

# DOWNTOWN LOUISVILLE MASTER PLAN



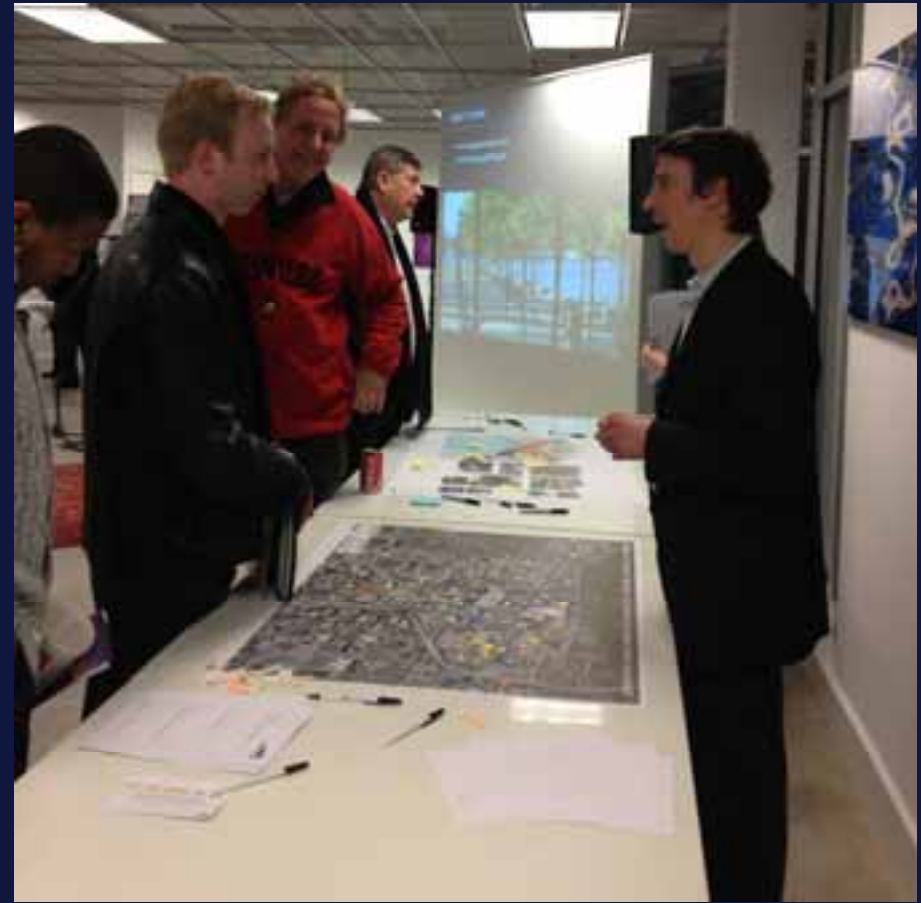
Photo by Scott Oves



# AGENDA

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- Plan Process Update
- [engagelouisville.com](http://engagelouisville.com)
- Collaboration and Incorporation
- Housing + Business Development Analysis
- Urban Form and Connectivity
- Break-Out Discussion
- Next Steps



# SCHEDULE

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**APRIL**

**Steering Committee Meeting #3: Business Development, Urban Form and Connectivity Concepts**

**MAY**

**Public Meeting #2: Housing/Business Development Analysis, Urban Form and Connectivity Concepts**

**JULY**

**Steering Committee #5: Draft Plan, Strategies, Policies Review**

# SCHEDULE

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**AUGUST**

**Public Meeting #3: Draft Plan Review, Strategies,  
Policies Review**

**SEPTEMBER**

**Steering Committee #6: Final Plan Review**

**OCTOBER**

**Board Meeting #2: Final Plan Review**

# COLLABORATION

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- VisionLouisville
- ULI Rose Fellowship
- Sustainability
- Urban Design Studio - Capstone



# RETAIL MARKET STUDY\*

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## Annual Retail Sales

Current:

235M

Potential:

450M



\*Performed by Village Solutions Co.

# RETAIL MARKET STUDY

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## Districts:

- Center City
  - South Fourth Street
  - 4<sup>th</sup> Street Live!/Convention
  - Arena
- West Main
- East Main/Slugger Field
- Nulu

# RETAIL MARKET STUDY

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## 4<sup>th</sup> Street Districts:

- Entertainment
- Restaurants
- Arts, Fashion, and Design

## Differentiation Strategies:

- Localism
- Rarity
- Ethical and Traceable
- Curated Retail





# INCORPORATION – Additional Studies and Efforts

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- Bourbon District
- Bridges Aesthetics
- Connectivity Studies
  - Downtown (Arena-focused)
  - East Downtown (Nucleus to NULU)



# PUBLIC INVOLVEMENT

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## *Engaging the Community in Decision Making*

- Stakeholder Interviews: 35+
- Public Meeting February 19: 125+
- [www.engagelouisville.com](http://www.engagelouisville.com): more than 19,000 individual page views





## 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

### YOUR AVERAGE PARTICIPANT IS...

Male



**39** Years Old

Living in these Postal Codes:

**40204, 40202, 40207**

### TOTAL TRAFFIC

Visitors



**2,187**

Page Views



**19,202**

**226**

participants

**188**

ideas

**280**

comments

# COMMON THEMES

- Infill Development
- Reduce Surface Parking Lots
- Mid-Priced Housing
- Transit Improvements (Streetcars, Bike Accommodation)
- Additional Retail
- Sustainability
- Connections to neighborhoods (especially across 9<sup>th</sup>, I-65, and Broadway)
- Waterfront Park connections

The screenshot displays a website interface for an urban planning project. At the top, there is a section titled "How can downtown Louisville become more sustainable?" with an orange "ADD A PHOTO" button. Below this are three images: a diagram of wind-powered LED lighting and native trees, a map of Maryland showing the project location, and a photograph of a street with a "WAY USE FULL LANE" sign. To the right is a 3D architectural rendering of a street intersection with green landscaping. Below these images is a navigation menu with "Reviewed Ideas" and "PROJECT DETAILS". The "PROJECT DETAILS" section includes "About the Project" and "How It Works". The main content area is titled "Connect The Core" and features a photograph of a red brick building. To the right of the photo is the text: "Downtown is surrounded by several original 'suburbs' (Old Louisville, Butchertown, etc.). What is the future of these

**WHAT MAKES A GREAT  
DOWNTOWN?**

# JOBS



# ACTIVITY





LIVING



# PARKS + AMENITIES



# DYNAMIC SPACES



# CONNECTIONS



Photo By: Fred Sauseman

# SUSTAINABILITY



AUTHENTICITY



**HOW DOES DOWNTOWN  
LOUISVILLE STACK UP?**

11% OF JOBS  
IN MSA ARE DOWNTOWN



\$ WITH HIGHEST PAYING  
JOBS IN THE REGION

10 MILLION VISITORS  
TO DOWNTOWN



3x MORE NOW  
SINCE 2002



HOUSING UNITS  
WERE DEVELOPED  
DOWNTOWN IN 2012

WATERFRONT  
PARK ONE OF  
MOST VISITED PARKS IN US



1.5 MILLION  
VISITORS IN 2012

W. MAIN ST.

NAMED ONE OF  
THE GREATEST  
STREETS IN AMERICA



ONE OF THE LARGEST  
MSA'S WITHOUT RAIL  
OR AMTRACK SERVICE

9<sup>th</sup> MOST YEAR ROUND  
PARTICULATE  
POLLUTION +  
#1 FASTEST GROWING  
HEAT ISLAND IN  
THE NATION

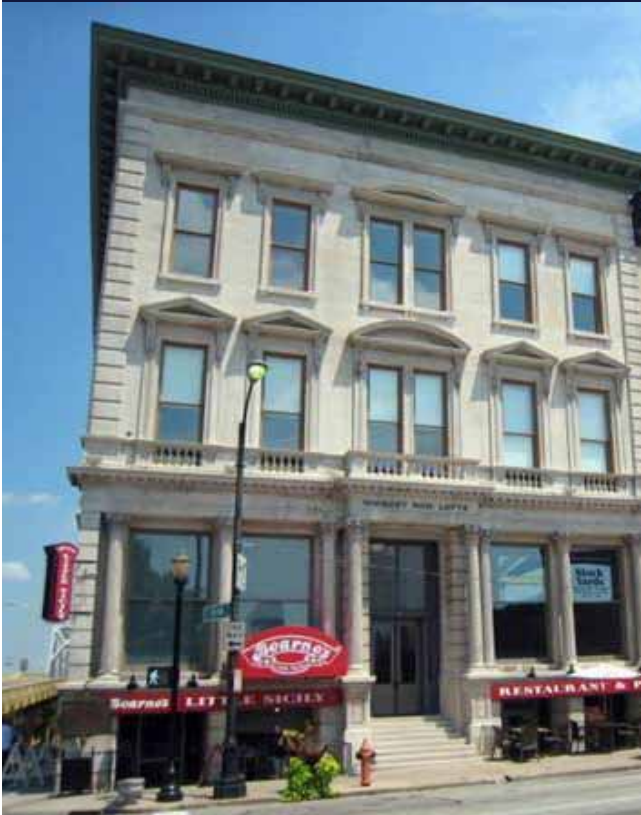
TOP  
US TRAVEL  
DESTINATION  
FOR  
2013



# MAJOR PLAN COMPONENTS

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**DOWNTOWN  
HOUSING**



**BUSINESS  
DEVELOPMENT**



**URBAN FORM AND  
CONNECTIVITY**



# HOUSING ANALYSIS



Photo by Scott Oves

# HOUSING DEMAND: 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**

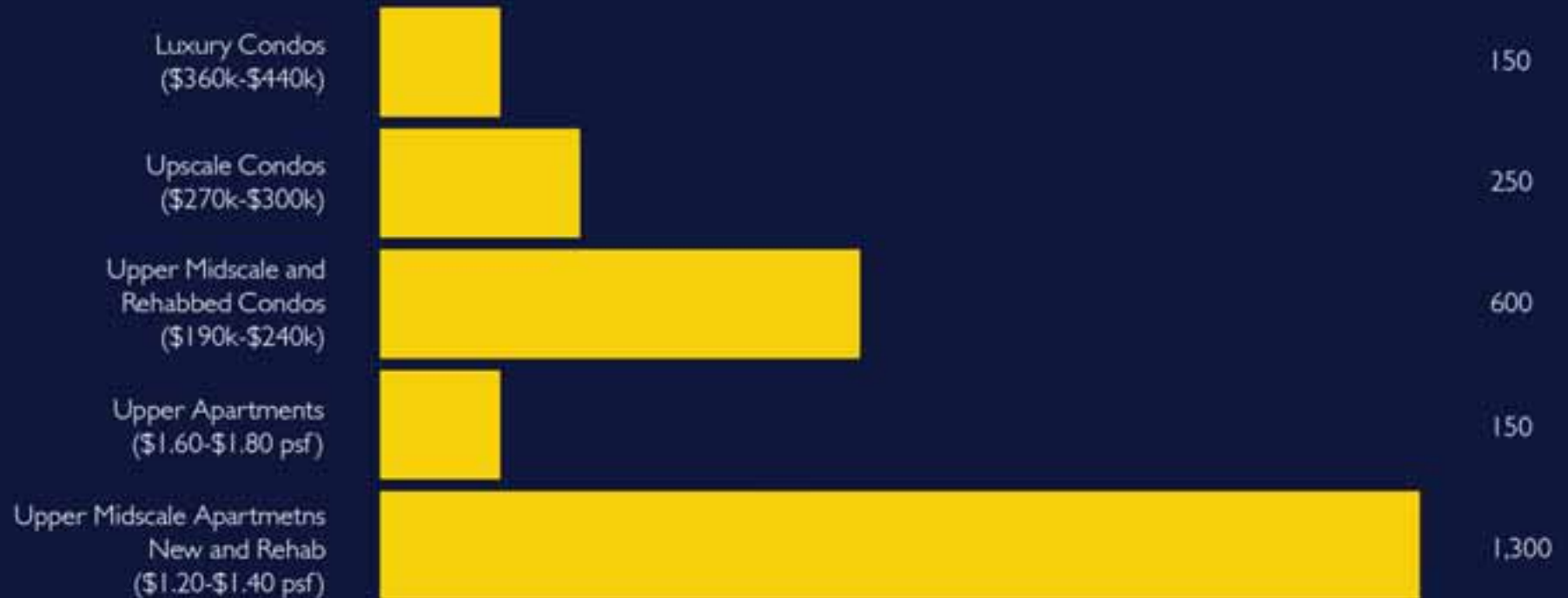
Percentage of Ownership  
**15%**

Average Household Size  
**2.00**

Predominant Household Type  
Singles, Roommates

# HOUSING DEMAND

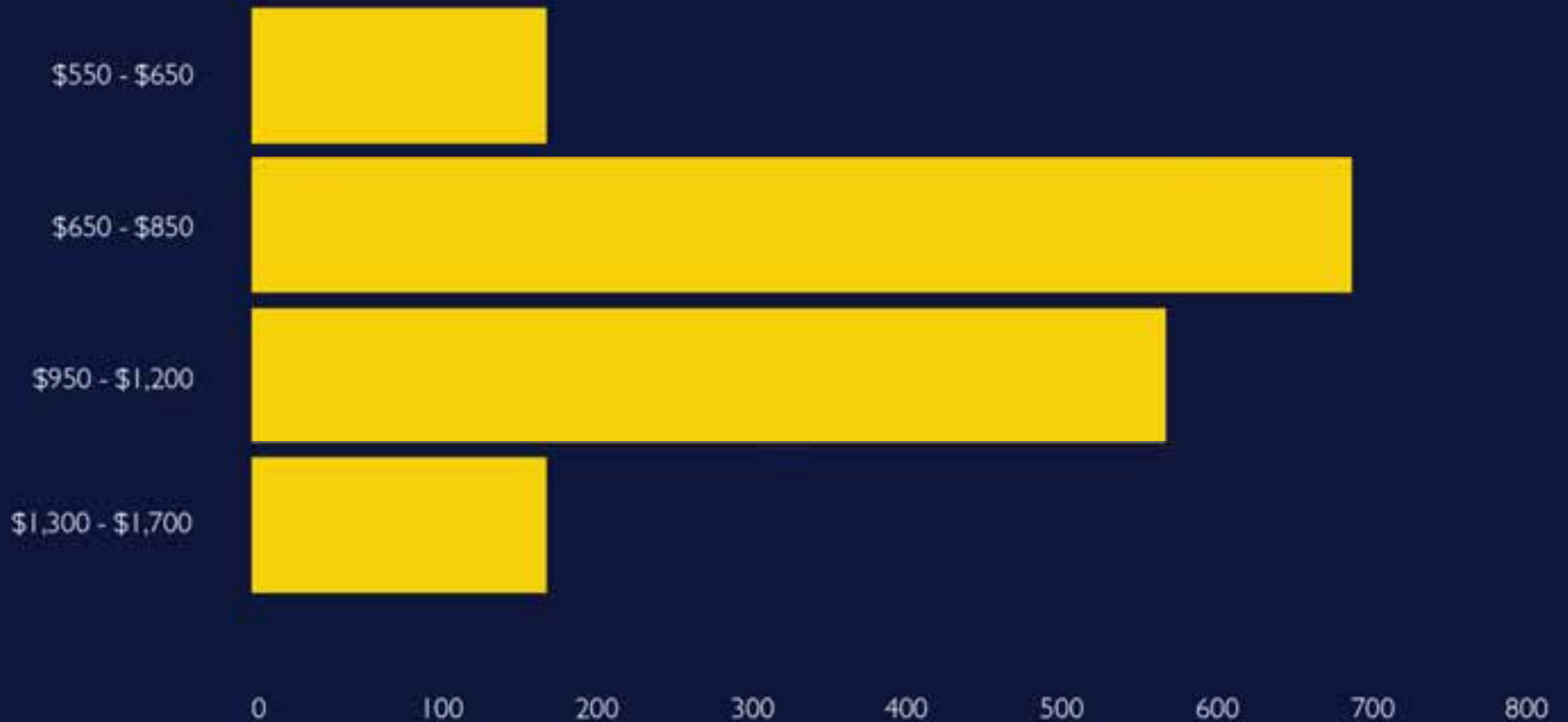
Unit Demand by Product Type / Typology  
Development Strategies 2013



# HOUSING DEMAND

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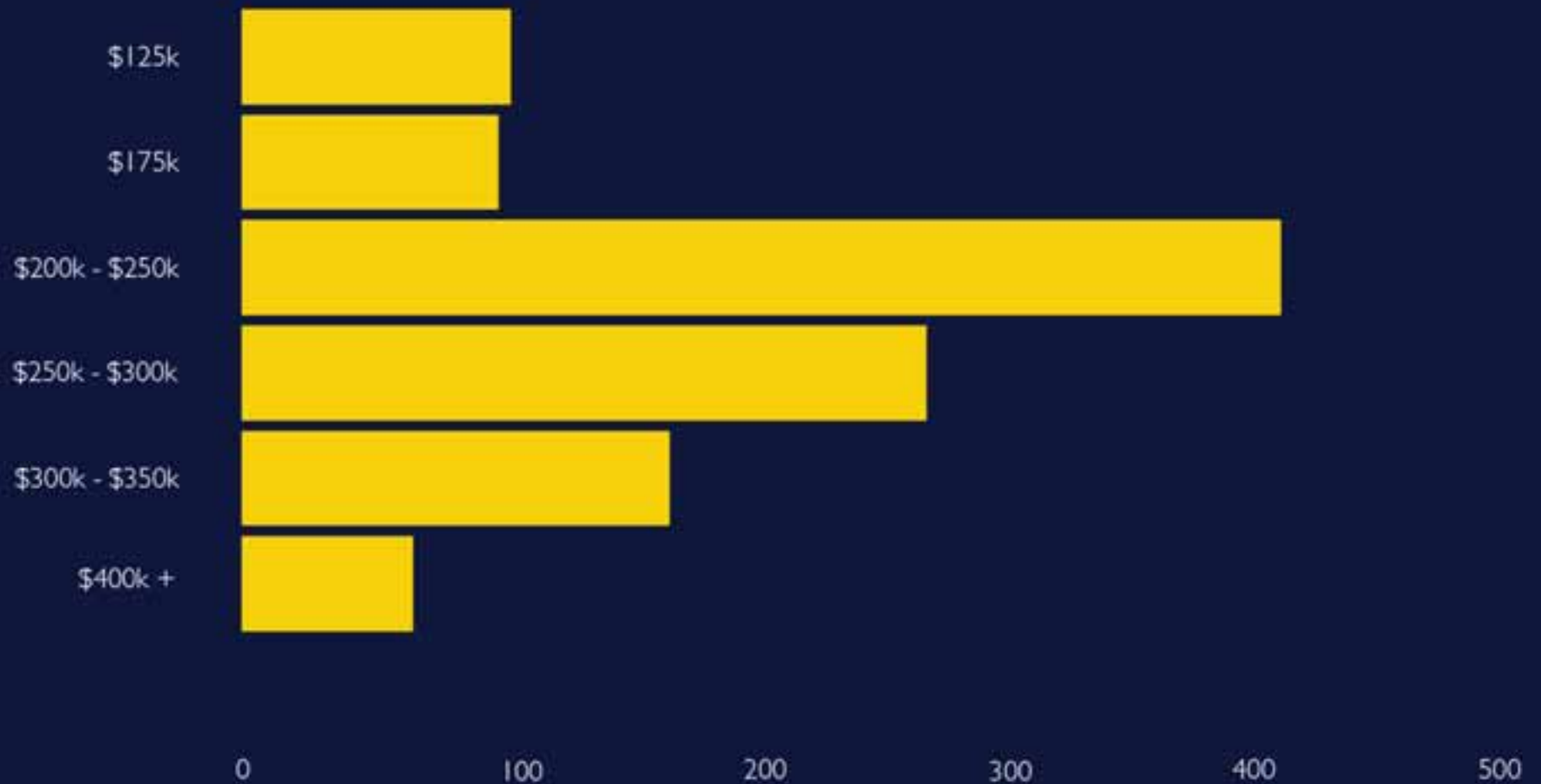
10-12 Year Rental Housing Demand by Monthly Rent Downtown Louisville  
Development Strategies 2013



# HOUSING DEMAND

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10-12 Year For-Sale Housing Demand by Price Point  
Development Strategies 2013



# POTENTIAL INFILL NEIGHBORHOODS



# HOUSING DEMAND

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**2,500**

**Number of Market-Supported Housing  
Units**

**Downtown Louisville  
10-12 Years**

**+/- 3,750 residents**



# BUSINESS DEVELOPMENT ANALYSIS



Photo by Scott Oves

# DOWNTOWN IS AN ECONOMIC ENGINE

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## TOTAL NUMBER OF DOWNTOWN LOUISVILLE JOBS



**11%**

**OF THE REGION'S JOBS ARE DOWNTOWN**

# BUSINESS DEVELOPMENT: OVERVIEW

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## Downtown Market Share: Build on Strengths

- Class A Office Space: 40%
- Total Office Space: 30%
- Information Sector Employment: 37%
- Financial Sector Employment: 37%
- Health Care Sector Employment: 35%
- Professional and Scientific Sector Employment: 23%

# BUSINESS DEVELOPMENT: OVERVIEW

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*



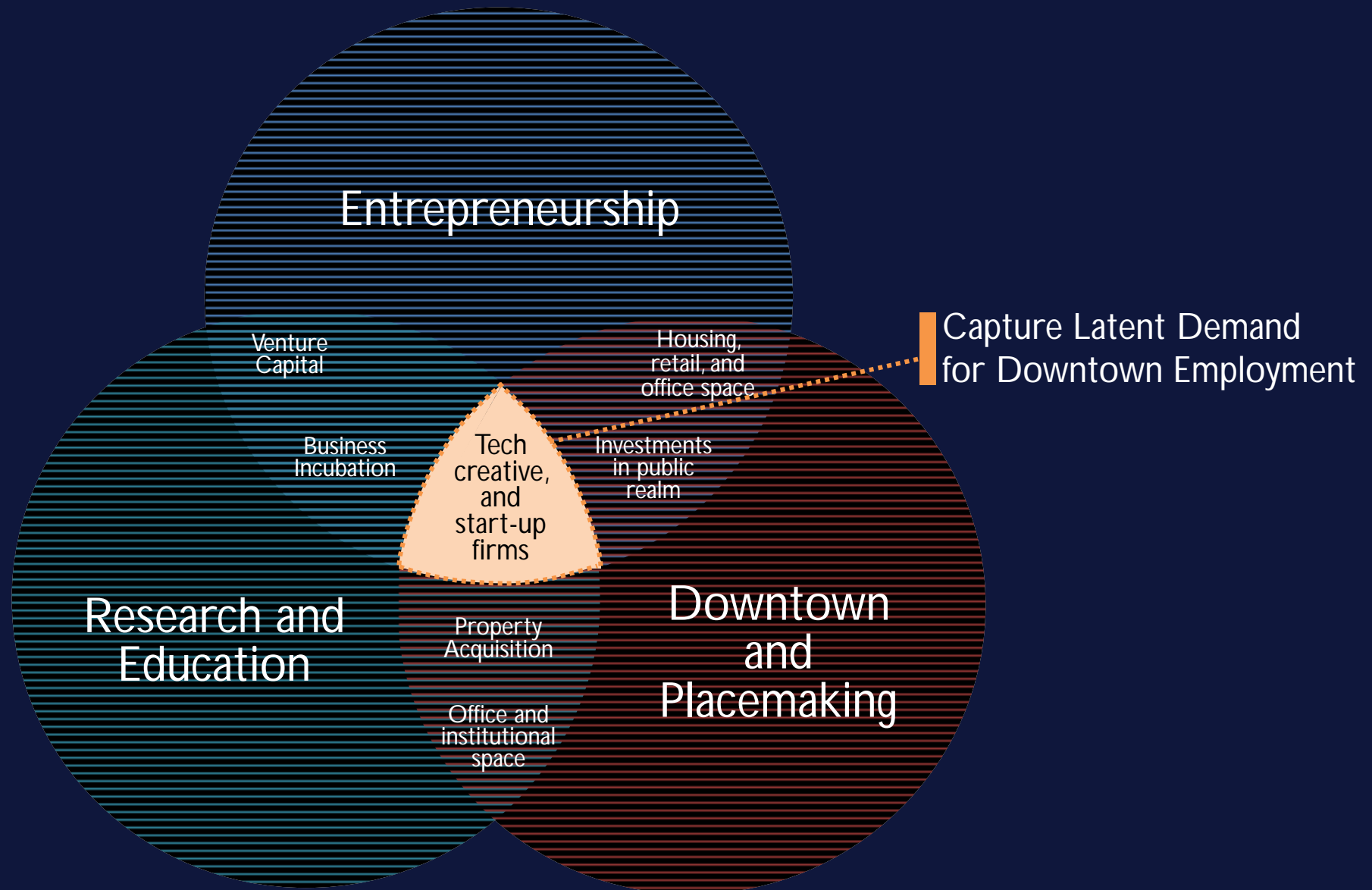
64%

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*

**Need for entrepreneurship, diversification, start-ups, innovation**

# BUSINESS DEVELOPMENT: OVERVIEW



## BUSINESS DEVELOPMENT: OVERVIEW

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The industries that drove the Louisville economy in 2000 are not the same ones that will drive it in **2020**

Downtown will play an **increasingly large role** in the Louisville economy.

