



Fairdale Village Center Plan



Case Manager: Kendal Baker, AICP
Docket No: 18NEIGHPLAN1005 & 15NEIGHPLAN1006
Public Hearing: December 6, 2018
Metro Council Committee: January 29, 2019



DEPARTMENT OF
DEVELOP
LOUISVILLE
LOUISVILLE FORWARD

BACKGROUND

Plan initiated at the request of Councilwoman Vicki Welch, District 13

Plan managed through Louisville Metro Office of Advanced Planning

A Review Committee, consisting of seven community stakeholders, was assembled to provide input and advise the process

Taylor Siefker Williams Design Group and BTM were selected as consultants to assist with development of plan

BACKGROUND

The Fairdale Village Center Plan emerged from the Fairdale Neighborhood Plan, which was adopted by Metro Council in 2006.

Original Neighborhood Plan has seen significant implementation, including an area-wide form district rezoning; also, the roundabout at the intersection of W. Manslick, Fairdale, Mitchell Hill and Mt Holly is a result of the plan.

The goal of the Village Center Plan was to further build upon the neighborhood plan, focusing on recommendations to improve the Village Center in Fairdale.

The Vision Statement for the original Fairdale Neighborhood Plan, guided the development of the Fairdale Village Center Plan:

In the year 2020 Fairdale has a true village feel and atmosphere, serving as the gateway to the Jefferson Memorial Forest. The outlying village area will consist of residences designed to complement the rural and scenic areas surrounding the forest. New developments will exhibit innovative design features in order to preserve and enhance the rural character, protect the sensitive environmental features and to protect the unique open space areas found in this part of Metro Louisville. The defined village center of Fairdale creates the heart of the village. The Village Center includes a mixture of commercial, office, residential, schools and other neighborhood supporting uses within easy walking distances to most residents. A supportive transportation system provides sufficient access for parking, while providing for an attractive and safe pedestrian and bicycle friendly environment through linking recreational trails, walking paths and sidewalks to all residents and visitors alike. The community, by capitalizing on these assets and its location will offer the essential elements for maintaining and enhancing the quality of life for current and future generations.



