

6.1 NORTH PARK

NORTH PARK IS AN OPPORTUNITY TO CREATE A DISTINCTIVE PLACE WITH MINIMAL NEW INVESTMENT IN INFRASTRUCTURE AND LIMITED DISRUPTION TO THE NATURAL ENVIRONMENT.

6.1.1 THE SITE

A. BACKGROUND

The existing site development site at the existing intersection of SR 46 and Curry Pike is part of “North Park”, a Planned Unit Development (PUD) concept that was approved in the early 2000’s. The North Park plan includes over 640 acres of land which extends beyond the map shown at right. The PUD includes several types of land uses including residential, office, medical, recreational fields, protected green space, and new public infrastructure. Although there has been some development in the North Park area, the majority of the approved elements within the PUD have yet to be developed despite a significant strategic investment in public infrastructure.

For the purposes of this plan, the focus of the North Park Key Investment Area Plan will be the “town Center” of the approved PUD. The original PUD language discussed this area as a Mixed-Use center of activity with retail, residential and office surrounding a central open space.

B. SITE ANALYSIS

PHYSICAL SITE FEATURES

The existing site is comprised of two flat plateaus and a small escarpment which runs from north to south along an existing roadway. There is also a significant stream network which frames the primary development area on the north, south and east sides which have fairly significant undevelopable floodways and floodplains.



FIGURE 6.2: XXXXXXXXXXXX

EXISTING TRANSPORTATION INFRASTRUCTURE.

The site is located very close to the future I-69 and SR 46 interchange and is the first surface intersection beyond. This is a significant asset for the site as it presents convenient and immediate access to a significant part of Bloomington and Monroe County.

The intersection is signalized and has significant traffic capacity. The existing streets that have been constructed have not seen any significant use since construction and are essentially brand new. Several curb cuts along these streets have been constructed to allow for future perpendicular roadways.

UTILITIES

Utility connections to the site have already been constructed as part of the roadway construction projects. These are sized for considerable development, including large sewer trunk x” lines placed within the existing roadway.

All areas of the site are served by a private treatment facility that was constructed as part of the development. The small sewage plant has significant excess capacity and is available for use immediately by new development.



C. SUMMARY OF GENERAL OBSERVATIONS

SHOVEL READY DEVELOPMENT SITE

The site appears to the passing motorist to be a vacant or stalled development site and is ready for immediate development. The strong visibility and access will only be strengthened by the completion of I-69 and this should increase its attractiveness as a development site.

SIGNIFICANT AMOUNT OF DEVELOPABLE GROUND

Given the rolling topography of the Urbanizing Area, it is relatively unusual for so much flat area to be contiguously located. This contributes to the attractiveness of the development site for potential builders because the

flatter topography is generally less expensive to build upon. Furthermore, flat topography will ease design and construction issues as they emerge.

PROTECT THE NATURAL AREAS

The natural areas contribute greatly to the sense of place of the site and will be very desirable to future residents. These are currently protected under the current in-place PUD agreement and should so if the PUD is changed in the future. Additionally, special care should be given to assure these areas are not adversely affected during construction, such as tree canopy protection zones and additional erosion control measures.

80% DRAFT

6.1.2 MARKET ANALYSIS

A. RETAIL STRATEGY

Currently, there is minimal opportunity for retail in the North Park focus area, with only electronics and appliances, shoe stores, and department stores losing sales outside of the area. As buildout of the node progresses, there may be increasing opportunities for retail.

B. HEALTHCARE OPPORTUNITY

The IU Health Bloomington Hospital owns land in the North Park focus area, and could build a healthcare facility there in the future. If it does, there may be an opportunity for other medical offices and medical support services. Otherwise, as a largely undeveloped site with access to I-69, office, manufacturing, and warehousing may be well suited to the focus area.

