



LOWER HUNTERS TRACE

PLANNED DEVELOPMENT DISTRICT
TOWN CENTER



June 2015



TOWN CENTER EXPERIENCES

Few of us have the opportunity in our lifetime to found a new town, to be part of the creation of a place where people will live, work, and play, to enhance our community. This Planned Development District is that chance: to establish a vision for the future of Dixie Highway at Lower Hunters Trace. Together with the community, we have generated a framework for making a key intersection on this historic roadway a vibrant town center with bustling streets, active storefronts, and destinations for community gathering. Building on already existing infrastructure and energy, the plan supports residential, cultural and commercial growth in a smart, sustainable pattern. More than a study, more than an idea, it is about promoting the Dixie Highway Corridor as a better place to live for the citizens of Southwest Jefferson County.

- Councilman Rick Blackwell, District 12

ACKNOWLEDGEMENTS

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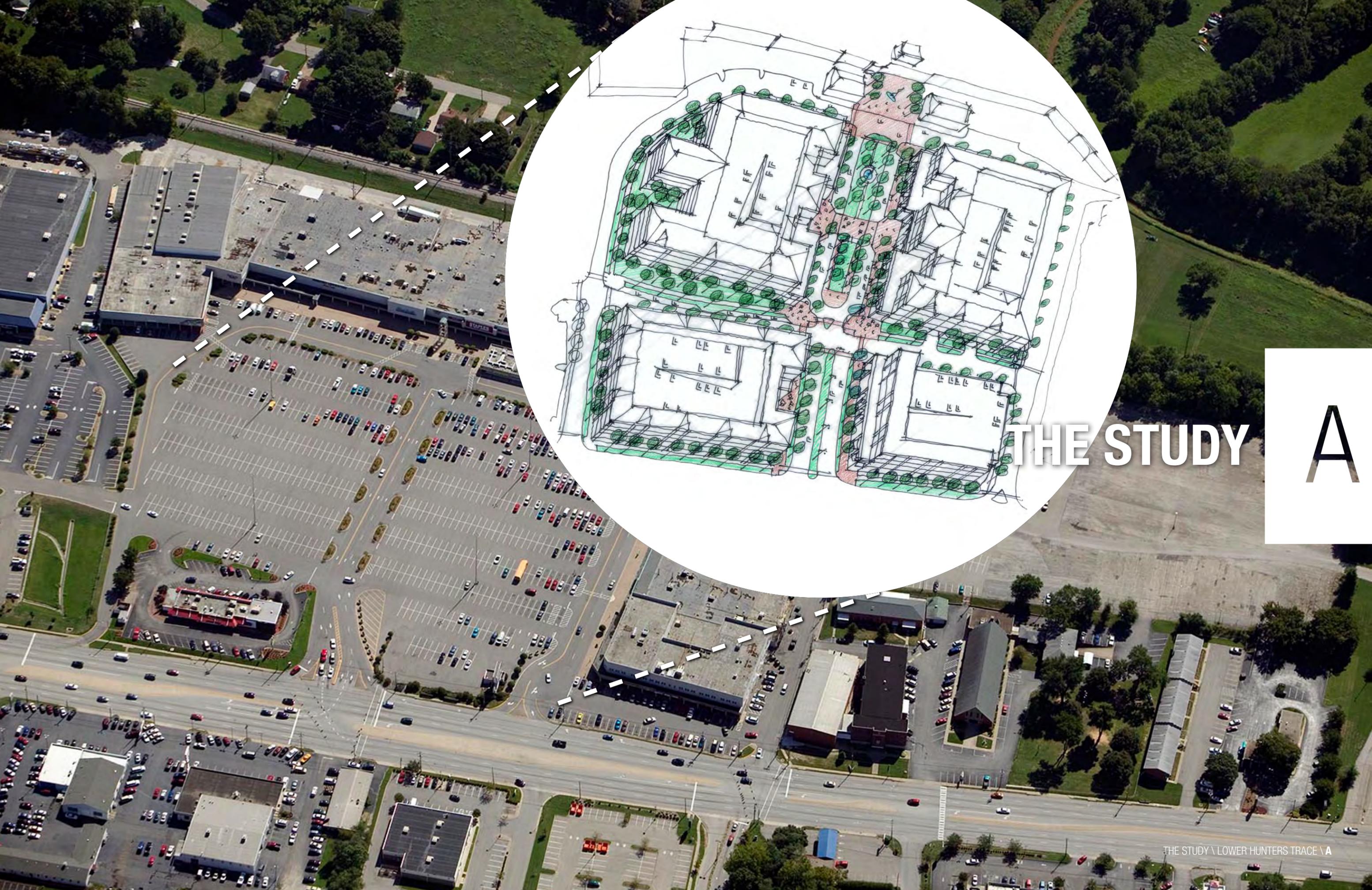
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THE STUDY

A

BACKGROUND

COMMITMENT TO A VIBRANT FUTURE

PRIOR STUDIES

The Lower Hunters Trace (LHT) Town Center study is an outgrowth of the larger Dixie Highway Corridor Master Plan performed by HNTB and Associates and adopted by Metro Council in 2012 (See Appendix). This Study looked at the length of Dixie Highway from Broadway to Valley Station, and made recommendations for public improvements to enhance safety along the corridor, create a greener, more pedestrian friendly environment, and most specifically, to establish four new planned town centers at key nodes along the corridor, including the Shively Town Center.

Planned town centers were identified around distinct cores, typically at the intersection of major roads and transit routes. The town centers are Oak Street, South of I-264, Lower Hunters Trace, and Valley Station. These town centers were envisioned to be denser, mixed-use communities that meet the daily needs of residents and are proposed to be pedestrian and transit oriented. Of the four new town centers, Metro Louisville has commissioned this study to focus on the Lower Hunters Trace Area.

The development of new Town Centers is consistent with one of the principal themes of Cornerstone 2020, the Comprehensive Plan for Louisville Metro. In the words of 2020: **Encourage town centers that serve multiple neighborhoods and provide places to work and shop in close proximity allowing many people to conveniently walk, bicycle or ride transit. Encourage town centers to have a defined center such as a plaza or square about which development or redevelopment occurs in a centralized rather than a linear pattern.**

This study seeks to implement the recommendations of the prior Dixie Highway Corridor Master Plan and to provide development alternatives previously unavailable in the project area. A Planned Development District (PDD) will be drafted and available for adoption by the Planning Commission and the Louisville Metro Council, formally designating this area as a Town Center Form District and putting in place the Lower Hunters Trace PDD zoning.

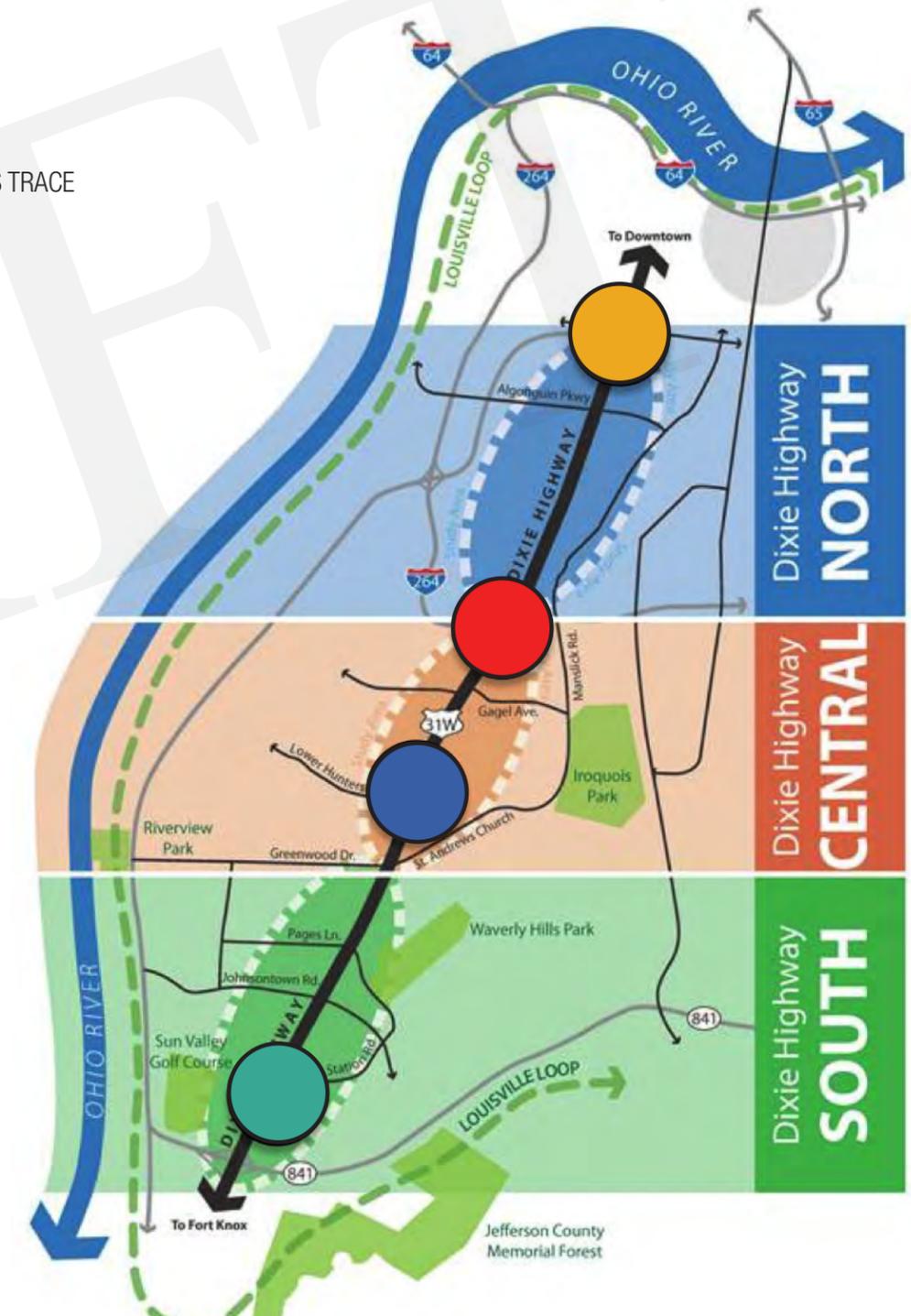
DIXIE HIGHWAY PUBLIC IMPROVEMENTS PROJECT

The first phase of public improvements to Dixie Highway is currently under design and expected to break ground in early 2016. A model redevelopment area has been funded through state funding that stretches between Rockford Lane to Crums Lane, a distance of approximately 1.5 miles. Design development strategies used for the model block will be used for other sections of the corridor including the Lower Hunters Trace Town Center area.

Key features of the corridor redevelopment for the model area are focused on safety and operational improvements. These include the introduction of a median island along Dixie Highway to better control and manage access. Although the same number of traffic lanes and carrying capacity of the corridor are preserved, narrower traffic lanes have provided opportunities for wider sidewalks, unified and identifiable transit stops, and streetscape features.

Lack of adequate lighting is contributing to the overall safety concerns along the corridor. The median created for access management provides new locations for street lighting. Finally, unified traffic control devices, pedestrian crossing zones and better amenities for transit users are planned. Taken together, these improvements herald a new day for Dixie Highway. This public investment marks a bold new vision and green aesthetic for Dixie Highway, transforming the corridor from a high speed suburban street into a tree-lined urban boulevard.

- OAK STREET
- SOUTH OF I-264
- LOWER HUNTERS TRACE
- VALLEY STATION



COMMUNITY ENGAGEMENT

PEOPLE BUILDING COMMUNITY

COMMUNITY ENGAGEMENT

This Study's recommendations and the supporting Planned Development District (PDD) are the result of a yearlong work effort conducted with multiple citizen and property owner meetings. A team of citizen stakeholders representing various property and interest groups was assembled to advise the process. Other input was sought through a public charrette on Dixie Highway that was conducted at National College in early June 2014. Citizen stakeholders included:

- Councilman Blackwell
- Councilwoman Woolridge
- Councilman Yates
- Councilwoman Fowler
- Vince Jarboe
- Tim Weihe
- Sherri Craig
- Clinton Korfhage
- Martin Korfhage
- Harold Workman
- Gene Bolin
- Ken Baker
- Jim Goodwin
- Al Andrews

Key properties were identified that could be prioritized for redevelopment as hallmarks for the future Town Center character. Individual meetings were conducted with these property owners about this study and master plan, the future zoning change to PDD, and the role their property could play in the Town Center growth and development. The key properties are:

- Dixie Manor Shopping Center
- St. Paul Catholic Church
- Southwest Government Center

A common theme to all discussions was the goal of creating a simple-to-use format that encourages redevelopment. Providing incentives that support implementation of the master plan has also been uppermost in discussions with local elected officials and the administration.



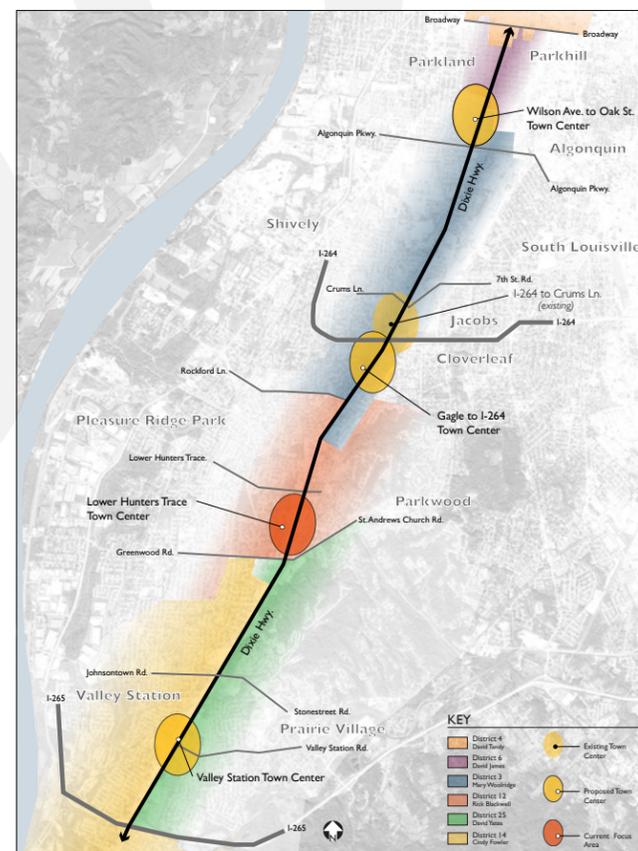
Public meetings were conducted to discuss the goals of the Dixie Highway Corridor Master Plan.



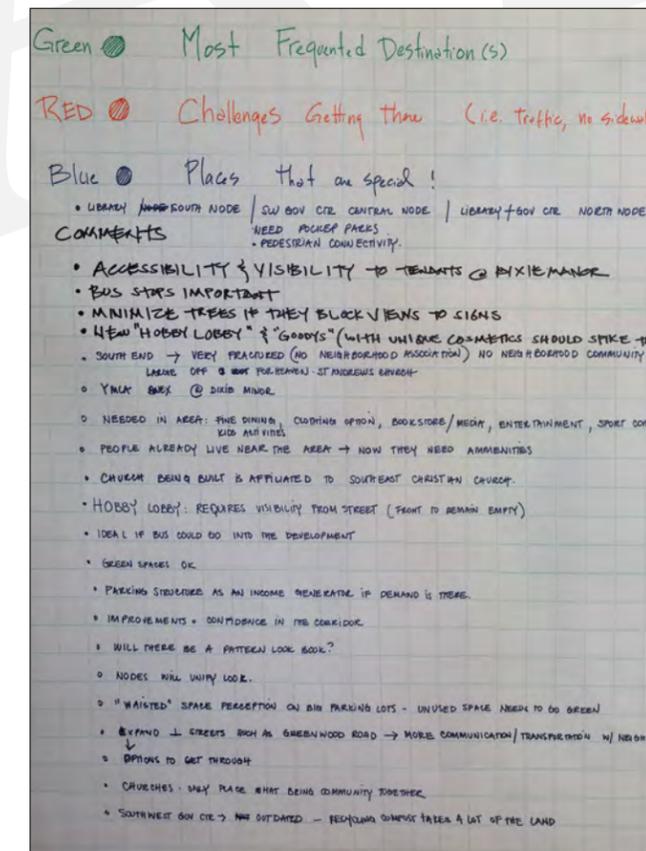
Key properties were identified as redevelopment priorities and hallmarks for the future town center character.



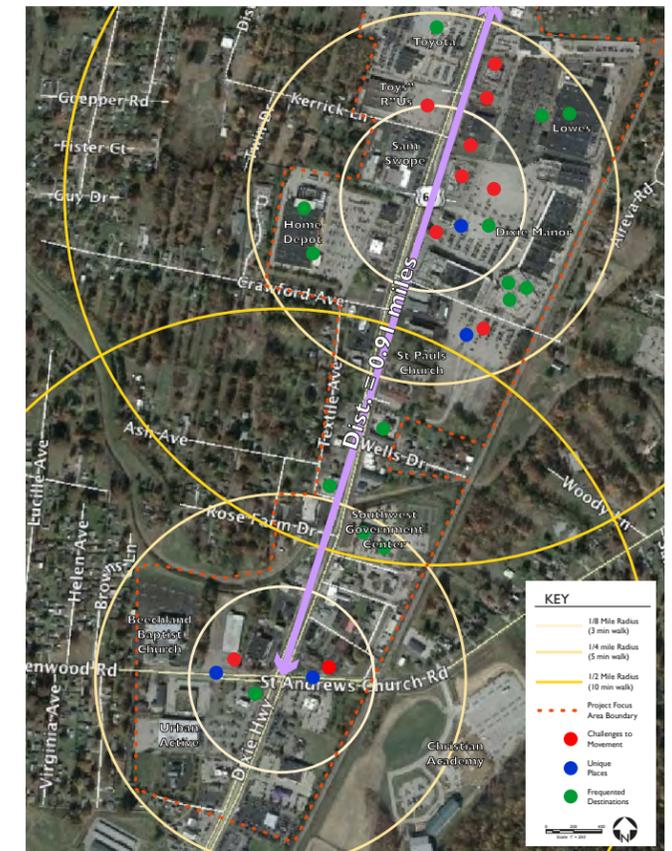
Key properties were identified as redevelopment priorities and hallmarks for the future town center character.



Metro Council members representing the LHT district and the surrounding districts were engaged.



Participants identified the community's strongest assets as well as opportunities for improvement, as shown above and right.



Challenges, unique places, and frequented destinations.

STUDY AREA

LOWER HUNTERS TRACE ALONG DIXIE HIGHWAY

The Lower Hunters Trace Town Center study area consists of multiple properties with multiple owners and covers approximately 118 acres of land. This study area was defined with input from the Stakeholder group and extends from Lower Hunters Trace and the Blanton Lane area on the north to the St. Andrews Church Road area on the south. Its width is determined by the commercial development pattern that extends back from 400-800 feet in depth on both sides of Dixie Highway.

The land form is essentially flat with little topographic variation. The Big Run stream corridor, a portion of which has been channelized, bisects the lower portion of the study area diagonally.

The 120-foot right-of-way of Dixie Highway divides the corridor into more or less equal land areas. The Paducah and Louisville (PAL) rail line roughly parallels Dixie Highway for the majority of the study area length and defines the eastern edge.



KEY

- 1 SAM SWOPE AUTO CENTER
- 2 GOULD'S MEDICAL SUPPLY
- 3 TWO-STORY PORTION OF DIXIE MANOR
- 4 SAINT PAUL CHURCH
- 5 CHANNELIZED STRETCH OF BIG RUN STEAM
- 6 SOUTHWEST GOVERNMENT CENTER



THE VISION

A GREAT AMERICAN SMALL TOWN

When the residents of Southwest Metro are asked to describe the perfect community, they, like so many others, describe friendly attributes of a place to live, a place to work and shop, and a place that is convenient to church, school, or recreation. They describe the attributes of the great American small town, the little hometown that you grew up in, or wished you had. Lower Hunters Trace is intended to be such a place.

Using the Planned Development District (PDD) to create a compact and economically viable mixed-use development pattern, Lower Hunters Trace should be the pedestrian-friendly focal point of the surrounding community. Its location along the Dixie corridor will enable true multimodal access by bus, car, and bicycle, while promoting the pedestrian experience. The PDD design guidelines will strive for a small-town character for the area that also promotes sustainable building and site development practices.

The 16-acre Dixie Manor site is well positioned to form the core of the new Town Center. There, the vast, underutilized parking lot could be re-imagined as a series of city blocks that frame new and more intensive development opportunities. This plan recommends a public space as the heart of the new town, a town square, so to speak. This town square could be flanked by destination restaurants and retail, similar to the perspective shown to the right. This illustration also shows future retail and offices with apartments above, wrapping around the perimeter of parking structures. This arrangement provides ample parking for visitors and residents while maximizing the development potential of the Dixie Manor site as it evolves over a long period of time.

KEY

- 1 PUBLIC PLAZA
- 2 PARKING GARAGE
- 3 RETAIL
- 4 RESIDENTIAL OR OFFICE
- 5 RESTAURANT AND MARKET



Conceptual image of future Dixie Manor, the core of the new Lower Hunters Trace Town Center.

GOALS AND OBJECTIVES

These goals and objectives were developed as part of the Lower Hunters Trace study but are applicable to other town centers along the Dixie Highway corridor.

