

10TH STREET

CORRIDOR MASTER PLAN

PUBLIC MEETING 1

NOVEMBER 2, 2017 | JEFFERSONVILLE, IN



WHO WE ARE

MKSK STUDIOS

Urban Design + Public Space

MKSK

mkskstudios.com

GREENSTREET

Market Analysis + Strategy

greenstreet
development • brokerage • consulting

greenstreetltd.com

BF&S

Civil Engineering + Transportation

BF&S
Butler Fairman Seufert
CIVIL ENGINEERS

bfsengr.com



PLAN OWNERS

CITY OF JEFFERSONVILLE

DEPARTMENT OF PLANNING AND ZONING

TONIGHT'S MEETING

- ① INTRODUCTION
- ② PHYSICAL ANALYSIS
- ③ BASELINE MARKET ANALYSIS
- ④ DOTMOCRACY
- ⑤ NEXT STEPS



SECTION 1

INTRODUCTION



OUR PROCESS



STEP 1: UNDERSTANDING

NOVEMBER 1-2, 2017

Tour(s)
Steering Committee Mtg. #1
Interviews & focus group meetings
Public Meeting #1



STEP 2: TESTING IDEAS

WEEK OF JANUARY 8, 2018

Steering Committee Mtg. #2
Stakeholder meetings, as necessary
Public Meeting #2



STEP 3: DECIDING

WEEK OF APRIL 16, 2018

Steering Committee Mtg. #3
Implementation partner meetings, as necessary
Public Meeting #3

OUR PROCESS



STEP 1: UNDERSTANDING

NOVEMBER 1-2, 2017

Tour(s)
Steering Committee Mtg. #1
Interviews & focus group meetings

PUBLIC MEETING #1

WE ARE HERE



STEP 2: TESTING IDEAS

WEEK OF JANUARY 8, 2018

Steering Committee Mtg. #2
Stakeholder meetings, as necessary
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STEP 3: DECIDING

WEEK OF APRIL 16, 2018

Steering Committee Mtg. #3
Implementation partner meetings, as necessary
Public Meeting #3

ABOUT THE PLAN

WHAT WE ARE TRYING TO ACCOMPLISH

Craft a vision that will provide an **investment strategy and decision-making framework** for 10th Street, aiming to transform part or all of the corridor into a vibrant connector that is accessible to all



SECTION 2

PHYSICAL ANALYSIS



REGIONAL LOCATOR

- Regional Highways
- 10th Street Corridor
- Jeffersonville



AERIAL BASE

STUDY AREA =

+/- 2,386 ACRES



Study Area Boundary



UNDERSTANDING SCALE

10+

BIG 4 PEDESTRIAN BRIDGES COULD
FIT ALONG THE CORRIDOR

 Big 4 Bridge Scale

 Street Network

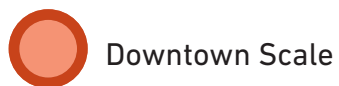
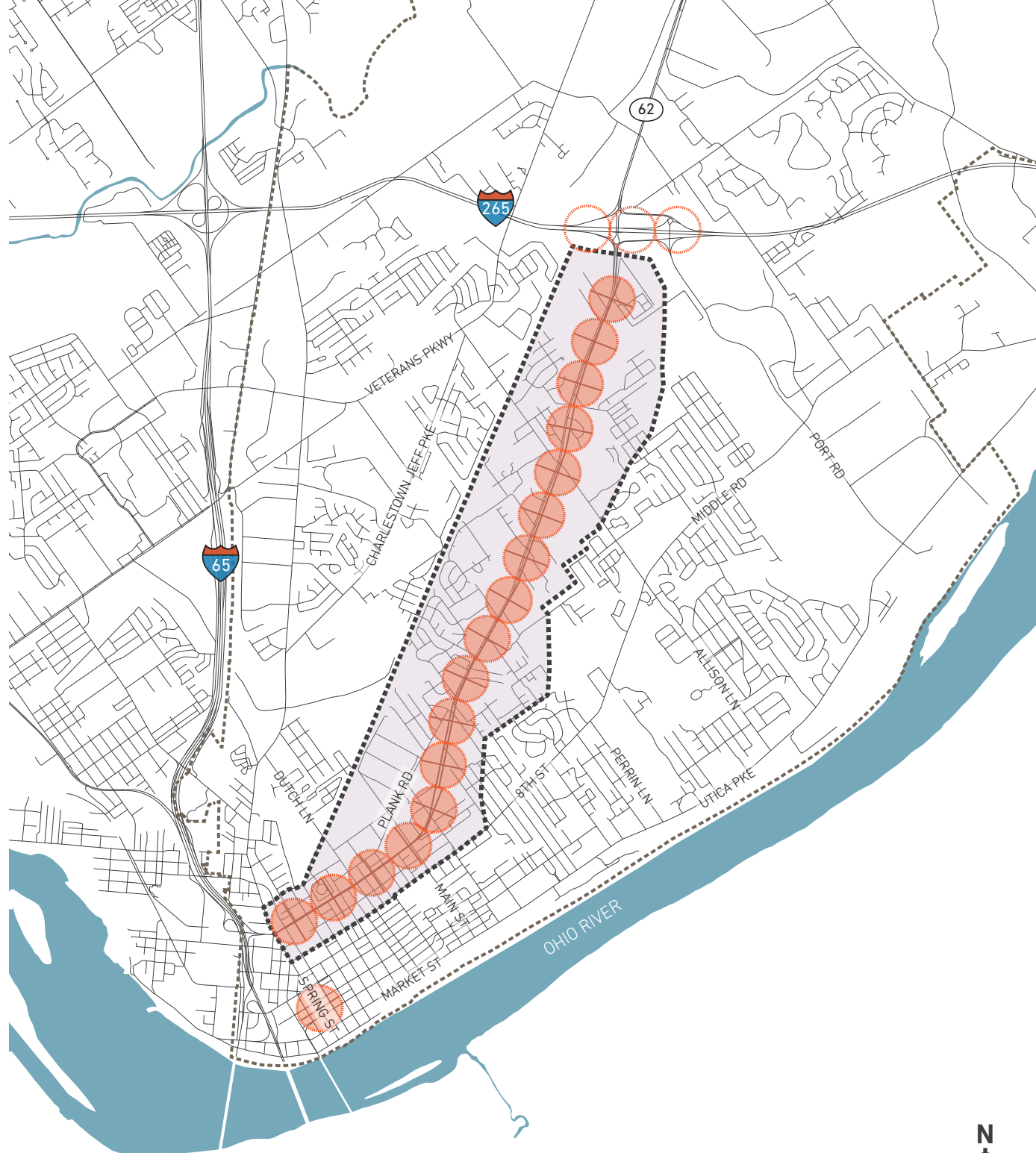
 River



