

# WATERFRONT PARK PHASE IV



IMAGINE | CONNECT | EXPERIENCE





Phase IV

River Road

Riverwalk



# Waterfront Park Phase IV





# Waterfront Park Phase IV





# Observation Pier and Railyard Plaza





# Observation Pier and Railyard Plaza







# Experiential Learning Area

Science  
Technology  
Recreation  
Engineering  
Arts  
Math





# River Road Extension (7<sup>th</sup> – 10<sup>th</sup> Street)





# Riverwalk Improvements (3<sup>rd</sup> – 7<sup>th</sup> Street)

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Existing  
Conditions



Concept  
Rendering

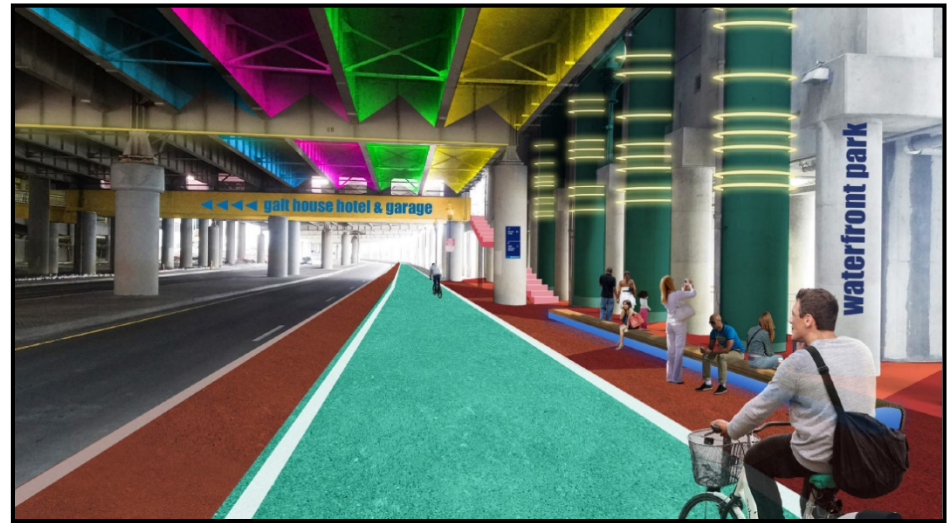


# Riverwalk Improvements (3<sup>rd</sup> – 7<sup>th</sup> Street)

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Existing  
Conditions



Concept  
Rendering



# Riverwalk Improvements (3<sup>rd</sup> – 7<sup>th</sup> Street)

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Existing  
Conditions



Concept  
Rendering



# Waterfront Review Overlay (WRO)

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- Design review overlay for area surrounding Waterfront Park
- Adopted shortly after the creation of WDC in 1987
- Ensures development around the Park is compatible with the Park's overall image and design

# Waterfront Review Overlay District

Currently extends from 6<sup>th</sup> Street to Zorn Avenue



New sub-area  
for Phase IV



# New WRO subarea A-3 surrounding Phase IV



# Subarea A-3 Characteristics

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- This area is expected to witness increased activity and popularity due to its proximity to the park as well as other ongoing development trends popular in such historic areas.
- Transition to commercial and residential mixed uses is encouraged.
- Streetscapes shall focus on walkability and multi-modal connectivity.
- Sensitivity to historic character of the area.
- Buildings should be designed to activate the streetscape and encourage interaction.





# Welcoming millions and catalyzing a billion

## Waterfront Park has sparked investment

For 20 years, my father tried to develop the 100 block of Main Street. Outside developers said it wasn't possible because our waterfront was filled with industrial uses. We were finally able to start the Whiskey Row redevelopment in 2008 because we had the beautiful Waterfront Park as an anchor and amenity. Without Waterfront Park, Whiskey Row would not be possible.

-Julie LaValle Jones, Developer

**2.2 MILLION**  
people visit annually

**1.1  
MILLION**

people attend one  
of the **150 EVENTS**  
held at the Park each year

including IRONMAN®, the Kentucky Derby Festival®, Forecastle Festival, WFPK Waterfront Wednesdays, and more!



The Park itself and the events it hosts combine to generate more than **\$40 MILLION** annually in economic impact for downtown Louisville and beyond.



That supports at least **707 JOBS**, including 1% of all downtown jobs.

All while instilling confidence in developers and investors who wouldn't have bet on downtown if it weren't for the Park.



# Waterfront Park is for everyone

The Park is more diverse than the city as a whole



35%  
people  
of color

65%  
white

45%  
ages 34  
and below

55%  
ages 35+

22%  
incomes  
less than  
\$35,000

40%  
incomes  
\$35,000-  
\$75,000

38%  
incomes  
\$75,000 +

1 IN 4 visitors  
lives out-of-town



Local visitors come from all seven counties in the region and every Metro Council district.

Nearly half of all visitors are families with children.



## Visitors love Waterfront Park



97% of visitors would recommend the Park



91% feel a sense of belonging at the Park



95% of locals agree that "Waterfront Park is for all people in the community"





# What's Next?

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- Early Activation
- Community Engagement
- Capital Campaign

# Questions?

