Incremental Urbanism

Small-scale, historically sensitive and economically feasible development as a driver for a more vibrant downtown Louisville.

University of Louisville - Department of Urban & Public Affairs
Capstone Studio PLAN 650, Spring 2016

In partnership with:
Incremental Urbanism

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Acknowledgements

Special thanks to Rebecca Matheny and Patrick Piuma

Special thanks to Jim Lindberg, Margaret O'Neil, and Mike Powe

Special thanks to design input provided by:
Bob Bajandas—Bajandas Properties
Jonathan Brannon—wHY Architects
Mark O’Bryan—The Design Studio & UK College of Design
Charles Cash—Urban 1
Bill Weyland—CITY Properties Group
Julia Williams—Metro Louisville Planning & Design

and

Center For Neighborhoods
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Incremental Urbanism
Introduction
Fostering Incremental Urbanism in Downtown Louisville – Preservation, Urban Infill, Economic Analysis

The capstone course will focus on the growing interest in redeveloping historic urban centers through more fine-grained initiatives that promote more vibrant pedestrian, people-centered cities. Though the term incremental urbanism has not been well defined between disciplines and groups, the basic idea is that it describes smaller, more modest projects focused on place making that encourages more lot-by-lot development by a host of landowners and developers rather than the assemblage of many parcels to create single large-scale master-planned projects.

Recent studies such as Older, Smaller, Better, by the National Trust for Historic Preservation have demonstrated the role that more fine-grained development has on urban vitality. Furthermore, figuring out ways to make the implementation of incremental urbanism possible in cities like Louisville can open doors to more smaller scale developers that can begin to weave a more unique urban fabric through our underperforming and underutilized spaces that fragment the city. Incremental development can also allow for greater access to the economic market place for new entrepreneurs and developers and may provide a model for greater economic equity in Louisville.

Course Objectives:

Conduct research and analysis of the existing urban fabric of downtown Louisville

Compare the performance of different areas of downtown

Identify the barriers, and recommended policy changes, for making small scale urbanism development more attractive

Provide strategic thinking and best practices around the reuse of existing historic buildings

Investigate potential infill opportunities

Explore solutions for the activation of underutilized spaces within downtown including surface lots and other spaces that fragment the built environment

Partners:

Louisville Downtown Development Corporation (client); Preservation Green Lab (partner)

In order to provide the students with a multi-faceted learning experience and a more holistic approach to the objectives, the course will be a collaboration with related disciplines, organizations and professionals including architecture, historic preservation, and the real estate development community among other potential relevant partners.

The course will link with guest speaker presentations from national and local practitioners of incremental urbanism/small scale development within existing urban environments. Though the focus of the project will be downtown Louisville, the hope is that the effort will help build a replicable framework that can be applicable to other cities as well as other scales of urbanism throughout Metro Louisville.

Course Project:

Working in a professional planning studio environment, the Capstone course will deliver to the client a final plan document identifying opportunities for downtown infill. The class will provide research on best practices, current economic performance of select downtown blocks, develop concepts for specified opportunity sites and identify policy recommenda-
Fostering Incremental Urbanism in Downtown Louisville – Preservation, Urban Infill, Economic Analysis

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Best Practice
Incremental development has become an increasingly important area of study for planners because it is a simple yet effective approach to creating vibrant public spaces. Façade grant programs are a great best practice to use in order to generate support for incrementalism as a viable form of planning. Façade grant programs are found in many cities throughout the country in order to protect the city’s built environment and also to help stimulate business, especially smaller local businesses. Because these programs have helped to improve local economies they have become popular with not only preservationists but also business owners located in older areas of cities, local government officials, and real estate developers. One of the main reasons why real estate developers have grown to embrace façade grant programs is due to the fact that many of these programs offer a Floor Area Ratio bonus to developers who utilize this tool according to Preservation Green Lab’s Older, Smaller, Better. By getting planners, government officials, developers, and business owners in agreement in terms of the positive outcomes that façade grant programs produce it is much easier to start the process of incremental planning. According to the National Trust for Historic Preservation these positive outcomes include:

- Commercial building improvements resulted in an increase in sales in the year after the improvements were made,
- Sales improvements were sustained for several years,
- Sales increases exceeded increases in local taxes,
- The improvements attracted new businesses and shoppers to the target area,
- Participants were often motivated to make additional improvements (such as to interior spaces or product lines), and
- Owners/tenants of properties and businesses in surrounding areas were motivated to make improvements

Further Resources
There are many great Façade Grant Programs in the country, here are a few links to get started if you are interested
http://www.raleighnc.gov/business/content/PlanDev/Articles/UrbanDesign/FacadeGrant.html
http://plannersweb.com/2013/10/how-facade-improvement-programs/#note-10538-1
Environmental Impacts of Adaptive Reuse

The reuse of historic structures and existing buildings is vital to the process of incremental urbanism. Adaptive reuse analyzes the use/function of a structure at the building and block level as compared to a comprehensive vision. Adaptive reuse takes the existing structure and maximizes the architectural features that make it sustainable. Historic architectural features provide energy efficient alternatives as most have large, operable windows, open spaces, and many other features that make the, viable alternatives to new construction.

In incremental urbanism, an individual structure has the ability to hold significant architectural, emotional, and social value as well as provide economic benefit to the community. A singular building can get national register status—or local landmark status—regardless of the surrounding structures. The ability of an individual structure to obtain recognition promotes and helps to define a sense of place when one is absent. By starting with small-scale development and working to create a stronger block, incremental urbanism can transform a city one building at a time.

Model Cities for Adaptive Reuse & Incremental Urbanism Initiatives:

* Gaslight & Warehouse District, Manchester, NH
* Los Angeles, CA: Adaptive Reuse Ordinance
* West Main Street National Historic District, Louisville, KY.

Preservation Green Lab’s study, “The Greenest Building,” illustrates the environmental benefits and drawbacks of adaptive reuse. The study analyzes (5) applications in which the reuse of structures is gauged and quantified. The five structural uses are: single family residential, multi-family residential, commercial office, elementary schools, and urban village mixed-use. The organization evaluates the carbon footprint and environmental impact of new construction as compared the reuse of existing structures for similar or like purposes. The

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Chicago</th>
<th>Portland</th>
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<tbody>
<tr>
<td>Urban Village Mixed Use</td>
<td>42 years</td>
<td>80 years</td>
</tr>
<tr>
<td>Single-Family Residential</td>
<td>38 years</td>
<td>50 years</td>
</tr>
<tr>
<td>Commercial Office</td>
<td>25 years</td>
<td>42 years</td>
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<tr>
<td>Warehouse-to-Office Conversion</td>
<td>12 years</td>
<td>19 years</td>
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<tr>
<td>Multifamily Residential</td>
<td>16 years</td>
<td>20 years</td>
</tr>
<tr>
<td>Elementary School</td>
<td>10 years</td>
<td>16 years</td>
</tr>
<tr>
<td>Warehouse-to-Residential Conversion</td>
<td>Never</td>
<td>Never</td>
</tr>
</tbody>
</table>

The table above illustrates the number of years required for new, energy efficient buildings to overcome environmental impacts.

Further Resources

* “The Greenest Building: Quantifying the Environmental Value of Building Reuse”  
* “AIA Guide to Building Life Cycle Assessment in Practice”  
Green Infrastructure

Green infrastructure can be described as systems or practices that support environmentally conscientious and sustainable buildings and structures. The goal is to support infill development by reducing negative contributions to the environment. Some examples of green infrastructure are green/vegetative roofs, permeable pavement, open spaces, and rainwater cisterns.

Green infrastructure can be accomplished incrementally by making small adjustments to structures and streets, based on what is appropriate to the particular structure, such as adding a green roof or replacing non-permeable surfaces with permeable ones. Green systems and practices can also be implemented into new structures and projects as they arise.

To a certain extent, green infrastructure is always appropriate, though there are limitations. For instance, some existing roof structures may not support a green roof, and not all buildings have the capacity to incorporate an open space. There is also the issue of financing, and the expense incurred by implementing some of these systems and practices.

In Louisville, green infrastructure should focus on decreasing the detrimental effects of infill development by mitigating the city’s heat island effect and controlling stormwater, which causes the combined sewer system to overflow into streams and rivers during storm events. The Federal Consent Decree (from 2008) resolves violations of the Clean Water Act resulting from these overflows. Based on the requirements of the Consent Decree, MSD created the Overflow Abatement Plan (IOAP) to reduce overflows. Both of these documents provide valuable information regarding stormwater control efforts.

There are already several buildings and structures in downtown Louisville and surrounding areas that have implemented green infrastructure. The Green Building in the NuLu neighborhood, the American Life & Accident Insurance Company building, and schools like the Turkey Foot Middle School in Kenton County, Kentucky have had tremendous success reducing energy bills and mitigating their contributions to the urban heat island and stormwater issues. Jeffersonville, Indiana is currently implementing bioswales as part of the Chestnut St. Streetscape Improvement Project (top right).

The Environmental Protection Agency (EPA) recommends five types of incentives for financing and promoting green infrastructure: stormwater fees, development incentives, grants, rebates and installation financing, and awards and recognition programs.

Further Resources

The following resources may be useful to support further study:
Environmental Protection Agency (EPA)—www.epa.gov
Indoor Environmental Quality

Indoor air is considered as one of the major health risk issues across the globe and one of the primary reasons for causing harmful health reactions. It is extensively known that improper indoor environment leads to occupant discomfort and higher health risks besides increased maintenance and operating costs, reduced productivity of workers leading to huge amount of dollar loss, diminution in life of structure and diminishes the marketability value of structure.

Indoor Environmental Quality is most simply described as the conditions inside the building. Indoor Environmental Quality refers to overall comfort of a building’s interior and the comfort & health of its occupants. According to US Green Building Council, IEQ encompasses conditions inside a building—Air quality, Lighting conditions, Thermal conditions and Ergonomics and its effects on occupants or residents.

According to Environmental Protection Agency (EPA), Americans spend an average of 90% of their time indoors and breathe the indoor air. Some of the potential benefits of IEQ are better health and productivity of occupants, increased resale value of building, reduced maintenance & operation cost and a marketability advantage.

As IEQ can be done at low levels by private office owners or at community level, does not require huge investments and focuses on Indoor Environmental Quality (IEQ) which helps in building sustainable communities by improving occupants’ health, reducing energy consumption and increasing life of structure, it potentially fits in the concept of Incremental Urbanism.

A case study of PBS Regional Office in Chicago has been presented. The renovated workspace promoted spatial equity, reduced energy consumption by 10-15% and increased employee satisfaction and productivity by 65%. Moreover, there is potential for IEQ based renovations in Downtown Louisville as it has a lot of commercial offices and workspaces.

Further Resources
Indoor Air Quality (IAQ), http://www.epa.gov/indoor-air-quality-iaq
Complete Streets

Throughout history, the public thoroughfare has not only served as transportation routes, they also served as a meeting place, an arena for commerce, and play areas. Since the advent of Henry Ford’s industrial mechanization of the internal combustion engine, the scale of these important areas has shifted from one centered on the human scale to one where the human is simply an afterthought. A new shift in thinking took formation in 2004 by the National Complete Streets Coalition. Their philosophy focused on the rescaling of this space to one that is amenable to all users. Their approach both people and place in the phases from idea to implementation, from planning and design to construction, operation and the maintenance phases.

It is not simply that people can save money by making a shift in their transportation modes, it’s the potential of their savings put into action into their community. By walking, biking, and using mass transit more often, the user has the opportunity to experience the granularity and interstitial spaces in the areas where they commute. The idea that complete streets can increase economic development is in part spurred by the fact that these alternate modes of transportation, in effect, are slower than the personal automobile; this slower pace allows the individual to experience the granularity of a block. They can see all the buildings their interstitial spaces in between the monolithic towers of contemporary architecture.

A benefit of the successful implementation of the complete streets philosophy is the visible increase in property values in the vicinity surrounding the improvement. Walkable neighborhoods are becoming more popular around the country, not just for younger millennial’s, but retiring baby boomers are enjoying this as well. This influx helps in raising property values. Walkable neighborhoods have seen a 26% increase in college educated individuals from age 25-34 in the past decade, creating a highly educated creative class workforce.

Further Resources
For more information and resources about Complete Streets, please visit:
http://www.smartgrowthamerica.org/complete-streets
https://www.planning.org/
http://services.louisvilleky.gov/media/complete_streets/complete_streets_manual.pdf
Well-designed streetscapes play an important role in creating safe and aesthetically pleasing streets that encourage the development, preservation and vibrancy that pedestrians should come to expect. Unfortunately, today’s streets and streetscapes are often overlooked, as the car becomes a necessary means to get around in many cities. The society of today is focused on how efficiently a car can move through a street and oftentimes the pedestrians and bicyclists are forgotten about.

Streetscapes are relevant to incremental urbanism in that it is a somewhat small, but vital component to revitalize an area. These connections are what drive the concept of incremental urbanism—creating linkages through street life and vibrant sidewalks. 2015 saw a host of successful streetscapes named by the American Planning Association. The cities that garnered these accolades were: Los Angeles, Jacksonville, FL, Asheville, NC, Dayton, OH and McMinnville, OR. All of these streets boasted the following comments: “colorful crafts, artisan shops and the smell of delicious eateries”, pedestrians were central to the planning and development”, and “quintessential small-town experience”.

A local example of improved streetscape can be seen in the NuLu neighborhood as the streetscape has been improving gradually with the most significant contribution coming just a few weeks ago with an over $1 million grant to improve the streetscape. This is impressive since just ten years ago, E. Market St. was just beginning its resurgence. This kind of technique can also be used as a “jumping off” point for neighborhoods. For example, in Louisville’s Shawnee neighborhood W. Market St. recently got a streetscape makeover and the neighborhood is hoping to bring two new businesses in. It is clear that streetscaping is becoming more and more important in the incremental urbanism practices that are taking place today. Not only should streets be safe and secure for motorists and pedestrians alike, but also they should be public spaces that invite pedestrians in through creating an aesthetically pleasing place.
Tactical Urbanism is a term used to describe a range of temporary and low-cost techniques used to change and improve the built environment. Projects differ considerably in provision, size, scope, and budget. They are civic-minded and embrace incremental changes through a piece-by-piece, see what works, approach. The goals of these endeavors range from economic revitalization, to pedestrian safety and connection, to place-making through improving design or creating new public spaces.

In the best circumstances, Tactical Urbanism’s ‘do-it-yourself’, incremental changes lead to long-term solutions. In Memphis, a vacant parcel was transformed into a beer garden through the ‘UnTapped’ campaign; and it was such a hit, it attracted a developer who plans to turn the old brewery into mixed-use commercial and residential space (PPS.org, 2015).

However, not all projects are successful, and even the successful ones may not be feasible in the long-term. Fortunately, these projects are temporary and can be removed just as quickly and efficiently as they were when implemented.

Cities, needs and norms are constantly changing; making Tactical Urbanism a powerful tool for both ordinary citizens and municipalities to generate incremental development and stimulate potentially long-term change from the backyard to the city block.

‘Light Projects’
- Parklets
- Pop-up shops
- Temporary bike lanes/sidewalks
- Streetscape exhibitions
- Seasonal events/programming

‘Ultra-light Projects’
- Adding planters/benches to a sidewalk
- Painting an intersection
- Small-scale public art projects
- ‘Guerilla gardening’

Further Resources
Project for Public Spaces is a free online resource that outlines ways that community members can tactically change their environment for the better. Find out more at PPS.org.

Mike Lydon, the urban planner who coined the term ‘Tactical Urbanism’, wrote with his colleagues an easy to follow how-to manual for streets and public spaces in Tactical Urbanism 2: Short-term Action Long-term Change, March 2012. Find the free download at the Street Plans Collaborative.
Context Oriented Design

Since incremental design is typically small scale, often on the block or even lot level, it is important that any new design enhances and compliments the existing area where it is placed. Context oriented design does this by utilizing various metrics to ensure the new development adds value to the area, looks harmonious with the surrounding buildings, and respects the general flow and boundaries currently in place. By keeping context in mind, the new construction is much more likely to be accepted by the neighborhood residents and help create a successful, vibrant street.

When planning a new development, an area assessment should be completed. This should include not only buildings and landscape, but also the socio-economic needs of the current community. The Urban Design Manual: A Best Practice Guide lays out the following metrics to consider when creating a new plan after the assessment is completed (p. 16, 2009):

- **Appearance of a new development should look as though it evolved naturally in regards to the area around it**
  A new design should be a direct response to the existing character of the neighborhood (style, materials, scale, setbacks, etc.) to avoid appearing out-of-place with the infrastructure around it.

- **Appropriate increase in density accounts for the development’s edges**
  If a development is higher in intensity than the surrounding buildings, the connection between them should be flowing and the change of density gradual.

- **Doesn’t interfere with current user amenities**
  Be aware of taking away sunlight, views, privacy, or public space from the community, and design plans accordingly.

- **Design is informed by the development’s time and location**
  New construction should respond to existing forms, possibly using locally sourced materials to reflect its location, but should also be clearly rooted in the present day, using up-to-date building technologies and sustainable designs.

- **Positively contributes to character and identity of neighborhood**
  A new development should distinguish how the plan can enhance its locality, whether through new amenities, economic enrichment, keeping existing site features, or civic pride.

- **Appropriate response made to nature of specific boundary conditions**
  The proposed site boundary may be abutting many different types of existing properties, and it is vital the new development plans accordingly in response to these existing conditions, to help avoid conflicts between the developer and the surrounding community.

Further Resources
For more in-depth information regarding contextual and incremental design, please refer to:


- **Understanding the Quirks of Incremental Urbanism**—http://bettercities.net/news-opinion/blogs/danzack/20738/understanding-quirks-incremental-urbanism

- **A Pattern Language**—An 1977 text by Christopher Alexander regarding architecture, urban design, and community livability, and how they all relate and join to create a “pattern language” of design principles.
Parking

Parking is an integral part of any urban design. Good parking design in an urban center allows one to drive in, park within walking distance of one’s destination, and then leave the car in a single location while doing all of the errands and tasks that brought one to the urban center. Good design accomplishes this without disrupting the arrangement of other components of the district. Poor parking design is haphazard, generally results in an overabundance of surface parking that interrupts the flow of shops and other buildings, and may be difficult or even unpleasant to navigate.

Parking can be divided into two categories: on-street and off-street.

On-Street Parking

To ensure smooth and safe ingress and egress, and to reduce the time cost in finding a parking place, approximately 15% of on-street parking spaces should be vacant at any given time. The supply of parking can be increased by changing parallel parking to angled parking, which may require the narrowing of driving lanes or eliminating one lane. Cars parked in angled parking should face the direction of traffic, so that cars stop and back into spaces, which is the same arrangement used by parallel parking.

In high-demand areas, where the demand for spaces exceeds feasible supply, parking can be rationed through dynamic metering. The price should be changed over the course of a day to reflect demand, with a target vacancy rate of 15%. In no case should new development be required to provide a minimum number of off-street parking spaces in a dense, commercial urban area to compensate for a tight on-street parking supply.

Off-Street Parking

Four major off-street parking designs allow surface parking to share space on blocks with buildings. Except for alley parking, these parking schemes progress from perimeter, to quadrant, to block interior, as the amount of street wall present around the block increases. As a result, a given block on the edge of the current central district can begin as part of a perimeter scheme, become a quadrant scheme as another block face is built up, and finally become block interior as more construction takes place and the block is absorbed into one or more commercial corridors.

