

West Market Street Corridor Improvement Study



October, 2009

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ACKNOWLEDGEMENTS

District 5 Councilwoman Cheri Bryant Hamilton
Mayor Jerry Abramson

West Market Street Corridor Advisory Committee

Rudoph Davidson	Charles Diggs, Jr.
Marian Dunkerlely	Anthony French
Bill Gatewood	Frederick Liggin
Donna McDonald	Joe McNealy
Steve Miller	Jewell Smotherman
Gary Watrous	Brenda White
	Earl Stringer

Economic Development Department

Bruce Traughber, Director
Susan Hamilton, Assistant Director
April Jones, Project Manager

Gresham, Smith & Partners

Planning Consultant

Special Thanks To:
Shawnee High School
Ms. Melissa Helton
Shawnee High School Career Path Class



INTRODUCTION AND PLANNING PROCESS

Introduction

West Market Street represents one of Metro Louisville’s most important collector roadways. Running east/west, the street connects West Louisville and its rich and diverse neighborhoods to the city’s central business district.

The West Market Street Corridor Improvement Study looks specifically at West Market Street from 24th Street west to Cecil Avenue. The study corridor serves an important economic development function as a commercial corridor for three Louisville neighborhoods—Shawnee, Portland and Russell (Figure 1).

The West Market Street Corridor Improvement Study was initiated in the fall of 2008 by District 5 Councilwoman Cheri Bryant Hamilton and managed through Louisville Metro’s Economic Development Department (EDD). The stated purpose of the study was “to improve (sic) the quality of life for corridor residents, business owners, and users by outlining strategies to maximize the benefits from potential public and/or privately-financed improvements and development projects in the West Market study area.”

Planning Process

The planning process officially began in late October, 2008, with a meeting between planning consultant, Gresham, Smith and Partners (GS&P), Councilwoman Hamilton and EDD staff to discuss the direction and scope of the Corridor Improvement Plan.

At the invitation of Councilwoman Hamilton, a Corridor Advisory Group (CAG) was formed to represent a broad base of area interests and serve as

an important sounding board to the consultants and staff at critical stages of the process. CAG members, which included neighborhood, business, and civic organizations, met three times during the course of the study to identify issues and opportunities, evaluate alternative solutions, and consider final recommendations. CAG meeting minutes are provided in the Appendix of this report.

A second group, consisting of agency representatives, was also formed to provide technical assistance. This Technical Advisory Group (TAG) was consulted on issues such as available utility capacity, planned infrastructure improvements, and the “constructability” of proposed improvements. TAG membership is provided in the Appendix of this report.

Base-line research and data collection is a fundamental step in the planning



Existing retail use on West Market Street

process, laying the foundation for sound analysis of the issues and ultimately the strategies for implementation. A base-line inventory and analysis of the corridor's physical characteristics was completed including a visual assessment of the area's urban form to aid in shaping a unique identity for the area. The Inventory and Assessment phase of the study also included an "existing studies" review, an analysis of the area's development and current land use patterns, and a real estate market overview and analysis of development opportunities.

Stakeholders of the corridor were identified and interviewed by GS&P on what their experience on the corridor has been and to provide valuable infor-

mation to the study. The interviews were held on March 9, 2009 at French Plaza. Follow-up phone calls were conducted to key stakeholders who were not present at the open house. A summary of the Stakeholder Interviews is provided in the Appendix.

GS&P held two Public Meetings during the Corridor Improvement study process. The first public meeting was held on February 18, 2009 to inform the larger community of the study and the process that will be used to provide recommendations. The second public meeting was held on May 12, 2009 to present the final recommendations of the study.

FIGURE 1



EXISTING STUDIES REVIEW

To help in understanding the existing context of the West Market Street study area, a broad body of existing planning work was evaluated. Several area economic studies were reviewed and analyzed as part of this planning effort (see Market Analysis Chapter). In addition, three previously adopted neighborhood plans—Shawnee, Russell and Portland—were reviewed. Each neighborhood plan and its relevance to the West Market Street Corridor study is summarized below.

Shawnee Neighborhood Plan

The “Strategy Plan of Guided Growth and Redevelopment for the Shawnee Neighborhood” was adopted in 1982. The stated purpose of the plan was “to identify neighborhood needs, problems and concerns and to provide specific recommendations that will promote revitalization, rehabilitation and preservation of the area’s residential qualities and other resources.” The Shawnee plan contains four sections: Land Use, Transportation, Housing and Economic Development. Several recommendations from these sections of the plan have specific relevance to the West Market Street Corridor Improvement Study.

Transportation

- Provide for the proper maintenance of the transportation system in order to optimize its use and safety
- Minimize traffic accidents between vehicles and between vehicles and pedestrians
- Conduct a traffic study of Amy Avenue to consider no parking on one side of street or one-way designation
- Provide information to neighborhood residents of available public transportation services, particularly services for the elderly and handicapped

- Encourage TARC to investigate the need for bus shelters throughout the interior of Shawnee
- Paint or repaint pedestrian crosswalk lines at critical locations in the neighborhood
- Investigate the designation and signage of an east-west bicycle route

Land Use

- Maintain the single-family atmosphere in the neighborhood
- encourage additional multi-family residential development in appropriate areas
- Insure the appropriate reuse of vacant properties
- Encourage new major commercial development in the area
- Encourage reinvestment and rehabilitation of existing commercial uses
- Encourage the formulation of neighborhood groups and associations to pursue techniques that will attract new commercial uses and redevelop existing businesses

Housing

- Initiate an on-going neighborhood housing repair and rehabilitation program
- Insure interim maintenance of vacant buildings
- Encourage repair of homes owned by the elderly
- Redevelop an awareness of exterior maintenance

Economic Development

- Commercial revitalization and renovation of the 3400 block of Market Street, south side
- Develop additional parking if required within the Market/34th Street commercial node
- Redevelop vacant service station on northeast corner of Market and 38th Streets for an appropriate and desired commercial use

Russell Neighborhood Plan

According to the Russell Neighborhood Plan which was completed in 1984, Russell is a mixed-use neighborhood consisting of single-family and multi-family residences (36%); commercial uses (7%); industrial (10%); public and semi-public uses (4.5%); and schools, parks and recreational facilities (5%). The purpose of the plan was to identify the needs of Russell residents and businesses in terms of land use, transportation, housing and economic

development. The plan provided specific recommendations focused on the stabilization and revitalization of residential areas, improving neighborhood stores and shopping areas, and support for existing and proposed industrial development.

The study area for the Russell Neighborhood Plan was bounded by Market Street, Roy Wilkins Boulevard, Broadway and the Shawnee Expressway. The study subdivided the area into four sections, with recommendations made for each. The southeastern quarter of the West Market Street Corridor study area falls within the Russell Neighborhood Plan boundary—specifically areas “C” (Market Street from 21st Street to 28th Street) and “D” (Market Street from 28th to 32nd). Several recommendations from these sections of the Russell Neighborhood Plan have specific relevance to the West Market Street Corridor Improvement Study.

- **Relevant Area C Recommendations (21st to 28th Streets)**

- Expand residential and commercial uses in the Broadway and Market Street corridors; maintaining a mixed land use pattern, neighborhood retail, offices, and regional commercial
- Rezone areas at Market from 21st to 26th streets from industrial to commercial classifications
- Improve the condition of deteriorating commercial structures through enforcing ordinances relating to property maintenance, assisting efforts to upgrade neighborhood-serving commercial uses and encouraging re-use of these structures for other uses, such as apartments, offices, medical offices
- Reduce the negative effects of nuisance businesses (bars, liquor stores, game rooms)
- Return vacant lots to productive use
- Make owner-occupancy a major goal of housing improvement programs

- **Area D Recommendations (28th to 32nd Streets)**

- Return vacant lots to productive use
- Improve maintenance of the I-264 expressway right-of-way
- Area-wide Recommendations
 - Encourage new commercial development serving Russell to locate on Market Street or Broadway, to promote patronage by other neighborhoods.
 - Work with other West End neighborhoods to establish a coopera-

tive response to the region’s shopping needs

- Work with the railroads to have the overpasses repainted and maintained
- Work with merchants groups to clean up shopping areas, including improved signs, litter control, and maintenance of commercial structures
- Improve Russell area’s image
 - Encourage actions to enhance Russell’s appearance, including:
 - Screening and landscaping parking lots;
 - Screening storage areas;
 - Planting street trees; and,
 - Improving sidewalks and landscaping
- Increase the availability of funds for revitalization projects by:
 - Acquainting lending institutions with the neighborhood’s strengths and recent improvements in Russell;
 - Ensuring that community credit needs are being met through loaning practices of local banks; and,
 - Maintaining close contact with government agencies that provide funds.
- Strengthen the organization of neighborhood interests (residents, businesses and institutions) so that they can more effectively promote neighborhood revitalization
- Designate appropriate streets as through truck routes and industrial access routes. Prohibit through truck traffic on other streets. Through truck routes include Market, Broadway, Roy Wilkins, 21st and 22nd streets. Industrial access routes include 13th, 15th and 30th streets
- Install benches at highly-used transit stops
- Provide adequate facilities for pedestrian safety, including walk/don’t walk signals, sidewalks and wheelchair ramps
- Improve pavement conditions and maintenance of alleys serving the Market Street and Broadway corridors

Other general implementation recommendations that relate directly to the Market Street Corridor include:

- Replace all industrial zoning along Market Street with commercial and residential zoning (R-8)
- A detailed plan for design of storefronts, coordinated signage, streetscape improvements and parking should be prepared for one or more of Rus-

sell's shopping areas

Portland Neighborhood Plan

The Portland neighborhood generally falls between Interstate 264 (western boundary), Tenth Street (eastern boundary), the Ohio River (northern boundary), and Market Street (southern boundary). The northeastern quarter of the West Market Street Corridor study area falls within Portland.

The Portland Neighborhood Plan was adopted in February of 2008. District 5 Councilwoman Cheri Bryant Hamilton initiated the Neighborhood Plan process along with Portland Now, a neighborhood organization representing the greater Portland area. The plan stemmed from area resident concerns about incompatible development and increasing demolition in the neighborhood.

The Portland neighborhood was divided into 10 planning districts in which to complete the analysis and determine specific planning issues. The Neighborhood Plan includes a vision statement and a chapter on neighborhood identity, both developed through a planning process that included a series of Neighborhood Assessment Plans (NAPs) and a resident survey “designed to measure perceptions and opinions regarding neighborhood quality of life”. The Plan also contains six plan elements: land use/community form; mobility; housing; economic development; historic preservation; and parks, open space and recreation. Several recommendations from these plan elements have specific relevance to the West Market Street Corridor Improvement Study.

- **Land Use/Community Form**

- LU-4: Conduct a zoning study to identify existing corner lot structures originally built as mixed-use buildings. Review these lots and structures for appropriate zoning based on current use of the property, potential for future redevelopment, and compatibility with surrounding residential properties
- LU-15: Change the Form District from Traditional Neighborhood to Traditional Marketplace Corridor in Sub areas 3 and 5, along the Main/Market corridors.
- LU-16: Review the current zoning districts where boarding and lodging homes are permitted. Make appropriate changes based on the goal of increased compatibility within residential areas.

- **Mobility**

- M-2: Improve bicycle safety with youth cycling clubs/classes, in partnership with the Bike-Ped Coordinator, Metro Police and Metro Health and Wellness.
- M-3: Conduct a series of walkability surveys to identify issues and priorities for the pedestrian network. Use Sub Areas identified in this plan as sectors to survey with an overall strategy for Portland. The focus should be on improving curb ramps, crossings, sidewalk conditions, pedestrian overpasses and general access to the existing River Walk and waterfront.
- M-8: Add attractive and efficient design for streetscapes and parking, especially along high-traffic through-streets such as 22nd, 26th, 31st, Portland, and Bank.
- M-13: Place trash receptacles along major pedestrian routes, especially 26th and 22nd at Portland, Bank, Main and Market Streets.
- M-25: Develop and implement streetscape plans for: the recommended Traditional Marketplace Corridors along Main and Market Streets; Portland and Bank Streets between 22nd and 33rd Streets; the 22nd/23rd Street corridor and between I-64 and Market Street; and the 26th Street corridor between Portland and Market Street.

- **Housing**

- H-1: Establish a neighborhood level committee, or several sub-committees, working with Metro agencies to identify targeted priorities and coordinate efforts to address the goals of: increasing home ownership; protecting current and potential new home owners from predatory lending practices; strengthening the enforcement of existing housing codes; and encouraging reinvestments and rehabilitation of residential structures.

- **Economic Development**

- ED-1: The neighborhood association should work in concert with Concerned Association of Russell Residents (CARR), Shippingport Business Association, and the Louisville Metro Government to develop strategies to rejuvenate the Market and Main Street corridors.
- ED-7: Increase the number of Portland businesses by encouraging neighborhood-serving, locally-owned business development. Promote “neighborhood-friendly commercial uses and scale. Recruit locally-owned banks and credit unions to locate branches in Portland.

Support existing, locally-owned businesses. Recruit sit-down restaurants. Recruit “high-profile”, locally-trusted businesses to improve Portland’s overall marketability.

- ED-11: Provide façade design assistance and loans at key entryways and corridors.

- **Parks, Open Space and Recreation**

- PG-8: Establish street-tree program for greening and environmental education.
- PG-14: Increase landscaping at Portland gateways, i.e.: 22nd & Portland; Shawnee Expressway & Bank; Main St/Market St corridor; and 44th & Northwestern Parkway.

