

PLANNED DEVELOPMENT

Planning Commission
CHANGE IN ZONING FROM EZ1, C1 & R6 TO PD

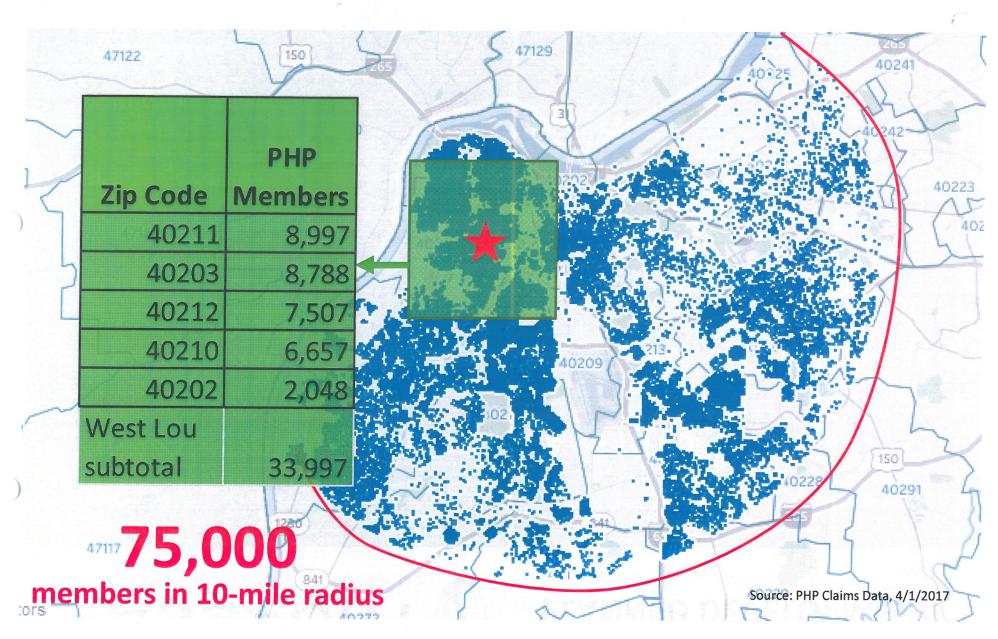
1800 W. Broadway
Case # 17ZONE1073
August 16, 2018