In cases where incremental redevelopment is taking place on an existing surface parking lot, development should be encouraged closest to the central district, to allow the lot to be developed in such a way that permits orderly progression, and preserves flexibility on the portions of the lot that have not yet been built up.

Further Resources

The High Cost of Free Parking, by Donald Shoup (2011, American Planning Association Planners Press)
Across the nation, planning and zoning laws have become burdensome, confusing, and redundant. Even the most qualified urban planner is often challenged by outdated and overly-complicated planning and development policies. These cumbersome planning and zoning laws and policies are not friendly to the average person and often impede the average citizen from participating in urban development. Many people are become more confused with planning and zoning policies after they begin to research them. If our planning laws are written and designed to only allow the few to achieve without having to hire an expert, than city planners, councils, and commissions have done a great disservice to the people they serve.

In order to combat confusing, redundant, and burdensome planning and codes, many cities are implementing Lead Development Codes. Lean Development Codes allow for the average citizen to participate in the planning process. One area of Lean Development Codes are known as “Pink Zones”.

Pink Zones lighten the red tape and create more place-based standards that incentivize the preservation of existing buildings. Pink Zones are overlay districts where a collection of tools can be used to streamline permitting processes, reduce regulatory requirements and allow buildings that are compatible with the existing block to be built by right. Pink Zones include: Adaptive Reuse Programs, Overlay Zoning Districts, and Infill Development Initiatives.

Adaptive Reuse Programs reduces technical, building, and zoning code requirements to adapt old buildings to new purposes.

Adaptive Reuse in Louisville:
-Downtown buildings with historic significance, architectural character, etc. can be transformed individually in order to maintain the sense of place that exists in that area
-Reduces dependence on new development to meet standards, regulations, and codes

Overlay Zoning Districts encourages small-scale redevelopment in neighborhoods and corridors. These simple patches maintain the underlying zoning but modify standards by adding another section to the ordinance.

Overlay Zoning Districts in Louisville:
-In downtown corridors and neighborhoods small-scale redevelopment will be encouraged
-Regulations and Codes will be modified so that the characteristic of each individual entity will be maintained and non-conforming districts will not have to change

Infill Development Initiatives identify barriers and fix technical standards that do not require substantial public hearings to change; adapt patches to the General Plan and Zoning Ordinance; and focused on activating vacant lots, creating complete streets, and developing design guidelines.

Infill Development Initiatives in Louisville:
-Focus on infill development of downtown Louisville by identifying what standards can be transformed for quick development and fixing/modifying codes and regulations
-Identify underutilized and vacant lots and apply the changes in standards and codes for development.

Further Resources:

-Lean Urbanism: Making Small Possible

Incentive Zoning

Incentive Zoning is a method of zoning where an incentive is given for a development in exchange for community improvements. It was first used in Chicago to encourage the development of skyscrapers downtown. It has been used to create public spaces, retain historic buildings, add schools and infrastructure, and to increase affordable housing.

Incentive Zoning is most often utilized as a density bonus. As shown in the diagram to the right, additional height was granted for a development on the condition that it made the listed community developments. It has been so successful in New York that almost every building in the central business district has a density bonus. Most of these were granted for the creation of a public park/plaza or the creation of affordable housing.

Tax Abatements, where a properties taxes are frozen, reduced, or dismissed for a period of time, is another use of incentive zoning. This has been used in New Hampshire at a state level. For a building that is re-habbed in the downtown area a 5 year property tax freeze is placed, an additional 2 and 4 year increment can be added if residential or affordable housing is included in development.

A final type of incentive is based on making the permit process easier. Manatee county gives an expedited review for companies who created five quality jobs that are over the median income. Rhode Island makes developers only have to apply for 1 permit for properties where affordable housing is included.

It is important to look at the market demand for both the incentive and the community development. Seattle uses density bonuses as their main incentive to encourage affordable housing and only 2% of developments took advantaged even though 67% were eligible.

Converting New York’s 421-A program to one focused on incremental development would be one way to use this process in Louisville. Properties that are redeveloped incremental could be exempt from the increase in property taxes for a 15-20 year period. Also, buildings that are rehabbed in downtown area could be given a tax freeze for a period of time.

 Expedited review process for incremental developments would be another way to implement this. Permits reduction, and a stronger case for denial of a project could be required for incremental development.

Further Resources

Links to several of the cities incentive zoning programs are listed below.


Using a density bonus to create a new daycare, public art installation and bus shelter.

How development can change from the use of inclusionary zoning targeted toward incremental development.
Inclusionary Housing

Inclusionary housing is a tool that requires developers to make a portion of new development affordable to low- and middle-class families. The benefits of inclusionary zoning can be vast, including creating communities that have greater socio-economic diversity, providing more robust housing options to residents, providing housing for a diverse labor market, and protecting against displacement as development and real estate values grow.

Inclusionary housing can be achieved through voluntary or mandatory policies. Voluntary inclusionary housing offers incentives like density bonuses, fee waivers, and relaxed parking requirements for developers to incorporate affordable housing units into their developments, while mandatory inclusionary housing relies on city or state policy to require new development to incorporate affordable housing units.

There are many steps necessary to create a successful inclusionary zoning program. The first and perhaps most important step is to analyze the current housing stock to see if the need for more affordable housing exists, and where it would be most beneficial to build. Through determining the level of need for affordable housing, a city can then decide if a voluntary or mandatory program is appropriate to work towards meeting the need. The program can then be designed, with the following steps as guidelines: identify program area boundaries; define the target/goals of the program; determine the bonuses to be granted; determine off-site alternatives; and determining retention of affordability over a period of time. After the program has been designed, stakeholder input should be gathered and considered before implementing and monitoring the program.

An example of a voluntary inclusionary housing program can be found in Austin, TX. The S.M.A.R.T. Housing program provides many incentives to developers that elect to include affordable housing units in their development. The acronym S.M.A.R.T. outlines the expectations for developments that want to receive the incentives offered and is defined as: Safe – the development follows building codes adopted by the city; Mixed Income – at least 10% of units are affordable as defined by the ordinance; Accessible – at least 10% of units follow accessibility codes for disabled residents; Reasonably-priced – 10% of units are affordable as defined by the ordinance; and, Transit-oriented –multi-family units must be ¼ mile from public transit routes. If the developer meets all of the requirements of the S.M.A.R.T. Housing program, they are eligible for fee waivers, fast tracked permit review, and utilizing public resources to leverage private investment.

Further Resources
For a general overview on inclusionary housing, visit: http://www.policylink.info/EDTK/IZ/
To learn more about the differences in mandatory and voluntary inclusionary housing programs, visit: https://www.planning.org/zoningpractice/2004/pdf/sep.pdf
For more information on Austin’s program, visit: https://www.austintexas.gov/sites/default/files/files/Housing/Application_Center/SMART_Housing/smart_guide_0708.pdf
GIS in Analysis

GIS (Geographic Information System) is an all-in-one package for gathering, storing, analyzing, and presenting information, as well as a method for enabling outreach and public participation. Improvements in GIS technology have dramatically lowered the price and lead to the development of easier-to-use websites and applications. Why, though, is GIS so important for analysis and outreach, and how is it relevant to incremental urbanism?

Apart from being an all-in-one package, GIS provides a spatial context that no application can match. In order to engage in incremental urbanism, the stakeholders must assess and understand the area where they are wanting to work. GIS can perform spatial analysis allowing the interested parties to recognize and understand patterns across space as well as layer multiple pieces of information (e.g. parcel ownership, land use, property value). Additionally, GIS allows the User (person using GIS) to connect various locations in order to understand their spatial relationship with each other, ultimately providing the stakeholders with the information they need to determine what locations should be developed and which locations, when developed simultaneously, will generate the most positive results. Finally, in regards to analysis, GIS provides a robust process for creating influential graphics. GIS can take information gathered through a public participation or survey process, add additional data, and finally present the resulting products on a static or interactive map. Local officials and potential investors are likely to respond more positively when they can see the pattern on a map.

GIS in Outreach

GIS has migrated from a desktop application, and now has an online platform that can allow the sharing of information to anyone with internet on any connected device. This means that information presented on a map can be shared online, allowing the public to view as well as interact with the information, and does not require a desktop computer, which some do not have. Furthermore, the public can connect to these online maps and share content from their social media including posts and pictures; this enables a high level of engagement with the community and really captures the attention of millennials and younger generations. Surveying and community engagement techniques can partner with GIS in an attempt to move towards a more digital, interactive platform.

- With the online GIS platform, Users have access to an easier-to-use and cheaper package
- GIS data is prevalent, many communities as well as state and federal authorities provide access to open data portals

Additional Resources

ESRI on community engagement:
http://www.esri.com/products/technology-topics/communityengagement

What is GIS:
http://www.gislounge.com/what-is-gis/
Community outreach is a necessary component of the planning process to better understand the tendencies and demands of a community. Direct surveying is a relatively simplistic outreach technique that can provide meaningful information about one’s audience. Surveys are unique in that they are extremely customizable and flexible to one’s goal and provide both point and longitudinal data. Surveying can be done in a variety of forms, both in person and through text. This allows surveying to meet the specific needs of a client while being versatile and cost-effective.

Surveying is a fundamental component of incremental development. Community outreach allows developers to better understand a community’s needs and desires and informs what kinds of developments would be supported. Having this knowledge decreases the likelihood of having developments stall or fail. Periodic surveying allows developers to spot changes and trends and allows them to react to shifting opinion in a positive manner instead of relying on guesswork.

Aspects of Survey Development to Consider
- Developing non-biased, relevant questions which can be used in future surveys for comparison purposes.
- Using closed-ended questions which are easier to quantify or using open-ended questions which provide greater detail.
- Having clear and precise wording to prevent ambiguity and ensure that the survey is truly measuring what is needed.
- Avoiding priming or response bias by carefully planning the order of questions on the survey.
- Testing the survey in focus groups and pilot studies before rolling out the survey in its final form.

Further Resources
http://www.pewresearch.org/methodology/u-s-survey-research/questionnaire-design/
Public Participation

According to the United States Environmental Protection Agency, “public participation involves actively seeking and responding to input from citizens and enabling meaningful involvement in decision-making.” With proper education and technical assistance through public programs, all public parties can actively and confidently distribute knowledge, ideas, and objectives to achieve long-term goals that are satisfying and beneficial to all parties involved. For example, according to Fung (2001), through institutional feedback loops created unintentionally due to the recent development in Chicago, residents are now able to respond to neighborhood obstacles properly, mitigate harms, and enhance the possibilities for rich social life. Public participation was first utilized in Chicago to enhance safety through community policing and ultimately created a structure for hundreds of simultaneous efforts in neighborhood-level participatory planning, which is referred to as responsive participatory design (RPR). With this strategy, ordinary citizens attempt to correct defects in existing spatial arrangements, which then offers important advantages over top-down strategies of community-friendly such as new urbanism.

Public participation should be utilized in the early stages of development to improve the process, reduce opposition, and help ensure success of incremental development. Without proper input from the public, all proposed projects would have risk. The Nature’s Methane LLC proposed gas plant in West Louisville was a project that received preliminary approval for as much as $2.1 million in state incentives on December 9, 2014, but opposition from a group of concerned citizens in West Louisville

Public Participation Tools

Charrette is an intensive planning session where citizens, designers and other collaborate on a vision for development. It provides a forum for ideas and offers the unique advantage of giving immediate feedback to designers.

World café is a meeting process that involves a series of simultaneous conversations around a particular issue of topic. It typically lasts 2-3 hours and consists of numerous table conversations involving 3-5 persons per table, with a host who stays at the table during the entire event and keeps the table discussion on task.

Further Resources

The following resources include plans and publications to help you understand public participation and its importance to incremental development.

Rhode Island Section 7-Public Participation


Best Practices

Azusa, California

After community leaders defeated the original proposal, city officials convinced the site owners to develop a second plan of a low-density, all residential, housing proposal was developed with significant citizen involvement, which promoted walkability and included mixed-uses, higher densities, and a new school.

Salt Lake City, Utah

Planners contacted neighborhood leaders in the Latino Community to better understand the needs and views of the Hispanic residents.

Holly Springs, North Carolina

Mayor Dick Sears formed an advisory board made up of primary and secondary students. They all provide input on recreational facilities and other issues affecting the town’s youth.
Small Development Financing

Post-Recession development finance has marginalized small-scale developers. Currently, capital stacks require meticulous planning and often demand a high level of institutional knowledge, which some business owners lack. Downtown Louisville—an area that is quickly running out of large, contiguous parcels—presents unique challenges for those who wish to capitalize on interstitial opportunities, especially with respect to financing. In order for local developers to contribute retail options in the central business district, Louisville must improve its lending support system.

As a model, the city should look to the Catalytic Fund, located in Northern Kentucky. Through this non-profit organization, small-scale developers receive not only funding opportunities, but technical assistance from qualified members of the real estate community. Moneys were assembled by leveraging smaller investments from local banks, totaling $10 million in available capital. In sums that range from $100,000 to $500,000, this capital will work in congruence with traditionally underwritten loans and developer equity. A major requirement is project location, which takes place in traditionally “risky” neighborhoods (in the context of primary lending institutions). Louisville offers local developers an array of funding sources, but the key is creating a comprehensive support process. By conglomerating services, developers don’t have to spend an exuberant amount of time working with several different agencies. This enhances familiarity with a local agency and allows for smoother design, development and execution of a project.

Three critical factors to effective small-development financing:

1. **Access**—Funding is competitive, so maintaining a diverse (and accessible) selection of funding options is key
2. **Education/Support**—While capital stacks can be structured to fund small-scale development, many small business owners may not have prior knowledge on the best practices
3. **Comprehensive Plan**—Ensuring long-term vitality of retail and other small-scale development can be done through

**Further Resources**

For further investigation, please review the following programs:

**The Catalytic Fund**—A funding/development organization that Louisville should emulate in terms of streamlining the lending process—http://thecatalyticfund.org

**Louisville METCO**—Loan programs that can be used in conjunction with large commercial lenders—https://louisvilleky.gov/gsearch/economicdevelopment%20METCO

**The Louisville Downtown Partnership**—The Downtown Commercial Loan Fund and the Downtown Housing Assistance Fund offer flexible funding options for incremental infill—http://louisvilledowntown.org
Public-Private Partnerships

Establishing public-private partnerships (or PPPs) can be key to successfully implementing an incremental urbanism project. PPPs are a means to network, share resources, information, facilitate broader community engagement, and provide unique sources of funding. Best practices include:

- Formalizing a statutory framework of rules and norms
- Establishing measures of progress
- Identifying risks and benefits
- Finding a shared vision.

While all of these are important, without a shared vision of the future, the understanding between parties will be limited; inhibiting the other key practices. Forming a shared vision requires bringing all the community stakeholders, both public agencies and interested actors to the table. This was true for a revitalization effort in downtown Durham in the 1990’s. The public and private stakeholders formed a partnership called Downtown Durham Inc. (DDI). DDI decided how they wanted their downtown to look and what barriers where in between that vision.

- Vision->issues->Downtown Master Planning Process
- DDI acted as “accountability” mechanism
- Provided updates to the City

Forming a PPP and establishing a vision for downtown Louisville, problem areas can be targeted to fill in the missing teeth along the streets of downtown with new businesses identified by the partnership as a potential fit.

Partners for financing are very useful, especially when tight public budgets are constricted. Non-profits and others actors are able to assist the partnership in supporting new businesses cultivated.

The shared vision of a partnership can help guide the success of implementing incremental urbanism in downtown Louisville.

Further Resources

"7 Keys to Success." NCPPP. National Council for Public Private Partnershipshttp://www.ncppp.org/ppp-basics/7-keys/


"6 Keys to Public-Private Partnerships." Keys to Successful Public-private Partnerships. American City & County
Economic Analysis
Site 1: 200 Block of E. Main Street

The above picture shows the Main street block face between S Floyd Street and S Brook Street.

Current building uses primarily include commercial activity and warehousing, with new residential development currently underway on the north side of Main Street.

There have been 0 recent sales and the property assessments range from a low $600,000 on the south side of the street to a high of $4.3 million for the parcel north of the street including the Ice House event center.

The focus of this block is on improving the overall sense of place through design, not through development. This site is almost developed completely.

<table>
<thead>
<tr>
<th>Comparison</th>
<th>Business &amp; Housing</th>
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<tbody>
<tr>
<td>Employees</td>
<td>Block: 350</td>
</tr>
<tr>
<td></td>
<td>CBD: 83,032</td>
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<tr>
<td>Businesses</td>
<td>Block: 11 Businesses</td>
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<tr>
<td></td>
<td>CBD: 2374 Businesses</td>
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<tr>
<td>Construction</td>
<td>1: 9.1%</td>
</tr>
<tr>
<td>Government</td>
<td>1: 9.1%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>2: 18.1%</td>
</tr>
<tr>
<td>Finance/Real Estate</td>
<td>1: 9.1%</td>
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<tr>
<td>Professional Services</td>
<td>5: 45.5%</td>
</tr>
<tr>
<td>Retail</td>
<td>1: 9.1%</td>
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<tr>
<td>Business Data Source: esri</td>
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<table>
<thead>
<tr>
<th>Housing in vicinity</th>
<th>Units</th>
<th>% Available</th>
<th>Price Range</th>
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<tr>
<td>Fleur de lis on Main</td>
<td>30-45</td>
<td>unknown</td>
<td>$240,000-$500,000</td>
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<tr>
<td>Mercantile Gallery Loft</td>
<td>42</td>
<td>2%</td>
<td>$200,000-$699,900</td>
</tr>
<tr>
<td>Ice House Lofts</td>
<td>28</td>
<td>100%</td>
<td>$950-$2,500/month</td>
</tr>
</tbody>
</table>

Housing prices & availability are estimates

2015 Income Estimates

CBD

- Median Household Income
- Per Capita Income

3 Mile Radius

- Median Household Income
- Per Capita Income

CBD

11,000-16,000

Daily Traffic Count

Main Street
In general, the block face of Main Street between Floyd and Brook Streets is a well-established area with pleasant elements and a fairly complete street wall. Additionally, the block face is currently undergoing a significant construction project which will bring modern lofts to a historic building.

The main use found in this area is commercial, and the block contains about 11 businesses employing roughly 350 people. As a comparison, the CBD has around 2,400 businesses employing around 83,000 people. There is an even mix including construction, government, restaurant, and retail related businesses, but a large portion of the local businesses fall under professional services (45.5% of block businesses). The residential population for the immediate area is much lower, estimated at somewhere between 4-7 people. That estimate is coming from Esri, more than likely the resident population of this block is 0. As this block and the surrounding area is primarily comprised of commercial activity, vehicle trips vastly outnumber pedestrian trips. Traffic counts by Esri estimate somewhere between 11,000-16,000 trips a day depending on which part of Main Street, while a pedestrian count comes out to an average of about 4.5 at any one time.

