

# Downtown Louisville Parking & Pedestrian Action Plan

## Background

The Downtown Louisville Parking and Pedestrian Action Plan was developed to address the following key changes that have taken place over the past few years:

**Change #1** - In 2009, the Louisville City Council passed an ordinance (No. 1577, Series 2010) increasing the cap on development of the westerly portion of downtown from 354,000 square feet to 475,000 square feet (excluding City-owned buildings).

This change allows an additional 164,000 square feet of development. When new development occurs, it will increase demand for parking. Accommodating this additional square footage without compromising the unique character of Downtown Louisville will be essential to the continued success of downtown.

**Change #2** - Between 2008 and 2009, the City of Louisville completed a downtown parking study which demonstrated a maximum of one parked car for every 532 square feet of development.

The study showed that no more than 59% of the parking spaces were occupied at any given time. As a result of these findings, the Louisville City Council passed an ordinance (No. 1577, Series 2010) reducing the amount of parking required for new development downtown from 1 space per 400 feet of development to 1 space per 500 square feet of development for all uses except for residential, and adopted specific residential parking requirements. The ordinance was passed with the recognition that the on-street parking in the core of downtown was experiencing high levels of utilization while off-street spaces maintained low utilization rates. In order for downtown to continue to be successful, the City will have to better manage on-street parking resources and better utilize off street parking supply by extending the reach of the pedestrian through specific urban design actions.

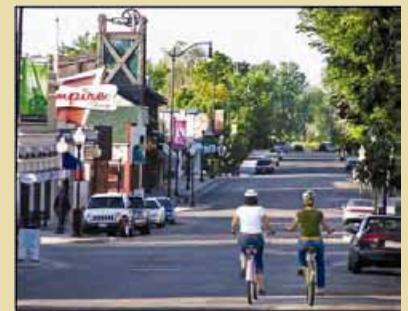
**Change #3** - The popularity of Downtown Louisville continues to increase. The small town appeal and the historic and pedestrian qualities of downtown, coupled with the success of the Street Faire and the Main Street Patios continues to attract private investment. The current parking supply is able to accommodate anticipated demand; however, additional strategies are needed to better manage both on-street and off-street parking resources.

## Public Process

In July of 2010, an advisory committee was formed to begin discussing the issues and opportunities surrounding the Downtown Parking and Pedestrian Action Plan. The committee provided guidance and suggestions which helped to establish an objective for the plan. In August of 2010, a public walking audit was held to gather feedback on the downtown pedestrian environment from members of the community. Planning staff then led 13 public meetings with various Louisville boards and commissions to present the plan and allow for comments and questions. The public process culminated with a meeting on December 16, 2010 where staff presented the plan and led an exercise to gauge how the meeting attendants prioritized the projects proposed in the plan.

## Objective

*The objective of the Downtown Parking and Pedestrian Action Plan is to better manage on-street parking resources and better utilize off-street parking supply, using both short and long term solutions focused on creating a vibrant, walkable, and economically vital Downtown Louisville.*



# Measures of Success

Thirty-one (31) projects identified below increase the parking supply or maximize its utilization through management solutions. Some of the projects selected will enhance the utilization of remote parking by improving the quality of the pedestrian experience. The six success measures listed below were established to determine if a project effectively enhances the pedestrian environment.

- Accessible** - Projects which help make downtown a place that can be enjoyed by people of all ages and mobility levels.
- Comfortable** - Projects which help visitors feel at ease with their surroundings and provide a feeling of personal safety.
- Convenient** - Projects which develop a clear image for downtown and create a place easily understood to residents and visitors alike.
- Connected** - Projects which link together multiple pathways to multiple activities, resources, services, and places.
- Engaging** - Projects which help to create a visually rich downtown with interrelated parts allowing visitors and residents to connect with each other and downtown.
- Vibrant** - Projects which build a downtown pulsating with life, vigor, and activity.

ID #	Project	Accessible	Comfortable	Convenient	Connected	Engaging	Vibrant	Additional Parking	
								Time Limit	No Time Limit
1	Main Street Kiosk Plaza	X	X	X		X			
2	Parks and Recreation Plaza	X	X	X	X				
3	Marketplace Walkway	X	X	X	X	X	X		
4	South and Front Street	X	X	X	X				
5	South Street Underpass	X	X	X	X	X	X		
6	Front Street Plaza	X	X	X		X	X	10	
7	City Hall Plaza		X	X		X	X		
8	Pine Street Gateway	X	X	X					
9	Pine and Front Intersection	X	X	X	X			17	
10	Parking Garage Improvements	X	X	X	X				
11	Pine and Main Street Parking	X	X	X				7	
12	Spruce Street Parking	X	X	X				2	
13	Alley Streetscape Plan	X	X	X	X	X	X		
14	Main Street Patios	X	X	X		X	X	-12	
15	Bicycle and Stroller Parking	X	X	X					
16	Wayfinding		X	X	X	X			
17	Walking Tour/Public Art Program	X				X	X		
18	Downtown Murals	X				X	X		
19	Extend 2 Hour Time Limit			X				20	-20
20	City Hall Parking Improvements and Vehicle Parking Policy	X	X	X				10	
21	County Annex Shared Parking	X	X					15	
22	Post office parking garage	X	X		X	X		20	
23	Landscaped Bulb Outs	X				X	X		
24	Pedestrian Intersection Improvements	X	X	X	X				
25	Newspaper vending machines	X	X	X					
26	Diversify Downtown Land Uses	X	X	X		X	X		
27	Modify Fee-in-Lieu of Parking Policy	X	X	X					
28	Employee Parking Manual		X	X					
29	Increased Parking Enforcement	X	X	X					
30	Events Infrastructure and Planning	X	X	X					
31	FasTracks	X	X	X	X	X			
32	Snow Removal Policy	X	X		X				

