LOUISVILLE WATERFRONT PARK PHASE IV

CONCEPTUAL **MASTER PLAN REPORT**

July 2014

Client

Louisville Metro
Waterfront Development Corporation

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David Tandy, Metro Council
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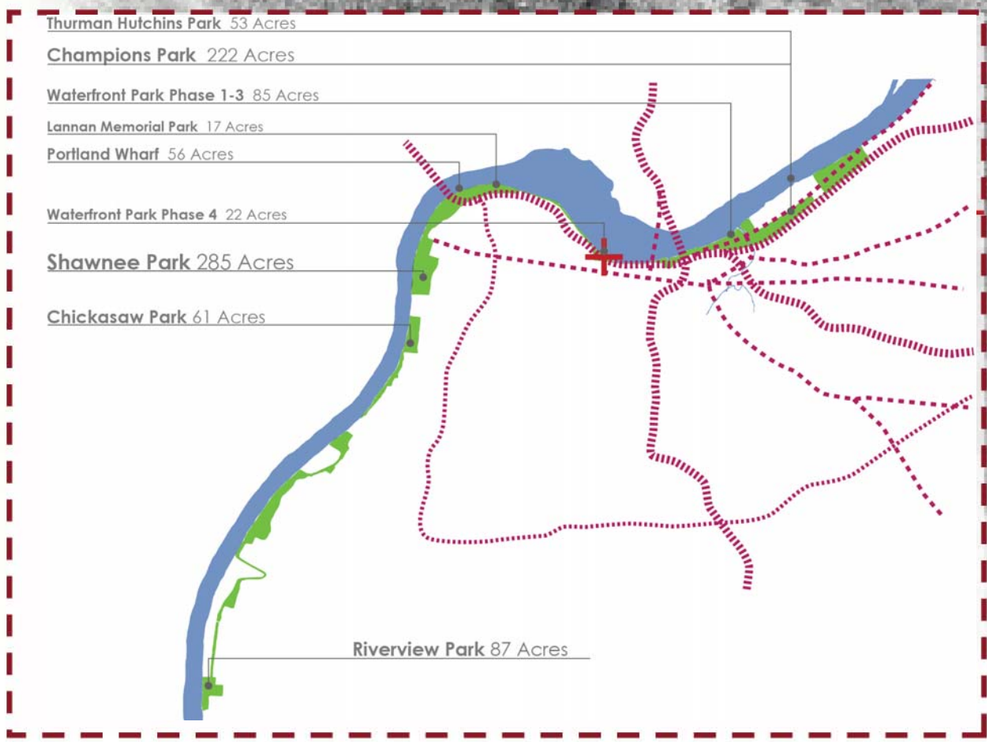
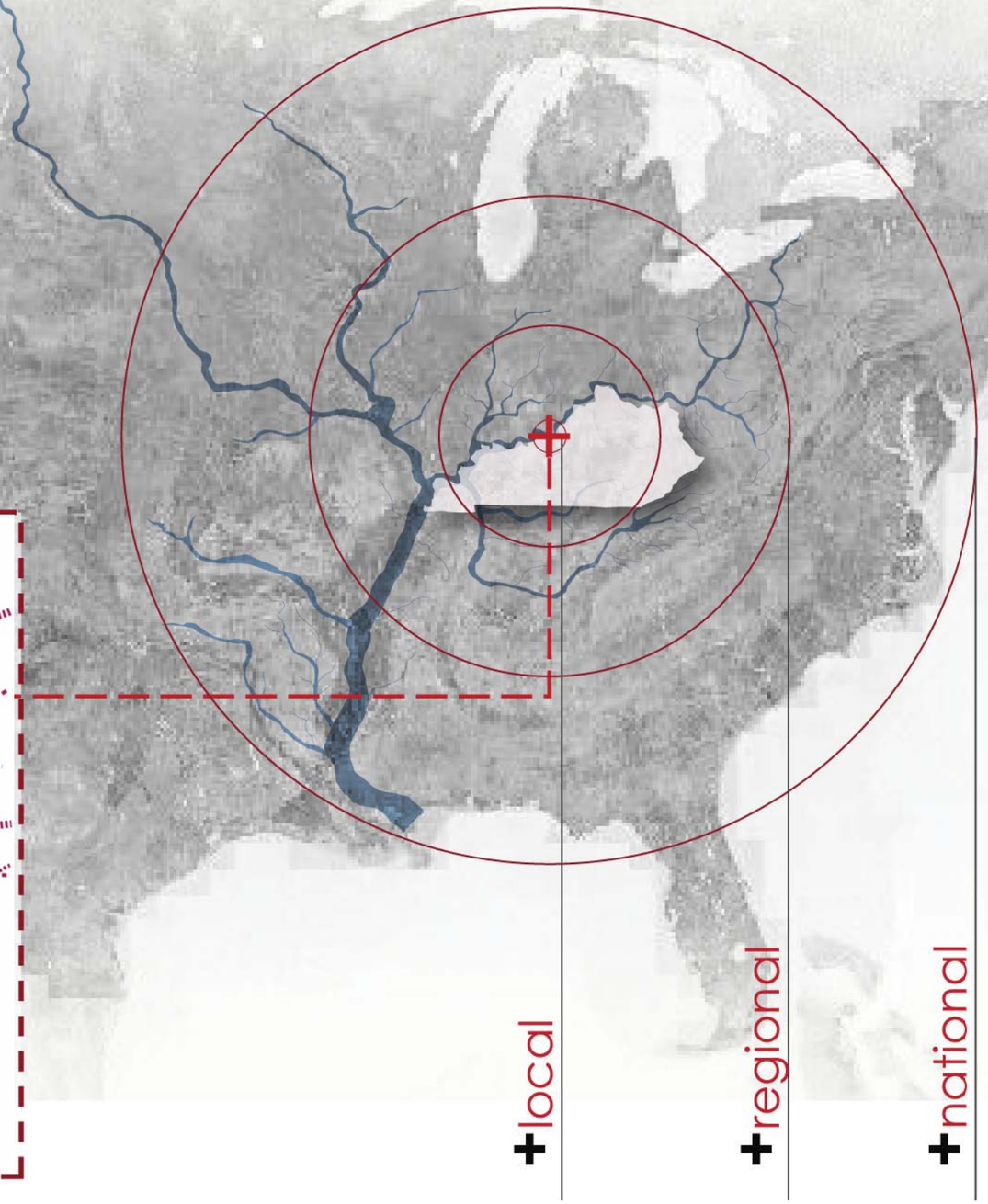
WP4CONNECTION





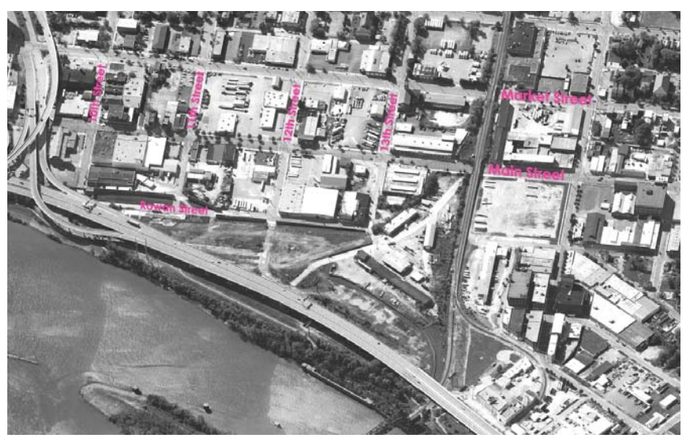
INTRODUCTION 1

WHAT: PROJECT DESCRIPTION

This Master Plan Report focuses on Phase IV of the catalytic Waterfront Park in downtown Louisville. Building upon the success of Phases I-III, Phase IV is intended to be the westward expansion of open space along the downtown banks of the Ohio River.

The Phase IV site encompasses approximately 22 acres along the banks of the Ohio River from 9th Street to 13th Street (east - west) and from the river bank to Rowan Street (north - south). This site is particularly important in the continuation of community open space along the Ohio River corridor, connecting the downtown core on the eastern edge of the site with the Portland neighborhood and West Louisville bordering the western edge of the site.

This report will explore the history, existing conditions, and opportunities of the site and the surrounding context. The following recommendations within this report are a result of a twelve-month study process, and have involved a broad range of constituents, stakeholders, and community leaders.



WHY: PURPOSE OF THE MASTER PLAN

Waterfront Park Phase IV is viewed as a continuum of the River City experience, spanning from Cox and Thurman Hutchins Parks east of downtown to Riverview Park and the Farnsley-Moreman Landing in Southwest Louisville. Providing a range of public and open spaces, Phase IV should embrace the unique setting along the river corridor, promoting health and wellness for the community of Louisville, and offering a regional destination as an ecological resource and location for civic interaction.

The Master Plan serves as a vision for the City of Louisville to continue to provide a world-class urban park system, fostering community interaction and the development of a sustainable Louisville: Socially, Environmentally, and Culturally.

This ideas within this report establish a comprehensive series of physical recommendations in support of ecology, history, programs/events, activities, and behaviors that echo the goals and objectives developed by the Planning and Design Team, Stakeholders, and the community. The well-planned design and management of the urban river corridor can further the goal of providing a continuous park system in which spending an hour or a day at the park is an experience of opportunities for both individuals and groups engaging in expression, self discovery, and recreation, one in which all spaces contribute to a sustainable environment honoring the legacy of the past and celebrating the future community of Louisville. This renewed consciousness about urban park planning/design and its impact on the health and wellness experience will help create a dynamic and powerful signature park for downtown Louisville.

HOW: THE MASTER PLANNING STUDY PROCESS

Grounding:
An intensive period of interviews, observation, and research to gain a comprehensive understanding of the park site and its surroundings.

Exploration:
Developing in words and concepts, broad planning principles and goals in response to community and waterfront issues and needs.

Recommendations:
The formulation of physical planning and design concepts, tested against planning principles and goals, in meeting identified program and enhancement needs.

Finalization:
The refinement and adoption of a comprehensive, unified set of ideas that comprise the master plan.

These steps were taken in concert with the Planning and Design Team, which provided input and evaluation of each step throughout the planning and design process. The role and focus of the Planning and Design Team was to:

a) grow in knowledge and understanding of the site and the surrounding context, how it looks and how it works

b) review and help determine planning and design principles and goals for the development and re-development of the site

c) discover and explore new ideas and new ways of thinking about the site and the surrounding area

d) share results of the planning and design process with key stakeholders and the community

e) promote and be an advocate for the orderly planning, development, and re-development of the site.

PRINCIPLES: **THE BIG PICTURE**

Building upon the planning principles and goals of the original Waterfront Phase I-III Master Plan published in 1991, this Master Planning process has identified key park rules of form and overall development structure to allow both an understanding of the park as a total framework and of individual spaces within that framework. In understanding the park as a series of spaces or rooms, the Master Plan provides detailed recommendations for the enhancement and completion of each space in achieving both quantity and quality goals for the park. The Master Plan identifies key goals and recommendations regarding land use, pedestrian and vehicular circulation, and broad landscape and enhancement recommendations to be implemented over time. The following goals form the touchstone of the goals and recommendations within the document:

1. Parkland and Natural Systems - *"Stay Green"*
Provide seamless transition between natural riverfront and built environment.

2. Pedestrian Connectivity
Provide an extensive pathway system that promotes connectivity to destinations within the park as well as those for the surrounding context. The park should offer a variety of interconnected paths that offer views of the river and the city: paths that are fast + slow, wide + narrow, hard + soft, and sunlit + shaded.

3. Bicycle Circulation
Provide convenient and safe bicycle access throughout the park and along the urban riverfront edges. Link pathway network with adjacent existing pathways as well as planned paths (Louisville Loop).

4. Festival Space
Provide space within park for civic gathering, concerts, and special events. This space should be centrally located or easily accessible from multiple directions.

5. Waterfront | Wharf
Provide a variety of opportunities for people to engage and view the river corridor. The space should be scaled to host large gatherings for events, and constructed with materials and structure that can withstand the dynamic movement of the Ohio River.

6. Active Recreation
Provide a variety of recreation opportunities throughout the Phase IV park area. Recreation spaces should integrate with the surrounding landscape, using shade, landform, and native plantings to promote an inclusive and ageless destination for everyone.

WHAT WAS SAID: **STAKEHOLDER MEETING SUMMARY**

1. Extend River Road to Rowan Street for access to the site and Portland community.

2. Transform Interstate 64 into an amenity for the park.

3. Promote connections between the site and East Portland neighborhood.

4. Improve roadway infrastructure surrounding site, and coordinate transportation/trucking logistics with future park development.

5. Promote re-development of existing building stock throughout the study area.

6. Celebrate the heritage and authenticity of Louisville.

7. Promote Connectivity: access, views, and people

GOALS: **KEY RECOMMENDATIONS**

1. Extend River Road west to Rowan Street to promote vehicular connectivity and access to the park.

2. Transform the Interstate 64 structure into an Amenity.

3. Promote connections to Portland community and West Louisville.

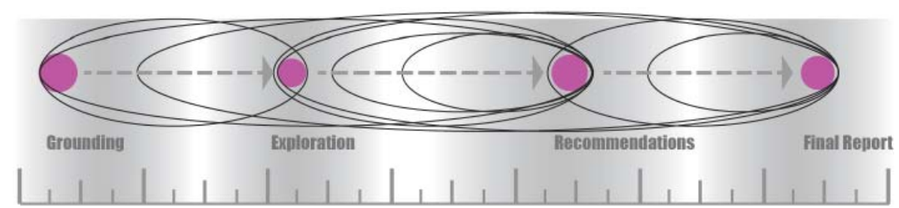
4. Improve surrounding infrastructure in anticipation of future development.

5. Promote redevelopment of existing building stock, and infill re-development surrounding the park (east, west, and south)

6. Celebrate the heritage of Louisville and the unique history of the Phase IV site.

7. Promote connectivity at all scales: Views in/out of the park, access from surrounding neighborhoods, access from interstate, pedestrian paths, and bicycle paths/trails.

8. Promote Authenticity: Share the unique stories of the site and surrounding areas.



"Imagine a Waterfront Park with recreational access that stretches from Six Mile Island all the way to Riverview Park..."

Councilwoman Cheri Bryant Hamilton

PALIMPSEST: **SITE HISTORY**

The site for Waterfront Park Phase IV is layered with a rich history dating back to the founding of Louisville in the early 1800's. During the Phase IV master planning study process, the Design Team worked closely with the Louisville community to discover and understand the storied past of the proposed park site. The stories and events that the team collected during the Grounding Phase could potentially fill the pages of this report. Below is a summary of the information gathered.

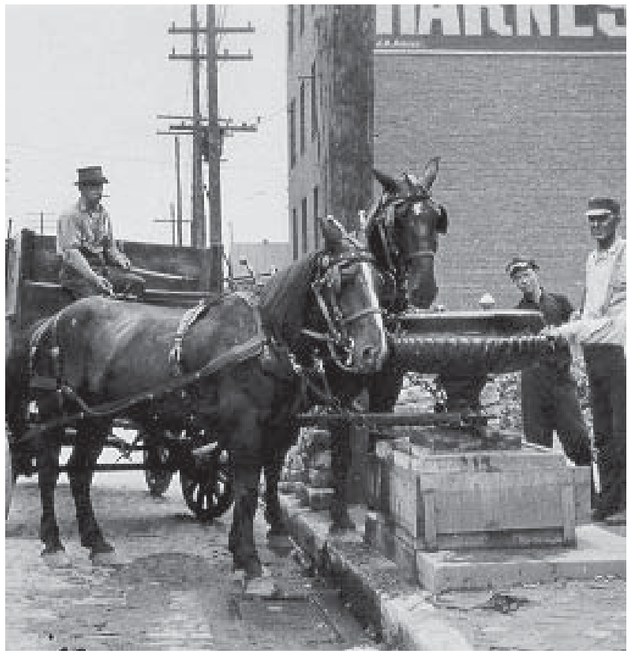
1. Fort-on-Shore
Built in 1778, this settlement was located at the intersection of 12th and Rowan Streets. It is considered the first on-shore settlement along the Ohio River bank within the area that now considered downtown Louisville.