REPRESENTATIVES

Mark Carter, CEO
Passport Health Plan

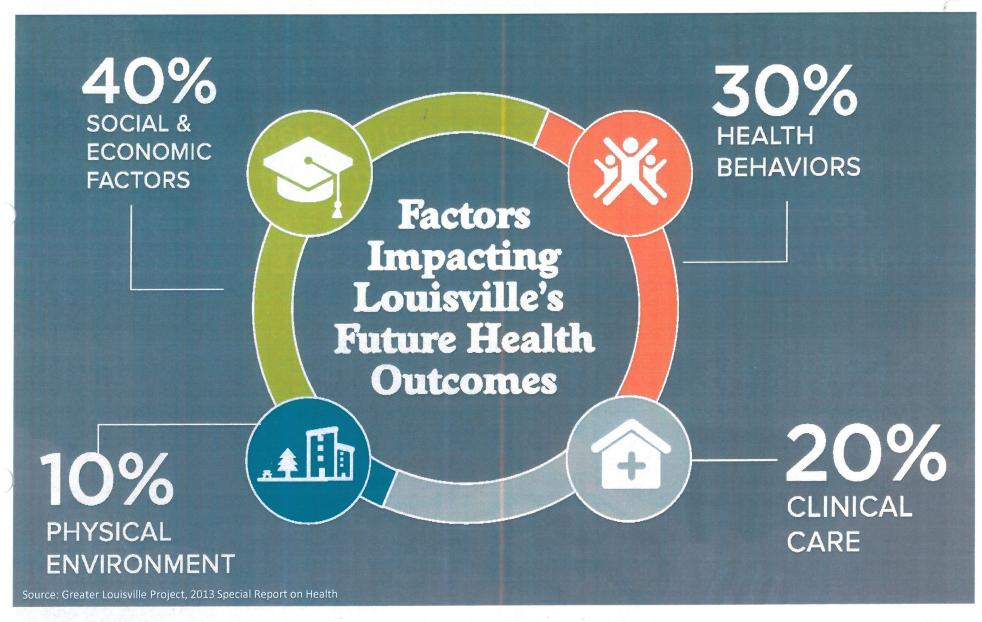
Jon Baker
Wyatt Tarrant & Combs

Kelli Jones, RLA Sabak, Wilson & Lingo, Inc.



PASSPORT MEMBERS





SOCIAL DETERMINANTS OF HEALTH PASSPORT





"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."

VISION



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

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

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

- 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 space that allows flexibility to meet the needs of an everevolving 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.

- 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.

