

# Woodlawn

2019

## CNU LEGACY PROJECT

Develop inclusive identity  
Reuse historic buildings  
Encourage small-scale development

Enhance connectivity  
Improve pedestrian safety  
Support local business



image credit Center for Neighborhoods







## ■ **Woodlawn Avenue: Where to now?**






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# **I. Project Area, Context, Approach**



## Project Area

# Beech



North side of Woodlawn Avenue (Susan Henderson)

### **BEECHMONT THEN: LOUISVILLE'S SUMMER GETAWAY OF HORSE RIDES AND BRIDLE PATHS**

Originally built as a summer getaway to Louisville residents, horseback rides on the bridle path to the scenic Olmsted Parkway and the Iroquois Park to the southwest defined the neighborhood.

### **BEECHMONT NOW: THE UNITED NATIONS OF LOUISVILLE**

Today, Beechmont is an vibrant global village of immigrants from around the world alongside the original community, sometimes referred to as “The United Nations of Louisville,” which is helping it become the next hot community in Louisville.

The Legacy Project looks at pedestrian and public space improvements throughout the planning area (the gray area on the map at the right) and focuses on specific infill and reuse opportunities along the W. Woodlawn Avenue “main street” and within the aging Iroquois Manor shopping center in the southern part of the planning area. W. Woodlawn Ave. is the yellow area in the north end of the planning area map to the right, and Iroquois Manor is the yellow area in the south end of the planning area.

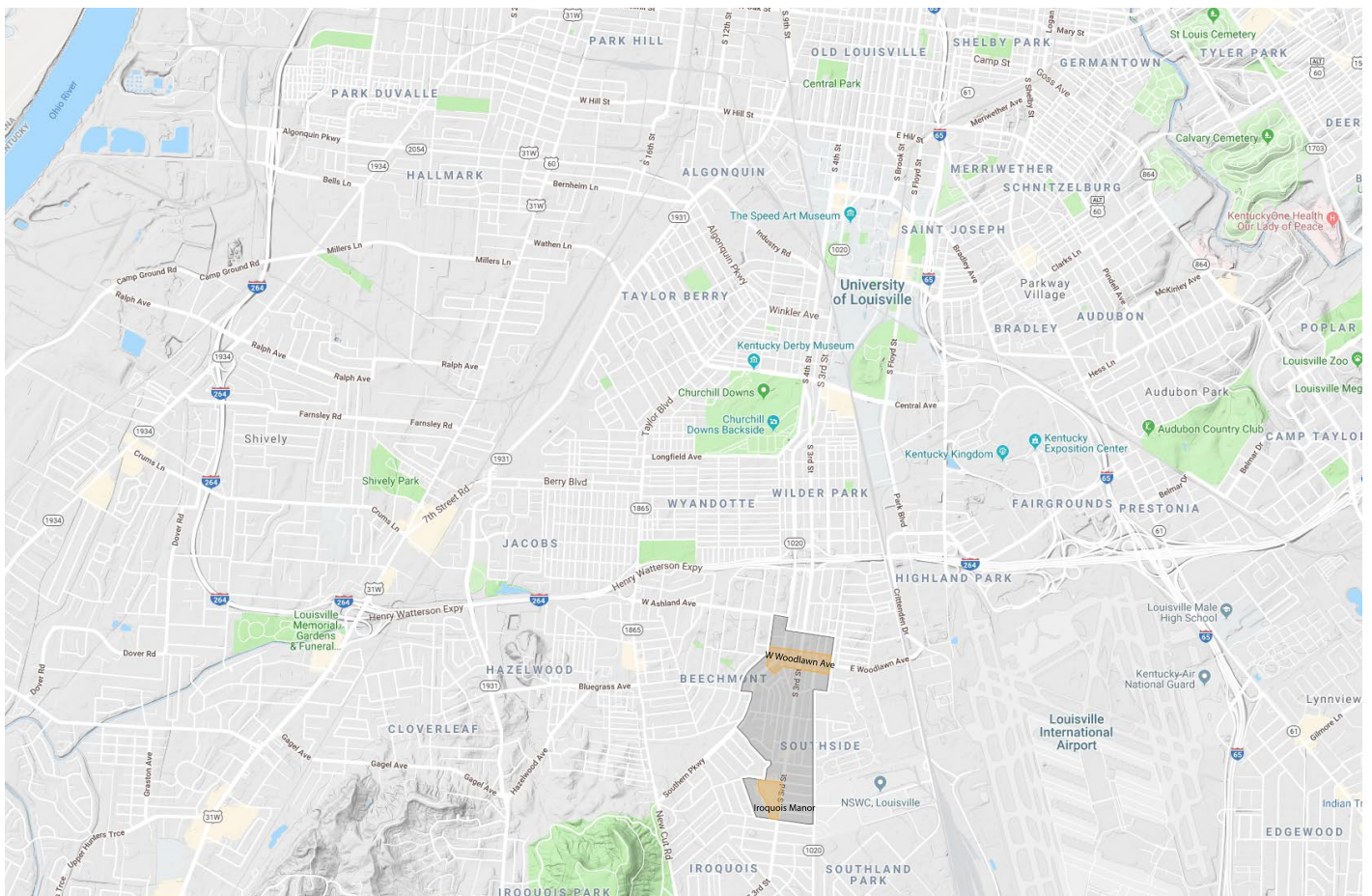


# beechmont

NEIGHBORHOOD ON THE SOUTH END OF LOUISVILLE, KENTUCKY

## Streetcar suburb annexed to Louisville in 1922

Beechmont is a pleasant 6 miles south of downtown Louisville, without getting on the freeway. Centrally located within the old city limits with boundaries of I-264 to the north, Taylor Boulevard to the west, Southern Parkway and Southland Boulevard to the south, and Third Street, Allmond and Louisville Avenues to the east. The neighborhood is conveniently located just south of Churchill Downs and the University of Louisville, west of Louisville International Airport and northeast of Iroquois Golf Course and Park.



# Context

## Woodlawn Avenue is the heart of Beechmont

Woodlawn Avenue is in the heart of the Beechmont Neighborhood in South Louisville. It is truly unique: nowhere else in the city is there one neighborhood block with such well-preserved, mid-century architecture, alive with a diverse community of business owners and residents.

W. Woodlawn Avenue is the heart of a thriving historic community situated along one of the iconic Olmsted Parkways, Southern Parkway. The Beechmont, Southside and Iroquois neighborhoods are experiencing an influx of new community members from around the world.

Historically seen as the neighborhood main street, W. Woodlawn Avenue has experienced a decline in investment for the last several decades, as well

as faced challenges of disinterested property owners. However, as the community grows and diversifies, new local retail – including ethnic restaurants, a coffee shop, and mini-grocers – brings renewed purpose and global vibrancy to the Beechmont neighborhood.

Walking along the block, a visitor will pass a Middle Eastern market, a Vietnamese Cafe, a hip coffee shop, a Haitian cafe, a retro hair salon, and much more. Going from store to store is similar to taking a trip around the world. Each store offers a unique experience through their retail options, the smells of the foods, and the smiling faces behind the counters.

Many in Louisville's South End are seeking to embrace the international

diversity of the area and support immigrant entrepreneurship. With Beechmont seen as a desirable and up-and-coming neighborhood, many younger and traditional families are attracted to the area by the high quality, affordable housing stock.

As Louisville's signature hub of sought-after walkable mid-century style, there is significant opportunity for enhancing the existing local businesses, supporting creative and adaptive reuse of existing spaces, and spurring new, inclusive development.



South side of Woodlawn Avenue (Susan Henderson)



# Approach



Public visioning session (Mallory Baches)

## **VISIONING WORKSHOP, FOCUS GROUPS, AND OPEN HOUSE PROVIDE GUIDANCE AND INPUT**

This report is the product of a CNU Legacy Project, organized by the Congress for the New Urbanism. Legacy Projects are initiated with community brainstorming sessions that take place in advance of CNU's annual Congresses. After the workshops, project leaders create and offer urban design recommendations to solve neighborhood problems identified by the community.

CNU's goal is for the Congress's teams to work on a volunteer basis with local

experts and community members to "give back" to the host city. This Legacy Project would not have been possible without the partnership of a local non-profit, the Center for Neighborhoods along with the large group of sponsoring organizations listed on page 82, including the City of Louisville and many others. Over many months, the Center for Neighborhoods engaged residents and local businesses and partners in early visioning through surveys, meetings, walking assessments, and a better block project.

The community engaged directly with the international design team during the CNU Legacy Project in March 2019. Over the course of several days, the

Beechmont and Southside communities came together to articulate the next level of a local vision for the development of neighborhood assets as well as how to improve pedestrian connections throughout the area.

This Legacy Project will be unveiled at the 27th annual Congress for the New Urbanism in Louisville on June 12-15, 2019, as an effort to help support and strengthen places people love.

Report sets next steps to create an inclusive neighborhood identity, reuse historic buildings, encourage small-scale development, enhance connectivity and pedestrian safety, and support local business.



The color palette of the buildings on Woodlawn Avenue inspire the logo, crosswalk, and sidewalk design. (Hazel Borys)



## **II. Inclusive Neighborhood Identity**

Identity





# Identity

West Woodlawn Avenue offers an eclectic mix of ethnic restaurants and mini-grocers, as well as places to relax and recharge, such as a hip coffee shop, a hair salon, and a yoga|massage|wellness studio. Services like banking, laundry, dry cleaning, and a beverage store round out the avenue's offerings. This global vibrancy is drawing regional attention to the Beechmont neighborhood and going from shop to shop gives visitors and residents the vibe of taking a trip around the world.

Building on today's experience of West Woodlawn Avenue, and answering the recommendation that emerged from both the community dialogue and the retail study (see VIII. Retail Market Analysis, page 53), there is a clear need for identity development. This collaborative design for a new logo, sidewalk art, and crosswalk design is inspired by the idea of neighborhood business owners to celebrate the *World on Woodlawn*, or the *WOW District*, using the three predominate colors of today's shopfronts.



WORLD ON WOODLAWN



WORLD ON WOODLAWN

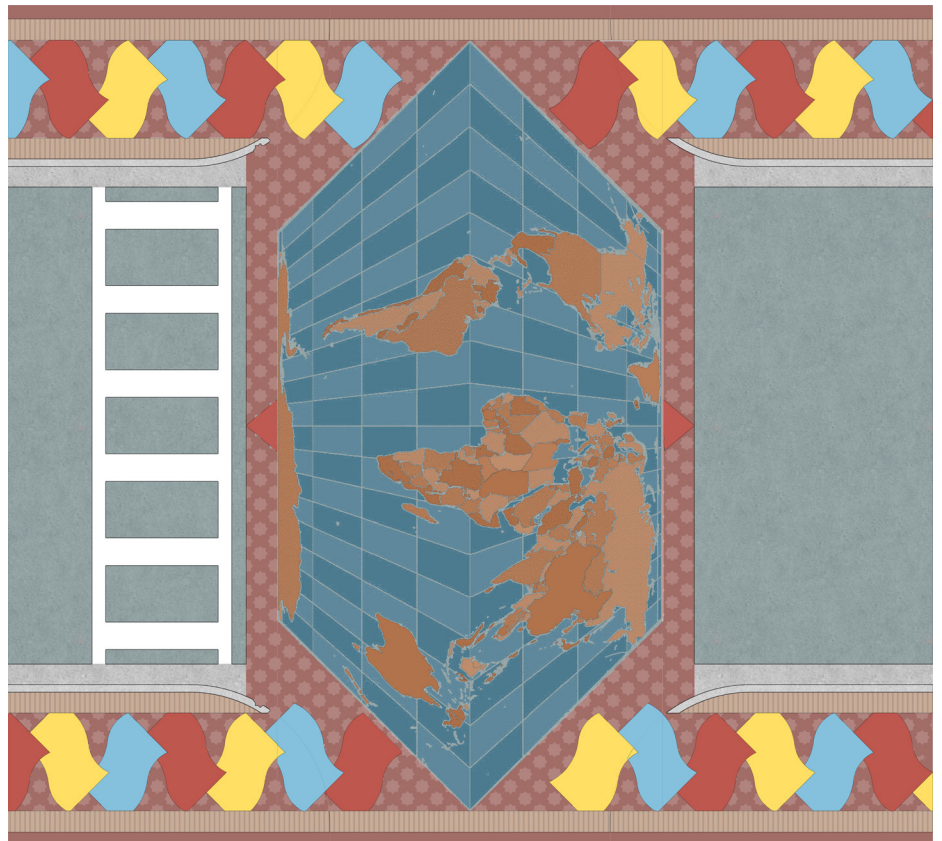
**The Woodlawn crosswalk design contributes to identity development and improvement in streetscape and connectivity.**

# Woodlawn Crosswalk

Better Block Louisville 2018 tested the idea of a crosswalk at the Sunergos Coffee alley. During 2019 community dialogue, the idea emerged of painting flags on the sidewalks. Instead of political symbols, each flag will contain the word “Welcome” in the languages found within the Beechmont neighborhood. This design references an existing mural on the north side of W. Woodlawn Avenue.

The crosswalk is located to the west of the alley since that is the longer block segment. East of the crosswalk, an Ekert globe projection is proposed to be painted in the street. The welcome banners and globe are designed to be painted with the WOW brand colors.

The City of Louisville Public Works Department indicates the Woodlawn Crosswalk satisfies regional goals to increase safety and pedestrian access. See a more detailed discussion of the options on 35.



Crosswalk with Ekert projection globe painting.

