

# PASSPORT

HEALTH AND WELL-BEING CAMPUS

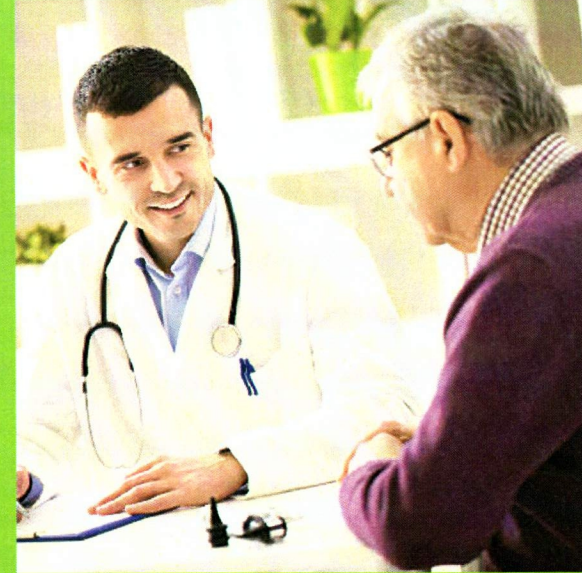


# PLANNED DEVELOPMENT

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PLANNING &  
DESIGN SERVICES



DATE: JUNE 13, 2018



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# PASSPORT

HEALTH AND WELL-BEING CAMPUS



## ACKNOWLEDGMENTS

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Passport Health Plan

### DEVELOPMENT CONSULTANT

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University of Louisville  
Passport Foundation

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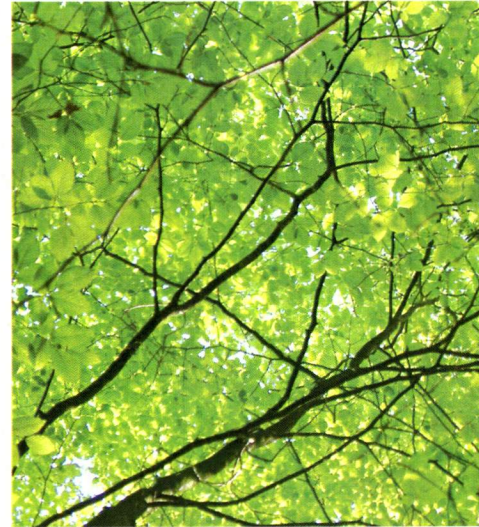
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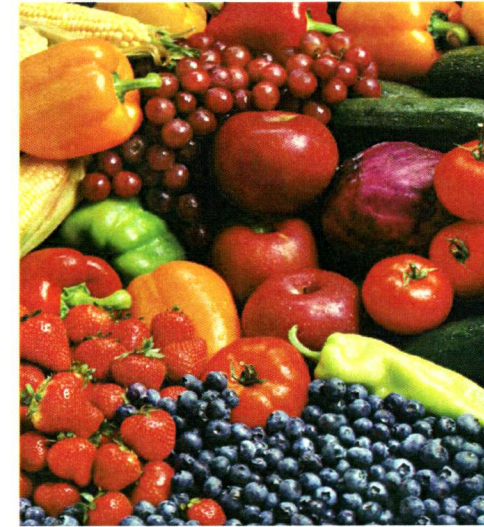
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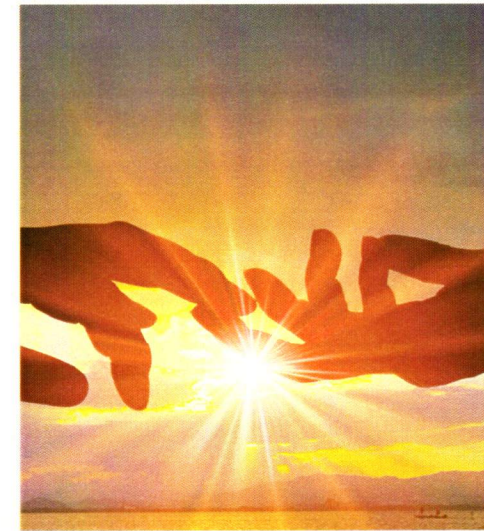
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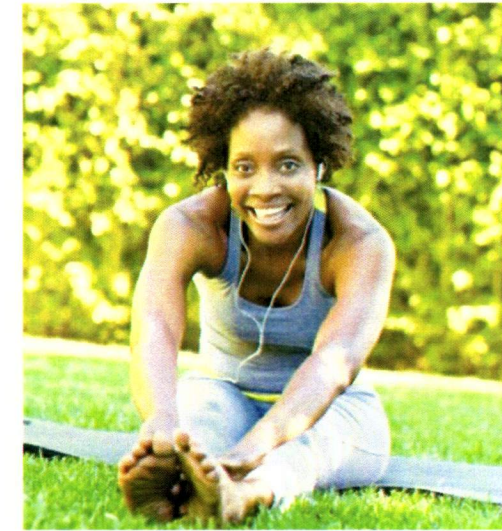
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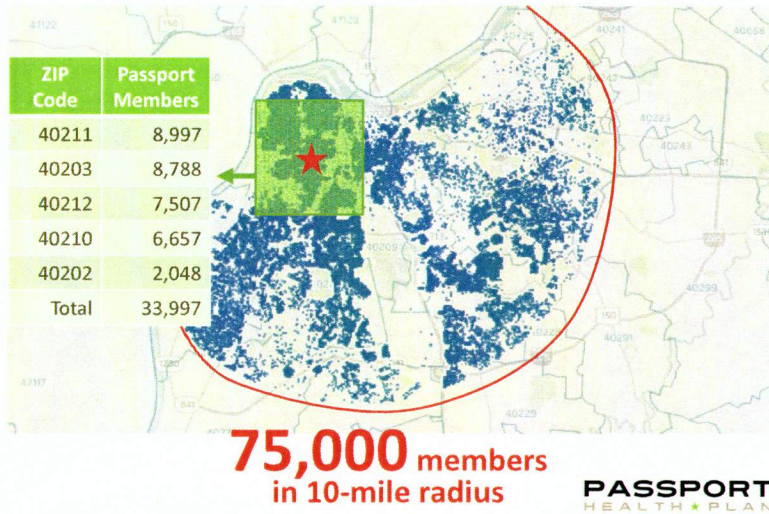
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## Where Passport Members Live