GOALS & GUIDING PRINCIPLES

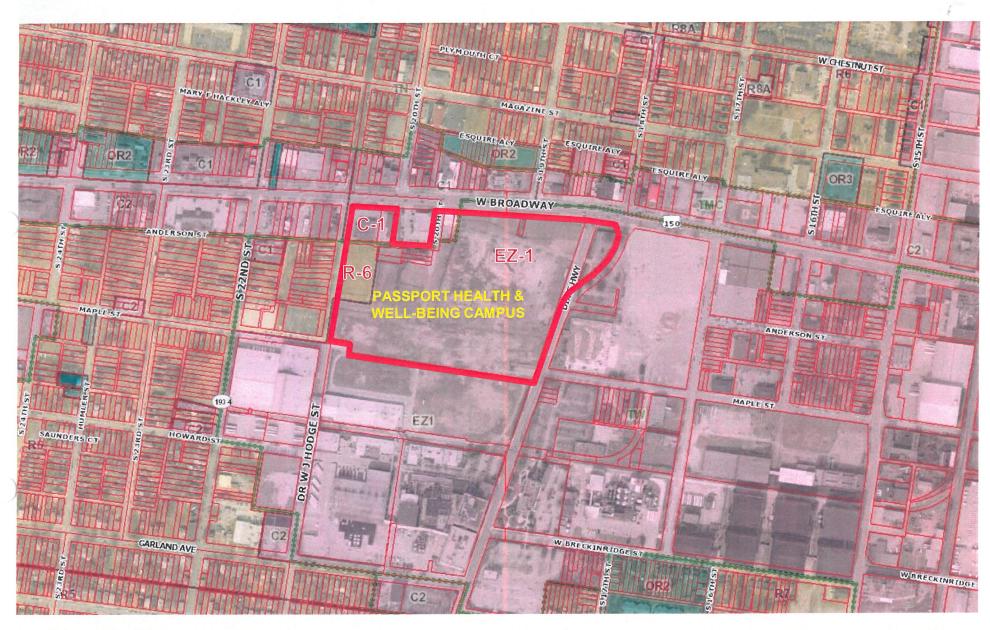






PHASE I - HEADQUARTERS





ZONING MAP





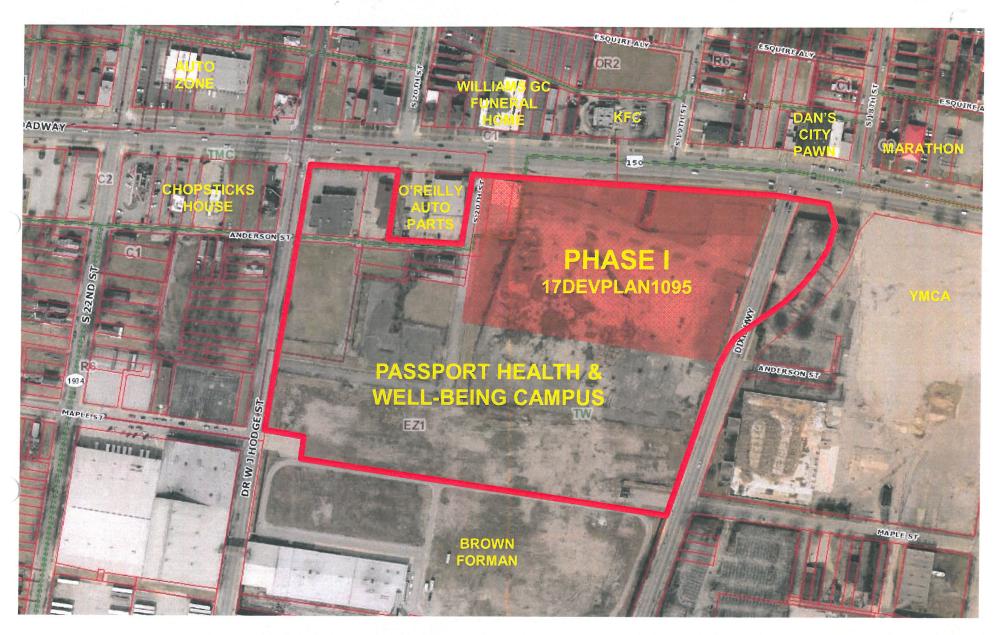
FORM DISTRICT MAP





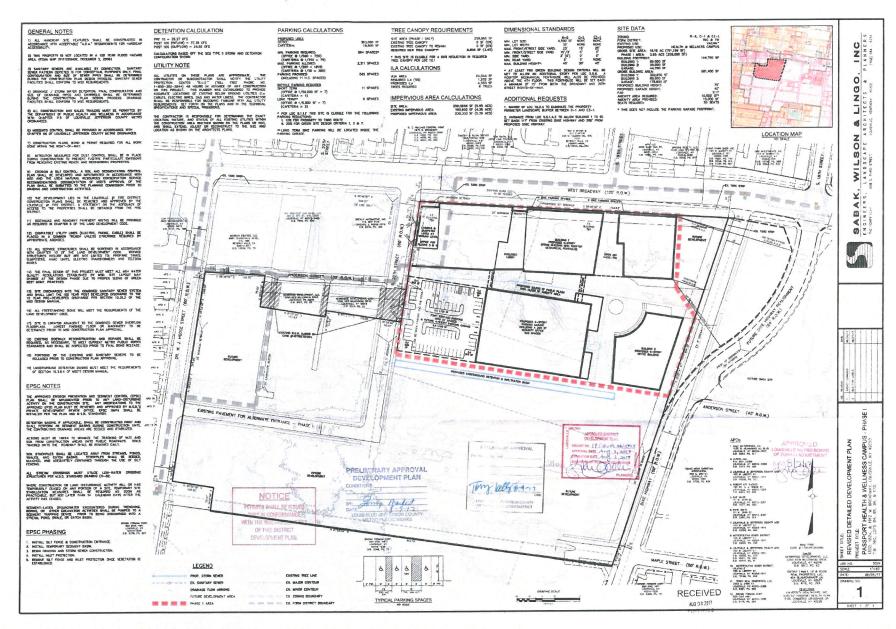
SITE AERIAL





SITE AERIAL





PHASE I DEVELOPMENT PLAN



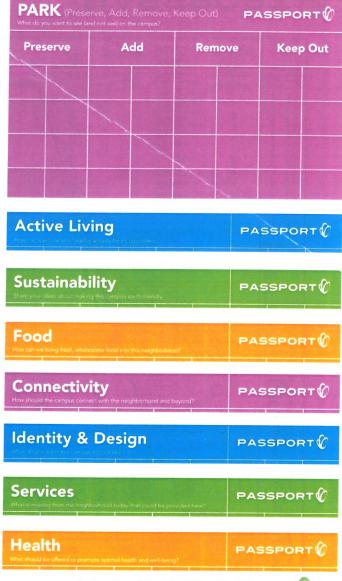


3 neighborhood meetings + many other public events.