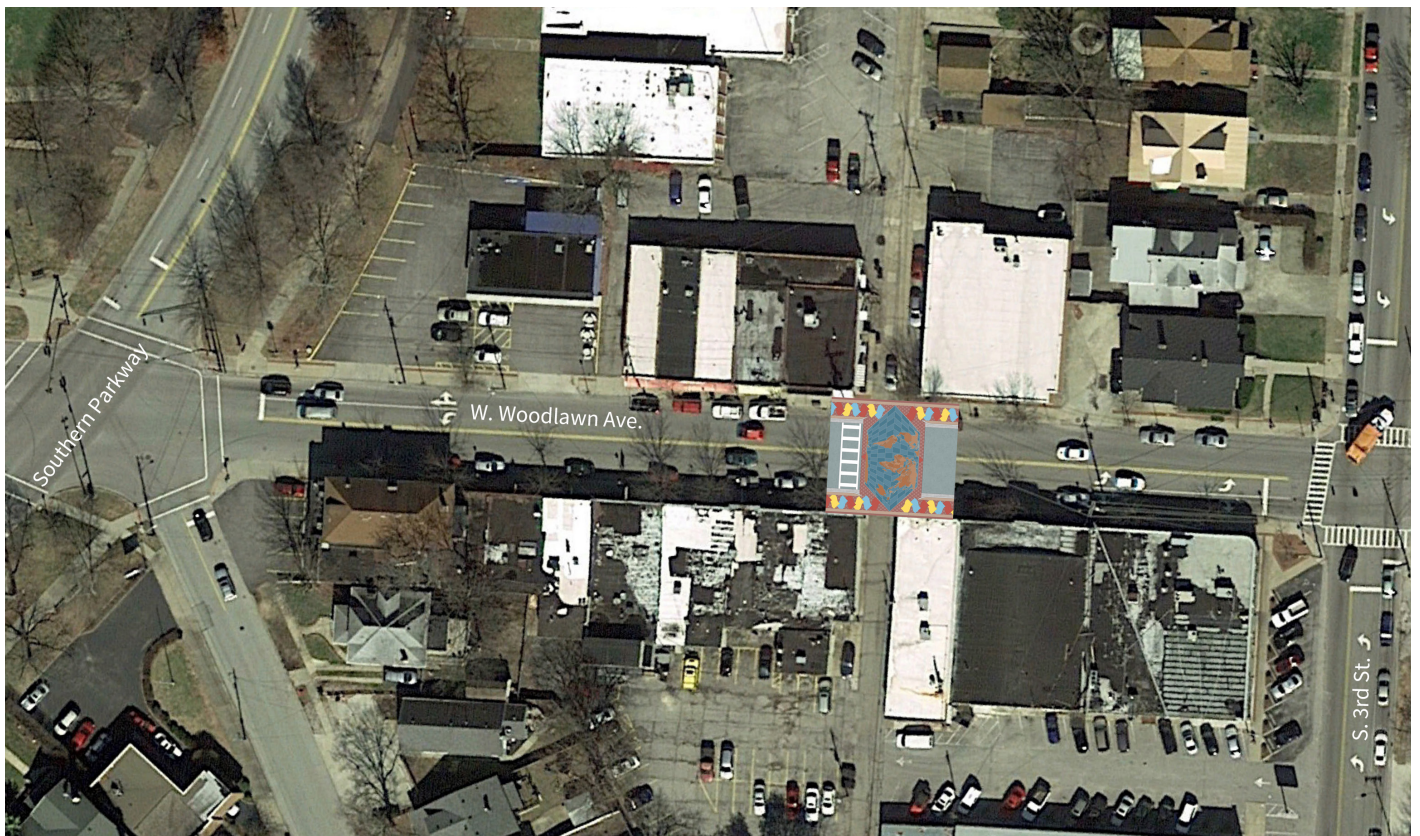


During Better Block Louisville 2018, the alley intersection by Sunergos Coffee demonstrated a painted crosswalk installation. The community responded favorably, formalizing this common pedestrian crossing with increased safety.



Better Block crosswalk (Center for Neighborhoods)

Global crosswalk shown on west side of alley between Southern Parkway and S. 3rd Street







# **III. Reuse Historic Buildings**



# **Adapt**

# Reuse Buildings

## W. Woodlawn Avenue Facade Improvements

### WOW DISTRICT FACADE MANUAL

**Facade enhancements, improvements to historic buildings, and streetscapes**

#### PROGRAM GOALS

**Identify** the unique and diverse character of each individual business and building asset through identifying aesthetic and/or historic potential as it directly influences the economic viability and success of surrounding commercial establishments.

**Encourage** and support owners, merchants, and residents to recognize, enhance, protect, and promote the unique character of their historic property within the WOW district. Creativity and diversity should be highly encouraged.

**Develop** a more coherent, creative, and attractive appearance through enhancing the historic WOW and adjacent area assets.

#### IMPLEMENTATION

**Create** and adopt a WOW District Facade Improvement Manual to provide guidance for the renovation and alterations of existing buildings as well as requirements for new construction.

**Encourage** facade improvements through awareness and education. Focus on renovations or improvements that create a unique and attractive image for each business while respecting the original historic design parameters of its facade and those of the adjacent businesses.

**Assist** property and business owners through regulatory navigation and design guidance/consultation. Design

Adaptive reuse is essential to protect the character of what makes a place special, memorable, and resilient.

assistance enables and helps ensure that building modifications comply with any historic district guidelines or other design guidelines developed specifically to enhance buildings in the target area.

**Enforce** WOW District policies. Promote the program, document results, analyze outcomes and respond to challenges.

#### MAJOR STRATEGIES

**HISTORIC ELEMENTS:** For buildings with historic or aesthetic merit, improvements should be designed to reveal and showcase each building's historically significant elements. Historic organization should be respected when relative (base, body, cap).

North side of W. Woodlawn Avenue with facade and streetscape improvements





**COMPOSITION:** Facade improvements should present a visually balanced composition with emphasis on the pedestrian scale in order to encourage the use of the street by residents and business patrons. If a historic building is organized with a base, a body, and a cap, this should be preserved.

**SCALE:** Building facades should be designed at a pedestrian scale and provide protection from the elements, such as sun and rain. Facades should be activated by entries, transparent display windows and business information signage.

**DETAILING:** All facades should emphasize three-dimensional detailing such as cornices, window moldings and inset doors and windows to cast shadows and create visual interest on the facade.

**MATERIALS:** The facade style and materials should reflect and reinforce the community's established character. Newer styles and materials that complement surrounding buildings are also appropriate.

Facade materials and styles should be appropriate for the regional climate, which is characterized by rainy winters and very hot dry summers.

Facades should use a variety of durable materials and textures. Such materials may include both traditional materials such as wood and stucco and materials

such as concrete, structural steel and high-quality, durable metals, which have not been traditionally used in historical Main Street architecture.

Individual building elements, such as the building base, horizontal break bands, pier/column bases, roof terminations, sills, and awning, should be articulated by differences in materials and finish.

**GENERAL CONFORMANCE:** Conform to other relative form-based site design requirements in addition to the WOW District Facade Manual.

### **SPECIFIC STRATEGIES**

**CREATE A STRONG FRONTAGE ZONE:** The frontage zone defines the section of the sidewalk that functions as an extension of the building, whether through entryways and doors or sidewalk cafés and sandwich boards. The frontage zone consists of both the facade of the building fronting the street and the space immediately adjacent to the building.

Building frontage design plays a critical role in shaping the overall pedestrian experience. The design of the ground floor influences the character of the street and the level of pedestrian engagement. Frequent entrances, appropriate transparency levels, visual variation, and textures all contribute to shaping an enticing street environment.

**AWNINGS AND CANOPIES:** Incorporate awnings and canopies into building facades where possible to add shelter

and character to the street, and offer protection from the weather during snow, rain, or extreme heat. Install stand-alone shade structures in larger pedestrian-only areas if shade trees are not present or are immature.

**WINDOWS AND DOORS:** Storefronts should have a high level of transparency to encourage pedestrian activity. Design streets to support the visual extension of ground floor uses into the public realm, adding life and interest to the street. Provide landscaping, artwork, and other engaging elements to reduce the negative impact of blank facades or inactive building setbacks.

Window displays and signage should be strategically placed to avoid visual advertising clutter.

Glazing, or window glass, should be transparent and adequately protected from the elements, including sun glare and water penetration.

Primary pedestrian access should be from the sidewalk. Windows, especially restaurant facilities, might encourage low window sills and operable glazing to encourage interaction with the public and outdoor environment.

**SIGNAGE:** Building and business signs should graphically identify the business at both automobile and pedestrian scale. Signage should help identify the building from down the street, across the street and from the sidewalk. Font style, color,



**It has been said that, at its best, preservation engages the past in a conversation with the present over a mutual concern for the future.**

**~William Murtagh**

lighting and distinctive icons can help give a business character and distinctive identity.

Building signage should be located within an area of the facade that enhances and complements the architectural design. Building signs should not obscure architectural details such as recesses, ornaments or structural bays.

Interior-illuminated signs, including individually mounted letters are discouraged.

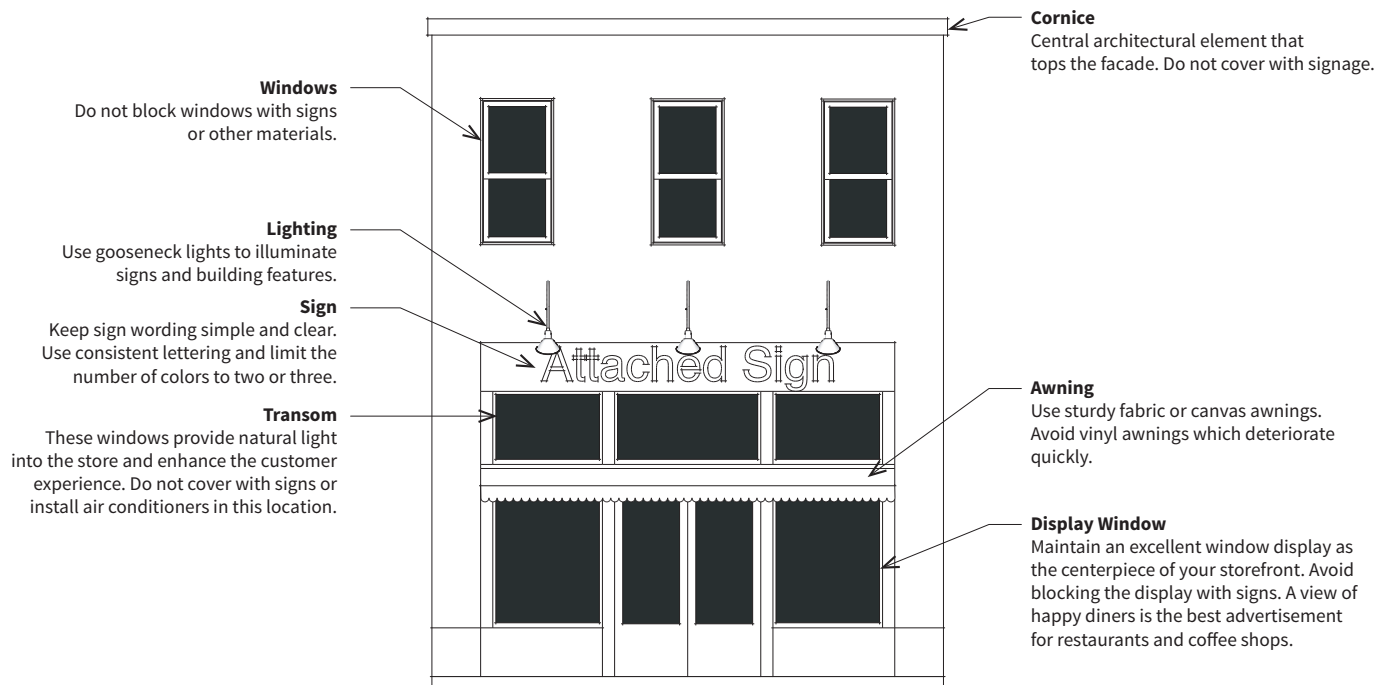
**IMPROVE FACADE LIGHTING:** Ensure dedicated vending areas are well-lit, providing a safe environment for customers and vendors while doing business. Lighting the area encourages people to spend time and animates spaces that might otherwise be uninviting, increasing eyes on the street.

Safety is necessary to encourage return patrons, and adequate lighting should be provided for building signage, storefront display, pedestrian entry access and travel in parking lots.

Appropriate lighting includes: directional sign illumination, wall sconces, wall downlights or recessed lights, and interior display lights. If used, lighting for awnings should be from above the awning, from fixtures designed and placed to enhance the appearance of the building.

#### **OTHER IMPORTANT CRITERIA**

**PEDESTRIAN/PATRON ENGAGEMENT:** Invite pedestrian activity through aligning Facade Improvement strategies with other WOW District Design Manual streetscape improvements. Design the



South side of W. Woodlawn Avenue with facade and streetscape improvements





facade to be an economic asset as well as a functional element. Well-designed pedestrian focused facade/streetscape engagement creates environments that entice people to stay and spend time, generating higher revenues for businesses and higher value for homeowners.

Transitional space can be created on the sidewalk that fosters a more intensive use by pedestrians and piques the interest of passersby. This effect can be achieved by features such as storefront awnings, door overhangs, balconies and recessed entryways. Elements such as furniture, planters and street trees also help to create this transitional space.

**INTERIM STRATEGIES:** Implement Interim design strategies as an opportunity to quickly demonstrate change, allowing the business patrons to experience an alternative condition and see progress in a short time frame.

**STREET LANDSCAPING MANAGEMENT AND OWNERSHIP:** Street trees and green infrastructure enhance aesthetic qualities and provide a significant neighborhood amenity. Businesses on tree-lined streets are valued at up to 30% more than those on streets without trees. Assure that street trees are located in a manner that doesn't block signage.

**STREET FURNITURE:** Increase pedestrian spaces and add supporting street furniture near, but not in the way of,

busy entrances. Promote frequent and active entrances and ensure clear paths appropriate for accommodating pedestrian volumes.

**PUBLIC ARTWORK:** Engage local artists, residents, and businesses to shape the character of the space according to uses and business types. Consider opportunities for strategic and inconspicuous branding integration.

### STUDIES

THE NATIONAL TRUST FOR HISTORIC PRESERVATION'S Dollar & Sense series found that:

- ▶ Commercial building improvements resulted in an increase in sales
- ▶ Attract new businesses and shoppers to the area
- ▶ Participants were often motivated to make additional improvements

THE UNIVERSITY OF WISCONSIN'S 15-year storefront improvement study shows:

- ▶ Business operators experience an increase in the number of first-time customers.
- ▶ Properties are often converted to a perceived better use.
- ▶ Nearby businesses often enjoy increased sales and initiate their own storefront improvements.





Center for Neighborhoods' PAINT Woodlawn Avenue Mural (Mallory Baches)

# Inf



## **IV. Encourage Small-Scale Development**





# Small-Scale Development

As an historic area of Louisville, the Beechmont and Southside neighborhoods that surround W. Woodlawn Avenue provide a continuous urban fabric. Yet because of aging building stock, disinvested infrastructure, and uses that depend on the automobile for access, the majority of development opportunities in the area are on at the scale of the lot rather than a larger development. There is a clear and unique opportunity here to revitalize in a way that reflects the diversity of the evolving community and the changing neighborhood values that have emerged.

As a result, empowering small-scale development will be central to the redevelopment strategy for W. Woodlawn Avenue and the neighborhoods surrounding the commercial corridor

Assisting individual property owners with tools that can help reduce burdens in what can often be an onerous redevelopment process, and providing logistical support where needed, is critical. Such assistance might include facade improvement programs, tax abatement programs, leasing management assistance, design guidelines, parking management plans, community land banks, and pop-up business and event facilitation.

In Beechmont and particularly along W. Woodlawn Avenue, additional tools may include:

City of Louisville Small Business Loans:

- ▶ Local Loan Programs
- ▶ Louisville Forward Small Business Checklist

City of Louisville Business Property Support:

- ▶ Sites and Buildings Resources
- ▶ Property Assessment Moratorium

Historic Preservation Resources:

- ▶ Non-Overlay Historic District Design Guidelines
- ▶ Beechmont Neighborhood Historic Preservation Data

More information is in Support Local Business on page 46. The small-scale development opportunities discovered within the study area vary by the timeframe and investment required for implementation. Specific opportunities range from pop-up shop and event coordination, to commercial building facade improvements, to individual property redevelopment recommendations.

## SHORT TERM

### Woodlawn Avenue Facade Improvements

See facade improvement recommendations on pages 15 – 19.

### Pop-Up Beer Garden

Based upon success during the Better Block event in 2018, creating a regular Pop-Up Beer Garden in the post office building parking lot on Woodlawn Avenue would allow regular evening activation along the street and provide an event-based draw to the Beechmont neighborhood for the rest of the city.

