DOWNTOWN LOUISVILLE MASTER PLAN

Photo by Scott Oves

INTRODUCTION

Photo by Scott Oves

WHO WE ARE

MKSK

www.mkskstudios.com

- Planning
- Urban Design
- Landscape Architecture

DEVELOPMENT STRATEGIES®
guiding effective decisions in
real estate, community, and economic development

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

TEN PRINCIPLES OF 2002 PLAN

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

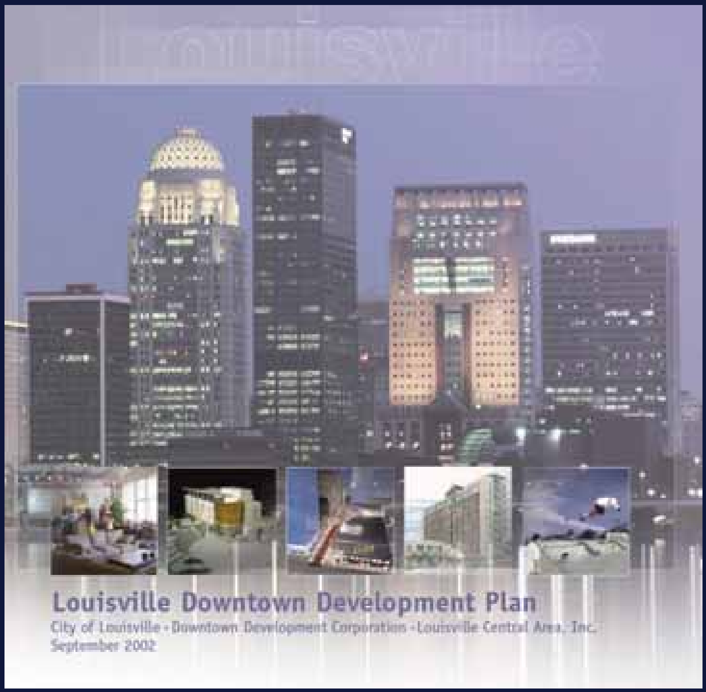
V. Create an interconnected network of streets, transit and public open spaces

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 over see plan implementation



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

EXISTING CONDITIONS

Photo by Scott Oves

DOWNTOWN ASSETS

DOWNTOWN ASSETS

NATIONAL ATTENTION

1. Louisville, Kentucky

Could it be that the new Portl
lively, offbeat cultural mecca
Market District or NuLu, featu
antique shops and the city's
you'll find a hipster strip of sl
Weird' stickers. Bourbon reig
Bourbon Trail; with bourbon'
including some in and aroun
the old names in bourbon a
witness the 'greatest two mi

The coolest hotel in town is
scissor chandeliers and loft-

On

Photo by Marty Pear

PURSUITS

hnut Trail

istian Hansen for The New York Times

nd

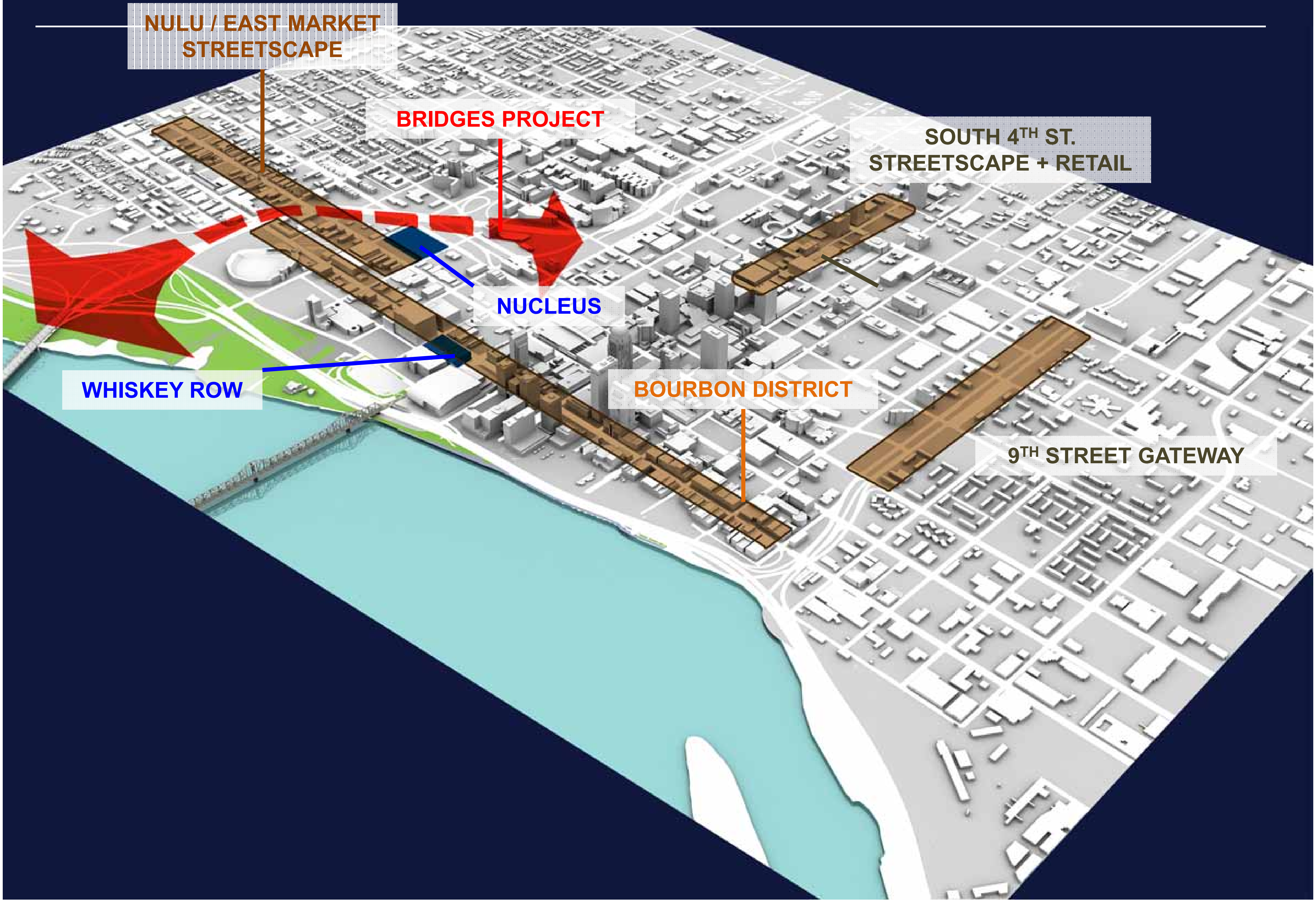
STUDY AREA

DOWNTOWN DISTRICTS

KEY

- 4TH STREET BUSINESS & ENTERTAINMENT
- CIVIC AND GOVERNMENT
- SPORTS AND ENTERTAINMENT
- HISTORIC WEST MAIN-MUSEUM ROW
- GLASSWORKS
- EAST MAIN- MARKET
- EDUCATION
- MEDICAL RESEARCH AND BIOTECH
- NULU
- EAST PORTLAND