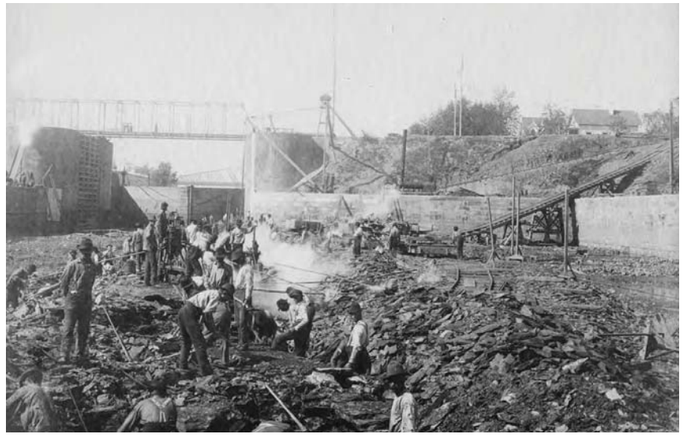
2. Louisville and Portland Canal (McAlpine Locks and Dam)
This 2-mile long canal was constructed originally in the 1830's and was modernized in the early 1960's. At the time it was constructed, the canal project employed nearly 10% of the population of Louisville, and took 5 years to complete.

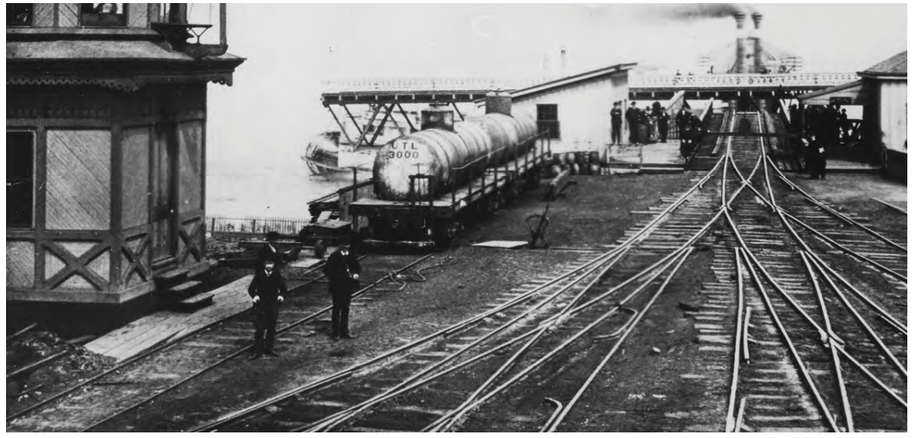
3. Ornamental Steel Foundries
Throughout the 1800's and early 1900's, the site and surrounding areas were home to several steel foundries that formed ornamental steel shipped down the Ohio River from cities in the northeast. Steel sculpted in this area can be traced to locations across the globe, including: Library stacks in the Vatican, large portion of the historic French Quarter facades, steps within the St. Louis Arch, and portions of the Eiffel Tower.

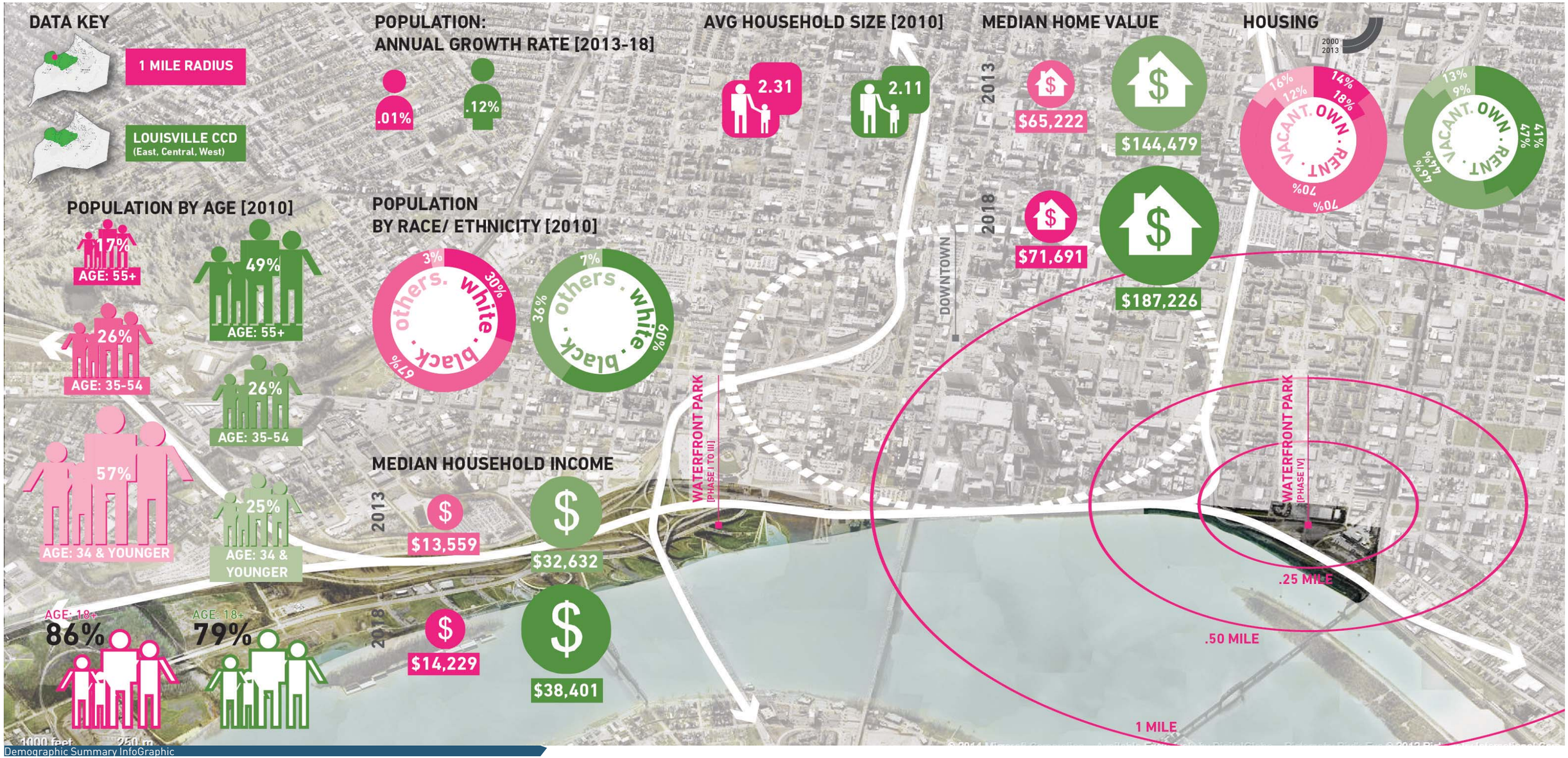
4. Tobacco Breaks
Between 10th and 14th Streets, the corridor of Main Street was lined with tobacco warehouses during the 1930's. At the height of production, this area of Louisville was responsible for the production of nearly 1 billion cigarettes.

5. Flooding
Louisville's relationship with the Ohio River has been one of both progress and retrogress. Although Louisville has seen periodic flooding throughout the years, the floods of 1937 forever changed the course of development within the river corridor. After 18" of rain in 16 days, the 1937 Flood resulted in the development and construction of the levee and floodwall system (1950) that currently meanders along the banks of the river corridor through downtown Louisville and along the edges of the Waterfront Park Phase IV study area.









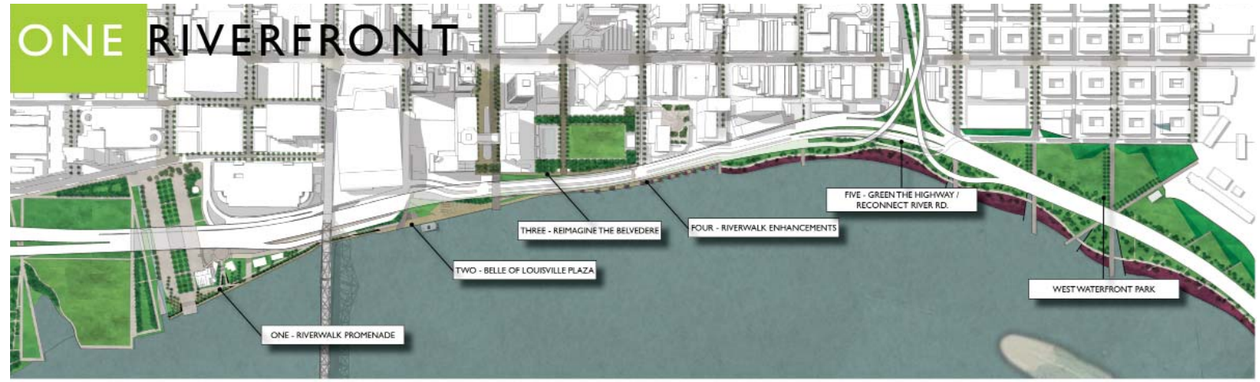
Demographic Summary InfoGraphic

WATERFRONT AT A GLANCE: **THE CONVERSATION**

Over the past year and a half, MKSK has worked together with the Louisville Downtown Partnership and planning team members Development Strategies, CityVisions and Urban 1, to craft a vision for the future of Downtown Louisville. The plan crafts numerous strategies and policy recommendations to increase jobs, housing and retail and sets standards for form and connectivity to make downtown a more livable and dynamic urban environment. The planning team collaborated with the community both online and in person to turn these policies and standards into action. The result is a series of five interconnected, mixed-use downtown neighborhoods that embrace the riverfront and knit Downtown Louisville into its surrounding urban fabric.

The Downtown Louisville Master Plan recommends promoting more access to the riverfront and fostering the idea of "One Riverfront", linking the Waterfront Park Phases I-III, the Belle Of Louisville, Belvedere, Riverwalk, and Waterfront Park Phase IV. This would establish a continuous green ribbon along the urban river corridor, promoting a variety of connections to the river from the downtown urban fabric.

The master plan for Waterfront Park Phase IV embraces those recommendations, and is the first step in realizing the notion of providing One Riverfront for the community of Louisville.



Graphics | Renderings from Downtown Louisville Master Plan

OBSERVATIONS: **PHOTOGRAPHIC INVENTORY**

Horizon: Looking west across the site, south of Interstate 64

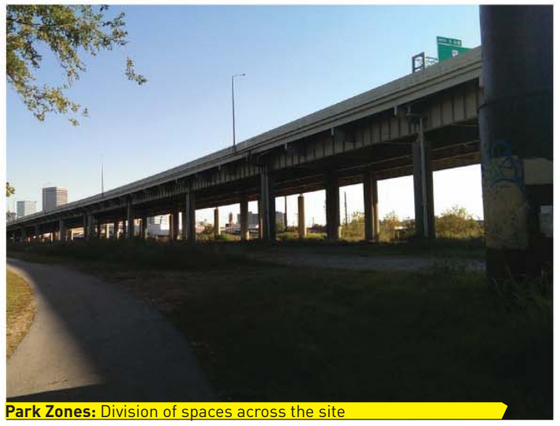
Infrastructure: Looking east under Interstate 64

Access: Looking south toward the 11th Street corridor

Stormwater Management: Drainage from Interstate 64

MicroClimate: Shadow cast from Interstate 64

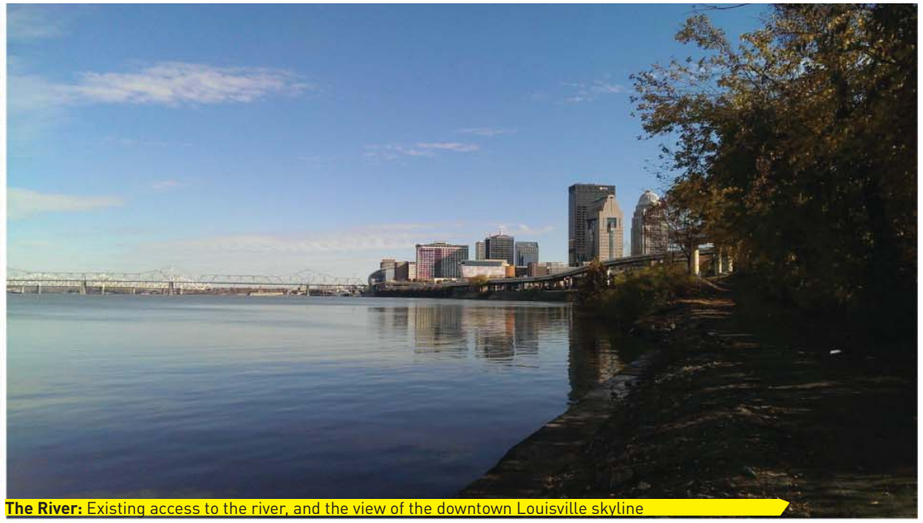
Succession: Relationship of Built and Natural



Park Zones: Division of spaces across the site

OBSERVATIONS: **PHOTOGRAPHIC INVENTORY**

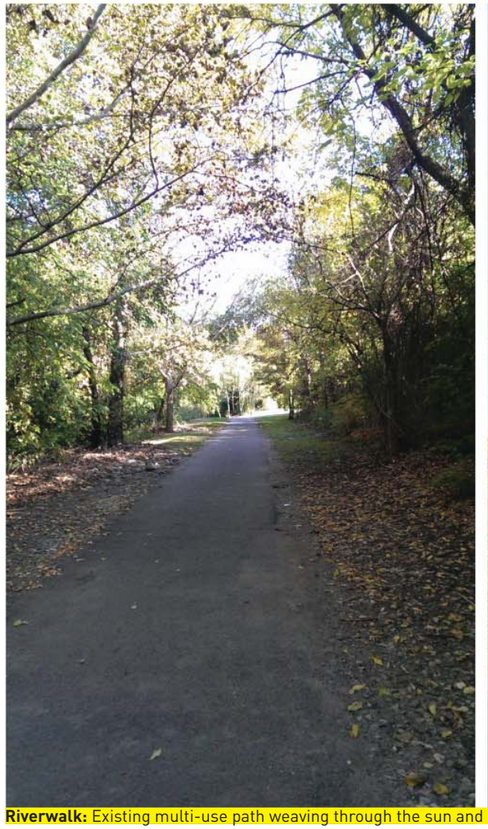
Existing Materials: Historic Cobbles along Rowan Street

