

DOWNTOWN LOUISVILLE MASTER PLAN



Photo by Scott Oves

AGENDA

- Plan Process Update
- engamelouisville.com
- 5 Neighborhoods and 1 Riverfront Feedback and Update
- Strategies and Recommendations
- Implementation
- Next Steps



SCHEDULE

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

AUGUST

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

SEPTEMBER

Steering Committee #6: Final Plan Review

OCTOBER

Board Meeting #2: Final Plan Review

PUBLIC INVOLVEMENT

Engaging the Community in Decision Making

- Stakeholder Interviews: 35+
- Public Meeting February 19 and May 16: 200+ total attendees
- www.engagelouisville.com: more than 25,000 individual page views



THIS TOPIC IS ON FIRE

The One Riverfront concept plan ties the Five Neighborhoods to the riverfront and accomplishes the decades...

169 interactions and counting...
Join the conversation now.



Reviewed Ideas

PROJECT DETAILS

- About the Project
- How It Works
- Public Meeting Presentation #1
- Public Meeting Presentation #2
- Downtown Development Corp

EAST MAIN + MARKET

DND MARKET FRAMEWORK



From the Arena to Waterfront Park and from Nucleus to the Ballpark, this area of downtown has popular activity centers.

Neighborhood Strategies

- + Riverfront mixed use development along Washington Street
- + Add residential to the mix of uses at Nucleus to create a...

377 20 6 Days Remaining

2,945

visitors

240

ideas

350

comments

FEEDBACK AND UPDATE



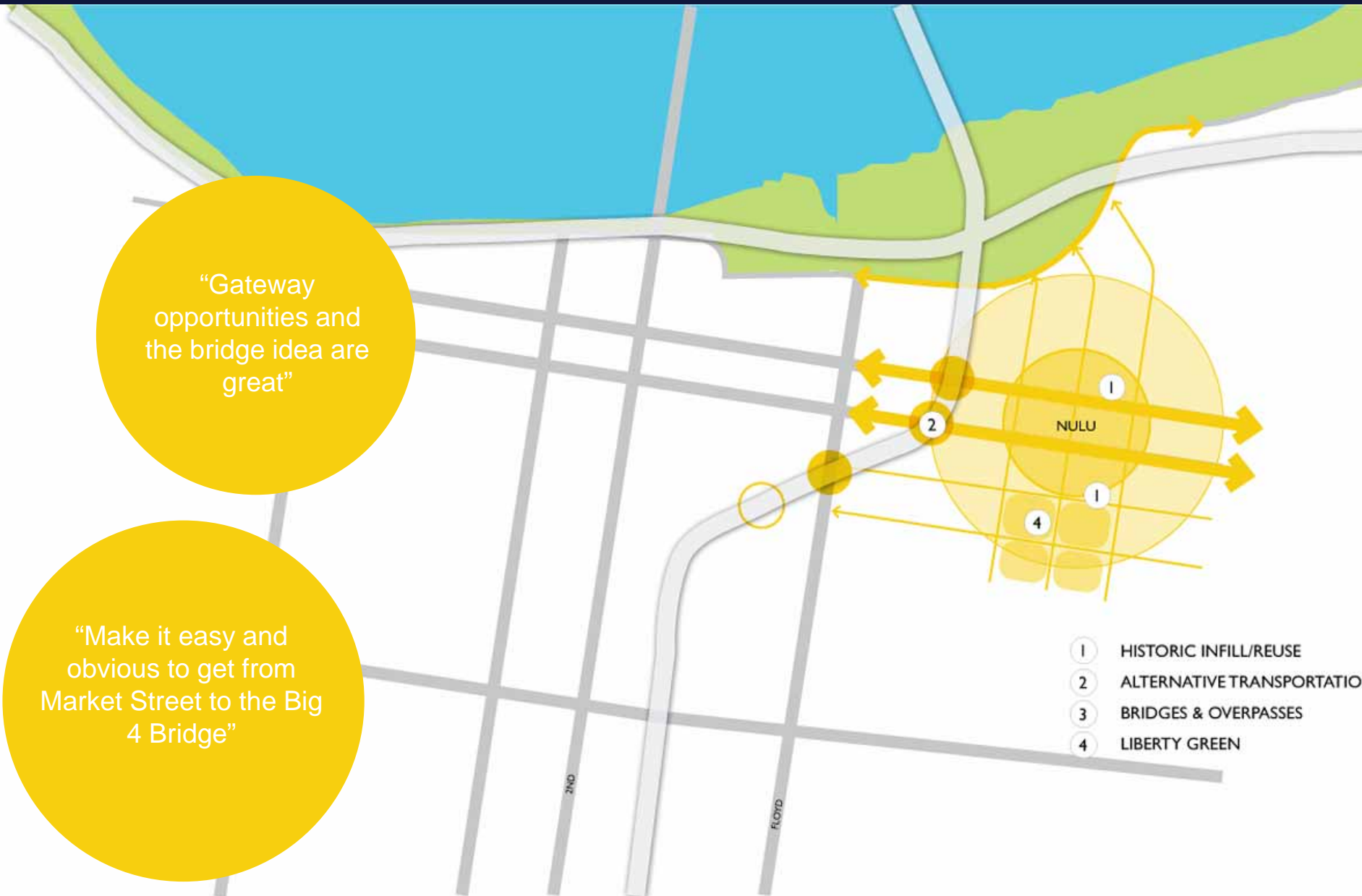
5 NEIGHBORHOODS + 1 RIVERFRONT



1. NULU

“Gateway opportunities and the bridge idea are great”

“Make it easy and obvious to get from Market Street to the Big 4 Bridge”

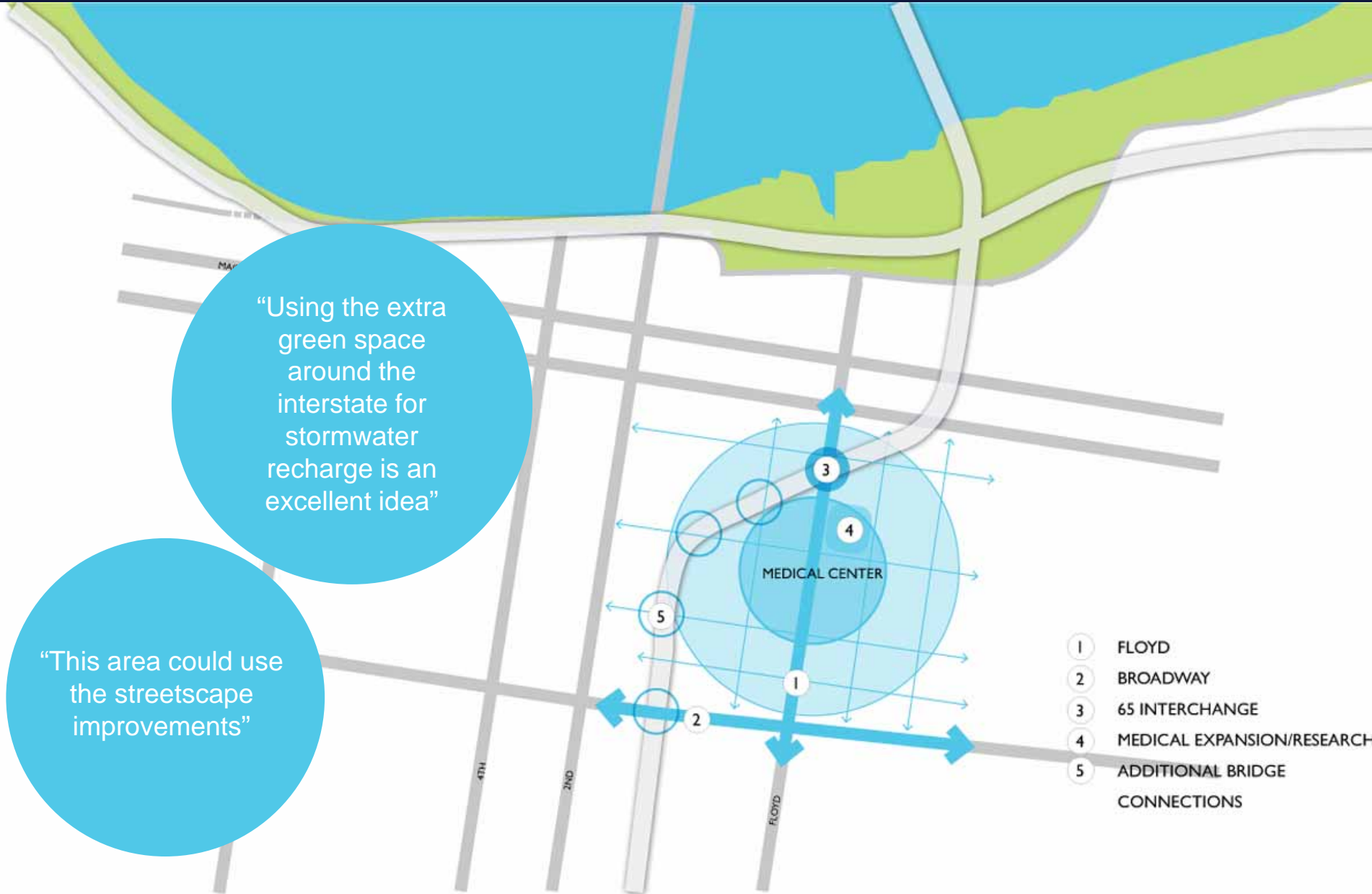


- 1 HISTORIC INFILL/REUSE
- 2 ALTERNATIVE TRANSPORTATION
- 3 BRIDGES & OVERPASSES
- 4 LIBERTY GREEN

2. MEDICAL CENTER

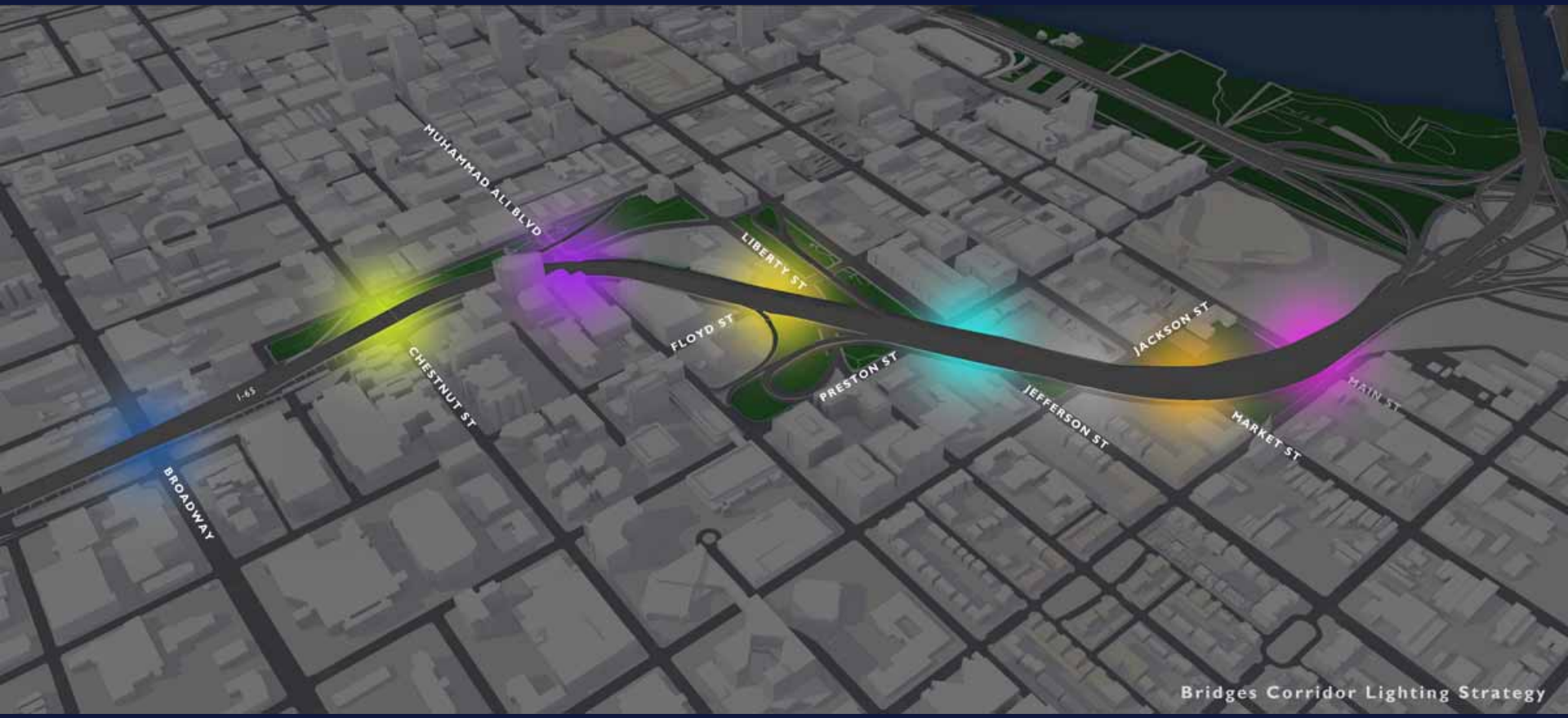
“Using the extra green space around the interstate for stormwater recharge is an excellent idea”

“This area could use the streetscape improvements”



- 1 FLOYD
- 2 BROADWAY
- 3 65 INTERCHANGE
- 4 MEDICAL EXPANSION/RESEARCH
- 5 ADDITIONAL BRIDGE CONNECTIONS

BRIDGES LIGHTING



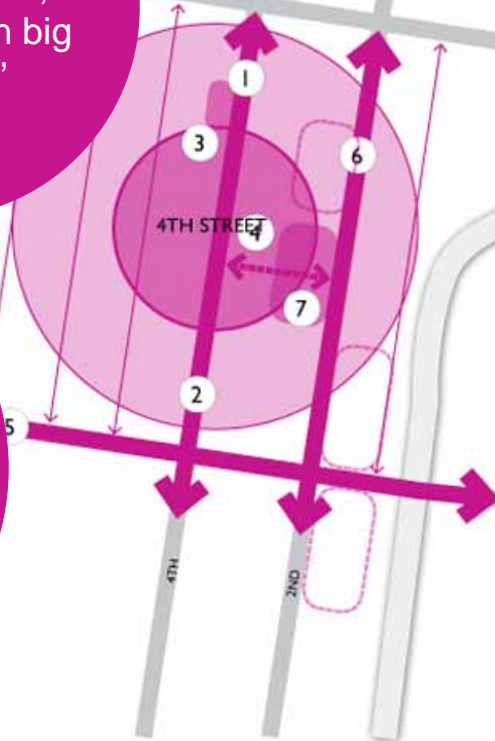
BRIDGES CROSSINGS



3. FOURTH STREET

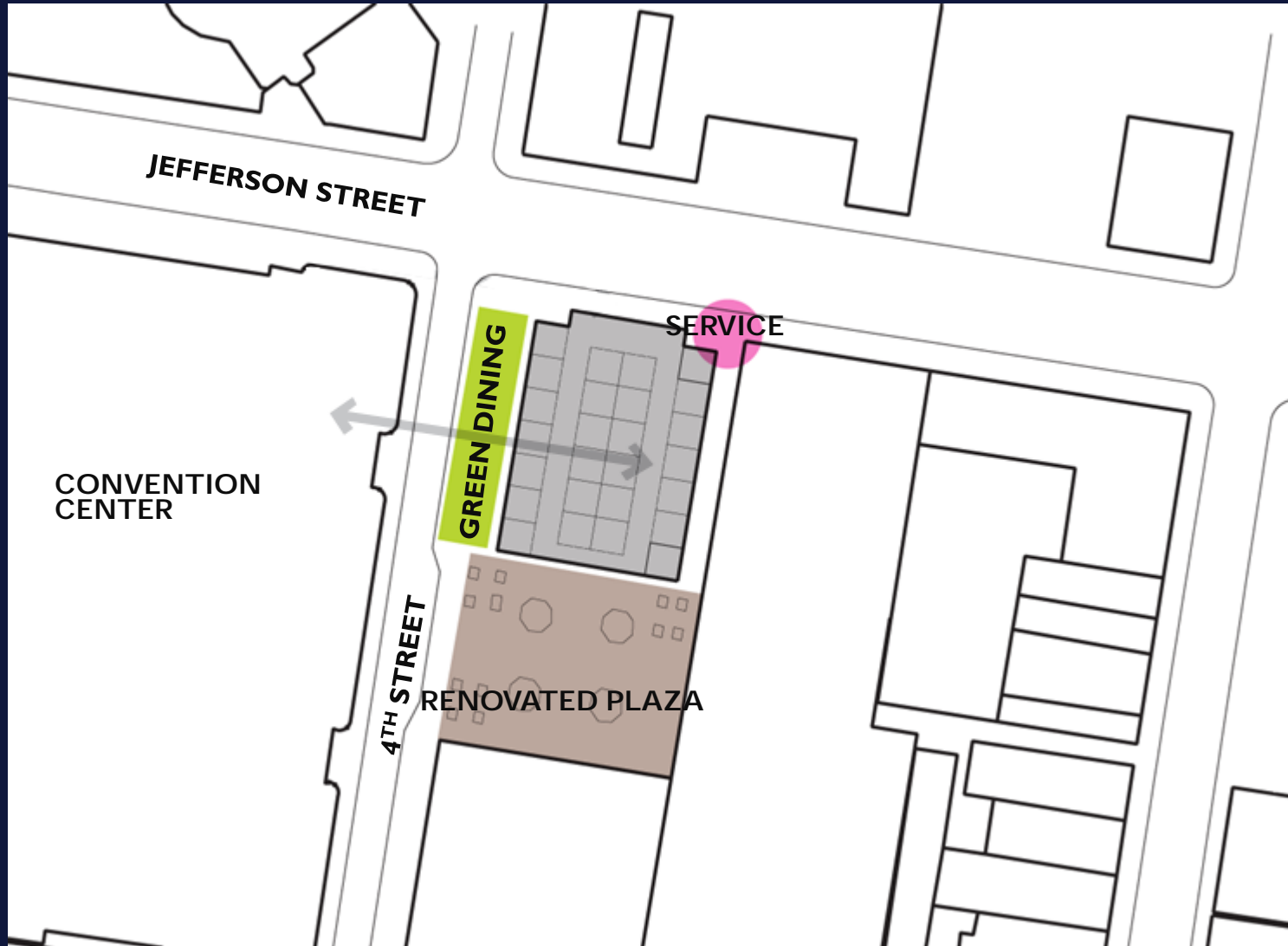
“Love the idea of a downtown market, but is the location big enough?”