## BUSINESS DEVELOPMENT: OVERVIEW

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In 2001, Louisville had relative strengths in:

- Information ↓
- Manufacturing ↓
- Utilities ↓
- Wholesale Trade ↓
- Transportation/Warehousing

However, relative to the nation, all but one of these industries **declined in their importance** in the Louisville economy.\*

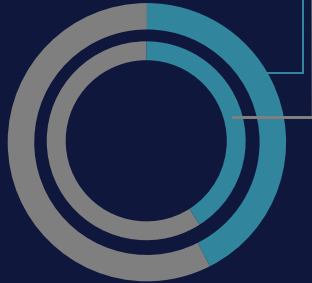
\* Based on Location Quotients for Louisville MSA, 2001 and 2011; Bureau of Economic Analysis

# BUSINESS DEVELOPMENT: OVERVIEW

Downtown-friendly sectors are gaining strength

Arts & Entertainment

0.77 2001  
0.82 2011



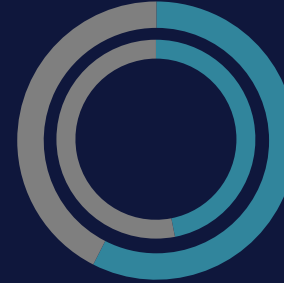
Professional & Scientific

0.70 2001  
0.81 2011



Finance & Insurance

0.92 2001  
1.15 2011



Lodging

0.96 2001  
1.01 2011



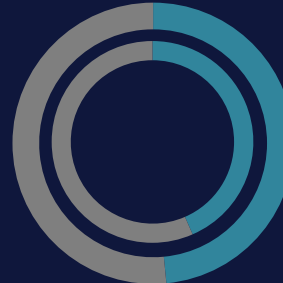
Management

0.75 2001  
0.87 2011



Health Care

0.80 2001  
0.97 2011



Education

0.65 2001  
0.79 2011

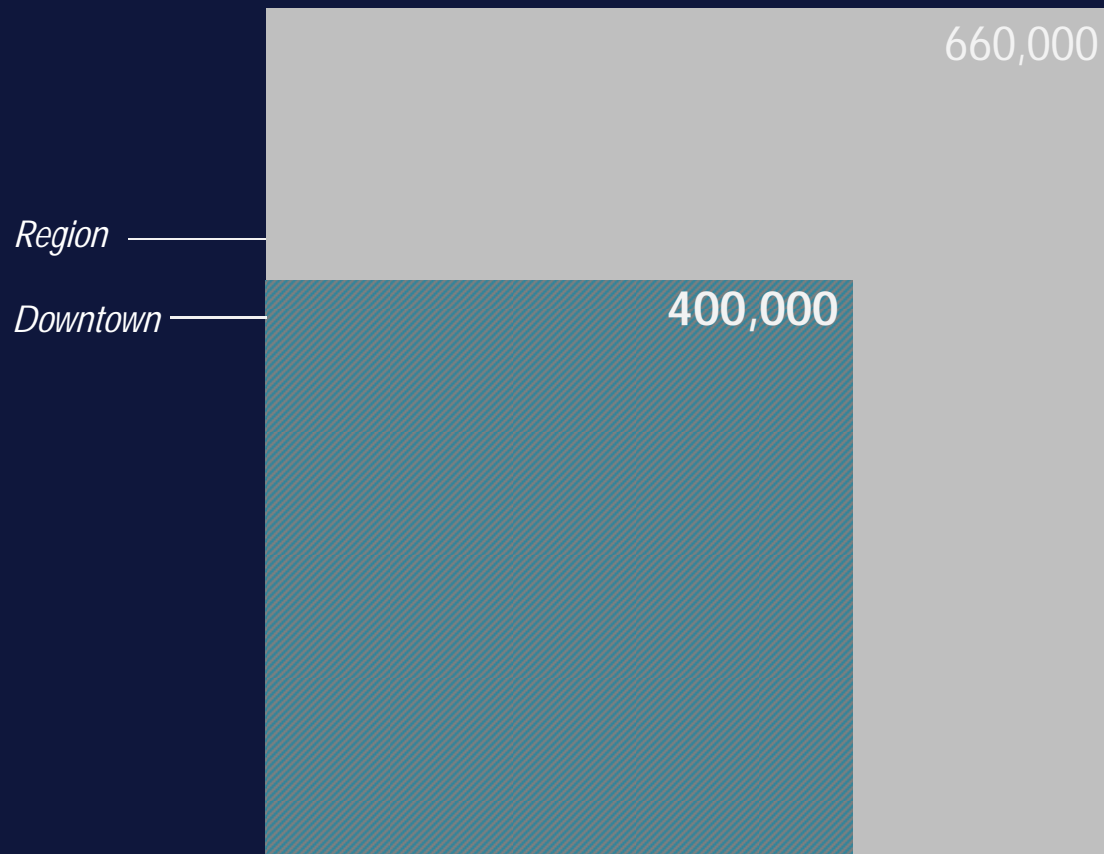




# BUSINESS DEVELOPMENT: 10 YEAR OFFICE DEMAND

## Creative and IT Occupations

### IT (Information Technology)



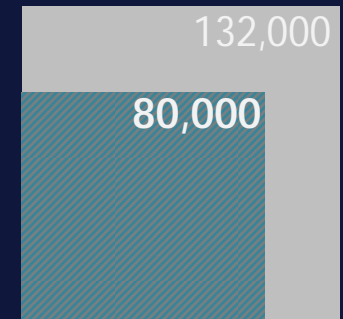
Marketing & Advertising



Architects



Life Sciences



Art & Design



# FOSTER ENTREPRENEURSHIP: INCUBATORS



- Founded by chairman of Quicken Loans Dan Gilbert
- \$25K in initial funding along with 3 month intensive training course
- Since 2007, TechTown, of which Bizdom is part, has assisted 647 companies, which created 1,000 jobs. These companies generated \$52 million in revenue in 2011

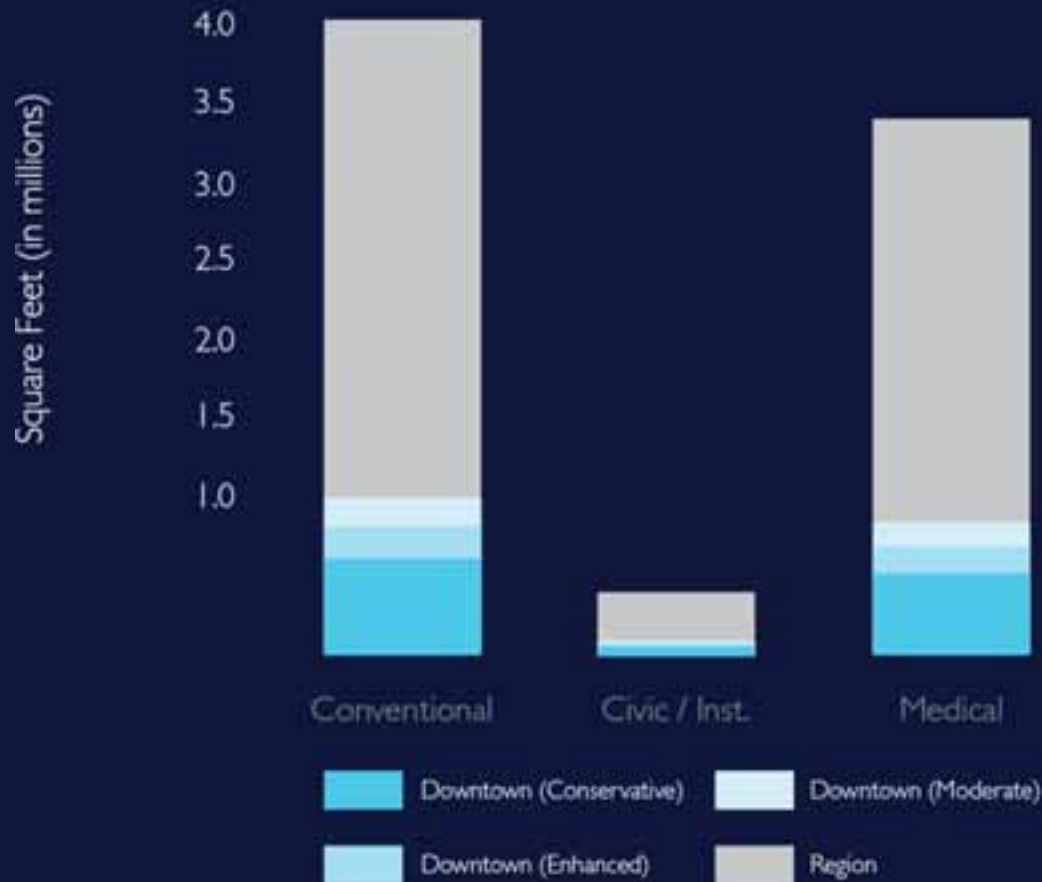


- 60,000 sq ft of shared workspace
- Home to Arch Grants that awards \$50,000 to start-up companies that locate in downtown.
- Currently, 56 companies with a total of 120 employees

# BUSINESS DEVELOPMENT: OFFICE DEMAND

Projected 10 Year Office Demand  
Employment Growth - Driven Space Needs

Office Demand (in s.f.)



Total Regional Office:

7.8M

Downtown Share:

1.2M – 2.0M

## SUMMARY: HOUSING, OFFICE AND RETAIL DEMAND

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2,500

Number of Market-Supported **Housing** Units  
Downtown Louisville  
10-12 Years

1.2m-2.0m

Amount of Market Supported **Office** Space  
Downtown Louisville  
10 Years

+91%

Potential Growth  
in **Retail** Sales

# URBAN FORM AND CONNECTIVITY



Photo by Scott Oves

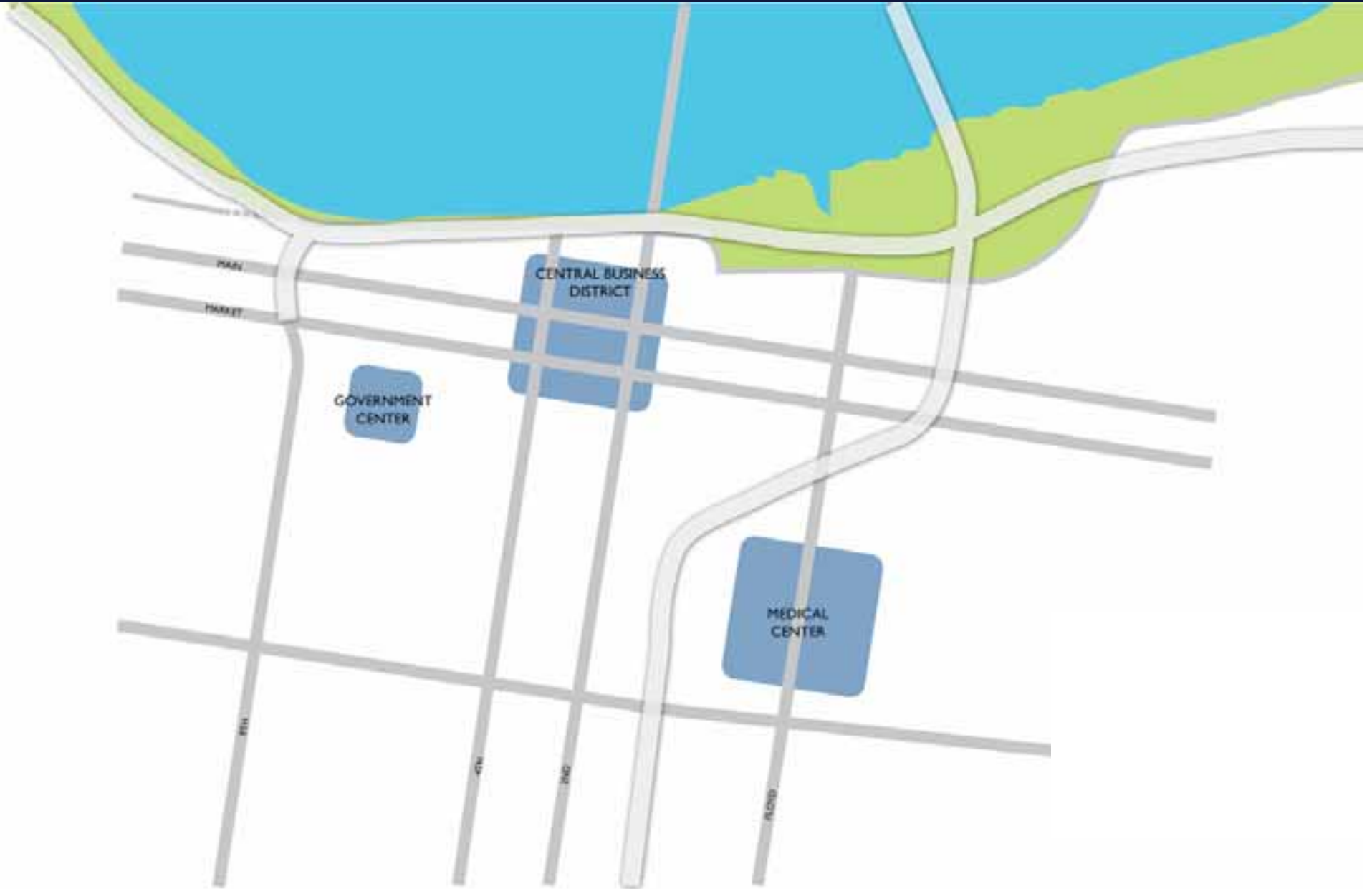
# URBAN FORM AND CONNECTIVITY FRAMEWORK

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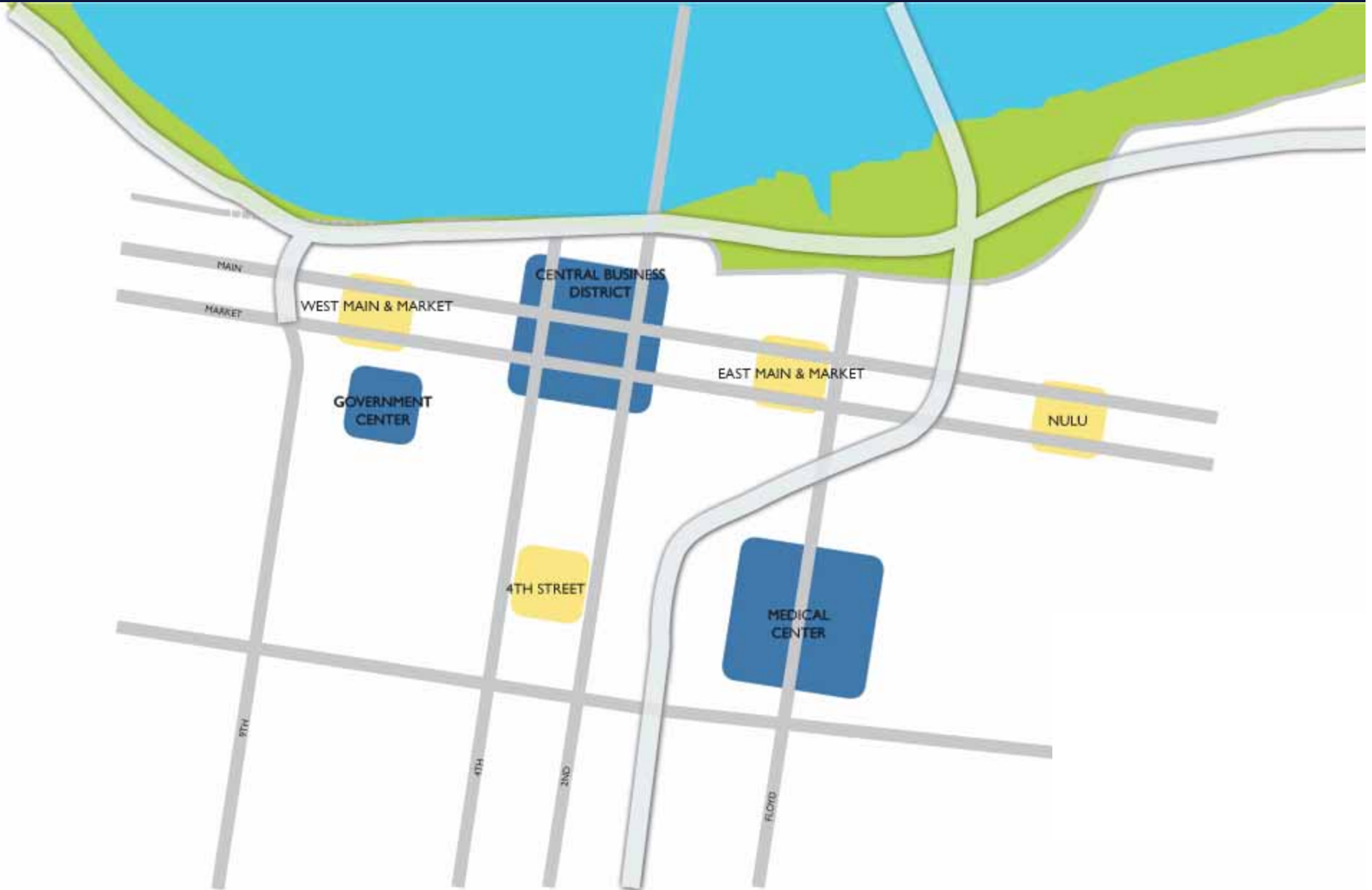
1. BUILD ON AUTHENTICITY + 21<sup>ST</sup> CENTURY ANCHORS
2. CREATE DYNAMIC, URBAN NEIGHBORHOODS
3. CONNECT THE CORE
4. EXTEND THE RIVERFRONT
5. GREEN DOWNTOWN



