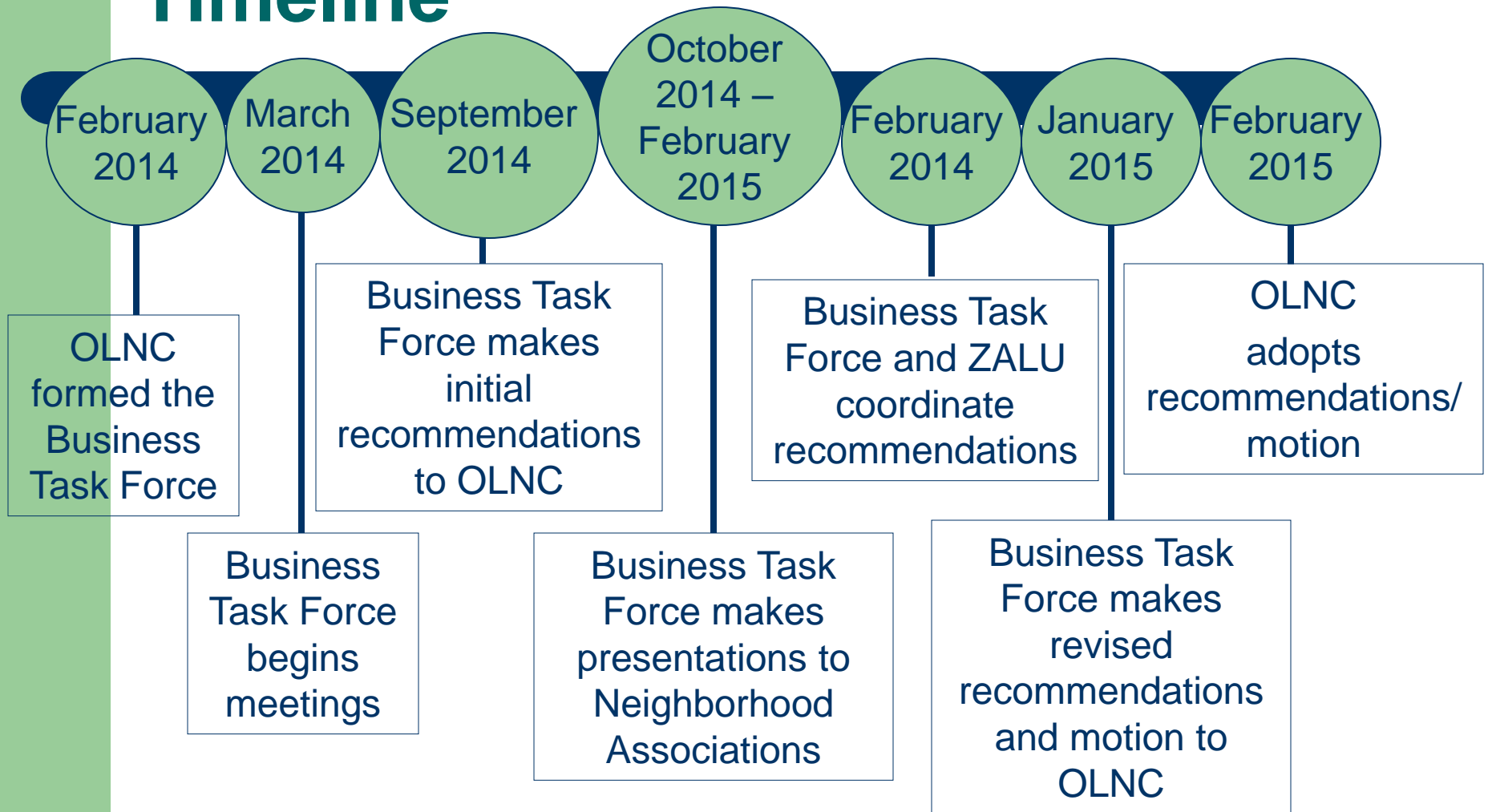




The Oak Street commercial corridor running through Old Louisville has failed to live up to its potential as an area retail hub. [Insider Louisville 3.4.16](#)