UNDERSTANDING SCALE

17+

DOWNTOWN JEFFERSONVILLES
COULD FIT ALONG THE CORRIDOR

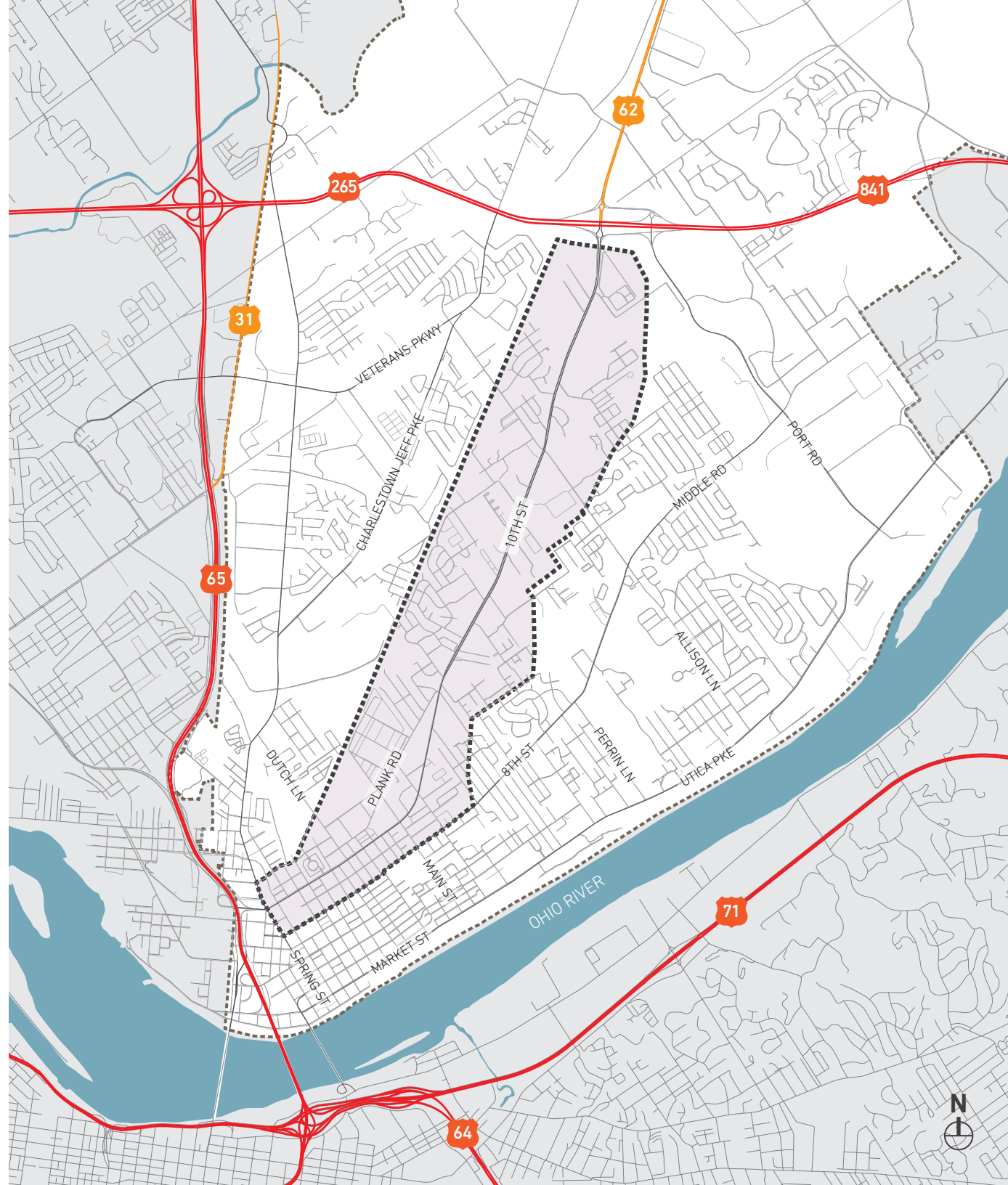


STREET NETWORK

59%

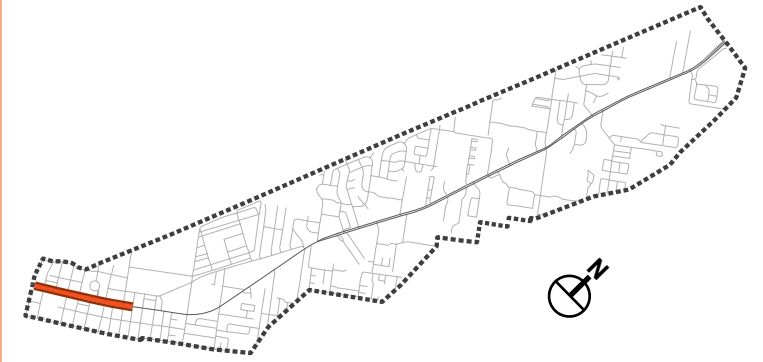
OF SURVEY RESPONDENTS SAY
TRAFFIC KEEPS THEM FROM
SPENDING MORE TIME ON THE
CORRIDOR

- Regional Highways
- Arterials
- Street Network
- River



WATT STREET - MECHANIC STREET

EXISTING CONDITIONS



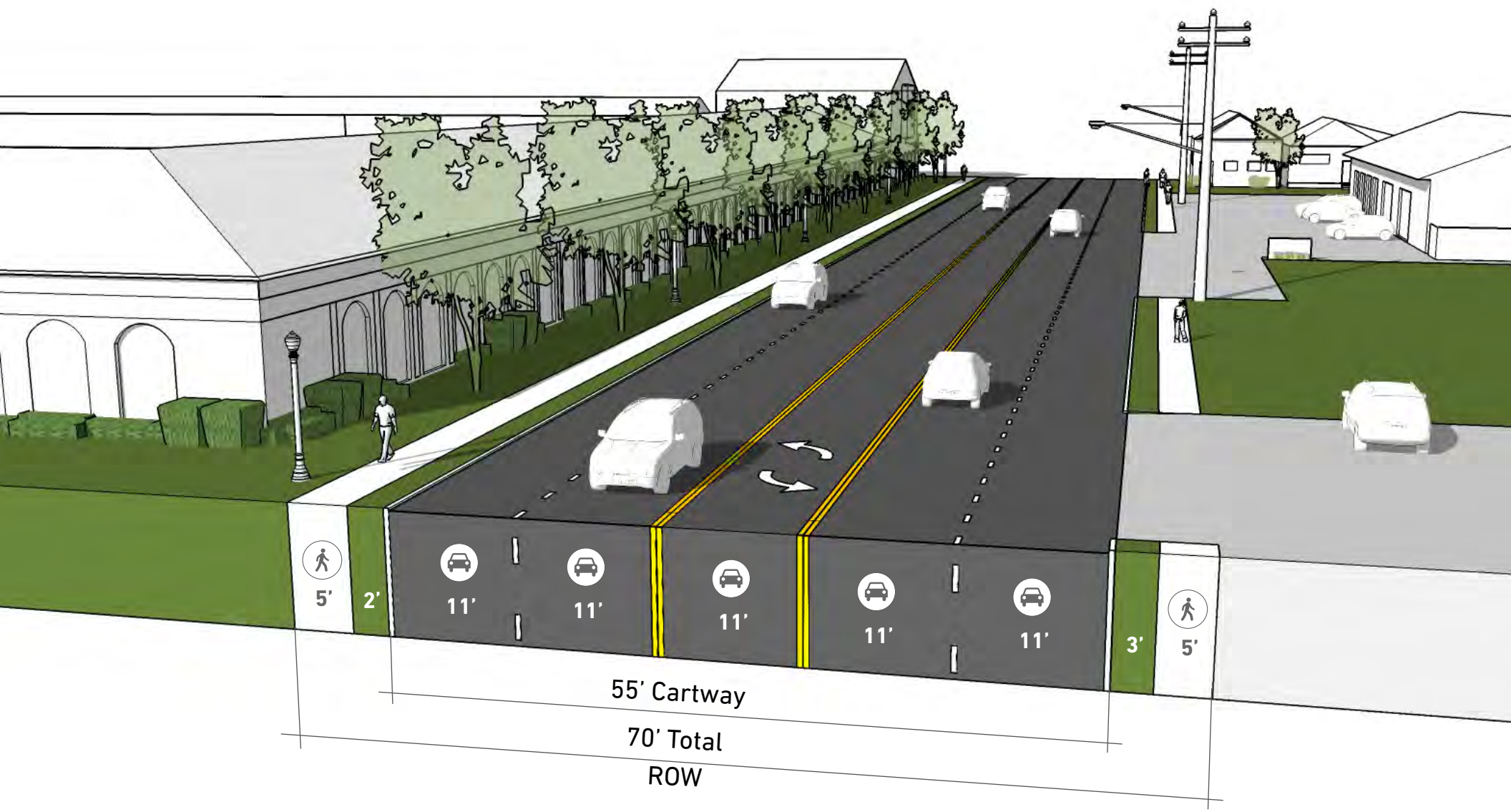
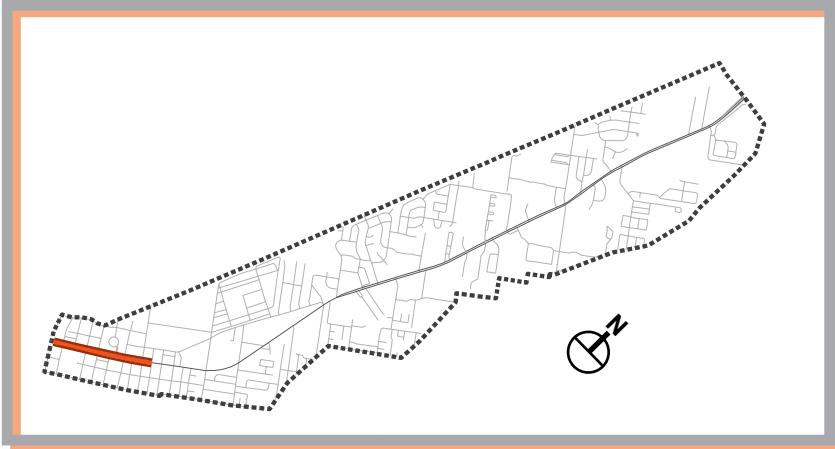
94%

