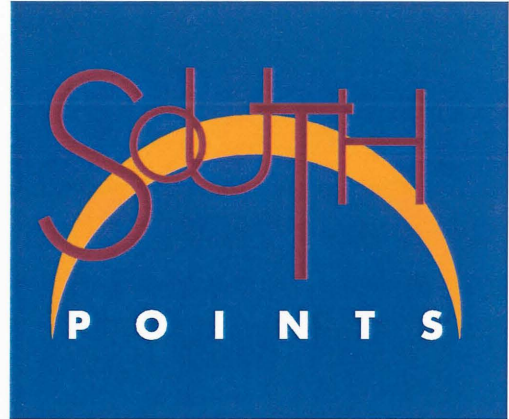




## South Central Louisville Development Coordination Study



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# **South Central Louisville Development Coordination Study**

**Prepared for:  
Downtown Development  
Corporation**

**Prepared by:  
Wallace, Floyd, Associates Inc.  
with: Parsons Brinckerhoff Quade & Douglas  
Selbert Perkins Design Group**

**June 1999**

*This project was funded by Churchill Downs, the Kentucky Fair and Exposition Center, the Metropolitan Sewer District, the University of Louisville and the City of Louisville.*

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# Introduction

South Central Louisville is a 15-square mile area located within the City of Louisville, Kentucky that encompasses a collection of major regional facilities. These facilities include sports and entertainment venues such as: the landmark Churchill Downs with its elegant and internationally recognized twin spires and the Kentucky Derby Museum; the vast Kentucky Fair and Exposition Center, which hosts trade shows among the largest in the nation; and the Six Flags/Kentucky Kingdom Amusement Park with its Twisted Sisters and Chang rollercoasters, acclaimed far and wide among coaster enthusiasts. The area is also home to the historic and prestigious University of Louisville Campus, and the University's recently completed 45,000 seat Papa John's Cardinal Stadium.

The South Central area also contains the Louisville International Airport which, with the United Parcel Service expansion, will continue to grow as a critically important transportation and economic component of the entire region. Amidst the backdrop of these large facilities, there remain several strong, long-established, residential communities. These include the South Louisville and South Central Louisville neighborhoods, as well as the National Register Historic District of Old Louisville. The need to balance the varied interests of the area, and to determine impacts associated with growth and development, is apparent.

With a focus directed towards these major facilities and their relationship to one another, and to downtown Louisville, the South Central Louisville Development Coordination Project was initiated. The goal of the project is to broadly assess future development potential, and develop a process for an ongoing and coordinated approach to future planning and development within the area. The project has been a collaborative effort among representatives from the major institutions, the Downtown Development Corporation, the City of Louisville and the Metropolitan Sewer District.

The Project Steering Committee met regularly over an 18-month period, and worked with commitment and diligence to guide the project. As an advisory group to the project, a Project Oversight Committee was also formed to provide a broadbased and thorough representation of the various interests and issues important to the overall South Central Louisville area.

Working with these two groups, five issues and related goals were identified as primary elements of the development coordination effort. These project goals have guided the analysis and recommendations of the study, and are identified as follows:

- **District Identity:** Developing an overall theme and identity for the area which pulls together the many attractions into one identifiable and cohesive district
- **Linkages:** Providing connections between the large institutions and attractions in the area, and from South Central Louisville to other parts of the City of Louisville
- **Infrastructure Investment:** Providing an efficient framework of public infrastructure to support private and institutional development initiatives
- **Development Potential:** Establishing development controls and design guidelines to encourage compatible and attractive development of vacant and underutilized parcels that supports and reinforces the district
- **Coordination:** Creating a process for ongoing coordination between the Stakeholders and the City of Louisville during implementation of this plan and continued development of the South Central Area



## Project Steering Committee

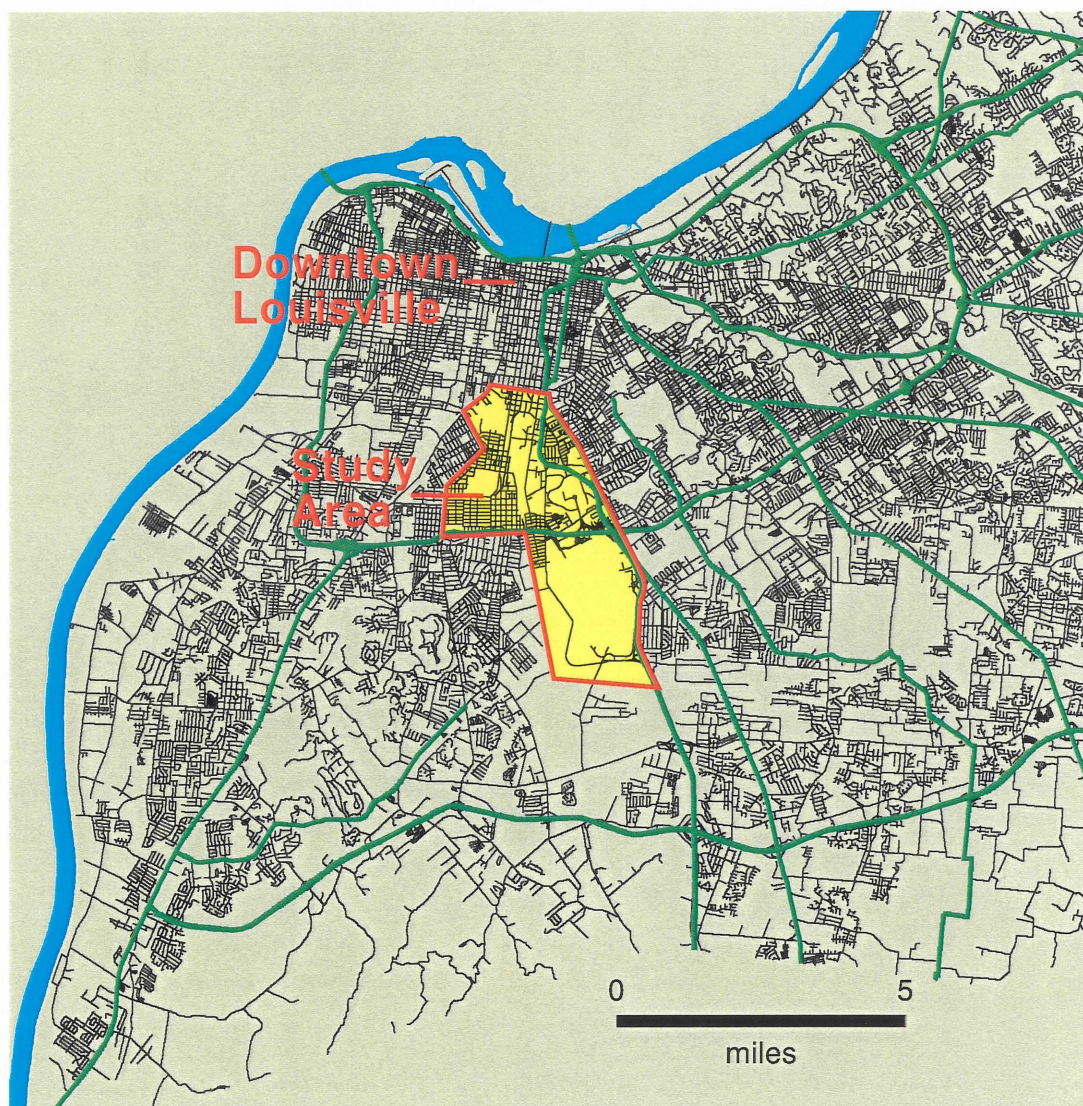
- Barry S. Alberts - Executive Director, Downtown Development Corporation
- Brian J. Bobo, P.E. - City of Louisville, Department of Public Works
- Kenneth L. Dietz, Director, - University Planning, Design & Construction, University of Louisville
- Frederick E. Doyle - Vice President, Churchill Downs Investment Company
- Gordon R. Garner - Executive Director, Metropolitan Sewer District
- Derek R. Guthrie - Storm Water Manager, Metropolitan Sewer District
- Tom H. Meeker - President & CEO, Churchill Downs, Inc.
- Larry L. Owsley - Vice President Finance & Administration, University of Louisville
- Dr. John W. Shumaker - President, University of Louisville
- Harold Workman - President & CEO, Kentucky Fair and Exposition Center

## Project Oversight Committee

- Lyn Ashton - Kentucky Derby Museum
- Jack Bateman - Six Flags/Kentucky Kingdom
- J. Barry Barker - TARC
- Tim Barry - Office of the Mayor
- Colossia Bennett - South Louisville Neighborhood Association
- Paul Bloodsworth - South Louisville Neighborhood Association
- Malcolm Chancey - Downtown Development Corporation
- Larry Chaney - Kentucky Transportation Cabinet
- Patricia Clare - Louisville Development Authority
- James DeLong - Regional Airport Authority
- Sonya Doerr - Louisville Development Authority
- Greg Handy - 8th Ward Alderman
- Jeff Jewell - Department of Public Safety, University of Louisville
- Bill Monhollon - Kentucky Transportation Cabinet
- Mary Lou Northern - TARC
- Ann Ogden - The Speed Museum
- Duane Parker - South Louisville Business Association
- Ted Pullen - Regional Airport Authority
- Bill Sexton - TARC
- Bonnie Skaggs - LEO Corporation/Covenant Housing
- K.C. Scull - Stadium Manager, Papa John's Cardinal Stadium
- John Sistarenik - Old Louisville Neighborhood Association
- C. Bruce Traughber - Executive Director, Louisville Development Authority
- Jack Trawick - Louisville Community Design Center



## The Site



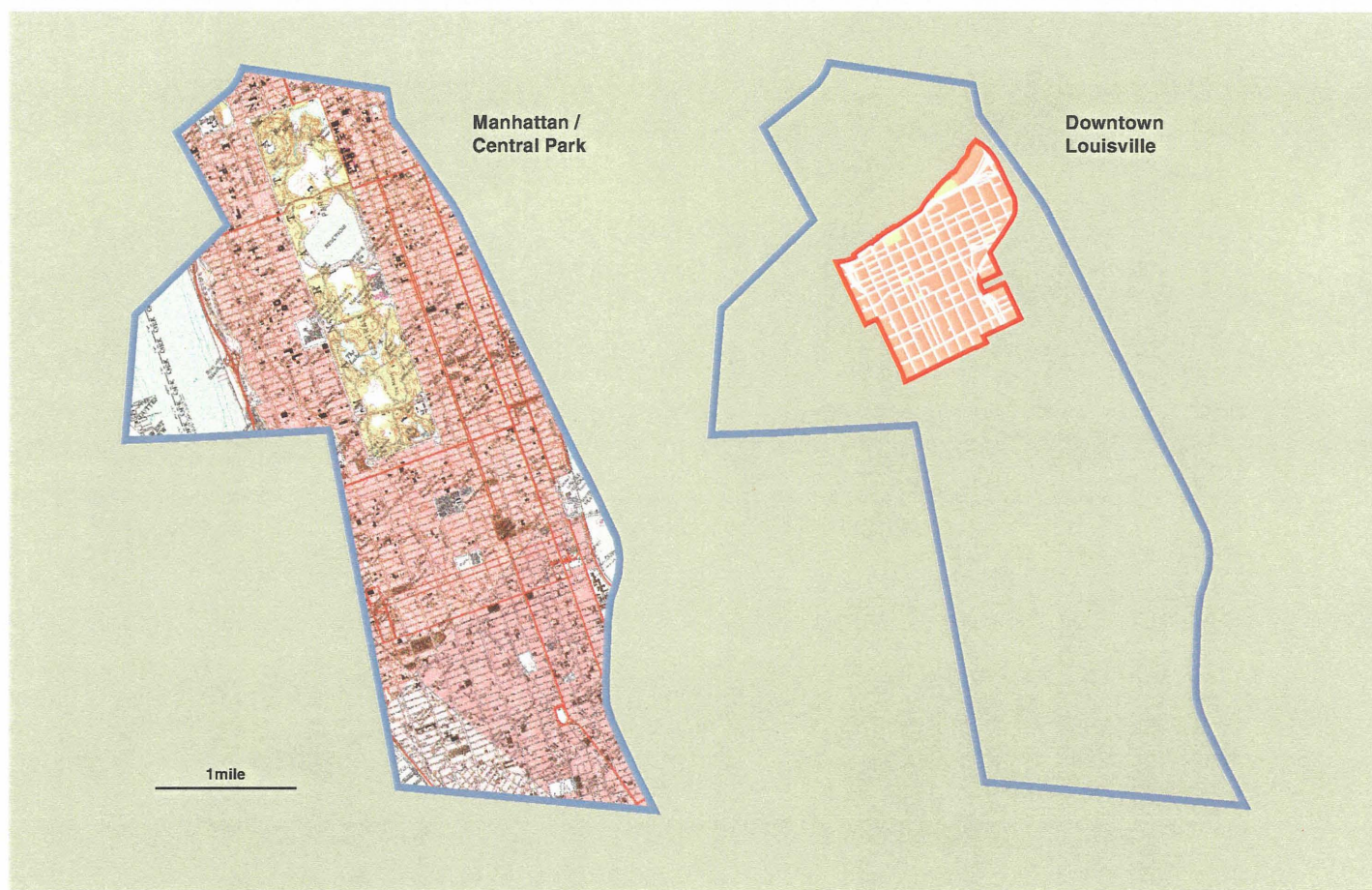
The 15 square mile project area is located south of downtown Louisville. It is bounded by Old Louisville and downtown to the north, I-65 to the east, the southern boundary of Louisville International Airport to the south, and Churchill Downs and adjacent neighborhoods to the west. The project area is bisected by the Watterson Expressway (I-264) and is parallel to I-65.





As shown in this aerial photograph, the character of the area is different from the traditional Louisville city street grid pattern, and is dominated by large open spaces, institutions and businesses which own and occupy extremely large parcels of land, and large structures including buildings, stadiums and towers.





The unusual character and large scale of this area are difficult to comprehend. To put it in perspective, Manhattan Island in New York City, from lower Manhattan to Harlem and from the East River to the Hudson River, would fit inside the project area. Closer to home, downtown Louisville would fit inside the project area approximately ten times.