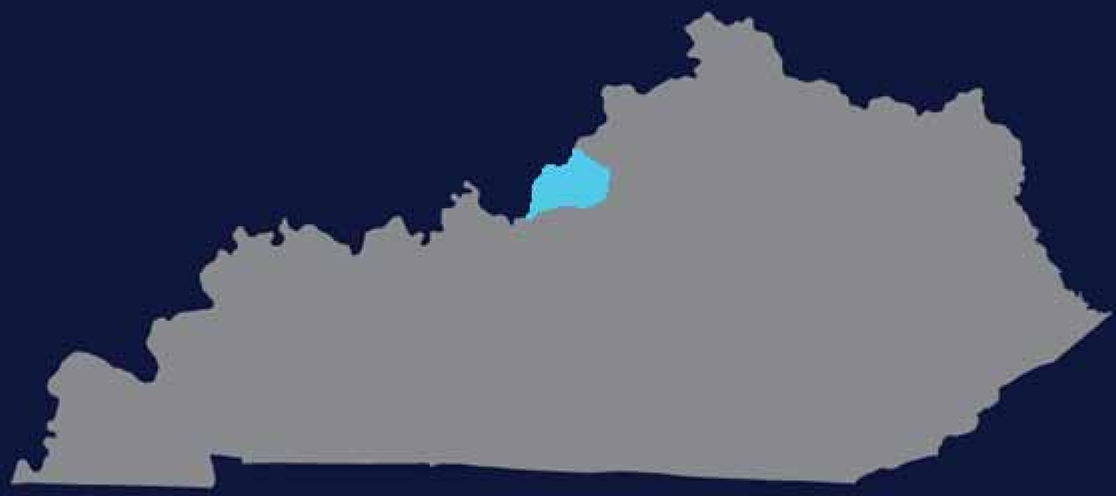
RECENT + PLANNED INVESTMENT



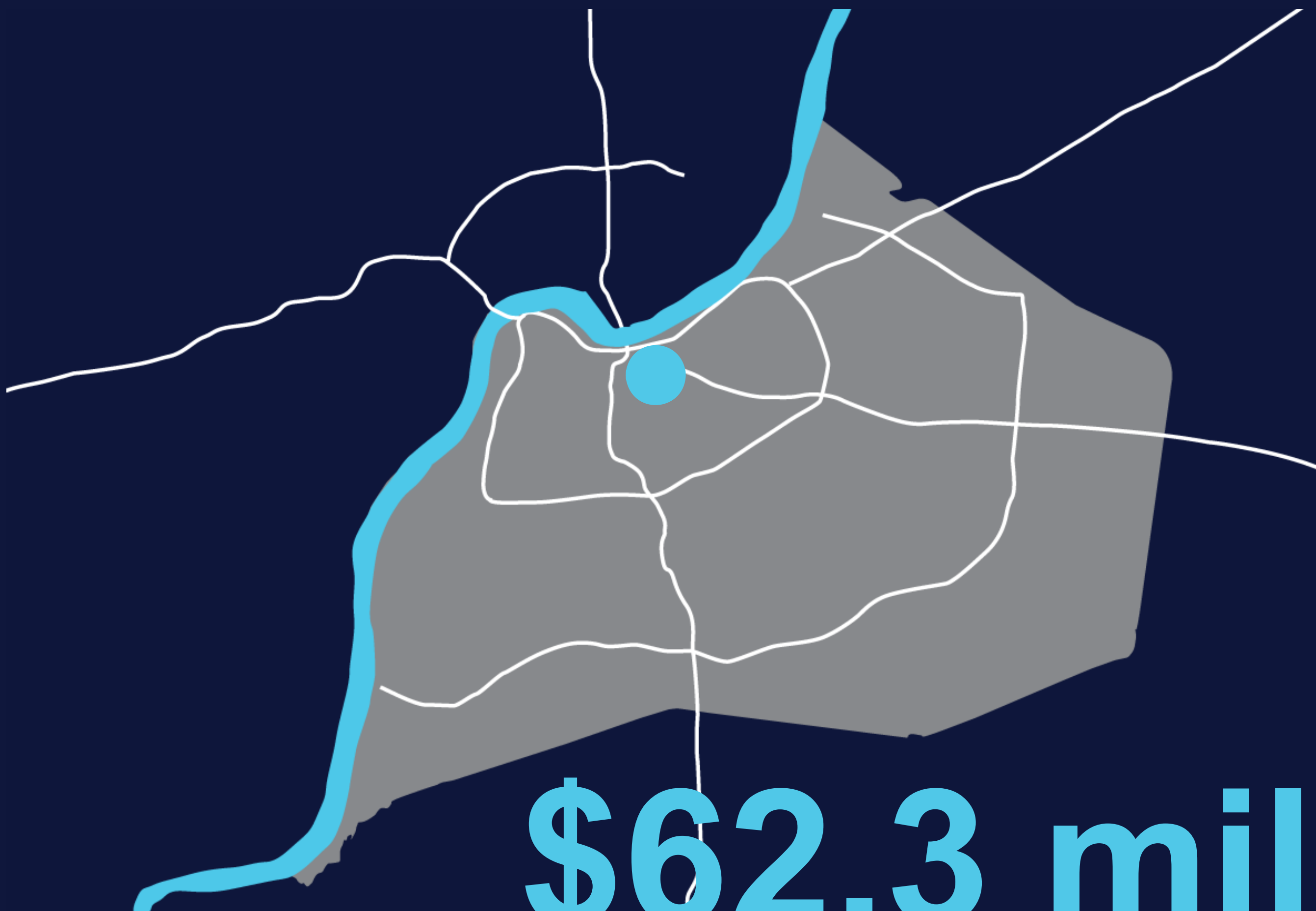
ECONOMIC IMPACT OF DOWNTOWN

$162 million

Income taxes generated by downtown



ECONOMIC IMPACT OF DOWNTOWN



$62.3 million

TO CITY, COUNTY, SCHOOLS & TARC BUDGETS

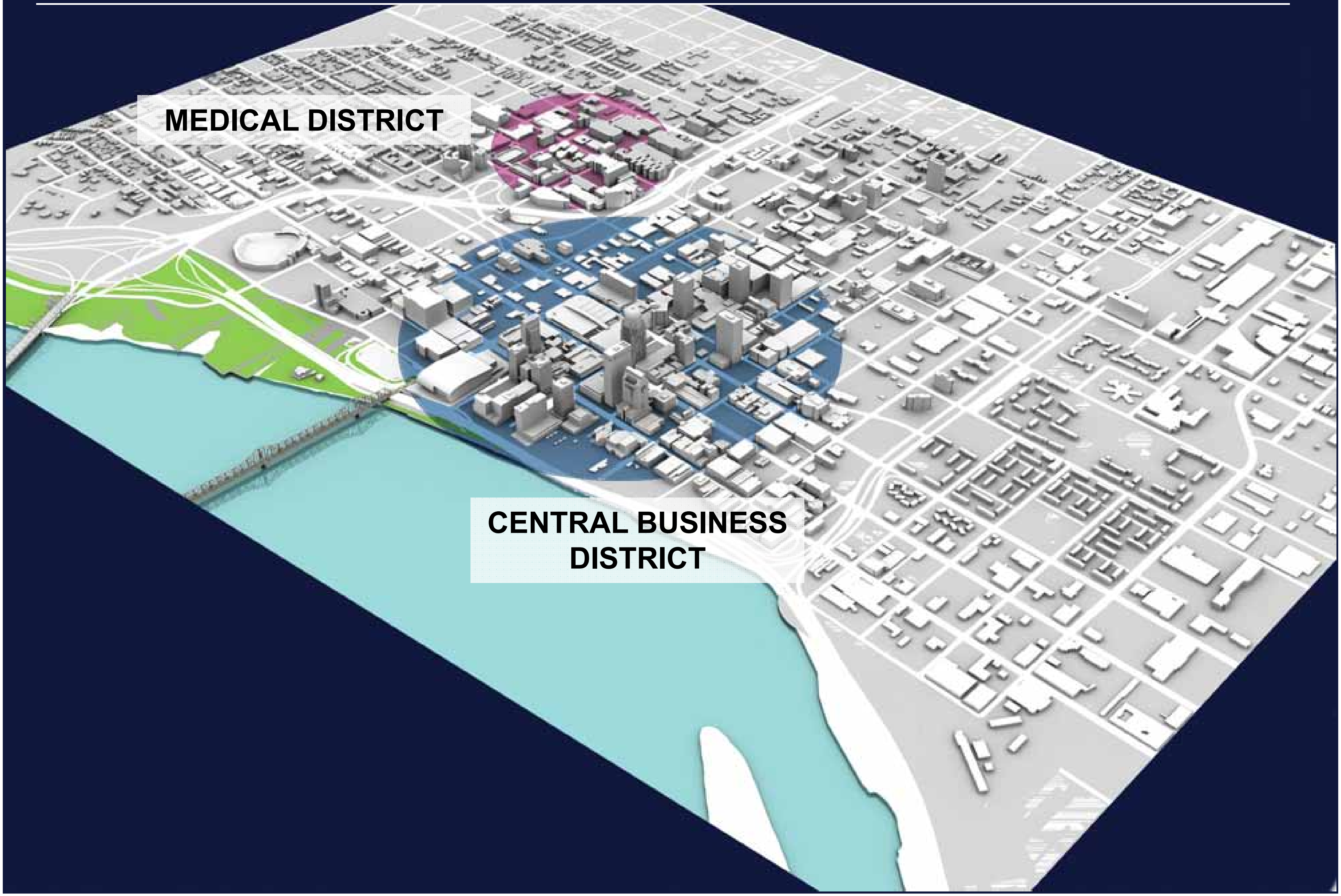
DOWNTOWN AN ECONOMIC ENGINE

TOTAL NUMBER OF DOWNTOWN LOUISVILLE JOBS

11%

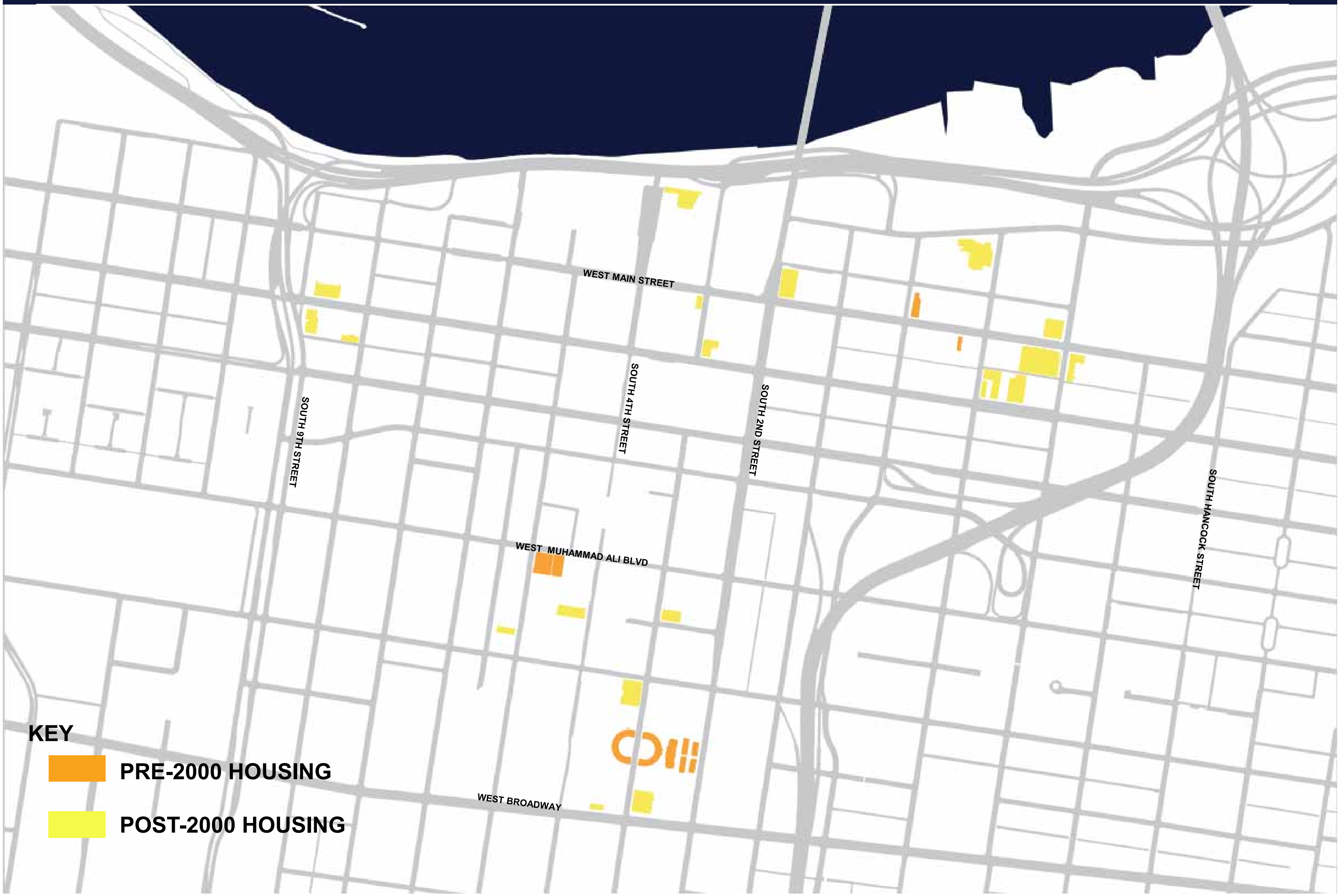
OF THE REGION’S JOBS ARE DOWNTOWN

EMPLOYMENT HUBS

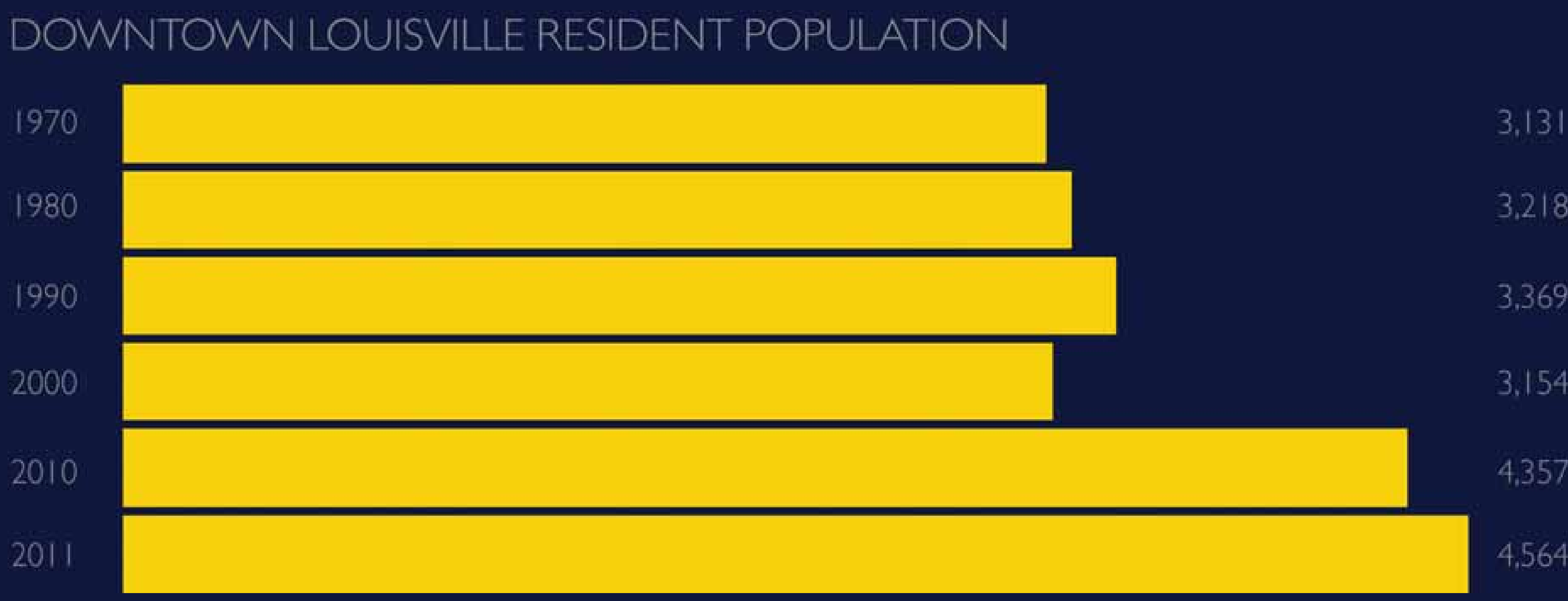


MARKET RATE HOUSING – pre and post 2000

MARKET RATE HOUSING – pre and post 2000



DOWNTOWN POPULATION



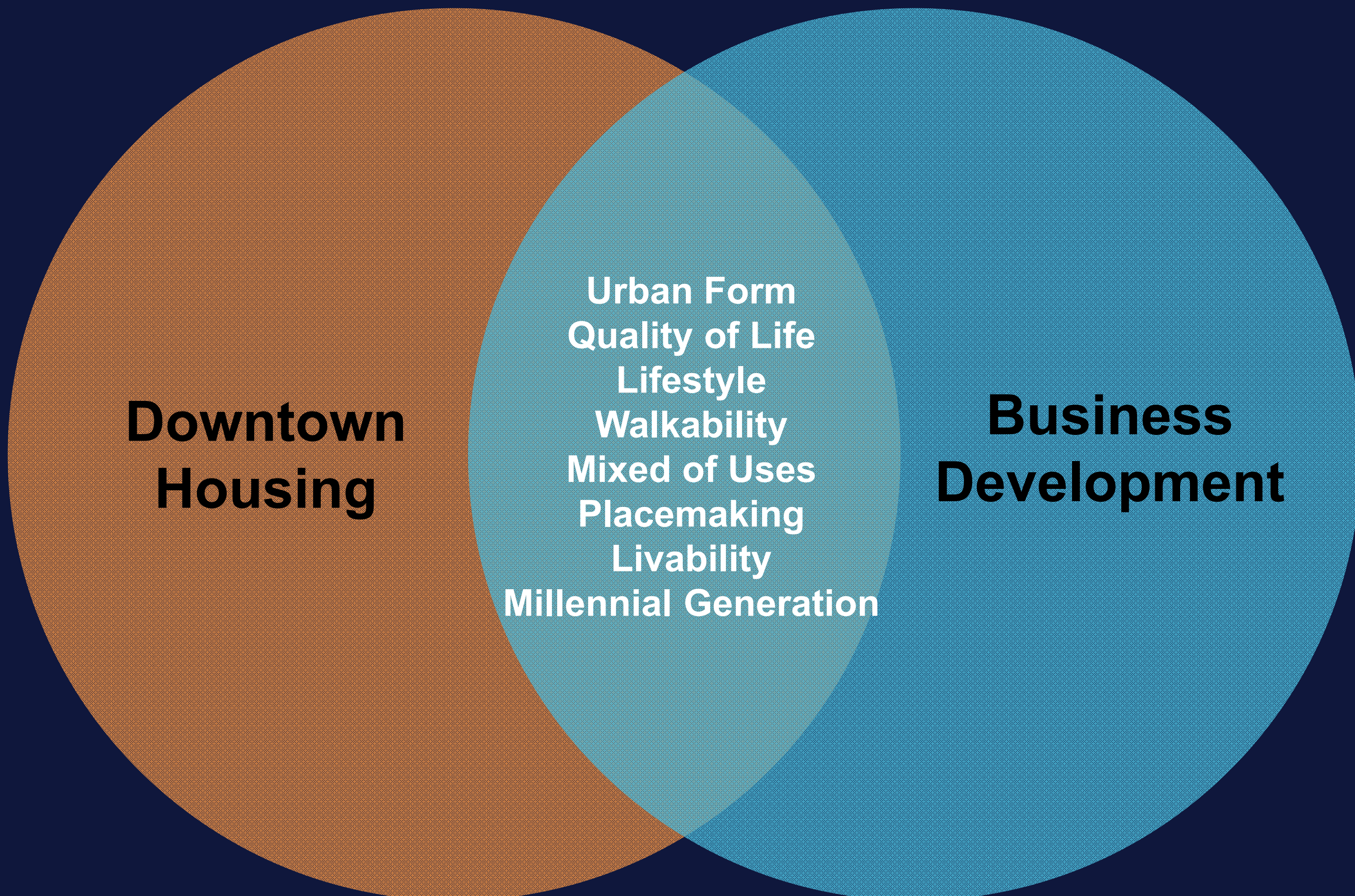
31%

GROWTH IN DOWNTOWN POPULATION SINCE 2000

INITIAL MARKET ANALYSIS

Photo by Scott Oves

INTRO: DOWNTOWN HOUSING AND BUSINESS DEVELOPMENT



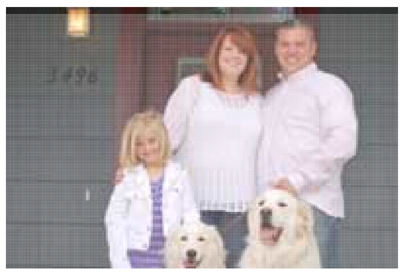
MARKET ANALYSIS: CONSUMER GROUP

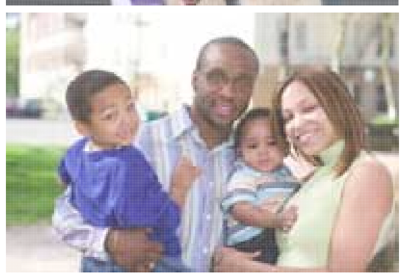
Urban Professionals

- Close to work
- Trendiness
- Safety
- Cleanliness
- Schools

Families Preferring Walkable Communities

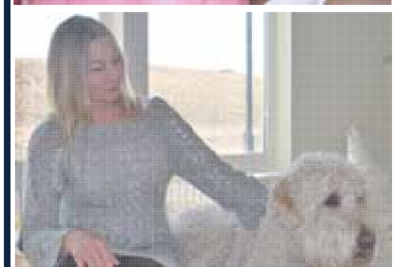
- Schools
- Safety
- Cleanliness





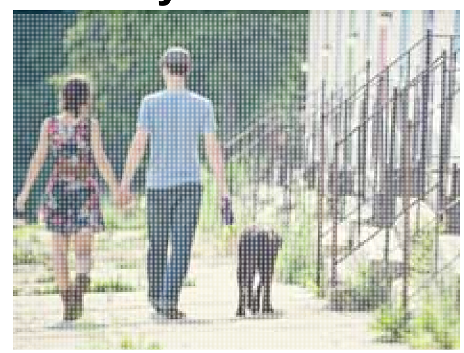
Empty Nesters

- Safety
- Services



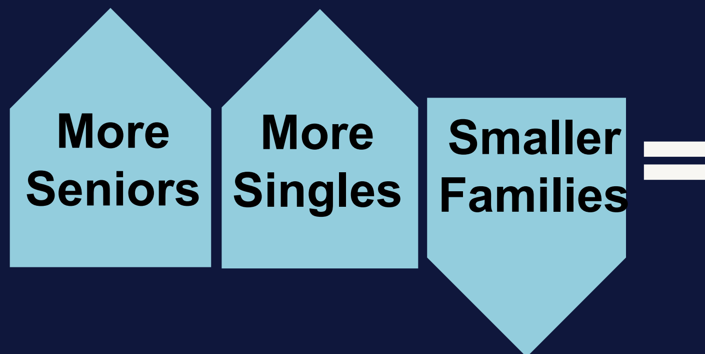
Young Professionals, Hipsters, Urban Pioneers

- Authenticity
- Trendiness
- Design
- History
- Irony



MARKET ANALYSIS: THE DEMOGRAPHIC SHIFT

Demographics are Changing



Demand will *increase* for smaller homes

Households without children

52% 1960

72% 2025

Americans Turning 65 Each Year

1.5M 2000

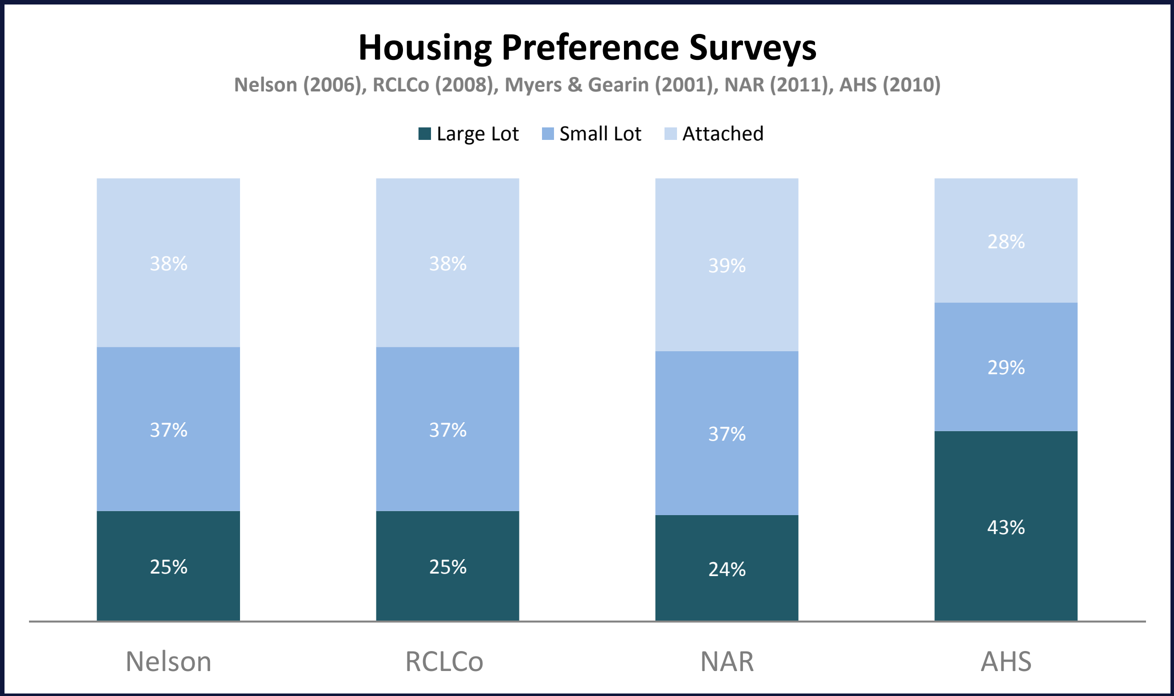
4.3M 2025

Source: Census for 1960 and 2000, 2025 adapted from Martha Farnsworth Riche, How Changes in the Nation's Age and Household Structure Will Reshape Housing Demand in the 21st Century, HUD (2003).