While the income in this block and the surrounding areas is low, just over $10,000 for the block and around $18,000 for the CBD (about 60% of CBD households have income less than $25,000), expensive residential units do surround the area. Fleur de lis on Main Condominiums have units ranging from $240,000-$500,000, and the Mercantile Gallery Lofts just across Floyd Street currently has a Penthouse listed at $699,900. The new Ice House Lofts currently under construction on Main Street will have a rent ranging $950-$2,500 a month. Additionally, property assessments are high at around $37.15 per sqft. This means that while income may be low here, a lot of money and activity is circulating in this area. Couple that with the fact that this Main Street block face is fairly built up and currently undergoing great infill development, and is near the Yum Center and Slugger Field, it is pretty clear what this area needs.

A focus should be put on improving the general aesthetics of the street environment to encourage people to explore the area more on foot, and serve as a link between NuLu and the CBD.
Site 2: 100 Block of S. Floyd Street

The 100 block of S. Floyd Street is located between the busy downtown and a growing hub of investment and building activity to the east, is bordered by two main thoroughfares feeding into and out of downtown, as well as being close to two large sports stadiums. Even so, it currently looks and feels like a neglected, inactive, or “dead” block. It is surrounded by growth on both sides, and has good opportunity for car and pedestrian traffic. Along with the full block that is bordered by Market, Brook and Main on the other three sides, careful planning can help it to become more active and vibrant, and form connective tissue between the nodes of Downtown and the East Market District, also known as NuLu.

The demographics of the study area show that residents tend to be younger and have smaller households, which suggests that people living within the study area and the CBD are most likely younger singles or couples without children. This is important to keep in mind regarding what new businesses or housing units should be proposed within Block 1.

- Median age of 32.5 years old compared to 34.7 in CBD/One Mile Radius and 37.9 in Jefferson Co.
- Average household size of 1, compared to 1.71 for the CBD/One Mile Radius and 2.35 for Jefferson Co.
- 75% of households rent in the study area, compared to only 36.9% in Jefferson Co.

<table>
<thead>
<tr>
<th>Population Data Comparisons</th>
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<tbody>
<tr>
<td>Source</td>
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<table>
<thead>
<tr>
<th></th>
<th>Study Area</th>
<th>One Mile Radius</th>
<th>Jefferson County</th>
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<tbody>
<tr>
<td>Population</td>
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<td>11,877</td>
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<tr>
<td>Population Density</td>
<td>7000/mile²</td>
<td>3782/mile²</td>
<td>1857/mile²</td>
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<tr>
<td>Male</td>
<td>57.0%</td>
<td>57.0%</td>
<td>48.3%</td>
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<tr>
<td>Female</td>
<td>43.0%</td>
<td>43.0%</td>
<td>51.7%</td>
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<tr>
<td>Race/Ethnicity</td>
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<tr>
<td>White Only</td>
<td>57.1%</td>
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<tr>
<td>Black Only</td>
<td>42.9%</td>
<td>60.7%</td>
<td>20.8%</td>
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<tr>
<td>Asian</td>
<td>0.0%</td>
<td>2.0%</td>
<td>2.2%</td>
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<tr>
<td>Hispanic (Total Pop.)</td>
<td>0.0%</td>
<td>2.5%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Other</td>
<td>0.0%</td>
<td>1.1%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Median Age</td>
<td>32.5</td>
<td>34.7</td>
<td>37.9</td>
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<tr>
<td>Resident Population</td>
<td>7</td>
<td>12,010</td>
<td>741,096</td>
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<tr>
<td>Employee Population</td>
<td>350</td>
<td>105,288</td>
<td>401,108</td>
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</tbody>
</table>
S. Floyd Street has many assets that help make it a prime location for incremental design and investment. The buildings are in relatively good condition and can be repurposed with little renovation. Given its location between the Central Business District and more residential areas, there is a lot of commuter and pedestrian traffic along Main and Market Streets, and it has great access to public transportation.

- **Less than 0.3 miles to the following:**
  - Waterfront Park
  - Yum! Center—average attendance of 21,832 people for a Cardinal game
  - Louisville Slugger Field—average of 7,990 attendees for Louisville Bats games and average of 6,765 people for Louisville City FC games

- **Traffic counts according to Metro Public Works:**
  - *Main* – 11,700/day (2012)
  - *Market* – 13,600/day (2014)
  - *Floyd* – 3,200/day (2014)

- **Hotels within 0.4 miles of the block:** Residence Inn, Aloft, Courtyard Hampton Inn and Louisville Marriott
  - Combined 1,244 rooms with at least 65 percent occupancy averaging $199/night
  - Residential population for 0.4 mile radii: 1,593

- **Residential for sale/lease:**
  - Currently and near future - 154 condo/apartments (Mercantile Lofts, Fleur de Lis on Main, and Ice House Lofts)
  - Average price for condo is $255/sqft
  - Rental (Ice House) runs $1 to $1.46/sqft

*Buildings and lots along S. Floyd Street: Three buildings that make up the old Connections bar (top left), Wild Eggs and Jimmy Johns with residential space above (top right), SWH Supply buildings with business parking facing Floyd (bottom left), and commercial parking lot facing Floyd and Main Streets (bottom right).* 
*Images by Katherine Groskreutz (top left, bottom right) or from GoogleMaps (top right, bottom left)*
Site 3: 200 Block of E. Market Street

Target Area

Total Households 1,773

Households by Income

- < $15,000 754 42.5%
- $15,000-$34,999 475 26.8%
- $35,000-$74,999 282 15.9%
- $75,000-$149,999 168 9.5%
- $150,000+ 262 14.8%

Average Household Income $41,542
According to the 2010 census, there are very few residents on this block, if any. The goal of redefining this block would be to attract the thousands of workers that commute to the Central Business District everyday. Later on down the line, as more commuters begin to spend more time in the area residential units can be added on the South side of Market Street.

According to the ACS Housing Summary, the median home value for the only owner-occupied housing unit is high at $279,942. The median rent for the area is $522. The type of housing units are listed as multi-family buildings with 50 or more units for the most part. The median year of the structure built is 1958.

Educational attainment for the area is not very high. The majority of residents only have some college, but no degree. The second highest only have a high school degree.

There are a total of 2,374 businesses in the area that have a total of 83,032 employees. The employee/residential population ratio is 18.59:1. Businesses are heavy on the service side with 46.6% of the businesses.

My particular street is Market St. between Brook and Floyd. It is dominated by commercial restaurant property. It also has some office space and warehouse space. In addition there is surface parking lot in between two buildings on the north side.

There are three buildings that are either trying to sell or lease. The two for sale are retail locations with 6,097 SF and 4,538 SF with asking prices of $2,100,000 and $725,000 respectively. The other is an office space that is asking $16.50 PSF to lease. The average lease rate for the area is $17 PSF. There are no currently active residential units for sale on the block, but in the surrounding area the average home price is $436,543. The active rental units in the area are fairly high
Site 4: 200 Block of S. Brook St

2015 HOUSEHOLDS BY INCOME
Source: ACS 5-YEAR ESTIMATES

Market Summary

<table>
<thead>
<tr>
<th></th>
<th>0.02 sq. miles</th>
<th>0.04 sq. miles</th>
<th>0.4 mile ring</th>
<th>CBD (1.04 sq. miles)</th>
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<tbody>
<tr>
<td><strong>Total Businesses</strong></td>
<td>11</td>
<td>84</td>
<td>1,143</td>
<td>2,374</td>
</tr>
<tr>
<td><strong>Total Employees</strong></td>
<td>350</td>
<td>2,676</td>
<td>39,552</td>
<td>83,032</td>
</tr>
<tr>
<td><strong>Total Resident Population</strong></td>
<td>7</td>
<td>109</td>
<td>1,593</td>
<td>4,467</td>
</tr>
<tr>
<td><strong>Top Industries (NAIC)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>1 9.10%</td>
<td>2 8.30%</td>
<td>97 8.50%</td>
<td>202 8.50%</td>
</tr>
<tr>
<td>Professional, Scientific &amp; Tech Services</td>
<td>1 9.10%</td>
<td>2 8.30%</td>
<td>97 8.50%</td>
<td>202 8.50%</td>
</tr>
<tr>
<td>Legal Services</td>
<td>2 18.20%</td>
<td>3 21.25%</td>
<td>252 22.00%</td>
<td>509 21.40%</td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>1 9.10%</td>
<td>3 15.50%</td>
<td>154 13.50%</td>
<td>301 12.70%</td>
</tr>
<tr>
<td>Accommodation &amp; Food Service</td>
<td>1 9.10%</td>
<td>3 15.50%</td>
<td>154 13.50%</td>
<td>301 12.70%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>1 9.10%</td>
<td>3 15.50%</td>
<td>154 13.50%</td>
<td>301 12.70%</td>
</tr>
<tr>
<td>Retail</td>
<td>1 9.10%</td>
<td>3 15.50%</td>
<td>154 13.50%</td>
<td>301 12.70%</td>
</tr>
</tbody>
</table>
The American Community Survey five-year estimates from 2009-2013 and a 2015 projection based on those estimates were utilized to review a 0.04 square mile area and a 0.4 radius around 200 South Brook Street. These geographies were chosen because there was little to no data for just the 200 block of South Brook Street. These areas encompass the 200 blocks of Main, Market and Floyd streets in addition to significant employers along with commercial and residential properties that may affect the vitality of the block; such as Humana Corporate, Wild Eggs, Yum! Center Arena, and Mercantile Lofts.

In 2015, there were 195 total housing units; 9.2 percent were owner-occupied, 33.3 percent were renter-occupied and 57.5 percent were vacant. The annual rate of change in housing units since 2010 is 8 percent. Most of the demographics for this site are identical to the Central Business District, excluding the vacancy rate of residential units, which is much higher than the Central Business District. There are no residential properties on the 200 block of South Brook Street, however, there are multiple existing units on Market and Main Streets. The average household size remained 1.00 from 2010 to 2015, which reiterates that this area remains a singles-market.

In the identified 0.04 area, the 2015 population count was 109 with 75.2 percent male and 24.8 percent female and a median age of 35. Over half of the population, 53.2 percent, were black and 44 percent were white. The remaining 3.7 percent represent persons of Hispanic origin. The median household income in the area is $21,910 and the average household income is $54,174, which like the Central Business District, is significantly lower than the national average. Due to the lack of population in the immediate area, the market analysis was expanded to include commuters and central business district residents.

The total number of business located in the 0.04 square mile area is 84 with a total of 2,676 employees. 39 businesses, or 46.4 percent, are in the Service Industry; particularly Legal Services and Professional, Scientific and Tech Services. The largest employers are in the following industries; Finance and Insurance, Public Administration and Professional, Scientific & Tech Services. The total number of business located in 0.4 mile ring of the 200 Block of South Brook Street in 2015 was 1,093 and the daytime business population equaled 20,417. Like the 0.04 square mile area, the majority of these businesses are Legal Services and Professional, Scientific and Tech Services and the largest employers are Finance and Insurance, Health Care and Social Assistance, and Public Administration. These figures are not surprising because the 0.4 mile ring captures Humana Corporate and their affiliated services, Metro Government agencies and multiple financial and bank corporate headquarters.

Although the residential population for the 0.4 mile radii only totals 1,593, there are multiple hotels within 0.4 miles of the block including; Residence Inn, Aloft, Courtyard Hampton Inn and Louisville Marriot. These five major ho-
Site 5: 100 Block of W. Main Street

The 100 block of West Main Street is located between 1st and 2nd Streets, just south of the Ohio River. Immediately to the west, 2nd Street crosses the Ohio River on the Clark Memorial Bridge, connecting the block to the small cities in southern Indiana. The KFC Yum! Center arena is located directly across 2nd Street on the northern side of Main, driving tremendous foot traffic during events. The arena averages about 1 major event per week. The Kentucky International Convention Center is one block away to the south-west. The block is connected to Slugger Field and the NuLu district via the Main-Market Circulator, a fare-free TARC route. Fourth Street Live! and Waterfront Park are within easy walking distance.

The existing buildings mainly date from the latter half of the 19th Century, with the newly-built Aloft Hotel as the only outlier. The block is experiencing something of a revival, with the northern block face being renovated and branded as Whiskey Row; the buildings at the western side of the block are already in use under this name. A fire in July 2015 damaged some of the buildings mid-block, but redevelopment, as an Old Forester distillery, continues. The block’s urban design scores are high for imageability, transparency, and complexity, reflecting its intrinsic built assets.

Both block faces have a first-floor vacancy rate that is effectively 0%, as the unoccupied buildings are all be-
The total value of the northern block face as of the latest PVA valuation is $14,917,210, of which $6,439,590 is land and $8,477,620 is buildings. However, the last valuation was 2014, and so the fire damage is not reflected in this number. The total value of the southern block face is $9,805,630, comprised of $6,073,890 in land and $3,731,740 in buildings.

Rents in the vicinity of this block range from $12/square foot/year one block south, to $24/square foot/year several blocks to the south-east. Whiskey Row loft apartments rent for $16.50 per square foot per year, while the 111 W Main Street building rents office space at $16/square foot/year. Interpolation performed with inverse-distance weighting predicts similar rents across the entire block, at $14 - $18/square foot/year across the site. Higher rents are expected to the north-west, closest to the KFC Yum! Center, and lower rents to the south-east.

The surface parking lots that puncture the southern block face are mainly monthly rentals, going for $60/space/month. Lot occupancy is variable during the day, but was observed to be 100% at night, indicating that the lots are largely used by people who live nearby. The western lot contains approximately 60 spaces, while the center-block lot has 23 spaces rented monthly, with a few more used by the mid-block restaurant for patron parking. This indicates that the western lot sees gross revenue of around $43,000 per year, while the mid-block lot takes in around $16,500/year.

Because the Clark Memorial Bridge is just north-west of the block, this area is well-positioned for Kentucky Derby Festival events, particularly Thunder Over Louisville. Its position close to the KFC Yum! Center and the Kentucky International Convention Center make it attractive for tourist and other transient traffic at all times of the year. Several nearby hotels take advantage of this opportunity, and simultaneously increase it. The Aloft Hotel, located on the eastern side of the southern block face, features 175 rooms. Across 2nd Street, the Courtyard Louisville Downtown Hotel offers 140 additional rooms. The Galt House Hotel, the largest hotel in Kentucky at 1290 rooms, is two blocks away, while the Louisville Marriott Downtown is just south of the Kentucky International Convention Center. Overall, there are more than 3,000 hotel rooms within a 4-block radius.

Ideally, this block would solidly connect the area around the KFC Yum! Center arena and the amenities to the east, such as NuLu and Waterfront Park. Currently, the breaks in the urban fabric work against drawing visitors...
Site 6: 100 Block of S. First Street

- Business Located on the 100 block of South First Street: Canon, White Castle, Aloft Hotel, PARC

<table>
<thead>
<tr>
<th>Address</th>
<th>Value</th>
<th>Building Square Footage</th>
</tr>
</thead>
<tbody>
<tr>
<td>110 S. First Street</td>
<td>$1,500,000</td>
<td>13,270</td>
</tr>
<tr>
<td>114 S. First Street</td>
<td>$163,480</td>
<td>2,500</td>
</tr>
<tr>
<td>118 S. First Street</td>
<td>$143,680</td>
<td>N/A</td>
</tr>
<tr>
<td>122 S. First Street</td>
<td>$353,860</td>
<td>N/A</td>
</tr>
<tr>
<td>124 S. First Street</td>
<td>$439,790</td>
<td>7,000</td>
</tr>
<tr>
<td>101 W. Market Street</td>
<td>$418,540</td>
<td>8,800</td>
</tr>
<tr>
<td>101 E. Market Street</td>
<td>$188,330</td>
<td>N/A</td>
</tr>
<tr>
<td>105 E. Market Street</td>
<td>$885,390</td>
<td>3,300</td>
</tr>
<tr>
<td>113 S. First Street</td>
<td>$199,920</td>
<td>N/A</td>
</tr>
<tr>
<td>100 E. Main Street</td>
<td>$9,130,820</td>
<td>204,000</td>
</tr>
</tbody>
</table>

**Louisville Central Business District Office Market Opportunities** (Source: Cassidy Turley/Harry K. Moore “Office Market Report”)

**Source:** Louisville Forward

**Source:** ESRI
The 100 block of S. First Street in between Main Street and Market Street is in a transition phase as it has been in bad shape for quite a while. The block had consisted of a parking garage and a White Castle on the east side and dilapidated and mostly vacant buildings on the west side with a surface parking lot visible behind those. However, there has been a great new addition on the southwest corner of First Street and Main Street in the new Aloft Hotel. The street still needs new businesses in the vacant and seldom used buildings, as well as adding to the street wall located at 122 South First Street to obscure the surface parking lot, but it is headed in the right direction.

124 S. First Street is available to lease or buy. The price per square foot is $14 annually and includes common area maintenance, taxes, and insurance. The owner is willing to sell or lease to one tenant or divide the space between multiple tenants. There is 7,000 square feet available and is available to buy for $1 million.

Aloft Hotel is the biggest economic driver on the 100 block of First Street. It has 175 rooms by with options of one king size bed or two queen size beds. There are 103 king rooms and 72 queen combo rooms. The price per room varies depending on the demand. On average rooms go for $229-$299 per night and $399 when conventions are in town. They can get as high as $1,600 per night with a minimum of a three night stay for Derby. Occupancy rates vary as well depending on the season but the average is around 70% for the year, 50% during the offseason (November-February), and 90% during the summer. One of the biggest variables they look at is revenue per available room. This metric is used to determine the rate they would get if the hotel was at capacity based on the rate for that day. If rooms were going for $100 a night and 100 of the 175 rooms were full that would be a revenue of $10,000 divided by the 175 total rooms would be $57.14 per room.
The 100 Block of W. Market St. has zero residential units available for purchase or rental.

There are two parking lots on the block, both are on the north side as can be seen above.

- **East Lot**: Approx. $280,000 on two parcels. (PVA/Lojic)
- **West Lot**: Approx. $1,140,000 on a single parcel. (PVA/Lojic)

With an approx. 80% occupancy, the two lots could yield $180,000+ annually.

### CBD Demography

- **White**: 44%
- **Black or African American**: 3%
- **American Indian**: 0%
- **Asian**: 0%
- **Native Hawaiian**: 1%
- **Other**: 2%
- **Two or More**: 0%

### Relevant CBD Data

<table>
<thead>
<tr>
<th></th>
<th>CBD</th>
<th>Site 7</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td>4,263</td>
<td>0</td>
</tr>
<tr>
<td><strong>Resident Data</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing Units</td>
<td>2,105</td>
<td>.623%</td>
</tr>
<tr>
<td>Households</td>
<td>1,498</td>
<td>.57%</td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>158</td>
<td>.08%</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>1,615</td>
<td>1.41%</td>
</tr>
<tr>
<td>Vacant Units</td>
<td>332</td>
<td>1.167%</td>
</tr>
</tbody>
</table>

*2010 U.S. Census*
The northern face of the 100 block of W. Market St. has a mix of historic structures, parking lots, and mid-century, single-story architectural structures. The potentially historic structures feature architecturally significant attributes, masonry, and craftsmanship in natural colors and the structures are in visual disrepair. The upper portions of these building appear to be vacant. Conversion of these upper stories into livable, rentable units would help increase density and the overall property value. Additionally, this side is nearly 50% surface parking with minimal tree coverage beyond the street. The South block face has a relatively continuous street wall with three separate, single-story structures in pale, neutral tones. These structures appear to be relatively new in construction with little architectural significance or applicable street designs. These structures lack open window space and house mostly medical offices of low intensity use. The street itself has an adequate tree canopy but could use more aesthetic upgrades. An increase in street trashcans, benches, bike infrastructure, and sidewalk repairs could be some of the quickest fixes for urban repair.