## History of the Area



Aerial view of Louisville from the mid 1850s illustrating the great expanse of open land beyond downtown.

Area businesses, institutions and ownership patterns evolved historically in response to transportation arteries and the pattern of large land ownership. Louisville in the 18th and early 19th centuries developed parallel to the Ohio River. The development of the L&N Railroad and turnpikes to Frankfort, Shelbyville and other points divided the farmland south of the city into large, irregularly shaped parcels with good access to downtown.





1865 map illustrating the railroads and turnpikes defining the parcels in South Central Louisville, further illustrated in the following aerial photographs.





Early aerial view looking south over industrial land and the University of Louisville toward the emerging airport in the upper right-hand corner.



Close-up view of the University of Louisville showing Parkway Field and Eastern Parkway defining the campus's southern boundary.





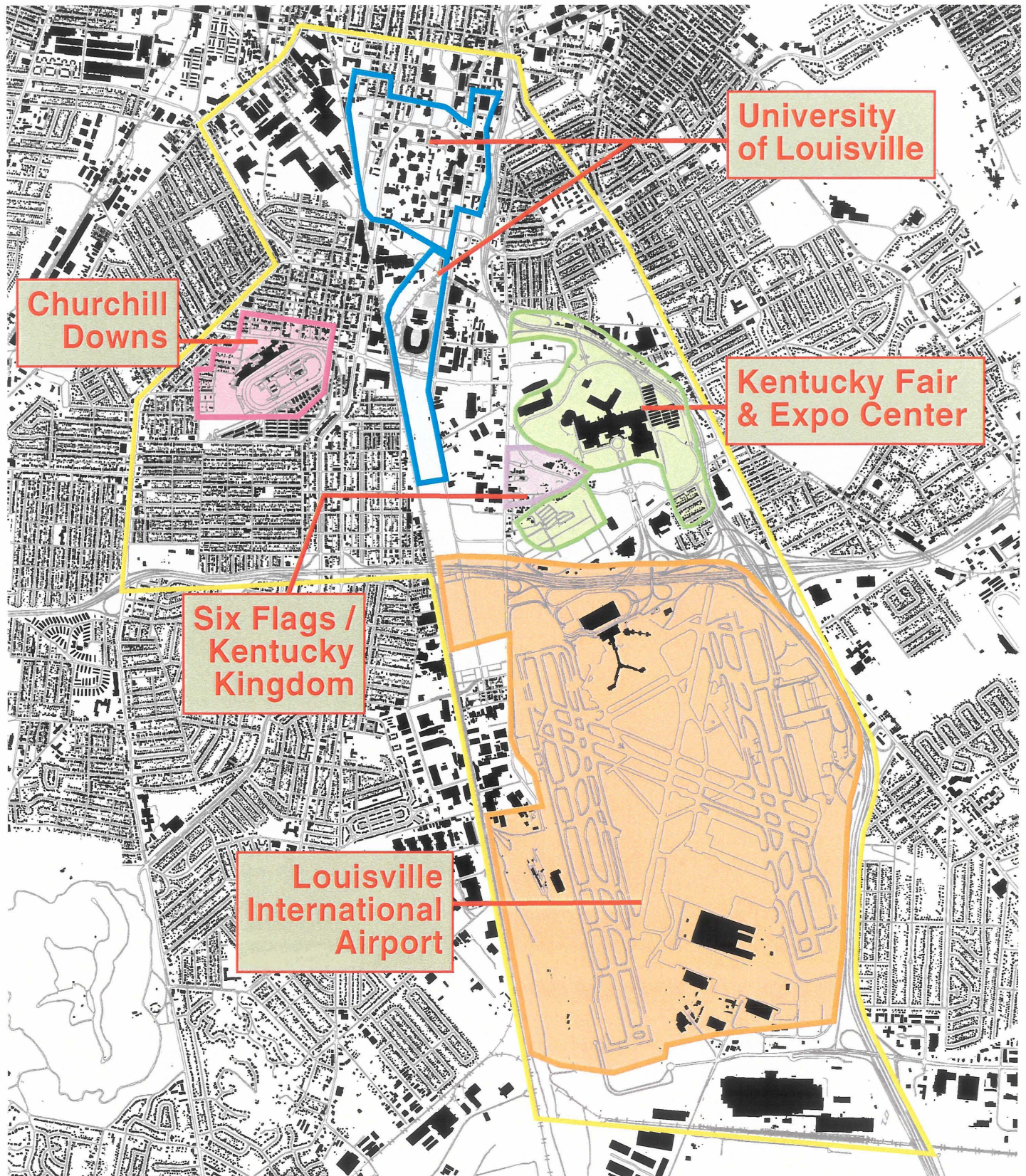
View north toward downtown Louisville showing the University of Louisville and industries in the foreground. KFEC and Kentucky Kingdom are not yet developed.



The Ford Motor Company on Third Street represents the high level of investment and dramatic industrial architecture of the early 20th century.



## Major Players and What's Happening



Although the project area includes neighborhoods as well as commercial and industrial sites, it is dominated by the five major institutions.



## Existing Activity

As shown on these two charts, the institutions and other large venues attract a large number of visitors to the area and generate a significant contribution to the regional economy.

The number of visitors, revenues generated and associated spin-off development continue to grow dramatically. Planned and proposed projects by both the public and private sector are currently underway and will continue beyond 2010.

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### Annual Visitors/Attendees

Churchill Downs	1,000,000
Kentucky Derby Museum	160,000
Kentucky Fair and Exposition Center	4,000,000
Louisville International Airport *	3,643,226
Six Flags / Kentucky Kingdom	1,340,000
University of Louisville **	25,511
Papa John's Cardinal Stadium	240,000

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\* Air passengers

\*\* Students, faculty, and staff

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### Annual Economic Contribution \*

Churchill Downs (economic impact 1994 Derby)	\$95,000,000
Kentucky Derby Museum (revenue)	\$2,600,000
Kentucky Fair and Exposition Center (event revenue)	\$24,000,000
Louisville International Airport (revenue)	\$48,000,000
Six Flags / Kentucky Kingdom	Not Available
University of Louisville (revenue)	\$418,239,000
University of Louisville (salaries)	\$259,760,000

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\* Numbers are based on information available from the individual institutions and are not comparable between institutions

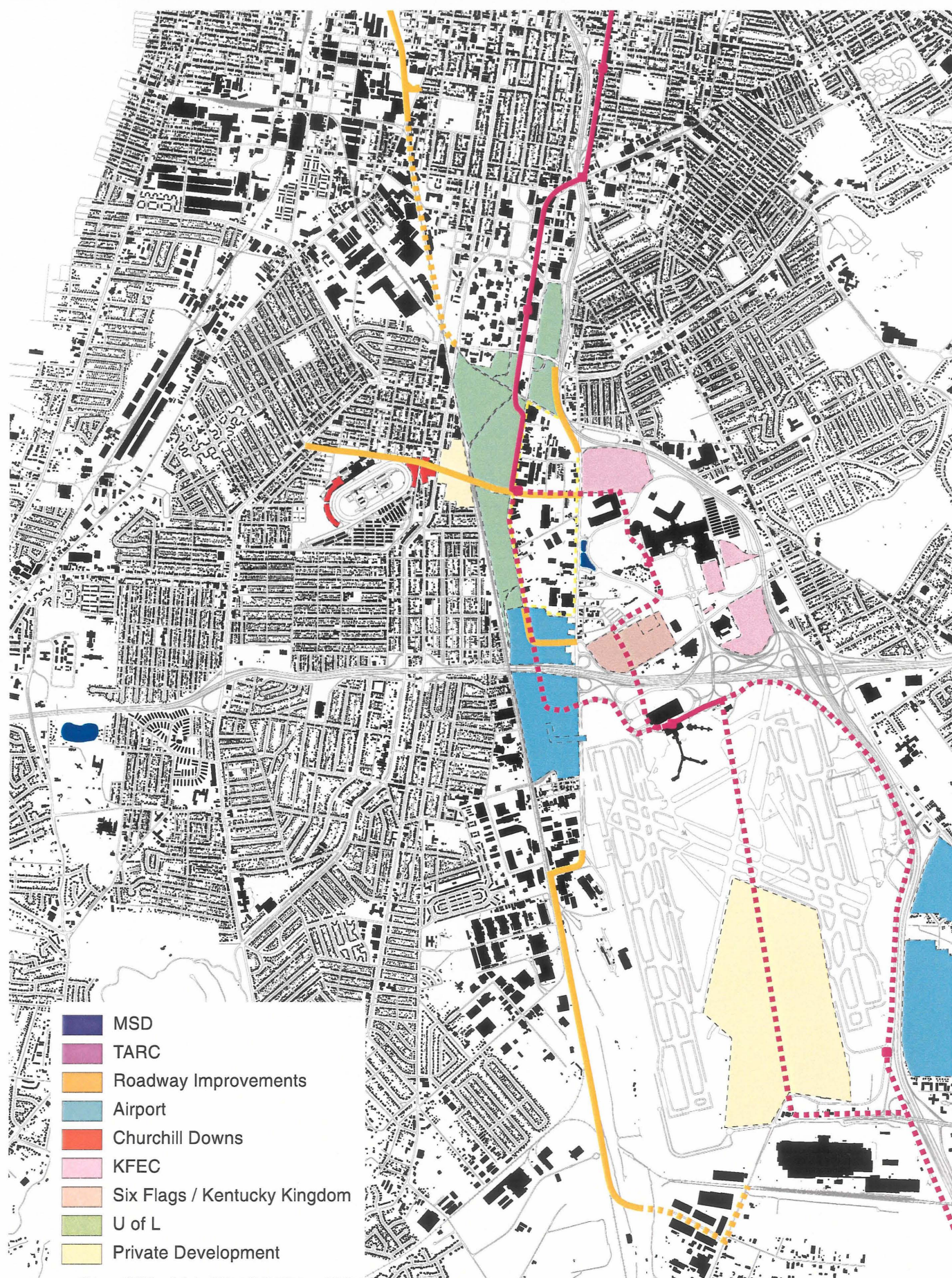


## Planned and Proposed Projects

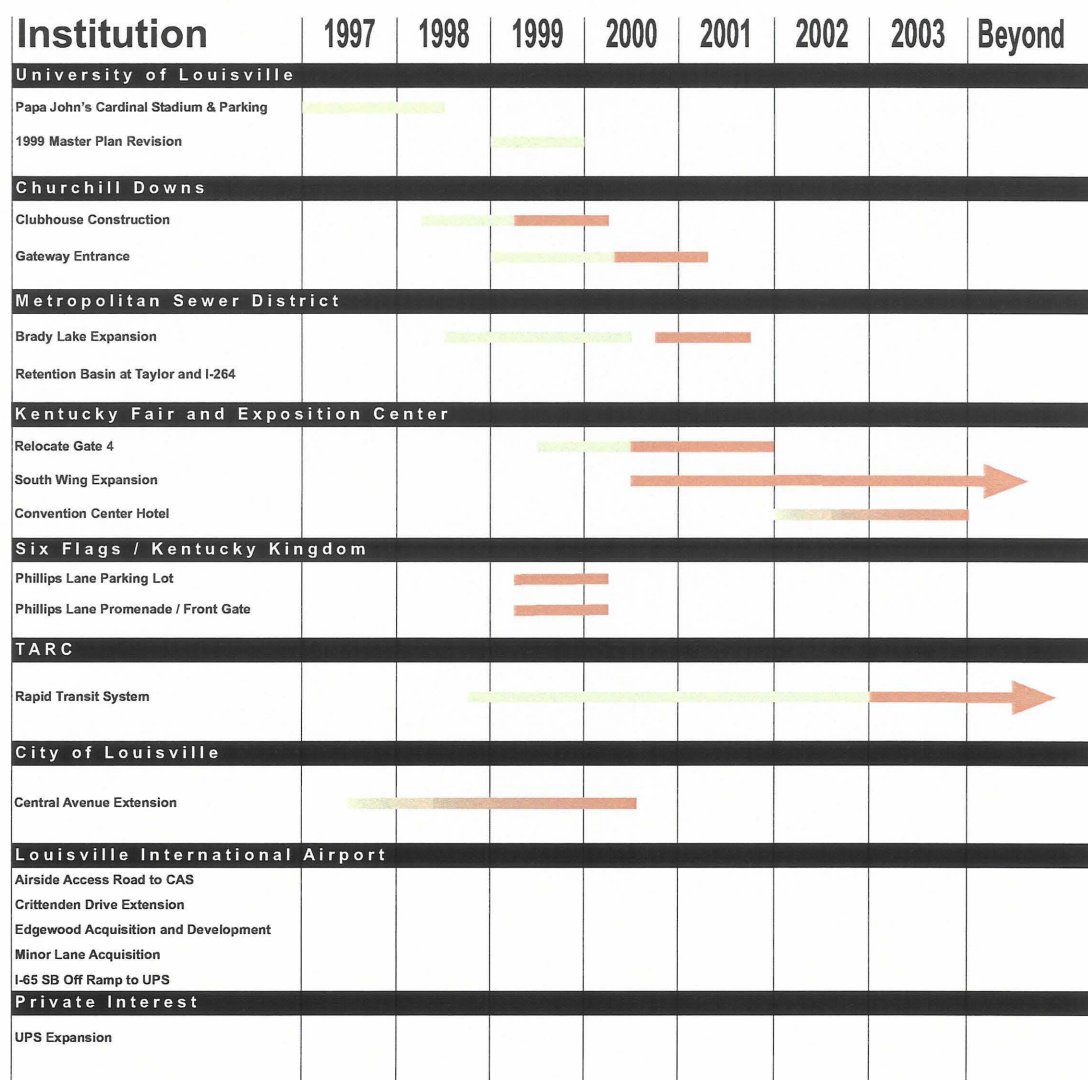
A number of projects are planned by both area institutions and public agencies. These projects are identified below and highlighted on the following page.