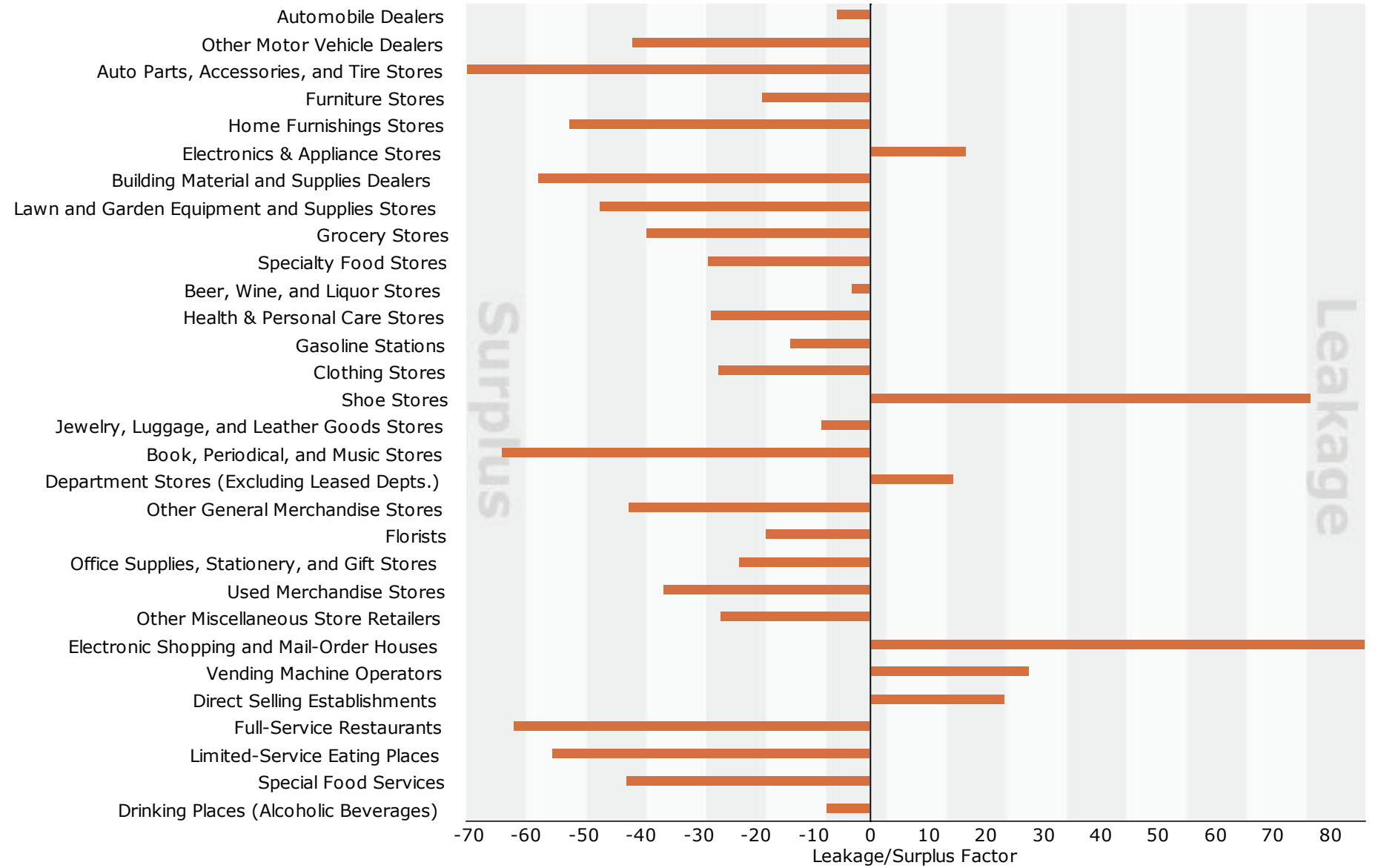


FIGURE 6.3: XXXXXXXXXXXX

GREENFIELD TOWN CENTER CASE STUDY: NORTON COMMONS; LOUISVILLE, KENTUCKY

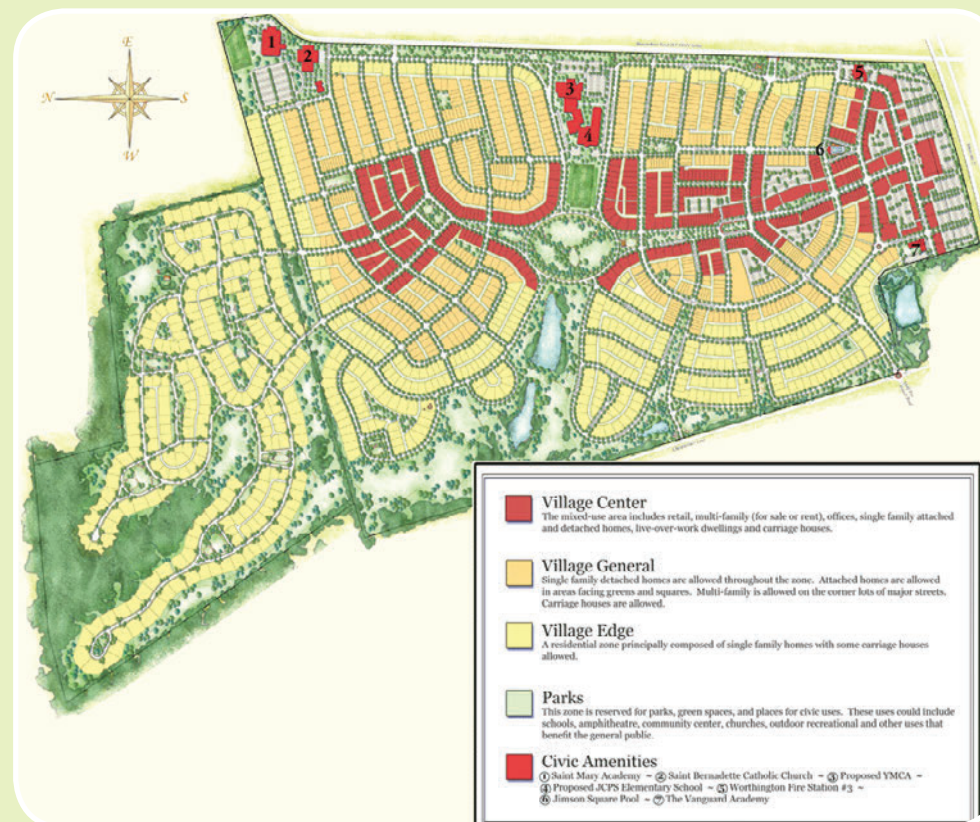


The North Park Area was originally conceived as a Planned Unit Development in the early 2000's. Although development has not proceeded as planned, the concept of mixed-use development remains a viable use of the property.

The public open spaces in Norton Commons help to orient visitors and create a strong sense of place. To strengthen these spaces, buildings are oriented towards the street and frame the open spaces. In addition, these public spaces are dispersed throughout the community, providing places for recreation and social interaction throughout.

Norton Commons also varies its use of development types. The plan includes mixed-use and apartment residential, duplex and small apartment units, and single family residences. These varying densities transition from higher density mixed-use along major corridors to single family residential along secondary streets. Institutional uses are scattered throughout the development, including several schools, a church, a YMCA, and a community pool.

North Park is prime for this type of Town Center. It must be clearly stated that this project is not a regional retail center at its core. It is a residential community with retail and other uses that service the surrounding residential community.



| | |
|---------------|--|
| Location: | Louisville, Kentucky |
| Year Built: | 2004 - Present |
| Size: | 1000+ Residential Units |
| Land Use: | Residential with Some Retail/Civic at Key Nodes |
| Project Keys: | <ul style="list-style-type: none"> + Retail is strategically located at key corners + Integrated green space throughout the development + Includes a phased approach with a mix of retail and various types of residential during each phase + Some auto-oriented retail along major roadway corridors + Integrated civic facilities within the development |

80% DRAFT

6.1.3 PROPOSED PLAN

A. PROPOSED LAND USE ZONES

ORGANIZATIONAL CONCEPTS

The parcels to the west of SR 46 are currently developed with healthcare uses or are proposed to contain future healthcare development. Currently there are several medical office buildings and a senior/assisted living facility. There have been discussions of a major new healthcare campus being developed on this site, but at the time of this plan's development there are no definite proposals for this use. Given, though, that healthcare facilities of some kind is a likely future land use, these areas are shown as healthcare.