GOAL 1: ENGAGE THE COMMUNITY IN AN EFFORT TO PROACTIVELY ADDRESS AND ENCOURAGE DEVELOPMENT

Development Objectives

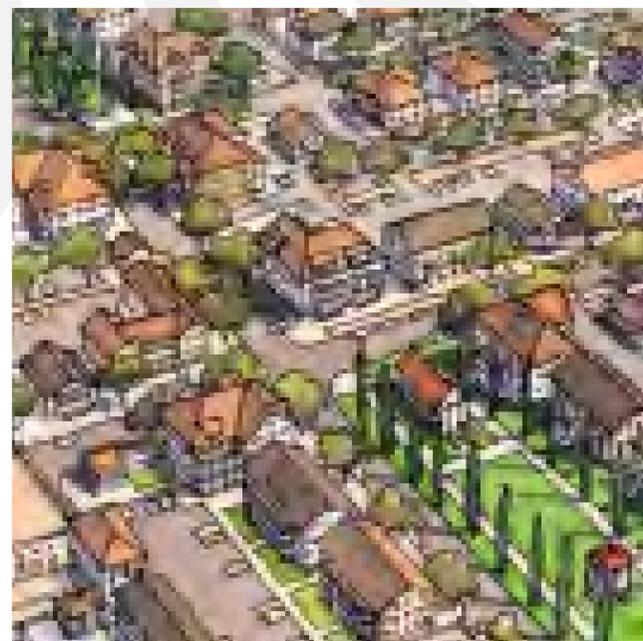
- Use the Planned Development District (PDD) tool to create a unique zoning district for the project area resulting from a collaborative charrette process with input from interested parties that both informs design decisions and guides future development proposals.
- Forge a partnership with property owners and developers interested in investing in the project area to support proposed growth.
- Change the zoning designation of the agreed upon study area to PDD and form district to Town Center.



GOAL 2: ESTABLISH A TOWN CENTER DESIGN CONCEPT THAT PROMOTES THE SURROUNDING AREA AND CREATES DESIRABLE SMALL TOWN CHARACTER

Development Objectives

- Develop design guidelines for the PDD that supplement the current Land Development Code (LDC) regulations for Town Center and Neighborhood Form Districts to better support and address the needs of the specific project area.
- Define an appropriate mix of uses for the PDD; encourage mixed use and placement of uses that are appropriate to their context.
- Design a pedestrian-friendly, multi-modal environment that is a destination and gathering place for area residents and shoppers.
- Ensure that the development pattern and infrastructure design of the PDD is flexible enough to allow the district to transition as market conditions change over time, while preserving the overall design concept.



GOAL 3: PROMOTE A PEDESTRIAN-FRIENDLY ENVIRONMENT

Development Objectives

- Establish build-to lines to ensure building placement that creates an active edge along the sidewalk and street.
- Create a streetscape and landscape concept that enhances the public experience while providing buffers where necessary.
- Establish an access management plan addressing shared curb cuts and connectivity.



GOAL 4: COORDINATE INFRASTRUCTURE DEVELOPMENT NEEDED TO SUPPORT GROWTH AS OUTLINED IN THE PROJECT AREA

Development Objectives

- Encourage the building of a secondary roadway and circulation system that interconnects the Town Center, reduces travel on Dixie Highway, and provides more development frontage.
- Coordinate with the Dixie Highway Improvement Project to develop access management planning.



WHY PLAN A TOWN CENTER?

TOWN CENTERS SUSTAIN COMMUNITY

TOWN CENTER FORM DISTRICT

The Town Center Form District supports the development, redevelopment, and enhancements of core areas of communities that provide a full range of shops and services to residents of nearby neighborhoods, nurture civic life, and foster a strong sense of community. Town Centers encourage the unique and diverse characteristics of community. The Town Center Planned Development District (PDD) guides the development and appearance of town centers to function as medium to high density/intensity mixed use areas, highly accessible to all modes of transportation.

In reviewing options for the planning and implementation of the first Town Center on Dixie Highway, the consultant team believes the PDD zoning category offers the most benefits and greatest flexibility of the multiple options for implementation available under the Louisville Metro Land Development Code (LDC). As the only “customizable” zoning district, it is the best tool available to spur redevelopment of areas that are already built-up and parcelized. As an added benefit, projects that comply with the master plan and design guidelines are simply staff approvable (similar to obtaining a building permit) therefore speeding the development process. The PDD provides for the creation of design standards that promote:

- Compatible development respecting existing neighborhood patterns;
- Efficient use of infrastructure and energy;
- Economic growth to maximize land potential; and
- Supports a unique character of place.

The Develop Louisville staff, working with the consultant team and other Metro and State agencies has created the Lower Hunters Trace PDD as a tool to ensure a sustainable yet diverse, pedestrian-friendly development pattern with straightforward design guidelines. The PDD intends to provide flexibility to ensure that the town center can react positively to changes in the market and development practices.

The design standards of the LDC are the base requirements for the PDD. Detailed dimensional and design standards within the PDD supplement and/or enhance requirements of the LDC. Where there is a conflict between the PDD standards and the LDC, the PDD requirements shall apply. Where the PDD standards are silent the LDC shall apply.



A vibrant town center, created primarily through new construction, includes adequate lighting, shade trees, pedestrian amenities such as crosswalks, and street-level commercial space with residential above.

AREA CHARACTERISTICS

ANALYZE EXISTING CONDITIONS

CURRENT LAND USE

With a predominantly commercial emphasis, the majority of the study area exhibits land uses that fall into the C-1 category, while the northern portion of the study area contains C-2 type uses. The northern area is predominantly auto sales and service businesses. This pattern is typical of many older commercial corridors in Louisville Metro.

In addition to small commercial, office, and restaurant establishment, large parcels offer the opportunity for significant infill development. The core of the area contains:

- a grocery,
- a home improvement store,
- a healthcare complex, and
- a major craft store.

Institutional uses include St. Paul's Catholic Church and School as well as the offices and Metro facilities located at the Southwest Government Center.

KEY

Land Use

- Apartment
- Auto Service
- School
- Office
- Restaurant
- Retail
- Commercial Vacant Land
- Local Government
- Metro Government
- Religious
- Residential Vacant Land

Zoning

- C1
- C2
- R4
- R6
- M2

EXISTING LAND USES



EXISTING ZONING



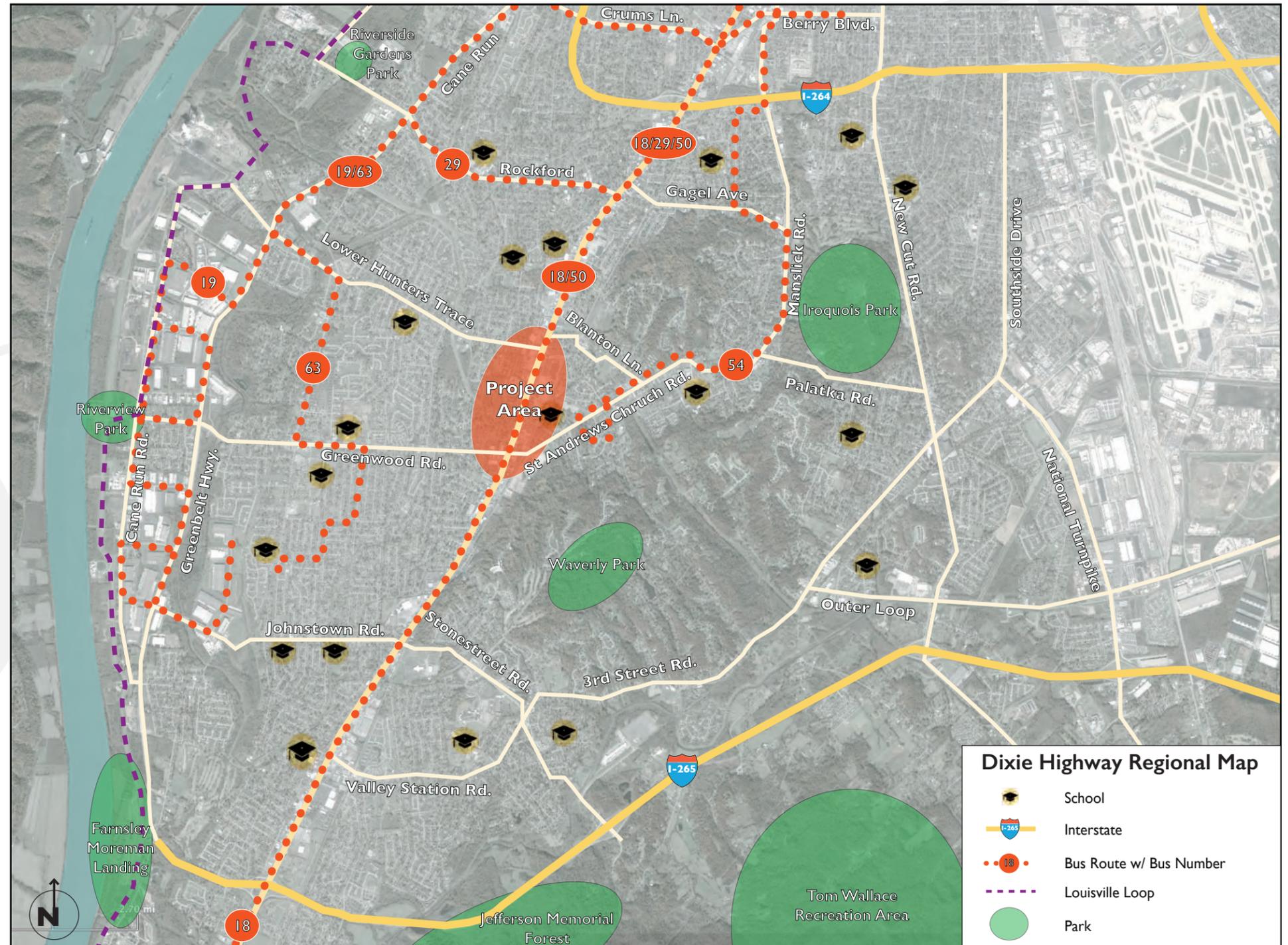
INCREASE TRANSPORTATION OPTIONS AND ROUTES

EXISTING CIRCULATION

Dixie Highway has shaped the arrangement of retail space and the circulation patterns of the commercial corridor since its earliest days, forming the spine that provides the only access and connectivity. This simplistic central spine relationship has resulted in properties where buildings are only oriented to the Dixie Highway frontage. This limits both development opportunities, because there is only so much frontage, and mobility options, because all traffic must return to Dixie in order to circulate between retail destinations. The existing pattern frustrates the retail potential of this proposed Town Center.

East-west connector roads of Lower Hunters Trace and St. Andrews Church Road/Greenwood Road provide connectivity to surrounding neighborhoods and the broader community. Intersections with traffic signals are widely spaced, but should be viewed as assets, providing the few safe crossing conditions of Dixie Highway for cars and pedestrians. Additional intersections to serve an interconnected road network would increase access and safety, knitting the Town Center together. (See Framework Plan in the PDD.)

Increased transportation options will result in more retail activity and frequent visits. Therefore, it is paramount to facilitate multi-modal transportation access and provide infrastructure that supports both bicycle and transit. Dixie Highway might not be a bicycle-friendly facility, however, the surrounding streets where homes are located present opportunities for short trips that can be made by bicycle. These residential streets are calmer than Dixie Highway with lower traffic volumes and speeds. A neighborhood-level study should be conducted to identify local bicycle routes or neighborhood bicycle boulevards with minimal amounts of investment that residents will feel comfortable using to access the new town center.



LEARN FROM THE PAST

EXISTING CHARACTER

This study area is characterized by typical mid-to-late 20th Century development patterns and is a reasonable cross section of the historic development patterns along the Dixie Highway corridor. Much of the corridor was initially developed in the post-war boom following WWII and reflects the site planning and development approach typical of that time. Most of the older, mid-century shopping centers, like Dixie Manor, are set back far from the street with extensive parking areas in front. This creates vast parking areas that are often underutilized, while at the same time frustrating pedestrian movement patterns, both within a center and especially, between adjacent parcels.

Over time, out-parcel development of stand-alone uses has created an infill pattern along the Dixie Highway frontage. This development pattern takes advantage of the prime real estate along the corridor, but often results in isolated uses with no relationship to surrounding businesses, little connectivity, and total dependence on the automobile. Also over time, Dixie Highway has become renowned for its concentration of automobile dealerships – “Wide, wide Dixie Highway”. Large tracts have become devoted to automobile sales and service, resulting in huge parking fields for auto display in front of buildings that are set back far from the street.

Architecturally, there is a mixture of roadside building styles typical of suburban commercial development. The examples on this page demonstrate the range of building character from a mid-century modernist style to a neo-traditional brick vocabulary. Landscaping is almost non-existent in the older developments, and limited to code minimum requirements in the newer projects. Landscape materials are never used to enhance the shopping experience or promote shaded walkway paths, as is more typical in recent shopping facilities. Lighting is limited to parking lots and storefronts with little attention to the potential for pedestrian movement between one development and another.

This plan will attempt to improve these outmoded practices, and establish a growth scenario that knits the shopping areas together, while recognizing the value of existing investment. The goal is to learn from the experience of the past, not repeat the same mistakes, and apply simple solutions that rely on urban design wisdom built around the street grid and traditional city development.



Existing developments are set back far from the street with extensive asphalt parking areas in front and no trees.



Little attention has been given to the potential for pedestrian movement with dangerous, uninviting sidewalks in many areas.



Typical suburban commercial development.



Stand-alone uses have created an infill pattern along the Dixie Highway frontage.



Lighting is limited to parking lots and storefronts.



The Southwest Government Center sits on a large, underdeveloped site.



Large tracts have been devoted to auto sales, with parking fields for auto display in front of building.



Landscaping and trees are almost nonexistent.



The St. Paul's Church School represents a stable institutional anchor in the community.

DESIGN CHARRETTE

CONVENE THE PEOPLE TO DESIGN THE TOWN CENTER

PROCESS

Convened on June 9, 2014, for two and a half days, the design team assembled in the auditorium of National College to intensively study the area, seek input from property owners and residents, and engage the stakeholders in meaningful discussion. An evening public meeting kicked off the event, gaining valuable insights from citizens. Previously, a preliminary briefing with the Stakeholder Committee and government representatives had informed some basic decisions. Tours of the study area and extensive photo documentation of existing conditions took place. Mapping of zoning, land use, and mobility issues informed the process.

Key sites, such as Dixie Manor, the Southwest Government Center, and St. Paul Church properties were studied in greater detail. A network of primary and secondary circulation was developed and further defined in relation to signalization and transportation improvements slated for Dixie Highway. Citizens participated through visual preference and online surveys.

During the charrette, the majority of the C-2 uses were not problematic for residents and stakeholders; however, a few uses were identified as undesirable. This was either because the community felt there were sufficient concentrations of those uses currently, or because they represented problematic use issues based on past experience. The land uses of concern to residents were noted:

- Agricultural Uses (C-1)
- Automobile service stations (C-1)
- Dwelling, Multiple family (C-1)
- Nurseries, retail (C-1)
- Temporary buildings (C-1)
- Automobile repair garages (C-2)
- Automobile sales agencies (C-2)
- Contractor's shop (C-2)
- Equipment rental (C-2)
- Flea market (C-2)
- Used car sales areas (C-2)

In addition, demographic data from the US Census and the Cash Economy Study of Metro Louisville were consulted. The information gathered was used to shape the PDD.

PRODUCTS

The charrette produced an overall framework plan for the Town Center, shown on the following page. The plan calls for new streets and for raising the zoning use category to a consistent C-2 level over the entire area, as the foundation for the PDD zoning. This would significantly increase the list of potential uses as well as the density and intensity of possible development patterns. For instance, the C-2 use list provides 41 more possible use categories, while the Floor Area Ratio (F.A.R.), which determines the buildable square footage on any given lot, would jump from 1.0 to 5.0, a significant increase.

Also, the charrette produced specific vignettes of potential redevelopment sites that could set the tone and establish the future character. The best examples of this work are shown in three site studies:

- **A Revitalized Dixie Manor**
The phased redevelopment plans for Dixie Manor, that create four new city blocks of potential mixed-use infill.
- **The Golden Zone**
The development of the vacant land adjacent to Dixie Manor and owned by St Paul's Church as a planned retirement community, with specific land use restrictions to assure a "golden zone" type of development.
- **Southwest Government Center as a Recreation Center**
The creative reuse of the Metro owned real estate of the Southwest Government Center, themed around health and wellness, provides recreation and fitness options for all ages.

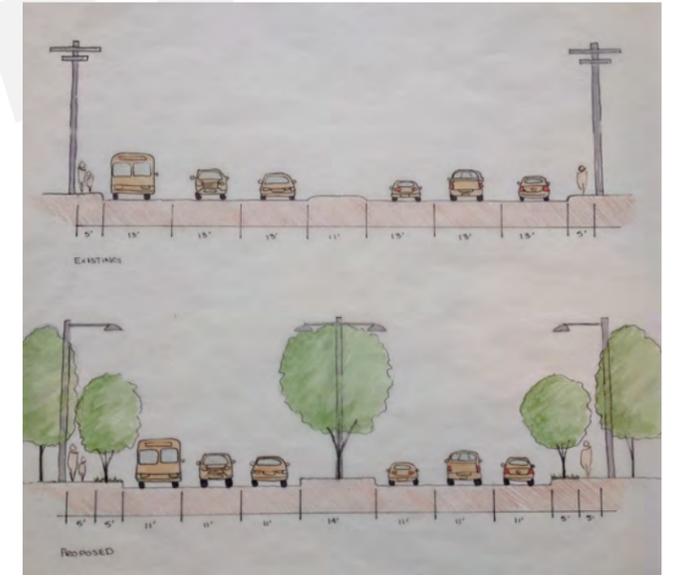
Please refer to Section C: Implementation for the specific site studies.



Charrette participants consider redevelopment options for the Dixie Manor property.



The beginnings of a framework development plan.



Conceptual sketches showing Dixie Highway before and after improvements.



Schematic design for development of Dixie Manor, located at the heart of the Town Center.



FRAMEWORK PLAN

BUILD NEW STREETS; CREATE NEW OPPORTUNITIES

FRAMEWORK PLAN

During the HNTB master planning process, a vision statement was created for the entire corridor that envisions Dixie Highway as:

- A successful regional commercial corridor,
- A safe and functional corridor for all users, and
- A corridor with a unifying and distinct character

This Study presents an opportunity for the Lower Hunters Trace Town Center to exemplify the elements of this vision. To a large degree, the success of Lower Hunters Trace will be measured by the volume and frequency of visitors from the surrounding neighborhoods. Improving access from these neighborhoods and connectivity is therefore critical. Safe and reliable automobile access, regional transit service, and a walkable, pedestrian-friendly environment will support economic success.

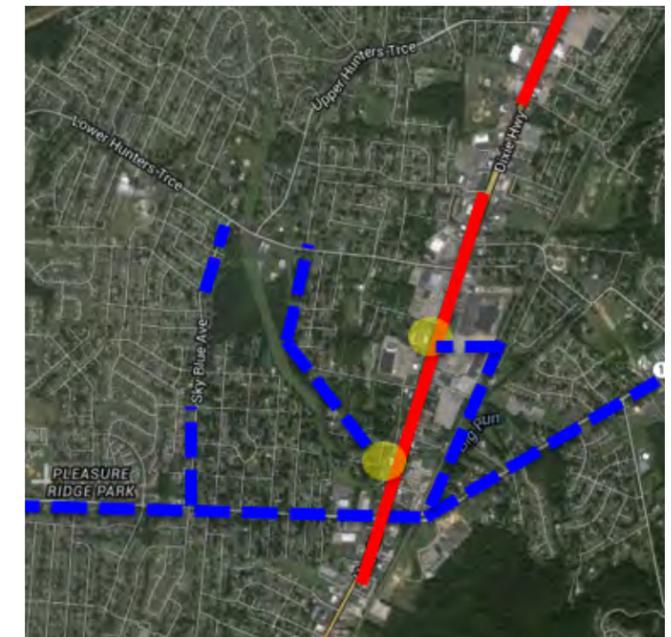
The Lower Hunters Trace PDD intends to provide:

- Improved access to the Town Center with a coordinated series of signalized intersections;
- Improved access within the Town Center, based on a interconnected street grid;
- Multiple retail frontage opportunities created by the new grid of streets;
- City block patterns of development that maximize the utility of the available land and development options;
- Pedestrian-friendly shopping streets that promote retail activity and generate a “small town” character;
- Improved safety for Dixie Highway as signalized intersections calm traffic and create safer pedestrian crossings;
- Transit and bike-friendly streets that support pedestrian activity; and
- Lowering speed limit from 45 MPH to 35 MPH on Dixie Highway that delineates the new Town Center.

BICYCLE PLANNING

The diagram at right shows streets that might be good candidates for local bicycle routes or a bicycle boulevard. St. Andrews Church Road and Greenwood Road (collector level streets) combined with local

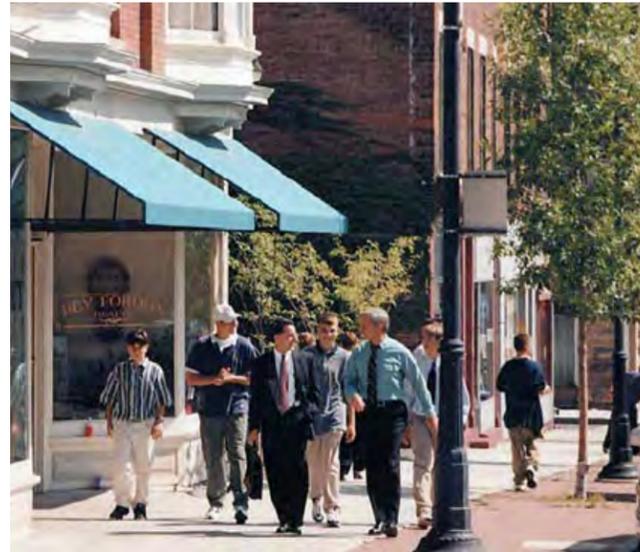
residential streets could provide safe and functional neighborhood linkages, ideal for short trips to the new Town Center. Furthermore, travel options could be expanded city-wide via the TARC route (shown in Red) at key transit stops (shown in Yellow). Signature bus stops on Dixie Highway would help to “brand” the Town Center. A bicycle share program can be implemented so that people getting off the bus will have the option of using a public bicycle to reach their ultimate destination. Similarly, and as explained above, people living in the surrounding neighborhoods may use local bike routes or bike boulevards to arrive at the transit stop, park their bicycle in a secure manner at the stop and continue on Route 18 to access the broader community destinations. These new transit stops might include other components such as ATM machines or mini-retail to truly make them signature transit centers serving the town center.