- **University of Louisville:**
  - Papa John's Cardinal Stadium and Parking
  - R & D development area
  - New dormitories
  - Cardinal Park Facilities (new athletic fields)
  - 1999 Master Plan Revision
- **Churchill Downs**
  - Master Plan
  - New office facilities
  - New Gate One
  - Hotel at Trackside
  - Backside dormitory
  - Clubhouse construction
  - Entertainment corridor
  - New gateway/entrance at 4th Street and Central Avenue
- **Kentucky Fair and Exposition Center**
  - Gate 4 relocation
  - Sports corridor development
  - New parking areas
    - existing southeast lot to be paved
    - new lot at Prestonia
  - South/East Wing expansion
  - New hotel on District 5 Headquarters site
- **Six Flags/Kentucky Kingdom**
  - New Phillips Lane entry
  - New 3500-car parking lot on Ashton Adair land
  - New rides and attractions scheduled annually
- **Louisville International Airport**
  - Crittenden Drive extension
  - CSA hangers
  - RAA maintenance facility
  - Secure zone expansion to north
  - UPS expansion
- **Metropolitan Sewer District**
  - Brady Lake expansion
  - Retention basin at Taylor and I-264
- **City of Louisville**
  - Central Avenue extension and upgrade (widening)
  - 9th Street extension
- **TARC**
  - Rapid Transit Corridor: Currently in Corridor Refinement phase.









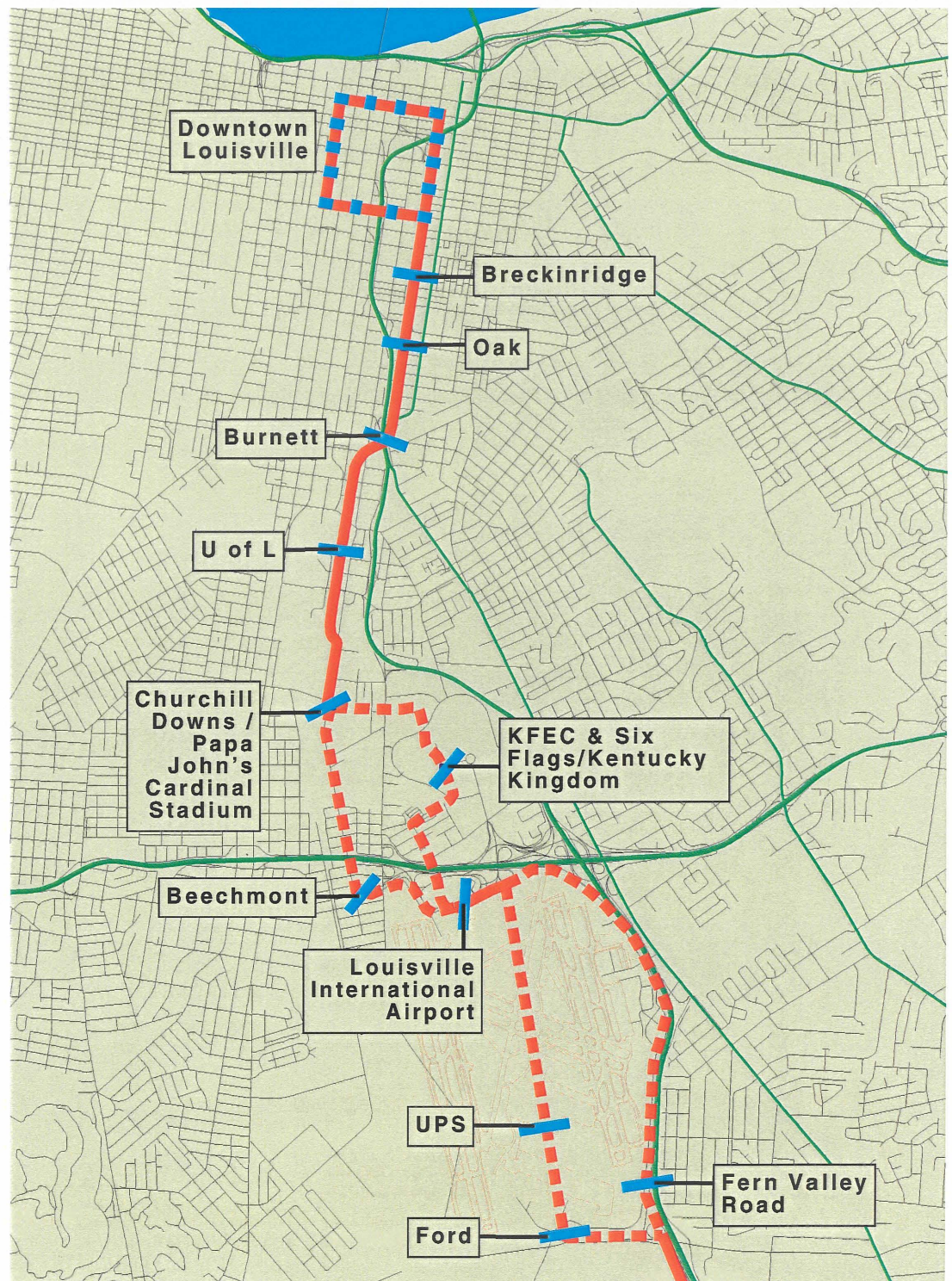
This timeline includes a representative sample of projects, illustrating that many of the development plans and proposals described on the previous pages will occur concurrently and continue beyond 2010. Schedule information was not available for all projects.

## TARC

TARC's proposed rapid transit corridor, illustrated on the following page, will provide a new link between downtown and the project area, functionally linking the expanded downtown Convention Center and hotels with KFEC and hotels in and around the airport. It will provide an opportunity for visitors at either location to have quick and convenient connections between hotels, restaurants, museums and other venues. It will also provide important links between the Medical Center and the University of Louisville.

The project area is currently characterized by a lack of east/west roadway connections. It is TARC's intention to expand east/west bus service on the Central Avenue extension, which will connect to the transit hub. This service would help to link Churchill Downs with other area venues as well as with downtown. The transit corridor and expanded bus service will serve both major employment centers and neighborhoods, and will make the whole area more accessible and convenient for visitors.





Proposed Rapid Transit Corridor (Preliminary alignment alternative.)



## Physical Character



This figure ground drawing, in which structures are shown in white and the ground plane in black, underscores the dramatic difference between the development and access patterns in the project area and the grid block and street pattern of the surrounding neighborhoods. This pattern of parcels, streets and buildings creates the area's distinctive quality within the Louisville region.



## Objects in Space



The project area is characterized by very large structures in large open spaces. The broad range of structures includes Papa John's Cardinal Stadium, Freedom Hall, the cylindrical silos adjacent to I-65, billboards, Churchill Downs grandstands, roller coasters and airport control towers.



Aerial view of Kentucky Fair and Exposition Center



## Barriers



As noted before, major transportation corridors including both railroads and highways act as barriers, separating these venues from one another and from adjacent neighborhoods.



View of I-65 and Crittenden Drive



## Identity



Most visitors and residents perceive these venues and this district from the highways. The image of this area is in great part framed by a view from the highway and approach roads, and in many cases is one of back doors viewed at 65 miles per hour. Once off the highway, the view is formed by the quality and character of the local roadways (Crittenden Drive, Phillips Lane, Central Avenue, 3rd and 4th Streets, Taylor Boulevard). In this area, these roadways, not parks and plazas, are the public realm.



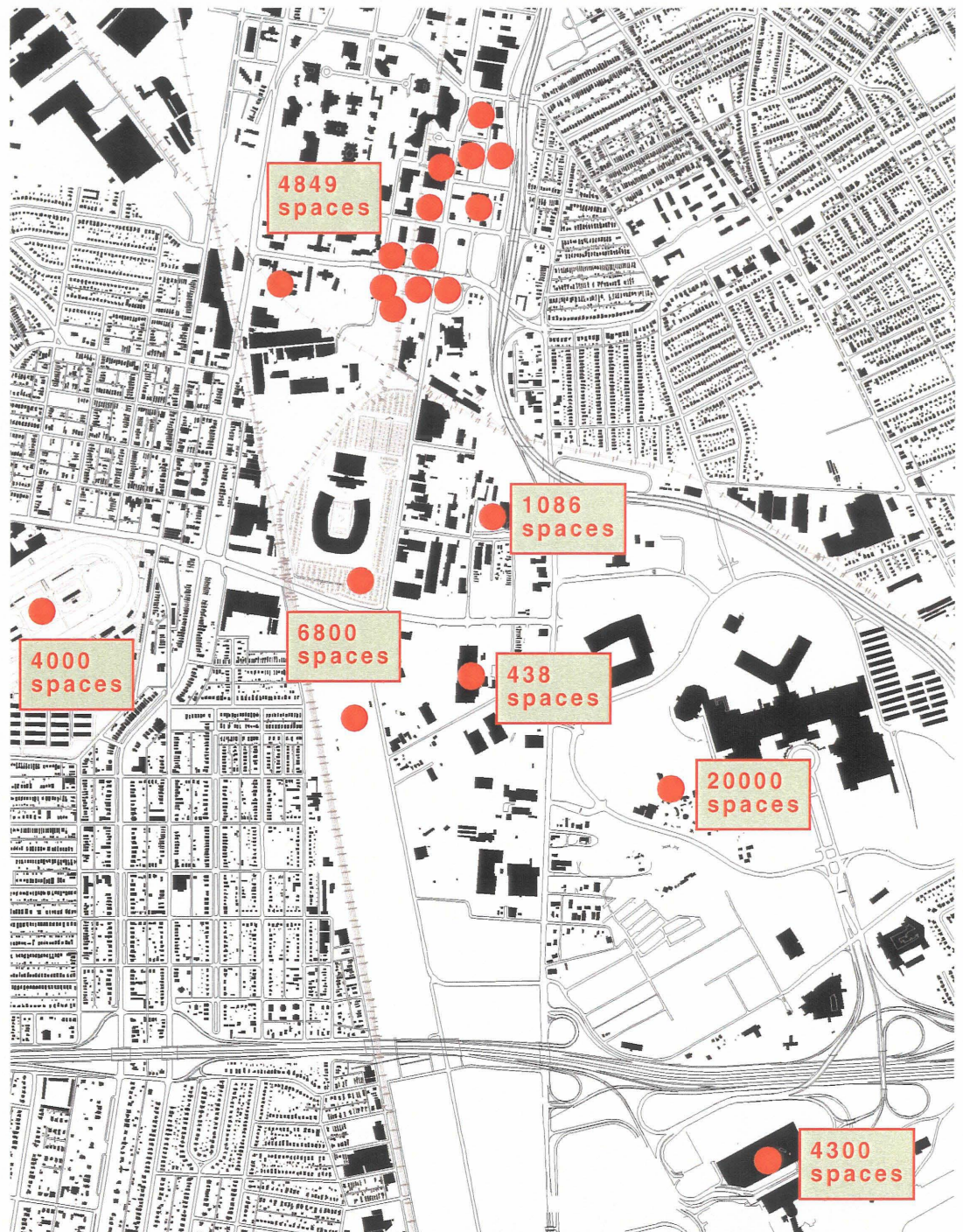
View of I-65 looking southwest into the project area



## Parking

The area is characterized by very large parking lots used for specific events by particular institutions. For many of them, use is sporadic. Currently, joint use occurs only for special events; for example, the KFEC lots are used for the Kentucky Derby and large games at Papa John's Cardinal Stadium with shuttle bus service. The completion of Central Avenue may extend this joint use by simplifying connections. The potential for multiple users on a more frequent, ongoing basis was examined, but two factors are prohibitive:

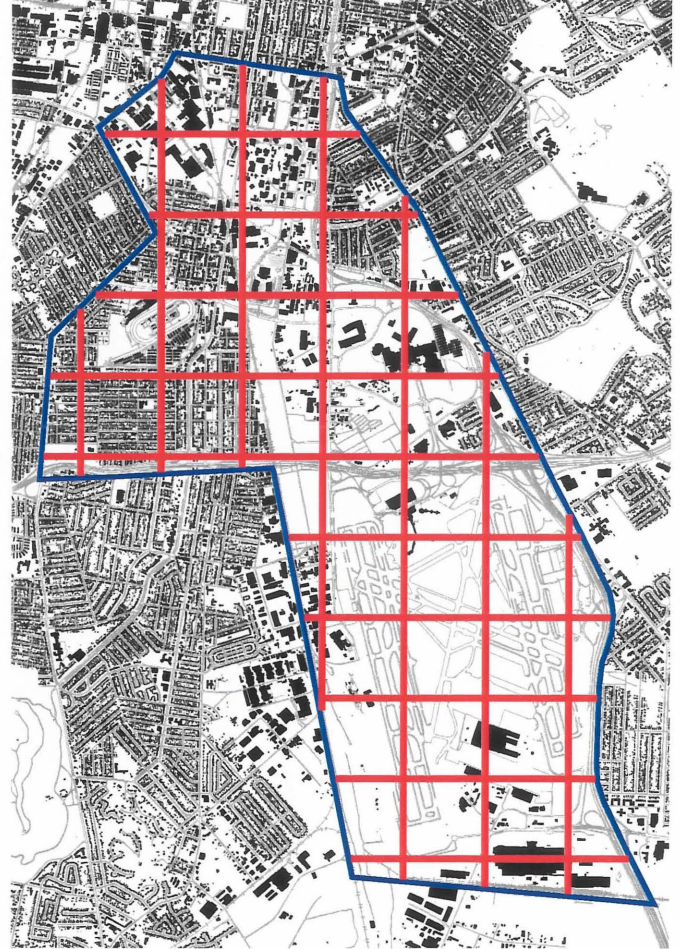
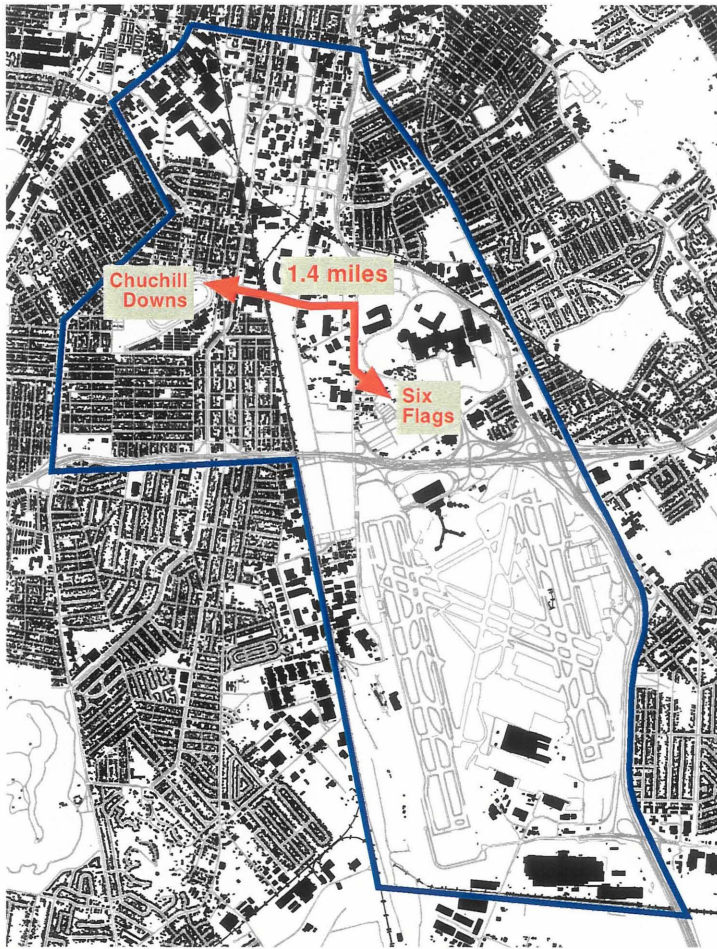
- The irregularity of events plus low volumes makes regular bus service costly and impractical.
- Walking distances from the lots to other venues are too great.



