

September 18, 2019

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Members of the Louisville Planning Commission:

Greater Louisville Inc., The Metro Chamber of Commerce, (GLI) writes to comment on the South Floyds Fork Area Plan (“Plan”) draft.

GLI is an economic development organization and chamber of commerce, representing more than 1,700 businesses in 15 counties in Kentucky and Indiana. We are the largest business organization in the region. GLI’s mission is to accelerate economic growth in Greater Louisville by attracting businesses, developing our workforce, and promoting a strong business environment. GLI works closely with our investors in the commercial and residential development industry on issues of concern at the state and local levels.

The South Floyds Fork Area is one of the last remaining large areas of Louisville Metro available for major housing and economic development projects. Because of this, it is important that the Plan serve to foster growth and not limit it. Many of our members have emphasized the importance of ensuring that Louisville does not miss out on a truly unique opportunity for economic growth. A one-size-fits-all approach would be detrimental to all parties interested in the future of the area. A strategic combination of flexibility and incentives, on the other hand, would help balance preservation with economic development.

GLI would also like to comment on the Parklands of Floyds Fork, as it relates to the Plan.

We are currently working on a talent attraction initiative aimed at bringing the best and brightest to our region. The LiveInLou campaign is already underway, and one of the major selling points for our area is the parks system, including the new Parklands. Connectivity to the Parklands will be critical to the success of the LiveInLou campaign since this park system is one of the crown jewels of our community. Sense of place and connectivity to major open spaces is what the young and talented want in choosing where to live, work, and create a business. To that end, housing options in the area should fully embrace the Parklands and allow for easy access to the park similar to the current Cherokee and Seneca parks. With our community growing, there is a need for more housing that connects residents to open spaces.

We appreciate this opportunity to comment on the draft Plan and look forward to continuing to engage with stakeholders on this important issue.

Sincerely,



Kent Oyler
GLI President & CEO