## VISION

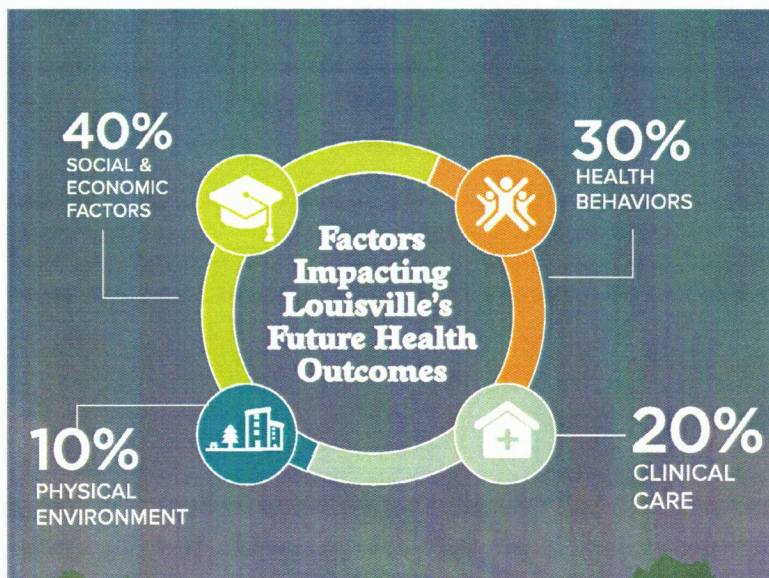
Good health has long been defined as simply not being sick. Yet there is growing awareness that health involves much more than the absence of disease: it is a state of physical, mental and social well-being. As a result, innovative organizations are beginning to recognize that health is strongly influenced by complex social factors: where we live, how we work, the safety of our neighborhood, and the resilience of our families. This is the driving force behind Passport's vision:

***“To create a health and well-being campus in the heart of west Louisville, bringing resources together to meet basic human needs and to help all our members - and the community - to thrive.”***

Because of the unique vision that Passport has for the property, and the flexibility that it demands, the existing zoning classifications of EZ1, C1 & R6 are no longer appropriate. Therefore, Passport is requesting a change in zoning to Planned Development District (PD) because it provides the necessary type of flexible zoning and design guidelines better suited to this type of mixed-use development. According to the Land Development Code, the intent of the PD District is to promote diversity and integration of uses and structures in a planned development through flexible design standards that:

- Create new development that is livable, diverse, and sustainable;
- Promote efficient and economic uses of land;
- Respect and reinforce existing communities, integrating new development with existing development to ensure compatibility;
- Provide flexibility to meet changing needs, technologies, economics, and consumer preferences;
- Promote development patterns and land uses which reduce transportation needs and which conserve energy and natural resources;
- Lower development and building costs by permitting smaller networks of utilities and streets and the use of shared facilities;
- Protect and enhance natural resources;
- Promote the development of land that is consistent with the applicable form district;
- Encourage a variety of compatible architectural styles, building forms, and building relationships within a planned development.; and
- Preserve the historic development patterns of existing neighborhoods.

All of these items fall in line with what Passport is aiming to achieve, therefore a change in zoning to PD is appropriate for this site.







## GOALS & GUIDING PRINCIPLES

To guide the development of this campus, Passport has adopted the following goals and guiding principles. All future development will be reviewed against these guidelines to ensure that they are in line with Passport's vision.

### Improve the health and well-being of members in support of Kentucky HEALTH goals to transform Medicaid.

- ▶ Build a highly accessible campus that serves as a physical and digital hub, supporting members holistically and effectively addressing their health-related social needs, as measured by reduced per-member-per-month (PMPM) expenses.
- ▶ Foster collaboration with organizations that share the Passport mission, sparking innovation to help members thrive.
- ▶ Develop facilities and services that attract members to the site and enable person-centered interactions that strengthen families and drive improved health outcomes.

### Create a world class headquarters that fosters innovation and collaboration while attracting and retaining top talent.

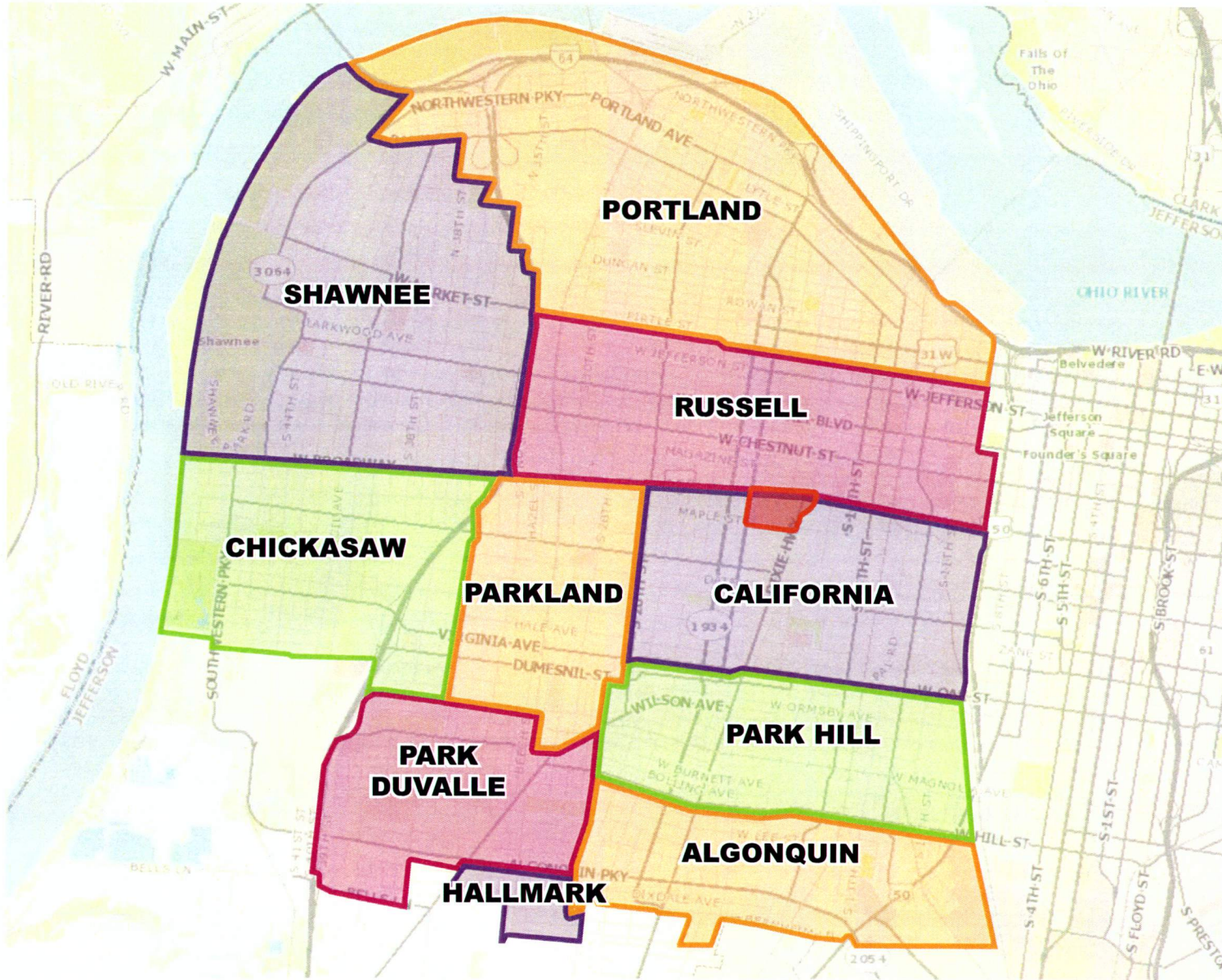
- ▶ Create space that allows flexibility to meet the needs of an ever-evolving workforce and health insurance market.
- ▶ Support a culture of collaboration between Passport and Evolent that braids the organizations together to achieve the aims of the Medicaid Center of Excellence.
- ▶ Incorporate design features and amenities that motivate and attract the best and brightest employees.