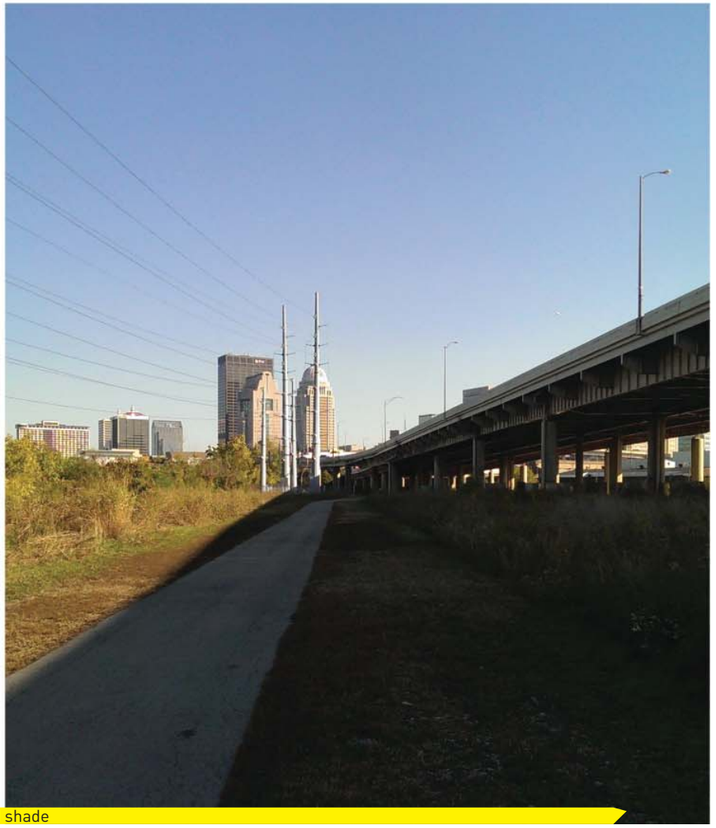


The River: Existing access to the river, and the view of the downtown Louisville skyline

Greenway: Multi-use path weaving through the existing park site

Historic Architecture: Existing building adjacent to the park





Riverwalk: Existing multi-use path weaving through the sun and shade

Existing Conditions Diagram

BE INNOVATIVE: **EIGHT IDEAS**

1. Promote Connectivity: City and River, Downtown and Portland

2. Create Gateways to the Park and the District

3. Encourage Re-Development

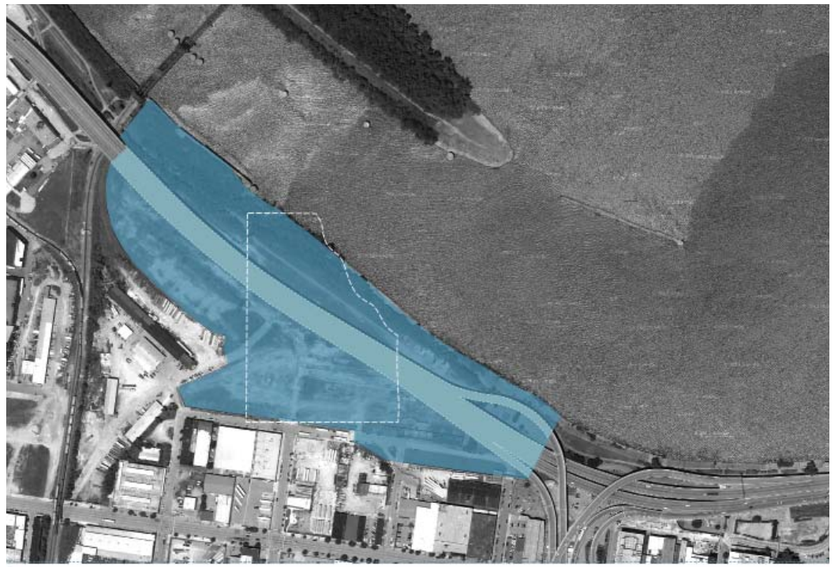
4. Extend River Road to the West

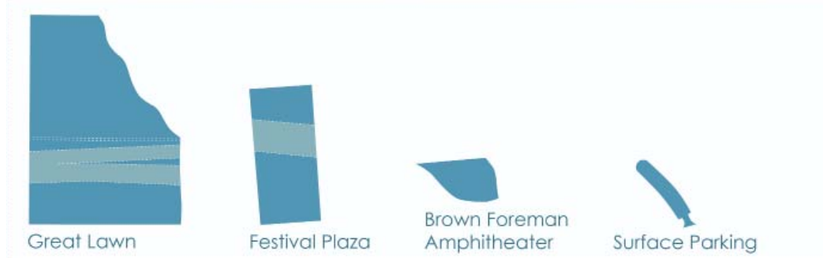
5. Provide Physical Access to the River

6. Elevate Pragmatics into Poetics

7. Celebrate the Rich History of the Park Site and Community

8. Promote a Sustainable 21st Century Park





Scale comparison of Phase 1-3 elements with Phase 4 site

List of Programmatic Opportunities

DEVELOPING THE WISH LIST: **PROGRAM**

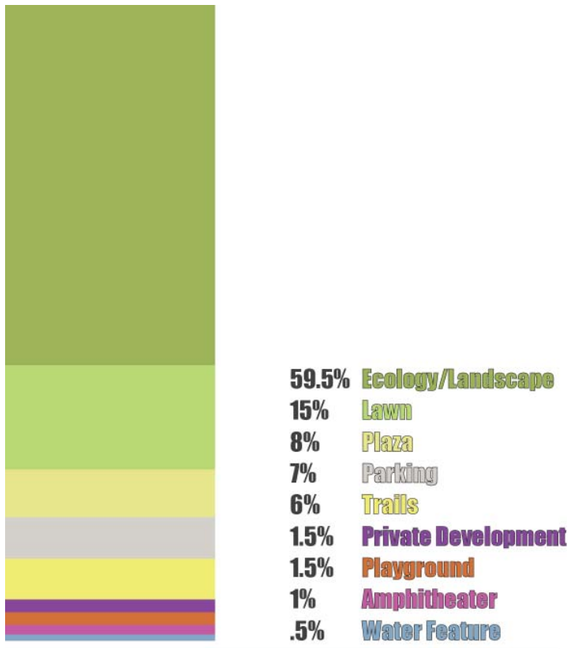
The programming of the park should act as a filter that combines the new and the old, recreation and ecology, and celebration and reflection to expand the urban park experience. Reflecting on planning objectives and goals for the park, the Design Team envisions a park that:

a) builds on the existing assets of the site and the surrounding context

b) offers a variety of experiences for visitors throughout the year

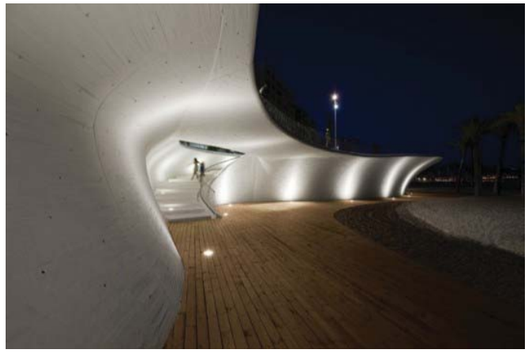
c) engages both the river and the city, weaving together both at times revealing the ecotone

d) serves multiple audiences



Program distribution for Waterfront Park Phases 1-3

FLOODWALL



INTERSTATE 64

WATERFRONT

SPACES + FOLLIES

CIRCULATION + COMPLETE STREETS

CIRCULATION + PATHS

WATER FEATURES

HEALTH AND WELLNESS

Preventive measures to reduce obesity result in:

$60B annual savings in treatment costs

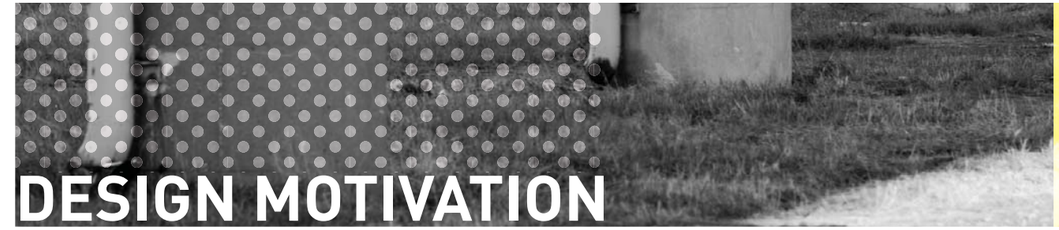
14.8 M decrease in cases

$254B improvement in nation's economic output

Source: Milliken Institute (2007)

Travel and tourism is one of the nation's leading retail sales industries, and outdoor recreation is one of the strongest growth areas in the nation's economy. Parks and open space play a significant role in this tourism economy. In addition to hosting festivals, concerts, sporting events, and civic activity, well-designed signature parks serve as tourist attractions themselves and an anchor for the community's hospitality industry. Landmark parks such as Central Park, Balboa Park, Golden Gate Park, Millennium Park, and Waterfront Park serve as destinations that attract out-of-town, overnight visitors as well as day-trip and local visits. The top five most visited city parks in the country totaled over 84 million visitors in 2009.

Tourism and visitor activity is a vital source of local spending and a driver for economic development. Retail and restaurant sales, hotel bed nights, and support cultural, historic, and civic resources are all by-products of a healthy tourism economy and can be both supported and driven by high-quality parks and open space. Parks-based tourism activity can account for up to 15% of tourism revenue in major cities such as San Diego, New York, and Philadelphia, and can generate larger percentages in communities where parks are the primary civic and cultural attractions.



DESIGN MOTIVATION 3

RESPONSIVE: **BUILDING THE DIAGRAM**

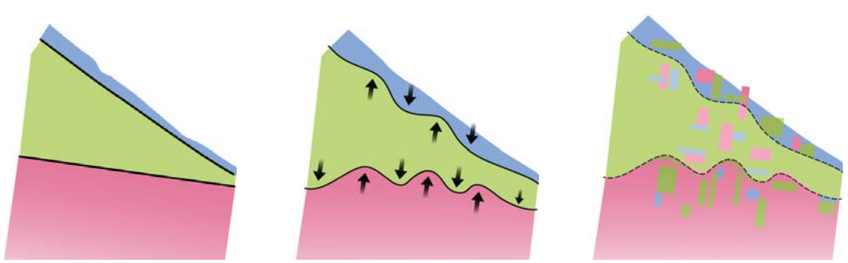
The existing study area for the site is principally composed of three distinct landscapes or biomes: Urban, Park, and River. Each of these landscapes are distinct and offer their unique set site conditions ranging from impervious parking lots to overgrown vegetated hillsides. These three landscapes are currently separated visually from one another, supporting individuality and solitude between City, Park, and River, conflicting with the key recommendations of encouraging connectivity between the City, People, and the River.

During the Grounding Phase of the Master Planning process, the Planning and Design Team indicated particular key infrastructures as "Givens". These infrastructures existing on the site are considered items that were beyond the scope of the master plan, and would be integrated into the Phase IV Master Plan. The "Givens" outlined in this master plan report are as follows:

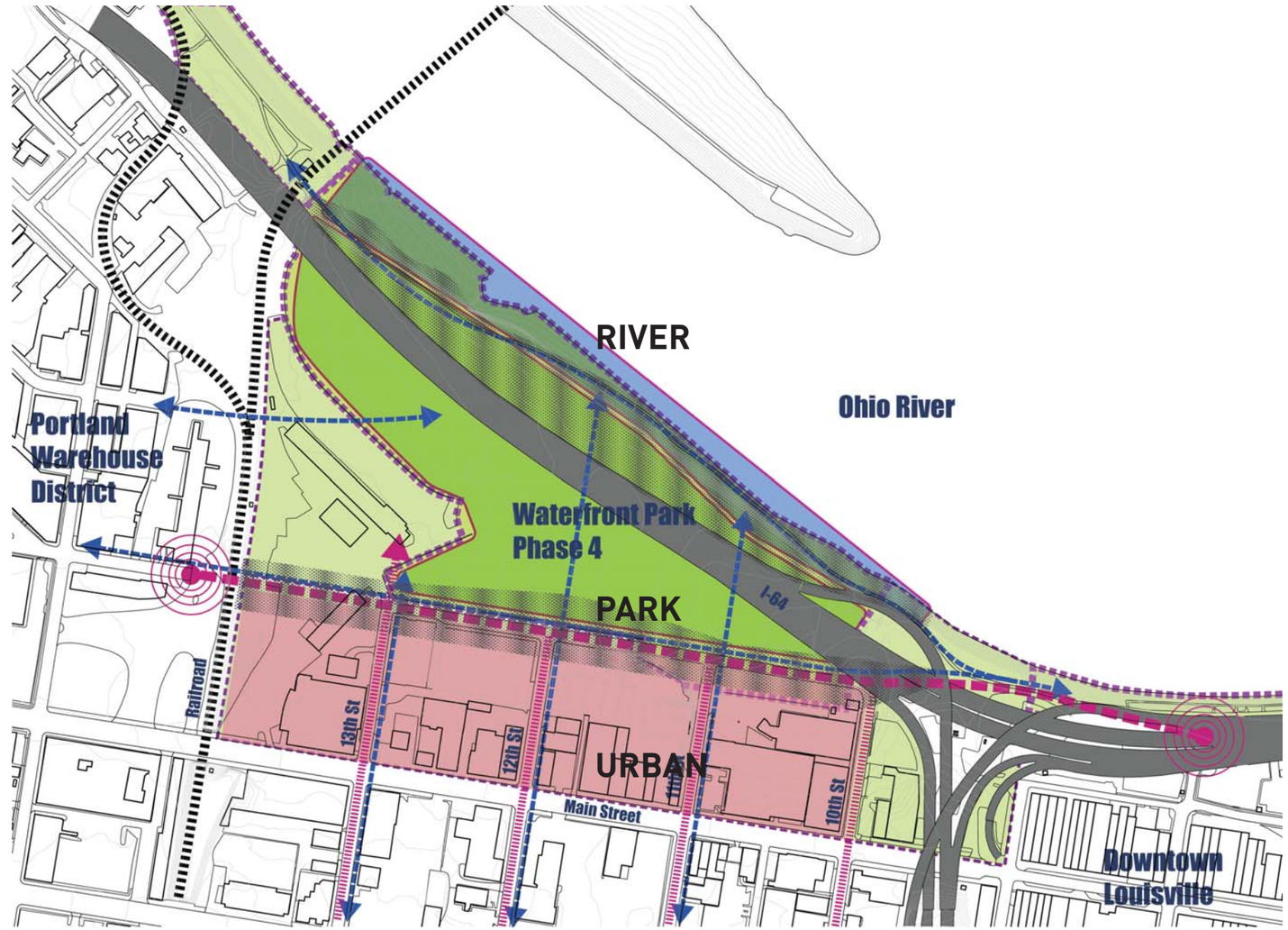
- Interstate 64
- Floodwall
- River Road Extension / Rowan Street
- Railroad

Dissolving the edges and tension between the Urban, Park, and River will increase physical and perceived connectivity between these biomes. The Master Plan recommends the following strategies for improved connectivity:

- Linking surface roads
- Maintaining continuous pedestrian and bicycle paths
- Incorporate the floodwall into the park experience
- Utilize the Interstate structure as an amenity
- Develop the riverbank as a resilient landscape space



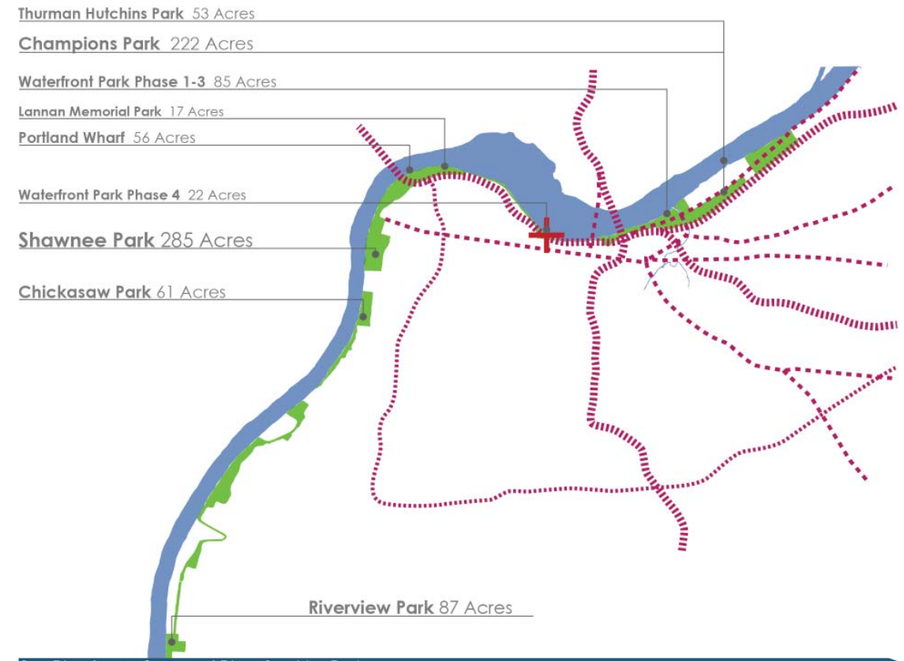
Dissolving the Edges



Composite Diagram of Influences

Green Connective Tissue: Continuous Waterfront Park + Complete Streets

As one of the Key Recommendations outlined in this Master Plan Report, Connectivity can be achieved at a variety of levels: Continuous open space along river's edge, Pedestrian and Bicycle Paths, Surface Roads, Views In/Out, Materials, and most importantly the People in and around the park. As the master plan recommends linking the park system along the waterfront, the plan also encourages connectivity to the south of the park. The intent is to provide safe and convenient routes to/from the surrounding community. Encouraging the development of a resilient streetscape that embraces multi-modal transportation opportunities, provides safe corridors for pedestrian circulation to the park and the surrounding businesses/offices/residences, provides infrastructure for future development throughout the area, and employs the most appropriate sustainable strategies. Working together, Urban + Park + River will be strengthened by this proposed "Green" and "Resilient" Connective Tissue.