### Pop-Up Shop Activation

Pop-up shops in currently vacant properties would create additional activation on W. Woodlawn Avenue and reduce the feeling of disinvestment that empty storefronts can create, while giving short-term opportunity for new businesses and entrepreneurial activities on the street.



## **Iroquois Manor Facade Improvements**

The current condition of the Iroquois Manor retail development offers ample opportunity for improvement. The galleries are aging and in need of repair, and the general upkeep of the property and facilities are experiencing deferred maintenance.

The current configuration of Iroquois Manor, with a poorly maintained continuous parking lot, represents not just a visual eyesore but a valid safety concern, with the clear prioritization of cars over pedestrians. Referencing the successful examples of Superkilen Park in Copenhagen as well as the Portland Mercado, painting a visually identified plaza within the parking lot would dramatically change the character of the wide expanse of pavement. In addition, the installation of trellises in strategic areas within the parking lot, which could be activated by food trucks on a regular schedule, would frame the space and help change the character of the entire property from one designed for cars to one designed for people. See images on page 24.

## **LONG TERM**

### **Iroquois Manor Infill**

In the longer term, creating a permanent green and adding buildings within the space now occupied by the parking lot would establish the pedestrian priority within the property and add additional retail and/or office space to the rental offerings. See plan on Iroquois Manor Infill on page 26.

### **Post Office Property**

The central location of the old post office in a prominent property on Woodlawn begs activation, rather than its current disengaged appearance. This is a promising opportunity to bring outside investment to Woodlawn Avenue.

### **Cocoberry Pops Property**

The existing building on the Cocoberry Pops property gives away vital street frontage and prioritizes cars over pedestrians, although it anchors one end of Woodlawn Avenue. In the proposed design, a new building is shifted towards Southern Parkway in order to frame the entrance to Woodlawn Avenue. The resulting open space creates a small public plaza along the bridle path, with parking located behind the building. Because there may be soil remediation requirements for redeveloping the property, capitalizing on the maximum built capacity with a three-story building allows redevelopment on the site to be financially viable. See the plan and illustration of Southern Parkway at W. Woodlawn Ave. on page 37.



## Iroquois Manor Facade Improvements



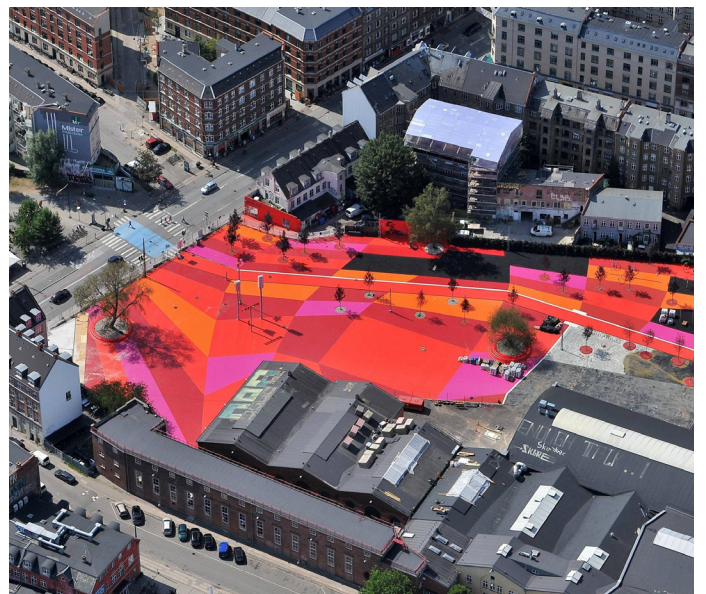
Iroquois Manor Shopping Center existing conditions

Iroquois Manor Shopping Center has many neighborhood assets, such as the beloved Vietnam Kitchen, as well a healthy count of surrounding rooftops, with single-family on three sides and multi-family to the west. Located less than a mile south of the WOW District, Iroquois Manor activation is important to increase the regional draw of the restaurants and shops. The current suburban format on S. 3rd Street and Southland

Boulevard compromises pedestrian activity. A short term activation option is to convert the parking area between the two eastern buildings to pedestrian space. This can easily be accomplished with painted asphalt and the continuation of the galleries into the parking lot, providing space for food trucks. Samples of this type of incremental improvement are pictured below.



Portland, OR Mercado (Matt Lambert)



Copenhagen, Superkilen Park (Realdania)

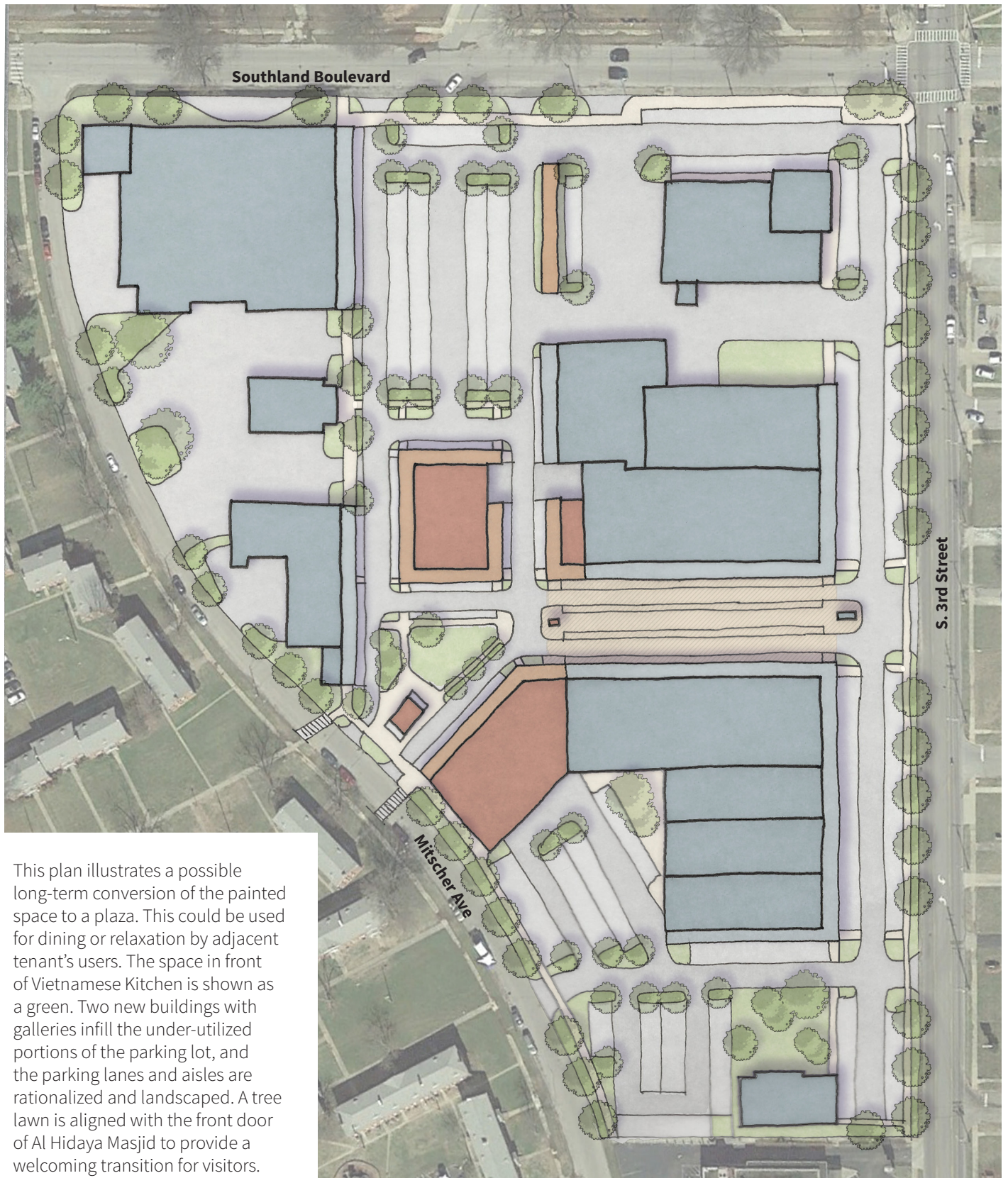




Iroquois Manor Shopping Center – Short Term Activation



## Iroquois Manor Infill



This plan illustrates a possible long-term conversion of the painted space to a plaza. This could be used for dining or relaxation by adjacent tenant's users. The space in front of Vietnamese Kitchen is shown as a green. Two new buildings with galleries infill the under-utilized portions of the parking lot, and the parking lanes and aisles are rationalized and landscaped. A tree lawn is aligned with the front door of Al Hidayah Masjid to provide a welcoming transition for visitors.

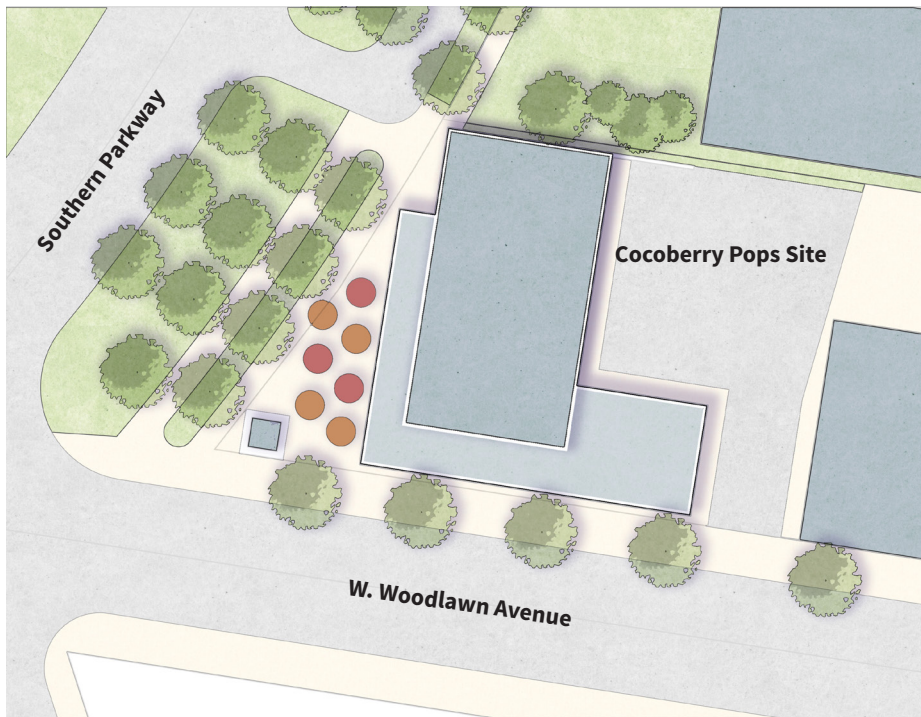
Iroquois Manor Shopping Center – Long Term Redevelopment



## Cocoberry Pops Property



Cocoberry Pops potential redevelopment illustration



Cocoberry Pops Site – Long Term Redevelopment

This illustrative plan of the former Cocoberry Pops property on the highly visible southwest corner of Woodlawn and Southern Parkway reclaims vital street frontage and anchors one end of Woodlawn Avenue. This design envisions a new building shifted towards Southern Parkway in order to frame the entrance to Woodlawn Avenue. The resulting open space creates a small triangular public plaza along the bridge path, with parking located behind the building. Capitalizing on the maximum built capacity with a three-story building allows redevelopment to be financially viable given site preparation requirements. See an illustration on the following spread along with the larger plan and illustration of the envisioned street realignment of Southern Parkway at W. Woodlawn Ave. on page 37.





Illustration of potential redevelopment on the Cocoberry Pops site.









Southern Parkway Bridle Trail (Hazel Borys)

# Con





## **V. Enhance Connectivity and Pedestrian Safety**

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# Connectivity & Safety

While the Beechmont community is beloved by neighborhood residents and business owners as well as by visitors from other areas of Louisville and beyond, there remains ample opportunity to improve and enhance the connectivity and safety of the neighborhood. With heavy traffic thoroughfares bisecting the neighborhood, including Southern Parkway, S. 3rd Street, and Southside Drive, and with poorly maintained or absent sidewalks in many places, the walkability of the neighborhood could use improvement.

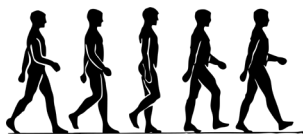
The walkability and transportation website, Walk Score, gives Beechmont a walk score of 56, meaning that some errands can be accomplished on foot. The neighborhood is only the 28th most walkable neighborhood in greater Louisville. Research suggests that improving walkability has a direct correlation with improved property value.

increase in Walk Score was associated with between a \$500 and \$3,000 increase in home values. This suggests that even simple improvements to pedestrian infrastructure can have a significant impact on the property values in Beechmont.

According to *Walking the Walk: How Walkability Raises Home Values in U.S. Cities* (2009), in a typical real estate market, an additional one point



**Walk Score**  
56%



**Walkability rating within  
the City of Louisville**

28th



**Every 1% increase in Walk Score  
Home value up \$500 to \$3,000**

**Increasing walkability means  
increasing property value.**

**Walkable  
neighborhood:  
safely walk  
to daily needs  
in 5 minutes**



# How to enhance connectivity and pedestrian safety in the short term

During the visioning workshop, neighborhood residents and business owners cited numerous connectivity and safety problems. In general, the lack of walkability throughout the neighborhood was a major community concern. There was a strong interest in pedestrians being able to cross the historic main street portion of Woodlawn Avenue at a mid-way point, similar to the temporary crosswalk that was installed during the Better Block event in 2018.

This interest offered an opportunity for a creative placemaking intervention, with the proposed installation of a designed crosswalk that reflects the Beechmont community.



