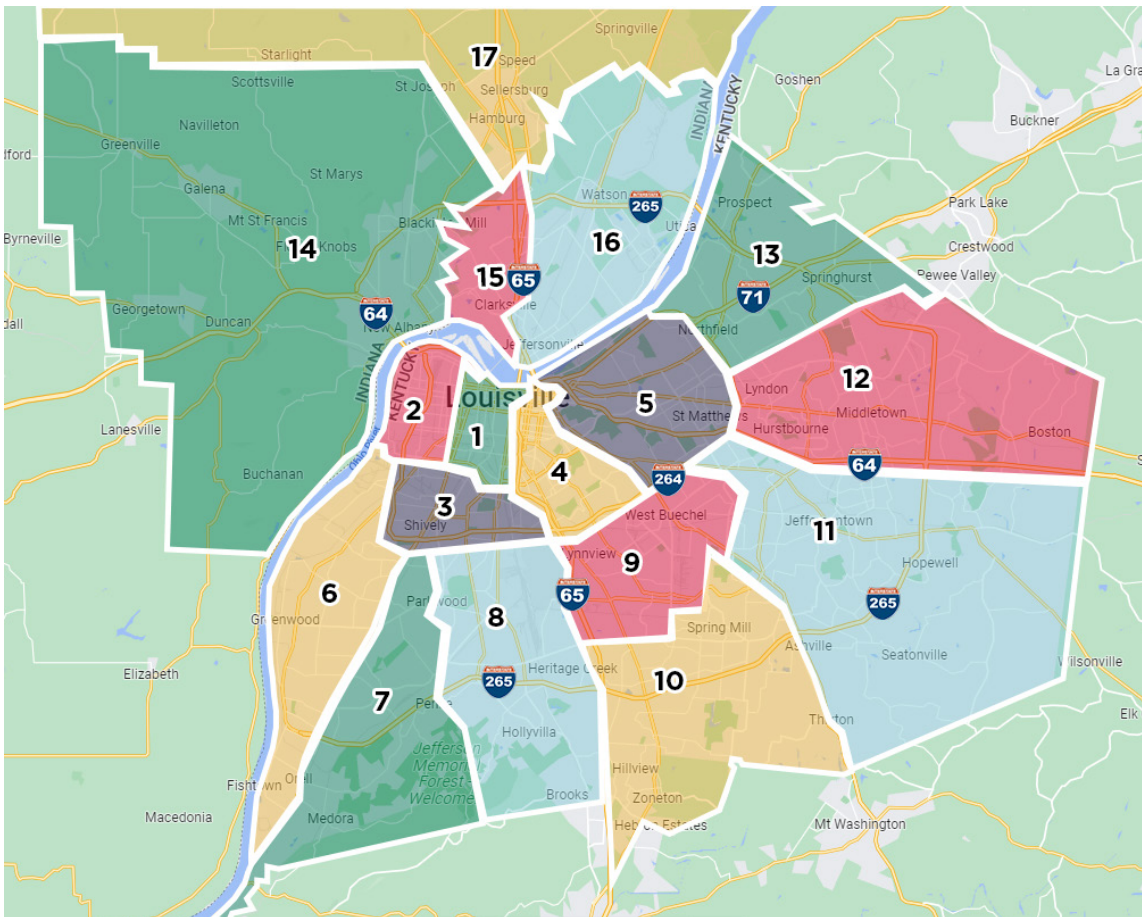


# MARKET INSIGHT

LOUISVILLE, KENTUCKY MULTIFAMILY REPORT | FIRST QUARTER 2025



The Cushman & Wakefield | Commercial Kentucky Multifamily Research & Sales Team provides in-depth coverage of the Louisville Metropolitan Statistical Area. In addition to analyzing multifamily rent and sale trends, these reports examine employment data, key economic announcements, and development pipeline news.