One Riverfront - System of River Corridor Parks

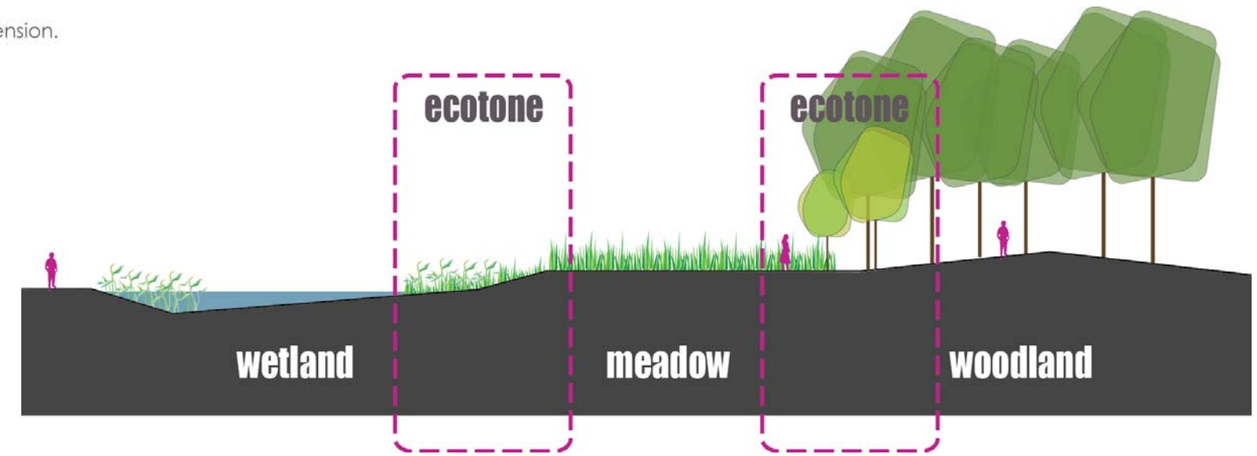
360 Views from Waterfront Park

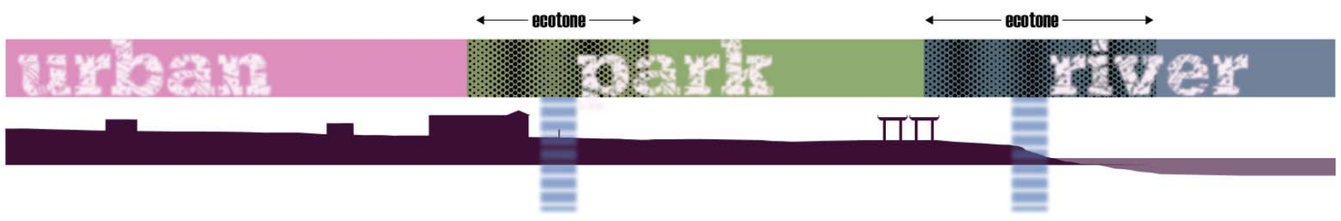
ecotone

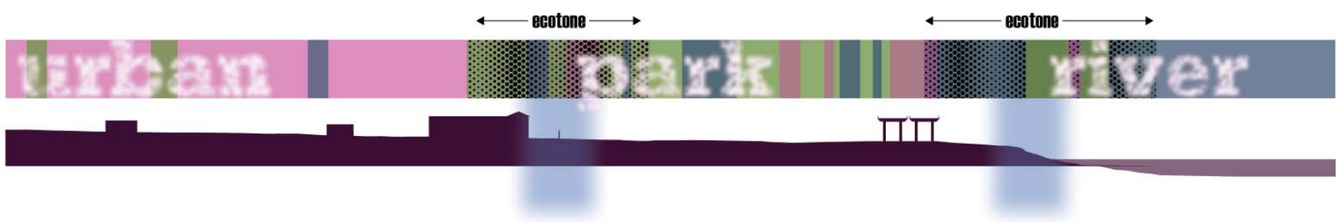
(eco)logy + tone (greek tonos or tension) _ place where ecologies are in tension.

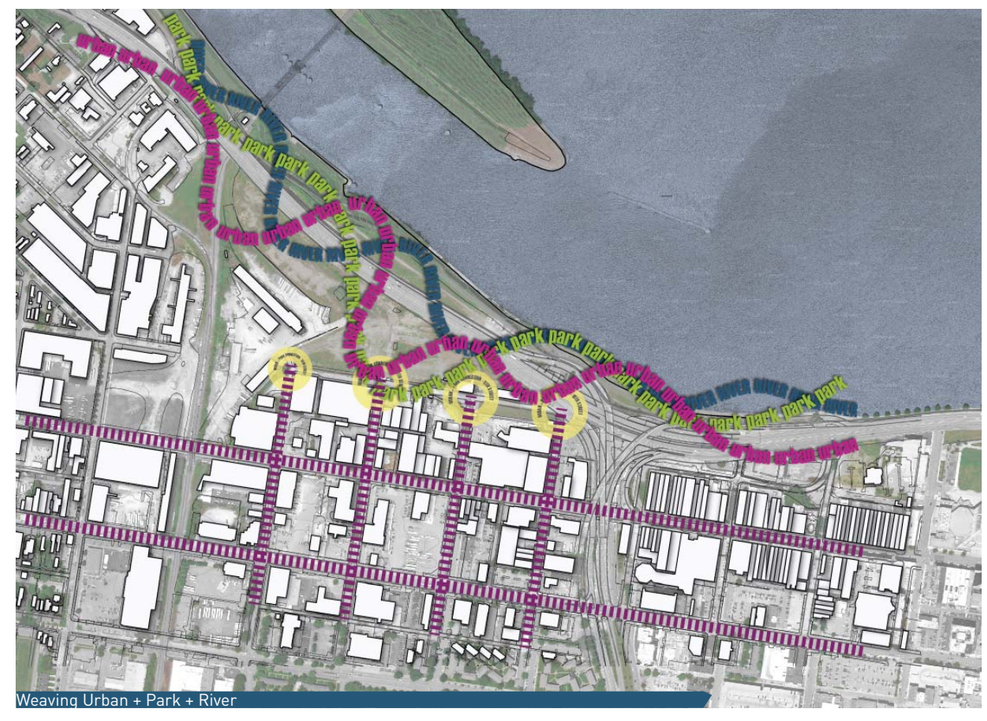
In ecological terms, an ecotone is defined as a transition area between two biomes, where two communities meet and integrate. An ecotone may appear as a gradual blending of the two communities across a broad area, or it may manifest itself as a shared boundary line.

Borrowing this ecological term, the Phase IV site presented itself as three distinct conditions or biomes: Urban, Park, and River. At first glance, this may appear as an acceptable and logical sequence of spaces for the park. However, the Design Team decided early in the process to challenge this notion, and envision a park that attempts to weave the the qualities inherent to each biome, dissolving the static boundaries that partition the site. Much like the ecotone found in a natural setting, now the park promotes a new and unique condition found between the seams, embracing the tension and promoting a conversation between Urban, Park, and River.