“Aegon Plaza: the green space is great love the market idea though. Replace the green space by putting on the roof of the market.”



- 1 NORTH 4TH STREET 7 4TH & MA
- 2 SOUTH 4TH STREET
- 3 FARMERS MARKET
- 4 GUTHRIE EVENT STREET
- 5 BROADWAY
- 6 2ND STREET
- 7 GUTHRIE AND 2ND INFILL

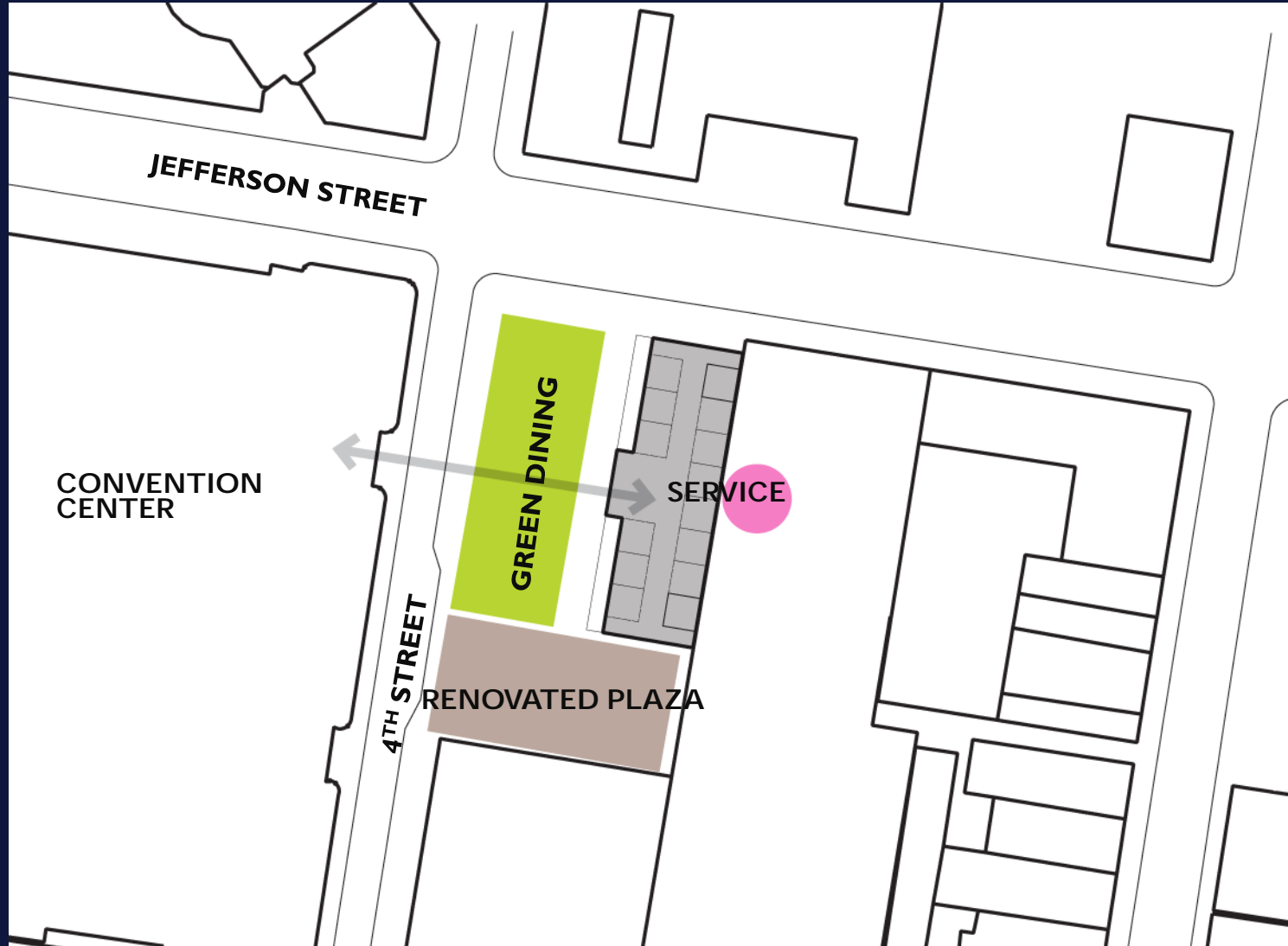
DOWNTOWN MARKET – option one



DOWNTOWN MARKET – option one



DOWNTOWN MARKET – option two



DOWNTOWN MARKET – option two

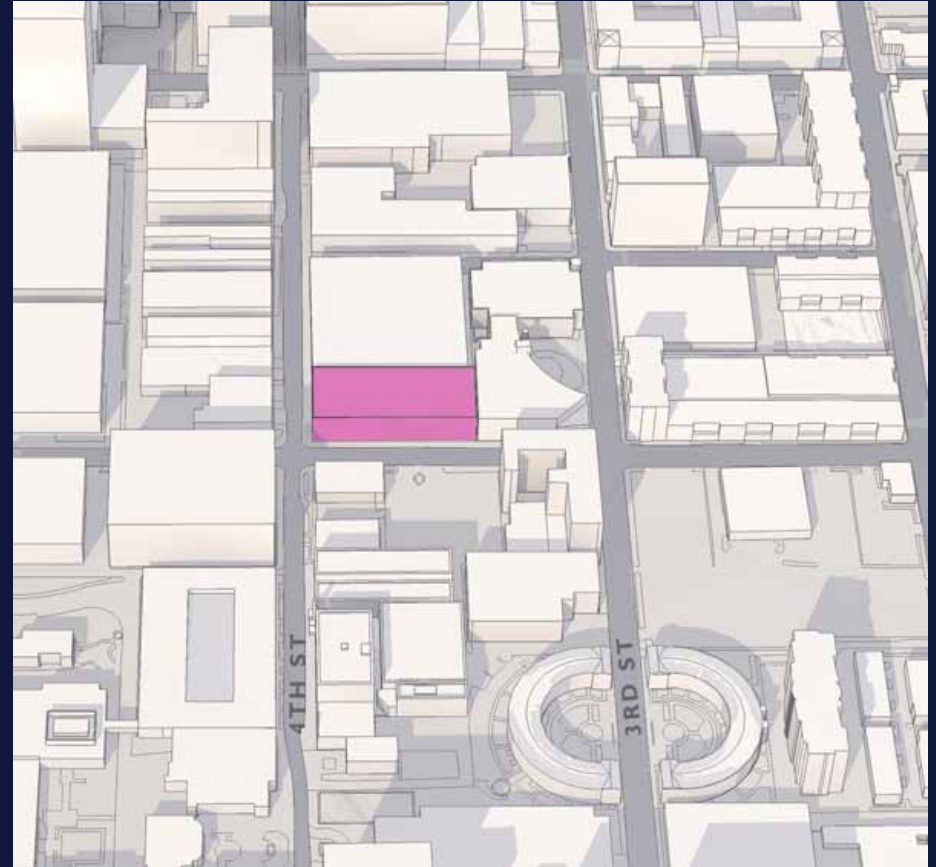


SUPPORT SOUTH FOURTH STREET RETAIL



E-RETAIL ON FOURTH STREET

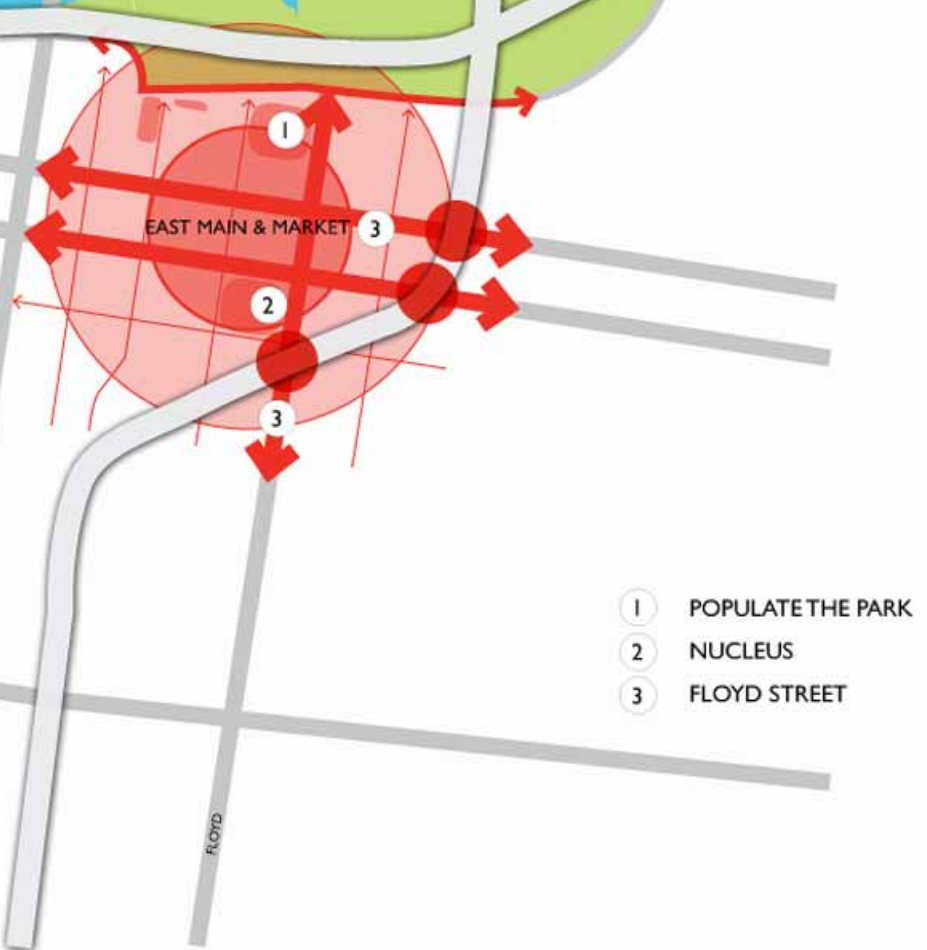
- Explore Master Leasing of old Walgreens space
- Work with local e-retailers to open storefront that gives them a hometown presence and creates a unique draw to 4th Street



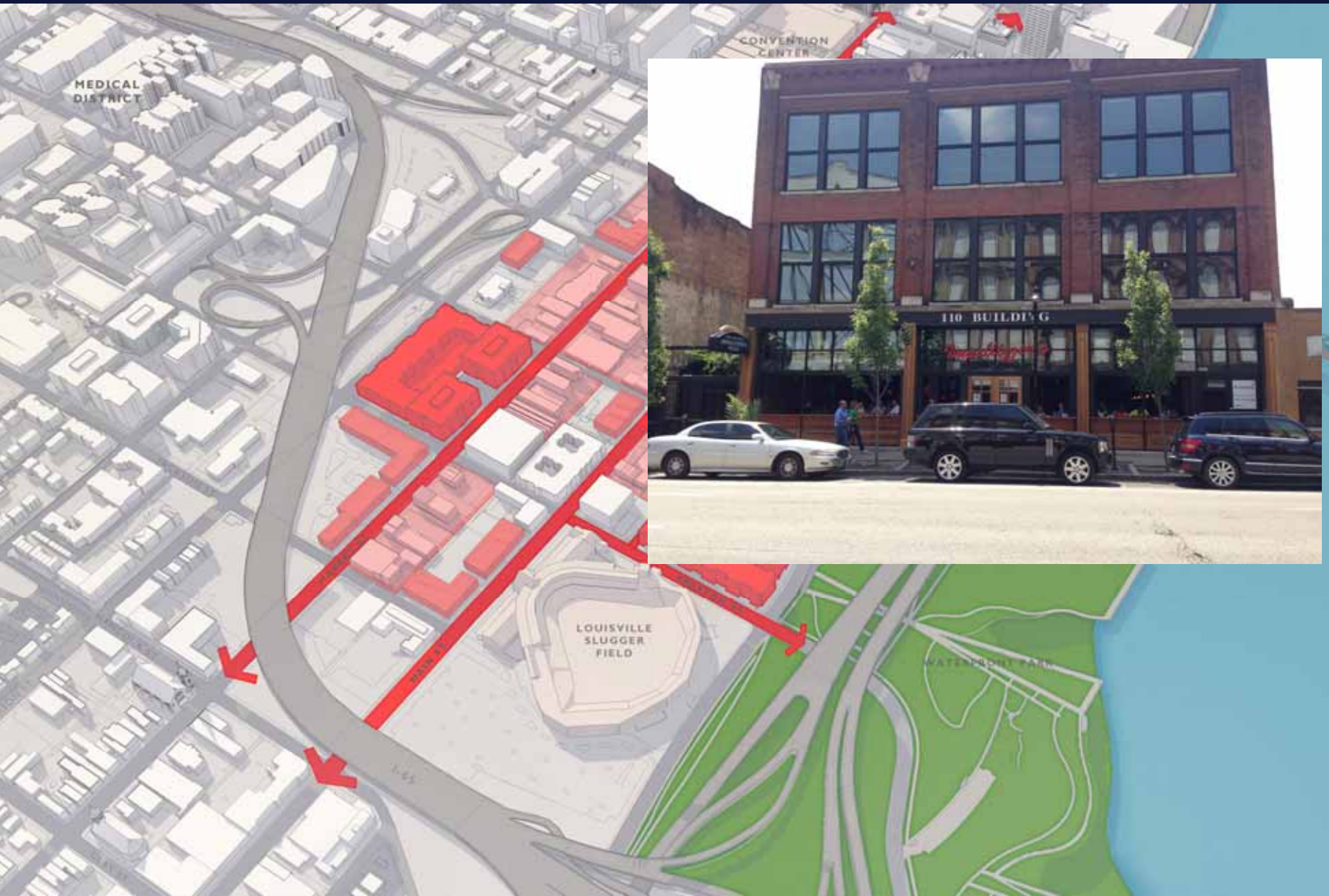
4. EAST MAIN

“Remixing Nucleus by adding residential is a great idea. Do more.”

“Include Main Street historic buildings in this plan. Make a connection from River to Main Street, not just Washington.”