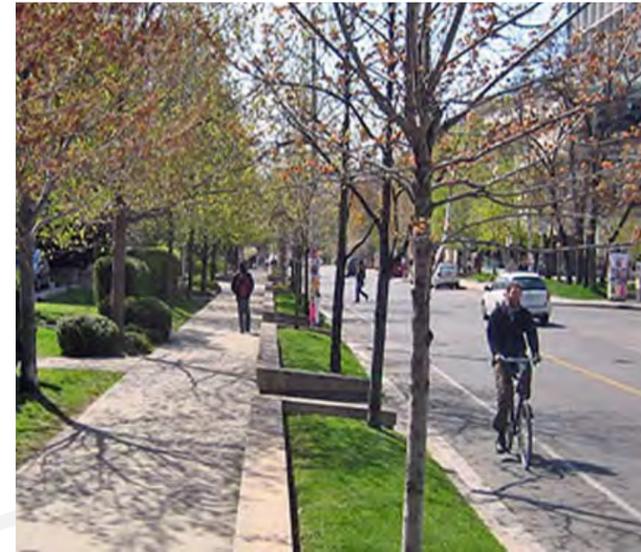
Expand travel options via TARC routes and transit stops and bicycle boulevards.

TOWN CENTER CHARACTER

ESTABLISH A SMALL TOWN WITHIN THE BIG CITY



Develop appropriately scaled mixed-use buildings.



Enhance linkages between developments with trees, signage, lighting and alternative transit options.



Encourage shopping through pedestrian friendly streets and restaurants with cafe seating.

PROPOSED CHARACTER

In order to establish and evoke a pattern typical of a small town in Kentucky, the Town Center should complement the residential nature of the surrounding area while providing a focal point for existing and new development. At 118 acres, the scale of the area offers the urban design potential for a significant amount of infill development. Underutilized parking lots could become building sites for a more urban configuration of commercial or mixed-use building types. By improving existing linkages between developments, a secondary roadway system with sidewalks can be created.

As shown on the previous page, this roadway system can begin to define city blocks of the Town Center, allowing the frontage of these blocks to become future shopping and residential streets. A vigorous and bustling street life can be encouraged through the use of building design, parking design, outdoor amenities, landscape design, and consistent and appropriately scaled signage.

The architectural character should be unified through the use of consistent building materials and color palettes that are framed by a strong urban design expression of ground level retail or office storefronts along the shopping streets. A two-story scale should predominate in the Town Center, even though the use may be a single story function. This two-story scale is already prevalent in the massing of the car dealerships and buildings like Home Depot.

Actual two-story buildings, like the front portion of Dixie Manor, are well suited to upper level offices or residential. Taller buildings could occur around the heart of the Town Center with a gradual step down in height as the buildings approach the existing, mostly single-family development patterns of the surrounding neighborhoods. Such scale adjustments are well defined in the existing Land Development Code (LDC) transition standards.

Roadways within the Town Center should always include street trees to establish the town's 'green' character and to improve the pedestrian experience. Sustainable, green infrastructure is a hallmark of attractive and successful communities, and typical of the best in commercial and residential development today. A consistent tree canopy enhances community character, provides wildlife habitat, improves air and water quality, decreases storm-water runoff, and enhances property values. Tree-lined and landscaped shopping

streets will also promote pedestrian retail activity. The new roadway system will need to be lighted for vehicular and pedestrian safety, and to encourage evening shopping.

Development sites should incorporate attractive native plantings whenever possible to encourage sustainability and regional character. Perimeter plantings can serve several functions including screening, naturalizing, softening edges, and unifying architectural elements. Landscape buffer areas screening parking lots, loading docks and service areas help reduce the visual impact and heat island effect. Landscaping and trees should be provided as required by the LDC. Appropriate landscape buffers should also be provided where required by the LDC to support residential development.



PLANNED DEVELOPMENT DISTRICT

B

DISTRICT STANDARDS

LAND USE CATEGORIES

An edited list of C-1/C-2 land uses is presented at the end of this Planned Development District (PDD). The zoning map (at right) diagrams where uses, by zoning category, are permitted under the PDD.

Permitted Land Use Categories

The permitted use categories are defined for the PDD as an edited version of the C-2 use list within the current Land Development Code.

Limited Use Categories

Limited Uses are comprised of either specific land uses or categories that may be permitted as long as the associated criteria, such as location, are met. These locational and design criteria are prerequisites to the category, and therefore, are not eligible for waivers and variances. Locational limited land uses are shown on the Land Use and Zoning diagram on this page.



Drive through facilities should only occur in the first 250' depth from Dixie Highway. They are considered a limited use.

Limited Use Category 1 (LU-1)

LU-1 is limited by location and applies to all C-2 uses that are directly or indirectly related to the automobile. Indirect automobile uses would be those that propose to develop drive-through or drive-in related facilities. More direct uses related to the automobile include automobile service stations and gas stations. This limited use category is only permitted on the smaller lots that occur within the first 250' of depth from Dixie Highway. Automobile and truck

service, sales and rental facilities are prohibited, except as noted in LU-2 below.

Limited Use Category 2 (LU-2)

LU-2 is also limited by location and contains automobile and truck service, sales, and/or rental facilities. These are permitted on all of their existing property locations (as shown right). They are, therefore, conforming uses on their existing lots that may expand or reconfigure their buildings and site layout as necessary over time. Site and building design would need to follow the same standards as the rest of the PDD.



Connected by a secondary street system, the PRC and its residents become a critical component of the Town Center.

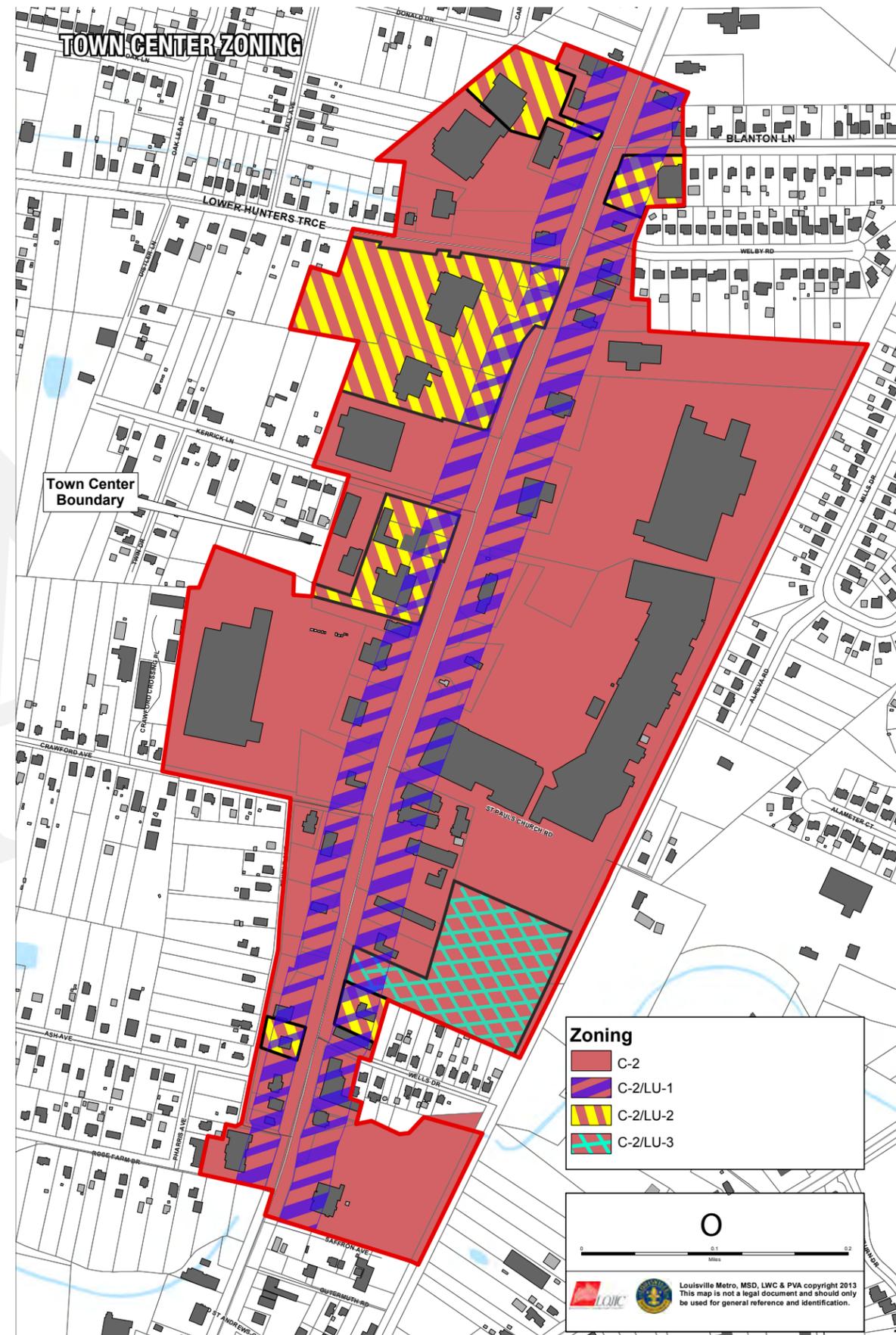
Limited Use Category 3 (LU-3)

LU-3 is a Planned Retirement Community (PRC) that is permitted based on standards and design requirements noted below and as mapped in the diagram shown right. This area, behind St Paul Church, is limited to this type of use as defined below. Below are the definitions for LU-3:

- Elderly Household: any household having at least one person 55 years or older.
- Planned Retirement Community (PRC): a development comprised of dwellings with residential services operated or sponsored as a coordinated unit by a corporation or organization, having among its principal purposes the provision of housing and associated services for persons 55 years or older.
- Coordinated Units: a building or group of buildings under common management that provide housing and associated services which assist the elderly in maintaining an independent lifestyle.
- Associated Services: a program of resident services primarily for the benefit of the residents of the PRC.

Below are the types of dwellings, uses and services permitted for LU-3. LU-3 may contain any or all of the following housing types, attached or detached, in any combination:

- Detached or attached single family;
- Multi-family;
- Congregate dwellings, defined as a structure which provides



a range of housing and assisted living support services. The structure may contain, but is not limited to the following uses: Dwelling units with kitchen facilities; bedrooms with a bathroom and sitting area or without kitchen facilities; common, social and recreational areas such as dining rooms, libraries, and indoor and outdoor recreation facilities and gardening areas;

- Assisted Living facilities, defined as buildings or structures other than a hospital or nursing home/institution designed to accommodate assistance with one or more activities of daily living, such as dressing, eating, bathing, walking or toileting;
- Nursing Care facilities, defined as a facility which must be licensed by the State of Kentucky; and
- Living quarters for support staff.

LU3 may contain any or all of the following uses and associated services, individually or in any combination, as part of dwellings or as separate structures, including, but not limited to:

- Dining rooms, coffee shops and related kitchen areas and facilities;
- Living rooms, libraries, music rooms, auditoriums, greenhouses;
- Lounges, card rooms, meeting rooms, and other social and recreational areas;
- Administrative offices, social service offices, educational uses;
- Mail rooms, gift shops, convenience stores;
- Medical offices, diagnostic and treatment centers, wellness centers, exercise areas, home health care centers;



Site plans should emphasize building design and landscaped areas, and minimize the visual impact of parking.

- Professional offices;
- Barbers, hairdressers, beauty salons;
- Banks and ATM banking machines;
- Home health care;
- Adult and child care services;
- Cleaning services; and
- Other uses, services and activities incident to the operation of a Planned Retirement Community.

Following are the LU3 design objectives:

- Structure and site designs which blend the scale of residential units and institutional or support structures into a total community
- Minimization of traffic impacts and safe design of all ways, vehicular and pedestrian;
- Maximization of preservation of natural features and the protection of wetlands, scenic vistas and open spaces;
- Structure and site designs which meet the specific needs of the elderly; and
- Site plan design which visually emphasizes building design and landscaped areas and minimizes the visual impact of parking areas.

Conditional Use Categories

These uses are the same as delineated within the Land Development Code, Chapter 4.2. A list of conditional uses is presented at the end of this PDD.



The PRC may combine second story assisted living facilities with street level services below.

DENSITY, INTENSITY & F.A.R.

Minimum Lot Size

There are no minimum lot sizes required for this PDD.

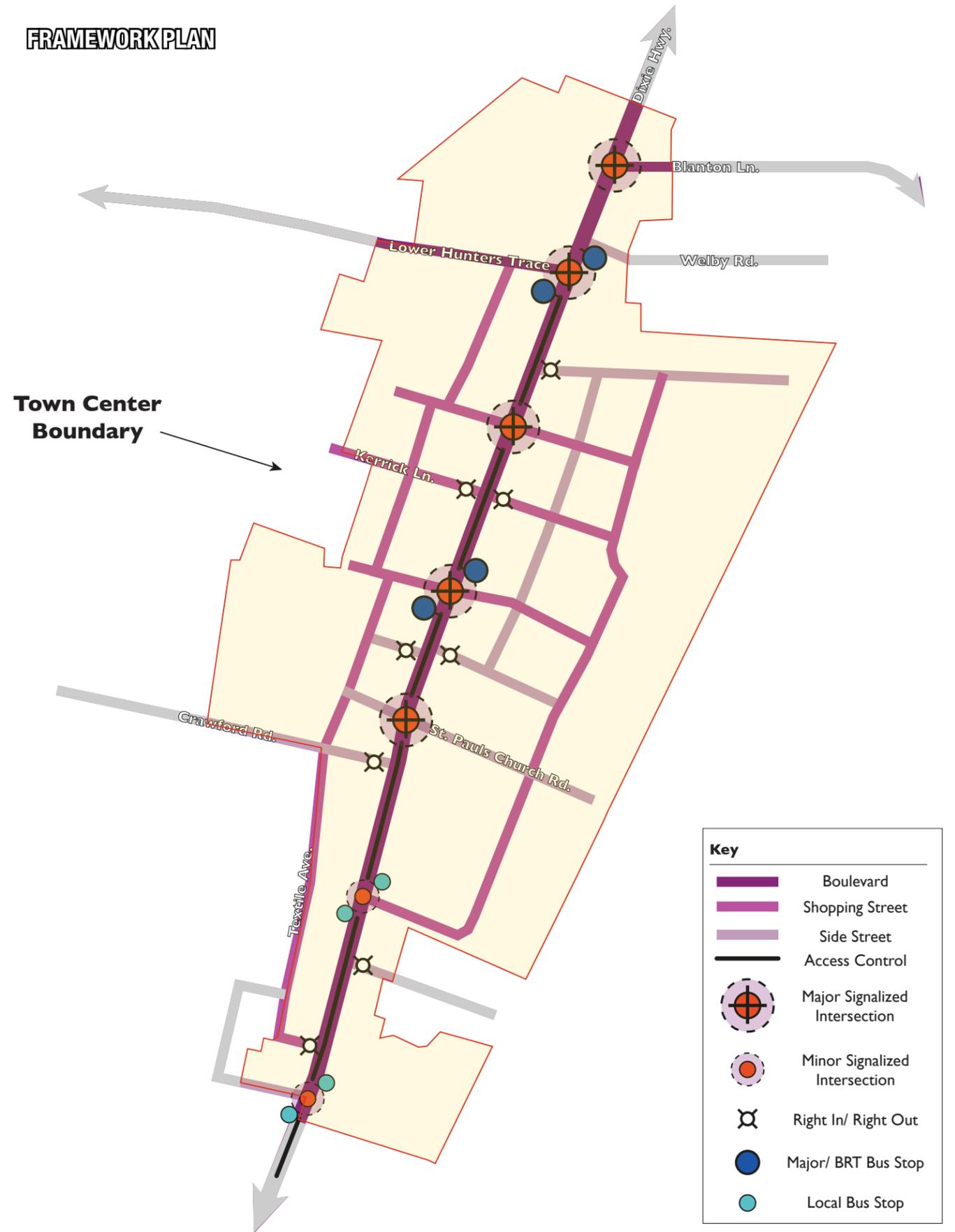
Maximum Density and F.A.R.

Maximum Floor Area Ratio 5.0
 Maximum Density 145 dwellings per acre

Mixed Use Development

When authorized by the form district regulations (see Section 5.5.3 of the Land Development Code), a specified percentage of any development site may be allocated to residential development without any corresponding decrease in the maximum allowable square footage or intensity of non-residential uses allowed in this district, provided that all other development standards are complied with.

FRAMEWORK PLAN



ACCESS AND MOBILITY

One of the central recommendations of this PDD will create an improved access via a street grid that also defines and aligns key intersections on both sides of Dixie Highway.

Transportation Planning

The existing road infrastructure should be supplemented through the extension of the proposed internal Shopping and Side Streets to serve the Town Center. (See Framework Plan on previous page.) Street type, typical schematic cross-sections including bike and pedestrian facilities, right-of-way widths and access locations are shown on the following pages.

MOBILITY STANDARDS

Town Center Streets

The three different street types, depicted in the table and cross sections in the pages following, are described below.

The Boulevard

The proposed roadway improvements along Dixie Highway will retain all seven lanes, three (3) in each direction and turn lanes at intersections. Dixie Highway street cross section will follow the recommendations of the Dixie Highway Corridor Master Plan.

For the Lower Hunters Trace Town Center, the Master Plan recommends a six (6) lane cross section with a fourteen-foot (14'-0") curbed median and ten-foot (10'-0") sidewalks on both sides of the street. Twelve-foot (12'-0") wide left turn bays are used at intersections and entrances with high amounts of traffic.

Access management through the creation of a median island will significantly improve both safety and traffic flow on Dixie Highway. Existing center left-turn lane can be utilized for this purpose. At

signalized intersections, the median island will be narrowed to allow for left-turn bays. The median island will also be utilized for planting and street lighting.

In order to provide a safe street environment, the recommended speed limit on Dixie Highway is 35 MPH approaching, and within, the Town Center boundaries.

Shopping Street

Shopping Streets are the internal streets that are smaller in scale and designed for maximum retail interaction. They should provide one travel lane in each direction, have space for onstreet parking and wide sidewalks. Sidewalks should be planned in conjunction with streetscape and amenities to encourage foot traffic among the mix of uses in the Town Center. Amenities should include street lighting, trees, wayfinding, and special or interesting nodes designed for pedestrians. The recommended speed limit is 25 MPH.

Side Street

Side Streets provide connectivity from Dixie Highway to the Shopping Streets and preferred access to off-street parking. They will have the same dimensions and features as Shopping Streets, except onstreet parking is not required. The recommended speed limit is 25 MPH.

Bicycle and Pedestrian

Pedestrian accommodation will be through wide sidewalks (10-12.5 feet) on both sides. The proposed sidewalk area will include amenity zones (street lights, banners, TARC stops, benches, etc.). Pedestrian crossings are high priority safety improvements. Pedestrian crossings should receive designated markings with bold transverse markings complemented with high-level traffic control devices such as signs and count-down pedestrian signals and ample street lighting.

Bicycle parking will be provided in each development as required by the LDC. St. Andrews Church Road, Lower Hunters Trace and Greenwood Road provide connectivity to the Louisville Loop, a

100-mile pedestrian and bicycle way that encircles the entire community. Safe and functional crossing zones across Dixie Highway at intersections, and bicycle/pedestrian facilities planned in coordination with Louisville Loop should be considered in Town Center Development.

Bus Transit

Primary transit access to the town center will be TARC Route No. 18. TARC has recently begun the implementation of Stage 1 Bus Rapid Transit on Route No. 18 by providing more frequent (every 20 minutes) service. Bus stops along Dixie Highway should be provided to encourage broader ridership, especially from the surrounding neighborhoods.

Bus stops should have unique shelter design. Pedestrian amenities such as benches and trash bins, ample lighting, information and wayfinding kiosk, landscaping and secure bicycle parking should also be provided.

SITE DESIGN AND DEVELOPMENT STANDARDS

Building placement should reinforce the sense of scale and setback appropriate to that portion of the Town Center, which is organized by street categories: Boulevard Street, Shopping Street and Side Street.

Street dimensional standards are shown in the table on the following page. Development shall occur in accordance with the principles of pedestrian-friendly design following.

Pedestrian-Friendly Design Principles

These principles build on and supersede those listed under the Town Center Form District and standards related to traditional form districts. The design principles are:

- Off-street parking shall be located behind and to the side of

- buildings and away from street corners.
- Safe, designated pedestrian pathways from street/sidewalk to main building entrances shall be provided.
- Drive-through windows and order stations within the Limited Use areas shall not be located between the building and the Boulevard Street (Dixie Highway).
- Buildings along Shopping Streets shall be constructed to the build-to-line for at least 70% of the building facade and accessible from the public sidewalk system.
- An entrance shall be provided on each street frontage; corner entrances may be provided in lieu of two entrances.
- Distance between buildings along the street. The following maximum distances between buildings along the specified streets shall be as follows:

Boulevard Street	200 feet
Shopping Street	70 feet
Side Street	120 feet

BUILDING DESIGN STANDARDS

New and Substantially Remodelled Structures

New and substantially remodelled structures shall relate to the small town context, and the design of each block face should be based on the street classification. The architectural design vocabulary shall be derived from traditional architectural patterns as depicted in these guidelines, which guide building setbacks, building heights, building form, and rhythm of openings, color, materials, roof forms, and building details.

Building Facades

- Building facades shall be "pedestrian-friendly". The items below are required along all Shopping Streets.
- Entries shall be located at the public sidewalk/build-to-line.
 - The majority of building facades (70%) shall be located at the public sidewalk/build-to-line.



Bus stops should include shelters, bicycle racks, planters and wayfinding/informational kiosks.