Fairdale

Gateway to the Forest

FAIRDALE VILLAGE CENTER PLAN

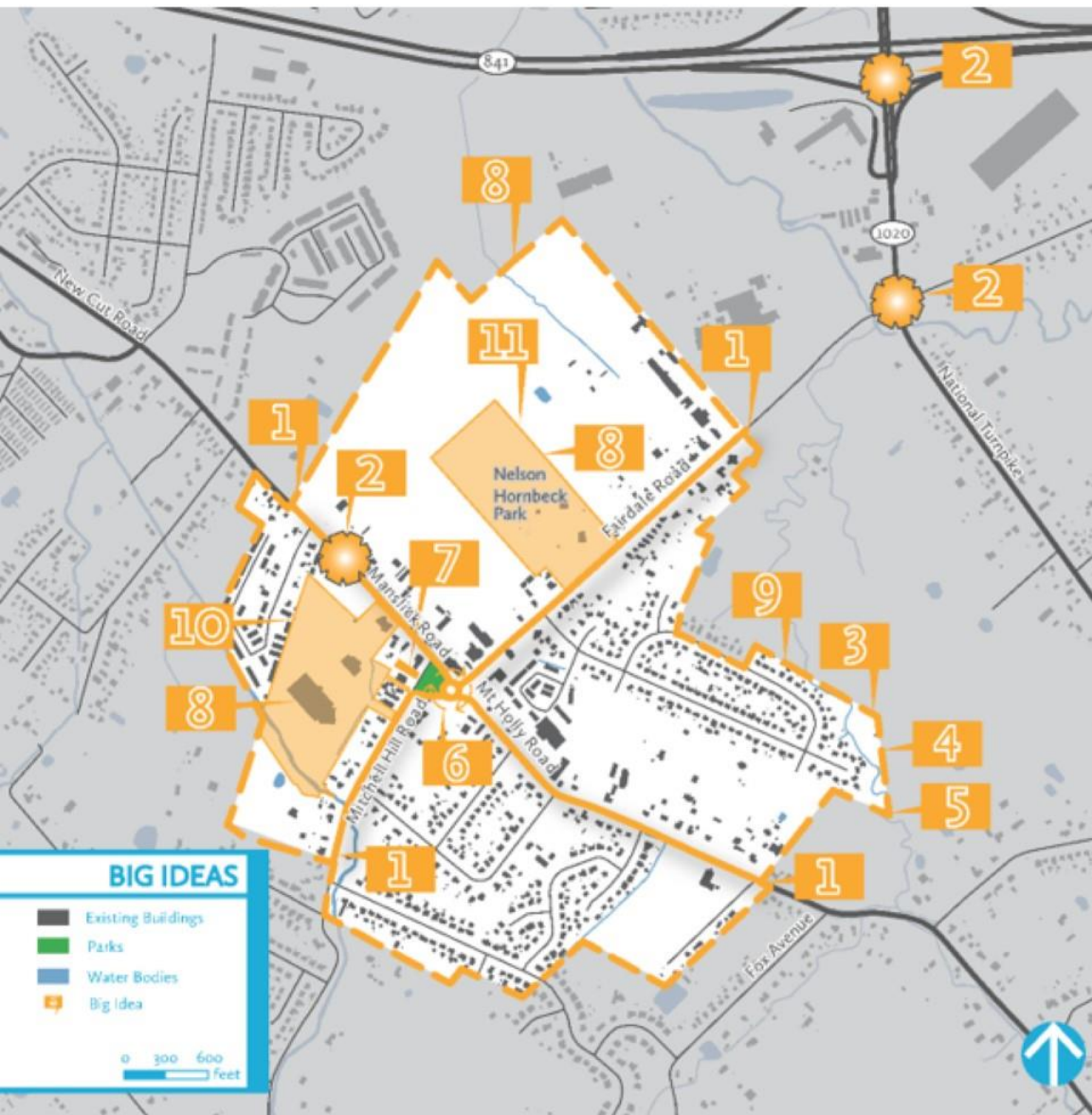




PUBLIC ENGAGEMENT

- Business Association Meeting
- Public Workshop
- Stakeholder Meeting 1
- Stakeholder Meeting 2
- Draft Plan Open House