### Create a world class campus with a cohesive design that becomes an economic engine for West Louisville.

- ▶ Incorporate art/culture and history of Kentucky into the design of internal and external campus structures to reflect and illuminate Passport's mission.
- ▶ Collaborate with businesses and government in master planning and economic development initiatives that achieve the aspirations expressed by residents.







## CONTEXT

### NEIGHBORHOODS

The neighborhoods of West Louisville have a rich and vibrant history. This once-thriving economic engine and cultural destination has been inundated by decades of disinvestment.

Now, groundbreaking revitalization efforts are underway including projects like Heritage West, Vision Russell and the redevelopment of Beecher Terrace in the Russell Neighborhood and the New YMCA and MSD Maple Street Land Use Planning Project in the California Neighborhood. There are also major infrastructure investments including stormwater infrastructure to alleviate flooding and combined sewer overflows, the realignment of Dixie Highway, Bus Rapid Transit, and access to Fiber High Speed Internet.

Passport has approached the creation of the Health and Well-Being Campus as a collaboration with residents and stakeholder organizations. They have engaged in active dialogue with residents, holding two large-scale charrettes/community conversations, attending dozens of individual and small group meetings, and appearing on numerous radio call-in shows.

With the guidance of established neighborhood leaders and partners such as JCPS, the YMCA, Brown Forman and the University of Louisville, Passport is proud to be part of this movement to revitalize West Louisville and reestablish Broadway as a vibrant community corridor.

### FORM DISTRICT

Form District regulations govern the design of a project to ensure compatibility with adjacent uses, adequate transportation access, and preservation of the public health, safety and welfare. The site is in the Traditional Marketplace Corridor and Traditional Workplace Form Districts. In order to ensure cohesiveness in design, we are requesting a change in Form District so that the entire campus will be in the Traditional Workplace Form District.





## MOBILITY

Passport was drawn to this location because of its proximity and accessibility to a large number of their clients. There are a variety of transportation options available in and around the site, including:

### Transit Authority of River City (TARC) Bus Routes

This site is well served by TARC with local bus routes on three sides of the property and a circulator route along Broadway. There are currently 5 bus stops located adjacent to the property. Passport will work closely with TARC to determine the future locations of bus stops throughout the campus as it develops.

### Bus Rapid Transit (BRT)

The new BRT line will soon be implemented along Dixie Highway with a stop located at the corner of Dixie Highway and W. Broadway. This bus line will improve speed, service, and reliability for the area's best performing bus route which averages more than 4,000 riders per day. This system may also be expanded to other parts of TARC's service area in the future.

### Bike Lanes

There are bike lanes nearby on W. Madison Street and S. 15th Street.

### Pedestrian

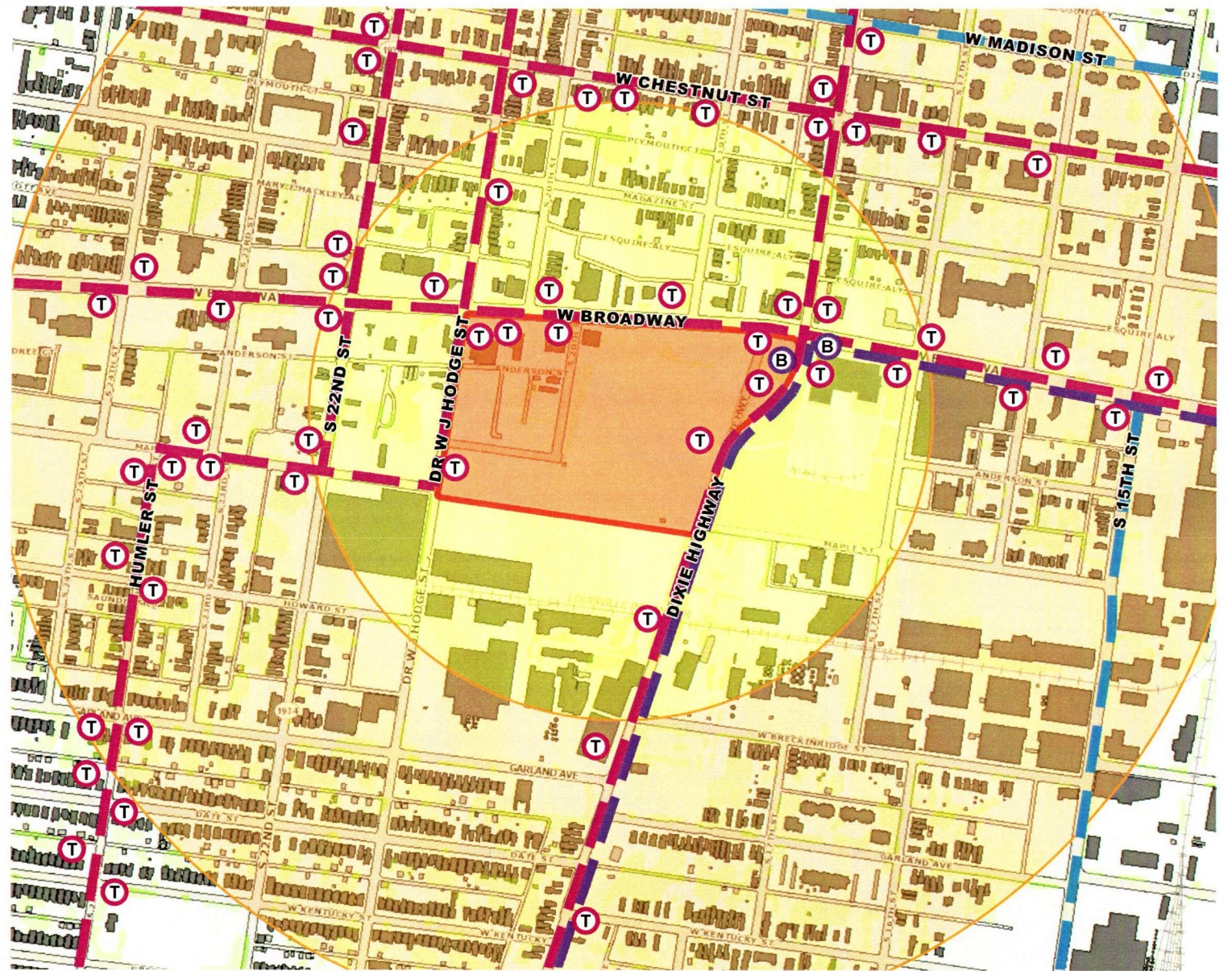
An extensive sidewalk network serves this site with sidewalks along most public rights-of-way. Pedestrian connections will be a key part of Passport's design.