# EMPLOYMENT – current employment centers



# EMPLOYMENT – future start-up and incubator space

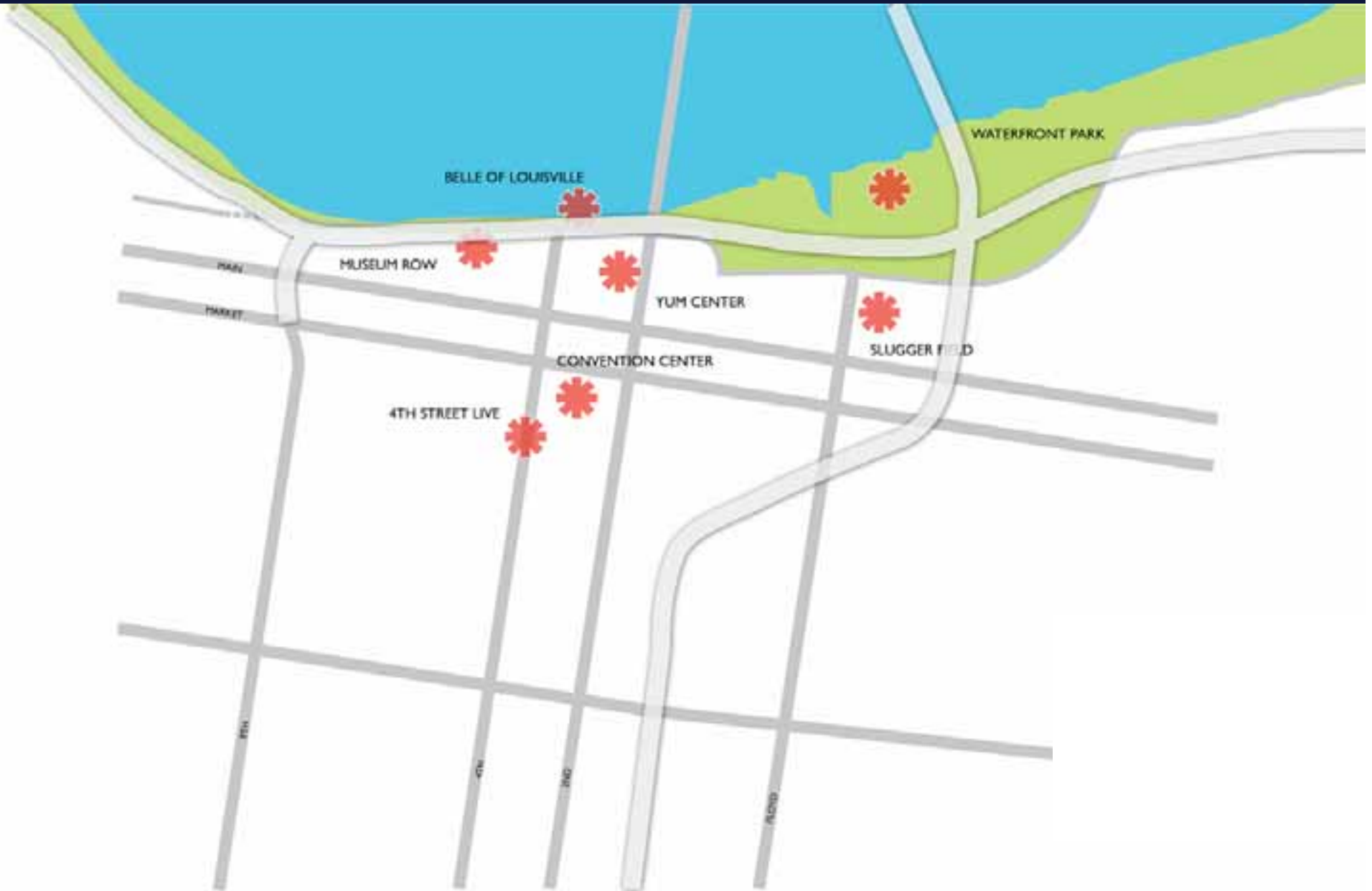




# EMPLOYMENT – meds and eds



# ACTIVITY CENTERS



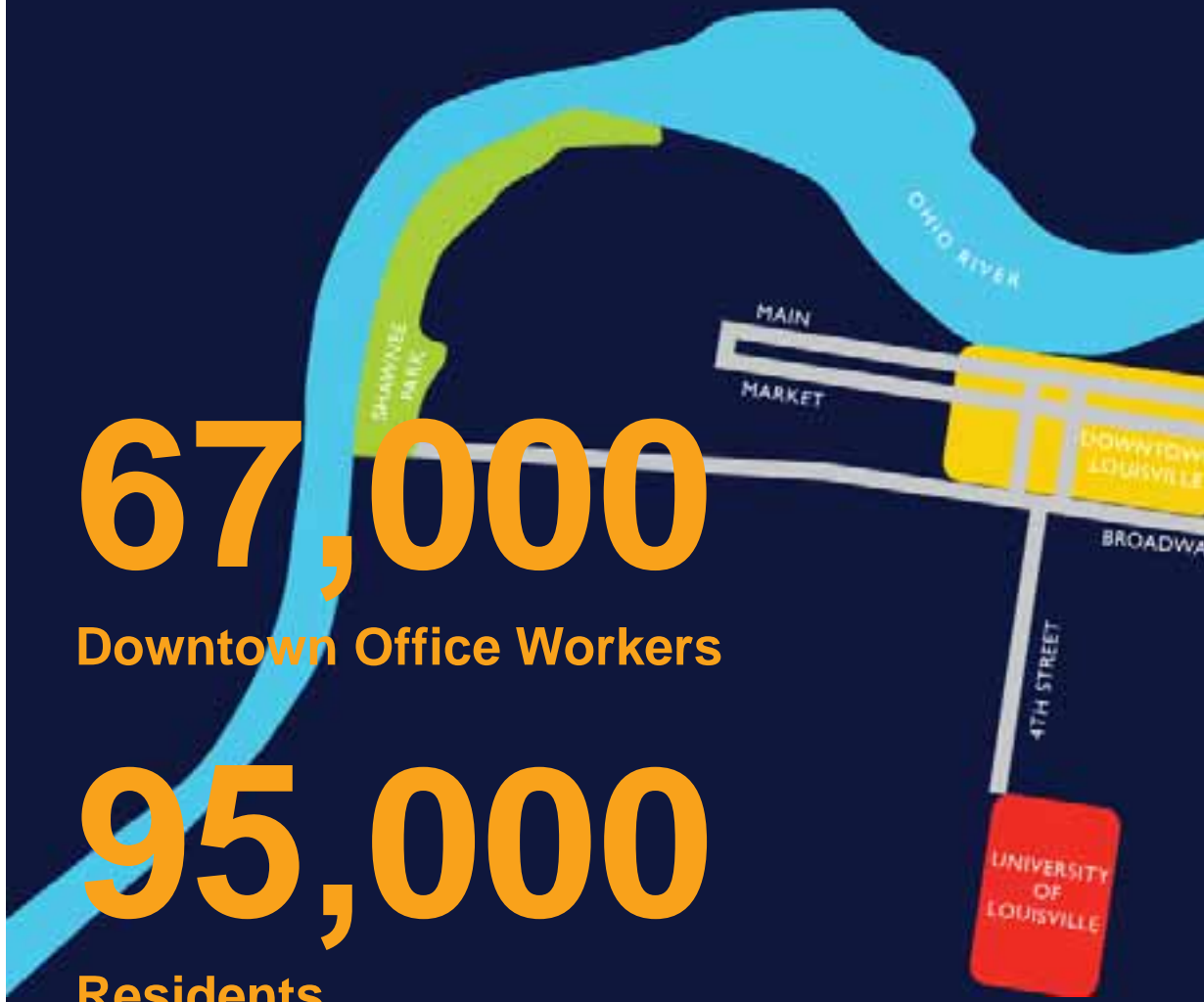
# TRANSIT CORRIDORS

67,000

Downtown Office Workers

95,000

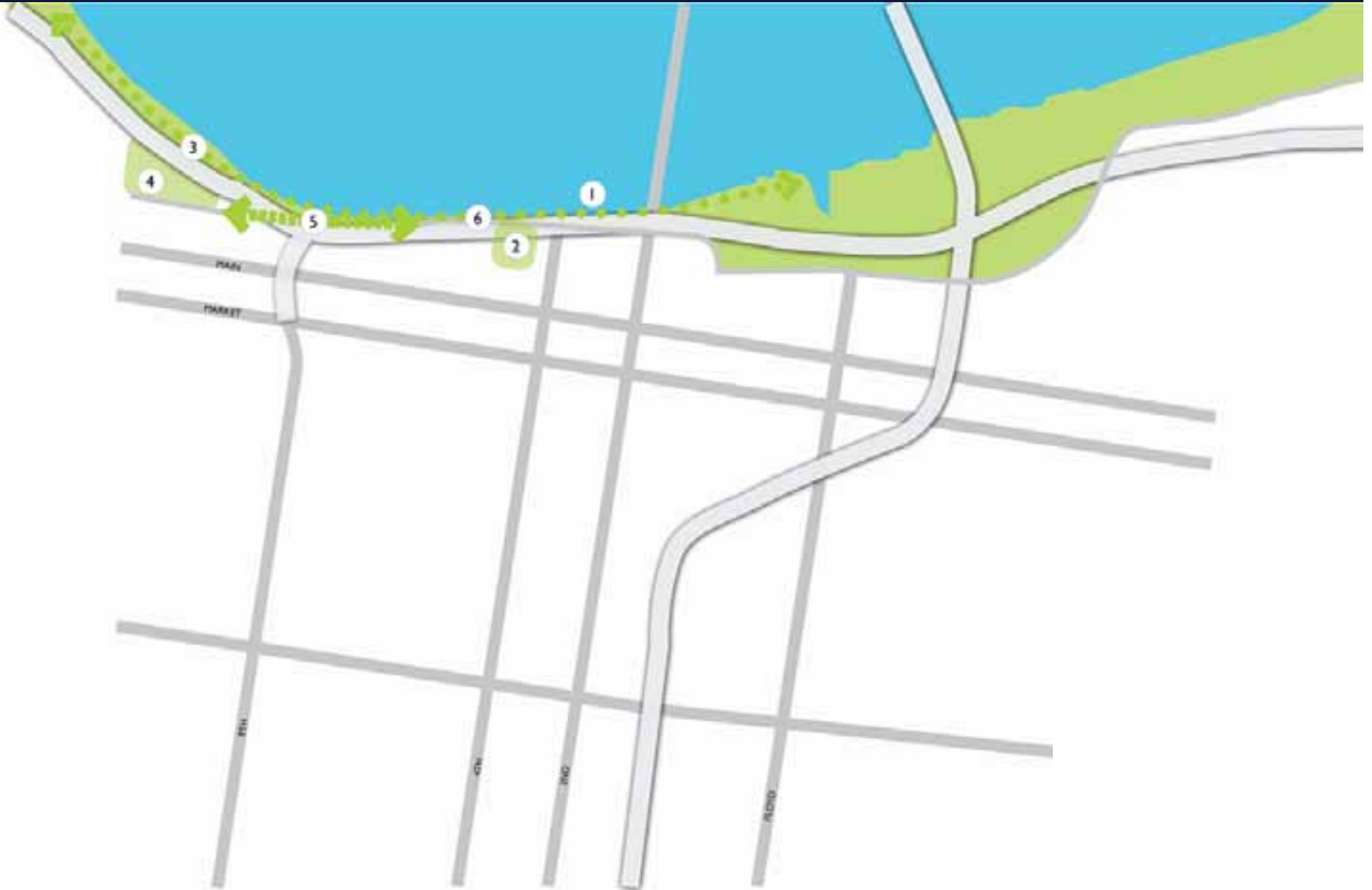
Residents



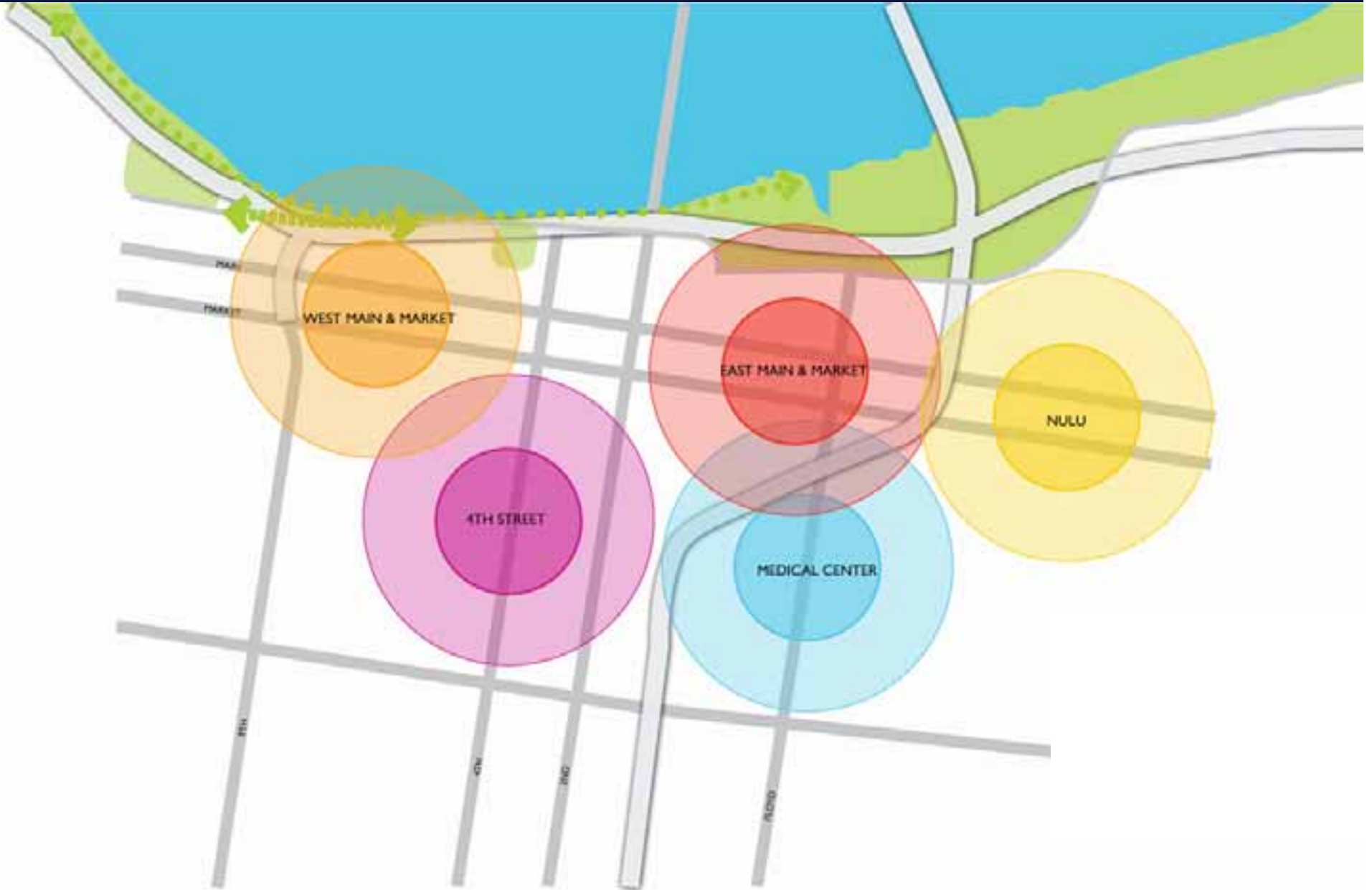
# RESIDENTIAL



# ONE RIVERFRONT



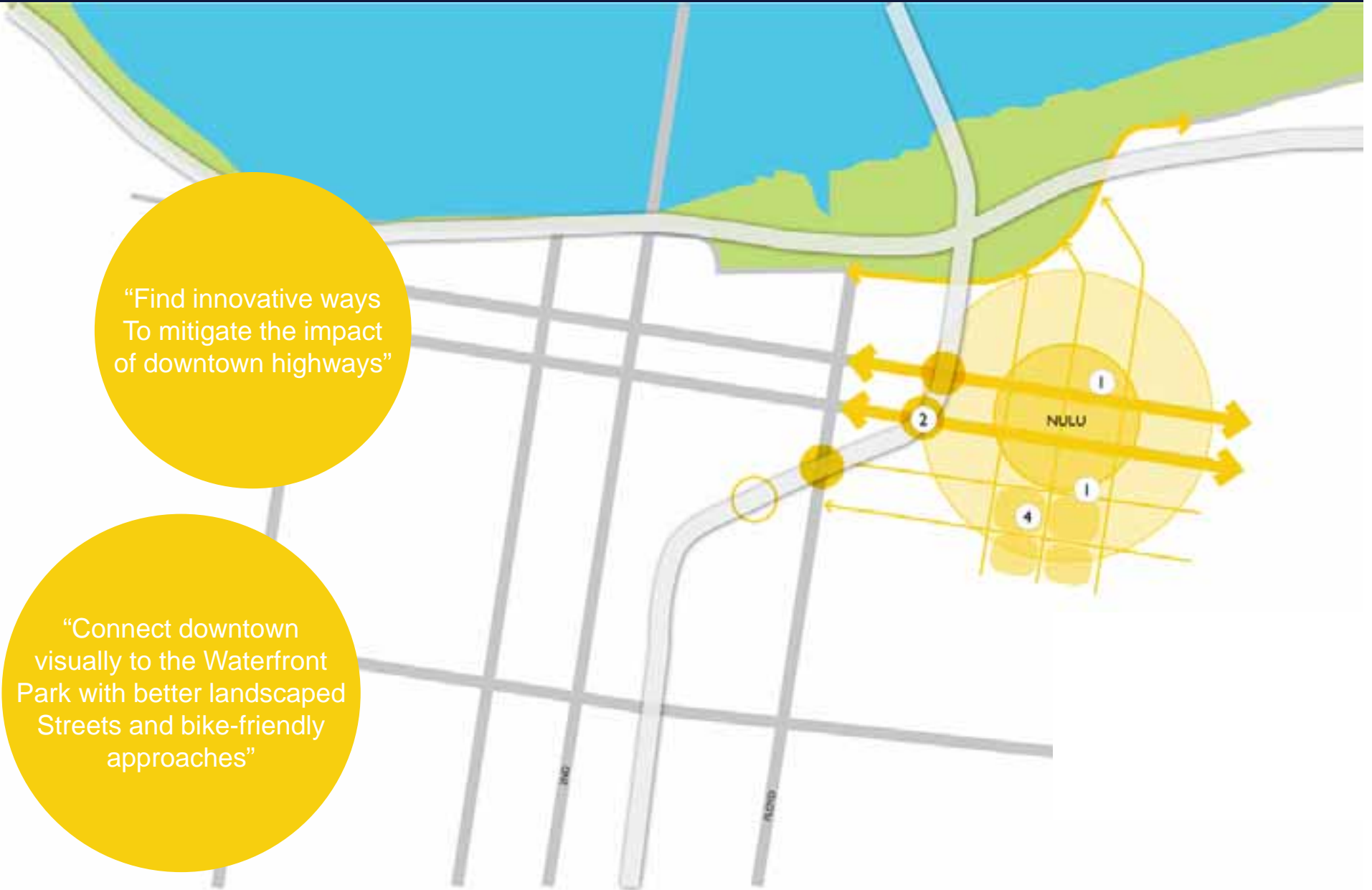
# 5 NEIGHBORHOODS + 1 RIVERFRONT



# 1. NULU – public comments

“Find innovative ways  
To mitigate the impact  
of downtown highways”

“Connect downtown  
visually to the Waterfront  
Park with better landscaped  
Streets and bike-friendly  
approaches”



# 1. NULU

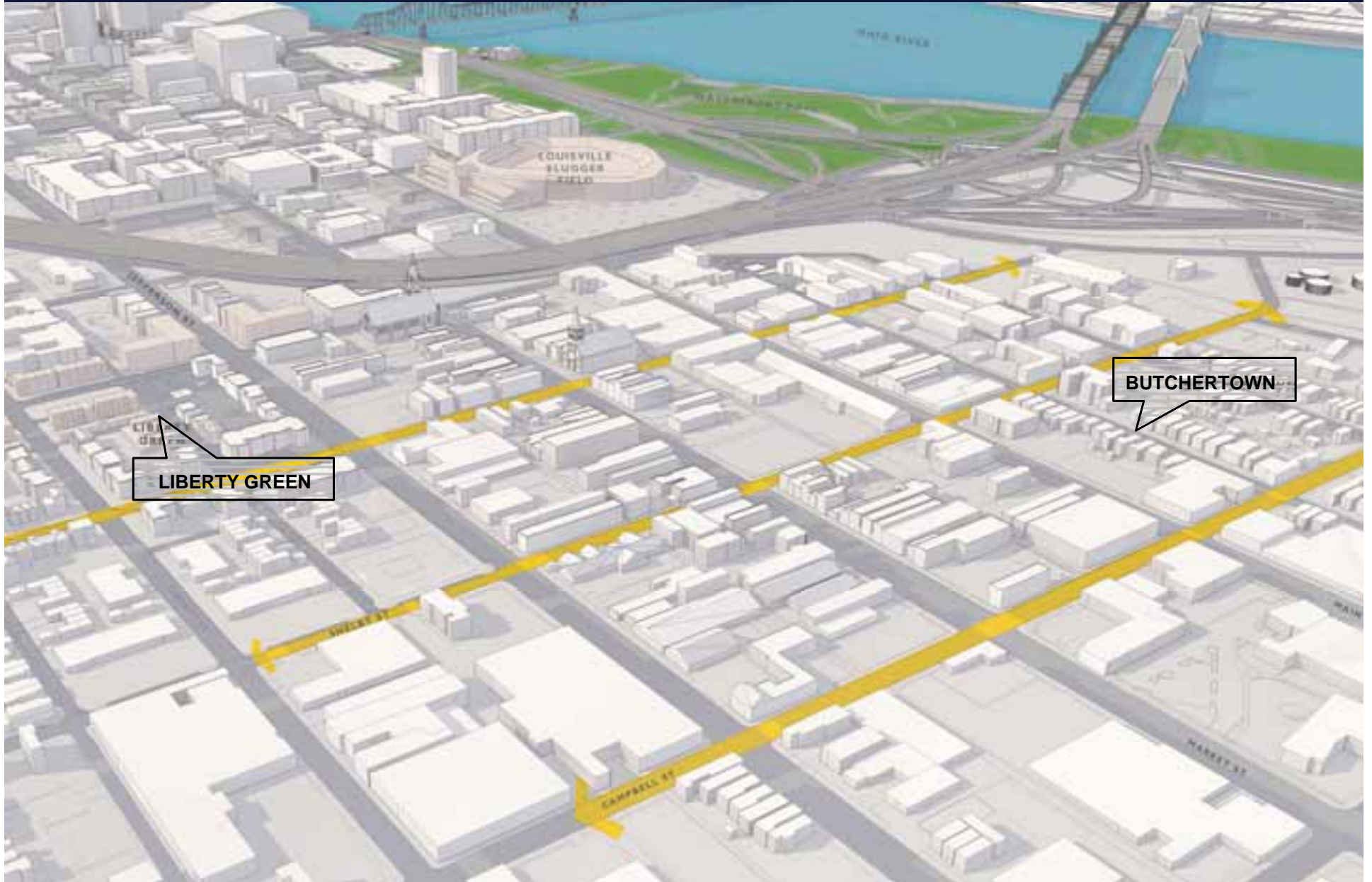




# 1. NULU – Historic Rehab and Infill



# 1. NULU – Connect to Liberty Green + Butchertown



# 1. NULU – I-65 Bridges Overpasses



# 1. NULU – Market Street Crossing

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# 1. NULU – Market Street Crossing

