



**RAINBOW BLOSSOM NATURAL
FOODS - HIGHLANDS MARKET
LOUISVILLE, KENTUCKY**

Project emphasized access by pedestrian traffic and customers utilizing public transportation or bicycles

Over **50%** of the value of construction materials and products came from regional manufacturers

First **Retail** LEED certification in Kentucky

LEED® Facts

**Rainbow Blossom Natural Foods
Louisville, Kentucky**

LEED for Commercial Interior
Certification awarded April 7, 2010

Certified 22 points*

Sustainable Sites	4/7
Water Efficiency	2/2
Energy & Atmosphere	1/14
Materials & Resources	6/14
Indoor Environmental Quality	6/17
Innovation & Design	3/5

*Out of a possible 59 points

The information provided is based on that stated in the LEED® project certification submittals. USGBC and Chapters do not warrant or represent the accuracy of this information. Each building's actual performance is based on its unique design, construction, operation, and maintenance. Energy efficiency and sustainable results will vary.

RAINBOW BLOSSOM NATURAL FOODS - HIGHLANDS MARKET

Providing Specialty Foods and Vitamins in an Underserved Market

PROJECT BACKGROUND

Rainbow Blossom has chosen to locate its market in the Gardiner Lane shopping center at 3042 Bardstown Road where a Natural Foods store was previously located. Since the closing of this outlet, the neighborhood has been underserved, and the demand has continued to grow. The natural and organic products industry is one of the fastest growing sectors in the food market. With booming specialty categories like gluten-free, raw, and local, Rainbow Blossom will be able to serve an area of town that has previously not had such options. Rainbow Blossom also specializes in vitamins and supplement sales, and there is not a nearby outlet to purchase such goods.

STRATEGIES AND RESULTS

The primary strategy was to focus on the store's location, which included the following sustainable strategies:

1. Tap into existing infrastructure and create an efficient use of existing retail space. We utilized all major existing building utilities as well as used an existing parking lot. This also allowed us to avoid the waste and resources associated with new construction. According to the U.S. Green Building Council, construction and demolition wastes constitute approximately 40% of the total solid waste stream in the United States.
2. Connection to public transit. The site for Rainbow Blossom was selected in part due to its location on Bardstown Road, a major access corridor which includes several bus lines. The bus stop immediately in front of the storefront is easily accessible for those taking public transportation. Bike racks are also provided on site for customers and employees.
3. Contribute to a pedestrian oriented context. The Rainbow Blossom store in Gardiner Lane is located in an established neighborhood built in the late 50's and 60's. The specific location is within a half mile of an R-7, Multifamily Residential zone, which requires a density of 34 units per acre. This is part of a network of dense development with several services and shops which make up a friendly and accessible pedestrian context.

ABOUT RAINBOW BLOSSOM NATURAL FOODS

Founded in 1977 by Rob and Pumpkin Auerbach, Rainbow Blossom Natural Food Markets has been a regional leader in the natural and organic food movement. With 90 employees and five locations, Rainbow Blossom has strong connections to its community roots.

In 2003, big box competitors moved into town, and daughter Summer Auerbach took over the operations of Rainbow Blossom. Since then, Rainbow Blossom learned to effectively compete, and carved out a niche as a community focused neighborhood market.

“We have always been a proponent of the sustainability movement, and Rainbow Blossom recognized that convenient neighborhood markets are a model that works for us, reduces travel, and encourages people to shop in their own neighborhoods.”

Summer Auerbach, *Operations*



Architect: One World Architecture
Interior Design: Goodall Gallery
Commissioning Agent: Kerr-Greulich Engineers
MEP Engineer: Middletown Engineering
Project Size: 7395 sf

Photographs Courtesy of: One World Architecture

ABOUT KENTUCKY USGBC

Our goal is to improve the health and welfare of all Kentucky citizens through a sustainable and responsible built environment. Through education and awareness we encourage the use of sustainable practices that provide our residents with a healthy environment in which to live, work and learn.



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