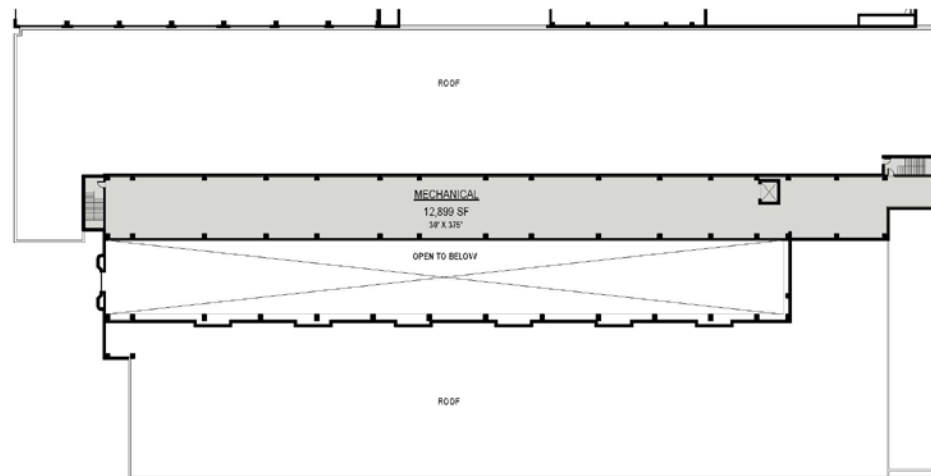
- OFFICE
- STORAGE

AREA CALCULATIONS - 3RD FLOOR

OFFICE	33,873 SF
STORAGE	38,519 SF
TOTAL AREA	72,392 SF GROSS

THIRD FLOOR - (F.F.E. = +24'-0")

SCALE: 1/32" = 1'-0"



BUILDING AREA LEGEND

- MECHANICAL

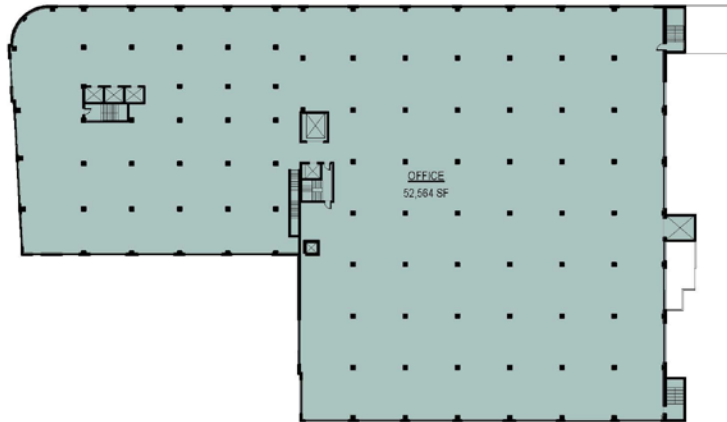
AREA CALCULATIONS - 3RD FLOOR EXP

MECHANICAL	12,899 SF
TOTAL AREA	12,899 SF GROSS

THIRD FLOOR EXPANSION - (F.F.E. = +30'-0")

FLOOR PLAN

FOURTH FLOOR



BUILDING AREA LEGEND

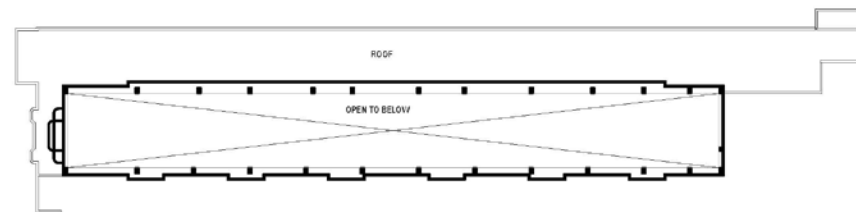
OFFICE

AREA CALCULATIONS - 4TH FLOOR

OFFICE	52,564 SF
TOTAL AREA	52,564 SF GROSS

FOURTH FLOOR - (F.F.E. = +36'-0")

SCALE: 1/32" = 1'-0"



FOURTH FLOOR EXPANSION - (F.F.E. = +45'-6")

SCALE: 1/32" = 1'-0"

FLOOR PLAN

FIFTH FLOOR



BUILDING AREA LEGEND

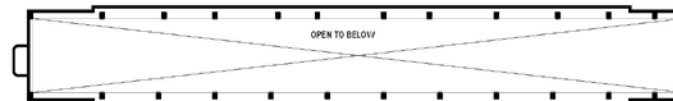
- MECHANICAL
- OFFICE
- SOLVENTS

AREA CALCULATIONS - 5TH FLOOR

MECHANICAL	6,614 SF
OFFICE	23,841 SF
SOLVENTS	13,582 SF
TOTAL AREA	44,037 SF GROSS

FIFTH FLOOR - (F.F.E. = +48'-0")