EAST MAIN – infill and historic rehab



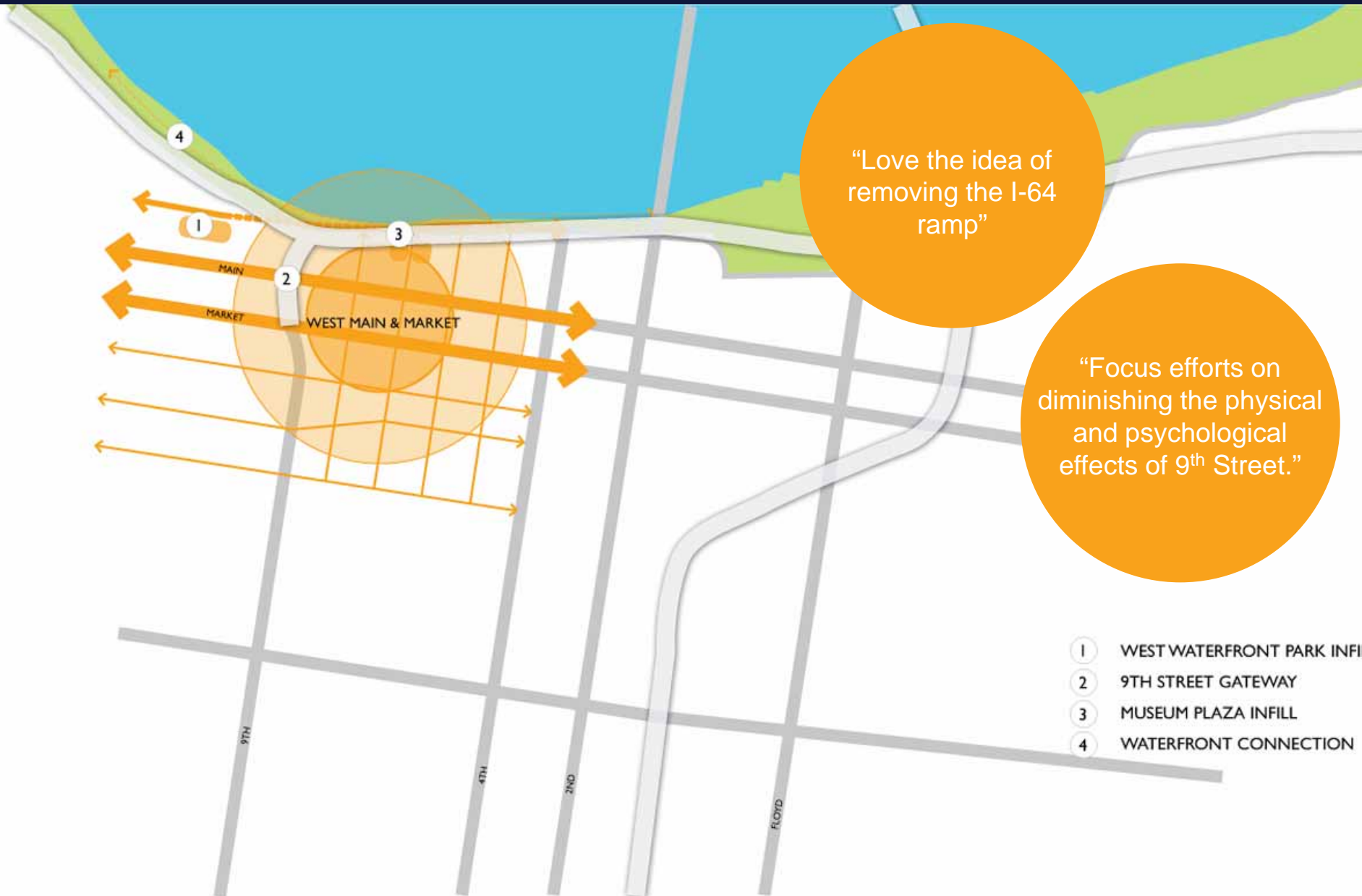
WATERFRONT ARENA TO BALLPARK DISTRICT



WATERFRONT ARENA TO BALLPARK DISTRICT - infill



5. WEST MAIN

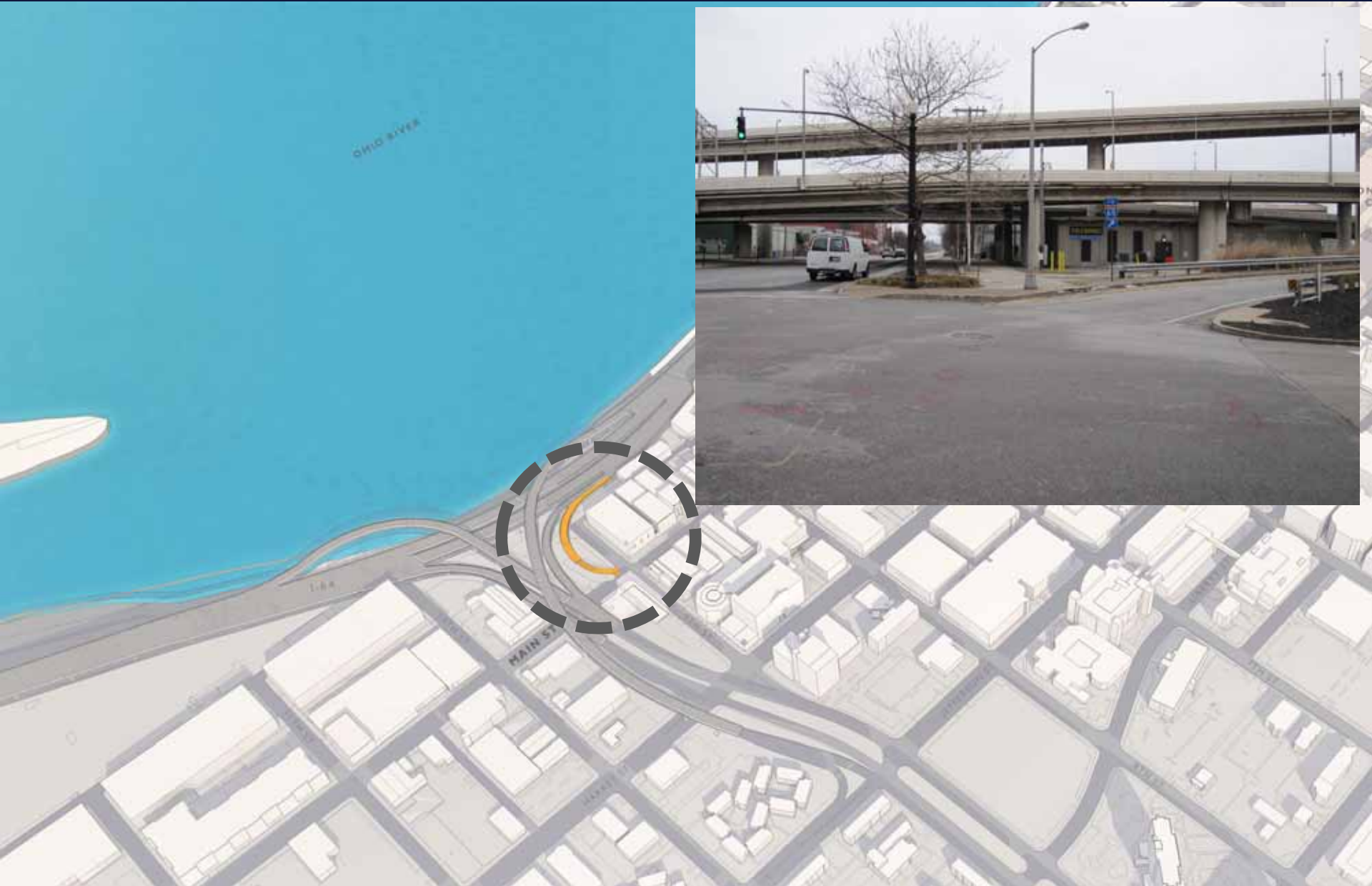


“Love the idea of removing the I-64 ramp”

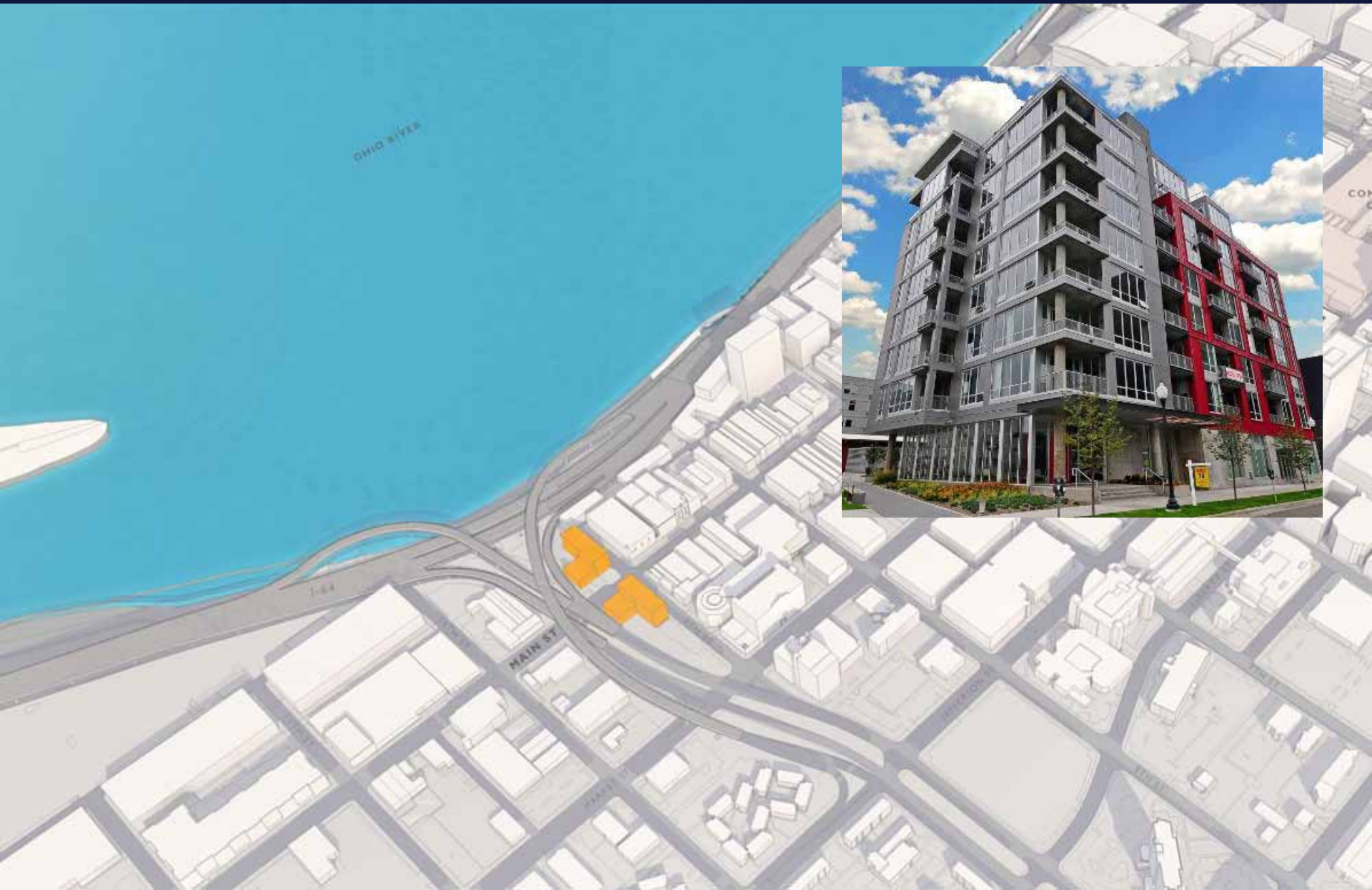
“Focus efforts on diminishing the physical and psychological effects of 9th Street.”