OF SURVEY RESPONDENTS FEEL
THE NEED TO USE A CAR TO GET TO
DESTINATIONS ON 10TH STREET



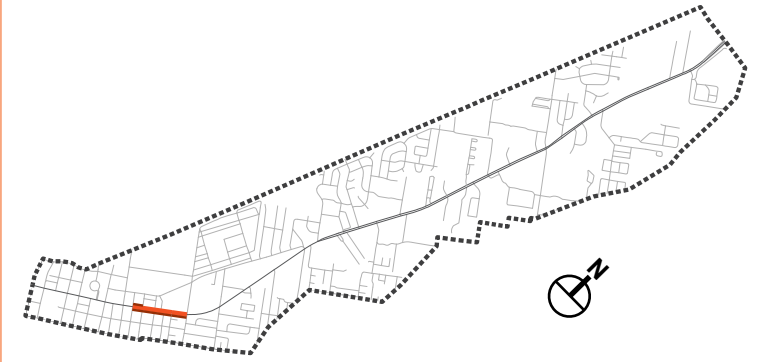
WATT STREET - MECHANIC STREET

STREET SECTION



PRATT STREET - FRENCH STREET

EXISTING CONDITIONS



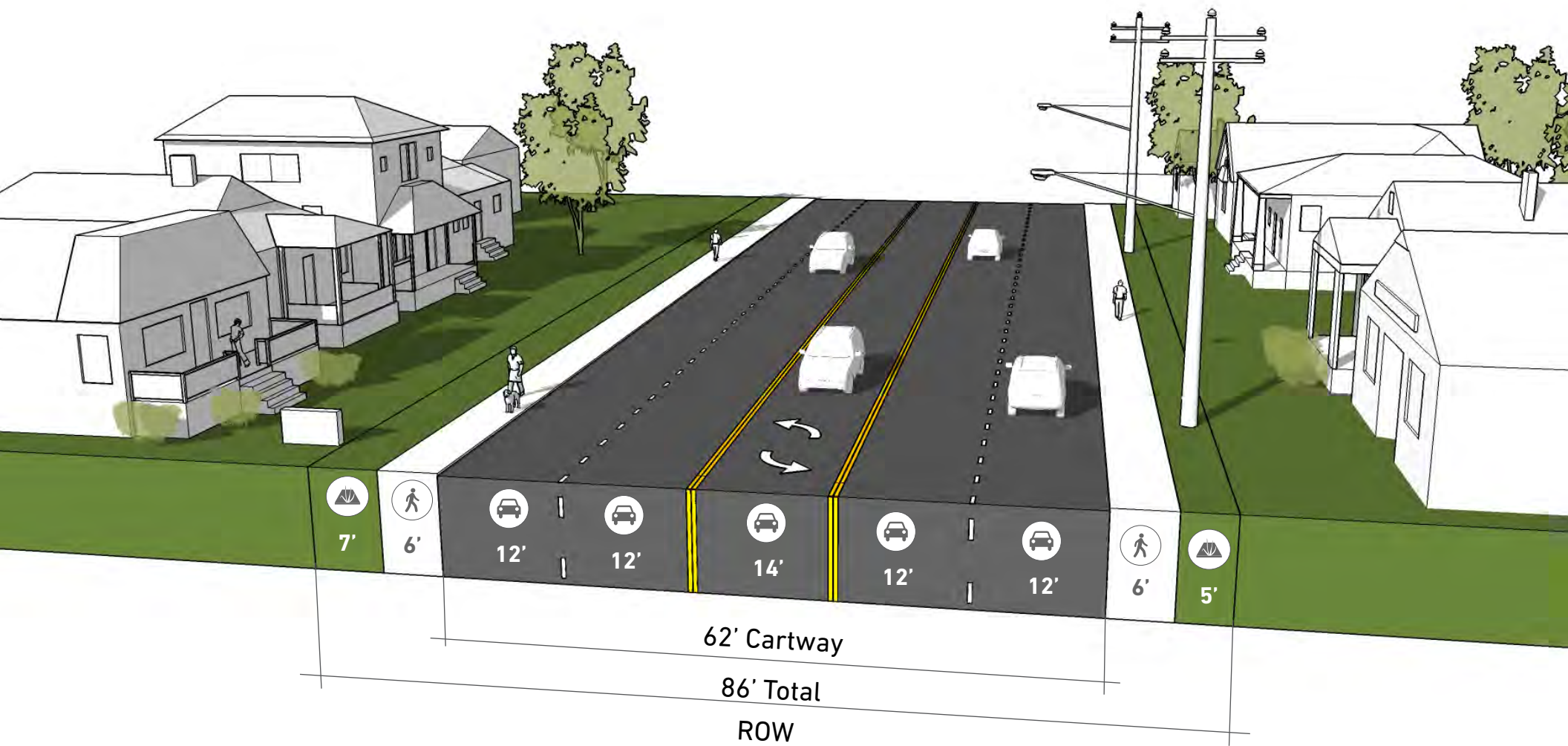
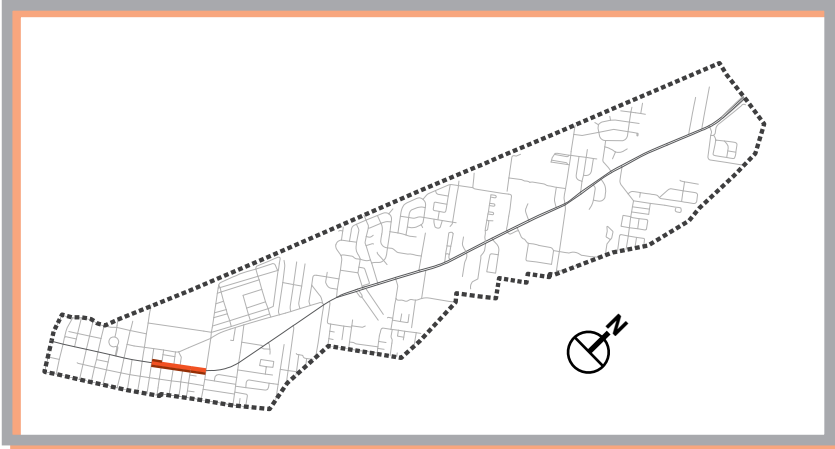
68%

OF SURVEY RESPONDENTS DO NOT
FEEL COMFORTABLE WALKING ALONG
10TH STREET



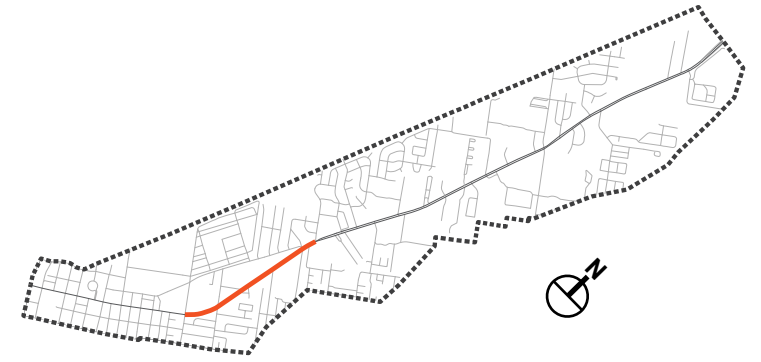
PRATT STREET - FRENCH STREET

STREET SECTION



NACHAND LANE - SHARON DRIVE

EXISTING CONDITIONS



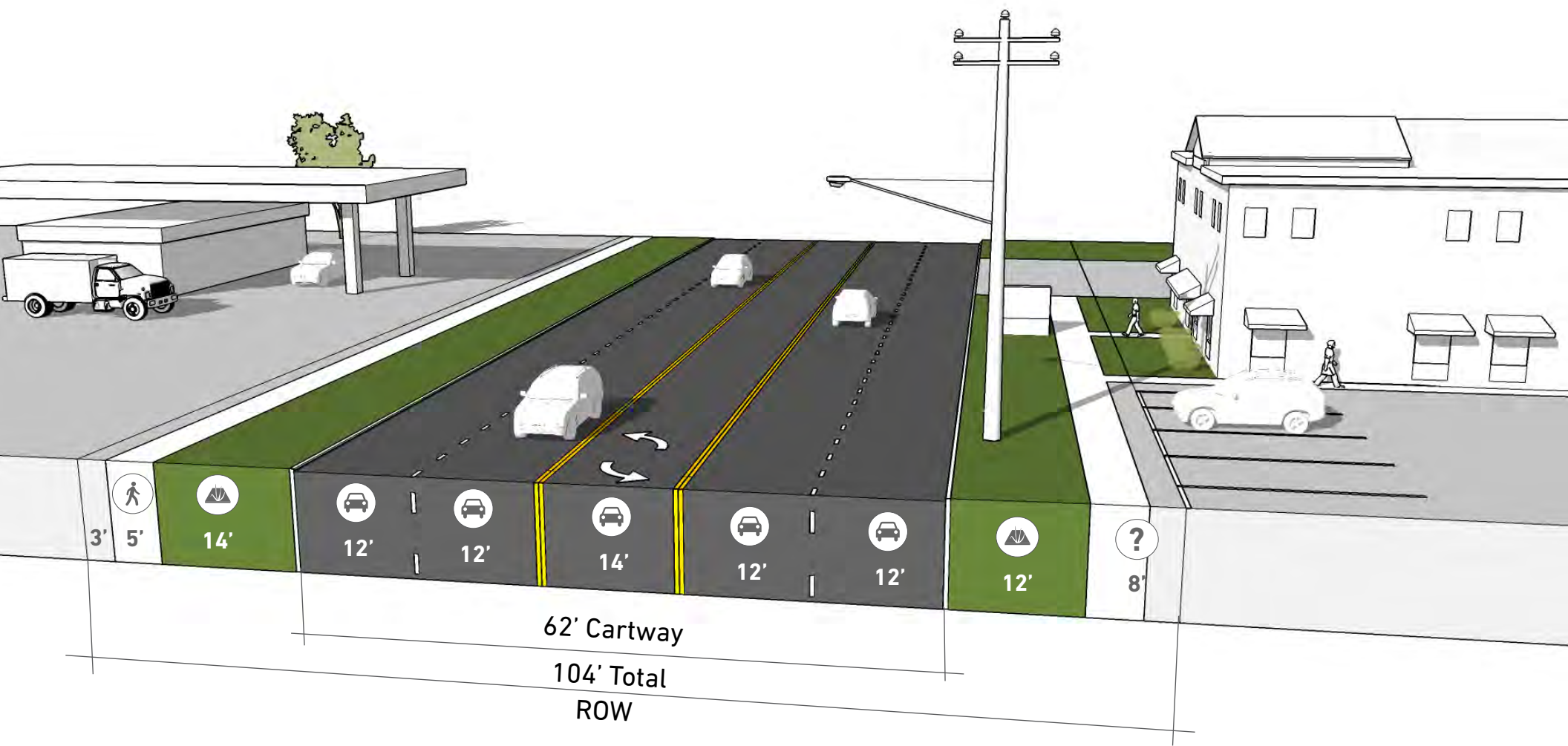
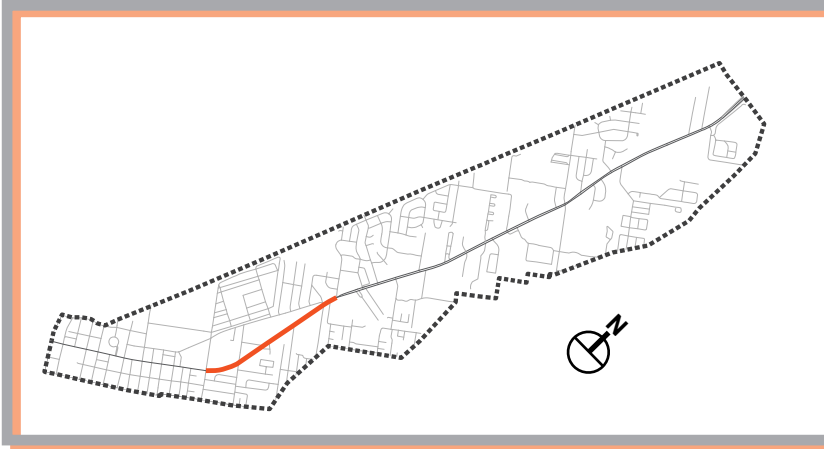
80%

