INTRODUCTION
WHO WE ARE

• Planning
• Urban Design
• Landscape Architecture

MKSK
www.mkskstudios.com

DEVELOPMENT STRATEGIES
www.development-strategies.com

• Market Analysis
• Real Estate Advisory Services
• Economic Development
MAJOR PLAN COMPONENTS

DOWNTOWN HOUSING

BUSINESS DEVELOPMENT

URBAN FORM AND CONNECTIVITY
PUBLIC INVOLVEMENT

- Steering Committee
- Stakeholder Interviews
- Public Open Houses / Workshops
- MindMixer
- Public Adoption Process
COLLABORATION

- VisionLouisville
- ULI Rose Fellowship
- Sustainability/NULU
- Urban Design Studio - Capstone
- Various city and private planning efforts
SCHEDULE

**JANUARY**
- Steering Committee Meeting #1: Project Kick-off
- Stakeholder Interviews

**FEBRUARY**
- Stakeholder Interviews Continued
- Public Meeting #1: Vision and Input

**MARCH**
- Steering Committee Meeting #2: Input, Analysis, Assessment, Initial Concepts
SCHEDULE

APRIL
- Steering Committee Meeting #4: Preferred Strategies, Policies, Concepts
- Board Meeting: Preferred Strategies, Policies, Concepts

MAY
- Public Meeting #2: Preferred Strategies, Policies, Concepts

JULY
- Steering Committee #5: Draft Plan Review
SCHEDULE

AUGUST
Public Meeting #3: Draft Plan Review

SEPTEMBER
Steering Committee #6: Final Plan Review

OCTOBER
Board Meeting #2: Final Plan Review
I. Reinforce Downtown as the unique cultural, business, entertainment, retail, and civic center of the region.

II. Create a 24-hour downtown.

III. Transform Downtown from a “collection of destinations” into one unique “Destination.”

IV. Create active, vibrant, safe and livable public spaces

V. Create an interconnected network of streets, transit and public open spaces

VI. Enhance Downtown’s attractiveness as a place of investment

VII. Build on existing strengths with new initiatives and development

VIII. Integrate Downtown seamlessly with its adjacent neighborhoods, the City, and the region

IX. Forge public/private partnerships to coordinate high priority initiatives and oversee plan implementation

TEN PRINCIPLES OF 2002 PLAN
GOALS

• Build off the 2002 Plan
• Develop an action-oriented strategic plan to guide the future development of downtown
• Identify catalytic projects and investments that spur economic development
• Develop robust implementation and phasing strategy
DOWNTOWN ASSETS
DOWNTOWN ASSETS
1. Louisville, Kentucky

Could it be that the new Popeyes, lively, offbeat cultural mecca Market District or NuLu, features antique shops and the city's you'll find a hipster strip of sl 'Weird' stickers. Bourbon runs Bourbon Trail, with bourbon bars including some in and around the old names in bourbon and witness the 'greatest two minutes in sports'.

The coolest hotel in town is a scissor chandeliers and loft-
STUDY AREA
ECONOMIC IMPACT OF DOWNTOWN

$162 million

Income taxes generated by downtown
ECONOMIC IMPACT OF DOWNTOWN

$62.3 million

TO CITY, COUNTY, SCHOOLS & TARC BUDGETS
DOWNTOWN AN ECONOMIC ENGINE

TOTAL NUMBER OF DOWNTOWN LOUISVILLE JOBS

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>60604</td>
</tr>
<tr>
<td>2003</td>
<td>60879</td>
</tr>
<tr>
<td>2004</td>
<td>63106</td>
</tr>
<tr>
<td>2005</td>
<td>62038</td>
</tr>
<tr>
<td>2006</td>
<td>65550</td>
</tr>
<tr>
<td>2007</td>
<td>66024</td>
</tr>
<tr>
<td>2008</td>
<td>68153</td>
</tr>
<tr>
<td>2009</td>
<td>68030</td>
</tr>
<tr>
<td>2010</td>
<td>64233</td>
</tr>
</tbody>
</table>