- 1 WEST WATERFRONT PARK INFILL
- 2 9TH STREET GATEWAY
- 3 MUSEUM PLAZA INFILL
- 4 WATERFRONT CONNECTION

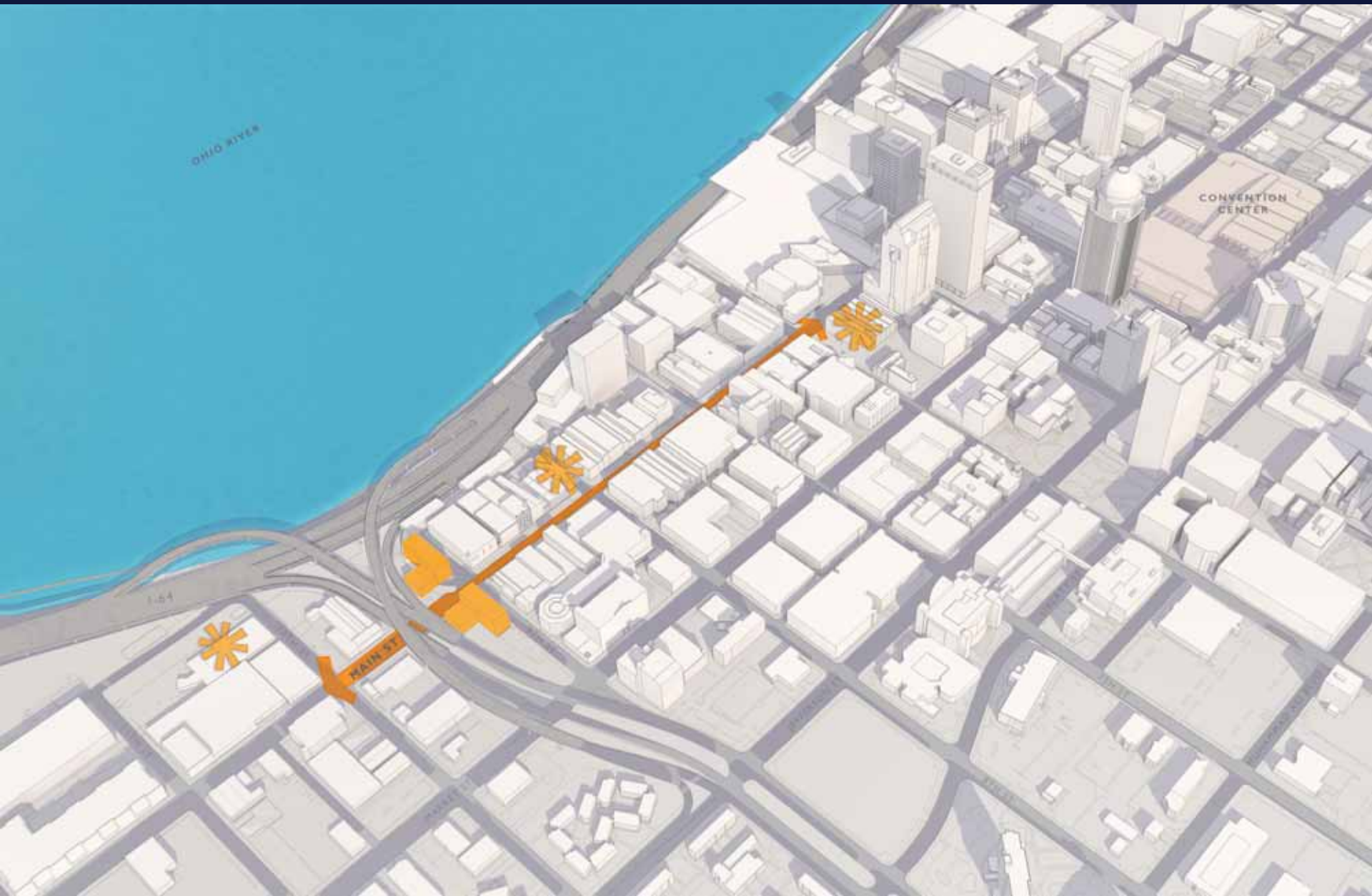
5. WEST MAIN – Close the gap



5. WEST MAIN – Close the gap



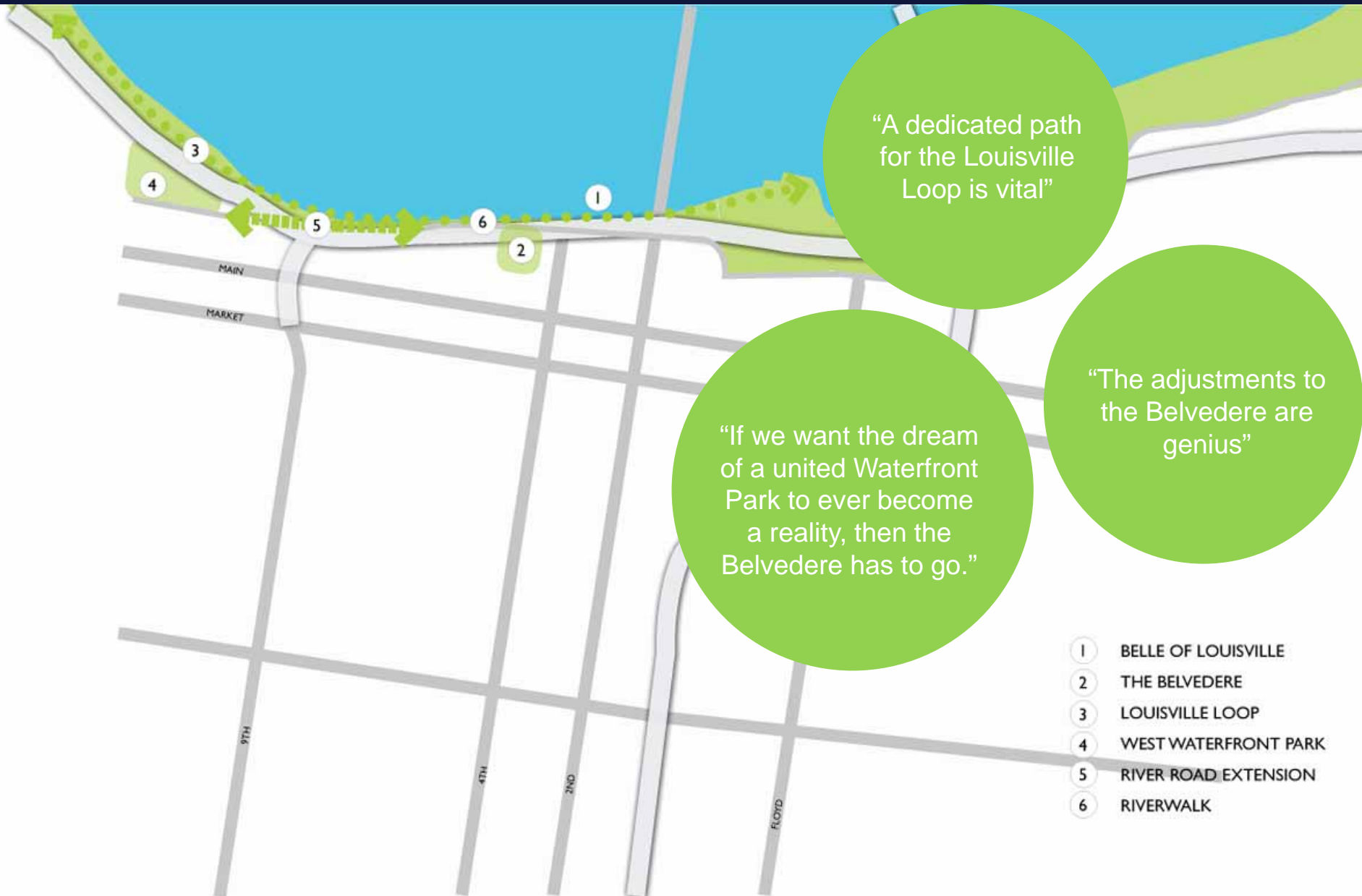
BOURBON DISTRICT JUMPS 9th



RECONNECT MAIN STREET



ONE RIVERFRONT



“A dedicated path for the Louisville Loop is vital”

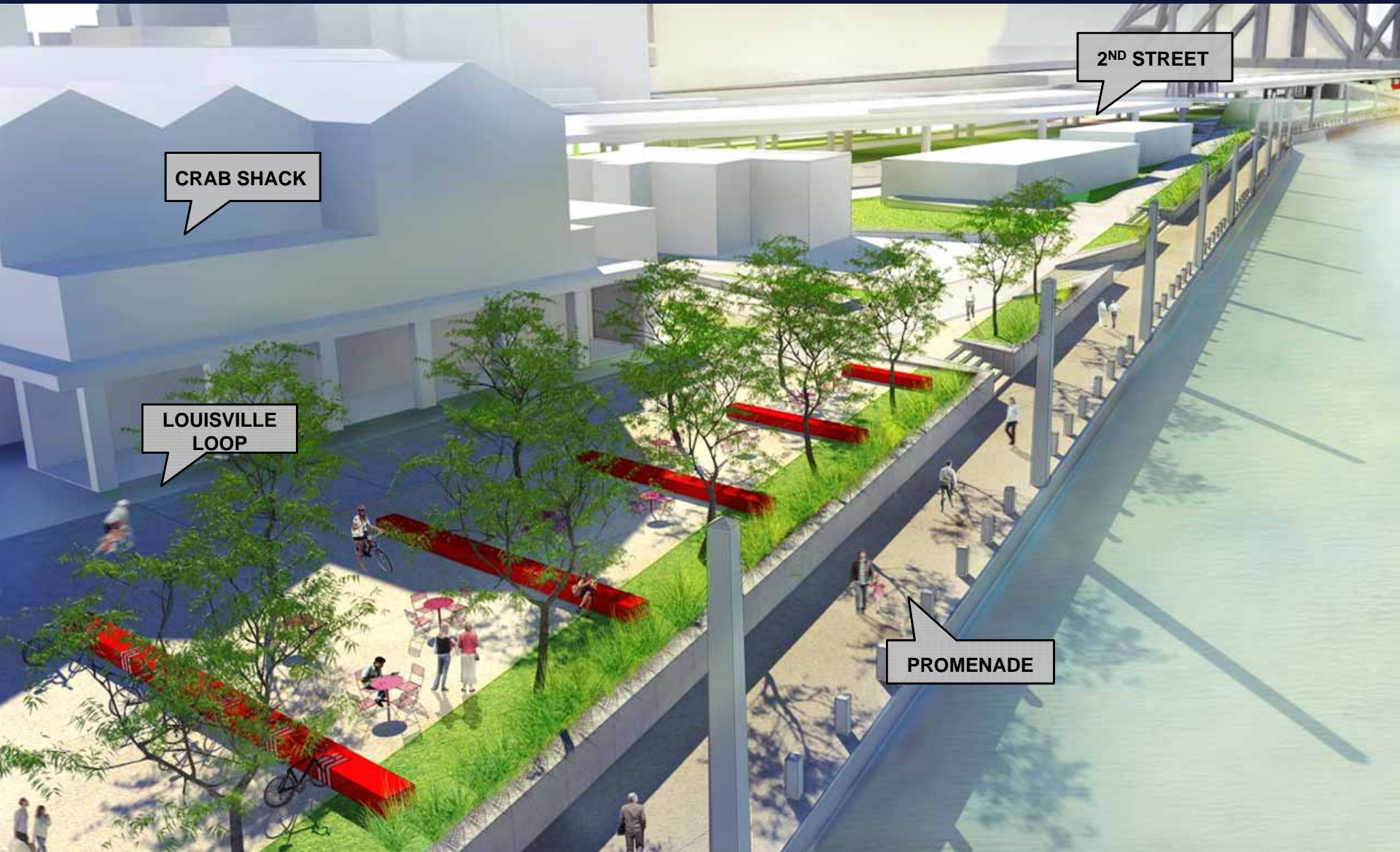
“If we want the dream of a united Waterfront Park to ever become a reality, then the Belvedere has to go.”

“The adjustments to the Belvedere are genius”

ONE RIVERFRONT



RIVERWALK PROMENADE



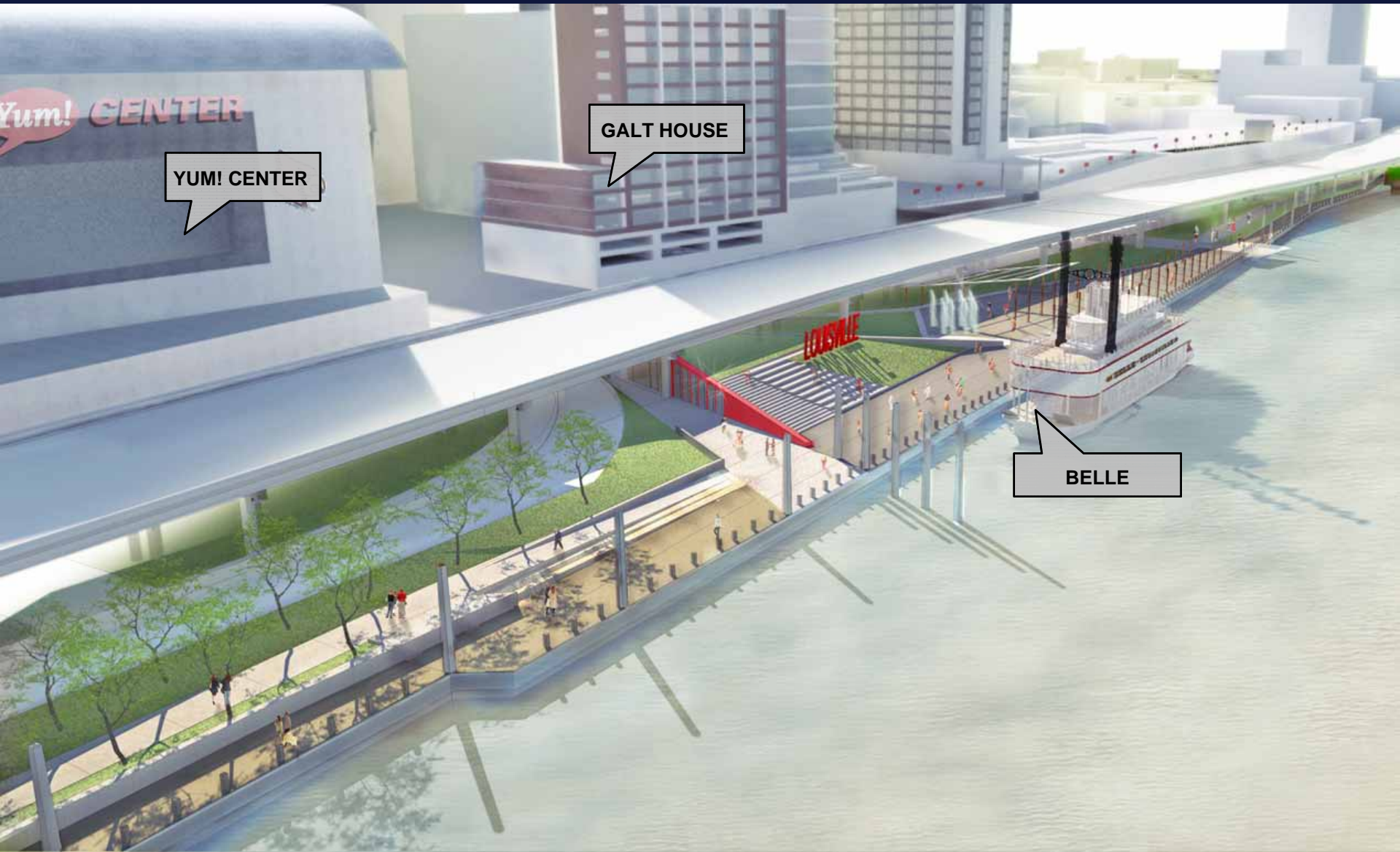
CRAB SHACK

LOUISVILLE LOOP

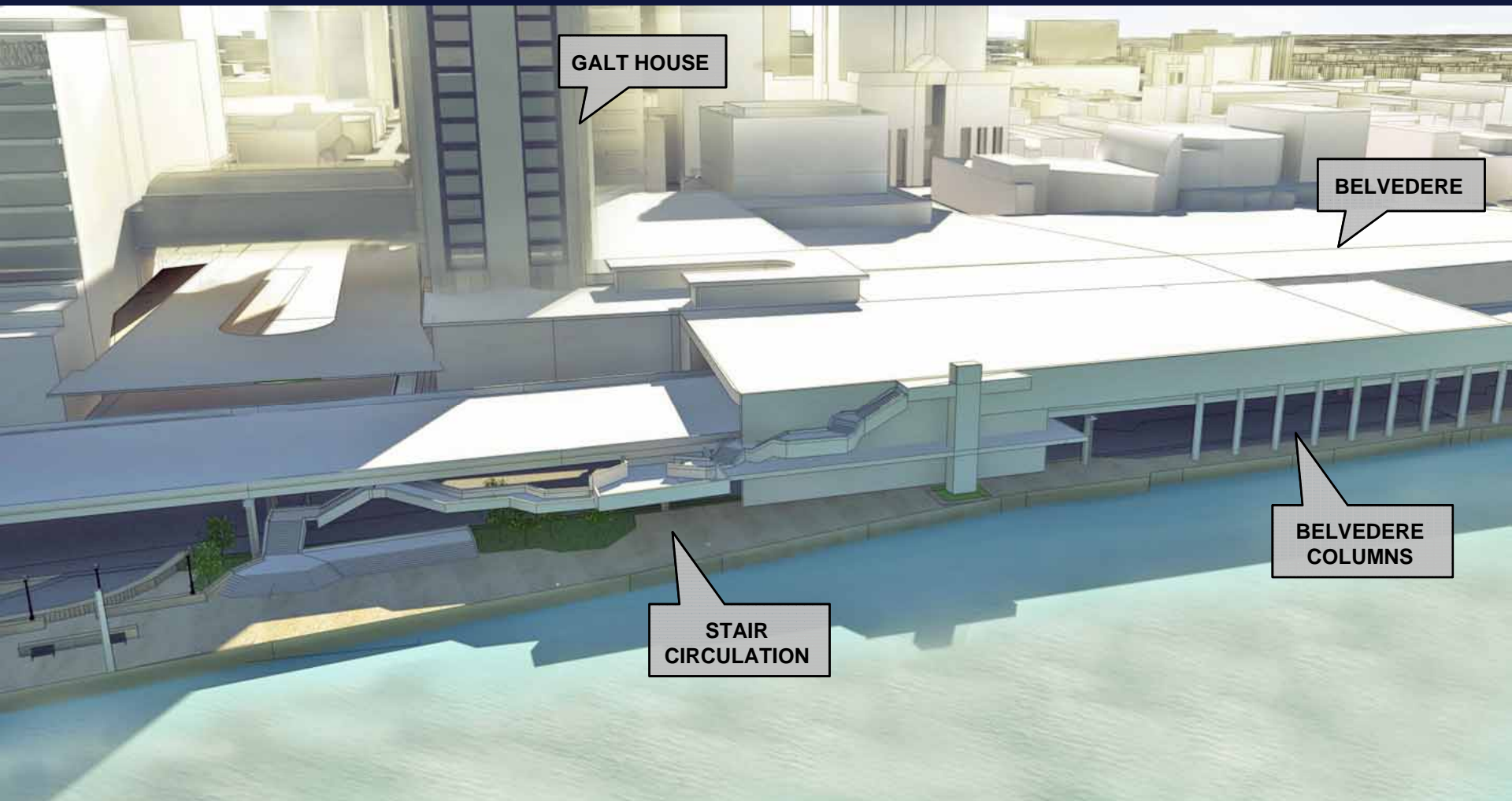
2ND STREET

PROMENADE

BELLE OF LOUISVILLE PLAZA



REIMAGINE THE BELVEDERE



GALT HOUSE

BELVEDERE

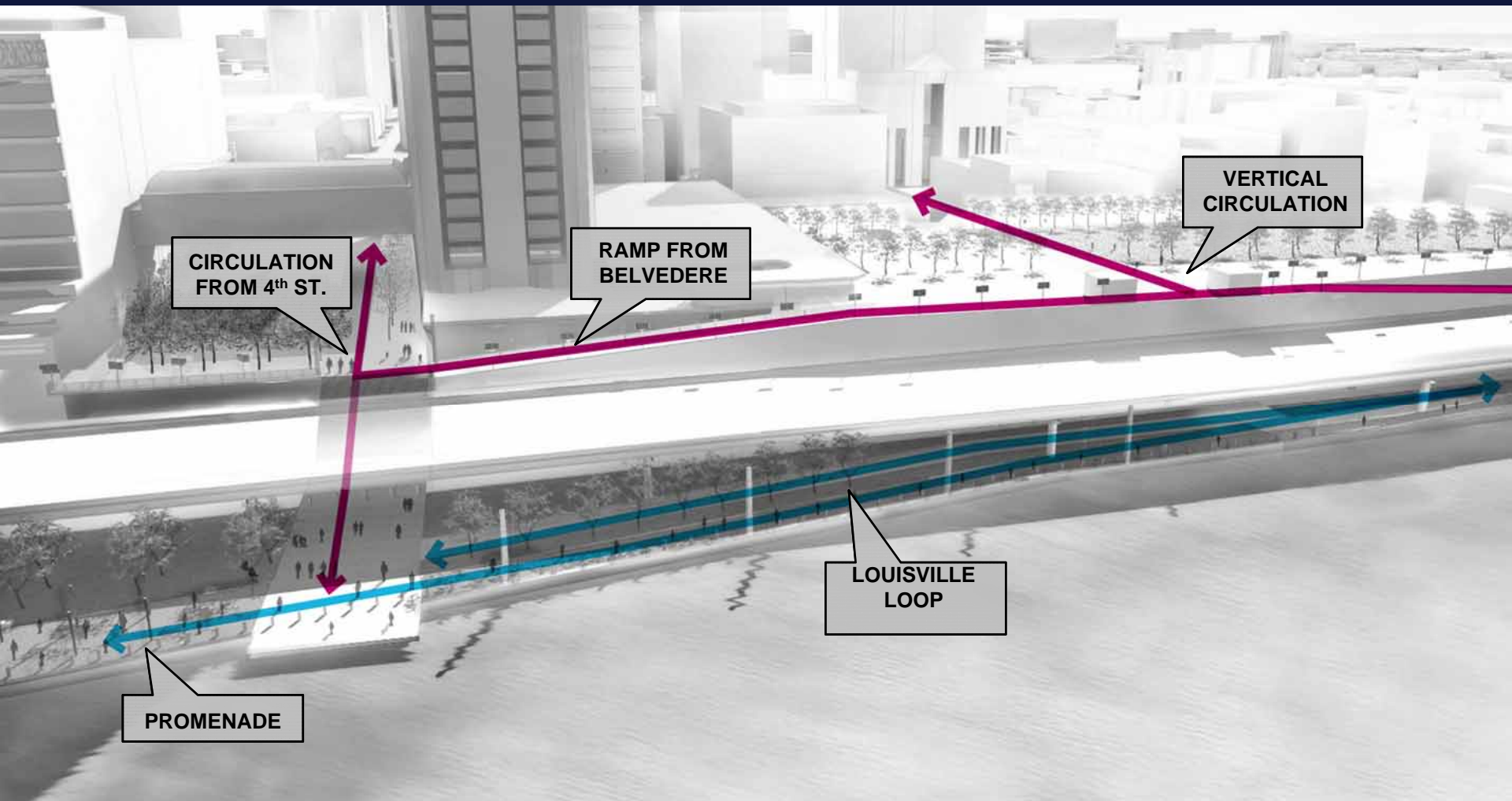
STAIR
CIRCULATION

BELVEDERE
COLUMNS

REIMAGINE THE BELVEDERE



REIMAGINE THE BELVEDERE



CIRCULATION FROM 4th ST.

