# WESTPORT ROAD CORRIDOR SMALL AREA PLAN

WESTPORT RD 2009

Metro Council Approval: 8/30/10

LOUISVILLE JEFFERSON COUNTY

URBAN Collage

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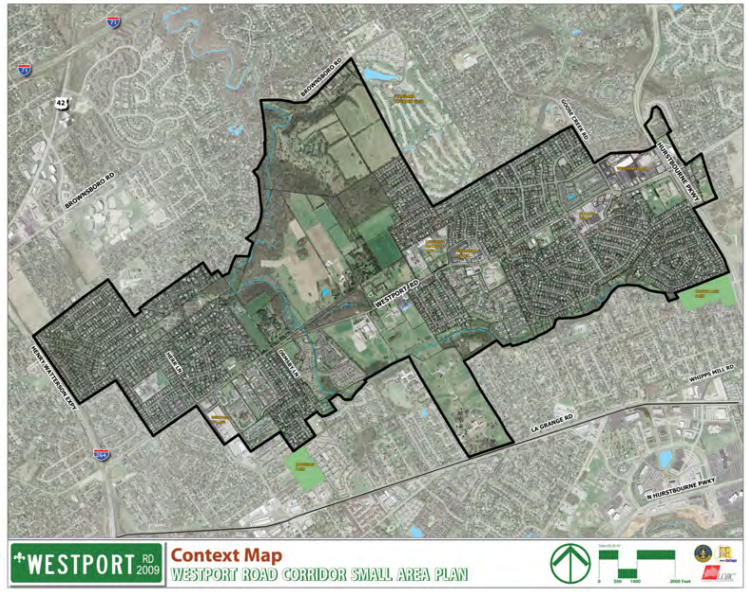
# Executive Summary

### Introduction

The Westport Road Corridor Small Area Plan is the product of foresight and anticipation in the midst of possible change. Spurred by alterations to Westport Road through road widening and the new interchange as well as emerging market conditions, area leaders saw the need to prepare for future growth. In 2008, leaders from the city of Plantation with several small cities and Metro Council representatives Glen Stuckel (District 17) and Kelly Downard (District 16) initiated discussion with Louisville Metro Planning and Design Services to create a neighborhood plan. The Westport Road Corridor, located about 10 miles from downtown Louisville, is envisioned to be "a vibrant group of neighborhoods working together to strike a balance between preserving their community identity and encouraging prosperous growth." (*from vision statement*)

It has been developed under a unique set of circumstances. Not only is the plan in anticipation of future growth, it represents the common vision from the collection of the various cities and neighborhoods along the road, including Graymoor-Devondale, Lyndon, Plantation, Rolling Hills, Meadow Vale, Langdon Place, Briarwood, Westwood, and portions of Louisville Metro. The boundary centers on the road corridor extending from approximately the Watterson Expressway (I-264) interchange to North Hurstbourne Lane and is outlined roughly by the boundaries of the small cities that abut the road.




**Map ES 1 Study Area Context**

### Vision Statement

The Westport Road Corridor is a vibrant group of neighborhoods working together to strike a balance between preserving their community identity and encouraging prosperous economic growth. The area will be a safe and welcoming community for people of all ages. Connected through open spaces and enhanced by multi-modal improvements to Westport Road, the corridor will center around village-like, walkable commercial districts that encourage the best practices of sustainability.

### Summary of Area Concerns

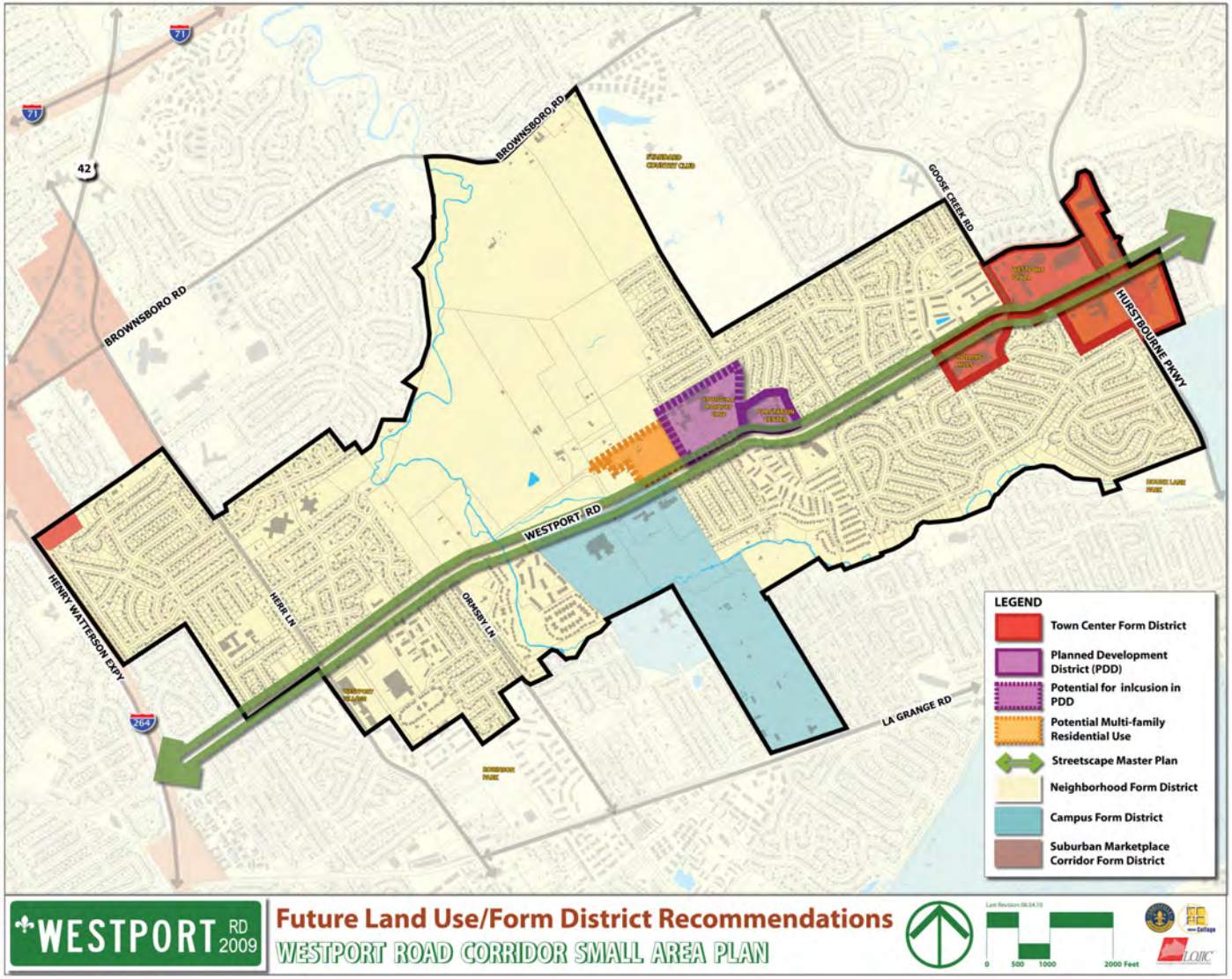
The Westport Road Corridor Small Area Plan was initiated by Louisville Metro Planning and Design Services at the request of several small city mayors and leaders in the corridor's area. Led by PDS staff, the neighborhood advisory group held its initial meeting in May 2009 to prepare for the plan process. In November 2009, the consultant firm, Urban Collage, along with PDS staff led stakeholders through a design workshop focused on urban design schemes for the commercial centers and possible future road character for Westport Road.

# Executive Summary

The planning process encompasses four phases: pre-planning, vision development, planning components, and approval process. The plans must include several specific plan elements. These elements include a neighborhood identity narrative, a vision statement, a land use/community form component, a mobility component, a plan implementation section, and an executive summary. Due to the uniqueness of the Westport Road Corridor, the plan also included the optional components of urban design and economic development.

Central to the plan's focus and reflected in the recommendations presented within is the imminent change in the traffic volumes on Westport Road and the need to be proactive in addressing land use conditions along the corridor. Therefore, the concerns addressed and the vision expressed by plan participants are translated into a set of recommendations that focus on creating a series of pedestrian-friendly centers while establishing a sense of place for visitors and residents alike.

The Westport Road Corridor Small Area Plan is to be used as a guide in consideration of future land use, zoning, area capital improvements, and policy decisions. Adoption of the Executive Summary, including the vision statement and the recommended changes to Cornerstone 2020 and the Land Development Code will allow Westport Road Corridor to maintain is character and encourage growth consistent with the community's vision for the future.




**Picture ES 2 Future Form and Zoning Recommendations**

| # | RECOMMENDATION | IMPLEMENTATION RESPONSIBILITY | TIMEFRAME |
|---|---|---|---|
| **Cornerstone 2020/LDC** | | | |
| | **Land use and Community Form** | | |
| C.1 | Establish Plantation Center as a Planned Development District (PDD) (See Map ES 2) | PDS/COP/MC | Short - Medium |
| C.2 | Communicate with the property owners regarding inclusion of their properties (i.e. Racquet Club and Mother of Good Council) within the recommended PDD | PDS/PO/COP | Short |
| C.3 | Change the form district of Rolling Hills and Westport Plaza from Suburban Marketplace Corridor to Town Center Form District (See Map ES 2) | PDS/MC/CORH/COMV | Short |
| C.4 | Review current non-residential footprint cap standards within the form districts to evaluate their effectiveness. | PDS | Short |
| C.5 | Review current conditional use permit regulations (Section 4.2.29 of the LDC) for institutional uses to exceed the footprint cap to determine whether recreational uses should be included as well. | PDS | Short |
| C.6 | The property at 8211 Old Westport Road (land located between the Islamic School of Louisville and the former Mother of Good Council property) should be considered as part of the proposed Planned Development District for the Plantation Center. | PDS/PO | Ongoing |
| C.7 | Redevelop the commercial centers (i.e. Plantation Center, Westport Plaza and Rolling Hills Center) as mixed-use, pedestrian-oriented development. | PDS/SC/MC | Ongoing |
| C.8 | Promote infill development and redevelopment in commercial centers. | PDS | Ongoing |
| C.9 | Based on market analysis performed for this plan, direct new commercial development and limit it to the existing commercial centers Westport Village, Plantation Center, Rolling Hills and Westport Plaza. | PDS | Ongoing |
| C.10 | Lots currently zoned and used as residential fronting Westport Road, serviced by frontage roads, should not be converted to non-residential uses. | PDS/COL/COGD | Ongoing |

| # | RECOMMENDATION | IMPLEMENTATION RESPONSIBILITY | TIMEFRAME |
|---|---|---|---|
| C.11 | Lots currently zoned and used as residential fronting Westport Road, without frontage roads west of Ormsby Lane, should not be converted to non-residential due to a lack of adequate access and space for off-street parking. | PDS/COL/COGD | Ongoing |
| C.12 | Variances or waivers of environmental standards should be discouraged for all large lots (>1 acre) redeveloped within the study area. These properties if developed should comply environmental design standards of the LDC and meet design guidelines recommended in this plan. | PDS | Ongoing |
| | | | |
| | **Urban Design** | | |
| C.13 | The PDD for the Plantation Center shall be designed to emphasize pedestrian oriented development patterns as the center redevelops | PDS/COP/MC | Medium |
| C.14 | Follow urban design guidelines as recommended within the urban design chapter of this plan for residential and non-residential developments and redevelopments | PDS | Ongoing |
| C.15 | Encourage new development or redevelopment to provide green infrastructure, transportation connections, and open spaces through the design standards recommended within the urban design and mobility chapters of this plan. | PDS/MP/SC | Ongoing |
| C.16 | In commercial centers (i.e. Plantation Center, Rolling Hills and Westport Plaza) when redevelopment occurs, encourage an urban edge and promote an urban pattern of development. Use the standards outlined in the Urban Design chapter within this plan as part of any discretionary review process. | PDS/SC/MC | Ongoing |
| C.17 | Develop Streetscape Master Plan for the Westport Road Corridor (within study area) with detailed design guidelines and standards. (See Map ES 2) | PDS/SC/PW, KYTC | Short-Medium |
| C.18 | Encourage the location of parking lots, decks, building service areas, and utility areas away from the view of Westport Road, with access from side streets wherever possible | PDS | Ongoing |

| # | RECOMMENDATION | IMPLEMENTATION RESPONSIBILITY | TIMEFRAME |
|---|---|---|---|
| | **Economic Development** | | |
| C.19 | Encourage and identify financial incentives for the development of vacant, and redevelopment of existing non-residential properties to meet the market demand as described within the economic development chapter of this plan | PDS/ED/SC | Medium |

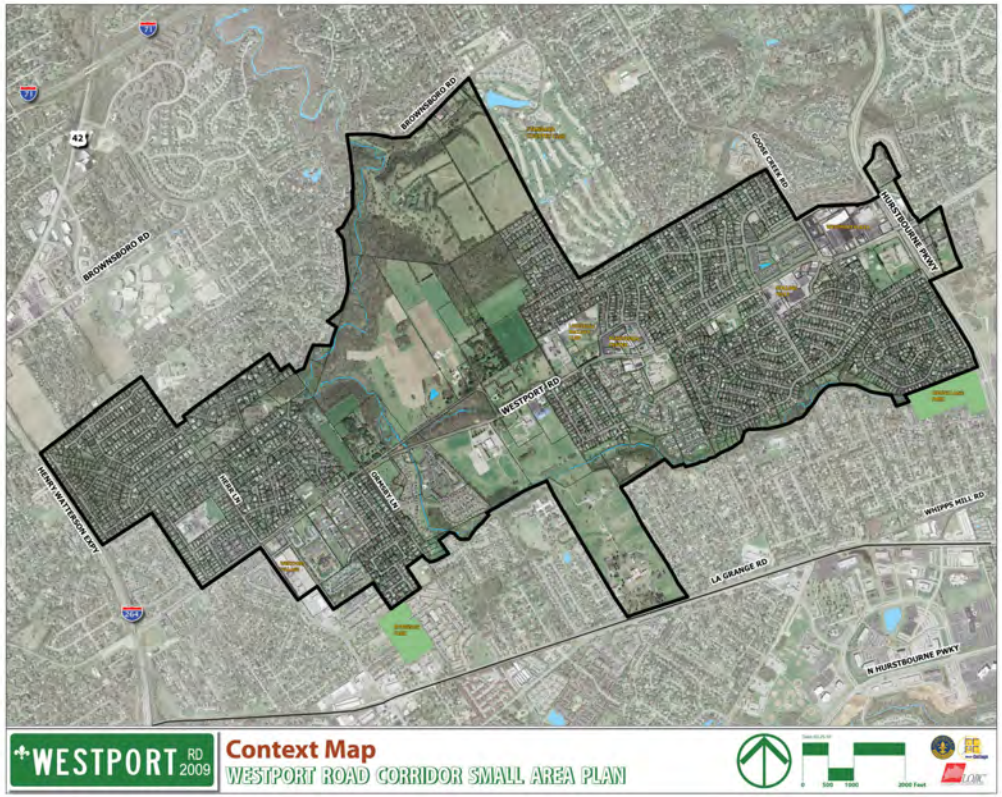
**Table ES 1**

# 1 Introduction

## 1.1 Background

The Westport Road Corridor Small Area Plan is the product of foresight and anticipation in the midst of possible change. Spurred by alterations to Westport Road through road widening and the new interchange as well as emerging market conditions, area leaders saw the need to prepare for future growth. In 2008, leaders from the city of Plantation with several small cities and Metro Council representatives Glen Stuckel (District 17) and Kelly Downard (District 16) initiated discussion with Louisville Metro Planning and Design Services to create a neighborhood plan. The Westport Road Corridor, located about 10 miles from downtown Louisville, is envisioned to be "a vibrant group of neighborhoods working together to strike a balance between preserving their community identity and encouraging prosperous growth." (*from vision statement*)

It has been developed under a unique set of circumstances. Not only is the plan in anticipation of future growth, it represents the common vision from the collection of the various cities and neighborhoods along the road, including Graymoor-Devondale, Lyndon, Plantation, Rolling Hills, Meadow Vale, Langdon Place, Briarwood, Westwood, and portions of Louisville Metro. The boundary centers on the road corridor extending from approximately the Watterson Expressway (I-264) interchange to North Hurstbourne Lane and is outlined roughly by the boundaries of the small cities that abut the road (see Map 1).




Map 1

Defined by its tree-lined streets, stable neighborhoods, open spaces, and convenient location to many goods and services, the area maintains its small-town feel and numerous assets that contribute to its livability. Most of the study area was built in the post WWII era, especially following the opening of the Watterson Expressway in 1956. Even today, many of the area's residents have lived in the area more than a couple of decades indicating the stability of homeownership.

Similarly, following the 1980s, the opening of Hurstbourne Parkway in the northeastern section of the study area created further development that occurred over the last two decades. Now, on the dawn of a new decade, the corridor is once again poised for changes with the opening of the interchange at the Watterson Expressway and Westport Road.

## 1.2 Purpose of the Plan

In recent years, commercial development in the area around the Westport and Hurstbourne intersection, in addition to development near the Westport and I-265 interchange, has changed the demand and character of older commercial development along the Westport Road corridor. In future years, as the road's character evolves due to the new infrastructure, development pressures in key locations could present new challenges to the corridor's small cities and their residents, business owners, and institutional representatives. Consequently, there will be a need to revisit the needs and viability of aging retail centers such as Plantation and Rolling Hills.

One of the key points of emphasis in this plan is to consider the future function and character of these neighborhood centers. What types of businesses would be appropriate and economically viable for the area? Is the existing pattern of business development conducive to the long-term economic viability of the area? These questions and more were critical concerns of area leaders and significantly shaped the scope of the plan project.

With projected increases in traffic volume and subsequent potential development pressures for key properties, this plan seeks to manage and guide future growth and redevelopment along the Westport Road corridor. The Westport Road Corridor Small Area Plan is to establish a vision and guidance for future growth and redevelopment to occur over time in a manner that respects the existing character, yet adapts to modern needs and realities.

## 1.3 Process Overview

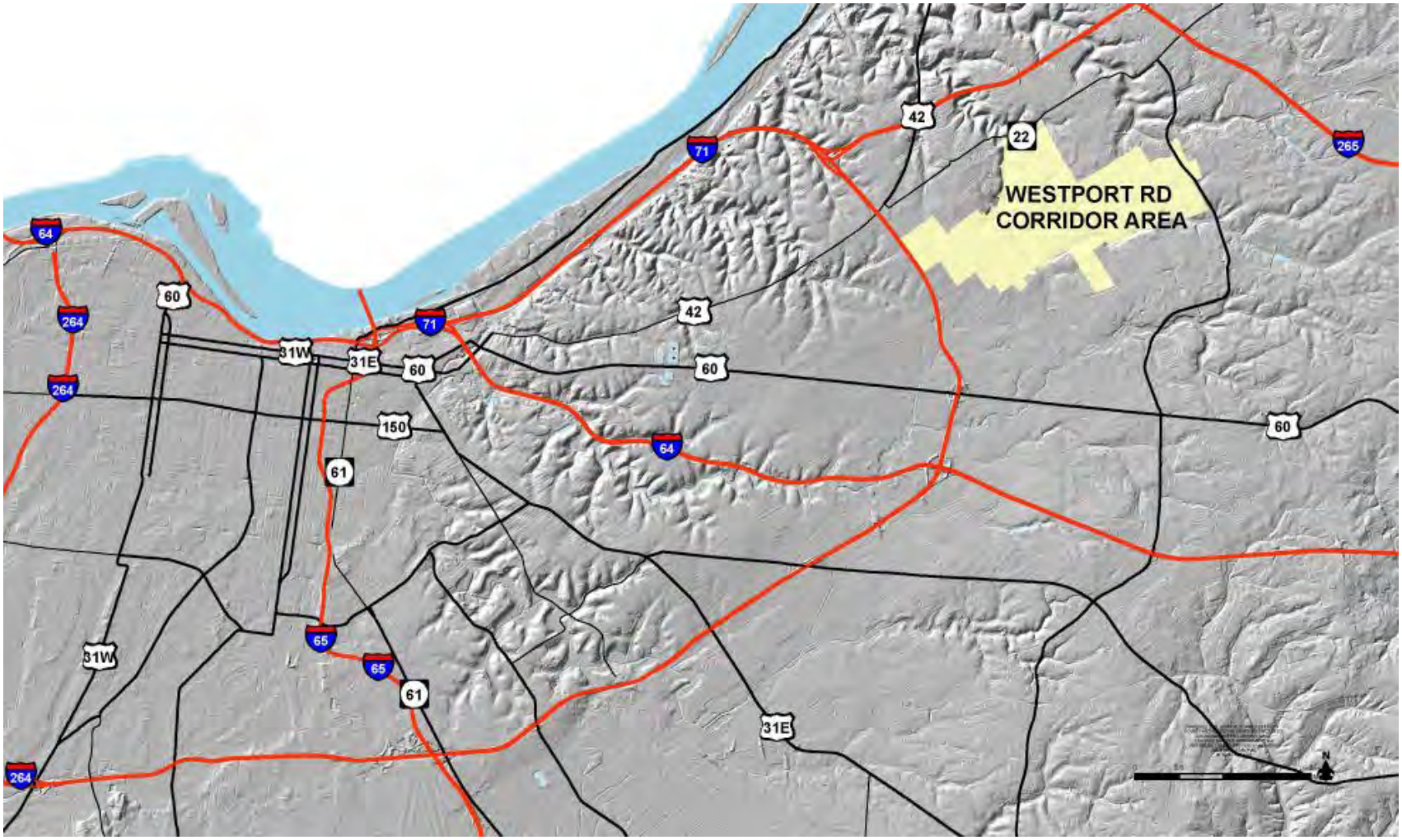
Louisville Metro neighborhood and small area planning is based on procedures established by the Metro Council and set forth in the Louisville Metro Code of Ordinances, Title XV, Chapter 161, Neighborhood Development Plans, which contains language broadly outlining the purpose and process for neighborhood planning. Neighborhood planning is administered through Louisville Metro's Division of Planning and Design Services (PDS). PDS staff has expanded and refined the procedures outlined in the municipal Code of Ordinances and produced the "Neighborhood Planning Guidebook." This report outlines specific procedures for drafting, adoption, and implementation of the neighborhood plan. Furthermore, each plan initiated by PDS is guided by significant public participation, particularly from its Mayor Abramson- appointed neighborhood advisory group consisting of area leaders, business and institutional representatives, and residents.

The Westport Road Corridor Small Area Plan was initiated by Louisville Metro Planning and Design Services at the request of several small city mayors and leaders in the corridor's area. Led by PDS staff, the neighborhood advisory group held its initial meeting in May 2009 to prepare for the plan process. Subsequent meetings open to the public were held to learn about existing conditions and to prepare a vision for the area. Following several months of regular meetings, a Public Meeting/Open House was held in August 2009 to introduce the general public to the small area plan and the planning process to date.

In November 2009, the consultant firm, Urban Collage, along with PDS staff led stakeholders through a design workshop focused on urban design schemes for the commercial centers and possible future road character for Westport Road. Stakeholders of the Westport Road Corridor had the opportunity to review an initial draft of the plan in April and May 2010. Following ongoing guidance by the neighborhood advisory group and input from the general public, the plan and its executive summary were adopted by Louisville Metro Council on August 30, 2010.

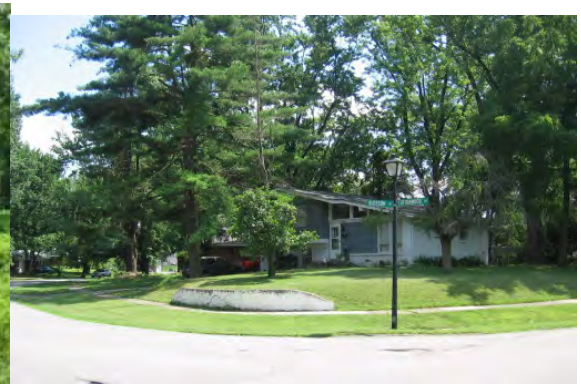
The planning process encompasses four phases: pre-planning, vision development, planning components, and approval process. The plans must include several specific plan elements. These elements include a neighborhood identity narrative, a vision statement, a land use/community form component, a mobility component, a plan implementation section, and an executive summary. Due to the uniqueness of the Westport Road Corridor, the plan also included the optional components of urban design and economic development.

## 1.4 Location Map




**Map 2 Westport Road Corridor location.**

## 2 Neighborhood Vision Statement



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# 3 Neighborhood Identity

The Westport Road Corridor is a unique collection of small cities and neighborhoods whose characteristics give it a "small town feel." Throughout the planning process, this theme was amongst other common descriptions participants referred to when describing the neighborhoods along the corridor. The purpose of this chapter is to define the characteristics that define the sense of place as well as the history and population composition. Most importantly, the material presented helps tell the story of the area's past and present environment.

By defining the uniqueness of the area it aided plan participants realize of how it came to be what it is today and helped to create the best vision of what it can be in the future. During the planning process, PDS staff and the consultants, Urban Collage, used various methods of data and information gathering to develop this identity. The advisory group along with others in the community contributed their knowledge through interviews, online surveys, workshops, and various discussions throughout the regular meetings. In addition, PDS staff and the consultants gathered data from the 2000 U.S. Census count, referenced published material, and spent time in the area taking photos and understanding the context up close.

## 3.1 History

The history of the Westport Road area can be defined by three important themes that have shaped its character today – large family farm holdings, railroad development, and post-war suburbanization. These elements have served to shape its built environment and continue to affect the pattern of development in the area.

Attracted by the arable, well-drained soils of the area, the first settlers to the WestportRoad area established farmsteads along Goose Creek and the Harrods Creek tributaries. Early maps of the area (see Image) show that the study area lies within the historic precincts of Springdale and Gilmans. Current road names along the corridor remind us of some of the former large land owner family names – Herr, Barbour, Ormsby, Rudy. For example, the modern city of Graymoor-Devondale was comprised of large estate farms owned by families such as the Rudys and Herrs. Along what is now Westport Road, farmers coming in from Oldham County and nearby farms could access banks, blacksmith shops, churches, and stock yards.

**From 1879 Beer & Lanagan Atlas of Jefferson and Oldham Counties**

The second theme which defines the historical development of the Westport Road corridor is railroad transportation. While this aspect no longer directly affects the stakeholders along Westport Road, its historical relevance is an important contributor to the historical concentration and distribution of housing and commercial areas. The establishment of Lyndon centered around its train depot, built in 1871 on land owned by Alvin Wood. The depot helped save the time and effort for settlers in the Lyndon and Springdale area who had previously only had access to the depot in Saint Matthews. Eventually in the early 1900s, the interurban electric train made

regular stops in Lyndon on its route linking Louisville to LaGrange in Oldham County. As a result, Lyndon and its surrounding areas began to see more residential development. However, following the discontinuation of passenger rail in the 1930s, it would not be until the post World War II era that land subdividing would become the normal trend in land development.

Beginning in the 1950s, most of what had been family farms and rural land began to be subdivided and built into the modern residential neighborhoods that define the area's character. The study area's first subdivision in the post-war era occurred in the Graymoor-Devondale area, off Herr Lane at Boxwood Road starting in 1953. Once the Watterson Expressway opened in the mid 1950s, the cities of Briarwood (subdivided in 1955, incorporated 1957) and Plantation (subdivided 1957, incorporated 1960) began to redefine the landscape. In 1959, developer John A. Walser purchased a section of O.A. Walser's farm and opened the Graymoor Neighborhood. Devondale would be incorporated in 1960. In the subsequent years, the subdivision and eventual incorporation of the small cities of Rolling Hills (incorporated 1966), Westwood (1967), Meadow Vale (1967), and Langdon Place (1970). Even though Lyndon had long been established as a community prior to the opening of the Watterson, it did not incorporate into a 4th class city until 1965. Graymoor and Devondale merged in 1980 in to incorporate as a 4th class city in order to gain zoning authority.

The timeline discussed above clearly defines the impact the opening of the Watterson Expressway had on the development of former farmland. Similarly, following the 1980s, the opening of Hurstbourne Parkway in the northeastern section of the study area opened opportunities for the development that has occurred over the last two decades. Now, on the dawn of a new decade, the corridor is once again poised for changes with the widening of Westport Road in the last decade and impending opening of the interchange at the Watterson Expressway and Westport Road.

## 3.2 Demographics

The Westport Road Corridor is a collection of small, incorporated cities. In a typical demographic analysis for small area plans, census tracts and block groups are the most common level of analysis. However, for the plan's study area, the data discussed in this section includes census place data since the entirety of the small cities fall within the study boundary. Only Lyndon was partially included, yet its full data is included in this review. In some circumstances, census tract and block group are used to demonstrate various socioeconomic conditions (see Figures 1 and 2).

| Census Designated Place | Population (2000) |
|---|---|
| Briarwood | 554 |
| Graymoor-Devondale | 2,925 |
| Lyndon | 9,369 |
| Meadow Vale | 765 |
| Plantation | 902 |
| Rolling Hills | 907 |
| Westwood | 612 |
| Langdon Place | 975 |

**Table 1**

The study area consists of stable neighborhoods, composed of mostly white, educated and a working class population. Using data from the 2000 US Census, the average age for most of the small cities was in the lower 40s, thus indicating middle-aged neighborhoods of family-oriented households. However, there are two factors pertaining to age and households that were evident from the 2000 Census that will be interesting to observe in the 2010 Census. First, the largest age groups were the 65 years and older group andmiddle age (40-49 years old) with adolescent and teenage children. Based on this information, the next Census should show that the second factor, household size, has decreased and that the population will be more dominant in the 55 and older range. Certain small cities, like Plantation, Lyndon, and Langdon Place were all much younger in average age (36 years, 33, 37) compared to the other surrounding cities, yet similar to the overall average age for Jefferson County (36.7). Graymoor-Devondale was the oldest at 46.3 years, according to Census data.