MARKET STRATEGY: THE DEMOGRAPHIC SHIFT

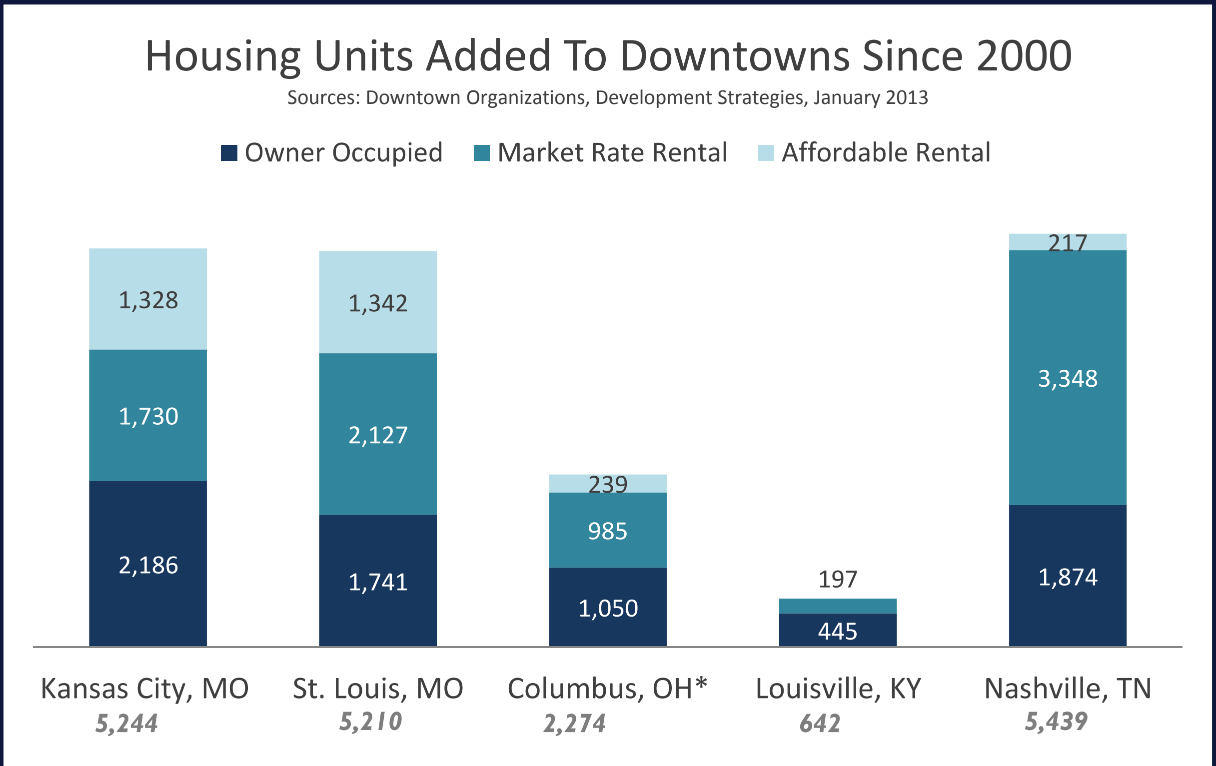
Housing Preferences are Changing

- 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***



* National Association of Realtors: The 2011 Community Preference Survey, 2011
** SMARTRAQ 2007
*** No McMansions for Millennials, WSI, January 13, 2011

MARKET ANALYSIS: PEER CITY DOWNTOWNS



*875 units under construction

MARKET ANALYSIS: PEER CITY DOWNTOWNS

DOWNTOWN RESIDENTS

are young	48%	are between 18 and 34 years old
mid-career	35%	are 35 to 54
or empty nesters	17%	are 55 and over

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

single	47%	part of a one-person household
couples and roommates	51%	Part of a two-person household
and don't have kids	92%	have 0 children living in their downtown household

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%	work outside downtown
earn high salaries	53%	earn more than $75,000 a year
are highly educated	84%	Bachelor's degree or higher
recently relocated	33%	moved from outside the MSA

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

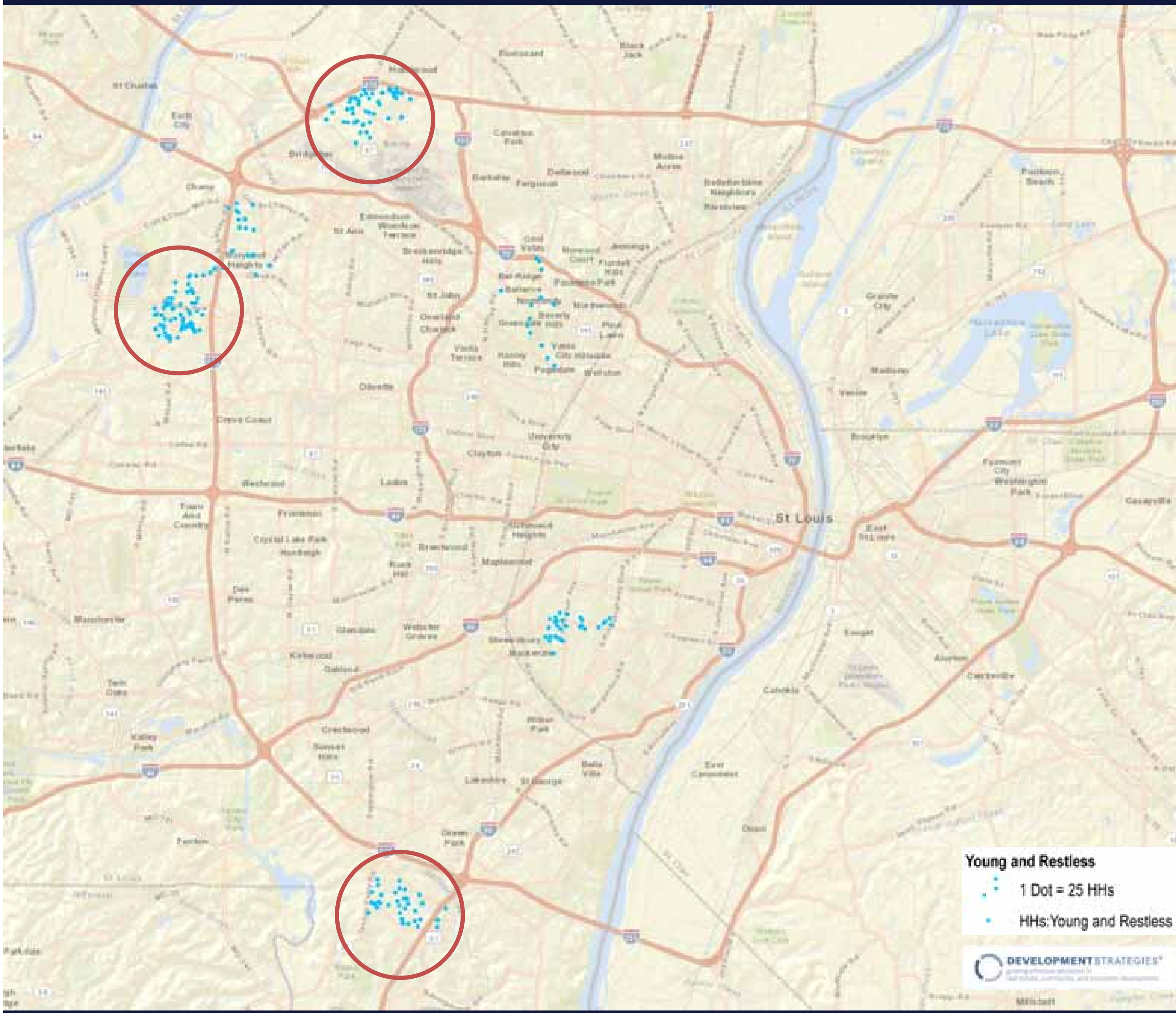
Percentage of Ownership
15%

Average Household Size
2.00

Predominant Household Type
Singles, Roommates

Source: ESRI Business Analyst 2011. Data Presented are national figures.

MARKET ANALYSIS: MARKET SEGMENTATION

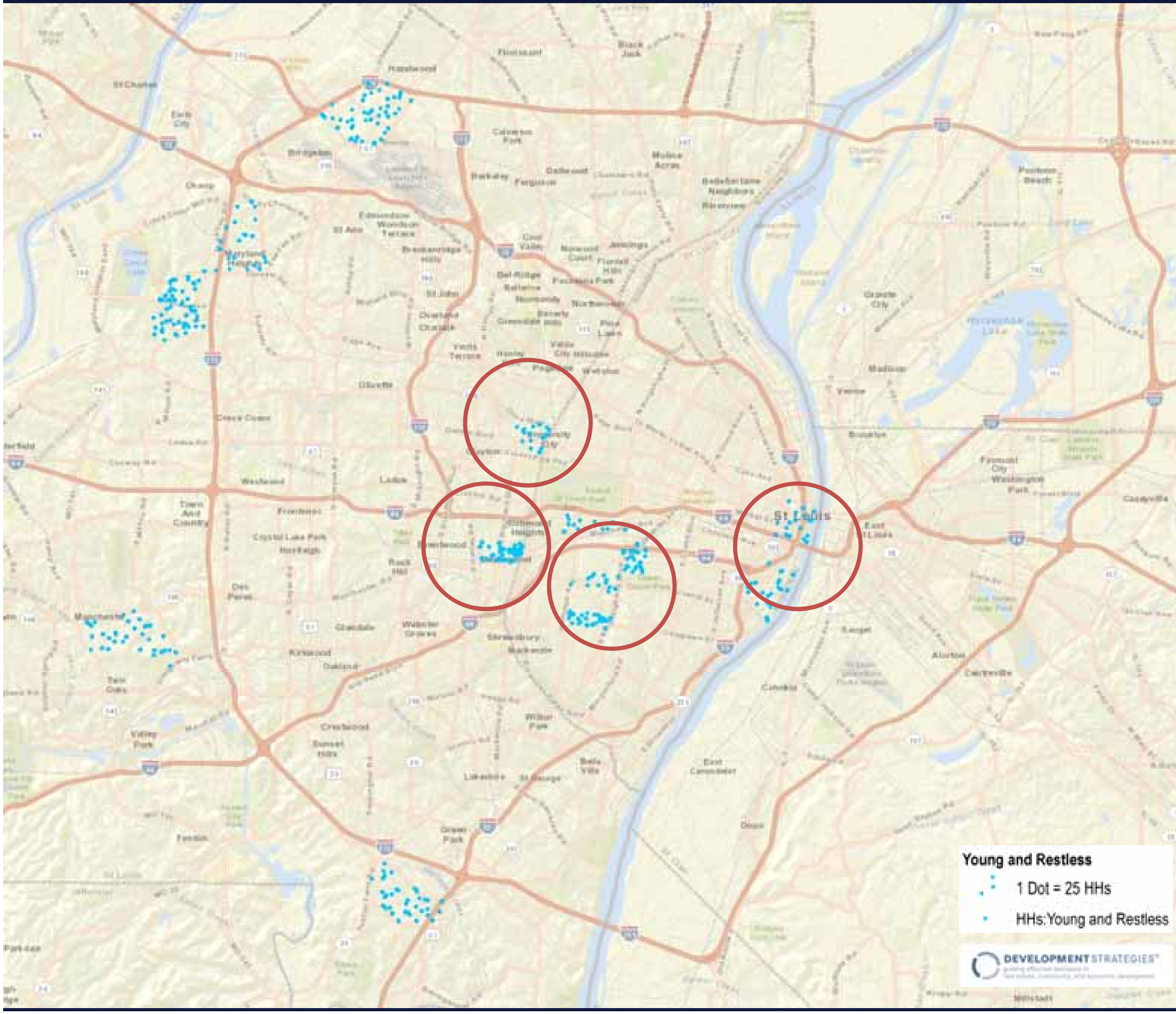


Young and Restless

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

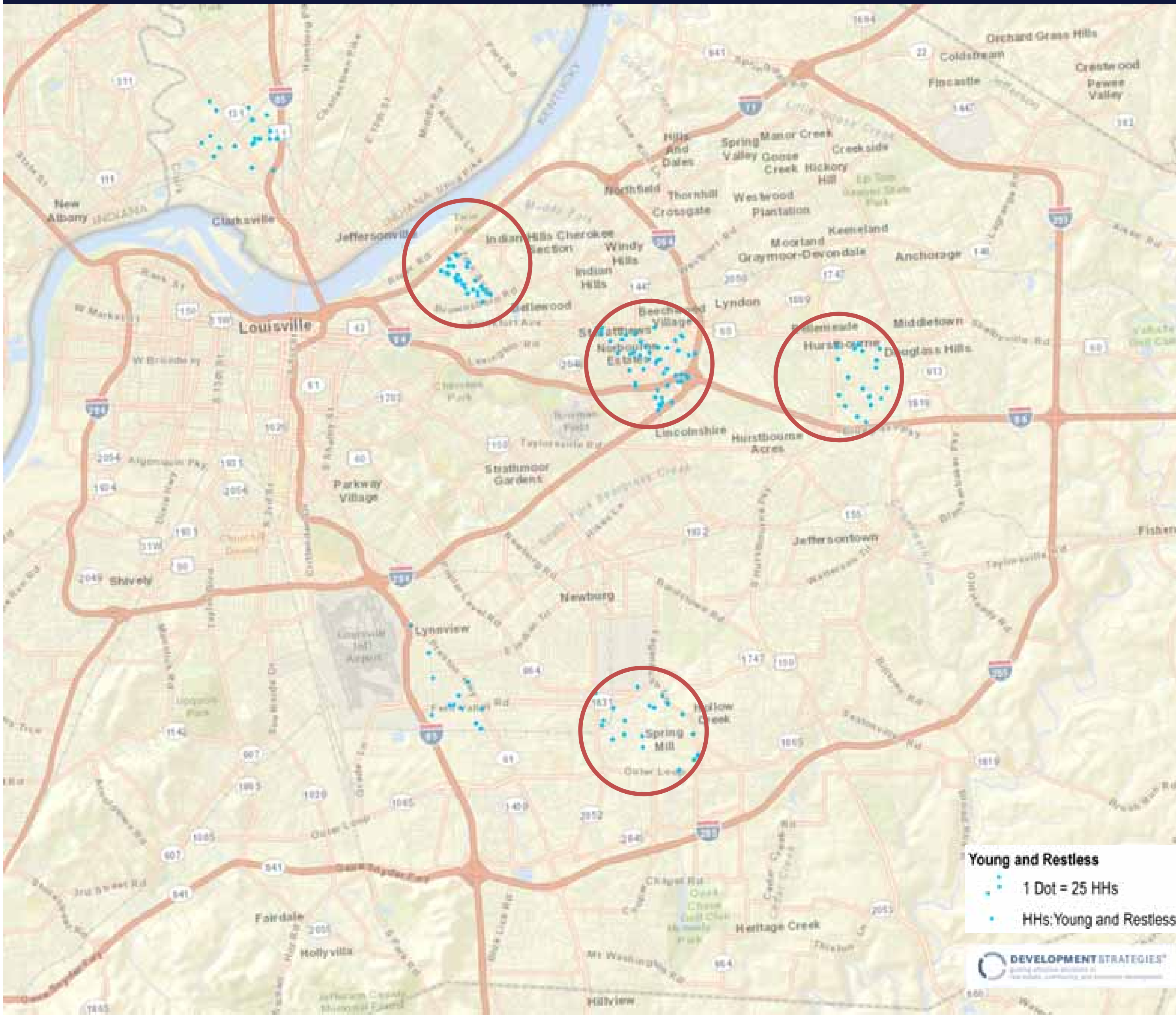
MARKET ANALYSIS: MARKET SEGMENTATION

Whisper Hollow

West Pointe

Paul Brown Lofts

MARKET ANALYSIS: MARKET SEGMENTATION



Young and Restless

Louisville 2000

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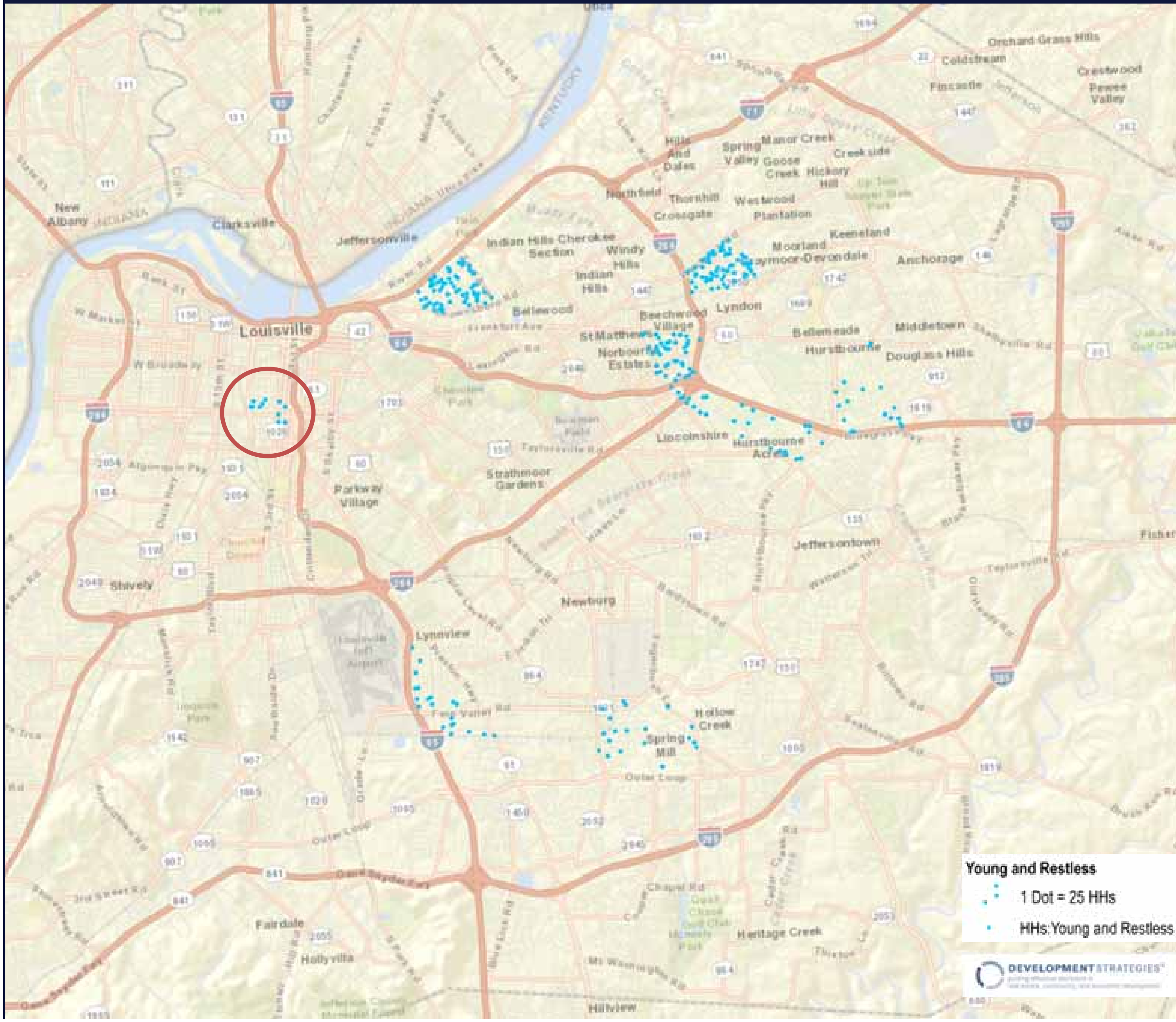