## IN THIS EDITION

- ▶ AREA 1: Central/Downtown
- ▶ AREA 2: Parkland/Shawnee
- ▶ AREA 3: Shively
- ▶ AREA 4: East/Downtown
- ▶ AREA 5: Crescent Hill/St. Matthews
- ▶ AREA 6: Pleasure Ridge Park
- ▶ AREA 7: South Louisville
- ▶ AREA 8: Beechmont/Fairdale
- ▶ AREA 9: Newburg/Buechel
- ▶ AREA 10: Okolona/Hillview
- ▶ AREA 11: Jeffersontown
- ▶ AREA 12: Douglas Hills/Lyndon
- ▶ AREA 13: Springhurst/Glenview
- ▶ AREA 14: New Albany, IN
- ▶ AREA 15: Clarksville, IN
- ▶ AREA 16: Jeffersonville, IN
- ▶ AREA 17: Charlestown/Sellersburg, IN



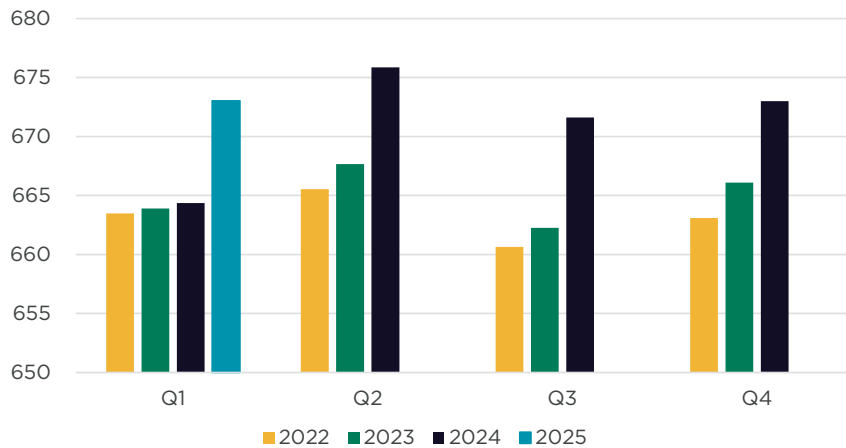
# LOUISVILLE METRO AREA

## EMPLOYMENT & UNEMPLOYMENT TRENDS

As of the end of September 2024, unemployment rates in the Louisville area increased from 4.4% at the end of the third quarter of 2024 to 4.6% at the end of March 2025. **Louisville was named no. 5 in rent growth by Apartment.com and no. 7 Best City to Move to in 2024 by Forbes Magazine.**

## LOUISVILLE JOB GROWTH TRENDS

EMPLOYMENT IN THOUSANDS



Source: Bureau of Labor Statistics

## JOB GROWTH & UNEMPLOYMENT RATE

**1.3%**  
% YOY  
Q1 unemployment increased by 1,411 jobs.

**+10**  
BPS YOY  
Q1 unemployment increased to 4.6%.

## ECONOMIC EXPANSION

The following are select announcements from first quarter 2025:

- ✓ **Western Hospitality Partners** has proposed a \$6 billion data center project for Oldham County. The project is expected to create 150 on-site jobs with an estimated economic impact of \$4 billion.
- ✓ **Aegis Sortation**, a Kentucky-based company aimed at manufacturing and providing sortation and automation solutions, has invested \$16M to expand its Louisville operations. The project is expected to add 80 new jobs.
- ✓ **Shinsung**, a manufacturing facility that focuses on producing componenets for energy storage system (ESS) containers, has announced plans to invest \$53.3M in a new manufacturing facility in Simpson County, creating 100 new jobs for the area.
- ✓ **Mizkan America**, a producer of pasta sauces and vinegars such as Ragu, broke ground in March on a \$156M expansion project located in Owensboro. The expansion includes adding 320,000 sf of space and creating 44 new jobs.
- ✓ **Cornbread Hemp**, a producer of full-spectrum organic hemp products, plans to expand its Louisville operation with a \$1M investment, creating 50 new local jobs and bringing it's total employment to over 100 Kentuckians.