### Vehicular

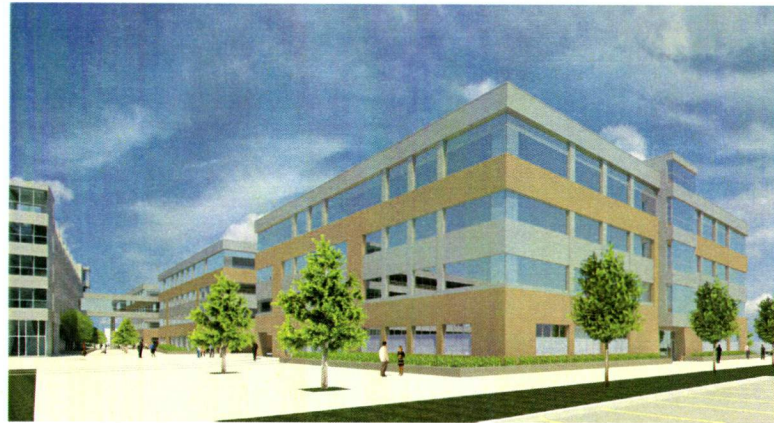
Vehicular circulation is provided around and through the site. There is convenient access to the interstate. JW Hodge leads you to I-64, Broadway takes you east to I-65, and you can take JW Hodge to Muhammad Ali to gain access to I-264.

### Legend

	TARC Line		Bike Lane
	TARC Stop		5 Min. Walk
	BRT Line		10 Min. Walk
	BRT Stop		







## PROJECT DESCRIPTION

### PHASE I - HEADQUARTERS

The first phase of the Passport Health and Well-Being Campus was approved in 2017 under case number 17DEVPLAN1095, and construction is under way. This phase encompasses approximately 7.5 acres and includes the new Passport headquarters, a parking garage, surface parking, public plazas and green space—all representing a capital investment of more than \$100 million. The headquarters building fronts Broadway which will have newly restored sidewalks, landscaping and public transit stations.

The site will be anchored by a four-story building with upper levels dedicated to Passport/Evolent business operations. The entire first floor and “community partner pod” are designed to directly engage with and serve the community. For example, the first level will feature flexible meeting space and a cafeteria to serve both employees and the public, a direct response to resident feedback on the need for more healthy, sit-down dining in the neighborhood. The partner pod on the east side is designed to house an array of health and human services, including the main offices for the University of Louisville’s Office of Community Engagement.

### LAND USE PROGRAM

In developing the balance of the campus, the focus is on adding services that enhance health and well-being of not only Passport members, but for all members of the community, by bringing many resources together in one location to help people thrive. All proposed services will be reviewed against Passport’s Guiding Principles to ensure compatibility with the vision for the campus. The goal is to promote diversity through flexible design standards that create livable and sustainable communities; promote efficient and economic uses of land; and respect and support the surrounding community by integrating the new development to ensure it is compatible.

The proposed land use program will allow Passport to have design flexibility while maintaining oversight that ensures every building fits into the vision of a Health and Well-Being Campus. This will yield many benefits such as:

- Encouraging a variety of compatible architectural styles and buildings.
- Preserving the historic nature of the existing neighborhood.
- Providing flexibility to meet changing needs, technologies, and consumer preferences.
- Promoting a development that reduces transportation needs while conserving energy and enhancing natural resources.
- Lowering development and building costs by permitting smaller networks of utilities and streets and the use of shared facilities.

This Master Plan is intended to be flexible so that a variety of uses can be accommodated, including retail, restaurants, office, medical and residential. Mixed-use buildings are encouraged, but single use buildings are also permitted. The market, rather than the Master Plan, shall determine the location of these uses. In this urban area, medium to high-density development is appropriate—thus, building heights and floor area ratios should reflect that. Moreover, all proposed uses shall align with Passport’s vision to improve the health of the community. General concepts for each type of use are outlined as follows:



# PASSPORT

## HEALTH AND WELL-BEING CAMPUS



### Commercial (Retail, Restaurant, Etc.)

Commercial uses are permitted throughout the site, but first-floor commercial uses should be given priority along Broadway & Dixie Highway with residential or office above. Buildings should be located toward the street (or primary corner for lots with more than one street frontage) with parking to the side and rear. Community or Market Gardens are specifically permitted with the approval of the Design Committee.

### Office

Office uses are also permitted throughout the site. They can be located on any floor in any building. There should be a mixture of general office and medical office and shared-parking strategies should be used to reduce the parking demand.

### Medical Facilities

Medical facilities, including those that typically require a CUP, are permitted by right on-site providing that they meet all local, state, and federal permitting requirements and fit within the vision for Passport. These uses may include (but are not limited to) doctors, dentists, chiropractors, hospitals, clinics, and blood & plasma collection centers. Community service facilities are also specifically permitted on this campus.