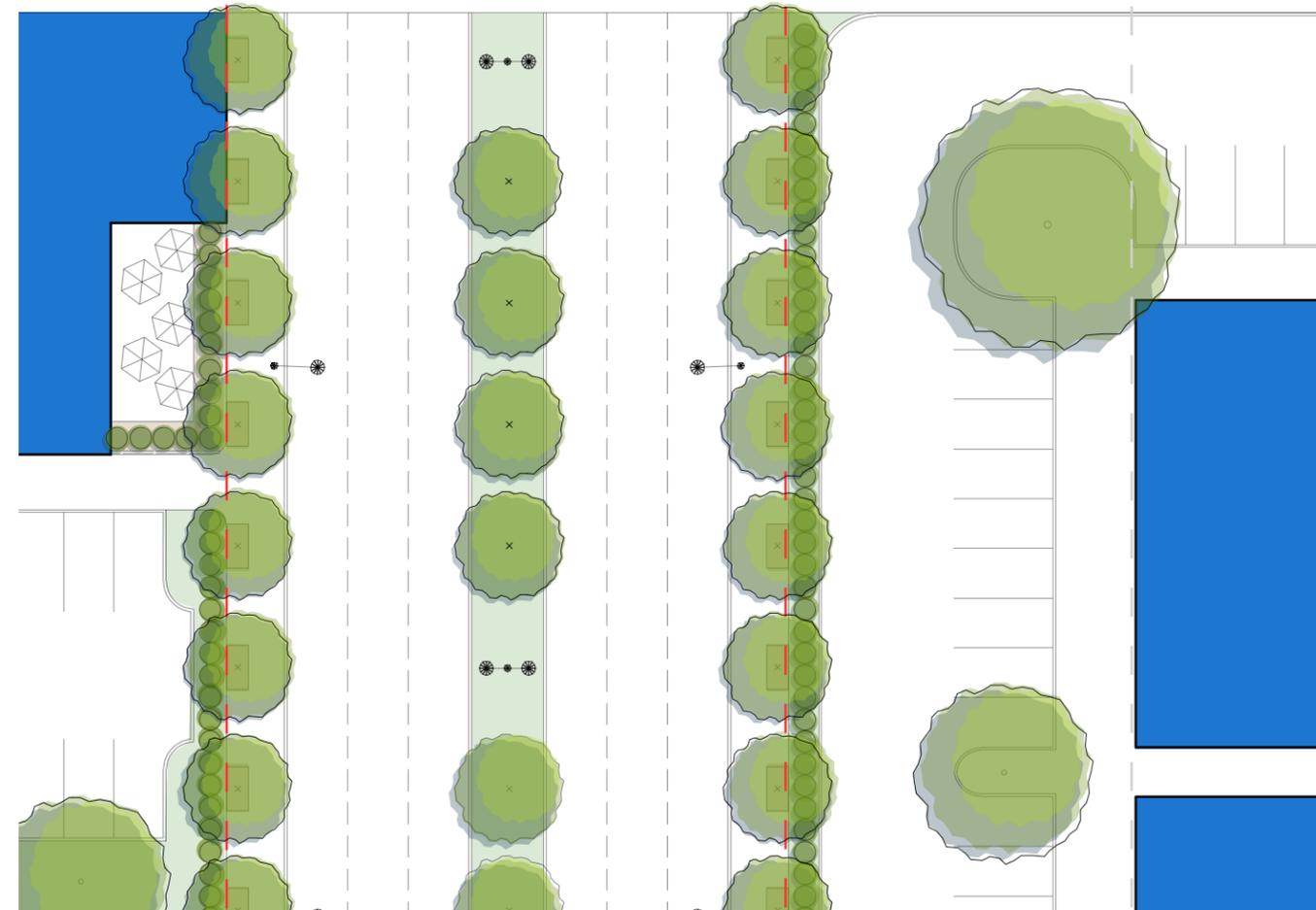
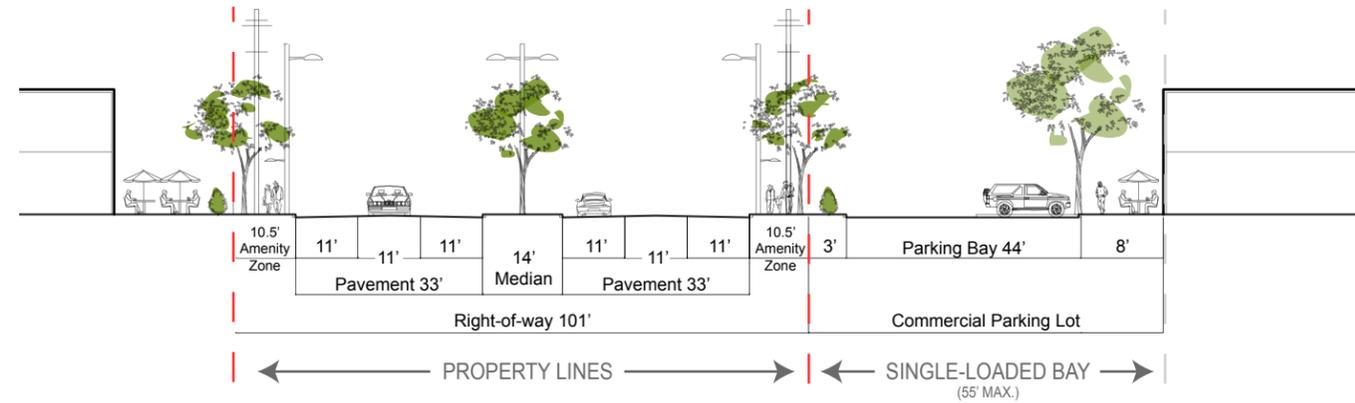


Bus stops can be contemporary, made of steel and glass.

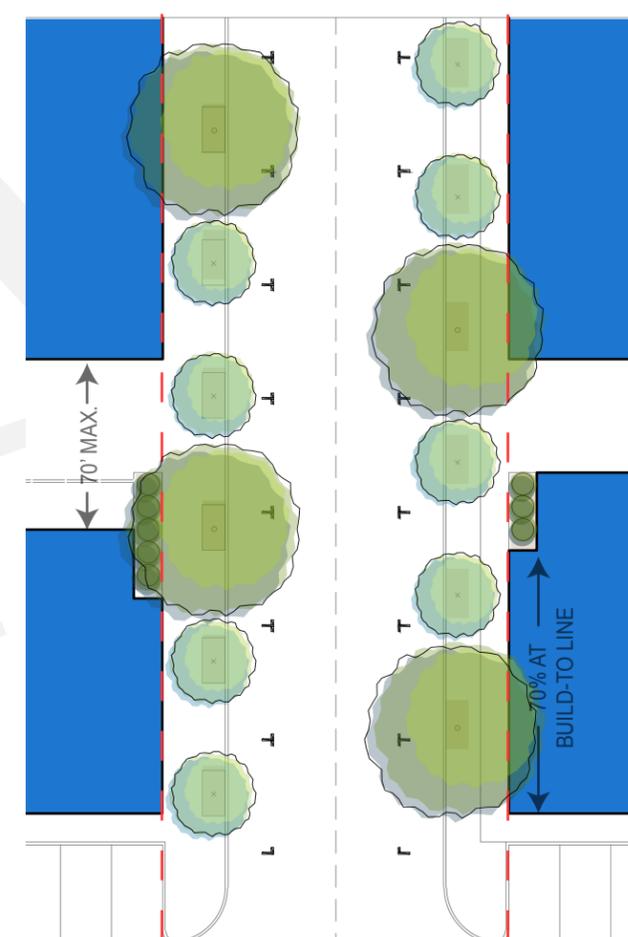
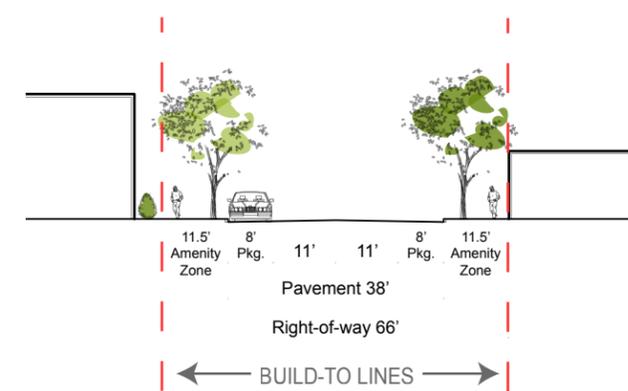


The Sobro Neighborhood's brightly colored "signature" bus stop.

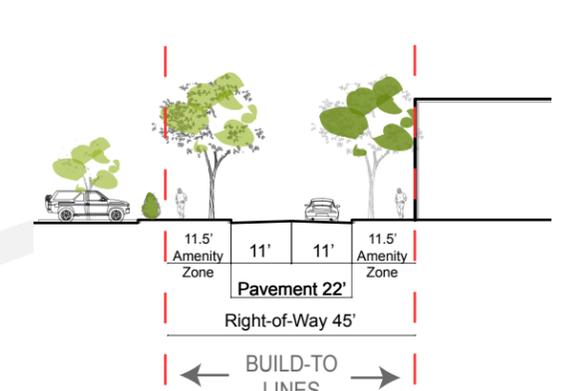
BOULEVARD STREET



SHOPPING STREET



SIDE STREET



STREET DESIGN REQUIREMENTS

STREET TYPE	R.O.W.	TRAVEL LANES		ONSTREET PARKING		VERGE	SIDEWALK	LIGHTING		
	WIDTH (MIN.)	WIDTH (MIN.)	WIDTH (MIN.)	STANDARD	PARALLEL WIDTH (MIN.)	WIDTH SQFT. (MIN.)	WIDTH (MIN.)	O.C. (MAX.)	O.C. (RECOM'D)	HEIGHT (MAX.)
BOULEVARD	110'-0"	11'-0"	12'-0"	NOT ALLOWED	N/A	4'-0" / 32 SQFT	10'-0"	110'-0"	100'-0"	TBD
SHOPPING	60'-0"	10'-0"	11'-6"	REQUIRED	8'-0"	4'-0" / 32 SQFT	6'-0"	80'-0"	60'-0"	16'-0"
SIDE	44'-0"	10'-0"	11'-6"	NOT REQUIRED	8'-0"	4'-0" / 32 SQFT	6'-0"	80'-0"	60'-0"	16'-0"

Note: All plans are subject to Kentucky Transportation Cabinet (KTC) and Louisville Metro Department of Public Works (LMDPW), whichever applies, review and approval.

- Storefronts shall have typical show window openings at the ground floor per the photographic examples at right.
- Awnings, canopies, or porch elements that define entries are encouraged.

Building façades shall have a human scale.

- Articulated facades help to define a human scale and shall have a rhythm of animating features every 20 to 40 feet, such as pilasters, piers, columns, colonnades or similar elements.
- Façade heights shall be designed to emphasize the storefront element at grade and have a clear definition at the two story height per the photographic examples at right.
- The basic massing of buildings along Shopping Streets shall have a two-story scale at a minimum.

Appropriate façade materials include:

- Brick
- Stone or Manufactured stone
- Stucco or EIFS
- Wall panel systems
- Wood or cement board siding

Roofs

- A parapet wall along the shopping and side street facades is required for all buildings with a flat roof.
- A visual terminus, such as a cornice or parapet cap at the top of street front facade walls, shall be used to articulate the architecture and two story scale.
- Hipped or pitched roofs shall be covered in either asphalt shingles or metal roofing. All metal roofing systems shall include a standing seam design.

Awnings and Canopies

The design of awnings and canopies, including the selection of materials and colors, shall complement the architectural style of the building.

Building Systems

Mechanical equipment shall be installed to have no impact on adjacent properties and not to be exposed to public views.

PARKING REQUIREMENTS AND DESIGN

Parking Requirements

Off-street Parking Requirements

The required number of parking spaces shall meet the minimum requirements for traditional form districts in accordance with Chapter 9, Part 1 of the LDC. The maximum parking allowed shall be no more than 15% above the minimum parking requirement.

Exception to Maximum Parking

Off-street parking provided in excess of the maximum allowed shall only be permitted based on meeting one of the following criteria:

- Where lots provide shared parking for multiple uses; or
- Where the parking over the maximum is built with permeable pavement; or
- Where the parking over the maximum is designated for a Parc'N'Tarc facility as approved by TARC; or
- Where structured or underground parking is provided.

Short-term Bike Parking

Bicycle parking shall be provided at a the level required by Chapter 9, Part 2 of the Land Development Code.

Parking Lot Design

General Requirements

Subject to the Town Center Form District requirements, all off-street parking shall be designed in accordance with Chapter 9 of the LDC and shall be landscaped in accordance with Chapter 10 of the LDC.

Large Off-street Parking Areas

The design of large parking areas (100 or more spaces) shall segment the off-street parking area, visually and functionally, into smaller parking "pods" that reduce the visual and environmental impacts of the parking. Parking pods will be created by separating the field of parking into areas of no more than 50 parking spaces separated from each other by physical breaks consisting of a combination of the following techniques:

- Landscaping beds of not less than five feet in width with no car overhang and 10 feet in width with a car overhang;
- Pedestrian walkways a minimum of five feet in width with a landscaped strip on each side that incorporates landscaping, lighting, and other pedestrian amenities. Overall width of the area should be at least 15 feet in width;
- Buildings including outbuildings designed and located in a manner that physically separates one field of parking from another; and
- Interior streets designed with pedestrian facilities on each side of the street and screened from adjacent parking areas in accordance with minimum vehicle use area screening requirements of chapter 10 of the LDC.

TOWN CENTER AMENITIES

Landscape Concept

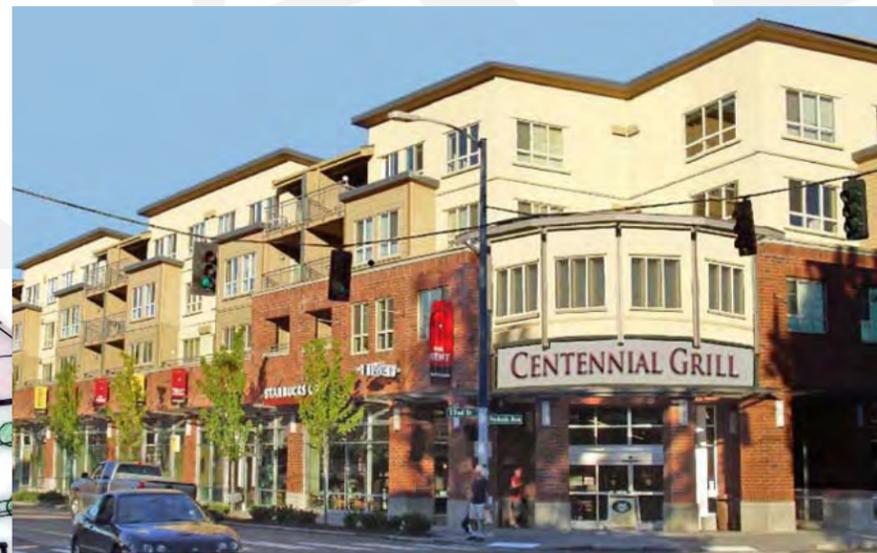
Low impact development (LID) practices are encouraged to manage storm water. LID practices include the following: conservation of natural areas through compact site design, bioretention/rain gardens, vegetated roofs, permeable paving, rainwater collection systems, and minimal excavation foundations.

Streetscape Design

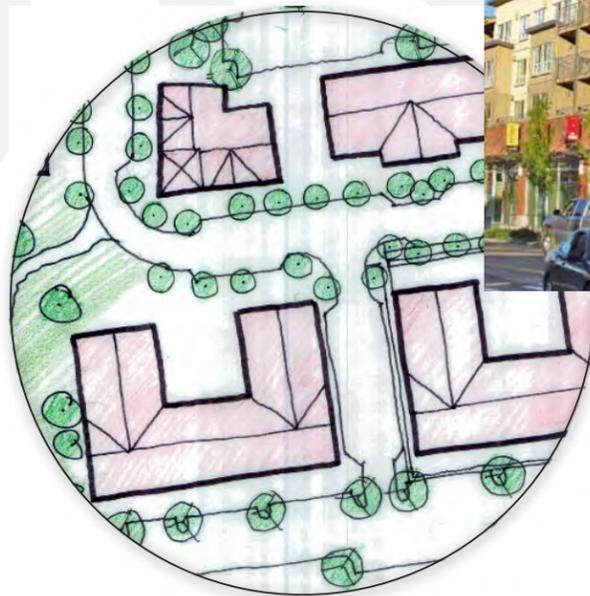
The streetscapes and street tree plantings are to enhance the development and reduce the vehicular impact. Each of the three different levels of street classification has different buffer and planting requirements.



Wesport Village in Louisville, Kentucky showcases a two-story facade, the type of development envisioned for the revitalized Dixie Manor.



Articulated facades, like the one shown above, help to define a human scale. This type of mixed used development is envisioned for the Golden Zone.



Boulevard Street (Dixie Highway)

- Street trees shall be located in the landscape areas as designated by the Dixie Highway Improvement Project on both sides of the Boulevard and in the center median.
- Street trees shall be tree species as designated by the Dixie Highway Improvement Project.

Shopping and Side Streets

- Street trees shall be planted along the street in the first five feet behind curb located along the outer perimeter of the sidewalk adjacent to the street.
- Street trees shall be regularly spaced and planted at a ratio of no less than 1 large tree per 40' of road frontage.
- Street trees shall be located in either large beds or in tree wells, a minimum size of 4' wide x 8' long.



Trees are planted in the first five feet behind the curb, along the outer perimeter of the sidewalk, adjacent to the street.

- Shrubs shall be located to form continuous hedges that screen parking areas from the sidewalk.
- 25% of the shrubs shall be evergreen.

Landscape Requirements

Perimeter Buffer

Buffer plantings shall be provided as required by the Land Development Code, Chapter 10 Part 2.

Vehicle Use Area Perimeter and Interior Landscape

Vehicle Use Area buffers and Interior landscape planting shall be provided as required by the Land Development Code, Chapter 10 Part 2.

Tree Canopy

- Tree canopy requirements shall be met on site. Tree canopy requirements shall be provided as required by the Land Development Code, Chapter 10 Part 1.
- This Town Center shall meet the requirements for Tree Canopy Class C for all developments.

Screening Utilities and Accessory Structures

All ground mounted utility boxes; transformers, service structures,



The mixed use building meets the street corner where awnings, complementary of the architectural style, protect pedestrians from weather.



Modern buildings combine stone and glass facade materials, emphasizing the storefront element at grade.



Parapet walls create the illusion of second story on this simple but elegant commercial building.

etc., shall be screened by one, or a combination of, the following: fence (minimum of 80% opaque), wall, earth mound, or plant material.

Lighting Requirements

Street

- Town Center consistent ornamental street lighting along the street frontage is required.
- The lighting shall be adequate to provide visibility for pedestrians and drivers at night and to provide a distinct identity within the district.
- The poles shall be no greater than 16 feet in height and located in the amenity zone of the sidewalk. Lighting shall be fully shielded and directed downward.
- The lighting levels shall conform to standards found within the Land Development Code, except that lighting under canopies (drive-through or gas station canopies) shall be limited to no more than thirty foot candles.

Lot Area

- The developer or property owner shall provide adequate outdoor lighting for private parking, private and public open space, rear and side of buildings as required by the Land Development Code.
- The lighting shall be arranged to provide security but minimize glare and reflection on adjacent lots and public streets. Lighting shall be fully shielded and directed downward.



Landscaping beds with trees separate parking from the sidewalk.

Building

Architectural lighting of building features is encouraged. The use of storefront glazing and show windows should be used to provide better shopping experience and encourage pedestrian activity on the Shopping Streets in the evening.

On-premises Signage Requirements

The signage guidelines should promote attractive, consistent, artistic, well proportioned and thoughtfully located signs. Signs are to be designed as integral parts of the site and architectural design of a

proposed project. Signage for the Lower Hunters Trace Town Center shall comply with the LDC Chapter 8. The following standards are additional requirements beyond those found within the LDC:

- Free standing signage shall be monument style, back-lit with an opaque background, front lit, or internally illuminated channel letters.
- Signage must not include flashing text, animation, moving graphics, video, or LED.



Signage is attractive, appropriately scaled, and highly visible. Projecting wall signs may not project more than 4 feet.

- Attached building signage shall be back-lit with an opaque background, front lit, or internally illuminated channel letters. Projecting wall signage may not project more than 4'-0" from the buildings facade wall.
- Projecting banner signage must not project more the 30" from the buildings facade wall.
- Directional signage is used to direct pedestrian or vehicular traffic. No more than (1) image, logo, or text combined with the "entry" or "exit" text is allowed on each directional sign.
- Directional signage can not exceed 3'-0" in height above finished grade and five square feet in area.

TOWN CENTER LAND USES

The C-1/C-2 land use list below is from the Louisville Metro Land Development Code (LDC). It has been edited for Lower Hunters Trace Town Center, based on community input and an analysis of existing and future development patterns. Uses that have been omitted are excluded from the Lower Hunters Trace PDD.