Aerial view of Kentucky Fair and Exposition Center parking lots



## Pedestrians

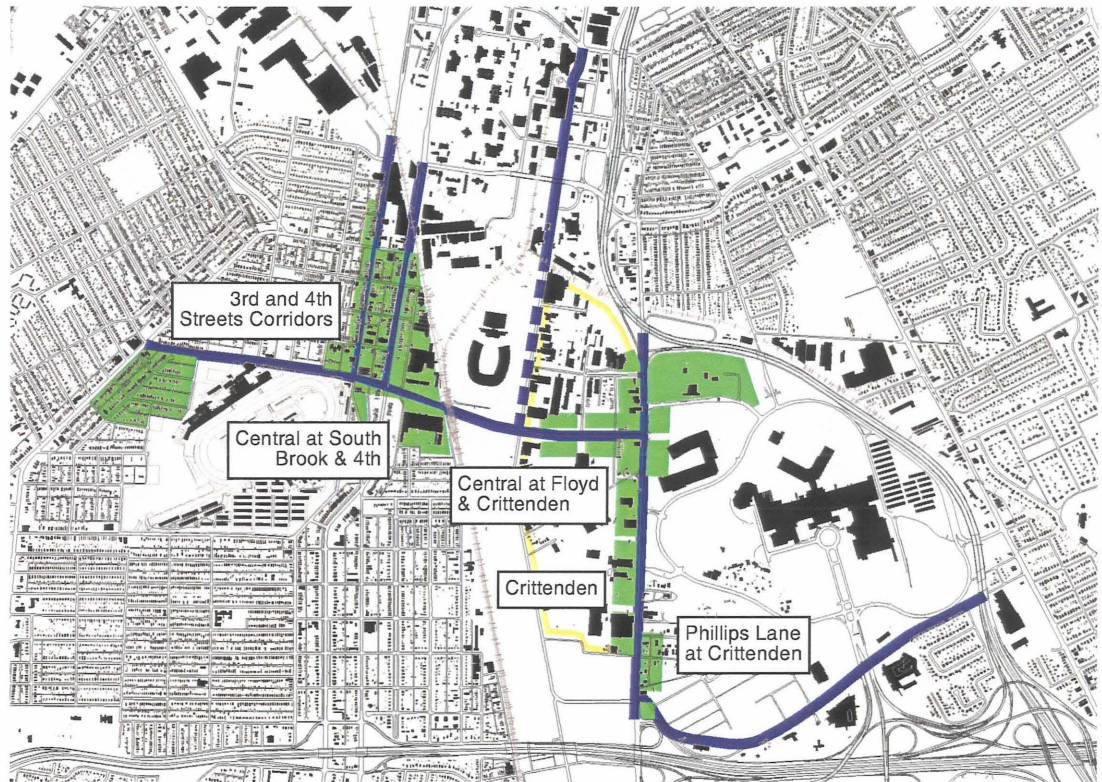


The grid above illustrates 10 minute walking distances within the project area. For example, a family that parked at Six Flags and wanted to visit the Kentucky Derby Museum would have a half hour walk between sites. Again, the infrequency of these visits does not justify regularly scheduled shuttle service.

For the foreseeable future, the roadway system - principally Central Avenue, Crittenden Drive, Phillips Lane, Third Street and Fourth Street - will continue to be the primary link between venues. The proposed rapid transit line and potential bus connections will increase the potential for more joint use of parking.



## Development Opportunities



There are five major areas parallel to the roadway corridors which are expected to experience development pressures due to:

- Improved access and visibility from roadway corridors (including new Central Avenue and Phillips Lane)
- Newly available and/or underutilized parcels

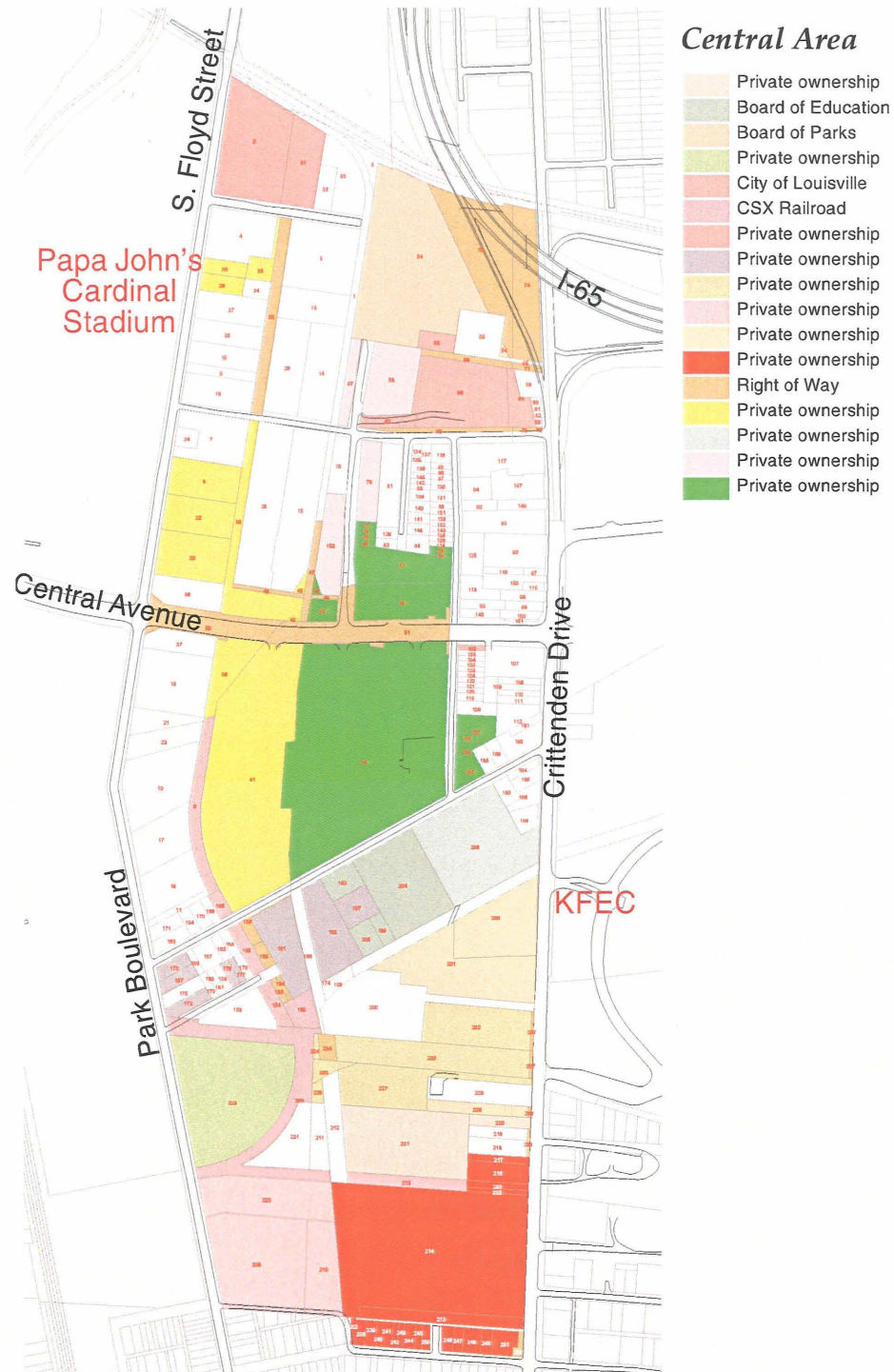
These five areas include:

- **Central Avenue between South Floyd Street and Crittenden Drive:** This area is anticipated to undergo a transition in land use from industrial to commercial primarily due to the Central Avenue extension and expected market demand. Other factors which could encourage change include the number of large underutilized parcels, improved access and increased traffic as the attractions in the area expand and Crittenden Drive and Central Avenue become major access roads to these attractions from I-65 and the Watterson Expressway.
- **Central Avenue between South Brook Street and Fourth Street:** Major changes will occur in this area due to the potential American Air Filter site reuse, Churchill Downs' property ownership and intention to develop a gateway complex, and the reparcelization resulting from the reconstruction/relocation of Central Avenue.
- **Crittenden Drive:** Opportunities in this area are scattered. Traffic will increase as Crittenden Drive becomes a major link between I-65 and I-264 and area attractions; and new parcels will become available due to specific projects such as the KFEC Gate 4 Relocation and U of L practice field relocation.
- **Third and Fourth Street Corridors:** The University of Louisville, Churchill Downs, and the South Louisville Business Association support neighborhood commercial development along these two corridors which will provide linkages between the major facilities and the small businesses located in the area, and eventually the downtown. Such development would provide a stronger and more sustainable commercial environment and would also provide services and activities for students and faculty



which would enhance the future of the University of Louisville as a residential campus.

- **Phillips Lane at Crittenden Drive:** As Six Flags / Kentucky Kingdom continues to grow, particularly with the development of a new grand entryway, there may be pressure, and opportunity, for uses supportive of and related to the theme park.



As illustrated in this plan, there are significant large parcels in single ownership. Each color represents a distinct landowner who owns more than 2 percent of the land between Crittenden Drive and South Floyd Street/Park Boulevard.



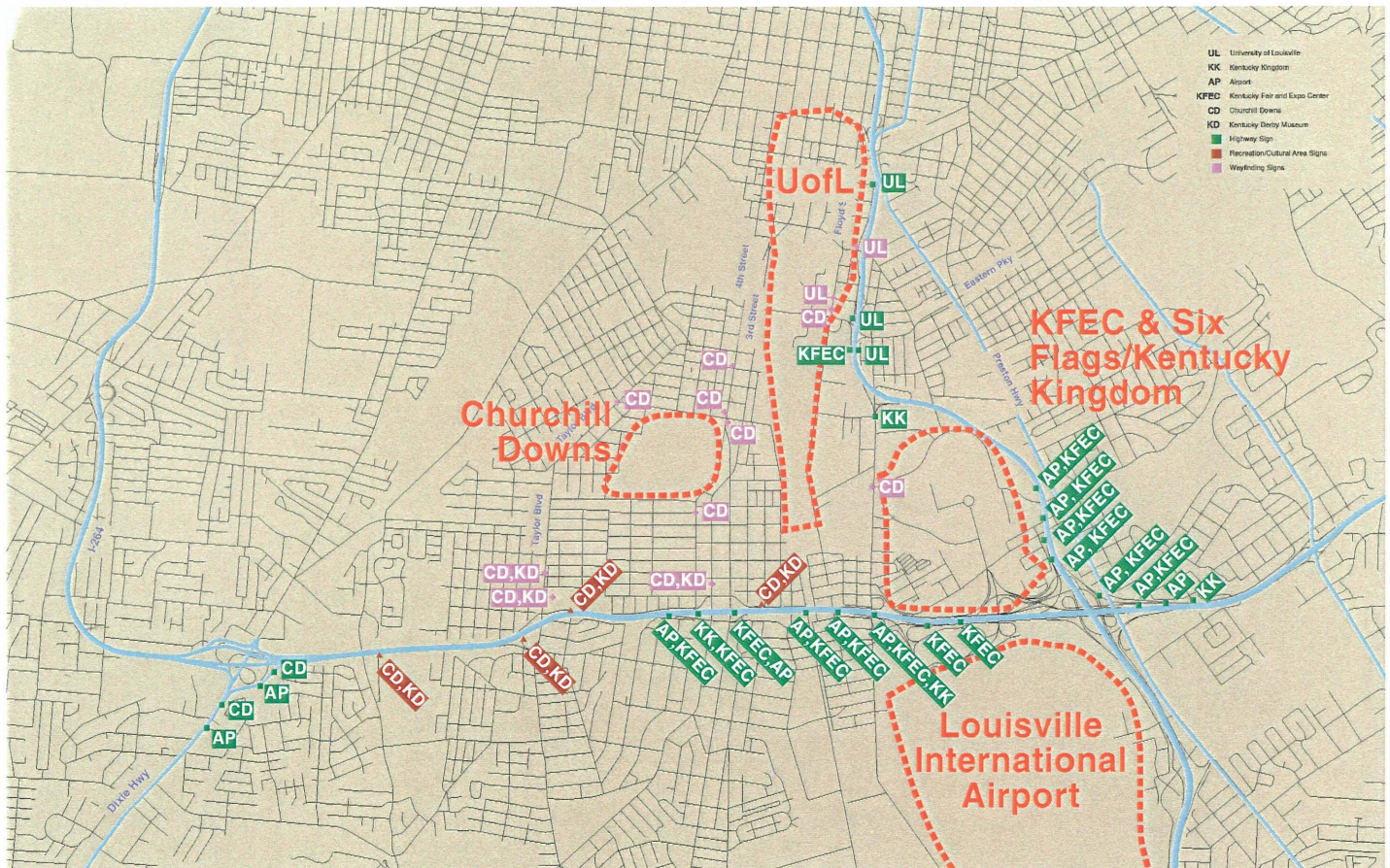
## Third and Fourth Streets Corridors



Ownership patterns, land use, and parcel size were factors in assessing redevelopment potential in this area. The diversity of ownership and small parcel size complicate redevelopment.