- **Historic Preservation**

- 2927 W Market St – Craftsman Commercial Building
- 2619 W Market St – Queen Anne
- West Market and S 26th St, NW corner – Moderne Commercial Building
- 2529 W Market St – Former Woodworking Shop

BASE-LINE INVENTORY

Base-Line Inventory

The West Market Street Corridor Improvement Study examined West Market Street and adjoining properties from 24th Street to Cecil Avenue. A base-line inventory and assessment was completed in order to understand the physical character of the corridor. Information was collected using existing LOJIC data and field observations. Career Pathways students at Shawnee High School participated in the base-line inventory of the land use, vacant properties and sidewalks along the corridor.

Transportation

The base line inventory of transportation facilities within the West Market Street study area included the roadway system, existing bicycle and pedestrian network, and the area's existing transit facilities.

Roadway

West Market Street, within the study area, is a two way arterial roadway with a single travel lane in each direction. There are no dedicated left or right turn lanes in the study area. On-street parking is prevalent on both sides of the roadway. The West Market Street right-of-way varies within the study area, but can generally be described as either a 70' section (24th Street to 28th Street) or a 57' section (28th Street to Cecil Avenue).

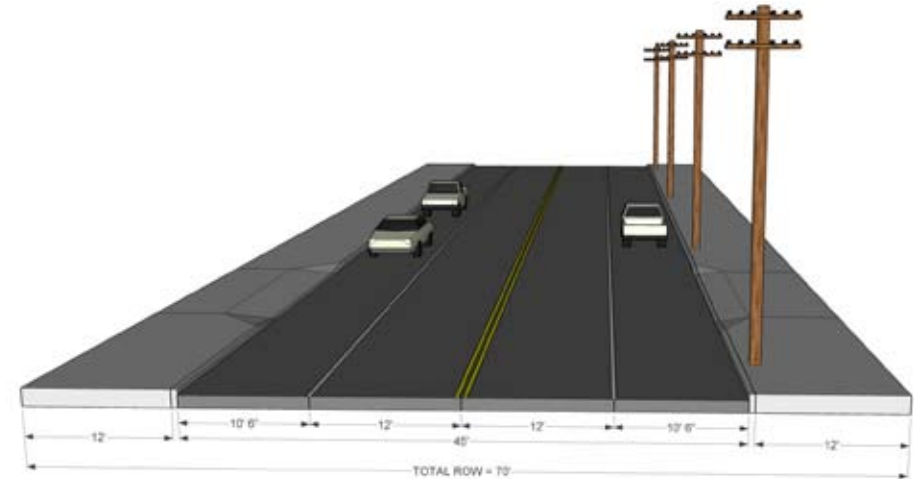
70' ROW

The section of West Market Street with a 70' right-of-way can generally be characterized as having 45' of pavement width, wide sidewalks (typically 12') and intermittent on-street parking. The 45' of pavement results in unnecessarily wide driving lanes. There is little or no separation (verge) between the curb and the sidewalks through this area, resulting in a wider sidewalk. Generally speaking, each of the non-residential sites fronting West Market Street through this area has an individual curb cut for access. Over-

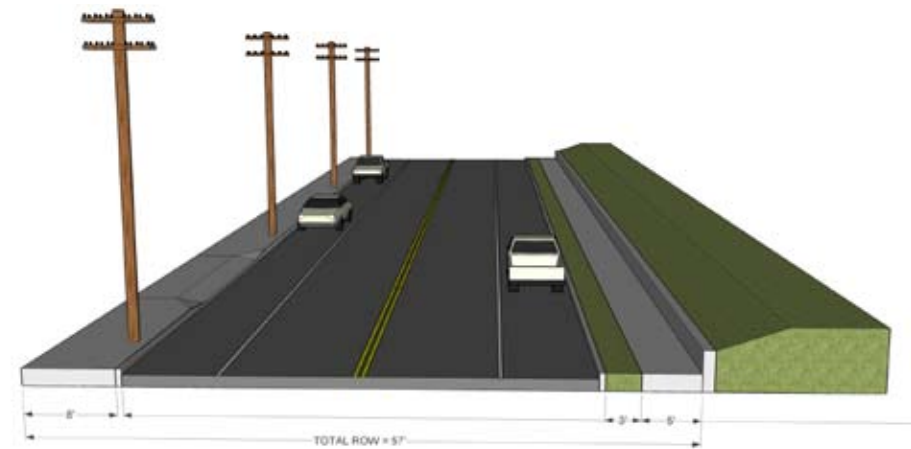
head utility lines are present within the Right-Of-Way shifting between the north or south side of the road.

57' ROW

The section of West Market Street with a 57' right-of-way can generally be characterized as having 40' of pavement width, consisting of 2-12' wide driving lanes and 2-8' lanes of on-street parking. Sidewalks through this area vary in width, typically being 5' or 8' wide. This section of roadway typically does have a grass verge (3' average width) separating the road from



Typical Existing Conditions - 70' ROW



Typical Existing Conditions - 57' ROW

the sidewalk. Overhead utility lines are also present in this section, shifting between the north or south side of the road.

Bicycle and Pedestrian Network

Existing bicycle facilities within the study area consist of signed bicycle routes. By Kentucky Statutes, cyclists are considered vehicles and allowed use of the road with a few exceptions such as interstate highways. Bicycle routes are roadways where conditions for cyclists are generally more favorable and are signed to provide cyclists direction and remind motorists they are sharing the pavement. The existing signed north/south routes are 25th Street, 29th Street, and 38th Street/Amy Street. The east/west routes are Rowan Street and Cedar Street (Figure 2).

There are existing sidewalks along all of West Market Street within the study area as well as most of the north/south connecting streets. Many sections of these sidewalks, however, are in various stages of disrepair. In several areas the condition of the existing sidewalk, makes them impassible.

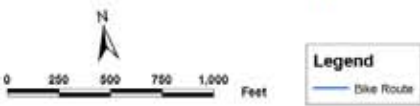


FIGURE 2
Bike Routes





Transit Facilities

The West Market Street study area is presently served by two Transit Authority of River City routes. Route 15, “Market Street”, runs along Market Street with regular stops throughout the study area. Route 12, “12th Street”, travels from the Portland neighborhood south to the Parkhill neighborhood, running along West Market Street between 30th and 34th Streets. Transit shelters in place today are limited within the study area (Figure 3).

Land Use/Zoning

Existing land use patterns along the corridor were examined to understand both the mix of uses currently present as well as their geographic distribution. The existing land use inventory was completed using information from the LOJIC database that was field-checked by the Shawnee High School students.

The study area can be characterized as mixed-use, containing a broad variety of land uses (Figure 4). Residential is by far the most prevalent land use representing over 37% of the study area. 34.6% of the residential land

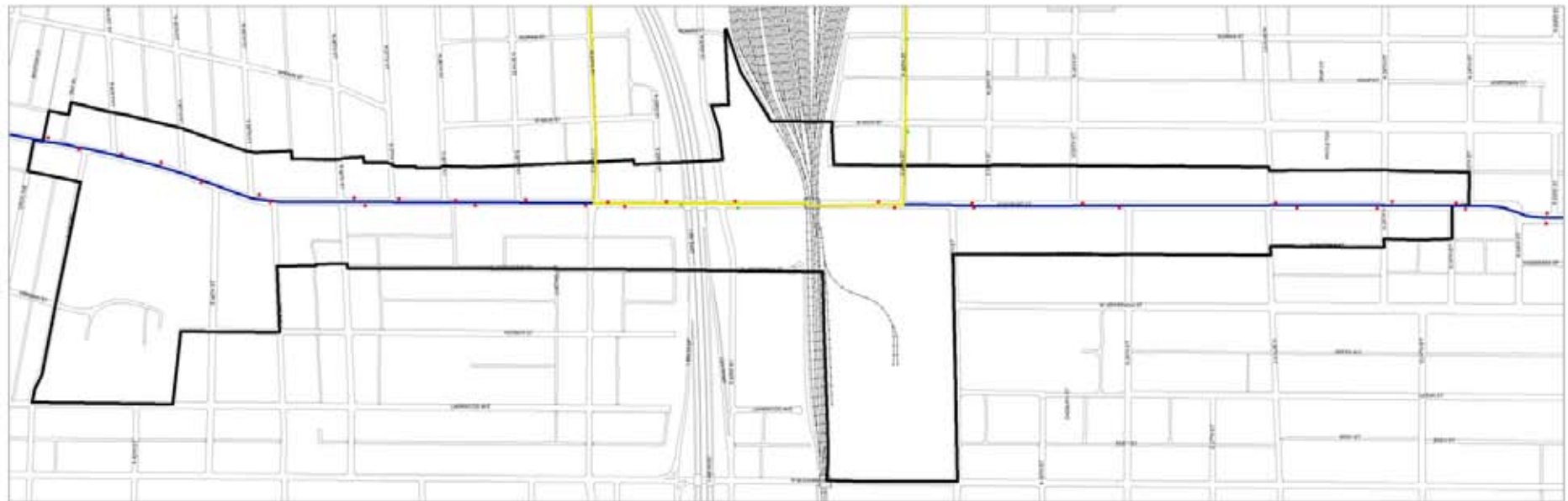


FIGURE 3
TARC Routes and Stops



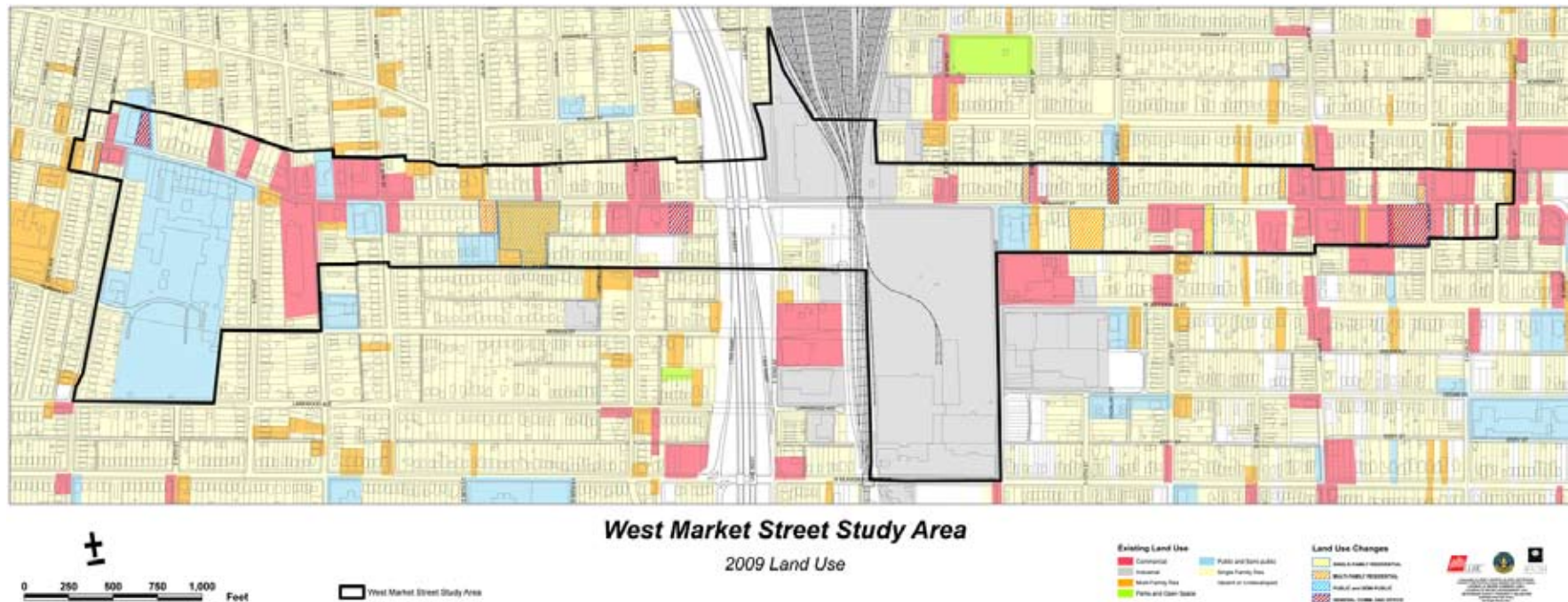
use area is single family and 2.6% is multi-family. Industrial represents the second largest corridor land use at 23.3%, although much of this use is made up by the National Tobacco site. There are a significant number of public or semi-public uses along the corridor including uses as churches, schools and clinics. Public and semi-public sites represent 17.4% of the corridors land use. General commercial and office uses represent 14.7% of the land uses along the corridor. Vacant or undeveloped land (including the I-265 Right-Of-Way) makes up 7.4% of the corridor. There is no park or open space land within the study area boundary (Figure 4).

Zoning

Properties within the study area immediately adjoining West Market Street fall into one of four general zoning classes—Residential, Commercial, Office, or Industrial (Figure 5). Within the Residential classification are 3 zoning districts—R-5, R-6, R-7—each of which are considered multi-family zones representing progressively higher densities. Within the Commercial classification are two zoning districts—C1, and C-2, with the latter allowing for a wider range of uses that include those of a higher intensity. The Office



FIGURE 4



and Industrial classifications each include one zoning district—OR-2 and EZ-1, respectively.