Young and Restless

Louisville 2010

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- **Safety**
- **Modern/Updated**
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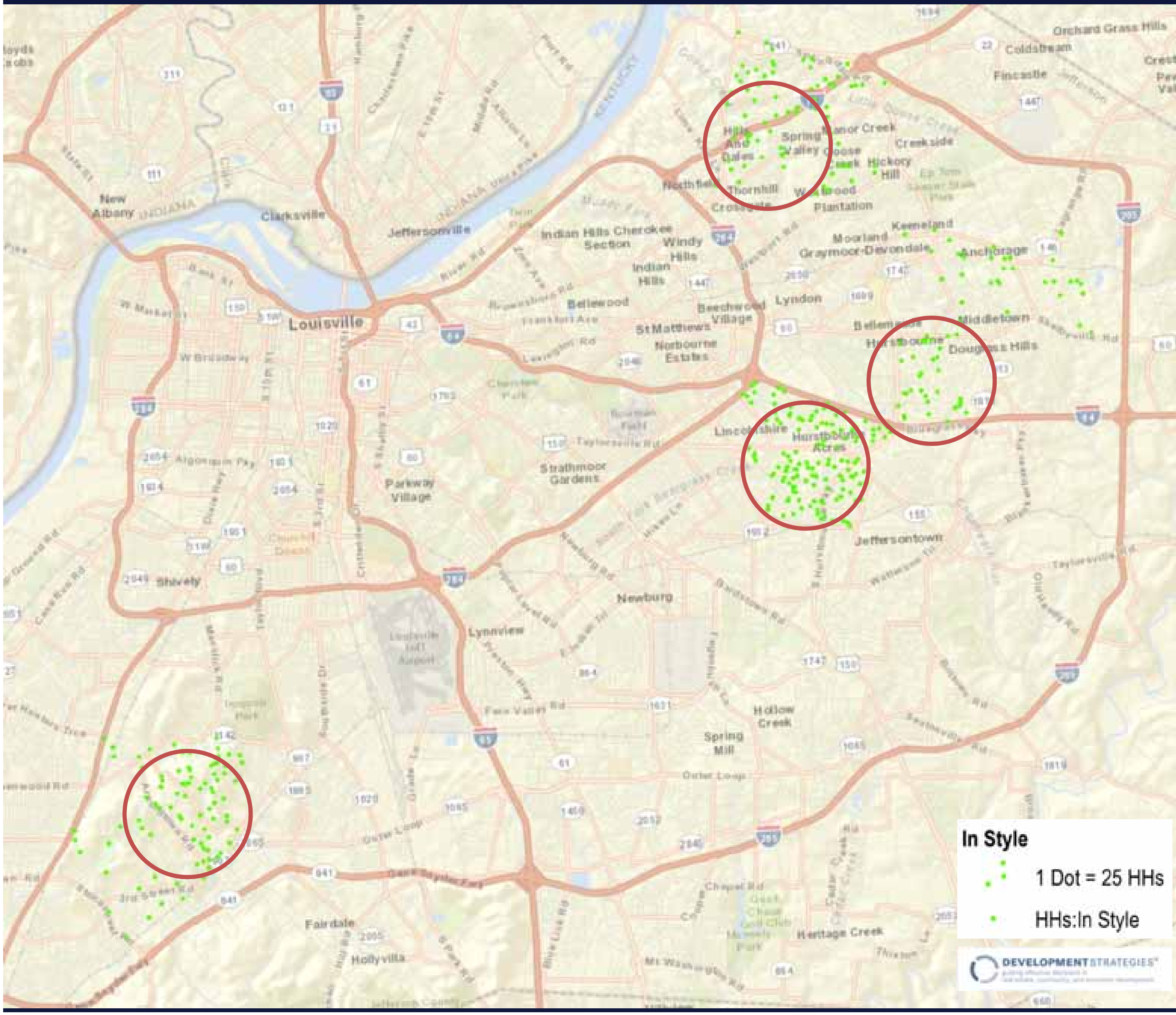
- **Trendiness**

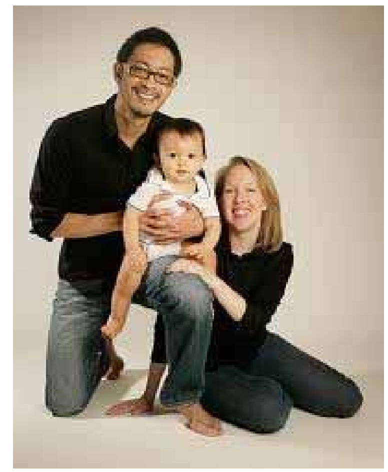
MARKET ANALYSIS: MARKET SEGMENTATION



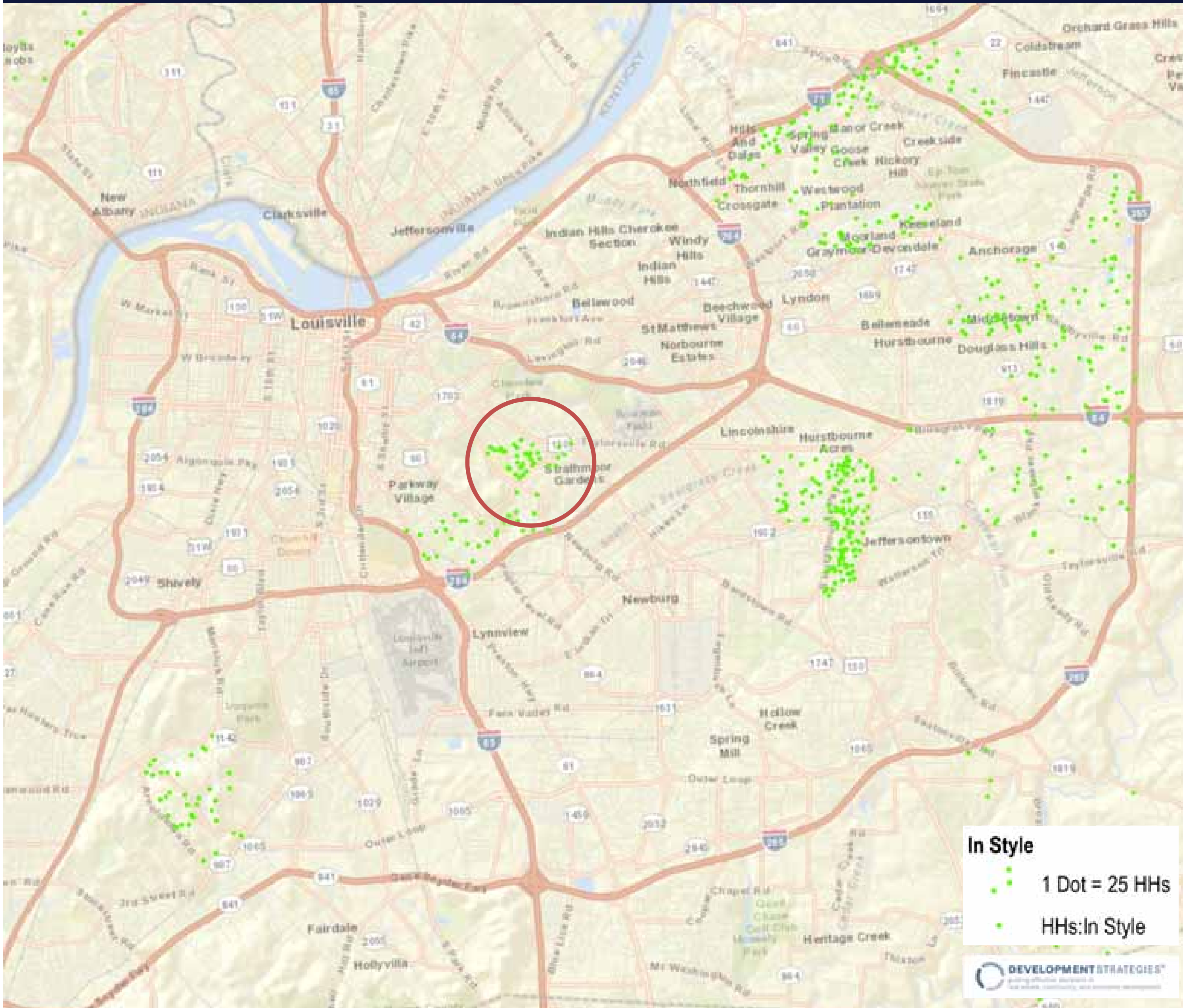
In Style

Louisville 2000

- **Couples**
- **Homeowners**
- **Mixed use**
- **Med. HH Inc $75,000**
- **30-45 years old**



MARKET ANALYSIS: MARKET SEGMENTATION



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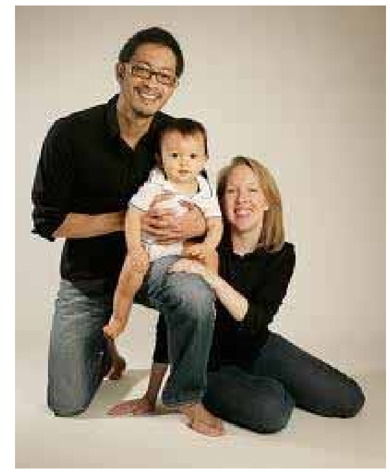
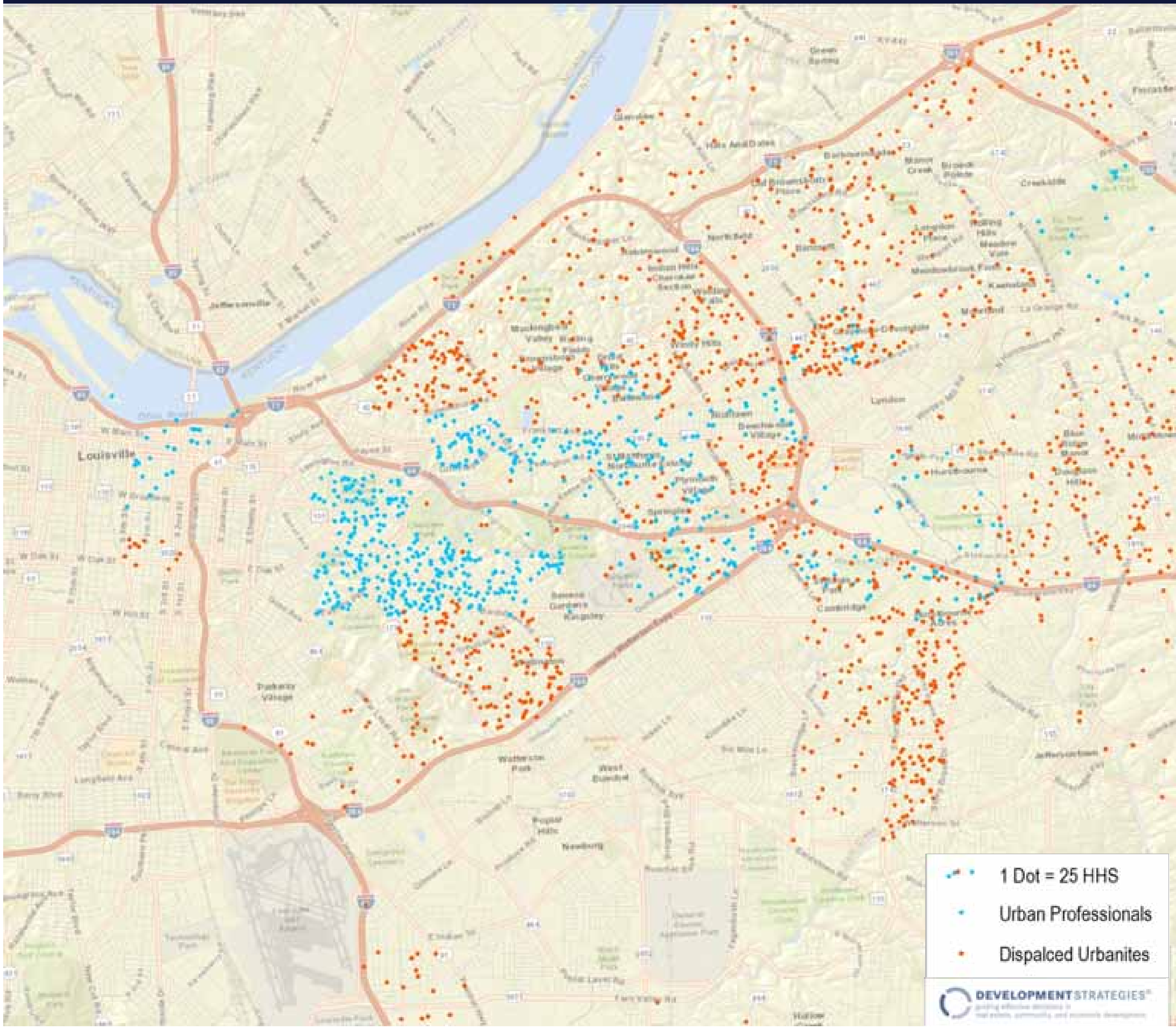