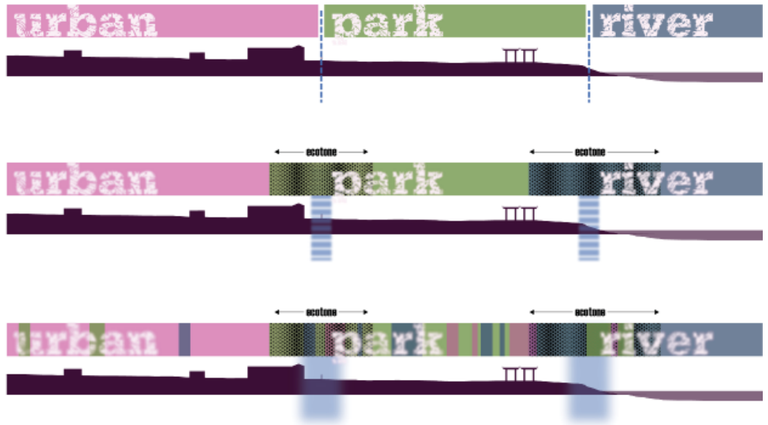


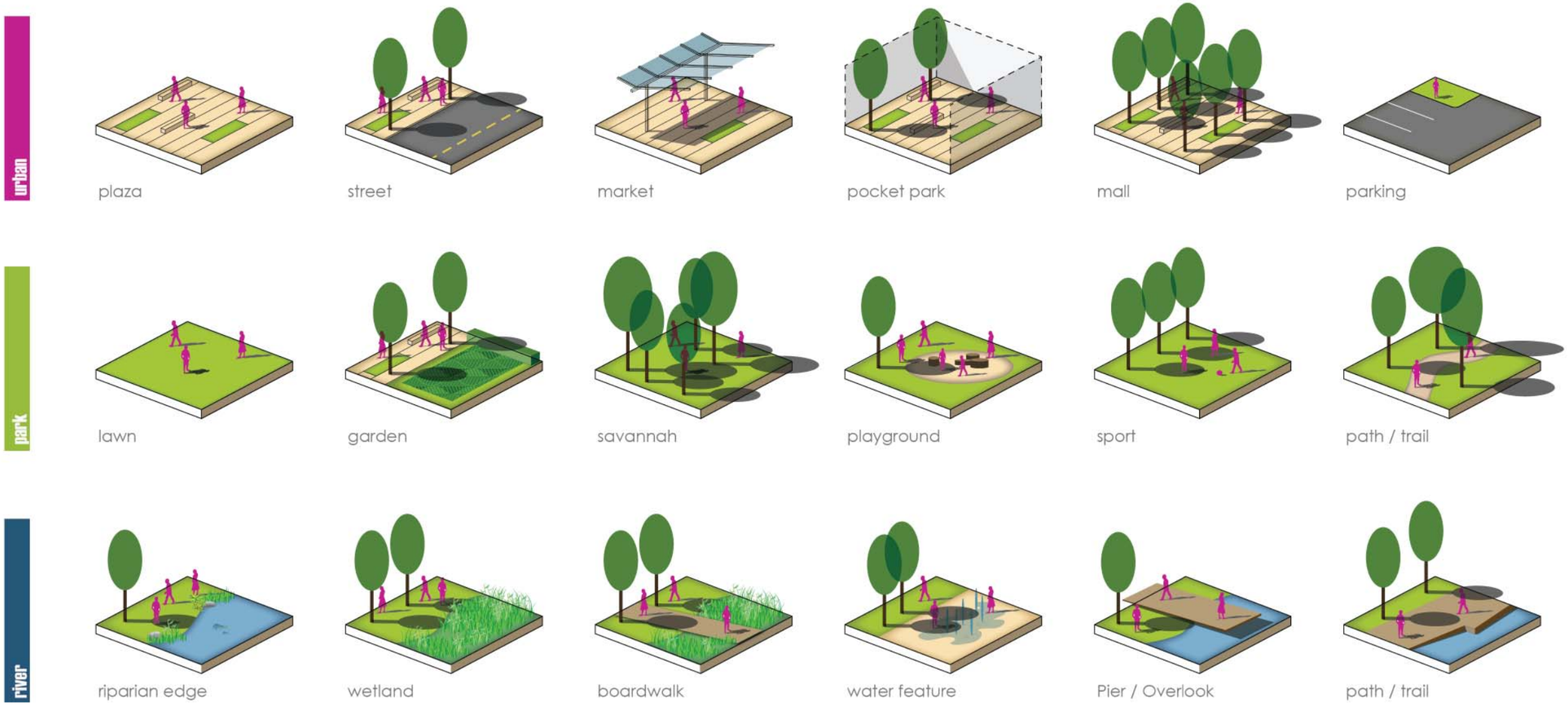




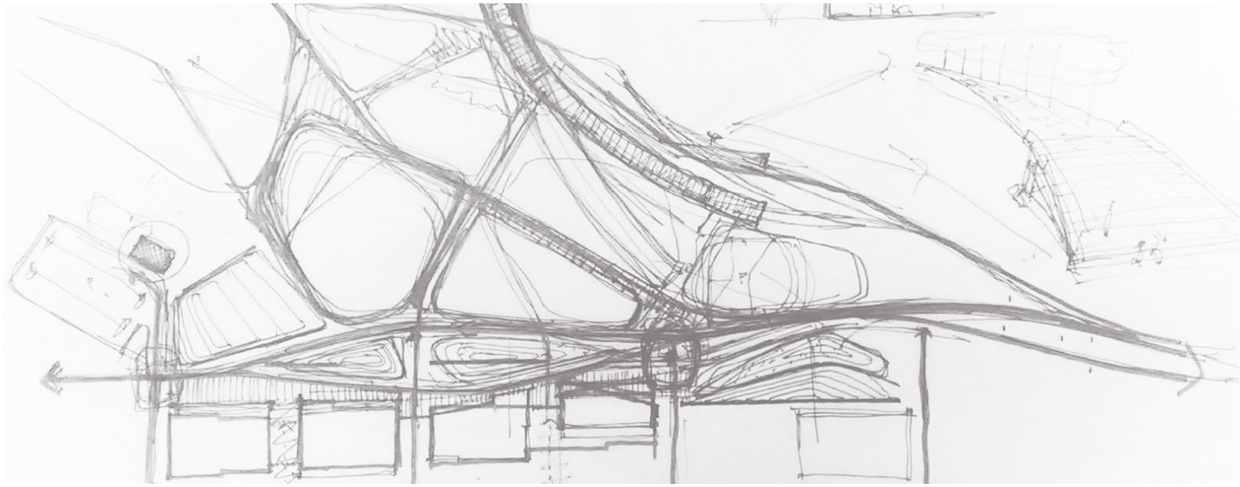


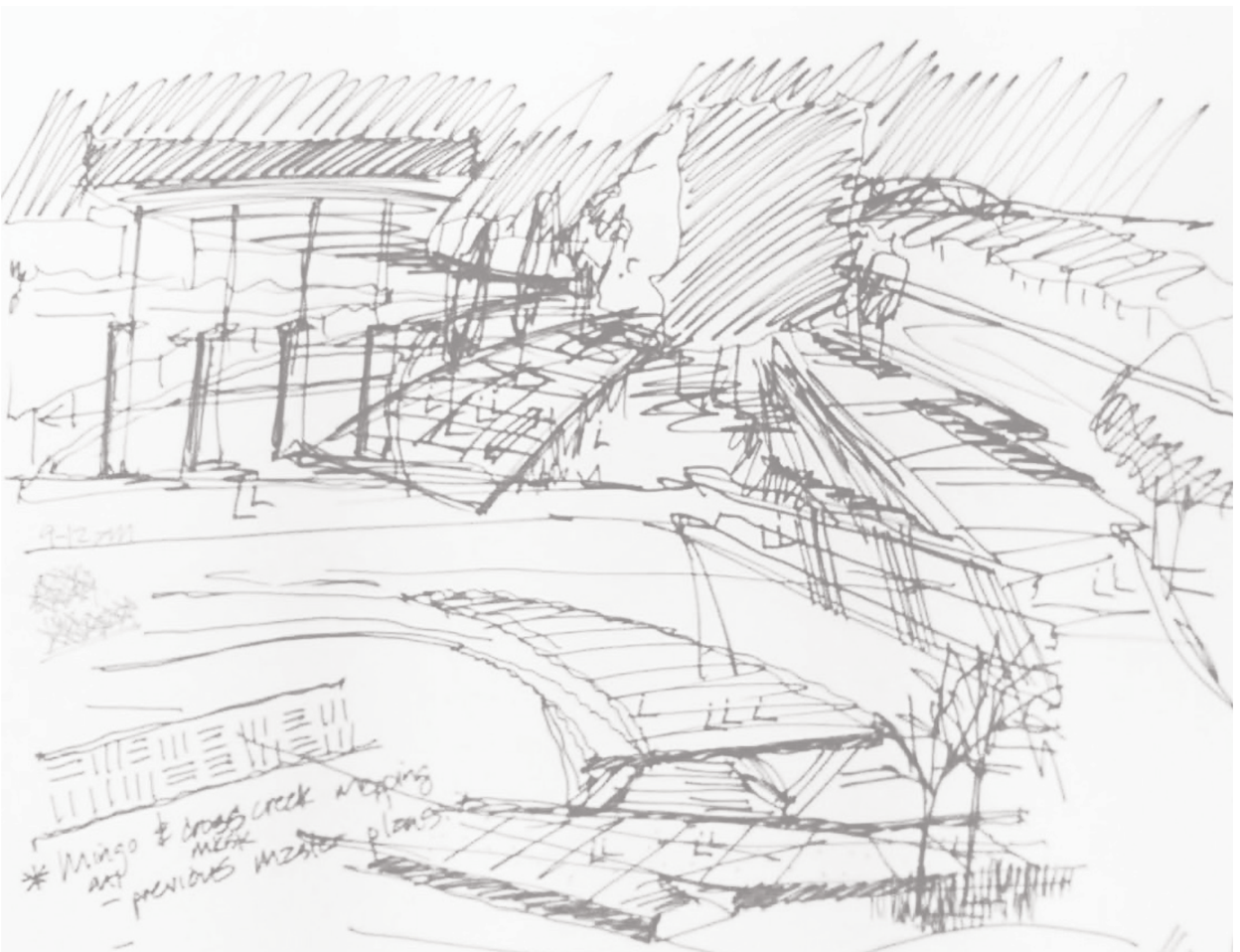
Weaving Urban + Park + River



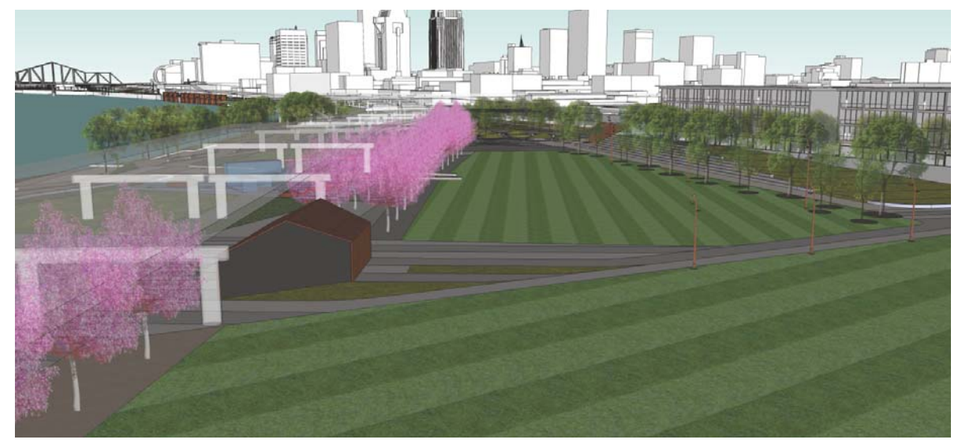


Catalogue of Spaces: River + Urban + Park





THE MASTER PLAN



Concept Alternatives

LEGEND: **PARTS OF THE WHOLE**

A. FOUNDRY COMMONS
B. CONFLUENCE PLAZA
C. TERRACED SEATING
D. FORT-ON-SHORE PLAZA
E. FOUNDRY GARDENS
F. GAME LOUNGE
G. RAILYARD PLAZA
H. UPLAND ESPLANADE
I. WATERFRONT PROMENADE
J. PICNIC GROVE
K. EXERSCAPE
L. PEDESTRIAN BRIDGE
M. LOWLAND BOARDWALK
N. PARKING LOT
O. RESTROOM/PAVILION
P. RIVER ROAD EXTENSION

M
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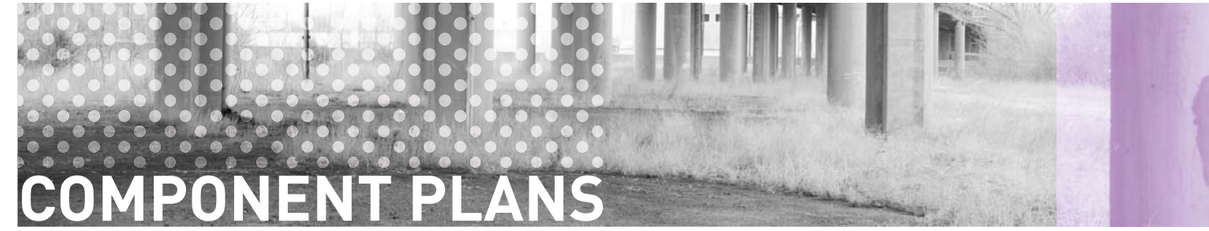
CONCEPTUAL PARK MASTERPLAN

BIRD'S EYE VIEW: LOOKING SOUTH

CONCEPTUAL PARK MASTERPLAN

BIRD'S EYE VIEW: LOOKING EAST



COMPONENT PLANS

Foundry Commons

Foundry Gardens

Confluence Plaza

Fort-on-Shore Plaza

Railyard Plaza

Picnic Grove

Midway

Exerscape

Lowland Boardwalk

Waterfront Promenade

River Road Streetscape

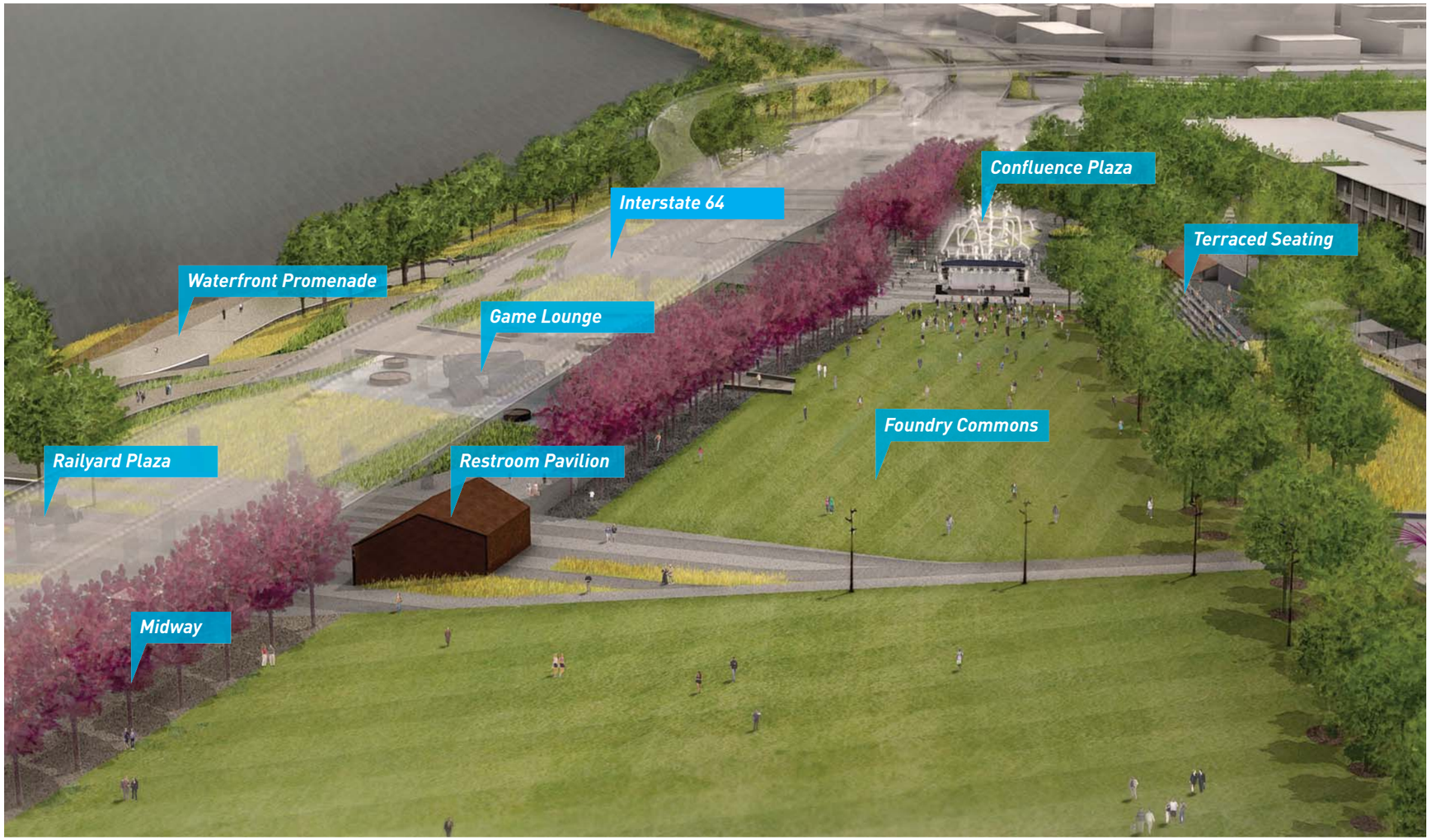
CIVIC SPACE: **FOUNDRY COMMONS**

Located prominently in the center of park, the 5.5 acre Foundry Commons is intended to serve as the civic room for Phase IV. Positioned between the elevated Interstate 64 structure and Rowan Street, this linear green plane orients views to the sunset in the west and the downtown Louisville skyline to the east.

The Foundry Commons is anchored at the eastern end by the Confluence Plaza; a dynamic landmark intended to animate the intersection of numerous pedestrian walkways. This area is also intended to serve as stage for performances, gatherings, festivals, and other events with the skyline as the sublime backdrop. The Foundry Commons is also designed for a variety of seasonal events at multiple scales.

The Foundry Commons is bordered on the north and west edges by strong pedestrian walkways establishing accessible connections throughout the park, promoting the goal of connectivity throughout the park and the surrounding context. The Midway, spanning from east to west across the entire park, establishes the northern edge of the site. This area provides an ideal vantage point of the Foundry Commons' seasonal activities. The southern edge of the Foundry Commons is bordered by a 15' promenade with access to terraced seating for stadium-like views of the lawn activities and events.

The Foundry Commons is also bordered on the north and south by a variety of seasonal trees and vegetation, providing shade and buffers to the edges of the green plane. A mixture of large deciduous trees along the southern edge provide ample shade for the lawn during the hot and humid summer months common throughout the Ohio River Valley. Along the northern edge of the site, the plan provides a linear arrangement of flowering trees, establishing a bold colorful line spanning from east to west throughout the park.



Parks offer the opportunity for community interaction and the development of "social capital" that can help increase the use, surveillance, care, maintenance, and safety of parks.

HERITAGE SPACE: **FOUNDRY GARDENS**

The Foundry Gardens are envisioned as a moment within the park for contemplation, relaxation, and reflection. Celebrating the local and international significance of the ornamental steel industry embedded in the history of this area of downtown Louisville, the Foundry Gardens provide a variety of opportunities for the park participant to observe seasonal color, sit and relax under flowering vine-covered steel shade sculptures. These towering sculptures provide an overhead canopy of seasonal color animated with decorative accent lighting, extending the enjoyment of the garden into the evening hours.

The Foundry Gardens are also intended to express a sense of eccentricity with the sculptural composition of shade structures, benches, gardens, and colorful lighting. The suggestion of neon lighting used as both accent and supplemental security lighting promotes the garden as a dynamic relationship between garden and city, a moment where the juxtaposition between neon-like lighting and lush vegetated gardens coexist and accent one another.

The idea that most family recreation and social activity occurs in the backyards is no longer true. people are searching for the sense of connection and community, and placing a higher value on fitness and social interaction.