OF SURVEY RESPONDENTS DO
NOT FEEL COMFORTABLE RIDING A
BICYCLE ALONG 10TH STREET



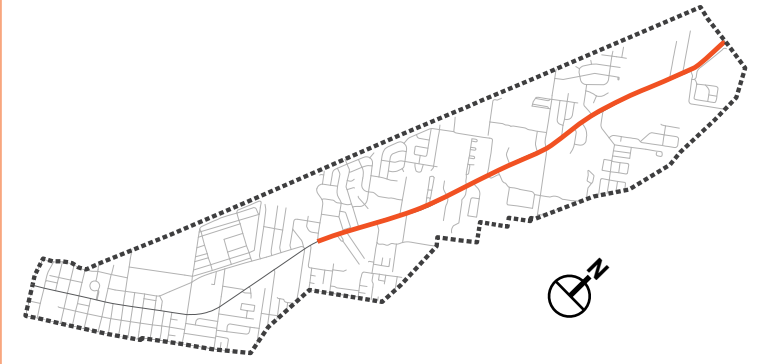
NACHAND LANE - SHARON DRIVE

STREET SECTION



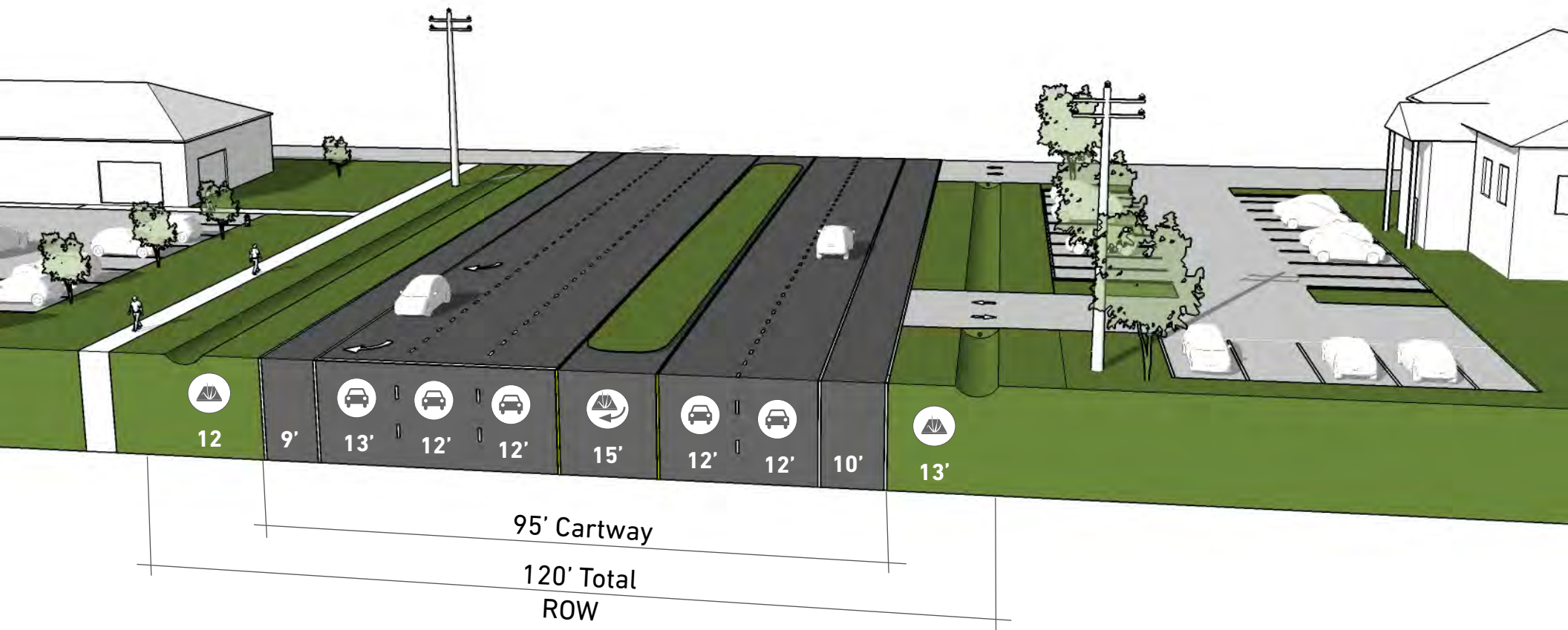
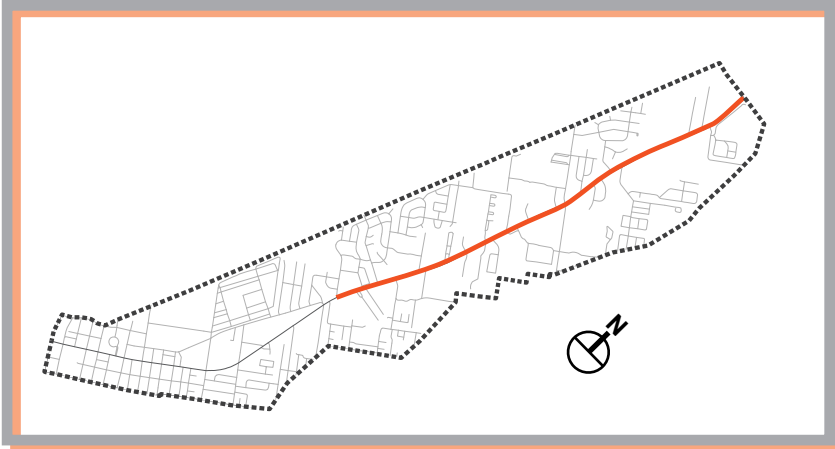
THOMPSON LANE - ALLISON LANE