Timeline



Business Task Force - Members

Dan Borsch: Old Louisville Business Owner and Developer

Joe Impellizzeri: Old Louisville Business Owner, Developer, Resident

Lee Jones: Old Louisville Business Owner

Erin Lee: Old Louisville Business Owner, Resident

Mary Martin: Semonin Realtor, Old Louisville Landlord, Resident

Kim Mowder: Old Louisville Landlord, Developer, Resident

Andrew Owen: Chair, Oak Street Task Force and Resident

Scott Risinger: Old Louisville Business Owner, Resident

Sharon Risinger: Old Louisville Business Owner, Resident

Leah Stewart: Old Louisville Business Owner, Resident

Advisory: Barry Alberts: City Visions

Charles Cash: Architect

Annie Edwards: Genscape

Glenn Price: Attorney

Greg Likins: Developer

Speaker – Howard Rosenberg

Business Task Force - Findings in Brief

- Location - desirable
- Perception of crime – no worse than any other neighborhood
- Lack of parking – similar to other urban neighborhoods
- “NoLo” – difficult climate for business
- Retail vacancy rate much too high

Retail Vacancy Rates

- National



- Louisville Metro



- Old Louisville



Business Task Force - Recommendations

- Adopt the C2 use list for Neighborhood Center and Neighborhood Center Transition Edge
- Adopt the C2 use list for Neighborhood Center Transition with outdoor entertainment by CUP
- Adopt a list of neighborhood-generated uses for Corner Commercial

Business Task Force concurs

- The Business Task Force concurs with the recommendations of Planning Staff
 - 100% favor the extension of Neighborhood Center list of permitted uses westward on Oak St. to Garvin
 - 100% favor the extension of Neighborhood Center Transition list of permitted uses westward on Oak St to 7th
 - 100% favor Live/Work as a permitted use in TNZD

City Visions Report - Findings and Recommendations



***Oak Street Corridor
Redevelopment Strategy
October 28, 2014***

Speaker – Barry Alberts



Seventh St.

Sixth St.

Garvin Place

Fourth St.

Third St.

Second St.

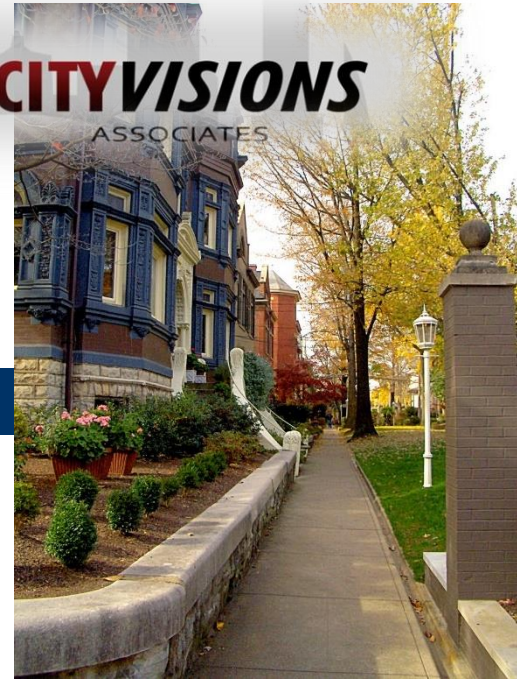
First St.

Oak Street Corridor

Oak Street Corridor: Strengths and Assets

- ***Proximity to downtown***
- ***Proximity to U of L, Spalding and other higher ed***
- ***Commercial corridor for dense, urban neighborhood***
- ***Authenticity and uniqueness of Old Louisville Historic District/Art Show***
- ***Multiple crowd attraction events***

CITYVISIONS
ASSOCIATES



Current Development and Investment Attraction Factors

- Proximity to Downtown
- Available Parking
- Right-Sized Buildings
- Good Value
- Attraction of dense, urban neighborhood
- Historic Neighborhood setting
- Access to educational/entertainment entities