### Light Manufacturing/Technology

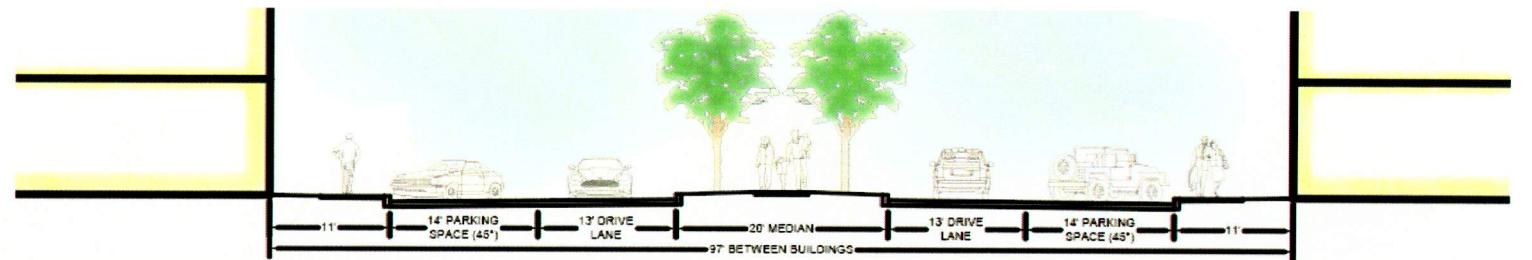
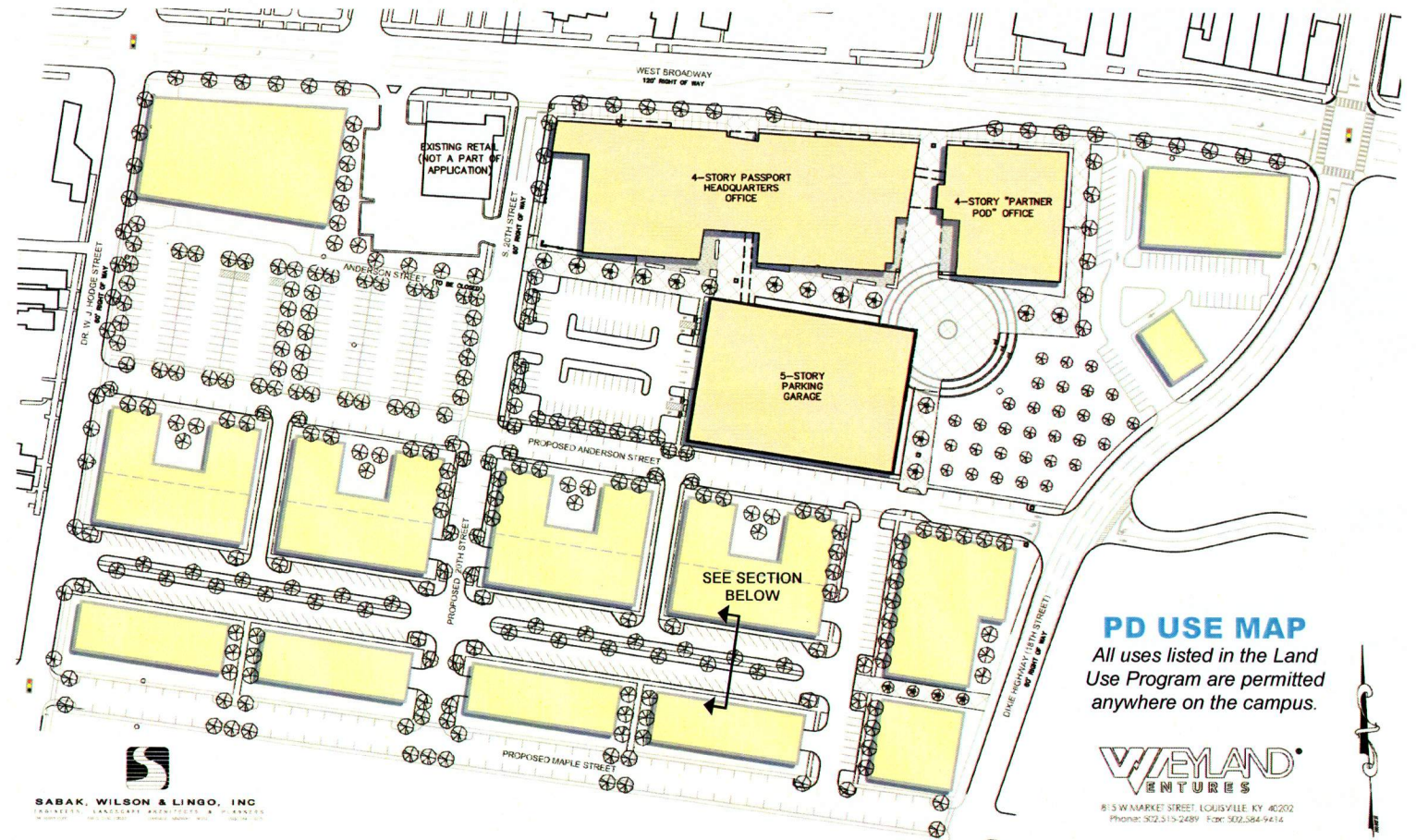
Light manufacturing operations that are related to other permitted uses or otherwise fit with Passport's goals and guiding principles are also permitted.

### Residential

Multi-family residential is permitted throughout the site. It is encouraged on upper floors of mixed-use structures with retail or office on the first floor. First floor residential should be located south of Anderson Street. There should be a variety of unit types from studio to three-bedroom. Units should include a mixture of market-rate housing and subsidized housing. Densities of up to 58 DU/AC are permitted. Density shall be calculated for the campus as a whole, and not by individual lot. Live/work units, nursing homes or homes for the infirm or aged, rehabilitation homes, and transitional housing are specifically permitted with the approval of the Design Committee.

### PARKING STRATEGIES

As a mixed use development with exceptional access to public transportation, and a network of sidewalks, the demand for off-street parking will be greatly reduced. In order to reduce large expanses of asphalt, parking requirements should be reduced using the following strategies:







- **Required Parking Reductions** - Residential uses are eligible for a 75% reduction and non-residential uses are eligible for a 50% reduction in required parking.
- **Shared Parking** - All uses (including residential) may take advantage of shared-parking opportunities. Shared-parking plans require the approval of a parking study by the Design Committee.
- **Alternative Transportation** - Capitalize on alternative transportation methods by providing bike parking, ride share loading zones, bike/car share programs, and incentivizing the use of Public Transportation.
- **Parking Structures** - Covered parking in the form of parking decks, platforms or garages are encouraged. Developers should consider using a portion of the upper floor of a parking structure for open space.

## COMPREHENSIVE PLAN COMPLIANCE

### Guideline 1 – Community Form

By proposing one Form District across the campus, and basing the proposed guidelines on the characteristics of that Form District, we are ensuring that new development is compatible with Guidelines 1.A and 1.B.9.

### Guideline 2 – Centers

The Passport Health and Well-Being Campus, along with the YMCA, is creating a new activity center at this key intersection to support an underserved area of the community. With shared infrastructure, a mix of uses, and access to alternative transportation, this development complies with Guidelines 2.A.2, 3, 4, 5, 6, 7, 12, 13, 14, 15 & 16.

### Guideline 3 – Compatibility

Uniform setbacks, buffers and landscape requirements based on the underlying Form District, along with increased connectivity and oversight by the Design Committee, ensure that new development is compatible with existing development in the area. This ensures compliance with Guidelines 3.A.1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 20, 21, 22, 23, 24, 25, & 28.