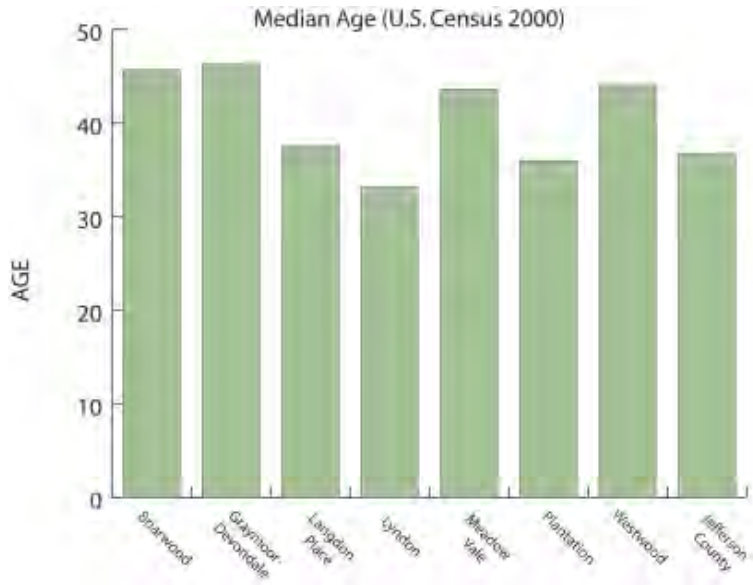



Figure 1

As stated above, the Corridor includes a well-educated population, with 45% possessing a bachelor's degree or above (compared to 25% for Jefferson County). This is reflected in median household income, where all of the small cities had a higher income than Jefferson County, ranging from Lyndon (8% higher) to Westwood (46% higher). The most common professions of residents included educational, health, andsocial services (21%), retail trade (13%), and professional services (10%).

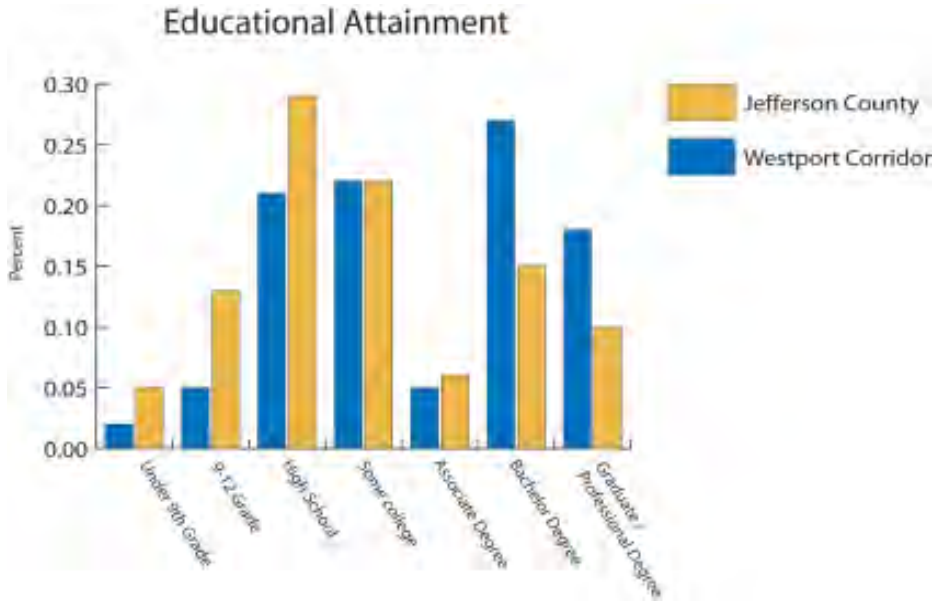



Figure 2

With the 2010 Census yet to be counted, once the outcome is known, several of these indicators should be reviewed to better understand the changing dynamics of the area. Particular review should include the observation in changes in median age, age groups, household size, and household income. These factors will determine whether the area has changed over the last decade and to indicate that it has maintained its stability demonstrated in the previous Census count.

## 3.3 Defining Neighborhood Characteristics

While the Westport Road corridor is a collection of small cities and neighborhoods, there are common characteristics that tie the communities together. During the process to develop this plan, Planning and Design Services asked participants what were

their favorite things about the area. The results indicated all elements that make any neighborhood/community desirable to live: trees, location, character, affordability, friendliness, quiet, and safe. These characteristics also serve to guide the principles outlined in the planning components in later parts of this plan.

Many of the small cities have distinctive elements that define their sense ofplace. Westport Road's character has changed through the years and especially in more recent years with the widening of the roadway. However, the neighborhoods that abut the corridor each possess the characteristics labeled above. For example, mature tree canopy along the neighborhood streets help in defining the character of the street, slowing down neighborhood traffic, and providing homeowners with additional shade in the hot summer months to reduce their energy needs. As a result, these neighborhoods have experienced healthy conditions for many years due to stable real estate values and long-time tenure of residents. The survey conducted during the plan's development reveled that the majority of residents surveyed have lived in the area 10 years or more. Most importantly, over 80% of rated their experience living in the area as good or excellent.

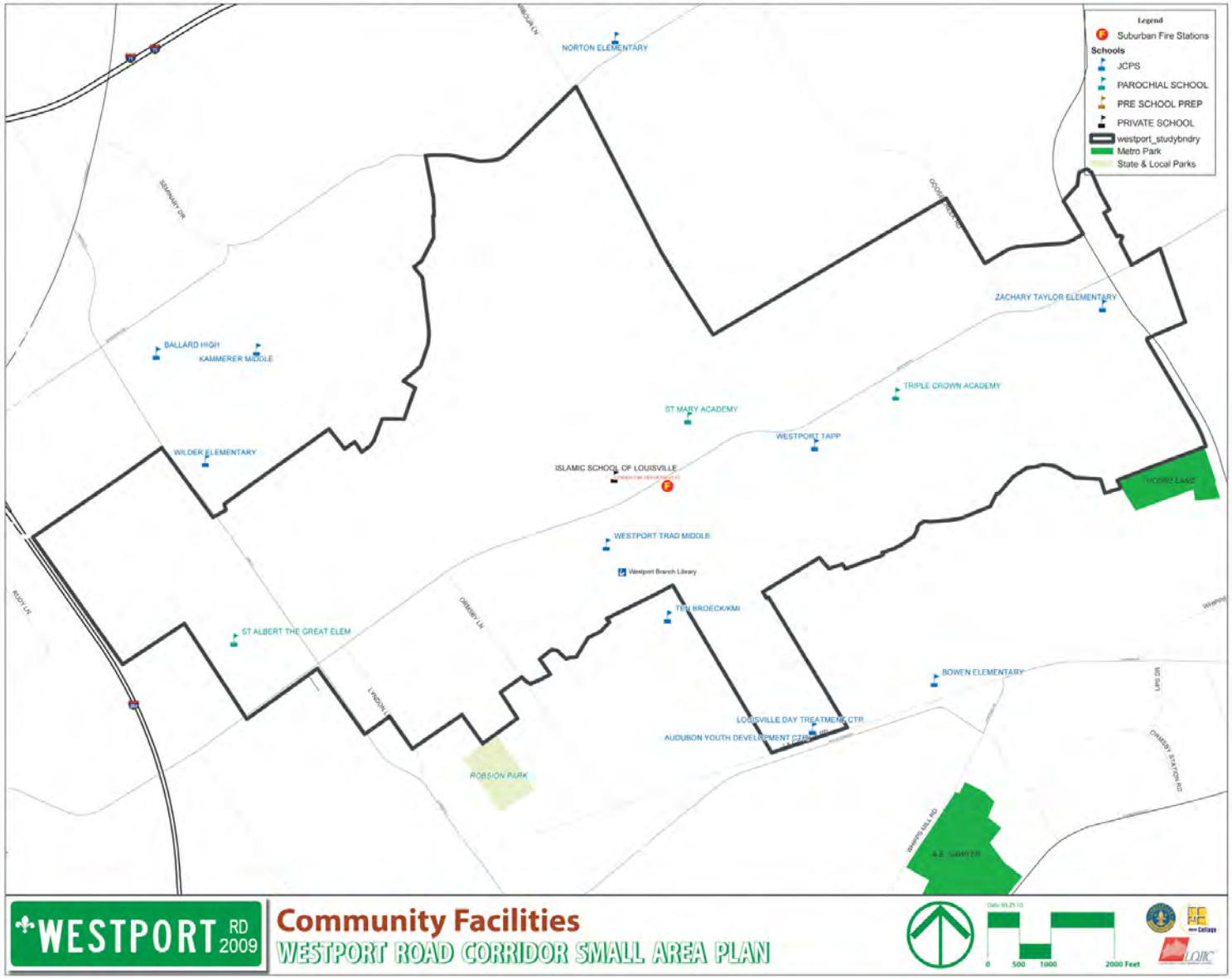
**Picture 1 Neighborhood tree-lined streets**

One of the best attributes to the area's livability is the large collection of schools, community facilities, and commercial retail. As most of the small cities and neighborhoods were being built during the post-war era, it was common to include civic uses, institutional uses, and retail opportunities to accompany the new population. The small-scale, neighborhood-serving retail centers along the corridor are an example of how many of these areas developed in an era prior to big box stores and mega malls. The recent redevelopment of Westport Village and its emphasis on placemaking provide an example of what other centers such as Plantation, Rolling Hills, and Westport Plaza could eventually become. These centers provided a gateway to the neighborhoods that line Westport Road and have provided many of their daily goods and services needs.

Furthermore, a multitude of institutions and civic uses are located in and adjacent to these centers along the corridor. Families have many options for educational or worshipopportunities. There are fifteen schools within or directly adjacent to the study area. Eleven of those schools are part of the Jefferson County Public School system ranging from elementary to high school. Many churches of various faiths and denominations provide worship opportunities for the residents. In addition, with close proximity of parks such as Hounz Lane Park, E.P. Tom Sawyer State Park, A.B. Sawyer, and Robsion Park (Lyndon) and recreational facilities located on the educational campus provide residents many options to access open space (see Map 3). However, there is a need for more recreational opportunities within the study area as indicated in the planning process.

**Picture 2 Westport Middle School**

These cumulative features are what contribute to the "small town feel" and the overall livability of the Westport Road Corridor area. They help assure sustainability of the area and continue to attract new residents and retain multi-generations of families. In addition, they also help contribute to the affordability, accessibility, and overall health of the community. It will be critical for the recommendations in this plan to preserve, protect, and add to these unique characteristics for years to come.




**Map 3 Community Facilities**

# 4 Land Use/Community Form

The Westport Road Corridor Small Area vision statement recognizes the importance of the compatibility of the developments and their impact on the community. With projected increase in the traffic volume due to the opening of the interchange at the intersection of Westport Road and I-264, the main intent of the Westport Road Corridor Study plan is to guide future growth and redevelopment along the corridor. In Louisville, Land Use and Community Form are important regulatory frameworks for guiding future development. The Advisory Group emphasized strongly the creation of an identity for the whole corridor, "while preserving their community identity and encouraging prosperous economic growth." Also the vision statement includes that the "corridor will center around village-like, walkable commercial districts that encourage the best practices of sustainability." To achieve these goals, it is critical to have a regulatory approach and review and amend the land use and community forms in furthering the vision of the community.

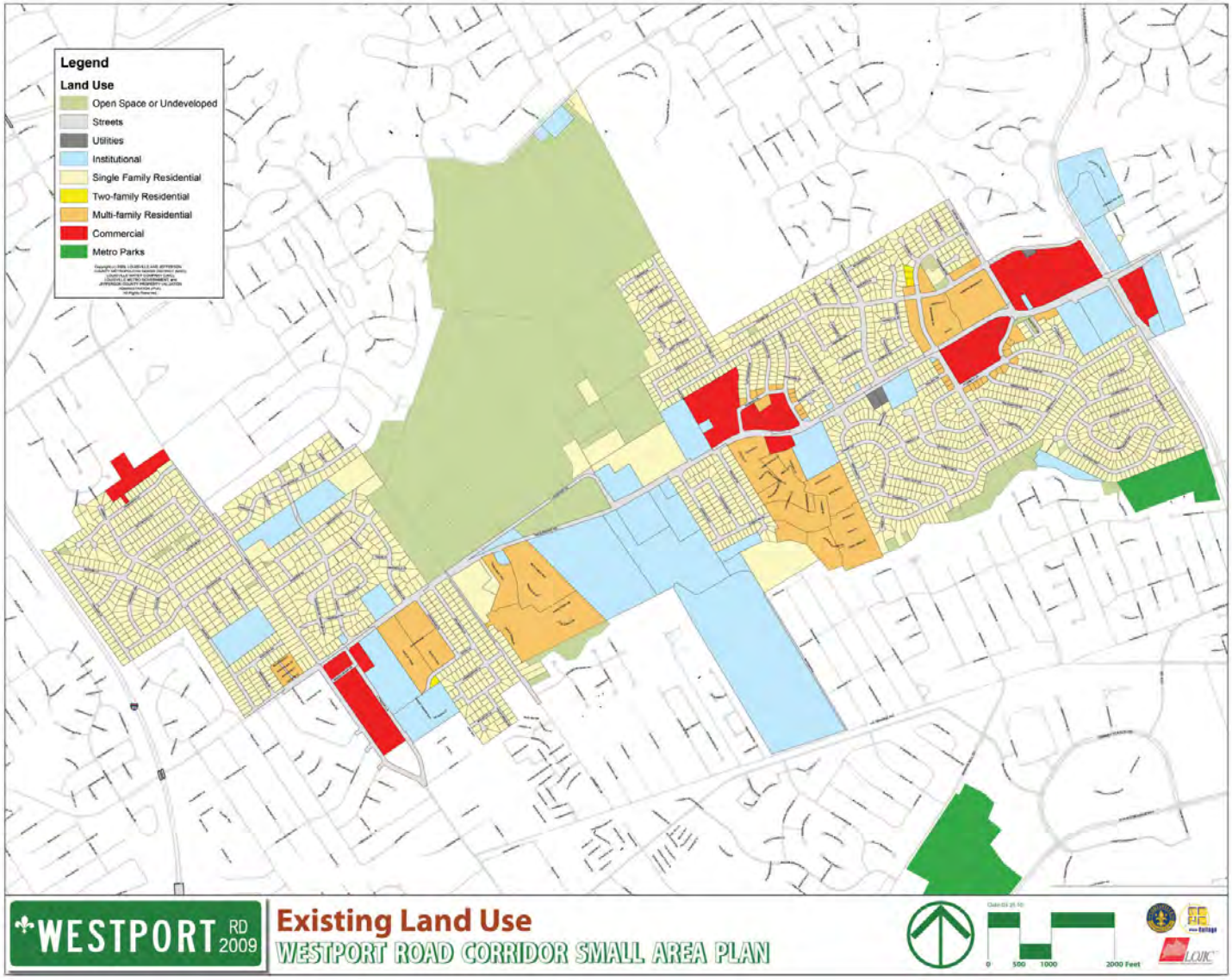
Throughout the planning process, Louisville Metro Planning & Design Services staff and the planning consultant assessed the existing conditions and obtained public input in order to understand the major concerns pertaining to the land use and community forms existing within the neighborhood. Various discussion methods were used in the form of public meetings, stakeholder interviews, workshops, surveys and interactive exercises to gain consensus and come up with the strategic recommendations for the overall study area and the specific focus areas. This chapter outlines the existing conditions of land use and community form within the study boundary and highlights the priorities and recommendations as developed during the planning process.

## 4.1 Land Use Priorities

Cornerstone 2020 Comprehensive goals include the use of "the land use policies as a guide for the location, type and design of future land development, transportation and community facilities." In order to achieve the vision of the Westport Road Corridor by creating more urban and walkable commercial districts, it was critical to understand the land use priorities of the community. Through the various visioning and public input methods conducted during the planning process the following priorities were identified:

- Identify compatible land uses and the best uses in order to support the neighborhood
- Preserve the identity and character of the existing neighborhoods
- Preserve the village-like feel of the farmlands
- Create more opportunity for growth and expansion for the existing businesses
- Encourage more walkable urban development patterns at the retail centers
- Encourage more diverse and sustainable uses integrated within the neighborhoods

## 4.2 Land Use Analysis




**Map 4 Existing Land Use**

# 4 Land Use/Community Form

The Land Use Map illustrates the existing conditions within the Westport Road study boundary. There are 7 general categories of land use including:

- Single Family Residential
- Two–family Residential
- Multi-Family Residential
- Commercial
- Institutional
- Open Spaces
- Vacant/Undeveloped Areas

The following chart shows the percentage of area of each category and is followed by a brief description of the most important categories

| Category | Acres | Percent of Area |
|---|---|---|
| Single Family | 707.96 | 38.27% |
| Open Space | 512.27 | 27.69% |
| Institutional | 308.57 | 16.68% |
| Multi-family | 165.82 | 8.96% |
| Commercial | 114.70 | 6.20% |
| Vacant | 36.49 | 1.97% |
| Utilities | 2.09 | 0.11% |
| Two-family | 1.37 | 0.07% |
| Other | 0.59 | 0.03% |

**Existing Land Use Categories**

### 1. Residential

The residential category makes up the largest land category which is also typical of similar suburban neighborhoods. The single family accounts for approximately 38% of the total area, while multi-family accounts for approximately 10%. The single family is mostly located away from the Westport Road, whereas the multi-family is mostly located along Westport Road and across from the retail centers. Though some of the residents raised concern over additional multi-family housing, it seemed that a main concern was ensuring design standards and the appropriate overall density.

The level of connectivity between the residential areas is low with a lot of cul-de-sacs and dead end streets and limited streets connecting the north and south areas of the Westport Road. Moreover the presence of the large farmlands and institutional lots in the center of the study area physically segregates the residential clusters on the east and west.

**2. Open Space/Undeveloped Space**

The second largest land category within the Westport Road Study area is open or undeveloped space. Among which, the majority of the area is privately owned farmlands, located right in the center of the study area. Hence creating a unique character for the neighborhood but physically separating the west and the east end of the study area. While these areas could be considered long-term development opportunities, the current property owners have no such intent. These families have expressed interest in applying conservation easements to portions of their land, however, this would be a voluntary initiative pursued by the property owners. Furthermore, the majority of the residents of the Westport Corridor Study area wanted to preserve open space areas. Briarwood Park is the only open public space within the study area and is located away from Westport Road.

**3. Institutional**

As can be observed from the Land Use Map (Map 4), there is a significant amount of institutional uses located along Westport Road. It accounts for up to 17% of the total area and includes mainly schools and churches.

**4. Commercial**

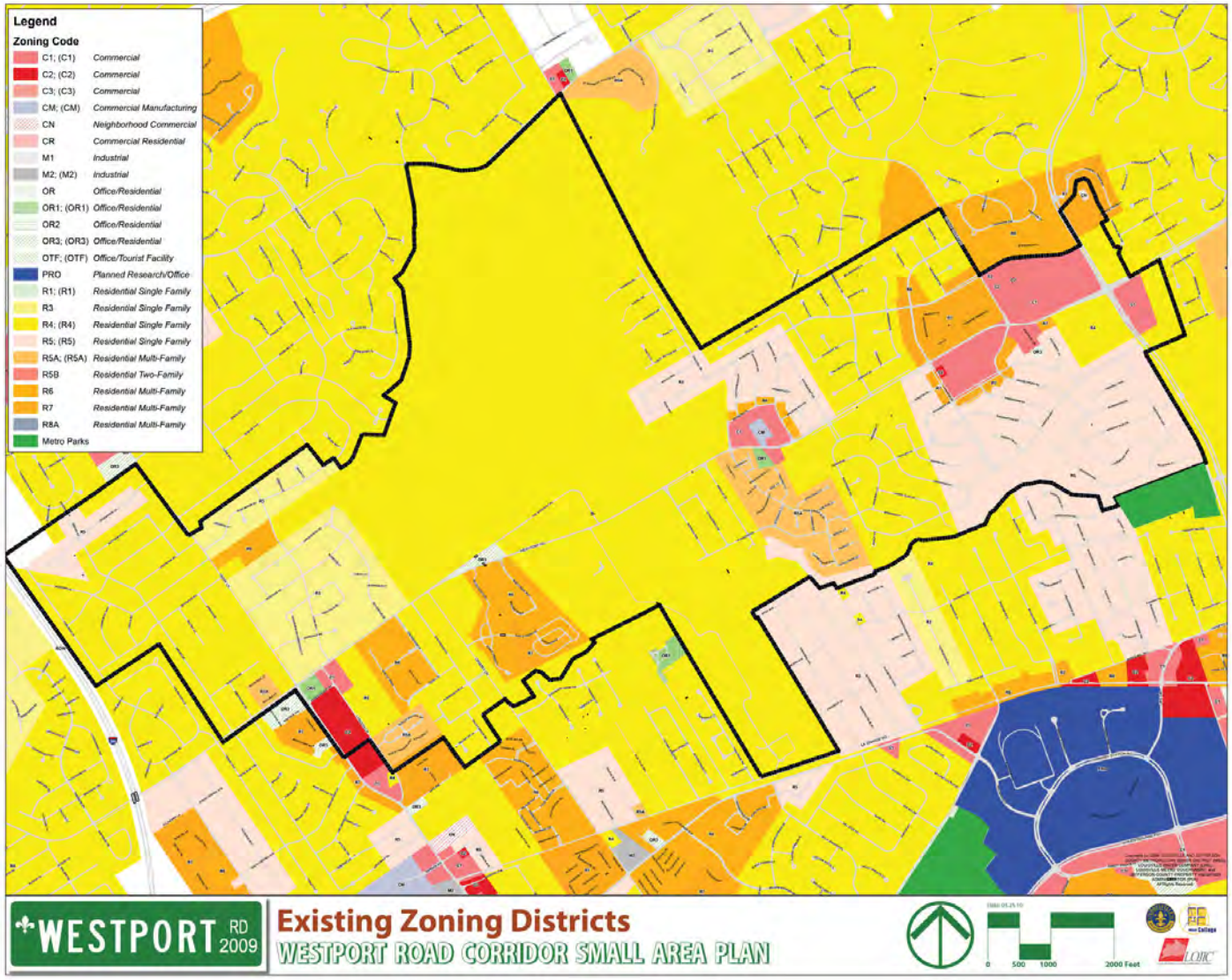
Only 6% of the existing land use is commercial. With the opening of the new interchange at Watterson Expressway, there will likely be an influx of new traffic through the area and will create more development and commercial opportunity. The Economic Analysis section of this report identifies additional demand for retail in order to stabilize the existing aging retail centers. The commercial areas are concentrated in four centers located along Westport Road. Westport Village has been recently redeveloped and is a successful model for the others. It also has been a catalyst for additional residential developments. Westport Plaza and Rolling Hills are more typical suburban strip mall centers and though they are mostly occupied, there are opportunities for improvements. The Plantation Center is one primary focus of the plan and is in need of both economic and aesthetic improvements.

## 4.3 Community Form Priorities

Louisville Metro has established a two-tiered approach for their zoning regulations. The traditional zoning regulations serves as a baseline to determine permitted and conditional land use types as well as allowable density of development within specific zones. The second layer of zoning entitled “Community Forms” or “Form Districts” ensures the design of structures within a given area is compatible with adjacent structures and responds to the contextual, urban setting of the neighborhood. Throughout the planning process, various methods were used to understand the priorities of the neighborhood, including one on one interview with the stakeholders, discussions with the residents and hands on exercises conducted during the public meetings. Stakeholders also participated in a visual preference Compass Survey that allowed them to see a series of images and rate them based on their individual assessment of appropriateness within the Westport Corridor. An interactive hands on block exercise was conducted during the Design Workshop on November 11, 2009, which allowed the participants to work in groups and come up with a concept plan for the main focus areas including the Plantation Center, Rolling Hills and Westport Plaza. A summary is as follows:

- Create an identity for the corridor, which mitigates the physical barrier in the middle that results from the large farmlands between the west and the east end of the corridor and also create a unifying theme for the 9 adjoining cities;
- Provide an uplift of the Plantation Center – economic, aesthetic, and green;
- Preserve the existing character of the neighborhood while promoting economic developments;
- Encourage mixed-use development in the retail centers with the buildings creating urban edges;
- Support some additional residential development in order to support the existing and new retail opportunities;
- Review and change the form and zoning districts if required so as to ensure the design standards and uses, support new demand and is also compatible with the existing character.
- Create opportunities for shared commercial signage for businesses not on Westport Road and seek design standards pertaining to unifying overall signage.
- Promote pedestrian oriented, urban development patterns in the retail centers

## 4.4 Community Form Analysis

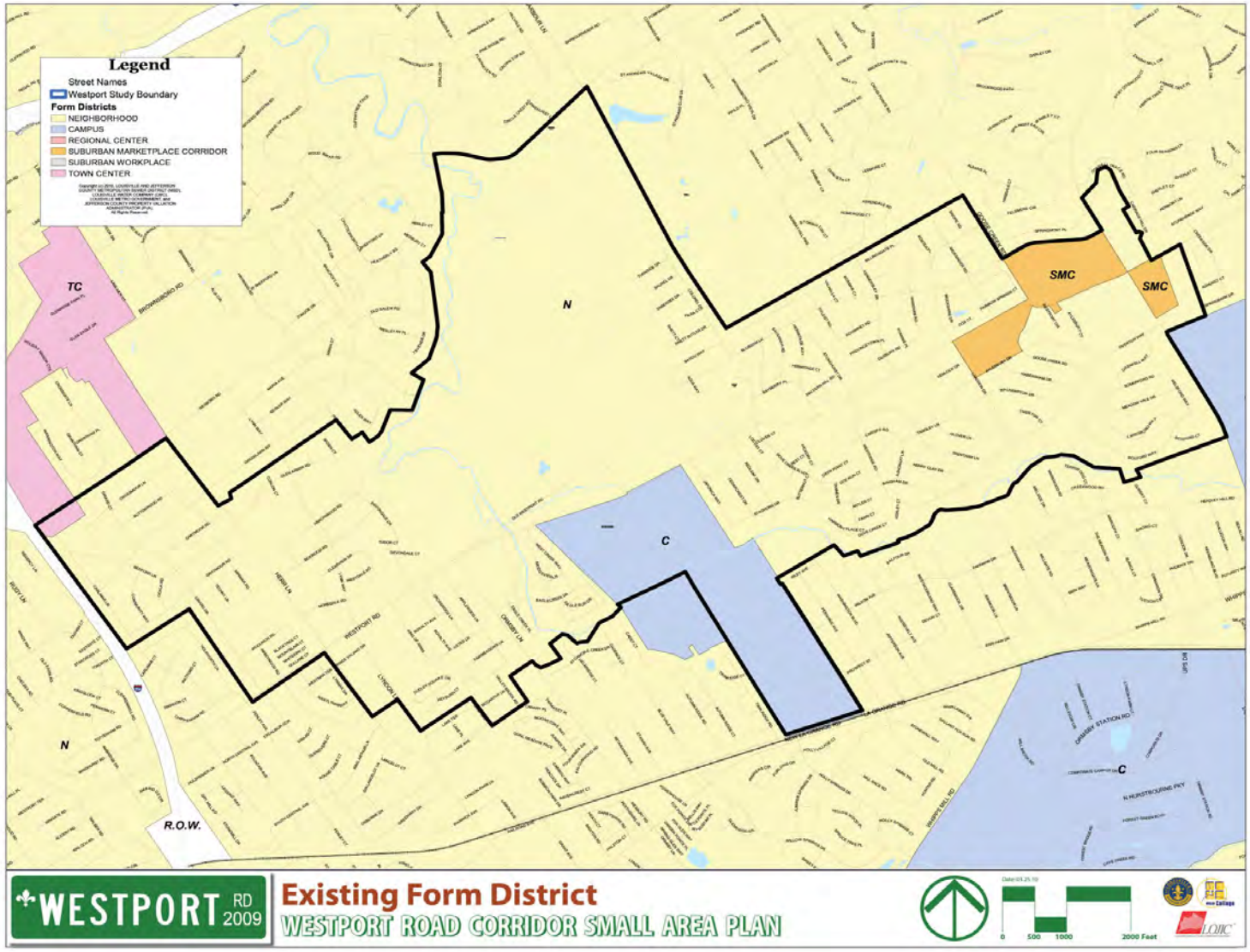



**Map 5 Existing Zoning Districts**

Zoning districts work in coordination with form districts to determine the design, layout, use, density, and all other standards associated with development in Louisville. Zoning districts provide the requirements for permitted uses and densities, while form districts provide design, landscaping, setback, and all other necessary standards. The zoning districts for the Westport Road Corridor neighborhood along with their percentage of overall acreage are listed below.

| Zone Class | Percentage |
|---|---:|
| R4 - Single Family Residential | 50.94% |
| R5 - Single Family Residential | 31.69% |
| R3 - Single Family Residential | 9.98% |
| C1 - Commercial | 2.38% |
| R7 - Multi Family Residential | 1.60% |
| R6 - Multi Family Residential | 1.35% |
| R5A - Single Family Residential | 1.10% |
| C2 - Commercial | 0.28% |
| OR1 - Office/Residential | 0.25% |
| OR3 - Office/Residential | 0.21% |
| CM - Commercial Manufacturing | 0.18% |
| CN - Commercial Neighborhood | 0.04% |

**Table 2 Existing Zoning Categories**




**Map 6 Existing Form District**

The Form District regulations are responsible for the physical character and design of the developments, which includes building setbacks, height and materials, lot size and area dimensions, relationships of uses and buildings to each other and to the street, open space, street design standards, land use buffering techniques, signage, site layout, or landscaping. The main objective of these districts is to promote the diversity of land uses while preserving the existing character and shaping the character of the new developments, which is also the main essence of the Westport Road Corridor Study Vision.