SCALE: 1/32" = 1'-0"



FIFTH FLOOR EXPANSION - (F.F.E. = +64'-2")

SCALE: 1/32" = 1'-0"

FLOOR PLAN

SIXTH FLOOR



BUILDING AREA LEGEND

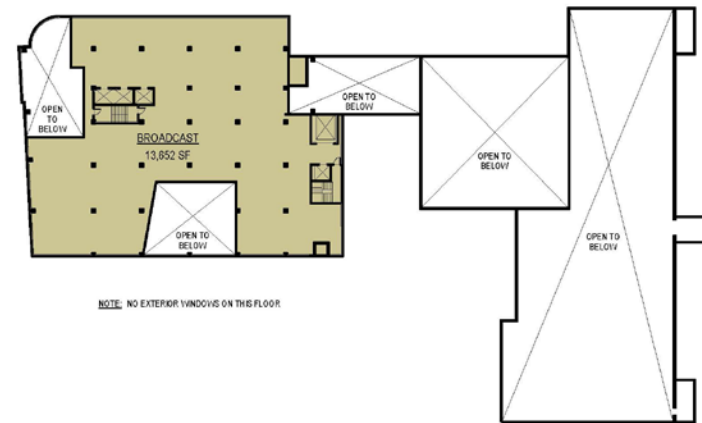
- BROADCAST
- MECHANICAL

AREA CALCULATIONS - 6TH FLOOR

BROADCAST	16,503 SF
MECHANICAL	7,093 SF
TOTAL AREA	23,596 SF GROSS

SIXTH FLOOR - (F.F.E. = +60'-0")

SCALE: 1/32" = 1'-0"



BUILDING AREA LEGEND

- BROADCAST

AREA CALCULATIONS - 6TH FLOOR MEZZ

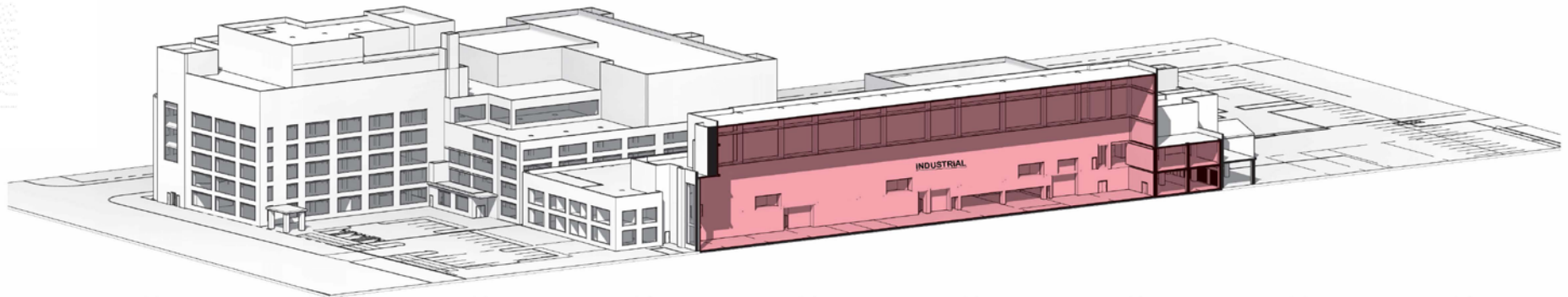
BROADCAST	13,652 SF
TOTAL AREA	13,652 SF GROSS

SIXTH FLOOR MEZZANINE - (F.F.E. = +70'-0")