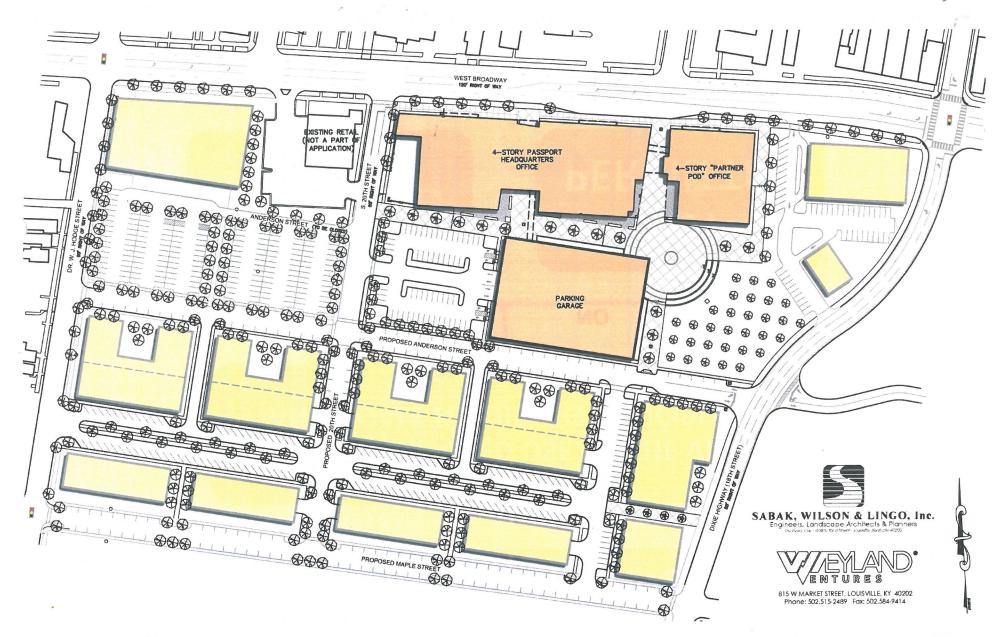


COMMUNITY OUTREACH

CHARRETTE BOARDS



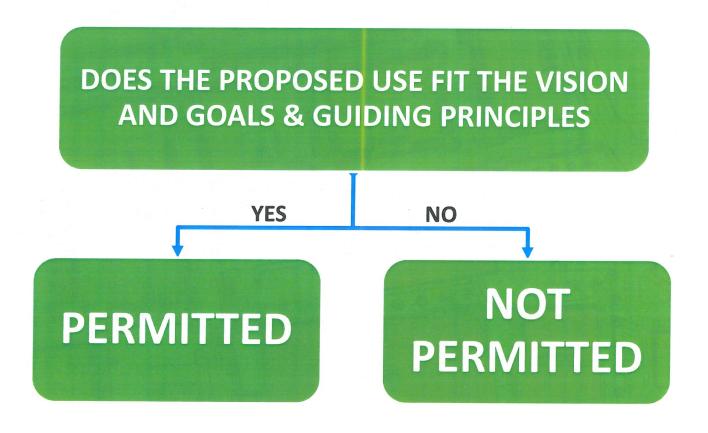




CAMPUS MASTERPLAN



Commercial, Office, Medical Facilities, Light Manufacturing/Technology, Residential