In terms of the economics and the block itself, the parking lots are the greatest negative attribute. These parking lots—two in total—generate over $130,000 a year combined and are owned separately. The lot to the west is monthly parking only and it yields nearly $55,000 with what appears to be 100% occupancy of its 70+ spaces. The other lot is pay by day and with an estimated average 80% occupancy, the lot could yield upwards of $83,000 per year. The pay by day lot is valued by the PVA at approximately $280,000 over two parcels. The larger of the two lots that also spans two parcels is valued at approximately $1,140,000. The economic impact of sale and redevelopment would be essential for restoring this block.

In addition to developing these parking lots, the overall economics of the CBD affects the lots as well. With the new arena, the refurbishment of the Kentucky International Convention Center and other destinations in downtown, the residential population is growing. As of the 2010 Census, there were approximately 1,773 residences in the CBD census block. Of those 1,773, 158 are owner occupied and the remaining 615 are renter occupied units. Additionally, of the...
Block 8: 500 Block of S. Third St.

Study area is the 500 block of South 3rd Street, from West Muhammad Ali Blvd south to Guthrie Street.

<table>
<thead>
<tr>
<th>Economic and Demographic Data Sets at the Louisville/Jefferson County and Block Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Louisville/Jefferson County Metro</strong></td>
</tr>
<tr>
<td>2010 Population</td>
</tr>
<tr>
<td>Population by Race</td>
</tr>
<tr>
<td>White</td>
</tr>
<tr>
<td>African American</td>
</tr>
<tr>
<td>Asian</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
</tr>
<tr>
<td>Native Hawaiian and Pacific Islander</td>
</tr>
<tr>
<td><strong>Housing Louisville/Jefferson County</strong></td>
</tr>
<tr>
<td>Total Housing</td>
</tr>
<tr>
<td>Occupied Housing</td>
</tr>
<tr>
<td>Renter Occupied</td>
</tr>
<tr>
<td>Vacant Housing</td>
</tr>
<tr>
<td>Median Household Income</td>
</tr>
<tr>
<td>Median Rent</td>
</tr>
<tr>
<td>Median Housing Value</td>
</tr>
<tr>
<td>Median Year Structure Built</td>
</tr>
<tr>
<td><strong>Population by Sex/Age</strong></td>
</tr>
<tr>
<td>Median age - both sexes</td>
</tr>
<tr>
<td>Median age - male</td>
</tr>
<tr>
<td>Median age - female</td>
</tr>
</tbody>
</table>
The 500 Block of South 3rd Street is a prime location for incremental economic development. Located in the center of the CBD, Site 8 is within a half-mile of nearly every major business, hotel, and attraction in downtown Louisville. Site 8 is a desirable spot due to its location at the crossway of two major arterial-corridors (Md Ali Blvd & 2nd St). This is evidenced by the nearly 9,000 vehicles which pass through Site 8 everyday.

Site 8 offers one of the few residential locations in the area—contributing to the local population of 570 within a 1/8 of a mile from Site 8. In total, the area has 293 residential spaces with a 95% occupancy rate. Barrington Place is affordable to the young adults with a median age of 32 who live in the area. Apartments range from $16.05 to $19.95 in annual rent per sq. ft. In addition, the area has a diverse local makeup with 47% of the population being white and 50% being African-American.

The location is ideal for small businesses and with a nearly 50% vacancy rate, there is room to grow. Existing businesses range from a barber shop to an insurance company. This illustrates the diversity of the commercial spaces.

Assessed Land Value:
- 512 S. 3rd Street: $1,703,620
  - Lot Size: 0.4696 Acres
  - Owner: FBM Properties
- 300 W. Md Ali Blvd: $874,450
  - Lot Size: 0.3085 Acres
  - Owner: Bachelor Third St
- 529 S. 3rd Street: $75,830
  - Lot Size: 0.0529 Acres
  - Owner: FBM Properties
- 531 S. 3rd Street: $135,220
  - Lot Size: 0.0549 Acres
  - Owner: KY Barrington Place
- 537 S. 3rd Street: $5,739,780
  - Lot Size: 0.2537 Acres
  - Owner: FBM Properties
Located near several major economic centers, Guthrie Street offers plenty of potential for incremental development. The entertainment and attractions offered at 4th Street Live! are just a short walk away, the YMCA is on Guthrie a block to the East, and the Speed Building, KYOne Health, and Louisville Water all offer employment opportunities. Additionally, Barrington Place Apartments at the corner of Guthrie and 3rd offers residential units.

With only 570 residents within 1/8 of a mile from the site, the employees of the three major companies listed before significantly affect the site’s economy. The median age of nearby residents, both male and female, is
The proximity of the YMCA and the Barrington Place apartments (the only nearby residential building), as well as the entertainment offered on 4th Street are also contributing factors to Guthrie’s economy. Ample parking accommodates all of these uses—there are 380 public parking spaces offered on three lots on or within 100 feet of Guthrie Street, not including the private Louisville Water Garage. Prices in the public lots range from $1.00 to $2.00 per hour.

Guthrie Street itself offers little in the way of entertainment, and mainly acts as a thoroughfare, especially at certain times of the day (mainly lunchtime or the end/beginning of work shifts), for people moving from one place to the other. Though the street presents itself well and the aesthetics are mostly pleasing, it does not offer visitors much in terms of a reason to stay or mingle on the street, and it scores low in Transparency, Human Scale, and Enclosure. In other words, the street may look appealing in some respects, such as the two terminating vistas on either end, but it is not a place where people generally spend time. The addition of public art, outdoor amenities like outdoor café seating, entertainment or stores which entice people to spend more time in the area would improve this street substantially.

The currently vacant properties on Guthrie are located in the Speed Building and are managed by FBM Management, LLC. Rent for the storefronts on the North side of Guthrie Street range from $8 to $17 per square foot. A 2,000 square foot space rents for $2,000-$2,666 per month. Currently, there are several vacant units available in the Speed Building. FBM Management reports that, while it would be possible to convert units in the Speed Building to accommodate restaurants, the renovations would have to include ventilation systems which would be expensive in an older structure like the Speed Building. There are currently no café or outdoor dining permits.

<table>
<thead>
<tr>
<th>Assessed Land Values</th>
<th>Owner: FBM Management, LLC</th>
<th>Value: $3,254,390</th>
<th>Acres: 1.2270</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed Building - 309 Guthrie St.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking Structure - 512 S. 3rd St.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kentucky One - 535 S. 4th St.</td>
<td>Owner: Jewish Hospital and St. Mary’s</td>
<td>Value: $3,798,780</td>
<td>Acres: 0.57390</td>
</tr>
<tr>
<td>Louisville Water Parking - 530 S. 3rd St.</td>
<td>Owner: PNC Bank NA Trustee</td>
<td>Value: $4,078,970</td>
<td>Acres: 0.63690</td>
</tr>
<tr>
<td>Barrington Place Apartments - 537 S. 3rd St.</td>
<td>Owner: Barrington Place, LLC</td>
<td>Value: $5,739,780</td>
<td>Acres: 0.25370</td>
</tr>
<tr>
<td>Madrid Building Parking - 545 S. 3rd St.</td>
<td>Owner: Interlock Realty Co., LLC</td>
<td>Value: $5,215,620</td>
<td>Acres: 0.77760</td>
</tr>
</tbody>
</table>
Site 10: 500 Block of S. 4th Street

Study area is the 500 block of South 4th Street, from Muhammad Ali south to Chestnut Street.

The location of the study area is in the Central Business District (CBD), which usually oriented more towards businesses than residential area; however, there are 293 residential units in the study area. Of these 293 units, 278 are occupied and only 15 are vacant, having a 95% occupancy rate. The average rent of the study area is $537/month. According to the 2010 US Census, there are 361 residents located in the study area, with a median age of 32. The racial makeup is fairly diverse. As the decennial Census does not evaluate racial diversity on a block level, the two block groups where the study area is located has a racial breakdown of 45% White, 49% Black, and 6% Asian. While there is good racial diversity in the accompanying block groups, the median household income follows that diversity. The west block of the study area has a median household income of only $9,569, while the east block of the study area has a median household income of $32,068; both are still well below the median household income of Jefferson County.

The surrounding area is a big draw for conventions and tourists to the city of Louisville. This is evidenced by the two major hotels on the northern edge of the study area. Directly north of the study area is 4th Street Live! and the Louisville Convention Center, and between these destinations and the river can be found a host of other activities, from Actors Theatre to the Yum! Center. This block is, in a sense, a buffer of the old and the new. Directly south of the study area is the old Theatre District. The Palace Theatre and the Mercury Ballroom are located here, in addition to several restaurants. The architectural differences between the three blocks trend towards the contemporary as you travel north towards the river. The Spanish baroque Palace Theater reflects the 1920’s heyday of the building; 4th Street live is quite contemporary, being established in the late 2000’s. The predominate age of the buildings in the study area is the 1940’s and 1950’s, reflecting the post war building grandeur.
Public transit in the study area is adequate. There are two stops on a local downtown circulator, running regularly throughout the day. The interesting thing about the bus that services the study is it is called a ZeroBus. The ZeroBus is a fast charging, all electric bus that produces zero emissions. The bonus of the ZeroBus is it is free of charge to ride (the drawback for some is the limited service range of the free shuttle.) In addition to the ZeroBus Stops, there are TARC transit routes surrounding the study area on multiple corners. 4th Street from Muhammad Ali south to Chestnut Street supports two-way traffic, but traffic counts are quite small compared to the roads that service and surround the study area. According to KIPDA, the study area, 4th Street from Muhammad Ali south to Chestnut St. averages about 2,350 cars per day. This is in stark contrast to, for example, 3rd Street, which runs parallel to the study area. It receives approximately 9,000 cars per day. In addition, Muhammad Ali, from 2nd to 4th Streets sees an average of 9,100 cars per day.

Why is there such a stark contrast in travel demand for 4th Street in relation to streets on its periphery? Part of this contrast is from the already limited travel on 4th, as 4th Street Live is closed to surface traffic. Also, there is a high number of pedestrians that access the area. During pedestrian counts taken various times during the work day, counts averaged close to 225 pedestrians per hour. High numbers of pedestrians is optimal for benefitting the interstitial and microspaces on blocks that are often neglected. These spaces are on a scale more beneficial to humans; these spaces also lend themselves to providing opportunity to a wider diversity of people (i.e. women and minority business owners) (e.g. Downtown Recording.)

The study area holds a lot of opportunities for economic development. While both residential and commercial occupancy rates are quite high, there is room for growth in both. There is great potential in capitalizing on the cornerstone businesses in the study area, as well as attracting clientele from the major draws to the area—4th Street Live and the Convention Center and the tourist industry that follows both.
**Site 11: 300 & 400 Blocks of Chestnut Street**

<table>
<thead>
<tr>
<th>Address</th>
<th>Owner</th>
<th>Assessed Value</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 W. Chestnut St.</td>
<td>Off Broadway Lofts, LLC</td>
<td>$1,103,240</td>
<td>The Henry Clay Lofts and Apartments</td>
</tr>
<tr>
<td>311 W. Chestnut St.</td>
<td>City of Louisville, Kentucky</td>
<td>$7,856,690</td>
<td>The Louisville Water Company</td>
</tr>
<tr>
<td>321 W. Chestnut St.</td>
<td>Jewish Hospital and St. Mary’s</td>
<td>$3,094,600</td>
<td>Parking Garage</td>
</tr>
<tr>
<td>324 W. Chestnut St.</td>
<td>Clay Commons LLC</td>
<td>$17,396,920</td>
<td>Hilton Garden Inn</td>
</tr>
<tr>
<td>564 S. 4th St.</td>
<td>Caperton Lofts, LLC</td>
<td>$2,499,170</td>
<td>Mixed use offices and storefronts</td>
</tr>
<tr>
<td>410 W. Chestnut St.</td>
<td>FBM Properties LLC</td>
<td>$2,676,890</td>
<td>Chestnut Centre Shops and Offices</td>
</tr>
<tr>
<td>419 W. Chestnut St.</td>
<td>Clay Johnson Morans LLC</td>
<td>$150,590</td>
<td>Surface Parking Lot</td>
</tr>
<tr>
<td>421 W. Chestnut St.</td>
<td>DOC, Inc.</td>
<td>$318,240</td>
<td>Body Shop Lounge</td>
</tr>
<tr>
<td>422 W. Chestnut St.</td>
<td>Brown Eli &amp; Sons Inc.</td>
<td>$448,660</td>
<td>Surface Parking Lot</td>
</tr>
<tr>
<td>423 W. Chestnut St.</td>
<td>Amagertorv, LLC</td>
<td>$90,000</td>
<td>Vacant Building</td>
</tr>
<tr>
<td>424 W. Chestnut St.</td>
<td>Price, Mary Stuart</td>
<td>$594,130</td>
<td>Surface Parking Lot</td>
</tr>
<tr>
<td>425 W. Chestnut St.</td>
<td>Amagertorv, LLC</td>
<td>$220,000</td>
<td>Meta Cocktail Lounge</td>
</tr>
<tr>
<td>427 W. Chestnut St.</td>
<td>Clay Johnson Morans LLC</td>
<td>$164,370</td>
<td>Surface Parking Lot</td>
</tr>
<tr>
<td>431 W. Chestnut St.</td>
<td>Clay Johnson Morans LLC</td>
<td>$302,410</td>
<td>Surface Parking Lot</td>
</tr>
<tr>
<td>436 W. Chestnut St.</td>
<td>Brown Eli &amp; Sons Inc.</td>
<td>$254,030</td>
<td>Surface Parking Lot</td>
</tr>
</tbody>
</table>

The above data was obtained from the Louisville PVA and LOJIC and was used to inform the viability of redeveloping or redesigning a site. A site is more viable for redevelopment if its assessed value is lower and is located on a single plot. Because of the historical and established nature of much of this block, the surface parking lots were deemed to be the most viable for the creation of new buildings.
The economic condition of the W. Chestnut corridor is largely dependent on the neighboring economic centers. Chestnut Street has seen a revitalization following continued investment in the 4th Street corridor between Broadway and Fourth Street Live. This has provided a vibrant lifeline through the middle of Chestnut and has reinvigorated this stretch of road. The intersection at Chestnut and 4th Streets has seen a large amount of reinvestment from infrastructure improvements to the construction of the new Hilton Garden Inn. This positive growth provides a backbone for horizontal momentum to travel along Chestnut Street and create a new economic hub in the center of downtown Louisville.

Chestnut Street’s greatest strength is its diversity of businesses and structures. Chestnut contains some of the oldest buildings in downtown including the historic Henry Clay as well as entrenched establishments like the Body Shop Lounge which sit alongside the brand new Hilton Garden Inn. Chestnut has a great number of storefronts which enhance the granularity of these blocks and provide a unique opportunity to house local and small businesses in the heart of downtown.

The revitalization of Chestnut Street is dependent on using the existing infrastructure to its fullest. Much of the real estate on these two blocks is too valuable to be altered in a significant way. To spur economic growth, land owners must be incentivized to use their buildings and land to their fullest extent and begin examining how to market this street as having economic potential. Collaboration between land owners, building owners, local and state governments and business owners is a necessity for this street to live up to its potential.
Site 12: 500 Block of S. Fifth Street

**Jobs by Worker Age**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 29 or younger</td>
<td>1,138</td>
<td>15.6%</td>
</tr>
<tr>
<td>Age 30 to 54</td>
<td>4,386</td>
<td>60.1%</td>
</tr>
<tr>
<td>Age 55 or older</td>
<td>1,771</td>
<td>24.3%</td>
</tr>
</tbody>
</table>

**Jobs by Earnings**

<table>
<thead>
<tr>
<th>Earnings Range</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,250 per month or less</td>
<td>786</td>
<td>10.8%</td>
</tr>
<tr>
<td>$1,251 to $3,333 per month</td>
<td>2,057</td>
<td>28.2%</td>
</tr>
<tr>
<td>More than $3,333 per month</td>
<td>4,452</td>
<td>61.0%</td>
</tr>
</tbody>
</table>

**Land use acreage and valuation. Source: Jefferson County Property Valuation Administrator.**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acreage</th>
<th>% Acreage</th>
<th>Value</th>
<th>Price Per Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surface Parking</td>
<td>2.022</td>
<td>59.39</td>
<td>$3,688,970</td>
<td>$1,824,416</td>
</tr>
<tr>
<td>Garage Parking</td>
<td>0.8097</td>
<td>23.78</td>
<td>$4,808,380</td>
<td>$5,938,471</td>
</tr>
<tr>
<td>Restaurant</td>
<td>0.2336</td>
<td>6.86</td>
<td>$1,626,780</td>
<td>$6,963,955</td>
</tr>
<tr>
<td>Condominium</td>
<td>0.1857</td>
<td>5.45</td>
<td>$290,980</td>
<td>$1,566,936</td>
</tr>
<tr>
<td>Local Government</td>
<td>0.1534</td>
<td>4.51</td>
<td>$408,050</td>
<td>$2,660,039</td>
</tr>
<tr>
<td>Total</td>
<td>3.4044</td>
<td>100</td>
<td>$10,823,160</td>
<td>$3,179,168</td>
</tr>
</tbody>
</table>

**Racial demographics of residents in census block of study site. Source: US Census Bureau.**
The 500 block of South 5th Street is located within the Downtown neighborhood and is a major corridor to many of the most visited downtown tourist attractions, as well as several businesses and residential buildings. The site itself is 83.17% parking, including 59.39% surface parking and 23.78% garage parking. The total assessed value of the land is $10,823,160, and the total value of land that is parking is $7,762,887, or 71.73%. The other land uses in the study site include restaurants (6.86%), condominiums (5.45%), and land owned by the county government (4.52%).

While there are few buildings on the study site, there are 7,295 jobs within the block group of the study site. Of these jobs, 60.1% are held by workers age 30-54. The majority of jobs in this area (61%) pay $3,333 or more per month.

The resident population pyramid of the study site block group shows that the largest population for males is 25-29 and 20-24 for females. The second largest population group for both males and females is 55-59. The housing offered within the study site is minimal with one condominium building that has 9 units that average 1,394 square feet and $236,907 in price. Additionally, the 500 block of s. 5th St. terminates with Kentucky Towers, a 254-unit apartment building that averages 612.74 square feet and $635.26 in price. In comparison to other residential units for sale or rent in a quarter mile of the study site, both are below average in square footage and price.

While there are few attractions located within the study site, the site has proven to be a popular corridor for bus, pedestrian, and vehicle traffic. There are currently 17 bus lines that service the stop located on the study site. The street is currently three lanes and one-way, and it has shown an Average Daily Traffic (ADT) as 4,300 vehicles. Pedestrian counts conducted by the Louisville Downtown Partnership have shown counts as 307 on the left side of the street and 589 for the right side of the street, showing that the site has promise for future development attracting foot and vehicle traffic.
The majority of the land use around my site is surface parking and averages between 41 and 60 dollars per square foot for the surface parking. The two restaurants average $91.05. Across the street, the use of a parking garage increases the value to $136 to $184 a square foot and Kentucky Towers is valued at $458.42 per square foot.