The Edison Center



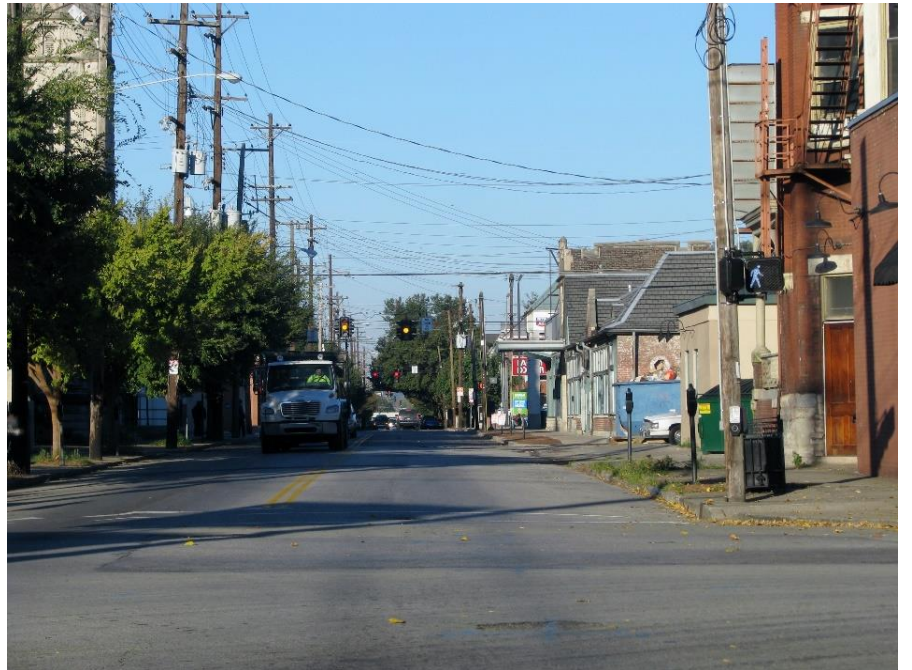
LG&E Bldg – at acquisition



Edison Center – currently under construction

Oak Street Corridor Development Strategy

- ***Strengthen and Augment the Market***
- ***Build on Existing Assets***
- ***Eliminate Barriers and Obstacles***
- ***Create a Unified Identity: Arts/Heritage Theme***
- ***Marketing and Promotion***



Eliminate Obstacles: Real and Perceived

- ***Zoning***
- ***Neighborhood “control”
(picking and choosing)***
- ***Anti-Business***
- ***Safety Concerns***
- ***Lack of Unified Identity***
- ***Directional
Signage/Information***
- ***Downtown Transit Connection***
- ***Marketing and Promotion***



Oak Street Corridor: Priorities

- **Support and encourage current Anchor Development projects; build off these “healthy edges”**
- **Focus on control/development of key corner locations**
- **Support higher density mixed use housing along/adjacent to Oak Street (“eyes on the street”); encourage first floor arts-related retail**
- **Expand C-2 uses into Neighborhood Center and Transition TNZD zones; welcome urban mix of uses**



Oak Street Corridor: Priorities - continued

- **Fill the void at former Winn-Dixie site**
- **Safety Concerns**
- **Unified Identity**
- **Directional Signage/Information**
- **Downtown Transit Connection**
- **Marketing and Promotion**



Doing Business in Old Louisville

- Confusion regarding TNZD in the development community
- Change and the fear of the unknown

Doing Business in Old Louisville

- Vision for Oak Street
- Need for critical mass of businesses

Doing Business in Old Louisville

- Renting on Oak St
- Problems with TNZD



Speaker – Kim Mowder

We Need Businesses in Old Louisville

- Mission to impact underserved/underdeveloped areas
- Need for viable businesses

Metro Council Resolution - in brief

- Evaluate the TNZD regulations related to signage
- Evaluate the list of permitted uses in the TNZD
- Examine the TNZD map to determine whether it should be amended
- Hold public hearings and make recommendations

TNZD Purpose

- The TNZD is designed to promote diversity and integration of uses and structures in an existing traditional neighborhood through flexible design standards. Old Louisville Journal – August 2002