11% OF THE REGION’S JOBS ARE DOWNTOWN
EMPLOYMENT HUBS

- MEDICAL DISTRICT
- CENTRAL BUSINESS DISTRICT
MARKET RATE HOUSING – pre and post 2000
DOWNTOWN POPULATION

DOWNTOWN LOUISVILLE RESIDENT POPULATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>3,131</td>
</tr>
<tr>
<td>1980</td>
<td>3,218</td>
</tr>
<tr>
<td>1990</td>
<td>3,369</td>
</tr>
<tr>
<td>2000</td>
<td>3,154</td>
</tr>
<tr>
<td>2010</td>
<td>4,357</td>
</tr>
<tr>
<td>2011</td>
<td>4,564</td>
</tr>
</tbody>
</table>

31% GROWTH IN DOWNTOWN POPULATION SINCE 2000
INITIAL MARKET ANALYSIS
INTRO: DOWNTOWN HOUSING AND BUSINESS DEVELOPMENT

Downtown Housing:
- Urban Form
- Quality of Life
- Lifestyle
- Walkability
- Mixed of Uses
- Placemaking
- Livability
- Millennial Generation

Business Development:
- Urban Form
- Quality of Life
- Lifestyle
- Walkability
- Mixed of Uses
- Placemaking
- Livability
- Millennial Generation
**MARKET ANALYSIS: CONSUMER GROUP**

**Urban Professionals**
- Close to work
- Trendiness
- Safety
- Cleanliness
- Schools

**Families Preferring Walkable Communities**
- Schools
- Safety
- Cleanliness

**Empty Nesters**
- Safety
- Services

**Young Professionals, Hipsters, Urban Pioneers**
- Authenticity
- Trendiness
- Design
- History
- Irony
## MARKET ANALYSIS: THE DEMOGRAPHIC SHIFT

Demographics are Changing

- **More Seniors**
- **More Singles**
- **Smaller Families**

Demand will increase for smaller homes

### Households without children

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>52%</td>
</tr>
<tr>
<td>2025</td>
<td>72%</td>
</tr>
</tbody>
</table>

### Americans Turning 65 Each Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>1.5M</td>
</tr>
<tr>
<td>2025</td>
<td>4.3M</td>
</tr>
</tbody>
</table>

MARKET STRATEGY: THE DEMOGRAPHIC SHIFT

Housing Preferences are Changing

- More Segmented
- Greater Mix of Uses*
- One-third of suburbanites would prefer to live somewhere walkable**
- 80 million Millennials: 88% want to be in an urban setting***

** SMARTRAQ 2007
*** No McMansions for Millennials, WSI, January 13, 2011
Housing Units Added To Downtowns Since 2000

Sources: Downtown Organizations, Development Strategies, January 2013

- **Owner Occupied**
- **Market Rate Rental**
- **Affordable Rental**

<table>
<thead>
<tr>
<th>City</th>
<th>Owner Occupied</th>
<th>Market Rate Rental</th>
<th>Affordable Rental</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas City, MO</td>
<td>1,328</td>
<td>1,730</td>
<td>2,186</td>
</tr>
<tr>
<td>St. Louis, MO</td>
<td>1,342</td>
<td>2,127</td>
<td>1,741</td>
</tr>
<tr>
<td>Columbus, OH*</td>
<td>239</td>
<td>985</td>
<td>1,050</td>
</tr>
<tr>
<td>Louisville, KY</td>
<td>197</td>
<td>445</td>
<td></td>
</tr>
<tr>
<td>Nashville, TN</td>
<td></td>
<td></td>
<td>1,874</td>
</tr>
</tbody>
</table>

*875 units under construction
**MARKET ANALYSIS: PEER CITY DOWNTOWNS**

**DOWNTOWN RESIDENTS**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young</td>
<td>48%</td>
</tr>
<tr>
<td>Mid-career</td>
<td>35%</td>
</tr>
<tr>
<td>Or empty nesters</td>
<td>17%</td>
</tr>
<tr>
<td>Between 18 and 34 years</td>
<td></td>
</tr>
<tr>
<td>Are 35 to 54</td>
<td></td>
</tr>
<tr>
<td>Are 55 and over</td>
<td></td>
</tr>
</tbody>
</table>

Surveys of downtown residents are provided by the cities of St. Louis (2008), Kansas City (2010), and Nashville (2012). Numbers reported are approximations of averages over the three surveys. DEVELOPMENT STRATEGIES 2013.
### Downtown Residents