## Existing Signage



This plans illustrate three types of signs - Interstate Highway signs shown in green, Interstate Highway attraction signs shown in brown, and local wayfinding signs shown in purple. A survey of the area indicated that in the immediate vicinity of South Central Louisville the interstate highways have very frequent signs for the area attractions. Some of these signs will have to be changed as access routes and entrances change and new development occurs. These signs are more sporadic further out on the highway system.



Local wayfinding signs are poorly placed, in competition with too many other (and frequently larger) signs, not immediately recognizable due to inconsistent design, and in general, woefully inadequate in number.

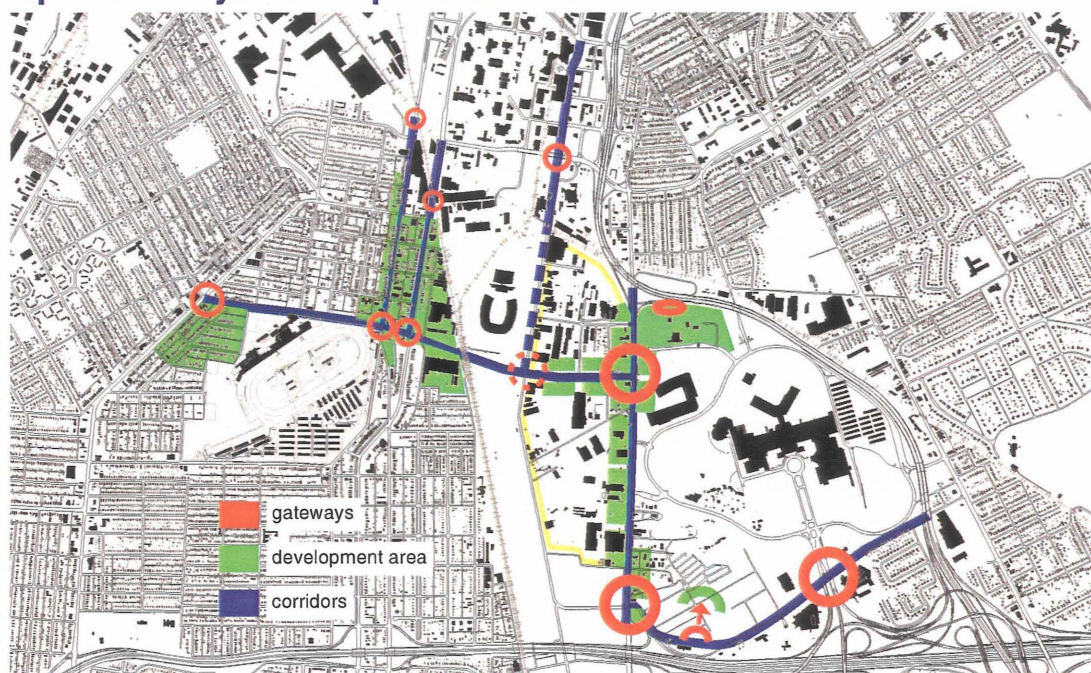


# Recommendations

Recommendations are organized into three major categories:

- Specific Physical Improvements
  - Stormwater Retention
  - Highways & Arterials
  - Signage/Wayfinding/District Identity
- Development Policy
- Ongoing Coordination

## Specific Physical Improvements



The concept diagram identifies development corridors, development areas and gateway locations. Corridors include Crittenden Drive, Central Avenue, 3rd & 4th Streets, Phillips Lane.

The roadways provide a public face or unifying element for the various institutions and businesses, and also the only opportunity to make this area understandable and legible. The recommended physical improvements are based on the concept plan illustrated above. Roadways linking the five major venues form the armature for future development, with pathways providing linkages and entrypoints and intersections providing locations for wayfinding elements. Each of the institutions has its own specific identity with a clearly distinct character. The pathways linking them provide the opportunity to create a District Identity linking all of the disparate pieces.

Recommendations along the series of roadways include:

- Signs
- Roadway improvements
- Development controls

In a 15 square mile project area, it is important to focus investment to gain the greatest return; therefore, recommendations are focused on entries from the interstate highway system, the roadways themselves, and the development and landscaping which frame those roadways.

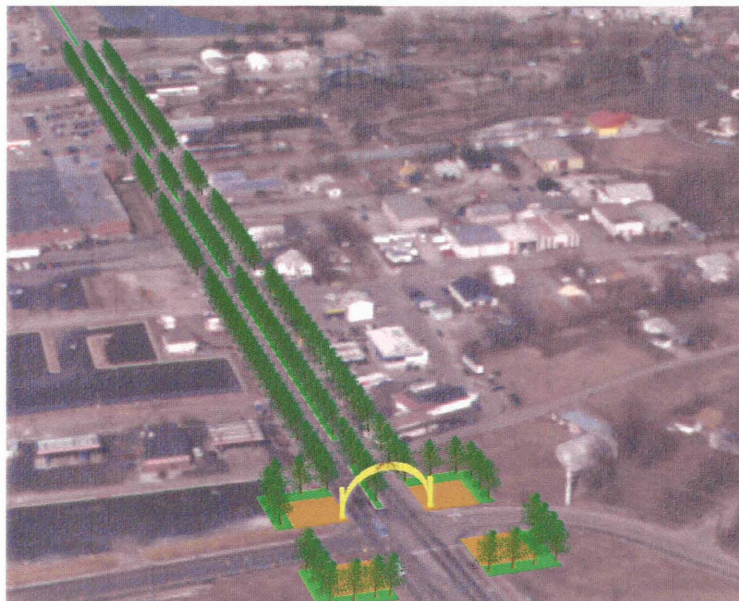


The physical improvement recommendations are informed by three urban design principles:

- Design features are traditional in theme, consistent with the area.



- Focus is on beautiful, legible roadways as the “public face” providing orientation.

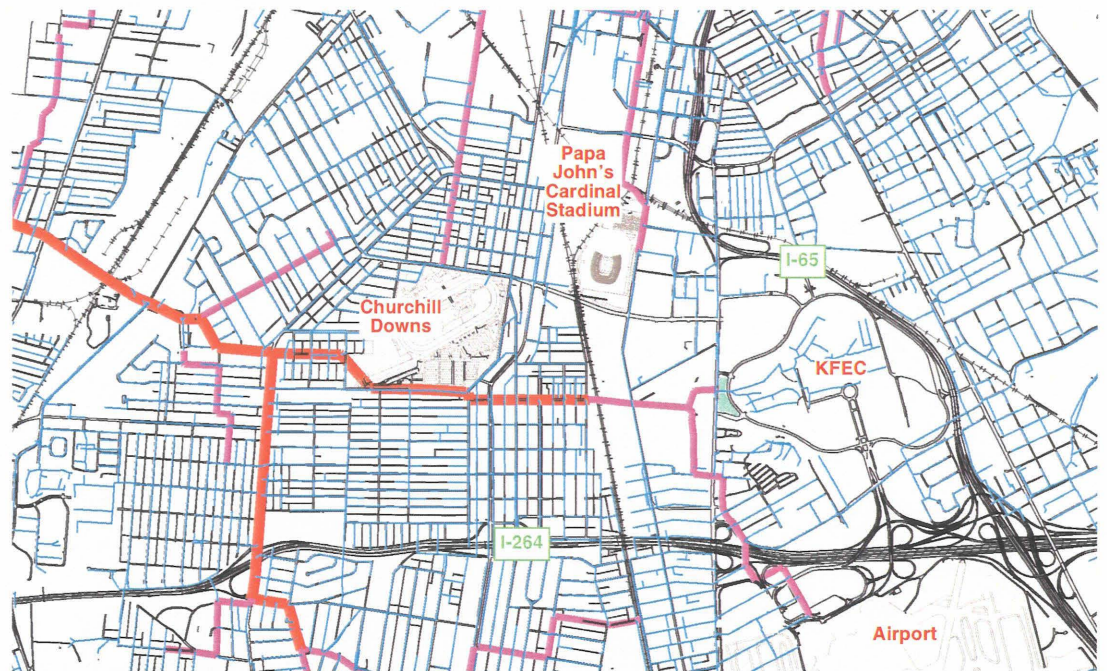


- New elements are large and bold, in scale with the vastness of the urban environment.





## Stormwater Retention



The storm sewer lines increase in capacity from blue to purple to red.



Because the need for stormwater retention will increase as the development plans for the area are realized, it is recommended that the Metropolitan Sewer District acquire a site adjacent to the main east/west storm sewer, in the area between Floyd Street and Crittenden Drive shown in the photograph above. MSD will then need to retain an engineering consultant to design a stormwater retention basin similar in scale to the expanded Brady Lake.



## Highways and Arterials

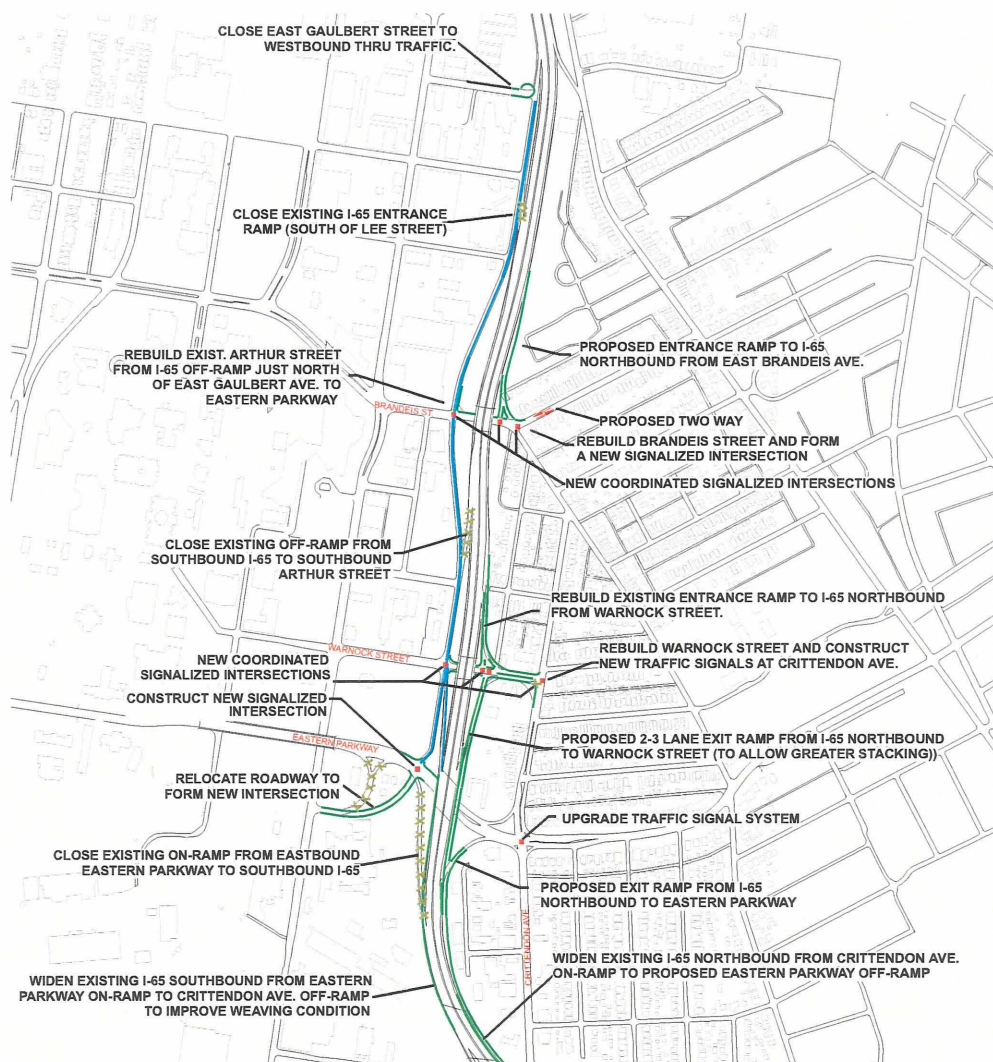
### *I-65 and Access Related Improvements*

The reasons for access improvement recommendations for I-65 are two-fold:

- Significant backups and regional peak hour congestion resulting from:
  - too many entrance and egress ramps
  - substandard merging and weaving sections
  - inadequate acceleration and deceleration lanes
- Access to and from the University of Louisville is confusing and inefficient. Floyd Street now carries some regional traffic. As the U of L Cardinal Park athletic fields are developed east of Floyd Street, there will be more pedestrian traffic crossing Floyd Street to go between the fields and the main campus. Reinforcing Arthur Street as a collector/distributor will help to remove those pedestrian/vehicular conflicts.

The proposed improvements illustrated below represent a series of modifications which are cost effective, constructible and result in minimum impact.

It is recommended that the City of Louisville and the Project Steering Committee work with the Kentucky Transportation Cabinet to secure funding and begin design of these improvements. The preliminary cost estimate for these improvements is \$22,845,208.





### *Phillips Lane Improvements*

Phillips Lane currently varies in width from two to three to four lanes. A number of development plans along the road will necessitate an upgrade.