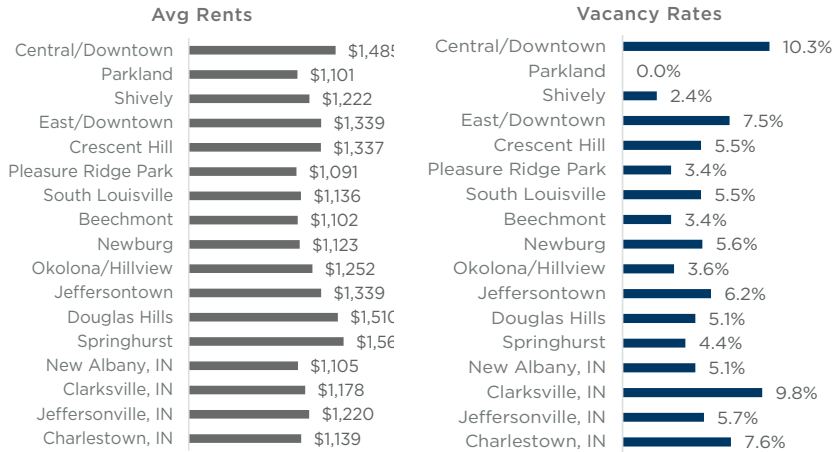
	Q3 2023	Q1 2024	Q3 2024	Q1 2025
<b>EMPLOYMENT (Bps Change)</b>	+30 bps	+80 bps	-10 bps	20 bps
<b>UNEMPLOYMENT RATE (%)</b>	3.7%	4.5%	4.4%	4.6%

Source: Bureau of Labor Statistics



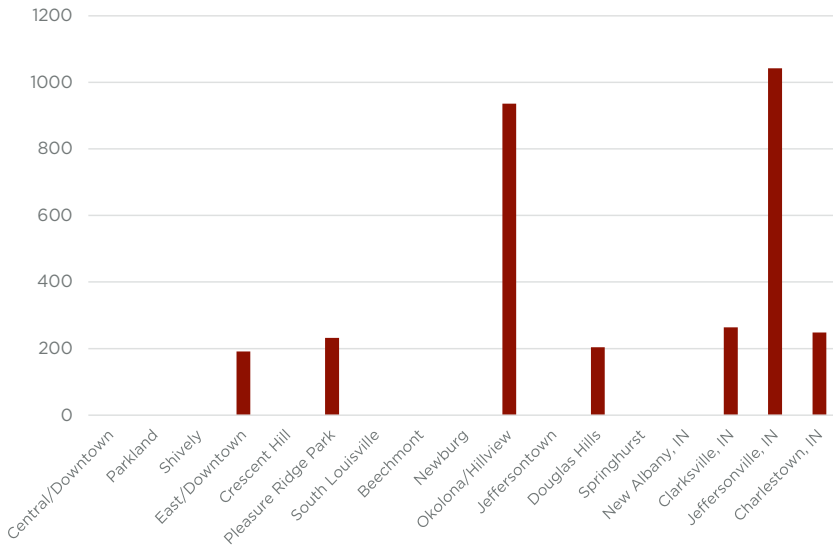
**SUBMARKET OVERVIEW**

RENTS & VACANCY BY SUBMARKET



Source: Yardi Matrix

UNDER CONSTRUCTION BY SUBMARKET



Source: Yardi Matrix, Cushman & Wakefield | Commercial Kentucky Research  
Note: Submarkets are defined by Yardi Matrix Research

**DEVELOPMENT / INVENTORY**

In the last 12 months, 2,341 units were completed, and 3,117 units are currently under construction throughout the Metro area. A significant portion of under construction developments are located in Okolona and Jeffersonville, Indiana at 936 units and 1,042 units, respectively. There are over 4,044 units planned in the Louisville Metro area, with the majority of those concentrated in the Okolona submarket at 1,390 units. Springhurst follows closely behind with 520 units planned.