Kentucky Towers has 285 units with a monthly rental rate between $525 and $900. The average rental rate is $625 giving them a monthly rental income of $181,050 and a yearly rental income of $2,172,600. The price per square foot equals out to $1.07 as shown by the graph on the right. This rate is fairly low when compared to other apartments in the area. The apartments within a 1-block radius have an average rate of $1.17 per square foot, and the Central Business District has an average of $1.16 per square foot. Within a 1-block radius there are 558 parking spots around the site. The parking spots on this site are worth between 1080 and 2920 per spot depending on if monthly or daily fees are paid. While the site remains very active during business hours with every parking spot taken, having visited after hours and over the weekend, there were only 4 spots in use on average of the 81 available just on this site.

This trend carries over with pedestrians as well. When looking at the corner of Muhammad Ali and 5th, there was an average of 328 people moving through the area per hour. On the weekend that rate dropped to just 40. The highest number of people moving through the site was 524 at 11 am.
On average 7857 cars moved within a 1-block radius of the site. The highest amount of cars was to the south at Chestnut with 10650 cars traversing the area. The area in front of the site had 7200 cars move through it. The area to the east of the site only had 4300 cars travel through as shown to the right.

The Urban Design Score at my site has a result of 4.9 for Imageability, 0.8 for Enclosure, 1.2 for Human Scale, 2.1 for Transparency, and 4.6 for Complexity. Looking at the Central Business District, I found that it ranks higher on average for Imageability, lower on Enclosure, Human Scale, Transparency and Complexity which can be seen in the graph to the right. The Central Business District was between 0.5 and 2.2 higher than my site.

Finding a temporary purpose on nights and weekends such as a farmers market would be a quick and effective way to utilize the property more. Putting in restaurants could help when you have the influx of people who come in between 11 and 1. The building across from Kentucky Towers is being transformed into a Boutique hotel which will lead to more pedestrian traffic. With a park across the street, ample parking around, and 4th Street Live a block away, I feel this area would make a great investment opportunity.
Located in the heart of Downtown Louisville, S 5th Street is one of the prime areas of Central Business District of Louisville, Kentucky. With its close proximity to 4th Street Live, one of the most happening areas in the city known for its concerts, restaurants and nightlife, attracting a lot of visitors from across the city, S 5th street is filled with historic fabric and has a role of paramount importance to play in economy of Downtown Louisville.

Table 1.2 Economic Activity Summary

Data Source: Downtown Louisville Partnership Properties and Business, S 5th Street, 200 Block

<table>
<thead>
<tr>
<th>South 5th Street- 200 Block</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assessed Values ($)</td>
</tr>
<tr>
<td>Total Sq.ft Area (Land + Improvement)</td>
</tr>
<tr>
<td>Assessed Value/ Sq.ft</td>
</tr>
<tr>
<td>Total Number of Businesses ($)</td>
</tr>
<tr>
<td>Metro Government</td>
</tr>
<tr>
<td>Office Spaces</td>
</tr>
<tr>
<td>Restaurants</td>
</tr>
<tr>
<td>Retail/ General Stores</td>
</tr>
<tr>
<td>Parking Spaces</td>
</tr>
<tr>
<td>Open Space</td>
</tr>
<tr>
<td>Average Commercial Rent/ sq.ft</td>
</tr>
<tr>
<td>Total Parking Spaces</td>
</tr>
<tr>
<td>Average Daily Parking Rent</td>
</tr>
<tr>
<td>Residential Spaces</td>
</tr>
</tbody>
</table>
200 Block of South 5th Street is a dynamic and a vibrant location consisting of Jefferson County Clerk Office, Metro Government offices, private office spaces, restaurants and a general store. City Hall which houses the Mayor’s Office, is the major player in this block. The Metro Government offices provides majority of employment in this block. The Mayor’s Office, Jefferson county clerk office and tax office sits over an area of 84,671 sq.ft and has total value of $11,360,890 (As per PVA Properties). Besides the government owned properties, First Trust Restoration is one of the major owners of office spaces in the block. Moreover, there are around 14 restaurants in the block and contribute towards the economic activity. In addition to these, there are four parking spaces in very close proximity of the block both privately and government owned. This block is completely filled by commercial properties and the average rent is around $10-12/sq.ft.

The economic condition of the block is also dependent on the neighboring economic activities. Fourth Street Live and Kentucky Convention center are undergoing some renovations and has seen large amount of investments. This provides an opportunity for growth of businesses in the block and will enhance the economic vitality. The businesses tend to flourish during the time of conventions, concerts or major events in the adjacent blocks. Therefore, this block is strategically a supporting base and vital for overall economic development of Central Business District.

<table>
<thead>
<tr>
<th>Average Monthly Rent</th>
<th>South 5th Street- Block 200</th>
<th>Central Business District</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>19.10</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>15.6</td>
</tr>
</tbody>
</table>

Recent Commercial Listings, CBD, Louisville.
since Jan 2016
Data Source : Downtown Louisville Partnership

<table>
<thead>
<tr>
<th>S.5th Street- 200 Block</th>
<th>Central Business District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Properties</td>
<td>Office</td>
</tr>
<tr>
<td>Number of Listings</td>
<td>8</td>
</tr>
<tr>
<td>8</td>
<td>79</td>
</tr>
<tr>
<td>Total Area to be rented(Sq.ft)</td>
<td>300,319</td>
</tr>
<tr>
<td>Rent High/ sq.ft (Avg)</td>
<td>15</td>
</tr>
<tr>
<td>15</td>
<td>19.10</td>
</tr>
<tr>
<td>Rent Low /Sq.ft(Avg)</td>
<td>10.18</td>
</tr>
<tr>
<td>10.18</td>
<td>15.6</td>
</tr>
</tbody>
</table>
Because there exists so few residential units in this area of Downtown Louisville, it is essential to examine the employment characteristics to determine their possible impacts.

- Only 4% of permanent population (non-visitor) is residential
- Land comprises 6% of total CBD land value and 5.5% of Downtown Management District budget

### Site 15: 100 Block of S. Eighth Street

#### Employment

<table>
<thead>
<tr>
<th>NAICS Sectors</th>
<th>Site 15</th>
<th>CBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information</td>
<td>467</td>
<td>25,013</td>
</tr>
<tr>
<td>Professional Services</td>
<td>256</td>
<td>7,321</td>
</tr>
<tr>
<td>Accommodation/Food</td>
<td>196</td>
<td>4,806</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>180</td>
<td>446</td>
</tr>
<tr>
<td>Public Administration</td>
<td>95</td>
<td>8,404</td>
</tr>
</tbody>
</table>

#### Data

<table>
<thead>
<tr>
<th>Education</th>
<th>Site 15</th>
<th>CBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than HS</td>
<td>85</td>
<td>3,652</td>
</tr>
<tr>
<td>HS or Equivalent</td>
<td>234</td>
<td>12,130</td>
</tr>
<tr>
<td>Some College</td>
<td>308</td>
<td>17,872</td>
</tr>
<tr>
<td>Bachelor's/Assoc.</td>
<td>357</td>
<td>19,829</td>
</tr>
<tr>
<td>N/A</td>
<td>368</td>
<td>12,444</td>
</tr>
</tbody>
</table>

*Data Source: On the Map*
Economic Summary

The blocks immediate south of Museum Row contain an array of different industries that differ slightly from the Central Business District as a whole. Within this area exists 1,352 total jobs, 67% of which earn workers over $40,000 per year. This percentage is favorable for development as it sits nearly 15% higher than the entire Downtown workforce. Daytime retail/commercial uses—i.e. restaurants, coffee shops, convenience stores, etc. — are supported by workers within a two to three block radius. If those workers within this radius have a strong disposable income, the longevity of the businesses is more promising.

Activity generators in the west end of Downtown Louisville reduce in number south of West Main Street. This tends to exacerbate the “9th St. Divide” as many visitors and employees rarely navigate past 6th St on any other downtown road. Yet future development projects are beginning to take shape with hopes to counter this effect. Two hotels—the Holiday Inn Express at 8th & Market Streets and the Homewood Suites at 7th & Market—will be constructed by 2017, energizing the four block section with 279 hotel rooms. With development patterns as they currently stand, it can be assumed that mot guests will be walking north towards Downtown’s Performing Arts and Museum Districts. Therefore, projects between West Market and West Main Streets should be considered high-priority.

Additionally, the extension of Louisville Downtown Partnership’s Business Improvement District to S. 12th Street (with West Market St. as its southern border) will certainly benefit S. 8th St. As the west end of Downtown begins to move towards Shippingport with Portland subsequent to that. This coupled with the possibility of a HUD CHOICE Neighborhood grant will put pressure on these blocks, as they are immediately adjacent to both developments.

While most would advocate for a reduction in parking spaces, this area of Downtown Louisville has the capacity for another medium to large garage. Upon completion, the Homewood Suites hotel will be without a designated parking structure. Adjacent to the development is the Sixth & Main Garage, which is operated by the Parking Authority of the River City. Of the 772 parking spaces, 618 are leased on a month-to-month basis with 0 currently available. Although the developers are in discussions with PARC for spaces, they stress availability only on nights and weekends. This situation will put a squeeze on already limited resources as the hotel will bring 133 rooms to that block.
Site 16: 800 Block of West Main Street

**TABLE 1: DEMOGRAPHIC PROFILE**

<table>
<thead>
<tr>
<th></th>
<th>800 West Main</th>
<th>CBD</th>
<th>Metro Louisville</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>66</td>
<td>6,772</td>
<td>597,317</td>
</tr>
<tr>
<td>White</td>
<td>32</td>
<td>2,661</td>
<td>421,439</td>
</tr>
<tr>
<td>Black</td>
<td>34</td>
<td>3,706</td>
<td>136,708</td>
</tr>
<tr>
<td>American Indian</td>
<td>0</td>
<td>33</td>
<td>1,532</td>
</tr>
<tr>
<td>Asian</td>
<td>0</td>
<td>195</td>
<td>12,903</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>45</td>
<td>10,487</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>0</td>
<td>119</td>
<td>13,873</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>2</td>
<td>207</td>
<td>26,790</td>
</tr>
<tr>
<td>Age Distribution</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-14</td>
<td>1</td>
<td>867</td>
<td>156,906</td>
</tr>
<tr>
<td>15-34</td>
<td>34</td>
<td>3,048</td>
<td>165,652</td>
</tr>
<tr>
<td>35-54</td>
<td>23</td>
<td>2,152</td>
<td>107,718</td>
</tr>
<tr>
<td>55-74</td>
<td>9</td>
<td>629</td>
<td>58,531</td>
</tr>
<tr>
<td>75+</td>
<td>0</td>
<td>77</td>
<td>21,780</td>
</tr>
<tr>
<td>Median Age</td>
<td>34.2</td>
<td>35.2</td>
<td>37</td>
</tr>
</tbody>
</table>

**Data Source:** US Census Bureau, 2010 Census

---

**Residential Owner Occupancy**

<table>
<thead>
<tr>
<th>Residential Owner Occupancy</th>
<th>800 West Main CBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>68</td>
</tr>
<tr>
<td>Households</td>
<td>44</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>1.00</td>
</tr>
<tr>
<td>Family Households</td>
<td>8</td>
</tr>
<tr>
<td>Average Family Size</td>
<td>2.00</td>
</tr>
<tr>
<td>Non-Family Households</td>
<td>32</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.53</td>
</tr>
<tr>
<td>Housing Units</td>
<td>63</td>
</tr>
<tr>
<td>Owner Occupied Housing Units</td>
<td>12</td>
</tr>
<tr>
<td>Renter Occupied Housing</td>
<td>32</td>
</tr>
<tr>
<td>Vacant Housing Units</td>
<td>19</td>
</tr>
</tbody>
</table>

**Data Source:** US Census Bureau, 2010 Census
The West Main District is one of the five districts of downtown Louisville, Kentucky. A portion of the district is listed in the National Register of Historic Places as West Main Street Historic District due to its containment of some of the oldest structures in the city. The buildings of this district posses the largest collection of cast iron facades. The district also features Museum Row, which is a collection of several notable museums. The Frazier History Museum and the Louisville Slugger Museum and Factory are two museums within the collection that are located on the 800 Block of West Main Street.

The 800 Block of West Louisville is one of the most resourceful blocks on West Main with a lot of history. This area mostly consists of museums, commercial, and office spaces that influence the economy in an impactful way. Hillerich & Bradsby Co., National Society of Sons the American Revolution, SAR Geological Research Library, Laughlin Millea Hillman Architecture, New Technologies Inc., Kentucky Mirror & Plate Glass, Quantum Communications, and Blake & Other Inc. are some of the businesses located within this block that generate revenues and influence the labor workforce within the Central Business District. According to Infogroup and Esri, there are a total of 259 businesses and 8,251 total employees within a 0.15 mile radius of 800 West Main Street with at least 261 jobs pulling from the focus area (ESRI). The Jefferson County PVA also shows that the 800 Block has a total assessed property value of $30,228,450 that also contributes to the overall economy of the Louisville Metro area.

The 800 Block of West Main Street is a historic treasure with a lot of opportunities. With five vacant commercial properties and 19 vacant housing units, it is time to diversify the block by utilizing a holistic approach to create entertaining ventures for the average 34 year-old to experience a lifestyle they may have never experienced in the CBD before. With its historic appeal, the 800 Block has an opportunity to use its lack of diversity among its population to generate business opportunities that will produce an inclusive environment with the desire to meet the needs of every individual who visits this historic district.
Site 17: 900 Block of W. Main Street

A view from above shows the nearby businesses, and the layout of 900 W Main Street. The access ramps to I-64 cut through the middle of the block creating a physical and mental barrier to development.

<table>
<thead>
<tr>
<th>Building</th>
<th>Address</th>
<th>Age (yrs)</th>
<th>Size (sqft)</th>
<th>Assessed Value</th>
<th>Use/Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>921</td>
<td>156</td>
<td>19692</td>
<td>$517,000</td>
<td>Vacant</td>
</tr>
<tr>
<td>2</td>
<td>927</td>
<td>64</td>
<td>4070</td>
<td>$451,000</td>
<td>Vacant</td>
</tr>
<tr>
<td>3</td>
<td>901</td>
<td>n/a</td>
<td>7020</td>
<td>$157,820</td>
<td>TRIMARC</td>
</tr>
<tr>
<td>4</td>
<td>900</td>
<td>166</td>
<td>21315</td>
<td>$268,000</td>
<td>For Lease</td>
</tr>
<tr>
<td>5</td>
<td>930</td>
<td>93</td>
<td>9713</td>
<td>$642,730</td>
<td>Rouck Plumbing</td>
</tr>
</tbody>
</table>

| total    | 61810sf | $2,036,550 |

No residential units are found within the block, and the numbers within a four block radius were also very small. Given the low population, the focus is on commercial aspects of the 900 block of W. Main Street.

Price/sqft $32.95
Economic analysis of the 900 block of W. Main Street indicates ample opportunity for economic development. Of the five structures located along this block, only two of them are in use. Rouch Plumbing Company Inc. occupies one of buildings at 930 W Main. The other is across the street at 901 W Main Street, a quasi-governmental building that houses TRIMARC. TRIMAC provides traffic monitoring services to the public. This building is located beneath the on ramps to interstate 64. Considering that 60% the buildings on this block are vacant, there is currently only one active listings on the market. Located on the south corner of 9th and Main, the building at 900 W Main has a commercial lease for the entire 21,330 square feet building. The lease rate is $5/sf annually and a monthly base rent of $8,887/month. The total squared feet of the building space of the 900 block totals 61,410sqft. Based on the total assessed property values of all the buildings is $2,036,550, the total value per square foot equals $33.16/sqft.

Within five blocks there are two hotels including 21c. Two additional hotels including a Holiday Inn Express and a Homewood Suites Extended Stay are opening in this next year bringing 279 new units to the area. Along adjacent 10th Street there is the Peerless distillery, 502 Winery, Fall City Brewing Company, a restaurant, and an art gallery called E&S Gallery. To the west, 1000 block of Main Street is home to A M Electric, Caufield’s Novelty, and Kentucky Lottery Offices.

Census estimates 65,000 people work in Downtown. 197 work in the 900 block of W Main Street representing 0.003% of downtown employment.
Site Concepts
Site 1: 200 Block of E. Main Street

The existing block is in good shape with some strong development currently underway. The images on this page represent some of the weak spots in this block including a building shut off from the street with a gated parking lot to the side as well as a corner comprised of a parking lot with a large building set back. The following page provides examples for improving these weak spots, the focus being on establishing better corners; this will hopefully lead to future development.
Micro/Interstitial Space Concept

The perfect scenario would include removing all the surface parking on this block face, but the reality is that this would be an extremely difficult task to complete successfully or incrementally. Instead, the microspace concept is to try to encourage re-activating and engaging some of the buildings with the street, by building up stronger corners and improving the streetscape. The real difference here would be subtle, but would create the sensation of a more dynamic and complete block face. This, hopefully, will lead to a more active street face and in turn may drive the market forces to build up on some of these surface lots. The microspace plan focuses on the north east and south west, from a northern facing perspective.

The idea is to turn this block face into a link that will facilitate movement and activity between Nulu, Slugger Field, the central business district, and the Yum Center. Creating a more active and complete street will go a long way in making this block face a desirable place to explore as well as serve as a reason to walk from the CBD to Nulu instead of drive. Given that there are some residences in the area, activating this street could also make this a destination location for those nearby residents. Restructuring the corners will primarily involve removing curb cut outs, and building up a brick or stone wall.

Main Goals:

- Restructure curb cut at Main & Floyd, establish a corner, build a covered bus stop
- Establish southern corner at Main & Brook while also finding an alternative use for the parking lot that extends along Brook St.

Ideas for establishing corners include brick and iron rod fences, a large bus stop, as well as small parks and programming to serve as alternative uses for parking lots.
Site 1: Incremental Development Concept

The main focus for development of this site consists of establishing corners and improving the streetscape. As previously discussed earlier in the report, this Main Street block face is in relatively good health. There is a lot of traffic moving through the area, the site sits perfectly between major uses and attractions, the site is home to a lot of businesses, has a nice mix of uses, and even has some wealth residents nearby. The object, hence, is to enhance the few weak spots on this block face in the hope that these improvements will eventually lead to future development on the site. The ultimate goal would be to remove the three remaining surface lots (although small) that can be found on this site.

The initial steps to improving this site involve establishing corners and are as follows:

1) Remove the curb cut on the north side of Main St at the parking on the north east corner of the block. The entrance to the parking lot should be moved to Floyd St, creating a complete sidewalk along Main St.

2) Build a small (3-3.5 ft) brick wall along the surface lots on the north east and south west corners of the block face with an additional 2 feet of rod iron fencing extending beyond the brick wall.

3) Build a large, permanent bus stop at the corner of Main and Floyd, thereby officially and effectively establishing a corner.

4) Focus on programming for the surface lot at the corner of Main and Brook St. This could serve as a weekend public market and would lead well into the potential future use for the adjacent building.

- The plan pictured above depicts the potential future use for this block face.
The image pictured to the right shows an isolated building at 200 E Main St. This building currently houses a healthy business, but it is possible with current trends and an improved block face that the market may encourage a new use that could reactivate and engage this building with the street. Perhaps this site could be used for the extension of the parking lot market and could house various vendors. The image below depicts what this building could look like if it were to be re-engaged with the street.