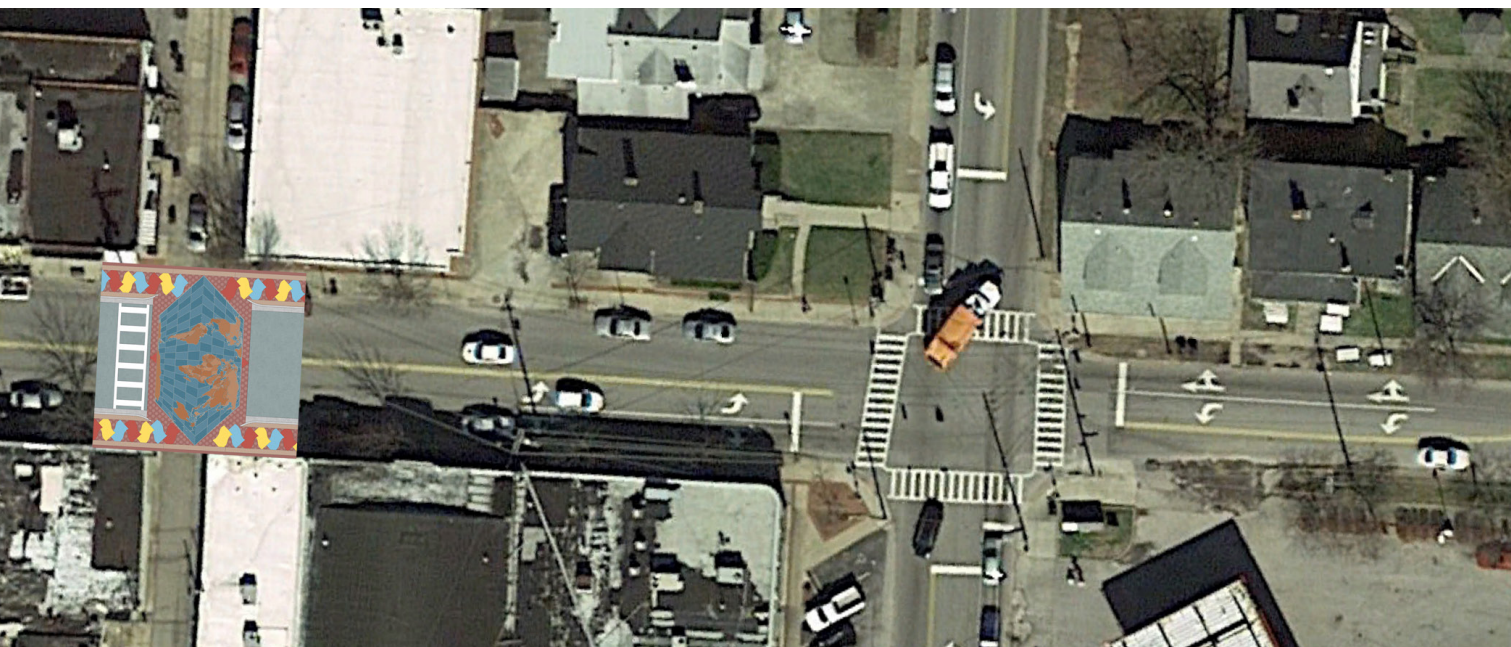


## SHORT TERM

### **Woodlawn Avenue Alley Crosswalk**

In response to the desire to make permanent the successful temporary mid-block crosswalk on Woodlawn Avenue installed during the Better Block community event in 2018, this proposal calls for a painted street mural and adjacent marked pedestrian crosswalk. The functional creative placemaking installation would be located at the alley intersection of Woodlawn Avenue between S. 3rd Street and Southern Parkway. The proposed mural design would depict a map of the globe, representing the deeply

multi-cultural Beechmont community and referencing the proposed World on Woodlawn community identity branding, as described in Section III. Inclusive Neighborhood Identity. While the installation could still be successful if simply painted at grade, the noted interest of Public Works and Long Range Planning to explore the incorporation of a speed table, in order to physically address traffic speed along Woodlawn Avenue, would significantly add to the success of the proposal. See detailed design on page 13.



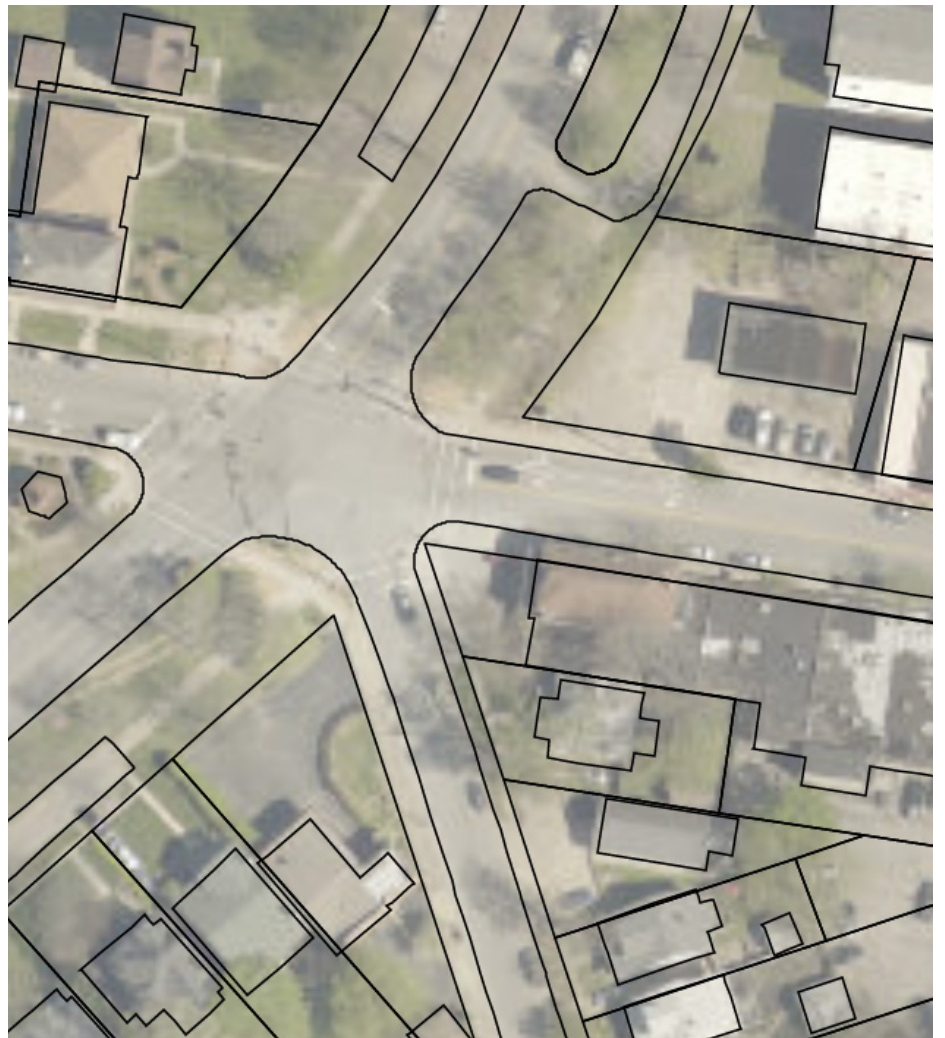


# How to enhance connectivity and pedestrian safety in the long term

Specific streets and individual intersections in the neighborhood were identified by the community for their lack of pedestrian safety and difficulty to navigate. The “hodgepodge” nature of how cars, bicycles, and pedestrians interface along Southern Parkway, including major cross-streets and along the bridle paths, was a concern for many community members. In addition, the specific intersections of Southern Parkway at W. Woodlawn Avenue, Southside Drive at W. Kenwood Way, and S. 3rd Street at W. Kenwood Way were noted as being dangerous for both pedestrians and vehicular traffic. In response, the following proposals have been developed:

- ▶ Southern Parkway at W. Woodlawn Avenue: reduce five-way to a safer four-way intersection while creating new public spaces on the corners.
- ▶ Southside Drive at W. Kenwood Way: realign street to rationalize travel while creating a new park on the west and a new lawn on the east.
- ▶ South 3rd Street at W. Kenwood Way: add pedestrian island on S. 3rd St. to reduce crossing distance.

Existing conditions – Southern Parkway at W. Woodlawn Avenue





## LONG TERM

### Southern Parkway at W. Woodlawn Ave.

Realignment of W. Kenwood Way at Southern Parkway and West Woodlawn Avenue can provide a delightfully active space on all four corners, to honor the historic treasure of the Olmsted Parkway. Instead of W. Kenwood Way intersecting the corner as it does today, realign to intersect with the bridge path and directly to Woodlawn. Moving from a five-point intersection to a four-point

intersection significantly increases pedestrian crossing safety.

The active public space on all four corners of the intersection is a strong signal to travelers that they have arrived at a special place and encourages the local community to meet in new gathering places adjacent to this historic Woodlawn Avenue shopping district.

The residual public space created by the realignment at the southwest corner of Southern Parkway and West Woodlawn Avenue shapes a new parking plaza. The additional angled parking surrounding this new plaza can supply parking as identified as a need in Retail Analysis on page 54.

Proposed realignment of W. Kenwood Way at Southern Parkway and W. Woodlawn Avenue





## LONG TERM

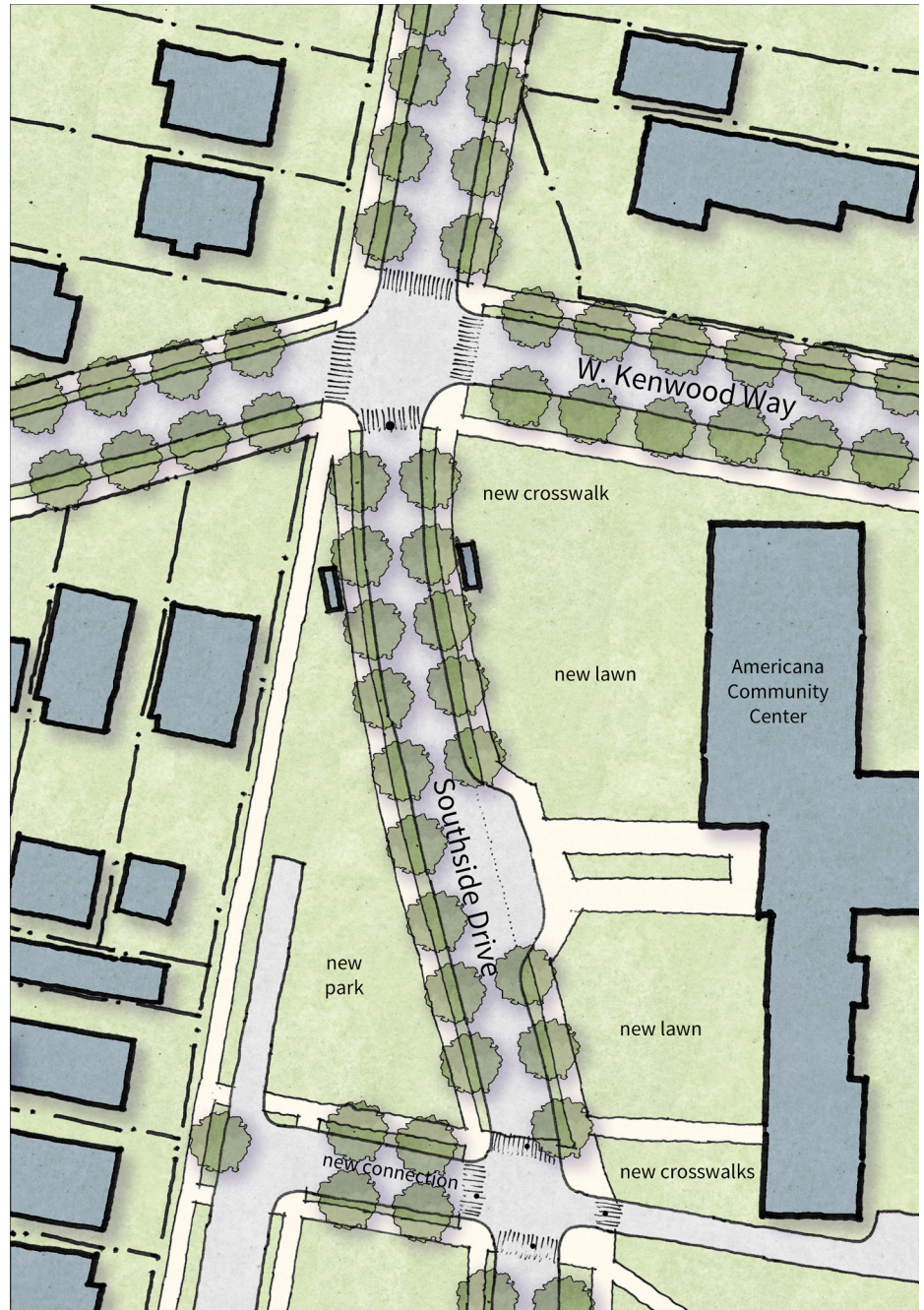
### Southside Drive at W. Kenwood Way

The intersection of Southside Drive and W. Kenwood Way poses a dangerous condition for drivers, pedestrians, and visitors to the Americana Community Center. Due to speeding on Southside Drive, drivers experience dangerously reduced sight-lines. Because there are no marked crosswalks, pedestrians are left to navigate crossing either street without any protection. Furthermore, the current off-street head-in parking in front of the Americana Community Center creates an extremely dangerous potential conflict point, as cars back out of the spaces. Finally, the existing undeveloped properties across Southside Drive from the Americana Community Center are a visual blight and serve no benefit to the community or any neighboring properties.

In response to these challenges, the proposed redesign simplifies the intersection and allows for a 4-way stop to be implemented, an intervention supported by Public Works. The required stop will slow traffic at a busy intersection, and will allow a safe condition for pedestrians to cross either street. The reconfiguration will bring more open space in front of the Americana Community Center, allowing for expanded programming for the organization, and the residual property across Southside Drive will allow for a neighborhood park to be created adjacent to the housing along S. 2nd Street. An added street between S. 2nd Street and Southside Drive, located directly across from the parking lot drive of the Americana Community Center, will provide an additional street connection and marked crosswalk for pedestrians.



Existing above and proposed below Southside Drive at W. Kenwood Way

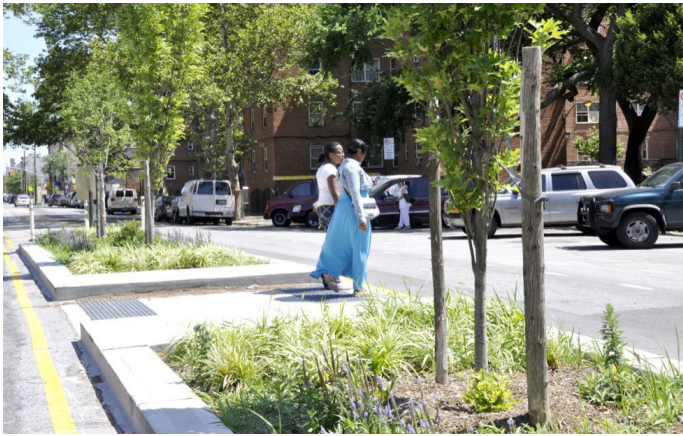




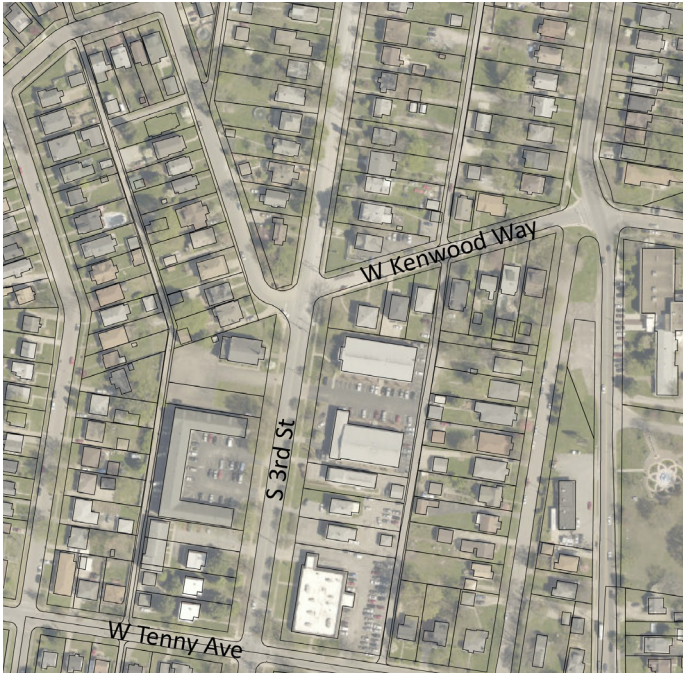
## LONG TERM

### S. 3rd Street at W. Kenwood Way

South 3rd Street at W. Kenwood Way is unnecessarily wide for a pedestrian to cross. To alleviate this danger, a pedestrian island is proposed on S. 3rd Street as a mid-street safe space to allow crossing to be staged in response to traffic volume.