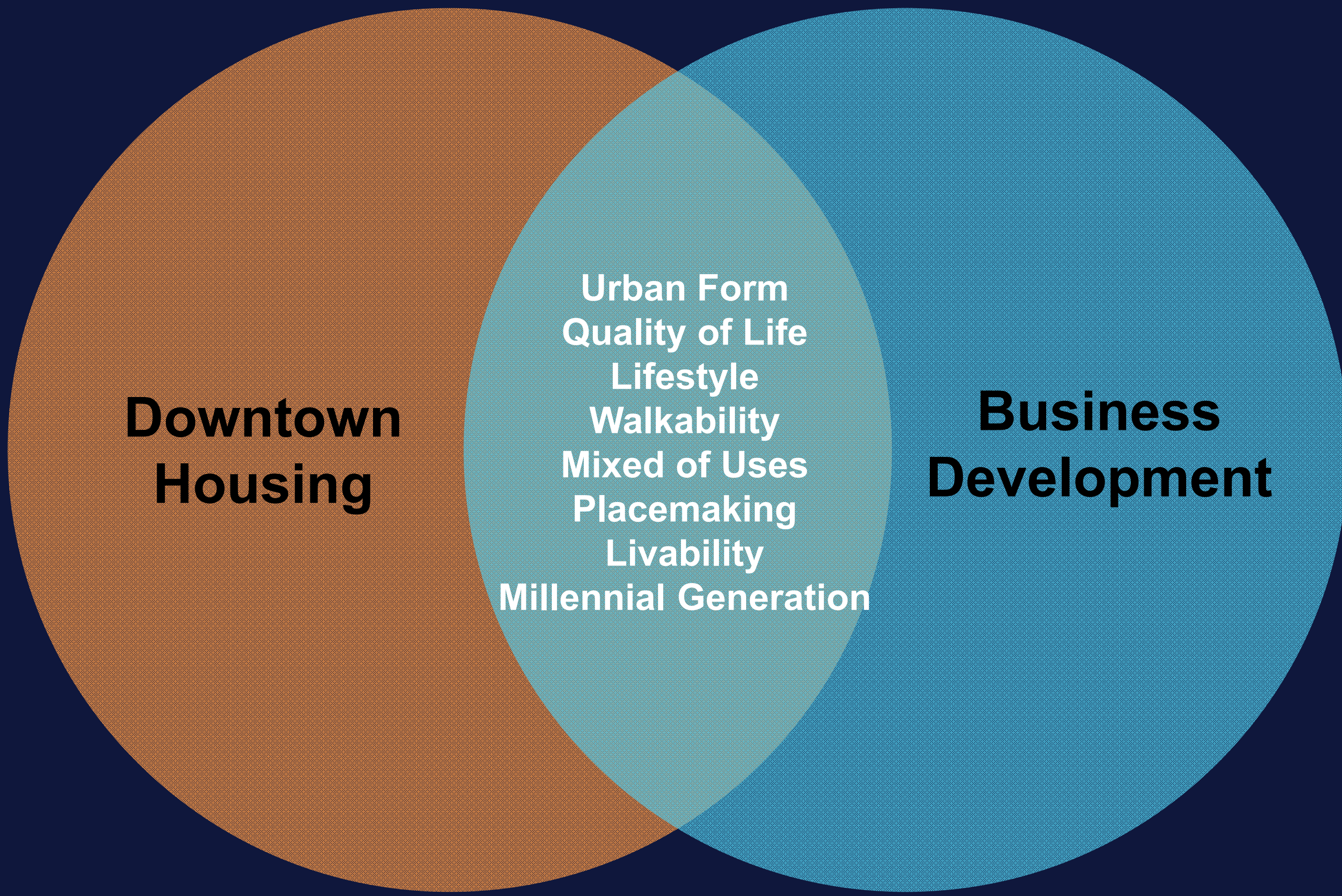
MARKET STRATEGY: PLACEMAKING



Urban Professionals

Displaced Urbanites

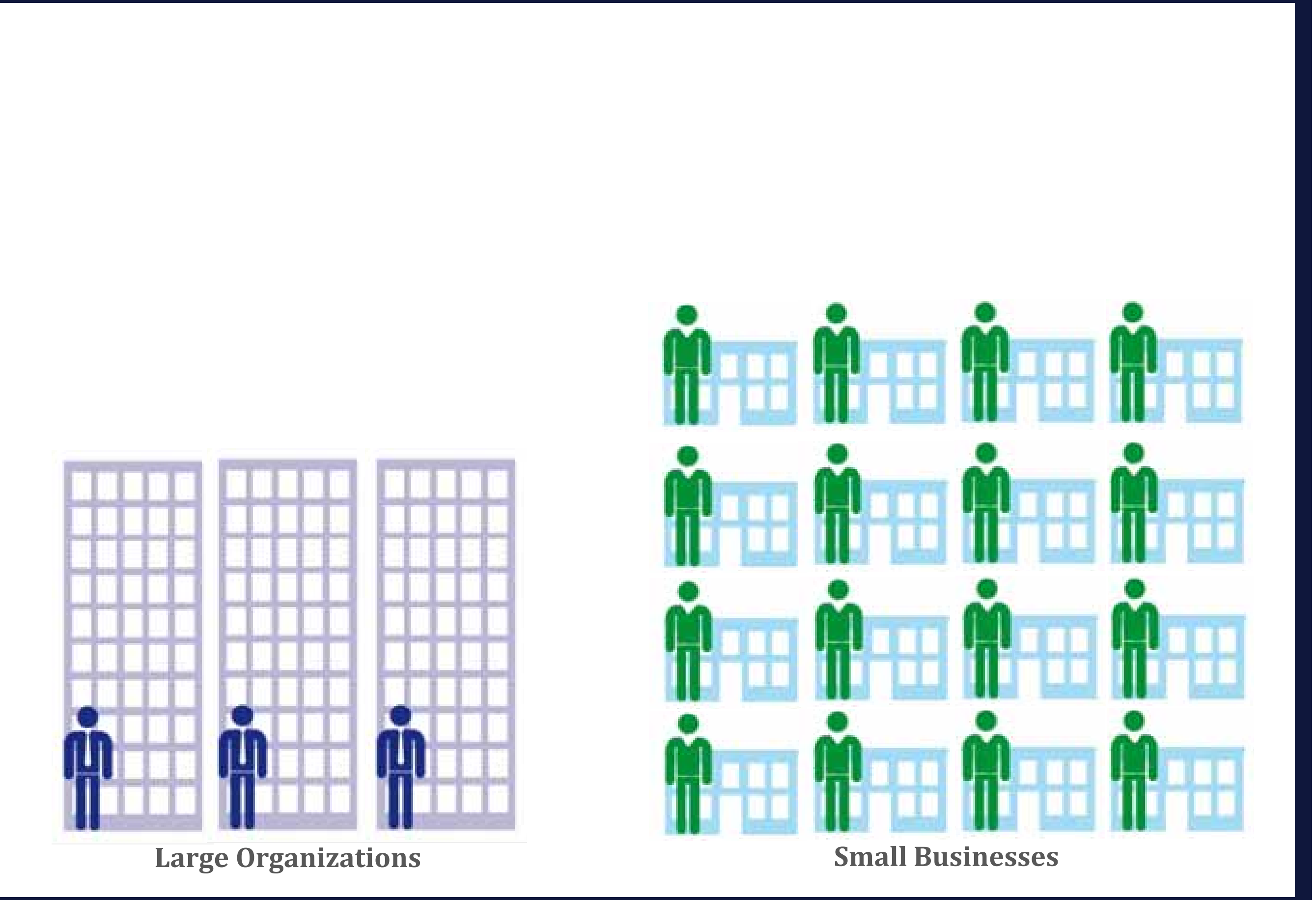
INTRO: DOWNTOWN HOUSING AND BUSINESS DEVELOPMENT



ECONOMIC IMPACTS AND BUSINESS DEVELOPMENT

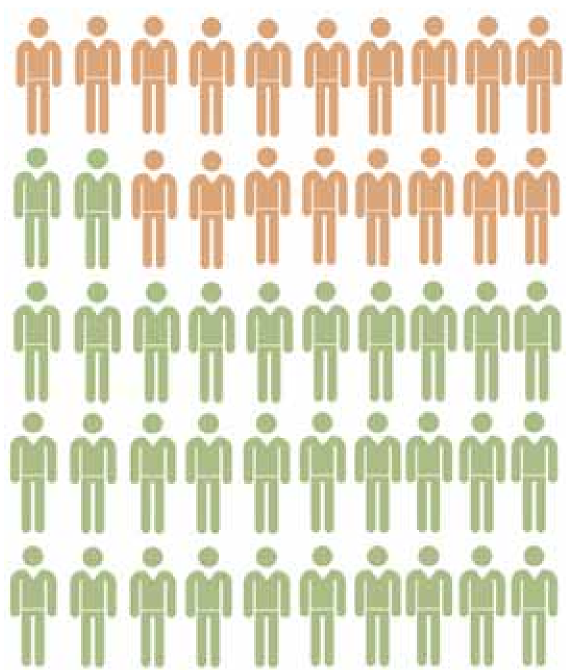
Over the past several decades, cities with a few big firms have had weaker employment growth than cities with more and smaller employers.

EDWARD GLAESER



ECONOMIC IMPACTS AND BUSINESS DEVELOPMENT

Small businesses create more jobs than large businesses.

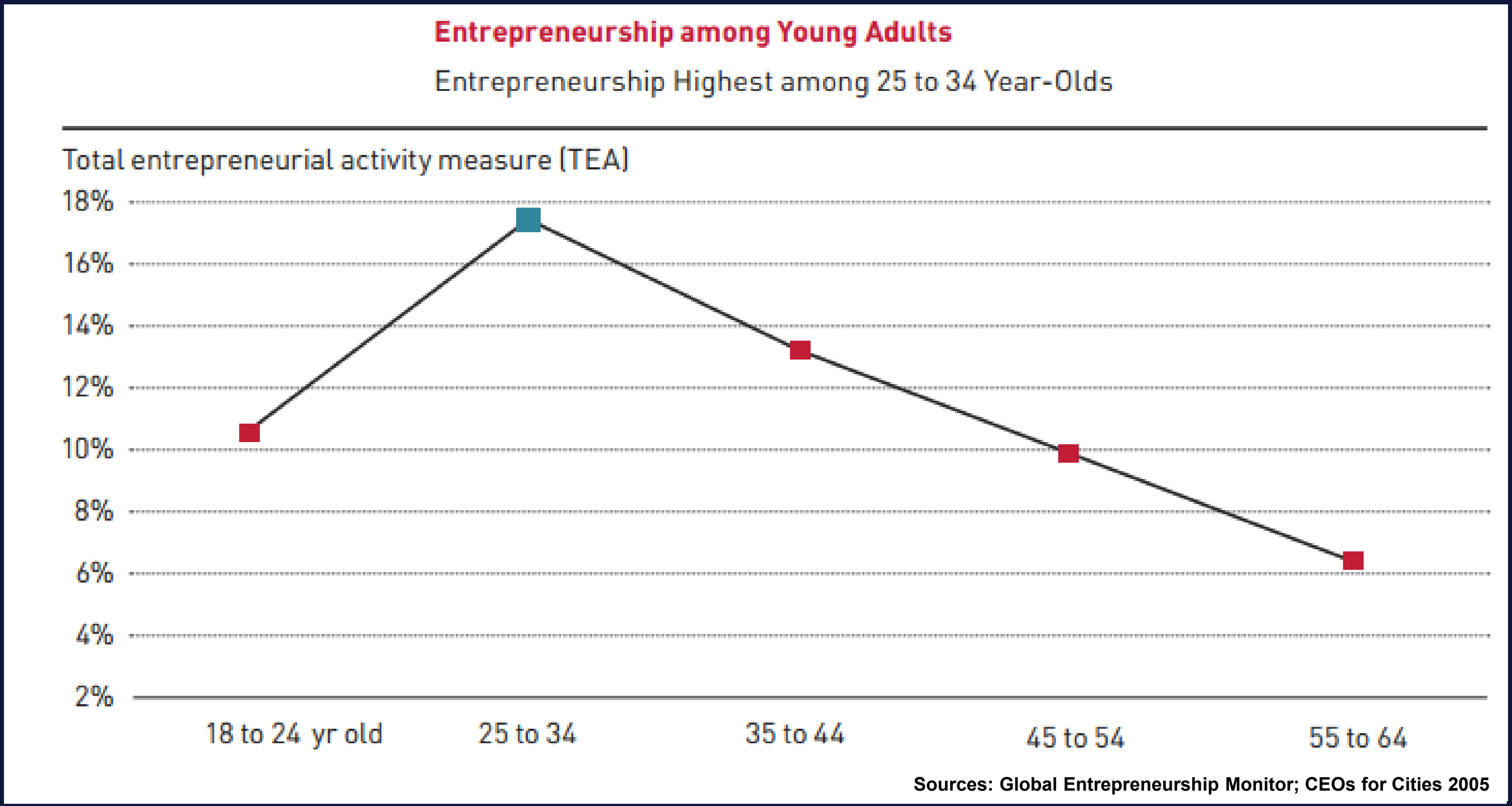


64%

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

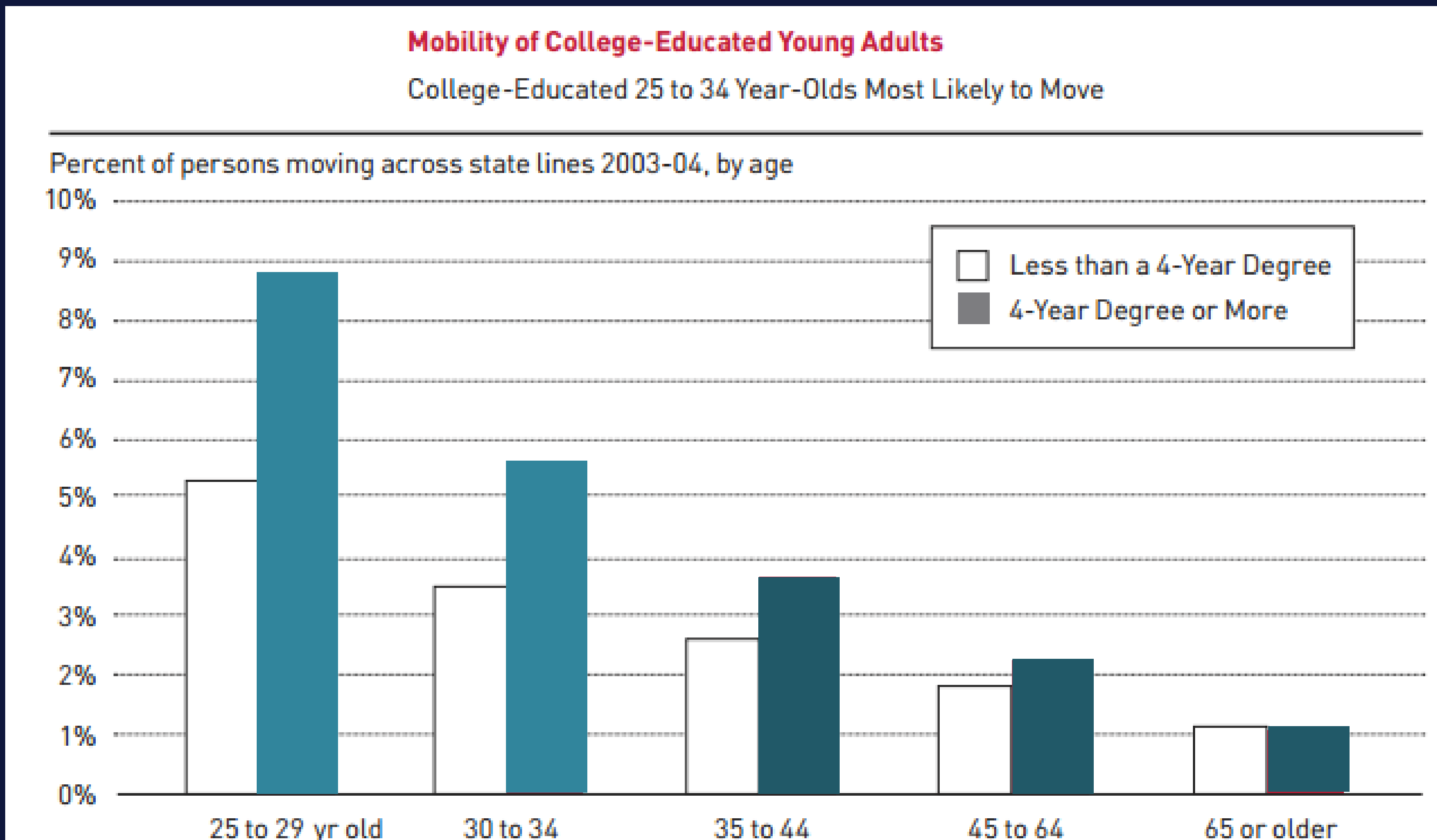
Small Business Association

ECONOMIC IMPACTS AND BUSINESS DEVELOPMENT



Young people start more companies

ECONOMIC IMPACTS AND BUSINESS DEVELOPMENT



Young people—particularly educated people—are more mobile

ECONOMIC IMPACTS AND BUSINESS DEVELOPMENT

Young, educated workers are increasingly attracted to cities.

Precentage Growth in 25-34 Year Old Population with a Four-Year Degree
2000-2009

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

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

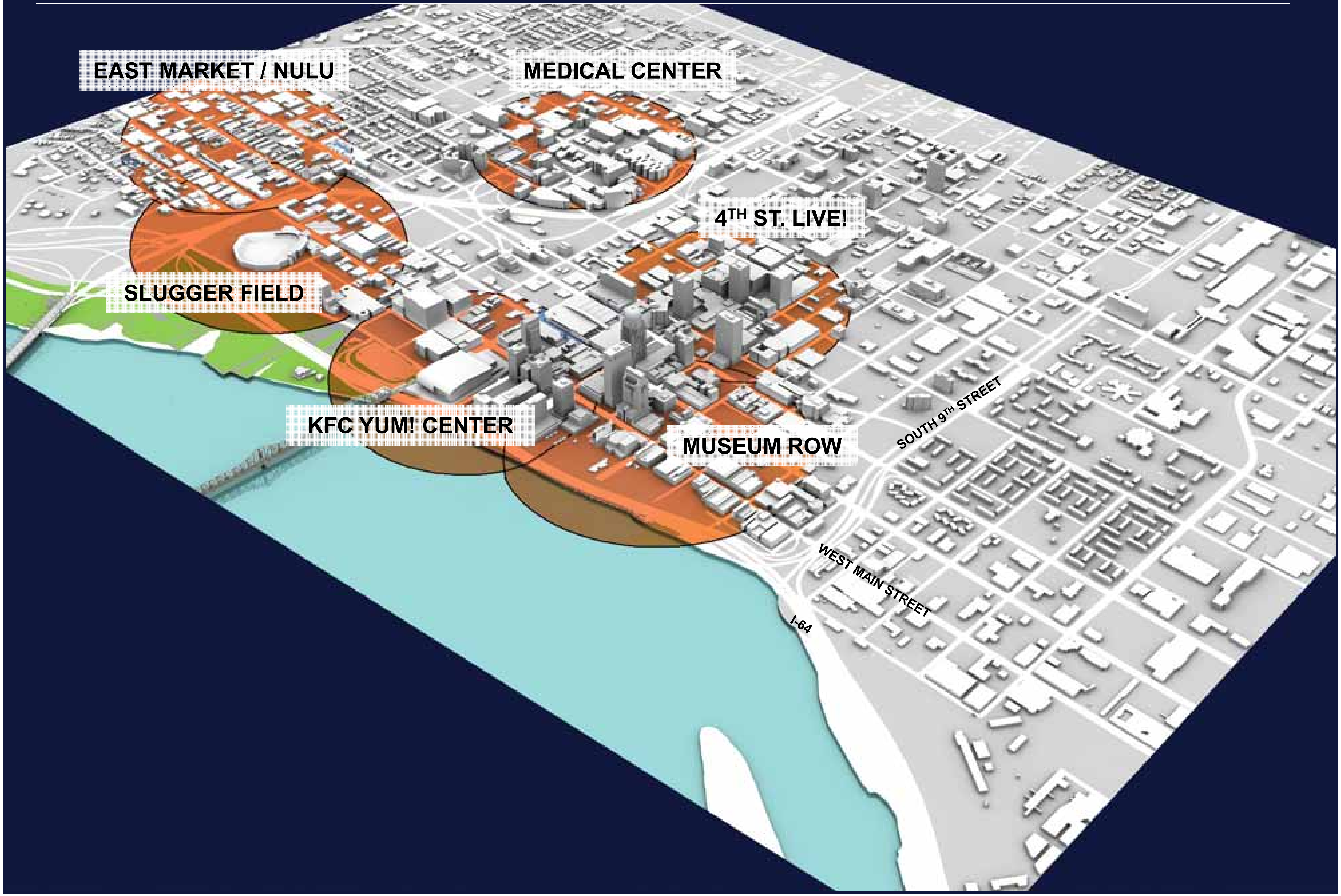
Universities and businesses that specialize in research and development