TOTALS

59 10

## Master Plan



South & Front Street Improvements



Main Street Kiosk Plaza



Main Street Patios



City Hall Plaza



South Street Underpass



Front Street Plaza



Marketplace Walkway



Parks and Recreation Plaza



Pine and Front Intersection



Pine St. Gateway

### Parking Results

Type	Existing	Build-out	Change
<b>Public On Street</b>	<b>272</b>	<b>286</b>	<b>14</b>
Short Term	198	232	34
Long Term	74	54	-20
<b>Public Off Street Parking</b>	<b>167</b>	<b>222</b>	<b>55</b>
Short Term	49	83	34
Long Term	118	139	21
<b>Public Spaces - Sub-total</b>	<b>439</b>	<b>508</b>	<b>69</b>
<b>Private Spaces - Sub-total *</b>	<b>452</b>	<b>517</b>	<b>65</b>
<b>Total Parking</b>	<b>891</b>	<b>1,025**</b>	<b>134</b>

\* Assumes future private development provides 20% of parking and payment-in-lieu for 80%.  
 \*\* Parking demand (1/ 532 SF) for downtown at build-out (475,000 SF) is 893 Spaces.  
 1,025 parking spaces represent a 13% surplus over future demand.

# Implementation

Five potential funding sources have been identified to assist in implementing the Parking and Pedestrian Action Plan. Successful implementation of the Action Plan will require a multifaceted, multi-year, utilization of each funding opportunity.

**Fee-in-Lieu Funds:** The City provides developers an option to pay a \$3,600 fee-in-lieu of constructing their required parking. Staff estimates the fee-in-lieu program will generate approximately \$950,000 through the downtown build-out if developers build only 20% of their required parking. Fee-in-Lieu funds will be used on projects which improve the utilization of existing parking spaces and create additional parking supply.

**Business Improvements District (BID):** Many improvements identified in the Action Plan will benefit Downtown interests only and therefore should be financed locally. A Downtown BID is established; however, a tax rate for the BID has not been activated.

**Impact Fees:** Impact fees are one-time charges applied to offset the additional public-service costs of new development. The City is currently conducting its five year update of impact fees and is examining the funding eligibility of projects from the Action Plan.

**General Fund - Capital Improvements:** Several projects from the Parking and Pedestrian Action plan can be integrated into the City's annual capital funding expenditure. These projects would be evaluated and prioritized by City Council annually.

**Tax Increment Financing (TIF):** The Highway 42 Revitalization District is an established TIF district which includes Downtown Louisville. As the tax base of the district increases, many of the projects in the Action Plan would be eligible for the small amount of TIF funding that may be available.

The potential costs and recommended phasing for the projects are shown below. The proposed projects will be competing for funds with other City of Louisville capital improvement projects. Final decisions regarding the timing and amount of funds to be allocated for the projects identified below will be made annually through the typical City Council budgeting procedures.

Project		1-3 Years	3-5 Years	5-10 Years	10-20 Years	Totals
Marketplace Walkway	D,C	50,000				50,000
Pine Street Gateway	D,C	15,000				15,000
Parking Garage Improvements	C	1,000				1,000
Pine and Main Street Parking	C	1,000				1,000
Spruce Street Parking	C	1,000				1,000
Main Street Patios	D,C	220,000				220,000
Bicycle and Stroller Parking	C	10,000				10,000
Wayfinding	D,C	80,000				80,000
Parks and Recreation Plaza	D,C	40,000				40,000
Newspaper vending machines	D,C	24,000				24,000
Modify Fee-in-Lieu of Parking Policy*	C	5,000				5,000
Extend 2 Hour Time Limit	C	1,000				1,000
County Annex Shared Parking*	C	5,000				5,000
Employee Parking Manual*	C	1,000				1,000
Snow Removal Policy	D,C	5,000				5,000
Main Street Kiosk Plaza	D	5,000	C 30,000			35,000
Events Infrastructure and Planning	C	10,000	C 5,000	C 5,000	C 5,000	25,000
Historic Walking Tour/Public Art Program	C	5,000	C 5,000	C 5,000	C 5,000	20,000
Downtown Murals	D,C		C	C	C	
Diversify Downtown Land Uses	C		C	C	C	
South and Front Street Improvements	D	10,000		C 60,000		70,000
South Street Underpass**	D	200,000	C 1,300,000			1,500,000
City Hall Vehicle Parking Policy						
Pedestrian Intersection Improvements						
Main and Walnut Intersection	D,C	50,000				50,000
Main/Elm St. & Front Street Intersections				D,C 250,000		250,000
Front Street Plaza			D 20,000	C 140,000		160,000
Increased Parking Enforcement*			C 20,000			20,000
Pine and Front Intersection			D,C 90,000			85,000
Landscaped Bulb Outs				C 10,000		10,000
City Hall Plaza				D 25,000	C 145,000	170,000
City Hall Parking Lot Improvements					D,C 12,000	12,000
Alley Streetscape Plan					C 50,000	50,000
Post office parking garage***					D,C 600,000	600,000
FasTracks					D,C 1,100,000	1,100,000
<b>TOTALS</b>		<b>\$740,000</b>	<b>\$1,470,000</b>	<b>\$500,000</b>	<b>\$1,920,000</b>	<b>\$4,630,000</b>

D = Design, C = Construction, D,C = Design and Construction

\* Estimate is for staff time needed to complete objective

\*\*Actual cost to be determined after design study is completed

\*\*\*Estimate based on City's payment for 20 public spaces