FAIRDALE VILLAGE CENTER PLAN



BIG IDEAS FOR FAIRDALE

GATEWAYS AND CONNECTIONS

1. STREETScape
2. GATEWAYS
3. WAYFINDING
4. CONNECT TO THE LOUISVILLE LOOP & FOREST
5. TARC CONNECTION

IDENTITY AND PLACEMAKING

6. VILLAGE GREEN CONNCTION
7. ROUNDABOUT IMPROVEMENTS
8. PUBLIC ART

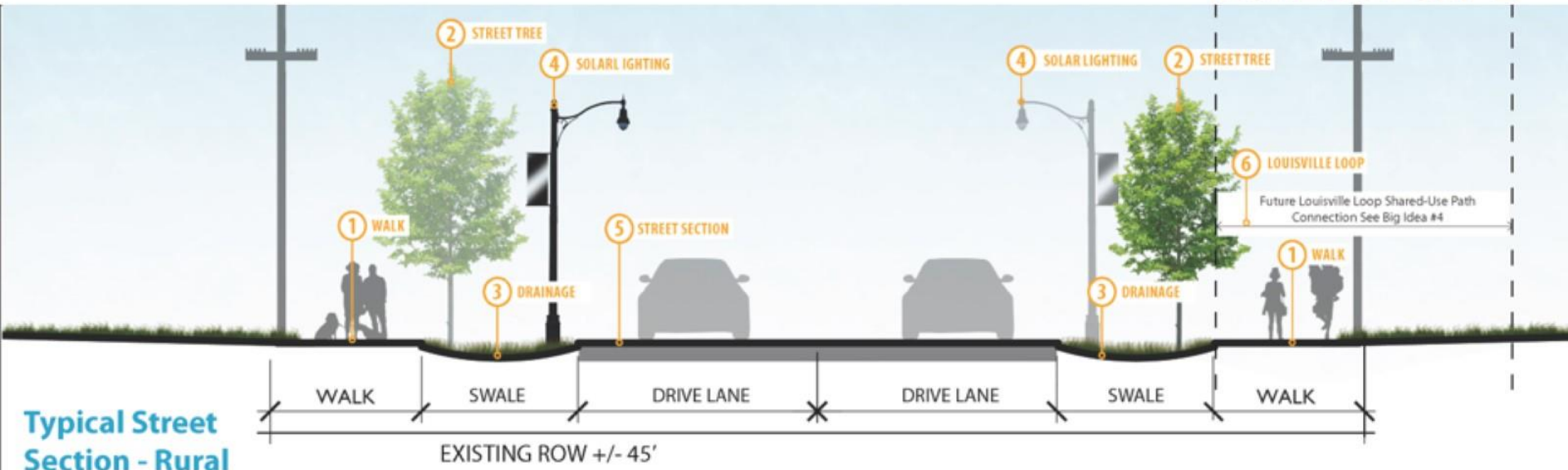
GATEWAYS AND CONNECTIONS

9. DESIGN STANDARDS
10. CIVIC CAMPUS
11. PARK IMPROVEMENTS

FAIRDALE VILLAGE CENTER PLAN

BIG #1

STREETSCAPE



- 1 WALK
- 2 STREET TREE
- 3 DRAINAGE
- 4 LIGHTING
- 5 STREET SECTION
- 6 LOUISVILLE LOOP

FAIRDALE VILLAGE CENTER PLAN



BIG #2

GATEWAYS

Example of paint on overpass to create artistic gateway entrance. Gateways at the Gene Synder should direct visitors towards Fairdale Village Center and the Jefferson Memorial Forest.



Small Vehicular Gateways could help reinforce a sense of arrival at secondary access points into the Village Center



An archway or other vertical element can help signal a "sense of arrival" into the Village Center

FAIRDALE VILLAGE CENTER PLAN



Interpretive signage is an opportunity to share the history and heritage of Fairdale with residents and visitors



Pedestrian Signage can help direct those of foot to local destinations and businesses