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proposed

# 1. NULU – Gateway Opportunities



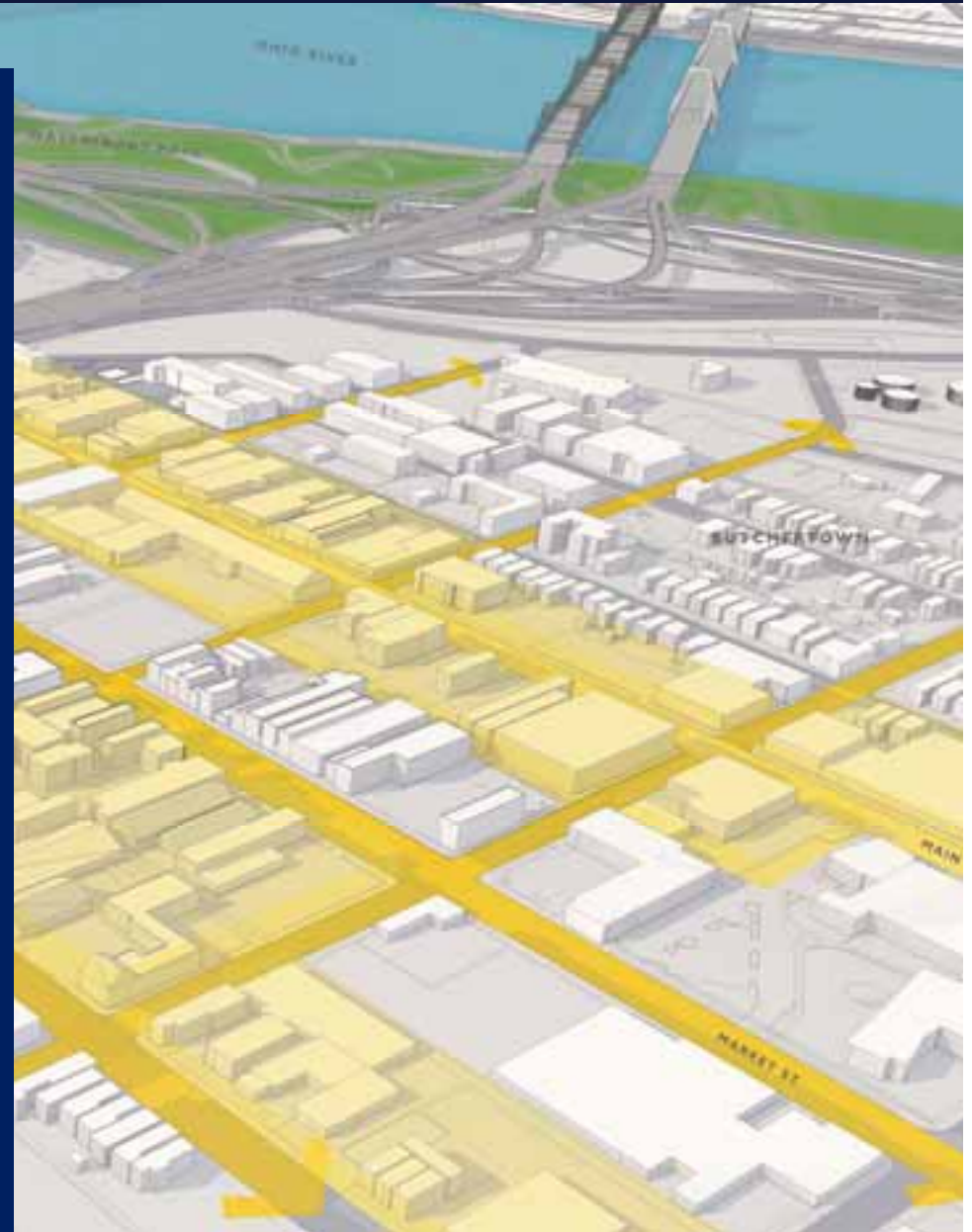
# 1. NULU

## NEIGHBORHOOD STRATEGIES

- Historic and Rehab Infill Housing
- Strengthen connections to Liberty Green and Butchertown
- Create a seamless neighborhood between Medical Center and Waterfront

## SUPPORTING INFRASTRUCTURE

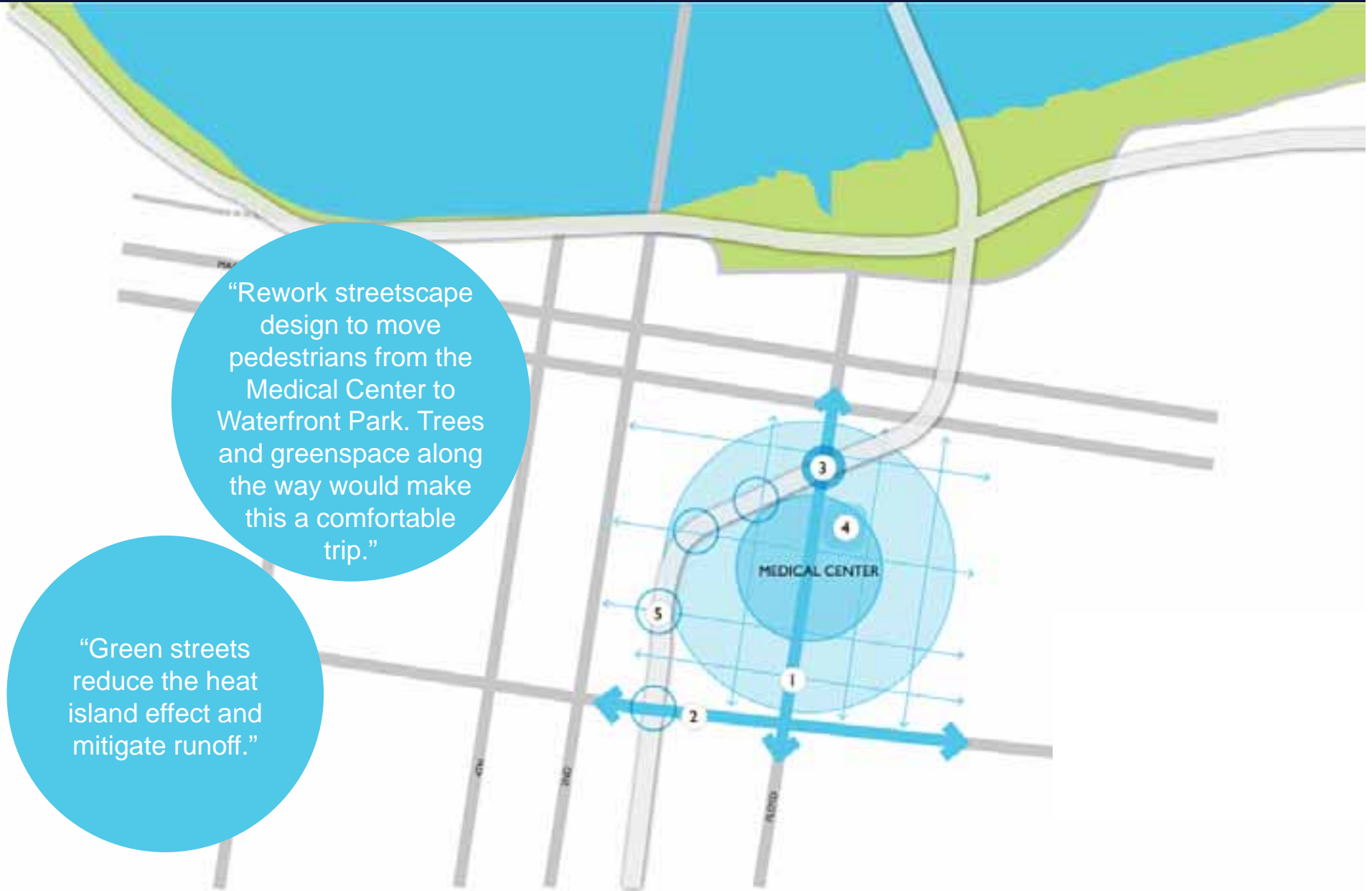
- Potential Public Art Gateways to NULU and Downtown on Main, Market and Jefferson
- New Market Street Streetscape
- New North-South Streetscapes and Green Connections
- Implement One-Way to Two-Way Conversion



## 2. MEDICAL CENTER – public comments

“Rework streetscape design to move pedestrians from the Medical Center to Waterfront Park. Trees and greenspace along the way would make this a comfortable trip.”

“Green streets reduce the heat island effect and mitigate runoff.”

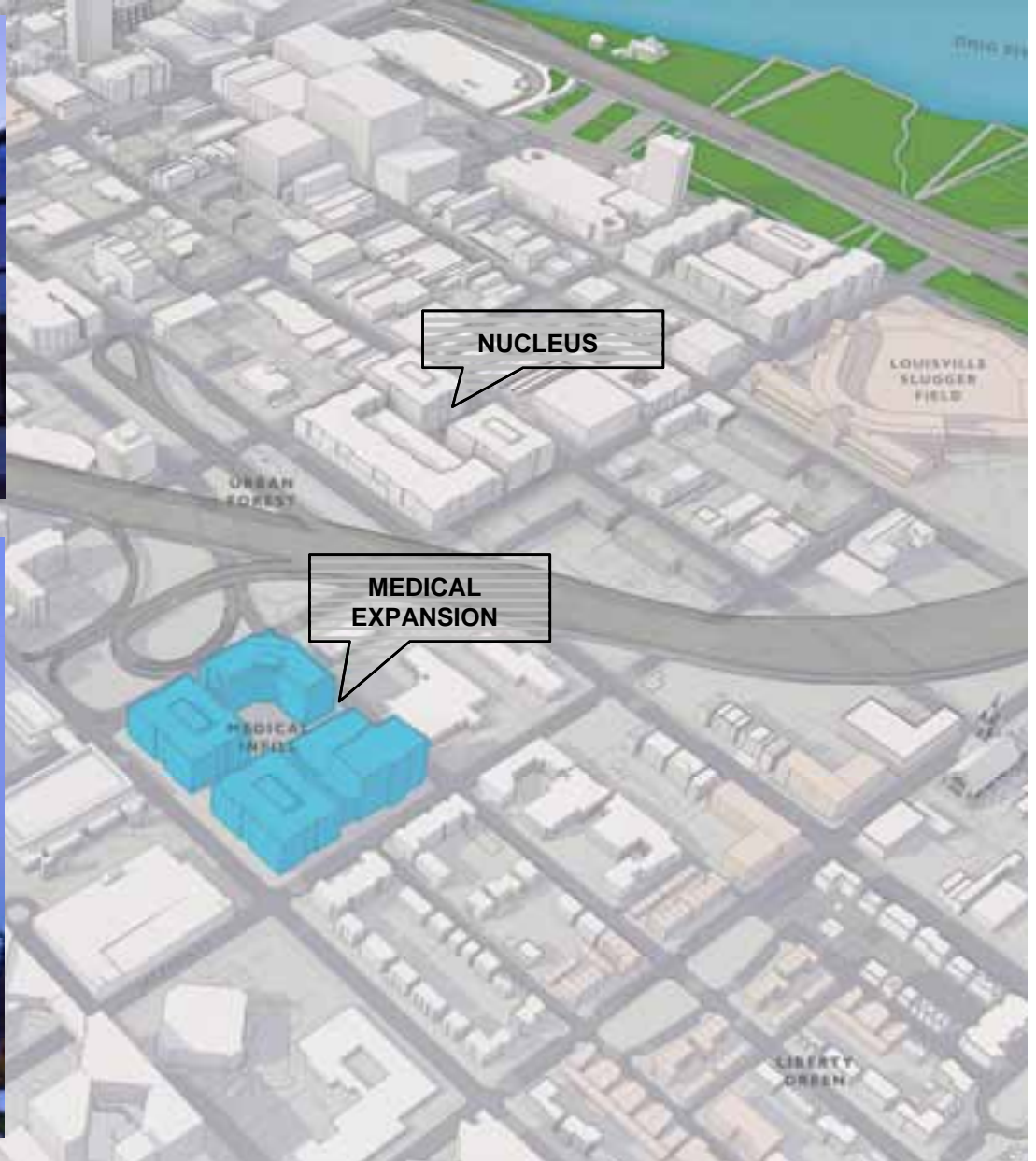




## 2. MEDICAL CENTER



## 2. MEDICAL CENTER – Expansion + Research



## 2. MEDICAL CENTER – North / South Connections



## 2. MEDICAL CENTER – North / South Connections



## 2. MEDICAL CENTER – Gateway Opportunities



## 2. MEDICAL CENTER

### NEIGHBORHOOD STRATEGIES

- Medical Expansion/Additional Research Space
- Strengthen connections, especially to housing for medical professionals

### SUPPORTING INFRASTRUCTURE

- Enhanced-65 Crossings and Urban Greenspace
- New North-South Street streetscapes to enhance connections, add needed urban tree cover
- Implement One-Way to Two-Way Conversion



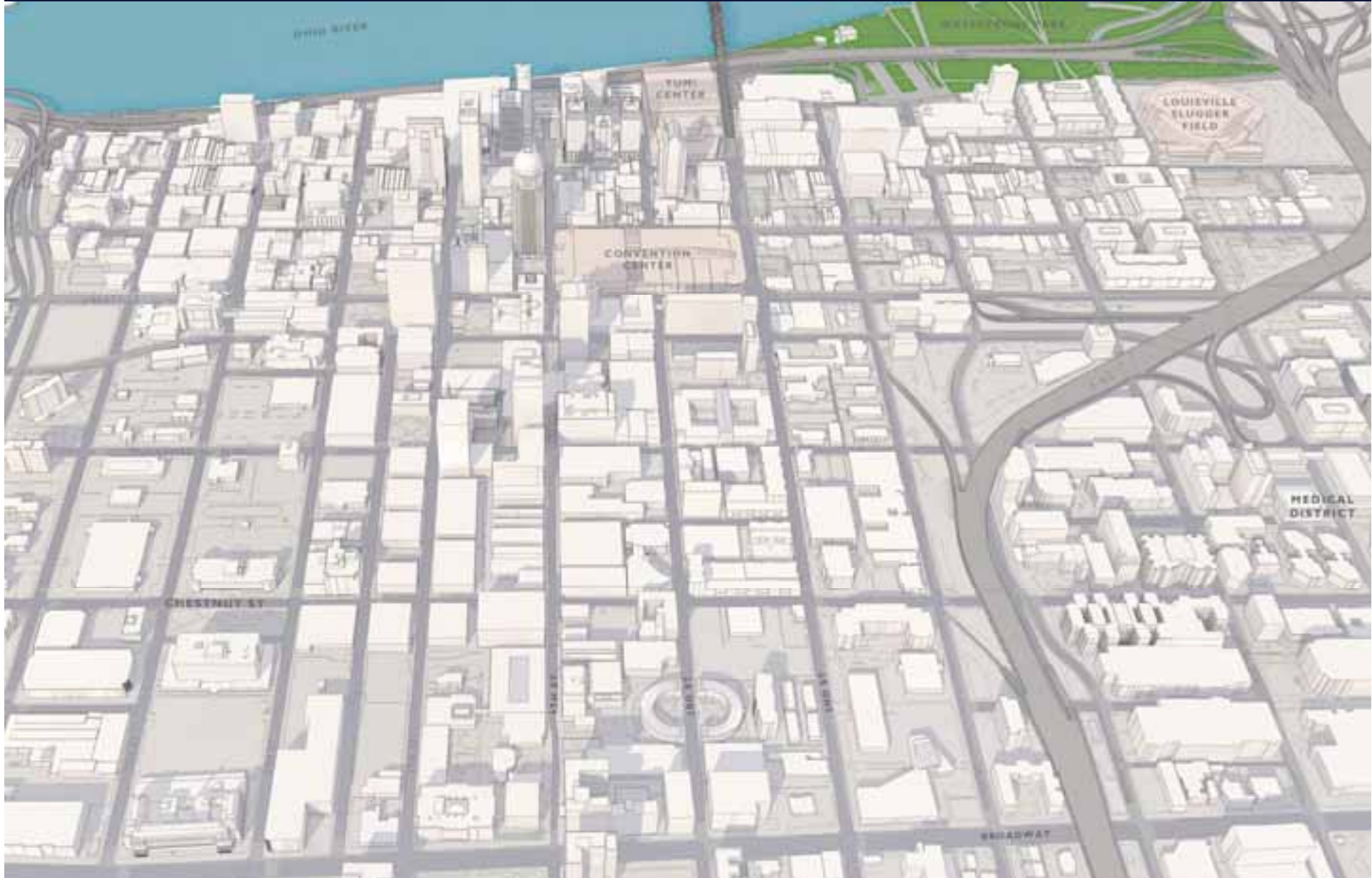
### 3. FOURTH STREET – public comments

“A large, central market and public space is a common feature in many of Louisville’s peer cities”

“Louisville would greatly benefit by creating a downtown public square or plaza...The ideal place would be to transform the open space on the south side of the Aegon Center”

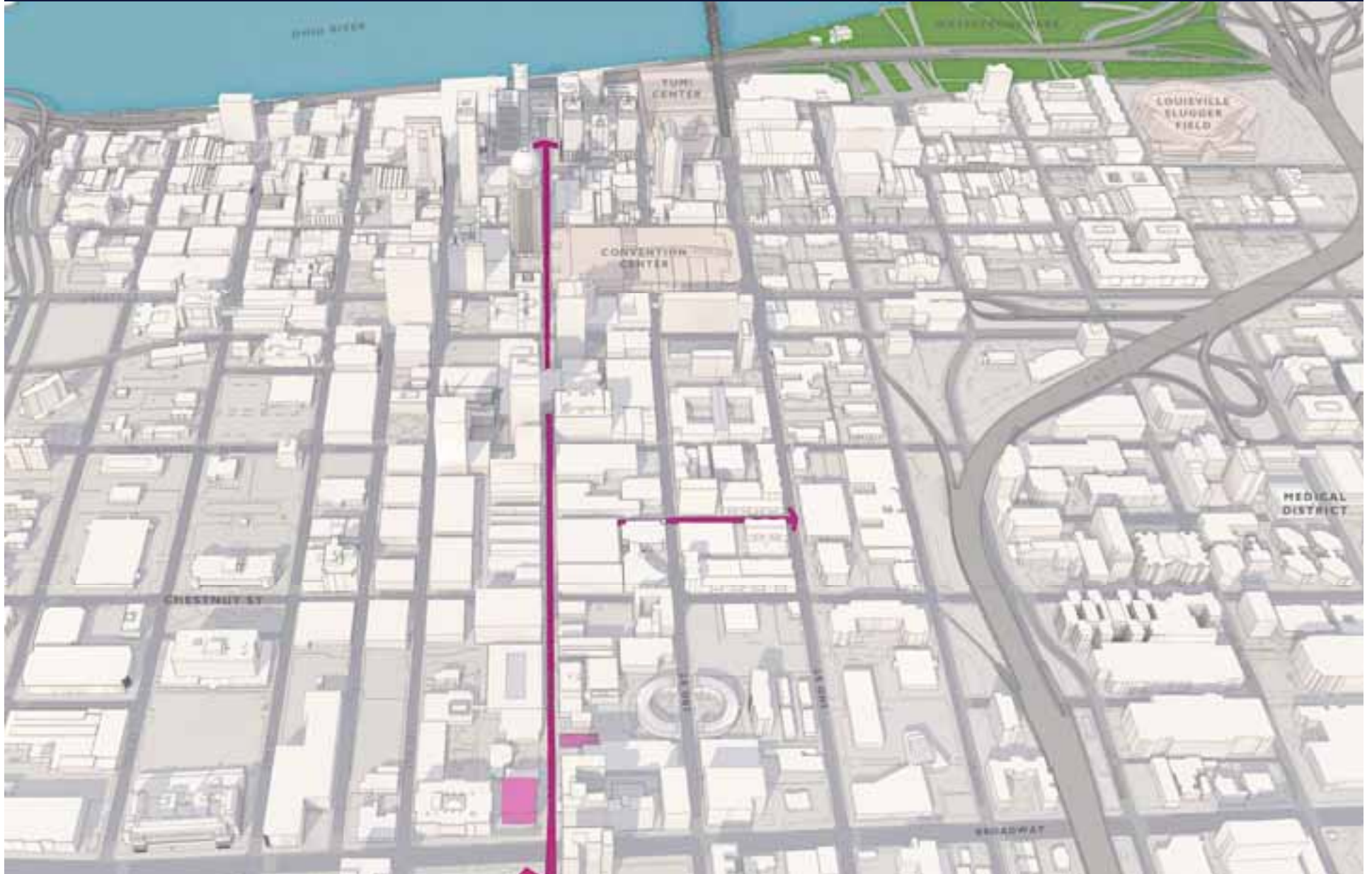


# 3. FOURTH STREET





# 3. FOURTH STREET



### 3. FOURTH STREET – SoFo Retail District

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### 3. FOURTH STREET – Guthrie Street

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### 3. FOURTH STREET – Guthrie Street

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### 3. FOURTH STREET – Guthrie Street