LAND USE





CONCEPTUAL CAMPUS SKETCH





CONCEPTUAL CAMPUS SKETCH



REQUIRED PARKING REDUCTIONS

- RESIDENTIAL 75% REDUCTION
- NON-RESIDENTIAL 50% REDUCTION

SHARED PARKING

- ALL USES MAY TAKE ADVANTAGE OF SHARED PARKING OPPORTUNITIES
- PARKING STUDY MUST BE APPROVED BY THE DESIGN COMMITTEE

ALTERNATIVE TRANSPORTATION

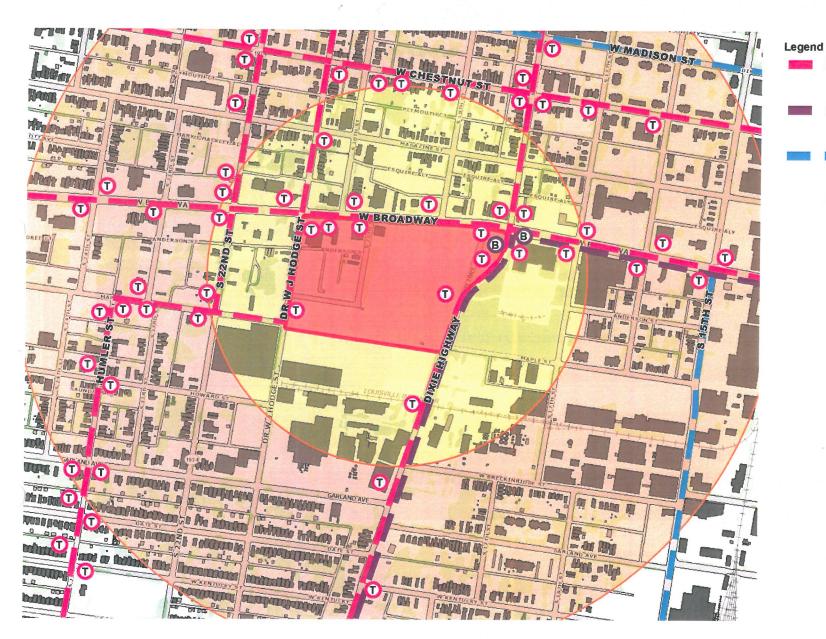
- BIKE PARKING
- RIDE SHARE LOADING ZONES
- BIKE & CAR SHARE PROGRAMS
- INCENTIVIZING USE OF PUBLIC TRANSPORTATION