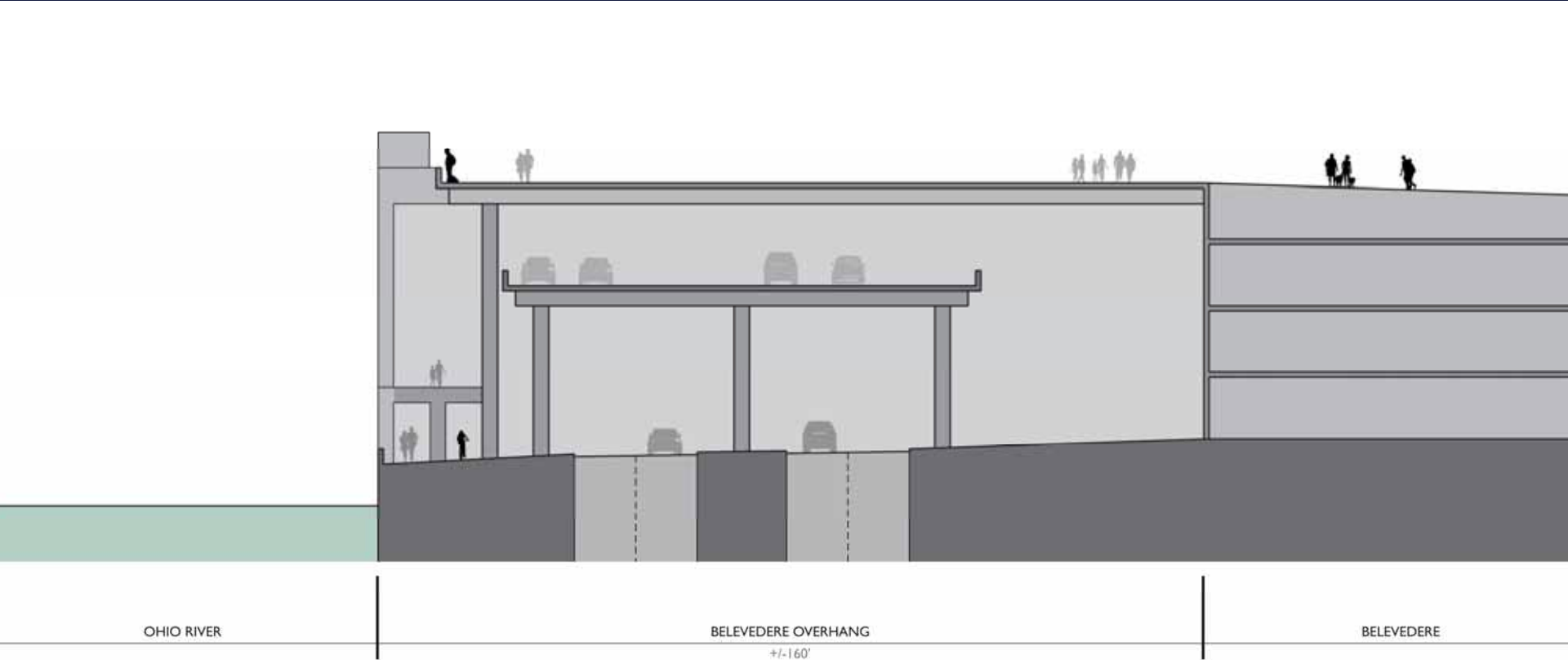
RAMP FROM BELVEDERE

VERTICAL CIRCULATION

LOUISVILLE LOOP

PROMENADE

REIMAGINE THE BELVEDERE



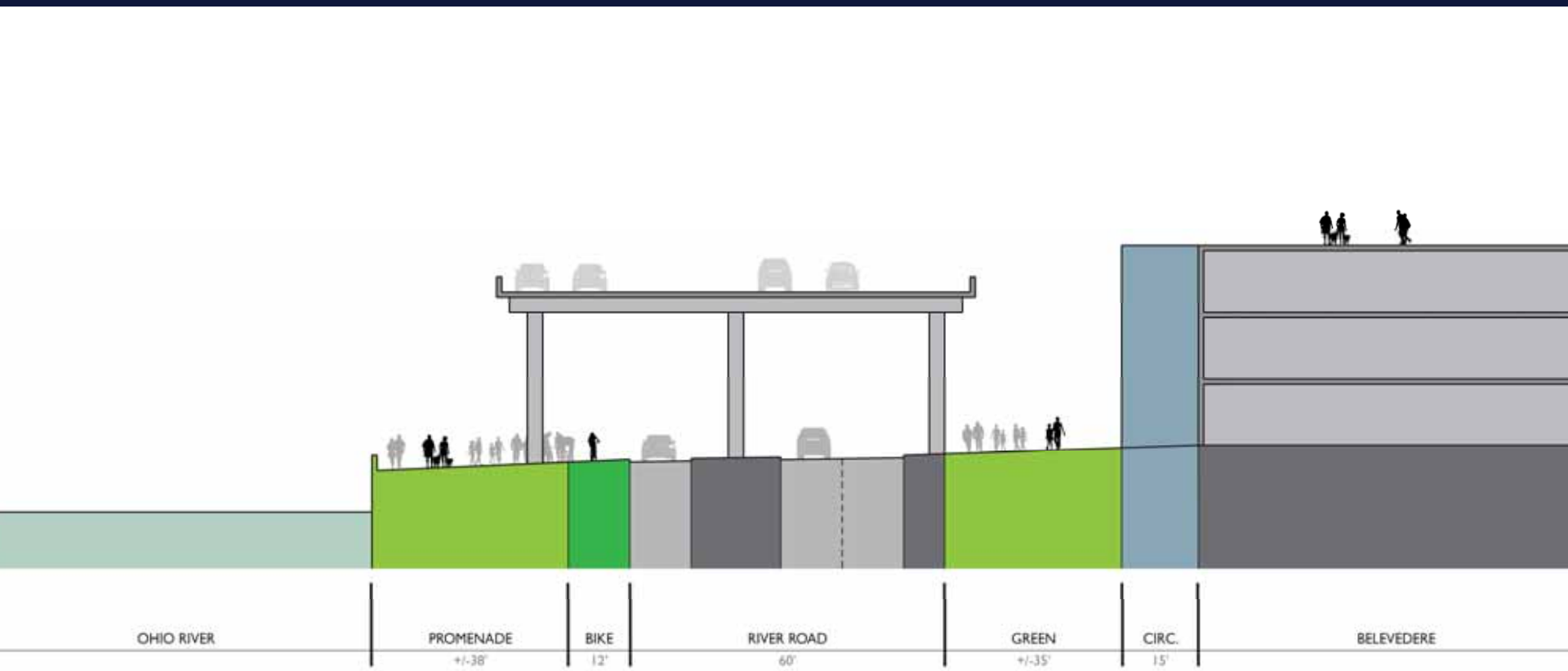
OHIO RIVER

BELEVEDERE OVERHANG

+/-160'

BELEVEDERE

REIMAGINE THE BELVEDERE



RIVERWALK ENHANCEMENTS



GREEN THE HIGHWAY / RECONNECT RIVER ROAD



REPLACE PARKING WITH GREEN

RECONNECTED RIVER ROAD

PROMENADE

WEST WATERFRONT PARK



SUSTAINABLE
NEIGHBORHOOD

PROMENADE

STRATEGIES AND RECOMMENDATIONS



**WHAT MAKES A GREAT
DOWNTOWN?**

LIVING



HOUSING DEMAND

2,500

**Number of Market-Supported Housing
Units**

**Downtown Louisville
10-12 Years**

+/- 3,750 residents

HOUSING: MECHANISMS FOR SUCCESS

The **BIG THREE**

New Legislation?

- **Historic Tax Credit:**

- Lobby at state level

ye

s

- **Tax Incentive** (One or the other)

- Tax Abatement
- Property/Project TIF

ye

no

- **Land Assembly**

- Proactive
- Implementation Entity
- Patient Capital

no

HOUSING: MECHANISMS FOR SUCCESS

Other Tools

New Legislation?

- **Revolving Loan Funds**

- Housing Fund: \$7.5M

no

- **Business Improvement District**

- \$1M in assessments in 2011

no

- **Surface Parking Valuation**

- All it takes is the *will* to implement...

no

- **Parking Discounts**

- PARC

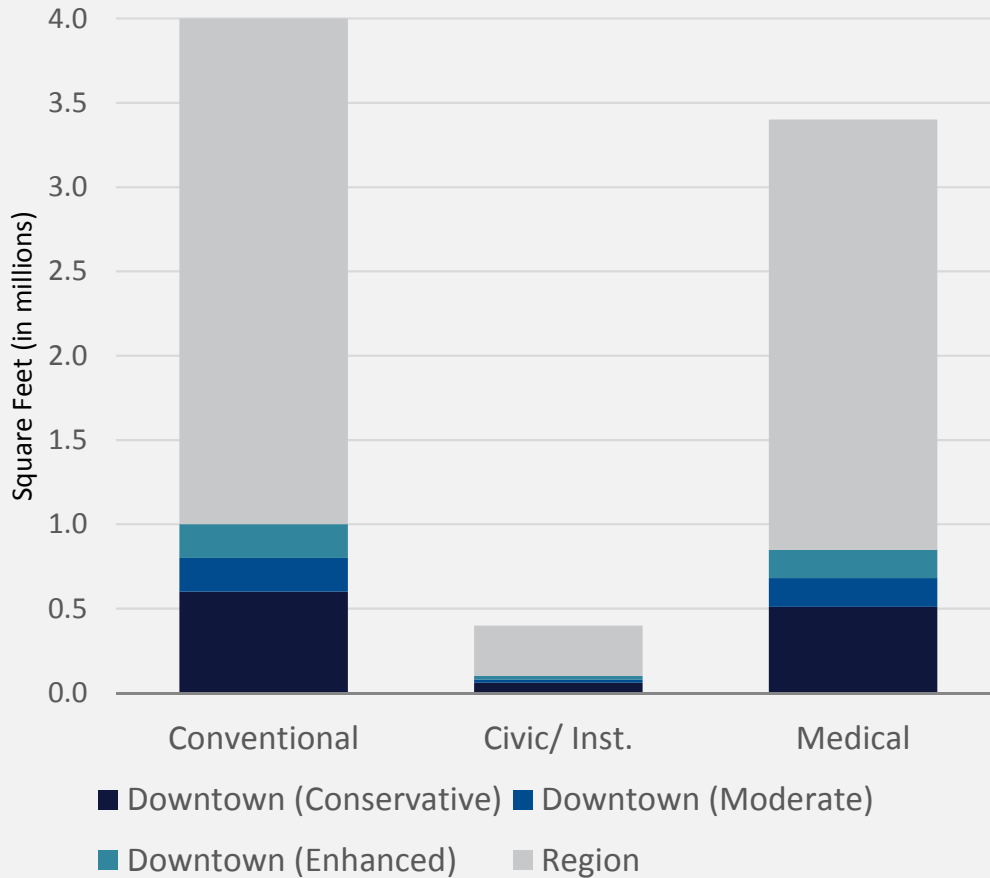
no

JOBS



BUSINESS DEVELOPMENT: OFFICE DEMAND

Projected 10 Year Office Demand
Employment Growth-Driven Space Needs
KYLMI; IDWD; DEVELOPMENT STRATEGIES 2013



Office Demand (in s.f.)

Total Regional Office:

7.8M

Downtown Share:

1.6M

BUSINESS DEVELOPMENT: MECHANISMS FOR SUCCESS

Foster Entrepreneurship: Real Estate

- Tax Credits:
 - New Markets; Historic
- Commercial Loan Fund
 - \$4.5M
 - South Fourth Street
- Master Leasing



BUSINESS DEVELOPMENT: MECHANISMS FOR SUCCESS

Foster Entrepreneurship: Business Development

- Start Up Capital
 - Competitive Grants: \$1M Annually
- Business Incubation
 - Capital
 - Education
 - Consulting
 - Contacts
- “Phase Two” Venture Capital; Angel Investors



BUSINESS DEVELOPMENT: MECHANISMS FOR SUCCESS

Invest In Place

- Local Option Sales Tax: Popular at ballots
- Sumptuary Tax:
 - Gaming, Alcohol, Tobacco
- Partnerships: Case Study—Waterfront Park
 - Private Donations: \$36M
 - State/Fed Appropriations: \$25M
 - Fed Infrastructure: \$17M
 - City of Louisville: \$15M
 - Utility Companies: \$5M

BUSINESS DEVELOPMENT: MECHANISMS FOR SUCCESS

Leverage Institutions

- Promote Downtown Agenda
 - Attract and retain talent
 - Downtown Marketing Program
- Integrate with the Downtown
 - Placemaking
- Partner on Business Development
- Continue Producing Talent
- Serve as Anchors



RETAIL



RETAIL STRATEGIES



Annual Retail Sales

Current:

235M

Potential:

450M

*Performed by Village Solutions Co.