Sample pedestrian island (NACTO)



S. 3rd Street at W. Kenwood Way existing condition

## LONG TERM

### Enforcement Helps Well-Being

Not all issues raised by the community regarding connectivity and safety involved street design. Some identified a variety of enforcement issues that impact the feeling of well-being in Beechmont. One condition noted by the design team during the neighborhood walking tour and reiterated during the community visioning was the prevalence of semi-trailer trucks, both their use of S. 2nd and S. 3rd Streets as a truck route and as their long-term parking along W. Southland Boulevard across from Rutherford Elementary School. While extremely impactful, the successful alteration of formal truck routes can prove challenging. By contrast, the successful enforcement of semi-tractor trailer parking restrictions requires far less effort.

Additional law and code enforcement concerns raised by the community addressed abandoned buildings and their unlawful use, as well as a general failure of enforcement when it comes to code violations, litter management, panhandling, and other nuisance issues. Tree maintenance in general, and in particular along sidewalks, is another opportunity for maintenance improvement and contribution to neighborhood sense of pride.





Americana Community Center (Hazel Borys)

# Ga





## **VI. Create Inviting, Inclusive Public Spaces**

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**“Cohesion of architecture  
and design boosts people’s  
health and happiness, not  
just the number of  
parks and trees.”  
~ University of Warwick**

## Inviting, Inclusive Public Spaces

Several possibilities for new inviting, inclusive public spaces have already been discussed in previous sections.

The Louis B. Israel Park revitalization and expansion would add yet another important public space, while making W. Woodlawn Avenue friendlier to pedestrians between South 1st and South 2nd Streets.

This illustrative plan is drawn as a two-phase intervention, with the revitalization of the existing park in the short term and an expansion enabled by the relocation of an existing parking lot for the long term.



Louis B. Israel Park looking west on E. Woodlawn Ave.





Louis B. Israel Park revitalization above and existing conditions below



Louis B. Israel Park revitalization is envisioned in two phases: upgrade the existing park (pictured left) and enhance the walking trail in the short term (illustration top right). For longer term, the existing parking facing W. Woodlawn Avenue could be relocated from in front of the apartments to the empty lot behind, then the land could be used to extend the park with a game court. Tables with chess boards as well as ethnic games reflecting local cultures are envisioned.

This provides an important anchor as the eastern civic space of the World on Woodlawn District, which coupled with the western civic plazas at Southern Parkway at Woodlawn would provide a clear signal that this is a special place for people. The proposed upgrades contribute to community goals of developing an inclusive identity, enhancing connectivity, and improving pedestrian safety as well as providing inviting, inclusive public space.





W. Woodlawn Avenue (Hazel Borys)







## **VII. Support Local Business**

cal Biz



**How do we capture the pent-up retail demand identified by the market analysis?**

## Support Local Business

The market analysis, beginning on page 53, shows that additional retail demand can be captured by today's existing local businesses on Woodlawn Avenue if companies are able to:

- **EXPAND OPERATIONS**
- **DEVELOP COMPANY BRANDS**
- **IMPROVE MARKETING**
- **IMPROVE LEASING**
- **BETTER MANAGE PROPERTY**
- **BETTER MANAGE BUSINESS**
- **EXPAND PARKING**

New businesses will be prone to locate here and significantly improve the district's sales if the neighborhood accomplishes several tasks:

- **UPDATE STOREFRONTS**
- **DEVELOP W. WOODLAWN AVE. BRAND**
- **IMPROVE STREETScape**
- **INCREASE SIGNAGE**

An estimated 43,000 square feet of new retail and restaurant development can be absorbed by new or existing businesses: shops, restaurants, brew-pubs, and coffee shops.





The Woodlawn Avenue business owners pictured here – and many others – are essential to what makes the main street such a lively regional draw now. Building on today’s strengths is key to accelerating existing businesses, incubating new shops and restaurants, and coaxing regional favorites to open a second place in the heart of Beechmont to capitalize on the unmet market demand. And that’s exactly what is happening, as various businesses eye the WOW District as a great place to call home.

**“The social structure of the sidewalk life hangs partly on what can be called self-appointed public characters.”**

**— Jane Jacobs**



Goals to support local business,  
along with near and long term  
strategies for realization.

# Goals and Actions



## Support & Engage PROPERTY OWNERS

**SHORT TERM:** Help property owners understand how investments in their properties would allow them to keep tenants and ultimately demand more rent per square foot, by improving deferred maintenance. Fill empty storefronts to encourage new investment.

**LONG TERM:** Consider alternatives like community development corporations and community land trusts to purchase underperforming properties from less active landlords. Hire a leasing agent for Woodlawn Avenue and Iroquois Manor to bring businesses to the landowners. Incubate pop-up businesses for short term, perhaps 6 months at a time, to activate and incubate.



## Support & Engage BUSINESS OWNERS

**SHORT TERM:** Map nooks and crannies of the Beechmont neighborhood to raise awareness of cool places and their hours of business, as illustrated by the map on page 50 and 51. Organize more places to be open during later hours. Develop communications with existing business owners to pursue collective, perhaps monthly, meetups for coffee. Create networks with Business Navigators within each ethnic community. Organize an international business association that is bigger than Woodlawn, that taps into existing culturally specific regional associations.

**LONG TERM:** Establish a business improvement district. Consider a community development corporation at the neighborhood level.



## Catalog Sources for FUNDING

**SHORT TERM:** Create a catalog of support sources for grants, loans, and language translations to help business. Start with City of Louisville Small Business Loans:

[louisvilleky.gov/government/louisville-forward/local-loan-programs](https://louisvilleky.gov/government/louisville-forward/local-loan-programs)

[louisvilleky.gov/sites/default/files/louisville\\_forward/doing\\_business\\_in\\_louisville.pdf](https://louisvilleky.gov/sites/default/files/louisville_forward/doing_business_in_louisville.pdf)

[louisvilleky.gov/government/louisville-forward/innovate-or-decline-your-business](https://louisvilleky.gov/government/louisville-forward/innovate-or-decline-your-business)

<https://louisvilleky.gov/government/louisville-forward/services/incentives-and-financial-programs>

[www.louisvillecdfi.org](http://www.louisvillecdfi.org)





### Increase WALKABILITY

**SHORT TERM:** Add crosswalks, including the raised crossing at the mid-block alley on W. Woodlawn Avenue, as recommended with the World on Woodlawn branding.

Add sidewalk art to two blocks of W. Woodlawn Ave. with “welcome” in the predominant languages used in Beechmont. See Woodlawn Crosswalk on page 13.

**LONG TERM:** Complete street realignments to prioritize pedestrians. See How to Enhance Connectivity and Pedestrian Safety on pages 36-39.

Increase transit friendliness by building bus stop shelters with roofs.



### Manage PARKING & PROGRAMMING

**SHORT TERM:** Develop a parking management plan. Better Block Louisville 2018 demonstrated the pent-up demand for walkable places and compelling programming, since stores and restaurants sold out during the event.

Support programming through the Beechmont Neighborhood Association by, for example, holding the pop-up beer garden once a month and the Flower Festival at Pavilion more than once a year. Bring a farmer's market to Woodlawn Avenue.

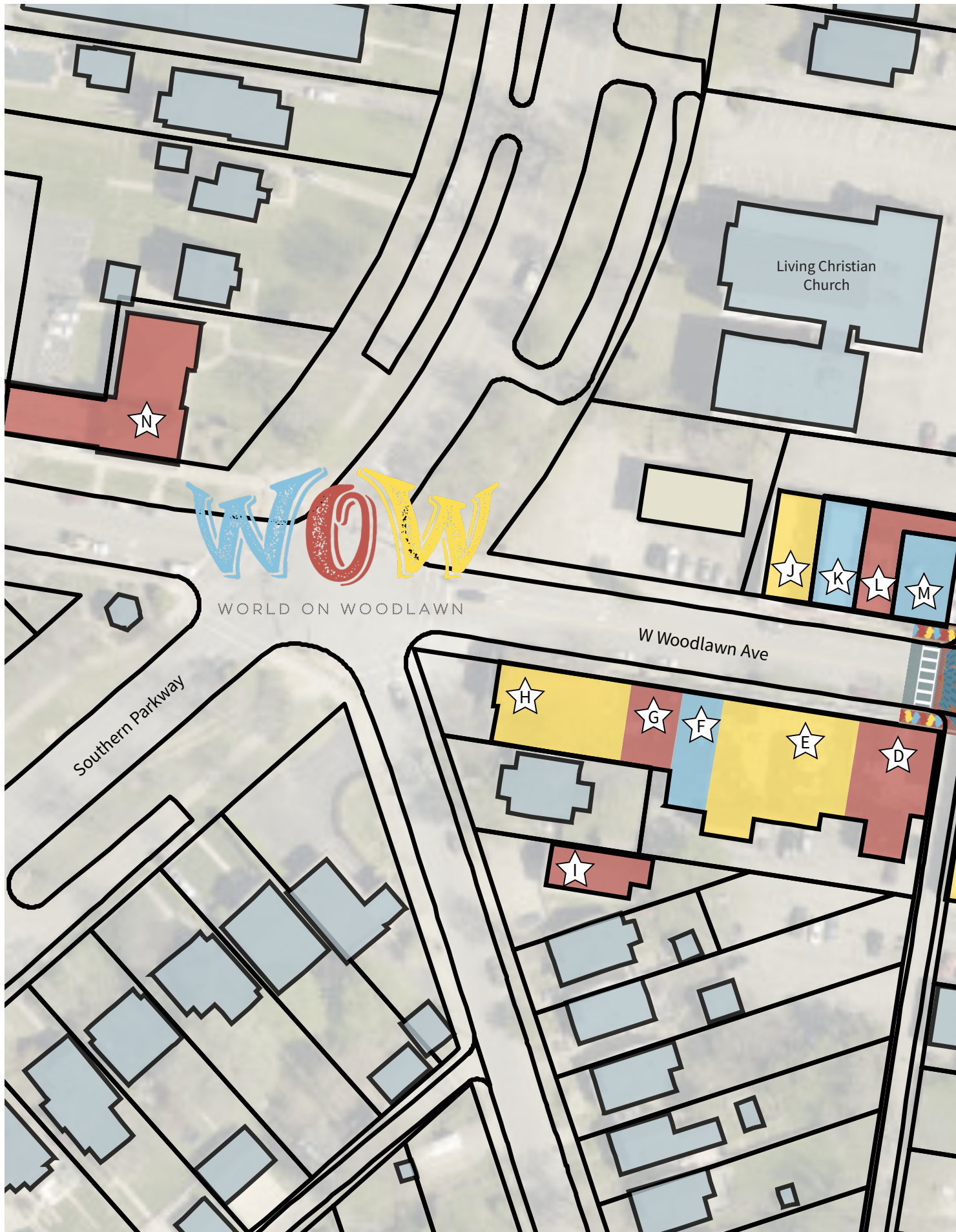


### Increase REGIONAL DRAW

**SHORT TERM:** Build places that draw people to the neighborhood and encourage local shopping. Examples might include brewpub, bakery, health food store, and/or retail/vintage shops. Promote the diversity of the international community.

Organize tours of Louisville's international neighborhoods, including Woodlawn, Iroquois, the Preston Highway Corridor, and Buechel. Tie into the Kentucky Bourbon Trail from the airport to downtown.

**LONG TERM:** Encourage cultural amenities to increase the time people spend on Woodlawn Avenue, such as a library and co-working space. Collaborate with the University of Louisville's Maker Space 1.5 miles away to have a satellite maker space.







## World on Woodlawn

Check out West Woodlawn Avenue at Southern Parkway! A unique neighborhood center of shops, restaurants, and cultural experiences. Opportunity sites pictured in tan may be available for new business.

- |   |   |   |
|---|---|---|
|    | <b>Penn Station</b><br>(502) 363-6667         | <b>hot &amp; cold sub sandwiches</b><br>300 W Woodlawn<br>11am – 10pm<br>Su 12pm – 8pm                                      |
|    | <b>Evergreen Cleaners</b><br>(502) 368-1330   | <b>laundry &amp; dry cleaning</b><br>300 W Woodlawn<br>7am – 6pm  |
|    | <b>Sunergos Coffee</b><br>(502) 368-2820      | <b>coffee, espresso, light food</b><br>306 W Woodlawn<br>M-F 6:30am - 9pm<br>Sa 7:30am - 9pm<br>Su 7:30am - 8pm             |
|    | <b>Annie's Cafe</b><br>(502) 363-4847         | <b>Vietnamese &amp; vegetarian</b><br>308 W Woodlawn<br>Tu - Sa 11am - 8pm<br>Su 11am - 4:30pm                              |
|    | <b>Halal Grocery</b><br>(502) 384-2151        | <b>Middle Eastern grocery &amp; deli</b><br>310 W Woodlawn<br>9am - 9pm   |
|  | <b>Guantanamo</b><br>(505) 424-3259           | <b>clothing shop</b><br>322 W Woodlawn  |
|  | <b>Beechmont Kitchen</b>                      | <b>restaurant</b><br>328 W Woodlawn<br>11am-10pm  |
|  | <b>Ice Liquors</b><br>(502) 907-5253          | <b>wine, beer, liquors</b><br>349 W Kenwood Way<br>8am - 12am   |
|  | <b>Supreme Peace</b><br>(502) 536-8401        | <b>massage, yoga, wellness</b><br>343 W Kenwood Way<br>M-Th 9:30am - 8:45pm<br>F-Sa 8:00am - 10:30pm<br>Su 9:30am - 12:30pm |
|  | <b>La Tropical</b>                            | <b>Cuban grocery</b><br>319 W Woodlawn  |
|  | <b>Caribbean Cafe</b><br>(502) 434-7711       | <b>Caribbean restaurant</b><br>317 W Woodlawn<br>M-Th 11am - 9:30pm<br>F-Su 11am - 10:00pm                                  |
|  | <b>Berkley Jewelers</b><br>(502) 368-9408     | <b>jewelry shop</b><br>311 W Woodlawn<br>10am - 5pm   |
|  | <b>Beechmont Bombshells</b><br>(502) 749-5152 | <b>hair salon</b><br>309 W Woodlawn<br>10am - 7pm, closed M   |
|  | <b>Stock Yards Bank</b><br>(502) 625-2552     | 4640 Southern Pkwy<br>M-R 9am-5pm; F 9am-5:30pm   |



West Woodlawn Avenue (Mallory Baches)

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## **VIII. Retail Market Analysis**

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# Retail Analysis

Retail Market Analysis  
prepared by  
Gibbs Planning Group  
08 March 2019

This study finds that the W. Woodlawn Avenue commercial district has an existing statistical market demand for up to **43,000** square feet (sf) of additional commercial space including 24,000 sf of retail and 19,000 sf of restaurant space. If developed, these new businesses could generate as much as \$12 million in annual sales by 2024. This demand could be implemented with 12 to 20 new stores and restaurants or absorbed by existing W. Woodlawn Avenue businesses through enhanced operations and marketing practices.