The study area includes three form districts, each a type of the “suburban” form districts. These include Neighborhood Form District, Suburban Marketplace Corridor Form District and the Campus Form District and are illustrated in the Existing Form District Map.

**Neighborhood Form District (NFD)**

The majority of the study area is currently designated under the Neighborhood Form District. The NFD is intended to promote development and redevelopment that enhances but is in consistent with the existing character and design of the neighborhood. It also promotes the establishment of Activity Centers which could integrate mixed use developments including retail, institutional and other non-residential uses, within the neighborhood. Other developments could include parks and opens spaces convenient to the neighborhood and promoting alternative modes of travel and connectivity within and to the adjacent neighborhoods. “The standards address both the internal site design elements of a development (e.g., building location, design, and orientation) and the relationship of the development to the surrounding community context (e.g., relationship to the adjacent street/sidewalk network)”.

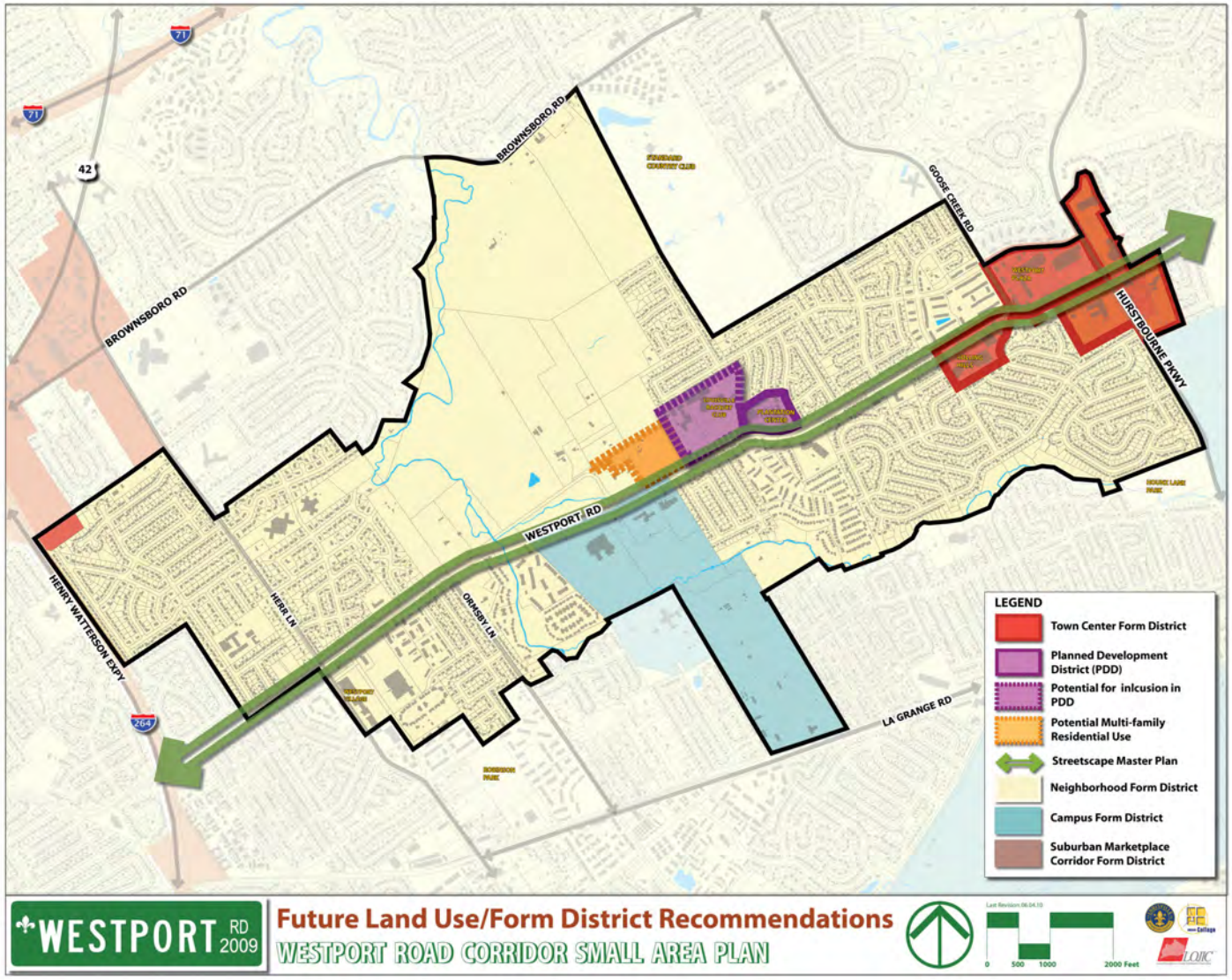
**Suburban Marketplace Corridor Form District (SMCFD)**

The Westport Plaza and the Rolling Hills retail centers are categorized under the Suburban Marketplace Corridor Form District. The main characteristic of SMCFD is linear commercial development, more suburban in form and located along major roadways. It is usually a medium to high density district with a mixture of highway commercial uses, shopping center and office developments. The main intent of the standards are to create a more visually attractive environment, accommodating relatively large volumes of traffic while providing for alternative travel modes. The SMCFD standards do not address permitted land uses and density or intensity of development. These are regulated by the underlying zoning district ordinances.

**Campus Form District (CFD)**

The Campus Form District is the third type of community form found within the study area. The main intent of the CFD district is to establish or promote mixed use development patterns clustered together and integrated with the surrounding area in order to support a single or predominant function. Land uses in this district include medium to high-density residential, retail shops, services, offices, and institutional activities. The district emphasizes the need for unique building and site design elements for each campus district and the importance of pedestrian access and connections within and to the adjacent areas, which includes alternative modes of travel and shared parking.

## 4.5 Recommendations




**Map 7 Future Land use and Form District Recommendation**

# 4 Land Use/Community Form

Apart from the overall study area, two focus areas were identified for planning purposes, which included the Plantation Center, and the Rolling Hills Center and Westport Plaza. The Framework Plan and the Illustrative Concept plans for each focus area have been included in the Urban Design Section of this report. Recommendations for the future land use and community forms for Westport Road and the focus areas were based on the above analysis as well as the public input that was collected through various visioning exercises from the stakeholders and residents, and discussions between the PDS Staff, the consultant team and the Advisory Group. The recommendations for the Westport Road Corridor are as follows:

- There was a general agreement that the Plantation Center needed a drastic strategic regulatory recommendation in order to support the major redevelopment, as illustrated in the Plantation Center Concept plan, with the main focus being on the compatibility of the urban form and scale of the neighborhood. The plan proposes establishing a Planned Development District as it would ensure that the redevelopment would be more urban and pedestrian oriented, and would also be flexible enough to address issues related to Westport Road as a suburban arterial. Due to complexity of the multiple ownerships, a PDD would guide the redesign of the center which will likely be incremental. PDD also has the flexibility to identify the permitted and conditional uses for the area depending on the demand and best use criteria. Signage issues could be dealt on a case by case basis and mentioned under the flexible guidelines of PDD.
- Dialogue should be pursued with the property owners of Racquet Club and Mother of Good Council regarding promoting and maintaining pedestrian connections within and to the adjacent properties. These properties could be also included in the PDD for the Plantation Center so as to have more flexibility and continuity in design and character for the whole area.
- The privately–owned property at 8211 Old Westport Road, along Westport Road and in between the Islamic School and Mother of Good Council properties, has limited access but has potential for being developed as multi-family residential. A zoning change to allow a higher residential use may be considered if the property were to be redeveloped in the future. This property should also be considered as part of the proposed PDD for the Plantation Center mentioned above.
- With the opening of the interchange at the intersection of Westport Road and I-264, there would be a major traffic influx through the neighborhood, which would increase the development pressure on the retail centers. The plan recommends changing the form districts of the Rolling Hills Shopping Center, the Westport Plaza, and other adjacent areas (see Map 7) from Suburban Marketplace Corridor Form District to Town Center Form District, as with the projected increase in the traffic volume, the functions of these centers could change from suburban centers to more urban centers. Also the Town Center Form District has better design standards and promotes an urban development pattern, thus upholding the neighborhood's vision and the conceptual plans developed for the Centers.
- The current non-residential footprint cap standards in the Land Development Code should be reviewed against examples from around the country to determine whether the current standards succeed in restricting mass and scale of buildings while preserving the character of the underlying form district. This review should include additional standards that provide appropriate limits to the overall size of centers to ensure that center classifications logically progress from smallest to largest (e.g. neighborhood center to regional center).
- The conditional use permit standards for institutional uses to exceed the footprint cap should be revised to allow recreational uses such as the Racquet Club to apply for a conditional use permit to expand beyond the form district footprint restriction.

- Variances or waivers of environmental standards should be discouraged for all large lots (>1 acre) redeveloped within the study area. These properties if developed should comply with environmental design standards of the LDC and meet design guidelines recommended in this plan.
- Lots currently zoned and used as residential fronting Westport Road, serviced by frontage roads, should not be converted to non-residential uses. Lots currently zoned and used as residential fronting Westport Road, without frontage roads, should not be converted to non-residential due to a lack of adequate access and space for off-street parking.
- The Right of Way along Westport Road varies remarkably and has various topographical constraints. A “Streetscape Master Plan” should be developed for Westport Road to carry out a more in-depth study and propose a detail plan for the varying cross-sections. The Streetscape Master Plan would take care of the design standards and specifications along Westport Road and also serve as an appropriate tool and process for establishing a MOU for long-term maintenance of the landscaping along the corridor.
- General design guidelines for residential and non-residential developments, mentioned in the Urban Design Chapter, should be used as a reference guide.

# 5 Mobility

The Westport Road Corridor Study views mobility as a unifying factor for the communities within the study boundary, how they interact physically with on another, as well as how they connect to surrounding areas and amenities on their periphery. Along with the consultant assessment of existing conditions, the planning process has included various methods of information gathering such as written surveys, visual preference surveys, one-on-one meetings and stakeholder workshops to identify what conditions exist within the study area today, as well as try to gain a consensus view on what the community wants to see in terms of mobility improvements for all modes.

## 5.1 Mobility Priorities

With mobility and connectivity serving as high priority items in the Westport Corridor Study it is important to understand what the priorities are of the community within and greater community at large. Looking back to the Cornerstone 2020 Comprehensive Plan mobility goals include the desire to,"provide a safe, economical, accessible, and efficient system for transporting people and goods that is consistent with Community Form, Marketplace and Livability goals and objectives, promotes orderly development, and affords a choice of travel modes." Throughout the planning process residents and other stakeholders were surveyed to identify what their priorities were for mobility in the area and their responses serve as a supportive foundation for the Cornerstone 2020 goals.

A "PARK" survey was given to the community to identify what the community wanted to **p**reserve, **a**dd, **r**emove and **k**eep out of the study area. Stakeholders also participated in a visual preference "Compass" survey that allowed them to see a series of images and rate them based on their individual assessment of appropriateness within the Westport Corridor. Finally a series of hands on activities given at a design workshop got residents and stakeholders in groups to discuss and decide what they wanted to see happen by drawing up a conceptual framework plan as well as putting together a desired typical section for Westport Road's right-of-way.

Throughout each of the activities a pattern of responses became apparent. Major issues included:

Landscape treatments along Westport Road

- Multi-use pathways
- Additional park space
- A connected network of parks
- Maintaining and improving access to TARC bus systems
- New pedestrian crossings
- Identification of intersections in need of facility upgrades
- Increased connectivity, specifically NW/SE to Westport Road
- Preserving and enhancing the existing landscape
- Gateway entry points to the Westport Corridor at intersection of I-264 and Hurstbourne PKWY
- Connecting to the greater community through paths, specifically connecting to the Louisville Loop

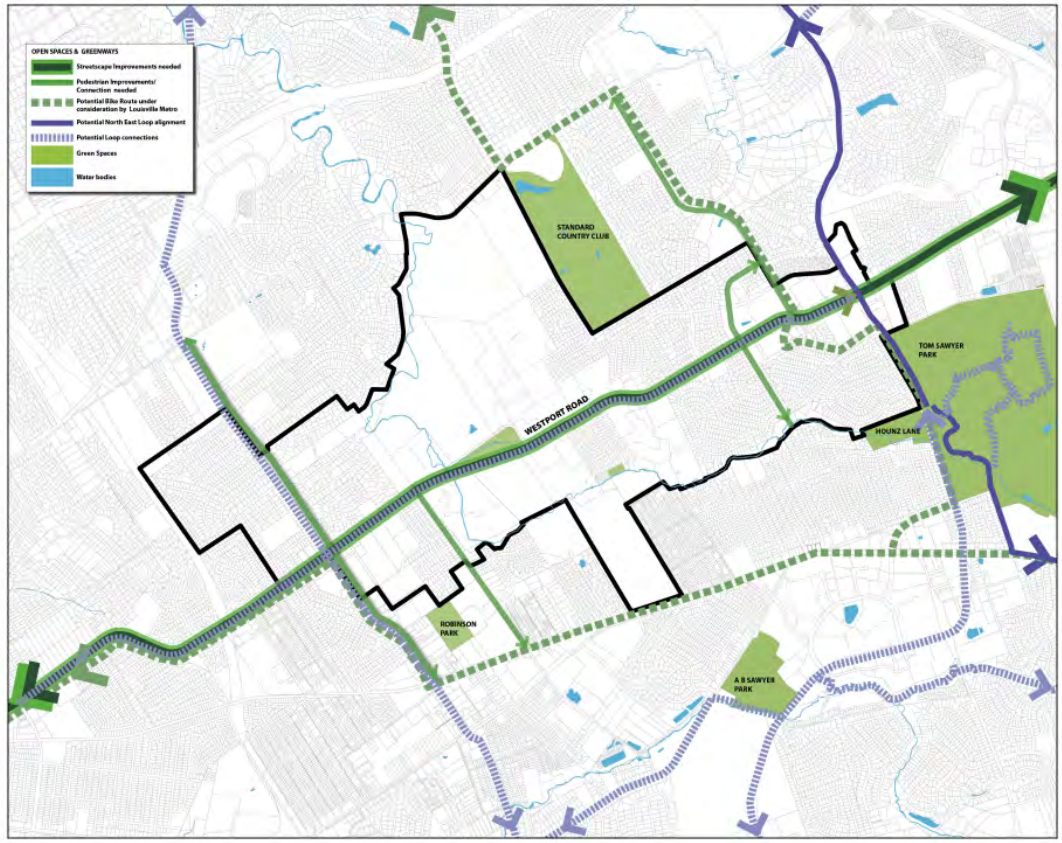
The stakeholder groups were also charged with creating a consensus vision statement, where a strong emphasis for the Westport Corridor to be, **"Connected through open spaces and enhanced by multi-modal improvements to Westport Road, the corridor will center around village-like, walkable commercial districts that encourage the best practices of sustainability."**

## 5.2 Mobility Analysis

The mobility portion of the existing conditions analysis was illustrated in two diagrams, a street network diagram and a green connections diagram. The street network diagram illustrates the major roadways in the area highlighting Westport Road, the central piece to the study area which has recently been widened to 4 lanes plus a turning lane as well as Interstate-264, the Watterson Expressway which is finalizing new interchange construction that includes new exit and on-ramp facilities for the Westport Road Corridor in both directions. The new interchange at the I-264 and Westport Road intersection will play a major role in an influx of new traffic through the area. A projected count estimates just over an additional 9,000 vehicle trips through the corridor, a significant number that could support the economic market in the area. The street network map also highlights five of the major intersections along Westport Road. The intersections of I-264, Herr Lane, Ormsby Lane, Goose Creek Road, and Hurstbourne PKWY increase in importance because of the overall lack of NW/SE connectivity. The intersections mentioned currently under serve pedestrians and cyclists further impeding on NW/SE travel. There also exists a number of other intersections throughout the corridor that are not signalized creating large breaks in pedestrian cross walks as well as adding stressful crossing situations for vehicles. There have been plans in the past to extend Barbour Lane to connect to Westport Road, but the development of that corridor would be dependent upon future development of the surrounding properties. There are no long-term plans for developing that roadway and any such development would not be initiated by Louisville Metro. The surrounding properties are highly constrained environmentally and would unlikely see the intensity of development that could justify building a through road completely privately funded.

**Map 8 Street Network Xray Diagram**

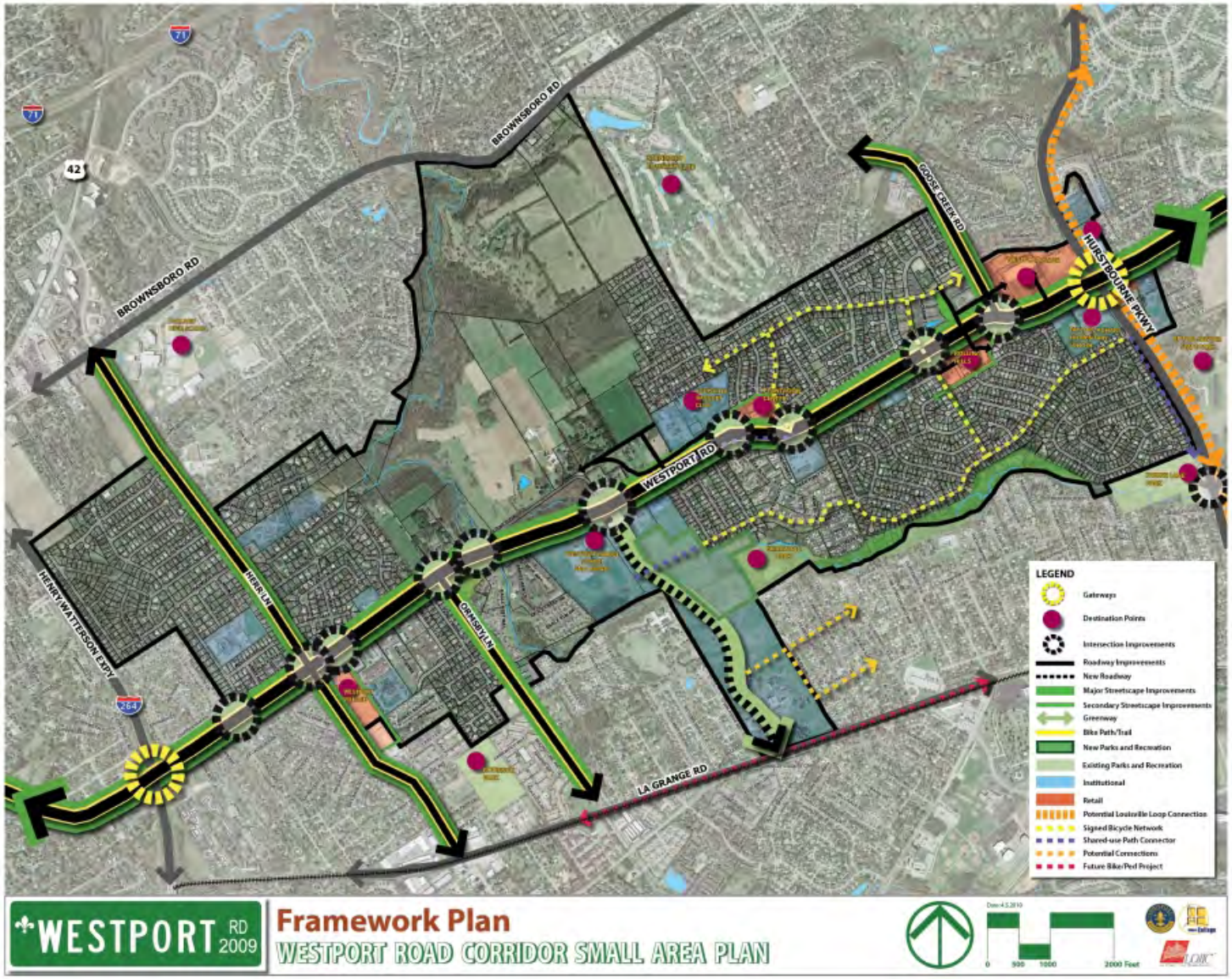
The green network diagram depicts the potential for future greenway connections throughout the corridor as well as in the immediate surrounding area that could potentially connect the Westport Corridor to surrounding park systems like, E.P. Tom Sawyer Park, Robinson Park and others. The diagram illustrates where pedestrian facility improvements are needed, current locations of parks, bodies of water as well as the potential nearby alignment of the Louisville Loop a regional trail with potential for connection to the Westport Corridor. As interest in alternative modes of transportation increases these connections through the community will also increase in importance as a new mobility system that connects the Westport Corridor to surrounding communities and allows residents and visitors choice of mobility as they travel through.




**Map 9 Open Spaces and Green Connections Xray Diagram**

In recent years, Westport Road has been served by two TARC bus services: the 55 Westport Road and the 49x Westport Road Express. The 55 operates Monday through Saturday between 5am and 10pm. The route heads eastbound from Eighth and Jefferson downtown to Westport and Accomack in Fincastle. This route provides service between Fincastle and downtown Louisville via Westport and Lexington Roads. All trips serve to access centers for employment and retail at Westport Village, Old Brownsboro Crossing, The Summit and Springhurst Towne Center. This route also serves St. Matthews and Cherokee Park. There is no service on Sundays and Holidays. There are sixteen buses running Monday to Friday, operating approximately one every hour, with a reduced service on Saturday. The 49x operates Monday to Friday operating between the peak hours of 6am and 9am, and 4pm and 7pm. The express service operates specifically for the study area between Third and Chestnut downtown and Cimmaron and Phoenix in Keeneland, south of the study area off N. Hurstbourne Parkway.

## 5.3 Recommendations




**Map 10 Westport Road Framework Plan**

The final Framework Plan is a comprehensive view of the corridor and the priorities that were heard throughout the planning process. In summary the overall recommendations for the Westport Corridor were to locate desired improved streetscape conditions along the corridor as well as along major intersecting routes, identify problem intersections and understand what level of signalization or intersection treatment is necessary to create the safest most understandable intersection possible, as well as create  an interconnected corridor with a series of greenways, shared-use paths, and pedestrian facilities that increase resident and visitor choice of mobility and overall lessen the burden of traffic on Westport Road.

The Framework Plan can be broken down into two categories- operational improvements and pedestrian/bicycle improvements.

**Operational Improvements**

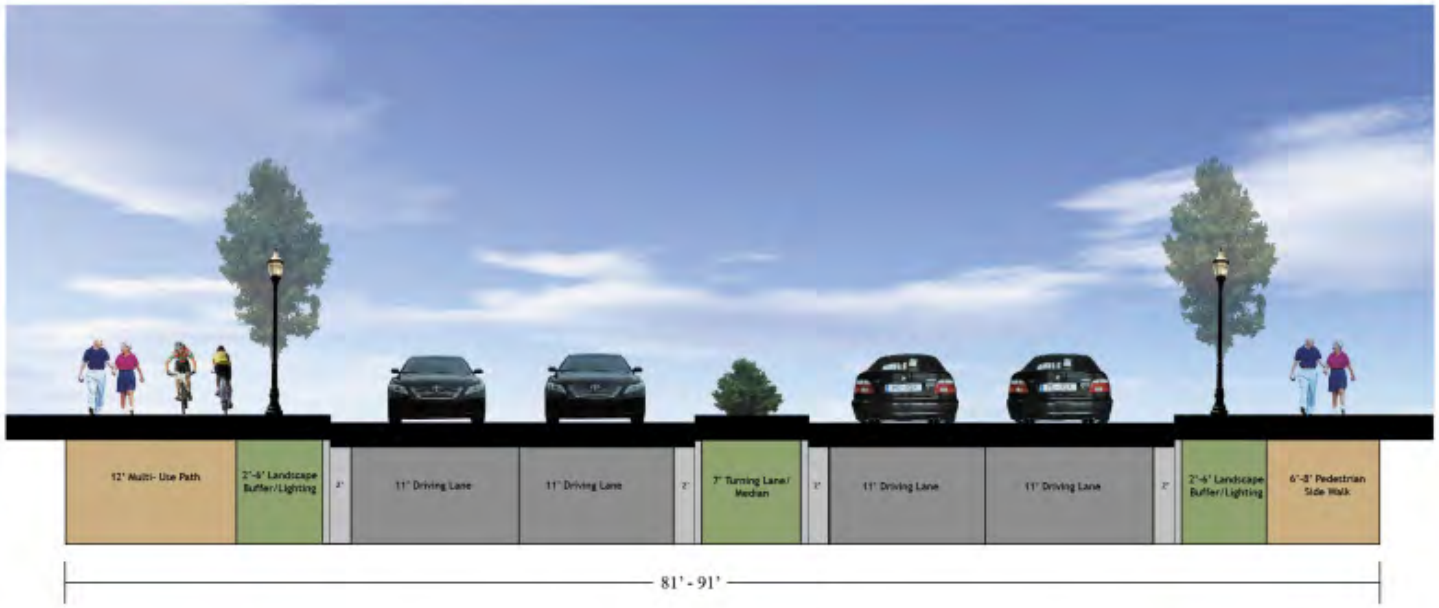



**Figure 3 Westport Road Corridor Typical Cross Section**

Operational improvements that are recommended include intersection improvements, roadway improvements, and connectivity improvements. A major focus of operational improvements would be changing the character of Westport Road itself to a more multi-modal, humane cross-section. As detailed in the Pedestrian/Bicycle Improvements, these improvements would include a new median, landscaping and dedicated bike/ped facilities along Westport Road.  Given the varying right-of-way, the highest priority recommendation from the Study is to conduct a detailed design plan for the corridor from the Watterson Expressway to Hurstbourne Parkway.

In addition, the Framework Plan (Map 10) identifies 12 intersections along Westport Road that need to be evaluated for vehicular and pedestrian signalization, including pedestrian crosswalk facilities. As the corridor operates today there are long breaks in the availability of pedestrian crossing which makes for dangerous pedestrian and vehicular situations throughout the corridor. Roadway improvements include identifying turning lane issues along Westport Road and side streets, evaluating when medians may be appropriate to control turning lanes versus when improvements to lane striping and arrows could be used to make the vehicular environment and right-of-way issues more clear. There should also be a revaluation of intersection controls, and the turn lanes after the opening of the interchange at the intersection of Westport Road and Watterson Expressway.

On the vehicular scale it has been found that there are very limited connections to the northwest and southeast of Westport Road, making the existing roadways that do make those connections take on a major flows of traffic versus spread out more calm flows that would be possible in a more connected less dendritic system. One potential new street connection could be created between Westport Road and LaGrange Road through the KTYC property. As detailed in the following section, this could include a dedicated bike/ped greenway as well. Additional local street connections could be considered with redevelopment at Plantation Center and at Westport Plaza/Rolling Hills.

Finally, the community is looking for better access and amenities for TARC bus service along Westport Road, tying the area into Downtown and other major destinations.

**Pedestrian/Bicycle Improvements**

Pedestrian and bicycle improvements, the focus of the study, broke into four categories; the addition of a multi-use path, on-street bike lanes, a greenway, and streetscape improvements. The multi-use path is envisioned to occur in the more flexible potential right-of-way on the north side of Westport Road. The path would serve as a major alternative source of mobility by allowing cyclists to move freely along the length of the corridor only being interrupted at existing intersections. On street bike lanes were seen as a connective system that would serve the surrounding neighborhoods, focusing on calm streets and acting as connecting joints between neighborhoods, Westport Road, LaGrange Road, Hurstbourne Parkway, as well as the Louisville Loop. The approximate 1.25 mile greenway is a conceptual recommendation that would provide the option for cyclists and pedestrians the option of a route that would connect Westport Road to LaGrange Road using state-owned property to the south of Westport Road near Westport Middle School. The greenway would act as a linear park feature and a direct connection for increased mobility options. Streetscape improvements could accompany many of the planned greenway investments where appropriate, but additionally are needed to make more accommodating bike/ped facilities along Herr Lane, Ormsby and Goose Creek. Streetscape improvements would include plantings, sidewalks, lighting, signage and an overall physical branding for the Westport Corridor that could include gateways near I-264 and Hurstbourne Parkway and public art installations.

# 6 Urban Design

The Westport Road Corridor Study develops urban design tactics to utilize Westport Road and new connective, multi-modal systems as threads that stitch together the nine different municipalities that are within the corridor boundary and evolve Westport Road from the barrier it acts as today to the joint that will tie these neighborhoods and commercial nodes together into a seamless community.

## 6.1 Urban Design Priorities

The overall priorities of the Westport Corridor Study utilize urban design principles to alter the existing framework of the Westport community into a highly connective, multi-modal system that allows residents and visitors choice of movement and provides them with comfortable, safe and visually pleasing amenities to support an increased quality of life. Urban design strategies also seek to influence the quality and character of new structures.