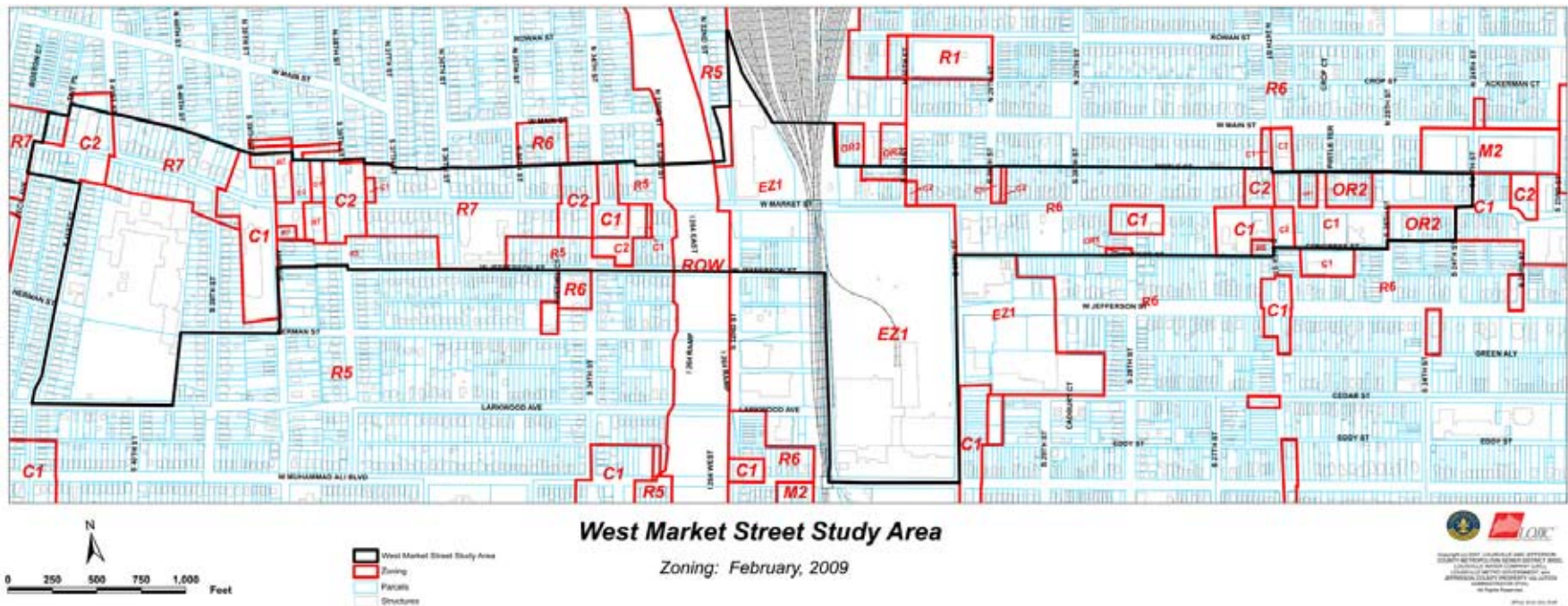
Past Development

A review of past zoning activity within the West Market Corridor study area was completed to provide some insight into the community’s growth and development trends. 8 rezoning requests have occurred within the study area since 1974, when records were begun. The vast majority of these requests were for commercial zoning from multi-family residential. There have also been 13 cases in the study area for the Board of Zoning Adjustment (BOZA). These cases consisted of variance requests (9), Conditional Use Permit requests (3), and Appeals (2) (Figure 6).

Most of the variance requests were made prior to adoption of the newer Land Development Code, which included standards that recognized the differences between urban and suburban development patterns. The variances were requests to reduce front yard requirements, which previously would have set buildings along West Market back from the street. The Conditional Use



FIGURE 5



Permit requests were to allow for off-street parking. At the time the base line inventory was completed, there were 2 cases pending before BOZA, a landscape waiver and another variance.

Large Land Owners

Property ownership was also analyzed throughout the study area to any individuals or entities with significant land holdings. This was done to identify and draw into the study process important area “stakeholders” that might also play a critical role in the implementation of any corridor improvements. Property Valuation Administration data was reviewed and analyzed to identify individuals/entities that owned 5 Parcels or more or that owned parcels 0.5 acres in size or larger (Figure 7).

Infrastructure

The West Market Street study area corridor is adequately served by all major utilities. Like most of urban Louisville, stormwater and sanitary sewer service is met through a combined sewer system. Electric and telephone service is provided via overhead lines that are located immediately adjacent to the roadway.



FIGURE 6



- Legend**
- BOZA Cases
 - Plan Certain Cases
 - BOZA Cases
 - APPEAL
 - CUP
 - VARIANCE

West Market Street Study Area
Plan Certain and BOZA Cases



Urban Design

West Market Street’s historical development patterns and existing land uses have resulted in a collection of distinct “character districts” that begin to define the corridor. There are four basic “character districts” that have been identified within the study area, named for their predominant land use or form—Commercial, Residential, Campus, and Bridges (Figure 8).

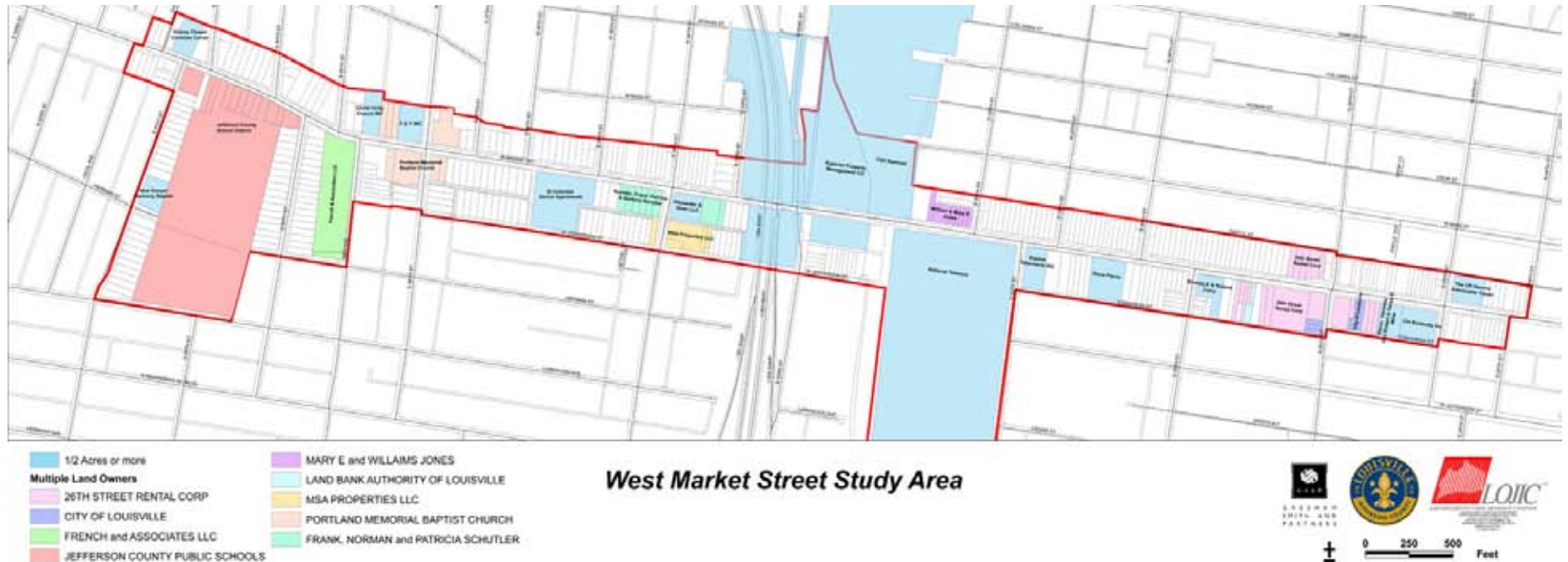
Commercial

There are four Commercial Districts along the corridor that make up the largest concentration of existing retail uses. These Commercial Districts or “neighborhood centers” can generally be defined as:

- 24th to 28th Street
- The intersection of 30th and Market
- The intersection of 34th and Market
- The intersection of Amy and Market



FIGURE 7



Residential

There are three Residential Districts within the study area located as follows:

- 28th to 30th Street
- 34th to 38th Street
- 41st to Cecil Avenue

Campus

The Campus District is defined by the “campus” of Shawnee High School and includes the area from 39th Street west to 41st Street. Shawnee High School is the largest facility in the Jefferson County School system. The building frontage on West Market Street begins just east of 41st Street and spans more than a city block in length. However, the “entrance” to the school is located off of 41st Street and there is a visual and functional disconnect between the school and its relationship to West Market Street.

The school is about to undergo a major transformation, converting to a K through 12 facility beginning in the fall of 2010 when it will become The Academy at Shawnee.

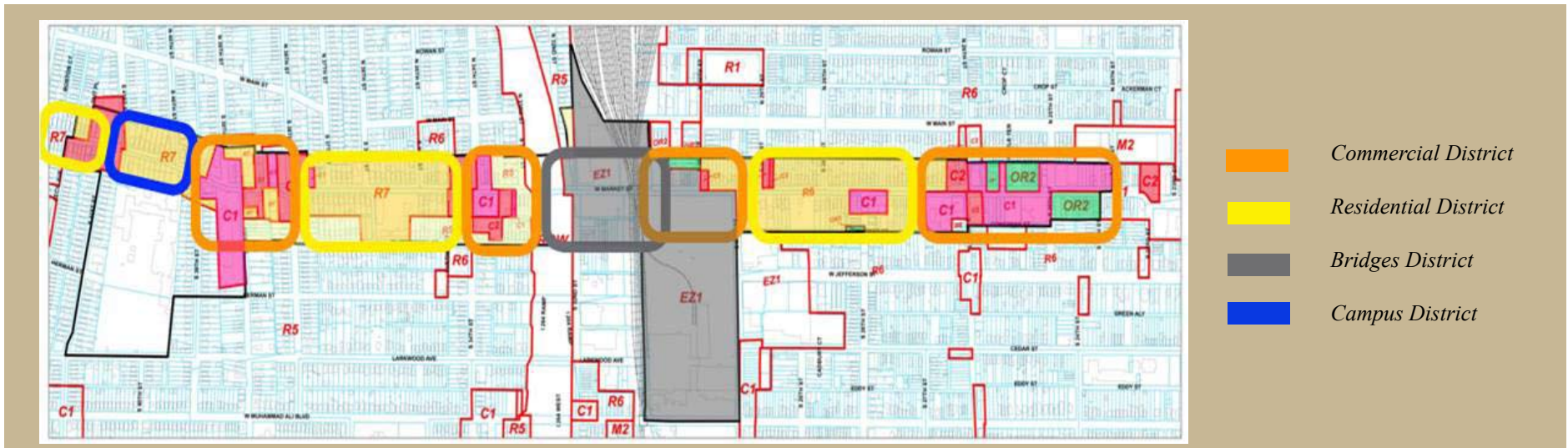


French Plaza, off of Amy Avenue, is representative of existing uses in a “Commerical District”



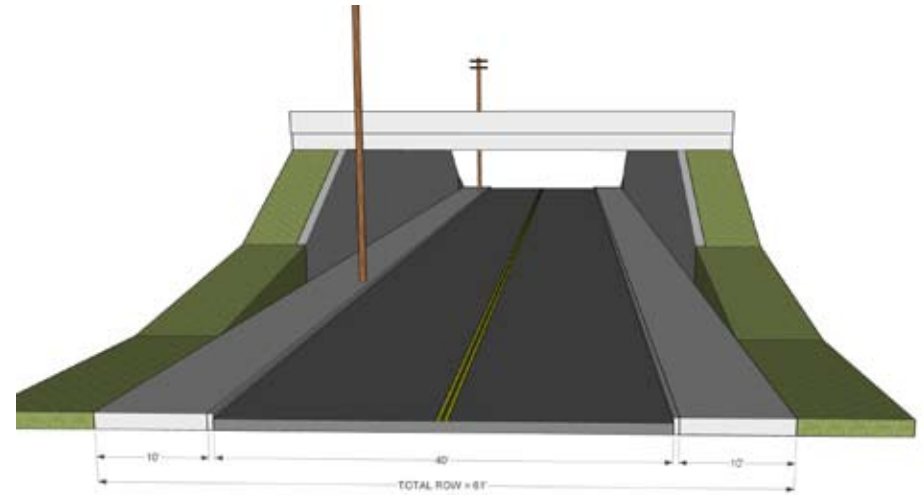
Examples of single family residents that can be found along West Market in one of the “Residential Districts”

FIGURE 8





Shawnee High School "Campus" as seen from West Market Street



Existing physical and visual characteristics of "Bridges" Character District

The physical magnitude of this structure and its social and cultural importance to this area, suggests that the campus needs to become more fully integrated with the West Market Street corridor.

"Bridges"

The study area is bisected at virtually its midpoint by two overpasses—Interstate 265 and the Norfolk Southern Railroad. The "Bridges" District encompasses the area between and just beyond these two overpasses, including the intersection of West Market Street and 32nd Street.



MARKET ANALYSIS

A Planning level market analysis was completed for the West Market Street Corridor study area as a tool to help assist in prioritizing improvements based on potential opportunities for future development and redevelopment along the corridor. To complete this analysis, Gresham, Smith and Partners relied heavily on several recent market studies completed for larger geographic areas that included the West Market Street Corridor study area to understand the market potential for retail development as well as the nature of that development. GSP also inventoried vacant structures and undeveloped land within the study area and assessed the attractiveness of these sites for development based on criteria of land area, zoning, and access/visibility.

Existing Studies Review

West Louisville Competitive Assessment and Strategy Project

The *West Louisville Competitive Assessment and Strategy Project* was an economic initiative based on “a thorough analysis of the regional and inner city business base and existing and potential market opportunities.” The project was prepared by the Initiative for a Competitive Inner City (ICIC) in partnership with the City of Louisville and was completed in November, 2001. The study area consisted of the four zip codes immediately west of downtown Louisville—40203, 40210, 40211, and 40212.

The initiative had four primary objectives: increase the competitiveness of West Louisville as a business location; stimulate growth of existing West Louisville companies; increase jobs, income, and wealth opportunities for West Louisville residents, and; add to the growth and vitality of the regional economy. The study identified two competitive advantages of the West Louisville market—strategic location (access to transportation infrastructure and access to customers), and availability of a workforce. Disadvantages noted

in the study included negative perceptions related to crime and an “unfriendly business environment”, actual crime, lack of available land for building and expansion, and an under-skilled labor force.