BIG #3

WAYFINDING

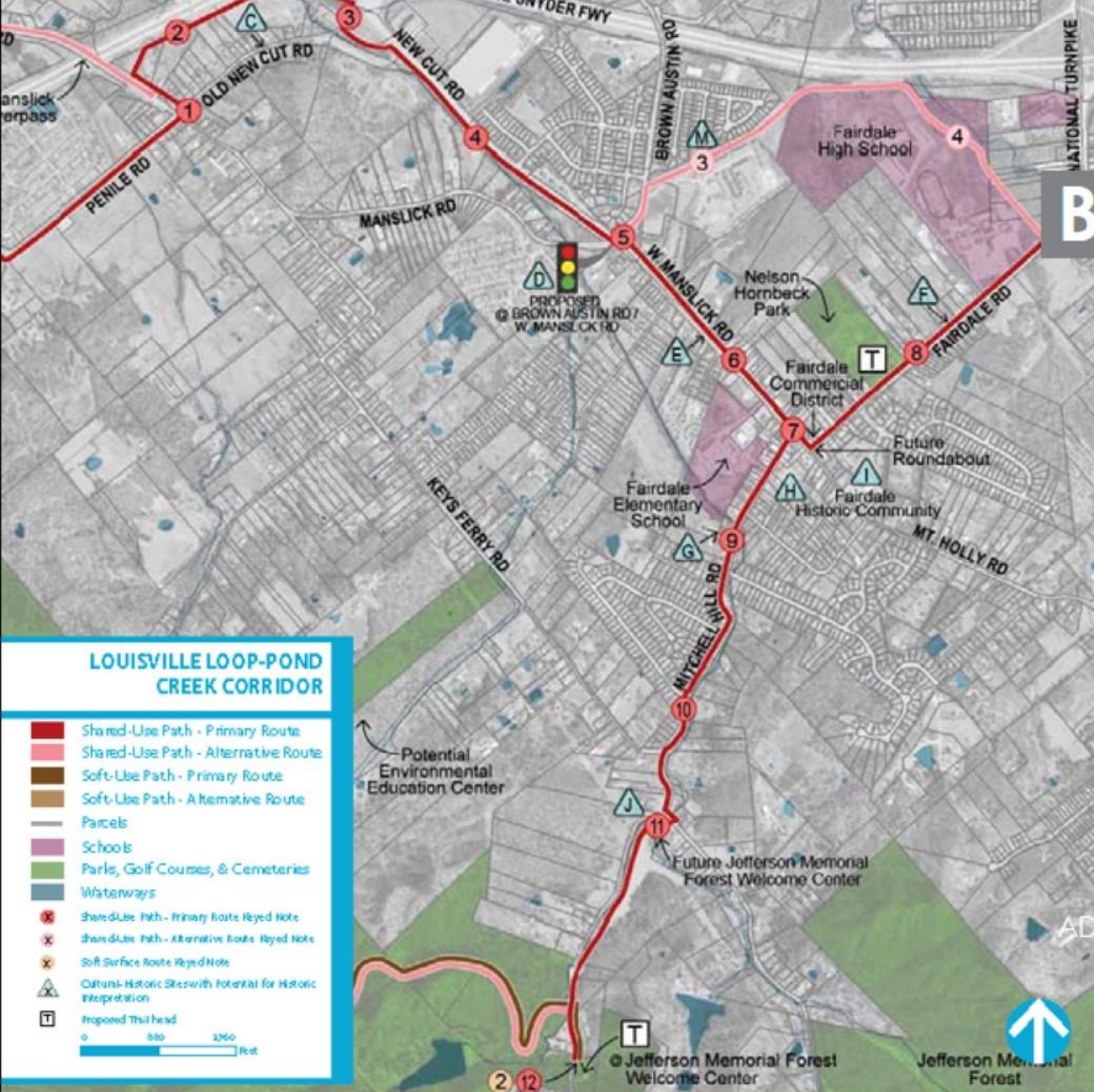


Vehicular Cultural Signage should be easily seen by passing motorists and help direct them to destinations



Promotional Banners can be rotated to celebrate and advertise special events

FAIRDALE VILLAGE CENTER PLAN



BIG #4

CONNECT TO THE LOUISVILLE LOOP & FOREST

LOUISVILLE LOOP-POND CREEK CORRIDOR

- Shared-Use Path - Primary Route
 - Shared-Use Path - Alternative Route
 - Soft-Use Path - Primary Route
 - Soft-Use Path - Alternative Route
 - Parcels
 - Schools
 - Parks, Golf Courses, & Cemeteries
 - Waterways
 - x Shared-Use Path - Primary Route Keyed Note
 - x Shared-Use Path - Alternative Route Keyed Note
 - x Soft Surface Route Keyed Note
 - △ Cultural-Historic Sites with Potential for Historic Interpretation
 - T Proposed Trail Head
- 0 500 1250 Feet

FAIRDALE VILLAGE CENTER PLAN



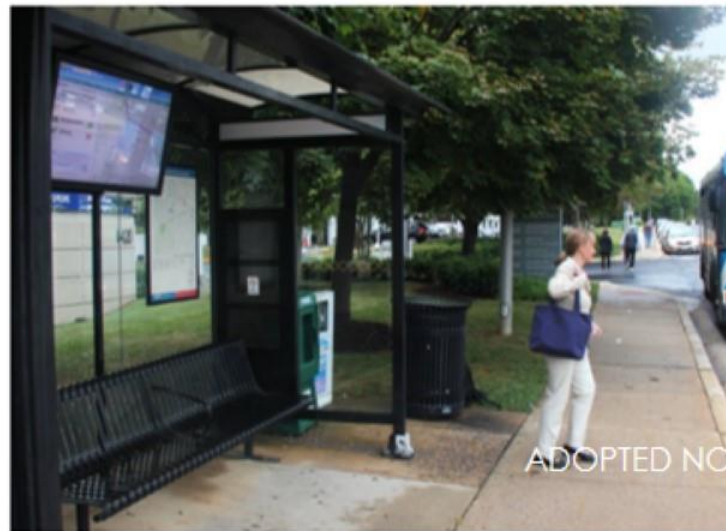
BIG #5

CONNECTION TO TARC

TARC Hybrid Bus - 2010



Bus shelters are sometimes customized to provide a unique identity that celebrates community. Shown here: Bus Stop - Shelby Park, Louisville, KY