Permitted Uses

- ABC-licensed establishments, holding a license that allows consumption of alcoholic beverages on the premises.
- Accessory buildings or uses: those uses which are subordinate, customary and incidental to the primary use, provided that, if a use is customary only in a less restrictive zone, and is of a magnitude that may generate significant impacts, it shall not be an accessory use

- Agricultural uses
- Antique shops
- Art galleries
- Athletic facilities
- Auction sales, items transported to site of auction
- Audio/video recording studios, providing the building is sound proof
- Automobile parking areas, public and private
- Automobile rental agencies with no more than 25 rental passenger vehicles stored on site, and no more than two service bays for cleaning or maintenance, and having no repair or storage/dispensing of fuel¹
- Automobile repair garages²
- Automobile sales agencies²
- Automobile service stations with service bays for repair of no more than two vehicles (see definition of Automobile Service Station for the type of repairs permitted)
- Bakeries, retail (all products produced to be sold on the premises only)
- Banks, credit unions, savings and loans, check cashing services and similar financial institutions Barber shops
- Beauty shops
- Bed and Breakfasts
- Bicycle sales and service
- Billiard parlors; game rooms and similar entertainment uses
- Bingo halls and parlors
- Boarding and lodging houses
- Boat Sales and related storage
- Bookbinding
- Bookstores
- Bowling alleys, provided the building is sound proof
- Building materials, storage and sales provided all operations are totally enclosed in a building
- Car washes having prior approval by the agency responsible for traffic engineering¹
- Catering kitchen/bakery preparing food and meals for sale or consumption elsewhere
- Churches, parish halls, and temples
- Cleaning, pressing, and dyeing establishments using non flammable and non-explosive cleaning fluid
- Clothing, dry goods and notions stores
- Clubs, private, non-profit or proprietary
- Colleges, schools and institutions of learning
- Community residences³
- Community Service Facility
- Computer sales (hardware and software) and programming services Confectionery, ice cream or candy stores, retail; no more than 50% of the floor area shall be used for production of food items for off premises sale
- Convenience groceries
- Convents and monasteries
- Country clubs
- Dance halls
- Dance Instruction (excludes adult entertainment uses as defined within LMCO Chapter 11)
- Day care centers, day nurseries, nursery schools and kindergartens
- Department stores

- Dressmaking or millinery shops
- Drug stores
- Dry cleaning, dyeing, pressing, and laundry; distributing stations or retail business where no cleaning, dyeing, pressing or laundry is done for other distributing stations or cleaning establishments
- Dwelling, Multiple family
- Dwelling, Single-family
- Dwelling, Two-family
- Electric appliance stores
- Engraving, watchmaking, and jewelry manufacturing, where products are sold on premises
- Establishments holding a distilled spirits and wine retail package license, but holding no other ABC licenses that allow consumption on the premises.
- Establishments holding a retail malt beverage license, but that do not allow consumption on the premises.
- Exposition building or center
- Extended stay lodging
- Family care home (mini-home)³
- Florist shops
- Fraternities, sororities, clubs and lodges excluding those where the chief activity of which is a service customarily carried on as a business.
- Funeral homes
- Furniture stores
- Furniture, storage
- Garage or yard sale
- Golf courses, except miniature courses, driving ranges, or privately owned golf courses operated for commercial purposes
- Grocery stores, including fruit, meat, fish, and vegetable Hardware and paint stores
- Health spas
- Home occupations
- Hotels and motels, including ancillary restaurants and lounges, enclosed in a structure, in which dancing and other entertainment (not including adult entertainment activities as defined in Section 4.4.1) may be provided.
- Ice storage houses of not more than five (5) ton capacity
- Indoor paint ball ranges
- Interior decorating shops
- Jewelry stores
- Laundering and dry cleaning pick-up shops and self-service laundries
- Laundries or laundrettes, self-service
- Libraries, museums, historical buildings and grounds, arboretums, aquariums, and art galleries
- Medical laboratories
- Monument sales
- Music and vocal instructions
- Music stores
- Office, business, professional and governmental
- Parks, playgrounds, and community centers
- Pawn Shop
- Pet grooming, obedience training and related pet activities, provided the operation is conducted within a soundproofed building, no animals are boarded, and there are no runs or pens outside of the building
- Pet shops

- Photocopying, duplicating, paper folding, mail processing and related services
- Photographic shops
- Photography studios
- Picture Framing
- Plumbing, and heating shops, storage and sales provided all operations are totally enclosed in a building
- Printing, lithographing, or publishing establishments, if constructed to insure that there is no noise or vibration evident outside the walls of the buildings
- Public transportation passenger terminals
- Public utility buildings and facilities
- Radio and television stores
- Refrigerated lockers
- Rental businesses offering items whose sale is a permitted use in this district, videocassette and similar products, rental and sales but not constituting an adult video cassette rental center
- Residential care facilities³
- Restaurants, tea rooms and cafes including: 1) Restaurants with drive-through windows having prior approval by the agency responsible for traffic engineering; 2) Restaurants, tea rooms and cafes where dancing and entertainment is excluded; 3) Restaurant with outdoor seating where entertainment activity is excluded and no alcoholic beverages are served or consumed outside which is adequately screened and buffered from adjacent residential development.
- Restaurants, where food and drink may be served or consumed, where dancing or entertainment is allowed, outside as well as inside a building, including drive-in restaurants where all or part of the service or consumption is inside a vehicle
- Retail or wholesale stores or businesses not involving any kind of manufacture, processing or treatment of products other than that which is clearly incidental to the business conducted on the premises, and provided that not more than fifty (50) percent of the floor area of the building is used in the manufacture, processing, or treatment of products, and that such operations or products are not objectionable due to noise, odor, dust, smoke, vibration, or other similar causes
- Rubber stamp manufacturing, where products are sold on premises
- Shoe repair shops
- Shoe stores
- Sign painting
- Skating rinks (ice or roller)
- Stationery stores
- Tailor
- Tanning salons
- Tattoo, body art, and piercing parlors
- Telephone exchanges
- Temporary buildings, the uses of which are incidental to construction operations being conducted on the same or adjoining lot or tract, and which shall be removed upon completion or abandonment of such construction, or upon the expiration of a period of two years from the time of erection of such temporary buildings, whichever is sooner
- Tents, air structures and other temporary structures intended for occupancy by commercial activities including but not limited to sales, display, and food services, provided that applicable

building and fire safety codes are met, and provided further that such structures may not be installed for a period (or periods totaling) more than ten (10) days during a calendar year.

- Theaters, enclosed within a building
- Tourist homes
- Toy and hobby stores
- Training School, provided all training activities are located within a building Upholstery and furniture repair shops
- Used car sales areas, provided that no repair or re-conditioning of automobiles or storage of parts shall be permitted except when enclosed in a building
- Variety stores
- Veterinary hospital, provided the operation is conducted within a sound-proofed building, no animals are boarded, and there are no runs or pens outside of the building
- Wearing apparel shops

Conditional Uses

Certain uses may be permitted in this district upon the granting of a Conditional Use Permit by the Board of Zoning Adjustment. Refer to Chapter 4 Part 2 of the LDC for a listing of uses and requirements that apply to specific uses. Conditional Uses below are **excluded** from the Lower Hunters Trace PDD:

- Airports and Other Aviation Uses
- All Terrain Vehicle (ATV) Courses Operated for a Commercial Purpose
- Amusement Parks, Circuses and Carnival Grounds
- Animal Race Tracks
- Blood/Plasma Collection Centers
- Camping Areas and Recreational Vehicle Parks, Public and Private
- Commercial Lakes
- Drive-in Theaters
- Privately Owned Golf Courses Operated for a Commercial Purpose
- Mobile Homes and Manufactured Housing Sales, Display or Storage
- Mini-warehouses
- Mobile home parks
- Outdoor Paint Ball Ranges
- Outdoor Ranges for Shotgun, Rifle, Pistol, Air Rifle, Air Pistol or Other Firearms
- Riding Academies and Stables
- Storage Yard and Contractor's Yard
- Golf Driving Ranges and Miniature Golf Courses

Permitted Uses With Special Standards

The following uses are permitted in this district provided they meet the special standards and requirements listed for such uses in Chapter 4 Part 3 of the LDC.

- Drive-in Restaurants
- Temporary Activities
- Off-premises signs (i.e. outdoor advertising signs) as permitted by Chapter 4, Part 3 of the LDC.
- Transitional Housing and Homeless Shelters

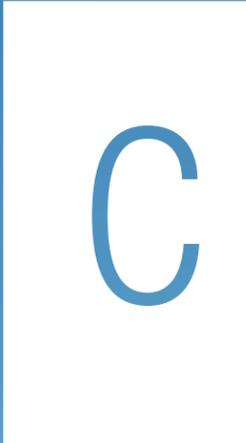
¹ Limited Use Category 1 (LU-1)

² Limited Use Category 2 (LU-2)

³ Limited Use Category 3 (LU-3)



IMPLEMENTATION

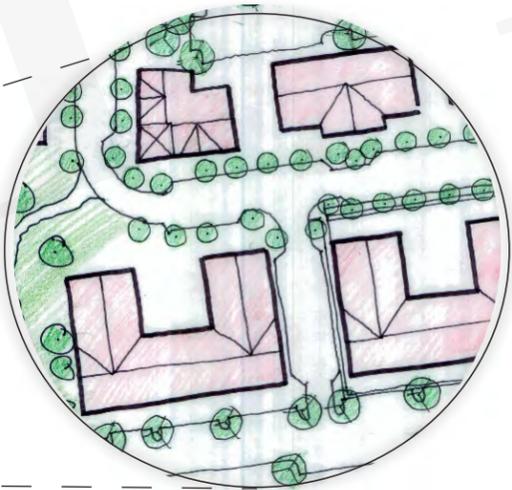


DEVELOPMENT VISIONS

MAKE GREAT PLANS



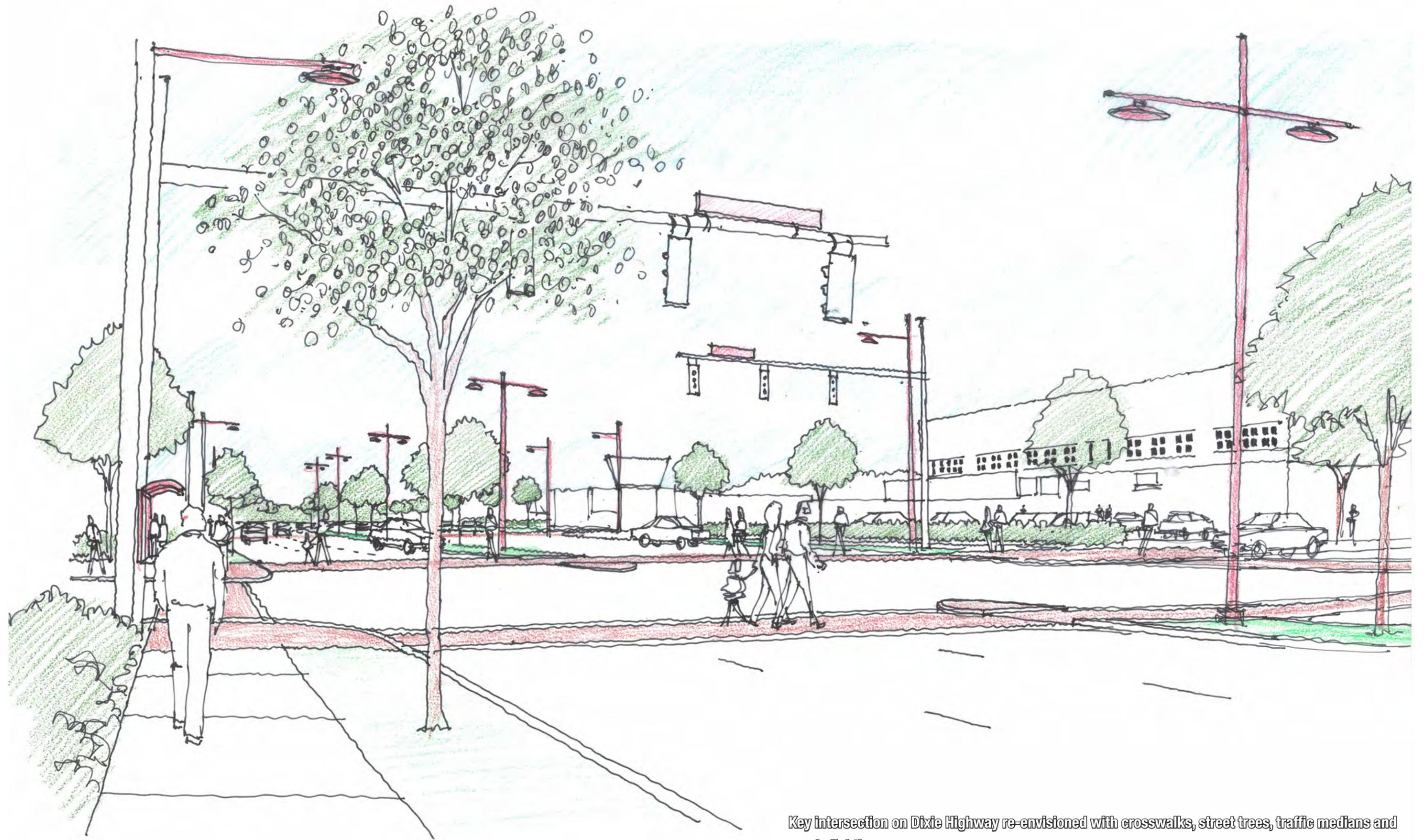
Dixie Manor, the center of town.



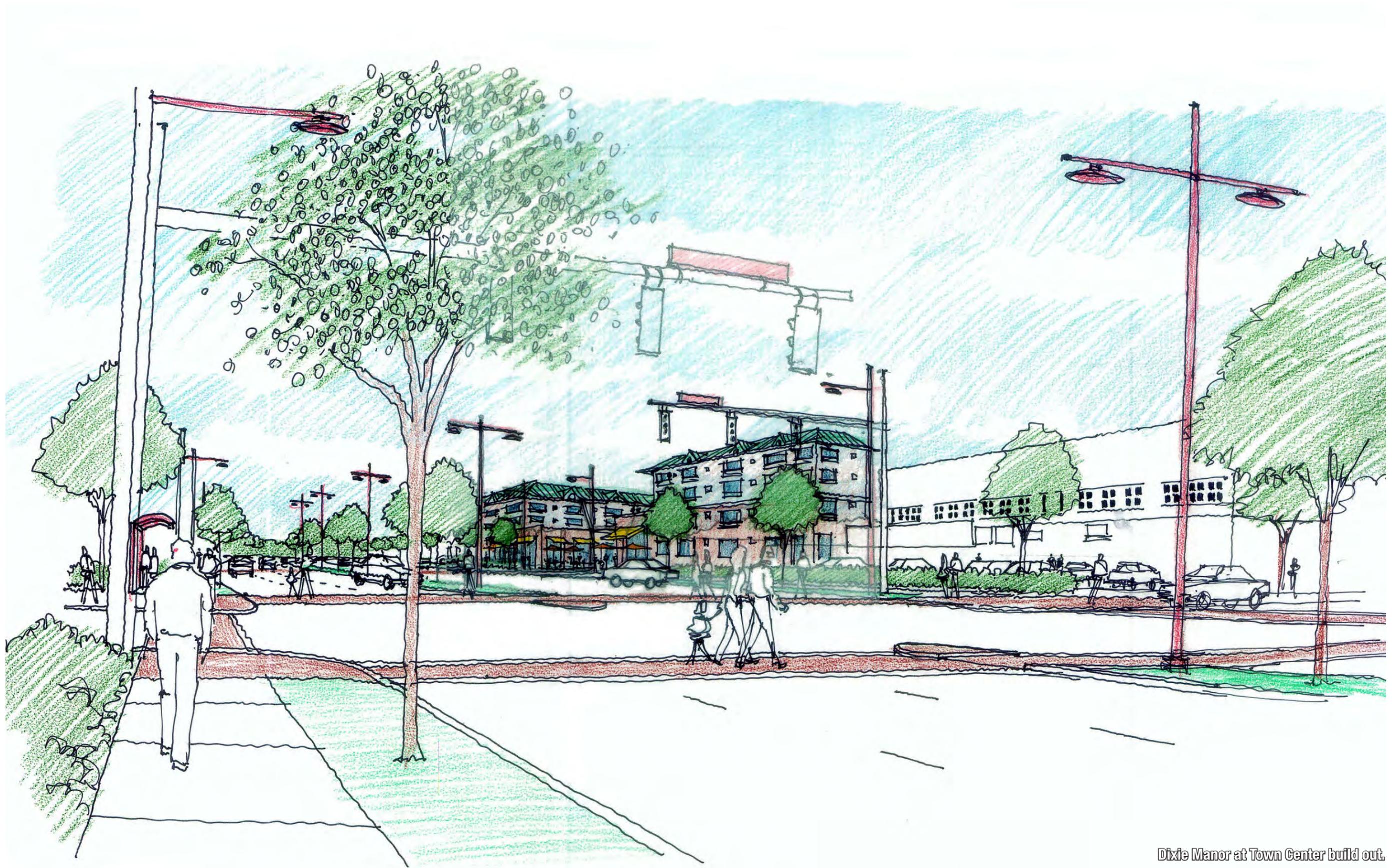
The Golden Zone, active senior living.



Southwest Government Center, a community recreation park.



Key intersection on Dixie Highway re-envisioned with crosswalks, street trees, traffic medians and ample lighting.



Dixie Manor at Town Center build out.

TOWN CENTER BUILD OUT (PHASE 3)

New streets define city blocks with mixed-use development surrounding parking structures.

THE NEW OLD DIXIE MANOR

DIXIE MANOR

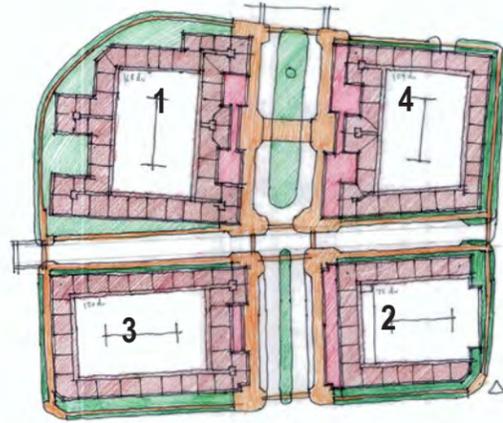
As the largest land parcel in the Lower Hunters Trace Town Center, the Dixie Manor shopping center offers 16 acres of opportunity centrally located within the study area. The site is well connected to adjacent parcels, and is one of the few to already have some two-story development patterns along its southern boundary. The charrette planners and architects considered redevelopment possibilities in the large and relatively underused parking lot. They developed a progressive scheme that could be implemented in phases over a long period of time as Lower Hunters Trace grows and densifies.

The first step was to create a new destination as the heart of the redevelopment. The central driveway leading back from Dixie would bring visitors to a landscaped public space, essentially a wide median surrounded by a circulation drive. This space would be flanked by two, new, sit-down restaurants, the most frequently mentioned retail option missing along the Dixie corridor. The restaurants would be designed to overlook and take advantage of the landscaped public space. Together, they form the beginning of a “town square” that can grow over time and become a focal point for the new community.

Phase Two would double the size of this “town square” with a larger public space median and two more restaurants or signature retail opportunities. This heart of the new Town Center becomes a focus for outdoor dining, neighborhood fairs, and special events, like the town Christmas tree lighting.

Future phases would be shaped by the traffic circulation patterns shown on the Framework Plan, as cross-connected streets are added and begin to define city blocks. The new streets improve circulation to adjacent development while shaping this core area of redevelopment opportunities. As time and demand warrant, each quadrant of the site can redevelop as a mix of ground-floor retail with apartments above.

The “doughnut plan” of these blocks is built around a central garage in each block, which provides parking for both residents and retail. This mixed-use development pattern of retail/garage surrounded by upper floor residential units is widely used in many parts of the country, and is now under construction for the first time in several parts of Louisville.

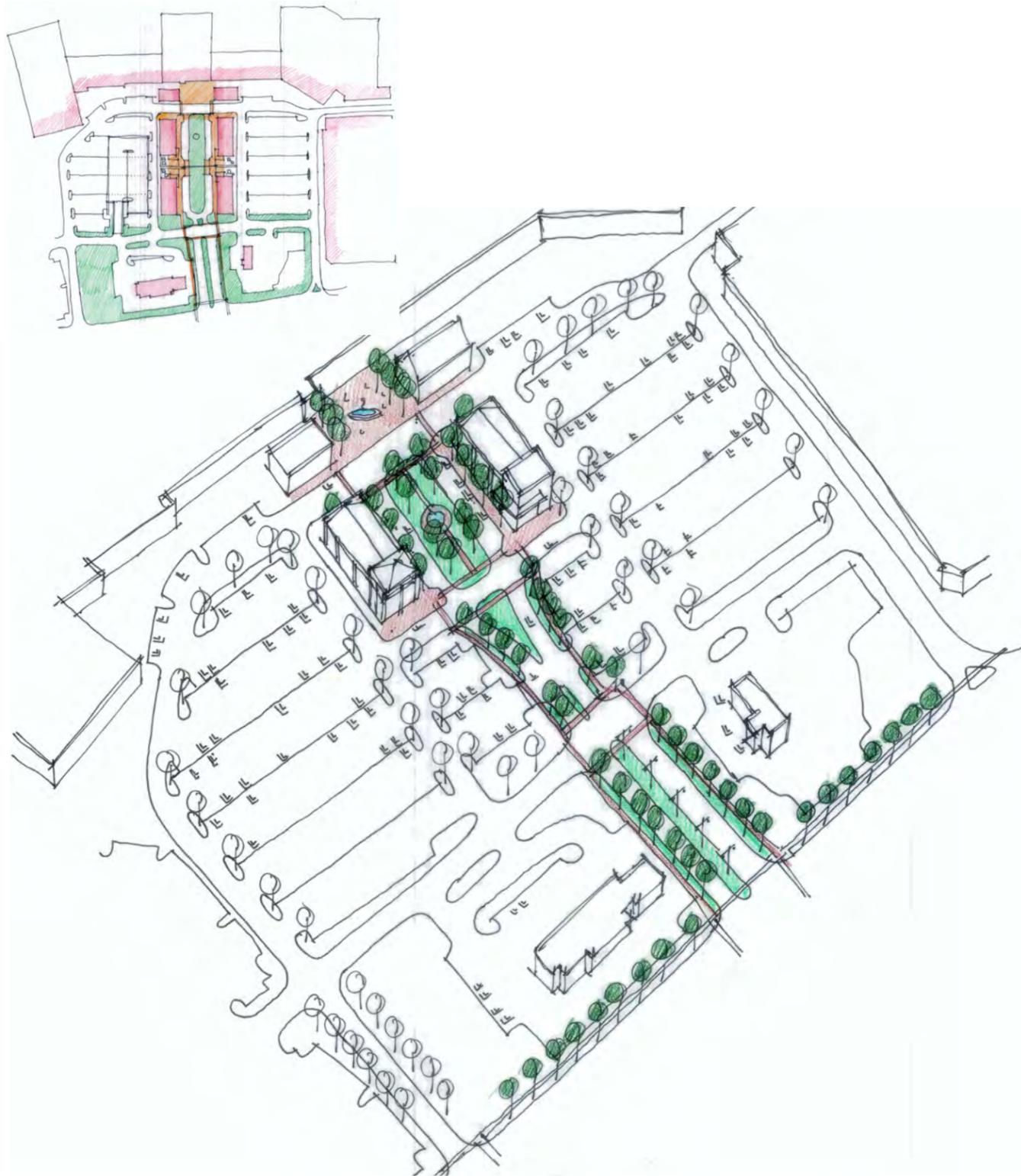


The build out of the four city blocks within the Dixie Manor site would yield:

BLOCK	RETAIL (S.F)	PARKING	RESIDENTIAL
1	34,600	336 SPACES	156 UNITS
2	23,200	336 SPACES	114 UNITS
3	11,400	360 SPACES	108 UNITS
4	10,200	280 SPACES	35 UNITS

PHASE 1

Creation of a new destination in the heart of the development - a town square flanked by destination restaurants and retail experiences.