The researchers focused on industry clusters believed to offer the most promise for the West Louisville area and developed strategies for three—automotive, transportation and logistics, and medical devices and health service within life sciences. Strategies were also developed to help improve the area’s business environment, focusing on land assembly, business development services, and improving the area’s image and reputation. A West Louisville Economic Alliance, made up of area stakeholders and industry cluster representatives, was identified as the catalyst for implementing the recommended strategies.

Louisville/Jefferson County Metro Retail Market Study

In April of 2008, Louisville Metro’s Economic Development Department (EDD) commissioned the *Louisville/Jefferson County Metro Retail Market Study* (MRMS). The study, prepared by Strategy 5, LLC examined future retail market potential based on the relationship between household expenditure levels and corresponding retail sales estimates. According to the MRMS, an “opportunity gap” or potential for retail growth exists for a particular geographic area where expenditure levels exceed sales. When sales exceed expenditure levels an “opportunity surplus” is said to exist.

Louisville Metro was divided into five zones by the Economic Development Department for the purpose of the MRMS—Dixie, Central, Bardstown, Northeast, and Downtown. The trend analysis and market potential analysis contained within the MRMS was organized around these five zones. West Market

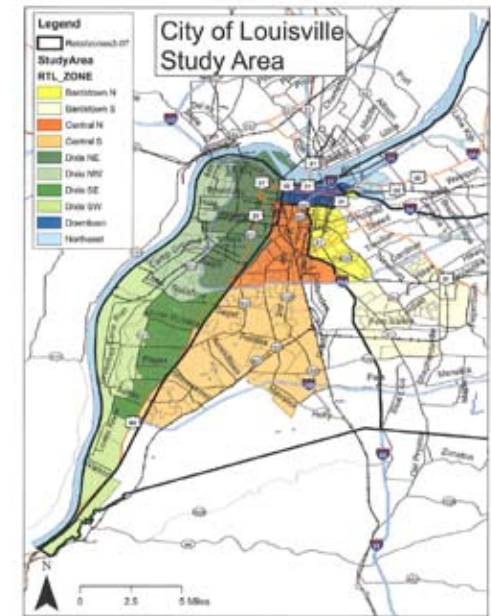


Figure 9

Street, and thus the smaller area of Corridor Improvement Study, fall within the northern third of the Dixie Zone (Figure 9). The MRMS stated “the most significant retail opportunities (demand gaps) are evident in the northern section of the Dixie Zone, in the Portland and West Louisville areas.”

Several recommendations that came out of the MRMS are relevant to the West Market Street Corridor Improvement Study area, including the following:

1. Reactivation of underutilized or abandoned properties and re-tenanting of vacant space as “the top priority.”
2. Infill development opportunities in areas showing significant retail gaps should be identified and ranked according to their development potential using the following criteria: market support, public support, availability and suitability of land (access, visibility, parking, etc.), appropriate zoning.
3. EDD should closely monitor impact of new retail development on older shopping centers/stores. (Introduction of a new big box and its net effect on the marketplace—existing retailers).

Louisville Metro Neighborhood Market Drill-Down

The Louisville Metro Neighborhood Market Drill-Down (NMDD) study was completed in August of 2008. According to the NMDD, a common indicator for national retailers when evaluating future market locations is to review credit card usage for spending trends. In many urban neighborhoods, like those surrounding the West Market Corridor study area, “a large or even dominant share of the goods and services purchased are purchased with cash”, often resulting in these neighborhoods being underserved. The NMDD, completed by Social Compact, Incorporated, was commissioned by the EDD to understand more fully the potential for retail sales in neighborhood areas like these.



Figure 10

One of the overarching findings of the study was that neighborhood markets are larger (higher population) and have higher average incomes than would be estimated through traditional methods.

The NMDD, which focused predominantly on west Louisville, divided the study area into 10 “neighborhoods”. The West Market Corridor Study boundaries fall within two of those “neighborhoods”—Dixie NE and Dixie NW (Figure 10).

The following represents a summary of the market conditions and potential for retail development in these two areas:

Dixie NE

Market size – 14.8% higher than traditional estimates (59,974) with a population per acre of 6.5. Population is decreasing however.

Market Strength - \$35,933 (average household income) and \$25,429 (median household income). Aggregate income per acre is \$92,235 or 8 times the MSA. % change in adjusted gross income however is -6% ('98-'05).

Market Stability – 48% owner occupancy – unit, median home sale value is \$89,500.

<u>Retail Demand potential</u>	<u>Estimated Leakage*</u>	<u>Estimate Sq. Ft.</u>
All retail	\$138.2 M	
Apparel	\$25.4 M	74,908
Grocery	\$10.8 M	30,718
Restaurant	\$7.2 M	30,718

* a positive \$ amount means residents expenditures exceed business revenues and represents unmet demand

Dixie NW

Market size – 14.2% higher than traditional estimates (30,711) with a population per acre of 6.5. Population is decreasing however.

Market Strength - \$44,693 (average household income) and \$32,694 (median household income). Aggregate income per acre is \$68,648 or 5.9 times the MSA. % change in adjusted gross income however is -4% ('98-'05).

Market Stability – 65% owner occupancy – unit, median home sale value is \$89,500.

<u>Retail Demand</u>	<u>Estimated Leakage*</u>	<u>Estimate Sq. Ft. potential</u>
All retail	\$96.3 M	
Apparel	\$15.7 M	46,349
Grocery	-\$4.1 M	0
Restaurant	\$18.1 M	77,602

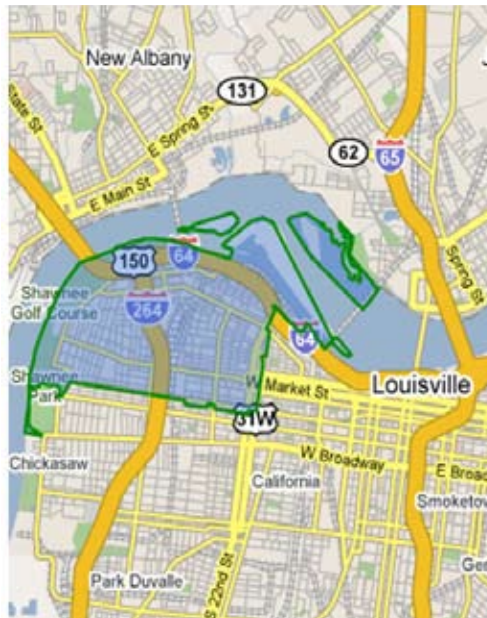
* a positive \$ amount means residents expenditures exceed business revenues and represents unmet demand

West Market Street Corridor Context

Because the previous studies encompassed a larger geographic area, this market analysis focused specifically on the 40212 zip code, which more closely reflects the market area for neighborhood serving uses located within the West Market Corridor study area.

40212 Zip Code Area

Population growth is a useful measure in gauging market potential. The attraction of new residents, workers, and shoppers logically suggests an increase in demand for goods and services. This is particularly true for neighborhood serving uses that don't rely on a larger, regional market area. Louisville Metro only grew 4.3 percent between 1990 and 2000 (664,937 to 693,604), however, as the "regional retail hub" it draws from a combined statistical area of 1.36 million. The West Market Street area in contrast, saw a population decrease of 4.71%.



Despite the loss of population, the West Market Street area demonstrates retail market potential, based on a Gaps/Surplus analysis contained within the MRMS. Table 1 shows the market potential opportunity gaps and surpluses within the 40212 zip code area.

TABLE 1

Retail Market Potential Opportunity Gaps/Surplus

Retail	40212	Louisville Metro
Daily Needs		
Supermarkets	(\$32,250,276)	(\$92,496,487)
Pharmacies/Drug Stores	\$8,009,635	(\$88,074,861)
GAFO		
General merchandise	\$16,527,834	(\$392,469,729)
Clothing/clothing accessories	\$8,923,421	\$38,389,278
Furniture/home furnishings	(\$10,333,960)	(\$115,395,325)
Electronic and appliance store	\$4,182,921	\$39,410,327
Sporting goods, hobby, book, music	\$2,281,692	(\$126,998,872)
Office supply, stationary, gift	1,342,358	(\$3,734,075)
Food Service		
Full-service restaurants	\$5,510,443	(\$5,988,114)
Limited service eating places	43,349,760	(\$133,199,319)

Sources: Claritas; Strategy 5 (2008); Gresham, Smith and Partners

An informal market survey for the Shawnee neighborhood was distributed by Councilwoman Cheri Bryant Hamilton's office at a quarterly Council District meeting in March of 2007. 70 surveys were completed and returned. While this survey was not scientifically based, it does provide some insight into resident preferences and perceptions relating to the provision of retail services in the area. The results of the survey are consistent with the Retail Market Potential Opportunity Gaps/Surpluses identified in the RMS (see opposite). The retail categories from the survey have been assigned to a Retail Market Potential category found in the RMS for consistency.

West Market Survey Responses (Top 25 Desired Businesses)	Retail Market Potential Categories
Family restaurant	Full-service restaurants
Bookstore	Sporting goods, hobby, book, music
Senior business/medical supply/home health	General merchandise
Movie theater	Entertainment
Clothing/shoe store	Clothing/clothing accessories
Coffee shop	Limited service eating places
Garden supply/hardware store	General merchandise
Print/copy business	General merchandise
Roller rink	Entertainment
Donut/sandwich shop	Limited service eating places
Physician/Dentist	Professional
Office supply	Office supply, stationary, gift
Dry cleaner/laundry	General merchandise
Drugstore	Pharmacies/Drug Stores
Art & craft/hobby	Sporting goods, hobby, book, music
Dance studio	Professional
Car wash	General merchandise
Grocery store	Supermarkets
Bank	Professional
Art/photography studio	Professional
Veterinarian/Pet supplies	General merchandise
Auto supply	General merchandise
Music/video	Sporting goods, hobby, book, music
Barber/beauty shop	Professional
Day care	Professional

Retail Form

Cornerstone 2020, the Comprehensive Plan for Louisville Metro, encourages development of non-residential or mixed uses within activity centers, although the plan does allow for these uses elsewhere in older or redeveloping residential areas where the non-residential use does not create nuisances and is compatible with the surroundings. Activity centers are encouraged where it can be demonstrated that sufficient population supports it. Activity centers



French Plaza – West Market Street

are also intended to be compact. The Regional Market Study suggests neighborhood serving retail uses be located within a 5-minute walk or drive, while contemporary urban planning literature defines a walkable center to be within a quarter mile distance.

The Louisville Metro Land Development Code (LDC) guides future development and redevelopment within Louisville Metro through “Form Districts,” which define a particular pattern of development. The West Market Street study area falls within the Traditional Neighborhood Form District (TNFD), with the exception of 30th Street to I-264, which is in the Traditional Workplace Form District (TWFD).

The TNFD design standards promote the effective integration of a mix of uses including retail, office, institutional, and other non-residential uses “in a manner that provides high quality and convenient service to residents while protecting the character of the neighborhood.” From a retail perspective, many of the TNFD design standards suggest a pattern consistent with a neighborhood center/district including appropriate and compatible integration of residential, civic, commercial and office uses that promote close-to-home shopping and service opportunities.

Cornerstone 2020 recommends that activity centers, located within Traditional Neighborhood Form Districts, serve the day-to-day needs of nearby residents, are designed to minimize impacts on nearby residents, and be located at street intersections with at least one classified as collector or higher and one of



Typical West Market Street Retail Form

the corners containing established non-residential uses.

The Traditional Workplace Form District (TWFD) has been applied to older, established areas containing primarily small-to-medium scale industrial and employment uses. Many of these uses, like the National Tobacco site on West Market, were historically integrated with or adjacent to residential uses within traditional neighborhoods. The TWFD design standards encourage adaptive reuse and investment in a manner compatible with adjacent uses. Both West Market Form Districts strive to retain “traditional” development patterns such as connected street grids and buildings set closer to the roadways.

Conclusions

The market research that has been recently completed for West Louisville indicates that there is real opportunity to support retail growth and development within the West Market Street Corridor study area. Retail development is traditionally thought of in two general ways—as part of a shopping center or as free standing. In an urban context, shopping centers may also take the form of “shopping districts,” a collection of free-standing, single retail tenant buildings. This represents the predominant form of retail within the West Market Street study area.

Shopping centers, as classified by the Urban Land Institute by size and tenant make up, include Neighborhood, Community, Regional, and Super Regional (Appendix). Based on the findings of the Retail Market Study, the Drill-Down Study, and even the Shawnee Market Survey, the likely retail opportunities for the West Market Street Corridor would be consistent with uses found in a Neighborhood Center.



Vacant sites, like this gas station on 34th, are high priorities for redevelopment

The Urban Land Institute (ULI) has established guidelines for each of the various shopping center types as a tool to assist in making broad-based, policy and planning decisions for development.

Based on ULI’s guidelines and Strategy 5’s analysis within the context of Louisville Metro, the following were identified as reasonable minimum standards for a Neighborhood Center to ensure the necessary market support for operational feasibility.

Min. Population	Trade Area Radius	Drive Time
3,000-4,000	3 miles	5-10 minutes

Source: ULI; Strategy 5

Development/Redevelopment Potential

GS&P evaluated the West Market Street Corridor study area to identify those sites along the corridor with high redevelopment potential. Many factors come into play in siting a new retail facility and these factors will vary depending on the type of retail. The MRMS suggests that “nothing signals a neighborhood’s decline like vacant properties.” Vacant lots and buildings were therefore identified as the highest candidates for future redevelopment (Figure 12).