Networked Markets

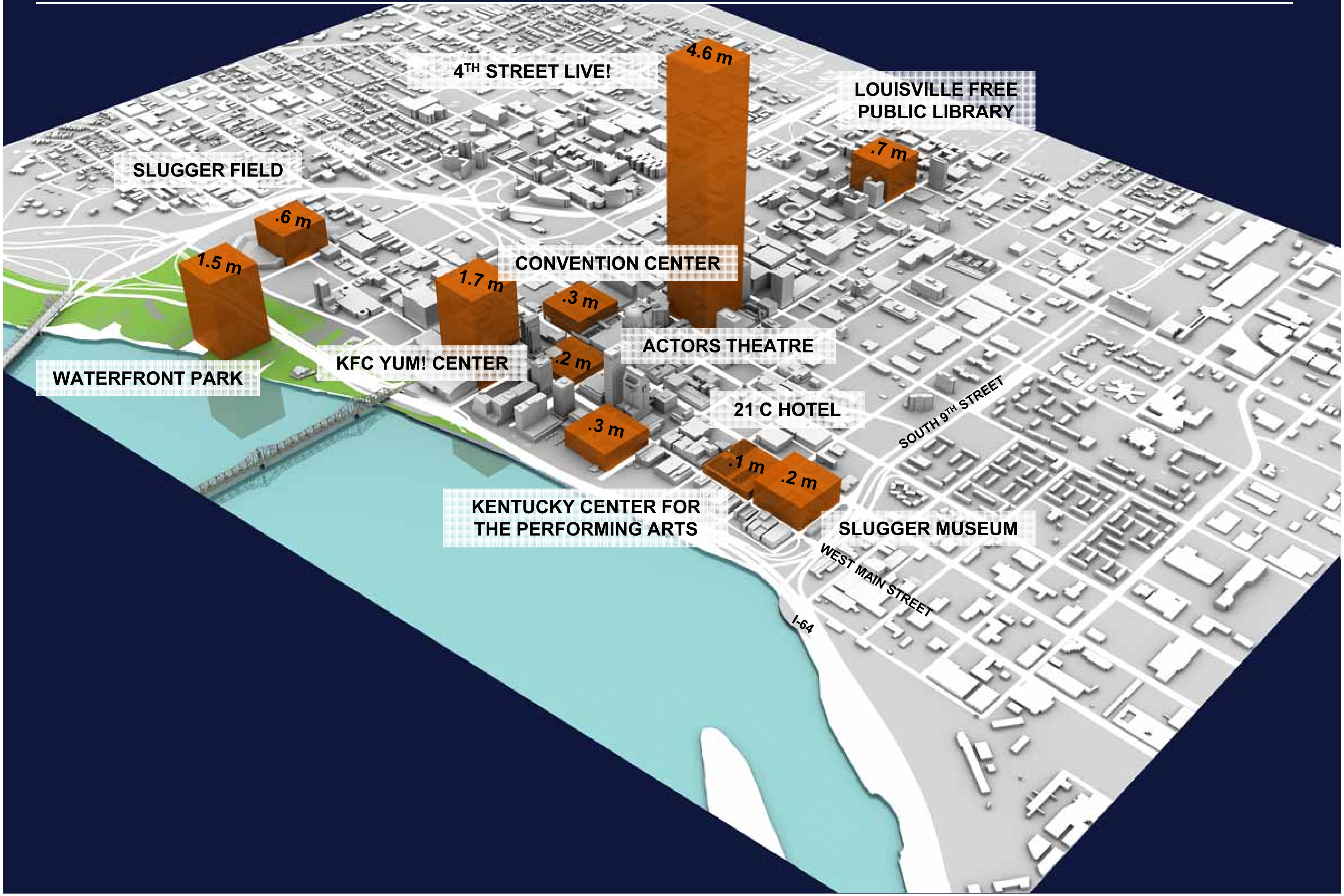
Able to share those ideas with the rest of the world

INITIAL URBAN FORM ANALYSIS

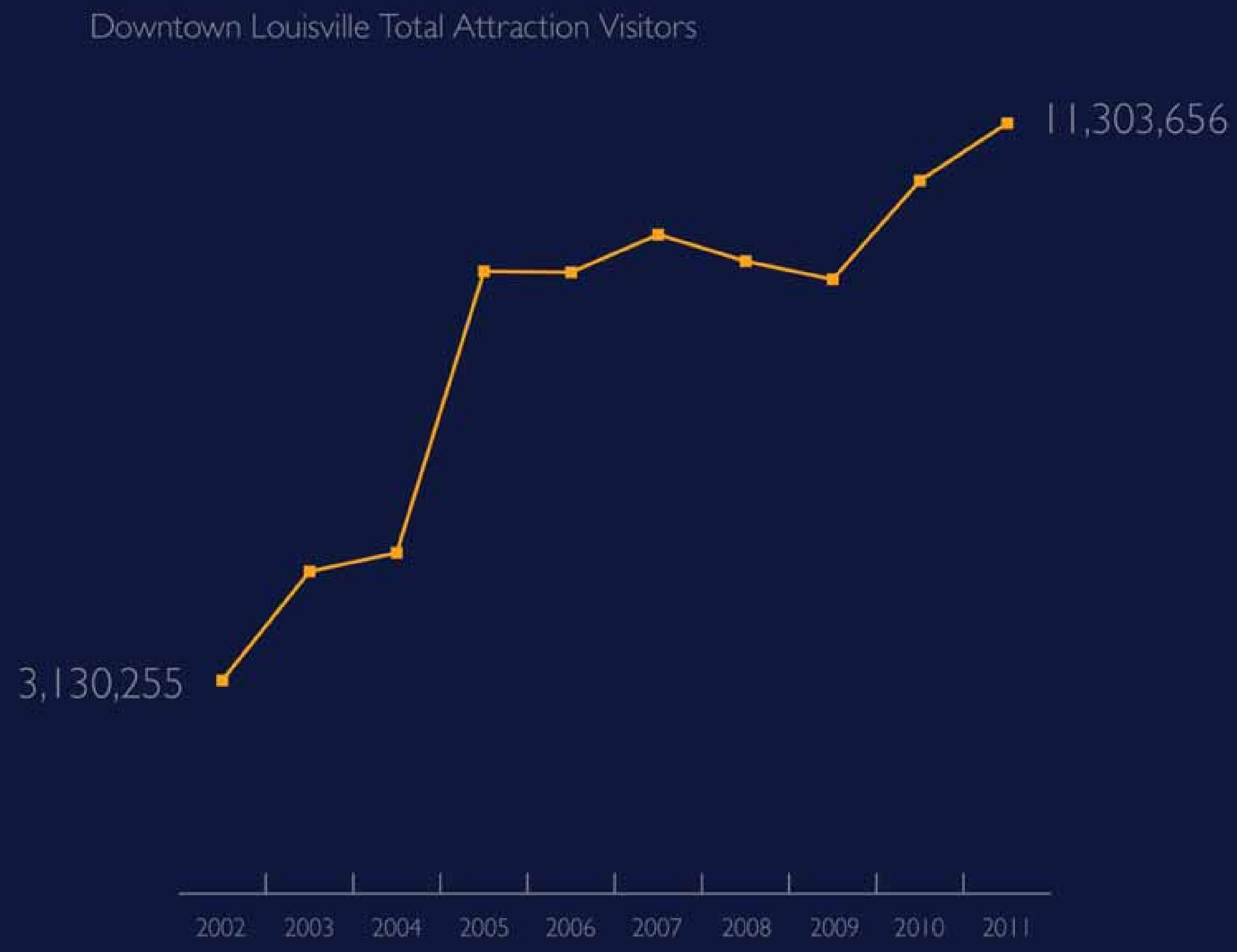
ANCHORS AND CONNECTIVITY



VISITORS AND ATTRACTIONS



VISITORS AND ATTRACTIONS



STREET NETWORK

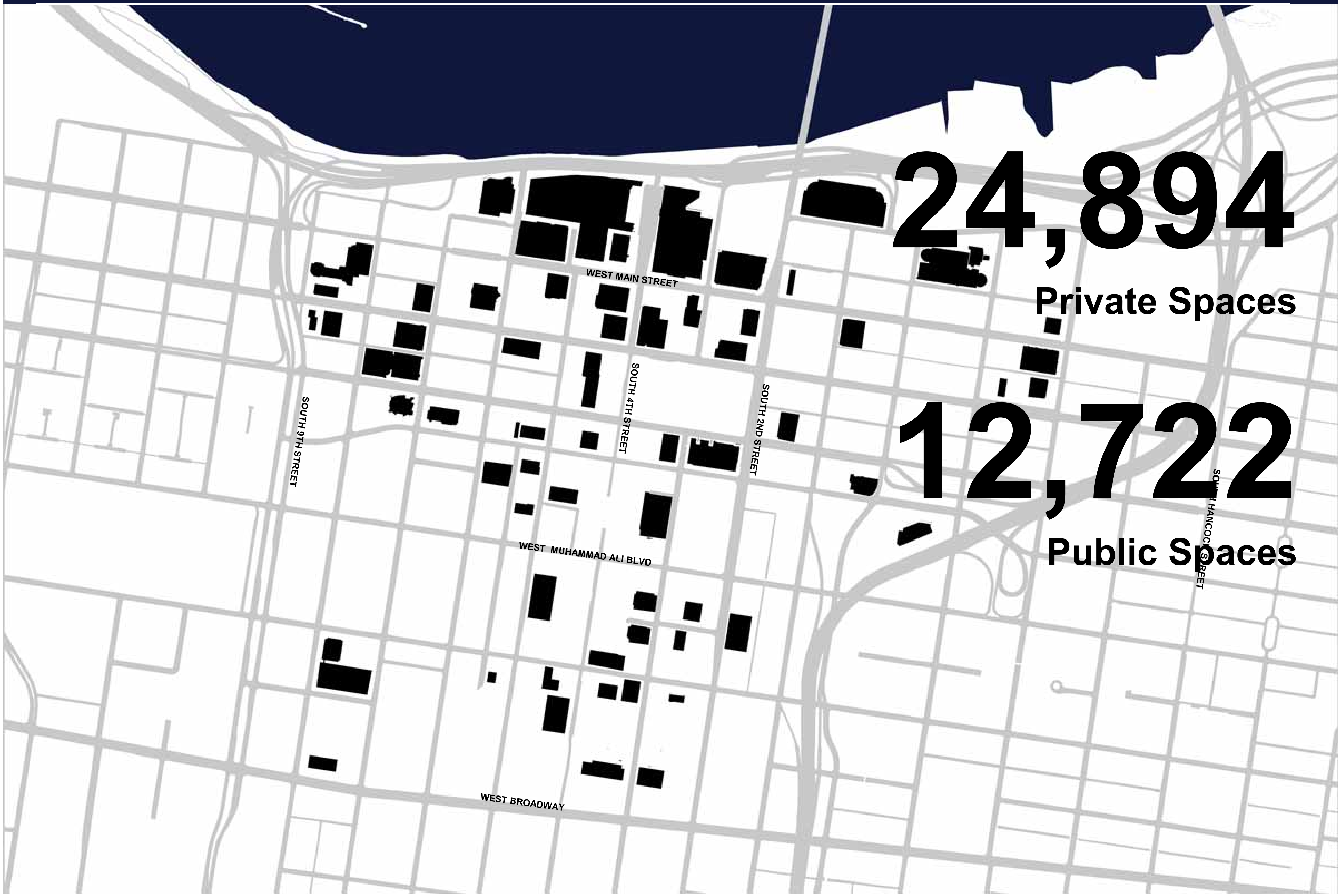
BARRIERS

WEST MAIN STREET
SOUTH 4TH STREET
SOUTH 2ND STREET
SOUTH 9TH STREET
WEST MUHAMMAD ALI BLVD
SOUTH HANCOCK STREET
WEST BROADWAY

OPEN SPACE


15%
Of Developable Ground
4%
Of Developable Ground without Waterfront Park
WEST MAIN STREET
SOUTH 9TH STREET
SOUTH 4TH STREET
SOUTH 2ND STREET
SOUTH HANCOCK STREET
WEST MUHAMMAD ALI BLVD
WEST BROADWAY