### Guideline 4 – Open Space

Landscaped plazas and green spaces will be provided throughout the campus to connect proposed uses. Street trees will be provided where appropriate and public art is encouraged. Therefore, this development complies with Guidelines 4.A.1, 3, & 4.

### Guideline 6 – Economic Growth & Sustainability

This adaptive reuse of older industrial land in an older neighborhood is the definition of economic growth and sustainability. There are multiple modes of transportation with access to major arterial streets. This major investment will bring both jobs and services to this underserved area, therefore, this development complies with Guidelines 6.A.2, 3, 5, 6, & 11.

### Guideline 7 – Circulation

This development improves circulation by implementing required improvements in the right-of-way, providing new private roads and sidewalks, and working with TARC to improve transit access for local and Bus Rapid Transit lines. The mixed-use nature of this development encourages trips by bike or on-foot, encouraging alternative modes of transportation. Therefore, this development complies with Guidelines 7.A.1, 2, 3, 4, 10, & 16.







## **Guideline 8 – Transportation Facility Design**

This development provides a safe and efficient system of transportation throughout the site. A series of private streets are proposed to supplement the existing public street network. Sidewalks and bike racks are located throughout the development and on-street parking and street trees are encouraged where appropriate. Therefore, this development complies with Guidelines 8.A.1, 4, 5, 7, 9, 10, 11, & 12.

## **Guideline 9 – Bicycle, Pedestrian & Transit**

Sidewalks and bike racks are provided throughout the development. The site has outstanding access to existing TARC routes and will also be served by the new Bus Rapid Transit line on Dixie Highway. The owner will work with TARC to determine the preferred location for transit stops on site. This development complies with Guidelines 9.A.1, 2, 3, 4, & 5.

## **Guideline 10 – Flooding and Stormwater**

With infiltration and detention, this site meets all MSD requirements with regard to stormwater quality and quantity, complying with Guideline 10.A.1, 3, 7, 9, & 11.

## **Guideline 11 – Water Quality**

Sediment and erosion control will be installed for all new construction in accordance with MSD requirements and rapid infiltration rates on site will address all water quality requirements, in compliance with Guidelines 11.A.3, 4, & 5.

## **Guideline 12 – Air Quality**

This walkable, mixed-use development with transit access encourages alternative modes of transportation which will reduce the amount of passenger vehicle trips generated. Increased connectivity will also reduce the amount of time that vehicles sit in traffic. Therefore, this development complies with Guidelines 12.A.1, 3, 4, 5, 7, & 8.

## **Guideline 13 – Landscape Character**

Very little vegetation exists on this previously developed site. Proposed landscape requirements, including parking buffers, street trees, and landscaped plazas will improve the landscape character of this area. Therefore, this development complies with Guideline 13.A.4, 5, & 6.

## **Guideline 14 – Infrastructure**

The extension of private roads and adequate utilities are a key component of this development. Coordination with local utility companies is already underway as a major step in Phase I to ensure that development in all future phases is adequately served. Therefore, this development complies with Guideline 14.A.1, 2, 3, 4, 6, & 7.

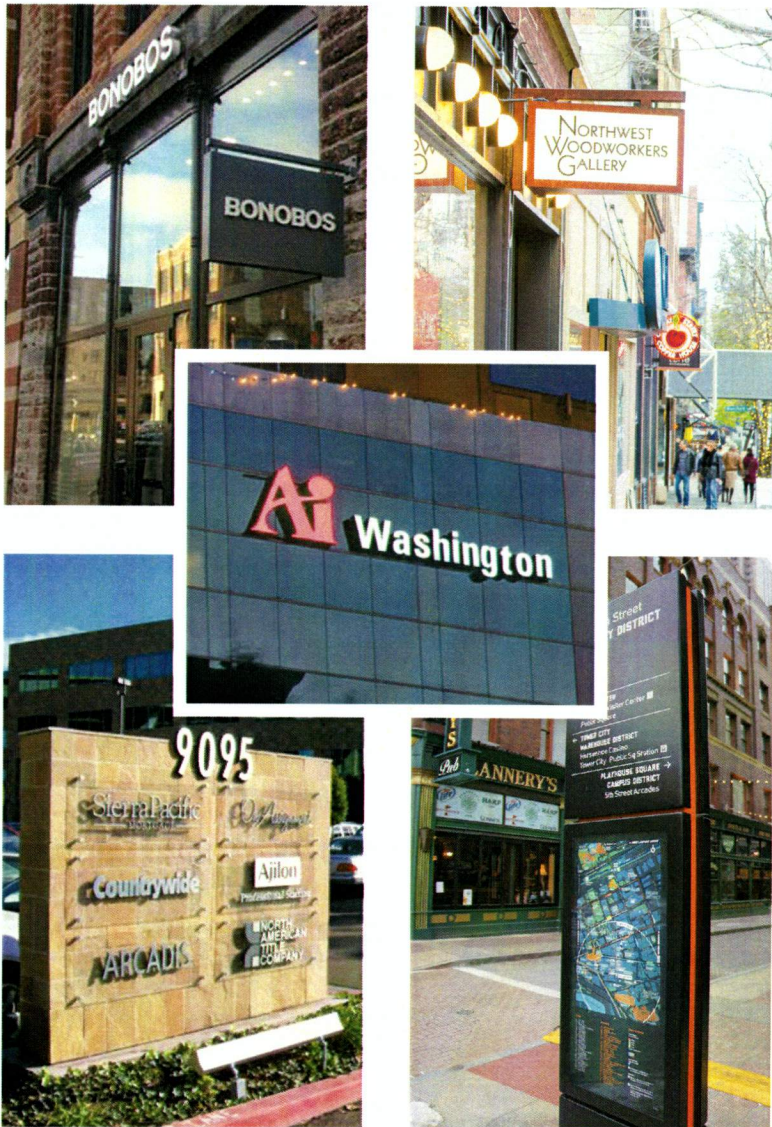
## **Forward 2040 Comprehensive Plan**

Passport acknowledges that the Comprehensive Plan is currently being updated. Although it is not yet in effect, the Forward 2040 Comprehensive Plan has five principles of Connectivity, Healthy, Authenticity, Sustainability, and Equity. The Passport Health and Well-Being Campus goals and guiding principals are in-line with all of these principals.

Note: All information stated within this Passport Health and Well-Being Campus Planned Development document is hereby incorporated and restated within this Compliance Provision as if fully rewritten herein.







These images are only examples of signage types that may be used, and are not intended to limit innovative signage design.

## DESIGN GUIDELINES

The following design guidelines are intended to promote high-quality, compatible development. They will not limit creativity or innovative design, but will guide design in a way that creates a recognizable identity for the Passport Health and Well-Being Campus.