ULI 2014 Open Space Development Outlook

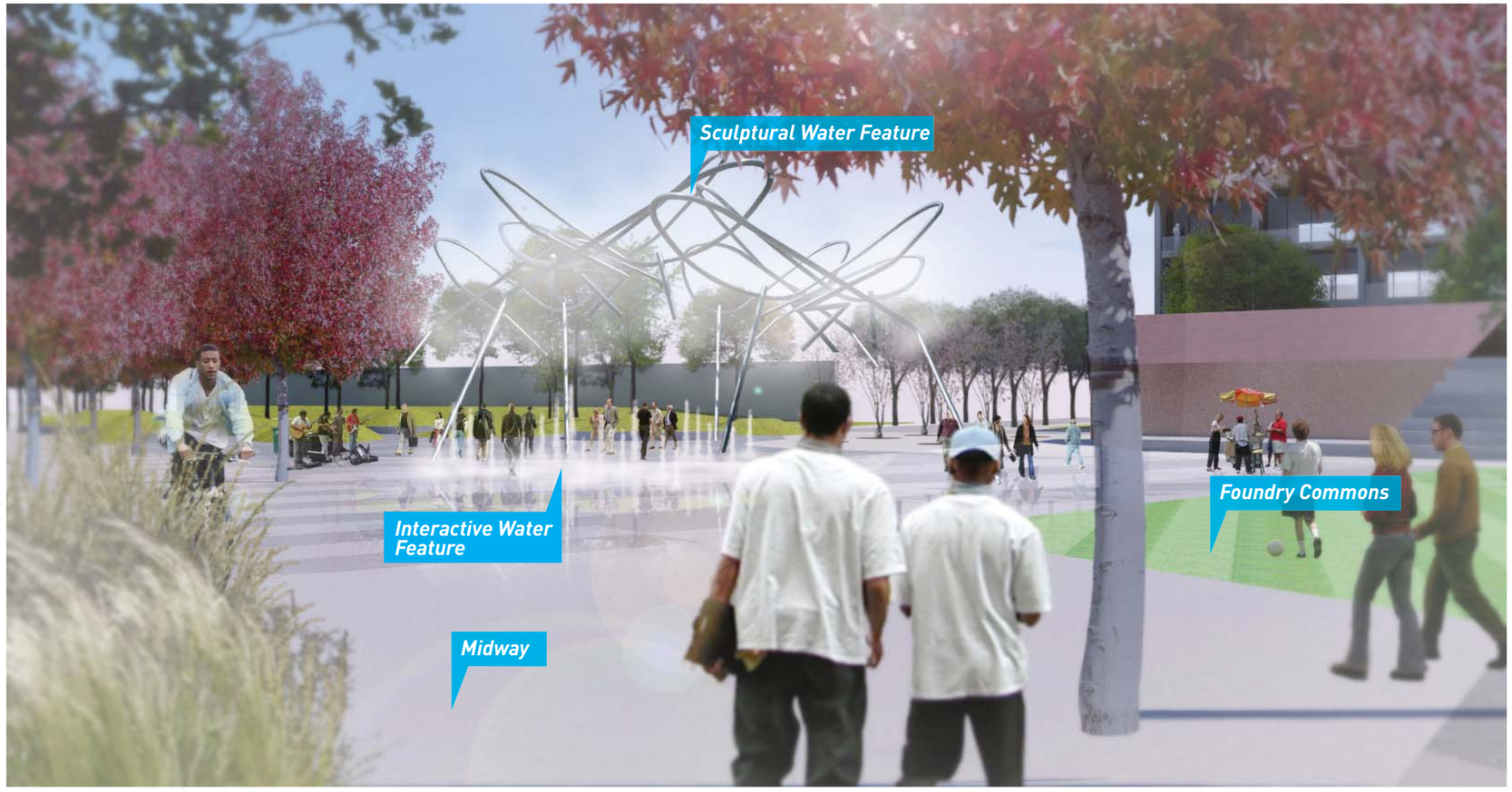
GATHERING SPACE: **CONFLUENCE PLAZA**

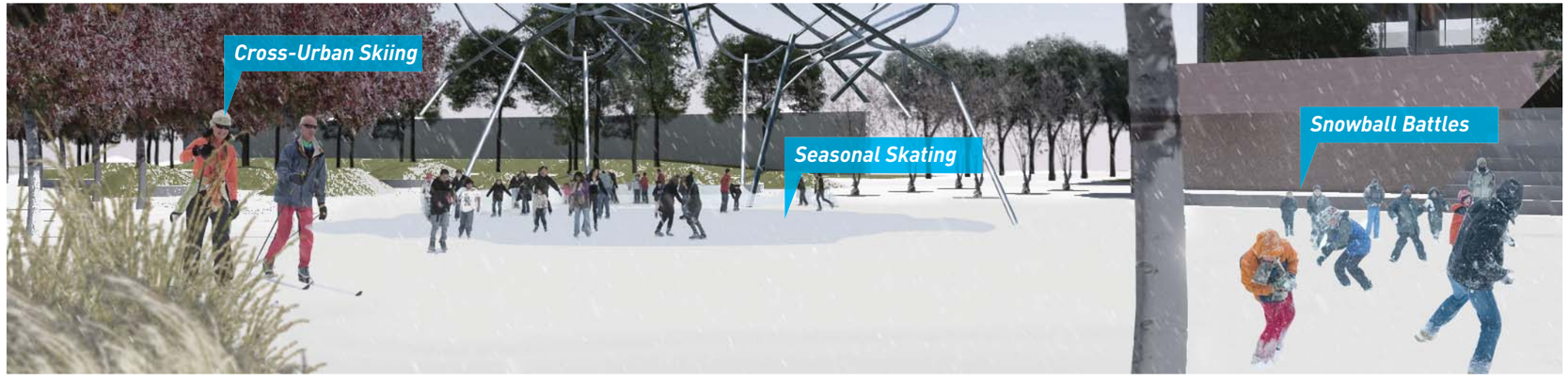
Establishing the eastern anchor of Foundry Commons, Confluence Plaza is envisioned as a vibrant and interactive destination, creating a sense of attraction that draws participants and visitors into the park; a place for creating and sharing memories, a place for discussion, and a display of art.

Located at the intersection of the proposed River Road extension and 11th Street, Confluence Plaza is strategically positioned for maximum visibility serving as a beacon in the landscape and community. The Confluence Plaza terminates the northern end of 11th Street, which links the park to Main Street and neighborhoods to the south.

The Phase IV master plan envisions the placement of a dynamic and interactive sculptural water feature in the center of this decoratively paved civic space. The ribbon-like sculpted stainless steel structure floats above the decoratively paved plaza ground plane, activating the space throughout daily activities and events. Depending on the time of day and the event, the water feature has the capacity to reveal itself as a mist cloud, a series of waterfalls, or random jets than project water across the plaza. The ground plane is also envisioned as an interactive composition of water jets, inviting participants to run through the undulating water projections, or weave through them in an attempt to stay dry in the process.

The plan also proposes a series of shaded landscape berms to serve as buffer between the River Road expansion and the interactive water feature.



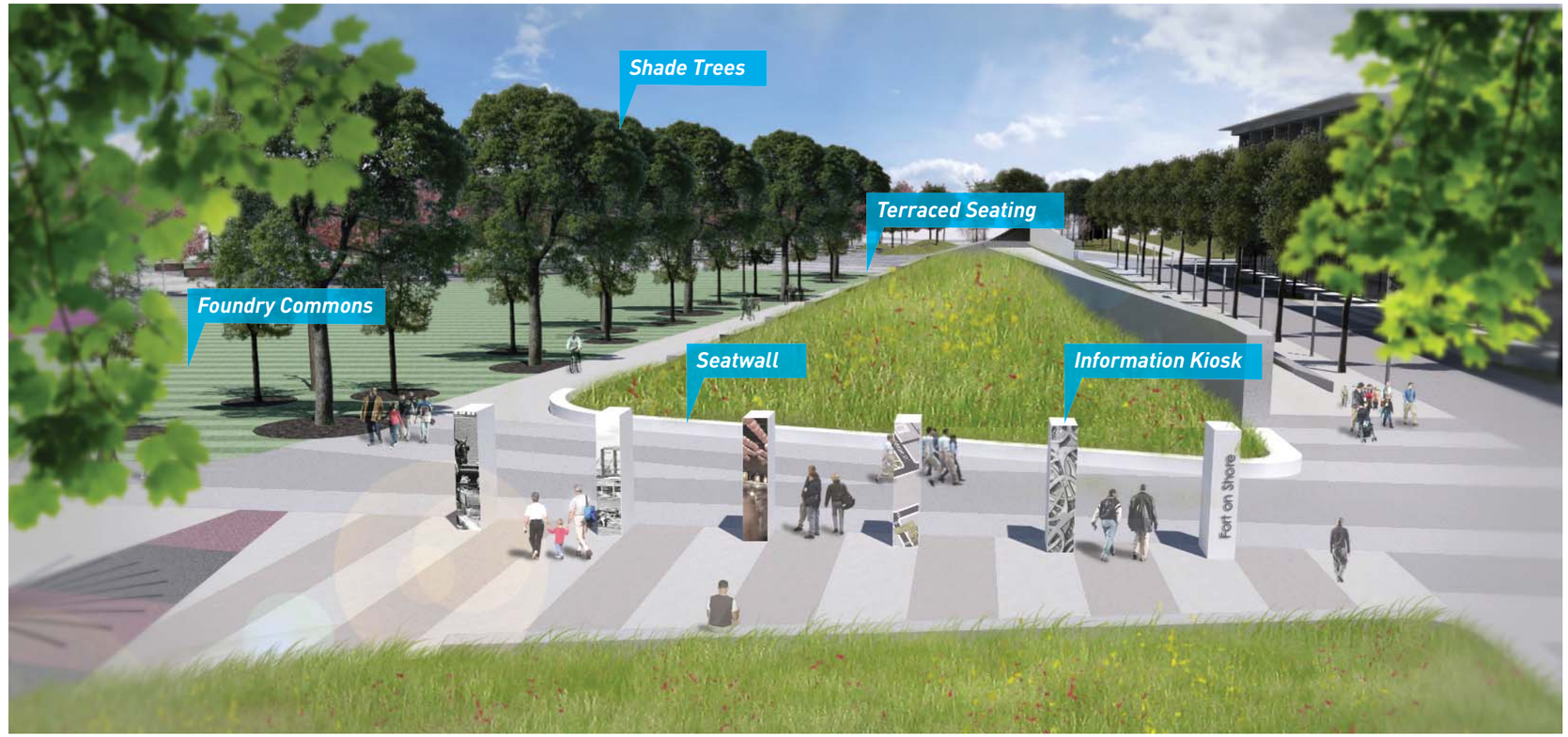


HERITAGE SPACE: **FORT-ON-SHORE PLAZA**

Located at the terminus of 12th Street, Fort-on-Shore Plaza welcomes visitors and park participants the moment they walk through the floodwall gateway. Large information kiosks are positioned prominently in the center of the space, communicating and educating the history of the area, and the significance of Fort-on-Shore as one of the earliest settlements in Louisville's storied past. The design team envisions a combination of environmental graphics, specialty lighting, and contemporary materials for the kiosks, establishing them as both educational and aesthetically beautiful.

The Fort-on-Shore Plaza is lined on the eastern and western edges with sculpted berms and integrated seating, framing the plaza and allowing the space to be a point of gathering or a meeting place. The space is immediately adjacent to the Foundry Commons and Foundry Garden, promoting connectivity and visibility throughout the day and the seasons.

Lighting for the space should emphasize the plaza as a gateway to the park, and highlight the kiosks as a foreground destination. The Fort-on-Shore Plaza will animate both the 12th street Gateway to the park, but also provide activity and relief for the River Road extension streetscape.

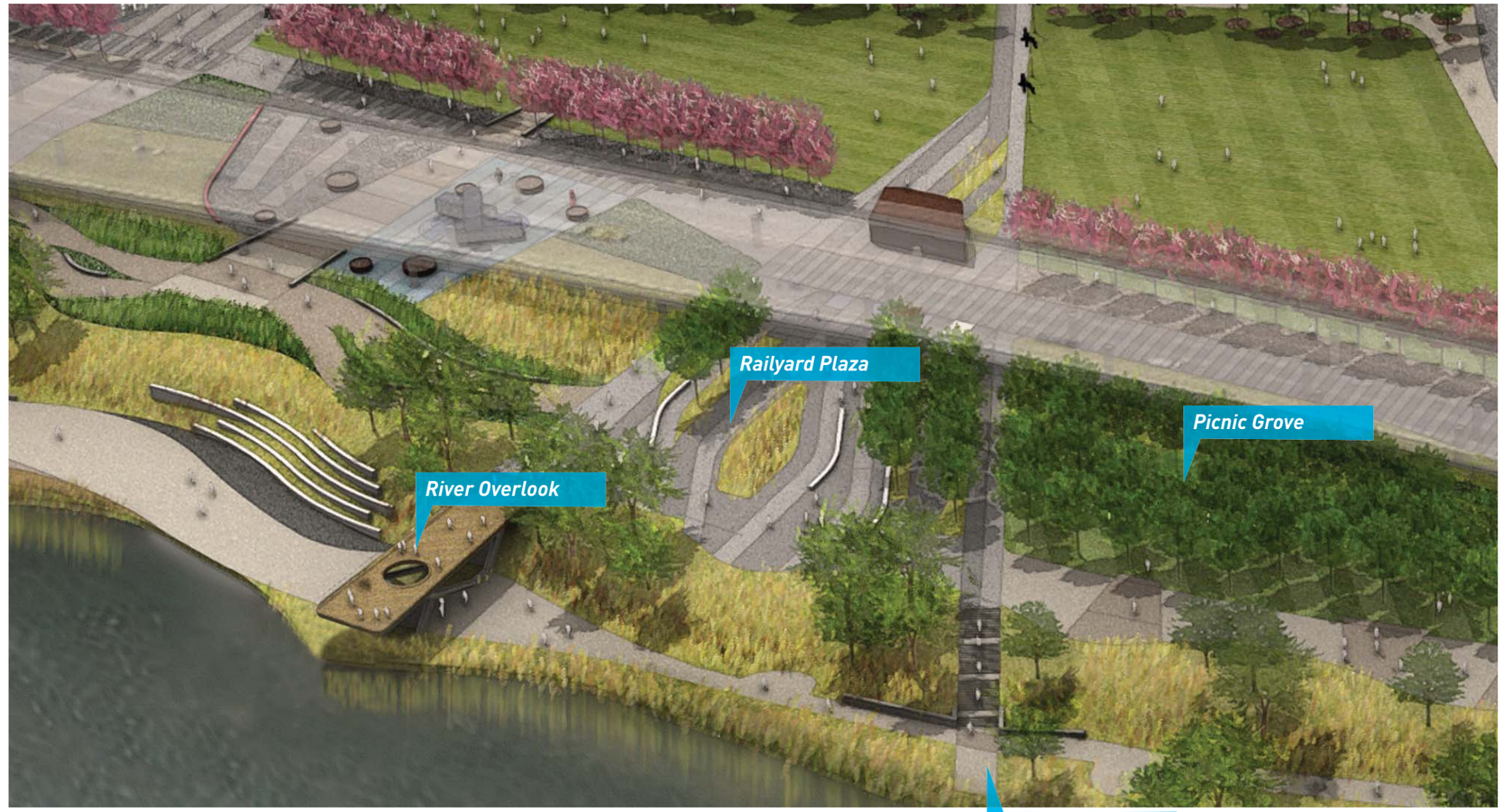


HERITAGE: **RAILYARD PLAZA**

One of the many layers of history embedded in the park site is that of the railroad industry. There are still iron tracks visible in the surface of the landscape, emerging momentarily and then disappearing back into the earth. The linear configuration of the Railyard Plaza is inspired by the thread-like quality of the exposed rails traversing the site.

The plaza emerges from underneath Interstate 64 and extends toward the river's edge, providing views of the Waterfront Promenade and the Ohio River corridor.

The composition of plantings and furnishings is derived from the linear character of the railyard that formerly inhabited the park site. Seating areas, shade trees, rain gardens, decorative pavement, lighting, and interpretive signage/graphics collaborate together to promote an engaging and educational destination within the park.