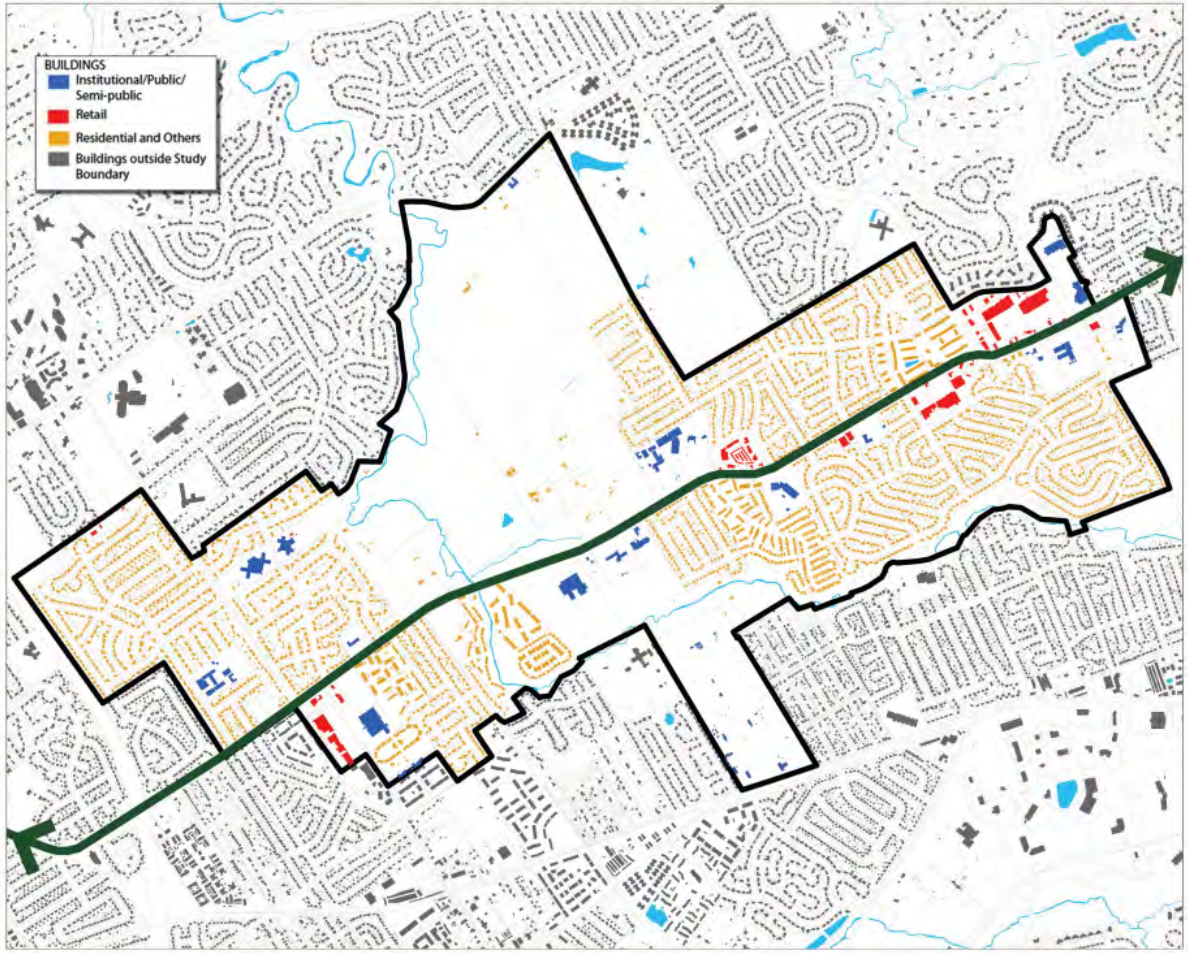
A “PARK” survey was given to the community to identify what the community wanted to **p**reserve, **a**dd, **r**emove and **k**eep out of the study area. Stakeholders also participated in a visual preference “Compass” survey that allowed them to see a series of images and rate them based on their individual assessment of appropriate design features within the Westport Corridor. Finally a series of hands on activities given at a design workshop got residents and stakeholders in groups to discuss and decide what they wanted to see happen by drawing up a conceptual framework plan as well as putting together a desired typical section for Westport Road's right-of-way and the mixed-use centers.

Throughout each of the activities a pattern of responses became apparent. Major issues included:

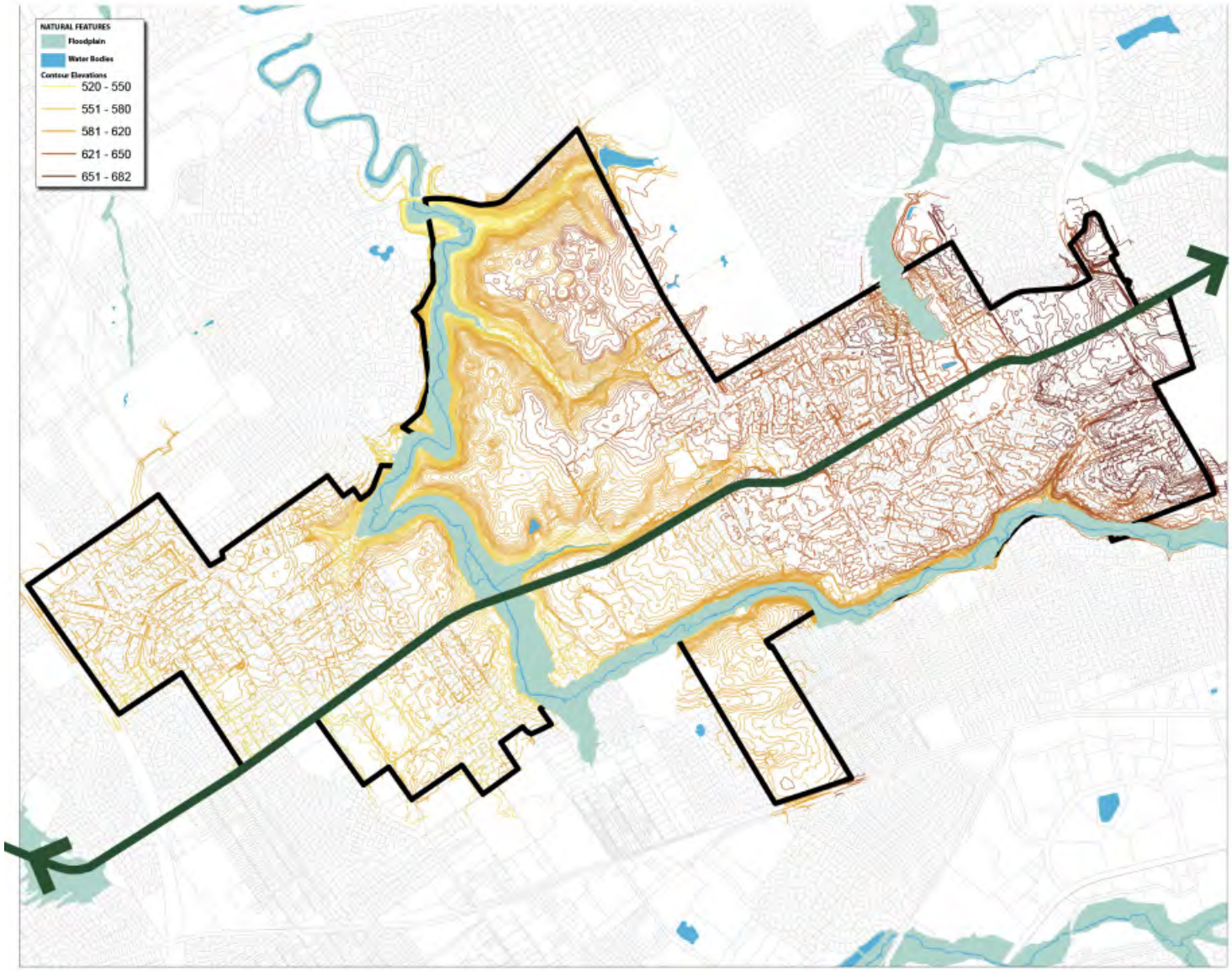
- Keeping the single family neighborhood character as it exists today
- A strong propensity for keeping out high density development
- Unifying physical form of neighborhood retail
- Improved branding with signage and other streetscape standards
- Identify and plan for infill opportunities on underutilized properties
- Improved mobility options for bike, pedestrian and TARC systems
- Preserve individual character of each small city
- The value of open space conservation
- More park space and improved connections between open space
- A focus on environmental sustainability
- The creation of pedestrian-oriented commercial districts

## 6.2 Urban Design Analysis

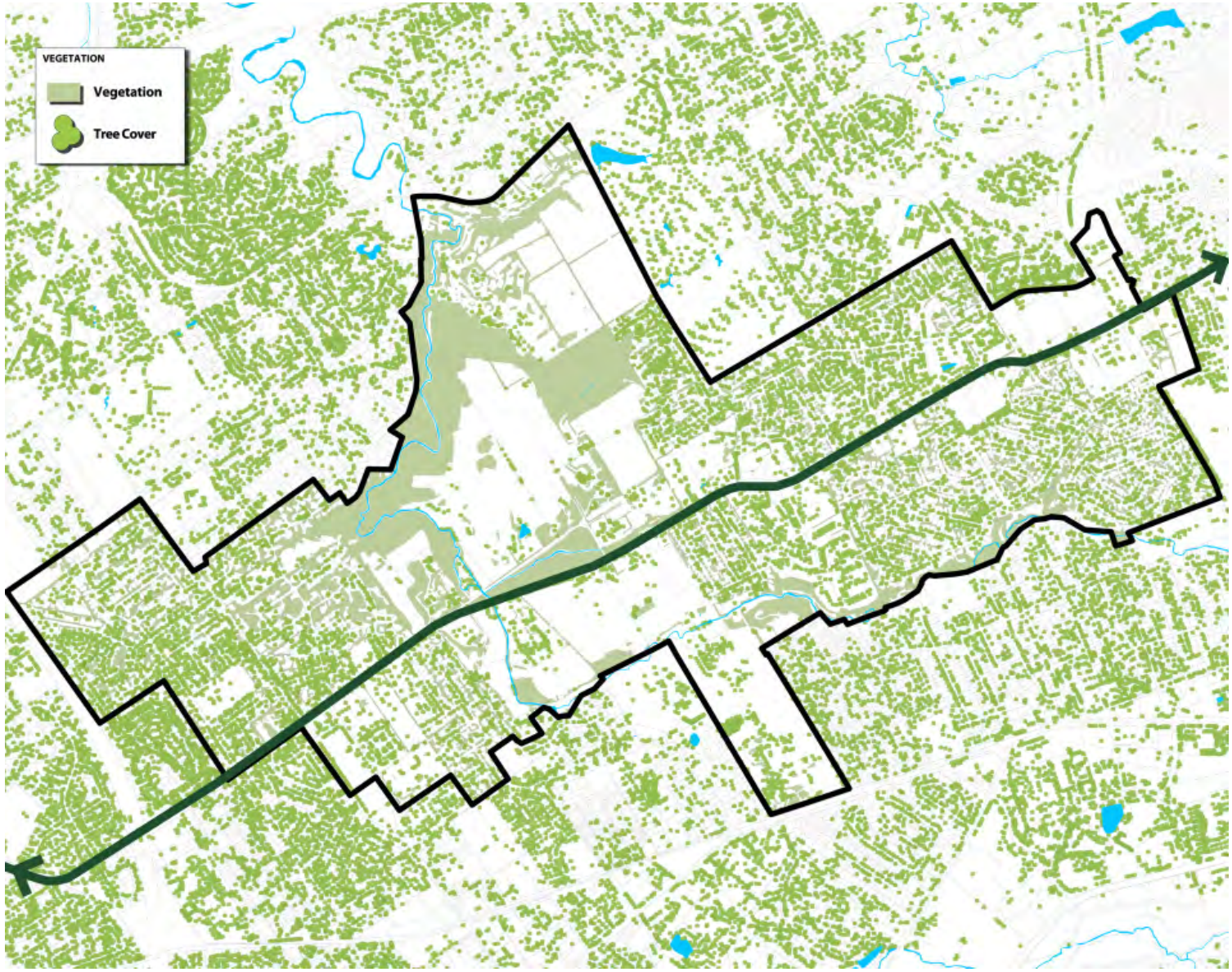
One of the first steps to analyzing the existing conditions in the Westport Corridor Study area was to identify its built and natural features. The land use/building diagram illustrates the current built fabric throughout the area with each building colored the appropriate land use. It becomes highly visible that Westport's community has a strong single family neighborhood presence with nodes of institutional and commercial uses along the corridor. The natural features diagram shows the undulating topography of the site that needs to be taken into consideration especially along Westport Road, as well as the water features that string throughout the area with their associated floodplains that can have an impact on development opportunities as well as act as a community amenity.
After hearing the community desire to preserve existing green space and existing vegetation it became pertinent to locate what impact that may have throughout the study area. Located on the vegetation diagram are the swaths of deciduous trees that exist throughout the corridor many of which run throughout the single family neighborhoods or are in thick stands around them and on the farmland.



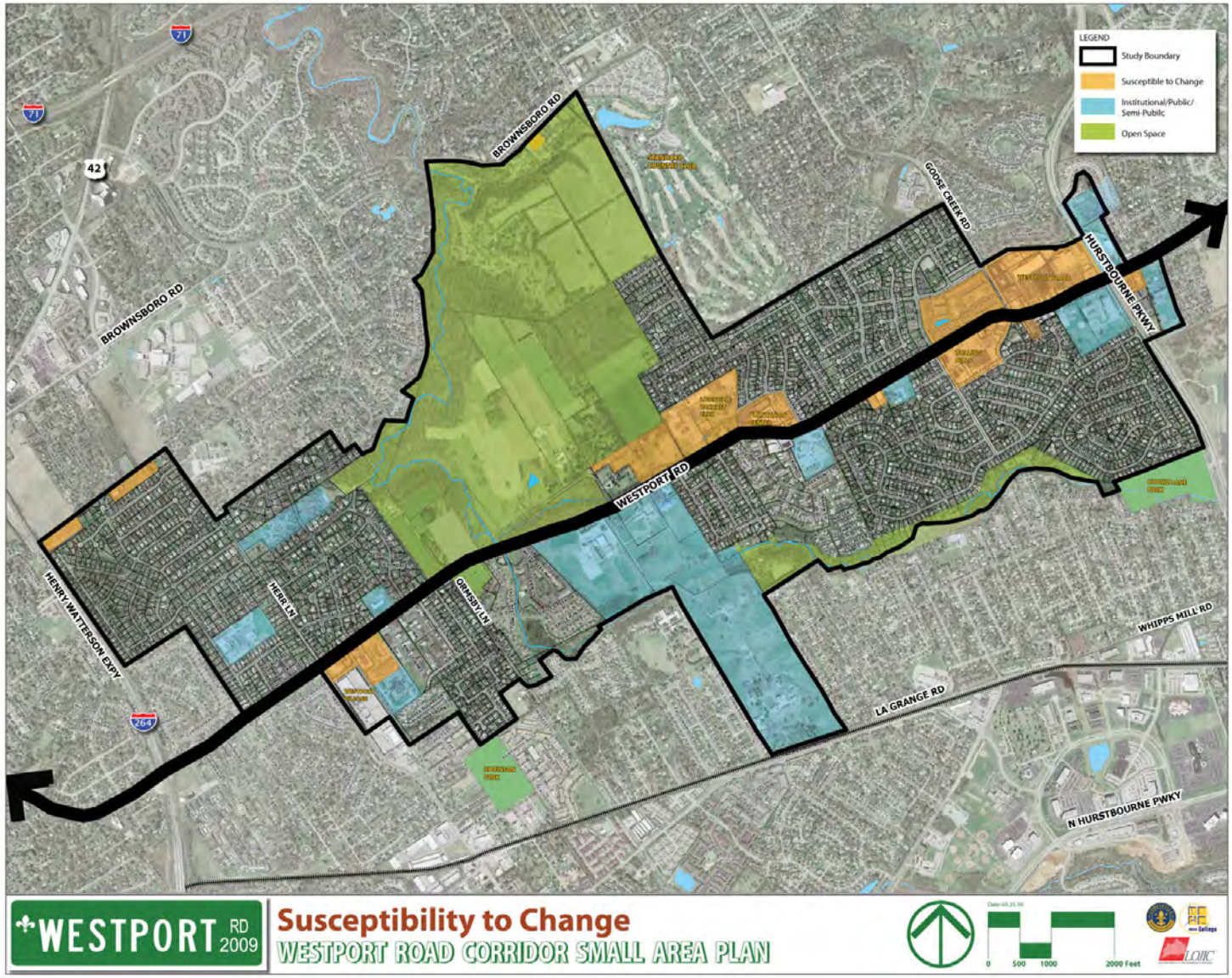

**Map 11 Building Xray Diagram**




**Map 12 Natural Features Diagram**




**Map 13 Vegetation Diagram**



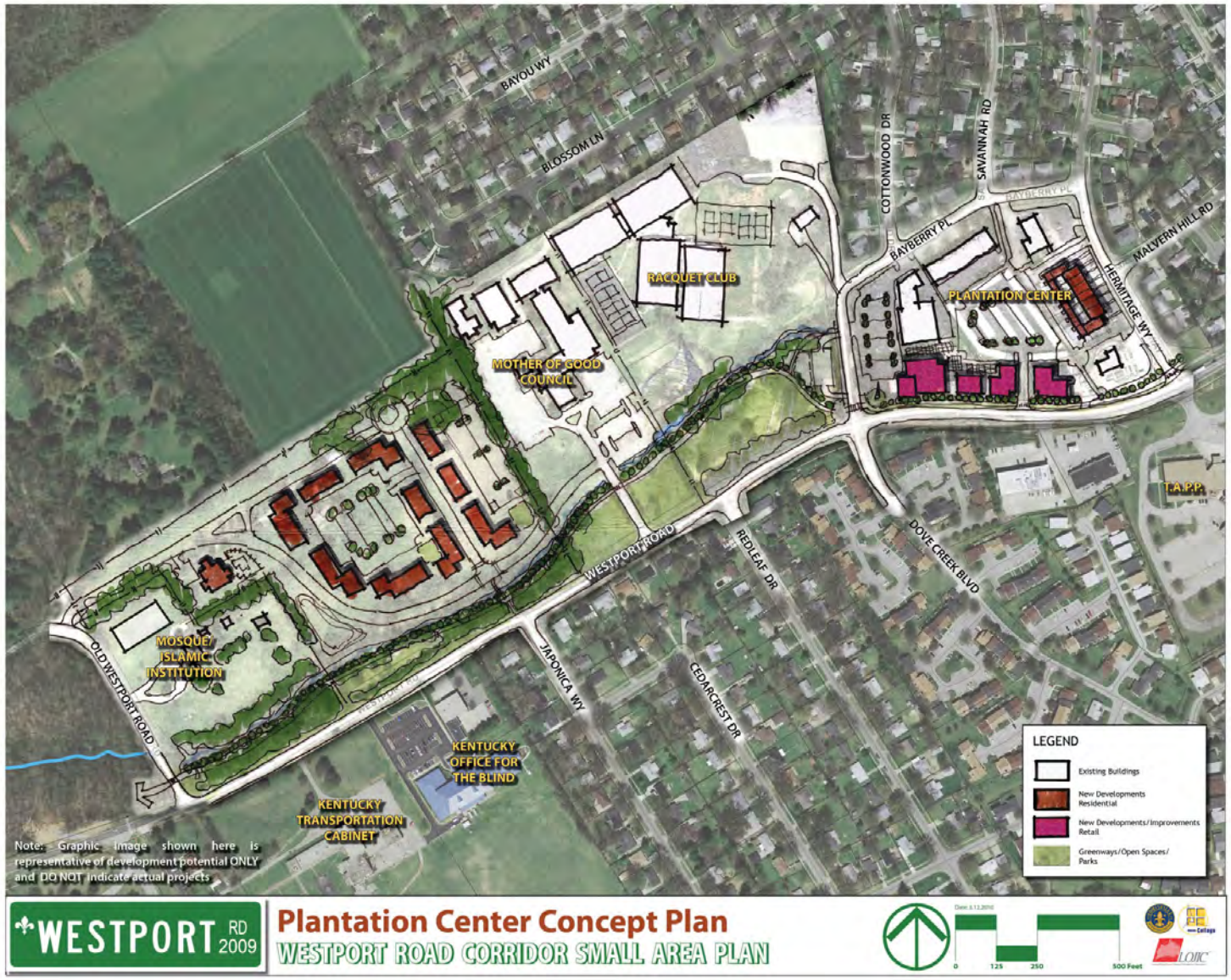

**Map 14 Susceptibility to Change Map**

With the “built out” physical form of the community it is important to understand potentially underutilized properties that may play a large role in the future vision of the community. Consistent with the community’s desire to retain and improve upon its neighborhood level-retail, the majority of what is shown in orange are existing retail nodes that are either aging or include some vacant properties. The most notable potential for future change in the area is in the category of open space. The farmland to the north of Westport Road sits undeveloped and while no plans have been done for the land to date it will remain as a major influencing factor in the shape of the Westport Corridors future. The blue also notes existing publicly held land including schools, the Kentucky Transportation Cabinet and others. While the publicly held land is envisioned to stay within that use, it is also noted that a physical connection by greenway/roadway could take place between Westport Road and Lagrange Road without having to purchase land from private entities.

## 6.3 Recommendations

The overall urban design recommendations are summed up visually in the Framework Plan that was produced to illustrate both neighborhood input and consultant analysis and concept. The Framework Plan identifies the major moves that were identified throughout the planning process as priorities to achieve the vision that is desired for the Westport Corridor. The Framework Plan can be broken into three categories, mobility, nodal development, and identity. The mobility portion of the framework plan, covered in the Mobility section of this report identifies systems of pedestrian and bike paths, greenways, streetscape improvements as well as future connections to the northwest and southeast of Westport Road. The nodal development portion can be broken into two specific sites, Plantation and Rolling Hills/Westport Plaza, which were illustrated conceptually given their importance.

**Plantation Center**



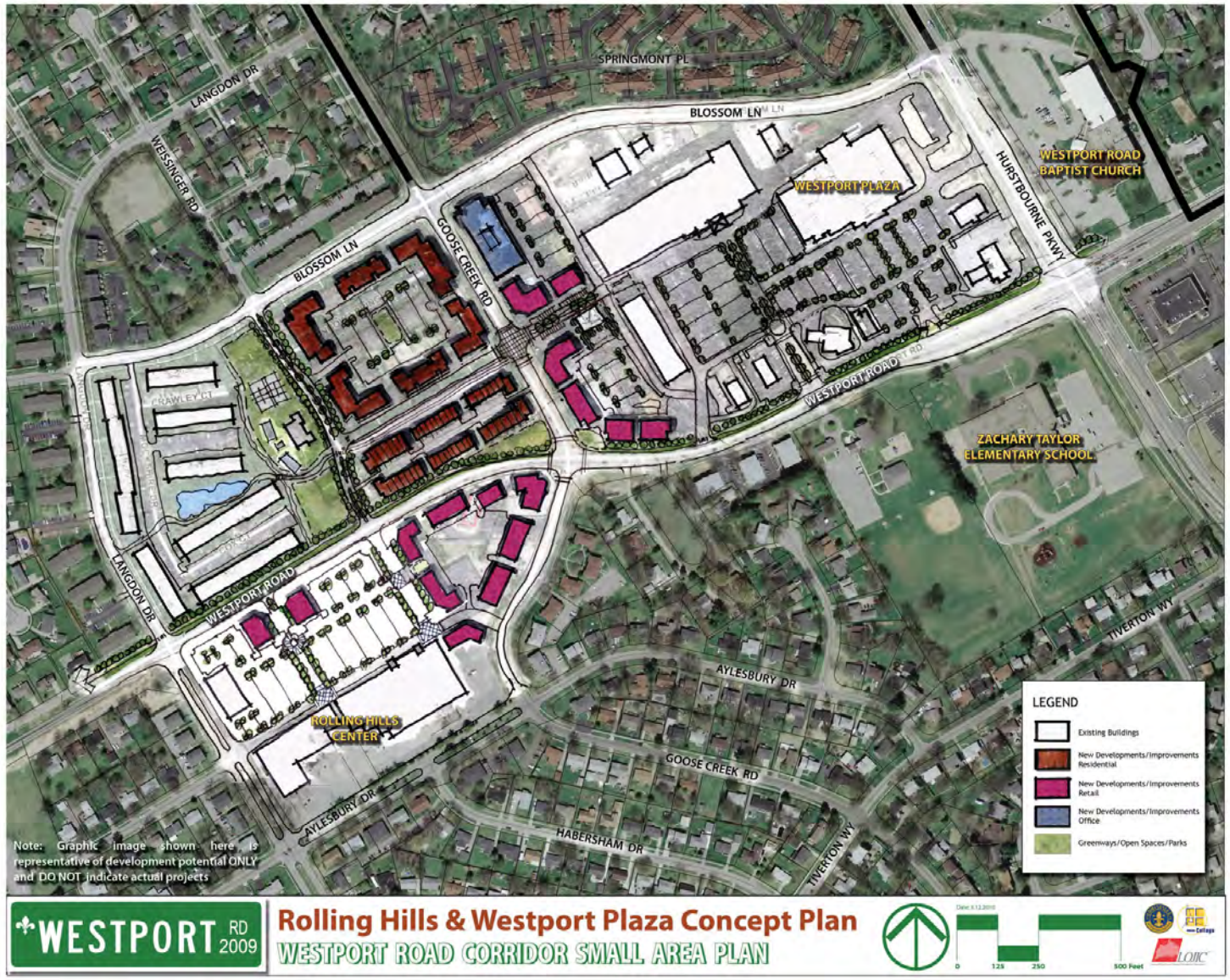

**Map 15 Plantation Center Concept Plan (for illustrative purpose only)**

Plantation was identified as an important neighborhood commercial node with underutilized property and a likely suitor for future redevelopment within its existing use but in a more neighborhood- friendly form and with the potential for a residential component. As illustrated in the Plantation Concept Plan, there are three main components to the design that include green systems, commercial redevelopment, and ties to new and existing residential development. The green system includes linear green space along Westport Road that utilizes the creek as an amenity for a shared use path that would meander along it, as well as having other active/passive recreational open spaces as well. If redevelopment occurs, the plan shows the potential to create more of an urban edge along Westport Road with new development at smaller setbacks. It also implies the importance of shared parking, ideally to the rear of the commercial and mixed use development at the center of the block. The residential component views underutilized land and land that may be less viable for commercial use as an opportunity to include multifamily residential units in close proximity to the commercial and corridor, maintaining somewhat of a separation from the single family neighborhoods while still creating more housing opportunities.

**Picture 3 Plantation Center Existing Conditions**

**Picture 4 Plantation Center after the proposed redevelopments**

**Rolling Hills/Westport Plaza Center**




**Map 16 Rolling Hills and Westport Plaza Concept Plan (illustrative purposes only)**

The Rolling Hills/Westport Plaza concept, much like the concept at Plantation, includes a mix of uses connected with an multi-modal system of roads, pedestrian/bicycle facilities and open space. The multifamily residential is viewed as a redevelopment of aging multifamily apartments that already exist. Affordable housing choices remain important in this area, but a reorganization of the space that is more connected to the surrounding developments is important if the node wants to reach its full potential. The green system in place in this concept consists of open space that serves the public, directly adjacent to the multifamily redevelopment as well as improved streetscape conditions along Westport Road including multi-use pathways, new pedestrian facilities, and landscaping. The commercial component in Rolling Hills is less focused on becoming neighborhood commercial, which was the case in Plantation, but more focused on evolving from a parking dominated landscape into a pedestrian oriented development that serves the surrounding communities and visitors alike. The concept is to, again, reorganize the framework so that connectivity is high by allowing more ways for people to get to and use the spaces in a comfortable and safe manner.

**Picture 5 Westport Road and Goose Creek Road Intersection - Existing Conditions**

**Picture 6 Photomontage showing Westport Road and Goose Creek Road Intersection after Redevelopment**

Creating an identity for Westport Road as well as at the Plantation and Rolling Hills sites was a major priority of the public participants. By using the shared pathways and newly urbanized commercial nodes as highly visible opportunities such standards as banners, sign styles and building styles can be regulated to portray particular images that represents the community and corridor as a whole, signifying to passers by, the pride residents have in this community, and taking steps to create a sense of place within the nodes themselves. An additional recommendation is to create identifiable physical gateways near the new Watterson Expressway interchange and at Hurstbourne Parkway and Westport Road.

**Design Guidelines**

The Westport Corridor Study is intended to provide a guide for future growth along the Westport Road Corridor and throughout the surrounding neighborhoods. The Westport Corridor Design Guidelines provide a concise set of urban design guidelines in support of the vision, goals and projects contained within the plan and has been included as Appendix B.

# 7 Economic Development

The main focus of the Westport Road Corridor Small Area Plan, along with the improvements of Westport Road, has been the redevelopment and integration of the aging retail centers with their neighborhood context. The Vision Statement emphasizes the importance of keeping the balance between "**preserving their community identity and encouraging prosperous economic growth**". With the projected changes in the traffic access to the study area due to the opening of the interchange at Watterson Expressway and Westport Road, the study provides an important opportunity to understand current and future economic trends.

## 7.1 Economic Development Priorities

The economic development priorities of the Westport Corridor Study focus on the existing retail nodes and the opportunity to redevelop them into pedestrian-oriented commercial centers, compatible to and supporting the adjacent community and also catering to the new demographic changes and projected traffic increases. Various visioning exercises were conducted during the planning process to envision the priorities. A PARK survey was administered to the community to identify what the community wanted to preserve, add, remove and keep out of the study area. Stakeholders and residents also participated in a visual preference survey Compass that allowed them to identify appropriate scale and character of the neighborhood commercial nodes from a series of images. Finally, the residents and stakeholders were able to convey their ideas and priorities during a series of hands on exercises conducted at the Design Workshop and discussed in detail the plan for the commercial centers.