EXISTING CONDITIONS



THOMPSON LANE - ALLISON LANE

STREET SECTION



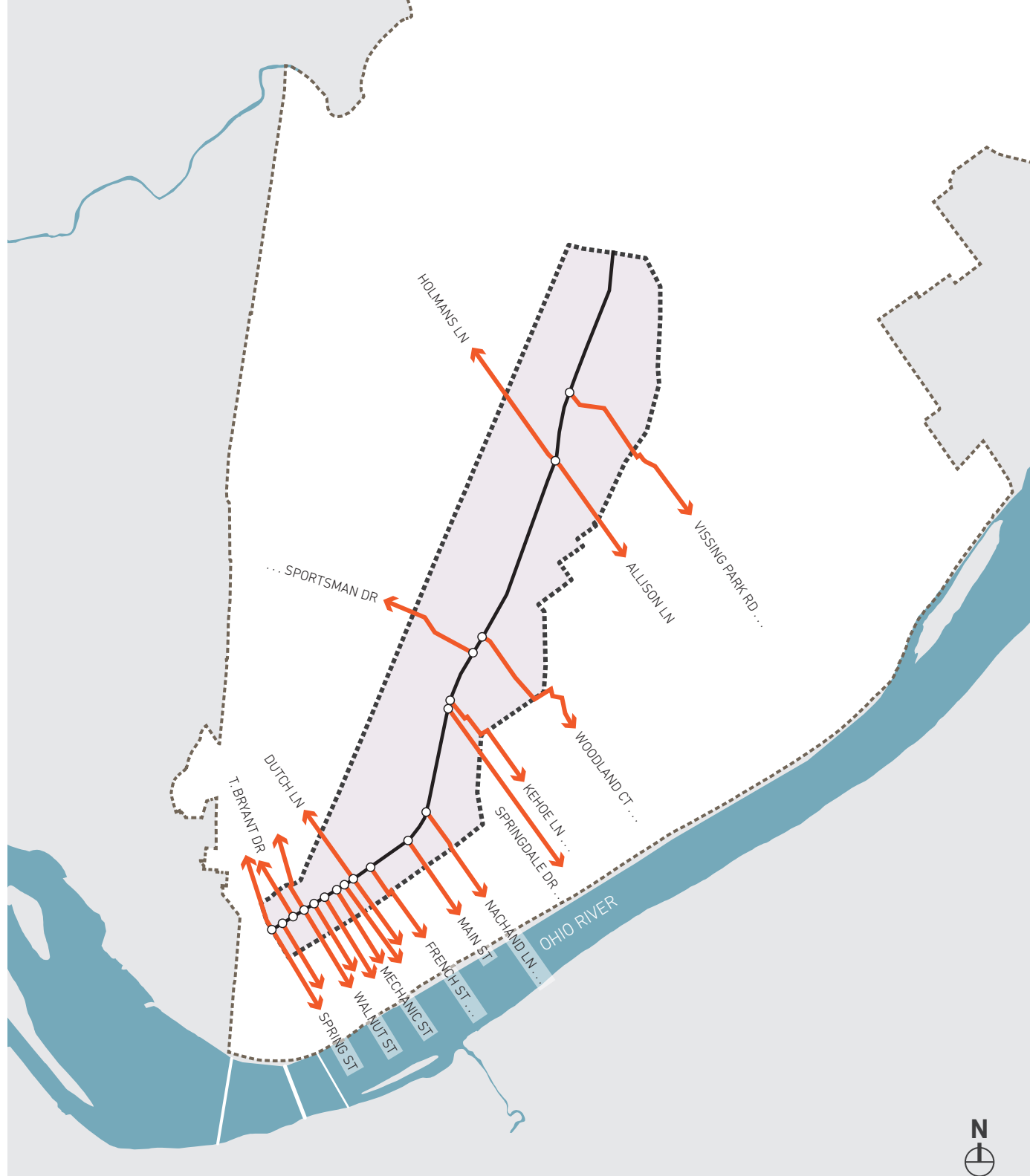
CONNECTIVITY

AWAY FROM CORRIDOR

← Roads connecting out of corridor

— 10th Street

■ River



CONNECTIVITY

BETWEEN ARTERIALS

REGARDLESS OF TRANSPORTATION MODE,
DO YOU TEND TO AVOID 10TH STREET?