PARKING STRUCTURES

- SUCH AS PARKING DECKS, PLATFORMS AND GARAGES
- CONSIDER USING UPPER FLOOR FOR OPEN SPACE

PARKING STRATEGIES





MOBILITY



TARC Line

TARC Stop
BRT Line

BRT Stop
Bike Lane
5 Min. Walk

10 Min. Walk

1

B

LOT DEVELOPMENT STANDARDS

SIGNAGE STANDARDS LANDSCAPE & BUFFER STANDARDS

LIGHTING STANDARDS ARCHITECTURAL STANDARDS

ART & AMENITY
SPACE
STANDARDS

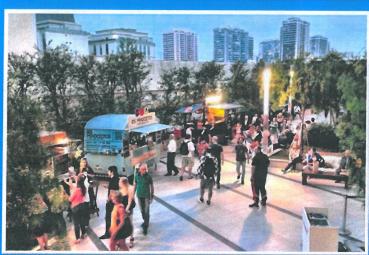
DESIGN GUIDELINES



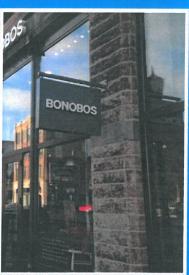






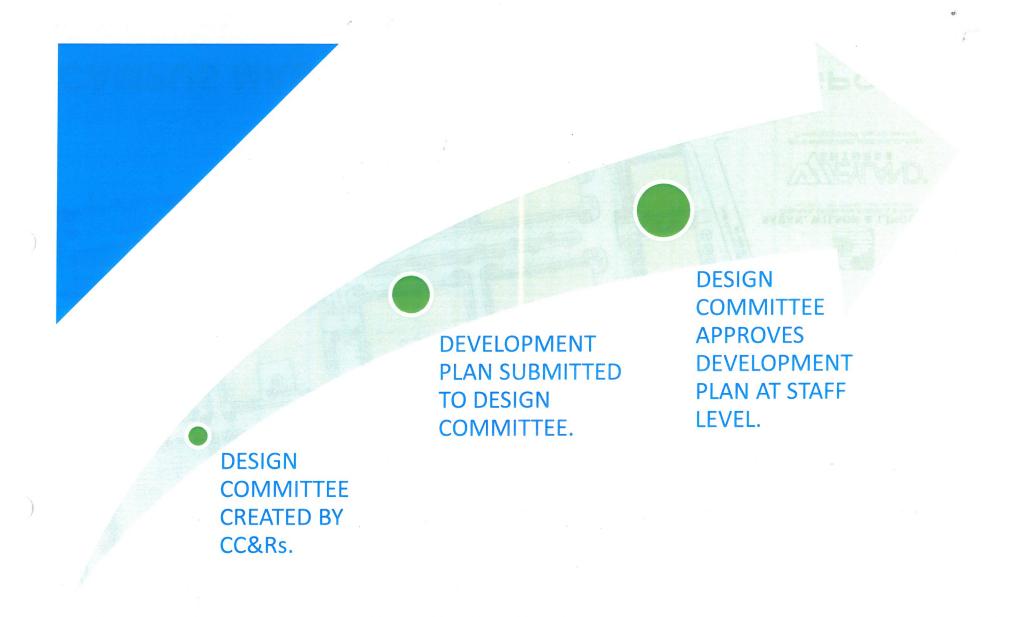






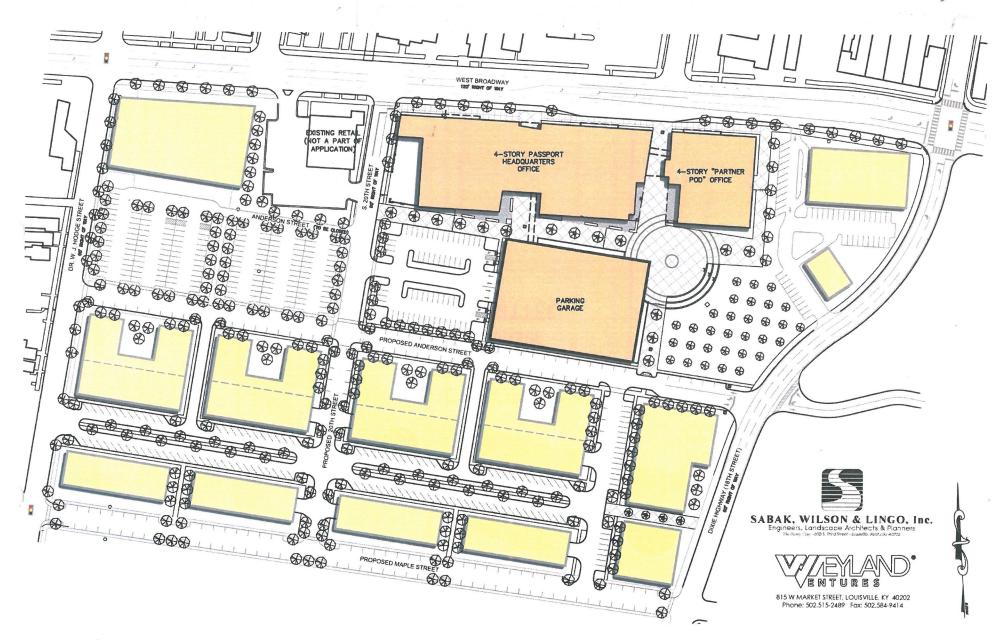
CONCEPT IMAGES





APPROVAL PROCESS





CAMPUS MASTERPLAN