The major issues highlighted during the planning process include:

- Preserve and enhance the quality of retail
- Promote neighborhood-oriented businesses
- Create mixed-use and pedestrian-oriented commercial districts
- Remove neglected strip centers or redevelop them as more urban neighborhood centers
- Improve branding with signage and other streetscape standards
- Identify and plan for infill opportunities on underutilized properties
- Keep out big box retail

## 7.2 Economic Development Analysis

Integra Realty Resources, as part of the planning team, specifically analyzed the existing conditions of the commercial centers and the market demand for the study area. The complete report with the findings, limitations and recommendations has been included in the Appendix of this document. A summary of the major points include:

- Retail demand within the market area is generated by the market area households, which as of 2009 number approximately 24,000. The median household disposable income in the market area is approximately $56,000 of which only approximately $36,000 is spent on retail trade and food & drink.
- Approximately 38 commercial properties, representing approximately 710,000 square feet of space, are found along the Westport Road corridor between the Watterson Expressway and N. Hurstbourne Parkway.
- 45% of those properties are thirty or more years old, which implies that the physical structure may not be up to date to the current standards.

- With the expected increase in traffic, the corridor has the potential to become more attractive to commercial businesses and encourage redevelopment of existing, older commercial development.
- Market area unfulfilled commercial retail demand will require approximately 72,000 square feet of commercial space.
- Commercial redevelopment possibilities amount to approximately 217,000 square feet of space, which is substantially greater than the amount of space required to support demand.
- Total vacant land amounts to approximately 25 acres. Vacant commercial and office zoned land amounts to approximately 8.6 acres. This amount of vacant land is believed to be sufficient to support initial demand when combined with underutilized properties.
- Though there is space available to support new developments, due to the sizes of the sites, the area along Westport Road Corridor study area is best suited for "neighborhood" commercial uses such as small retailers and services rather than 'destination" commercial uses such furniture stores, department stored, and automobile sales, etc.
- Destination retail in the form of "specialty shops, services, and bistros, etc." aggregated into "villages" like Westport Village has some potential.
- The market area in general is well supplied with a full variety of retail options.

## 7.3 Recommendations

Based on the existing conditions assessment, the public input and the findings of the market study, the planning team put together the final products, which include the Framework Plan and the conceptual plans for Plantation Center, and Rolling Hills/Westport Plaza. A summary of the recommendations pertaining to economic development include:

- There is sufficient development and redevelopment capacity along the Westport Road corridor to support the potential magnitude of new commercial retail, service, and office demand within the market area as a whole.
- There is potential for "neighborhood" commercial uses and 'destination" retail in the form of "specialty shops, services, and bistros, etc."
- Creating gateways at either end of the corridor and strategically placing crosswalks along the corridor will help establish the corridor as a cohesive entity and uphold the vision of creating commercial walkable districts.
- The property at 8211 Old Westport Road (located between the Islamic School of Louisville and the former Mother of Good Council property) is unsuitable for commercial development as it has limited physical and visual access. Professional Office might have some potential at this location, but the area doesn't have a strong demand for such spaces. Multi-family development may be the best use for this location.
- The existing Plantation commercial area is in need of major economic development and may be economically feasible to redevelop, as the value of much of the improved property in this center appears to be near or below the value of vacant commercial land featuring the traffic volumes that are expected for the corridor after the Watterson Expressway ramp construction is completed.
- The Plantation Center redevelopment may be successfully accomplished through a unified development plan.
- Constructing pedestrian crosswalk across Westport Road at the retail centers will support the use by pedestrians and bicyclists.
- Though the Rolling Hills/Westport Plaza centers and nearby environs are fully developed, with the anticipated increase in traffic volume much of this area will be viewed as potential opportunities for redevelopment.
- The Rolling Hills commercial center is a mix of retail structures, but has a potential for redeveloping into the "village" concept.
- Grants and other available economic incentives should be targeted to the commercial centers to incentivize the development pattern envisioned. Such incentives currently available, but not limited to, for the Westport Corridor include:

| Incentive Program | Description |
|---|---|
| **Local Tax Incentives** | |
| **Property Tax Assessment and Reassessment Moratorium** | Structures older than 25 years with improvements of a least 25% of the property's value, or 10% of the property value in a qualifying target area are eligible for a 5 year waiver of the local incremental tax value for added improvements from the assessment of a structure. |
| **Local Financing Programs** | |
| **Micro Loan** | Provide a direct funding source for entrepreneurs in Metro Louisville who would not otherwise have access to funding. This loan offers primary financing, with loans ranging from $10,000 to $30,000. |
| **Business Loan** | Provides up to 25% of project costs up to $100,000, in gap financing, to small businesses. This loan can be financed up to 10 years at a minimum rate of 5%. |
| **Small and Disadvantaged**<br><br>**Business Loan** | Provides up to 50% of project costs, or $100,000, in gap financing to ethnic, minority, disadvantaged or women-owned businesses at market rates. This loan can be financed up to 10 years at 5%. |
| **Facade Loan** | Available to commercial property owners to revitalize neighborhood commercial corridors in Louisville. Awarded for exterior property improvements, including window and door replacements, storefronts, masonry repair, siding, painting, carpentry, signage, and landscaping. A professional architectural rendering may be available to identify necessary building improvements. Loans are offered at a fixed interest rate of 3% over 10 years. |
| **Accessibility Loan** | Offered to commercial property owners for the purpose of making buildings more accessible to people with physical disabilities.<br>Loans are limited to $5,000 for exterior or interior accessibility improvements. Funds are loaned at a maximum of 100% of the total approved project at a fixed interest rate of 3% with maximum maturity of 4 years. |
| | |
| | |

**Table 3**

# 8 Plan Implementation

## 8.1 Introduction

Through a collective planning effort of the Louisville Metro Planning and Design Services staff, the planning consultant and the advisory group, this plan document reflects the work of several months of meetings, workshops, and discussions. The recommendations outlined in this chapter are based on stakeholder and resident inputs and other interactive visioning methods. Each recommendation is categorized within the planning components presented in the previous chapters. Besides the required components of Land Use/Community Form and Mobility, the uniqueness and needs for the corridor led to the use of other components such as Urban Design and Economic Development. Once adopted by the Metro Council, many of the plan recommendations are intended to supplement Cornerstone 2020 and the Land Development Code, and guide future decisions relevant to development along the corridor (within the study area).

Subsequent to the adoption of the plan, it will be implemented through various processes under multiple agencies (responsible for the relevant task and recommendation). Implementation will require the ongoing commitment of the small cities who participated in the process, business associations, and the leadership of Metro Council. The recommendations are divided into three categories: Cornerstone 2020/Land Development Code, Infrastructure/Capital Improvements, and Policy or Programmatic items. Each includes the lead agencies/entities responsible for implementation and the time frame associated with the proposed recommendation. The four basic time frames are:

· Short-Term Opportunities - Projects that could be undertaken immediately or within the next 1-3 years.

· Medium-Term Opportunities - Projects that could be initiated in the next 3 - 7 years.

· Long-Term Opportunities - Projects that could be initiated beyond the next 7 years.

· On-going - Policy recommendations without a specific time frame.

| Responsible Parties List | | | |
|---|---|---|---|
| PDS | Planning and Design Services | MC | Metro Council |
| COP | City of Plantation | CORH | City of Rolling Hills |
| COMV | City of Meadow Vale | PO | Property Owners (specifically listed |
| SC | Suburban City (in study area) | COL | City of Lyndon |
| COGD | City of Graymoor-Devondale | PW | Public Works |
| KYTC | Kentucky Transportation Cabinet | MP | Metro Parks |
| ED | Economic Development | BO | Business Owners (specifically listed) |
| NELBA | Northeast Louisville Business Association | KYSP | Kentucky State Parks |

## 8.2 Table of Recommendations

| # | RECOMMENDATION | IMPLEMENTATION RESPONSIBILITY | TIMEFRAME |
|---|---|---|---|
| **Cornerstone 2020/LDC** | | | |
| | **Land use and Community Form** | | |
| C.1 | Establish Plantation Center as a Planned Development District (PDD) (*See Map 7*) | PDS/COP/MC | Short - Medium |
| C.2 | Communicate with the property owners regarding inclusion of their properties (i.e. Racquet Club and Mother of Good Council) within the recommended PDD | PDS/PO/COP | Short |
| C.3 | Change the form district of Rolling Hills Shopping Center, Westport Plaza, and surrounding areas as mapped in Map 7 (Chapter 4) from Suburban Marketplace Corridor to Town Center Form District. | PDS/MC/CORH/COMV | Short |
| C.4 | Review current non-residential footprint cap standards within the form districts to evaluate their effectiveness. | PDS | Short |
| C.5 | Review current conditional use permit regulations (Section 4.2.29 of the LDC) for institutional uses to exceed the footprint cap to determine whether recreational uses should be included as well. | PDS | Short |
| C.6 | The property at 8211 Old Westport Road (land located between the Islamic School of Louisville and the former Mother of Good Council property) should be considered as part of the proposed Planned Development District for the Plantation Center. | PDS/PO | Ongoing |
| C.7 | Redevelop the commercial centers (i.e. Plantation Center, Westport Plaza and Rolling Hills Center) as mixed-use, pedestrian-oriented development. | PDS/SC/MC | Ongoing |
| C.8 | Promote infill development and redevelopment in commercial centers. | PDS | Ongoing |
| C.9 | Based on market analysis performed for this plan, direct new commercial development and limit it to the existing commercial centers Westport Village, Plantation Center, Rolling Hills and Westport Plaza. | PDS | Ongoing |

| # | RECOMMENDATION | IMPLEMENTATION RESPONSIBILITY | TIMEFRAME |
|---|---|---|---|
| C.10 | Lots currently zoned and used as residential fronting Westport Road, serviced by frontage roads, should not be converted to non-residential uses. | PDS/COL/COGD | Ongoing |
| C.11 | Lots currently zoned and used as residential fronting Westport Road, without frontage roads west of Ormsby Lane, should not be converted to non-residential due to a lack of adequate access and space for off-street parking. | PDS/COL/COGD | Ongoing |
| C.12 | Variances or waivers of environmental standards should be discouraged for all large lots (>1 acre) redeveloped within the study area. These properties if developed should comply environmental design standards of the LDC and meet design guidelines recommended in this plan. | PDS | Ongoing |
| | | | |
| | **Urban Design** | | |
| C.13 | The PDD for the Plantation Center shall be designed to emphasize pedestrian oriented development patterns as the center redevelops | PDS/COP/MC | Medium |
| C.14 | Follow urban design guidelines as recommended within the urban design chapter of this plan for residential and non-residential developments and redevelopments | PDS | Ongoing |
| C.15 | Encourage new development or redevelopment to provide green infrastructure, transportation connections, and open spaces through the design standards recommended within the urban design and mobility chapters of this plan. | PDS/MP/SC | Ongoing |
| C.16 | In commercial centers (i.e. Plantation Center, Rolling Hills and Westport Plaza) when redevelopment occurs, encourage an urban edge and promote an urban pattern of development. Use the standards outlined in the Urban Design chapter within this plan as part of any discretionary review process. | PDS/SC/MC | Ongoing |
| C.17 | Develop Streetscape Master Plan for the Westport Road Corridor (within study area) with detailed design guidelines and standards. | PDS/SC/PW, KYTC | Short-Medium |

| # | RECOMMENDATION | IMPLEMENTATION RESPONSIBILITY | TIMEFRAME |
|---|---|---|---|
| C.18 | Encourage the location of parking lots, decks, building service areas, and utility areas away from the view of Westport Road, with access from side streets wherever possible | PDS | Ongoing |
| | **Economic Development** | | |
| C.19 | Encourage and identify financial incentives for the development of vacant, and redevelopment of existing non-residential properties to meet the market demand as described within the economic development chapter of this plan | PDS/ED/SC | Medium |
| Infrastructure/Capital Improvement | | | |
| | **Mobility** | | |
| I.1 | Follow the Framework Plan (*see Map 10*) for mobility improvements | PDS/PW/ KYTC/SC | Short - medium |
| I.2 | Evaluate the 12 identified intersections (see Map 10) for vehicular and pedestrian signalization, pedestrian crosswalk facilities and other traffic calming measures after the opening of the Watterson Expressway exit | PDS/PW/KYTC | Short-medium |
| I.3 | Ensure that the streetscape master plan includes streetscape improvements such as medians(Requires turn lane analysis), landscaping, plantings, sidewalks, lighting and overall physical branding for the Westport Corridor | PDS/PW/ KYTC/SC | Short-medium |
| I.4 | Coordinate with TARC for better access and build future transit amenities with particular focus on the identified centers (i.e. Plantation Center, Rolling Hills Center and Westport Plaza) in this plan. | PDS/PW/ KYTC/SC | Medium-long |
| I.5 | Improve informational and directional signage along Westport Corridor and local streets for motorists and pedestrians | PW/KYTC | Short-medium |
| I.6 | Develop a multi-use path on the north side of Westport Road (*refer to Figure 3 and Map 10)* | PW/ KYTC/SC | Medium-long |
| I.7 | Create a connective network of signed bike routes throughout the neighborhoods as illustrated by the Framework Plan (see Map 9). Consider these networks for traffic calming improvements to encourage bicycle and pedestrian use. | PW/SC | Medium-long |

| # | RECOMMENDATION | IMPLEMENTATION RESPONSIBILITY | TIMEFRAME |
|---|---|---|---|
| I.8 | Implement streetscape improvements and traffic calming measures along the major neighborhood roads including Herr Lane, Ormsby Lane, Goose Creek Road. | PW/SC/MC | Medium-long |
| I.9 | Identify potential pedestrian and bike connections within the study area for potential connections to the Louisville Loop | MP/PW/MC/SC | Long |
| I.10 | Develop strategies for constructing a new road connection between Westport Road and LaGrange Road through the State-owned property (behind Westport Middle, KYTC, etc.). | PW/ KYTC | Long |
| I.11 | As part of the streetscape master plan development process create a maintenance plan for the upkeep of Westport Road enhancement (e.g. Landscaping) | PDS/PW/SC/MC | Short-medium |
| I.12 | Explore design and funding options for potential greenway connecting Westport Road to LaGrange Road using the existing State-owned property (behind Westport Middle, KYTC,etc.). | PW/ KYTC/COL/MC | Long |
| I.13 | Consider additional local pedestrian connections with future redevelopment at the Plantation Center and at Westport Plaza/Rolling Hills | PDS/PW/KYTC/BO | Ongoing |
| I.14 | Study and develop alternatives to provide safe pedestrian and bicycle crossing on Hurstbourne Lane between the entrance of Hounz Lane Park (Metro Parks) and E.P. "Tom" Sawyer State Park. | PW/KYTC/MP/KYSP | Medium-long |
| | **Urban Design** | | |
| I.15 | Develop a greenway system along Goose Creek and Westport Rd for wildlife corridors and possible active/passive recreational facilities | PDS/MP/SC | Medium |
| I.16 | Pursue discussion with the State to develop the state-owned, underutilized property next to Briarwood Park, into a recreational open space | MP/KYTC/COL/MC | Medium-long |
| I.17 | Encourage on-street parallel parking wherever possible and appropriate in commercial centers (i.e. Plantation Center, Rolling Hills Center and Westport Plaza) except along Westport Road | PDS/PW | Medium-long |

| # | RECOMMENDATION | IMPLEMENTATION RESPONSIBILITY | TIMEFRAME |
|---|---|---|---|
| I.18 | Evaluate the feasibility of utilities burial along Westport Road and in the commercial centers(i.e. Plantation Center, Rolling Hills Center and Westport Plaza) | PW/MC/SC | Long |
| Policy/Programmatic | | | |
| | **Land Use/Community Form** | | |
| P.1 | Use the Streetscape Master Plan as a tool and process for establishing a Memorandum Of Understanding (MOU) for long-term maintenance along the corridor | SC/PW/KYTC/MC | Short-medium |
| P.2 | Promote the redevelopment of the aging multi-family housing complex across from Westport Plaza and Rolling Hills center to increase neighborhood pedestrian connectivity | PO/SC | Medium-long |
| | **Urban Design** | | |
| P.3 | Create an identity for the corridor consistent with the goals of the plan that includes appropriate branding and signage, coordinated between the multiple jurisdictions | NELBA/ED/SC/MC | Medium |
| P.4 | Analyze the feasibility of creating identifiable gateways and collaborate to create art installations along the corridor | PW/KYTC/SC/MC | Medium |
| | **Economic Development** | | |
| P.5 | Target grants and other available economic incentives for the commercial centers(i.e. Plantation Center, Rolling Hills Center and Westport Plaza) to incentivize the urban design concepts envisioned within the plan | ED/PDS/SC/MC | Ongoing |

**Table 4**

## Appendix A - Workshop Summary

A Design Workshop was held by the planning consultant Urban Collage with the help of PDS on November 11, 2009. The purpose of the workshop was to inform the general public about the project, give an update on the progress and obtain consensus on the desired development and redevelopment envisioned for the whole community. The main focus of the Design Workshop was to expand upon the broader input from the Westport Road *Compass* – a visual preference survey and the online survey, and use it to craft more targeted questions to obtain specific answers from the public. After presentations on existing conditions, major issues and general market trends, the group of approximately 50 attendees was divided into six tables and each table was facilitated by a planning team representative. Through four interactive exercises, critical issues were discussed which focused on different aspects of the Westport Road Corridor Small Area Plan.

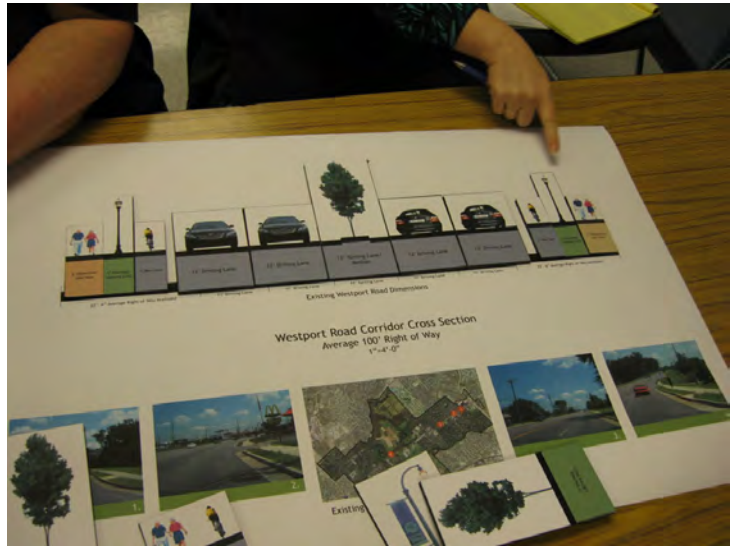
**Picture 7 Design Workshop**

The first exercise was the Westport Road Corridor Open Space and Circulation Plan, which focused on developing an overall framework for the Westport Road Corridor. Each group was required to identify major existing and potential destinations and potential open spaces and parks; and then highlight all the major roads and intersections which were in need of pedestrian and/or operational improvements. Then, with the help of markers the groups were asked to mark new potential connections, both vehicular and pedestrian. This exercise helped locate the problem areas and also locate potential and desired connections.

The second and third exercises were similar and involved a more detailed assessment of the major commercial centers. The second exercise focused on Plantation Center, whereas the third focused on Rolling Hills and Westport Plaza. The main aim of the exercise was to understand the residents' and stakeholders' vision for the centers. Through an interactive method of using blocks and markers, the groups developed the desired conceptual development strategies for the Centers. Some of the main issues discussed were the type of development, preferred land use, density, connections and the general layout for the whole area.

The final exercise focused on the Westport Road cross section. Each group was given a kit of parts representing travel lanes, pedestrian/bicycle facilities and landscaping and was asked to build their desired typical cross section. Issues like on-street or off-street bike lanes, addition of multi-use trail and medians were some of the most discussed points.

Based on the results of the design workshop, the Framework Plan, PlantationCenter and Rolling Hills/Westport Plaza Concept Plan and the Westport Typical Cross Section were developed.




**Picture 8 Attendees building their own Westport Road cross section**

## Appendix B - Urban Design Guidelines

(A) Utility meters should be screened from public right-of-way

(B) Main entries should be directly linked to the public sidewalk via a paved walkway (where possible)

(C) To the extent possible new developments should seek to preserve large trees

(D) Garages should be located to the rear of the house. Parking pads and bump-outs in front yards are discouraged.

(E) The use of large front porches facing the street and corner porches on corner lots are encouraged.

(F) Multiple adjacent vacant lots targeted for infill housing should be reconfigured to be consistent with existing lots in terms of size and proportion whenever possible.

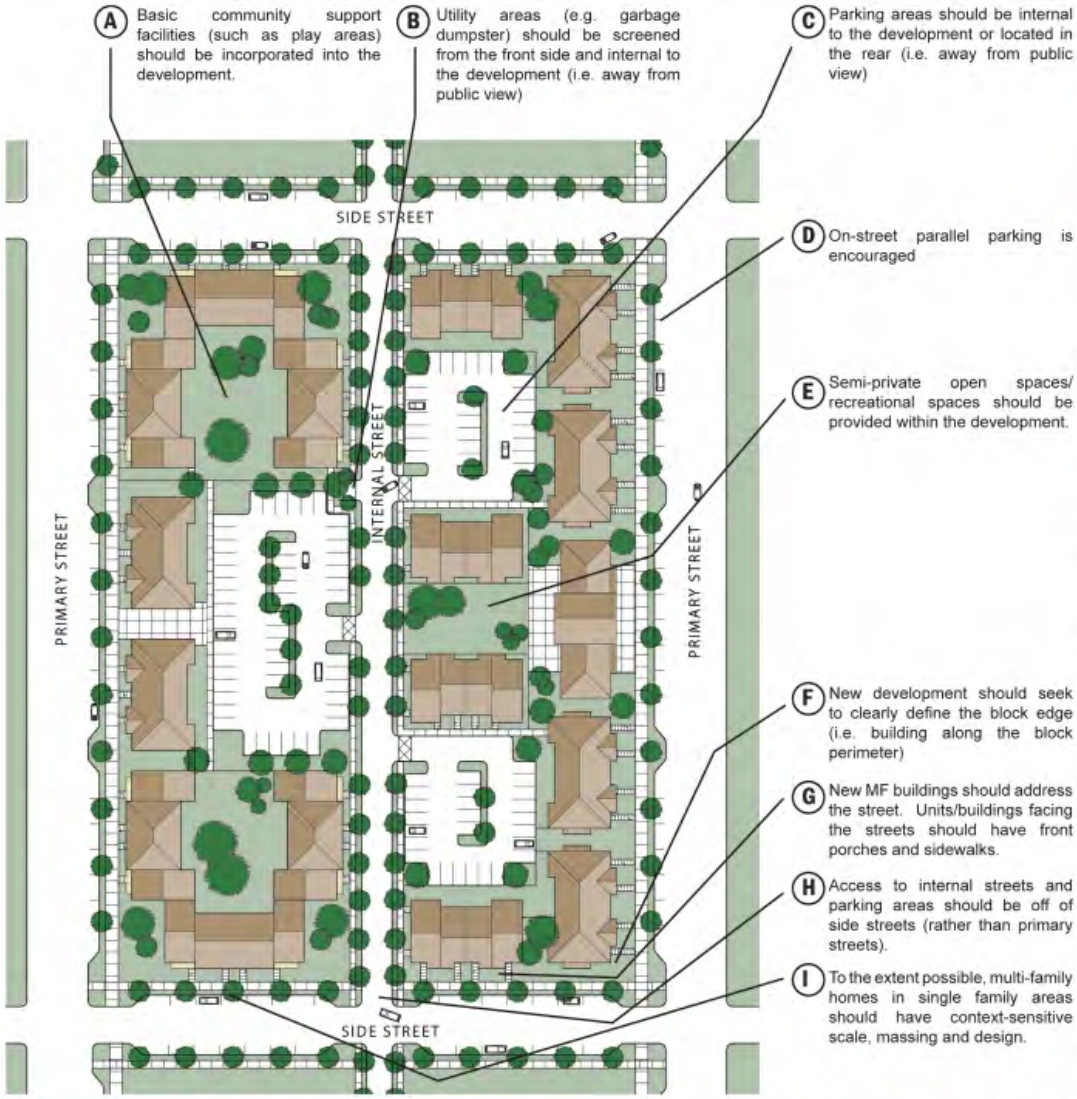
(G) Front setbacks of infill housing units should be aligned with adjacent units.

(H) Driveways should be limited to one car wide.

Wide front porches, vertically proportioned windows and main entries linked to the primary street.

Uniform setback line

WESTPORT RD 2009 **SINGLE FAMILY RESIDENTIAL**



Porches and entry front the primary street as well as create a define edge for the block.

Parking and services are located in the interior of the development and screened from primary roadways.

WESTPORT RD 2009

# MULTI-FAMILY FAMILY RESIDENTIAL

(A) Setback variations to accommodate outdoor cafes/ dining are allowed but should be kept to a minimum.

(B) Shared parking for different tenants and uses is strongly encouraged to minimize the overall supply of parking.

(C) Front setbacks of new commercial buildings should be aligned with existing buildings when existing buildings address the primary street. Should there be no existing building or the existing building does not address the street, new building front setbacks should be no more than 25 feet away from the curb (i.e. build-to line)

(D) Distinctive architectural treatments/massing on corner lot buildings is strongly encouraged.

(E) Driveways to adjoining businesses should be combined whenever possible to minimize curb cuts on public streets.

(F) Parking lots, decks and building service areas should be located away from the view of primary streets and accessed via alleys or side streets, whenever possible.

(G) All surface parking lots and decks should be clearly marked and accessible from primary streets.

(H) On-street parallel parking is encouraged whenever possible and appropriate.

(I) All surface parking lots should be properly landscaped.

(J) A zero setback is allowed in the retail nodes where high pedestrian activity is encouraged.

Distinctive architectural detail at corner development as well as landscaped parking lots.

Uniform setback line

WESTPORT RD 2009

# NON - RESIDENTIAL

The streetscape should frame the built environment and offer a variety of experiences. In general, streetscapes around high activity nodes should be provided with wider sidewalks, benches and landscaping.

A consistently designed set of materials should be utilized throughout the corridor, (benches, lights, bike racks, paving etc.)

For residential streets 5'minimum sidewalks should be separated by a minimum 3' planting strip, which should include street trees and lights were applicable.

For storefront streets sidewalks should proved a 10 ' clear zone and a 5' furniture zone along the edge of the sidewalk.

An additional transitional zone can be put in place where outdoor dining/public gathering may be desirable.

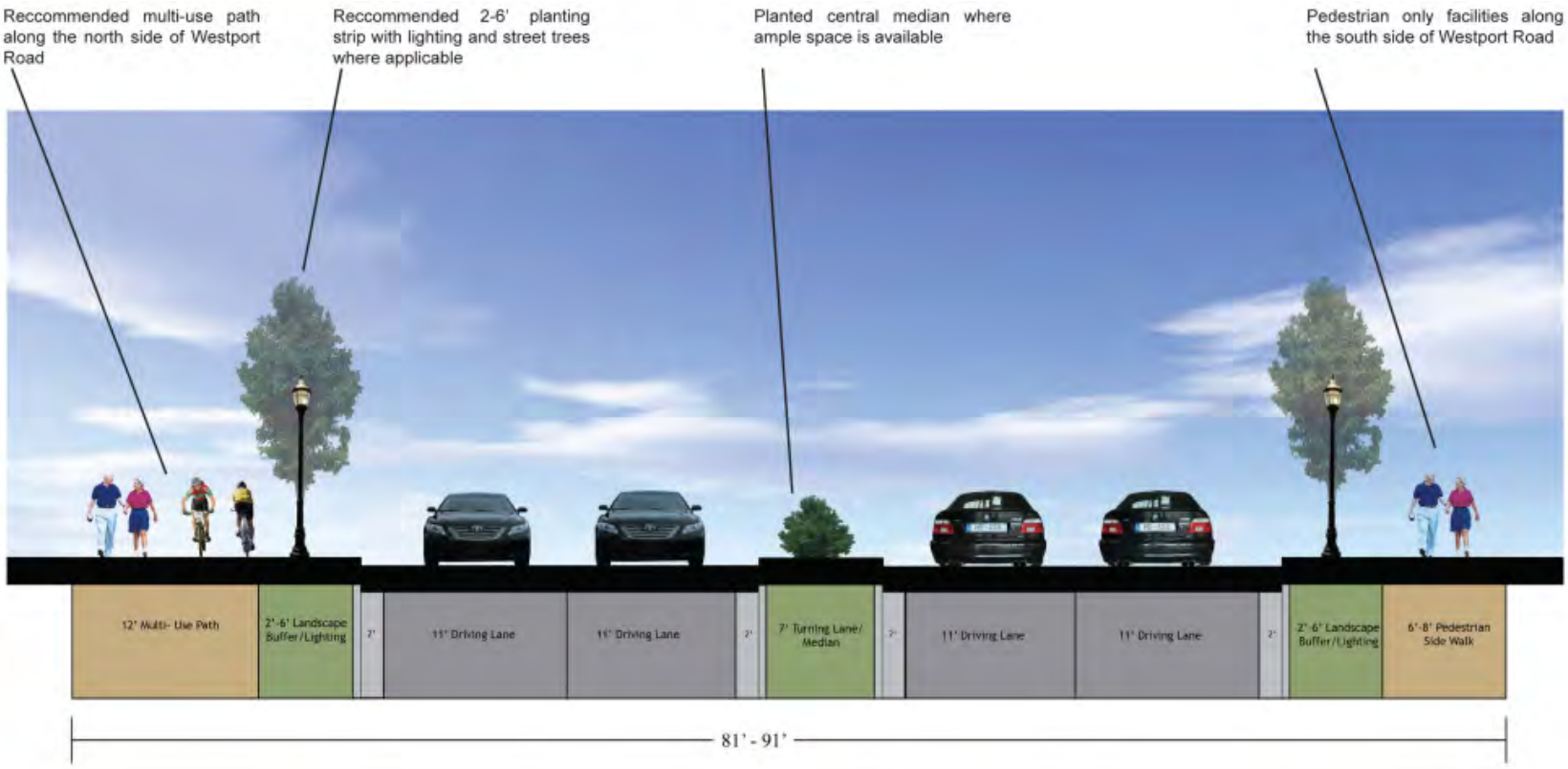
Street intersections should be identified as major entry points to the corridor and should be properly landscaped and signed to establish a visual gateway for residents and visitors.