Also depicted in the image on the overall site plan is a small plaza like park that could serve this market and fill in the current gated parking lot which is located to the east of the building pictured above. This small plaza/park would serve as a great common space for patrons visiting the market and would also serve as an opportunity for engagement with people on the street. Most importantly, the changes of this area would give provide a reason, and place, for people to interact with street for a purpose other than walking, driving, or biking.

Ultimately, the hope is that with the groundwork established, developers will become interested in the final remaining surface lot at the corner of Main and Floyd Streets. The surface lot here only holds a handful of cars, and the building that is setback behind the surface lot is a rundown building being used for storage that neither has historic significant or architectural beauty. With the rest of the site acting as a catalyst, along with the current development underway, it could be envisioned that this building ends up torn down, the surface lot dug up, and a new building be constructed in a manor that even better establishes the corner and compliments the other buildings along the north side of Main Street. This would be a perfect site for a mixed-use building and could be the turning point for this block face as a passage versus a destination. The following images depict a before and after for this particular site.
Site 2: 100 Block of S. Floyd Street

The 100 block of S. Floyd Street has some wonderful attributes, such as many street trees on the eastern side, three historic buildings, two restaurants, almost uninterrupted street wall on the western side and few curb cuts. However, there is a large parking lot at the corner of Floyd and Main Streets that takes up half of the east side of the block. While the trees and landscaping help, it breaks up the street wall considerably, and does not invite pedestrian interaction.

Current Conditions: S. Floyd Street

S. Floyd Street from Market. Now vacant, these three structures had been the location of one night club. They are separate buildings and are painted to emphasize that from the street.

S. Floyd Street from Main. SWH Supply is an interesting historic building. However, the covered windows, coupled with the commercial parking lot across the street, make this corner very visually weak and inactive.
Micro/Interstitional Space Concept

Trolley Car Diner and Small Retail Shop

To help fill in some of the street wall, without sacrificing too many parking spaces, this concept proposes utilizing an old trolley car to create a small lunch-to-late-night diner. It can be one of the old Toonerville Trolleys that were recently retired, or if that proves too small a larger one can be procured or constructed to look like the recognizable Louisville trolleys. Being placed against Floyd and Main Streets helps strengthen and stimulate the corner. Outdoor seating also adds activity and interest from the street.

To further reinforce the corner, small retail shops with apartment or office space above is shown to continue to fill in the street wall around the trolley. 12 of 116 spaces would be lost in this proposal. The entrance to the parking lot from Floyd and been redirected to access through the alleyway, allowing the removal of the current entry curb cut. This provides more space for development, to build up the street wall, and provides a safer walkway for pedestrians.

Left: The parking lot on the corner of Floyd and Main Streets. Nice trees; too much open space. Right: A Louisville Toonerville Trolley.

Conceptual Design of Parking Lot
Site 2: Incremental Development Concept

The 100 block of S. Floyd Street is fortunate to have multiple historic buildings that are in good condition, a few well-established businesses, many trees along the east side of the street, and a fairly strong street wall for ¾ of the block face. The prime goal for Site 2 was then to build upon these assets to make S. Floyd more vibrant to entice residents and visitors that live or work in the area. Site 2 has the benefit of being placed between the CBD and NuLu, which generates a lot of car traffic along Main and Market Streets. Creating stronger corners along these main thoroughfares, and enhancing the overall experience along S. Floyd Street, can help bridge the gap of vitality that currently exists between the CBD and NuLu.

The proposed recommendations for enhancement of Site 2 is as follows:

- Build up the edges of northeast corner parking lot that currently creates a weak corner.
- Façade enhancement of the historic building and business of S.W.H. Supply located at 242 E. Main St.
- Redirect the Floyd St. entrance to the corner parking lot through the alley and eliminate curb cut.
- Improve the overall streetscape by planting trees along the west side of the street and replace chain-link fencing and gate.
- Encourage business establishment in new or currently vacant buildings that would contribute further assets and services to the surrounding neighborhood.
The recommendations are suggested to be broken into different phases. Phase one includes easier or more vital things to implement for street health, with phase two proposing more long-term plans if the market seems to be responding or further investment or funding sources are secured.

**Phase One Recommendations:** Incorporate trolley car diner to strengthen the one weak corner of the street. Façade color changes to S.W.H. building supply are suggested to highlight the building's historic architecture. Opening lower-level windows to either the interior of the store or to shallow, interior bays that showcase merchandise creates a more interactive space for pedestrians. Add street trees along the west side of the street. Solicit businesses that create more assets for area residents and employees, like a dry cleaner or a smaller-scale grocery store to provide healthy food within walking distance. Repaint crosswalks to be more visible to vehicular traffic.

**Phase Two Recommendations:** For the S.W.H. Supply building, replace metal garage doors with more historic looking carriage style doors, and the chain-link fence and gate with a brick and ironwork fence and gate to be more aesthetically pleasing and better maintain the sense of a street wall. Construct a bump-out to accommodate outdoor seating in front of Wild Eggs. Use inset brick on each street corner to mimic those in place in front of Jimmy Johns, and in crosswalks to be an higher end mode of visibility. Move the entrance to the parking lot to the alley, remove the curb cut, and building up the rest of the parking lot edges for pedestrian safety and a continuous street wall. Replace the one level building across from Wild Eggs with a 3 to 4 story mixed-use building to provide more housing or office space, lower level retail options, and better balance with the buildings across the street. If feasible, relocate four utility pole along the side of SWH Supply to their parking lot or the alley.
Site 3: 200 Block of E. Main Street

East side of the building with two surface parking lots that are not used for regular parking. These two lots are deeded separately. The most recently assessed value of the building was $1,795,930. In the past, there was a small building on the center parcel. This space is really in need of landscaping, street wall presence to establish the corner.

Façade of building facing E. Market St. with historic windows. I would recommend removing the glass blocks from the bottom floor. Replace these glass blocks with large glass windows with retail along the bottom. During peak times of the beer garden, food trucks will be welcomed to line the street.
It is imperative to add some live greenery to this otherwise gray space full of concrete. On the West facing wall of the neighboring building (currently PT’s Showclub), I recommend adding a wall of live greenery. Similar to what is shown in the picture to the left, this would add a living element to the space and as it grows up the wall creates a sense of interaction between beer garden guests and the urban environment.

The beer garden should have comfortable, weather proof furnishings, such as traditional picnic tables as shown above. In addition, it would be beneficial to add a pergola or lighting to create a ceiling type atmosphere which then creates an outdoor room. In addition, a balcony overlooking the patio would be nice along with a brick and iron half wall for interaction between the patrons and the street.
Site 3: Incremental Development Concept

The block overall has very little residential units, if any. Therefore, residential apartments should be built atop the current retail building on the South side of Market St. (shown above). The ground floor should continue to be used for retail space and the façade should be redone with brick to match the surrounding buildings. Not only will this be visually appealing and provide residential units, but it will also give a sense of enclosure when walking and driving along the street. To provide resident parking, the Charlie Wilson Appliance building should be torn down with an urban parking garage built in its place, as shown above. The parking garage would have retail on the ground level as well, with cars entering and exiting through the back alley. The apartments would range from $725 for a studio to $1,250 for a two bedroom with the target market being young professionals that work downtown. These rates are less than what the Ice House Lofts rates are, but are comparable for the area.

Although the 200 block of E. Market Street is lacking amenities currently, it has the available space and surrounding area to entice residents and visitors to visit the area. Hopefully live, work and play eventually! With the benefit of being between the Central Business District and ever-popular NuLu, this block has real potential to contribute to the urban fabric of the neighborhood. By creating stronger corners to welcome visitors onto the block, by adding landscaping, residential units and greenspace, Louisville can continue to embrace the urban lifestyle.
For smaller scale development, a green space should be added where the current Ted McCain building is. That building should be removed and left open to create a neighborhood pocket park. Stone benches (left) should be added as well as public art that park goers can interact with (below). In addition, along the street, there should be built-in planters (below left) that house plants and bushes to enliven the sidewalks. In addition, the Marcus Paint Company should change their gate from aluminum to iron to better match the neighborhood.

Brick pavers (right) should be carried onto this block’s corners as they are on the block directly East. This is aesthetically pleasing and creates a sense of place. These would also be beneficial to create a crosswalk for pedestrian traffic. In addition, bike locking stations (above right) would encourage bicyclists to stop on the block and enjoy the neighborhood.
Site 4: 100 Block of S. Brook Street

The northwest and southwest corners of the block are the focus of this concept because in addition to activating the corners of two highly-traveled arterials, Main and Market, they can also draw people in to see what Brook Street has to offer. The addition of a WiFi parklet and a farmers/flea bazaar will improve the aesthetics of the block and may also attract day and night time foot traffic. The idea is to facilitate more commercial activity in the area and incentivize the conversion of existing warehouses and vacant offices to more desirable land uses such as retail, eateries, and businesses that promote entrepreneurship.

The 200 Block of South Brook Street serves as a transition zone between the Central Business District and NULU. There are multiple desirable attractions nearby, such as Slugger Field, The KFC Yum! Center, Humana Corporate and the Convention Center; but there are no destinations or anchors that entice people to stop by this site. Part of the problem is that this area is dominated by the automobile. The parking lots at the northeast and southwest corners of Brook Street present an opportunity to take back space for people. A long-term objective for Brook Street should include a road diet and sidewalk widening, but incremental additions to the streetscape will also make the street a safer and more enjoyable environment for pedestrians.
Micro/Interstitial Space Concept

East Main & South Brook Street Parking Lot

Phase One: Convert three parking spaces into a temporary parklet with free Wi-Fi & a public art installation on the blank building façade.

Phase Two: Develop East Main INCubator Wi-Fi Pocket Park & Solar-Power Station

Conversion of the parking lot to an interactive public space with Wi-Fi and solar charging stations will attract nearby residents, employees and visitors to eat lunch and respond to emails or simply stop and enjoy the day in the middle of the bustling city. This amenity may generate an interest in 200 East Main, an excellent location for a start-up incubator company due to its’ proximity to major transportation networks, other professional-scientific industries, and a variety of entertainment amenities.
Site 4: Incremental Development Concept

1. Eliminate parking lots

   Parking lot at Market & Brook
   - Short-term: Program events Thursday-Saturday: Farmers/flea market
   - Long-term: Public market/bazaar

   Parking lot at Main & Brook
   - Short-term: Program part of lot: Small, temporary parklet with tables and chairs or benches; planters.
   - Long-term: Wi-Fi Pocket Park

2. Road diet

   Short-term: Bump-outs at corners; stripe crosswalks
   - Long-term: Widen sidewalks on both sides of Brook; reduce to three-lanes; add brick-paver crosswalks

3. Improve street aesthetics

   Short-term: restripe crosswalks, add lighting & street trees
   - Louisville Metro & LDP partner with businesses & nonprofits (Brightside, Louisville Grows)

   Increase public art: particularly on long expanses of blank walls
   - Hold a design competition for both parking lot façades
   - Long-term: Add a low wall (brick or ornate) around empty lots

4. Promote façade rehabilitation & infill

   Louisville Metro to update property maintenance/nuisance ordinance to include harsher building maintenance guidelines and penalties

   Consider separate ordinance and board to oversee Downtown Louisville

   Create a resource such as a board or department of Metro, or a non-profit (LDP, City Collaborative etc.), that active-
East Market & South Brook Street Parking Lot

Phase One: Program events Friday-Sunday—Farmers’/Flea Market

The closest farmers market in Louisville is located on Baxter Avenue and the closest flea market is located on the opposite end of Market Street. The day-time population and central business district residents have no access to fresh food or free community gathering places. This parking lot can be transformed into a temporary farmer and flea market on the weekends to fill this need. Booths, tents and food truck spaces can be rented to generate cash flow for the parcel owner.

This may stimulate the redevelopment of the lot to a permanent public market, which would serve as an anchor for the block that currently serves as a mere transition between the Central Business District and NULU.

Phase Two: Develop Brook Street Bazaar (Public Market)

The Brook Street Bazaar should embrace the urban fabric with materials similar to the buildings that surround it, such as brick and stone; but it should also incorporate modern elements with long expanses of glass to ensure transparency and interest on the street. There should be movable seating and room for active and passive engagement with other people and the built environment.
Site 5: 100 Block of W. Main Street

This site has both advantages and challenges. The advantages include the close proximity of the KFC Yum! Center arena, the relative proximity of the Kentucky International Convention Center, and the high number of hotel rooms within a 4 block radius. The one-way traffic flow on Main Street is a challenge to the site, as is the poor development to the south-east. The high rate of traffic traveling over the Clark Memorial Bridge represents both a challenge and an opportunity. Traffic flow past the site is an opportunity, but the speed of traffic and the awkward design of the north crosswalk from the KFC Yum! Center across 2nd Street turns this flow of vehicular traffic into a barrier to pedestrians.

Although the site is connected to NuLu and to the greater downtown area via the Main - Market Circulator, the one-way traffic flow on Main means that reaching NuLu requires one to ride the circulator all the way up to 9th Street and then around, or walk to Market Street to catch the circulator on its east-bound leg. Similarly, reaching the site from the west requires one to ride the circulator all the way around NuLu, or walk to it from a Market Street stop.
Micro/Interstitial Space Concept

People will only cross the street if they have a reason to reach the other side. The current state of the north crosswalk creates a mild disincentive for people to walk from the KFC Yum! Center to the 100 Block of West Main. The intimidating crosswalk discourages exploration, but people will still cross if they want to reach something.

Unfortunately, the view from the corner of the arena property is not inviting. The active north block face is all but invisible to pedestrians from this vantage, and the south block face presents mainly an internal brick wall which was exposed by prior demolition of neighboring structures, and a parking lot.

The western-most buildings of the south block face are the focus of this micro-space concept. Because they are the most visible to visitors to the arena, they are responsible for drawing pedestrian traffic to the other side of the crosswalk. The concept adds visual interest to the otherwise-blank brick wall. The building behind this wall is a restaurant, which would benefit from increased foot traffic from the arena.

This concept runs vinyl streamers down the exposed brick that faces the Yum! Center. Black and red are the University of Louisville’s school colors, but other colors could be used at different times, such as the school colors of teams playing an NCAA tournament game, or multiple colors during concerts. At night, this can be lit from below by upward-facing color accent lighting. Costs would be minimal to the property owner, and the concept could be dismantled in the future to make way for redevelopment and construction on adjacent lots.
Site 5: Incremental Development Concept

The major contextual assets around this block draw in visitors from elsewhere. There are a few dwelling units on and near the block, but there is not enough residential density to support much business, while, conversely, there are multiple nearby facilities that attract out-of-town tourists and residents from elsewhere in the county. The visitor-oriented Old Forester distillery being developed mid-block on the north side of Main Street continues this trend.

Persuading visitors to cross 2nd Street from the KFC Yum! Center arena is the highest priority. To accomplish this, the block must present more than a parking lot and a brick wall to potential pedestrians. Although residents will know about the string of active restaurants in beautiful 19th-century buildings on the north block face, it is more difficult for visitors to discover the block’s built assets.

This incremental development concept is focused on the two parcels on the western corner of the southern block face. Currently these parcels are part of a surface parking lot. However, these two parcels are listed under a different owner compared with the parcels that comprise the remainder of the parking lot. These parcels therefore represent the best opportunity for immediate re-development.

This concept is small in scale - the two lots combined measure 22’ x 102’ - and incremental in nature. Re-
What is needed on this corner is a building: an interesting, lively building that will attract visitors and persuade them to cross 2nd Street. Such a building could be up to 4,000 square feet with only two stories, and replace only 8 parking spaces. This would potentially exchange $6,000 in annual income with $60,000 per year, if rented at $15/square foot/year.

This building should be active when visitors are downtown for events. The most flexible type of business within this requirement would be a restaurant. The existing restaurants on and near this block attest to the customer base for this service.

The building should have an engaging architectural style, and create activity that is visible from the KFC Yum! Center property. These are only two of the possible styles. This site has excellent exposure to traffic, alley ac-
Site 6: 100 Block of S. First Street

The street wall located at 122 South First Street would be a great use for interstitial space with the addition of vegetation on the window sills and vines on the façade. This would serve to distract pedestrians from the surface parking lot that sits behind the wall.
The street wall located at 122 South First Street is a nice component of the 100 block of South First Street. It helps to hide the surface parking lot that takes up most of the interior of the square block bound by Main, Second, Market, and First Streets. The wall helps to add complexity and human scale to a block in desperate need of positive qualities. However, even though this structure adds something positive to the block it could be an even greater asset with a very simple addition. The inclusion of some simple vegetation would help to add some imageability to the block as it could become a distinctive feature. Planter boxes would be a great addition as they would catch the attention of pedestrians and somewhat obscure the view of the parking lot while still allowing for some transparency to allow for people to perceive human activity on the other side of the wall. Vines would also be a nice addition to the wall because they would add some texture to a nice but somewhat bland structure. It would be important to add a growing structure as well for the vines to grow through to prevent damage to the wall. The Louisville Land Development Code allows for ten different types of vines on the preferred plant list for urban areas (including the Virginia Creeper). These simple additions would be a cost effective way to improve the street scape of the 100 block of South First Street.
Site 6: Incremental Development Concept

Looking South on First Street—note the great condition of the sidewalk

Looking North on First Street—note the disrepair of the sidewalk
First Street in between Market and Main Streets is in desperate need of attractive development. This is difficult to accomplish on this block because there is not much opportunity due to its character. Aloft Hotel is a great new addition but it needs something new to compliment it. The parking garage across the street is necessary but adds nothing in terms of vitality. The White Castle takes up the rest of the east side of the street along with the parking garage so there is not much room for growth on that half of the block. There is a long narrow building on the southeast side of First Street that faces Market Street, so while development of that building would help First Street, a micro space concept using that building would not work on First Street. In the middle of the block on the west side there are two vacant buildings on one parcel that would be ideal for a new tenant to use as office space or retail store with residential and/or office space above. These properties can be leased for $14 per square foot annually or purchased for $1 million. However, this is still not ideal for a micro concept or use of interstitial space because these buildings are only looking for tenants as they are in good condition. The building in between these two and the new Aloft Hotel (114 South First Street) is the ideal candidate for an incremental development and adaptive reuse of an existing structure. The site would be perfect for a mixed use building that could host receptions, lectures, pop up events, a restaurant, art gallery, concerts, and more. It would also be a great place for a green roof and garden area for the business that was located below for customers to enjoy. The 100 block of South First Street seems like a terrible block when walk-
Site 7: 100 Block of W. Market Street

The 100 Block of W. Market St. has the potential to be one piece of connective tissue between the Central Business District (CBD)/Entertainment District and the E. Market St. area known as NuLu. To amplify this block’s connectivity to NuLu, this concept design’s main goal is to increase pedestrian connectivity, safety, and the visual aesthetic of the block.

The first phase of this project would be two small-scale art pieces that would help create some interstitial space as well as enhance the street wall. On Market, the addition of a small, steel and glass façade/art piece could enhance the street walk and create a point of interest. Additionally, adding a small pocket park in the middle of an unusable parking space would help soften a blank, brick wall; give nearby workers a respite from the sun; and provide a place to sit during warmer months.