RETAIL STRATEGIES

Many Retail-Supportive Efforts are already underway

- **Increase Housing Units/Population:** Housing Strategy
- **Increase Downtown Workers:** Business Development Strategy
- **Public Realm Improvements:** BID
- **Anchors:** Yum! Center, Waterfront Park, Slugger Field, 4th Street Live!
- **Retail Stores:** Competitive Differentiation Strategy
- **Master Leasing Space:** South Fourth Street

RETAIL MARKET STRATEGIES

Retail-supportive market strategies for Downtown Louisville:

Public Space

- Park/Plaza
- Wide Sidewalks
- Street Trees
- Safe and Clean



Calm Traffic

- On Street Parking
- Fewer Lanes
- Low Speed Limit
- Two-Way Streets



Inline Retail

- Restaurants
- Entertainment
- Arts, Fashion, Design



RETAIL STRATEGIES



Future Anchors

- Public Market
- Urban Grocer/Urban Market (nulu)
- Parks, Civic Squares, Plazas



RETAIL: MECHANISMS FOR SUCCESS

Retail Tools

- Business Improvement District
 - ❖ Continue to Support
- Commercial Loan Fund
 - ❖ Already in Place
- Convention District
 - Hotel Occupancy Tax
 - Convention District
 - Public Market



ACTIVITY

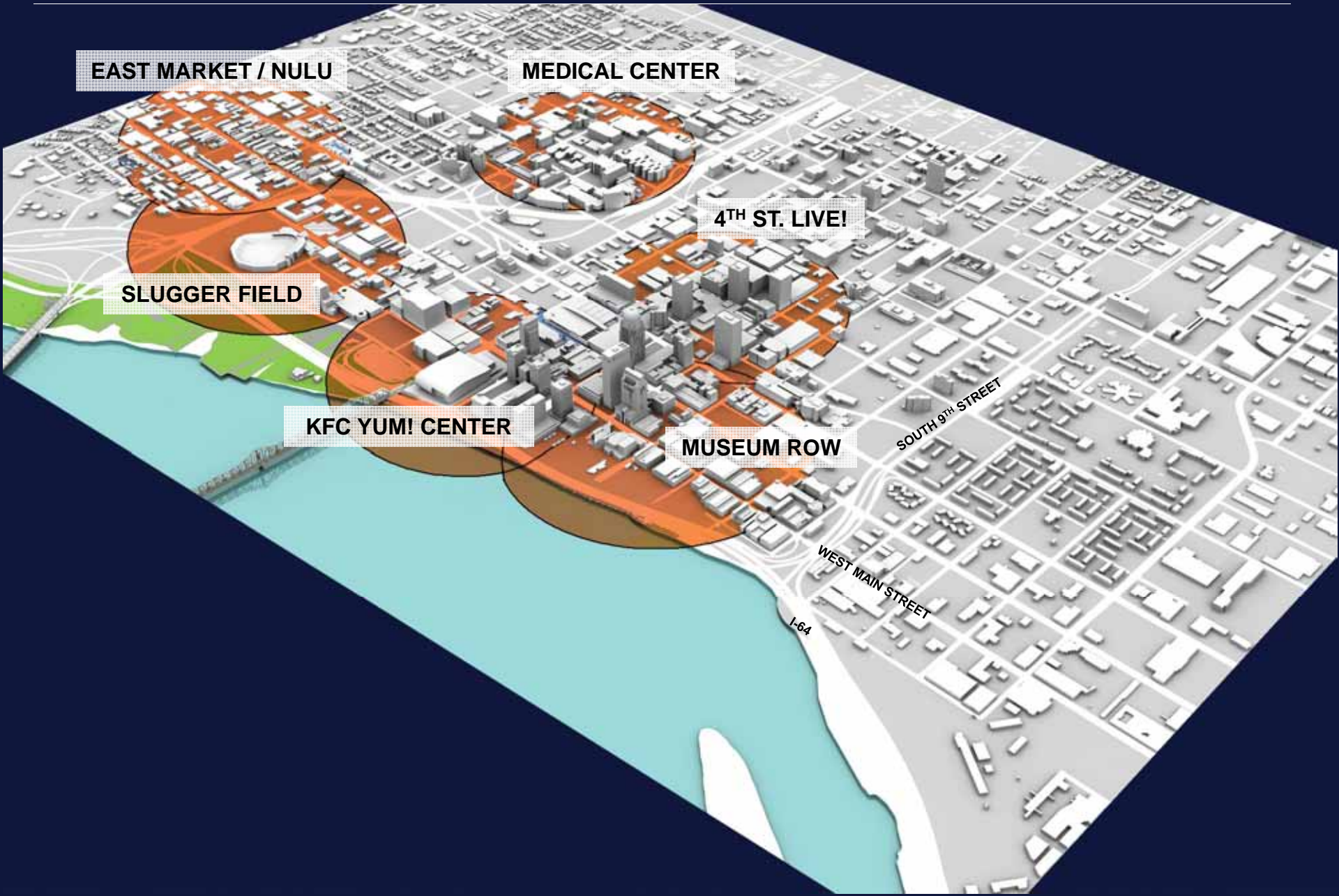


GROWTH

Downtown Louisville Total Attraction Visitors



ANCHORS AND CONNECTIVITY



STRATEGIES

Downtown has multiple strong anchors, but lacks the neighborhoods to activate them. Creating neighborhoods around these anchors and attractions will allow for more dynamic street life. Therefore, infill development and historic reuse should focus on the following areas:

- **Washington Street between Arena and Ballpark**
- **Along the edges of Waterfront Park**
- **Museum Plaza Site**
- **Upper level of historic buildings along East and West Main Streets**
- **4th Street**



PARKS + AMENITIES



PARK SPACE DOWNTOWN



15%

Of Developable Ground

4%

Of Developable Ground
without Waterfront Park

STRATEGIES

Outside of Waterfront Park, there is little meaningful green space in downtown. The following should be done to incorporate green space, better use existing spaces and the riverfront , and program activities:

- Expand Waterfront Park to include the Riverwalk and West Waterfront Park
- Reconnect and energize the Belvedere
- Create green connections that link existing green spaces to the residential, employment and activity centers of downtown



STRATEGIES

Outside of Waterfront Park, there is little meaningful green space in downtown. The following should be done to incorporate green space, better use existing spaces and the riverfront, and program activities:

- **Require the provision of public or private green space as part of all new major development in the downtown area**
- **Ensure high-quality, long-term maintenance and programming for all downtown parks, plazas and event spaces through and endowment or an entity (such as LDP, Waterfront Development Corporation) charged with such duties**



CONNECTIONS

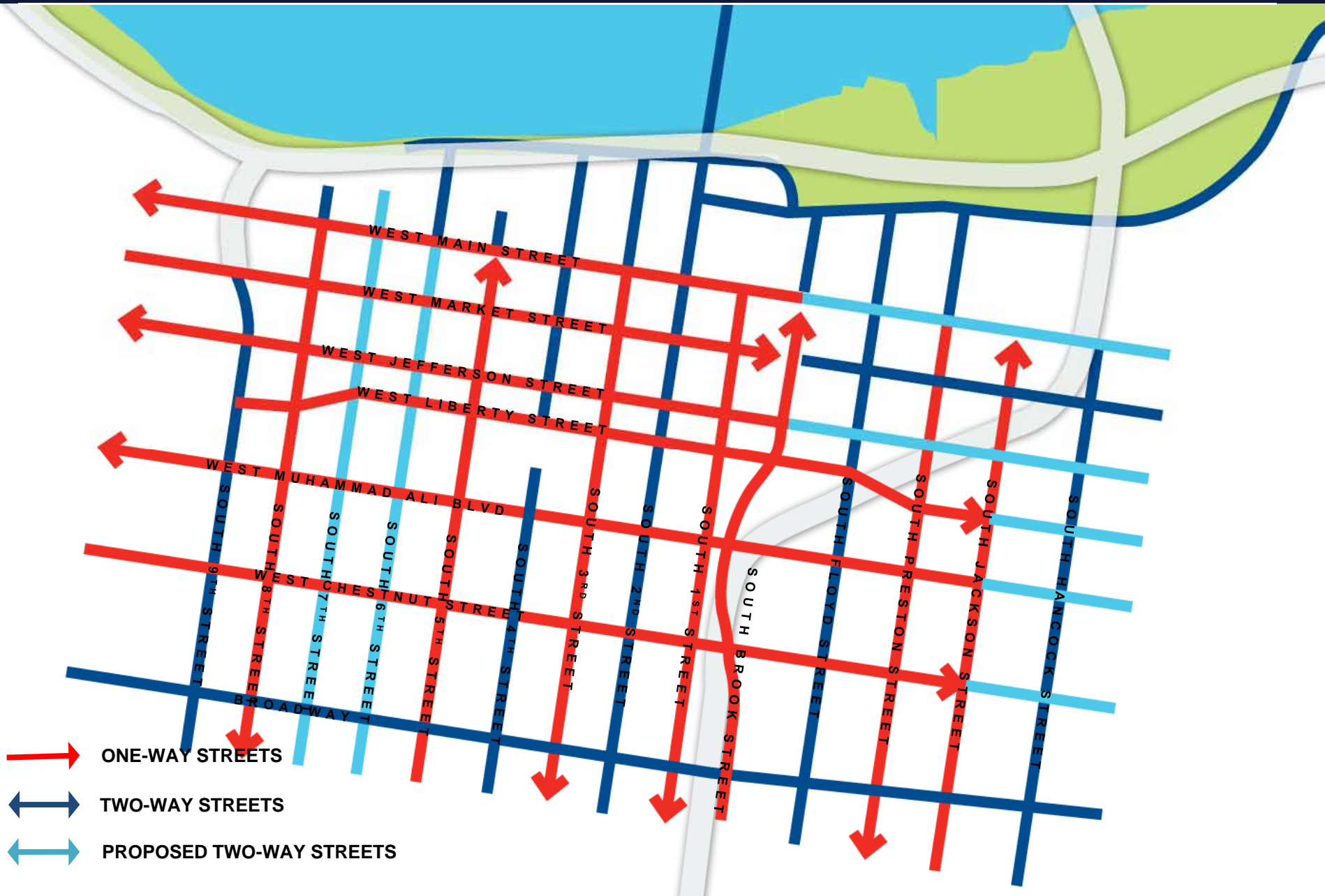


Photo By: Fred Sauseman

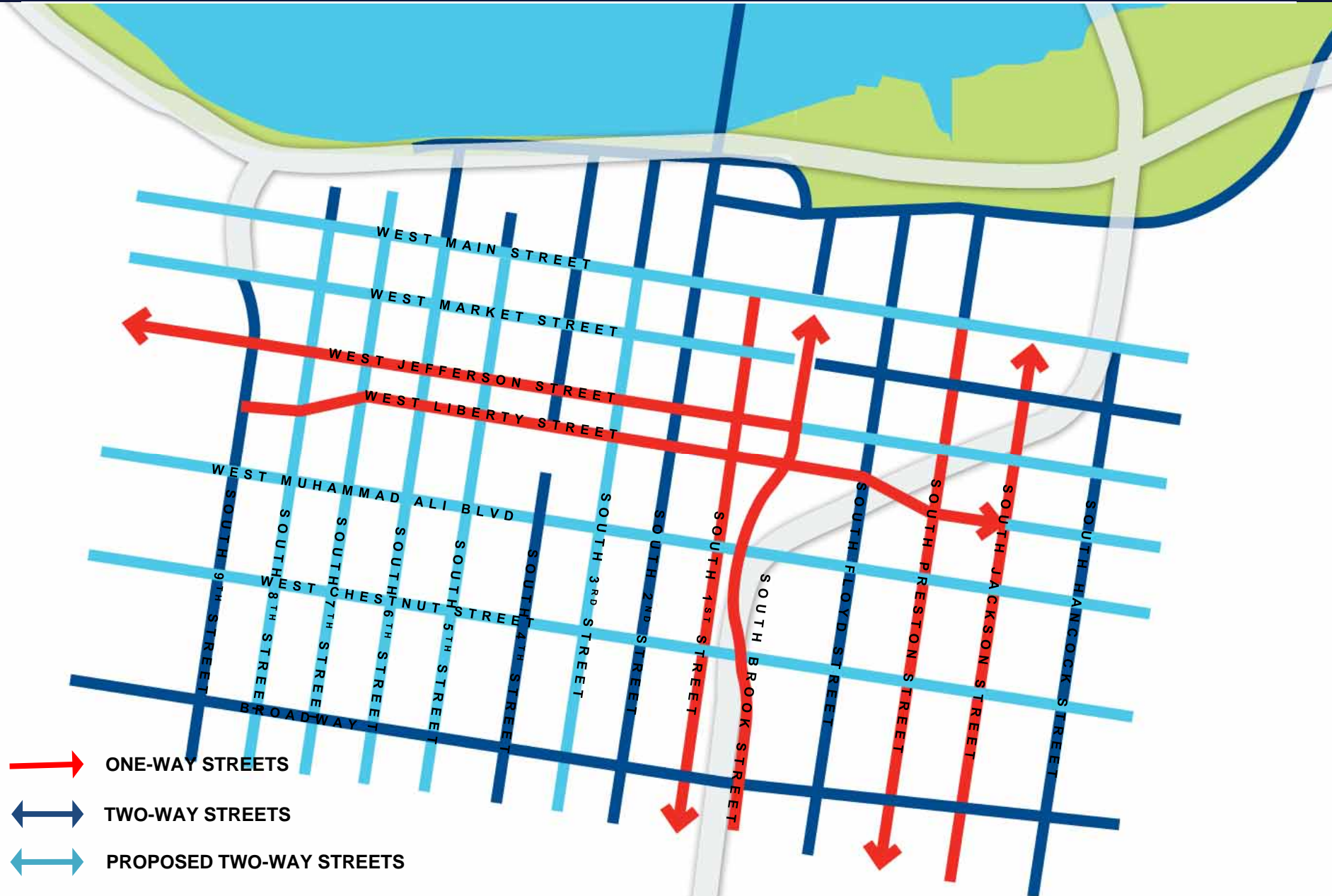
EXISTING STREET NETWORK



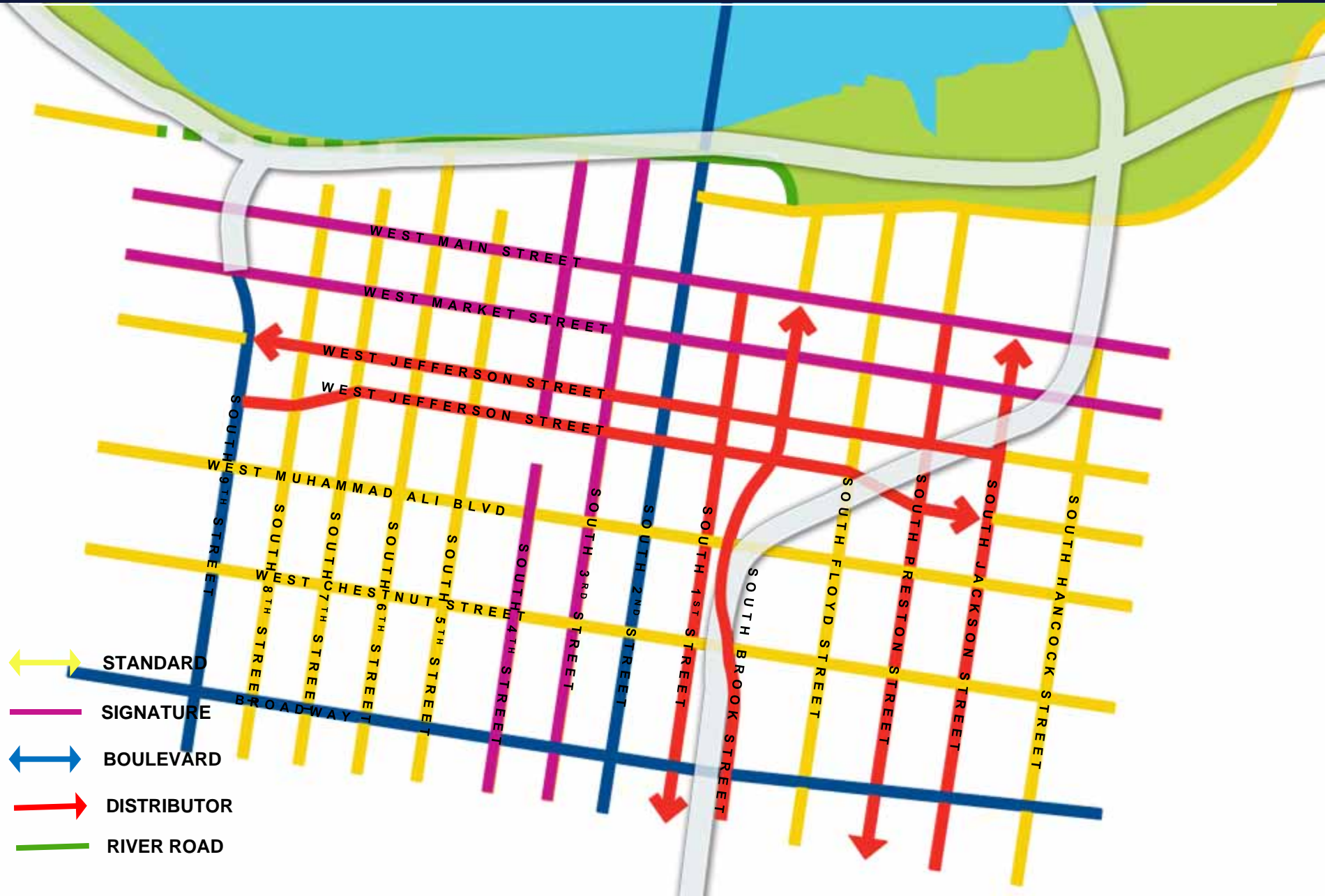
ONE - WAY STREET CONVERSION (already studied)