All public places should be accessible from the street and linked via a network of multi-use/ pedestrian trails and walkways.

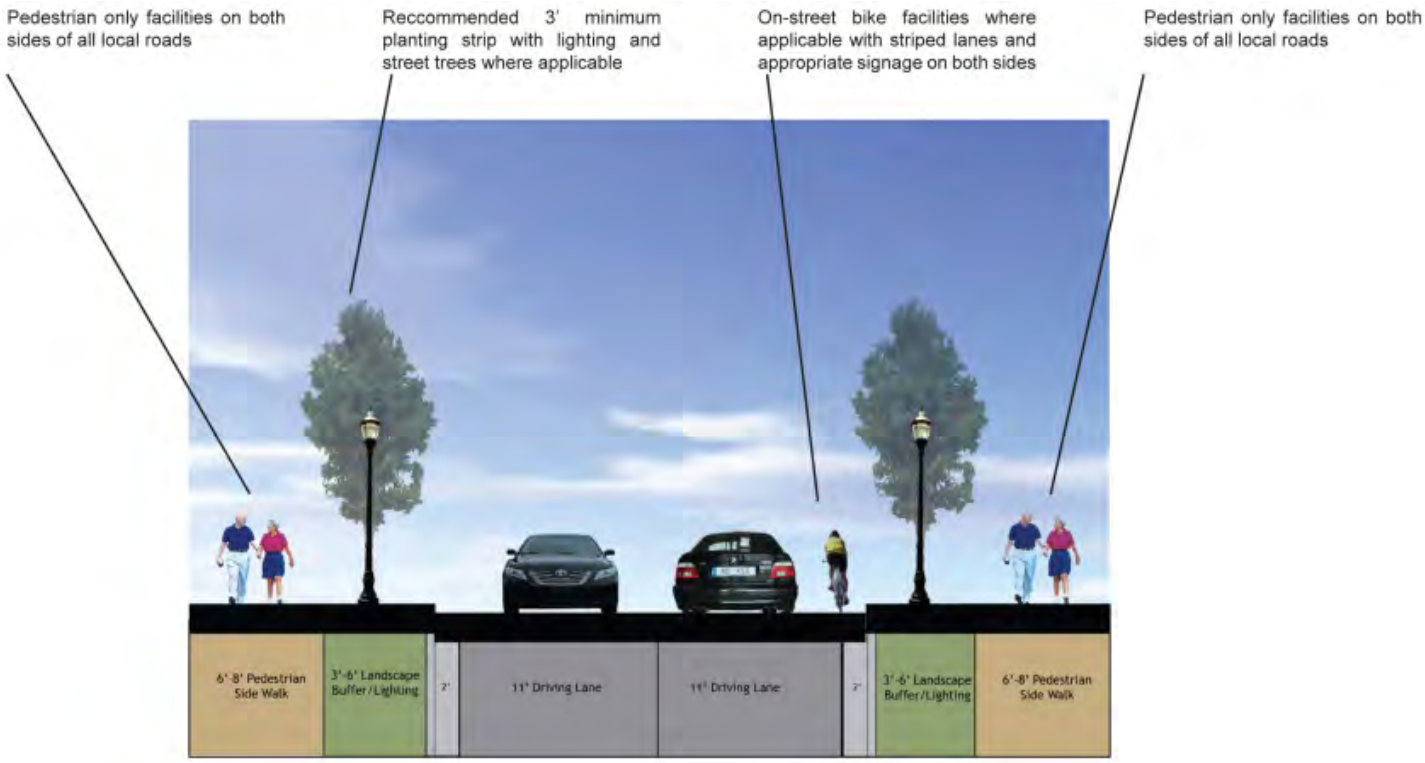
Public spaces should be well lit with proper signage, landscape should be consistent with native vegetation of the region.

WESTPORT RD 2009

# PUBLIC SPACE




WESTPORT RD 2009 **TYPICAL SECTION : Westport Road**




WESTPORT RD 2009

# TYPICAL SECTION : Local Roads

## Appendix C - Market Analysis

Section available as a separate document available on Louisville Metro Planning and Design Services website (www.louisvilleky.gov/planningdesign) or on file at their office, 444 S. 5th Street, 3rd Floor.

# CONSULTATION

## Westport Road Corridor Study

Westport Road: Watterson Expressway - N. Hurstbourne Pkwy.
Louisville, Jefferson County, Kentucky

**PREPARED FOR:**

Stanford Harvey, AICP
Principal
Urban Collage, Inc.
167 W. Main Street, Suite 1200
Lexington, Kentucky 40507

**EFFECTIVE DATE OF THE CONSULTATION:**

October 7, 2009

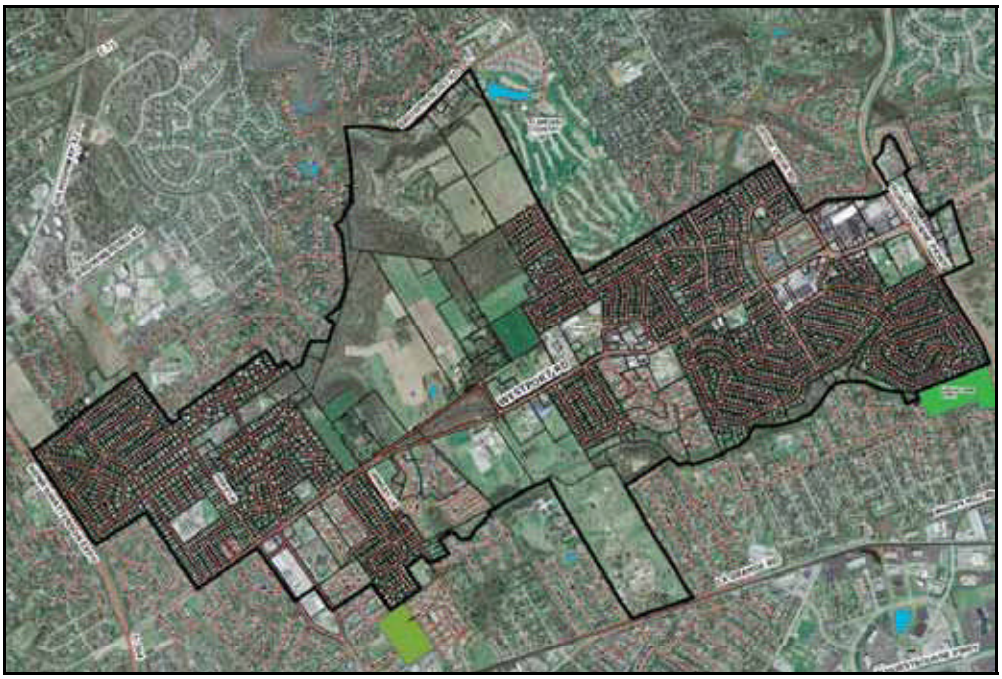
**REPORT FORMAT:**

Summary

**INTEGRA REALTY RESOURCES**
**KENTUCKY-SOUTHERN INDIANA**
File Number: 1200-0013-09-LOU (A)

INTEGRA Realty Resources

LOCAL EXPERTISE...NATIONALLY




**Westport Road Corridor Study**
**Westport Road: Watterson Expressway - N. Hurstbourne Pkwy.**
**Louisville, Kentucky**

March 18, 2010

Stanford Harvey, AICP
Principal
Urban Collage, Inc.
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SUBJECT: Market Study
Westport Road Corridor Study
Westport Road: Watterson Expressway - N. Hurstbourne Pkwy.
Louisville, Jefferson, Kentucky
Integra Realty Resources File No. 1200-0013-09-LOU (A)

Dear Mr. Harvey:

Integra Realty Resources Kentucky-Southern Indiana is pleased to submit the accompanying consultation in support of the Westport Road Corridor Small Area Plan. The purpose of the consultation is to analyze the existing commercial environment along the Westport Road Corridor between the Watterson Expressway and N. Hurstbourne Parkway and explore the possibilities for change in this commercial environment during the near future. The client for the assignment is. Stanford Harvey, AICP, Principal of Urban Collage, Inc. He is also the intended user. The use of this consultation is to support development of the "small area plan" for the Westport Corridor.

To report the assignment results, we use the summary report option of Standards Rule 5-2 of USPAP. Accordingly, this report contains all information significant to the solution of the market study problem.

Based on the analysis in the accompanying report, and subject to the definitions, assumptions, and limiting conditions expressed in the report, it is our opinion that:

- The neighborhood market area for the corridor is bounded by ……
    - I-71 and I-265 on the north
    - Shelbyville Road on the south
    - The Watterson Expressway on the west
    - And I-265 on the east

- Within the neighborhood market area, commercial retail supply and demand is characterized by
- The opening of the Watterson Expressway ramps at Westport Road are ….
- Existing commercial development along Westport Road
- Existing vacant land along Westport Road

The market study is subject to no extraordinary assumptions and hypothetical conditions.

The opinions expressed in this report are based on estimates and forecasts that are prospective in nature and subject to considerable risk and uncertainty. Events may occur that could cause the performance of the market to materially differ from our estimates, such as changes in the economy, interest rates, capitalization rates, financial strength of tenants, and behavior of investors, lenders, and consumers. Additionally, our opinions and forecasts are based partly on data obtained from interviews and third party sources, which are not always completely reliable. Although we are of the opinion that our findings are reasonable based on current market conditions, we are not responsible for the effects of future occurrences that cannot be reasonably foreseen at this time.

If you have any questions or comments, please contact the undersigned. Thank you for the opportunity to be of service.

Respectfully submitted,

**INTEGRA REALTY RESOURCES KENTUCKY–SOUTHERN INDIANA**

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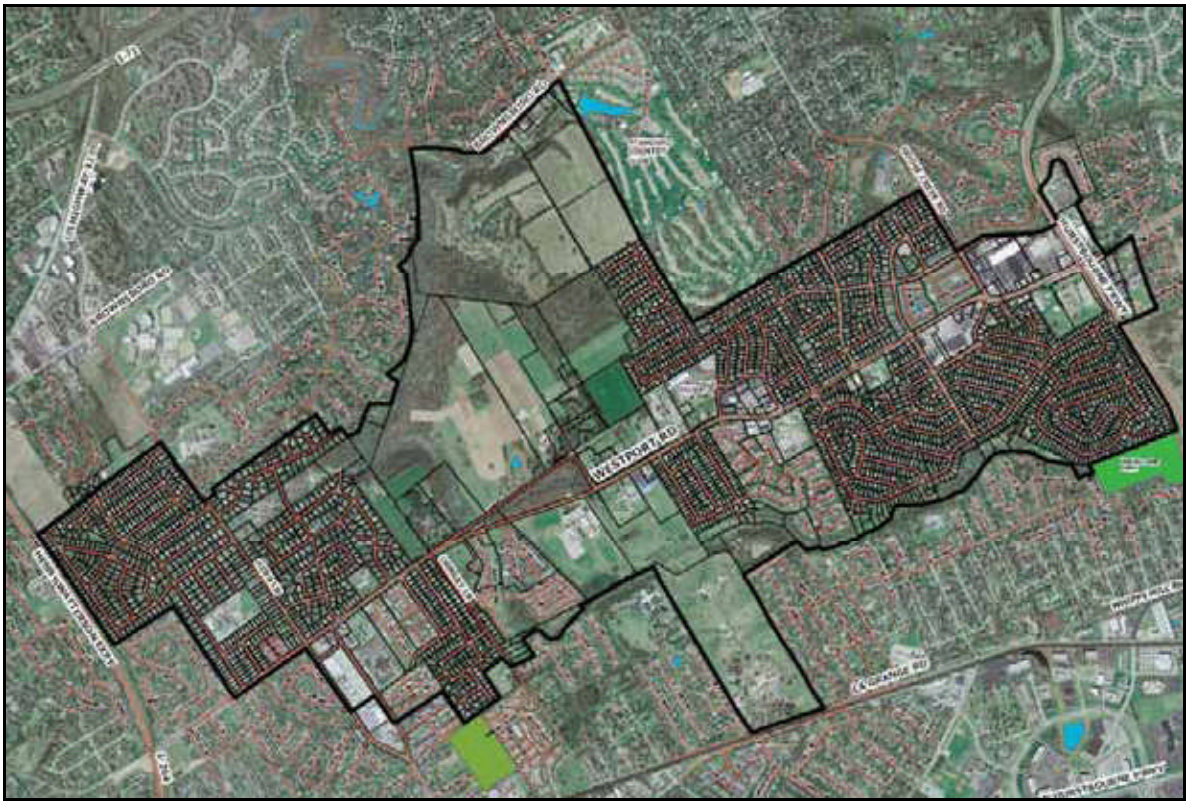
# GENERAL INFORMATION

## IDENTIFICATION AND DESCRIPTION OF THE STUDY AREA

The study area includes the Westport Road corridor between the Watterson Expressway and N. Hurstbourne Parkway and the communities abutting this corridor. A map of the study area follows.




## PURPOSE AND EFFECTIVE DATE

The purpose of the consultation is to analyze the existing commercial environment along the Westport Road Corridor between the Watterson Expressway and N. Hurstbourne Parkway and explore the possibilities for change in this commercial environment during the near future.

## CLIENT AND INTENDED USER

The client for the assignment is. Stanford Harvey, AICP, Principal of Urban Collage, Inc. He is also the intended user. The use of this consultation is to support development of the "small area plan" for the Westport Corridor.

## APPLICABLE REQUIREMENTS

The Uniform Standards of Professional Appraisal Practice (USPAP) and the Code of Professional Ethics and Standards of Professional Appraisal Practice of the Appraisal Institute do not specify analysis and reporting requirements for consultations that do not include an estimate of value such as the current project. However, as members of the Appraisal Institute, we remain dedicated to the tenants of ethical conduct and professional practice that such membership infers, the most notable of which include the assurance of impartiality and the commitment to credible results.

## SCOPE OF WORK

The scope of work as outlined in our letter of engagement is as follows:

- Review the Louisville Metro Retail Study.
- Identify and enumerate the magnitude of neighborhood retail along Westport Road between Herr Lane and Hurstbourne Parkway with emphasis upon the existing neighborhood centers.
- Subjectively analyze the functionality of this space when compared to current retail design.
- Define the neighborhood market area.
- Estimate the potential retail demand for neighborhood shopping within the neighborhood market area.
- Estimate the residual neighborhood retail demand and the amount of additional neighborhood retail space that this residual demand may support.
- Identify and analyze vacant land along the Westport Road corridor within the neighborhood that may be available for additional development.
- Analyze the degree to which the I-264-Westport Road on-off ramps currently under construction may provide enhanced neighborhood access to presently marginally accessible shopping aggregations.
- Explore the possibility for the development of “destination” retail/service activity supports along the “Herr Lane-Hurstbourne Parkway” Westport Road corridor.
- Review possible alternative site in neighborhood that may be developed in the foreseeable future.

A review of the Louisville Metro Retail Study revealed no data or analysis that was considered directly pertinent to the area under study. Also, it was learned that the heirs to the Palmer-Ball estate categorically reject the possibility of development of their farm, which is located near the center of the study area. For these reasons, the first and last issues, described in the foregoing scope of work, were deemed to require no further consideration. After additional investigation, a more relevant scope of work became apparent, which is detailed as follows:

- Define the neighborhood market area.
- Analyze the commercial retail supply and demand characteristics of the neighborhood market area.

- Analyze the impact of the Watterson Expressway on-off ramps on the Westport Road corridor on neighborhood access.
- Analyze commercial development within the corridor along Westport Road to include the following:
    - Identify commercial development
    - Analyze redevelopment possibilities
- Analyze vacant land within the corridor along Westport Road.
    - Development of "destination" commercial activity supports.

## REPORT FORMAT

This report is prepared under the summary report option of Standards Rule 5-2 of USPAP. Accordingly, the report contains all information significant to the achievement of the consultation objectives.

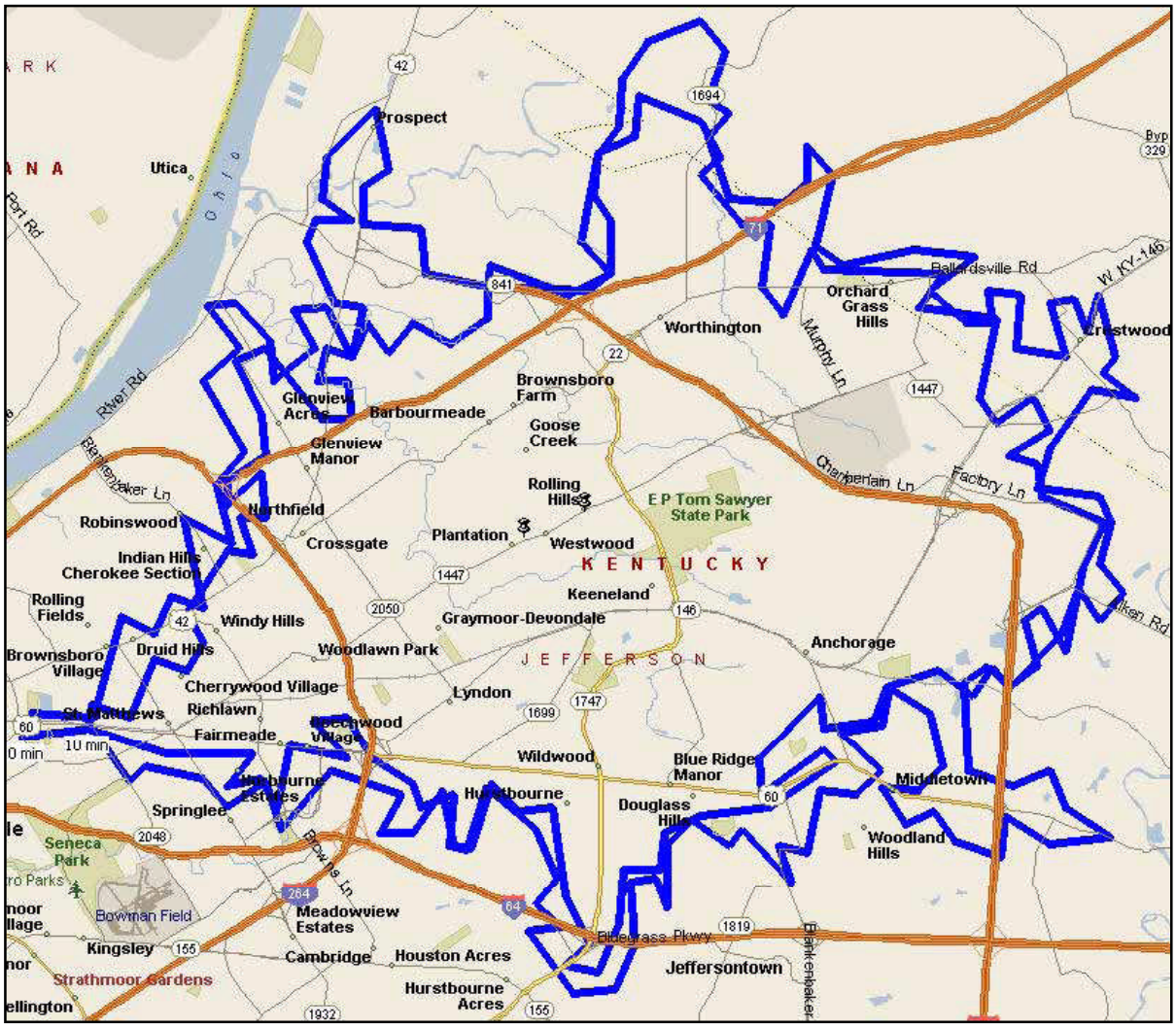
# MARKET AREA ANALYSIS

The area along Westport Road in the study area is best suited for "neighborhood" commercial uses such as small retailers and services rather than "destination" commercial uses such as furniture stores, department stores, and automobile sales, etc. Commonly, such destination uses require sites of a size not found along the corridor. Also, the incompatibility of such "destination" development along the corridor is further supported by the preference surveys conducted among the area advisory group in which such destination commercial uses as "car lots, big box stores, etc." were rated in the :keep out" category.

For this reason, only a "neighborhood market area" of sufficient size to support these neighborhood commercial uses was considered as a basis for analyzing commercial retail supply and demand for the corridor study area. Neighborhood market areas typically range is size from a five to ten minute drive time from the location of the neighborhood commercial uses. The two primary commercial locations along the corridor that accommodate neighborhood commercial uses are the "Plantation" commercial site and the Rolling Hills/Westport Plaza commercial site. For this reason, these two sites were used as the loci for five and ten minute drive time maps, which together will assist in defining the neighborhood market area for the corridor. These maps are detailed as follows:

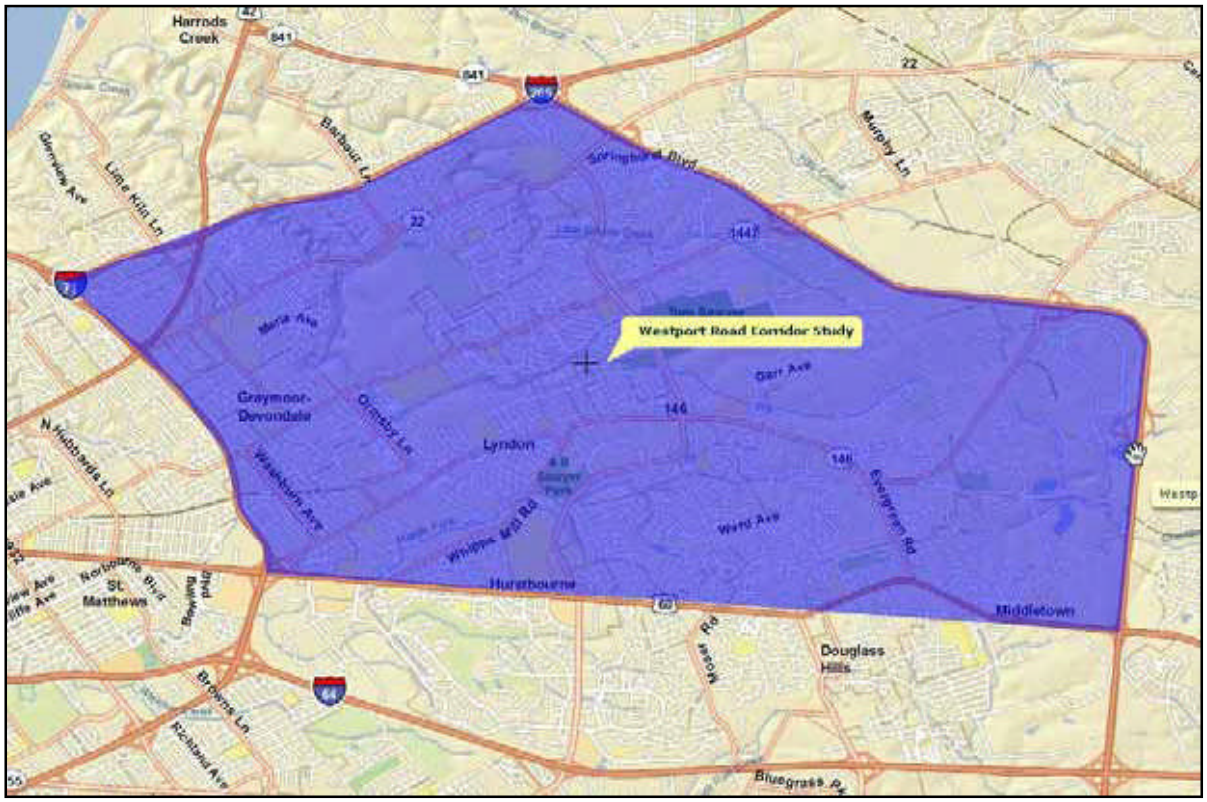
**5 MINUTE DRIVE TIME MAP**

## 10 MINUTE DRIVE TIME MAP




In making a final determination of the neighborhood market area for the subject, the major traffic arteries that effectively serve as man-made barriers to entry and exit for the study area were given substantial weight such that the resulting market area boundaries are shown as follows:

## NEIGHBORHOOD MARKET AREA MAP




The neighborhood market area for the corridor is bounded by ……

- I-71 and I-265 on the north
- Shelbyville Road on the south
- The Watterson Expressway on the west
- And I-265 on the east

# RETAIL SUPPLY AND DEMAND ANALYSIS

Retail demand with the market area is generated by the market area households, which as of 2009 number approximately 24,000. The median household disposable income in the market area is approximately $56,000 of which only approximately $36,000 is spent on retail trade and food & drink.

In comparing retail supply and demand for a market area, the total annual potential retail expenditures are compared to the total annual retail sales. If sales are less than the potential expenditures, then there may be room for additional retail development in the market area. Overall, approximately $66,000,000 more retail sales per year are spent in the market area than the potential retail expenditures generated by market area households. This means that households living outside the market area are coming into the market area to spend their money. However, there are a few categories of retail in the market area in which there appears to be room for additional retail development. These retail categories are as follows:

| INDUSTRY GROUP | DEMAND | SUPPLY | RETAIL GAP | MEDIAN SIZE [SF] | MEDIAN $/SF/YR | BUSINESSES NEEDED |
|---|---|---|---|---|---|---|
| Beer, Wine, & Liquor Stores | $8,709,174 | $7,245,592 | $1,463,582 | 3,196 | $396 | 1 |
| Gasoline Stations | $109,841,606 | $70,996,924 | $38,844,682 | 2,933 | $1,321 | 10 |
| Florists | $2,011,535 | $730,750 | $1,280,785 | 1,628 | $226 | 3 |
| Other Miscellaneous Store Retailers | $8,746,733 | $8,504,129 | $242,604 | 2,133 | $205 | 1 |
| Special Food Services | $11,690,514 | $5,496,060 | $6,194,454 | 2,100 | $192 | 15 |
| Drinking Places - Alcholic Beverages | $11,076,407 | $5,504,415 | $5,571,992 | ? | ? | 5 |
| **TOTAL** | | | | | | **36** |

Sources: ESRI and InfoUSA; Dollars and Cents of Shopping Centers 2008, ULI.

The market area need for these 35 stores amounts to a requirement of approximately 72,000 square feet of commercial retail space. It is important to recognize that these store types may be located anywhere throughout the market area, and need not be located along the Westport Road corridor. Additionally, this analysis does not preclude the development of retail categories along Westport Road that are already well represented within the market area.

We conclude that the market area in general is well supplied with a full variety of retail options. There is some room for additional neighborhood retail development; however, any substantial retail development must be supported by market area household growth, redistribution of businesses from older, poorly functional retail space to new, functional retail space, and from household located outside the market area bringing their custom into the market area. The full retail supply and demand report for the market area follows.