In the second phase of design, the initial investment would need to be from local funds. In this phase, the street would get a major reconfiguration extending beyond this street. A conversion from one-way to two-ways with east and west bound traffic is essential. Additionally, adding curb extensions would decrease the road distance crossed by pedestrians. Lastly, sidewalk repairs are necessary for ADA compliance and safety.
Micro/Interstitional Space Concept

Phase 1: Façade & Pocket Park

In the first phase of the holistic concept, adding the art façade and the pocket park will be the most feasible. The art façade could be financed by working with the public arts administrator as well as by collaborating with local artisans for a commissioned piece. Adding the structural steel and glass would extend the lacking street wall and create an aesthetically pleasing piece of art that could easily be integrated into future, large-scale development.

The pocket park would be located in an existing parking space that is currently occupied by two trees and debris. By removing the debris and adding landscaping features to the wall and ground, the creator could create a tranquil space in an urban setting. This would need to be financed privately, but would amplify this space and make use of what is currently unusable. Currently these spaces rent for approximately $60 per month. This space is clearly occupied by two trees. In this case, there would be little loss to the owner/investor.
Above: This is a section rendering of the current street configuration. Visibly there are 4 drive lanes that go one-way, two parking lanes and adequate sidewalk availability.

Below: This is a section rendering of a potential alternative to the current design. In this design, the lanes have been narrowed slightly, the traffic pattern has been converted to two-way, dedication of a bike and bus

The goal of phase two is to increase pedestrian connectivity. The design hopes to see wider, safer sidewalks with shorter crossing distances at the lights. Additionally, this corridor has access to all of the express TARC routes as well as airport access via transit. This block is the gateway to the eastern, urban suburbs; fortifying the connective tissue between the CBD, the east, as well as providing transit access points would help to densify and expand Louisville’ urban potential.
Phase 3: Historic Reactivation

The northeastern corner of the 100 block of W. Market St. has a mix of historic structures, parking lots, and mid-century, single-story architectural structures. The four potentially historic structures feature architecturally significant attributes, masonry, and craftsmanship in natural colors and the structures are in visual disrepair. These structures are currently used commercially, but only on the ground floors. The upper stories of these building are vacant and could use to be reactivated. Conversion of these upper stories into livable, rentable units would help increase density and the overall property value.

Adapting these structures would be a timely process; however, the pay off could be significant. These structures have not been documented and would need to be placed on the historical register. Doing this would make them eligible for both state and federal tax deductions. In the city of Louisville, historic preservation has made our downtown and urban areas places that people have known to love, live, and admire. Converting these structures into usable, livable spaces would further advance the historic fabric of Louisville as well as increase density proximal to the CBD.

With the new arena, the refurbishment of the Kentucky International Convention Center and other destinations in downtown, the residential population is growing. As of the 2010 Census, there were approximately 1,773 residences in the CBD. Additionally, of the aforementioned 1,773 properties, 332 were vacant. As for the block of
Site 8: 500 Block of S. Third St.
Micro/Interstitial Space Concept

Pocket Park:
The Pocket Park would be located in the alley that separates the McDowell Building and attached structures from Barrington Place Apartments.

The Pocket Park would extend from the sidewalk to the back of Barrington Place and would take up the back-half of the double-parked parking spaces behind 529 South Third Street.

To complement the Pocket Park, a cafe would be located in the vacant building at 529 South Third Street adjacent left of the alley/Pocket Park.

The Pocket Park Micro/Interstitial Space Concept would be subject to adjustment based upon whether there are any subterranean obstructions that may warrant a plan accommodation.

Items to be included in the Pocket Park:
- Tables and Chairs
- Trees
- Shrubs
- Benches
- Water Feature
- Planters
- Pavers
- Stringed Lighting

Paley Park

Greenacre Park

Alley

529 South Third Street

Image Sources:
Paley Park: http://212access.com/smaller-parks-around-nyc/
Greenacre Park: http://www.sasaki.com/project/111/greenacre-park/
Located on the west side of the block is a parking garage at 512 S. 3rd St. and on either side are parking lots for the Speed Building on Guthrie St. and for the Embassy Suites on W. Md Ali Blvd.

A new parking garage would serve to increase density and promote walkability. The existing parking garage is nearing the end of its lifespan. To make the site more inviting to pedestrians, a new parking garage stretched the entire length of the block would create a complete street wall. In addition, the ground floor would be commercial space with the parking above it. The new parking garage would have an increased amount of spaces making it a commercially appealing project. One obstacle is that the different landowners would have to work together in the construction and use of the facility, or one could buy the other out. An example of a structure is at 555 S. 2nd St. as pictured below.
Site 8: 500 Block of South 2nd Street

Developing a Complete Street at Site 8 is imperative to creating a pedestrian friendly atmosphere. A Complete Street would foster connectivity in the area by connecting the bike lanes located north and south of the block.

In addition, the there should be encouragement of awnings and signage that will attract pedestrians and promote small businesses.

The Complete Street should include: Bump Outs, Pervious-Paver Sidewalks, Benches, Trees, Low Shrubbery, Potted Plants, Bioswales, Bike Lanes, and Bike Parking.

Image Source: http://lastreetsblog.org/2015/09/22/a-walkability-prescription-for-downtown-los-angeles/
The interstitial space on Guthrie Street offers a variety of opportunities for small-scale development and creating a sense of place, as well as improved pedestrian and visitor experience.

**Visual/Aesthetic Enhancements**

- A large mural on the corner of the KYOne Health building adjacent to the service alleyway would soften the corner and create visual interest. The Fund for the Arts invests millions of dollars annually in support of art efforts throughout the region, and could be a viable resource for funding this project.

- Replace the façade on first level of the Speed Building with the white tile found on the building’s upper levels.

- Utilize the current pole mounts on the side of the Speed Building to promote events or seasonal changes, creating a welcoming and lively atmosphere.

- Up-lighting (as seen on nearby 4th Street), would highlight the street’s architecture, specifically the upper levels of the Speed Building.

A water feature in the open street face created by the “gap” in the Louisville Water parking garage, directly adjacent to the blue tower, would complete the street wall while still providing adequate ventilation and accessibility for the parking structure.
Micro/Interstitial Space Concept

Environmental Enhancements

- The service alleyway between KYOne Health and the Louisville Water parking garage could be repaired with permeable pavement, to improve stormwater management.

- A large tree in the “cutout” formed by the corner of the garage would not only contribute to Louisville’s tree canopy, but would also soften the entrance to the alleyway. Brightside is a donor funded and volunteer driven organization which supports tree plantings throughout Louisville.

Pedestrian and Visitor Activity

- The addition of cafes and restaurants with outdoor seating would provide both visitors and employees in the area with an incentive to spend time on the street, rather than just passing through. The Speed Building in particular offers street-level units which could be converted, with substantial investment, to accommodate restaurants and food service with outdoor dining options. The sidewalks are wide on Guthrie St. and could fit several small tables and chairs. Louisville’s METCO Loan Program could assist with the renovation of the building.

- Since Guthrie St is only two blocks long in its entirety, one or both blocks could easily be blocked off to vehicular traffic in order to accommodate cultural events such as farmers markets and festivals. Providing the necessary utilities and enhancements such as gas, electricity, and water lines would help support these outdoor events. Temporary activity permits to allow street closures are
Site 9: Incremental Development Concept

The previous suggestions could be accomplished incrementally over time in order to gradually create a more interactive and attractive street scene. Guthrie Street has many positive qualities, such as its proximity to attractions like the Kentucky International Convention Center, the YMCA, the Seelbach Hotel, 4th Street Live!, the future Omni Hotel, and employment centers like KYOne Health, the Speed Building, and the Madrid Building. These nearby amenities provide pedestrian and foot traffic through Guthrie Street, but the street itself does not entice people to stay and spend time there. The previous suggestions could improve the liveliness and atmosphere of Guthrie Street by creating more human scale elements, and a better sense of enclosure by strengthening the street wall.

A larger undertaking which would substantially improve the street involves the parking lot on the corner of Guthrie and 3rd Street. The lot only provides only 17 parking spaces of the 380 provided within 100 feet of Guthrie, not including the private spaces available in the Louisville Water parking garage. Additionally, the parking garage to the immediate north is nearing the end of its functional life, and is in need of demolition and replacement. Both of these lots are owned by FBM Management.

Spanning both of these lots, a new structure with commercial units on the ground floor and parking or residential units on the upper floors would provide the
opportunity for cafes and restaurants with outdoor seating on the lower levels, while still providing income potential on the upper levels. Louisville’s METCO Loan Program could potentially provide the necessary funding for improvements to this building. Additionally, the Tax Moratorium Assessment Program could provide a five year break on some of the local tax assessments.

In order to better integrate the new structure with the scale and design of the Speed Building, the rendering below depicts a building with two levels. However, as the building continues north on 3rd Street it would be appropriate for it to have three or four levels. This presents the opportunity for the building to include both parking, commercial, and residential levels on the upper floors, or some combination of the three.

The rendering shows parking on the upper level. As aforementioned, ample parking is already provided in nearby lots, though the parking lot this structure would replace is one of the larger facilities. The rendering depicts a parking structure in case the argument to replace the existing structure in kind is more attractive to the current owner. However, considering the surrounding buildings and the necessary points of egress and ingress that would be required, the engineering involved in creating a parking lot on the second floor of this new structure could prove difficult.

The argument could also be made that there is more funding available for housing, and low-income housing in particular. For instance, the Kentucky Housing Corporation provides funds and federal housing credits. With only 570 residents in the census block, Guthrie Street could stand to benefit from increased residents, which would boost the area’s economy as well as provide the downtown housing opportunities the younger and older populations are seeking.

This new structure not only replaces one in need of demolition, it also improves upon the block by providing more opportunities for people to spend time, and potentially find a place to call home, on Guthrie Street.
Site 10: 500 Block of S. Fourth Street

The 500 block of South Fourth Street is an important block in the Central Business District. In addition to having high employment, there are several anchor establishments, including the Seelbach Hilton and the newly opened Embassy Suites. From jewelry stores to a recording studio, the 500 block offers many different options.
Micro/Interstitial Space Concept

- Located between Seelbach Hilton and La Cocina de Mama.
- Redundant use (access to parking from valet lot adjacent to space.
- Creates rentable space.
- Pedestrian access or public art walk
- Outdoor café seating
- Looked to Actor’s Theatre, Palace Theatre, and Naples, Italy for inspiration and lighting ideas
Site 10: Incremental Development Concept

What is a woonerf?
- Through the physical alteration of the street, the woonerf provides space for cars while fully accommodating the needs of pedestrians, residents, and other modes of transportation.
- The main goal of a woonerf is to change the way streets are used, to improve the quality of life in residential, as well as commercial areas, by designing them for people, not just for traffic.

Why a woonerf?
- They create a place to visit, not a place simply to commute through.
- They increase pedestrian safety, as well as boost economic development.
- They can increase storm water collection through the use of permeable pavers, provide prime usage areas for swales, and can foster a strong urban tree canopy.
- Is truly a “complete street”.
- The S. 4th Retail Study proffered by the Louisville Downtown Partnership stated a main deliverable for this corridor was to make it a place to visit, simply not one to pass through.
- Traffic counts for the proposed site are significantly lower to streets surrounding the block, so traffic im-
Batavia, Il

- Won ASLA design award
- Car-free Saturdays host a vibrant farmer’s market.
- New restaurants opened.
- Existing businesses saw increased foot traffic.

*Source: Chicago Tribune 8.27.2014*

The 500 block of South Fourth Street could be transformed with minimal investment, as well as impact, creating that sense of place so desired by many agencies, as well as the community at large.
The intersection of Chestnut and 5th Streets is a beleaguered one with three of its corners housing surface parking lots. Redevelopment of this intersection is key to expanding the momentum coming from the 4th Street corridor to south and west. To help to achieve this, efforts should be made to improve human scale of this corner and create a reason for pedestrians to walk west along Chestnut Street. The addition of small corner stores would mesh well with the existing infrastructure and would energize an otherwise unremarkable corner.
Micro/Interstitial Space Concept

One possible way to create these buildings would be to build a building in a style that speaks to the only building standing on the corner of 5th and Chestnut, the 2 to 3 story building that currently houses the Pesto’s restaurant. This building is scaled to the pedestrian with first floor retail spaces which have large windows that increase transparency above which offices or apartments can be made. Creating these buildings would rebuild a corner that does not have much retail opportunities and make Chestnut into a more complete street.

The existing conditions of the 5th and Chestnut intersection looking east. The intersection is dominated by parking, both on-street and on parking lots. The vehicular nature of the intersection and the lack of any attractions does not make the area inviting for pedestrians.

The possible future condition of the intersection following the erection of buildings on both corners. These buildings with the addition of landscaping, street furniture and bike lanes makes the area a desirable place to walk through.
Site 11: Incremental Development Concept

The goal of incremental development is to foster a climate where growth occurs organically, rather than waiting for a large-scale development to occur to bring about change. For this section of Chestnut St., much of the development has already occurred and yet, the area remains underused. To create the inertia needed for development to take place, it is necessary to tap into the positive energy from the existing infrastructure in the area. The nexus of this energy is the intersection at 4th St. and Chestnut which severs to connect Chestnut with Fourth Street Live and Theater Square. The goal of this incremental development is to capture the positive energy that is flowing along 4th St. and begin to move it laterally along Chestnut to reinvigorate this street. In addition to rebuilding the 5th and Chestnut intersection, smaller additions like bike lanes, landscaping, street art, and façade improvements can serve to make this street more inviting to pedestrians and drivers alike.

Bike Lanes

Replacing a lane that is currently dedicated to parking with a bike lane will make Chestnut St. a more desirable place to walk and shop on. Protected bike lanes have a traffic calming effect that can help to mitigate the negative effects of Chestnut St. being one-way. Additionally, it would allow Chestnut to be more tied to the biking network that is begin created Downtown by linking it to the newly created bike lanes on 6th Street.

Façade Improvements and Murals

To make the area more vibrant and inviting, updates are needed to the facades of the existing buildings. Many of these buildings’ faces are tarnished with rust or dirt and are not attractive for the pedestrian to look at. Additionally, there are many blank wall spaces along Chestnut that do not have windows and are more imposing than they are inviting for the pedestrian. The addition of visible elements like murals or street art could make these blank canvases more appealing and give the pedestrian a reason to continue to walk down Chestnut.
The blank, imposing side of a building greets the pedestrian turning west from 4th St.

The deteriorating and unshielded face of the Jewish Hospital parking garage is in stark contrast to the brand new Hilton Garden Inn and 8Up Lounge across the street.

**Landscaping and Street Furniture**

Currently, Chestnut St. is largely a barren street with very little greenery or shade. The pedestrian has little to look at apart from the sides of buildings. Landscaping in the form of street trees and planters help to engage pedestrians and make it more enjoyable to travel down the street. The addition of street furniture like benches would allow people to sit and enjoy their surroundings, rather than rush through the street. Allowing a person to relax and be seen make the area seem more lively and in use rather than bare and uninhabited.

3rd St and Chestnut facing West (left) and 5th St. and Chestnut facing east (right) show how devoid of life Chestnut St. is. Bringing in more appealing elements like street trees and other vegetation makes the street more appealing to the pedestrian.
Site 12: 500 Block of S. Fifth Street

The 500 Block of South 5th Street is a major corridor in downtown Louisville that is near to major tourist attractions including the Seelbach Hotel, 4th Street Live, the Palace Theatre, and the Mercury Ballroom. Currently this site is predominantly street parking, but also has four restaurants, a condominium building, and a large parking garage. The parking areas are heavily used during the week by employees in the downtown area and on the weekend by valet parking of nearby hotels. Additionally, the street is predominantly trafficked by vehicles. However, adding in elements such as an improved bus shelter with green space, lighting design on the parking garage, a bike lane, and infrastructure like green walls will improve connectivity with popular downtown attractions, as well as improving the experience for pedestrians, bicyclists, and bus passengers.
Micro/Interstitial Space Concept

The current bus stop on S. 5th Street is currently within the area that is suggested for development in Site 11. Thus, this concept suggest moving the bus stop down the street to be in front of the neighboring street parking lot, as seen in Figure 5. This bus stop currently serves 17 different bus routes, including route 4, one of the busiest routes in Metro Louisville. Additionally, this street is going to be placed on the ZeroBus route as 4th street goes under construction, making it an even busier stop for those that use public transportation. Observations on both weekends and weekdays have shown that there are nearly always individuals waiting to board the bus. Thus, this concept suggests a larger bus stop that includes solar panels for a charging station and for lights that will both attract patrons and provide safety; a water fountain; trash receptacles; a bike rack; a green space with path and benches to allow patrons to wait outside the shelter on days with good weather or for pedestrians who want to walk around the shelter instead of in front, and to add an element of green space on 5th Street; a curb bump out to allow the bus to pull directly in front of the stop without having to pull over to collect passengers; and metered parking past the curb bumpout to both add a protective element for passengers and to maintain the current parking provided.
Site 12: Incremental Development Concept

Because of the vast surface parking on the 500 block of S. 5th Street, it is essentially a blank canvas for site concepts and designs. While there is certainly the need for infill development in the downtown neighborhood, this site does not call for that initial direction in the site’s incorporation into the broader downtown scheme. Instead, this concept calls for smaller additions to the landscape that improves mobility, engages pedestrians, and improves overall aesthetics, in the hopes that by making such changes, it will spark later—and larger—developments that will bring more residents and businesses into the block.

The addition of a bike lane at the study site would be advantageous in a number of ways. Currently there are 2 dedicated driving lanes and a lane on either side of the street that has metered parking. The street is one-way and offers no protection to those using bicycles. This concept suggests that one lane of metered parking be removed for a bicycle lane. Because a bike lane was just added on 6th Street (with traffic traveling the opposite direction), this would create a loop for those riding cycles into and out of the downtown neighborhood. The 2010 Louisville Bike Master Plan calls for incorporation of a complete streets policy, and this increase in access for cyclists via a dedicated bike lane would promote such a policy.
As the 500 block of S. 5th Street becomes more travelled by pedestrians and cyclists, additions like a parklet in front of the restaurants would allow for more engagement in outdoor space. Using just two metered parking spaces would allow for the addition of planters, several tables and chairs, trash and recycling receptacles, and bike racks. This would both draw in pedestrians and provide a traffic calming measure, increasing the walkability of the street and improving the overall aesthetics for both pedestrians and vehicle occupants.

The final suggestion for this site is to incorporate design fixes for the parking garage that would improve the overall aesthetics as one drives from Chestnut Street towards Muhammed Ali Boulevard. The garage is shown to the right, which ideas for improvement are below. Because the garage has an existing lattice structure, growing climbing vines up the side to add a green element could be an easy solution, while adding a façade and lighting design, as seen in the before and after photo in the middle and right photos below, would add an engaging nighttime aspect to the garage.

Because the majority of surface parking in the study site heavily used, there isn’t currently a strong incentive for the owners of the parcels to develop the lots into another use. An element that the study site lacks is green space and elements that engage pedestrians. This concept suggests the addition of green walls to to help mask the surface parking lots and provide living elements to boost the aesthetics of the site. Green walls can be simple concrete block construction, as seen in the bottom left of the figure to the left, or more intricate art installation style greenery, such as the green wall in the bottom right of the figure. This concept does not specify the type or construction of the green wall, though incorporating vines with edible fruits would be exceptionally engaging for passersby.
My site is currently a surface parking lot as shown on the far right. It used to be a theatre until it was torn down by a competing theatre company. It is located 1 block from 4th Street Live, across from Kentucky Towers and a soon to be Boutique Hotel. It is one of many parking areas in the area as indicated in black on the map above.