ONE - WAY STREET CONVERSION EXPANDED



PROPOSED STREET TYPOLOGIES



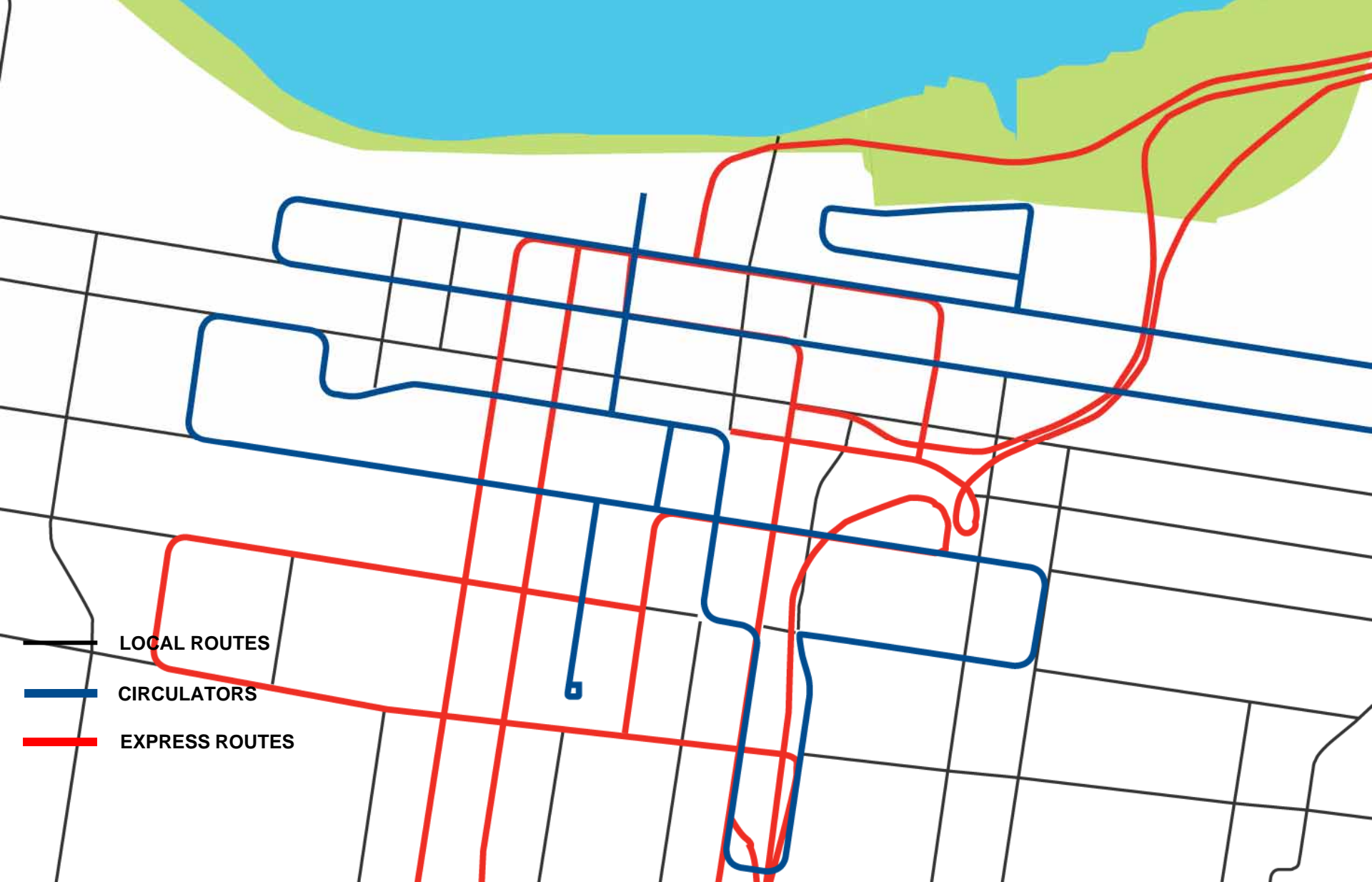
STRATEGIES

One-way streets are built for moving cars as fast as possible out of downtown. Two-way streets have proven to foster pedestrian activity, encourage retail development and simplify wayfinding. The following should be done to reduce the number of one-way streets in Downtown Louisville:

- Implement the current one-way conversion study as baseline improvements
- Following the Bridges Project, study the conversion of all but essential one-way pairs to two-way traffic flow
- Continue to implement “Complete Streets” in downtown to enable pedestrian safety, accommodates bicyclists and alternative transportation, and incorporates sustainability



ALTERNATIVE TRANSPORTATION – existing bus routes



STRATEGIES

Public transit should be enhanced and expanded in order to attract more users and facilitate the movement of people to and within downtown. Improvements that are necessary include:

- Ensure that downtown is accessible to those who are transit dependent
- Continue to improve bus service to and within Downtown, investigate a transit center located in close proximity to employment centers and services



STRATEGIES

Public transit should be enhanced and expanded in order to attract more users and facilitate the movement of people to and within downtown. Improvements that are necessary include:

- Renew the conversation about alternative transportation options.
- Study alternative transportation to encourage more usage, especially along popular routes and high density corridors. For example, consider a streetcar or BRT system to link downtown and its core neighborhoods, the University of Louisville and area attractions/airport
- Continue to study regional transportation solutions (light rail, commuter rail, Amtrak) to facilitate regional growth and greater connections to downtown
- Explore Downtown Car Share Program



ALTERNATIVE TRANSPORTATION – bike existing



STRATEGIES

The Louisville Loop and other bike improvements have gone a long way to improving the ability of residents to utilize bicycles for transportation. More needs to be done to make better connections to and throughout downtown to legitimize bicycles as a form of alternative transportation. Improvements that are necessary include:

- Continue to implement bikeway improvements by creating complete streets downtown.
- Priority should be given to enhance the Louisville loop and the connections to it from downtown neighborhoods, activity centers and employment centers to enable its use as a recreational and commuter facility.
- Continue to explore other regional bikeway connections such as the Kentuckiana River Trail.



STRATEGIES

The Louisville Loop and other bike improvements have gone a long way to improving the ability of residents to utilize bicycles for transportation. More needs to be done to make better connections to and throughout downtown to legitimize bicycles as a form of alternative transportation. Improvements that are necessary include:

- **Install more usable bike infrastructure:**
 - **Bike lanes or sharrows on most, if not all, downtown streets**
 - **Provide bike racks and shelters throughout downtown**
 - **Provide a bike hub in downtown for commuters**
 - **Implement a bike share program**



CONNECT THE CORE – surrounding neighborhoods



SHAWNEE

PORTLAND

RUSSELL

CALIFORNIA

CHICKASAW

PARK HILL

OLD LOUISVILLE

PHOENIX HILL

JACKSON-SMOKETOWN

SHELBY PARK

BUTCHERTOWN

95k

residents

BARRIERS TO CONNECTIVITY



SOUTH 9TH STREET

WEST MAIN STREET

SOUTH 4TH STREET

WEST MUHAMMAD ALI BLVD

SOUTH 2ND STREET

SOUTH HANCOCK STREET

WEST BROADWAY

 CONNECTIVITY BARRIER

STRATEGIES

*The success of downtown is directly tied to the success of its adjacent neighborhoods. There is a huge opportunity in Louisville to better integrate and link these neighborhoods to downtown to take advantage of adjacent housing infill and reuse at a cost that is affordable and beneficial to draw people into the city. **Improvements that are necessary include:***

- **Better connections across the high-speed urban street corridors and highways that surround downtown (9th, Broadway, 2nd, I-64/I-65)**
- **Complete streets that facilitate pedestrian activity and alternative transportation choices**
- **Make needed transit improvements to more quickly and efficiently link surrounding neighborhoods to downtown**



SUSTAINABILITY



SUSTAINABILITY – health of the community

9th

**Most polluted American City
for year round particulate
pollution**

*IBM Smarter City Challenge

27%

**Urban Tree Canopy – well
behind other cities in the
region**

*Urban Tree Canopy Plan, University of Louisville

Top 10

**In rates of allergies and
asthma**

*IBM Smarter City Challenge

536

CSO overflows in 2012

*MSD

SUSTAINABILITY – opportunity areas



STRATEGIES

A healthier community is a more prosperous one. Sustainability improvements can not only protect the environment, but also provide an economic and health benefit. Steps should be taken to:

- **Build on the Mayor's Sustain Louisville plan**
- **Exploit opportunities within the ROW to plant more trees and treat stormwater**
- **Take advantage of "leftover" spaces to create urban stormwater recharge zones**
- **Develop urban tree planting standards**



STRATEGIES

A healthier community is a more prosperous one. Sustainability improvements can not only protect the environment, but also provide an economic and health benefit.. Opportunities include:

- **Augment MSD funding program by creating set aside program that funds green infrastructure as part of any downtown street project**
- **Create a system of incentives that encourages green infrastructure on private property**
- **Monitor the effectiveness of improvements**
- **Educate citizens**
- **Continue to encourage institutions and private property owners to adopt sustainability practices by funding an incentives program**



21st CENTURY ANCHORS

UofL



21ST CENTURY ANCHORS - meds



KENTUCKYONE

UNIVERSITY OF LOUISVILLE HOSPITAL

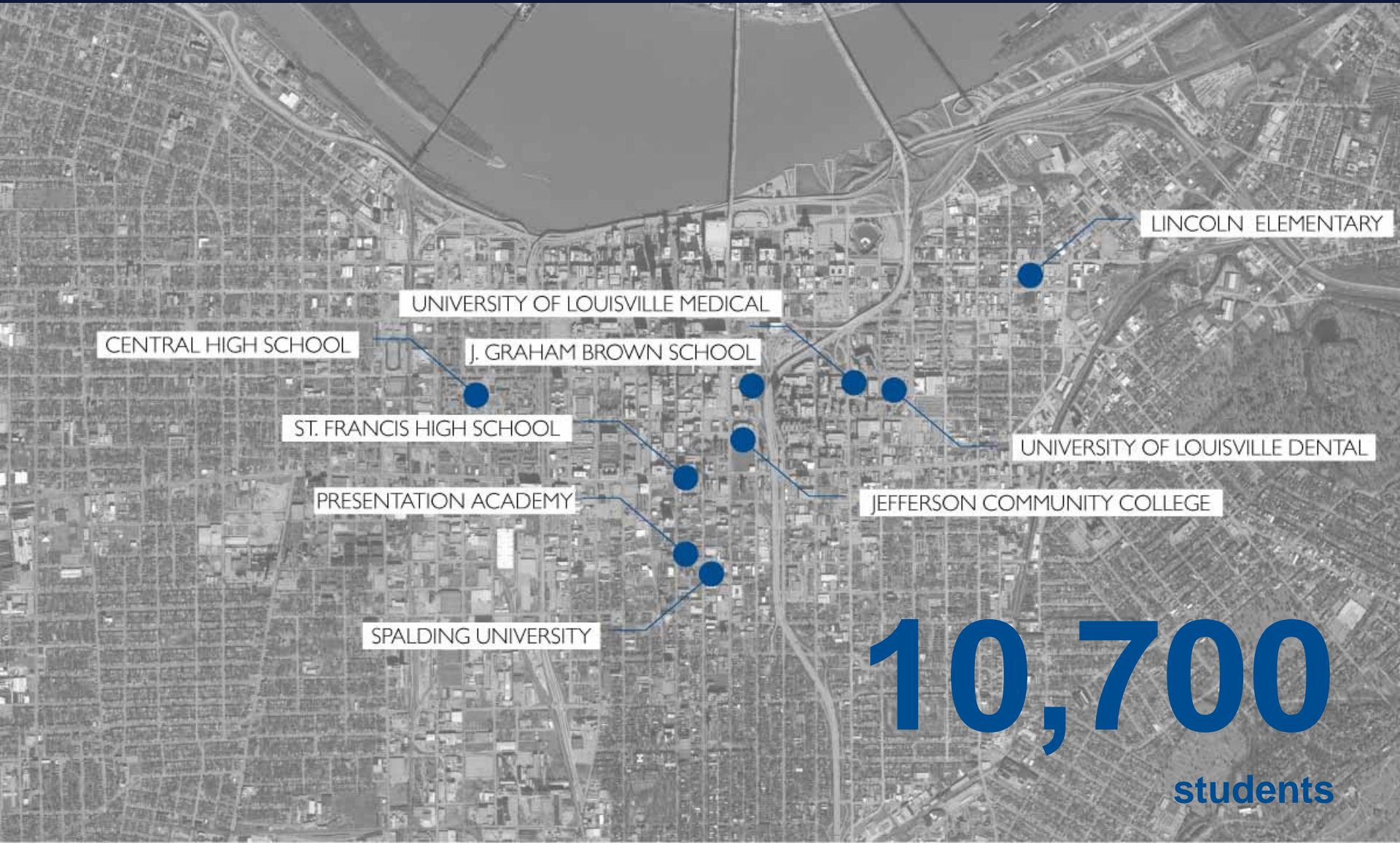
NORTON HOSPITAL

KOSAIRS CHILDRENS HOSPITAL

15,000

employees

21ST CENTURY ANCHORS - eds



LINCOLN ELEMENTARY

UNIVERSITY OF LOUISVILLE MEDICAL

CENTRAL HIGH SCHOOL

J. GRAHAM BROWN SCHOOL

ST. FRANCIS HIGH SCHOOL

UNIVERSITY OF LOUISVILLE DENTAL

PRESENTATION ACADEMY

JEFFERSON COMMUNITY COLLEGE

SPALDING UNIVERSITY

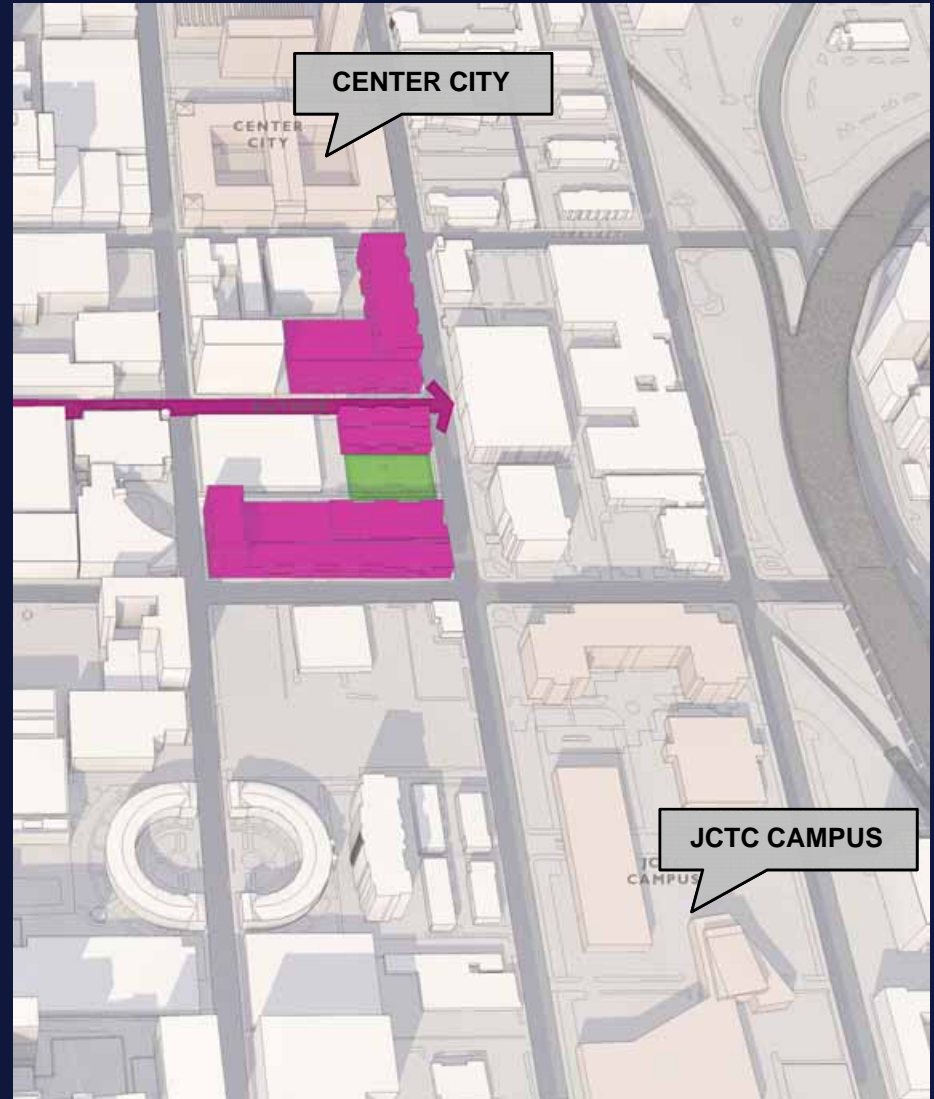
10,700

students

STRATEGIES

Medical and Educational institutions are the building blocks of the 21st Century downtown. These important anchors need to be integrated into the downtown fabric by:

- Improving connections between existing campuses and downtown
- Encouraging and supporting campus development that bridges the gap between downtown and core use areas (examples include Nucleus and the JCTC improvements)
- Create a district plan for Spalding and other educational and service organizations that better links SoBro and Old Louisville to downtown and meets their collective needs



