

Louisville Downtown Development Plan

City of Louisville
Downtown Development
Corporation
Louisville Central Area



Louisville Downtown Development Plan
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The magic you feel in a great city is no accident. You know it when you see it: It's a feeling you can't get anywhere else. And the things which mean the most to a city's people are the ones most carefully planned . . . with clarity, with boldness and with vision.


The citizens of Louisville are now at the mid-point in the making of a new plan for Downtown Louisville. It's a plan which reaches for the magic of a great city, building on our past successes while setting our sights firmly on the next century.

The Development Plan is a two-year process which wants to involve everyone who has a stake in Downtown Louisville. That's just about anyone you can imagine — retailers and shoppers, office workers and executives, residents and visitors, and everyone else in every neighborhood in Louisville, Jefferson County and Southern Indiana.

The Plan comes at a time when Downtown Louisville is alive and well . . . stronger and healthier than it has been in quite a while. But a lot has changed since the last time the citizens of this community took a long, hard look at where we are with our Downtown . . . and where we should plan to be.

That's what the Development Plan is all about. It's the people of metropolitan Louisville together deciding what we have to do to keep our Downtown economically, culturally and physically strong . . . a workable, vibrant and humane place of which we can all be proud, now and in the future.

The Plan is your voice. We encourage you to get involved in the process . . . to think, to talk, to listen. And to help make some magic happen.


Jerry E. Abramson
Mayor, City of Louisville




Nana Lampton, Chairman
Downtown Development Corp.




Laramie L. Leatherman
Chairman, Louisville Central Area



✦ What is the Plan?

Great cities need three things: Caring and hard-working people, a vision . . . and a plan.

The Louisville Downtown Development Plan is a roadmap for greatness; an urban investment strategy which:

- analyzes our Downtown's strengths and weaknesses;
- generates consensus about planning goals;
- determines how to reach that vision; and,
- defines the steps for implementation by setting priorities.

The Plan looks at Downtown's "neighborhoods" (such as the Waterfront or Broadway) and at the physical and visual linkages which connect those planning districts to one another and to the rest of the city's neighborhoods and the region beyond.

Downtown is examined with an eye on open space, amenities, investment opportunities, and transportation and pedestrian needs as well as special factors such as office space, housing, entertainment or retail demands.

This planning process will result in a blueprint for Downtown which will lay the groundwork for development through the year 2000 . . . and beyond. It's our way of saying *This is what we want the heart of our community to look like . . . and here's how we're getting there.*

✦ Who's involved?

If the Plan is a roadmap, we're all mapmakers. The Mayor, Downtown Development Corporation and Louisville Central Area are providing the leadership behind the Plan, but the technical work and policy guidance on the Plan is mainly volunteer . . . some from experts and some from just citizens with something to say.

Professional urban design, economic assessment and transportation consultants will supplement volunteer work, but most of the effort . . . as well as advice and decision making . . . will come from private citizens.

That public input takes shape in several ways. Frequent briefings with interest groups and regional public forums will keep the planning process on track and ensure maximum citizen participation.

✦ What's the process and timeframe?

Preliminary work on the Plan began in the spring of 1988. That was when a "plan for the Plan" was mapped out. That was also when the technical subcommittees — urban design, marketing, and transportation — started their work under the direction and coordination of a policy committee. By the spring of 1989, this initial, vision-setting and data-gathering phase of the Plan was completed.

The next phase of the Plan — urban design — merges visionary goals and technical background information during the mid-part of 1989. A preliminary planning blueprint — with short-term and long-term development priorities — will be ready for public discussion, review and revision by the end of 1989.

A final plan will be brought back to the community in the spring of 1990. That's when final revisions will be incorporated and implementation will begin on the Plan's recommendations.

✦ What's the Plan going to say or do?

The Development Plan will set priorities and identify opportunities for projects and other initiatives according to values, vision . . . and feasibility. For example, the Plan might conclude that we create more market-rate housing . . . or make our waterfront dynamic and livable . . . or attract a major department store . . . or all of these and more.

The Plan could also include Downtown design and management recommendations such as ways to ensure well-designed public and private projects or ways to create a long-term, high-quality maintenance program for Downtown.

The Plan will propose the projects and ideas — the investments — which will yield a more livable Downtown; laying out what should

happen, how we can make it happen, and where it should happen.

✦ What's the next step after the Plan?

Implementation of the Plan is going to take support, leadership and dedication. Some recommendations may require new laws and policies or changes in old ones. That will involve backing by community and business interests and by lawmakers.

Possible changes in policies and regulations might also be implemented by the city-county Planning Commission, KIPDA, PARC, TARC or others with a stake in the Downtown.

It's also very likely that some of the Plan's recommendations will require new capital investment to implement. That means recruiting new developers and investors.

Most of all, implementation will require hard work and staying power.

Remember, the magic in great cities is no accident. There are no quick fixes. It takes people, vision, planning . . . and determination.