### 3. FOURTH STREET – Guthrie Street

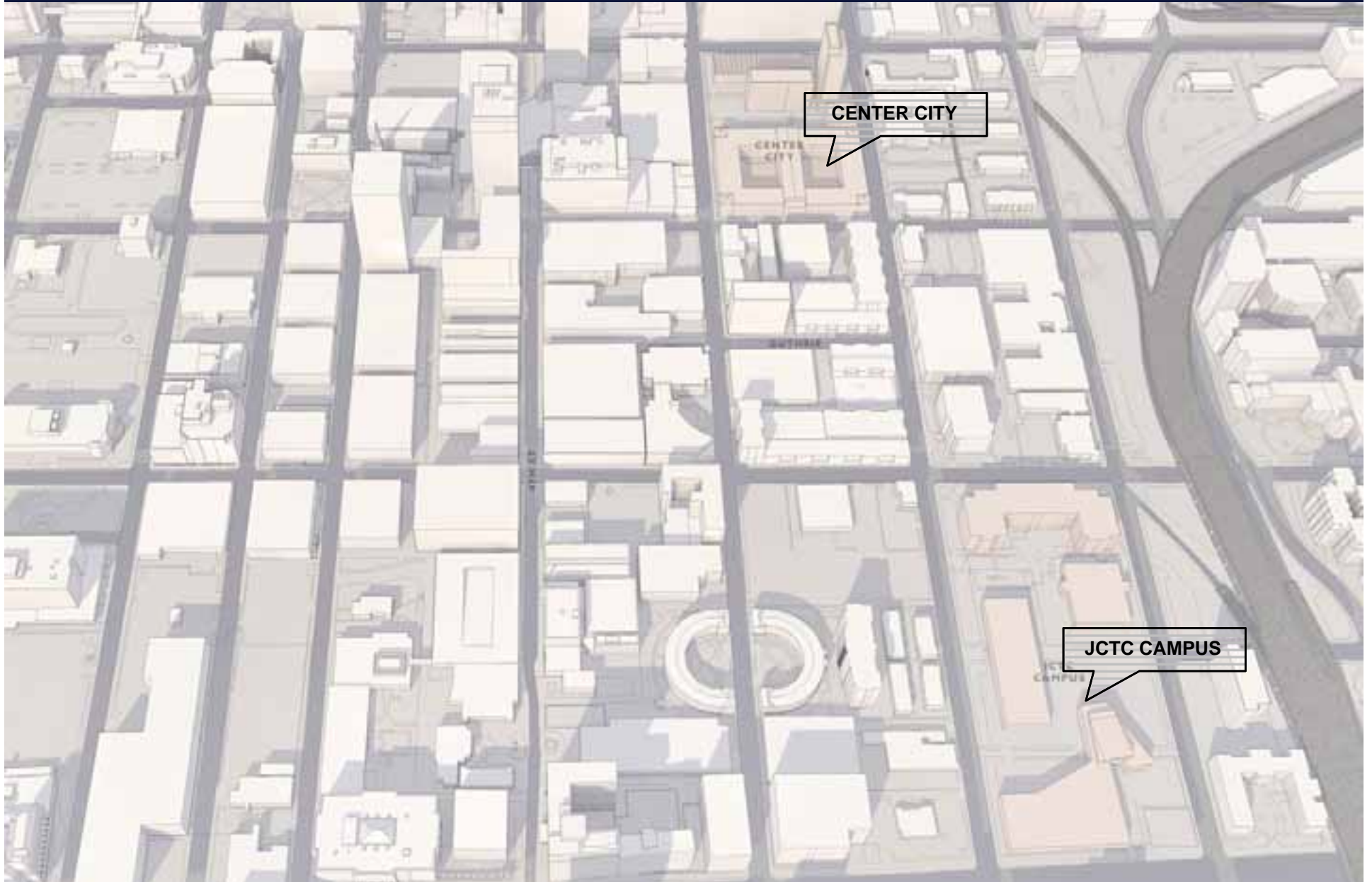
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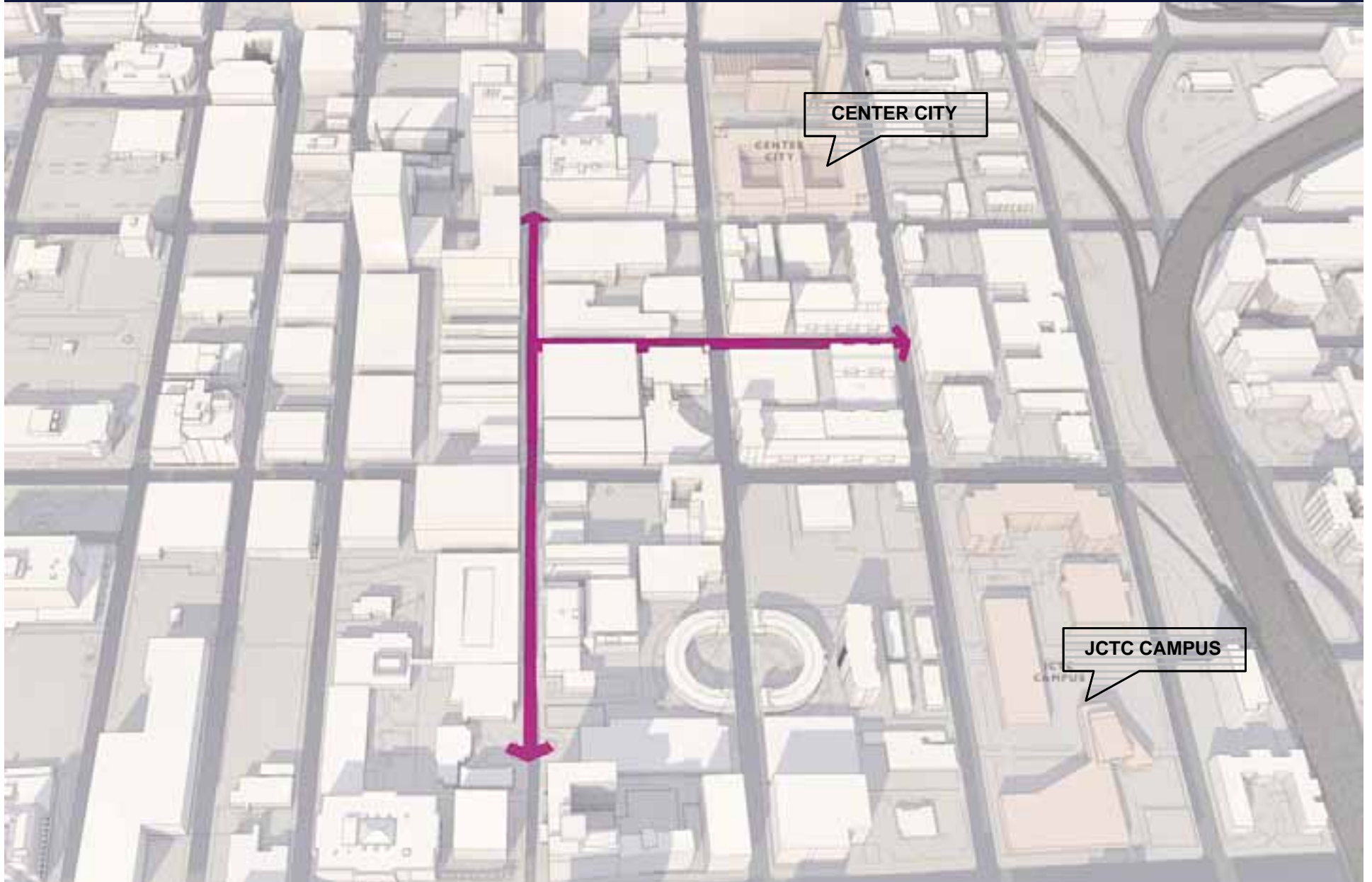
MARKET  
STALLS

EVENT  
STREET

### 3. FOURTH STREET – Guthrie to Second

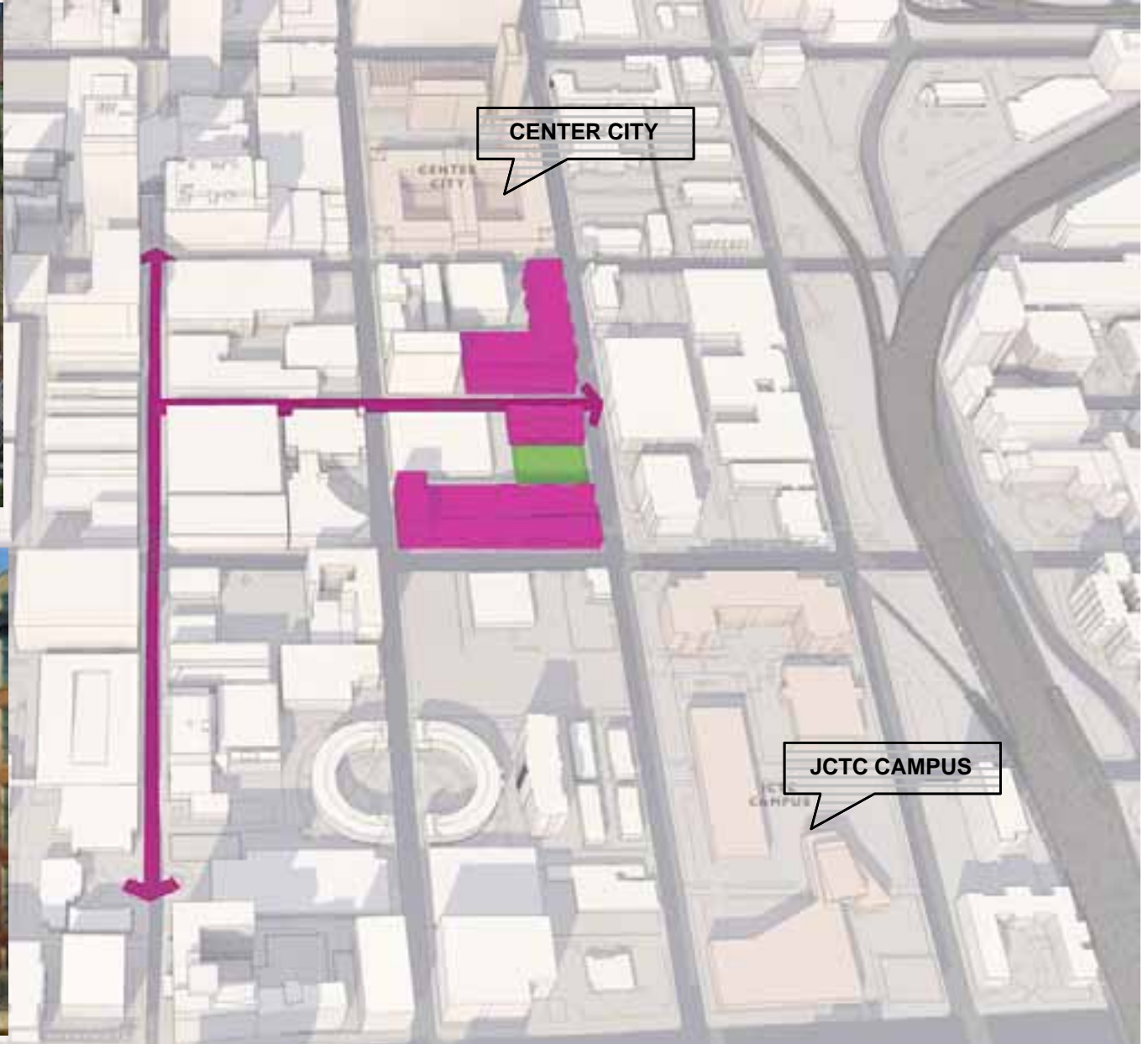


### 3. FOURTH STREET – Guthrie to Second





### 3. FOURTH STREET – Guthrie to Second Infill



### 3. FOURTH STREET – Downtown Market



### 3. FOURTH STREET – Local Business Incubator



**NORTH  
MARKET**



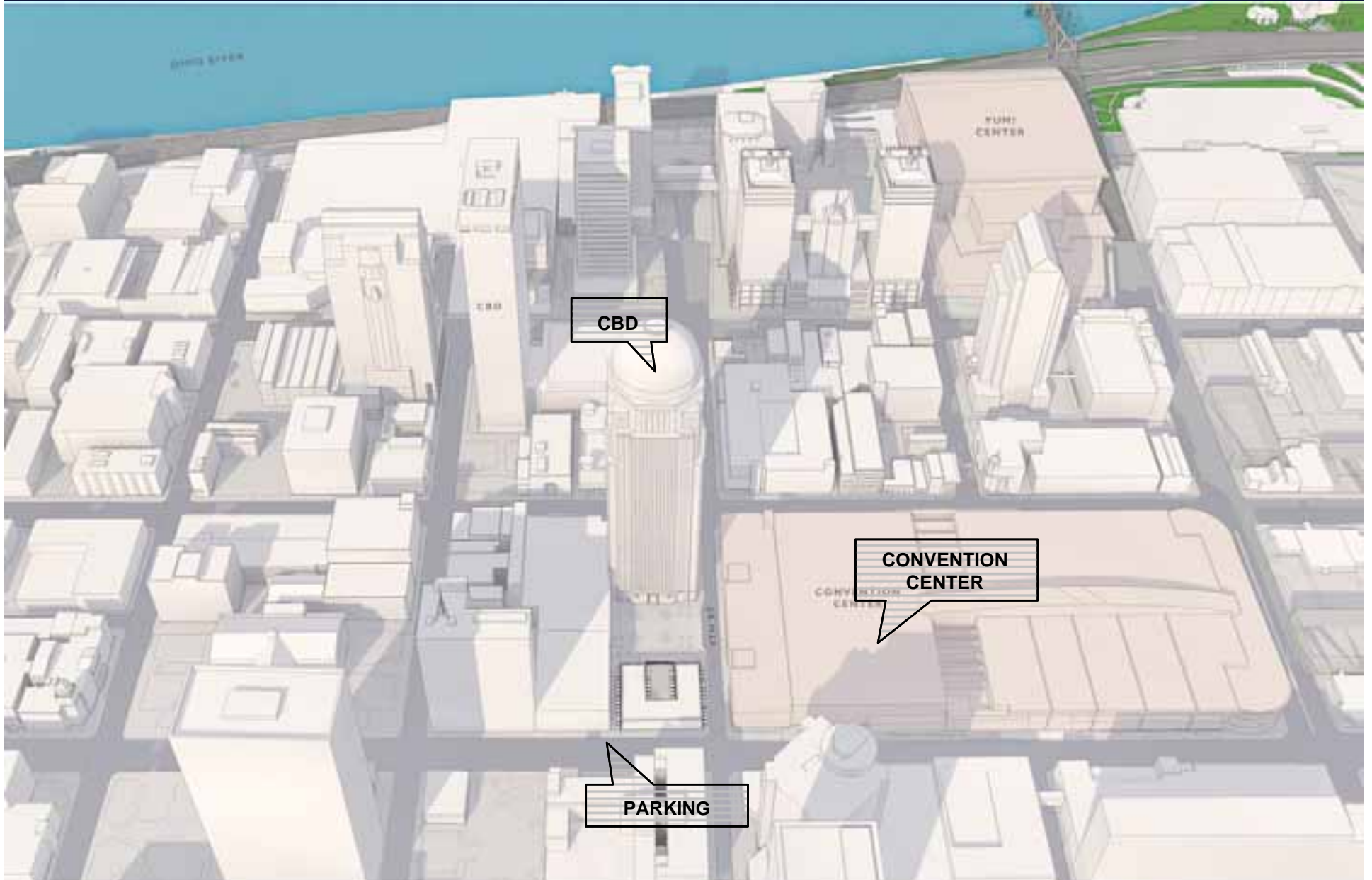
### 3. FOURTH STREET – Ingredients for Success

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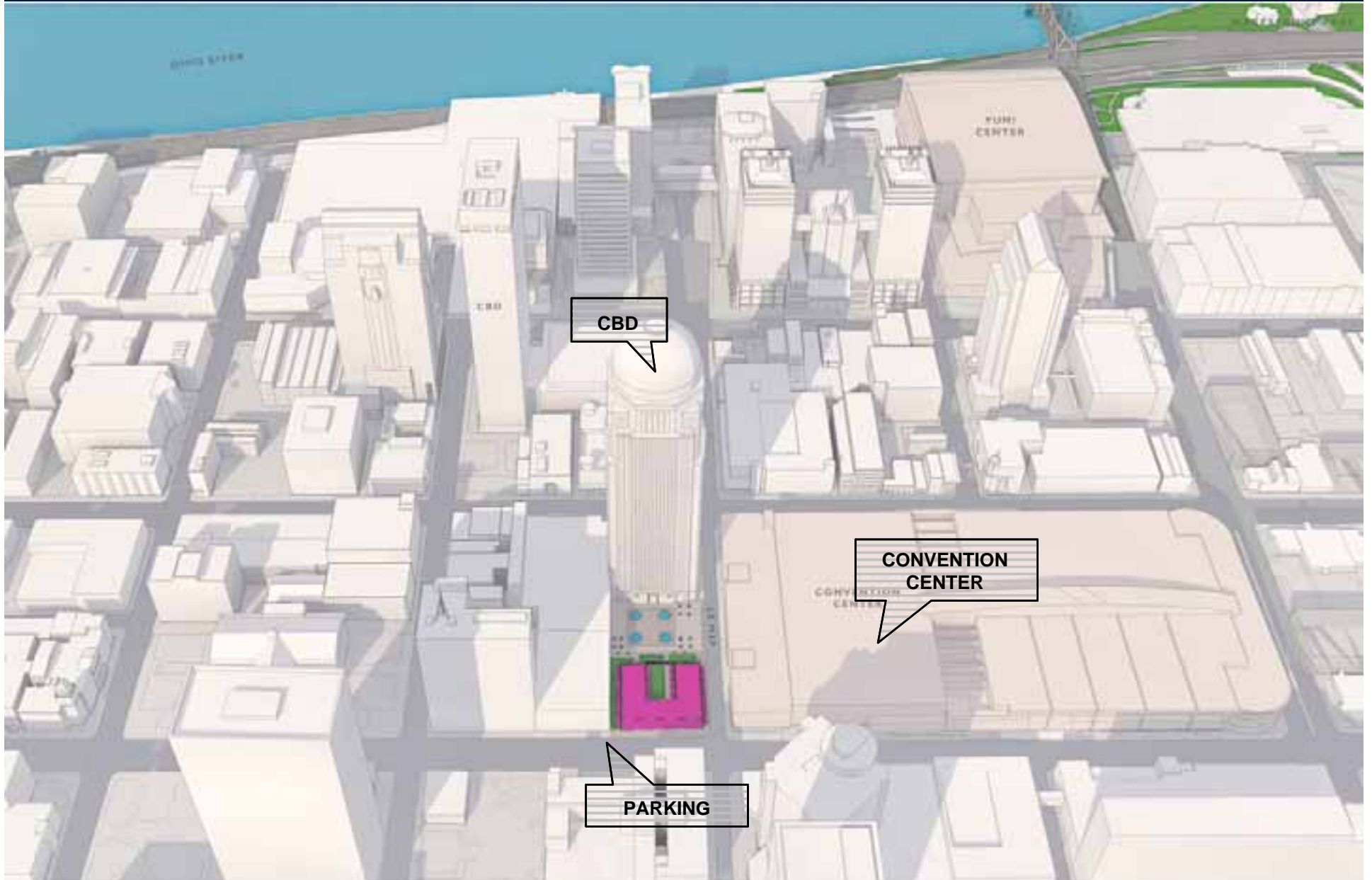
1. Proximity to Central Business District (Office Workers)
2. Proximity to Convention Center +Hotels (Visitors)
3. Available Parking (Locals/Weekend Traffic)



### 3. FOURTH STREET – Downtown Market



### 3. FOURTH STREET – Downtown Market



# 3. FOURTH STREET – Downtown Market

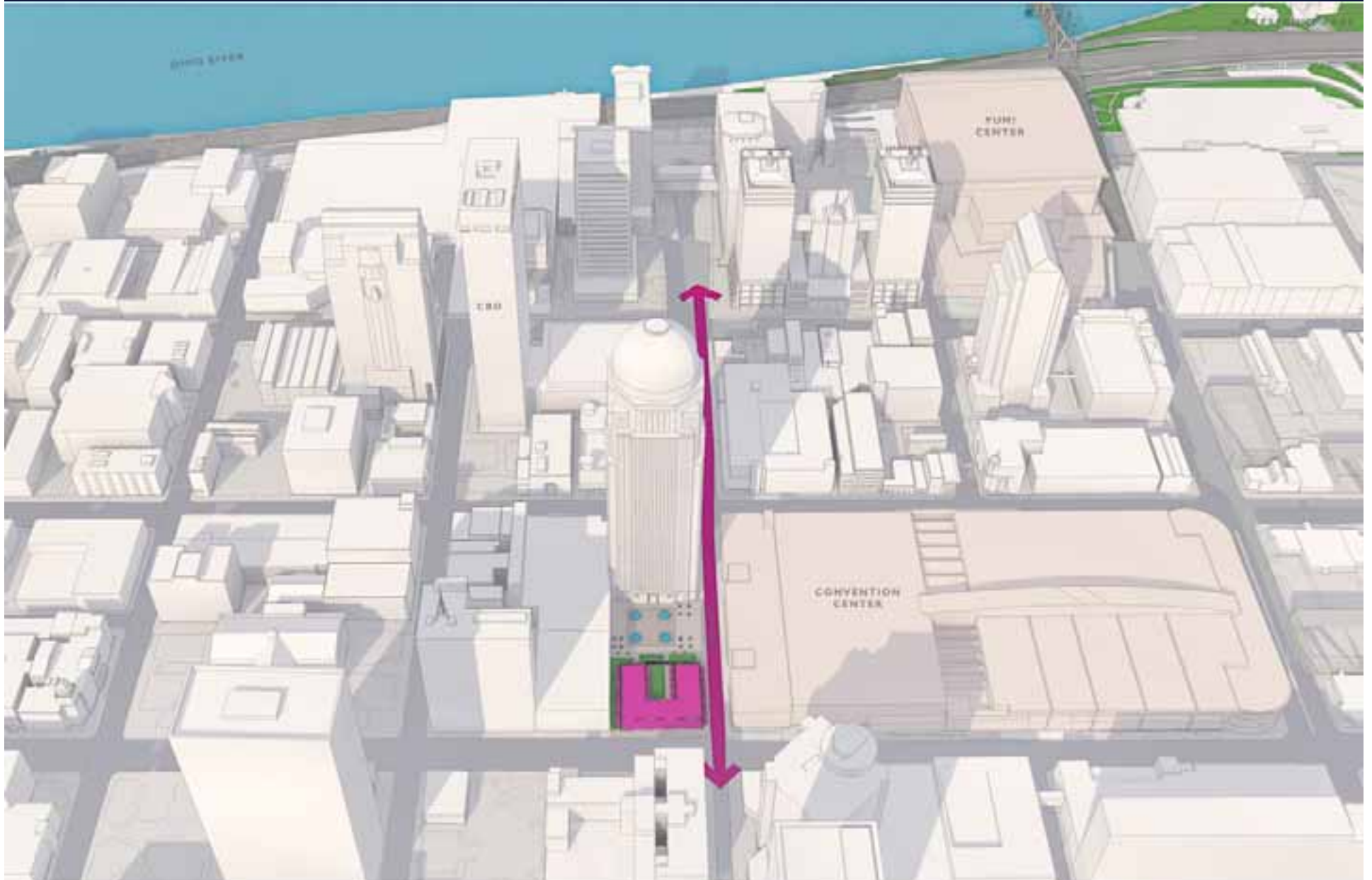


CONVENTION  
CENTER

PARKING

PLAZA

### 3. FOURTH STREET – Connect to the River





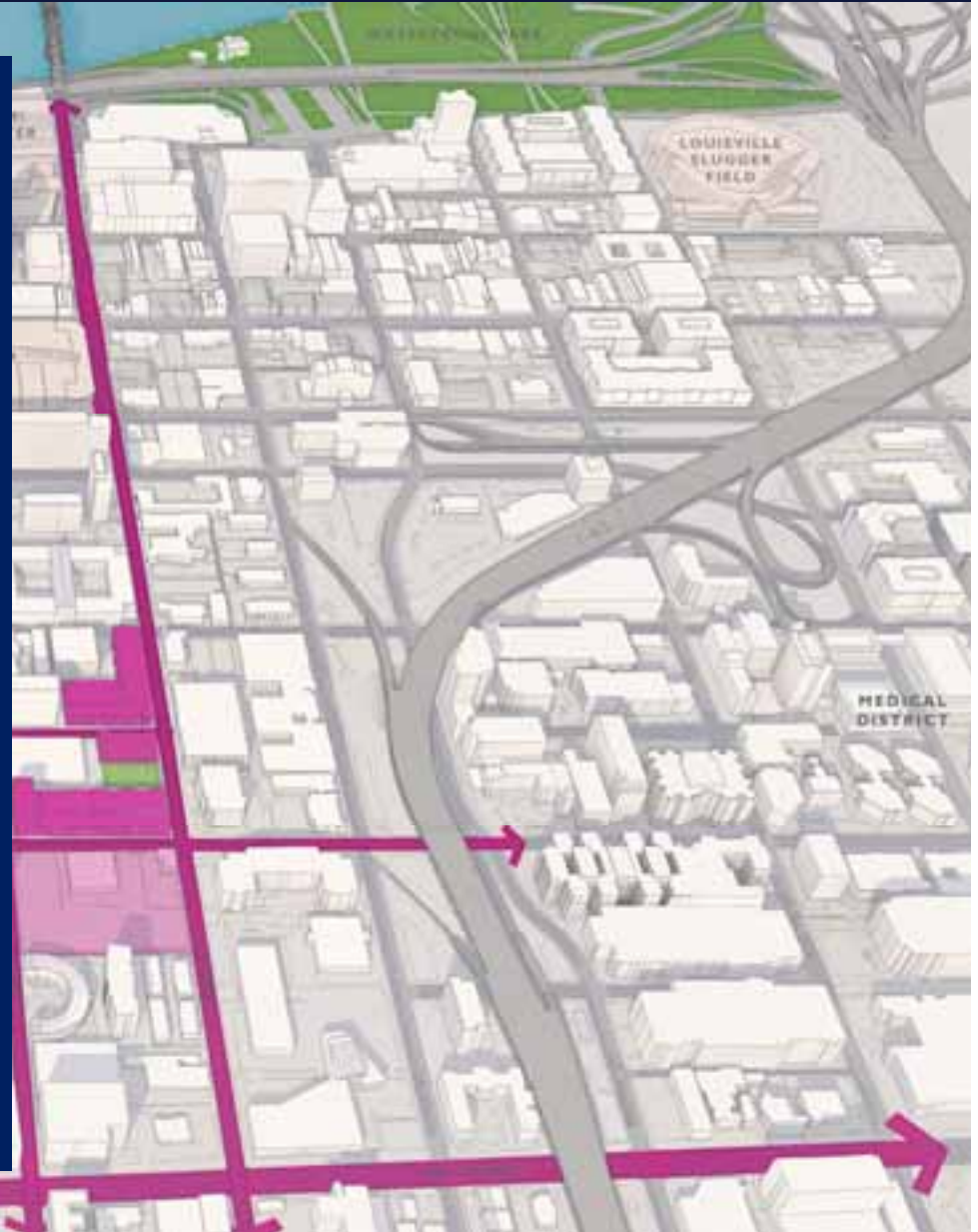
# 3. FOURTH STREET

## NEIGHBORHOOD STRATEGIES

- Continue to expand SoFo Retail District
- Guthrie Street infill to connect to 2<sup>nd</sup> Street
- Strengthen connections to Riverfront and SoBro