Much like the original PUD concept, the majority of land uses to the east of SR 46 should be oriented around a signature green space. The green space should be roughly square and 'framed' on 4 sides by public streets. The two existing streets could be utilized as two sides of this frame and would provide a simple way to take advantage of this existing infrastructure.

MIXED-USE

The public green space should be surrounded by vertically mixed-use structures which have publicly accessible front facades. These vertically mixed-use buildings should have retail, restaurant, or service-oriented office uses on the ground floor and office or residential uses on the upper floors.

OFFICE

The SR 46 corridor presents tremendous opportunities to potential office users who desire the visibility offered by a highly-trafficked corridor. The land immediately along these corridors should be utilized for office buildings or mixed-use buildings with an office use.

One key driver of an office use is the opportunity to create a walkable work environment. By providing retail, restaurant and residential uses nearby, the office user has opportunities to visit a coffee shop on a break, complete errands at lunch, or even live in the adjacent neighborhood and walk to work. This is a highly desirable workplace culture and is an improvement over the single-use, monolithic office park development style that has been popular in the last 20-40 years. Many companies are looking for this lifestyle-based workplace and it can be an effective recruiting tool for talented employees. This office-heavy mixed-use approach can be a highly effective development driver of the site.



FIGURE 6.4: XXXXXXXXXXXX

RESIDENTIAL

The wooded north, east, and south edges of the primary development site created by the wooded corridors are tremendous assets for residential development, including great views, potential for trails, and the construction of environmentally sensitive recreational facilities. Residential development should have multiple floors, parking located behind buildings or on public streets, and should be comfortable and inviting. Residential buildings should also be architecturally similar to the adjacent mixed-use buildings in order to minimize any abrupt transitions and create a consistent feel for the development.

GREEN SPACE & RECREATION

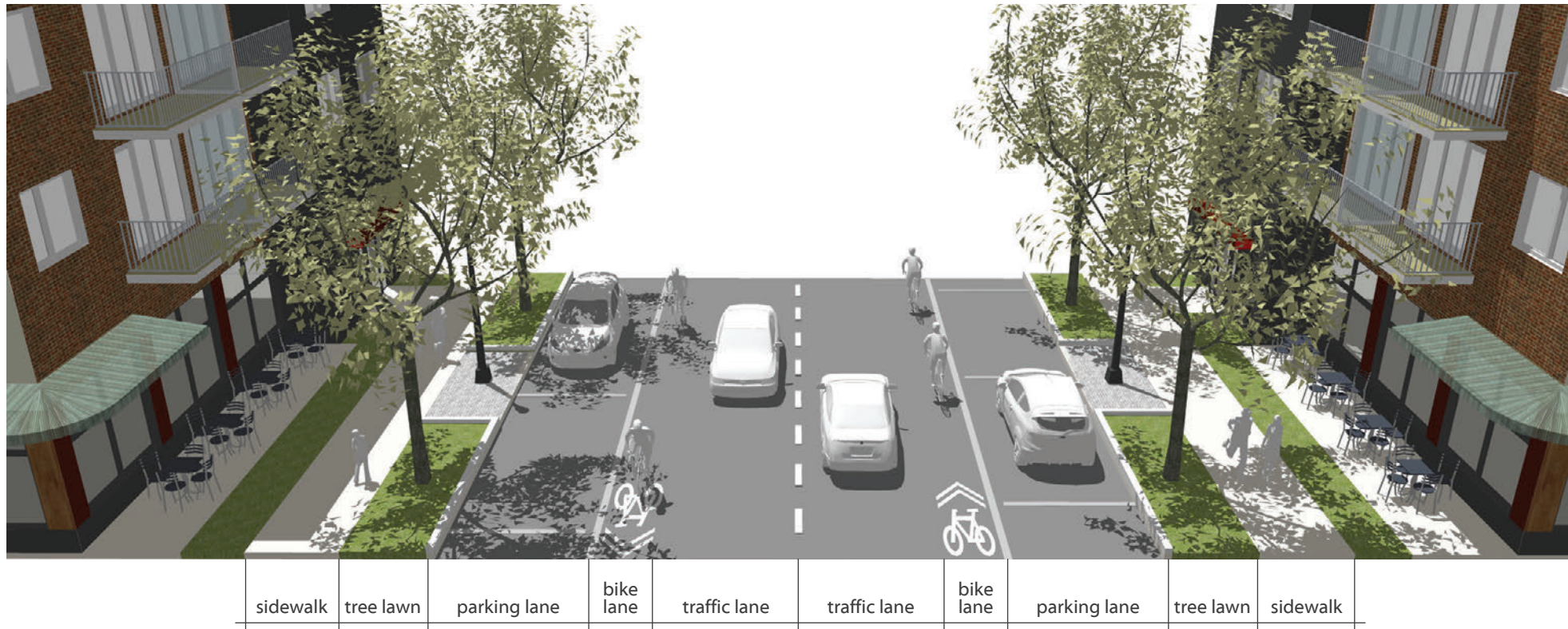
The creek corridors are key assets and because they help to create an

