DOWNTOWN LOUISVILLE
MASTER PLAN

Photo by Scott Oves
AGENDA

• Plan Process Update

• engagelouisville.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
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.

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...
2,945 visitors, 240 ideas, 350 comments
FEEDBACK AND UPDATE
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”
2. MEDICAL CENTER

“This area could use the streetscape improvements”

“Using the extra green space around the interstate for stormwater recharge is an excellent idea”
BRIDGES LIGHTING
“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.”
DOWNTOWN MARKET - option one

- Convention Center
- Renovated Plaza
- Service
- Green Dining
- 4th Street
- Jefferson Street
DOWNTOWN MARKET - option one
DOWNTOWN MARKET – option two

- Convention Center
- Green Dining
- Service
- Renovated Plaza
- 4th Street
- Jefferson Street
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
“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
5. WEST MAIN

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

“Focus efforts on diminishing the physical and psychological effects of 9th Street.”
5. WEST MAIN - Close the gap
5. WEST MAIN - Close the gap
BOURBON DISTRICT JUMPS 9th
RECONNECT MAIN STREET
"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

REIMAGINE THE BELVEDERE

GREEN THE HIGHWAY / RECONNECT RIVER ROAD

WATERFRONT PARK

RIVERWALK ENHANCEMENTS

RIVERWALK PROMENADE
REIMAGINE THE BELVEDERE

GALT HOUSE

BELVEDERE

BELVEDERE COLUMNS

STAIR CIRCULATION
REIMAGINE THE BELVEDERE

CIRCULATION FROM 4th ST.

RAMP FROM BELVEDERE

VERTICAL CIRCULATION

LOUISVILLE LOOP

PROMENADE
REIMAGINE THE BELVEDERE
RIVERWALK ENHANCEMENTS
GREEN THE HIGHWAY / RECONNECT RIVER ROAD

- Reconnected River Road
- Replace parking with green
- Promenade
STRATEGIES AND RECOMMENDATIONS
WHAT MAKES A GREAT DOWNTOWN?
2,500

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

+/- 3,750 residents
# HOUSING: MECHANISMS FOR SUCCESS

## The BIG THREE

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<th>Mechanism</th>
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## Housing: Mechanisms for Success

### Other Tools

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<td>Business Improvement District</td>
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<td>$1M in assessments in 2011</td>
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<td>Surface Parking Valuation</td>
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<td>All it takes is the will to implement…</td>
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<td>Parking Discounts</td>
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Office Demand (in s.f.)

Total Regional Office: 7.8M
Downtown Share: 1.6M
Foster Entrepreneurship: Real Estate

- **Tax Credits:**
  - New Markets; Historic

- **Commercial Loan Fund**
  - $4.5M
  - South Fourth Street

- **Master Leasing**
Foster Entrepreneurship: Business Development

- **Start Up Capital**
  - Competitive Grants: $1M Annually

- **Business Incubation**
  - Capital
  - Education
  - Consulting
  - Contacts

- "Phase Two" Venture Capital; Angel Investors
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
Annual Retail Sales

Current:
235M

Potential:
450M

*Performed by Village Solutions Co.*
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-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 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

3,130,255

11,303,656
ANCHORS AND CONNECTIVITY

- EAST MARKET / NULU
- MEDICAL CENTER
- SLUGGER FIELD
- KFC YUM! CENTER
- MUSEUM ROW
- 4TH ST. LIVE!
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
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 an endowment or an entity (such as LDP, Waterfront Development Corporation) charged with such duties
EXISTING STREET NETWORK
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

LOCAL ROUTES
CIRCULATORS
EXPRESS 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

EXISTING BIKE TRAILS
EXISTING BIKE LANES
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
BUTCHERTOWN
PHOENIX HILL
JACKSON-SMOKE TOWN
SHELBY PARK

95k residents
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 – 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

- Highway Edge
- Green Streets
- 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 a 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 - meds

15,000 employees
21st Century Anchors - eds

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
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 MATRIX

### BUSINESS DEVELOPMENT

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<th>KEY FACILITATION ROLE</th>
<th>Downtown Partnership</th>
<th>Louisville Metro Government</th>
<th>Business Community</th>
<th>Development Community</th>
<th>Institutions</th>
<th>Foundations</th>
<th>Private Individuals / Stakeholders</th>
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NEXT STEPS

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