Gibbs Planning Group, Inc. (GPG) has been retained by the Congress for the New Urbanism (CNU) to estimate how much and what types of additional retail and restaurants (if any) are supportable in the W. Woodlawn Avenue commercial district through 2024. This research is being conducted in conjunction with the 2019 CNU Legacy master planning project led by PlaceMakers in collaboration with DPZ CoDesign.

## BUSINESS EXPANSION



**Woodlawn Avenue is a classic neighborhood commercial district with a localized trade area.**





GPG addressed the following issues in this study:

- **WHAT ARE THE EXISTING AND POTENTIAL TRADE AREAS FOR WOODLAWN?**
- **WHAT ARE THE POPULATION, DEMOGRAPHIC AND LIFESTYLE CHARACTERISTICS IN THE PRIMARY TRADE AREA?**
- **WHAT POPULATION, DEMOGRAPHIC AND LIFESTYLE CHARACTERISTICS ARE PROJECTED FOR 2024?**
- **WHAT ARE THE CURRENT RETAIL EXPENDITURES IN THE PRIMARY TRADE AREA?**
- **WHAT IS THE PROJECTED GROWTH FOR RETAIL EXPENDITURES IN THE PRIMARY TRADE AREA IN 2024?**
- **HOW MUCH ADDITIONAL RETAIL SQUARE FOOTAGE IS SUPPORTABLE IN BEECHMONT?**
- **WHAT RETAIL USES MAY SEEK TO DEPLOY A NEW BUSINESS THERE?**
- **WHAT RETAIL SALES VOLUMES CAN POTENTIALLY BE ACHIEVED BY THESE NEW BUSINESSES?**



The Woodlawn commercial district shown above includes a gas station and three walkable blocks of local serving shops, restaurants and offices.

# Trade Area Boundaries

The primary trade area is the consumer market where the study site has a significant competitive advantage because of access, design, lack of quality competition, business operations and traffic and commute patterns. This Woodlawn Commercial District Retail Market Analysis finds that the boundaries of the Woodlawn Avenue primary trade area extend two miles north to Weller Avenue and Colorado Avenue, east to the Kentucky Fair and Exposition Center and Louisville International Airport, south to Enterprise Drive and Palatka Road, and west to London Drive, Sadie Lane and 7th Street Road. Consumers inside the primary trade area are estimated to account for up to 40 to 50 percent of the total sales captured by Woodlawn's retailers.



The Woodlawn Avenue commercial district has a 12.4-square-mile primary trade area and reaches two miles north, west and south (shown above in blue).



# Trade Area Demographics

Woodlawn’s primary trade area includes 54,300 people, which is expected to increase at an annual rate of 0.22 percent to 54,900 by 2024. Currently, the primary trade area has 21,900 households, which is projected to increase at an annual rate of 0.16 percent to 22,100 by 2024. The 2019 average household income is \$49,500 and is estimated to increase to \$57,400 by 2024.

Median household income in the trade area is \$37,100 and is projected to increase to \$42,800 by 2024. Moreover, 18.1 percent of the households earn above \$75,000 per year. The average household size of 2.46 people in 2019 is expected to stay constant through 2024; the 2019 median age is 36.8 years old. In comparison, average and median household annual incomes for those living within a five-mile radius of Woodlawn are \$54,600 and \$37,900

respectfully.

By 2024, the average household income is projected to rise to \$62,600, with the median household income also rising to \$44,200. Similarly, population and household counts are expected to increase, with annual growth rates through 2023 of 0.35% and 0.34%, respectively.

● DEMOGRAPHIC CHARACTERISTICS	PRIMARY TRADE AREA	5 MILE RADIUS	JEFFERSON COUNTY	STATE OF KENTUCKY
● 2019 Population	54,300	243,400	774,300	4,548,000
● 2019 Households	21,900	102,500	321,600	1,796,800
● 2024 Population	54,900	247,700	796,400	4,665,800
● 2024 Households	22,100	104,300	330,500	1,842,100
● 2019-2024 Annual Population Growth Rate	0.22%	0.35%	0.57%	0.51%
● 2019-2024 Annual HH Growth Rate	0.16%	0.34%	0.55%	0.50%
● 2019 Average Household Income	\$49,500	\$54,600	\$76,500	\$66,100
● 2019 Median Household Income	\$37,100	\$37,900	\$53,400	\$47,600
● 2024 Average Household Income	\$57,400	\$62,600	\$85,300	\$74,300
● 2024 Median Household Income	\$42,800	\$44,200	\$60,000	\$53,400
● % Households w/ Incomes \$75k or Higher	18.1%	22.3%	35.0%	30.1%
● % Bachelors Degree	9.4%	12.5%	19.9%	14.4%
● % Graduate or Professional Degree	5.9%	8.8%	13.2%	9.5%
● Average Household Size	2.46	2.29	2.36	2.46
● Median Age	36.8	36.9	39.3	39.5

A comparison of the key demographic characteristics of the study area’s primary trade area, 5-mile radius around the study area, Jefferson County and State of Kentucky.

# Market Analysis Methodology

To determine the amounts and types of retail supportable in the Woodlawn Avenue commercial district, GPG estimated Woodlawn Avenue's consumer trade areas. Trade areas are based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses of the competition, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Environmental Systems Research Institute (ESRI).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of the Woodlawn Avenue primary trade area.

The full Gibbs Planning Group Woodlawn Avenue Retail Market Analysis, including extensive appendices and exhibits is available as a separate document.

Woodlawn Avenue (Hazel Borys)





# Additional Supportable Retail

● RETAIL CATEGORY	ESTIMATED SUPPORTABLE SF	2019 SALES / SF	2019 ESTIMATED RETAIL SALES	2024 SALES / SF	2024 ESTIMATED RETAIL SALES
● RETAILERS					
● Apparel Stores	1,100	\$260	\$286,000	\$275	\$302,500
● Book & Music Stores	1,200	\$240	\$288,000	\$250	\$300,000
● Department Store Merchandise	2,300	\$270	\$621,000	\$285	\$655,500
● Furniture Stores	3,500	\$265	\$927,500	\$280	\$980,000
● General Merchandise Stores	2,000	\$245	\$490,000	\$255	\$510,000
● Hardware	5,500	\$250	\$1,375,000	\$265	\$1,457,500
● Home Furnishings Stores	1,000	\$275	\$275,000	\$290	\$290,000
● Jewelry Stores	1,000	\$345	\$345,000	\$360	\$360,000
● Miscellaneous Store Retailers	1,000	\$265	\$265,000	\$280	\$280,000
● Gift Stores	800	\$270	\$216,000	\$285	\$228,000
● Shoe Stores	1,200	\$285	\$342,000	\$300	\$360,000
● Specialty Food Stores	1,700	\$295	\$501,500	\$310	\$527,000
● Sporting Goods & Hobby Stores	1,500	\$340	\$510,000	\$355	\$532,500
● RETAILER TOTALS	<b>23,800</b>	<b>\$277</b>	<b>\$6,442,000</b>	<b>\$292</b>	<b>\$6,783,000</b>
● RESTAURANTS					
● Bars, Breweries & Pubs	1,100	\$390	\$429,000	\$410	\$451,000
● Full-Service Restaurants	8,100	\$240	\$1,944,000	\$250	\$2,025,000
● Limited-Service Eating Places	7,100	\$250	\$1,775,000	\$265	\$1,881,500
● Special Food Services	2,600	\$285	\$741,000	\$300	\$780,000
● RESTAURANT TOTALS	<b>18,900</b>	<b>\$291</b>	<b>\$4,889,000</b>	<b>\$306</b>	<b>\$5,137,500</b>
● RETAILER & RESTAURANT TOTALS	<b>42,700</b>	<b>\$281</b>	<b>\$11,331,000</b>	<b>\$295</b>	<b>\$11,920,500</b>

Woodland Avenue Commercial District's additional supportable retail and restaurant businesses.

# Market Analysis Assumptions

Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.

For the purposes of this study, GPG has assumed the following:

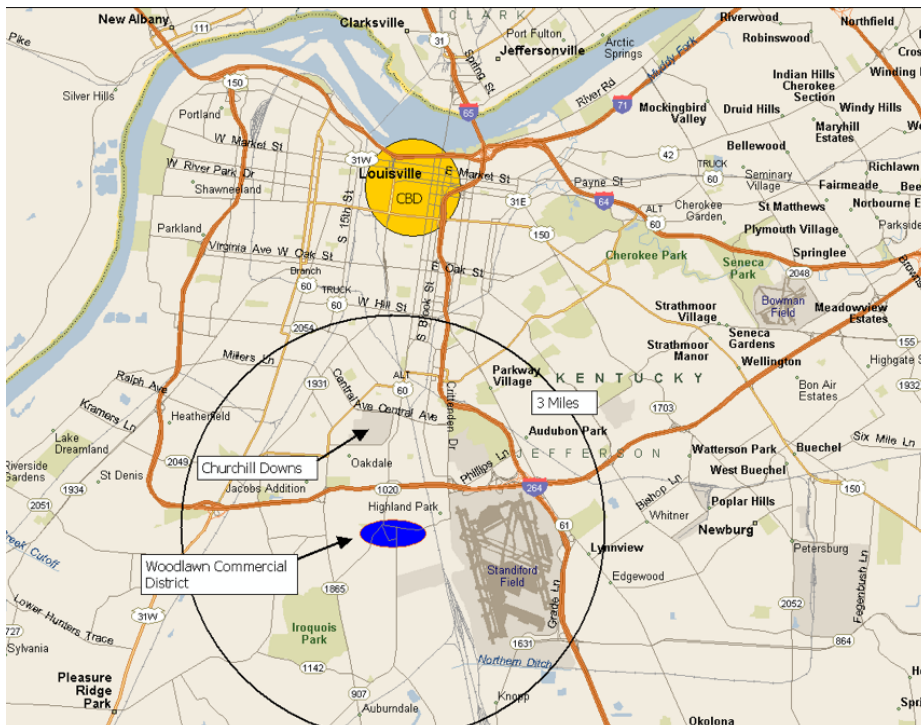
- ▶ The quality of the existing retail trade in the Woodlawn area is projected to remain constant. Gains in future average retail sales per square foot reflect higher sales per square foot in newly developed retail and selected increases in sales per square foot by individual retail categories.
- ▶ No new retailers, restaurants or

shopping centers will be developed within the estimated Woodlawn trade area of this analysis through 2024.

- ▶ The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- ▶ Any Woodlawn development sites are properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
- ▶ Annual population growth for the Woodlawn primary trade area is estimated to be 0.22 percent throughout the five-year period of this study.
- ▶ Employment distribution is projected to remain constant,

without a spike or decline in employment by NAICS categories.

- ▶ The projected lease and vacancy rate model are based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, ESRI, CBRE and local brokerage services.
- ▶ Any new construction in the study area will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, International Council of Shopping Centers and The Urban Land Institute.
- ▶ Parking for all businesses will meet or exceed the industry standards.
- ▶ Visibility of any Woodlawn Avenue commercial is also assumed very good, with signage as required to assure easy visibility of the retailers.



The Woodlawn Avenue commercial district is located 1.5 miles south of the Churchill Downs Race Track and 5 miles south of downtown Louisville.



# Limits of Market Study

The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that may be statistically supportable in Woodlawn Avenue's commercial district area currently and through 2024. Every reasonable effort has been made to ensure that the data contained in this study reflects the most accurate and timely information possible and are believed to be reliable. It should be noted that the findings of this study are based upon generally accepted market research and business standards.

It is possible that the study site's surrounding area could support lower or higher quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study, depending on numerous factors including respective business practices and the management and design of the study area.

This study is based on estimates, assumptions and other information developed by GPG as an independent third-party research effort with general knowledge of the retail industry, and consultations with the client and its representatives. This report is based on information that was current as of March 2019 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time. Such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted.

Actual results achieved during the period covered by our market analysis may vary from those described in our report, and the variations may be material.

Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study should not be the sole basis for designing, financing, planning, and programming any business, real estate development, or public planning policy. This study is intended only for the use of the client and is void for other site locations, developers or organizations.



# Market Analysis Appendix

## EXHIBIT A1: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 12.4 square miles

Prepared by Esri

<b>Population Summary</b>	
2000 Total Population	56,888
2010 Total Population	54,096
2018 Total Population	54,292
2018 Group Quarters	433
2023 Total Population	54,890
2018-2023 Annual Rate	0.22%
2018 Total Daytime Population	48,267
Workers	17,425
Residents	30,842
<b>Household Summary</b>	
2000 Households	23,929
2000 Average Household Size	2.35
2010 Households	22,006
2010 Average Household Size	2.44
2018 Households	21,888
2018 Average Household Size	2.46
2023 Households	22,068
2023 Average Household Size	2.47
2018-2023 Annual Rate	0.16%
2010 Families	13,099
2010 Average Family Size	3.09
2018 Families	12,701
2018 Average Family Size	3.16
2023 Families	12,695
2023 Average Family Size	3.19
2018-2023 Annual Rate	-0.01%
<b>Housing Unit Summary</b>	
2000 Housing Units	25,447
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	42.4%
Vacant Housing Units	6.0%
2010 Housing Units	24,753
Owner Occupied Housing Units	45.4%
Renter Occupied Housing Units	43.5%
Vacant Housing Units	11.1%
2018 Housing Units	25,200
Owner Occupied Housing Units	42.0%
Renter Occupied Housing Units	44.8%
Vacant Housing Units	13.1%
2023 Housing Units	25,521
Owner Occupied Housing Units	43.0%
Renter Occupied Housing Units	43.5%
Vacant Housing Units	13.5%
<b>Median Household Income</b>	
2018	\$37,092
2023	\$42,771
<b>Median Home Value</b>	
2018	\$99,719
2023	\$116,454
<b>Per Capita Income</b>	
2018	\$20,176
2023	\$23,308
<b>Median Age</b>	
2010	35.4
2018	36.8
2023	37.4

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Analysis Appendix

## EXHIBIT A2: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 12.4 square miles

Prepared by Esri

<b>2018 Households by Income</b>	
Household Income Base	21,888
<\$15,000	17.7%
\$15,000 - \$24,999	15.1%
\$25,000 - \$34,999	14.4%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	7.0%
\$150,000 - \$199,999	2.2%
\$200,000+	1.0%
Average Household Income	\$49,533
<b>2023 Households by Income</b>	
Household Income Base	22,068
<\$15,000	13.8%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	14.3%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	9.3%
\$150,000 - \$199,999	3.0%
\$200,000+	1.1%
Average Household Income	\$57,428
<b>2018 Owner Occupied Housing Units by Value</b>	
Total	10,579
<\$50,000	4.9%
\$50,000 - \$99,999	45.4%
\$100,000 - \$149,999	26.6%
\$150,000 - \$199,999	15.8%
\$200,000 - \$249,999	2.7%
\$250,000 - \$299,999	1.3%
\$300,000 - \$399,999	1.8%
\$400,000 - \$499,999	0.1%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$124,447
<b>2023 Owner Occupied Housing Units by Value</b>	
Total	10,963
<\$50,000	2.9%
\$50,000 - \$99,999	38.5%
\$100,000 - \$149,999	26.0%
\$150,000 - \$199,999	19.9%
\$200,000 - \$249,999	4.7%
\$250,000 - \$299,999	2.4%
\$300,000 - \$399,999	3.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$144,066