PARKING - Garages



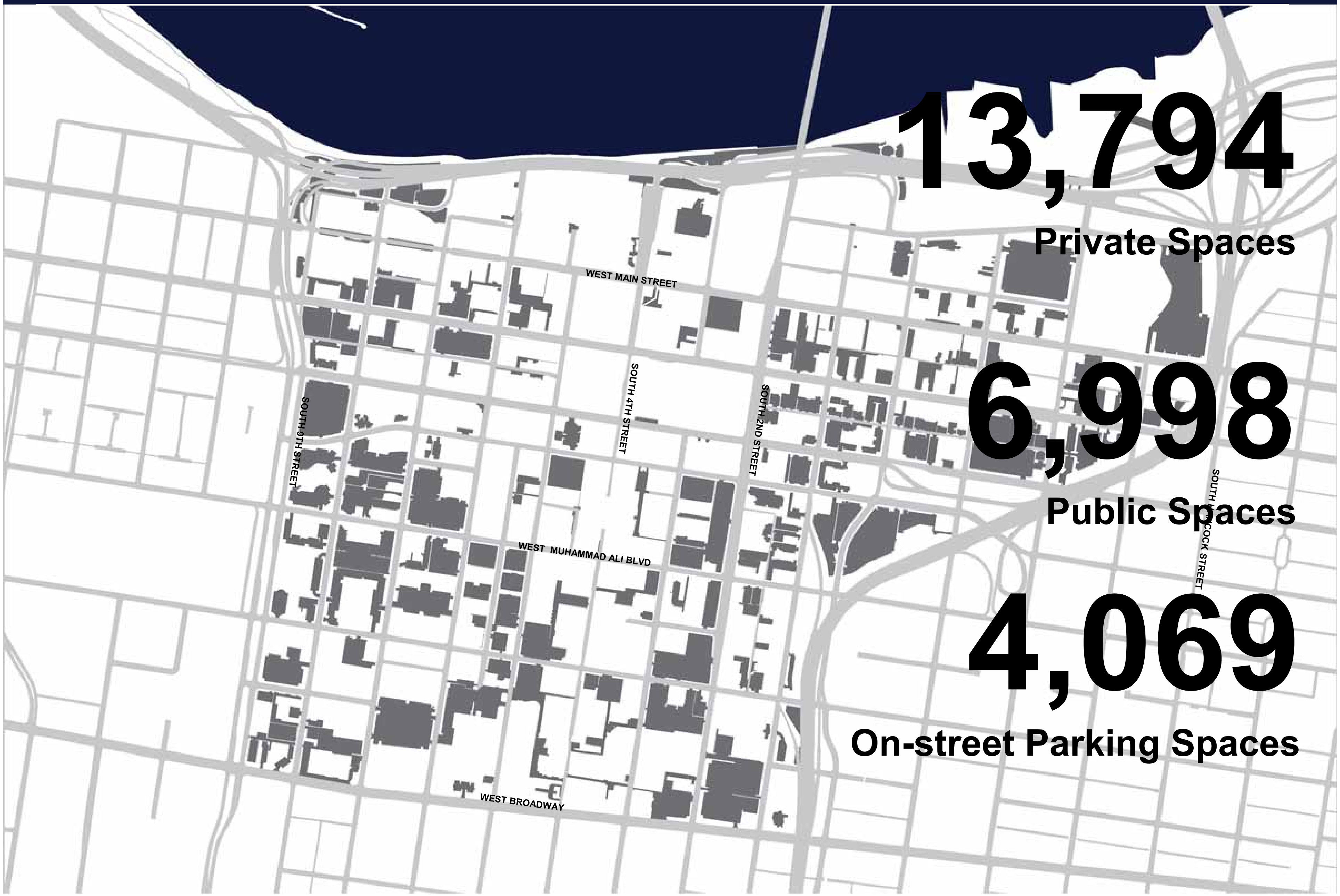
24,894

Private Spaces

12,722

Public Spaces

PARKING – Surface Lots



13,794

Private Spaces

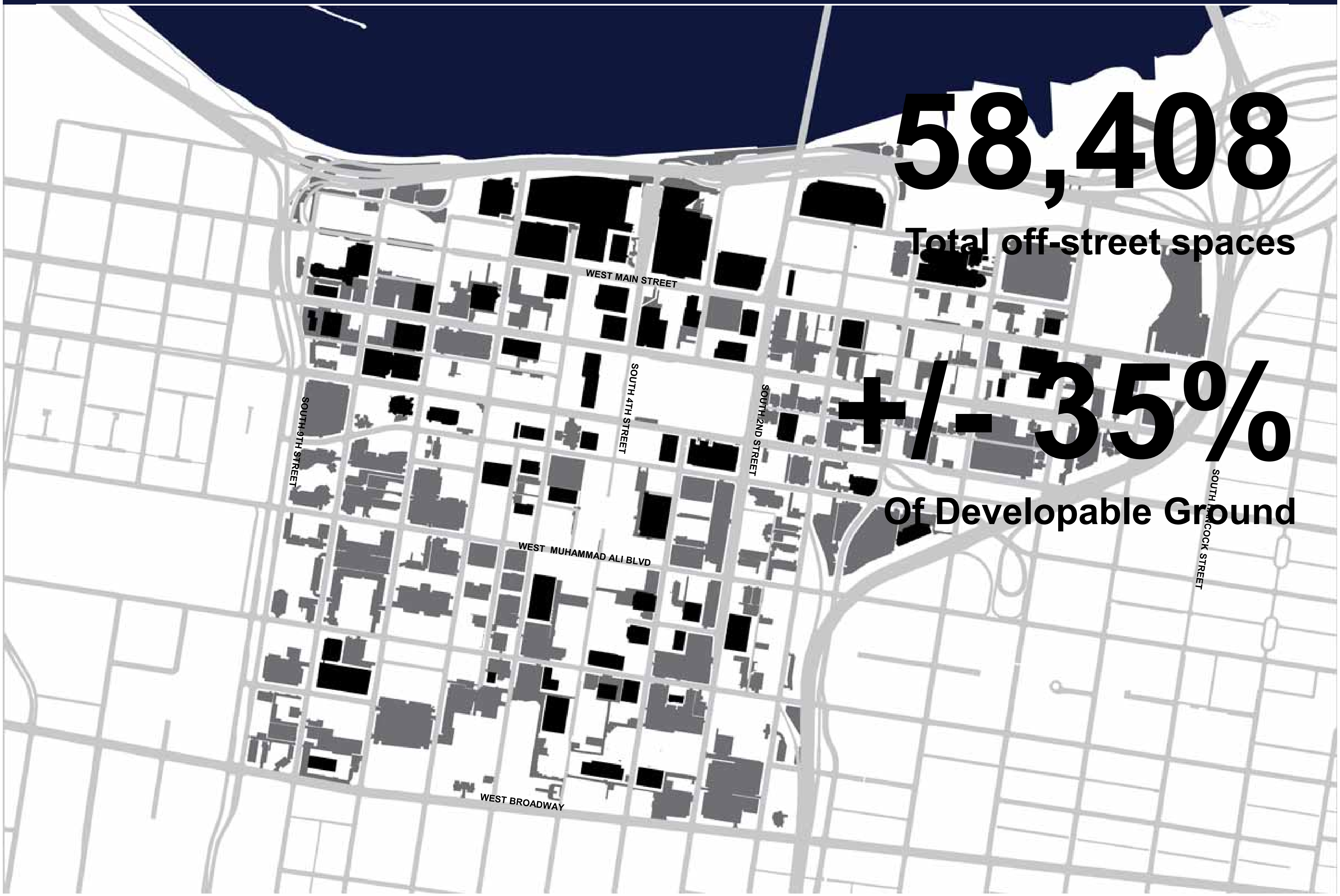
6,998

Public Spaces

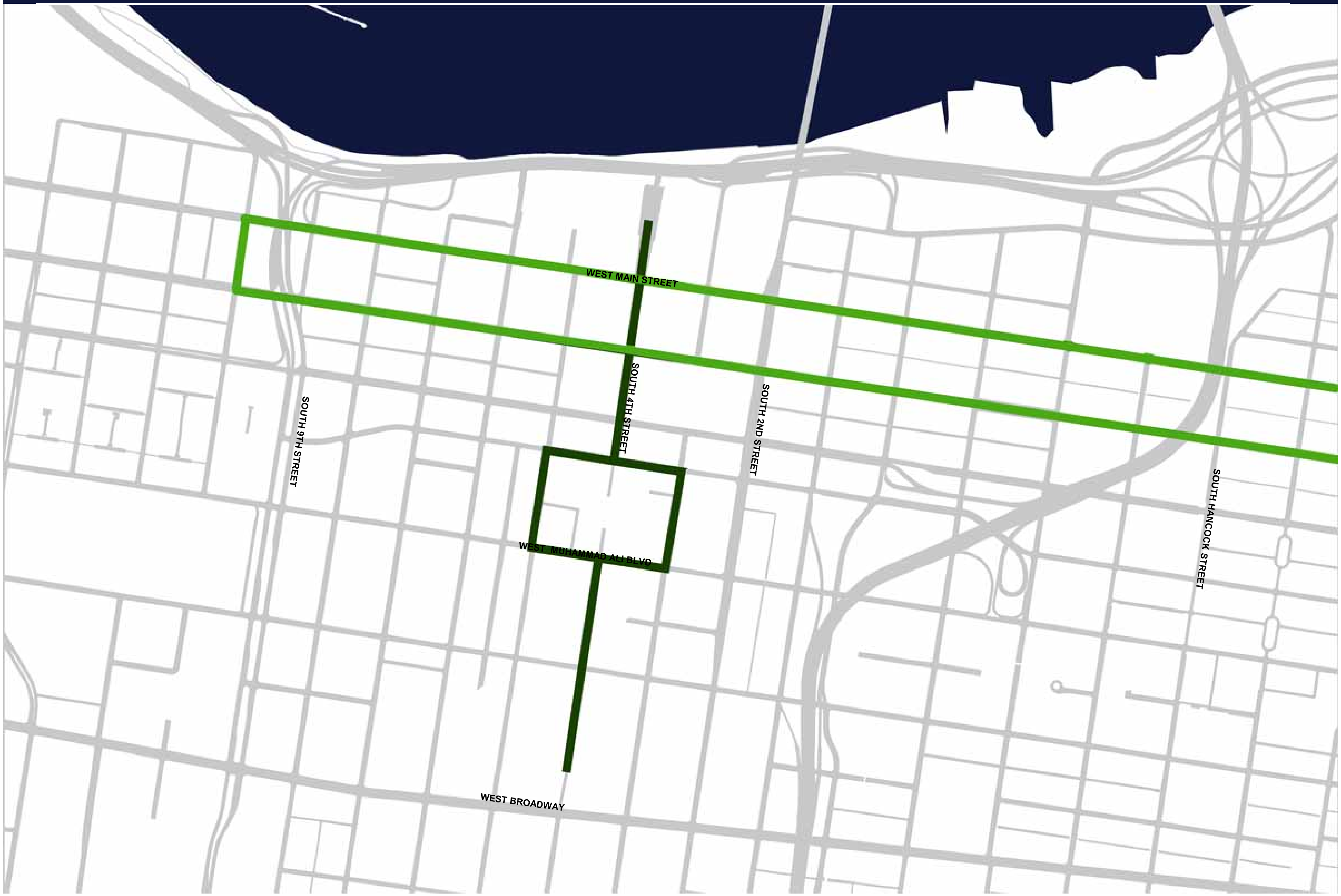
4,069

On-street Parking Spaces

PARKING

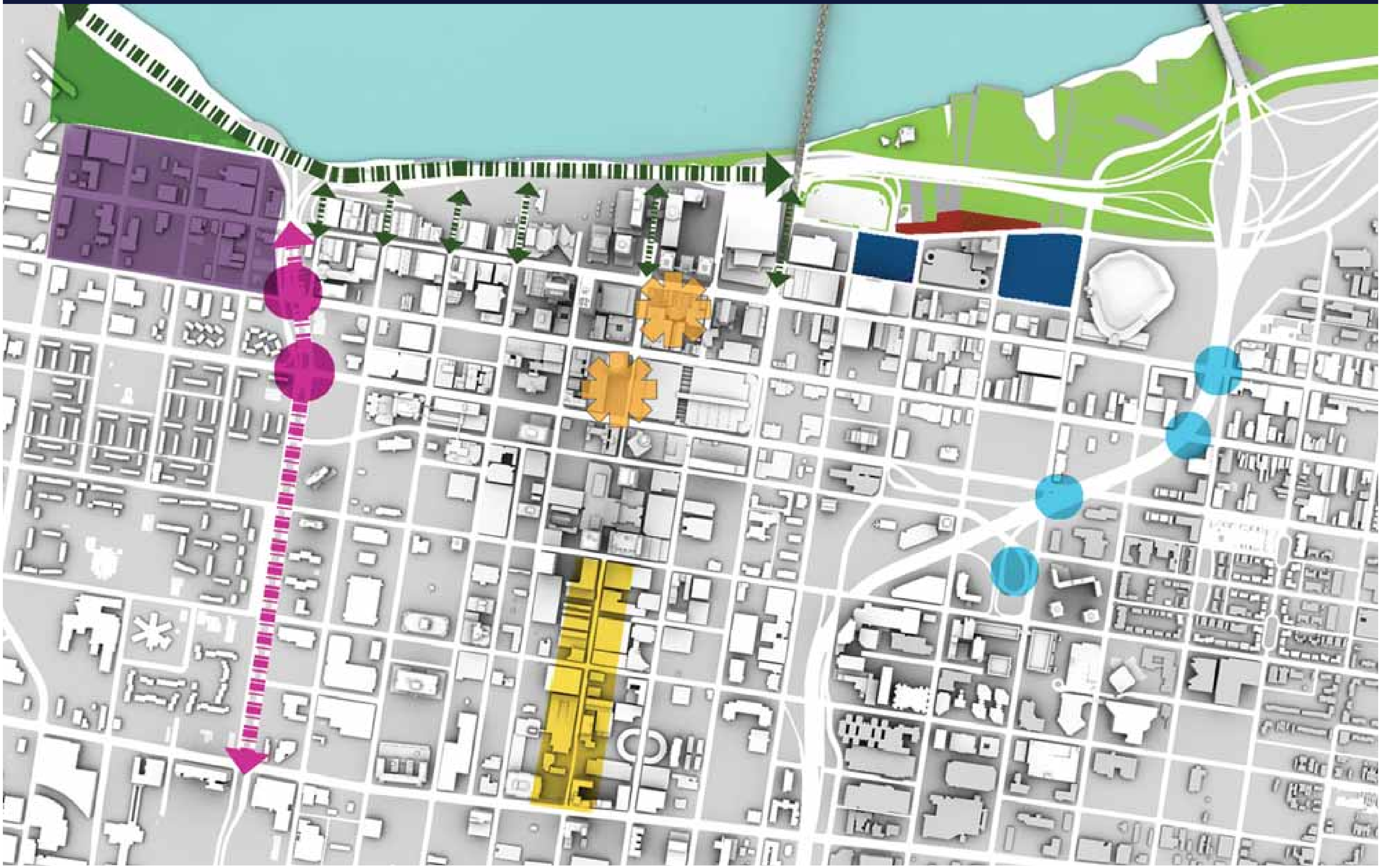

58,408
Total off-street spaces
+/- 35%
Of Developable Ground
WEST MAIN STREET
SOUTH 9TH STREET
SOUTH 4TH STREET
SOUTH 2ND STREET
WEST MUHAMMAD ALI BLVD
WEST BROADWAY