## SUPPORTING INFRASTRUCTURE

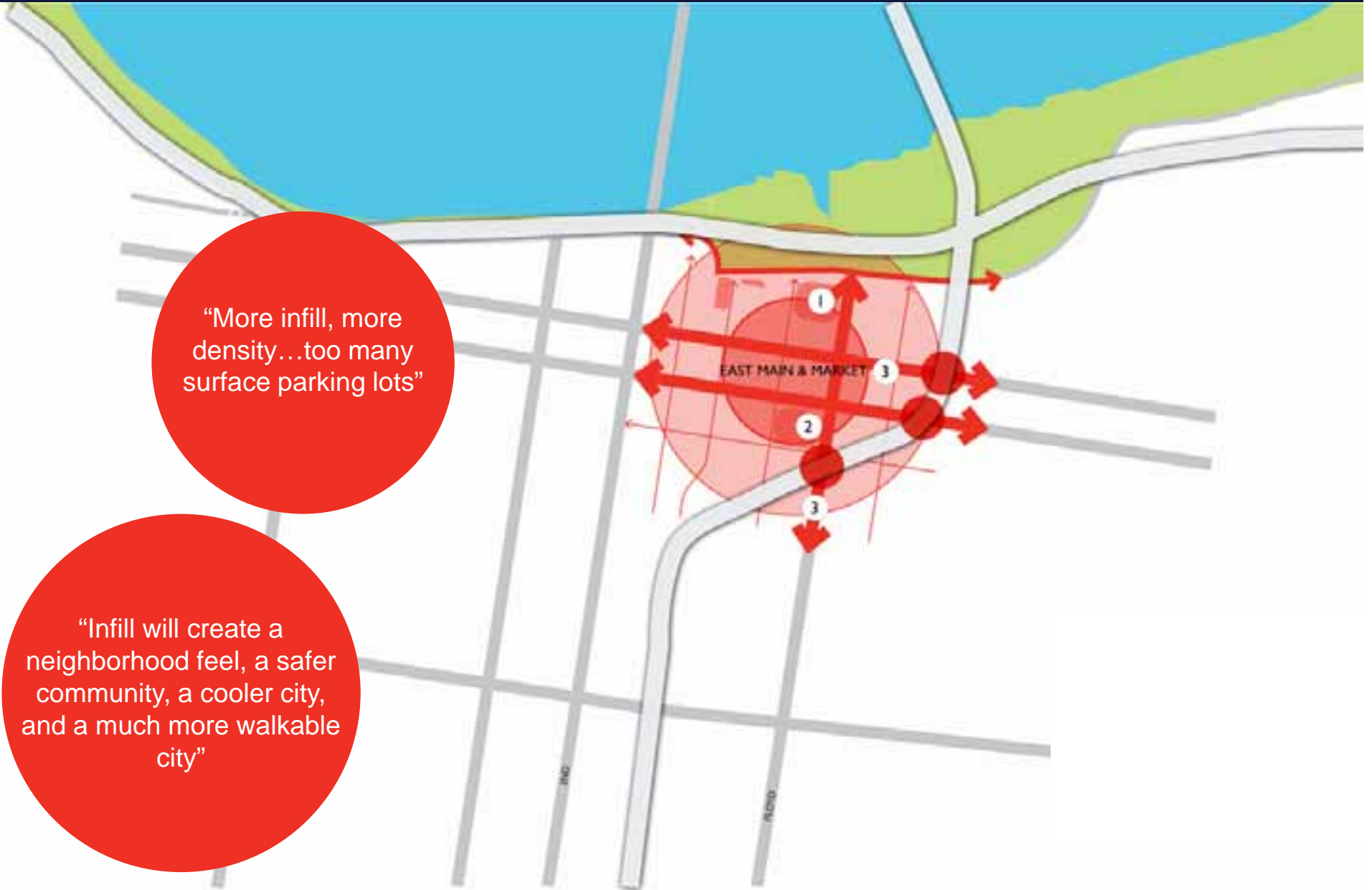
- Complete 4<sup>th</sup> Street Streetscape
- Reconnect Guthrie Street
- Downtown Market
- Broadway / 4<sup>th</sup> Street Transit Corridor



## 4. EAST MAIN + MARKET – public comments

“More infill, more density...too many surface parking lots”

“Infill will create a neighborhood feel, a safer community, a cooler city, and a much more walkable city”



# 4. EAST MAIN + MARKET



## 4. EAST MAIN + MARKET – Populate the Park



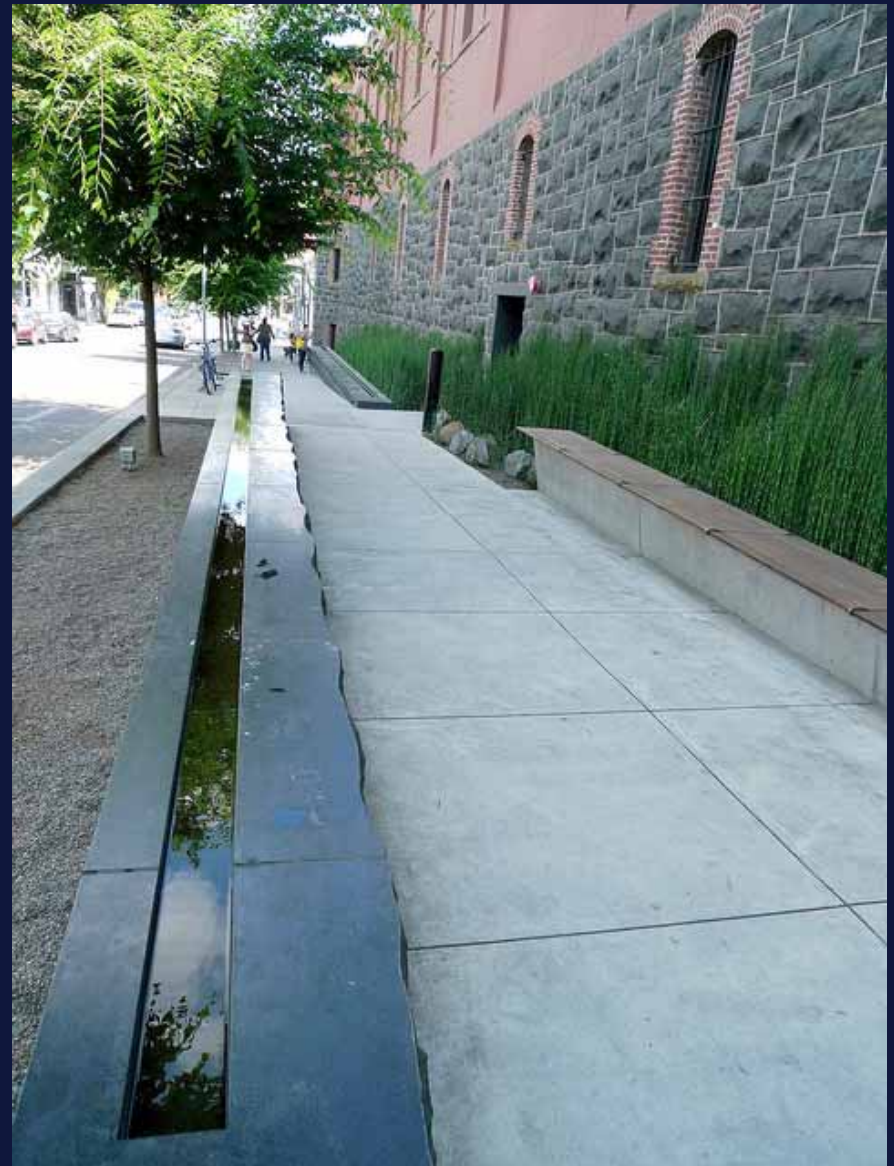
## 4. EAST MAIN + MARKET – Washington Street



## 4. EAST MAIN + MARKET – Bring the River to Main Street



## 4. EAST MAIN + MARKET – Bring the River to Main Street



## 4. EAST MAIN – Remix Nucleus





## 4. EAST MAIN + MARKET

### NEIGHBORHOOD STRATEGIES

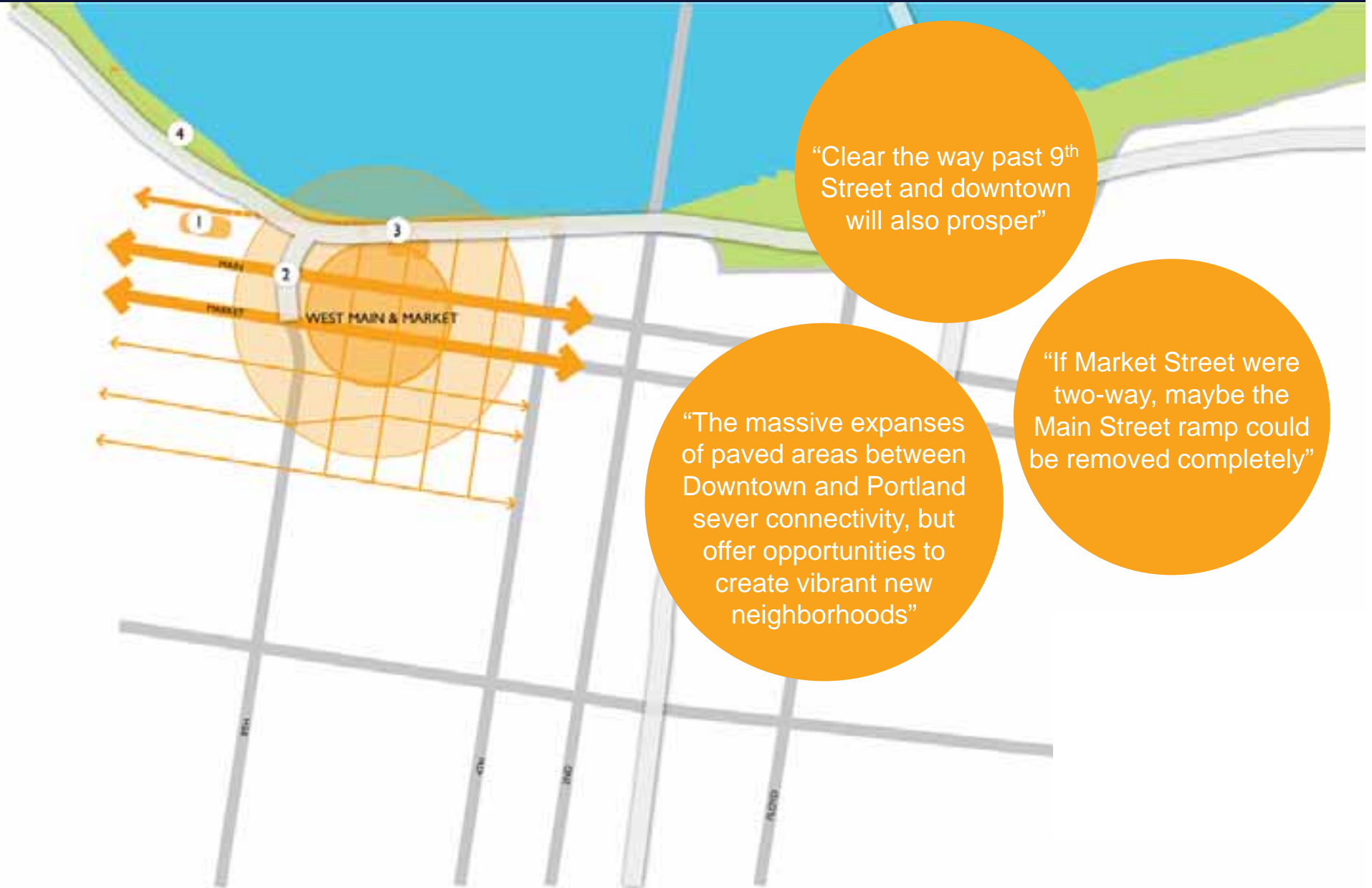
- Riverfront mixed use development along Washington Street
- Add residential to the mix of uses at Nucleus to create a 24/7 neighborhood

### SUPPORTING INFRASTRUCTURE

- Bring the River to Main Street by creating green streets along North-South corridors
- Continue Washington Street Streetscape improvements east to the Ballpark



## 5. WEST MAIN + MARKET – public comments



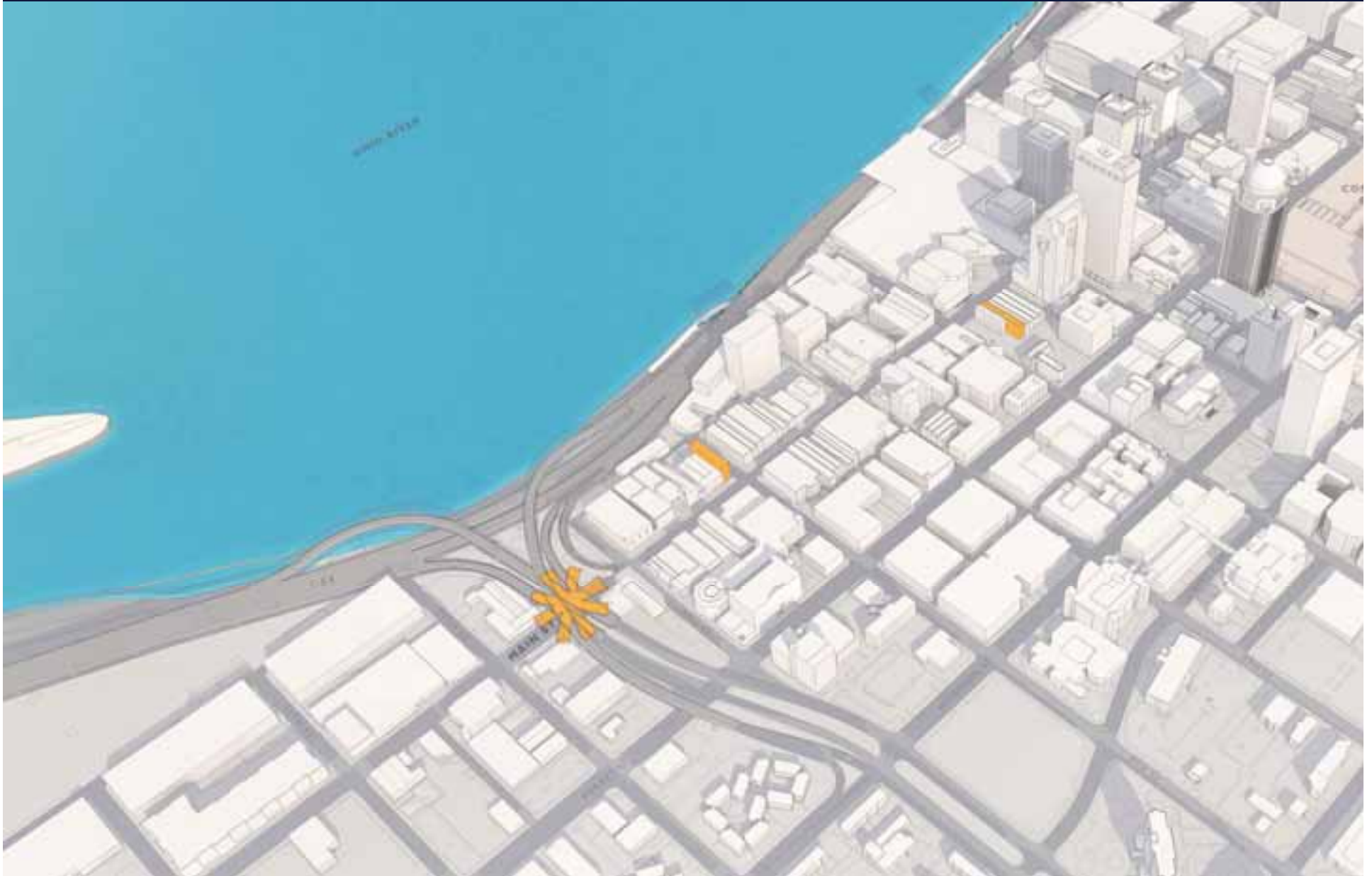
## 5. WEST MAIN + MARKET



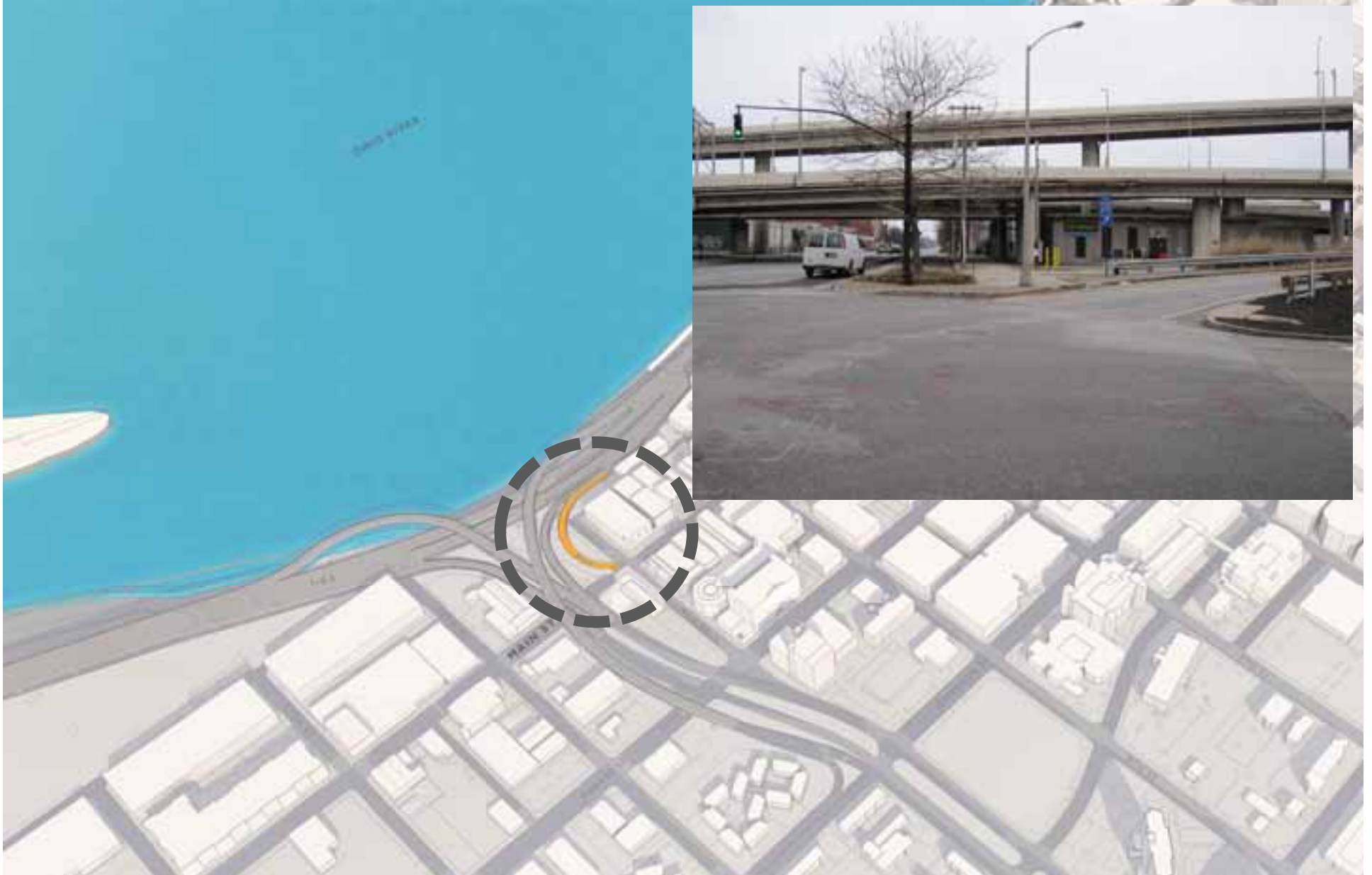
## 5. WEST MAIN + MARKET – museum plaza site