Example Bus Station - Bus service works best with other facilities like a bus shelter and seating

FAIRDALE VILLAGE CENTER PLAN

BIG #6

CONNECTION TO VILLAGE GREEN



PHASE 2 DESIGN
RECOMMENDATION



BIG #7

ROUNABOUT IMPROVEMENTS

The newly constructed roundabout is the center point of the Village Center and is a strong visual at the intersection between the two primary access points of Fairdale Road and W. Manslick Road. Currently, the roundabout has an asphalt center which does not effectively serve as a visual to signal a sense of arrival.



Given the four primary roads that feed into the roundabout, a mural could be designed to respond to each of these connections, such as the Burke Season Cycle Roundabout shown above.



More playful patterns could also be explored to create more of a unified visual at the center.

FAIRDALE VILLAGE CENTER PLAN



BIG #8

PUBLIC ART

Sculptural art pieces can be a strong reference to local heritage and culture. An interpretive sculpture could be commissioned within the Village Center to celebrate the connection to the Jefferson Memorial Forest or other significant sources of civic pride.



Art can also be utilized to celebrate local values such as diversity and inclusivity.



Public Art can also be utilized to celebrate members of the community who have made a significant impact on Fairdale.

FAIRDALE VILLAGE CENTER PLAN

BIG #9

DESIGN STANDARDS



BUILDING SETBACK

BUILDING SETBACK

With buildings close to and oriented towards the street, the setback drives and establishes a pattern of development which creates consistency in the Village Center. The consistency and continuity in the building setback reinforces a sense of place.



BUILDING DESIGN

BUILDING DESIGN

Architectural patterns and building design elements reinforce the feel and character of the Village Center. The facades are articulated for pedestrian level interest and preserve elements of the existing community.



BUILDING HEIGHT

BUILDING HEIGHT

The height of buildings within the Village Center create an appropriate street-level an appropriate street level scale. A typical one to two story traditional building height pattern cohesively integrates new and existing developments.



SENSE OF PLACE

SENSE OF PLACE

Design Standards through the implementation of a PDD is a tool to promote development to reflect the "Fairdale Feel". The "Fairdale Feel" is also referred to as creating a sense of place. A strong sense of place is reflective of the unique character of the community and tells visitors that they are in a special place unlike any other.



MAXIMIZE PEDESTRIAN SPACE

PARKING

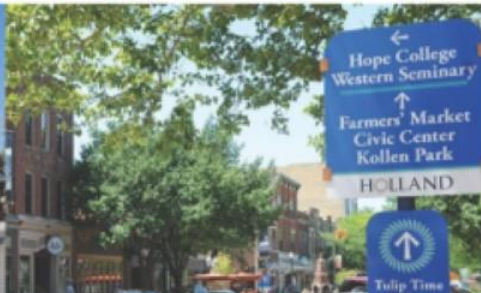
Orienting parking to the rear and sides of buildings allows a pedestrian-friendly design. Buildings can be pulled to the street frontage with direct sidewalk access. Shared amenities also reduce impervious pavement in areas with drainage concerns as well as reducing curb cuts which lead to conflict points.



STREETScape

STREETScape

Streetscape elements such as street trees, lighting, furniture and sidewalks produce an experience unique to the Village Center. Many of the elements create a rhythm that works in tandem with the building design and fosters a safe pedestrian orientation to the corridors.



SIGNAGE

SIGNAGE

Guidelines promote consistent, well-proportioned and thoughtfully located signage along street frontages. They can also create standards for wayfinding elements that give brand awareness to visitors coming into the Village Center.

