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BUSINESS FIRST

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Lawren Just working on second Persimmon Ridge development

Business First of Louisville - by [Sarah Jeffords](#) Business First Staff Writer

Developer Lawren Just has changed the landscape of western Shelby County with her 765-acre Persimmon Ridge Golf Course and residential community.

Now, she has a second development in the works called the Overlook at Persimmon Ridge, which is set on a former sod farm adjacent to the original Persimmon Ridge property. The 130-acre site lies near the intersection of Aiken Road and Ash Avenue, about 3.5 miles from the Gene Snyder Freeway and Old Henry Road interchange.

Plans call for 25 home sites, priced from \$274,000 to \$313,000, that will be sold to home builders or individuals.

Site work is nearly complete, with utilities and roads installed. The next step is the landscaping around the entrances on Aiken Road and Ash Avenue, Just said.

Protecting her interests

Just is the sole owner and president of **Persimmon Ridge Golf Course Inc.**, which has developed an 18-hole golf course, a clubhouse and recreational facilities, and 328 home sites. She also holds that title for **Persimmon Tree Realty Inc.**, a sister company that markets the homes in the Persimmon Ridge.

The Overlook at Persimmon Ridge is being developed under the Persimmon Tree Realty umbrella, Just said. She added that the site is not part of the initial plan for Persimmon Ridge, but she bought the land for \$2.6 million from Don Jackson last May as a way to protect her Persimmon Ridge community.

She said another developer had considered buying the land for a 400-lot development, and Just did not want that type of project to greet visitors as they approached Persimmon Ridge.

In addition, she knew that much of the natural landscape and wooded areas would be lost with such a high-density development. So she moved to buy the land herself and develop it in a way that would preserve the natural features of the land and complement her existing property.



Lawren Just

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Sites offer variety

And because of her previous experience with Persimmon Ridge, Just recognized there is a demand for large estate tracts that Overlook at Persimmon Ridge offers.

Her initial development offered a few estate tracts that sold fairly quickly, she said, and she believes that success can be replicated in this new project.

Just said one lot in the Overlook at Persimmon Ridge already has sold, and she is meeting with home builders who were involved in her first Persimmon Ridge development to see whether they are interested in any of the remaining 24 lots.

Part of the appeal is the variety the site offers, such as lots with golf course views, lots that are primarily wooded and lots with open green space.

Plus, five-acre tracts in the Greater Louisville area can be hard to come by these days, Just said, adding that there is a demand for these larger lots.

In particular, such lots provide an alternative for many area horse owners who board their horses elsewhere because they do not have enough land to keep them on site.

Demand seen for large lots

Wesley Kiser, a Realtor with Shelbyville real estate firm Coldwell Banker Rogers, agreed that this lot size is popular with equestrian lovers.

She said she recently sold the last two lots in Fairlight Estates, a Shelby County development that consists of 11 home sites, each of which are five acres. Although the Fairlight Estates was not designed as an equestrian community, many of the homeowners have built barns for their horses and board them on their property.

Other Shelby County developments with estate tracts have been well-received, Kiser said. Plus, she continues to field inquiries from home buyers interested in neighborhoods similar to Fairlight Estates, so she expects the Overlook at Persimmon Ridge to fare well in the marketplace as well.

"I think it will be a big hit," Kiser said.

Overlook at Persimmon Ridge

Description: A Shelby County development that consists of 25 single-family home sites

Developer: Persimmon Tree Realty Inc.

Project cost: About \$3.6 million, including land acquisition and site work

Amenities: Property owners will have access to the 18,000-square-foot Persimmon Ridge clubhouse, swimming pools, tennis courts, basketball courts and playground

Phone number: 241-0456

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