**DEMOGRAPHIC FUNDAMENTALS**

From 2019 to 2024, the metro is projected to add 17,200 households, of which approximately 5,600 will be renters.

**POPULATION**



2000:	1,121,242
2010:	1,235,712
2016:	1,308,447
2023:	1,364,742

**PERCENT RENTER HOUSEHOLDS**



2000:	28.8%
2010:	32.1%
2016:	33.0%
2023:	30.3%

**MEDIAN HOUSEHOLD INCOME**



2000:	\$40,928
2010:	\$47,555
2016:	\$57,685
2023:	\$68,921

**MULTIFAMILY FORECAST**

The following are Cushman & Wakefield's projections over the near term:



**RENTS**



**VACANCY**



**PIPELINE % GROWTH**

Forecast is 12-month outlook



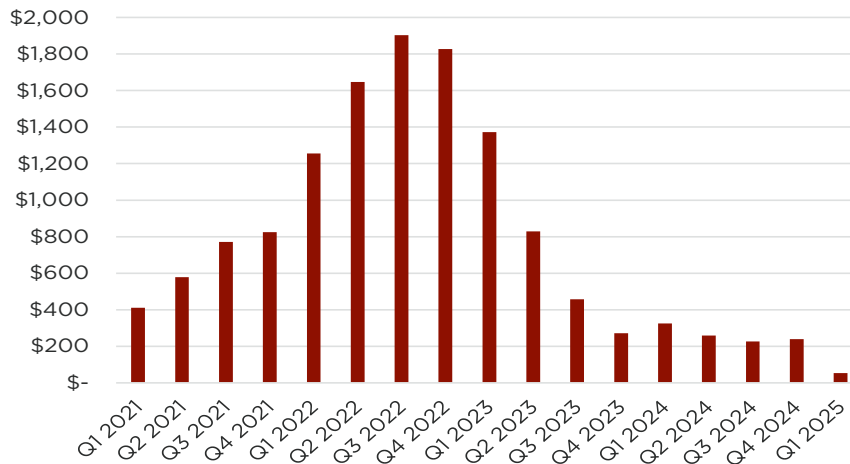
## INVESTMENT ACTIVITY

Multifamily investment activity reported a large increase in Q4 2024 with 1,981 units sold, ending the year with a total of 4,168 units sold, however, Q1 2025 has seen a slow start with 320 units sold so far.

The 10 Year Treasury Note rate has been on a slow decline, ending the first quarter at around 4.23% compared to 4.63% at the end of the third quarter. Even so, overall higher rates and interest expenses along with economic uncertainty have kept apartment sales in Louisville low. We continue to expect a slow sales environment for properties needing new debt while properties with assumable debt will generate explosive demand from buyers.