FAIRDALE VILLAGE CENTER PLAN



BIG #10

CIVIC CAMPUS

FAIRDALE VILLAGE CENTER PLAN

BIG #11

PARK IMPROVEMENTS



Park shelters are a popular features and provide a shaded gathering space that are often located around other park features.



The splash pad at Nelson Hornbeck Park is a popular feature. Future development of the park should consider updating and expanding the splash park to include larger and more dynamic spray features that would expand the use to a greater number of people.



Playgrounds can be built to provide play opportunities for different ages and abilities



Open lawn and picnic areas provide a relaxing gathering space



Parks are a great place to showcase public art as an expression of the community.



Walking paths are often the most popular feature at parks. Nelson Hornbeck Park has the opportunity to expand the existing walks into a larger area and provide a walking loop around the park.

FAIRDALE VILLAGE CENTER PLAN

BIG IDEA	ACTION STEPS	INITIATING PARTY	KEY PARTNER	DURATION	POTENTIAL COST	FUNDING	TYPE
#1 STREETSCAPE	1. Perform an ADA audit to evaluate pedestrian/sidewalk conditions	Louisville Metro Council - District 13 Office	Public Works	2-5 years	Fairdale Road: \$1 mil. W. Manslick Road: \$1.2 mil. Mt. Holly Road: \$1.1 mil. Mitchell Hill Road: \$1.4 mil.	KYTC (SLO/STP) Transportation Alternative Program Safe Routes to School Louisville Metro Government	Programmatic
	2. Implement streetscape improvements for Fairdale Road, W. Manslick Road, Mitchell Hill Road, and Mt. Holly Road		Public Works				Capital
#2 GATEWAYS	1. Design and install regional gateways at National Turnpike and New Cut Road exits	Louisville Metro Council - District 13 Office	Public Works	1-2 years	\$25,000-\$50,000 for each \$30,000-\$75,000 for each gateway (cost will vary depending on design)	Louisville Metro Government	Capital
	2. Design and install Village Center gateways at Fairdale Road/National Turnpike and W. Manslick Road to signal arrival into Fairdale Village Center		Public Works				Capital
#3 WAYFINDING	1. Develop and implement a branded wayfinding system that directs motorists, pedestrians, and bicyclists throughout the Village Center	Louisville Metro Council - District 13 Office	Public Works	1 year	\$50,000-\$150,000	Louisville Metro Government	Capital
#4 CONNECT TO THE LOUISVILLE LOOP & FOREST	1. Coordinate with Louisville Metro Public Works to implement the Louisville Loop Master Plan to connect the Fairdale Village Center to the Louisville Loop and Jefferson Memorial Forest	Louisville Metro Council - District 13 Office	Public Works	2-5 years	Fairdale Road: \$1.5 mil. W. Manslick Road: \$1.8 mil. Mitchell Hill Road: \$2 mil.	KYTC (SLO/STP) Transportation Alternative Program Congestion Mitigation and Air Quality Improvement (CMAQ) Program Louisville Metro Government	Capital
#5 CONNECT TO TARC	1. Engage with TARC to determine potential service and route options for the Village Center	Louisville Metro Council - District 13 Office	TARC	1-2 years	Coordination only	N/A	Programmatic
#6 ROUNDABOUT IMPROVEMENTS	1. Implement mural at roundabout that best expresses the character of Fairdale and also serves as a strong visual at a key focal point in the Village Center	Louisville Metro Council - District 13 Office	Fairdale High School	1 year	\$2,000	Private donations; Louisville Metro Government	Capital
#7 VILLAGE GREEN CONNECTION	1. Design and implement Phase 1 Village Green Connection to connect existing parking at the Playtown with the proposed Village Green	Louisville Metro Council - District 13 Office	Louisville Forward	1 year	1. \$50,000	Our Town Grant from NEA Louisville Metro Government	Capital
	2. Design and implement Phase 2 Village Green Connection to activate the space with furniture, lighting, ornamental plantings, and public art murals		Louisville Forward	1 year	2. \$100,000		
#8 PUBLIC ART	1. Engage with Louisville Metro Commission on Public Art to develop a public art strategy for Fairdale 2. Identify funding sources and artists to implement the public art plan throughout Fairdale	Louisville Metro Council - District 13 Office	Louisville Metro Commission on	1-3 years	Coordination only	Challenge America Grant from NEA Art Works Grant from NEA	Capital
#9 DESIGN STANDARDS	1. Create an interest group from area stakeholder to advance Design Standards through a Planned Development District (PDD) 2. Inventory existing land uses within the Village Center and determine a boundary for the PDD 3. Kickoff Planned Development District process by getting resolution from Metro Council to initiate the application 4. Adoption of the Fairdale Village Center PDD. See steps outlined below in "Process"	Louisville Metro Council - District 13 Office	Louisville Forward	1-2 years	\$30,000-40,000	Louisville Metro Government	Policy
#10 CIVIC CAMPUS	1. Pave and landscape gravel lot at recycling area	Louisville Metro Council - District 13 Office	JOPS	1-3 years	\$30,000	Council funds and JOPS funds Safe Routes to School Flex Focus Awards for Safe Schools; MAP-21 federal funding Lowe's Toolbox for Education grants; KaBOOM! grants American Honda Foundation Grant; Captain Planet grants Trees Louisville grants; Louisville Grows Lowe's Toolbox for Education grants	Capital
	2. Develop and implement a civic campus connectivity plan				\$70,000		
	3. Playground improvements to allow ADA accessibility				\$105,000		
	4. Develop an outdoor restroom space				\$50,000-\$150,000		
	5. Plant new trees throughout the campus				\$40,000		
	6. Improve existing athletic field to create multi-use field				\$25,000		
#11 PARK IMPROVEMENTS	1. Improve connection to Jefferson Memorial Forest & support planned improvements	Louisville Metro Council - District 13 Office	Louisville Metro Parks	2-4 years	See Big Idea #3 for Mitchell Hill Road.	KYTC (SLO/STP) Recreational Trails Program from MAP-21; Foundation for a Healthy Kentucky; America Walks grants Louisville Metro Government	Programmatic
	2. Master Plan for Nelson-Hornbeck Park including walking loop, updated playground and sprayground				\$25-\$50k (depends on scope)		
	3. Identify additional green spaces to be developed for public use				No cost associated with identification - implementation cost will vary based on design		