ESRI

Westport Road Corridor Study

## Retail MarketPlace Profile

Prepared by STDBonline

Site Type: Custom Polygon

| Summary Demographics | |
|---|---|
| 2009 Population | 56,929 |
| 2009 Households | 24,174 |
| 2009 Median Disposable Income | $56,012 |
| 2009 Per Capita Income | $41,056 |

| Industry Summary | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|---|---|---|---|---|
| Total Retail Trade and Food & Drink (NAICS 44-45, 722) | $869,152,956 | $934,884,289 | $-65,731,333 | -3.6 | 609 |
| Total Retail Trade (NAICS 44-45) | $734,283,842 | $771,317,342 | $-37,033,500 | -2.5 | 413 |
| Total Food & Drink (NAICS 722) | $134,869,114 | $163,566,947 | $-28,697,833 | -9.6 | 196 |

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|---|---|---|---|---|
| Motor Vehicle & Parts Dealers (NAICS 441) | $181,984,824 | $102,998,166 | $78,986,658 | 27.7 | 26 |
| Automobile Dealers (NAICS 4411) | $161,275,138 | $84,830,250 | $76,444,888 | 31.1 | 10 |
| Other Motor Vehicle Dealers (NAICS 4412) | $11,585,819 | $6,480,172 | $5,105,647 | 28.3 | 4 |
| Auto Parts, Accessories, and Tire Stores (NAICS 4413) | $9,123,867 | $11,687,744 | $-2,563,877 | -12.3 | 12 |
| Furniture & Home Furnishings Stores (NAICS 442) | $27,818,903 | $22,470,290 | $5,348,613 | 10.6 | 27 |
| Furniture Stores (NAICS 4421) | $14,709,279 | $16,377,001 | $-1,667,722 | -5.4 | 17 |
| Home Furnishings Stores (NAICS 4422) | $13,109,624 | $6,093,289 | $7,016,335 | 36.5 | 10 |
| Electronics & Appliance Stores (NAICS 443/NAICS 4431) | $24,023,937 | $27,552,114 | $-3,528,177 | -6.8 | 32 |
| Bldg Materials, Garden Equip. & Supply Stores (NAICS 444) | $31,443,116 | $34,576,876 | $-3,133,760 | -4.7 | 38 |
| Building Material and Supplies Dealers (NAICS 4441) | $29,398,657 | $30,085,013 | $-686,356 | -1.2 | 24 |
| Lawn and Garden Equipment and Supplies Stores (NAICS 4442) | $2,044,459 | $4,491,863 | $-2,447,404 | -37.4 | 14 |
| Food & Beverage Stores (NAICS 445) | $115,708,063 | $290,944,170 | $-175,236,107 | -43.1 | 34 |
| Grocery Stores (NAICS 4451) | $104,201,112 | $280,784,285 | $-176,523,173 | -45.8 | 19 |
| Specialty Food Stores (NAICS 4452) | $2,737,777 | $2,914,293 | $-176,516 | -3.1 | 6 |
| Beer, Wine, and Liquor Stores (NAICS 4453) | $8,709,174 | $7,245,592 | $1,463,582 | 9.2 | 9 |
| Health & Personal Care Stores (NAICS 446/NAICS 4461) | $26,081,274 | $35,592,348 | $-9,511,074 | -15.4 | 35 |
| Gasoline Stations (NAICS 447/4471) | $109,841,606 | $70,996,924 | $38,844,682 | 21.5 | 14 |
| Clothing and Clothing Accessories Stores (NAICS 448) | $31,795,808 | $66,794,996 | $-34,999,188 | -35.5 | 73 |
| Clothing Stores (NAICS 4481) | $24,736,818 | $59,782,073 | $-35,045,255 | -41.5 | 56 |
| Shoe Stores (NAICS 4482) | $3,098,947 | $1,731,873 | $1,367,074 | 28.3 | 6 |
| Jewelry, Luggage, and Leather Goods Stores (NAICS 4483) | $3,960,043 | $5,281,050 | $-1,321,007 | -14.3 | 11 |
| Sporting Goods, Hobby, Book, and Music Stores (NAICS 451) | $9,666,944 | $16,131,362 | $-6,464,418 | -25.1 | 38 |
| Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511) | $4,624,895 | $9,124,760 | $-4,499,865 | -32.7 | 32 |
| Book, Periodical, and Music Stores (NAICS 4512) | $5,042,049 | $7,006,602 | $-1,964,553 | -16.3 | 6 |

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

**Source:** ESRI and InfoUSA®

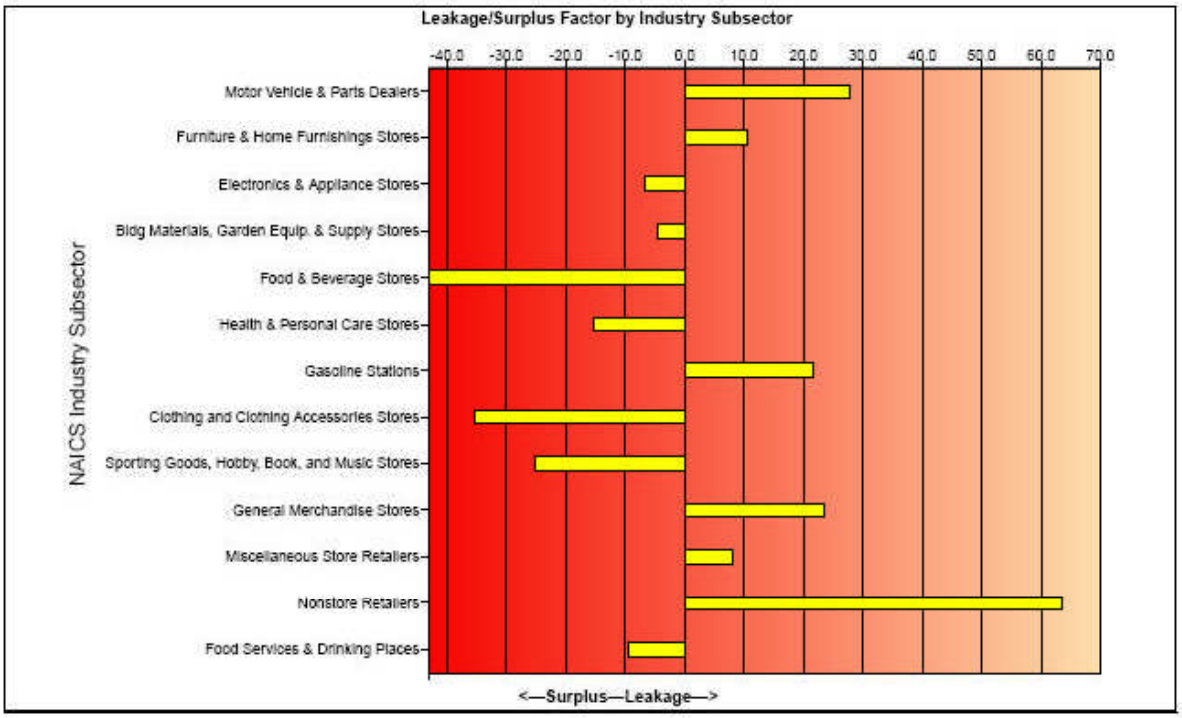
## Retail MarketPlace Profile

Prepared by STDBonline

Westport Road Corridor Study

Site Type: Custom Polygon

| Industry Group | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|---|---|---|---|---|
| General Merchandise Stores (NAICS 452) | $133,163,532 | $82,712,646 | $50,450,886 | 23.4 | 16 |
| Department Stores Excluding Leased Depts.(NAICS 4521) | $58,453,689 | $45,997,547 | $12,456,142 | 11.9 | 6 |
| Other General Merchandise Stores (NAICS 4529) | $74,709,843 | $36,715,099 | $37,994,744 | 34.1 | 10 |
| Miscellaneous Store Retailers (NAICS 453) | $17,551,937 | $14,920,480 | $2,631,457 | 8.1 | 72 |
| Florists (NAICS 4531) | $2,011,535 | $730,750 | $1,280,785 | 46.7 | 4 |
| Office Supplies, Stationery, and Gift Stores (NAICS 4532) | $5,422,649 | $4,030,398 | $1,392,251 | 14.7 | 23 |
| Used Merchandise Stores (NAICS 4533) | $1,371,020 | $1,655,203 | $-284,183 | -9.4 | 20 |
| Other Miscellaneous Store Retailers (NAICS 4539) | $8,746,733 | $8,504,129 | $242,604 | 1.4 | 25 |
| Nonstore Retailers (NAICS 454) | $25,203,898 | $5,626,970 | $19,576,928 | 63.5 | 8 |
| Electronic Shopping and Mail-Order Houses (NAICS 4541) | $11,118,038 | $937,997 | $10,180,041 | 84.4 | 1 |
| Vending Machine Operators (NAICS 4542) | $9,408,434 | $2,782,650 | $6,625,784 | 54.3 | 1 |
| Direct Selling Establishments (NAICS 4543) | $4,677,426 | $1,906,323 | $2,771,103 | 42.1 | 6 |
| Food Services & Drinking Places (NAICS 722) | $134,869,114 | $163,566,947 | $-28,697,833 | -9.6 | 196 |
| Full-Service Restaurants (NAICS 7221) | $40,526,213 | $69,174,882 | $-28,648,669 | -26.1 | 99 |
| Limited-Service Eating Places (NAICS 7222) | $71,575,980 | $84,391,590 | $-12,815,610 | -8.2 | 80 |
| Special Food Services (NAICS 7223) | $11,690,514 | $5,496,060 | $6,194,454 | 36.0 | 12 |
| Drinking Places - Alcoholic Beverages (NAICS 7224) | $11,076,407 | $4,504,415 | $6,571,992 | 42.2 | 5 |



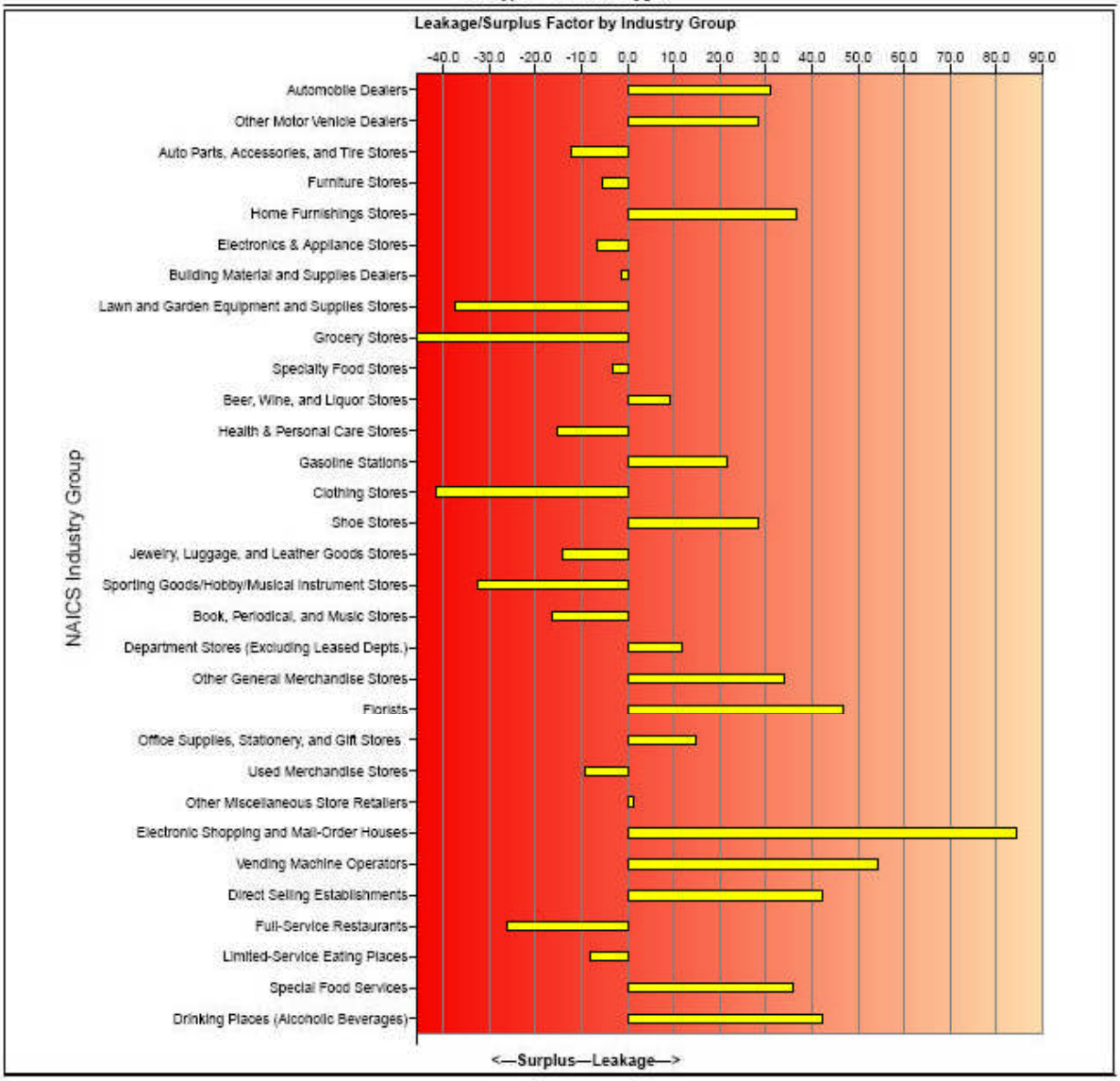
ESRI

Westport Road Corridor Study

## Retail MarketPlace Profile

Prepared by STDBonline

Site Type: Custom Polygon




Source: ESRI and InfoUSA®

# WATTERSON EXPRESSWAY ACCESS IMPACT ANALYSIS

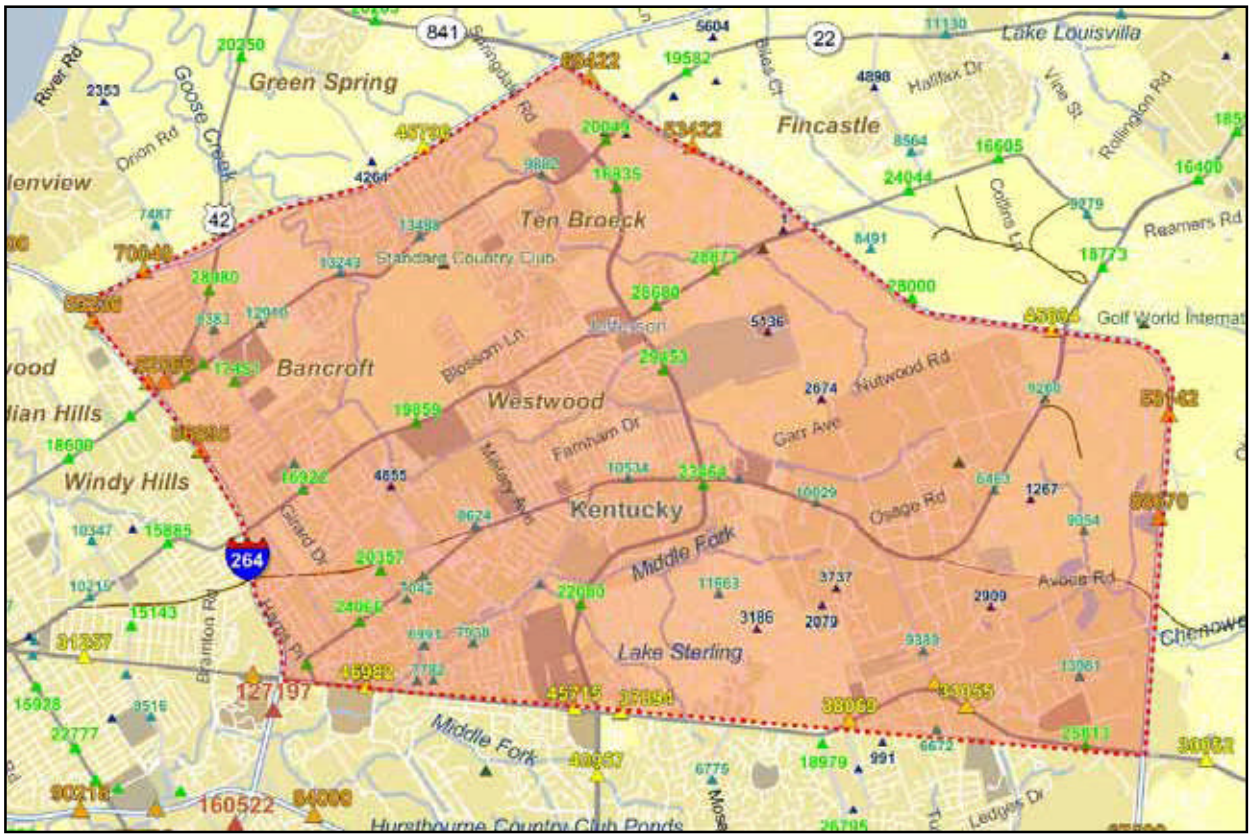
Access on and off of the Watterson Expressway is expected to increase traffic volume on Westport Road between the Watterson Expressway and N. Hurstbourne Parkway. Without direct access to Westport Road from the Watterson Expressway, traffic is currently using the Shelbyville Road/New LaGrange Road and Brownsboro Road exits to access the corridor study area. We hypothesize that a portion of traffic on New LaGrange Road and Brownsboro Road that is local in nature will use the new Westport Road on and off ramps when they become available.

In estimating the magnitude of the gain in traffic volume, we were required to accomplish these analyses.

- Determine the traffic volumes on the market area traffic arteries.
- Distinguish between "neighborhood" traffic and "destination" traffic on the market area traffic arteries.
- And, estimate the proportion of "neighborhood" traffic on New LaGrange Road and Brownsboro Road that would use the Westport Road exit.

The market area traffic volumes were derived from the following traffic map based on Kentucky Transportation Cabinet data and provided by ESRI and Info USA.

**TRAFFIC MAP**



In estimating the portion of total traffic attributable to "neighborhood" traffic, we compared the traffic volume on a portion of a road that we considered to represent neighborhood traffic to the traffic volume of a portion of the same road that we considered to represent both neighborhood and destination traffic. This was accomplished for both Westport Road and New LaGrange Road, and this analysis resulted in an estimate of approximately 26% of total traffic being attributed to "destination" traffic. This analysis is illustrated in the next chart.

| ROAD | [A] DESTINATION LOCATION | [B] NEIGHBORHOOD LOCATION | [C] [B/A]-1 % ? |
|---|---|---|---|
| Westport Road | 28,777 | 18,391 | -36% |
| LaGrange Road | 23,464 | 20,357 | -13% |
| **TOTAL** | **52,241** | **38,748** | **-26%** |

We next adjusted the total traffic volume on Brownsboro Road and New LaGrange Road by -26% to leave only the traffic volume attributable to "neighborhood traffic". A map analysis revealed that neighborhood traffic on Brownsboro Road and New LaGrange Road most probably would be distributed to each side of these roads and then to a third area, which is the study area. As a consequence, we estimated that a third of the neighborhood traffic on both Brownsboro Road and New LaGrange Road would devolve to Westport Road once the Watterson Expressway exit was in operation. This expectation would increase the current Westport Road traffic between the Watterson Expressway and N. Hurstbourne Parkway by approximately 50% e.g. 18,391 plus 9,091 = 27,481. This analysis is depicted in the next table. This volume of traffic approximates that of the section of Westport Road between N. Hurstbourne Parkway and the Gene Snyder Freeway, e.g. 28,777, which suggests the possibility of land values on Westport Road between the Watterson Expressway and N. Hurstbourne Parkway may increase to reflect the economic importance of this increased traffic volume.

| ROAD | [A] INTERSTATE ACCESS LOCATION | [B] DESTINATION TRAFFIC ADJUSTMENT | [C] A*[1+B] NEIGHBORHOOD TRAFFIC COUNT | [D] WESTPORT RD ADDED TRAFFIC ADJUSTMENT | [E] D*C DESTINATION TRAFFIC ADJUSTMENT |
|---|---|---|---|---|---|
| Brownsboro Road | 13,077 | -26% | 9,699 | 33% | 3,201 |
| New LaGrange Road | 24,066 | -26% | 17,850 | 33% | 5,891 |
| **TOTAL** | **37,143** | **--** | **27,549** | **33%** | **9,091** |

ADJUSTED WESTPORT ROAD TRAFFIC WITH I-264 ON & OFF RAMPS
18,390+9,091=27,481

# CORRIDOR COMMERCIAL DEVELOPMENT ANALYSIS

In the following analyses, existing commercial retail, service, and office development along the Westport Road corridor between the Watterson Expressway and N. Hurstbourne Parkway will first be identified and described. We will next explore the redevelopment possibilities for this set of existing commercial development.

## EXISTING COMMERCIAL DEVELOPMENT ANALYSIS

Existing commercial retail, service, and office development along the Westport Road corridor between the Watterson Expressway and N. Hurstbourne Parkway is enumerated and described in the following two charts. The gross leasable area of this commercial development amounts to approximately 710,000 square feet among 38 properties. The years in which this development was built ranges from 1961 to 2008. Approximately 45% of this space is thirty or more years old, which suggests that the functionality and physical repair of this space may no longer be able to compete with newly designed and developed commercial space.

## EXISTING COMMERCIAL DEVELOPMENT

| ADDRESS | NAME | ZONING | YEAR BUILT | CATEGORY | SITE SIZE [SF] | ASSESSED VALUE LAND | GLA | ASSESSED VALUE IMPROVEMENTS | ASSESSED VALUE TOTAL | TOTAL VALUE PER SF OF SITE |
|---|---|---|---|---|---|---|---|---|---|---|
| 7410 Westport Rd. | Arch L. Heady | OR-1 | 1961 | Commercial | 76,666 | $284,660 | 1,100 | $429,900 | $714,560 | $9.32 |
| 7420 Westport Rd. | Medical Office | C-1 | 1992 | Commercial | 33,977 | $242,590 | 2,436 | $458,290 | $700,880 | $20.63 |
| 1415 Lyndon Ln. | Superamerica | C-1 | 1997 | Commercial | 40,511 | $480,330 | 3,936 | $494,420 | $974,750 | $24.06 |
| 1313 Lyndon Ln. | General Office | C-1 | 1976 | Commercial | 51,401 | $403,560 | 16,258 | $196,440 | $600,000 | $11.67 |
| 1321 Herr Ln. | Westport Village | C-1 | 2007 | Commercial | 603,306 | $3,553,610 | 170,000 | $10,664,870 | $14,218,480 | $23.57 |
| 8701 Westport Rd. | Valvoline Instant Oil Change | C-1 | 1989 | Commercial | 27,007 | $116,190 | 1,618 | $96,960 | $213,150 | $7.89 |
| 8700 Bayberry Pl. | Shopping Center | C-1 | 1969 | Commercial | 70,567 | $249,780 | 20,451 | $574,720 | $824,500 | $11.68 |
| 2520 Hermitage Way | Service Garage/Retail | C-1 | Renovated | Commercial | 39,640 | $108,810 | 6,784 | $84,100 | $192,910 | $4.87 |
| 2500 Hermitage Way | General/Medical Office | C-1 | 1961 | Commercial | 38,768 | $193,840 | 5,814 | $72,680 | $266,520 | $6.87 |
| 2400 Hermitage Way | Dunc's Consignments | C-1 | 1961 | Commercial | 26,136 | $123,650 | 4,592 | $101,920 | $225,570 | $8.63 |
| 8717 Westport Rd. | Otte Garden Center | C-1 | 1960 | Commercial | 29,185 | $138,250 | 2,000 | $89,250 | $227,500 | $7.80 |
| 8715 Westport Rd. | Service Garage | C-1 | 1962 | Commercial | 20,038 | $95,560 | 1,365 | $34,900 | $130,460 | $6.51 |
| 8711 Westport Rd. | Self-Storage | CM | 1985 | Commercial | 84,506 | $356,160 | 6,181 | $611,580 | $967,740 | $11.45 |
| 8705 Westport Rd. | Jacob's Plaza | C-1 | 1969 | Commercial | 32,234 | $123,840 | 5,600 | $260,300 | $384,140 | $11.92 |
| 8700 Westport Rd. | General Office | OR-1 | 1989 | Commercial | 58,806 | $400,000 | 22,540 | $800,000 | $1,200,000 | $20.41 |
| 8730 Westport Rd. | Strip Center | C-1 | 1981 | Commercial | 43,124 | $405,900 | 7,800 | $379,200 | $785,100 | $18.21 |
| 9200 Westport Rd. | Auto Zone | C-2/C-1 | Renovated | Commercial | 169,448 | $1,189,000 | 23,266 | $1,909,990 | $3,098,990 | $18.29 |
| 9222 Westport Rd. | Bearno's Pizza | C-1 | 1973 | Commercial | 33,541 | $201,250 | 3,250 | $180,560 | $381,810 | $11.38 |

## EXISTING COMMERCIAL DEVELOPMENT

| ADDRESS | NAME | ZONING | YEAR BUILT | CATEGORY | SITE SIZE [SF] | ASSESSED VALUE LAND | GLA | ASSESSED VALUE IMPROVEMENTS | ASSESSED VALUE TOTAL | TOTAL VALUE PER SF OF SITE |
|---|---|---|---|---|---|---|---|---|---|---|
| 9224 Westport Rd. | Rolling Hills Plaza | C-1 | 1974 | Commercial | 316,681 | $1,854,950 | 89,942 | $3,545,050 | $5,400,000 | $17.05 |
| 9250 Westport Rd. | National City Bank | C-1 | 1974 | Commercial | 27,007 | $293,960 | 2,744 | $339,060 | $633,020 | $23.44 |
| 9254 Westport Rd. | McDonald's | C-1 | 1969 | Commercial | 30,056 | $262,210 | 2,382 | $134,100 | $396,310 | $13.19 |
| 9260 Westport Rd. | Service Garage | C-1 | 1966 | Commercial | 19,166 | $320,650 | 1,972 | $329,350 | $650,000 | $33.91 |
| 2840 Goose Creek Rd. | Restaurant | C-1 | 1973 | Commercial | 11,326 | $141,970 | 1,701 | $95,400 | $237,370 | $20.96 |
| 9401 Westport Rd. | Goodyear Srvice Garage | C-1 | 1978 | Commercial | 37,026 | $339,700 | 9,650 | $568,600 | $908,300 | $24.53 |
| 9403 Westport Rd. | General Office | C-1 | 1980 | Commercial | 21,344 | $964,310 | 3,733 | $223,300 | $1,187,610 | $55.64 |
| 2927 Goose Creek Rd. | 6 Commercial Buildings | C-1 | 1976 | Commercial | 229,997 | $1,158,480 | 27,246 | $831,520 | $1,990,000 | $8.65 |
| 9407 Westport Rd. | Neighborhood Shopping Center | C-1 | 1978 | Commercial | 412,949 | $1,395,990 | 108,935 | $2,783,940 | $4,179,930 | $10.12 |
| 9487 Westport Rd. | KFC | C-1 | 1989 | Commercial | 10,019 | $140,260 | 2,766 | $252,900 | $393,160 | $39.24 |
| 9489 Westport Rd. | Wendy's | C-1 | 1982 | Commercial | 20,909 | $114,280 | 2,912 | $242,520 | $356,800 | $17.06 |
| 9491 Westport Rd. | Chase Bank | C-1 | 1979 | Commercial | 24,394 | $121,330 | 3,224 | $356,300 | $477,630 | $19.58 |
| 9420 Blossom Ln | Insight Cable | C-1 | 1980 | Commercial | 19,166 | $152,980 | 2,000 | $78,500 | $231,480 | $12.08 |
| 9493 Westport Rd. | White Cstle | C-1 | 2007 | Commercial | 8,276 | $123,950 | 2,440 | $364,330 | $488,280 | $59.00 |
| 9501 Westport Rd. | Kroger | C-1 | 2005 | Commercial | 389,426 | $3,624,150 | 83,143 | $6,304,850 | $9,929,000 | $25.50 |
| 2900 N. Hurstbourne Pky | BB&T Bank | C-1 | 2008 | Commercial | 46,174 | $691,360 | 4,024 | $732,070 | $1,423,430 | $30.83 |
| 9702 Westport Rd. | Walgreens | C-1 | 1997 | Commercial | 66,211 | $367,890 | 13,827 | $1,050,100 | $1,417,990 | $21.42 |
| 9710 Westport Rd. | Car Wash | C-1 | 2000 | Commercial | 44,867 | $147,230 | 3,800 | $473,500 | $620,730 | $13.83 |
| 2813 N. Hurstbourne Pky | Strip Center | C-1 | 2005 | Commercial | 57,499 | $824,500 | 22,794 | $1,524,410 | $2,348,910 | $40.85 |
| 2805 N. Hurstbourne Pky | Strip Center | C-1 | 2005 | Commercial | 111,078 | $1,302,470 | 17,618 | $685,770 | $1,988,240 | $17.90 |

## REDEVELOPMENT POSSIBILITIES ANALYSIS

In the life cycle of real estate, existing buildings will commonly be replaced when the value of the underlying land and existing building becomes less than just the value of the underlying land. This phenomenon occurs when an area transitions from a less valuable use such as industrial use to a more valuable use such as commercial use. Or, in the case of the corridor under study, this may occur when changes in the area make existing uses even more valuable. With the expected increase in traffic, we hypothesize that the corridor will be come more attractive to commercial businesses and encourage the redevelopment of existing, older commercial development.

In order to estimate the increased land value at which existing commercial development may be replaced by new commercial development, we have looked to the portion of Westport Road east of N. Hurstbourne Parkway as a good indicator of this benchmark. This portion of Westport Road exhibits a similar volume of traffic as that forecasted for the corridor after the opening of the Watterson Expressway ramps. It is reasoned that the value of vacant land in this area will approximate that value of vacant land in the corridor given similar traffic volumes.

In the following table, the assessed values of the commercial sites along this portion of Westport Road east of N. Hurstbourne Parkway have been enumerated and averaged. The resulting average assessed value per square foot of commercial site fronting on Westport Road is approximately $13.36 per square foot. Accordingly, we would expect that once the Watterson Expressway ramps are opened, owners of properties with a total assessed value of land and building that is less than $13.36 per square foot of the site will begin to consider redevelopment of their property.

| ADDRESS | NAME | ZONING | SITE SIZE [SF] | ASSESSED VALUE LAND | TOTAL VALUE PER SF OF SITE |
|---|---|---|---|---|---|
| 10206 Westport Rd | Rocky's Restaurant | C | 42,253 | $843,190 | $19.96 |
| 10318 Westport Rd | | C | 17,860 | $182,880 | $10.24 |
| 10220 Westport Rd | | C | 131,116 | $1,235,210 | $9.42 |
| 10314 Westport Rd | | C | 101,059 | $1,396,750 | $13.82 |
| 10320 Westport Rd | | C | 37,897 | $637,140 | $16.81 |
| 10490 Westport Rd | | C | 84,071 | $1,200,640 | $14.28 |
| 10491 Westport Rd | | C | 130,244 | $1,901,390 | $14.60 |
| 10501 Westport Rd | | C | 66,647 | $703,830 | $10.56 |
| 10601 Fischer Park Dr | | C | 78,844 | $1,115,680 | $14.15 |
| 3383 Frey's Hill Rd.[1] | Secondary Location | C | 54,886 | $319,460 | $5.82 |
| 10500 Westport Rd[1] | Large Tract/Deep | C | 292,723 | $802,250 | $2.74 |
| **TOTAL/AVERAGE** | | | **689,990** | **$9,216,710** | **$13.36** |

[1] Secondary locations and large tracts not included in the average total value per square foot of site estimate.