TNZD Reputation

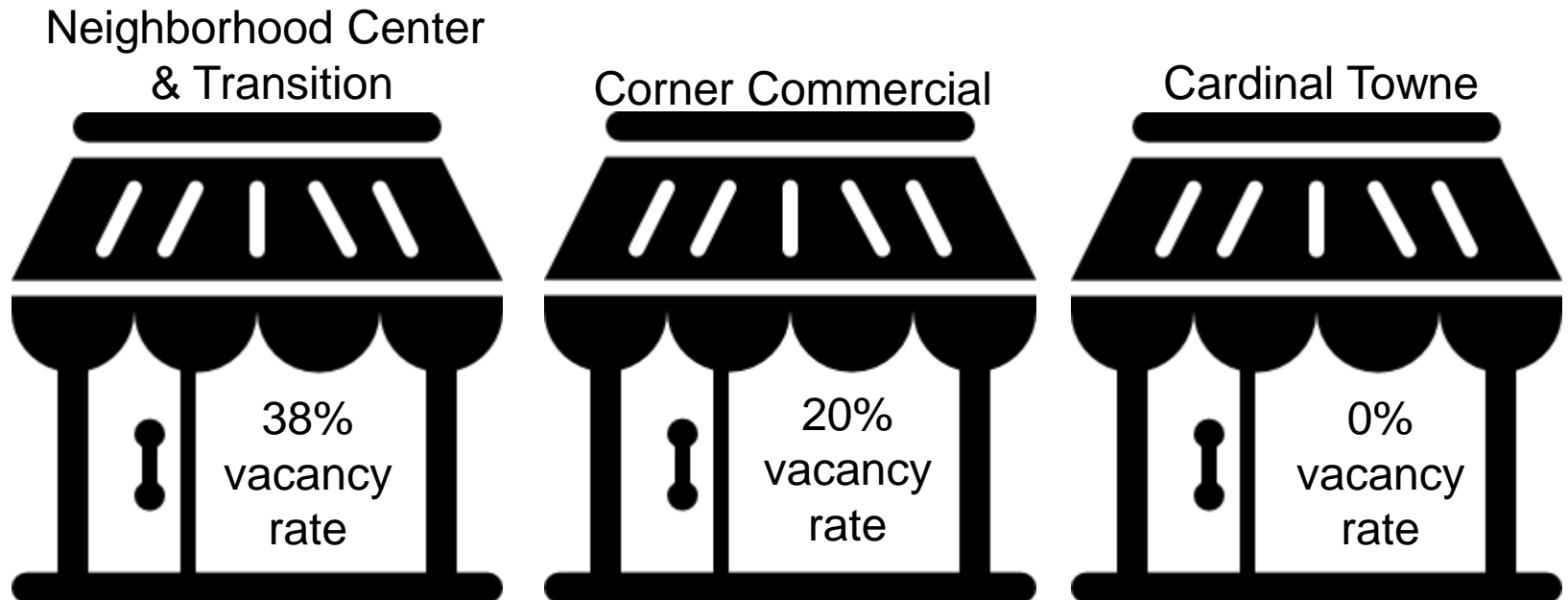
- What's TNZD?
- Too hard to work through regulations
- No even implementation
- Too many restrictions
- Too much crime
- Dirty
- Not listed as a zoning category on KCREA

TNZD Results

- Where are the 310 Commercial companies*?
 - 2010-2014 12 realty companies had active listings in Old Louisville. 11 sold or leased their listings
 - 2015 9 realty companies had active listings in Old Louisville. 7 sold or leased their listings
 - 2016 9 realty companies had active listings in Old Louisville. 1 sold or leased their listings

*KCREA 2016 Directory

TNZD Results



Old Louisville Results

- Agents showing property for lease = 2 (2014-2016)
- Residential buyers want to walk to restaurants, groceries and coffee shops
- Vacant buildings means
 - Less money for building maintenance
 - Less preservation
 - Fewer customers/residents
 - Fewer opportunities to connect the public to Old Louisville
 - Less diversity; less integration of uses
 - Structures with little flexibility

Recap

- TNZD was put in place in 2002
- There has been no comprehensive review of its effectiveness by the Planning and Design staff until now
- Business owners and City Visions both found TNZD zoning to be confusing and/or an impediment to business

Recap - proposed changes

- Neighborhood involvement
 - Neighborhood Association presentations
 - Three public meetings
 - Active online discussions
 - Individual letters mailed to every potentially impacted property owner on Oak St.
- Impact on property values
- Landmarks rules are not changed

Business Owners

The Oak Street commercial corridor running through Old Louisville has failed to live up to its potential as an area retail hub. *Insider Louisville* 3.4.16