For the micro/interstitial space concept I utilized the Economic Analysis I completed as well as the Measuring Urban Design score and a Community Survey that was done by the Urban Design Studio. After completing a site analysis, I identified 4 major issues to be addressed with any redevelopment. These issues were the fact that it was a large parking lot, that there are billboards on the site, there is not much community space in the area and there are not a lot of food options.
Pulling from the 3 metrics listed before, I came up with a set of ideas to help address them. One of my main focal points was on the items the community survey had listed multiple times as desires of the community. Additional since it is a privately owned parking lot, I identified low cost options for the area. The results were to create a painted mural on the parking lot, to turn the billboards into historic billboards showing off the BF Keith National Theatre that used to be on the site, to create a farmer’s market and outdoor theatre space, and to bring food trucks in. Having a large empty space allowed me to pick a focus point, with mine being the street walls of 5th and Muhammad.

Taking the ideas, issues and analysis, I created a implementation proposal for 4 separate micro-space areas on the site. The parking lot would be repainted with different colored squares indicating parking spots making it more friendly to pedestrians. At the corners of the site historic billboards would be put up. Since I found low usage during the nights and weekends, a weekend farmers market would happened near the corner of 5th and Muhammad across from the park. Finally, shipping container restaurants would be added to provide options for the large crowd of commuters that use the site for parking only. These small scale interventions would temporary solutions that could later be expanded across the site and become more permanent.
Site 13: Incremental Development Concept

The incremental development on the site will happen over both time and space. The proposal is for the development to be completed over 4 phases. Each phase will increase in scope and permanence as shown in the diagram to the right. Due to current market conditions and the scope of this studio, a large scale development isn’t feasible at this time. Using the phases helps to develop the market to make it financially feasible to convert this parking lot into a built structure.

The initial phase is to create a street wall using historic billboards of what used to be on the site. These can be paid for with art fund grants or by a process similar to the one used for the columns in front of the library on York downtown. These large historic billboards will act as an outdoor history museum, something the community desired in the survey. A bike lane would be added to help with traffic calming as well as more trees to compliment the bamboo structures between the signs.

In addition to this, the area would be converted into a community space on nights and weekends due to the low number of people using the parking lot. The Beards and Beers building would be a fantastic place to put up a projector and have a movie night. On the weekend the area could be used as a farmer’s market.
The second phase of the project would be to bring in food trucks and shipping containers to hit the large work crowd that moves through the site. There is currently no grocery stores in the area and very few café’s with food. These containers would house office space and community gathering space in addition to the restaurants. With the building adjacent to the site being converted into a boutique hotel, the desire for fresh food will only continue to grow. The majority of the site will continue to function as a parking lot during the week with it being available to outdoor seating and events on nights and weekends.

The third phase of this project is to build the street wall out fully incorporating Mixed Use, Restaurants, and Residential units. Currently most of the loans that are being provided are for residential projects so this will help ensure funding for the project. As development continues to push out this site will only continue to increase in value. With this phase the goal is to create a strong enough pull that a developer will come in and place a large scale development there increasing the impact of that street corner.

With the street wall already created, Phase 4 would be for the developer to plug in behind the building using this front façade as part of the design. This would be a large scale development that took advantage of the proximity to 4th Street Live and Downtown.
Site 14: 200 Block of South Fifth Street

Site Concept Plan– S 5th Street, Block 200

South 5th Street with its historic structures stands apart in the Central Business District, with City Hall being the pioneer of all. As the block is going to experience a considerable increase in visitors in near future due to redevelopment of both 4th Street Live and Kentucky Convention Center, it is of prime importance to make this street as lively and pedestrian friendly as possible. Revitalization of parks around the City Hall, promoting the historic fabric and creating a visual terminus in the block will be a promising step in achieving and improving the economic vitality of this block.
Micro/Interstitial Space Concept

The first phase includes activating the Congress Alleyway, on the backside of City Hall connecting 6th Street and 5th Street. The alleyway is utilized mainly by pedestrians and rarely by cars. Addition of few water fountains along the alleyway and by building an archway would help in creating a sense of place. Moreover, by putting up some visual elements in form of string lighting will create a visual terminus as the complete alley is visible for a pedestrian standing on 6th Street.
Incremental Urbanism

Site 14: Incremental Development Concept

City Hall Park—Current Image

The second, third and fourth phase focusses on revitalization of the parks outside the City Hall, improving the facade lighting on the old structures and an addition of a restaurant with historical themed interiors in the block. Creating a theme around the park and then carrying it over the complete block would be an efficient way to energize the block and attract more people to the area. The idea is to create a Lighting Park, carrying the theme of lights over the entire block. In addition, a few benches can be added to the park, so both visitors and employees can utilize it.

Putting up a Lighted Water Fountain by the entrance of City Hall, from 5th Street side will blend well with the theme and increase the vibrancy of the block. Moreover, the historical buildings by the intersection of West Market Street and South 5th Street will undergo installation of exterior lights

City Hall Fountain—Current Image

Proposed changes at the same site

Incremental Urbanism
The fourth phase includes construction of a new restaurant where currently Deli Bagels and Chopshop is located. Restaurants being one of the major players in the block, thus creating a historical themed restaurant will attract the visitors coming over to Convention Center and promote other businesses in the block.
Site 15: 100 Block of South Eighth Street
Micro/Interstitial Space Concept
Site 15: Incremental Development Concept
There are many positive and negative attractions that are in proximity to the 800 Block of West Main Street, and it is time to start utilizing its main attractions to bring its full potential into effect. With its proximity to the Ninth Street Divide, many people tend to avoid the area after the block’s major attractions close. Utilizing the negative and positive forces from surrounding blocks, we created an interstitial space concept that utilizes a wide range of design concepts that could create a beautiful space that all people could enjoy.

Main Street generates a lot of car traffic; however, due to the negative connotation of the West Side of Louisville, travelers are not driving through the 800 Block, instead, they are making a turning on N 8th Street. The first phase includes activating the 800 Block of West Main Street after business hours. Activating the 800 Block with micro designs will generate curiosity among travelers, which will draw people closer to the Ninth Street Divide. This section features some of the design concepts that will enhance the block after business hours. Some of the basic concepts are as followed:

- Street Café
- Signage
- Street Art
- Green Space
- String Lights

The Louisville Slugger Museum on the 800 Block of West Main after business hours.
Micro/Interstitial Space Concept

- String Lights
- Painted Streets
- Site 16
  - Key Areas
  - Positive
- Transform Parking
- District Signage
Site 16: Incremental Development Concept

The 800 Block of West Main Street has some wonderful attributes such as the largest collection of cast iron facades, many street trees, well-established businesses, small public spaces, and a few curb cuts. However, 825 West Main Street breaks up the continuity within this block, creating a negative attraction within the space. The main focus for the development of this site consists of activating a current, unproductive space, and draw more people to the block to eventually pull them through the Ninth Street Divide.

825 West Main Street is a vacant lot full of opportunities that could ultimately serve the greater public by becoming a functional public space. The main goal for this site to use incremental design concepts to reactivate the site. The initial step to enhancing this site it to “ReSurface 825”. ReSurfaced is a program initiative by the City Collaborative that explores activated underutilized urban spaces. According to City Collaborative, each ReSurfaced project illustrates the economic potential and benefit of incrementally activating currently unproductive spaces while creating a more vibrant downtown that can more quickly realize the latent potential.
With the micro-concepts showcased previously and the incremental design concepts adopted from ReSurfaced, the 800 Block of West Main Street will become a thriving block that will have no issue with drawing people to its block. Activating this block will not only generate traffic closer to the Ninth Street Divide, but it will also showcase the economic potential of 800 West Main after business hours. Once this is done, developers will be able to expand the development on this block, especially 825 West Main Street. Proposed development designs are as followed:

**Left:** Current condition of 825 West Main Street displaying the broken façade.

**Above:** Proposed designs for Banker Alley in Nashville, Tennessee that could be used for 825 West Main.

**Left:** Proposed street café along West Main Street.

**Above:** Proposed rooftop garden above the Frazier History Museum.
Site 17: 900 Block of W. Main Street

Micro/Interstitial Space Concept: Phase 1

The principles of incremental urbanism allows for this project to be implemented in phases.

This concept proposes that in order to draw people through the divide, they must have a reason. By creating artful imagery and an intriguing lighting system, it would effectively increase the pull on people, attracting them through the divide.

Further explanations and details of phase 1 are found in the Micro/Interstitial Space Concepts section.
Incremental Development Concept-Phase 2

“Under the 9th”

Phase two involves removing barriers to pedestrian flows and improving connective tissues. The current situation when walking west along main street is not conducive to walking beyond the intersection of 9th and Main Street. This is because there is no cross walking to take pedestrians across 9th Street and across the on ramp from W Main Street to I-64 East.

In order to address this issue, there is a need to remove the Ramp to I-64 East from W. Main.

Next, add curb extensions and crosswalks where they currently do not exist. This is the case for both intersections.

In order to proceed to the next phase, it is suggested to find a new location for the TRIMAC Building.
Phase 3 involves connecting Washington Street to Rowan Street in a pedestrian friendly scale. A Woonerf style street that blends the pedestrian areas with auto-traffic to keep cars moving slow as to encourage walking. Bollards can block of the road completely to auto traffic during special events or occasions.

The Open space is terraced, sloping downward towards the Ohio River to the North. A water feature starts at the upper terrace on Main Street’s elevation and snakes downstream paying homage the River and the Falls of the Ohio.

Vacant adjoining properties can be activated and programmed to facilitate event hosting within the buildings or in the “Under the 9th Park”.

The building located 921 W Main can become the heart of the 900 block providing space for events. A patio built onto rear east side of this building will connect the indoor space to the park setting outside. Adjacent buildings can become restaurants or retail.
The last phase brings a new building to the corner of N. 10th Street and W. Main Street. It completes the block by providing an anchor and extends the continuity of the block face. Furthermore, it strengthens the up and coming 10th Street corridor of Peerless Distilling, 502 Winery, Falls City, E&S Gallery and other businesses.

Additional features can be incorporated into “Under the 9th” Park including a projection wall for screening moving or images onto the wall. The terraced levels of the park create an amphitheater-like setting for spectating.

A promenade provides a degree of flexibility for various programs from hosting food trucks, markets, a beer garden, or other events.

Once completed, people will now have a reason to come to the 9th Street Divide and stay for a while.
Recommendations
Further Resources
Policy Recommendation

Edge grant:
In order to provide an incentive to property owners so that they might take the initiative to spruce up their surface lots or vacant lots, an edge grant should be considered. Such a grant could provide a specified level of funding for improving the street face. Improvements could include flowers, trees, fences, or other similar features. By enticing property owners to create more of an edge on their lots, the objective of creating a more complete street or street wall can be achieved.

This program tends to be more successful when applied to specific, target areas. In Louisville, this program should be directed towards East Market and East Main streets. These two streets currently serve as a link between the CBD and the ever-growing NuLu, but are a somewhat dilapidated part of town. Providing this edge grant could lead to development within this linkage area and ultimate lead to the geographic merging of the CBD and NuLu.

See Savannah Development & Renewal Authority for more information on edge grants.

Recommendations
For the implementation of phase 1, it is recommended that the art instillation should involve local artists. Using local artist will enhance community aspects of the concept, by bringing local flavors to the site. One suggestion would be to form a partnership between development leaders, arts foundations, and local artists. The goal will be able to form a network devoted to funding and carrying out phase 1.

To implement subsequent phases, community members and interested stakeholders can form partnership to source funding. As the remaining phases call to develop a park setting, involvement by Louisville Metro Parks would be a suggested partner.

Phase 2 requires the removal of an interstate on-ramp. In order to achieve this change, the proper regulatory channels of Federal and State departments of transportation must be approached and navigated. There will be resistance, so proper preparation is a must in order to proceed through phase 2. In order to have the full size open area under the remaining ramps, the proper channels must also be navigated to remove and relocate the TRIMAC building to another location.

In Phase 3, connecting Washington Street to Rowan St in Woonerf is recommended over the typical street style. The goal would be to maintain the continuity of the park across the new Washington Street extension towards the River Walk. The Woonerf functions as a shared use space between bikes, pedestrians, and motorists.

Many of the buildings of the 900 block of W. Main Street are vacant or up for rent. It is recommended to activate these facilities into businesses that will cater to supporting Museum Row and enhancing night life in the area. Suggested options range from boutiques, galleries, restaurants, bars, to local shops and businesses. Approaching local business owners would be a good starting point for this process.

In phase 4, it is recommended to keep the new anchor building on the corner of 10th and Main Street between 2 and 3 floors as to keep it at scale with the buildings of the area and also at a human scale. It is also recommended to have the first floor be maintained as a restaurant, shop, or bar to bolster the area in terms of night life and to compliment the recent developments along the 10th street corridor.
Further Resources

Heading-Recommendation

Low-interest loan programs aimed at property owners who want to transition their lots from surface parking to buildings would facilitate redevelopment. The appeal of a parking lot to a property owner is that it is low-maintenance, with low overhead. Higher revenues can be had from building rents, but the up-front cost of constructing a building is a barrier that must be overcome. A low-interest loan program could help property owners over that hurdle.

Recommendation

A policy recommendation for Louisville would be to implement a sidewalk repair program similar to one Seattle uses. The Seattle Department of Transportation oversees the program with the goal to ensure that all sidewalks are safe and accessible for all pedestrians. This program is funded by a tax levy that was approved by the citizens of Seattle in 2006

http://www.seattle.gov/transportation/sidewalkrepair.htm

Resources and Recommendations

The Fund for the Arts: http://fundforthearts.org/ For art and mural financial and organizational support.


Brightside: https://louisvilleky.gov/government/brightside/about-brightside For tree plantings all over the city, but specifically the planting of a large tree in the corner of the Louisville Water parking garage near the alleyway.

METCO Loan Program: https://louisvilleky.gov/government/louisville-forward/services/incentives-and-financial-programs An example of one of Louisville's incentives and financial programs that assists with working capital and capital improvements to commercial and public properties. Specifically, this could be helpful in converting units in the Speed Building to restaurants, or in the demolition and rebuilding of the corner parking lot.


Temporary Activities Application to allow street closure: https://louisvilleky.gov/government/planning-design/planning-and-design-applications#Streets For the temporary closing of Guthrie to accommodate festivals, farmers markets, or other cultural events.


Kentucky Housing Corporation multi-family rental housing using federal housing credits: http://www.kyhousing.org/Development/Multifamily/Pages/default.aspx For resources, requirements for financing, and the application process.

Kentucky Housing Corporation Notice of Funding Availability: https://louisvilleky.gov/sites/default/files/housing_community_development/2015_noфа.pdf For affordable housing financial assistance.
Recommendations

1. Promote façade rehabilitation. Multiple avenues:
   - MetCo Loans—3% over 10 years (Louisville Metro)
   - Downtown Commercial Loan Fund—up to 25% of total cost (LDP)
   - Tax assessment moratorium—5 year freeze
   - State tax credit of 20%, federal tax credit of 20%—total of 40% tax credit, up to $5 million

2. Implement new avenues of assistance for façade rehabilitation:
   - Increase in use of federal CDBG monies, as done in Savannah, GA.
   - Creation of a grant/credit pool through existing TIF financing, as done in Wheaton, IL
   - Creation of a fund similar to the Catalytic Fund of Northern Kentucky, which has a $10 million revolving investment fund, providing gap loans as well as land banking.

3. Increase swales and their capacity through MSD. Additionally, strengthen tree canopy by adding a poly culture of native trees.

4. Redesign the 500 block of South 4th Street into a woonerf. Eliminate curbs, and replace sidewalks and asphalt with multi-colored pervious pavers, delineating street from sidewalk area.

5. Increase public art on the 500 block of South 4th Street. This could be in the form of installation pieces, as well as murals.

6. Rehabilitate existing ghost signs on the block. These are important historical pieces as well as unique pieces of Louisville's history.

Policy Recommendations

Incentive zoning and Property tax freezes to incentivize the development of buildings on surface parking lots and incentivize the owners of these lots to sell them to developers.

Greater outreach from Metro Government to encourage property owners to infill and beautify properties. Communication is key to addressing problems and Metro employees should take a much more active role communicating with property owners and educating them about opportunities for planned development to increase the likelihood of these plans to be seen to fruition.

Using art grants and façade grants to incentivize existing property owners to improve their properties and implementing regulations to regularly inspect the state of these properties to see if they are in disrepair visually.

Update the Bike Masterplan to extend bicycle infrastructure along Chestnut St. to increase connectivity
Recommendations

- Formation and Implementation of beautification programs in the block so as to improve the character of the place and to attract both Louisville residents and visitors.

- Greater outreach by Metro Government to boost investments i.e. both public and private, to develop the area around the City Hall.

- To encourage and incentivize the business owners to follow the theme around which the area will be developed.

- To utilize facade grants to incentivize existing property owners to improve their facades according to architectural historic fabric of the block.

- To develop and implement programs for maintenance and beautification of sidewalks.

- To implement ideas and programs to improve the character and sense of place so to boost and encourage more investments and attract businesses in the block to promote economic vitality.

Heading Recommendation

To encourage incremental development within this site, the following topics should be considered:

- In order to incentivize infill on this site, freezing property taxes for surface parking lots would be beneficial.

- Incentive zoning for properties like surface parking lots could be implemented to encourage infill. This could include benefits like streamlined permitting processes and fee waivers for any development that incorporates housing or new economic development.

- Implementing design standards to ensure future development aligns with existing structures should be considered.

Heading Recommendation

Encourage Louisville Metro to limit percentage or remove landscape requirements for parking lots if they are willing to give up parking spaces along the edges for development, to incentivize the building up of the street wall.

Recommendation

One policy recommendation would be to incorporate incentive zoning into the new comprehensive plan. Areas such as New York that have strong incentive plans have had many developers utilize the system. In order to keep from repeating mistakes other cities have made it needs to be a flexible system and one the developers help create.

A second recommendation would be to freeze property taxes for 10 years on vacant lots if they choose to develop there. This would help encourage more people to develop buildings on areas that are currently surface parking. Different freeze intervals could be set if a developer incorporates specific features such as parks or affordable housing.

A third recommendation would be to set up a street wall loan program. Small developers could apply for a loan to recreate part of a street wall that currently is absent. The loan would have a reduced interest rate.
**Recommendation**

- Louisville Metro should create an initiative to beautify public roads with art, especially bike lanes and crosswalks.

- Louisville Metro should showcase their unique districts with the Central Business District with distinctive lights and/or signage.

**Recommendation**

Encourage Louisville Metro to seek a developer for the Brewery/Beer Garden concept as well as the Market Street Apartments. These concepts would make great private-public partnerships. In addition, the city could make small changes such as investing in sustainable landscaping and brick pavers to dress-up the block. Lastly, creating a pocket park provides another destination of where people want to visit and thus creates traffic on the block, while benefiting the neighborhood as a whole.
Capstone Studio

PLAN 650

Spring 2016