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## Stores proposed near Jefferson Mall

Plan for farmland could change

By **Bill Pike**

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The Courier-Journal

A development company wants to build a shopping center nearly half the size of Jefferson Mall on farmland immediately east of the mall, where corn and soybeans were grown until a few years ago.

The Jefferson Development Group, led by Kevin Cogan, recently filed preliminary plans with Louisville Metro Planning & Design for a center of about 449,300 square feet on 27 acres at 5101 Outer Loop.

However, the plans could change. "The plans are still conceptual," said Glenn Price, a lawyer representing the development company.



By Steve Durbin, The Courier-Journal

As it now stands, the proposal includes five anchor stores with 20,900 to 137,000 square feet each. The anchors would include two department stores, a sporting goods store, bookstore and an unspecified store.

The proposal also calls for 27 small stores, seven restaurants and a coffee shop.

The center, as yet unnamed, would have 1,716 parking spaces and two access points on Outer Loop, with a third connecting with Jefferson Mall.

Price said it's far too soon to name any prospective tenants. He said residents who discussed the project at a meeting last week said they hoped it would include Dick's Sporting Goods, Olive Garden Italian Restaurant, Bass Pro Shop, Barnes & Noble Booksellers and Quizno's sandwiches.

A report on the proposal prepared by the Planning & Design staff noted that an Outer Loop study completed in 1987 by planning officials called for residential development on the site.

Price said it's "not likely" that the project would include residences because Outer Loop traffic is too heavy. He said the increase in traffic and other factors have changed the area in 20 years, negating some of the study's conclusions.

Virginia Randall, whose home on Buena Vista Court borders the development site, said the area doesn't need more stores or restaurants. Randall especially hopes the project won't include apartments because, she said, "apartments can become slums."

The site was farmed until two or three years ago, Randall said. A group led by Cogan and associated with Jefferson Development bought the old farm from LaVerne Wallis last year.

Jefferson Development will conduct a study to determine how the project would affect Outer Loop traffic between Preston Highway and Shepherdsville Road. The proposal could change, depending on the findings, Price said.

Jefferson Mall, owned by CBL & Associates Properties of Chattanooga, Tenn., has more than 125 stores and more than 900,000 square feet. CBL spokeswoman Katie Reinsmidt declined to discuss Jefferson Development's plans, saying the company doesn't comment on competition.

Jefferson Development wants the site rezoned from single-family residential to commercial. It also wants the site's form district changed from neighborhood to regional center, which would permit large-scale commercial development.

The proposed changes would require a public hearing before the Louisville Metro Planning Commission and the approval of the Louisville Metro Council.

Jefferson Development has projects in Bowling Green and Georgetown, Ky., and in Florida, Georgia and Ohio.

Its local projects include New Cut Commerce Park on New Cut Road south of the Snyder Freeway, and Villages of Audubon, a commercial center on Poplar Level Road at Hess Lane.

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