TRANSIT – downtown circulator



TRANSIT – electric buses

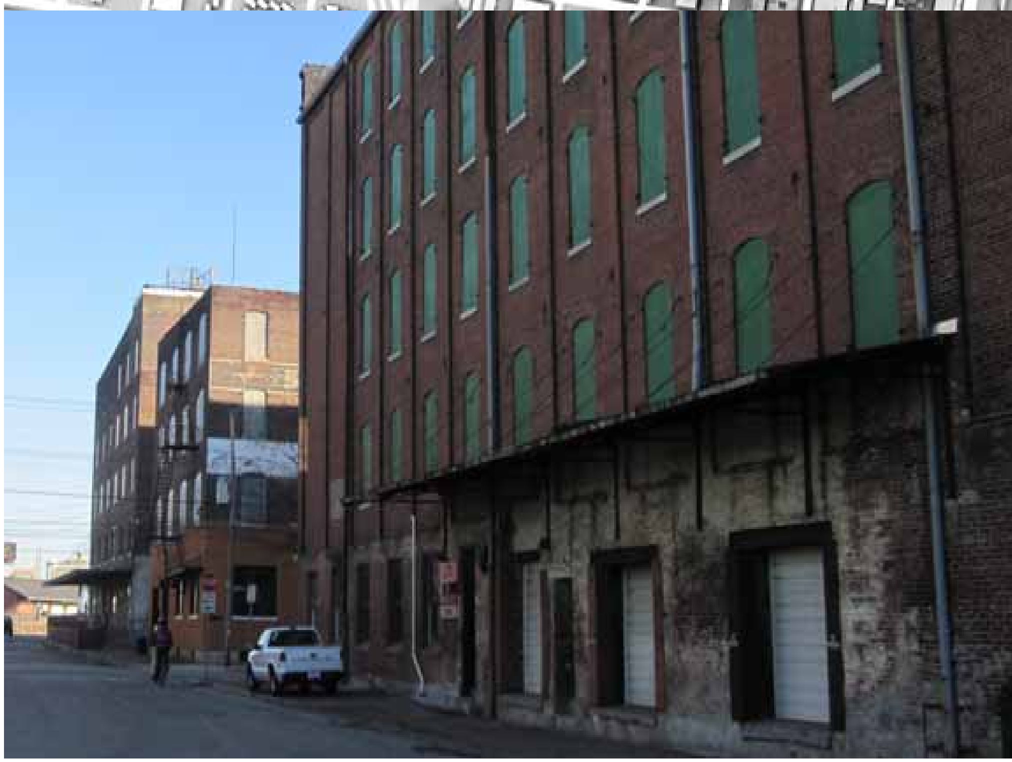
POTENTIAL FOCUS AREAS



WEST WATERFRONT PARK

RIVERWALK CONNECTIONS

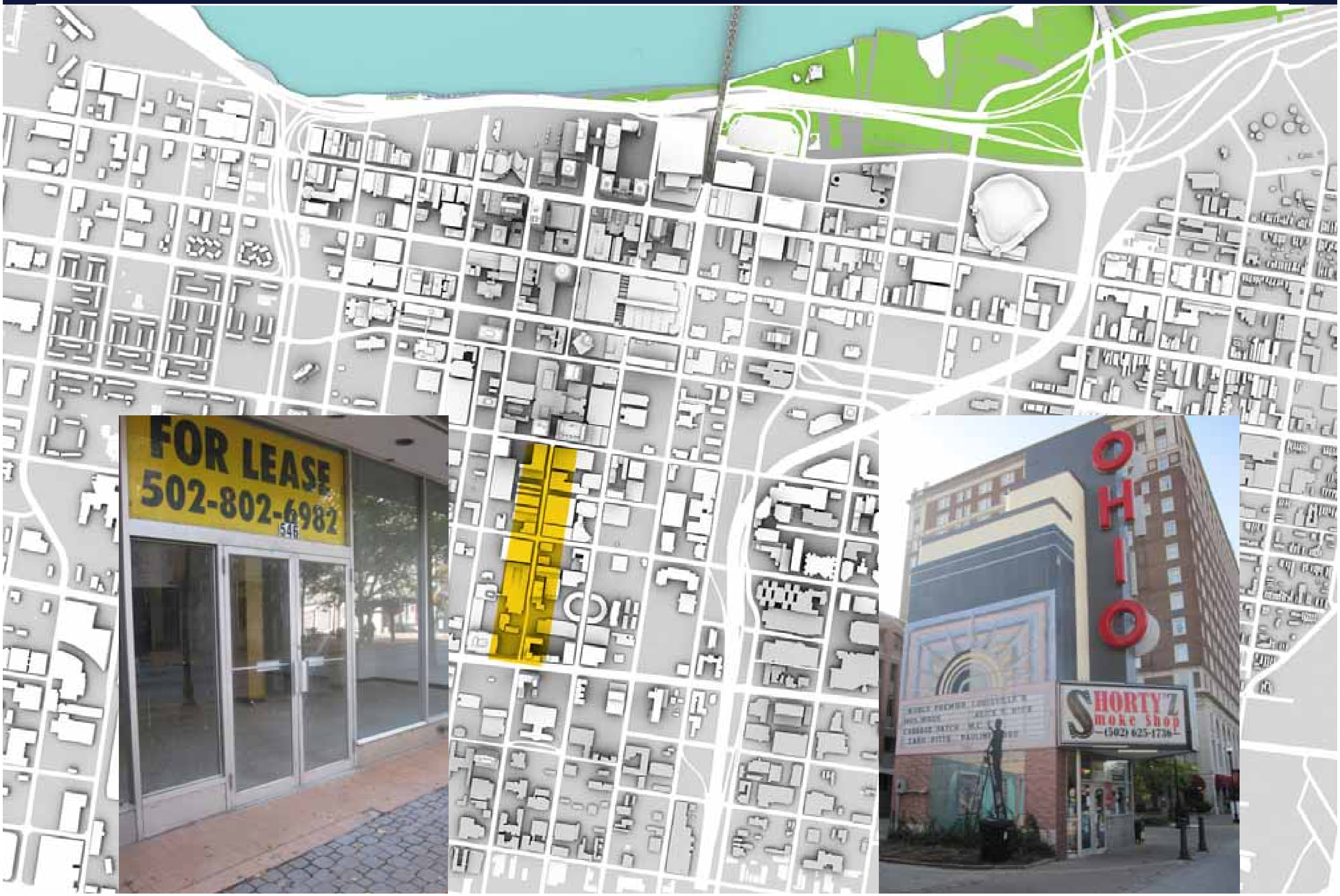
EAST PORTLAND



9TH STREET GATEWAY

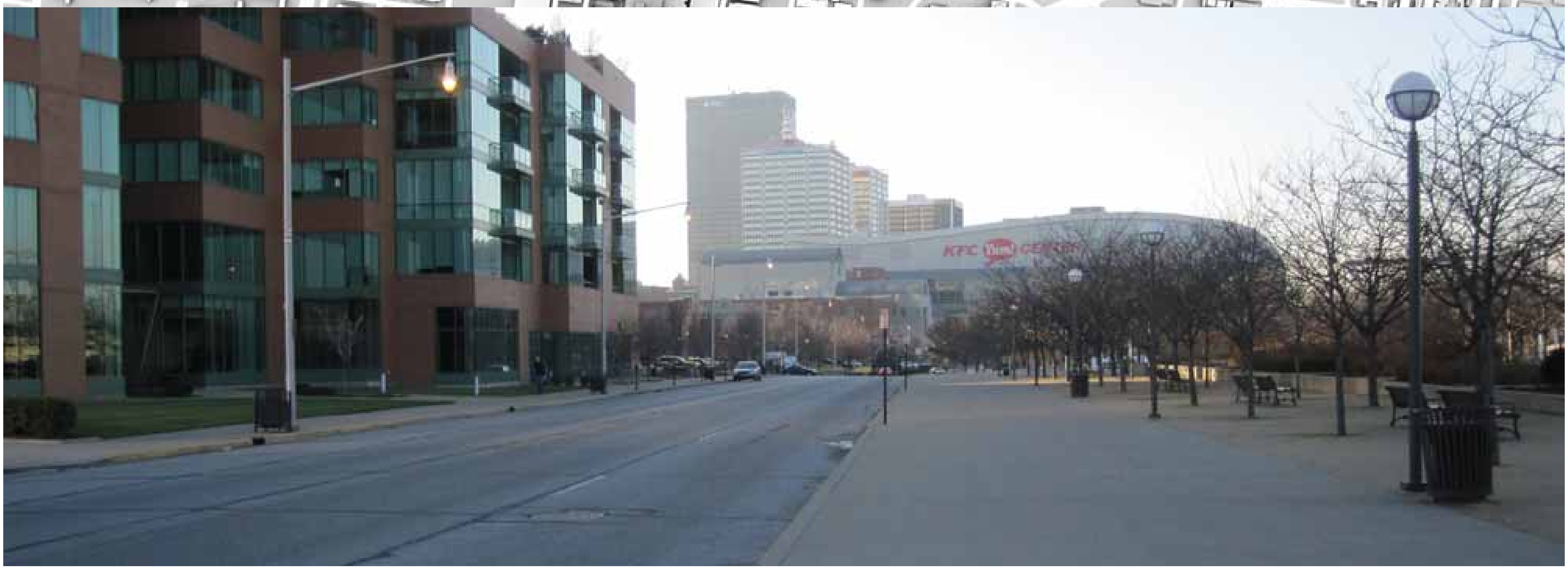
BOURBON DISTRICT GATEWAYS

4TH STREET RETAIL + INFILL

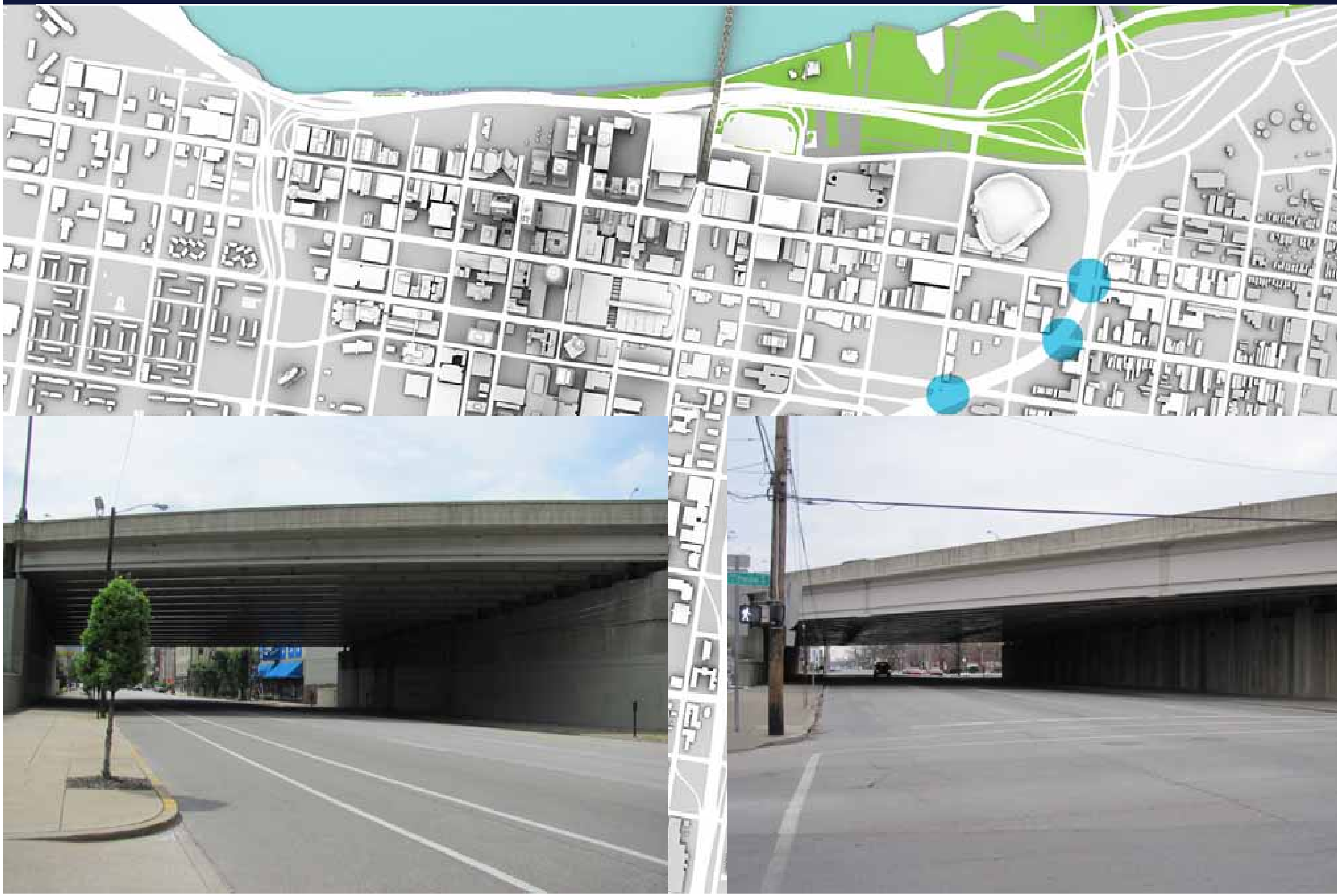


ARENA TO BALLPARK INFILL

ACTIVATE PARK EDGE

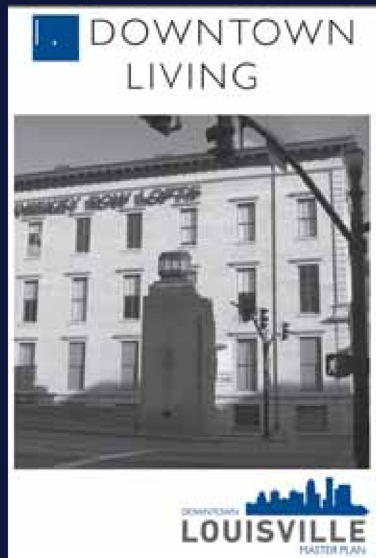


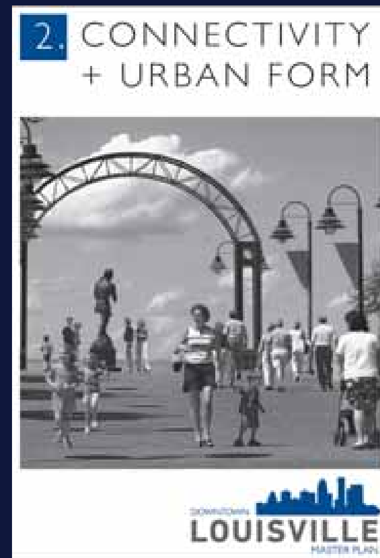
BRIDGES GATEWAYS

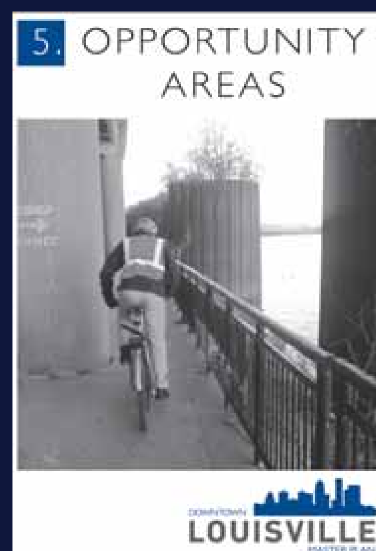


BREAK OUT SESSION

BREAK OUT TABLES







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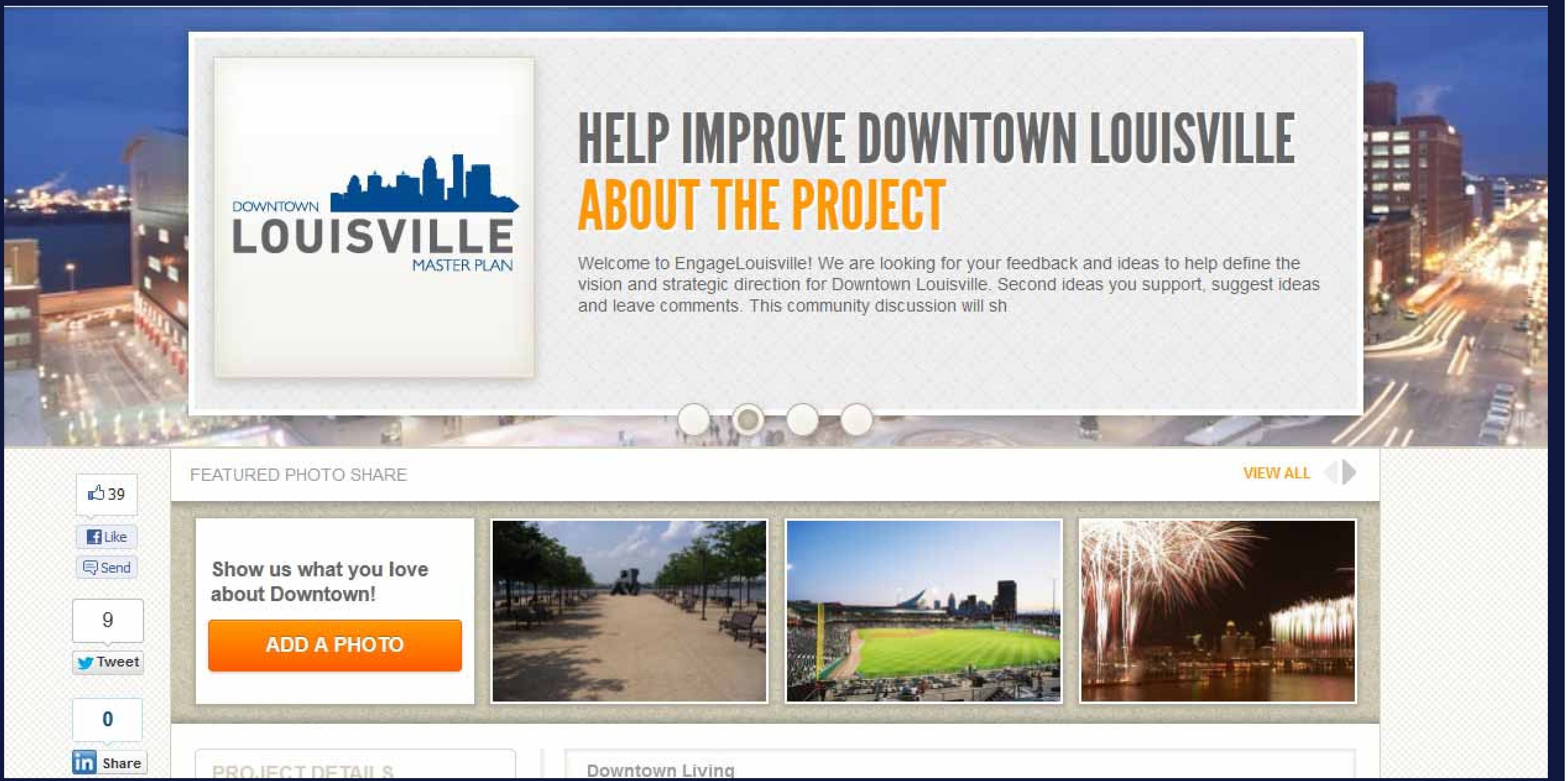

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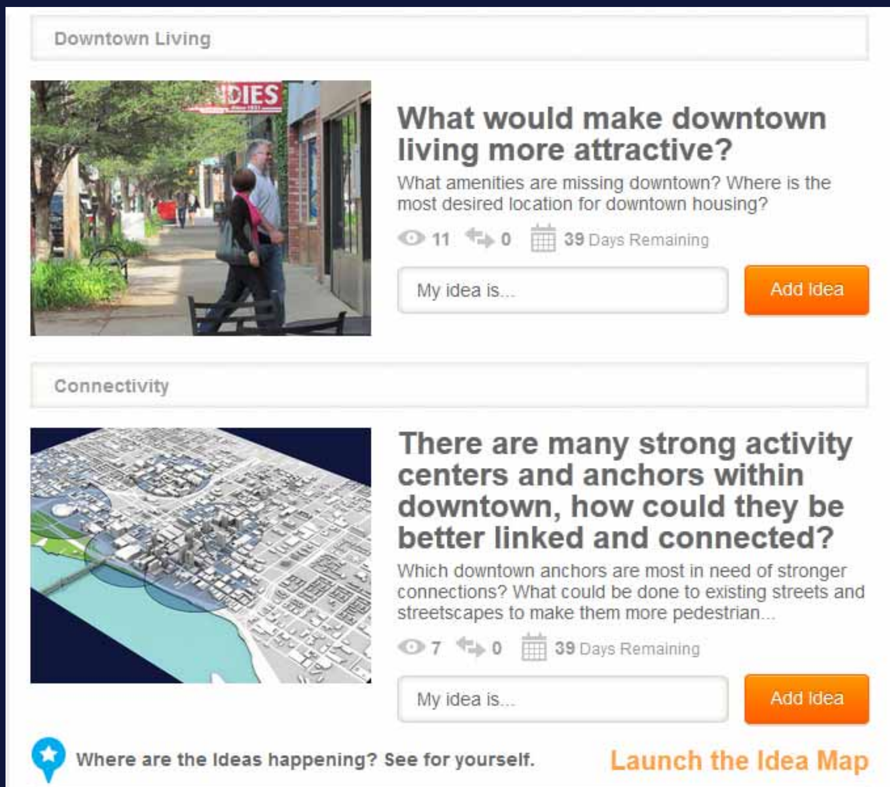

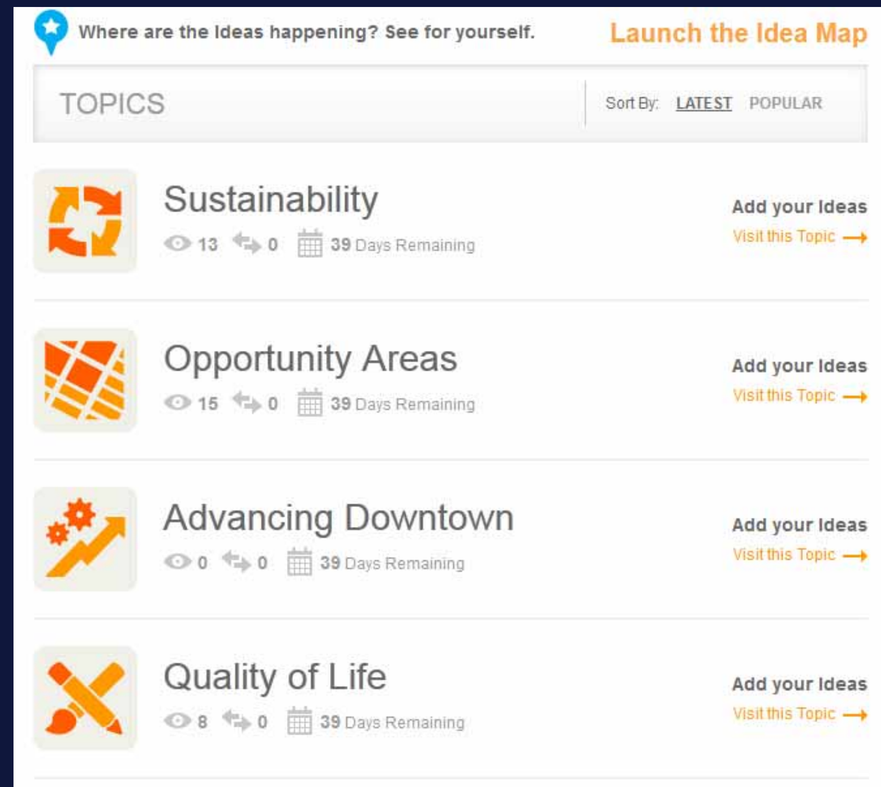

NEXT STEPS

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