## 5. WEST MAIN + MARKET – Bourbon District



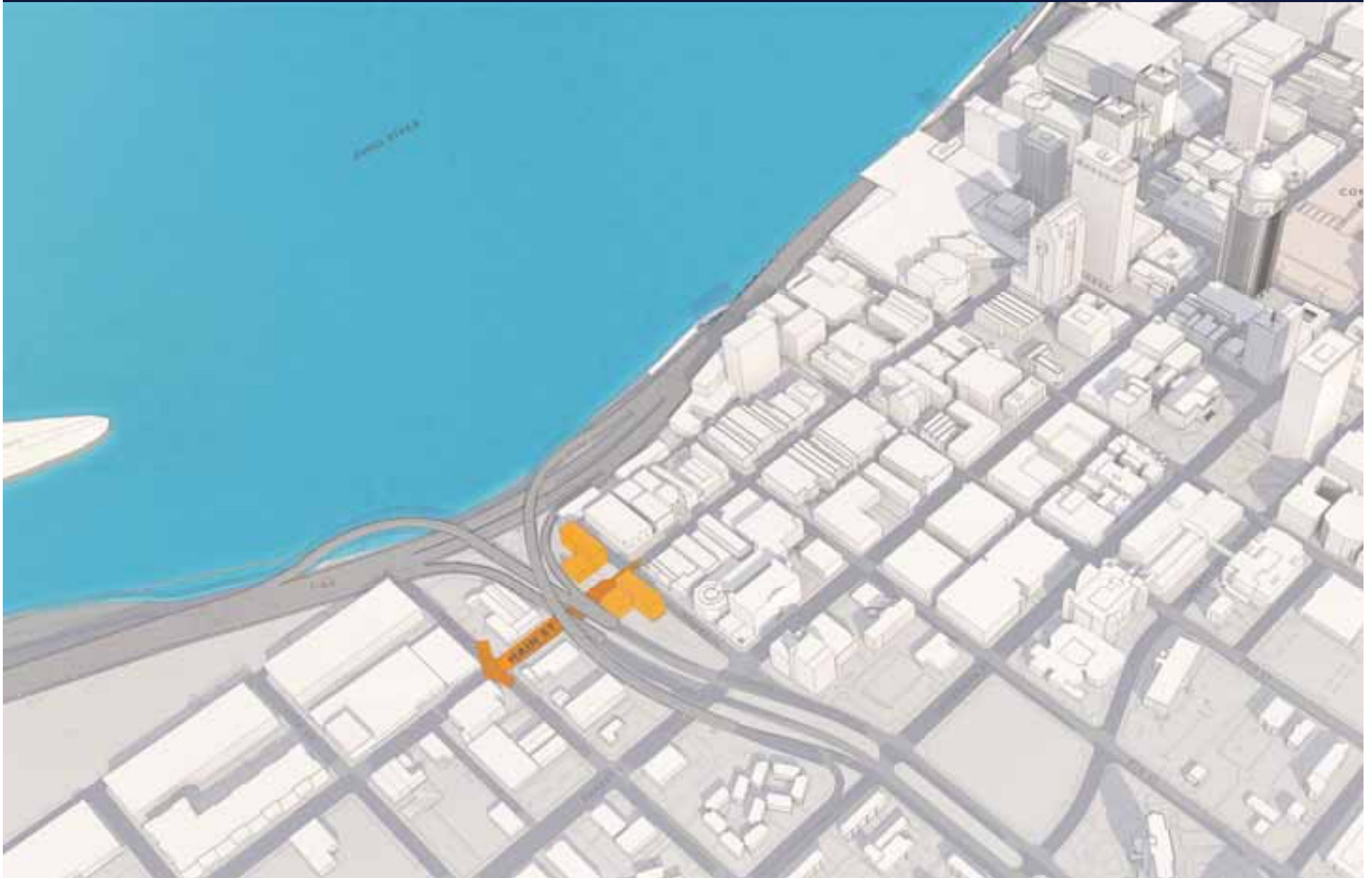
## 5. WEST MAIN + MARKET – Close the gap



## 5. WEST MAIN + MARKET – Close the gap



## 5. WEST MAIN + MARKET – Connect to East Portland





## 5. WEST MAIN + MARKET – Infill + Incubate Start-ups



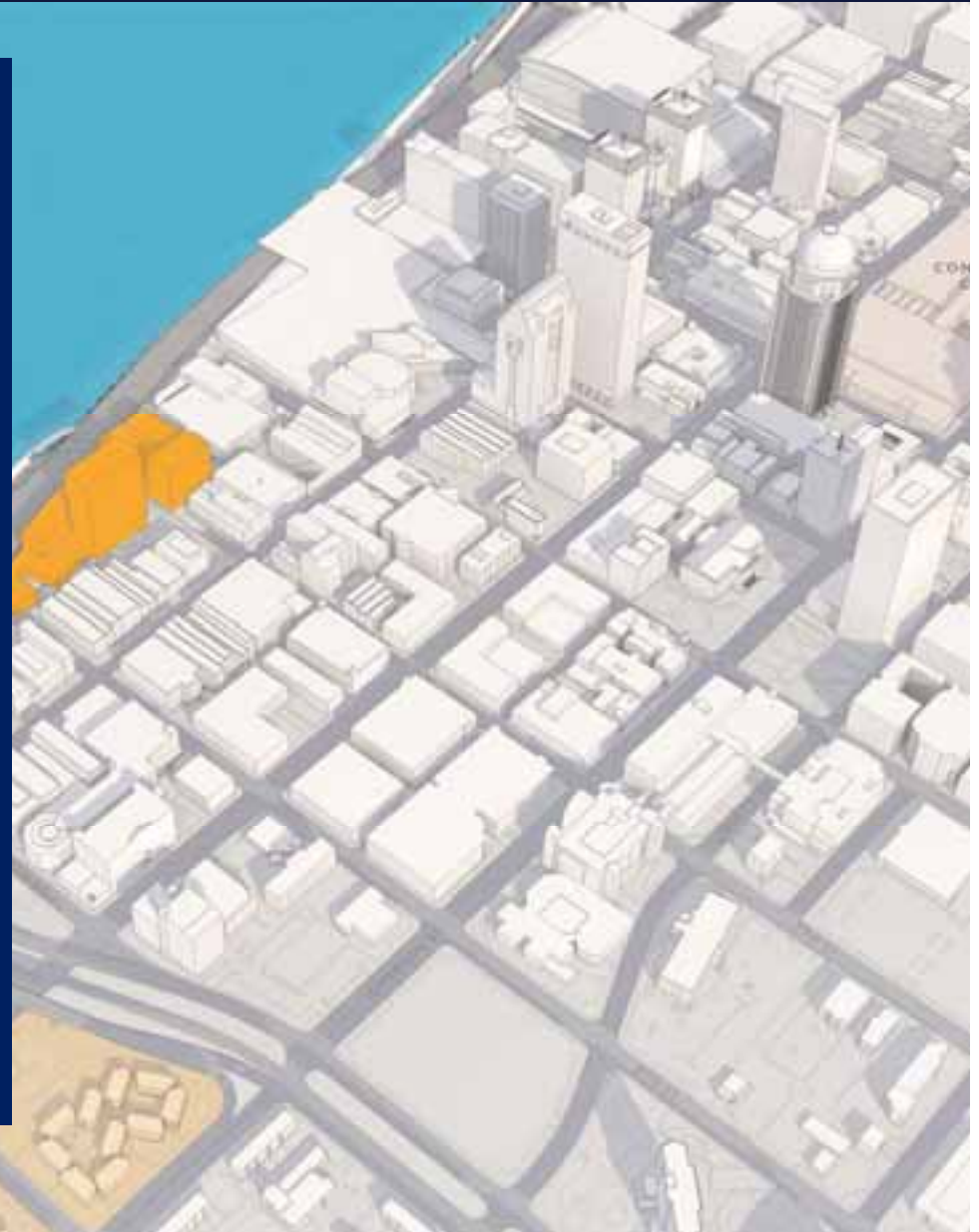
# 5. WEST MAIN

## NEIGHBORHOOD STRATEGIES

- Riverfront mixed-use at Museum Plaza site
- Reconnect Main Street to East Portland
- West Waterfront Park Infill and High-Tech Incubator

## SUPPORTING INFRASTRUCTURE

- Remove I-64 Ramp at Main Street, shorten crossing and connect to East Portland
- Reconnect Washington Street
- Two-way Main and Market



# ONE RIVERFRONT – public comments

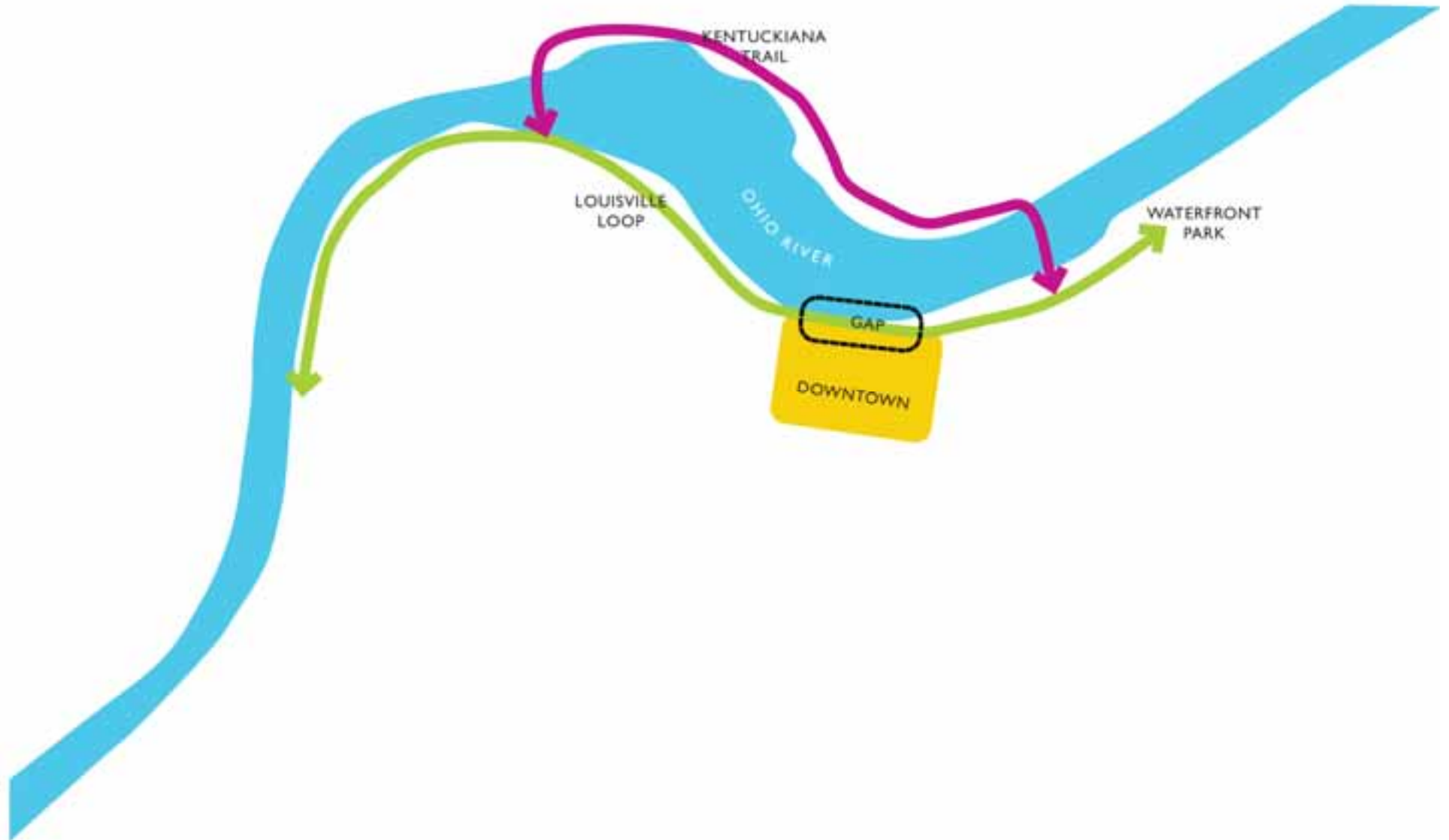


“There is so much we can do even with the elevated roadways in the way”

“Go ahead and do the long planned/delayed extension of River Road and West Waterfront Park”

“River Road is creepy”

# ONE RIVERFRONT





# HIGH LINE



# SOUTH RIVERSIDE



**CITY DECK**

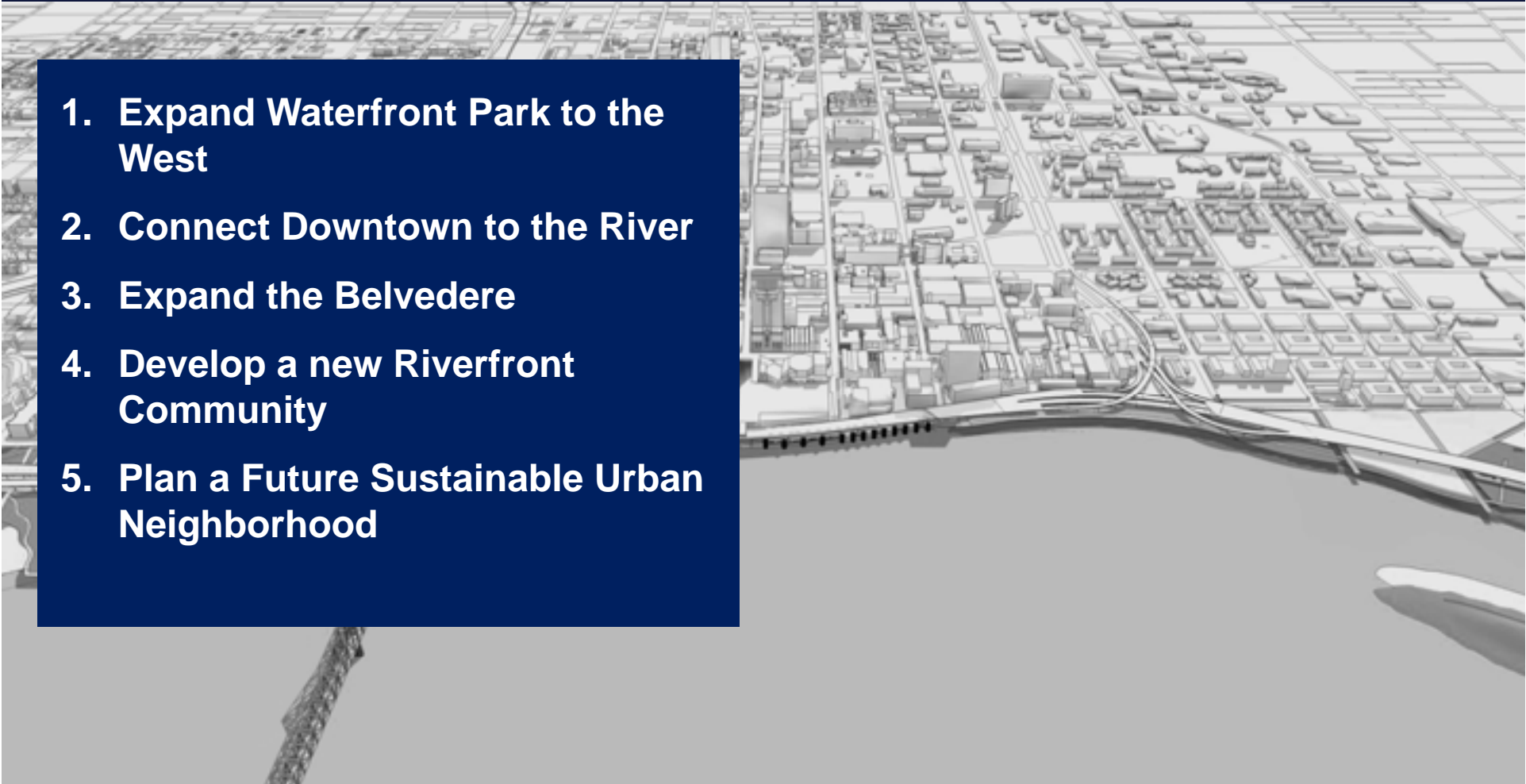


SECOND STREET



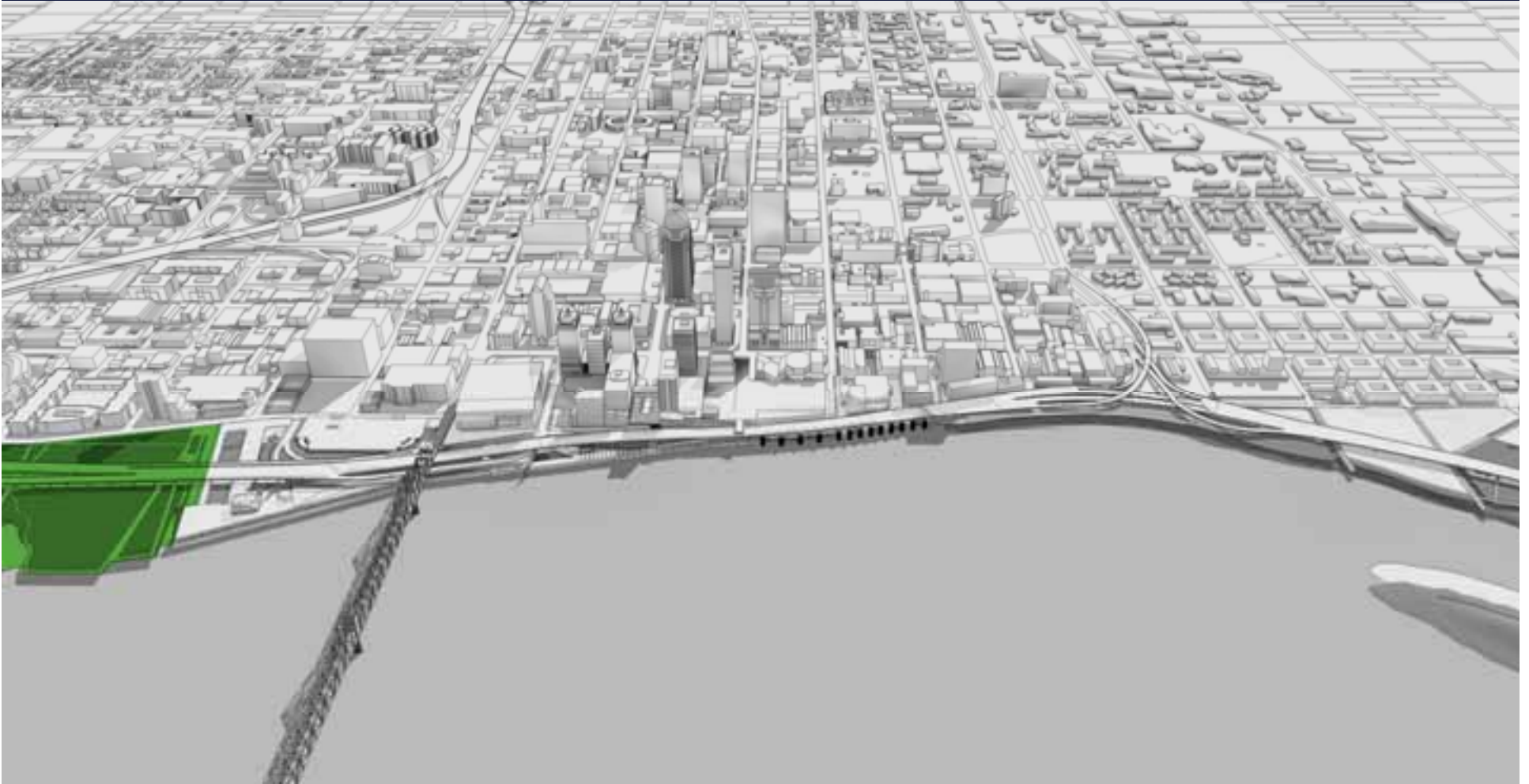
# ONE RIVERFRONT – 5 goals

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- 1. Expand Waterfront Park to the West**
  - 2. Connect Downtown to the River**
  - 3. Expand the Belvedere**
  - 4. Develop a new Riverfront Community**
  - 5. Plan a Future Sustainable Urban Neighborhood**
- 
- An aerial architectural rendering of a city waterfront development project. The image shows a dense urban grid of buildings and streets, with a prominent river or waterfront area in the foreground. A large, curved structure, possibly a bridge or a waterfront promenade, is visible in the lower right. The rendering is in grayscale, with a dark blue overlay on the left side containing the text.

# 1. EXPAND WATERFRONT PARK

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# 1. EXPAND WATERFRONT PARK – riverwalk promenade

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# 1. EXPAND WATERFRONT PARK – belle of louisville plaza

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# 1. EXPAND WATERFRONT PARK – riverwalk enhancements

---



# 1. EXPAND WATERFRONT PARK – green the highway

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# 1. EXPAND WATERFRONT PARK – west waterfront park

---



## 2. CONNECT DOWNTOWN TO THE RIVER – river road

---





## 2. CONNECT DOWNTOWN TO THE RIVER – river road

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## 2. CONNECT DOWNTOWN TO THE RIVER – river road

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## 2. CONNECT DOWNTOWN TO THE RIVER – river road

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## 2. CONNECT DOWNTOWN TO THE RIVER

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## 2. CONNECT DOWNTOWN TO THE RIVER – main street

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### 3. REIMAGINE THE BELVEDERE

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## 4. DEVELOP A NEW RIVERFRONT COMMUNITY

---



## 4. DEVELOP A NEW RIVERFRONT COMMUNITY

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# 5. PLAN A SUSTAINABLE URBAN NEIGHBORHOOD

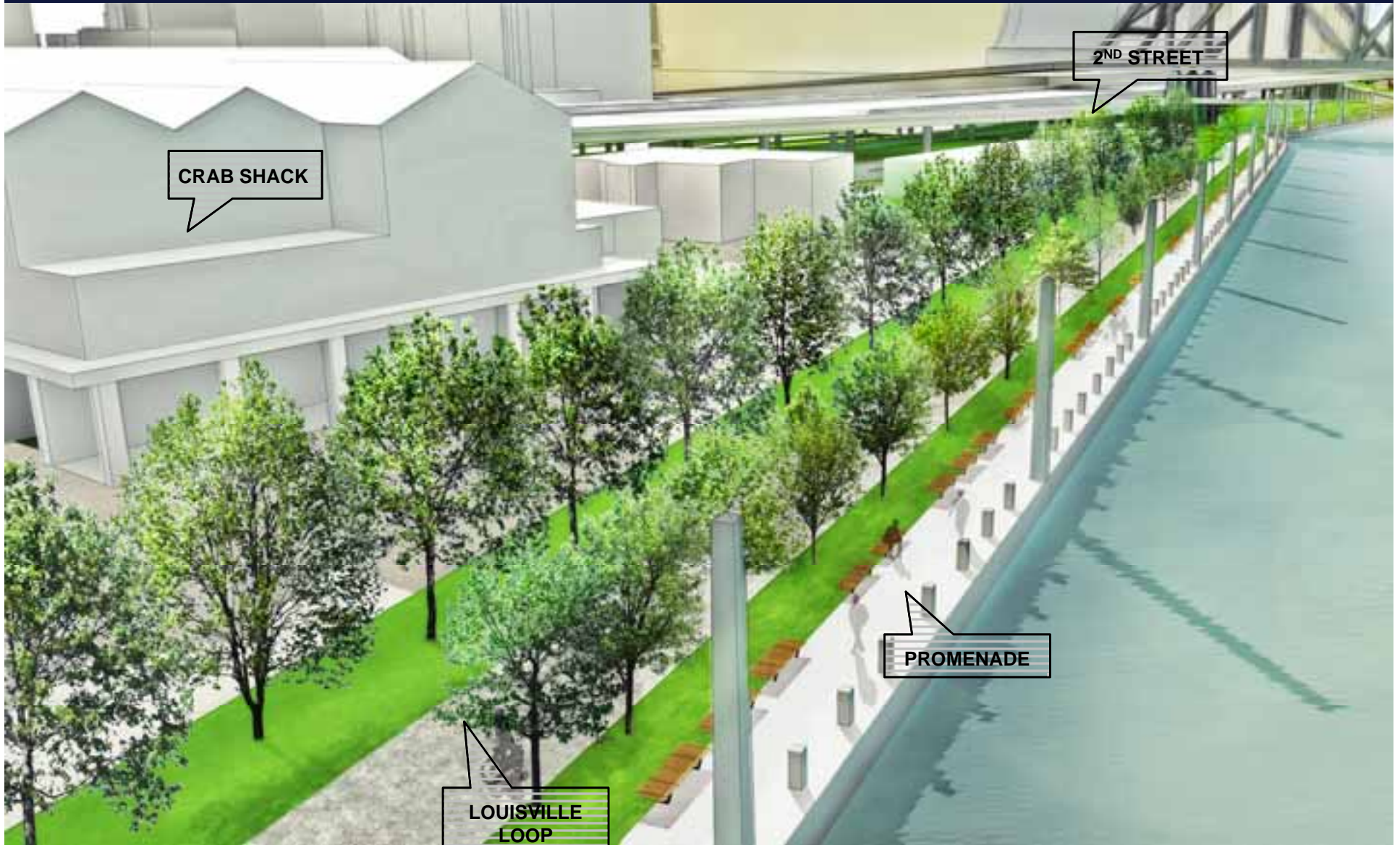
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# ONE RIVERFRONT - VISION