Sometimes **53%**

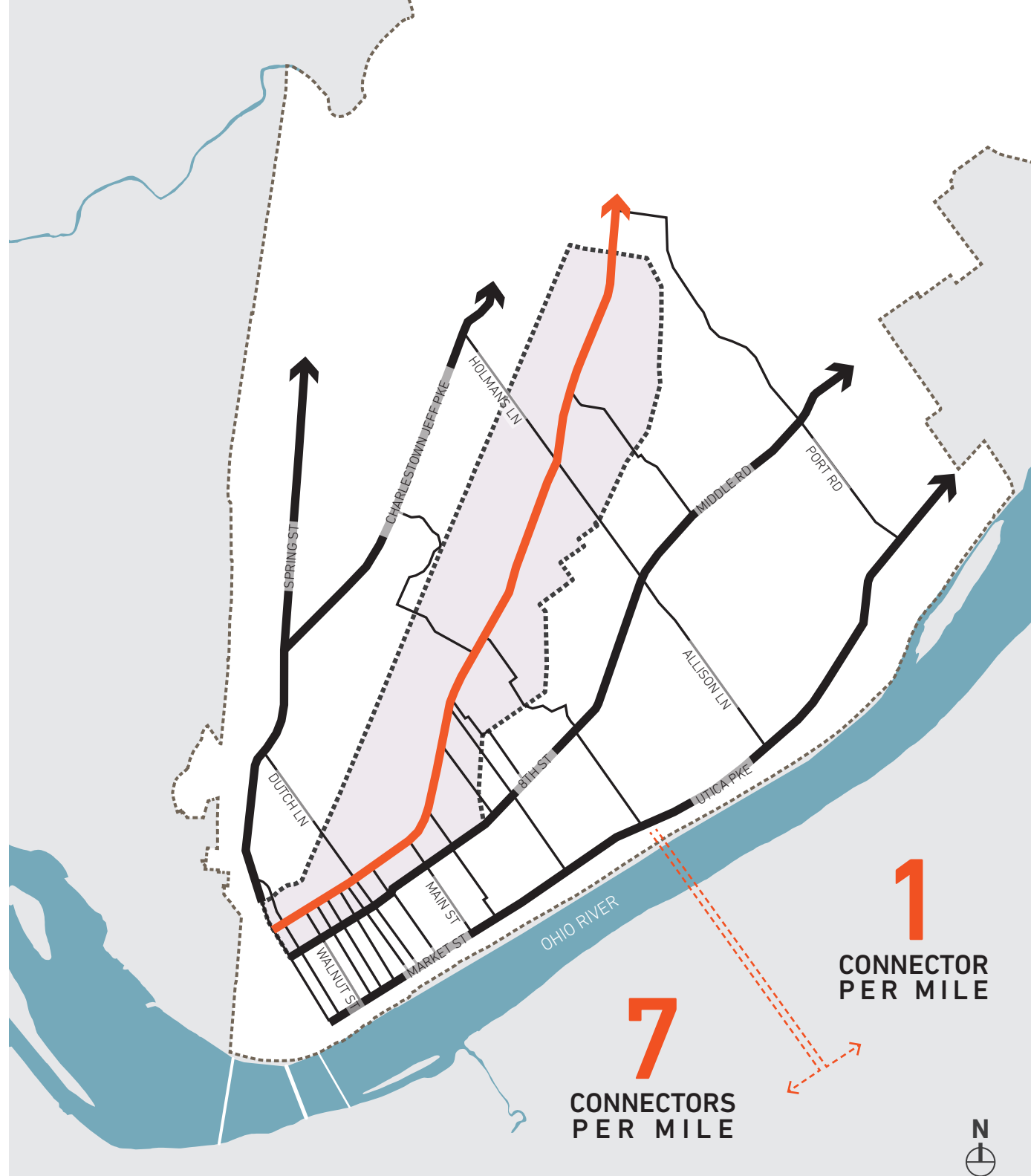
Yes **25%**

No **22%**

 10th Street Corridor

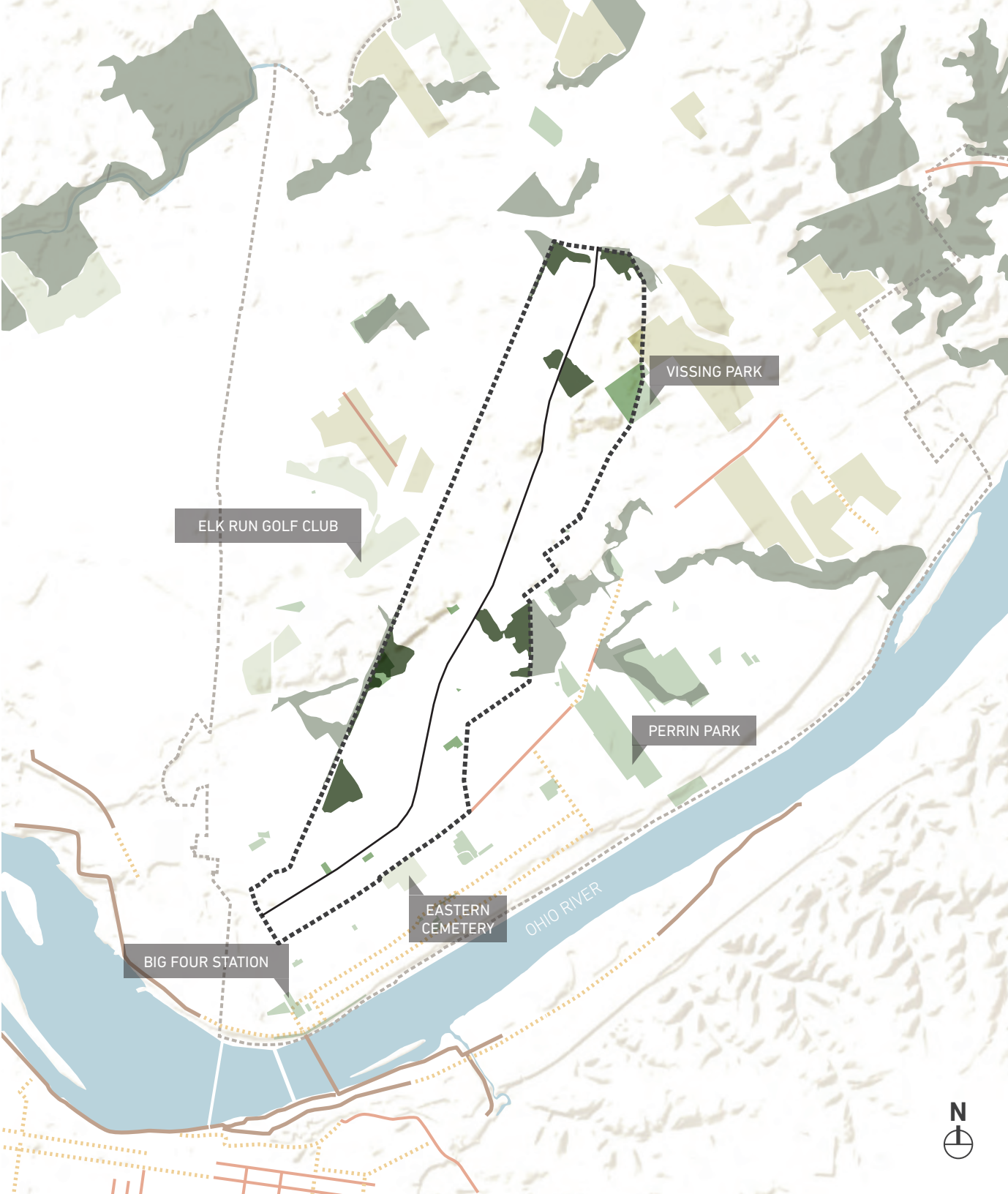
 Connections between Corridors

 River



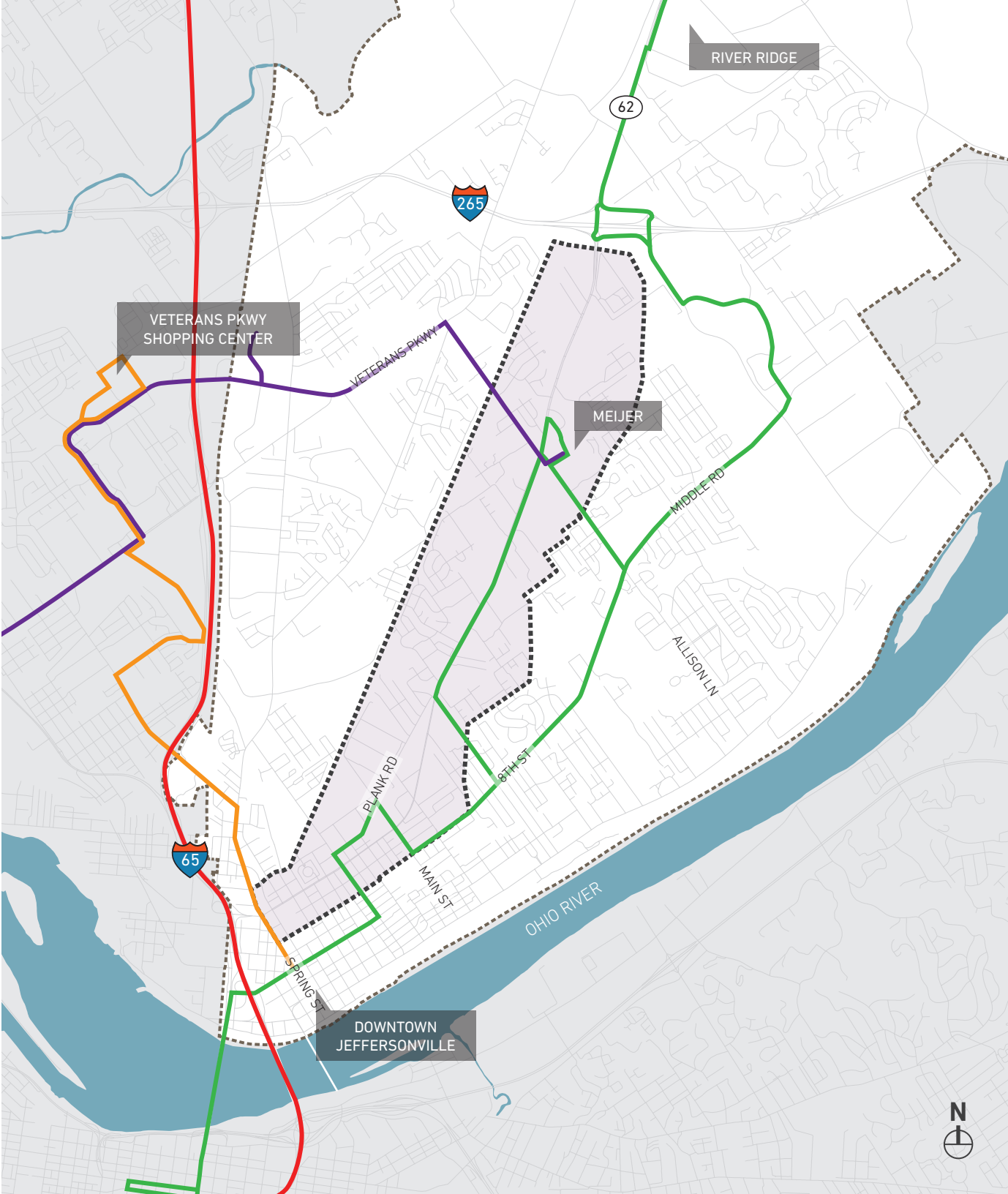
GREEN NETWORK

- Study Area
- City of Jeffersonville
- Trail
- Dedicated Lane
- Shared Lane
- Parks
- Woodland Areas
- Farm Land
- Golf Course/Cemetery



TRANSIT MAP

- Study Area
- City of Jeffersonville
- Route 65X
- Route 71
- Route 72
- Route 82
- River

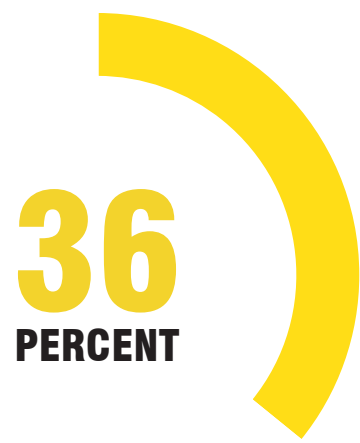


DEVELOPMENT PATTERNS

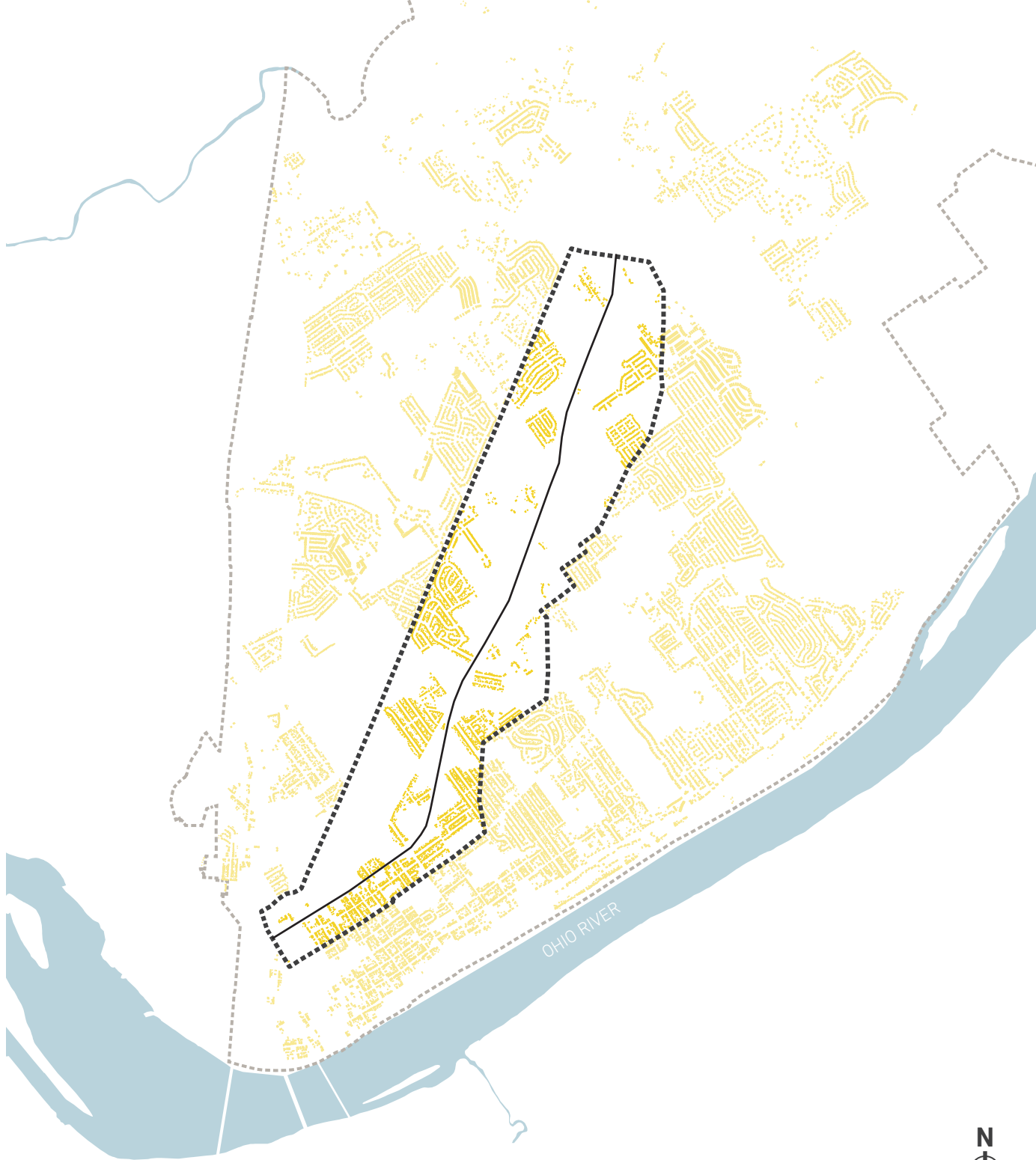
- Study Area
- City of Jeffersonville
- River
- Building