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>47%</td>
</tr>
<tr>
<td>Part of a one-person household</td>
<td></td>
</tr>
<tr>
<td>Couples and roommates</td>
<td>51%</td>
</tr>
<tr>
<td>Part of a two-person household</td>
<td></td>
</tr>
<tr>
<td>And don’t have kids</td>
<td>92%</td>
</tr>
<tr>
<td>Have 0 children living in their downtown household</td>
<td></td>
</tr>
</tbody>
</table>

Surveys of downtown residents are provided by the cities of St. Louis (2008), Kansas City (2010), and Nashville (2012). Numbers reported are approximations of averages over the three surveys. DEVELOPMENT STRATEGIES 2013.
MARKET ANALYSIS: PEER CITY DOWNTOWNS

DOWNTOWN RESIDENTS

- Might not work downtown: 53%
- Earn high salaries: 53%
- Are highly educated: 84%
- Recently relocated: 33%
- Work outside downtown: 53%
- Earn more than $75,000 a year: 84%
- Bachelor’s degree or higher: 53%
- Moved from outside the MSA: 33%

Surveys of downtown residents are provided by the cities of St. Louis (2008), Kansas City, and Nashville. Numbers reported are approximations of averages over the three surveys. DEVELOPMENT STRATEGIES 2013.
DEMAND ANALYSIS: MARKET SEGMENTATION

**URBAN PROFESSIONALS - Metropolitans**
- Median Household Income: $62,800
- Average Age: 38
- Percentage of Ownership: 62%
- Average Household Size: 2.09
- Predominant Household Type: Singles, Couples, Roommates

**URBAN PROFESSIONALS - Metro Renters**
- Median Household Income: $59,700
- Average Age: 34
- Percentage of Ownership: 22%
- Average Household Size: 1.61
- Predominant Household Type: Singles, Roommates

**DISPLACED URBANITES - Young and Restless**
- Median Household Income: $45,200
- Average Age: 28
- Percentage of Ownership: 15%
- Average Household Size: 2.00
- Predominant Household Type: Singles, Roommates

MARKET ANALYSIS: MARKET SEGMENTATION

Young and Restless
St. Louis 2000

- Affordability
- Safety
- Modern/Updated
- Mix of Uses
- Trendiness
MARKET ANALYSIS: MARKET SEGMENTATION

Young and Restless
St. Louis 2010

- Affordability
- Safety
- Modern/Updated
- Mix of Uses
- Trendiness
MARKET ANALYSIS: MARKET SEGMENTATION

Whisper Hollow

West Pointe

Paul Brown Lofts
MARKET ANALYSIS: MARKET SEGMENTATION

Young and Restless
Louisville 2000

- Affordability
- Safety
- Modern/Updated
- Mix of Uses
- Trendiness
Yash's Maps

MARKET ANALYSIS: MARKET SEGMENTATION

Young and Restless
Louisville 2010

- Affordability
- Safety
- Modern/Updated
- Mix of Uses
- Trendiness

[Map of Louisville with young and restless segments marked]
MARKET ANALYSIS: MARKET SEGMENTATION

In Style
Louisville 2000
- Couples
- Homeowners
- Mixed use
- Med. HH Inc $75,000
- 30-45 years old
MARKET ANALYSIS: MARKET SEGMENTATION

In Style
Louisville 2010

- Couples
- Homeowners
- Mixed use
- Med. HH Inc $75,000
- 30-45 years old
MARKET STRATEGY: PLACEMAKING

Urban Professionals

Displaced Urbanites
INTRO: DOWNTOWN HOUSING AND BUSINESS DEVELOPMENT

Downtown Housing

Urban Form
Quality of Life
Lifestyle
Walkability
Mixed of Uses
Placemaking
Livability
Millennial Generation

Business Development
Over the past several decades, cities with a few big firms have had weaker employment growth than cities with more and smaller employers.

EDWARD GLAESER
Small businesses create more jobs than large businesses.

ECONOMIC IMPACTS AND BUSINESS DEVELOPMENT

Small businesses have generated 64% of net new jobs over the past 15 years and employ just over half of all private sector employees.

Small Business Association
Young people start more companies

Sources: Global Entrepreneurship Monitor; CEOs for Cities 2005
Young people—particularly educated people—are more mobile
### ECONOMIC IMPACTS AND BUSINESS DEVELOPMENT

Young, educated workers are increasingly attracted to cities.