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1 Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

# Market Analysis Appendix

## EXHIBIT A3: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 12.4 square miles

Prepared by Esri

2010 Population by Age	
Total	54,091
0 - 4	7.5%
5 - 9	6.9%
10 - 14	6.5%
15 - 24	14.3%
25 - 34	14.3%
35 - 44	13.1%
45 - 54	15.1%
55 - 64	11.3%
65 - 74	5.7%
75 - 84	3.9%
85 +	1.5%
18 +	75.2%
2018 Population by Age	
Total	54,291
0 - 4	6.8%
5 - 9	6.6%
10 - 14	6.5%
15 - 24	12.7%
25 - 34	15.1%
35 - 44	12.9%
45 - 54	12.6%
55 - 64	13.1%
65 - 74	8.3%
75 - 84	3.8%
85 +	1.7%
18 +	76.6%
2023 Population by Age	
Total	54,890
0 - 4	6.9%
5 - 9	6.5%
10 - 14	6.5%
15 - 24	12.4%
25 - 34	14.4%
35 - 44	13.5%
45 - 54	12.0%
55 - 64	12.4%
65 - 74	9.6%
75 - 84	4.4%
85 +	1.5%
18 +	76.5%
2010 Population by Sex	
Males	26,475
Females	27,621
2018 Population by Sex	
Males	26,589
Females	27,702
2023 Population by Sex	
Males	26,935
Females	27,956

Source: U.S. Census Bureau, Census 2010 Summary File 1 Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Analysis Appendix

## EXHIBIT A4: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 12.4 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	54,097
White Alone	64.9%
Black Alone	24.1%
American Indian Alone	0.4%
Asian Alone	4.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.2%
Two or More Races	3.2%
Hispanic Origin	8.2%
Diversity Index	59.2
2018 Population by Race/Ethnicity	
Total	54,292
White Alone	61.0%
Black Alone	26.2%
American Indian Alone	0.3%
Asian Alone	4.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.6%
Two or More Races	3.8%
Hispanic Origin	9.5%
Diversity Index	63.3
2023 Population by Race/Ethnicity	
Total	54,889
White Alone	58.2%
Black Alone	27.4%
American Indian Alone	0.3%
Asian Alone	5.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.9%
Two or More Races	4.4%
Hispanic Origin	11.0%
Diversity Index	66.4
2010 Population by Relationship and Household Type	
Total	54,096
In Households	99.3%
In Family Households	78.5%
Householder	24.3%
Spouse	12.9%
Child	32.7%
Other relative	4.9%
Nonrelative	3.7%
In Nonfamily Households	20.8%
In Group Quarters	0.7%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1 Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

# Market Analysis Appendix

## EXHIBIT A5: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 12.4 square miles

Prepared by Esri

<b>2018 Population 25+ by Educational Attainment</b>	
Total	36,634
Less than 9th Grade	5.6%
9th - 12th Grade, No Diploma	12.6%
High School Graduate	25.0%
GED/Alternative Credential	7.7%
Some College, No Degree	25.8%
Associate Degree	7.9%
Bachelor's Degree	9.4%
Graduate/Professional Degree	5.9%
<b>2018 Population 15+ by Marital Status</b>	
Total	43,511
Never Married	44.0%
Married	34.3%
Widowed	6.0%
Divorced	15.7%
<b>2018 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	90.9%
Civilian Unemployed (Unemployment Rate)	9.1%
<b>2018 Employed Population 16+ by Industry</b>	
Total	23,696
Agriculture/Mining	0.4%
Construction	5.2%
Manufacturing	17.0%
Wholesale Trade	2.4%
Retail Trade	9.4%
Transportation/Utilities	10.4%
Information	1.4%
Finance/Insurance/Real Estate	4.2%
Services	47.2%
Public Administration	2.4%
<b>2018 Employed Population 16+ by Occupation</b>	
Total	23,696
White Collar	41.3%
Management/Business/Financial	7.8%
Professional	12.3%
Sales	6.3%
Administrative Support	15.0%
Services	22.2%
Blue Collar	36.5%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	3.7%
Production	13.6%
Transportation/Material Moving	13.9%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	54,096
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Analysis Appendix

## EXHIBIT A6: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 12.4 square miles

Prepared by Esri

<b>2010 Households by Type</b>	
Total	22,006
Households with 1 Person	32.2%
Households with 2+ People	67.8%
Family Households	59.5%
Husband-wife Families	31.7%
With Related Children	13.4%
Other Family (No Spouse Present)	27.8%
Other Family with Male Householder	6.8%
With Related Children	3.7%
Other Family with Female Householder	21.0%
With Related Children	14.3%
Nonfamily Households	8.3%
All Households with Children	32.1%
Multigenerational Households	4.7%
Unmarried Partner Households	9.6%
Male- female	8.8%
Same- sex	0.8%
<b>2010 Households by Size</b>	
Total	22,007
1 Person Household	32.2%
2 Person Household	30.2%
3 Person Household	16.8%
4 Person Household	11.2%
5 Person Household	5.4%
6 Person Household	2.4%
7 + Person Household	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	22,006
Owner Occupied	51.0%
Owned with a Mortgage/Loan	35.3%
Owned Free and Clear	15.7%
Renter Occupied	49.0%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	24,753
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

# Market Analysis Appendix

## EXHIBIT A7: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 12.4 square miles

Prepared by Esri

Top 3 Tapestry Segments		
1.	Hardscrabble Road (8G)	
2.	Front Porches (8E)	
3.	Traditional Living (2B)	
2018 Consumer Spending		
Apparel & Services: Total \$		\$28,901,175
Average Spent		\$1,320.41
Spending Potential Index		61
Education: Total \$		\$18,975,524
Average Spent		\$866.94
Spending Potential Index		60
Entertainment/Recreation: Total \$		\$42,239,524
Average Spent		\$1,929.80
Spending Potential Index		60
Food at Home: Total \$		\$68,513,363
Average Spent		\$3,130.18
Spending Potential Index		62
Food Away from Home: Total \$		\$46,431,163
Average Spent		\$2,121.31
Spending Potential Index		60
Health Care: Total \$		\$75,477,717
Average Spent		\$3,448.36
Spending Potential Index		60
HH Furnishings & Equipment: Total \$		\$27,251,582
Average Spent		\$1,245.05
Spending Potential Index		60
Personal Care Products & Services: Total \$		\$10,686,604
Average Spent		\$488.24
Spending Potential Index		59
Shelter: Total \$		\$224,031,277
Average Spent		\$10,235.35
Spending Potential Index		61
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$31,113,544
Average Spent		\$1,421.49
Spending Potential Index		57
Travel: Total \$		\$26,341,701
Average Spent		\$1,203.48
Spending Potential Index		56
Vehicle Maintenance & Repairs: Total \$		\$14,361,856
Average Spent		\$656.15
Spending Potential Index		61

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics, Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Analysis Appendix

## EXHIBIT B1: 5-Mile Radius Community Profile

Gibbs Planning Group

### Community Profile

Woodlawn Avenue

Prepared by Esri

Latitude: 38.18185

5 Mile Radius

Longitude: -85.76770

	5 miles
<b>Population Summary</b>	
2000 Total Population	242,141
2010 Total Population	238,932
2018 Total Population	243,402
2018 Group Quarters	9,047
2023 Total Population	247,687
2018-2023 Annual Rate	0.35%
2018 Total Daytime Population	321,070
Workers	190,303
Residents	130,767
<b>Household Summary</b>	
2000 Households	103,855
2000 Average Household Size	2.27
2010 Households	101,180
2010 Average Household Size	2.28
2018 Households	102,502
2018 Average Household Size	2.29
2023 Households	104,259
2023 Average Household Size	2.29
2018-2023 Annual Rate	0.34%
2010 Families	55,728
2010 Average Family Size	3.00
2018 Families	54,859
2018 Average Family Size	3.06
2023 Families	55,171
2023 Average Family Size	3.09
2018-2023 Annual Rate	0.11%
<b>Housing Unit Summary</b>	
2000 Housing Units	111,672
Owner Occupied Housing Units	50.6%
Renter Occupied Housing Units	42.4%
Vacant Housing Units	7.0%
2010 Housing Units	113,554
Owner Occupied Housing Units	45.3%
Renter Occupied Housing Units	43.8%
Vacant Housing Units	10.9%
2018 Housing Units	116,218
Owner Occupied Housing Units	42.3%
Renter Occupied Housing Units	45.9%
Vacant Housing Units	11.8%
2023 Housing Units	118,460
Owner Occupied Housing Units	42.9%
Renter Occupied Housing Units	45.1%
Vacant Housing Units	12.0%
<b>Median Household Income</b>	
2018	\$37,889
2023	\$44,216
<b>Median Home Value</b>	
2018	\$125,387
2023	\$139,726
<b>Per Capita Income</b>	
2018	\$23,537
2023	\$26,933
<b>Median Age</b>	
2010	35.5
2018	36.9
2023	37.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

# Market Analysis Appendix

## EXHIBIT B2: 5-Mile Radius Community Profile

Gibbs Planning Group

### Community Profile

Woodlawn Avenue

Prepared by Esri

Latitude: 38.18185

Longitude: -85.76770

5 Mile Radius

	5 miles
<b>2018 Households by Income</b>	
Household Income Base	102,502
<\$15,000	19.7%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	13.1%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	2.6%
\$200,000+	2.2%
Average Household Income	\$54,560
<b>2023 Households by Income</b>	
Household Income Base	104,259
<\$15,000	15.9%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	3.3%
\$200,000+	2.3%
Average Household Income	\$62,629
<b>2018 Owner Occupied Housing Units by Value</b>	
Total	49,119
<\$50,000	5.8%
\$50,000 - \$99,999	28.1%
\$100,000 - \$149,999	31.5%
\$150,000 - \$199,999	14.9%
\$200,000 - \$249,999	6.2%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	4.6%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$157,560
<b>2023 Owner Occupied Housing Units by Value</b>	
Total	50,808
<\$50,000	3.7%
\$50,000 - \$99,999	22.1%
\$100,000 - \$149,999	30.4%
\$150,000 - \$199,999	17.7%
\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	5.9%
\$300,000 - \$399,999	6.1%
\$400,000 - \$499,999	3.0%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$180,696

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1 Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Analysis Appendix

## EXHIBIT B3: 5-Mile Radius Community Profile

Gibbs Planning Group

### Community Profile

Woodlawn Avenue

Prepared by Esri

Latitude: 38.18185

Longitude: -85.76770

5 Mile Radius

		5 miles
<b>2010 Population by Age</b>		
Total		238,934
0 - 4		6.9%
5 - 9		6.2%
10 - 14		6.0%
15 - 24		15.5%
25 - 34		14.7%
35 - 44		12.4%
45 - 54		14.9%
55 - 64		11.5%
65 - 74		6.0%
75 - 84		4.1%
85 +		1.8%
18 +		77.1%
<b>2018 Population by Age</b>		
Total		243,404
0 - 4		6.3%
5 - 9		6.0%
10 - 14		5.8%
15 - 24		14.0%
25 - 34		15.4%
35 - 44		12.3%
45 - 54		12.3%
55 - 64		13.3%
65 - 74		8.5%
75 - 84		4.2%
85 +		2.0%
18 +		78.6%
<b>2023 Population by Age</b>		
Total		247,687
0 - 4		6.4%
5 - 9		5.9%
10 - 14		5.7%
15 - 24		13.4%
25 - 34		14.8%
35 - 44		13.0%
45 - 54		11.5%
55 - 64		12.4%
65 - 74		10.1%
75 - 84		4.9%
85 +		1.9%
18 +		78.7%
<b>2010 Population by Sex</b>		
Males		116,293
Females		122,639
<b>2018 Population by Sex</b>		
Males		118,682
Females		124,720
<b>2023 Population by Sex</b>		
Males		121,164
Females		126,523

Source: U.S. Census Bureau, Census 2010 Summary File 1 Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

# Market Analysis Appendix

## EXHIBIT B4: 5-Mile Radius Community Profile

Gibbs Planning Group

### Community Profile

Woodlawn Avenue

Prepared by Esri

Latitude: 38.18185

Longitude: -85.76770

5 Mile Radius

		5 miles
<b>2010 Population by Race/Ethnicity</b>		
Total		238,932
White Alone		60.1%
Black Alone		32.9%
American Indian Alone		0.3%
Asian Alone		2.0%
Pacific Islander Alone		0.1%
Some Other Race Alone		2.1%
Two or More Races		2.6%
Hispanic Origin		5.2%
Diversity Index		57.7
<b>2018 Population by Race/Ethnicity</b>		
Total		243,402
White Alone		56.9%
Black Alone		34.6%
American Indian Alone		0.3%
Asian Alone		2.5%
Pacific Islander Alone		0.1%
Some Other Race Alone		2.5%
Two or More Races		3.1%
Hispanic Origin		6.2%
Diversity Index		60.7
<b>2023 Population by Race/Ethnicity</b>		
Total		247,687
White Alone		54.8%
Black Alone		35.5%
American Indian Alone		0.2%
Asian Alone		3.0%
Pacific Islander Alone		0.1%
Some Other Race Alone		2.8%
Two or More Races		3.6%
Hispanic Origin		7.2%
Diversity Index		63.0
<b>2010 Population by Relationship and Household Type</b>		
Total		238,932
In Households		96.5%
In Family Households		72.9%
Householder		23.3%
Spouse		12.6%
Child		30.1%
Other relative		4.0%
Nonrelative		2.9%
In Nonfamily Households		23.6%
In Group Quarters		3.5%
Institutionalized Population		1.7%
Noninstitutionalized Population		1.9%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1 Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Analysis Appendix

## EXHIBIT B5: 5-Mile Radius Community Profile

Gibbs Planning Group

### Community Profile

Woodlawn Avenue

Prepared by Esri

Latitude: 38.18185

5 Mile Radius

Longitude: -85.76770

	5 miles
<b>2018 Population 25+ by Educational Attainment</b>	
Total	165,301
Less than 9th Grade	4.3%
9th - 12th Grade, No Diploma	10.7%
High School Graduate	24.4%
GED/Alternative Credential	6.3%
Some College, No Degree	24.8%
Associate Degree	8.1%
Bachelor's Degree	12.5%
Graduate/Professional Degree	8.8%
<b>2018 Population 15+ by Marital Status</b>	
Total	199,271
Never Married	46.0%
Married	33.0%
Widowed	6.4%
Divorced	14.7%
<b>2018 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	92.5%
Civilian Unemployed (Unemployment Rate)	7.5%
<b>2018 Employed Population 16+ by Industry</b>	
Total	112,579
Agriculture/Mining	0.3%
Construction	4.4%
Manufacturing	12.8%
Wholesale Trade	2.4%
Retail Trade	9.6%
Transportation/Utilities	8.9%
Information	1.8%
Finance/Insurance/Real Estate	6.9%
Services	50.3%
Public Administration	2.6%
<b>2018 Employed Population 16+ by Occupation</b>	
Total	112,579
White Collar	52.0%
Management/Business/Financial	10.3%
Professional	18.4%
Sales	8.4%
Administrative Support	14.8%
Services	21.0%
Blue Collar	27.1%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.0%
Installation/Maintenance/Repair	2.8%
Production	9.8%
Transportation/Material Moving	10.3%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	238,932
Population Inside Urbanized Area	99.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