# RIVERWALK PROMENADE



# RIVERWALK PROMENADE - precedents



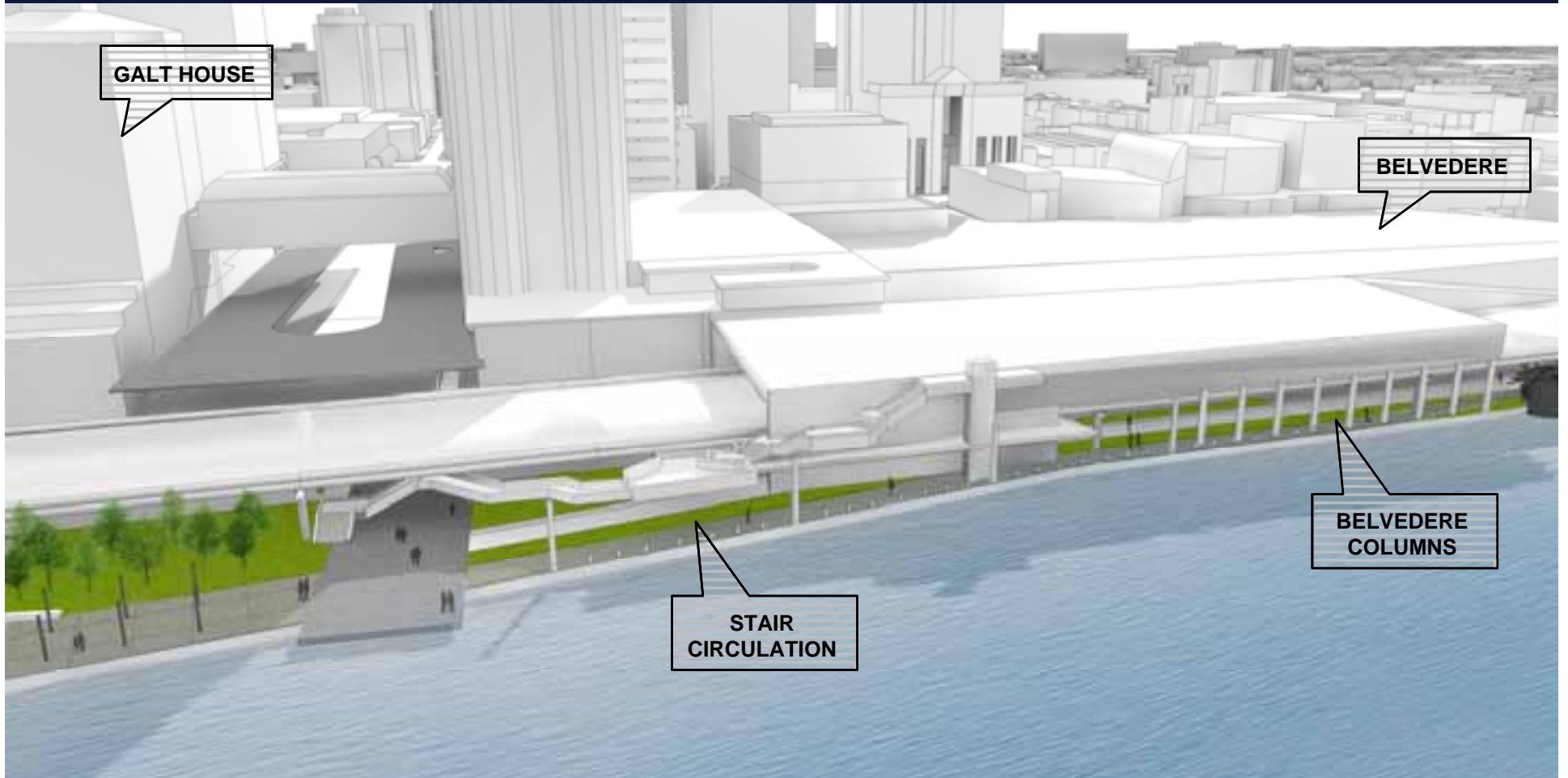
# BELLE OF LOUISVILLE PLAZA



# BELLE OF LOUISVILLE PLAZA - precedents



# REIMAGINE THE BELVEDERE



# REIMAGINE THE BELVEDERE

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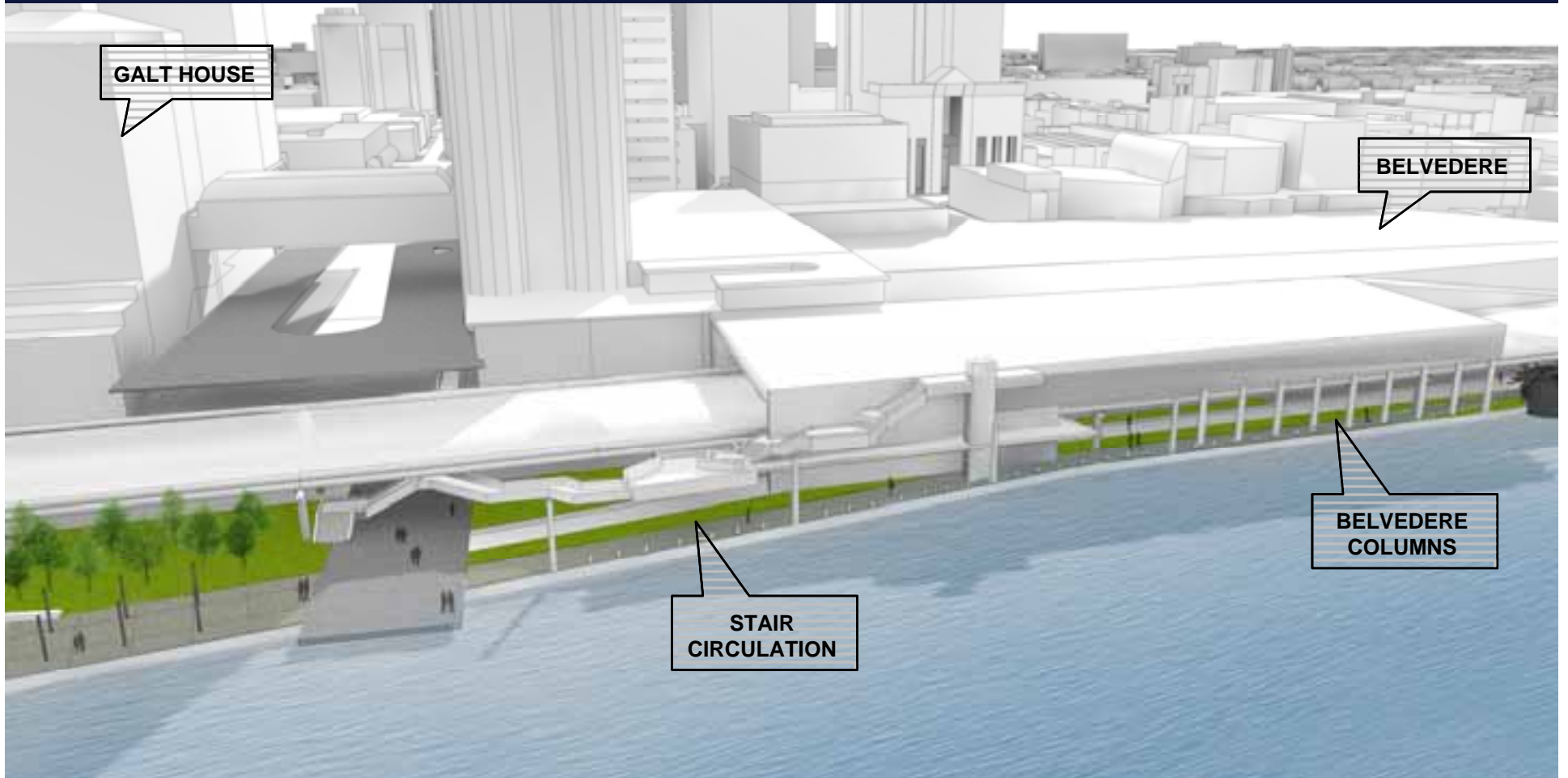




# REIMAGINE THE BELVEDERE



# REIMAGINE THE BELVEDERE

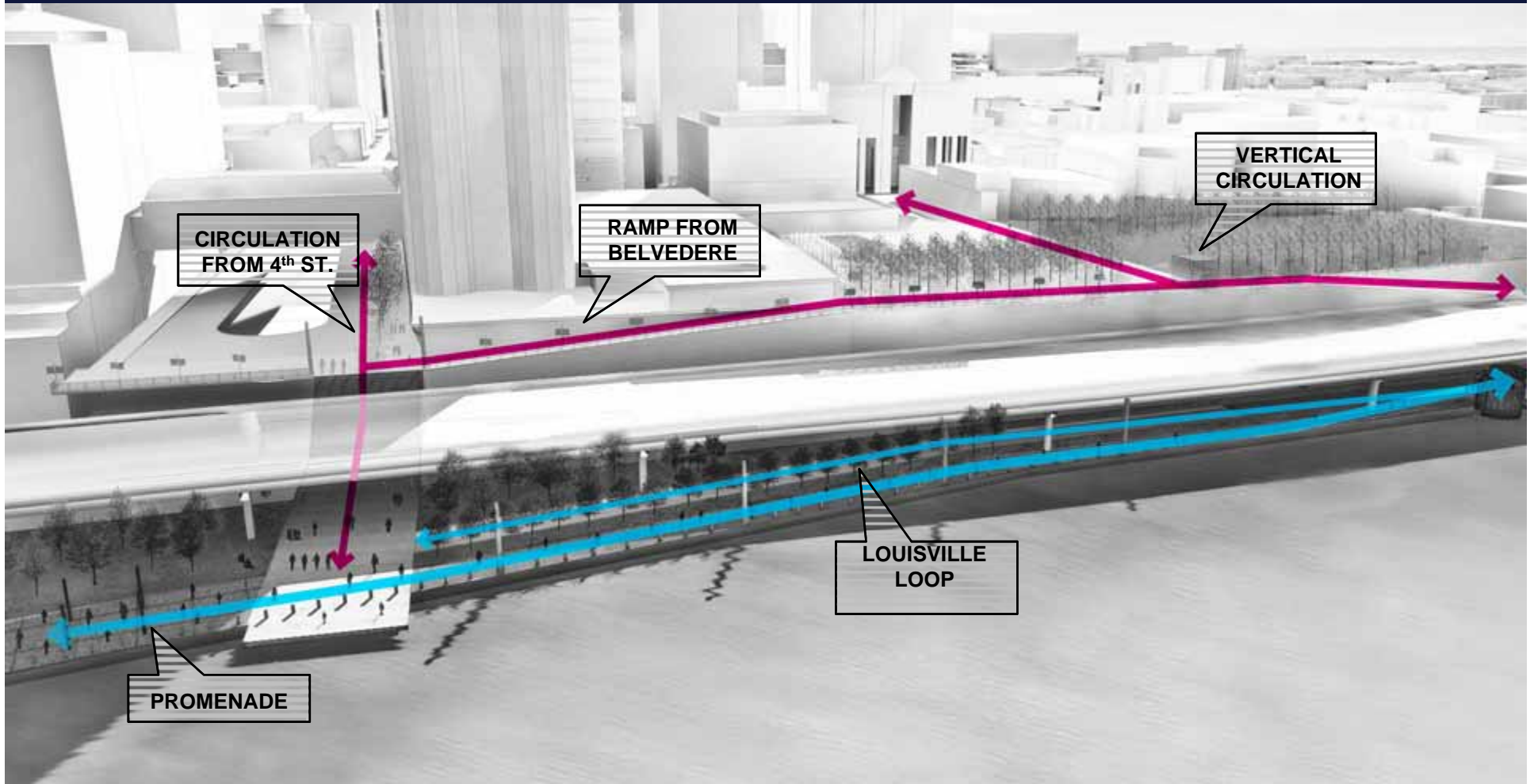


# REIMAGINE THE BELVEDERE

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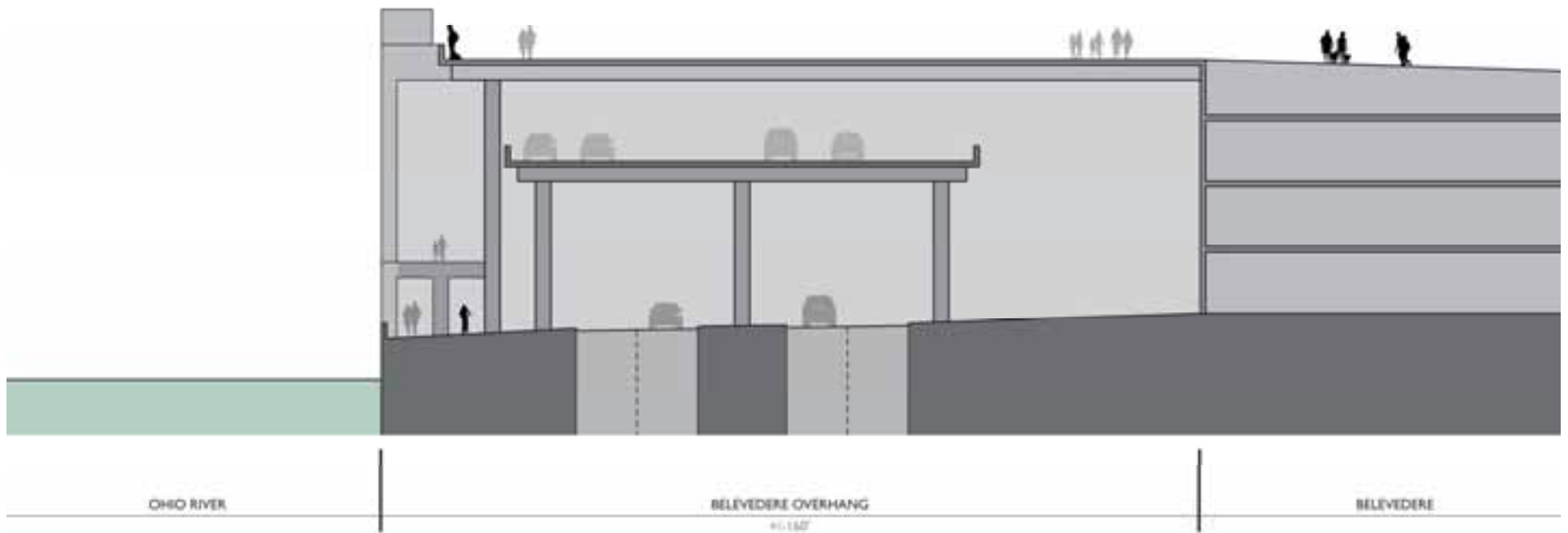


# REIMAGINE THE BELVEDERE

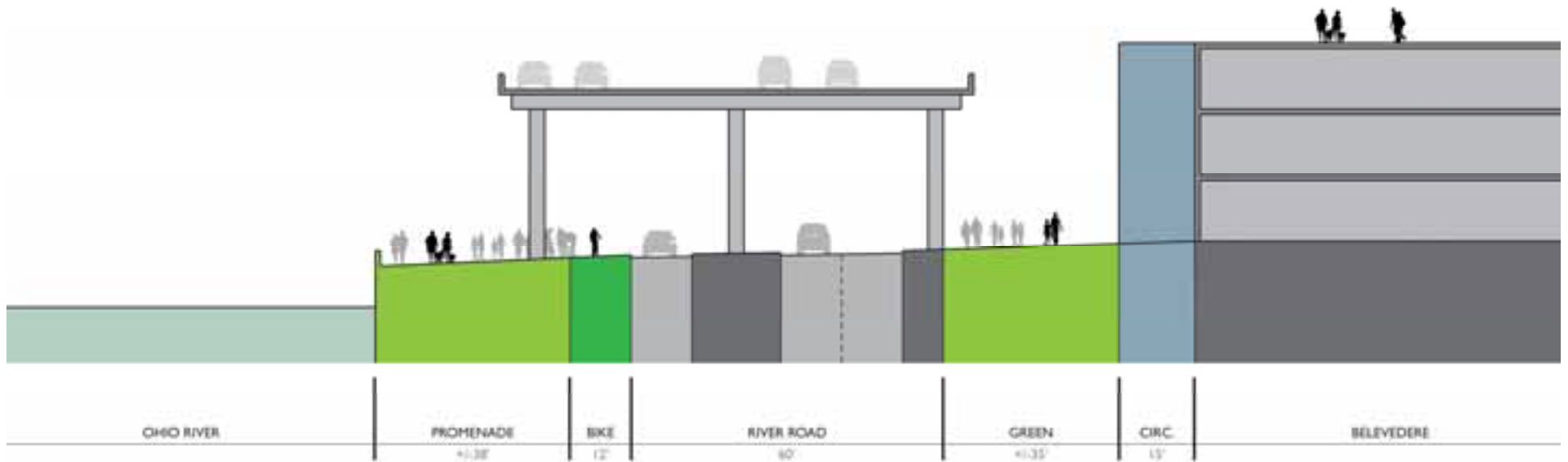


# REIMAGINE THE BELVEDERE

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# REIMAGINE THE BELVEDERE



# REIMAGINE THE BELVEDERE



BELVEDERE  
EVENT LAWN

LOUISVILLE  
LOOP

PROMENADE

# REIMAGINE THE BELVEDERE – event lawn precedents

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# RIVERWALK ENHANCEMENTS



# RIVERWALK ENHANCEMENTS - precedents



# GREEN THE HIGHWAY



# GREEN THE HIGHWAY - precedents



# WEST WATERFRONT PARK

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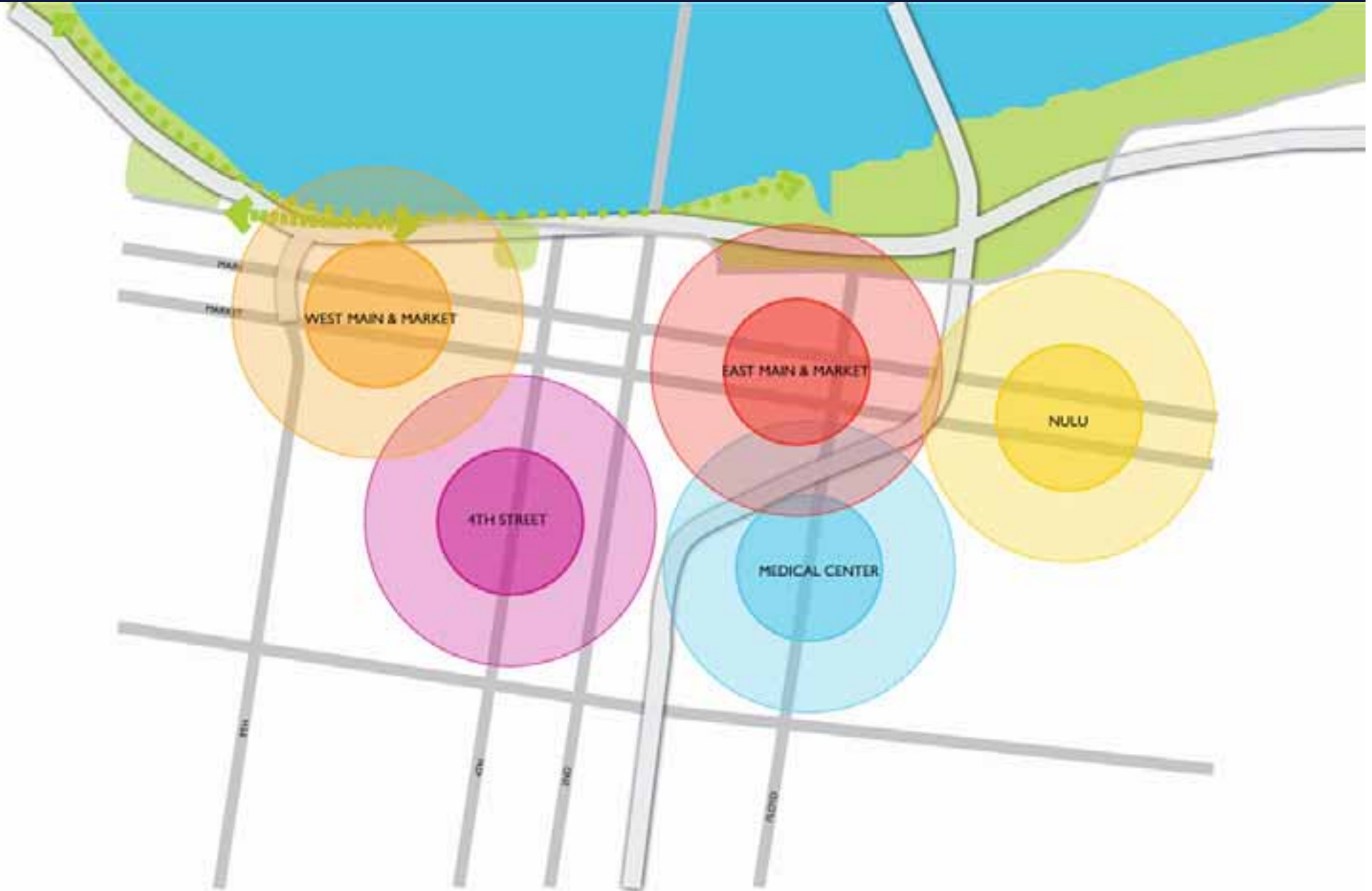


# WEST WATERFRONT PARK - precedents

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# 5 NEIGHBORHOODS + 1 RIVERFRONT



# NEXT STEPS



Photo by Scott Oves



# NEXT STEPS

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- Continue the conversation online @ [engagelouisville.com](https://engagelouisville.com)
- Plan refinement
- Public Meeting #3, August 8:
  - Review Draft Plan
  - Strategies and recommendations