LAND USE SINGLE FAMILY



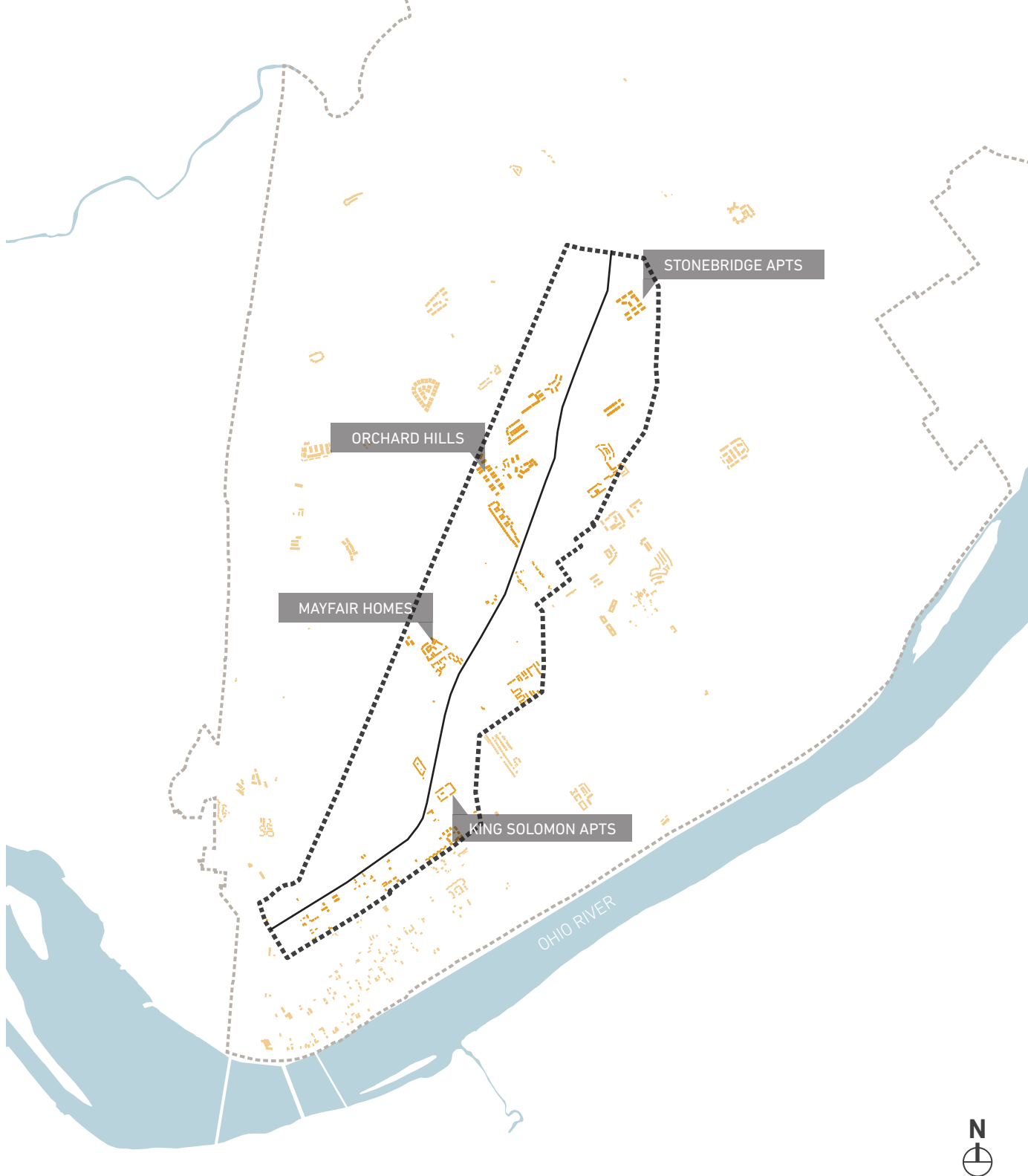
- Study Area
- City of Jeffersonville
- River
- Single-Family Home



LAND USE MULTI-FAMILY



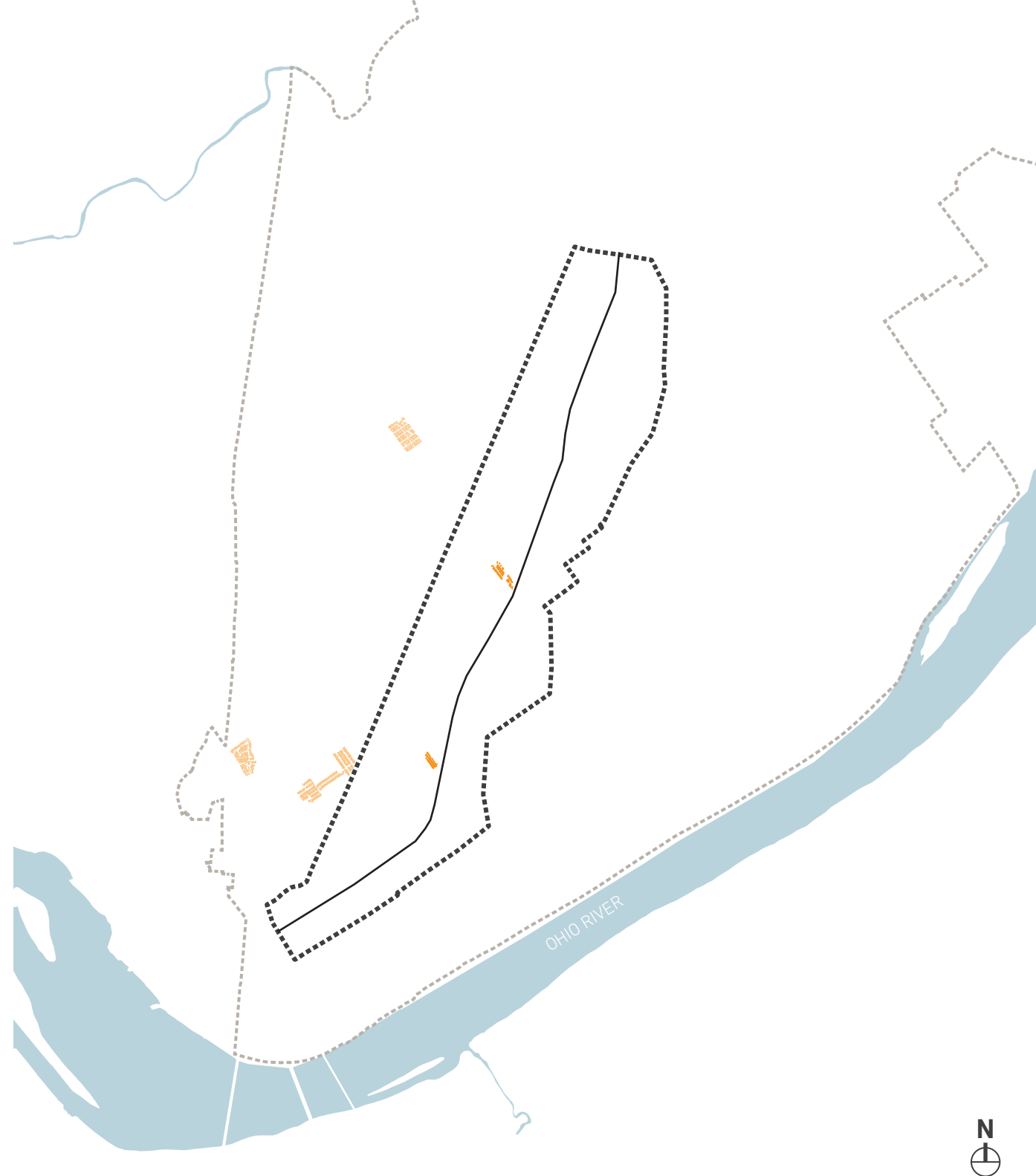
- Study Area
- City of Jeffersonville
- River
- Multi-Family Home