# Market Analysis Appendix

## EXHIBIT B6: 5-Mile Radius Community Profile

Gibbs Planning Group

### Community Profile

Woodlawn Avenue

Prepared by Esri

Latitude: 38.18185

5 Mile Radius

Longitude: -85.76770

	5 miles
<b>2010 Households by Type</b>	
Total	101,179
Households with 1 Person	36.4%
Households with 2+ People	63.6%
Family Households	55.1%
Husband-wife Families	29.7%
With Related Children	11.7%
Other Family (No Spouse Present)	25.4%
Other Family with Male Householder	5.7%
With Related Children	3.0%
Other Family with Female Householder	19.8%
With Related Children	13.5%
Nonfamily Households	8.5%
All Households with Children	28.8%
Multigenerational Households	4.1%
Unmarried Partner Households	8.5%
Male- female	7.6%
Same- sex	1.0%
<b>2010 Households by Size</b>	
Total	101,180
1 Person Household	36.4%
2 Person Household	30.5%
3 Person Household	15.3%
4 Person Household	10.2%
5 Person Household	4.5%
6 Person Household	1.9%
7 + Person Household	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	101,180
Owner Occupied	50.8%
Owned with a Mortgage/Loan	35.3%
Owned Free and Clear	15.5%
Renter Occupied	49.2%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	113,554
Housing Units Inside Urbanized Area	99.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Analysis Appendix

## EXHIBIT B7: 5-Mile Radius Community Profile

Gibbs Planning Group

### Community Profile

Woodlawn Avenue

Prepared by Esri

Latitude: 38.18185

Longitude: -85.76770

5 Mile Radius

5 miles

Top 3 Tapestry Segments		
1.	Rustbelt Traditions (5D)	
2.	Hardscrabble Road (8G)	
3.	Modest Income Homes	
2018 Consumer Spending		
Apparel & Services: Total \$		\$148,925,317
Average Spent		\$1,452.90
Spending Potential Index		67
Education: Total \$		\$97,324,573
Average Spent		\$949.49
Spending Potential Index		66
Entertainment/Recreation: Total \$		\$217,573,751
Average Spent		\$2,122.63
Spending Potential Index		66
Food at Home: Total \$		\$352,097,656
Average Spent		\$3,435.03
Spending Potential Index		68
Food Away from Home: Total \$		\$241,134,281
Average Spent		\$2,352.48
Spending Potential Index		67
Health Care: Total \$		\$387,632,858
Average Spent		\$3,781.71
Spending Potential Index		66
HH Furnishings & Equipment: Total \$		\$140,453,420
Average Spent		\$1,370.25
Spending Potential Index		66
Personal Care Products & Services: Total \$		\$55,794,234
Average Spent		\$544.32
Spending Potential Index		66
Shelter: Total \$		\$1,160,168,694
Average Spent		\$11,318.50
Spending Potential Index		67
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$162,461,858
Average Spent		\$1,584.96
Spending Potential Index		64
Travel: Total \$		\$136,235,505
Average Spent		\$1,329.10
Spending Potential Index		62
Vehicle Maintenance & Repairs: Total \$		\$73,876,265
Average Spent		\$720.73
Spending Potential Index		67

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics, Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Beechmont Mural ([GoToLouisville.com](http://GoToLouisville.com))

# The



## **IX. Woodlawn Sign Guidelines**



Pitch



# Signs Guidelines

A primary goal of this report is to improve the brand and identity of W. Woodlawn Avenue. Signs are a critical tool for successful branding and should be well maintained and reinforce the World on Woodlawn brand. Signs are also crucial to the success of small businesses and the following guidelines provide standards beneficial to economic vitality.

Many Main Street communities establish design guidelines and design review for new signs. Sign guidelines are a powerful tool. For example, when a national retailer comes in and says it needs to install the same pole-mounted, internally lit sign to a Main Street building as it has on the strip, communities that have these tools in place are able to say no. Signs on Main Street will be smaller

than those on businesses located along arterials because they are designed to harmonize with the architecture and are oriented toward pedestrians and slower-moving traffic.

The business improvement district recommended on page 48 could work with the City to implement the guidelines.

## Woodlawn Avenue Signs Guidelines

### NUMBER AND TYPE OF SIGN

Businesses should be able to use multiple signs on their buildings as long as they comply with the size and area of each sign type.

### SIGN BODY MATERIALS

Recommended materials:

- ▶ Wood boards and/or structure.
- ▶ Metal boards and/or structure
- ▶ Canvas awnings on metal frames.
- ▶ Signs may be painted or applied directly onto window glass or may be painted directly onto building walls where permitted.

### SIGN GRAPHIC MATERIALS

Recommended materials:

- ▶ Paint
- ▶ Cut vinyl

### LIGHTING

- ▶ Internally lit signs should use neon tubes or full-spectrum bulbs. The light source should not be covered with vinyl, acrylic or similar faces, but should be exposed.
- ▶ Externally lit signs should be lit by full-spectrum bulbs in a visible fixture above the sign.

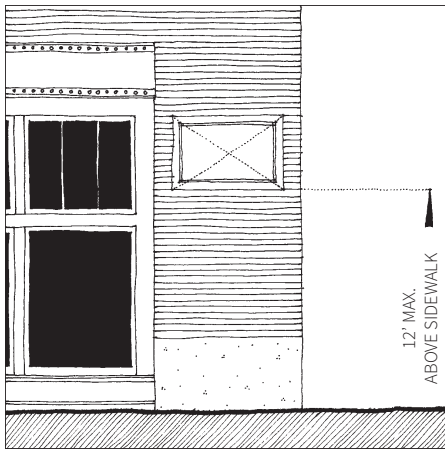
### ATTACHED SIGNS

#### BAND SIGN



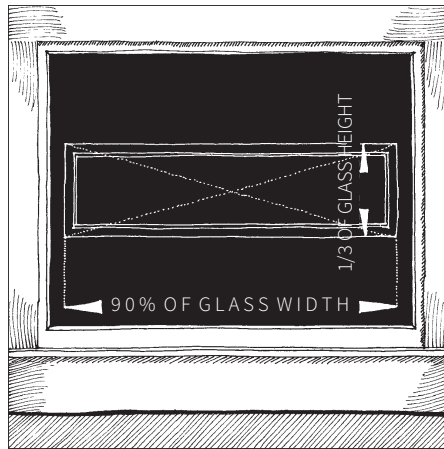
The band sign is the most common sign type. It consists of a band of lettering, and possibly graphics, across any width of the building. If lit, the band sign should be front-lit with gooseneck lights. Band signs should be installed just above the top of the storefront glazing, and may be painted, applied or attached to an exposed beam face, if present. Band signs should be no more than 36" tall, and the bottom of the band sign should be between 10' and 12' above the sidewalk.

### BOARD SIGN



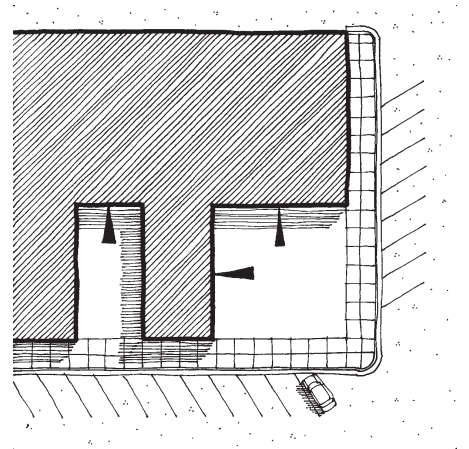
The board sign has painted or vinyl lettering and/or graphics on a signboard attached to a building wall. An establishment may have board signs or a band sign but should not have both on a single facade. The cumulative area of all board signs on one facade should be limited to the width of the facade in feet multiplied by 2. No board sign should be larger than 6 square feet if the bottom of the sign is located 8' or less above the sidewalk, 9 square feet if the bottom of the sign is 8' to 12' above the sidewalk, or 12 square feet if the bottom of the sign is located at the maximum height of 12' above the sidewalk.

### WINDOW SIGN



The Window Sign is neon tubing on the interior side of the glass or paint or vinyl applied directly to the glass. Neither should be mounted on an opaque signboard. The height of any window sign should be limited to one-third the height of the glass and 90% of the width of the glass. There is no limit to the number of windows on a facade that each may have window signs.

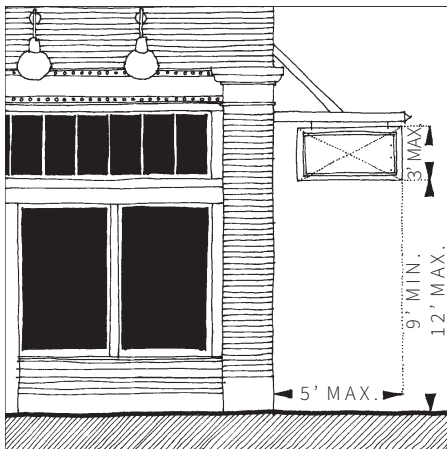
### WALL SIGN



The wall sign is lettering and/or graphics painted directly onto a wall. Wall signs may occur on brick or stucco wall surfaces that are either perpendicular to the street or setback at least 50' from the edge of pavement if parallel with the street to allow for equal viewing by pedestrians and motorists. Because this usually occurs at unbuilt gaps in the urban fabric that will later be filled, these signs should be considered temporary and should not be the primary sign of the business they represent. They are frequently artistic murals to identify a neighborhood, commercial district or cultural asset.

## PROJECTING SIGNS

### BLADE SIGN



The Blade Sign includes painted or vinyl lettering and/or graphics on a signboard projected from a wall by a supporting structure or hanging by chains or other means from an overhanging architectural element. The top of the blade sign should be between 9' and 12' above the sidewalk. The blade sign should not be more than 3' tall. Blade signs should not project from the wall more than 5'. Blade signs hung from an overhanging architectural element should usually be centered on that element. Bracket or other suspension systems should match the style of the sign.

### SCULPTURAL SIGN

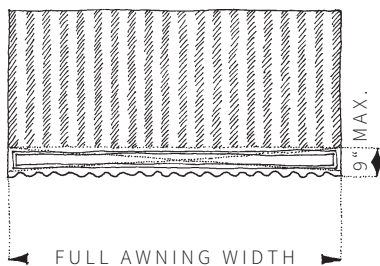


The sculptural sign adds character and playfulness to a mainstreet environment. The most common sculptural sign is the barber poll. They should be limited to one per establishment. It may include painted or vinyl lettering and/or graphics on a sculptural object. The sculptural sign may be attached to any part of a building. An establishment should only have a sculptural sign if it does not have any board signs on the same facade.



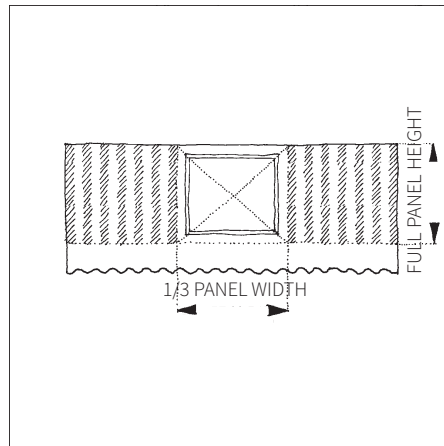
## AWNING SIGNS

### FRINGE SIGN



The wall sign is lettering and/or graphics painted directly onto a wall. Wall signs may occur on brick or stucco wall surfaces that are either perpendicular with the street or setback at least 50' from the edge of pavement if parallel with the street to allow for equal viewing by pedestrians and motorists. Because this usually occurs at unbuilt gaps in the urban fabric that will later be filled, these signs should be considered temporary and should not be the primary sign of the business they represent. They are frequently artistic murals to identify a neighborhood, commercial district or cultural asset.

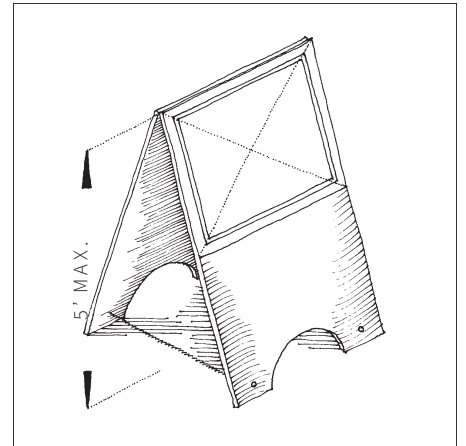
### PANEL SIGN



The panel sign is painted or vinyl lettering and/or graphics painted or adhered directly onto an awning. The awning should be installed with its bottom edge between 8 and 10 feet above the sidewalk. Signs may occupy up to one-third of the panel. No single sign should be larger than 9 square feet.

## GROUND SIGNS

### SIDEWALK SIGN



The sidewalk sign may either consist of an A-frame double sign board (illustrated) or of some sort of sculptural element with an attached sign board. A typical sidewalk sign incorporating a sculptural element is a sculpture of a chef holding a chalkboard onto which is written a restaurant's special menu items. The sidewalk sign should be located out of the major pedestrian area. The height should be limited to 5 feet in height and should be portable. One sidewalk sign should be permitted per establishment.

# International Team

CONGRESS  
FOR THE  
NEW  
URBANISM

## Congress for the New Urbanism

Lynn Richards  
Mallory Baches  
Margaret O'Neal

Economics  
Urban Design  
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Andrew Littman  
David Mangum

Retail Analysis  
Retail Analysis  
Retail Analysis

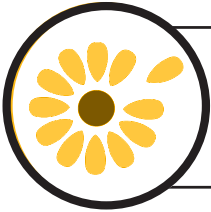
## CNU Legacy Project

# Louisville Team



## City of Louisville

Greg Fischer	Mayor
Nicole George	Metro Council District 21
Gretchen Miliken	Dir. Advanced Planning
Jeff Brown Assist.	Director Public Works
Tommy Clark	Louisville Forward
Bryan Warren	Louisville Forward



## Center for Neighborhoods

Gordon Garner	Executive Director
Jess Brown	Local Champion
Ryane Puckett	Neighborhood Liaison
Hannah Crepps	Urban Planner
Christi Stevens	GIS / Mapping



## Cassie Nichols, PLA

Cassie Nichols	Landscape Architecture
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## WORK Architecture + Design

Mitchell Kersting	Historic Preservation
Christine Collins	Facade Improvements

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**Community visioning is the  
first step toward realization  
of inclusive new ideas.**

# Thank you.

The Woodlawn Avenue CNU Legacy Project signals to the community and the region that this neighborhood is open for business. The order of short term and long term initiatives seeks to do the biggest little thing to take one step at a time toward the fundamental changes that can more fully realize the collective local vision.

This project could not be possible without the continued commitment and overwhelming input received from community residents, business owners, and key institutions. This document is reflective of many hours of work by and for the community.

However, all ideas and illustrations in this document are for discussion purposes only, and do not constitute a proposed development at this time.

Ongoing planning and design work will be required to bring these ideas into reality, with this community visioning document as an important first step.



Business meeting during workshop (Mallory Baches)