Access and/or traffic, visibility and/or “curb appeal,” physical space needs, existing zoning, and presence of other retail (competition or companion) are additional factors that should be considered in siting future retail. GS&P evaluated each of the vacant building and lot sites using these criteria and grouped these properties into three categories—high, medium, low—based on their overall redevelopment potential (Figure 12). This evaluation assumes that all needed utilities are available and that no other constraints (environmental, ownership, etc.) are present.

National Tobacco’s vacant West Market frontage is a prime redevelopment site





FIGURE 11
2009 Vacant Buildings and Lots

Vacant Property

- VACANT BUILDING
- VACANT LOT
- Commercial Node

West Market Street Study Area



FIGURE 12
Potential for Redevelopment

Potential for Redevelopment

- 1ST PRIORITY
- 2ND PRIORITY
- 3RD PRIORITY

West Market Street Study Area

ALTERNATIVES

Using information compiled from the base line inventory, each of the four Character Districts was analyzed to understand its unique characteristics and what design response would be appropriate in the form of physical improvements.

Commercial Districts

While the uses within the four identified Commercial Districts may vary, there are several common characteristics of these areas that set them apart. In general, these areas are defined by the intersection of West Market with a major north/south corridor. Two- and three-story buildings often dominate the corners, with buildings generally set close to the road.

Design Response

Based on analysis of the inventory information, stakeholder interviews, and recognizing the primary uses associated with this district, the recommended design responses are:

- Wider sidewalks to accommodate increased pedestrian volumes and to allow ancillary commercial activity (sidewalk sales, outdoor dining, etc.)
- More formal, lower profile landscape treatment to maintain storefront visibility, while creating a high level of visual interest. A common palette of plant materials will help to establish a unified identity for each commercial district.
- Signage that is designed and placed not only to identify the businesses for potential customers, but to contribute to an attractive, inviting sense of place. Iconic elements unique to the West Market Street corridor would be most prevalent in the commercial districts.

- Use of street furnishings, including benches, trash receptacles, and planters to make pedestrians feel comfortable and welcome and contribute to district's visual character.
- Reinforce commercial development by encouraging new businesses to locate within the commercial districts rather than elsewhere on West Market Street, to help establish a "critical mass" of retail uses that would attract shoppers.
- Reinforce the urban pattern by continuing to maintain storefronts set close to the street. Identify opportunities for shared parking facilities to overcome the limited parking available on-street in these districts.

Residential

The most important characteristic of the three Residential Districts identified in the study area is they are predominately residential today. These districts tend to have a lower profile than the Commercial Districts, with building heights of one and two stories. Many of the existing structures in Residential Districts are set back further from the road, creating semi-private and private zones within the front yard setbacks. All of the lot widths within the corridor



Typical residential structures within one of the Residential Character Districts

tend to be narrow in keeping with historic urban lot patterns. In the Residential District, however, because there is typically one structure on a single lot, the narrow width is generally more prevalent.

Design Response

Based on analysis of the inventory information, stakeholder interviews, and recognizing the primary uses associated with this district, the recommended design responses are:

- Encourage a relationship to street and neighbors by improving sidewalks and making the walking experience more appealing. Narrower sidewalks (5'-7') reflect a lower volume of traffic and allow for more green space in these districts.
- Limit front yard structures to low fences/retaining walls to maintain the visual connection between the public, semi-private, and private areas between the street and the residences.
- Use street trees to enhance the pedestrian experience and create a unique feel and identity for the residential districts.

Campus

The Campus District's characteristics as they exist today can be described as a cross between the characteristics of Commercial and Residential Districts. Within the Right-Of-Way, the Campus District resembles the Residential District with 5' sidewalks and a 3' grass verge. The character of this District however, beyond the Right-Of-Way much more closely resembles that of the area's Commercial Districts. The north side of West Market Street contains a mix of retail, residential and institutional uses, with buildings set close to the street. On the south side is Shawnee High School, which has a scale and mass that is unique to the corridor.

Design Response

Based on analysis of the inventory information, stakeholder interviews, and recognizing the primary uses associated with this district, the recommended design responses are:

- Become a western "Gateway" of the West Market Street Corridor community using a grander landscape treatment.
- Create a stronger identity for school and its relationship to West Market Street.
- Acknowledge high pedestrian traffic through improvements to the sidewalk and plaza entrances.



The Campus District is defined by the presence of Shawnee High School

"Bridges"

Market Street is depressed below normal grade through this area in order to traverse under these bridges. Although the pavement width of the street remains unchanged through this area, there is no on-street parking so the drive lanes become wider. The roadway is bounded by retaining walls that effectively separate Market Street from the adjoining properties. As a result this area is visually harsh and uninviting to the pedestrian, particularly immediately under the bridge structures where lighting is poor or nonexistent.

Design Response

Based on analysis of the inventory information, stakeholder interviews, and recognizing the primary uses associated with this district, the recommended design responses are:

- Connect the commercial districts east and west of the bridges to create a stronger, more vibrant, retail center for this section of the corridor.
- Celebrate the district's location as the physical link between the Shawnee, Russell, and Portland neighborhoods by creating a community-wide gathering space.
- Transform the negative experience created by the harsh, uninviting existing environment into a positive experience.

Alternatives

Based on the inventory and analysis, alternatives for physical improvements to the West Market Street Right-Of-Way were developed and evaluated for each of the four Character Districts. The first alternative focused on improvements beyond the back of the existing curb, in order to leave the existing roadway intact. The second alternative examined limited modifications to the roadway in addition to the improvements beyond the curb line. A third alternative considered the elimination of the on-street parking to reclaim that pavement area for other improvements.

57' ROW SECTION - ALTERNATIVE 1



Alternative 1 would maintain or reduce sidewalks to 5' in width with a 3' verge. The verge would be lawn through the residential districts and a paver or stamped concrete through the non-residential districts.

Small street trees and pedestrian scale lighting would be provided within the Right-Of-Way. Larger trees would be encouraged outside the Right-Of-Way.

Iconic elements such as banners added to the the light standards, would be introduced.

57' ROW SECTION - ALTERNATIVE 2



Alternative 2 would include all of the improvements outlined in Alternative 1, plus the addition of regularly spaced “bump out” islands.

The bump outs would be 8'-10' in width and extend from the outside edge of the drive lane to the curb. These islands would be landscaped and create the feel of a narrower roadway, slowing or “calming” traffic. Minimal on-street parking would be lost to accommodate the bump outs.

Through the commercial districts, where properties had direct access to West Market, bump outs could also be located to frame these drives.

57' ROW SECTION - ALTERNATIVE 3



Alternative 3 would include all of the improvements outlined in Alternatives 1, but would eliminate all on-street parking through the residential districts.

The pavement for the on-street parking would be removed, and the verges would be widened.

This alternative allows for larger trees to be planted in the Right-Of-Way, creating a boulevard effect through the residential districts.

70' ROW SECTION - ALTERNATIVE 1



Alternative 1 would reduce sidewalks to 7' in width and allow for a 5' verge. The verge would be lawn through the residential districts and a paver or stamped concrete through the non-residential districts.

Small street trees and pedestrian scale lighting would be provided within the Right-Of-Way. Larger trees would be encouraged outside the Right-Of-Way.

Iconic elements, such as banners added to the the light standards, would be introduced.

70' ROW SECTION - ALTERNATIVE 2



Alternative 2 would include all of the improvements outlined in Alternative 1, plus the addition of regularly spaced “bump out” islands.

The bump outs would be 8'-10' in width and extend from the outside edge of the drive lane to the curb. These islands would be landscaped and create the feel of a narrower roadway, slowing or “calming” traffic. Minimal on-street parking would be lost to accommodate the bump outs.

Through the commercial districts, where properties had direct access to West Market, bump outs could also be located to frame these drives.

70' ROW SECTION - ALTERNATIVE 3



Alternative 3 would include all of the improvements outlined in Alternatives 1, but would narrow the existing drive lanes to 12', reducing the overall pavement width.

The excess pavement would be removed, and the verges would be widened.

This alternative allows for larger trees to be planted in the Right-Of-Way through the residential districts on the side of West Market where overhead lines didn't exist, creating a boulevard effect.

BRIDGES DISTRICT - ALTERNATIVE 1



Alternative 1 would narrow the existing drive lanes to 12', reducing the overall pavement width.

The excess pavement would be removed, and the verges would be widened to 8' with 10' wide sidewalks to accommodate the anticipated volumes of pedestrian traffic.

Small street trees and pedestrian scale lighting would be provided within the Right-Of-Way along with iconic elements such as banners.

BRIDGES DISTRICT - ALTERNATIVE 2



Alternative 2 would reduce the existing pavement and introduce a landscaped center median. Appropriately spaced breaks in the median would allow for access in the event of a drive lane being blocked.

The median would be landscaped between the bridge overpasses to create a unique character for this district. Under the bridges, the median would be finished with decorative pavers or stamped concrete.

Sidewalks, verge design, and streetscape elements consistent with alternative 1 would be introduced.

BRIDGES DISTRICT - ALTERNATIVE 3



Alternative 3 would include all of the improvements identified as part of alternative 2, plus a mid-block crossing for pedestrians.

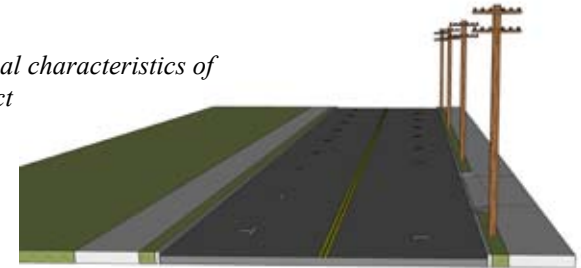
The crossing would be constructed of decorative pavers or stamped concrete to match the verge treatment. The median would provide a refuge for pedestrians to navigate traffic from one direction at a time.

This alternative also demonstrates the concept of festival space between the bridges to promote public gatherings like a Farmer's Markets or special neighborhood events.

CAMPUS DISTRICT - ALTERNATIVE 1



Existing physical and visual characteristics of Campus Character District



Alternative 1 would maintain 5' sidewalks on the north side of West Market Street and create 12' sidewalks on the south side of the street in front of Shawnee High School. Each side would have a 3' verge. The verge would be lawn through the residential sections and a paver or stamped concrete through the non-residential sections and in front of the school.

The intersection of West Market and 38th Street would be improved with pavers or stamped concrete to emphasize the pedestrian crossings at this location.

Small street trees and pedestrian scale lighting would be provided within the Right-Of-Way. Iconic elements would also be introduced.

CAMPUS DISTRICT - ALTERNATIVE 2



Alternative 2 recommends improvements outside of the public Right-Of-Way. These improvements include a dedicated pick up/drop off lane constructed in front of Shawnee High School.

This alternative also includes using an alternative pavement (pavers or stamped concrete) for the sidewalk in front of the school as well as improving both entrance plazas to the school.

Improved signage for the school would also be introduced.

IMPROVEMENT RECOMMENDATIONS

Several physical improvements have been suggested for the West Market Street Corridor based on Alternative 2. These improvements are intended to help improve the quality of life for area residents and serve as a catalyst for future development and re-development in this area.

Certain improvements are being recommended for the entire corridor. The objective of these improvements is to create an identity that helps unify West Market and strengthen the corridor's image as an important commercial corridor of the Shawnee, Russell and Portland neighborhoods. Other improvements are being recommended that are specific to each of the four "Character

Districts." These improvements are intended to help enhance the function of each district by establishing a unique identity and sense of place for each.

Corridor-Wide Improvements

Improvements recommended for the length of the West Market Street study area focus on the Right-Of-Way beyond the pavement. These improvements include street trees to create a more human scale. Street trees species should be selected for their hardiness in an urban environment as well as some distinguishing characteristics that will help provide West Market with its own sense of identity.

Pedestrian scale lighting is also recommended as a corridor-wide improvement. Two forms of lighting are recommended: free-standing lights and

Conceptual Residential District Improvements



those mounted directly to existing utility posts. The light fixture would be identical for both. The specific light fixture should be selected from those readily available through the Louisville Gas and Electric Company to ensure cost-effective installation and maintenance.

Development and installation of iconic elements for the West Market Street corridor are also recommended as a corridor-wide improvement. Creating an icon to symbolize the corridor, either in the form of a logo, image, slogan or similar device, can be used as a unifying element for West Market Street. The corridor icon could be reproduced on items such as banners, bench backs, insets in trash receptacles or similar applications. The West Market Street icon should be recognizable, reproducible in varying forms, and easily read.

Character District Improvements

Character District specific improvements are intended to strengthen and re-inforce the unique qualities, functions, and characteristics that shape each of the four Character Districts.

Residential

Recommendations for improvements to the two residential character districts include more frequently spaced street trees, with larger trees located beyond the Right-Of-Way and overhead utility lines. Verges within the residential districts would be lawn. Pedestrian lighting would be spaced to provide an appropriate level of lighting for security on the walks without impacting the light levels at the fronts of the residences themselves. 5' sidewalks should be free of benches, trash receptacles or other street furnishings. Icon elements,

Conceptual Intersection Improvements - Commercial District



such as banners, would still be present but spaced less frequently than the other 3 districts.

Commercial

Recommendations for improvements to the four commercial character districts include less frequently spaced street trees, placed to maximize visibility of the business frontages. Verges within the commercial districts would be pavers, stamped concrete or a similar treatment, and would extend from the curb to the building facade. Lighting would be spaced for both security and to create a enlivened plaza space. Street furnishings, including benches, trash receptacles, planters, and cafe seating would be present to create a more active space for gathering and pedestrian activity. Iconic elements would be present throughout the district.