**Historical Sales Volume (in millions)**



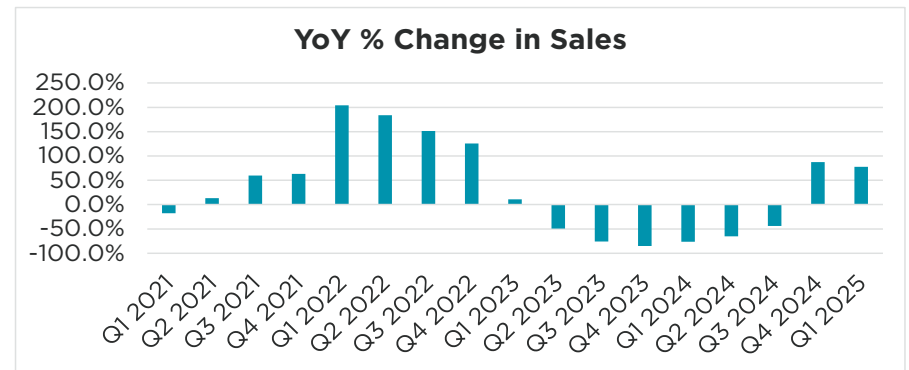
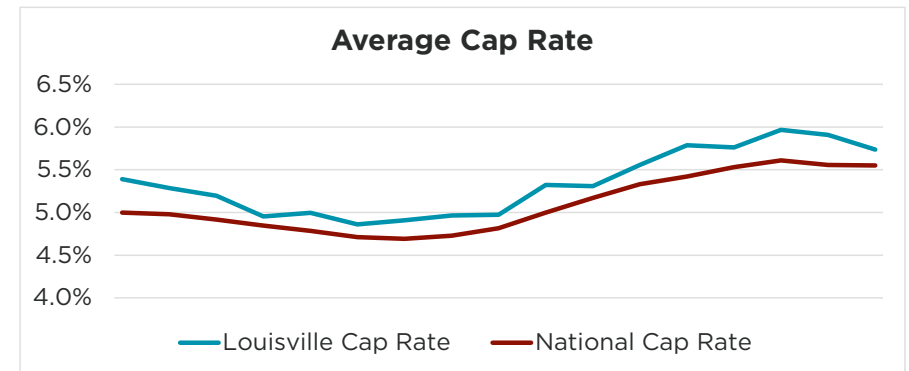
Source: Real Capital Analytics

## NOTABLE SALES

**Class B** - Denton Floyd sold **Lakeside Gardens** (360 units) to S&S Properties for \$186k per unit. The property is located in Southern Indiana.

**Class B** - Cushman & Wakefield sold **Blankenbaker Crossing** (236 units) to Morgan Properties for \$165k per unit. The property is located in the East submarket off of Blankenbaker Parkway.

## CAP RATES & TRANSACTION VOLUME



Source: Real Capital Analytics



## **SELECT MULTIFAMILY LOUISVILLE MARKET NEWS**

- Mayor Greenberg announced a proposed development on the city-owned parking lot next to **Louisville Slugger Field**. The development is proposed to include 280 apartment units, a 10-story hotel with 170 rooms and restaurant, 47,000 sf of office space, 22,000 sf of first-floor retail space, and a 520-spot parking garage set to accommodate the stadium as well as the development.
- **The Oxbow**, a four-story mixed-unit development by **The Wheatley Group** and **Denton Floyd Real Estate Group**, is under construction as of March. The New Albany complex is expected to have 43 luxury apartment units and 6,000 sf of ground floor commercial and office space for lease.
- A former schoolhouse in the highlands, **William R. Belknap School**, has undergone a re-development process into a 25-unit apartment complex. The collaboration between **Wilkinson Builders** and **Work Architecture + Design** have been working on the project for the past 18 months with residents expecting to start moving in in the second quarter.
- **Denton Floyd Real Estate** has completed construction on its **Arbor Place** complex located in Jeffersonville, Indiana. Residents reportedly began moving in last summer. The complex contains 256 units and showcases luxury amenities such as a heated pool, club house, fitness center, electric vehicle charging station, pet, spa, and dog park. It also includes 6,000 sf of ground floor commercial and office space.
- **Knobs Landing**, a proposed mixed-use development project in Southern Indiana, has been approved by the Floyd County Commissioners to move forward. The complex, developed by **Thieneman Group**, is expected to include around 125 units, more than 7,700 sf of first floor commercial space, and a standalone bank with a drive-thru.
- **Butchertown** in downtown Louisville looks to be getting a new luxury apartment development. **Butchertown Apartments**, a proposed 200 unit mixed-development by **LDG Development** and **Denton Floyd Real Estate Group**, will be located directly east of Lynn Family stadium.

## About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2024, the firm reported revenue of \$9.4 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), sustainability and more. For additional information, visit [www.cushmanwakefield.com](http://www.cushmanwakefield.com).



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