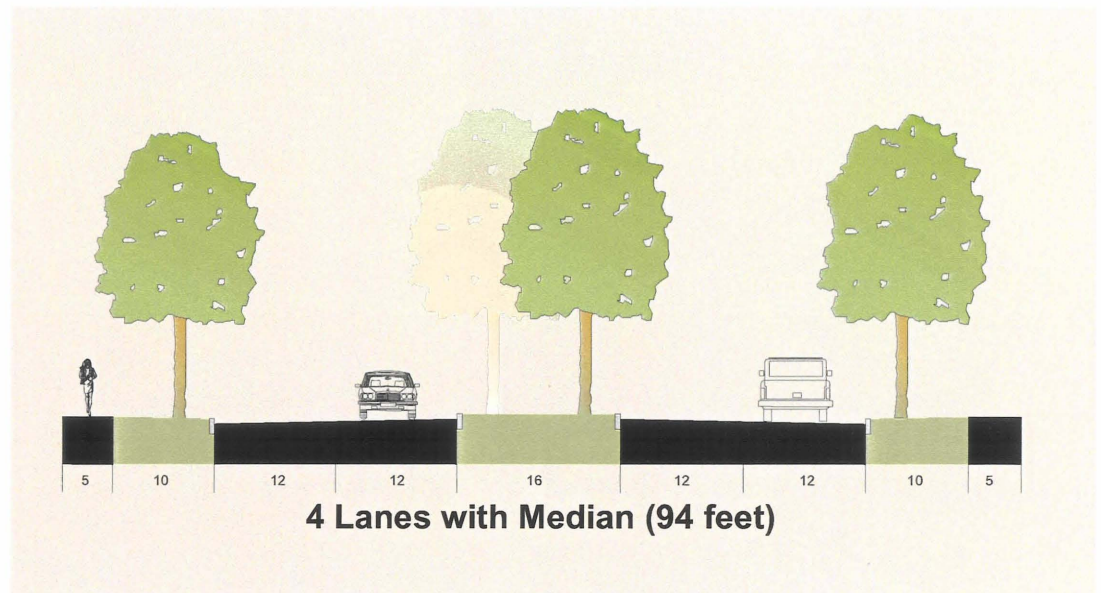
- West of Kentucky Fair and Exposition Center Gate 1
  - A new Marriott Hotel on the north side of Phillips Lane
  - An expansion of the existing Comfort Inn on the south side of Phillips Lane
  - The relocation of the main Six Flags/Kentucky Kingdom entrance and the new 3500-car parking lot on the Ashton Adair property
- East of Kentucky Fair and Exposition Center Gate 1
  - The need to connect the proposed new Prestonia parking lot with the main Kentucky Fair and Exposition Center buildings
  - The potential new Kentucky Fair and Exposition Center hotel on the District 5 Headquarters site

The recommended improvements include:

- West of Gate 1: realign and reconstruct the road as a continuous four-lane section with a new intersection at Crittenden Drive; the roadway cannot be widened in the existing right of way.
- East of Gate 1: Provide a new overpass (either pedestrian or pedestrian/vehicular) from Kentucky Fair and Exposition Center to the new Prestonia parking lot; reconstruct Phillips Lane from Gate 1 to the overpass and upgrade Phillips Lane from the overpass to Preston Highway.







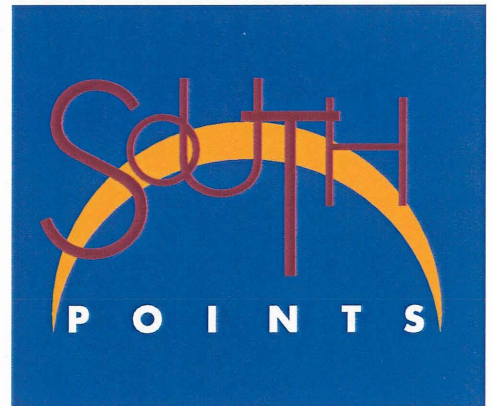
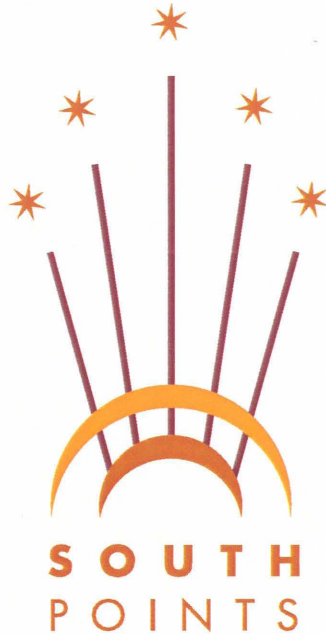
Recommended roadway section for Phillips Lane

It is recommended that the City of Louisville work with the Kentucky Transportation Cabinet and the Project Steering Committee to secure funding and support for this project and begin design. The preliminary cost estimate for these improvements is: Phillips Lane West - \$10,508,850; Phillips Lane East \$1,681,875; Pedestrian Overpass - \$1,180,000; Pedestrian/Vehicular Overpass - \$3,332,500.



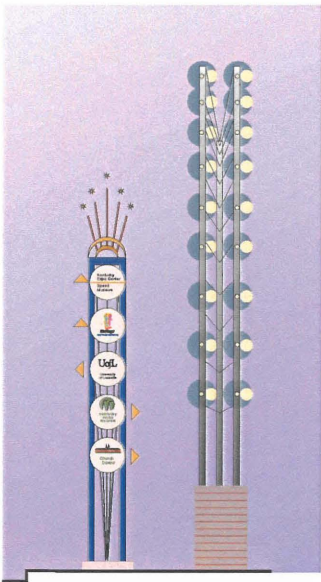
## Signage

Over 50 potential names were developed for the district, and graphic logo concepts were developed for the three favorite names. Although this decision could be revisited, South Points was selected by the Project Steering Committee as the preferred name; logo concepts are illustrated below.

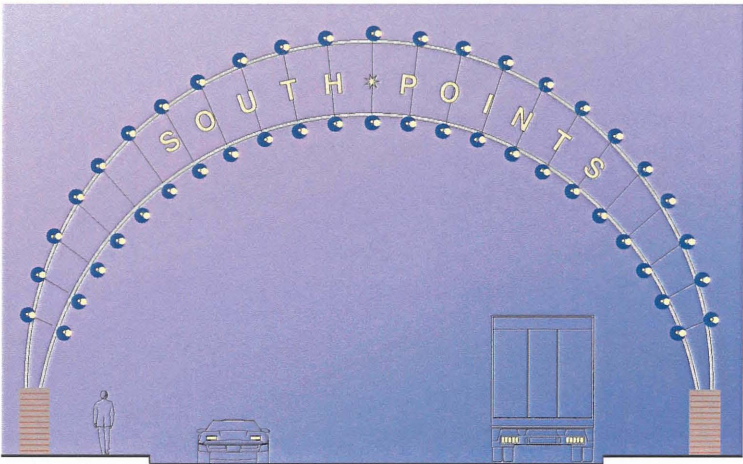




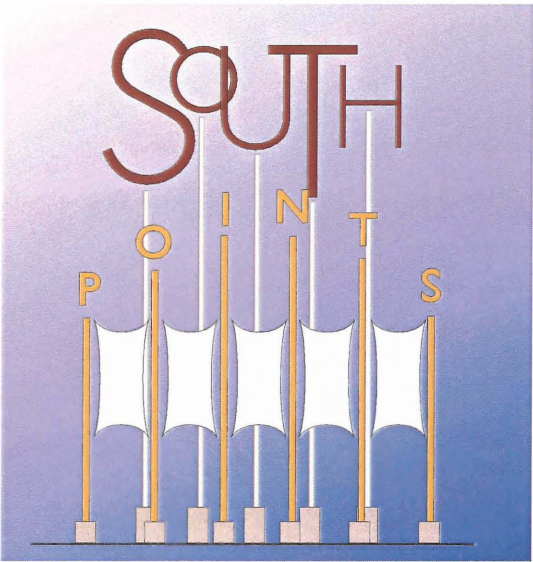
*Proposed Signage System*



Trailblazers



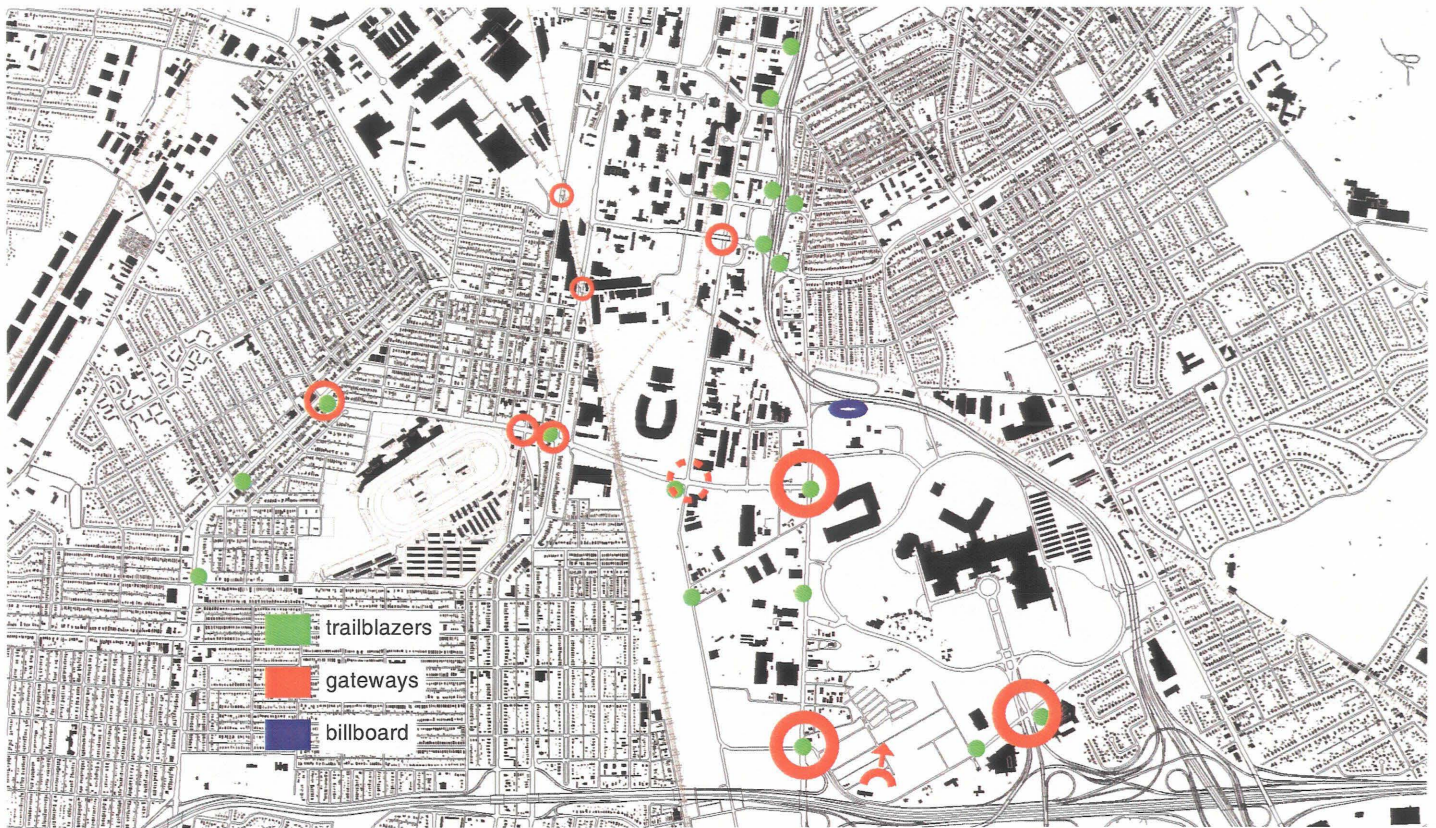
Gateways



Billboard



### Proposed Sign Locations

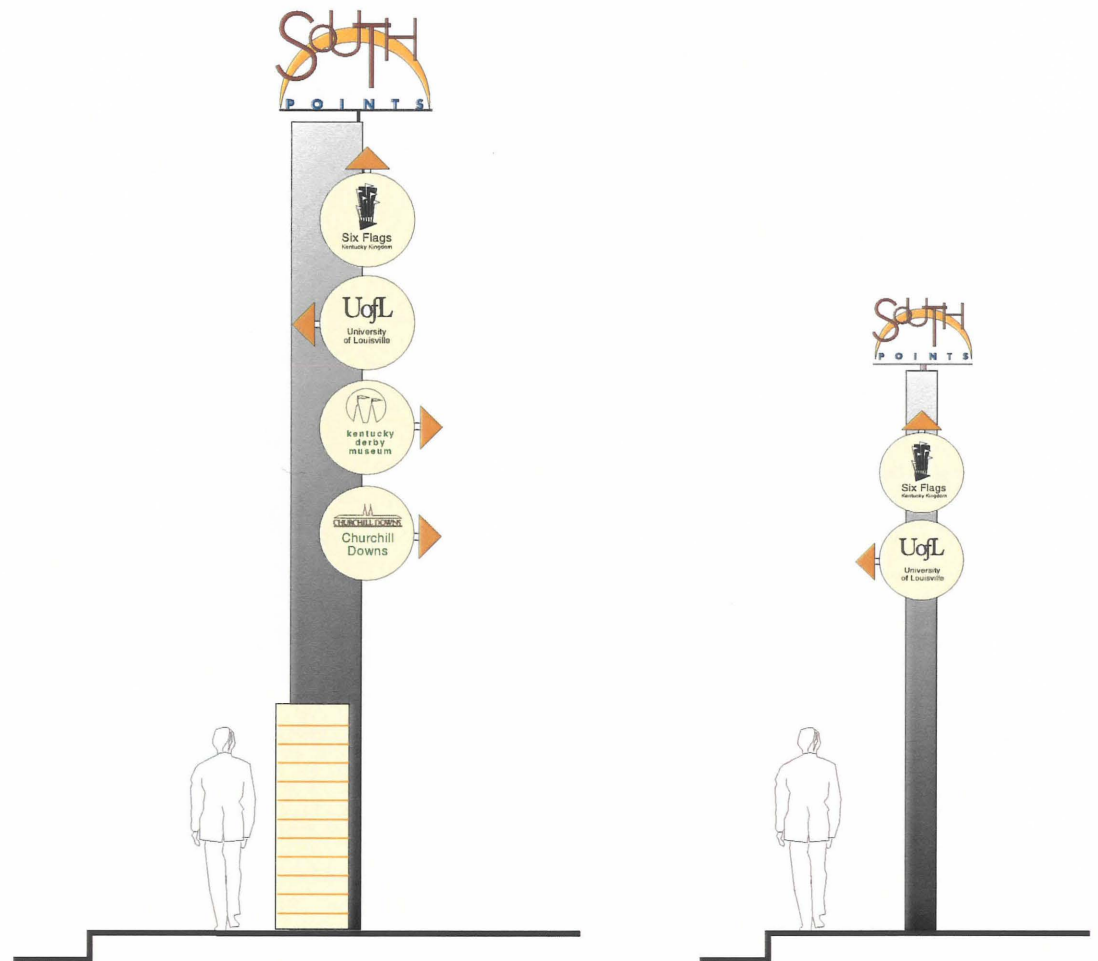


The wayfinding and district identity program includes three major components which collectively reinforce district identity and wayfinding:

- Trailblazers - located at key locations to direct visitors from the arterials to attractions and between attractions
- Gateways - located at key entry points into and major junctions within the area, these large arched gateways are key components in establishing the district identity and assisting in wayfinding
- South Points Identification sign - "Billboard" - located along I-65 to identify the district and to announce special events



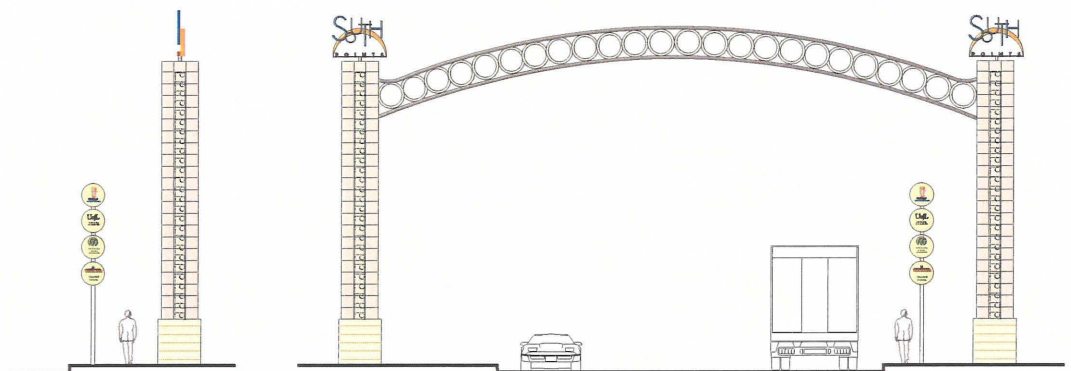
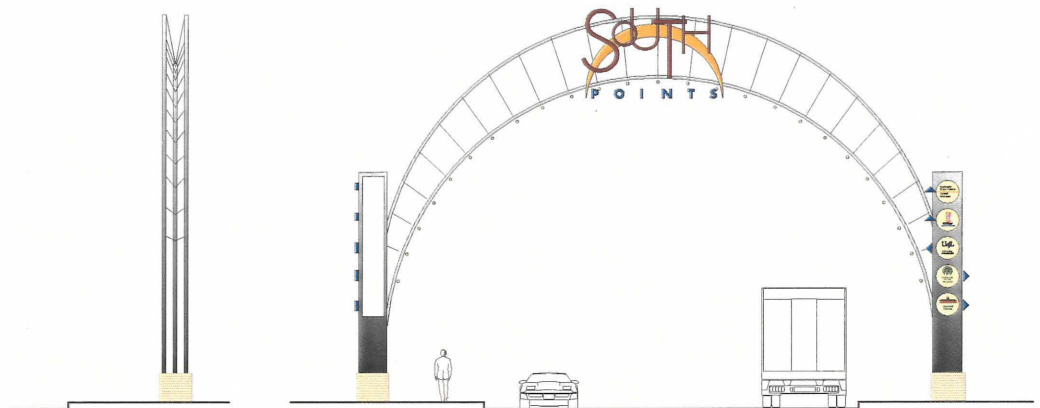
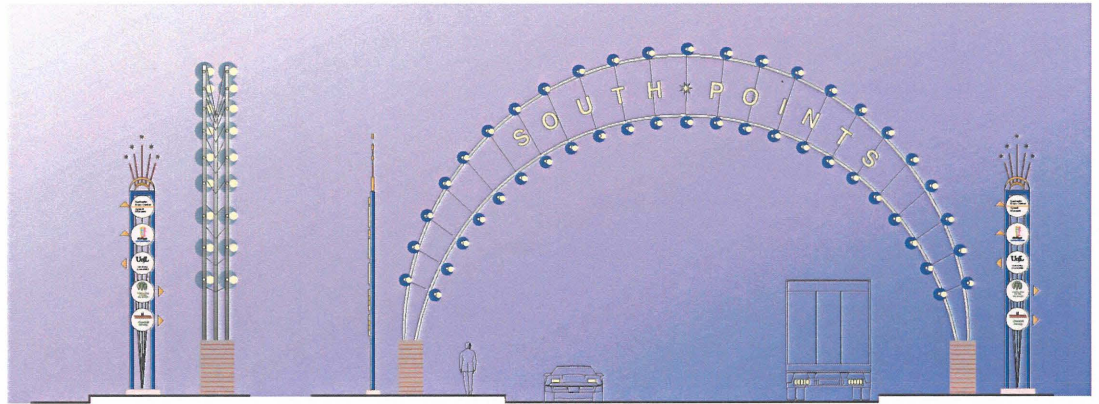
## Trailblazers



Trailblazers will be the principal wayfinding signs, incorporating logos of the various institutions and capped by the distinct South Points logo.

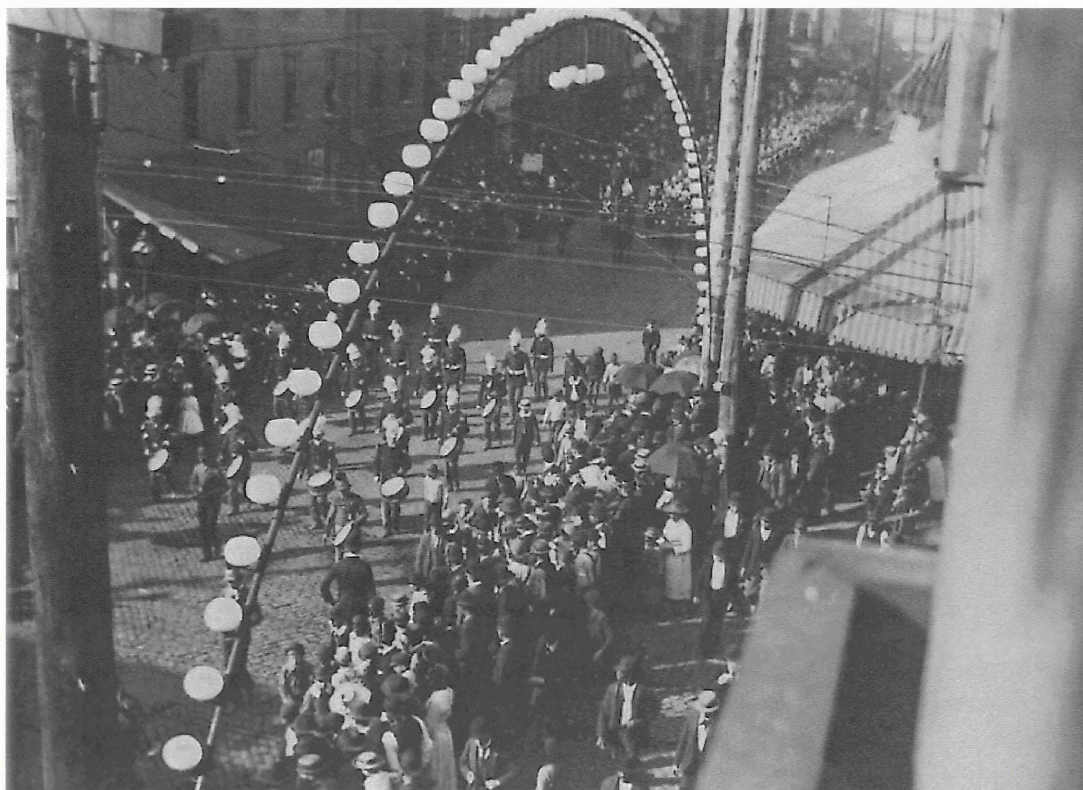


## Gateways



Several potential gateway entry arches were developed. As represented here, the gateways will display a dramatic image at night. They will serve as entry points to the district from the highway and in many cases will be visible from the highway system.

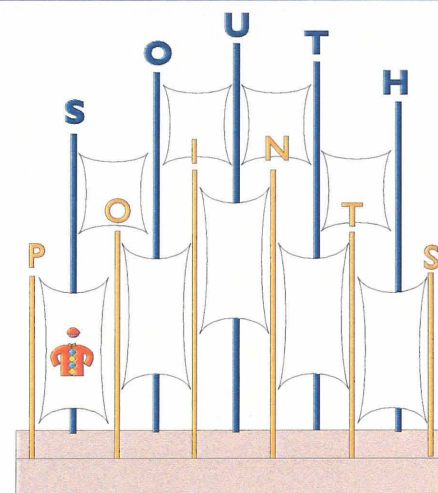
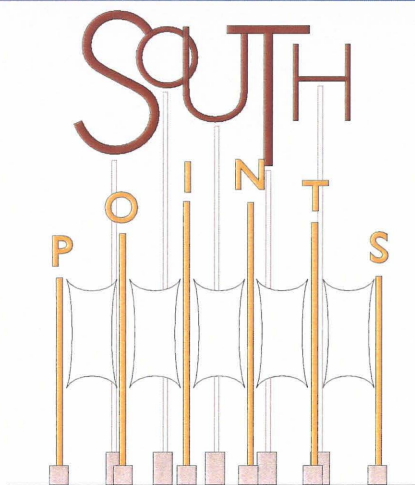
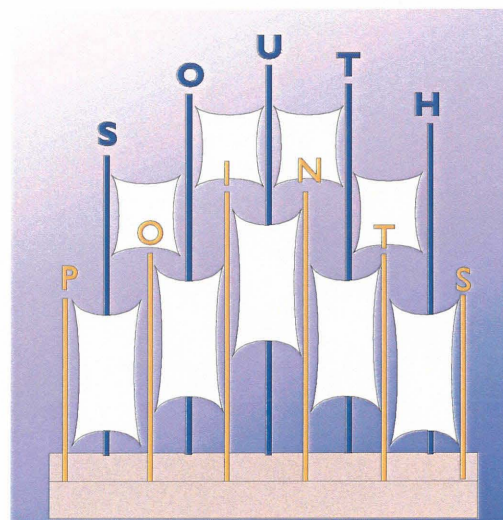
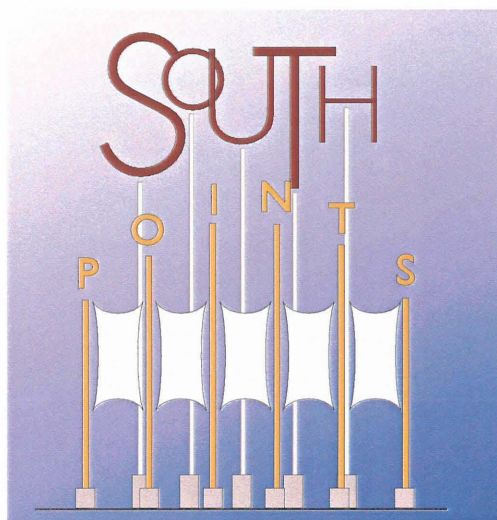




As seen in these historic Louisville photos, lighted gateway arches have been associated with celebrations in Louisville for over 100 years.



## Billboards

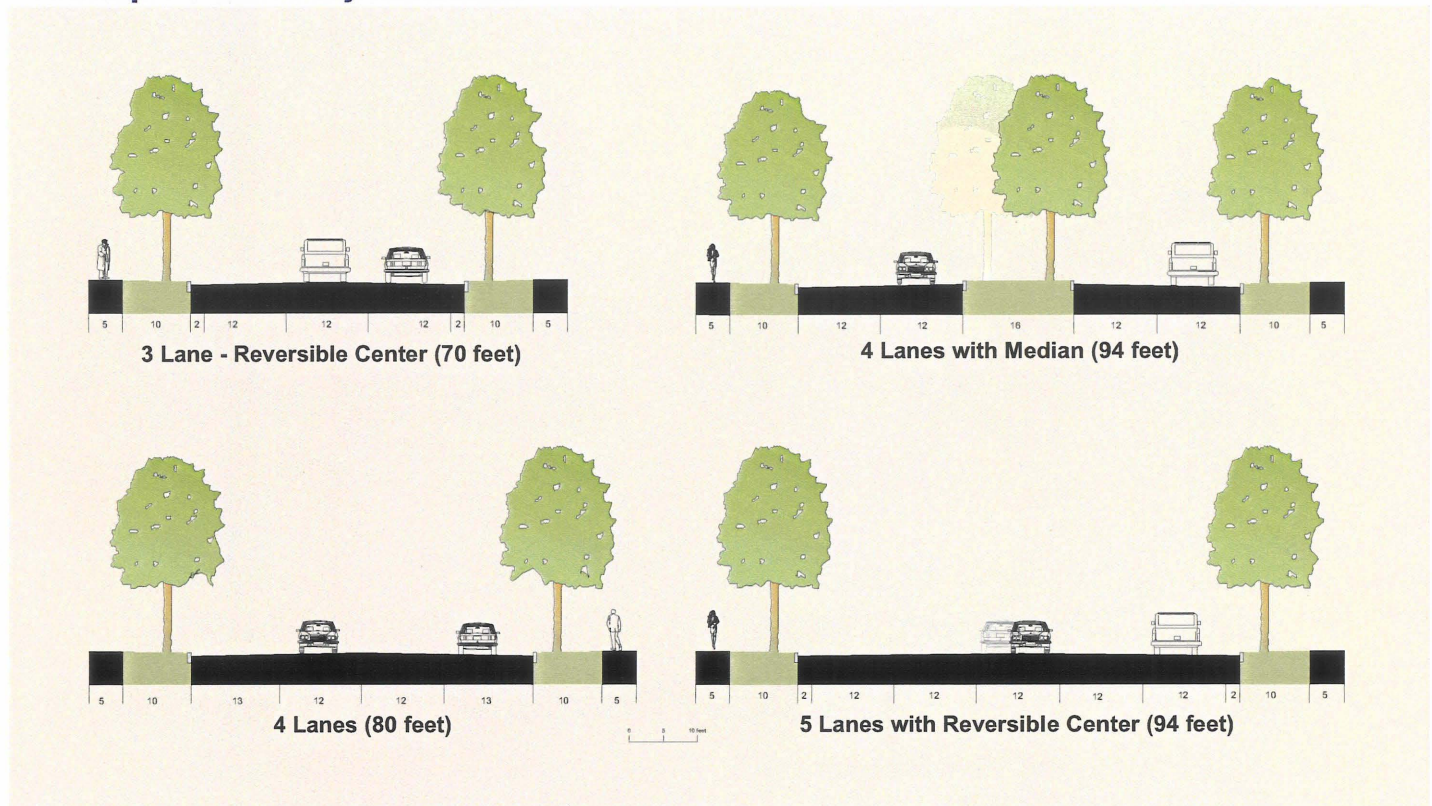


A “billboard” over 80 feet high will announce South Points to the millions of tourists, visitors and others who view attractions within the district while driving on I-65, the major roadway through the Louisville area. The billboard concepts feature colorfully designed banners which can be changed to reflect special events such as the Kentucky Derby, State Fair or opening day at Six Flags. The scale of the structure is designed to be seen from the busy highway.