Bridges

Recommendations for improvements to the bridges character district include a landscaped median dividing east and west traffic lanes. Verges within this district would be lawn, except under the overpasses, where pavers or stamped concrete would be used. Pedestrian lighting would be spaced to provide an appropriate level of lighting for security on the walks with particular emphasis on providing a well-lit, inviting feel under the bridges themselves. The objective of the bridges district would ultimately be to create a central community space that symbolically and physically joins the three West Market Street neighborhoods. Sidewalks would therefore be wider (7') to accommodate larger volumes of pedestrian traffic. Icon elements should be used in this district to reinforce the notion of unity.

Conceptual Campus District Improvements



Campus

Recommendations for improvements to the campus district include more frequently spaced street trees, with larger trees located on school grounds beyond the right-of-way and overhead utility lines. Verges withing the campus district would be lawn, except at crossings and entry ways. Improved plaza space would be provided at both school entrances to create a visual sense of arrival. Plazas, with seating and trash receptacles, also would better accommodate gathering students at the start and close of school. Icon elements, such as banners would be used with improved signage to strengthen the school's presence along West Market Street.

Upper Left - improved transit stops to accommodate student riders

Upper Right - stamped concrete paving pattern at the intersection of West Market and 38th Street provides visual cues for drivers that students cross here

Bottom - a dedicated pick up/drop off lane on the west end of the campus creates a safer environment for students and avoids delays from stopped cars on Market Street.



IMPLEMENTATION

The success of the West Market Street Corridor Improvement Plan begins with a practical, achievable implementation strategy. This strategy includes an understanding of the costs for implementing the recommendations as well as establishing priorities and a general sequencing for the recommendations. This allows the vision for West Market Street to be implemented over time as funds are found, without losing the continuity of the overall vision. Another component of a successful implementation strategy is identifying who or what entity will be responsible for implementing and maintaining the recommended improvements.

The table on the opposite page provides “order of magnitude” cost opinions as well as priorities for implementing the West Market Street improvements. Costs have been projected for each improvement both by Character District as well as for the overall corridor. High priority improvements include corridor-wide recommendations for sidewalks and street trees. Also identified as high priority are the improvements to the Commercial Districts, which will aid existing businesses at these locations and serve as a catalyst for future public and private investment in the area.

Installation and maintenance are also critical to the long-term success of the proposed improvements. This will require a true partnership between public and private entities. The table below outlines the various entities that would be best positioned to install and to maintain the proposed improvements for the West Market Street corridor. These responsibilities have been broken down by Character District as well as by specific improvement type.

District	Improvement									
	Sidewalks/Verges		Street Trees		Roadway		Lighting		Furnishings	
	Install	Maintain	Install	Maintain	Install	Maintain	Install	Maintain	Install	Maintain
Residential	Metro	Resident	Metro or Resident	Resident	Metro	Metro	Metro or Neigh. Assoc.	Metro or Neigh. Assoc.	Metro or Neigh. Assoc.	Neigh. Assoc.
Commercial	Metro or Business	Business or Bus. Assoc.	Metro or Business	Business or Bus. Assoc.	Metro	Metro	Metro or Bus. Assoc.	Metro or Bus. Assoc.	Metro or Bus. Assoc.	Business or Bus. Assoc.
“Bridges”	Metro or Business	Business or Bus. Assoc.	Metro or Business	Business or Bus. Assoc.	Metro	Business or Bus. Assoc.	Metro or Bus. Assoc.	Metro or Bus. Assoc.	Metro or Bus. Assoc.	Business or Bus. Assoc.
Campus (South)	Metro and JCPS	JCPS	Metro	JCPS	Metro and JCPS	Metro and JCPS	Metro or JCPS	Metro or JCPS	Metro or JCPS	Metro or JCPS
Campus (North)	Metro or Business	Business or Bus. Assoc.	Metro or Business	Business or Bus. Assoc.	Metro	Metro	Metro or Bus. Assoc.	Metro or Bus. Assoc.	Metro or Bus. Assoc.	Business or Bus. Assoc.

Recommended Priorities: High Medium Low

Phase 1

Cost Basis				Campus 570 lin. ft.		Bridges 1,395 lin. ft.		Residential 2,825 lin. ft.		Commercial 3,295 lin. ft.		
Improvement	Cost	Description	Unit	Quantity	Total Cost	Quantity	Total Cost	Quantity	Total Cost	Quantity	Total Cost	
Concrete Sidewalks	\$7.50	demo. and install	sq. ft./lin. ft.	19	\$81,225	14	\$146,475	10	\$211,875	14	\$345,975	\$785,550
Planting Verges	\$1.50	prep. and cover	sq. ft./lin. ft.	3	\$2,565	3	\$6,278	3	\$12,713	5	\$24,713	\$46,268
Trees	\$250	each - small	1 per 30 linear ft.	38	\$9,500	92	\$23,000	94	\$23,500	220	\$55,000	\$111,000
	\$500	each - large	1 per 60 linear ft.					47	\$23,500			\$23,500
Street Lights	\$2,700	each - installed	1 per 30 linear ft.	38	\$102,600	92	\$248,400	188	\$507,600	220	\$594,000	\$1,452,600
Speciality Pavers	\$10	installed	sq. ft./lin. ft.	3	\$17,100	3	\$41,850	3	\$84,750	5	\$164,750	\$308,450
Iconic Elements	\$10	est. for budgeting only	linear foot roadway	---	\$5,700	---	\$13,950	---	\$28,250	---	\$32,950	\$80,850
Site Furnishings	\$35	averaged estimate	linear foot roadway	---		---		---		---	\$115,325	\$115,325
Benches	\$2,000	each - installed										
Trash Recepticles	\$1,000	each - installed										
Transit Shelters	\$12,000	each - installed		2	\$24,000					6	\$72,000	\$96,000
					\$242,690		\$479,953		\$892,188		\$1,404,713	\$3,019,543

Phase 2

Improvement	Cost	Description	Unit	Quantity	Total Cost	Quantity	Total Cost	Quantity	Total Cost	Quantity	Total Cost	
Road Re-surfacing	\$4.00	sq. ft. - milling & topping	sq. ft./lin. ft.	36	\$82,080	22	\$122,760	36	\$406,800	22	\$289,960	\$901,600
Concrete Curb & Gutter	\$15	lin. ft. - demo. & install	lin. ft./ft.	2	\$17,100	4	\$83,700	2	\$84,750	2	\$98,850	\$284,400
Planting Verges	\$1.50	prep. and cover	sq. ft./lin. ft.	6	\$5,130	10	\$20,925			6	\$29,655	\$55,710
Trees	\$1,000	each - large		10	\$10,000	23	\$23,000					\$33,000
Speciality Pavers	\$10	installed	sq. ft./lin. ft.	18	\$102,600					12	\$395,400	\$498,000
Intersection	\$10	installed	sq. ft.	2500	\$25,000							\$25,000
SHS plaza areas	\$10	est. for budgeting only	lump sum		\$125,000							\$125,000
Striping	\$0.60	center and edge stripes	linear foot	570	\$342	1,395	\$837	2,825	\$1,695	3,295	\$1,977	\$12,366
Site Furnishings	\$25	averaged estimate	linear foot	570	\$14,250							\$14,250
Benches	\$2,000	each - installed										
Trash Recepticles	\$1,000	each - installed										
Side Street Treatments			lump sum								\$494,080	\$494,080
					\$381,502		\$251,222		\$493,245		\$1,309,922	\$2,443,406

Side Street Treatments Details

(7 intersections; 4 corners/ea.; 90 ft. along side street; 100 ft. of curb)

asphalt pavement - 1,400 ft. x \$54/lin. ft. =	\$76,600
\$180/lin. ft. for lights x 1,400 ft. =	\$252,000
bump out spec. pavement (2/3 area) =	\$134,400
bump out green area (1/3 area) =	\$10,080
trees (7 intersections x 12 trees x \$250 ea.) =	\$21,000
no additional site furniture	\$0
lump sum total	\$494,080

SUMMARY		Campus 570 lin. ft.	Bridges 1,395 lin. ft.	Residential 2,825 lin. ft.	Commercial 3,295 lin. ft.
Phase 1	\$3,019,543	\$242,690	\$479,953	\$892,188	\$1,404,713
Phase 2	\$2,435,891	\$381,502	\$251,222	\$493,245	\$1,309,922
TOTALS	\$5,455,434	\$624,192	\$731,175	\$1,385,433	\$2,714,635
	plus 15% contingency =				\$6,273,748.53

NOTE 1: Assumes all sidewalks are replaced

APPENDIX

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	Corridor Advisory Group Meeting	
MEETING DATE:	December 10, 2008	
PARTICIPANTS:		
CAG MEMBERS	Rudy Davidson Charles Diggs Marian Dunkerley Anthony French Ruth French Frederick Liggin	Donna McDonald Joe McNealy Steve Miller Jewell Smotherman Earl Stringer Brenda White
	Councilwoman Hamilton — Metro Council Susan Hamilton — Economic Development Department April Jones — Economic Development Department Scott Love — Economic Development Department Weddie Lanier — Economic Development Department John Fischer — Economic Development Department Jon Henney — Gresham, Smith and Partners Felicia Harper — Gresham, Smith and Partners	

DISCUSSION:

Councilwoman Hamilton opened the meeting by welcoming the Corridor Advisory Group to the 1st meeting of the West Market Street Corridor Improvement Study. The Councilwoman stated that the process began with a decision to study possible improvements that could be made to West Market Street. The study was funded by the Louisville Metro Council with money allocated to Council District 5, and will be managed by the Economic Development Department.

Councilwoman Hamilton introduced Gresham, Smith and Partners (GSP), a planning consulting firm selected to lead the study.

Jon Henney, GSP Project Manager, welcomed the CAG members and introduced the Project Team to the CAG. The CAG members introduced themselves and stated what organization they represented. (For a list of attendees see Participant List)

The purpose of the project was summarized as improving the quality of life for corridor residents, business owners, and users by outlining strategies to maximize the benefits from potential public and/or privately-financed improvements and development projects in the study area. The study area was defined as the West Market Street corridor from eastern 22nd St west to Cecil Ave.

Felicia Harper, GSP Project Planner, reviewed the following roles and responsibilities of the CAG:

1.
 - Advise and Inform project team of issues, challenges and opportunities within the study area.
 - Help engage the larger community in the planning process.
 - Give advice, critiques and suggestions of recommendations for the study.
 - Be a CAG member through the duration of the process, over a 5 month process.
 - There will be 3 CAG meetings that will last 1.5 – 2 hours each.

Ms. Harper then reviewed the overall planning process that will be used to complete the study, including:

2.
 - Inventory and analysis of land use, infrastructure, transportation and community design.
 - Preparation of a Corridor Improvement Plan that will include:
 - Plans for improving the quality of life, stimulating economic development and improving property values.
 - Support existing retail and new retail infrastructure.
 - The preparation of a Final Corridor Improvement Plan will be produced and a public meeting will be conducted for the general public.

A preliminary project schedule was then presented to the CAG members.

- Inventory and analysis data collection will be ongoing throughout the process.
- Stakeholder Interviews will be conducted in January and February for key interest groups.
- CAG meeting # 2 will be held in February.
- CAG meeting # 3 will be held in April.
- The Draft Plan will be ready for review by April.
- The Final Plan will be produced and presented in May.

Mr. Henney gave a brief presentation on the concept of “Complete Streets” and the components of what makes a “Complete Street”, noting they are designed and operated to enable safe access for all users (pedestrians, bicyclists, motorists and bus riders) of all ages and abilities. Mr. Henney stated that the complete street concept would be used as a basis for helping to evaluate study recommendations

GSP staff reviewed with the CAG known opportunities and constraints within the study area. Those identified by the consultant team were:

- The combined sewer overflow (CSO) reconstruction project and what it means for redevelopment opportunity in the corridor.
- Existing commercial nodes along the corridor including -

- French Plaza area
- Ace Hardware area
- 34th & Market St.

- The commercial district located at 26th and Market. There are opportunities to expand and strengthen this commercial district.
- The Shawnee Expressway overpass is a constraint within the neighborhood, creating a barrier along West Market Street.
- Railroad overpass, which provides greater opportunity for certain uses, but also creates a visual/physical barrier splitting the neighborhood.
- The National Tobacco property, this site is strategically located and has redevelopment potential.
- PNC Bank. This bank branch, located in the French Plaza Shopping Center, is an important staple in the community. The closing of the branch could affect the neighborhood and measures should be taken to ensure the future existence of the branch.
- A strong church and institutional presence, along with a solid residential base supported by active neighborhood groups.

CAG EXERCISE

The consultant team led the CAG in a mapping exercise to further identify opportunities and constraints along the corridor. The exercise divided the corridor into two sections (24th to 28th and 28th to Cecil) for the purpose of reviewing the corridor in greater detail. A summary of the mapping exercise is below.

24th Street to 28th Street Map Review

- There is a need to enhance rental property within the corridor. There is an abundance of vacant rental houses along Market Street that have fallen into disrepair over the years.
- An increase in owner occupied housing would be a plus to the neighborhood. There should be some sort of incentive and encouragement or home ownership for the residents.
- There are numerous vacant houses along 24th

- 28th Street. Majority of these houses are owned by ACE hardware. It was determined that these properties should be rezoned to commercial for future development.
- 26th & Market has several vacant buildings that are boarded up and are not in good shape.
- Market Street between 24th to 28th could be a good anchor for commercial development along both sides of the street. This could be possible because residential property would be easy to purchase because many are vacant.
- The block of 28th Street is a stable residential area.
- Urban size development is needed along the corridor. Big box retail would be out of place along the corridor. ACE Hardware should be used for a model for all future development.
- If residents are displaced from Market Street by redevelopment as a commercial corridor, the existing neighborhood could absorb existing residents.
- CAG community would like to see live/work units along Market Street to encourage pedestrian activity along West Market Street.
- There is a dire need for a restaurant district along the corridor. 24th to 28th Street would be the desired location of this district. CAG would like to see something similar to Bardstown Road of Frankfort Ave.
- West Market Street from 24th -26th Street needs a sidewalk assessment to promote the commercial development needed in the community. Many sidewalks are in dire need of replacement and repair. There needs to be a well defined pedestrian area.
- There is a need for lighting, street trees and street furniture along West Market Street.
- Bus stop/shelter location need to be assessed using LOJIC data to show that every area is be-

ing provided for. There tends to be vandalism to TARC shelters in the area and a solution needs to be determined for shelters upkeep.