<table>
<thead>
<tr>
<th>MSA</th>
<th>Close-in</th>
<th>Rest of MSA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>61%</td>
<td>7%</td>
</tr>
<tr>
<td>Boston</td>
<td>40%</td>
<td>-2%</td>
</tr>
<tr>
<td>Buffalo</td>
<td>27%</td>
<td>7%</td>
</tr>
<tr>
<td>Charlotte</td>
<td>34%</td>
<td>20%</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>28%</td>
<td>10%</td>
</tr>
<tr>
<td>Columbus</td>
<td>45%</td>
<td>23%</td>
</tr>
<tr>
<td>Cleveland</td>
<td>49%</td>
<td>-10%</td>
</tr>
<tr>
<td>Houston</td>
<td>62%</td>
<td>18%</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>83%</td>
<td>14%</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>19%</td>
<td>59%</td>
</tr>
<tr>
<td>Louisville</td>
<td>10%</td>
<td>19%</td>
</tr>
<tr>
<td>Nashville</td>
<td>41%</td>
<td>21%</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>40%</td>
<td>9%</td>
</tr>
<tr>
<td>Raleigh</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>Phoenix</td>
<td>14%</td>
<td>32%</td>
</tr>
<tr>
<td>St. Louis</td>
<td>87%</td>
<td>16%</td>
</tr>
<tr>
<td>Washington DC</td>
<td>31%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Total, 51 Largest MSAs</strong></td>
<td><strong>26%</strong></td>
<td><strong>13%</strong></td>
</tr>
</tbody>
</table>

Source: CEOs for Cities, American Community Survey
ECONOMIC IMPACTS AND BUSINESS DEVELOPMENT

Forbes: America’s Most Innovative Cities
- Patents per capita
- Venture capital per capita
- High-tech, science, and creative jobs

2ThinkNow: World’s Most Innovative Cities

Cultural Assets
Sports stadiums, art galleries, museums, walkability, and bicycle friendly neighborhoods

Human Infrastructure
Universities and businesses that specialize in research and development

Networked Markets
Able to share those ideas with the rest of the world
INITIAL URBAN FORM ANALYSIS
VISITORS AND ATTRACTIONS

- Sluggers Field
- Slugger Museum
- Waterfront Park
- 4th Street Live!
- Louisville Free Public Library
- KFC Yum! Center
- Kentucky Center for the Performing Arts
- Convention Center
- Actors Theatre
- 21 C Hotel
- Slugger Museum
VISITORS AND ATTRACTIONS

Downtown Louisville Total Attraction Visitors

2002 2003 2004 2005 2006 2007 2008 2009 2010 2011

3,130,255

11,303,656
BARRIERS
15% of developable ground

4% of developable ground without Waterfront Park
PARKING – Surface Lots

- Private Spaces: 13,794
- Public Spaces: 6,998
- On-street Parking Spaces: 4,069
PARKING

58,408
Total off-street spaces

+/- 35%
Of Developable Ground
TRANSIT – downtown circulator
TRANSIT – electric buses
POTENTIAL FOCUS AREAS
EAST PORTLAND
4TH STREET RETAIL + INFILL
ACTIVATE PARK EDGE
BREAK OUT TABLES

1. DOWNTOWN LIVING
2. CONNECTIVITY + URBAN FORM
3. QUALITY OF LIFE
4. SUSTAINABILITY
5. OPPORTUNITY AREAS
6. ADVANCING DOWNTOWN
HELP IMPROVE DOWNTOWN LOUISVILLE

ABOUT THE PROJECT

Welcome to EngageLouisville! We are looking for your feedback and ideas to help define the vision and strategic direction for Downtown Louisville. Second ideas you support, suggest ideas and leave comments. This community discussion will sh
Downtown Living

What would make downtown living more attractive?
What amenities are missing downtown? Where is the most desired location for downtown housing?

Connectivity

There are many strong activity centers and anchors within downtown, how could they be better linked and connected?
Which downtown anchors are most in need of stronger connections? What could be done to existing streets and streetscapes to make them more pedestrian...
NEXT STEPS

- www.engagelouisville.com
- Public Meeting #2: May 16