It is recommended that the City of Louisville and the Project Steering Committee hire a graphic design firm to begin final design of the Wayfinding and District Identity elements. The preliminary cost estimate for these elements are: Billboard @ \$185,000 - \$210,000; Gateways @ \$230,000 - \$292,500; Trailblazers @ \$14,200 - \$22,500 (*primary - larger w/more information*) and \$4,750 - \$9,000 (*secondary*).



## Development Policy/Controls



Potential roadway designs illustrating different lane counts, the use of a median, and different approaches to street trees.

Three basic principles guide the recommended development policies:

- Consolidate curbcuts and introduce landscaped medians where possible
- Develop a consistent building facade line and consistent landscape setback with a single or double tree row
- Bury utilities as part of the roadway reconstruction

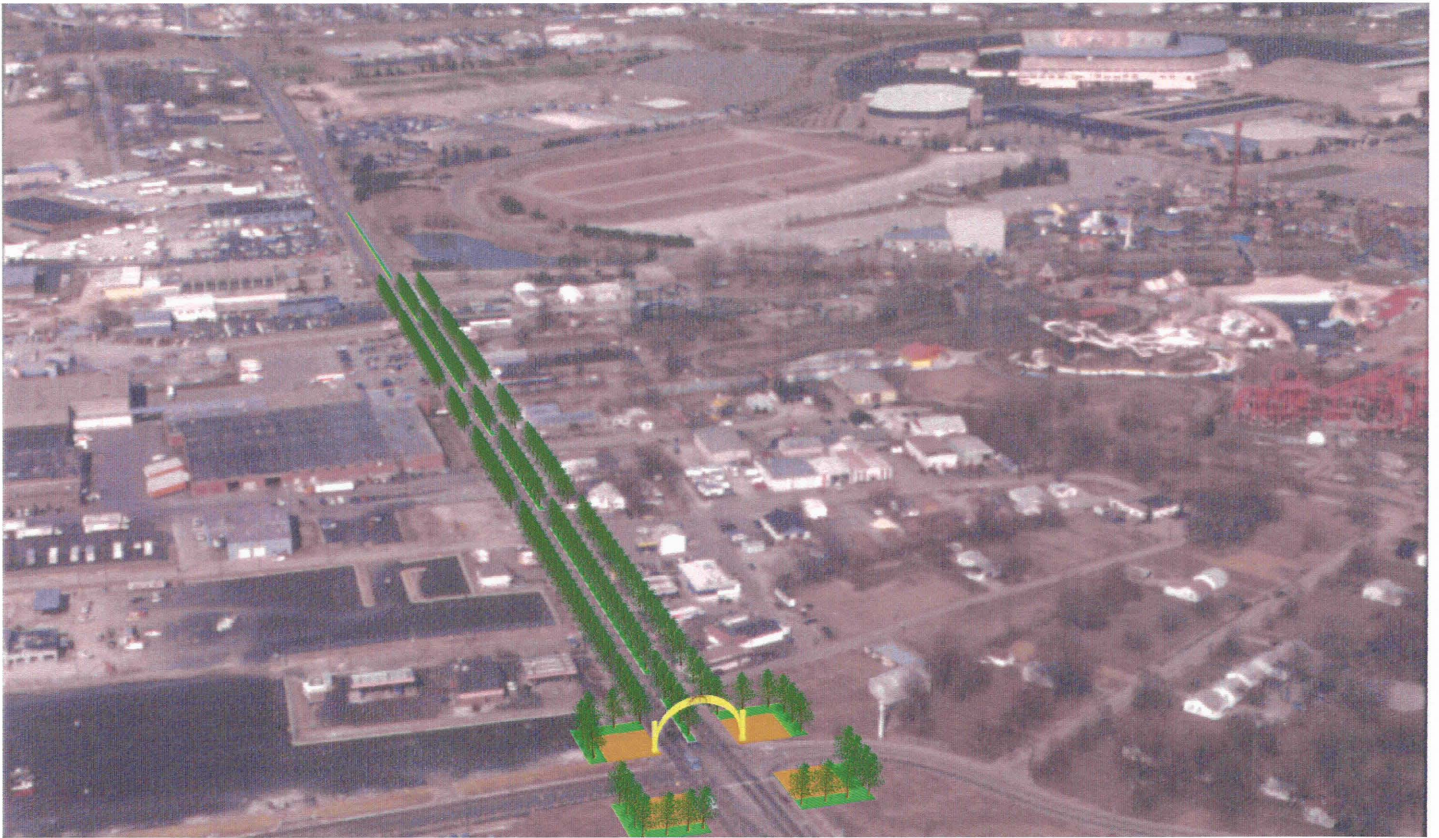
*Policies for the five major districts are described below:*

**Central Avenue between Floyd Street and Crittenden Drive:** It is recommended that the Louisville Development Authority develop design guidelines and an overlay district to control develop in this area which may occur over time as the result of the new Central Avenue and large underutilized parcels.

**Central Avenue between South Brook Street and Fourth Street:** It is recommended that the Louisville Development Authority develop design guidelines and an overlay district for this area. The Louisville Development Authority should maintain a strong urban design presence as the Churchill Downs gateway, American Air Filter site redevelopment and Central Avenue reconstruction progress.

**Crittenden Drive:** It is recommended that the Louisville Development Authority develop design guidelines to inform incremental changes which will occur in this area. These guidelines should include overall design principles as well as street improvements and landscape setbacks.





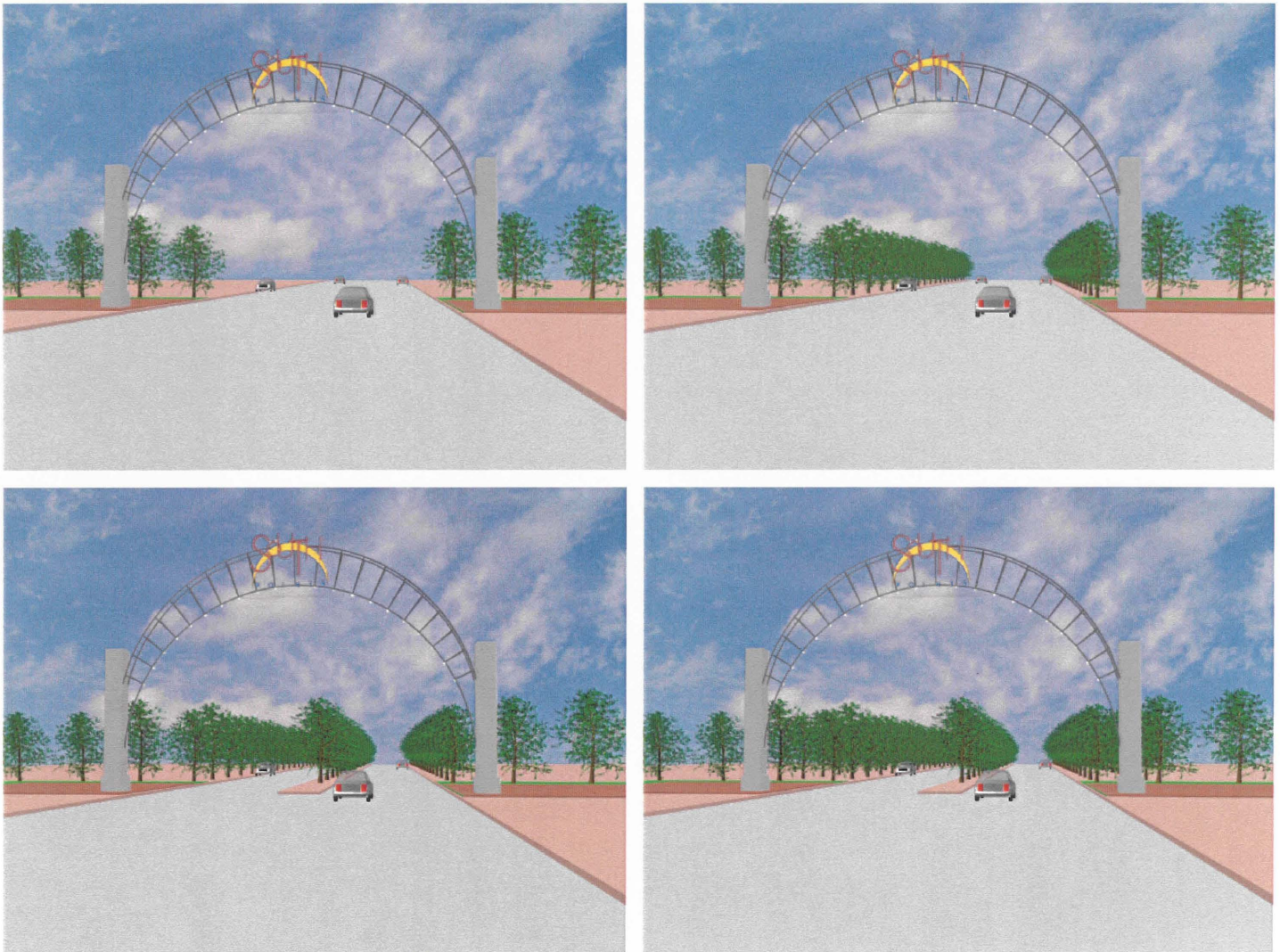
Together, the roadway improvements, development guidelines, design controls and wayfinding/district identity program allow the public corridors to serve as the armature for the district. The use of these elements is illustrated here at the intersection of Crittenden Drive and Phillips Lane.

**Third and Fourth Streets Corridors:** It is likely that changes will occur first at the northern and southern ends of these corridors where there are several large parcels and two parties interested in development (University of Louisville and Churchill Downs). Development driven by market pressure will occur gradually over the rest of the area.

It is recommended that the Louisville Development Authority take the lead in representing the interests of the adjacent neighborhoods and businesses, and work with the University of Louisville and Churchill Downs to develop a public/private corporation modeled on similar recent projects at Ohio State University in Columbus, Ohio and Trinity College in Hartford, Connecticut. At Ohio State, Campus Partners, an alliance of the University and local business interest, is developing a mixed-use project on High Street, adjacent to the campus. At Trinity College, an alliance has been formed between the College, the City of Hartford, the area medical institutions, major private businesses, the public school system and other service organizations to jointly redevelop underutilized property in a commercial corridor defined by the College on one side and an older established neighborhood on the other. This alliance is also establishing social service and training programs in the area.

**Phillips Lane at Crittenden Drive:** The City of Louisville should work with Six Flags and Kentucky Fair and Exposition Center to ensure that the parcels created by the Phillips Lane realignment and residual parcels between Six Flags and Crittenden Drive are developed in accordance with a master plan developed by the Louisville Development Authority in consultation with the Project Steering Committee. It is recommended that the Louisville Development Authority develop a master plan including design guidelines and reparcelsation recommendations for this area.





Views of gateway and alternative roadway configurations

## Ongoing Coordination

It is recommended that the Louisville Development Authority convene quarterly meetings of the Project Steering Committee representing the five major institutions. The first agenda items to be discussed include:

- Developing an overlay district and design guidelines for high priority/short-term development areas along Central avenue.
- Hiring a graphics design consultant for further planning and design of the District Identity/Wayfinding program.
- Moving forward with the Phillips Lane and I-65 improvements.



## Conclusion

The South Central Louisville area is clearly a powerful economic component of the City of Louisville, and indeed of this region of the Commonwealth. Although the major land uses within the area are solidly established, the roadway network and many secondary parcels are in a state of growth and transition. The Central Avenue reconstruction, the Crittenden Drive re-opening, and the recent availability of several large and numerous small potential development sites provide a timely opportunity to guide the future growth of the area in a manner which will positively and mutually benefit each of the major institutional facilities and the City of Louisville.

Connections, both in physical linkage and visitor perception, of the South Central area to downtown Louisville must also be strengthened if the collective economic potential of the major regional educational and entertainment venues is to be fully realized.

Although the nature and activity of each institution is varied, the common denominator of each venue is a vast number of visitors and a vast number of dollars generated. The City of Louisville and these major facilities must continue this cooperative effort to develop and maintain a strategy that will provide for attractive, efficient and coordinated growth.