PHASE 2

The size of the Town Square is doubled, creating opportunities for signature retail outlets, additional restaurants and special events.



A DIFFERENT WAY TO RETIRE

THE GOLDEN ZONE

A large parking area exists behind St. Paul's Church, and this 6.65 acre parcel was acquired by them some years ago because of its future potential. Multi-family development as typically practiced in the southwest corridor of Louisville Metro has been a source of concern to residents and stakeholders. By contrast, the desirability of retirement housing offered by religious organizations close to their place of worship has been a growing trend nationwide. In fact this type of development, often referred to as a "Golden Zone", has become a popular means of providing a diverse and active lifestyle for seniors while offering a continuity of care within their community as age increases. It would allow seniors who can no longer reside in their single-family home along the Dixie Highway corridor the option to move to a facility that keeps them a part of their neighborhood and near a church community. Independent living, assisted living, nursing home care and end-of-life care, would all be possible within the same development.

The site design concept envisioned during the charrette is organized around a secondary neighborhood street system as shown in the Framework Plan. Attached town homes with integral garages line the new street leading off of Dixie and provide independent living opportunities for active seniors. As the street turns the corner, small-scale apartment buildings offer assisted living options. Larger, 2-3 story buildings along the south side of the site provide nursing home care. The street continues to connect into the Dixie Manor property at the existing side street adjacent to the Health Center. On the north side of the new street, a new building is envisioned that can provide doctors office space, medical facilities, or residential end-of-life care.

This development becomes a critical component of the future Town Center. It provides a resident population within easy walking distance of the core redevelopment area of Dixie Manor, creating a new customer base that could jumpstart the Town Center's growth. The overall development totals provide:

FACILITY TYPE	QTY.
INDEPENDENT LIVING	24 UNITS
ASSISTED LIVING	52 UNITS
NURSING HOME CARE	100 BEDS
MULTI-USE SPACE	16,000 S.F.

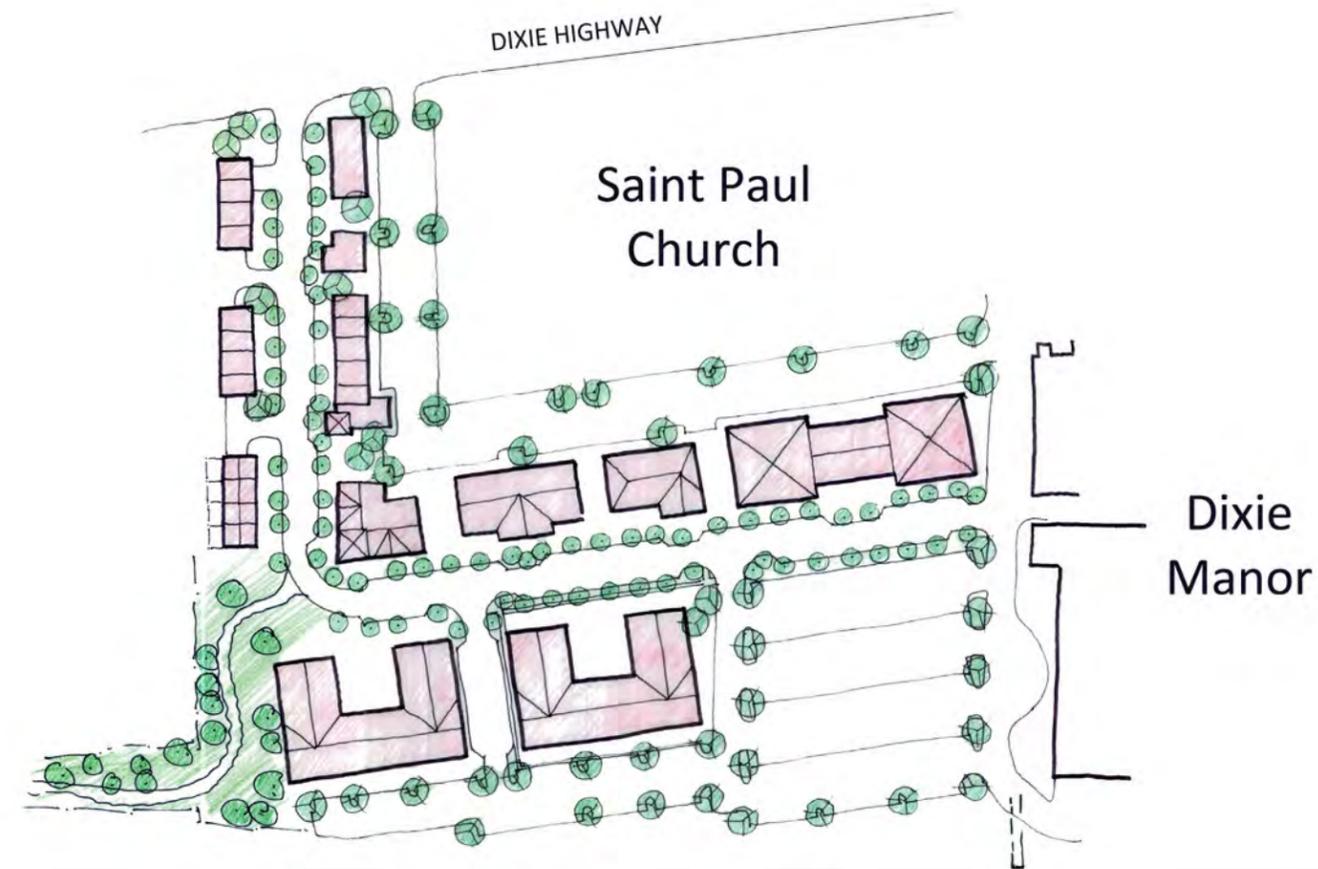


Illustration of the planned retirement community.

CREATE A RECREATION DESTINATION

SOUTHWEST GOVERNMENT CENTER

Built by the former Jefferson County government, the existing facility is an aging structure used for government offices and meetings. Police and EMS facilities are also housed on the property. A large parking area is located to the sides and rear of the two-story building. Additional real estate to the rear and south side of the site is used by the Parks Department for a maintenance facility. Together the Metro owned real estate amounts to 9 acres with approximately 160 feet of frontage along Dixie Highway. The site widens as it approaches the Paducah and Louisville rail line along the rear of the property. Its northern edge is defined by Big Run Creek, a channelized stream.

During the charrette the design team heard the frequent request of Southwest Louisville residents and stakeholders for additional recreational opportunities. The team envisioned a continued operation of the Southwest Government facility, but with a different, more recreation oriented site plan. The proposal shown here reconfigures parking to provide an enhanced park space. The edge of the channelized stream is regraded to form a more naturalistic setting and a water retention area. A walking and jogging trail follows the new stream edge and loops around the property, providing locations for exercise stations with outdoor workout equipment. Active sports such as basketball and racquetball are added to the existing tennis courts. A playground offers activities for differing age ranges, and an open lawn offers space for informal play or just relaxing.

KEY

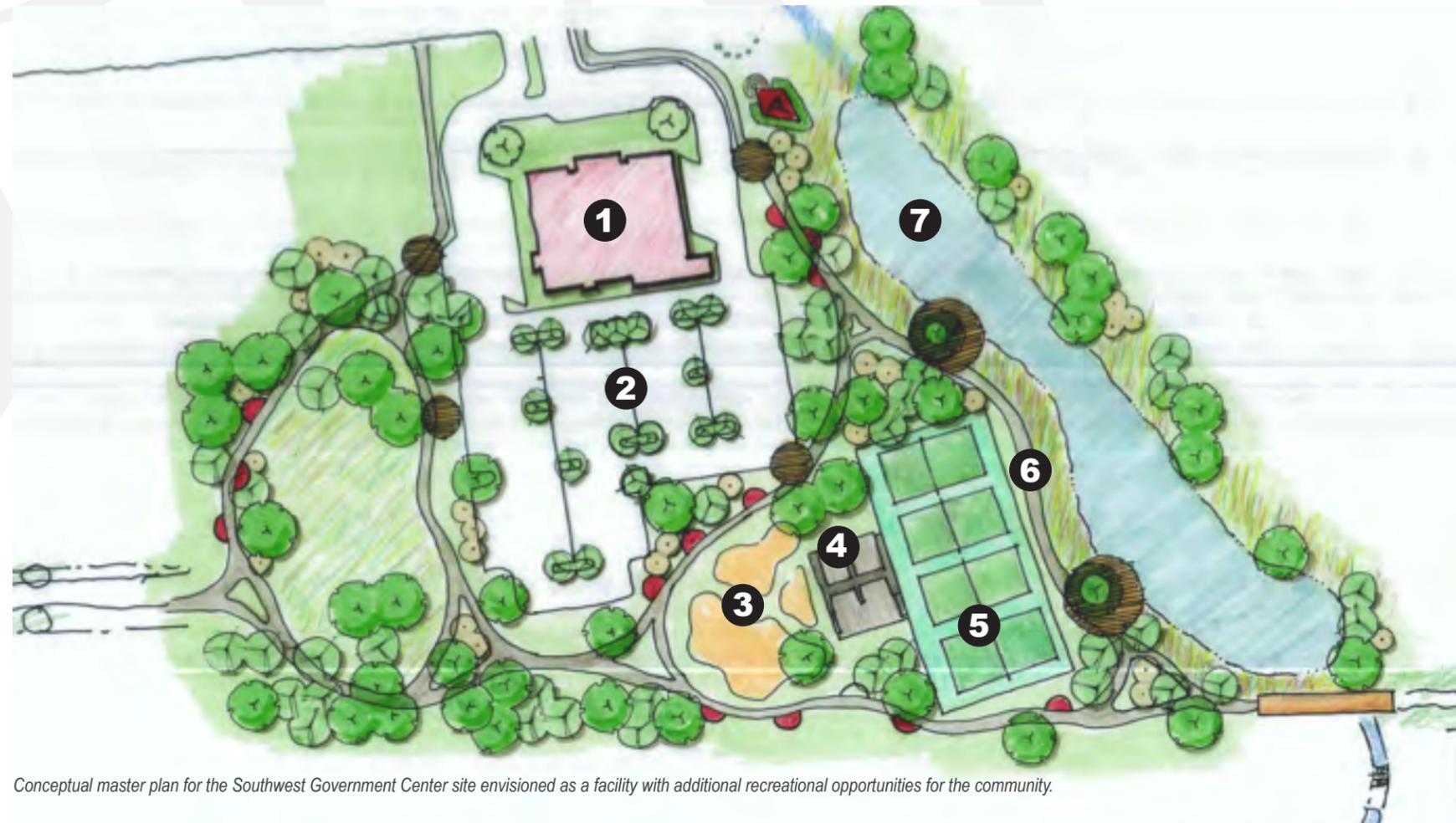
- 1** Southwest Government Center Building
- 2** Parking
- 3** Playground
- 4** Racquetball
- 5** Tennis Courts (Existing)
- 6** Walking/Jogging Trail with Fitness Stations
- 7** Water Retention



The existing Southwest Government Center.



The master plan calls for a walking and jogging trail with fitness stations.



Conceptual master plan for the Southwest Government Center site envisioned as a facility with additional recreational opportunities for the community.

INCENTIVES

PROMOTE EXISTING INCENTIVES AND CREATE NEW ONES



Higher Floor Area Ratios promote street-level retail with residential above.



Incentive private developers to build new streets and other infrastructure.



Tax Increment Financing, or Business Improvement Districts, generates funds that can be used for public improvement projects such as street enhancements.

EXISTING INCENTIVES

The Planned Development District for Lower Hunters Trace offers several incentives that are intrinsic to the rezoning itself. This PDD expands the land use categories to include the majority of the C-2 uses, offering a myriad of possibilities for new development opportunities. Similarly, the Floor Area Ratio, which determines the buildable square footage on a given lot, is increased from 1.0 to 5.0, so that 5 times as much floor area is possible, allowing much larger construction to take place. The PDD also incorporates the provision that upper floor office or residential square footage does not detract from allowable 1st floor commercial space, further incentivizing multi-story expansion. Lastly, and perhaps most importantly, projects that follow the Master Plan are approvable by staff. This means that development review is just like obtaining a building permit, greatly speeding up the entitlement process.

These incentives are all built into the rezoning.

ADDITIONAL INCENTIVES

To further encourage redevelopment, Louisville Metro has existing commercial loan programs that could be directed to support redevelopment that follows the Town Center Master Plan. These financial incentives and loans include the:

- Midi Loan
- Gap Financing Loan
- Small and Disadvantaged Gap Financing Loan
- Go Green Loan
- Facade Loan
- Accessibility Loan
- Property Tax Assessment Moratorium

The City could also consider implementing some of the following concepts to encourage Master Plan compliant projects:

TIF'S or BID'S

A special financing district (i.e., Tax Increment Financing or Business Improvement District) could be created for the Town Center, where a portion of the property tax from new development can be used to fund projects within the district's boundaries. The special district could also draw on other public and private funding streams.

A proven strategy around the United States, TIF's or BID's have been used to support both new and existing commercial development. For example the City of Chicago has 53 such districts intended to serve and support revitalized and thriving neighborhood commercial areas. They are used throughout the West Coast cities to enhance the vibrant neighborhood shopping areas of cities like San Francisco, Portland, and Seattle.

Depending on how the legislation is written, funding collected within the district can provide services supplemental to those already provided by the municipality, such as cleaning streets, providing security, making capital improvements, construction of pedestrian and streetscape enhancements, and marketing the area. This would be a particularly effective method to encourage the creation of the new streets, streetscape, and pedestrian spaces envisioned by the Framework Plan. It could also be an effective tool for maintenance to retain the construction quality and landscape character that is typical in contemporary, single-owner developments.

Infrastructure Incentives

Louisville Metro Public Works routinely requires the dedication of new right-of-way in suburban development scenarios. In order to encourage redevelopment in the Town Center, Louisville Metro may need to formulate more creative solutions to these issues. For instance, developers could be offered a tax write-off for the donation of right-of-way that supports the creation of the new internal street system articulated in the Framework Plan. The current per square foot land value would be seen as a charitable deduction for the property owner/developer. We must creatively employ new financial mechanisms that support redevelopment, generating a true public-private partnership.

Infrastructure costs related to the creation of the new street system could be treated as a public-private partnership. The costs of the streets and pedestrian amenities, such as trees, lighting, benches, etc., could be a shared cost so that Metro essentially subsidizes the creation of the public realm improvements. This would be especially effective if paired with the BID or TIF approach. Other infrastructure costs for drainage and utility services could be provided at a discounted rate to spur redevelopment, as has happened in other major redevelopments, such as Park DuValle.



APPENDIX

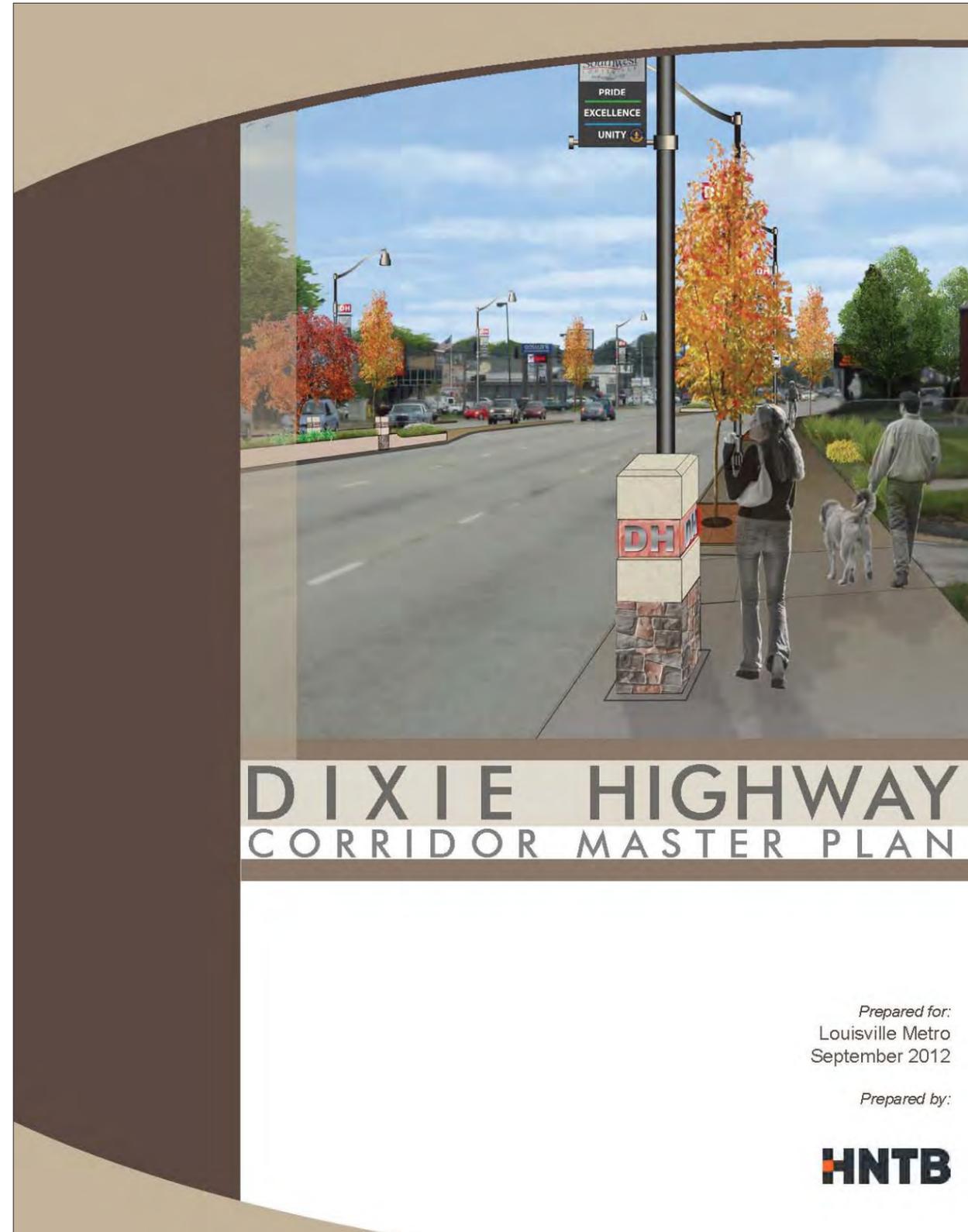
D

APPENDIX

DIXIE HIGHWAY CORRIDOR MASTER PLAN EXECUTIVE SUMMARY
PROPERTY OWNERS INDEX
SOCIAL COMPACT STUDY
VISUAL PREFERENCE SURVEY
LIVABILITY SURVEY

DRAMA

DIXIE HIGHWAY MASTER PLAN



executive summary

INTRODUCTION

The Dixie Highway Corridor Master Plan is the result of many people coming together to make a change in Southwest Louisville. This plan was sponsored by Council members Rick Blackwell, Mary Woolridge and David Yates and brought citizens, City staff and businesses together to collaborate in creating a vision and a plan to transform the future of Dixie Highway. Current market conditions and past development trends spurred leaders to engage in this planning process to maximize this important piece of public infrastructure and improve the overall quality of the corridor.

This plan represents the desired long-term vision for Dixie Highway from Oak Street to the Gene Snyder Freeway. Figure ES-1 on the following page outlines the study area.

VISION STATEMENT

The future of the Dixie Highway is a vision that celebrates the legacy of this historic corridor through the preservation and enhancement of investment in both public infrastructure and private assets. We envision enhancements to Dixie Highway that will assure its success as a regional commercial corridor with unified but distinct character zones that are functional and safe for all users. With these enhancements, Dixie Highway will not only serve the residents of southwest Louisville, but also provide mobility for people and commerce in the region.

PLANNING PROCESS

The process for developing this master plan was initiated by Councilman Rick Blackwell and Councilwoman Mary Woolridge in mid-2010. This process started with a pre-planning phase that included selecting an advisory group and technical group, reviewing demographic data and defining the study area. The second phase was the development of a vision for Dixie Highway followed by the third phase that included development of the planning components. The master plan was initially focused on the corridor segment between I-264 and Greenwood Road, but was later expanded to the north and the south. Advisory group members were added to assure that issues of all corridor segments were addressed.

7

EXECUTIVE SUMMARY

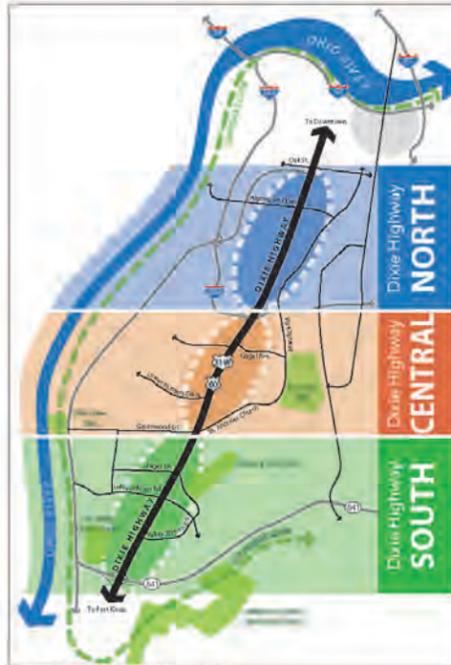


Figure ES-1: Dixie Highway Study Area.

Three specific plan components are considered within this plan. These include a land use / community form component, a mobility component and an urban design component. A complete analysis was conducted for each of these three components to identify existing conditions and opportunities to improve the corridor. Improvement recommendations were then developed and categorized, and strategies for implementing those recommendations were identified.