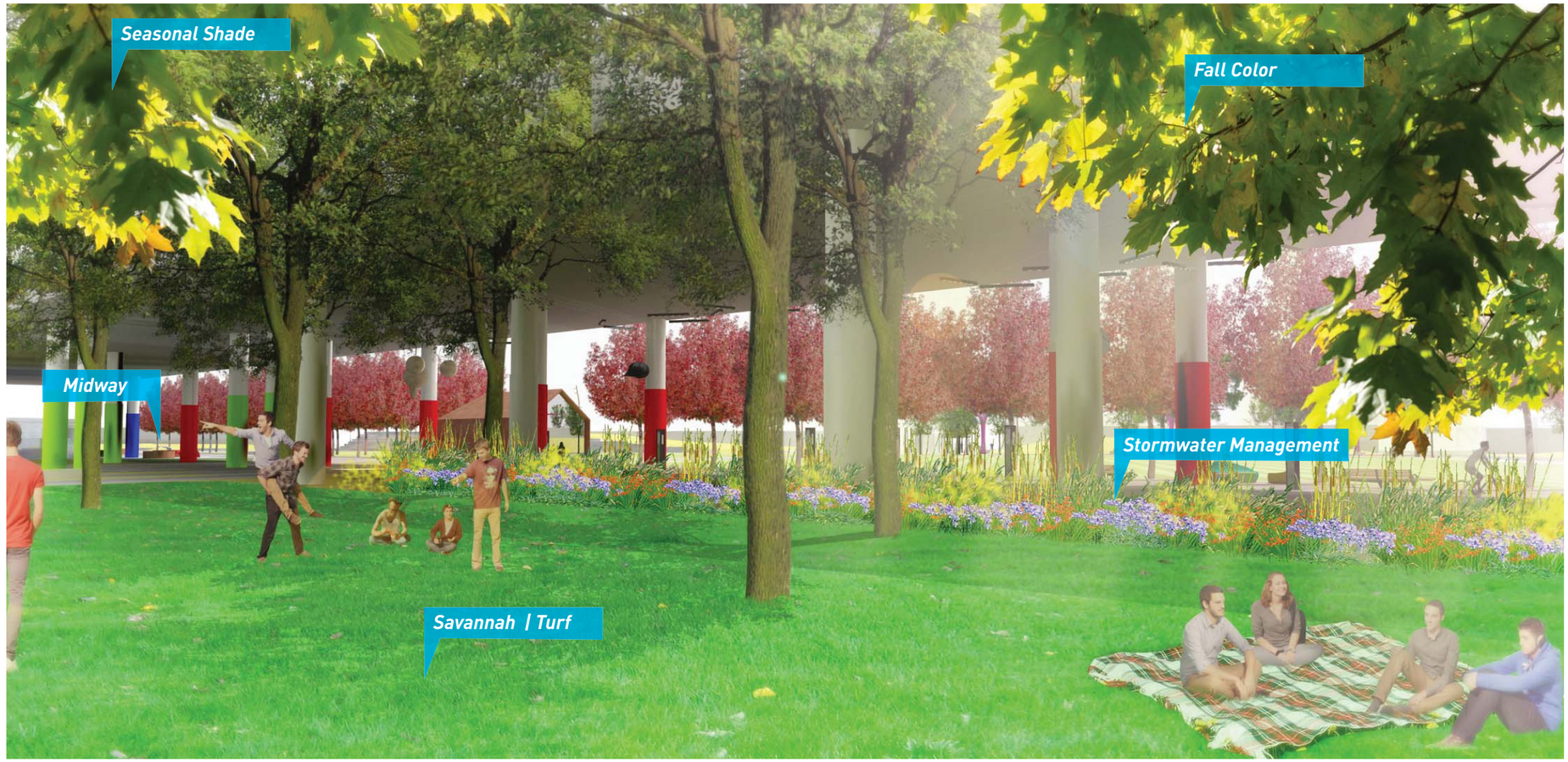


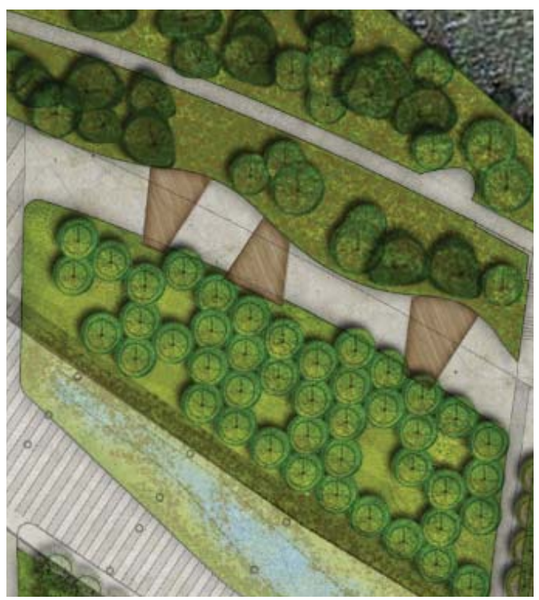
RELAXATION: **PICNIC GROVE**

Tree massing and picnic areas have traditionally been incorporated into parks as refuges from the busy urban life, providing participants the opportunity to conveniently engage with landscape and ecology.

Located at on the northern edge of the Interstate 64 structure, the Picnic Grove is immediately adjacent to the Midway and Railyard Park. The location allows the visitor to feel a sense of retreat from the city, while also feeling integrated into the park environment.

Inspired by beautiful Oak Savannahs, historically one of the most common landscapes throughout the midwest, the Picnic Grove is composed of poetic and simple landscape elements. A canopy of large trees (oak, hickory, cherry, and pine for example) provide shade for the understory mixture of turf and native grasses that provide a comfortable carpet for picnics and barefoot walks. Sunlight filters through the canopies of the trees, intermittently surfacing on the ground plane.





CIRCULATE: **MIDWAY**

Weaving through the center of the park and between the Foundry Commons and the interstate, the Midway is a nostalgic reflection of traditional amusement parks, envisioned as a modern interpretation of the concourse and organizer for the park and adjacent spaces: Confluence Plaza, Foundry Commons, Game Lounge, Railyard Plaza, Playscape, Exerscape, and Restroom Facilites. The Midway is also interconnected with the rest of the park by multiple pathways and trails, providing access to all destinations throughout the interior of the park as well as connections to the riverwalk and the surrounding urban landscape.

The Midway also serves as a multimodal circulation path, providing ample space for safe and convenient pedestrian circulation, as well as dedicated space for a bicycle track, one of three tracks that weave through the park landscape.

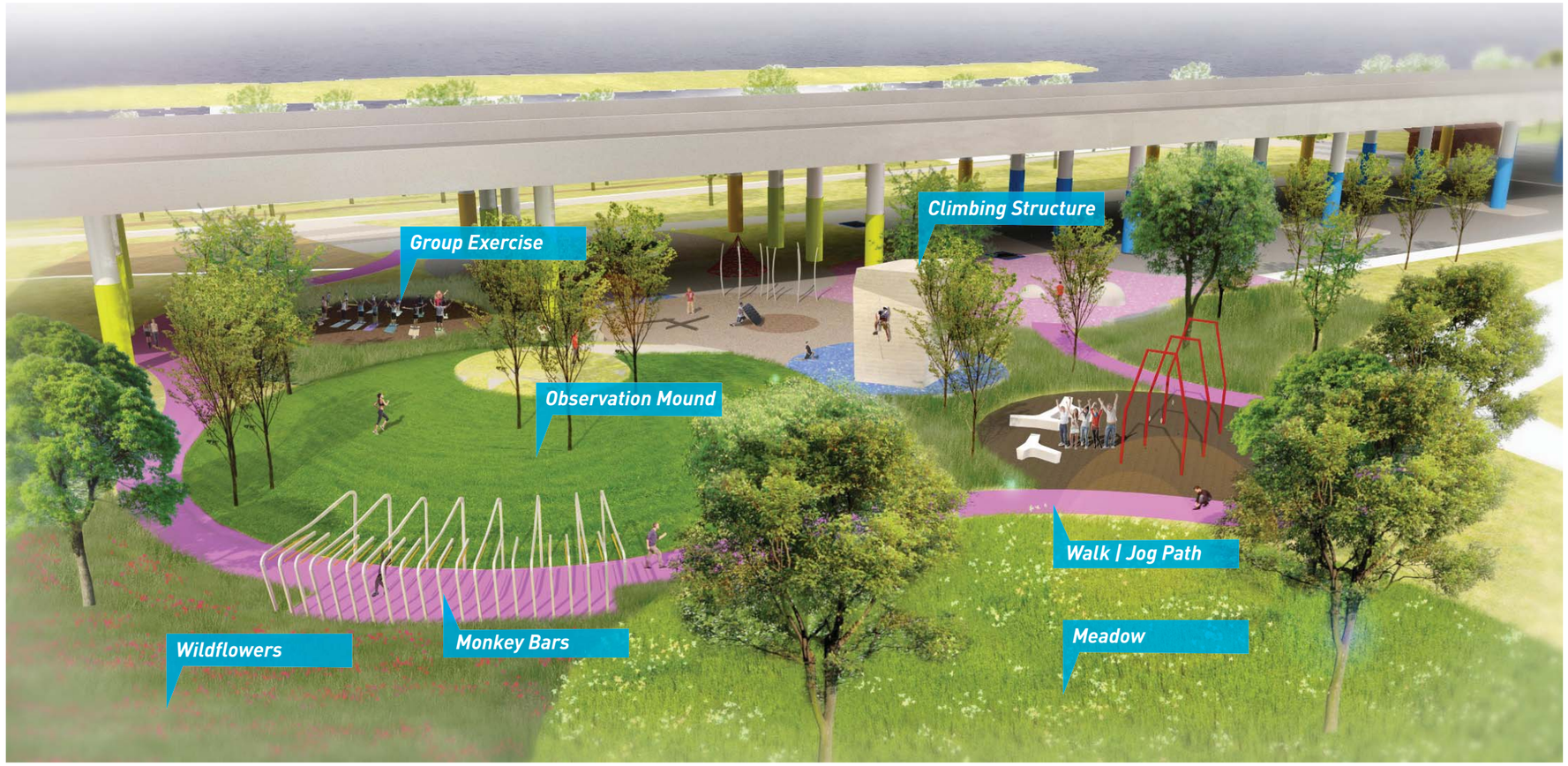
The master plan recommends incorporating the bridge structure into the overall experience by applying color to the large column grid that serves as a colonnade for a portion of the Midway. Graphic signage and lighting is envisioned to animate the space, providing color and light to the linear space, and serving as interpretive signage throughout the corridor.

RECREATE: **EXERSCAPE**

Motivated by the goal to promote health and wellness throughout the park, the Exerscape is envisioned as a concentrated area for park participants to actively engage with the landscape... running, climbing, pulling, and jumping in spaces incorporated into the surrounding landscape. Highlights within the proposed Exerscape include:

Observation Mound
Running | Jogging Track
Climbing Wall Structure
In-ground Trampolines
Monkey Bar Structure
Rings
Yoga | Group Exercise Platform
Balance Beams

The Exerscape is conveniently located adjacent to ample surface parking, the Midway, and the Riverwalk. This promotes efficient access to the space by pedestrians, bicycles, and automobiles.

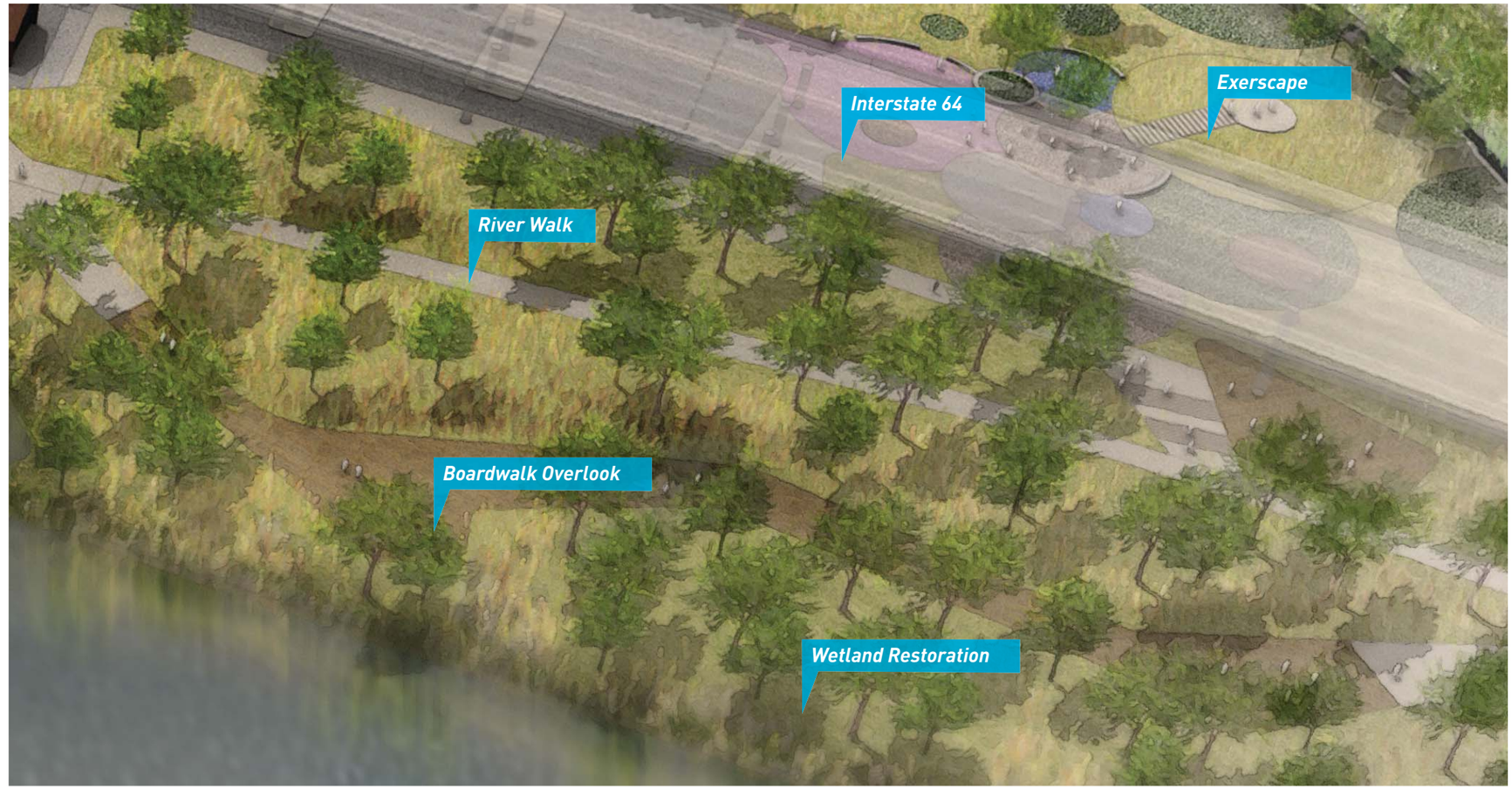


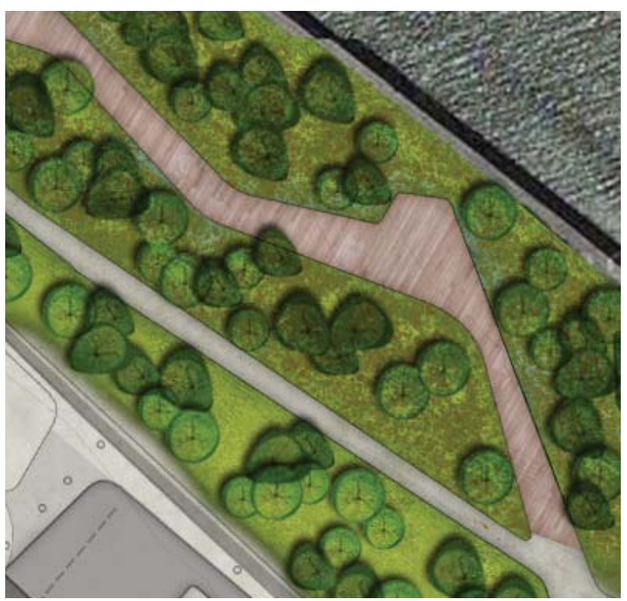
Easy access to a place to exercise results in a 5.1 percent median increase in aerobic capacity, along with weight loss, a reduction in body fat, improvements in flexibility, and an increase in perceived energy.

American Journal of Preventative Medicine

HABITAT: **LOWLAND BOARDWALK**

Located in the northwest portion of the park, the Lowland Boardwalk area is envisioned as a passive experience providing views of the canal corridor, the riparian edge of the river, and the wildlife habitat established by the lowland vegetation and tree canopy. A wide boardwalk pathway weaves through the space, offering multiple vantage points and opportunities for viewing and engaging with the landscape and wildlife. Seating and interpretive signage are integrated into the boardwalk structure, providing an opportunity to display the variety of wildlife found within the Ohio River Corridor and the native vegetation that composes much of the banks of the Ohio River Valley.