- Façade improvements are needed on commercial developments along the corridor. These improvements would encourage people to frequent the retail stores.
- CAG members determined the need to expand the bicycle lanes along the corridor to support alternative transportation modes to relieve traffic congestion.
- There is a need for a crosswalk along 26th and Market for safe pedestrian access.

28th Street to Expressway Map Review

- The vacant land next to National Tobacco should be included in the redevelopment if any, of the National Tobacco property.
- The CAG recommended the redevelopment of National Tobacco should be commercial fronting Market Street. The redevelopment setback should align with existing retail along Market.
- There should be a redevelopment of the Recall property adjacent to the railroad.
- There is a dire need for a Landscaping District or standards along the Market Street Corridor. Heavy landscaping should be installed leading into the expressway and railroad overpasses.
- Sidewalks are bad shape throughout the corridor and in the adjacent neighborhoods. Repairs are needed to encourage pedestrian activity.
- The CAG stated that the drainage is bad throughout the corridor. There is an abundance of trash and leaves along the roadways especially along the overpasses. A neighborhood clean-up committee should be set up to pick up trash monthly to keep the catch basin, etc. from getting clogged.

- Signs are needed to identify the neighborhoods along the corridor. It would create a sense of place to identify what neighborhood you are entering and would promote the neighborhood.
- There are a lot of walkers within the neighborhood. It would be beneficial if sidewalks were improved to bring the pedestrian activity to West Market Street. This could also provide a sense of place for the neighborhood to show that there is activity within the corridor.
- The CAG showed a concern for pedestrian movement in and around the overpass for the expressway and railroad. It is dark and unsafe for pedestrians to walk especially at night.
- The CAG members know that activity draws people knowing that there is a need for a destination activity/place within the corridor.
- There is a strong desire to create places for people to work. There are many factories that have closed and have resulted in loss of jobs for many residents. The CAG would like to see more industries brought into the area for the opportunity to employ residents and the gain of new job skills.
- There is a need for a financial incentive for retail stores to locate within the West Market Street Corridor. There is a high turn-over rate for new business even though there are residences to support these stores. They need a full service market that could serve the area. Many of the residences go to Southern Indiana to shop.
- The media perception of the area is negative and residents would like to change the perception of the area. Media tends to focus on the bad in the neighborhood and not the positive.
- Residents would like the Town Center concept that can be seen at Norton Commons. People need to be interactive within the neighborhood.

- New Market Tax Credit should be promoted and ensure that new retail is brought into the community.

Expressway to Cecil Ave Map Review

- Land Ownership needs to be addressed. There are too many rental properties that are in disarray. If home ownership was encouraged upkeep of properties would be enhanced. (Many sites controlled by few)
- There is a lot of vacancy within the corridor.
- Upgrading existing community (lighting, accessibility, landscaping, etc - “Look like a place where people want to come”) is an important factor in the corridor management plan.
- Maintenance of existing sites needs to be addressed. There should be some incentives for beautifying your property. Want people to experience an inviting neighborhood. (ex. Car lot)
- There is a need for new business around the Amy & Herman intersections. There are vacant properties around the area that can be used to fill the gap of retail in the area.
- POS- Portland Baptist, St Columbia Apartments are a asset to the community. The apartment community is a good reuse of a vacant building.
- There seems to be a trend in irregular business hours throughout the community. Some businesses are open in the evening and weekends but with no set hours.
- An improvement in the retail mix throughout the corridor in needed. There are fast food restaurants but no sit-down restaurants and need additional grocery options. There is no choice for fresh fruit or vegetables in the area.
- An improvement in sidewalks and crossings is a necessity. Most intersections are not clearly

marked for pedestrians and it is unsafe to cross streets in certain area.

- Existing grocery does not have the variety of foods that residents need. There is a strong need for fresh produce in the area. The selection is very limited. Residents have to shop in Portland or Southern Indiana for groceries.
- Shawnee High School needs revamping to have a well defined entrance and would be a good gateway into the corridor. The discussion of school mascot painted in the road at the intersections was discussed.
- Encourage owner occupied housing within the corridor to relieve the corridor of rental and vacant properties.
- Green builds should be considered as alternative and special incentives given to owners/developers who encourage the use.
- The possibility of job growth in the area should be encouraged and be an incentive to new companies that would locate in the neighborhood. There should be opportunities for job training to residents and would help increase family incomes.
- “Urban Mixed” Development encouraged.
- Overcoming “West End” stigma that the media portrays. (Media, etc.)
- New Market Tax Credits should be offered to new businesses.
- Access to capital should be readily accessible to new businesses.
- West End should be a destination place. There needs to be a draw for people to come and visit the corridor. An example is to extend the Trolley Hop to West Market Street to be similar to East Market Street or Frankfort Ave Trolley Hop.
- A town center concept should be the goal of the corridor.

WEST MARKET CORRIDOR GOALS EXERCISE

The second exercise was to determine what the greatest issue or concern was for the corridor by the CAG members. GSP submitted a list of broadly stated goals that the CAG was asked to prioritize by selecting their 1st, 2nd, and 3rd most important choice. The top goals identified were:

1. implement strategies to support existing retail and grow new retail infrastructure
2. infrastructure improvements to increase functionality and marketability
3. support economic development within the corridor

STAKEHOLDERS

Stakeholders within the corridor will play an important role in the study. The stakeholders are members of the community that have a certain interest or concern with the outcome of the project. The stakeholders will represent a specific interest and will have limited participation in the planning process. GSP presented a preliminary list of stakeholders and engaged the CAG in a discussion about other potential stakeholders. The stakeholders identified were:

- Shawnee Neighborhood Association
- Metro Housing Resource Center
- St Columbia Apartments
- Reclaiming Our Community Block Club
- Shawnee Business Association
- West Louisville Business Association
- Watrous Associates Architects
- Realtors Association
- Williams Food Service
- Community Development Bank
- PNC Bank
- US Bank
- Pic Pac
- Herman Center (24th)

- Dad's
- Shawnee Gardens Apartments
- Dr. Phil Williams
- Shawnee Social Club
- Dino's Market
- 38th & Market – Jimmy

3.

CLOSING

The next CAG meeting was scheduled for February 11th at 2 PM at French Plaza.

Respectfully Submitted By:

Felicia Harper
Land Planner

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March 16, 2009

Stakeholders Interviews – March 11, 2009

MEETING NOTES

WEST MARKET STREET CORRIDOR IMPROVEMENT STUDY

GS&P Project No. 26946.00

MEETING DATE: March 11, 2009
 INTERVIEWS: Steve Miller – Ace Hardware
 Tony French – French Plaza
 Bobbie Hunt – Bobbie’s Bee-Z Babies
 Bill Jones – Dad’s Muffler Shop
 Jonathan Reasor – Store Manager, Pic Pac
 Tom McLean – Shawnee Dental
 PNC Bank – Kim Jackson
 CONDUCTED BY: Jon Henney — Gresham, Smith and Partners
 Felicia Harper — Gresham, Smith and Partners
 DISCUSSION:

An open house meeting was held for stakeholders of the West Market Street Corridor on March 11, 2009, at French Plaza, 234 Amy Avenue, from 8:30 am until 3:00 pm. Letters were sent to the identified stakeholders in a letter from Bruce Traughber, Director of the Economic Development Department to notify them of the meeting, and phone calls were made the week prior to the meeting as a reminder.

Comments from the stakeholders who attended include the following:

Jonathan Reasor, Pic Pac Store Manager

- Additional shared off-street parking would be seen as a benefit, particularly for the smaller retail uses in the area that depend on the on-street parking
- New Anchor in this block would be a plus – general merchan-

dise/clothing (i.e., Dollar General). Could relocate tire store and redevelop half a block (note: existing Family Dollar at 15th and Jefferson

- Planning on pursuing a facade loan to make improvements to the Pic Pac in the future
- Delivery for Pic Pac is from alley access and parking lot
- Considers his market area to include: 13th to Shawnee Park, Virginia Avenue to the river. He distributes 12,000 adds.
- Wants billboard (not being used) next door removed

Bill Jones, Dads Muffler Shop

- Misses perks from old Enterprise Zone like sales tax
- Could use additional parking – trying to buy adjacent lot from rail road but they don’t want to sell, wants to lease.
- Portland’s Category 3 review costs money and time for existing business owners. Biggest complaint is the process, which he described as “not business friendly.” Would like to see more low/no-interest loans – had been available for Portland and Russell but feels like Market Street area is now a “no man’s land” that falls between the cracks. Wants to pave lot and put up new building.
- Feels his business is mostly a local/regional market today, though used to draw from all over the city.
- Sees a need for new sidewalks. Visibility of his business is not really an issue.

Bobbie Hunt, Bobbie’s Bee-Z Babies

- 4 locations, in business 19 years
- Signage issues - enforcement
- 34th Street – filing station and liquor store – abandoned and condemned building. Feels there needs to be a way to make owners more accountable.
- Problem with boarding houses.
- Russell neighborhood seen as a good model for making improvements.

Tony French, French Plaza

- Walkability, ability to shop within your neighborhood, find all

basic needs

- French Plaza is “center” of the neighborhood
 - Overpass is gateway to Shawnee
 - Signage to indicate Shawnee Neighborhood
 - Saw “Portland Now” as good example of what Shawnee could do.
 - Wants sit down restaurant, dry cleaner
 - Land, will, “infrastructure is available for redevelopment
- Use of signage to create an identity (like Frankfort Ave)
 - Signage on buildings should be attractive

Meeting with Bruce about “Town Center”

Steve Miller, Ace Hardware:

- Wants neighborhood serving uses; not “Wal-Mart,” likes drug store, restaurant grouping. Owns land west – would like to expand “node”
- Poor ingress/egress
- Business is generated from walk-ins and larger area

Tom McLean, Shawnee Dental

- When looking for a place to locate their business was looking for underserved areas by density. Wanted to be in a place that other similar business did not want to be in
- Located at 431 E. Liberty before locating in French Plaza, French Plaza since 2001
- Medicaid based practice
- Cosmetic improvements need to be made to attract other businesses to area
- Shopping options needed for area
- Wants sit-down restaurants and franchise activity

Kim Jackson, PNC Bank

- More lighting is needed
- A lot of business is generated from walk-in traffic and drive-thru service.
- Vandalism is an issue at TARC shelter
- TARC stop needed on every corner
- A nice amount of landscaping and small trees fronting W Market St would benefit the Plaza.

Urban Land Institute – Definition of Shopping Center

C. Shopping Centers Defined

The definition of a shopping center is standard. As formulated by the former Community Builders Council of the Urban Land Institute (ULI) in the 1950s and reaffirmed over time, a shopping center is a group of commercial establishments planned, developed, owned, and managed as a unit related in location, size, and type of shops to the trade area it serves. It provides on-site parking relating to the types and sizes of its stores.

As the shopping center evolved, five basic types emerged, each distinctive in its own function: the convenience, the neighborhood, the community, the regional, and the super regional. In all cases, a shopping center's type and function are determined by its major tenant or tenants and the size of its trade area; they are never based solely on the area of the site or the square footage of the structures.

(ULI) defines the types of shopping centers that comprise the majority of retail development in the United States. For purposes of understanding terms and characterizations used in this report, the types of retail centers contained in the iExpress database and categorized in the accompanying maps are summarized:

Neighborhood Shopping Center – This type of retail center provides for the sale of convenience goods (foods, drugs, and sundries) and personal services (e.g. laundry and dry cleaning, hair-styling, shoe repair and tailoring) for the day-to-day needs of the residents in the immediate area. It is built around a supermarket as the principal tenant and typically contains a **gross leasable area (GLA)** of about 60,000 square feet. In practice, neighborhood centers can range from 30,000 to 150,000 square feet.

Community Shopping Center – In addition to the convenience goods and personal services offered by the neighborhood center, a community center provides a wider range of soft lines (wearing apparel) and hard lines (hardware and appliances). The community center makes merchandise available in a greater variety of sizes, styles, colors, and prices. Many centers are built around a junior department store, variety store, super drugstore, or discount department store as the major tenant, in addition to a supermarket.

Although a community center does not have a full-line department store, it may have a strong specialty store or stores. Its typical size is about 150,000 square feet of gross leasable area, but in practice, it may range from 100,000 to

350,000 or more square feet. Centers that fit the general profile of a community center but contain more than 250,000 square feet are classified as super community centers. As a result, the community center is the most difficult to estimate for size and pulling power.

A **power center** is a type of super community center that contains at least four category-specific, off-price anchors of 20,000 or more square feet. These anchors typically emphasize hard goods such as consumer electronics, sporting goods, office supplies, home furnishings, home improvement goods, bulk foods, health and beauty aids, and personal computer hardware/software.