SUMMARY OF AREA CONCERNS

The overall concerns along Dixie Highway include the form of development south of I-264, maintaining the functionality of Dixie Highway as a major corridor and creating a friendly environment for all users, including pedestrians and bicyclists. Through the three plan elements of land use, transportation, and urban design, the concerns and issues voiced by residents and business owners in the study area will be addressed.

RECOMMENDED CHANGES TO CORNERSTONE 2020 AND THE LAND DEVELOPMENT CODE

The Dixie Highway Corridor Master Plan should be used as a guide for future land use and zoning decisions, capital improvements, and policy decisions for development within this corridor. The adoption of the Executive Summary - which includes the vision statement and recommendations with impacts on Cornerstone 2020 and the Land Development Code - will provide the needed first step for transforming Dixie Highway.

Figures ES-2 through ES-4 on the following pages depict the recommended form district changes in the study area. In addition, Table ES-1 lists the single recommendation from this plan that affects Cornerstone 2020 and the Land Development Code several other recommendations are included in the body of the report.

Table ES-1: Recommendations Impacting Cornerstone 2020 or Land Development Code

ACTION STEP: Designate New Town Center Form Districts							
Action Step Category:							
Cornerstone 2020/Land Development Code							
Description:							
<ul style="list-style-type: none"> In accordance with the procedures of Cornerstone 2020, define and adopt new Town Center Form Districts, as appropriate, along Dixie Highway near Valley Station Road, near Lower Hunters Trace, between Gagel Avenue and I-264, and between Wilson Avenue and Oak Street Consider information from the Dixie Highway Corridor market study and the high capacity transit study in designating Town Center locations and boundaries 							
Responsible Party(ies):							
<ul style="list-style-type: none"> Louisville Metro Planning and Design Louisville Metro Plan Commission Louisville Metro Council 							
Start-up:				Target Completion Timeline:			
2013-2014	<input checked="" type="checkbox"/> 2015-2017	2018-2035	Other: _____	6 months	<input checked="" type="checkbox"/> 1-2 years	2-5+ years	On-going

EXECUTIVE SUMMARY

Figure ES-2: Land Use Recommendations along Dixie Highway South



EXECUTIVE SUMMARY

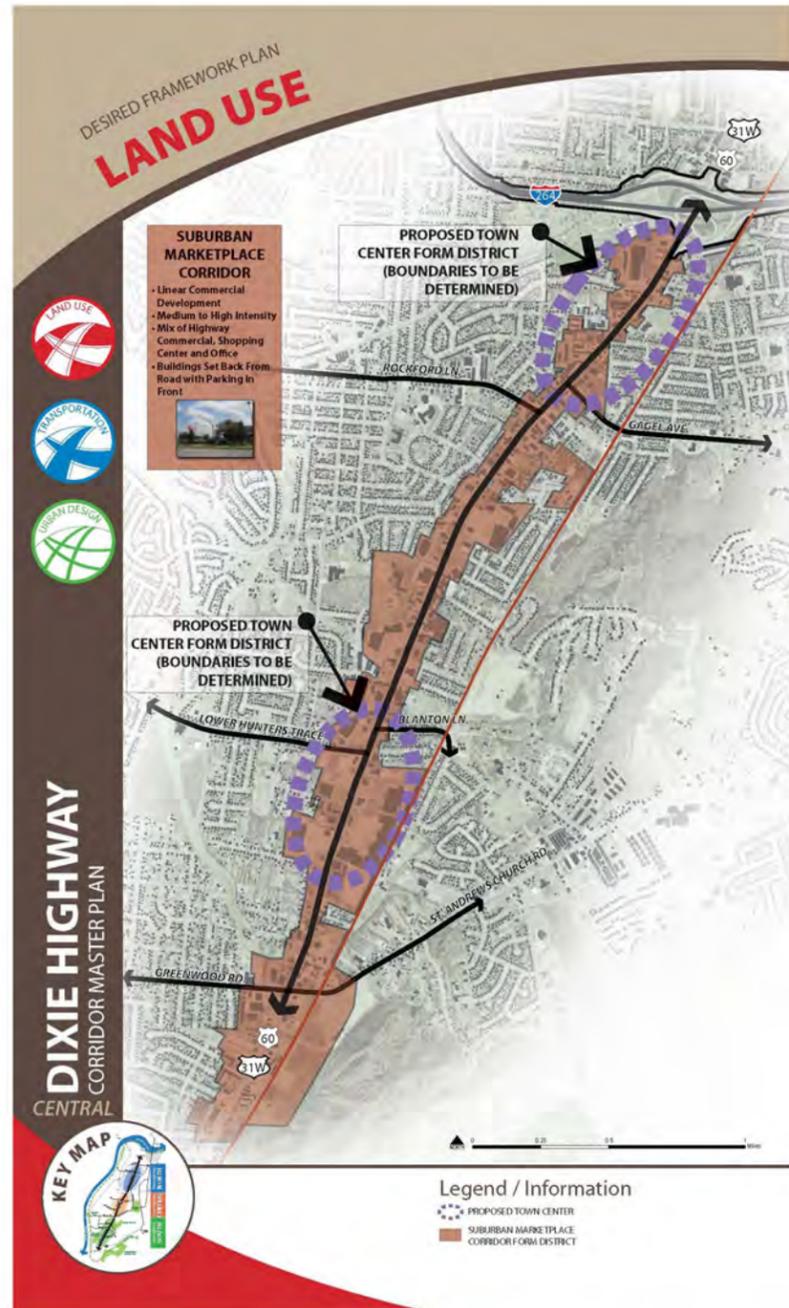


Figure ES-3: Land Use Recommendations along Dixie Highway Central

EXECUTIVE SUMMARY

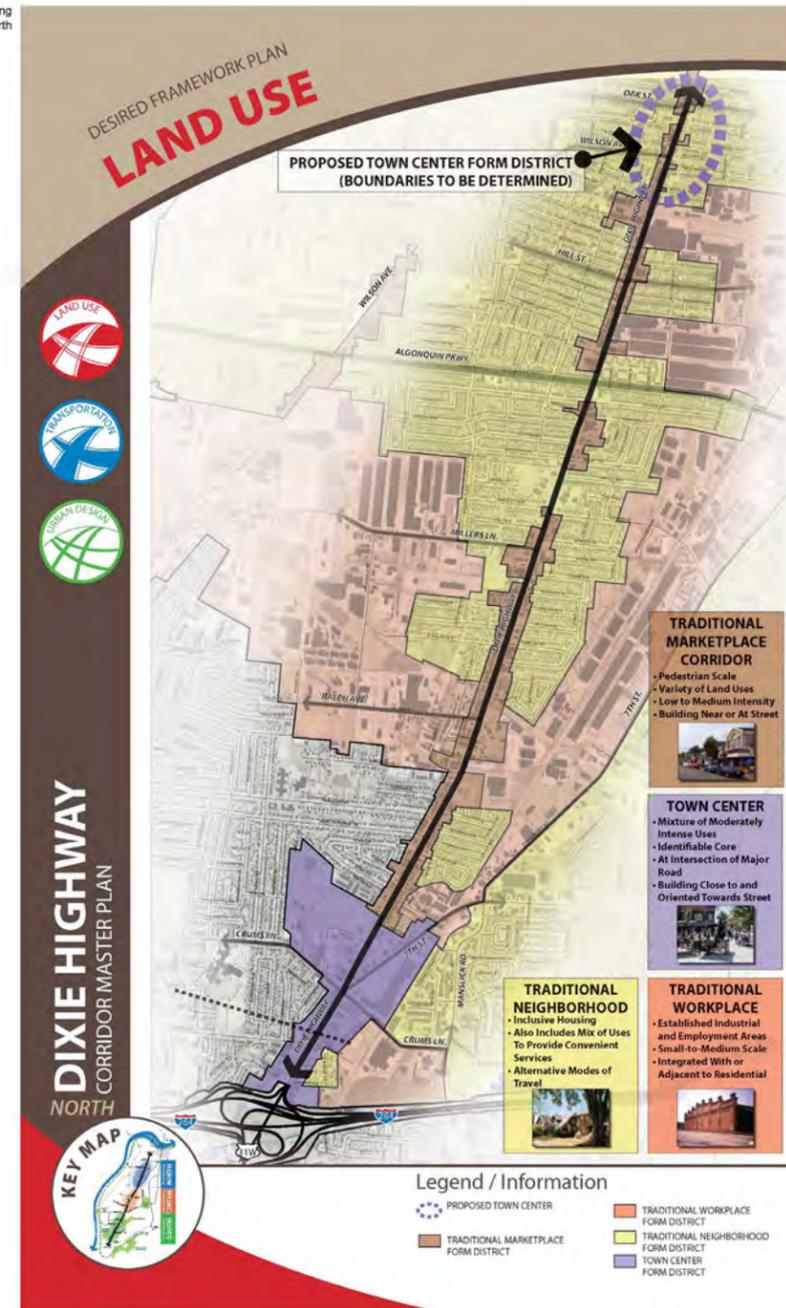


Figure ES-4: Land Use Recommendations along Dixie Highway North

PROPERTY OWNERS INDEX

FID	PARCELID	LAND_SIZE	PROP_ADDRE	CUR_LASTNA	CUR_FIRSTN	CUR_ADDRES	CUR_CITY	CUR_STATE	CUR_ZIP	CUR_P			
										ROP_C	CUR_LAND	CUR_IMPROV	CUR_TOTAL
0	102605900000	0.50190	5346 DIXIE HWY	THOMAS	VENTURES LLC	3900 SWEENEY LN	LOUISVILLE	KY	40299-4400	C	249080	321400	570480
1	102605950000	2.24960	5354 DIXIE HWY	MONTGOMERY	ROBERT A & JOAN K & MO	5340 DIXIE HWY	LOUISVILLE	KY	40216-1564	C	481860	707410	1189270
2	102605960000	0.81280	5352 DIXIE HWY	THOMAS	VENTURES LLC	3900 SWEENEY LN	LOUISVILLE	KY	40299-4400	C	378950	150900	529850
3	102605380000	0.69620	5339 DIXIE HWY	SPEEDWAY	SUPERAMERICA LLC	539 S MAIN ST	FINDLAY	OH	45840-3229	C	425140	115940	541080
4	102601950001	1.02910	5362 DIXIE HWY	THOMAS	VENTURES LLC	3900 SWEENEY LN	LOUISVILLE	KY	40299-4400	C	234800	839460	1074260
5	114300730065	1.37830	4034 BLANTON LN	CRAIG	LARRY J	5357 DIXIE HWY	LOUISVILLE	KY	40216-1563	C	517510	889300	1406810
6	114300260000	0.36950	5363 DIXIE HWY	MARSE	ASSOCIATES PTNSHP	PO BOX 99900	LOUISVILLE	KY	40269-0900	C	237500	109100	346600
7	102606270000	3.24420	6600 DIXIE HWY	SWOPE	DEVELOPMENT LLC	10 SWOPE AUTOCENTER DR	LOUISVILLE	KY	40299-1862	C	550780	1350950	1901730
8	114300630000	0.37130	6501 DIXIE HWY	CIESLAK	JOSEPH H	4802 SPRINGDALE CT	LOUISVILLE	KY	40241-1048	C	130680	149530	280210
9	102600290000	0.26420	LOWER HUNTERS TRCE	BROWN	MICHAEL ALAN	4403 W HIGHWAY 22	CRESTWOOD	KY	40014-7211	C	90000	0	90000
10	102600280000	0.18110	DIXIE HWY	BROWN	MICHAEL ALAN	4403 W HIGHWAY 22	CRESTWOOD	KY	40014-7211	C	61450	0	61450
11	114300980000	0.22460	6503 DIXIE HWY	HUGHES	WILLIAM M	6503 DIXIE HWY	LOUISVILLE	KY	40258-3907	C	82360	75800	158160
12	114300720000	0.38480	6505 DIXIE HWY	BROWN	FAMILY ENTERPRISES	PO BOX 72658	LOUISVILLE	KY	40272-0658	C	335200	232700	567900
13	102600350000	1.94800	6514 DIXIE HWY	PENNINGTON	KATCHUR TRUST U A	10 SWOPE AUTOCENTER DR	LOUISVILLE	KY	40299-1862	C	314770	114010	428780
14	114300950000	0.88620	6517 DIXIE HWY	E	& GJ LLC	6517 DIXIE HWY	LOUISVILLE	KY	40258-3907	C	470230	230790	701020
15	103204300000	4.96120	6633 DIXIE HWY	6633	DIXIE HWY LLC	8001 SHELBYVILLE RD	LOUISVILLE	KY	40222-5417	C	1400000	1560740	2960740
16	103205810000	1.43710	6641 DIXIE HWY	ERJ	DINING II LLC	1903 STANLEY GAULT PKWY	LOUISVILLE	KY	40223-4159	C	751200	973800	1725000
17	103205800000	15.81130	6601 DIXIE HWY	LOWES	HOME CENTERS INC	1000 LOWES BLVD	MOORESVILLE	NC	28117-8520	C	5627640	5979400	11607040
18	102606050000	4.08800	6650 DIXIE HWY	TRU	2005 RE I LLC	1 GEOFFREY WAY	WAYNE	NJ	07470-2035	C	2516810	1218880	3735690
19	103205820000	1.56940	6661 DIXIE HWY	SUN	LIFE ASSURANCE CO OF C	1 SUN LIFE PARK	WELLESLEY HILLS	MA	02481-5699	C	963550	1853400	2816950
20	103205970000	0.65530	KERRICK LN	MCINTYRE	FAMILY PARTNERSHIP LLP	12406 SAINT CLAIR DR	LOUISVILLE	KY	40243-1031	C	144820	0	144820
21	103205980000	0.65910	6724 DIXIE HWY	MCINTYRE	FAMILY PARTNERSHIP LLP	12406 SAINT CLAIR DR	LOUISVILLE	KY	40243-1031	C	144820	369000	513820
22	103205940000	1.18940	6715 DIXIE HWY	DIXIE	OUT LLC	321 HENRY ST	LEXINGTON	KY	40508-1258	C	518280	71400	589680
23	103206030000	1.05260	6810 DIXIE HWY	DIXIE	DEPOT LLC	3700 S WATER ST STE 100	PITTSBURGH	PA	15203-2366	C	500000	621620	1121620
24	103205900000	1.08050	6701 DIXIE HWY	DIXIE	MANOR LLC	702 TALON PL	LOUISVILLE	KY	40223-5575	C	536010	1262710	1798720
25	103205930000	23.73690	6801 DIXIE HWY	BC	WOOD INVESTMENT FUND I	321 HENRY ST	LEXINGTON	KY	40508-1258	C	8277710	7579280	15856990
26	103202000000	0.11840	6840 DIXIE HWY	GILLESPIE	STEPHEN & JEAN	3002 CRYSTAL WATERS WAY	LOUISVILLE	KY	40299-4572	R	12000	0	12000
27	103205790000	0.93090	6800 DIXIE HWY	DIXIE	GDM LLC	3901 DUTCHMANS LN STE 10	LOUISVILLE	KY	40207-4726	C	390000	1293990	1683990
28	103205950000	0.90300	6731 DIXIE HWY	KELSEY	INVESTMENTS LTD	826 E MAIN ST	FRANKFORT	KY	40601-2567	C	855660	344340	1200000
29	103202570000	1.43340	6900 DIXIE HWY	CITIZENS	FIDELITY BANK & TRUST	303 E WACKER DR STE 1040	CHICAGO	IL	60601-5216	C	271150	170850	442000
30	103201380000	3.53060	6901 DIXIE HWY	ROMAN	CATHOLIC BISHOP OF LOU	PO BOX 1073	LOUISVILLE	KY	40201-1073	E	0	138160	138160
31	111800230023	0.35940	4430 CRAWFORD AVE	BECHT	REHABILITATION ENTERPR	4430 CRAWFORD AVE	LOUISVILLE	KY	40258-3706	C	149900	134500	284400
32	111800690000	0.54920	6902 DIXIE HWY	EWALD	FRED ROBERT TRUSTEE	3810 E COAST HWY STE 4	CORONA DEL MAR	CA	92625-2543	C	741630	687240	1428870
33	111800500050	0.73090	6904 DIXIE HWY	KUPPER	IRVIN J & ANN M S	2426 NEWBURG RD	LOUISVILLE	KY	40205-2425	C	135980	0	135980
34	111800400000	1.09380	6908 DIXIE HWY	BLEUEL	ROBERT	7604 HIGHWAY 60	SELLERSBURG	IN	47172-1837	C	284830	78000	362830
35	103205960000	6.65000	6987 DIXIE HWY	ROMAN	CATHOLIC BISHOP OF LOU	PO BOX 1073	LOUISVILLE	KY	40201-1073	C	1170430	316640	1487070
36	111800750000	0.72040	6983 DIXIE HWY	SUDS	BUCKET INC	4811 S 3RD ST	LOUISVILLE	KY	40214-2156	C	176760	478800	655560
37	111800760000	0.85260	6985 DIXIE HWY	VERHAGE	ZAHN & ZAHN LLC	303 E WACKER DR STE 1040	CHICAGO	IL	60601-5216	C	262150	114290	376440
38	111800270000	0.14900	7009 TEXTILE AVE	BLEUEL	ROBT H	9000 NEWANNA LN	NASHVILLE	IN	47448-8021	R	16000	0	16000
39	111800290000	0.04930	7024 DIXIE HWY	BLEUEL	ROBERT CAROL STERNBERG	9000 NEWANNA LN	NASHVILLE	IN	47448-8021	C	4000	0	4000
40	111800510000	0.20390	7038 DIXIE HWY	BLEUEL	ROBERT H	9000 NEWANNA LN	NASHVILLE	IN	47448-8021	C	9400	0	9400
41	111800300000	0.23430	7013 TEXTILE AVE	BLEUEL	ROBERT H	9000 NEWANNA LN	NASHVILLE	IN	47448-8021	C	15520	0	15520
42	111800310000	0.60370	7060 DIXIE HWY	JEFFERSON	CO FARM BUREAU	4200 GARDINER VIEW AVE	LOUISVILLE	KY	40213-1877	C	221280	276500	497780
43	103204560000	0.74020	7053 DIXIE HWY	POTTS	JOHN M & LINDA	2549 CHATSWORTH DR	ELIZABETHTOWN	KY	42701-6694	C	237160	178300	415460
44	103200360000	0.26220	4321 WELLS DR	FAIRLEIGH	HENRY T	449 SWING LN	LOUISVILLE	KY	40207-1445	C	26650	0	26650
45	111800350035	0.45670	7106 DIXIE HWY	SCINICARIELLO	ARMANDA & SPERDUTI D T	PO BOX 2967	HOUSTON	TX	77252-2967	C	197950	78100	276050

SOCIAL COMPACT STUDY

The Louisville Metro Neighborhood Market DrillDown, prepared by Social Compact, Inc. in August 2008, produced interesting and revealing glimpses of the market and demographic information derived from the residential areas surrounding the Lower Hunters Trace study area. This information, although somewhat out of date, may be a valuable barometer of economic potential that merits further market research.

Some key data excerpts are summarized on this page. More detailed information can be found on the following pages

Dixie SE Study Area		As compared to Census
Population	38,008	A 12.8% increase
Aggregate neighborhood Income	\$813 M	A 15% increase
Owner occupancy	83.2%	
Retail potential unfulfilled	\$119.5 M	
Estimated Sq. Ft. potential	208,252 S.F.	

South Central Study Area		As compared to Census
Population	79,532	A 9.3% increase
Aggregate neighborhood Income	\$1,567 M	A 3.7% increase
Owner occupancy	74%	
Retail potential unfulfilled	\$42.7 M	
Estimated Sq. Ft. potential	173,178 S.F.	



Louisville Metro DrillDown

Social Compact
Catalyzing Business Investment in Inner City Neighborhoods

DrillDown Overview

In partnership with Louisville Metro and with support from the Federal Reserve Bank of St. Louis, Fifth Third Bank, PNC Bank, Community Resource Network, Louisville Metro Economic Development Department, Making Connections Louisville, Metro United Way, and US Bank, Social Compact conducted its Neighborhood Market DrillDown analysis in a number of neighborhoods in the City of Louisville.

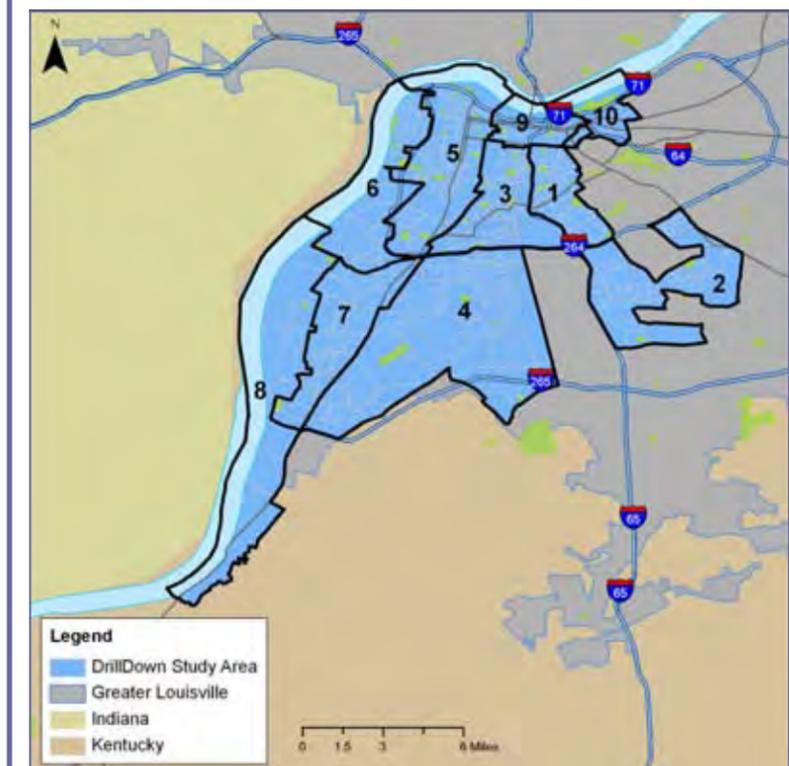
The 2008 Louisville DrillDown – the first study of its kind to be conducted in Louisville – serves as an additional information source that can aid local government, community and business leaders to uncover market strengths and opportunities in the City's underserved neighborhoods. The DrillDown study aims to complement the city's efforts to attract investment to these areas and inform the City's comprehensive economic development agenda going forward.