### LOT DEVELOPMENT STANDARDS

Minimum Front & Street Side Yard Setback <sup>1</sup>	0'	Minimum Lot Width	NA
Maximum Front & Street Side Yard Setback <sup>1 &amp; 2</sup>	25'	Minimum Lot Area	NA
Minimum Side Yard	0'	Maximum Floor Area Ratio	8.0
Minimum Rear Yard	0'	Maximum Building Height	85'

<sup>1</sup> Front and Street Side Yards apply to both public rights-of-way and primary access easements.

<sup>2</sup> Parks, designed open spaces, and outdoor seating areas may be used to fulfill the maximum setback requirement.

### SIGNAGE STANDARDS

- **Signature Entry Signs** - Signature entry signs will be permitted at major entries to the campus. They may also identify partners located within the campus.
- **Attached Signs** - Signs attached to the buildings shall be either blade type signs or signs integral to the storefront and may be illuminated.
- **Retail Signage** - For ground floor retail, pedestrian signs that are perpendicular to the facade are encouraged.
- **Awnings** - Storefront awnings may contain business signage and/or logos. Awning signage is permitted in addition to the permitted attached signage area limits.
- **Window Signs** - Window signage is permitted provided that it does not occupy more than 25% of the window area for each tenant. Window signs are permitted in addition to the permitted attached signage area limits. Exception: Vacant spaces shall be allowed to have 100% of the window covered.
- **Banners** - Seasonal and/or temporary banners shall be permitted, but they shall be no larger than the attached sign.
- **Directional Signage** - Directional signage for vehicles shall be permitted throughout the campus.
- **Information Kiosk** - Information kiosks shall be permitted throughout the campus. These kiosks shall be identical in design and may include a map to direct pedestrians to various uses within the campus.
- **Directory Signage** - A directory sign shall be permitted at each shared building entrance to identify tenants that can be accessed through that entrance.

### LANDSCAPE & BUFFER STANDARDS

Landscape buffers are not required interior to the Passport Health and Well-Being Campus except as indicated below:

- All surface parking lots shall be screened from public rights-of-way and primary private access easements with a 5' buffer that includes 1 type A tree per 50 linear feet and a 3' screen.





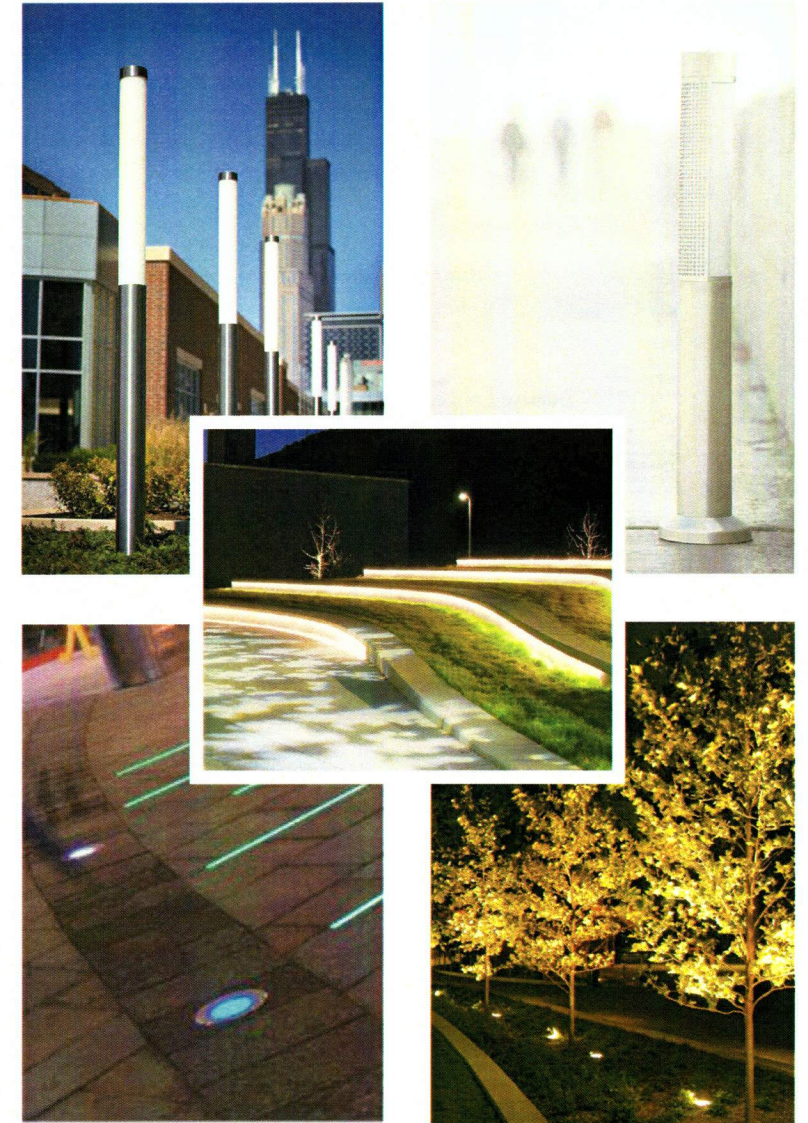
- All service structures (dumpsters, HVAC units, transformers, etc.) shall be screened per the Land Development Code requirements
- Street trees are encouraged along all public streets and primary access easements. Trees may be evenly spaced, staggered, or clustered. Tree wells shall be a minimum of 16 square feet.
- This development shall provide a minimum of 10% tree canopy coverage. Tree canopy calculations shall be met for the campus as a whole, and not on a site-by-site basis.
- For surface parking lots over 150 spaces, Interior Landscape Islands (ILAs) shall be provided every 20 parking spaces. These islands must be at least 8-feet wide in either direction and shall include shade trees. For surface lots that will be converted into future parking garages, the tree requirement may be waived by the Design Committee. The tree requirement may also be waived for islands that have fire hydrants, transformers, or similar obstructions.

## LIGHTING STANDARDS

- Site lighting may use direct illumination or reflection to light buildings, walls, artwork, landscape, and hardscape.
- Light fixtures shall be complementary to those installed with Passport Phase 1 design and shall be approved by the Design Committee.
- The light level at the boundary of the campus, measured 36 inches above ground level, shall not be more than five footcandles above ambient light level where the ambient light level includes street lights. Light levels for property lines interior to the campus shall not be restricted.
- Architectural facade, signage, landscape, and artwork illumination shall be permitted by means of unshielded up-lighting techniques, provided that these up-lights incorporate louvers or are located to minimize glare to pedestrian and vehicle traffic.
- The lighting of tensile fabric or similar structures is permitted. Such lighting may be up-lighting, and may use the canopy, fabric, or structure to achieve the shielding requirements.
- Cable-mounted lighting for outdoor spaces is permitted.
- Holiday or seasonal celebration lighting of all types is permitted so long as it does not cause a nuisance.