The total assessed value of land and building of all of the commercial properties previously enumerated were compared to the benchmark "redevelopment" value of site of $13.36 per square foot. In the following table, sixteen properties are possible candidates for development or redevelopment into new commercial uses. These properties amount to approximately 217,000 square feet of space. The magnitude of this possible redevelopment space is more than sufficient to support the 72,000 square feet of commercial space previously estimated to be required to support commercial retail needs throughout the entire market area.

## PROPERTIES WITH REDEVELOPMENT POTENTIAL

| ADDRESS | NAME | ZONING | YEAR BUILT | CATEGORY | SITE SIZE [SF] | GLA | TOTAL VALUE PER SF OF SITE | PRIMARY LOCATIONS $ PER SF OF SITE | REDEVELOPMENT POSSIBILITY |
|---|---|---|---|---|---|---|---|---|---|
| 7410 Westport Rd. | Arch L. Heady | OR-1 | 1961 | Commercial | 76,666 | 1,100 | $9.32 | $13.36 | MAYBE |
| 1313 Lyndon Ln. | General Office | C-1 | 1976 | Commercial | 51,401 | 16,258 | $11.67 | $13.36 | MAYBE |
| 8701 Westport Rd. | Valvoline Instant Oil Change | C-1 | 1989 | Commercial | 27,007 | 1,618 | $7.89 | $13.36 | YES |
| 8700 Bayberry Pl. | Shopping Center | C-1 | 1969 | Commercial | 70,567 | 20,451 | $11.68 | $13.36 | MAYBE |
| 2520 Hermitage Way | Service Garage/Retail | C-1 | Renovated | Commercial | 39,640 | 6,784 | $4.87 | $13.36 | YES |
| 2500 Hermitage Way | General/Medical Office | C-1 | 1961 | Commercial | 38,768 | 5,814 | $6.87 | $13.36 | YES |
| 2400 Hermitage Way | Dunc's Consignments | C-1 | 1961 | Commercial | 26,136 | 4,592 | $8.63 | $13.36 | YES |
| 8717 Westport Rd. | Otte Garden Center | C-1 | 1960 | Commercial | 29,185 | 2,000 | $7.80 | $13.36 | YES |
| 8715 Westport Rd. | Service Garage | C-1 | 1962 | Commercial | 20,038 | 1,365 | $6.51 | $13.36 | YES |
| 8711 Westport Rd. | Self-Storage | CM | 1985 | Commercial | 84,506 | 6,181 | $11.45 | $13.36 | MAYBE |
| 8705 Westport Rd. | Jacob's Plaza | C-1 | 1969 | Commercial | 32,234 | 5,600 | $11.92 | $13.36 | MAYBE |
| 9222 Westport Rd. | Bearno's Pizza | C-1 | 1973 | Commercial | 33,541 | 3,250 | $11.38 | $13.36 | MAYBE |
| 2927 Goose Creek Rd. | 6 Commercial Buildings | C-1 | 1976 | Commercial | 229,997 | 27,246 | $8.65 | $13.36 | YES |
| 9407 Westport Rd. | Neighborhood Shopping Center | C-1 | 1978 | Commercial | 412,949 | 108,935 | $10.12 | $13.36 | MAYBE |
| 9420 Blossom Ln | Insight Cable | C-1 | 1980 | Commercial | 19,166 | 2,000 | $12.08 | $13.36 | MAYBE |
| 9710 Westport Rd. | Car Wash | C-1 | 2000 | Commercial | 44,867 | 3,800 | $13.83 | $13.36 | MAYBE |
| **TOTAL** | | | | | **1,236,668** | **216,994** | | | |

[1] The estimated portion of the site fronting on Westport Rd. that may be developed into an alternative use.

# CORRIDOR VACANT LAND ANALYSIS

## EXISTING VACANT LAND

In analyzing the vacant land along the corridor, we considered both land without buildings on the site and land with buildings on the site. The land with buildings on the site were considered if there was a substantial portion of the site both fronting on Westport Road and excess to the effective use of the existing improvements. These sites may physically be developed into alternative uses from that of their current improvements. This vacant land totals to approximately 1,400,000 square feet; however, only approximately 65,000 square feet of the vacant land is currently zoned commercially with none of the individual sites exceeding approximately a half acre in size. One site is zoned OR-3, which is suitable for office development, and it is approximately 620,000 square feet in size, though only approximately half of this site looks to be useable because of difficult topography.

The largest vacant, undeveloped site along the corridor is the Palmer-Ball farm. This farm was not considered in our analysis of vacant land because the heirs of this estate have asserted that the farm will not be developed in any fashion. However, there remains the remains the possibility that some portion of the farm may be placed in a conservation easement and used for recreation and park space.

## VACANT LAND

| ADDRESS | NAME | ZONING | CATEGORY | SITE SIZE [SF] | ASSESSED VALUE LAND | TOTAL VALUE PER SF OF SITE | PRIMARY LOCATIONS $ PER SF OF SITE |
|---|---|---|---|---|---|---|---|
| 2828 Goose Creek Rd. | Surface Parking | C-1 | Vacant | 10,890 | $121,020 | $11.11 | $13.36 |
| Westport Rd. | --- | C-1 | Vacant | 13,068 | $6,260 | $0.48 | $13.36 |
| Next to Above | --- | C-1 | Vacant | 22,651 | $0 | --- | $13.36 |
| 2819 N. Hurstbourne Pky | Surface Parking | C-1 | Vacant | 18,295 | $39,910 | $2.18 | $13.36 |
| 9800 Westport Rd. | United Methodist Church | E | Vacant[1] | 65,340 | $0 | --- | $13.36 |
| 9104 Westport Rd. | John Knox Presbyterian Church | OR-1/C-1 | Vacant[1] | 43,560 | $0 | --- | $13.36 |
| 1116 Fenley Ave. | --- | R-4 | Vacant | 12,197 | $5,640 | $0.46 | $13.36 |
| 1114 Fenley Ave. | --- | R-4 | Vacant | 8,712 | $4,200 | $0.48 | $13.36 |
| 1112 Fenley Ave. | --- | R-4 | Vacant | 8,712 | $4,200 | $0.48 | $13.36 |
| 7504 Westport Rd. | Episcopal Nursing Home | R-4 | Vacant[1] | 87,120 | $0 | --- | $13.36 |
| 7515 Westport Rd. | Suburban Christian Church | R-3 | Vacant[1] | 43,560 | $0 | --- | $13.36 |
| 7702 Westport Rd. | --- | R-4 | Vacant[1] | 174,240 | $84,892 | $0.49 | $13.36 |
| 1703 West Creek Way | Countrybrook Apartments | R-6 | Vacant[1] | 65,340 | $135,407 | $2.07 | $13.36 |
| 7703 Westport Rd. | --- | OR-3 | Vacant | 620,730 | $30,180 | $0.05 | $13.36 |
| 8048 Westport Rd. | Westport Middle School | -- | Exempt | 217,800 | $0 | --- | --- |
| **TOTAL** | | | | **1,412,215** | | | |

[1] The estimated portion of the site fronting on Westport Rd. that may be developed into an alternative use.

## DESTINATION COMMERCIAL RETAIL DEVELOPMENT

Destination retail generally describes the sale of products that have a higher level of expense, which engenders judicious shopping and a willingness to travel more widely to achieve the best price. “Big ticket” items generally are durable goods like furniture, appliances, and automobiles, and these types of retail typically require larger structures and sites than is available along the corridor.

Other destination retail offers products that are not necessarily high priced, but instead are specialty products and services not widely available. These shops, restaurants, and services can attract patrons from outside the typical market area, but are usually economically successful only when aggregated with other specialty businesses such that the magnitude of available shopping alternatives is large enough to occasion a decision to travel longer distance to attain them.

Given the nature of the existing commercial space and sites that are available, we expect that the development of destination retail featuring “big ticket” items is unlikely. However, the possibility of further expansion of aggregations of specialty businesses like those found at “Westport Village” is believed to be very possible.

# COMMUNITY COMMERCIAL PRIORITIES

In support of the Westport Road Corridor Small Area Plan, an advisory group of persons residing and/or working in the study area was formed to provide information about the future that they envisioned for the study area. With respect to the built environment, this advisory group was asked to communicate the types of land uses and businesses that they would like to see preserved, added, removed, and kept out of the Westport Road corridor. Our analysis, as filtered through the sieve of these advisory group preferences, will serve as a summary of our analysis.

## PRESERVE

- Quality Retail – Achievable with expected gradual increase in home values and concomitant household incomes resulting from increased access.

## ADD

- Grocery towards Watterson Expressway – Watterson Expressway access makes this no longer needed.
- Updated commercial services [dinning] – Achievable with increased access and traffic volume as well as gradual increase in household incomes.

## REMOVE

- Neglected strip centers – Achievable because redevelopment of these properties may be economically feasible.
- Blighted properties – Same as above.
- Vacant buildings – Same as above.
- Mini-storage – Same as above

## KEEP OUT

- Big Box Stores – Achievable because of site size limitations and nearby competition.
- Check cashing/pawn shops – Achievable in the long-term, but in the near term such businesses may be attracted to the area because of apartment communities in the area with inexpensive rents.
- Car lots – Achievable through planning management; however, with the expected increase in traffic volume, small used-car dealers may be attracted to the corridor.
- Hotels/Motels – Achievable because these commercial uses generally need to be visually and physically accessible from interstate exits, and there is no vacant, appropriately zoned property near the Watterson Expressway on Westport Road.

- Liquor stores/bars - Achievable through planning management; however, this category of retail was determined to be under served within the market area

- Gas stations – Again, this is achievable through planning management; however, this category of retail was determined to be under served within the market area

# CONCLUSIONS

- Market area unfulfilled commercial retail demand will require approximately 72,000 square feet of commercial space.

- There is approximately 217,000 square feet of existing commercial space along the Westport Road corridor that may be profitably redeveloped.

- There is approximately 8.6 acres of commercially zoned vacant land along the Westport Road corridor that may be developed.

- We conclude that their appears to be sufficient development and redevelopment capacity along the Westport Road corridor to support the possible magnitude of new commercial retail, service, and office demand within the market area as a whole.

# SITE CONCEPTS REVIEW

Integra Realty Resources Kentucky – Southern Indiana was asked to review from a real estate economic perspective the spatial concepts for the Framework plan, the Westport Road Corridor cross section, the Plantation commercial center, and the Rolling Hills/Westport Plaza commercial center. The following discussions reflect our considered opinions upon these three spatial concepts.

## FRAMEWORK PLAN

We find the Framework plan appropriately ambitious.

- The degree to which the Westport Corridor may be made into a "destination" may in great degree determine whether the Westport Corridor may be transformed into the vision embraced by the stakeholders.

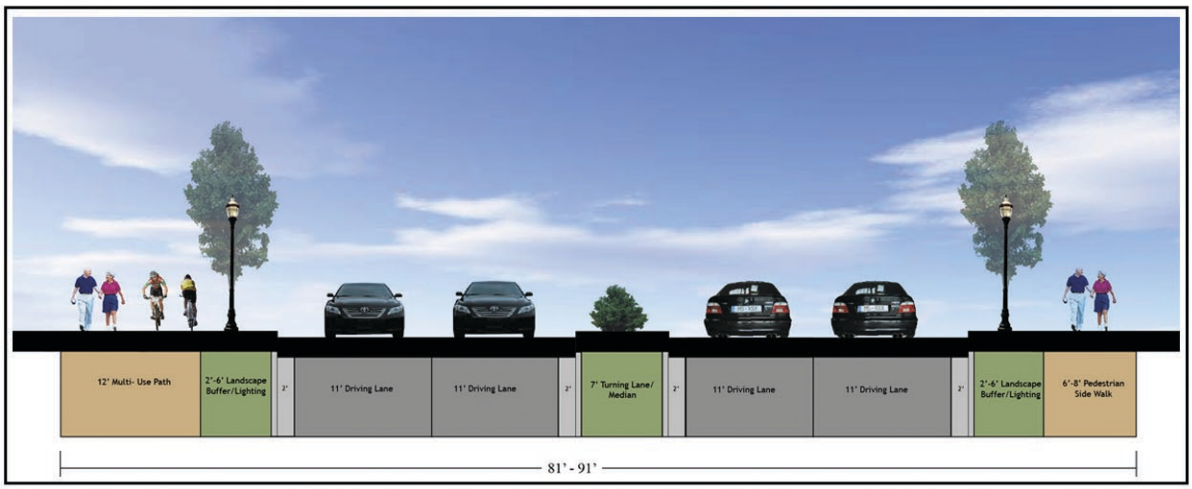
- Creating gateways at either end of the corridor may help establish the corridor as a unified entity, a "destination". **Economically, this may make the corridor a place to go, not just a place to go through.** These gateways must be demonstrative, eye catching, and with a distinctive logo. They must communicate the possibility that through these gates lie a trail of villages connected by friendly pathways.

- Every major access to the corridor must have such a gateway. The best solution to additional access is the envisioned road north through the Palmer-Ball property and south to LaGrange Road near the center of the corridor.

- We agree that the major bicycle and pedestrian paths must be along Westport Road. This costly infrastructure will only be used if it leads somewhere people want to go!

- We also agree that strategically placed crosswalks along the corridor will be important in supporting pedestrian and bicycle access to the envisioned commercial villages.

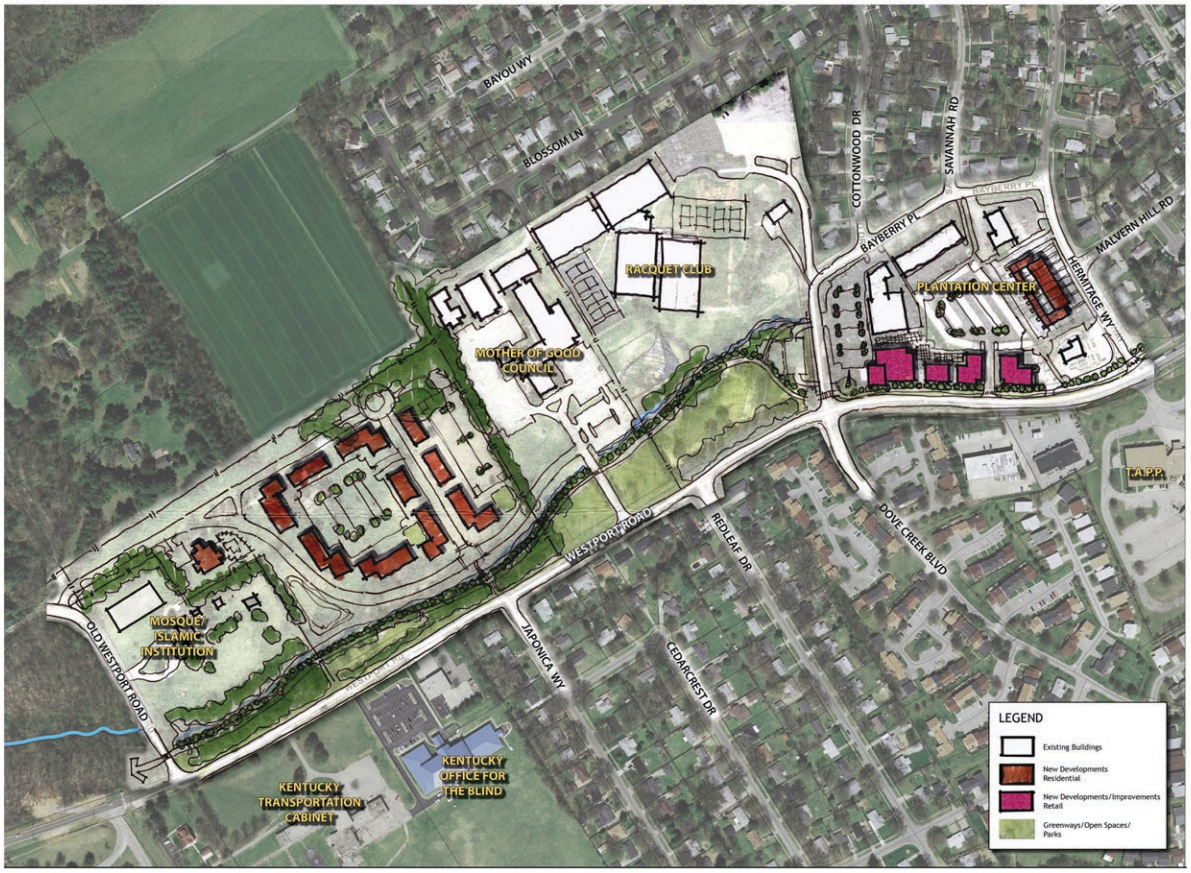
## WESTPORT ROAD CORRIDOR CROSS SECTION




We consider the proposed corridor cross section to be the optimal spatial arrangement for this section of Westport Road. We base this conclusion upon the following:

- It provides for a pedestrian friendly environment, which was an important consideration among stake holder participants.
- It provides for bicycle traffic that does not conflict with automobile traffic.
- Accommodation of these forms of mobility support the aggregation of activity supports in a "village" spatial arrangement, which was again an important consideration among stake holder participants.
- The planned lighting and median support pedestrian safety.
- The planned trees support the beautification of the corridor, which was again an important consideration among stake holder participants.
    - However, consideration must be given to urban forest management such that these trees do not obstruct visual access especially in front of commercial aggregations.

## PLANTATION COMMERCIAL CENTER




Both the area between the Mosque and the church school and the existing Plantation commercial area are substantially below the grade of Westport Road, which hinders visual and physical access and makes these sites less desirable as commercial locations.

- The area between the Mosque and the church school is in our opinion unsuitable for commercial development.
    - It has almost no visual access, and though the proposed concept provides the best available physical access, such physical access is still poor.
    - Only professional office development might prosper at this location; however, the area has not exhibited a strong demand for such office space given the current lack of nearby activity supports upon which successful office development depends.
    - We are in agreement with the concept plan that this area may best be developed into multi-family housing.

- We agree that expansion of the Racquet Club, if financially feasible, is an appropriate and complimentary use to the neighboring existing and planned land uses. We also agree that "swapping the park on the church/school entry drive for floodplain land fronting on Westport Road is a good idea because this will allow for pedestrian/bicycle paths and associated foliage that will better integrate this recreation use with its surroundings.

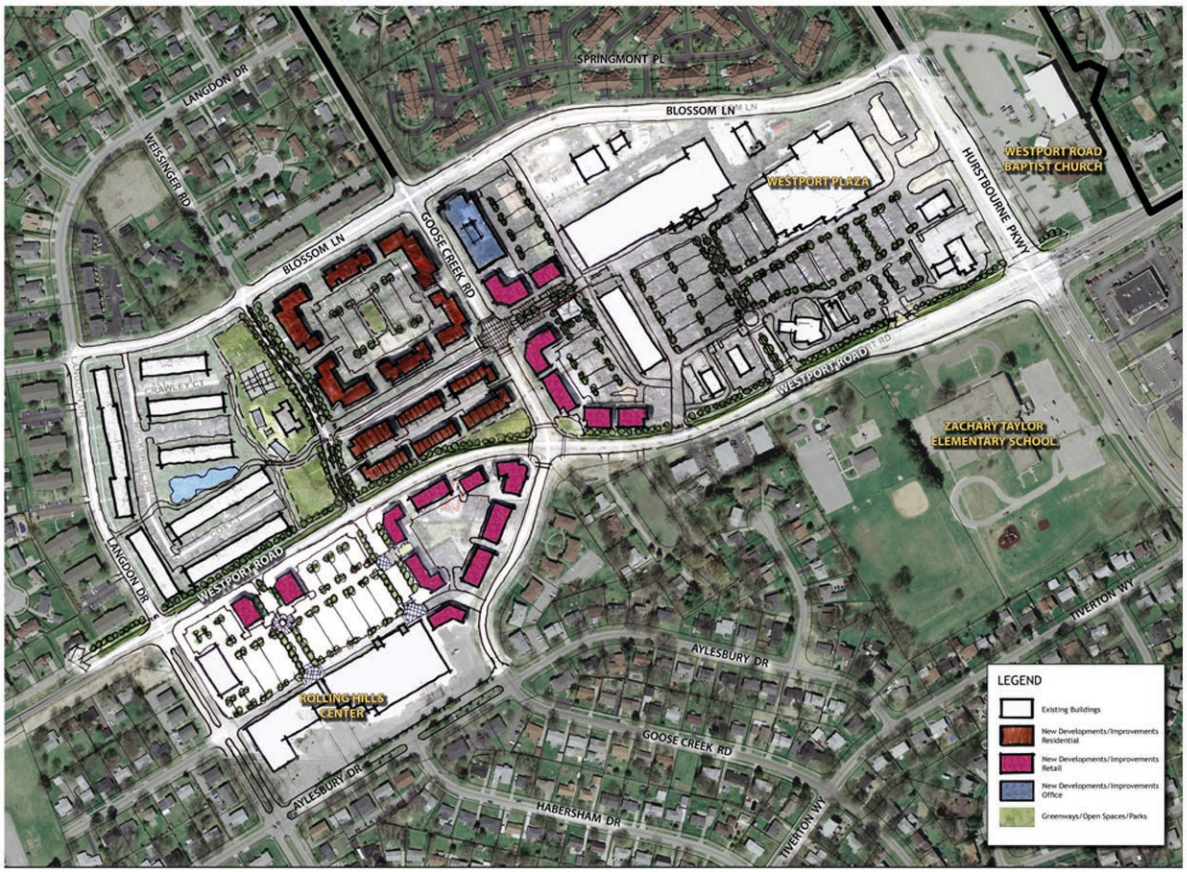
- The existing Plantation commercial area also has a major portion of the site below the grade of Westport Road; however, we are of the opinion that this area may be ripe for redevelopment because the value of much of the improved property in this center appears to be near or below the value of vacant commercial land featuring the traffic volumes that are expected for the corridor after the Watterson Expressway ramp construction is completed.

    - The spatial concept appropriately shows redevelopment of the existing improvements with the most physical deterioration and functional debility. But, we also are of the opinion that most of the other improved properties may be redeveloped as well.

    - This redevelopment may best be successfully accomplished through a unified development plan rather than piecemeal redevelopment because it is vitally important that the redevelopment of the existing commercial retail at grade along Westport Road be designed such that visual and physical access to the remainder of the site that is below the grade of Westport Road be maintained.

    - We also recommend that a demonstrative pedestrian crosswalk across Westport Road be constructed at this site to support the use of this commercial center by pedestrians and bicyclists.

## ROLLING HILLS – WESTPORT PLAZA COMMERCIAL CENTER




Though the Rolling Hills – Westport Plaza centers and nearby environs are fully developed, we think that with the expected dramatic increase in traffic volume precipitated by the construction of the Watterson Expressway ramps, much of this area will be viewed as profitable opportunities for redevelopment.

- We agree that Westport Plaza is the least likely to entertain any near term redevelopment.

- The possibility of redevelopment of the Rolling Hills center and the secondary retail located along Goose Creek Road will be substantially improved if the of the existing, very moderately priced, apartment housing is redeveloped into new, well designed multi-family housing that may be either rented or owned. Our initial analysis of this apartment property suggests that it may very well be ready for such redevelopment. Well located apartment land with appropriate zoning is non-existent in eastern Jefferson County. In an analysis conducted by our firm several years ago for a location along Westport Road just east of Hurstbourne Parkway, we found this general area to be considered the most desirable among existing renters in eastern Jefferson County. Redevelopment of these apartments will bring households to the corridor with much higher disposable incomes such that the current and/or future owners of these centers will anticipate the development of upscale restaurants and specialty shops rather than expansion of the smoke shop/liquor store. However, it is important to recognize that all of the current apartments must be demolished and completely redeveloped. New multi-family housing at this location will not be attractive if a portion of the old apartment community remains.

- We do not agree that the Rolling Hills commercial aggregation should be left in tact. This conglomeration of mismatched and dilapidated retail improvements offers the best opportunity for redevelopment into the "village" concept with which the stake holder participants have been so enamored.

- The proposed design of the southwest quadrant of Westport Road and Goose Creek very well embraces the "village" retail concept, but ignores the retail verities associated with the primary business at this location, the McDonald's Restaurant. The McDonald's is a successful, owner occupied, business in which the preponderance of annual income is derived from business operation, not the real estate. For this reason, there is little likelihood that the McDonald's would consider abandoning their site. Accordingly, any successful redevelopment of this site must accommodate direct access from Westport Road, and provide good physical and visual access to the McDonald's where ever it may be eventually located on the site.

- We like the spatial design of the Goose Creek redevelopment concept. The gateway entrance improves traffic management and access to the main portion of Westport Plaza. The design allows for the redevelopment of this space in phases, which from an economic perspective may reduce the risk of redevelopment by allowing redevelopment in alignment with the pace of demand growth.

# CERTIFICATION

We certify that, to the best of our knowledge and belief:

1. The statements of fact contained in this report are true and correct.
2. The reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions, and is our personal, impartial, and unbiased professional analyses, opinions, and conclusions.
3. We have no present or prospective interest in the property that is the subject of this report and no personal interest with respect to the parties involved.
4. We have no bias with respect to the property that is the subject of this report or the parties involved with this assignment.
5. Our engagement in this assignment was not contingent upon developing or reporting predetermined results.
6. Our compensation for completing this assignment is not contingent upon the development or reporting of a predetermined result or direction in results that favors the cause of the client, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this consultation.
7. Our analyses, opinions, and conclusions were developed, and this report has been prepared, in conformity with the requirements of the Code of Professional Ethics and Standards of Professional Appraisal Practice of the Appraisal Institute, which includes the Uniform Standards of Professional Appraisal Practice (USPAP).
8. The use of this report is subject to the requirements of the Appraisal Institute relating to review by its duly authorized representatives.
9. No one provided significant real property appraisal assistance to the person(s) signing this certification.
10. We have not relied on unsupported conclusions relating to characteristics such as race, color, religion, national origin, gender, marital status, familial status, age, receipt of public assistance income, handicap.
11. We have experience in consulting on assignments similar to this and are in compliance with the Competency Rule of USPAP.
12. As of the date of this report, George M. Chapman, MAI, SRA, CRE, FRICS, has completed the continuing education program of the Appraisal Institute.

George M. Chapman, MAI, SRA, CRE, FRICS
Certified General Real Estate Appraiser
Kentucky Certificate # 614

Charles A. Williams, III, MBA
Senior Analyst
Associate Real Property Appraiser
Kentucky Certificate # 004330

# ASSUMPTIONS AND LIMITING CONDITIONS

This consultation is subject to the following limiting conditions, except as otherwise noted in the report.

1. The conclusions stated in our report apply only as of the effective date of the consultation, and no representation is made as to the effect of subsequent events.
2. Unless otherwise agreed to in writing, we are not required to give testimony, respond to any subpoena or attend any court, governmental or other hearing with reference to the property without compensation relative to such additional employment.
3. We accept no responsibility for considerations requiring expertise in other fields. Such considerations include, but are not limited to, legal descriptions and other legal matters such as legal title, geologic considerations such as soils and seismic stability, and civil, mechanical, electrical, structural and other engineering and environmental matters.
4. Neither all nor any part of the contents of this report shall be disseminated through advertising media, public relations media, news media or any other means of communication (including without limitation prospectuses, private offering memoranda and other offering material provided to prospective investors) without the prior written consent of the person signing the report.
5. Information, estimates and opinions contained in the report, obtained from third-party sources are assumed to be reliable and have not been independently verified.
6. The conclusions found herein is subject to these and to any other assumptions or conditions set forth in the body of this report but which may have been omitted from this list of Assumptions and Limiting Conditions.
7. Integra Realty Resources Kentucky – Southern Indiana, an independently owned and operated company, has prepared the consultation for the specific purpose stated elsewhere in the report. The intended use of the consultation is stated in the General Information section of the report. The use of the consultation report by anyone other than the Client is prohibited except as otherwise provided. Accordingly, the consultation report is addressed to and shall be solely for the Client's use and benefit unless we provide our prior written consent.

8. The conclusions of this report are estimates based on known current trends and reasonably foreseeable future occurrences. These estimates are based partly on property information, data obtained in public records, interviews, existing trends, buyer-seller decision criteria in the current market, and research conducted by third parties, and such data are not always completely reliable. Integra Realty Resources, Inc. and the undersigned are not responsible for these and other future occurrences that could not have reasonably been foreseen on the effective date of this assignment. Furthermore, it is inevitable that some assumptions will not materialize and that unanticipated events may occur that will likely affect actual performance. While we are of the opinion that our findings are reasonable based on current market conditions, we do not represent that these estimates will actually be achieved, as they are subject to considerable risk and uncertainty. Moreover, we assume competent and effective management and marketing for the duration of the projected holding period of this property.
9. All prospective estimates presented in this report are estimates and forecasts which are prospective in nature and are subject to considerable risk and uncertainty. In addition to the contingencies noted in the preceding paragraph, several events may occur that could substantially alter the outcome of our estimates such as, but not limited to changes in the economy, interest rates, and capitalization rates, behavior of consumers, investors and lenders, fire and other physical destruction, changes in title or conveyances of easements and deed restrictions, etc. It is assumed that conditions reasonably foreseeable at the present time are consistent or similar with the future.