The Louisville Metro DrillDown study area neighborhoods include:

1. Bardstown North
2. Bardstown South
3. Central North
4. Central South
5. Dixie NE
6. Dixie NW
7. Dixie SE
8. Dixie SW
9. Downtown
10. Northeast

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Louisville Metro 2008 DrillDown Study Area Neighborhoods

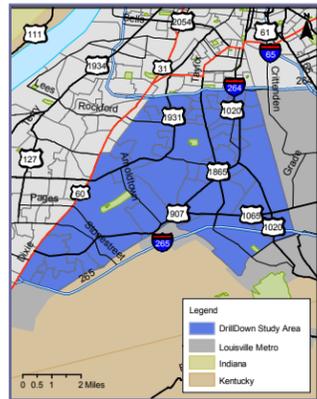


7

Central South

Social Compact
Catalyzing Business Investment in Inner City Neighborhoods

DrillDown Market Overview



MARKET SIZE	2008 DRILLDOWN	2008 Traditional Est.	2000 Census	Comparison DrillDown/Trad. Est.
Total Population	79,532	72,773	75,276	9.3%
Population per Acre	4.3	4.0	4.1	
Total # Households	31,798	29,979	30,351	6.1%
% Change in Total USPS Count	1.5% ('05-'07)			
% Change in IRS Returns	-4% ('98-'05)			
MARKET STRENGTH	2008 DRILLDOWN	2008 Traditional Est.	2000 Census	Comparison DrillDown/Trad. Est.
Average Household Income	\$49,280	\$50,383	\$44,894	-2.2%
Median Household Income	\$42,248	\$42,504	\$38,252	-0.6%
Aggregate Neighborhood Income	\$1,567 Million	\$1,510 Million	\$1,363 Million	3.7%
% Informal Economy	4.8%			
Aggregate Income per Acre	\$85,461	(7.4 times the MSA income)		
Average Income New Home Buyers	\$51,142	(14% above Census Avg HH Inc)		
% Change in Adj Gross Income*	-5% ('98-'05)			

* IRS Income adjusted for inflation

* Louisville-KY MSA Income per Acre = \$11,595

MARKET STABILITY	2008 DRILLDOWN	2008 Traditional Est.	2000 Census	Comparison DrillDown/Trad. Est.
% Owner Occupancy - Unit	69.5%	65.0%	64.5%	7.7%
% Owner Occupancy - Bldg	73.7%			
Median Home Sale Value	\$97,000	\$115,300	\$90,581	-15.9%
New Residential Units '03 - '07	855	28.2 per 1K households		
Residential Rehab Activity '03-'07	1.5% of residential buildings			

BUSINESS	Total #	Total Revenue	Total Employees	Estimated Annual Employee Spending Potential
All Businesses	2,002	\$4,681 Million	21,865	x \$2,787 / yr = \$60.9 Million in annual employee spending

RETAIL DEMAND	Estimated Revenue	Resident Expenditures	Estimated Leakage	Estimated Sq Ft Potential
All Retail	\$396.3 Million	\$439.0 Million	\$42.7 Million	
Apparel	\$8.0 Million	\$49.0 Million	\$40.9 Million	120,517
Grocery	\$201.8 Million	\$92.7 Million	-\$109.1 Million	0
Restaurant	\$58.7 Million	\$71.0 Million	\$12.3 Million	52,661

GROCERY DEMAND	Total #	# per 10K HH	Average Distance	Total Expenditures	Total Leakage	Estimated Sq. Ft. Potential
All Grocers	16	5.0		\$92.7 Million		
Full Service Grocers Only	6	1.9	0.88mi		-\$109.1 Million	0

FINANCIAL SERVICES	Total #	# per 10K HH	Average Distance
Banks & Credit Unions	22	6.9	
Banks Only	17	5.3	0.77 mi
Pawnshops, Checkcashers, Payday Lenders	25	7.9	0.68 mi

% of households lacking credit histories = 9%

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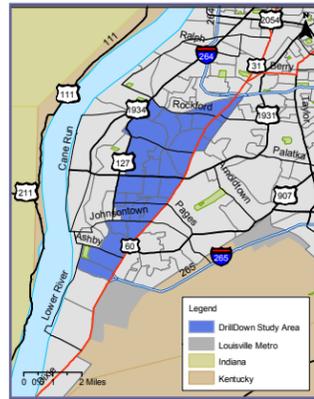
SOCIAL COMPACT is a national not-for-profit corporation led by a board of business leaders whose mission is to help strengthen neighborhoods by stimulating private market investment in underserved communities. Established to provide up-to-date profiles of market size, strength, and stability for small, dense, and rapidly changing urban geographies, Social Compact's Neighborhood Market DrillDown uses numerous sources of market data to identify the fundamental business attributes and market characteristics of urban communities and aims to expose market anomalies and opportunities that may have previously been overlooked by traditional market analyses. The DrillDown serves as a resource to community organizations, government decision makers and the private sector. Social Compact is at the forefront of identifying the market potential of underserved neighborhoods and believes that a public private partnership that involves community members and leverages private investment is the most sustainable form of community economic development.

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Dixie SE

Social Compact
Catalyzing Business Investment in Inner City Neighborhoods

DrillDown Market Overview



MARKET SIZE	2008 DRILLDOWN	2008 Traditional Est.	2000 Census	Comparison DrillDown/Trad. Est.
Total Population	38,008	33,804	34,164	12.4%
Population per Acre	6.1	5.4	5.5	
Total # Households	15,420	14,179	13,899	8.8%
% Change in Total USPS Count	2.4% ('05-'07)			
% Change in IRS Returns	2% ('98-'05)			
MARKET STRENGTH	2008 DRILLDOWN	2008 Traditional Est.	2000 Census	Comparison DrillDown/Trad. Est.
Average Household Income	\$52,701	\$49,863	\$43,834	5.7%
Median Household Income	\$43,107	\$43,155	\$38,991	-0.1%
Aggregate Neighborhood Income	\$813 Million	\$707 Million	\$609 Million	14.9%
% Informal Economy	5.2%			
Aggregate Income per Acre	\$130,503	(11.3 times the MSA income)		
Average Income New Home Buyers	\$49,066	(12% above Census Avg HH Inc)		
% Change in Adj Gross Income*	-4% ('98-'05)			

* IRS Income adjusted for inflation

* Louisville-KY MSA Income per Acre = \$11,595

MARKET STABILITY	2008 DRILLDOWN	2008 Traditional Est.	2000 Census	Comparison DrillDown/Trad. Est.
% Owner Occupancy - Unit	76.4%	75.3%	75.6%	1.0%
% Owner Occupancy - Bldg	83.2%			
Median Home Sale Value	\$89,500	\$112,667	\$87,487	-20.6%
New Residential Units '03 - '07	382	27.5 per 1K households		
Residential Rehab Activity '03-'07	1.4% of residential buildings			

BUSINESS	Total #	Total Revenue	Total Employees	Estimated Annual Employee Spending Potential
All Businesses	694	\$1,234 Million	6,735	x \$2,787 / yr = \$18.8 Million in annual employee spending

RETAIL DEMAND	Estimated Revenue	Resident Expenditures	Estimated Leakage	Estimated Sq Ft Potential
All Retail	\$109.5 Million	\$228.9 Million	\$119.5 Million	
Apparel	\$11.0 Million	\$25.5 Million	\$14.5 Million	42,795
Grocery	\$10.1 Million	\$48.5 Million	\$38.4 Million	111,990
Restaurant	\$24.6 Million	\$37.1 Million	\$12.5 Million	53,467

GROCERY DEMAND	Total #	# per 10K HH	Average Distance	Total Expenditures	Total Leakage	Estimated Sq. Ft. Potential
All Grocers	2	1.3		\$48.5 Million		
Full Service Grocers Only	2	1.3	1.04mi		\$38.4 Million	111,990

FINANCIAL SERVICES	Total #	# per 10K HH	Average Distance
Banks & Credit Unions	13	8.4	
Banks Only	11	7.1	0.64 mi
Pawnshops, Checkcashers, Payday Lenders	15	9.7	0.69 mi

% of households lacking credit histories = 4%

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VISUAL PREFERENCES

A Visual Preference Survey was distributed to the community and responses were collected in order to gain a broader understanding of current residents interest in certain types of development. The information was utilized in the process of creating the Town Center framework plan and design guidelines.

Preferred Housing



Preferred Mixed Use



Preferred Commercial



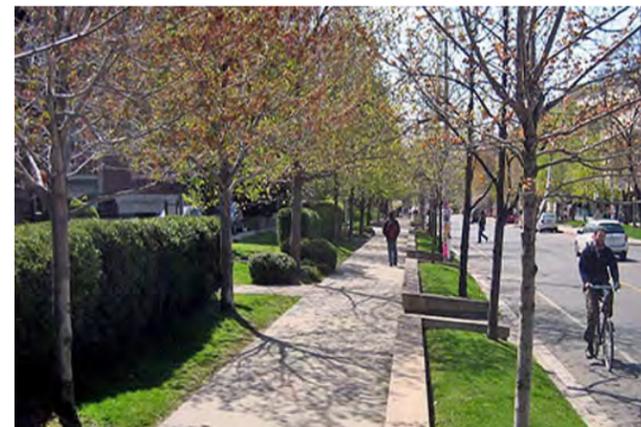
Preferred Public Realm



Preferred Streetscapes



Preferred Bike and Bus Facilities

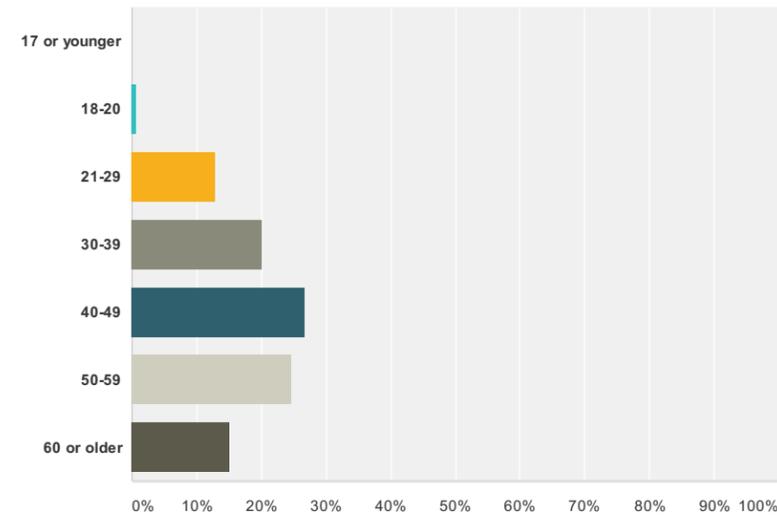


LIVABILITY SURVEY

A Livability Survey was distributed to the community and responses were collected in order to gain a broader understanding of current and future user issues. The information was utilized in the process of creating the Town Center framework plan and design guidelines.

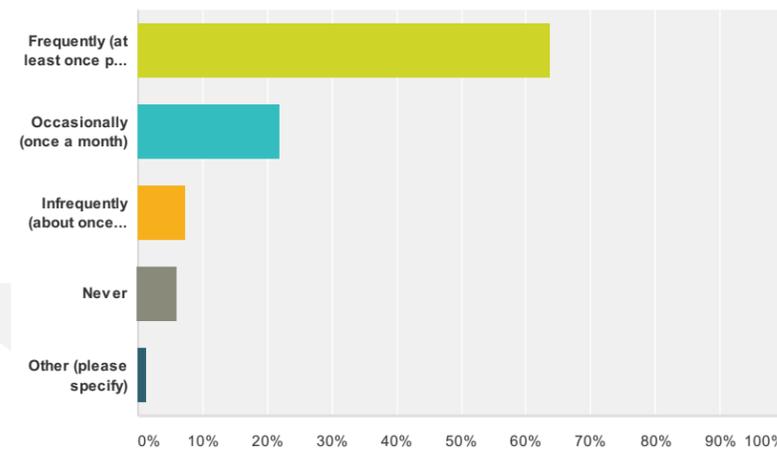
Q1 Which category below includes your age?

Answered: 154 Skipped: 2



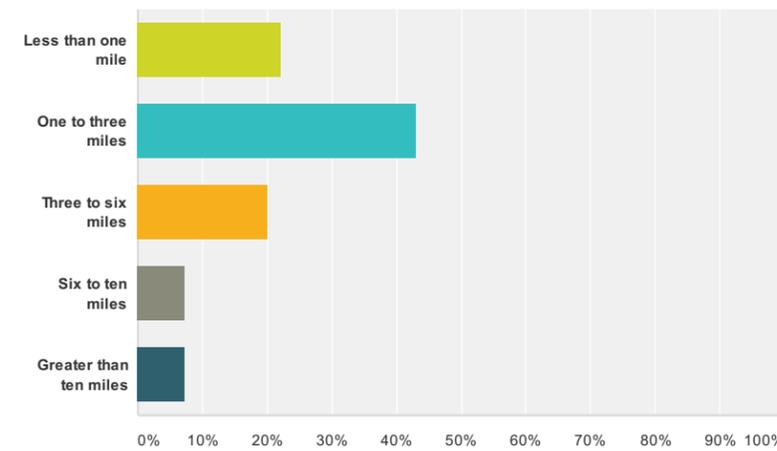
Q2 How often do you shop at or use services from the businesses in the study area which is along Dixie Highway between Greenwood Road and Lower Hunters Trace?

Answered: 151 Skipped: 5



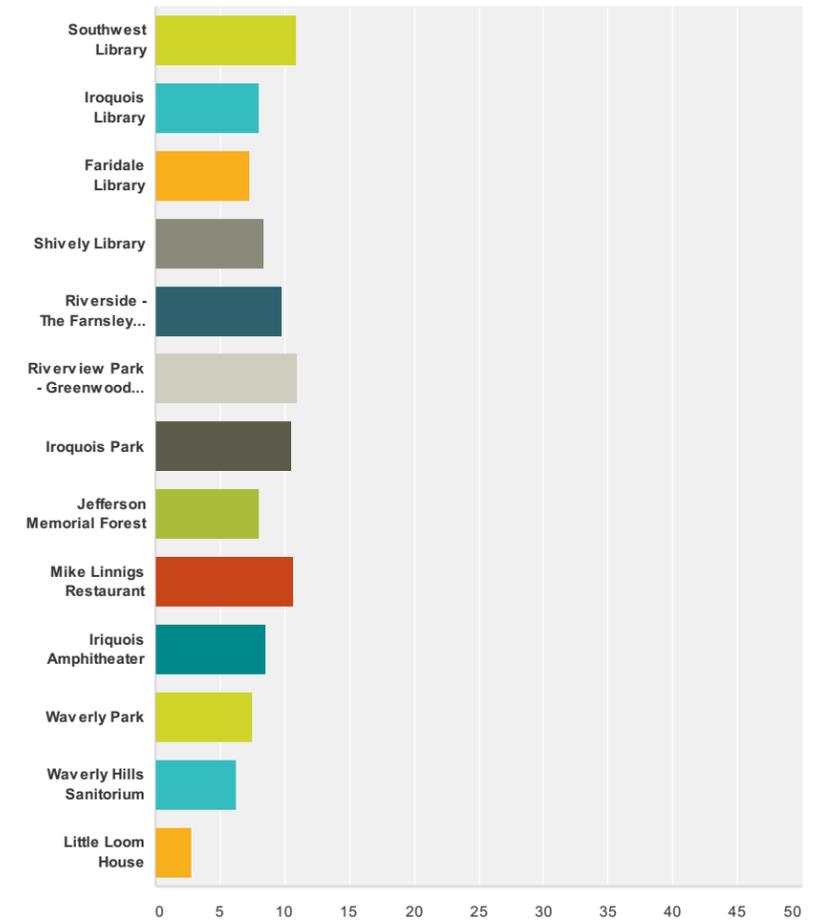
Q3 How far do you live from the study area?

Answered: 149 Skipped: 7



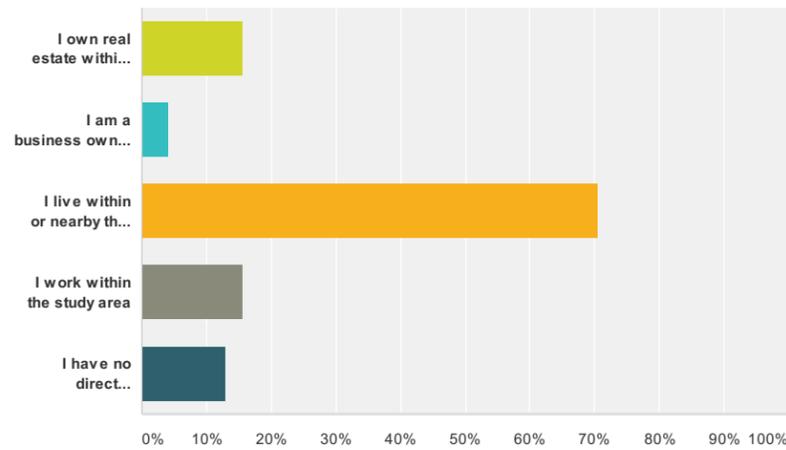
Q4 Select your top 6 Southwest Louisville Destinations and rank them in order of most frequently visited. If you do not visit a location, please mark NA

Answered: 152 Skipped: 4



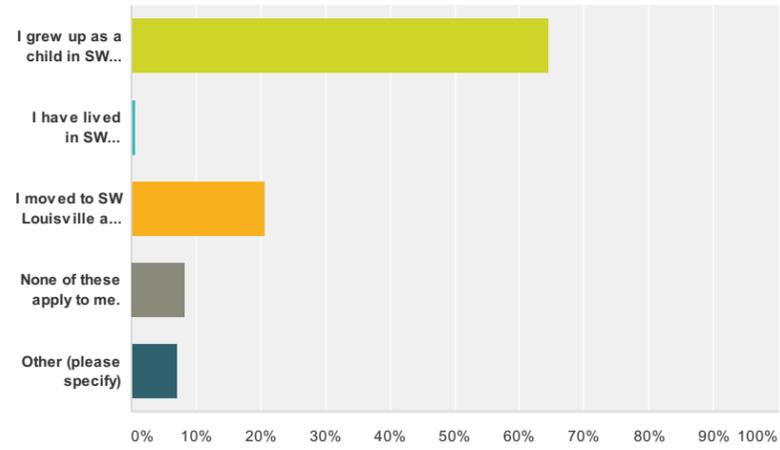
Q5 What is your affiliation with the study area? Please mark all that apply.

Answered: 146 Skipped: 10



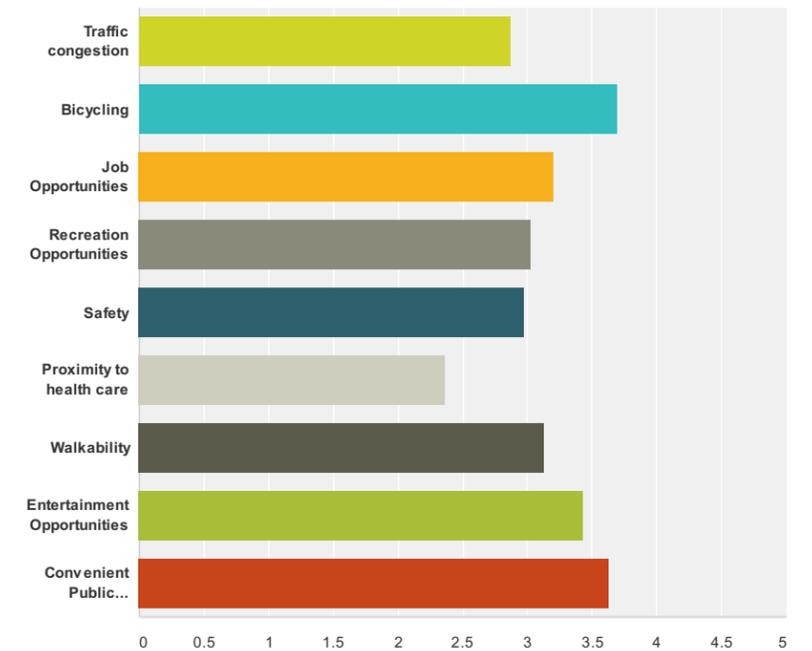
Q7 What is your relationship to Southwest Louisville? Check all that apply.

Answered: 155 Skipped: 1



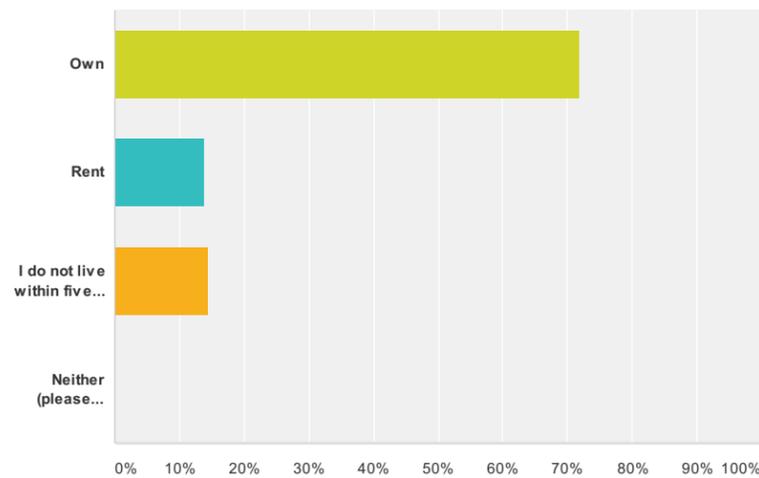
Q9 How satisfied are you with the study area and adjacent neighborhoods as it relates to:

Answered: 155 Skipped: 1



Q6 If you live within five miles of the study area, do you rent or own the place where you live?

Answered: 153 Skipped: 3



Q8 If public transit (TARC) was more efficient, attractive and easier to use along the Dixie Highway Corridor, how likely would you be to use it?

Answered: 155 Skipped: 1