IMPLEMENTATION TABLE

Staff Findings

Cornerstone 2020 Comprehensive Plan

Guideline 1	Community Form
Guideline 2	Centers
Guideline 3	Compatibility
Guideline 4	Open Space
Guideline 5	Natural Areas and Scenic and Historic Resources
Guideline 6	Economic Development and Sustainability
Guideline 7	Circulation
Guideline 9	Bicycle, Pedestrian and Transit
Guideline 12	Air Quality
Guideline 13	Landscape Character
Guideline 15	Community Facilities

Staff Findings

Plan 2040 Comprehensive Plan

Community Form Goal 1 Community Form

Community Form Goal 2 Centers

Community Form Goal 5 Art and Creativity

Mobility Goal 2 Safe, and Accessible Transportation

Mobility Goal 3 Connectivity

Community Facilities Goal 3 Compatibility

Livability Goal 4 Sustainability and Resilience

NOTIFICATION

Date	Purpose of Notice	Recipients
November 1, 2018	Hearing before Planning Committee	Subscribers of Council District 12 Notification of Development Proposals
November 23, 2018	Hearing before Planning Commission	Legal Advertisement in the Courier Journal

PLANNING COMMISSION ACTIONS

- 1. 18NEIGHPLAN1005**
Recommended to Metro Council Approval of Fairdale Village Center Plan
- 2. 18NEIGHPLAN1006**
Recommended to Metro Council Approval of Executive Summary as an Amendment to Cornerstone 2020 and Plan 2040 -

The logo features a stylized landscape with green circles representing trees, an orange swoosh, and light blue shapes representing hills and a sun/moon. The text 'Fairdale' is in grey and 'Gateway to the Forest' is in blue. An orange bar with the text 'QUESTIONS?' is positioned in the upper right.

QUESTIONS?

Fairdale

Gateway to the Forest

FAIRDALE VILLAGE CENTER PLAN