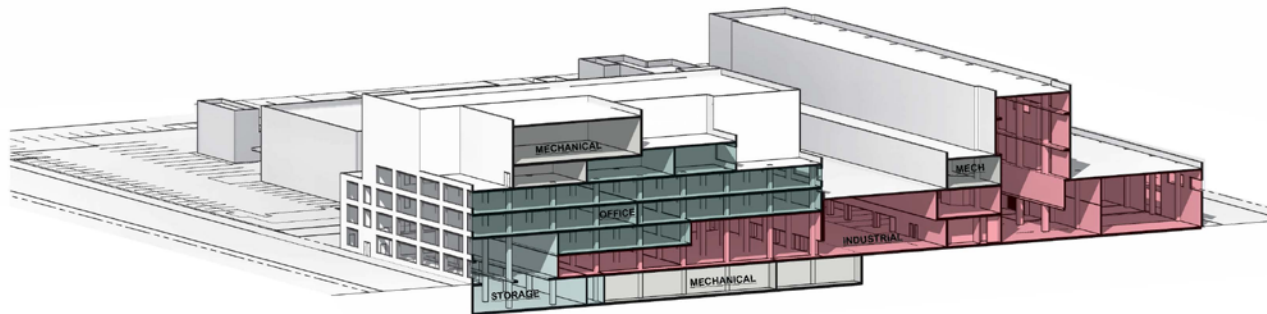
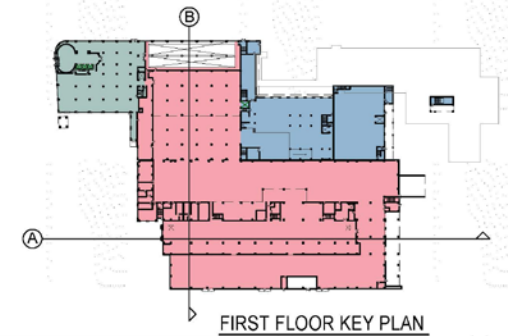
SCALE: 1/32" = 1'-0"

FLOOR PLAN

ISOMETRIC BUILDING SECTION



ISOMETRIC BUILDING SECTION - A



ISOMETRIC BUILDING SECTION - B



LOUISVILLE OVERVIEW

Beating the Competition

Louisville presents a compelling value proposition, supporting the success of your business in a dynamic urban environment. Recognized as a competitive, genuine, and global city, Louisville stands out as a hub for advanced manufacturing and logistics, notably housing UPS WorldPort. Additionally, it boasts the distinction of being one of only a few U.S. cities hosting all five major performing arts groups. As the birthplace of Muhammad Ali, Louisville exceeds expectations, making a significant impact. Since 2014, the city has witnessed over \$15 BILLION in investments, solidifying its reputation as a prime destination.



1.3M

Louisville Metropolitan
Population



45th

Largest US
Metropolitan



14th

Best City for College
Graduates



KEY METRO LOUISVILLE RANKINGS

1.3M

BOOMTOWN (BUSINESS GROWTH
AND CONSUMER DEMAND)

- Yelp, 2019

Top 10

BEST CITY FOR
COLLEGE GRADS

- SmartAsset, 2021

Top 3

WORKER CONFIDENCE
IN U.S. METROS

- LinkedIn, Q1 2022

#1

IN OHIO RIVER CORRIDOR FOR
DEVELOPMENT

- Site Selection, 2020

METRO LOUISVILLE TOP EMPLOYERS



21,233
employees



14,476
employees



12,600
employees



12,247
employees



12,000
employees



6,933
employees



6,500
employees



6,226
employees



BAPTIST HEALTH®

6,159
employees



6,000
employees

CENTRAL LOCATION

DISTANCE TO MAJOR REGIONAL U.S. CITIES

CINCINNATI	110 mi.
INDIANAPOLIS	125 mi.
NASHVILLE	168 mi.
COLUMBUS	217 mi.
ST. LOUIS	273 mi.
CHICAGO	307 mi.
DETROIT	312 mi.
MEMPHIS	379 mi.
ATLANTA	384 mi.
PITTSBURGH	399 mi.

MAJOR CARGO HUB

UPS WORLDPORT

Worldport is a technological marvel – the largest automated package handling facility in the world, and the center point of UPS's worldwide air network. More than **300 flights arrive and depart daily**, and the hub processes roughly **two million packages per day**, increasing to more than four million during the peak holiday period.

Louisville's UPS Worldport is the **2nd busiest** cargo hub in the US, with **5.7 billion pounds** of cargo annually.



45th

Largest MSA in US at
1,285,439 People

\$102K

Average Income
in South East
Submarket - \$101,665

3.2%

Unemployment rate
in Louisville, lower
than U.S. average

92%

Of population within
12-mile radius has
Diploma or higher

LOUISVILLE AIRPORT EXPANSION



LOUISVILLE
MUHAMMAD ALI
INTERNATIONAL AIRPORT

ACCESSIBILITY

Louisville is served by Louisville Muhammad Ali International Airport (SDF), which offers non-stop service to over 38 destinations within North America. SDF posted a record year in 2023, accommodating more than 4.6 million passengers. The airport is underway on a nearly \$500 million expansion that will add new jet bridges, walkways, ticket counters, and baggage claim sections. The project will expand the airport's non-stop offerings and significantly improve the passenger experience.

The airport is also notably one of the world's busiest cargo airports, ranking second in the U.S. and fourth globally in total cargo processed, respectively. The airport's status as a major logistics hub is driven by UPS, which operates its more than 5.2 MSF UPS Worldport processing facility on-site. The hub processes more than two million packages and serves more than 300 inbound and outbound flights daily.

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