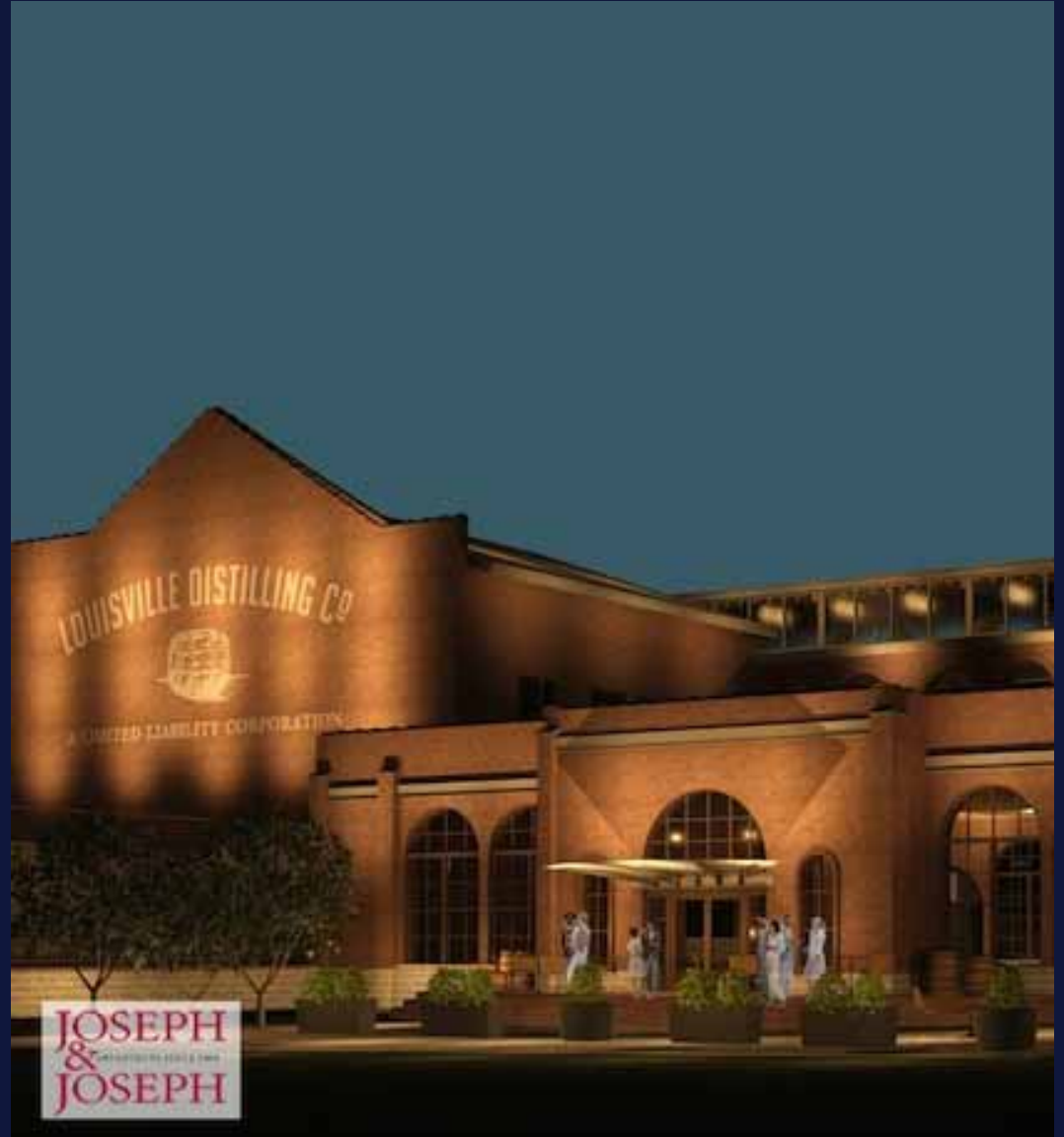
AUTHENTICITY



AUTHENTICITY



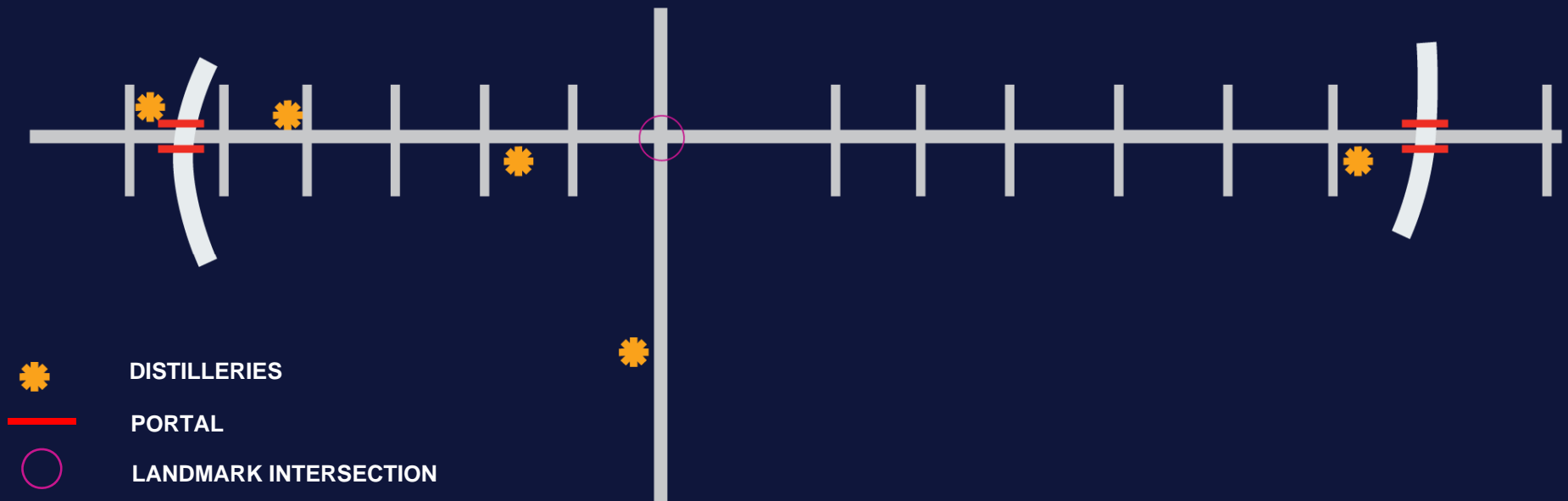
NEW BOURBONISM



STRATEGIES

Louisville has an authentic identity, no other city can claim Bourbon, Bats, the Belle, and Horse Racing. Downtown should build on these core strengths to both draw in tourists and visitors, but also to serve residents.

- Celebrate what makes Louisville distinctive and unique.
- Support efforts to build on authenticity and new business development.
- Implement the Bourbon District streetscape plan which has the potential to draw people to downtown and improve neighborhoods, as well as add an authentic layer to downtown Louisville's nightlife



STRATEGIES

Louisville has an authentic identity, no other city can claim Bourbon, Bats, the Belle, and Horse Racing. Downtown should build on these core strengths to both draw in tourists and visitors, but also to serve residents.

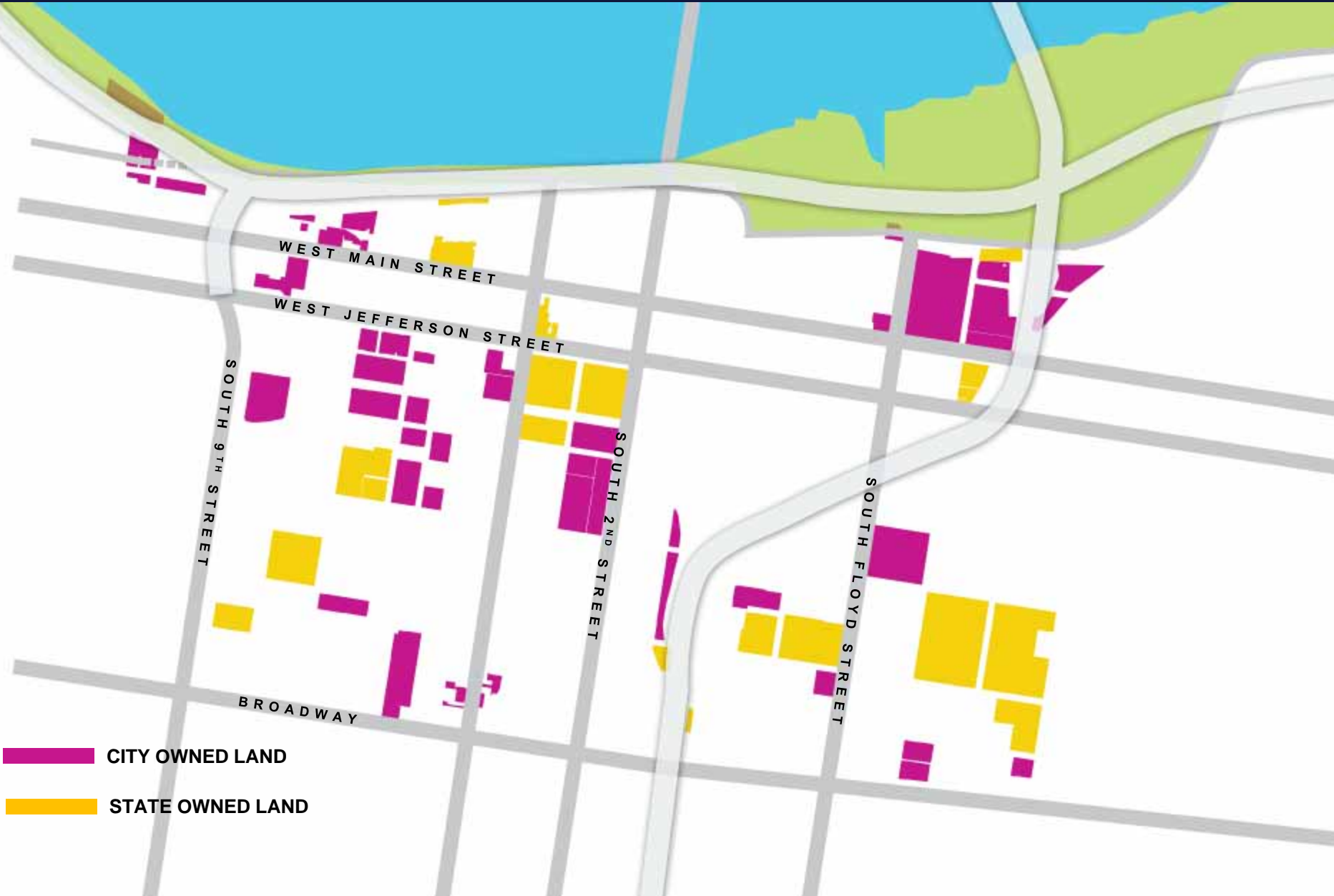
- **Highlight and Connect existing cultural assets and iconic places in a more visible and inviting way (Belle of Louisville, Belvedere) and encourage new ones (Big 4 Bridge)**
- **Continue to foster entrepreneurship that embraces local business, restaurants and boutiques (NuLu, SoFo)**
- **Create a central downtown market that showcases the local food culture for visitors and residents alike**



STRATEGIC PLANNING



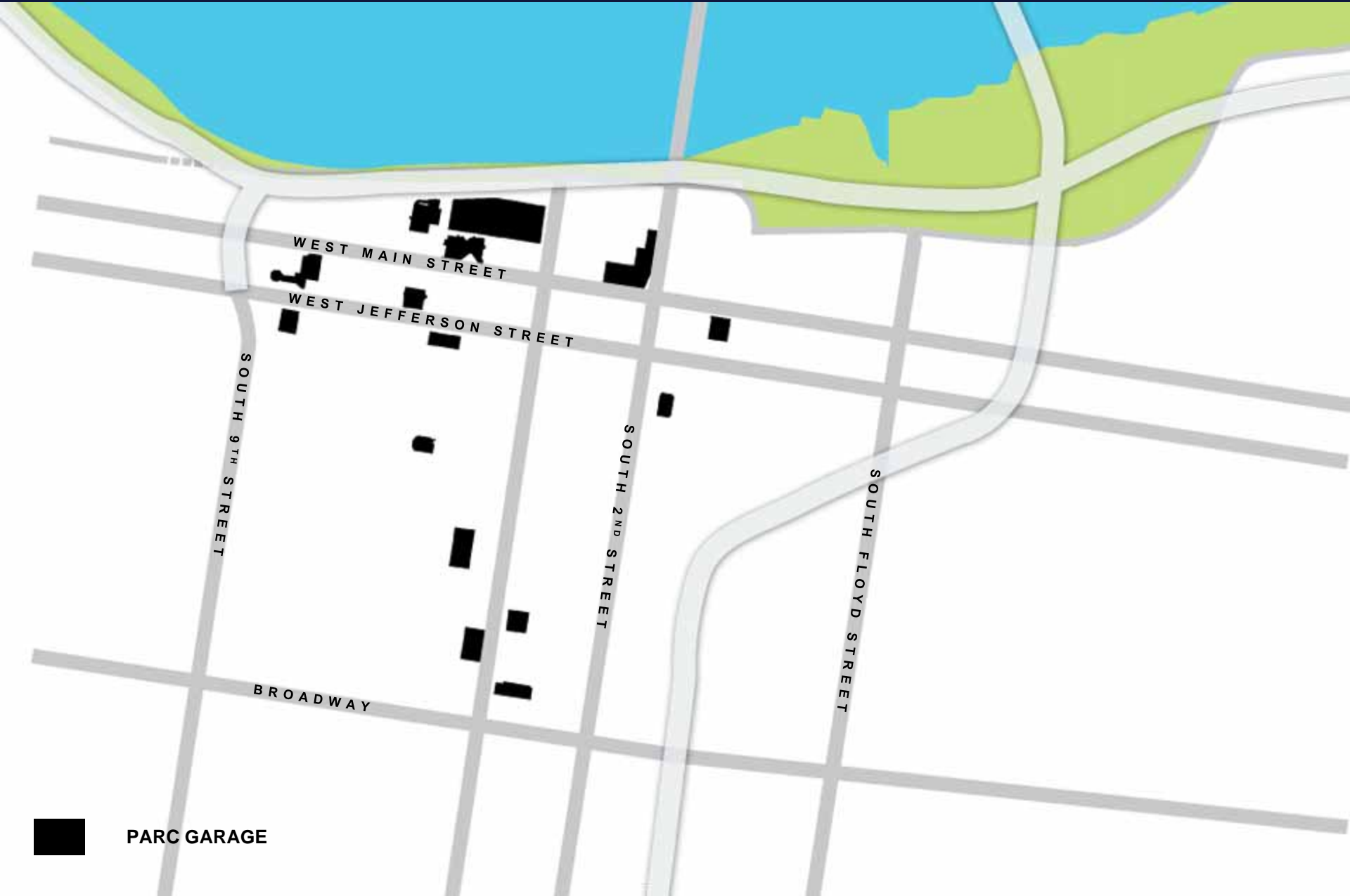
METRO/STATE OWNED LAND



 CITY OWNED LAND

 STATE OWNED LAND

PARC GARAGES



PARC GARAGE

STRATEGIES

Downtown leaders must get ahead of large planned infrastructure investments, anticipate new ones, and develop long-range strategies. Only then will downtown be able to leverage opportunities and ensure that they are designed and built in a way that is beneficial to the urban structure of downtown. Current and potential future examples include:

- **The Bridges Project:** continue to monitor and make key decisions as part of this design build project
- **METRO land:** Work with Metro to issue RFPs for city-owned land to facilitate and enable tax-producing redevelopment. Explore the potential to consolidate METRO and other government held buildings and parcels downtown.
- **Convention Center Expansion:** study the creation of a Convention Center District that allows for investment “outside the walls” and onto the surrounding streets and public spaces to ensure the most impactful development on downtown
- **Louisville Gardens:** Facilitate the re-use of the structure in a way that catalyzes the development of surrounding parcels
- **Casino:** If allowed by state law and located downtown, ensure that it has the most beneficial impact on downtown

IMPLEMENTATION



IMPLEMENTATION MATRIX

BUSINESS DEVELOPMENT

- KEY FACILITATION ROLE
- LEAD ACTOR
- SUPPORTING ACTOR

	Downtown Partnership	Louisville Metro Government	Business Community	Development Community	Institutions	Foundations	Private Individuals / Stakeholders	CVB
INVEST IN PLACE								
Local Option Sales Tax	●	●	●		●			●
Sumptuary Tax		●			●	●	●	●
Partnerships	●	●	●		●	●	●	
REAL ESTATE								
New Markets Tax Credits	●			●				
Commercial Loan Fund	●		●	●		●	●	
Master Leasing	●							
FOSTER ENTREPRENEURSHIP								
Start-Up Grant Fund			●		●	●	●	

NEXT STEPS

- Draft Plan Production
- Steering Committee and Board Review
- Adoption Process, TBD