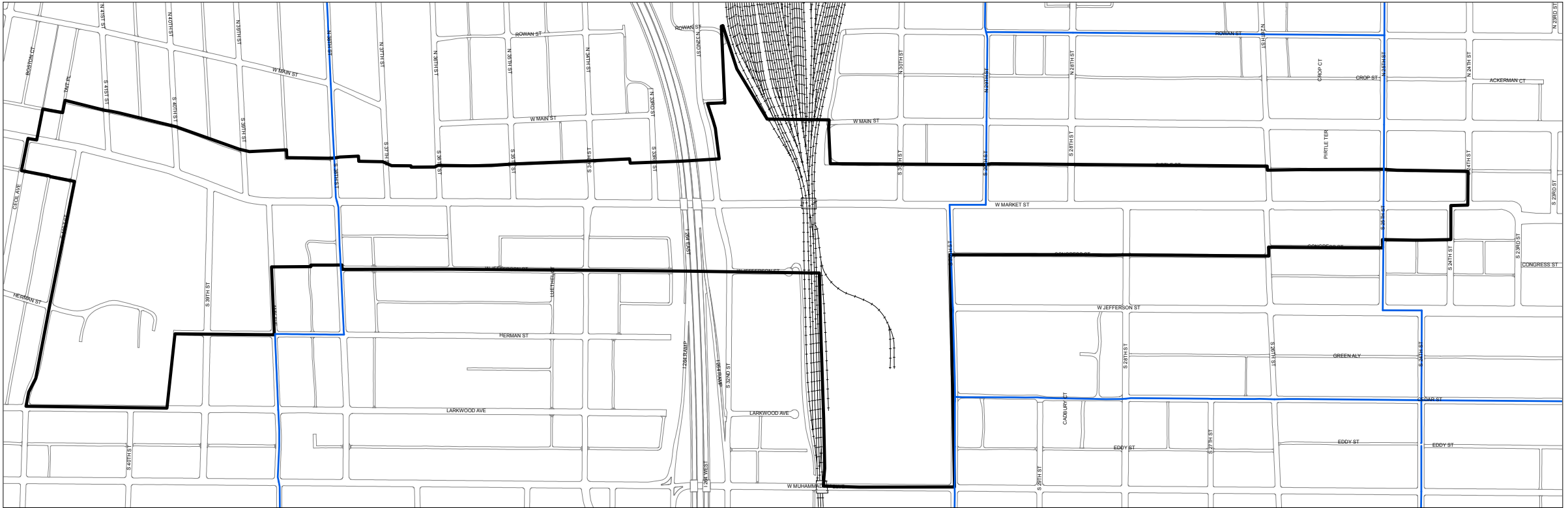
Regional Shopping Center – This type of center provides general merchandise, apparel, furniture, and home furnishings in depth and variety, as well as a range of services and recreational facilities. It is built around two or more full-line department stores of generally not less than 50,000 square feet. Its typical size is about 500,000 square feet of gross leasable area, but in practice it may range from 250,000 square feet to more than 800,000 square feet. The regional center provides services typical of a business district yet not as extensive as those of the super regional center.

Super Regional Shopping Center – A super regional center offers an extensive variety in general merchandise, apparel, furniture and home furnishings, as well as a variety of services and recreational facilities. It is built around three or more full-line department stores generally of not less than 75,000 square feet each. The typical size of a super regional center is about 1 million square feet of GLA. In practice the size can range from about 500,000 to more than 1.5 million square feet. Super regional centers have been typified by enclosed malls for over the past thirty years (such as the Mall St. Matthews and the Oxmoor Center shown left and right respectively, below), but have transitioned to outdoor “town centers” over the past decade or so.

Table 2 contains the criteria for the four types of shopping centers referred to in subsequent analysis, discussions, tables, maps, etc. contained in this report. Although shopping centers of one classification or another contain the majority of retail inventory in the Metro, it should be noted that free standing retail constitutes a significant amount as well. Older “main street” style shopping districts are typically comprised of a collection of single tenant buildings, and national chain pharmacies and grocery stores have increasingly embraced the stand alone building concept. For the purposes of this analysis, all identifiable retail inventory is accounted for, free standing and otherwise. See Table 2.

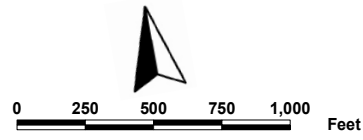
Table 2
Shopping Center Definitions

Center Type	GLA Range	Acres	# of Anchors	% Anchor GLA	Type of Anchor
Neighborhood	30,000-150,000	3-15	1+	30-50%	Supermarket
Community	100,000-350,000	10-40	2+	40-60%	Discount, supermarket, drug, home improvement, large specialty discount
Regional	250,000-800,000	40-100	2+	50-70%	Full-line dept, jr dept, mass merchant, discount dept, fashion apparel
Super Regional	800,000+	60-120	3+	50-70%	Full-line dept, jr. dept, mass merchant, discount dept, fashion apparel




West Market Street Study Area

Bike Routes



Legend

— Bike Route



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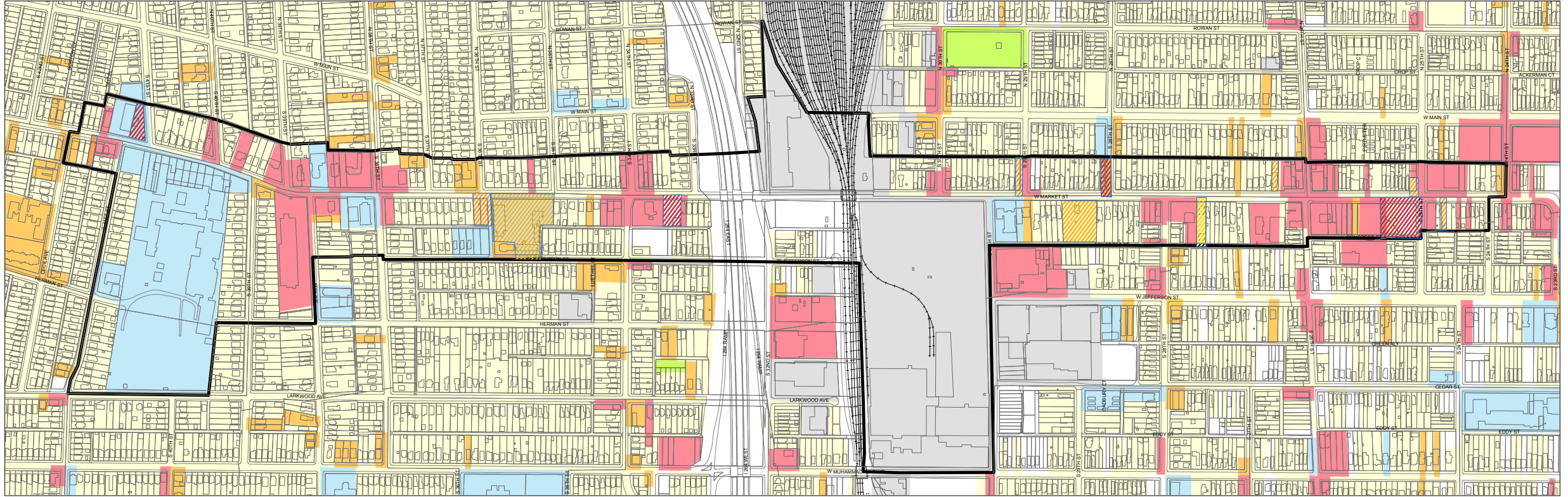


West Market Street Study Area

TARC Routes and Stops

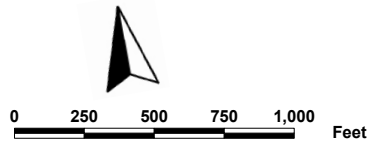


Legend	
— Route 12	● Route 12 stops
— Route 15	● Route 15 stops



West Market Street Study Area

2009 Land Use



West Market Street Study Area

Existing Land Use

- Commercial
- Industrial
- Multi-Family Res
- Parks and Open Space
- Public and Semi-public
- Single Family Res
- Vacant or Undeveloped

Land Use Changes

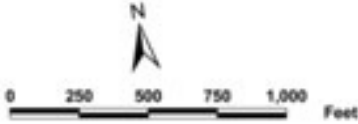
- SINGLE-FAMILY RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- PUBLIC and SEMI-PUBLIC
- GENERAL COMM. AND OFFICE

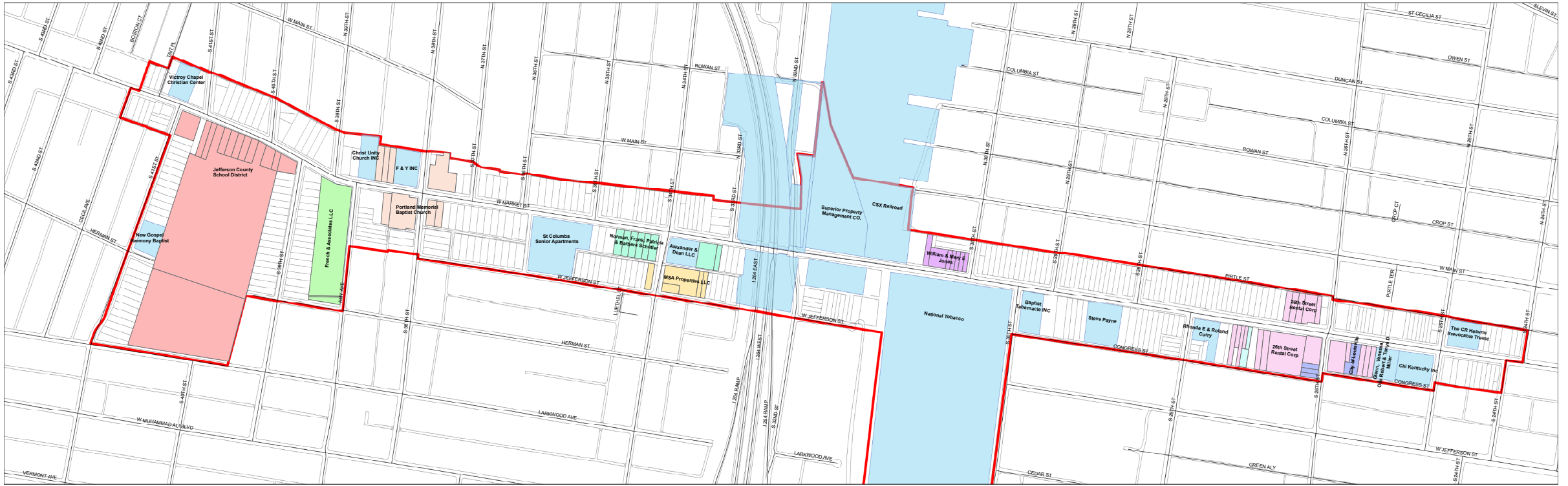


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West Market Street Study Area








- 1/2 Acres or more
- MARY E and WILLAIMS JONES
- Multiple Land Owners**
- 26TH STREET RENTAL CORP
- LAND BANK AUTHORITY OF LOUISVILLE
- CITY OF LOUISVILLE
- MSA PROPERTIES LLC
- FRENCH and ASSOCIATES LLC
- PORTLAND MEMORIAL BAPTIST CHURCH
- FRANK, NORMAN and PATRICIA SCHUTLER
- JEFFERSON COUNTY PUBLIC SCHOOLS


West Market Street Study Area

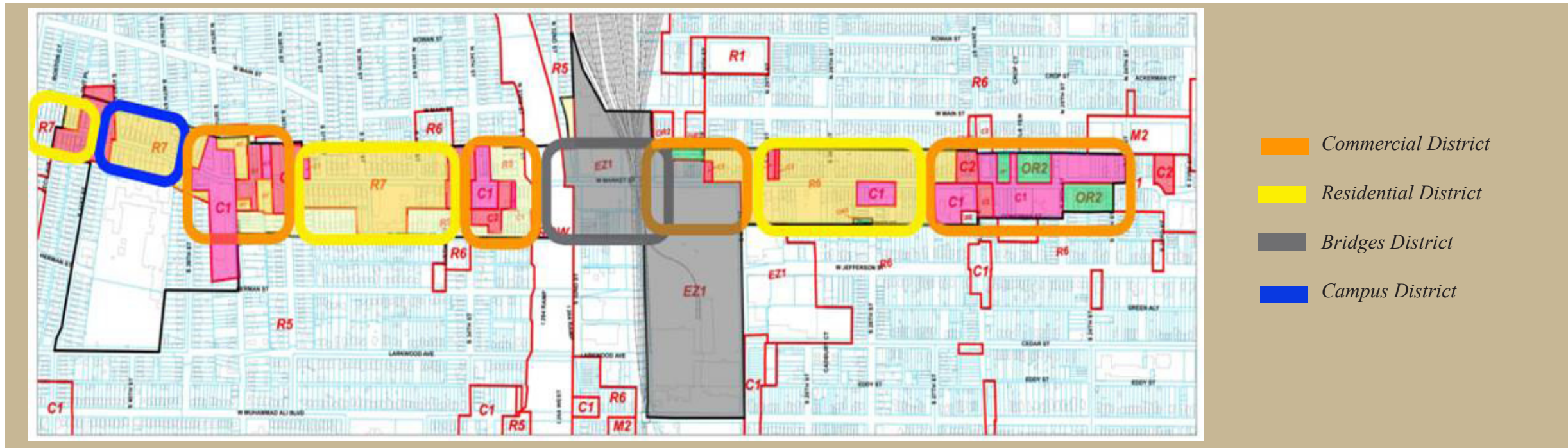

 GRESHAM
SMITH AND
PARTNERS


 LOUISVILLE
JEFFERSON COUNTY


 LOJIC™
Louisville/Jefferson County Information Consortium







West Market Character Districts





West Market Street Study Area

Potential for Redevelopment

- Potential for Redevelopment**
- 1ST PRIORITY
 - 2ND PRIORITY
 - 3RD PRIORITY

West Market Street Study Area



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