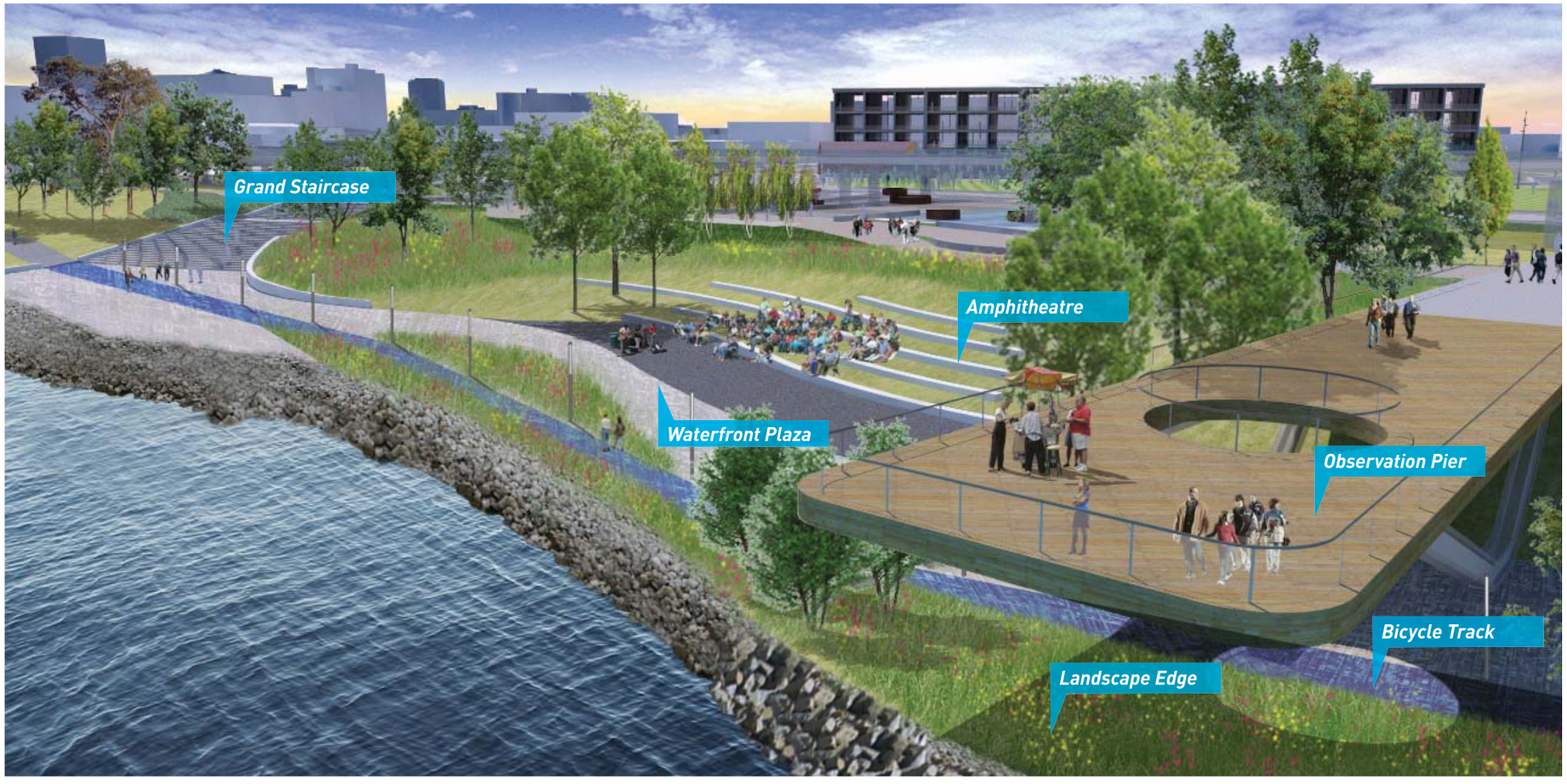
ACCESS: **WATERFRONT PROMENADE**

The proposed Waterfront Promenade provides visitors and the community the opportunity to engage the Ohio River and embraces a moment within the park to offer view sheds of the river corridor, observe the shipping and barge activity that animates the riverscape, and reflects the significance the river transportation industry on the early formation of Louisville and Portland.

In addition to views and access to the river's edge, the Waterfront Promenade also serves as a downtown public open space, accommodating concerts, festivals, and special events throughout the year. Amphitheatre seating is integrated into the riverbank facing a large paved plaza space for the community to gather, reflecting upon the historic wharf areas found throughout the history of the river corridor in both Louisville and Portland.

The Master Plan for Phase VI also envisions a sculptural observation platform that projects over the Waterfront Promenade, spanning the paved plaza and bicycle track below, offering views of the river and the downtown Louisville skyline. The Observation Pier is accessed from the Railyard Plaza area.

There are multiple access points to the Waterfront Promenade, and connectivity to the Riverwalk and other park areas is essential to the overall Phase IV park Master Plan.



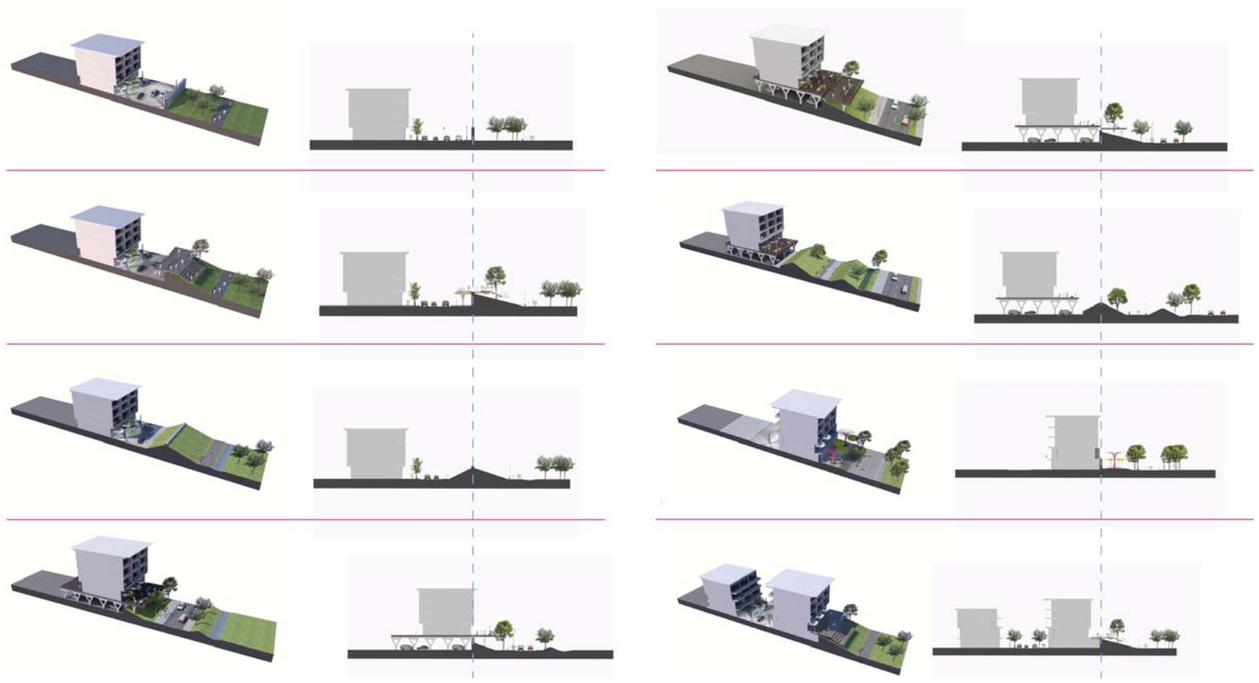
CONNECT: **RIVER ROAD EXTENSION**

The southern edge of the Phase IV Park study area is bordered by Rowan Street, currently a two-lane urban street with parallel parking on either side. Today the street exists between 10th and 13th Streets, cut off by the floodwall and parking lots on the eastern end, and a railroad running perpendicular on the western edge at 13th Street.

The Master Plan recommends extending River Road, merging with Rowan Street at the intersection of 11th Street and continuing west crossing the railroad at-grade effectively connecting the park with the re-development efforts underway in the Portland Warehouse District, as well as the Portland community further to the west.

Improvements to the River Road extension streetscape must contribute to the visual character of the park/district area and human scale of the park and businesses that populate the streetscape corridor. Trees, green stormwater infrastructure, pedestrian improvements, a bicycle track, and festival space are essential components of a complete River Road streetscape.

The River Road streetscape should also embrace the floodwall as a potential opportunity to communicate the history of the Ohio River floods, commemorating the River's impacts on the site and downtown Louisville. Sign panels, environmental/interpretive graphics, and lighting are examples of elements that could be incorporated to not only aesthetically improve the appearance of the wall, but creatively convey the history and stories behind the site and the floodwall itself.



River Road | Rowan Street Design Studies

PLAN OF ACTION

LOOKING AHEAD: **IMPLEMENTATION**

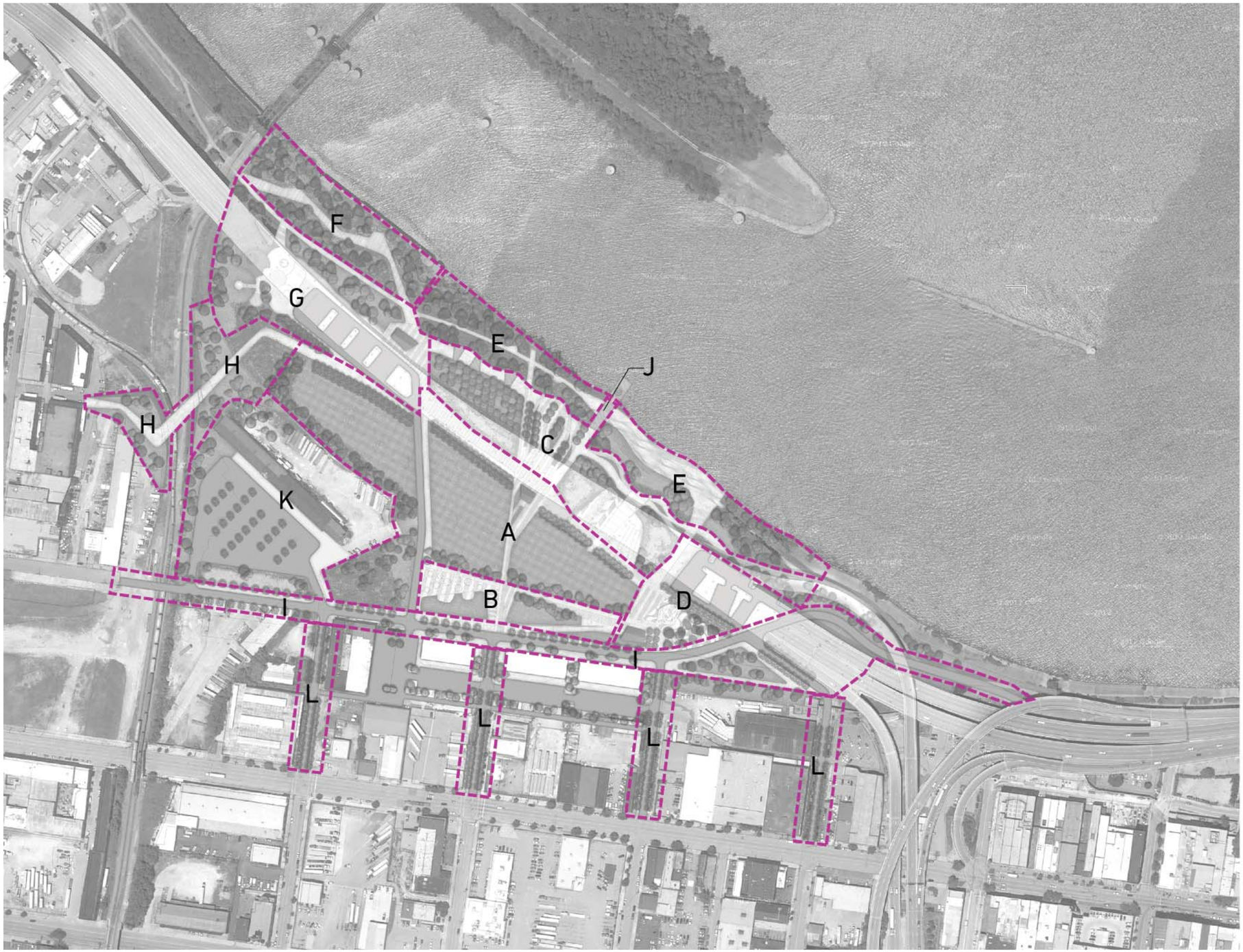
The Waterfront Park Phase IV Master Plan contains a broad series of recommendations that describe physical improvements for the future park site. These recommendations have resulted from an intensive twelve-month master plan process study process which involved defining near and long-term park and community issues, the review of planning and design alternatives, design principles and goals, and more detailed project description and definition associated with major master plan recommendations.

The following list of projects comprises the Phase IV Master Plan. Implementation of the Master Plan must be achievable over time through a series of individual projects. Community needs may change, priorities will be altered, and not all recommendations will be implemented as planned. It is not contingent upon numerous other projects in order to complete a logical planning and development sequence. It is important that the Master Plan provide flexibility in the manner that recommendations are implemented to serve as a viable tool over time.

The following probable costs are based on general planning and design parameters and represent order-of-magnitude costs, in 2014 dollars, that are suitable for general planning purposes. These are not intended to represent total project costs and should not be referenced as such. Actual project costs must be based on a build-up of more detailed design information.

PLAN OF ACTION

PROJECT PHASES



A. Foundry Commons
- Event Lawn
- Promenade
- Restroom Facility
- Specialty Lighting
- Furnishings

B. Fort-On-Shore Plaza + Foundry Garden
- Decorative Pavement
- Environmental Graphics / Interpretive Signage
- Earthwork
- Iron Sculptures - Trees
- Specialty Lighting
- Furnishings
- Terraced Seating - Event Lawn Observation

C. Picnic Grove + Railyard Plaza + Game Lounge
- Decorative Pavement
- Environmental Graphics / Signage on Bridge Columns
- Play Structure
- Iron Sculptures - Trees
- Specialty Lighting
- Furnishings
- Bio-Retention under interstate

D. Confluence Plaza
- Decorative Pavement
- Water Feature/Ice Rink
- Restroom Facility/Concessions
- Specialty Lighting
- Furnishings
- Surface Parking under Interstate

E. Waterfront Promenade
- Decorative Pavement
- Environmental Graphics / Signage on Bridge Columns
- Amphitheater
- Specialty Lighting
- Furnishings
- River Embankment Improvements
- Multiuse Trails

F. Lowland Boardwalk
- Boardwalk
- Environmental Graphics/Interpretive Signage
- Wetland Restoration
- River Embankment Improvements

G. Exerscape
- Access Road and Surface Parking under interstate
- Restroom Faility
- Specialty / Custom Exercise Stations/Equipment
- Specialty Pavement
- Lighting
- Furnishings

H. Pedestrian Bridge
- Connect Park to West Side of Railroad
- Lighting
- Earthwork

I. River Road Amenities
- Furnishings
- Green Infrastructure
- Specialty Lighting

J. Observation Pier

K. Visitors Center + Maintenance
- Building Renovation
- Surface Parking
- Bioretention

L. General Streetscape Enhancements
- 10th, 11th, 12th, and 13th Streets
- Complete Street
- Green Infrastructure

BUDGETS: **COST OPINION**

A. FOUNDRY COMMONS	$ 3.1 Million
B. FORT-ON-SHORE PLAZA FOUNDRY GARDEN	$ 2.5 m
C. PICNIC GROVE + RAILYARD PLAZA + GAME LOUNGE	$ 3.9 m
D. CONFLUENCE PLAZA	$ 6.9 m
E. WATERFRONT PROMENADE	$ 2.5 m
F. LOWLAND BOARDWALK	$ 1.2 m
G. EXERSCAPE	$ 2.6 m
H. PEDESTRIAN BRIDGE	$ 1.6 m
I. RIVER ROAD AMENITIES	$ 1.8 m
J. OBSERVATION PIER	$ 1.0 m
K. VISITORS CENTER MAINTENANCE FACILITY	$ 7.4 m
L. GENERAL STREETSCAPE ENHANCEMENTS - 10TH, 11TH, 12TH, 13TH STREETS	$ 1.3 m
TOTAL PHASE IV ESTIMATE	**$ 35.8 m**

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