immediate and desirable sense of place. Steps should be taken to protect these areas during construction and permanently preserve these areas in perpetuity.

B. KEY DESIGN CONSIDERATIONS

BUILDING FORM

In order to properly frame public spaces and streets, buildings should be between 2 and 4 stories in height. This is a building height that is not overwhelming or intimidating and will create comfortable public spaces. Taller vertical elements such as church steeples or clock towers could be included in the design of prominent buildings to punctuate key urban spaces



and nodes. Conversely, lower scale buildings should be constructed to house utilitarian or low priority in order to de-emphasize their visibility.

ARCHITECTURE

The architectural style of new buildings should most importantly be consistent, but not monotonous. Whether a traditional or contemporary style is used, the facade, scale, and massing of buildings should vary from one building to another.

Architectural style plays a tremendous role in creating a sense of place. It is important that the architectural style works to create a new sense of place, not mimic that of another place.

The Urbanizing Area’s rich deposit of high quality Limestone is a tremendous component of the sense of place. New buildings should heavily rely on Limestone as a primary building material. Brick, glass, and metal can be utilized to accent this limestone.

Different types of buildings should have different design features. Retail buildings or mixed-use buildings with retail on the ground floor should have large windows at the ground level and bright, welcoming doors. The floor-to-floor height of retail spaces should be at least 14’. Awnings, banners and custom private signage should be incorporated into the facades.

Office buildings should have large windows and welcoming, prominent

entrances. At least one entrance should access the primary street on which the building is located. Building floor-to-floor heights should be at least 12-14’ for office uses.

Residential buildings will vary by the type of residential unit. In general, all residential buildings should have prominent windows and front entrances. Parking facilities like parking lots or garages should be located behind the building. Also, front porches, seating terraces, or Juliet balconies should be included on the principal facades to allow for street social interaction.

PUBLIC SPACE

The entry boulevard will be the primary introduction into the community. This important street should be framed by buildings include prominent lighting, landscaping, and specialty pavements.

The town square will be the most important space of the community. Landscaping, fountains, public art, site furnishings, and other amenities should be included in the space. In addition, the square should have permanent structures to host public performances, a farmer’s market, and other events.

The remaining public streets are the primary way most people will experience North Park. It is important to create attractive and pleasant streets with lighting, street trees, and site furnishings.