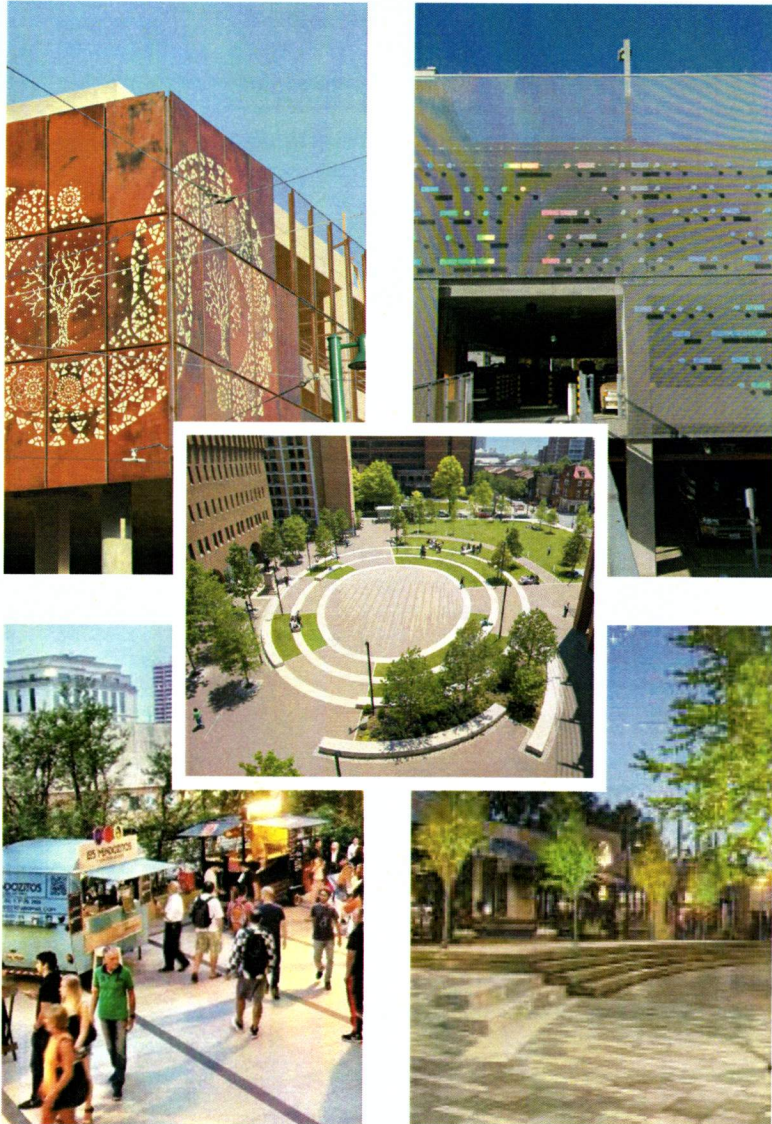
## ARCHITECTURAL STANDARDS

- Wider sidewalks are encouraged along mixed-use buildings to accommodate outdoor seating areas, awnings, balconies, and planters to promote an active street life.
- Glass shall be used extensively on the first floor along the street front to create an open and inviting pedestrian experience. It will also provide visibility both into and out of the buildings, making for a safer streetscape.
- Buildings shall be built to the public street corner (with a maximum setback as delineated under the Lot Development Standards) to maintain the urban fabric of the neighborhood.
- Multiple structures shall be permitted on a single lot.
- Changes in grade, shallow setbacks, and entry courtyards shall be used to buffer private spaces for first floor residential uses from the public space at street level.
- Residential tenants within the campus will have access to open space in the form of balconies, courtyards, plazas and partnerships with adjoining property owners such as the YMCA and MSD.
- Future common open spaces shall be designed to complement open spaces built as a part of Phase I.
- Parking garages that are visible at the street level from properties adjacent to the campus may incorporate methods to improve the aesthetics of the garage such as incorporating materials that match the primary structure, art installations, decorative screens, or landscaping.



*These images are only examples of lighting types that may be used, and are not intended to limit innovative lighting design.*





*These images are only examples of design techniques that may be used, and are not intended to limit innovative design.*

## ART & AMENITY SPACE STANDARDS

As a direct response to strong community input, Phase I was designed to accommodate public art, live performances, community markets, and food vendors. To create a new cultural venue in an area identified as lacking in access to the arts, West Louisville and Kentucky art and history should be integrated into the design of all future phases of the campus. Historical markers and artwork related to the use are specifically permitted.

## APPROVAL PROCESS

### COVENANTS, CONDITIONS & RESTRICTIONS

A Design Committee shall be established by the covenants, conditions and restrictions. This committee will be granted design and construction oversight and approval. The declaration of covenants, conditions, and restrictions for the Passport Health and Well-Being Campus shall be approved by the Planning Commission's legal counsel.

### DETAILED DEVELOPMENT PLAN

This Planned Development document serves as a Detailed Development Plan for the Phase I development area. Future phases are presented as a General Development Plan. All future phases will require the submittal of a Detailed Development Plan specifying the proposed use. The Planning Commission Director (or his/her designee) shall determine that the plan conforms to the PD Development Plan and all other applicable regulations. During such times as the director (or designee) is a member of the Design Committee, the approval of the director (or designee) may be evidenced by such individual's approval as a member of the Design Committee.

### SUBDIVISION OF PROPERTY

Subdivision of land into an unrestricted number of lots is permitted without a revision to the PDD Use Map. During such times as the Planning Commission Director (or designee) is a member of the Design Committee, the Design Committee will have the authority to approve both Minor and Major Subdivisions for this development.

### PLAN DEVIATIONS

Minor deviations from these standards may be approved by the Design Committee upon a finding of the following three determinations:

1. Such deviations will not adversely affect the welfare of the community or the character of the area.
2. Such deviations will not create a danger or annoyance to residents or other lawful occupants of the area.
3. Such deviations will not render the proposed development inconsistent with the intent of this plan.

Factors present in the design of the campus that mitigate impacts of the deviation may be considered in making these determinations. These deviations must be approved by the Design Committee and the Director of Louisville Metro Planning & Design Services or his/her designee. During such times as the director (or designee) is a member of the Design Committee, the approval of the director (or designee) may be evidenced by such individual's approval as a member of the Design Committee.







**PASSPORT**

HEALTH AND WELL-BEING CAMPUS



**PLANNED DEVELOPMENT**