80% DRAFT

CREATE AN ICONIC AND ACTIVE TOWN SQUARE



Town Squares serve as the central building block of walkable urban neighborhood units. The basic configuration of a town square is a central green space which is surrounded by rights-of-way and buildings opposite the green space. Numerous elements are located within the square including places to sit and rest, trees, lighting and other amenities, and public art, memorials or markers denoting the history or culture of the community. In addition, most town squares are roughly the same size as the surrounding city blocks, or roughly between one and four acres.

The North Park area could be built with a few key projects and the town square as a catalyzing element.



FIGURE 6.5: XXXXXXXXXXXX



TABLE 6.1: XXXXXXXXXXXX

| EMPLOYMENT | | | | |
|-----------------------------|-------------------|----------------|------------------|-----------------|
| USE | BUILT SQUARE FEET | | POTENTIAL JOBS | |
| | LOW | HIGH | LOW | HIGH |
| OFFICE | 500,000 | 600,000 | 1,600 | 1,700 |
| RETAIL | 100,000 | 200,000 | 200 | 300 |
| TOTAL | 600,000 | 800,000 | 1,800 | 2,000 |
| RESIDENTIAL | | | | |
| TYPE | NUMBER OF UNITS | | NO. OF RESIDENTS | |
| | LOW | HIGH | LOW | HIGH |
| APARTMENTS | 1,200 | 1,300 | 2,500 | 2,700 |
| TOWNHOMES | 200 | 300 | 400 | 600 |
| TOTAL | 1,400 | 1,600 | 2,900 | 3,300 |
| PARKING | | | | |
| ESTIMATED QUANTITY (SPACES) | TOTAL DEMAND | SHARED DEMAND | PARKING PROVIDED | PARKING BALANCE |
| LOW | 5,500 | 4,100 | 4,400 | 200 |
| HIGH | 5,600 | 4,200 | 4,500 | 300 |

LEGEND

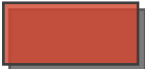
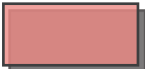

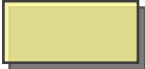

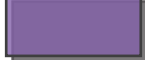
-  **RETAIL**
-  **MIXED-USE**
-  **MULTI-FAMILY**
-  **MIXED RESIDENTIAL**
-  **GREENSPACE**
-  **OFFICE**

TABLE 6.1: XXXXXXXXXXXX

| F. IMPLEMENTATION STEPS | | | | | |
|-------------------------|--|----------------|------------------------------|----------------------------|----------------|
| STRATEGY | ACTION | CODE | TYPE | LEAD | |
| 1 | CREATE A DETAILED MARKET & SITE PLAN STUDY | 5.1.1.1 | Private Development | Property Owner & developer | |
| | + Examine potential capture rates based on I-69 project + Determine potential need for retail, office, and other uses + Create preliminary pro forma and updated development strategy + Coordinate with Monroe County for preliminary conceptual review of the plan + Develop strategies for splitting the large development parcel into smaller development parcels + Market and retain potential developers for other market types | | | | |
| 2 | UPDATE THE NORTH PARK PLANNED UNIT DEVELOPMENT DOCUMENT | | | | 5.1.1.2 |
| | + Based on market study and site plan update, initiate PUD Update process Monroe County + Work with Monroe County Plan Commission and Monroe County Planning Staff to refine the updated development plan. + Consider potential public/private partnership funding strategy | | | | |
| 3 | ENHANCE CENTRAL BOULEVARD, TOWN SQUARE, AND OPEN SPACE | 5.1.1.3 | Public / Private Partnership | Property Owner/ Developer | |
| | + Refine design for the Town Square, Entry Boulevard, first phase streets, and various surrounding open spaces. + Construct the Town Square space and Entry Boulevard including necessary streets, sidewalks, plaza areas, trees, plantings structures, furnishings, lights and signs. + Construct any improvements to the peripheral green space areas. This includes sports fields, trails, pedestrian bridges, shelters, furnishings, lights and additional planting. | | | | |