LAND USE MOBILE HOME



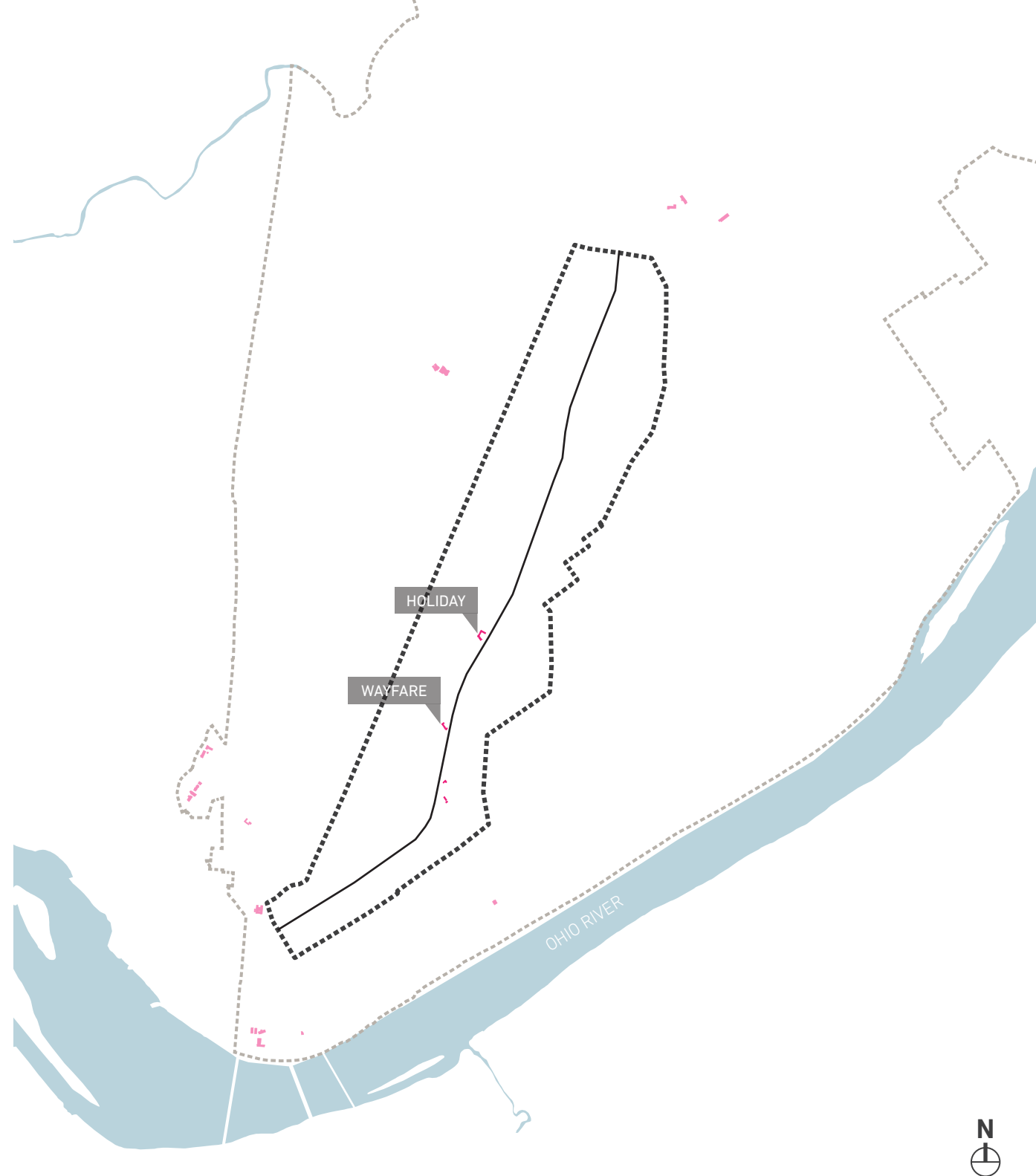
- Study Area
- City of Jeffersonville
- River
- Mobile Home



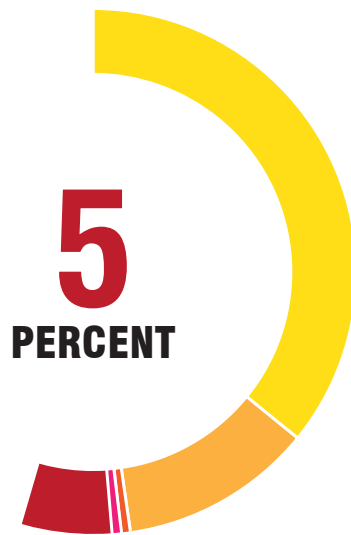
LAND USE MOTEL



- Study Area
- City of Jeffersonville
- River
- Motel

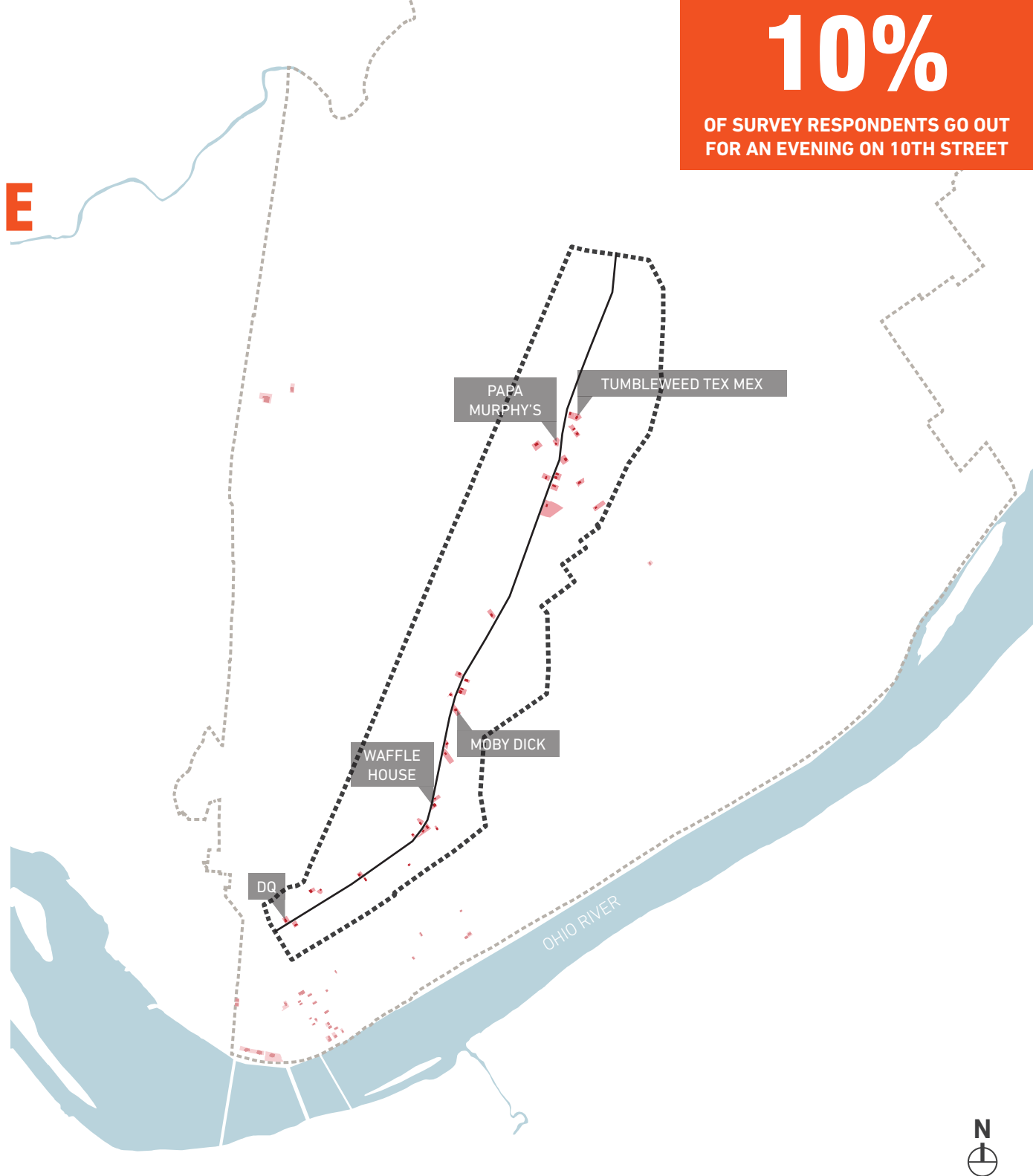


LAND USE FOOD & BEVERAGE

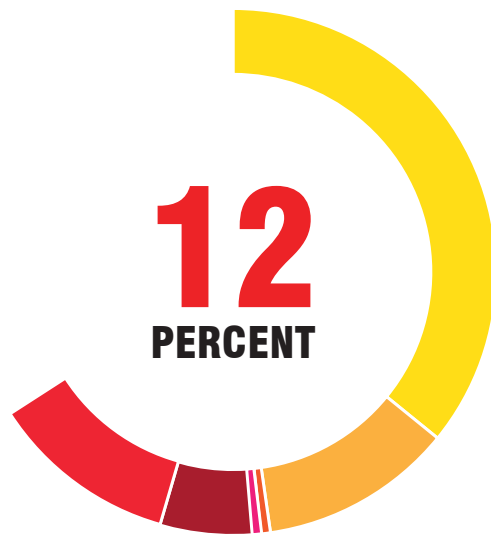


10%
OF SURVEY RESPONDENTS GO OUT
FOR AN EVENING ON 10TH STREET

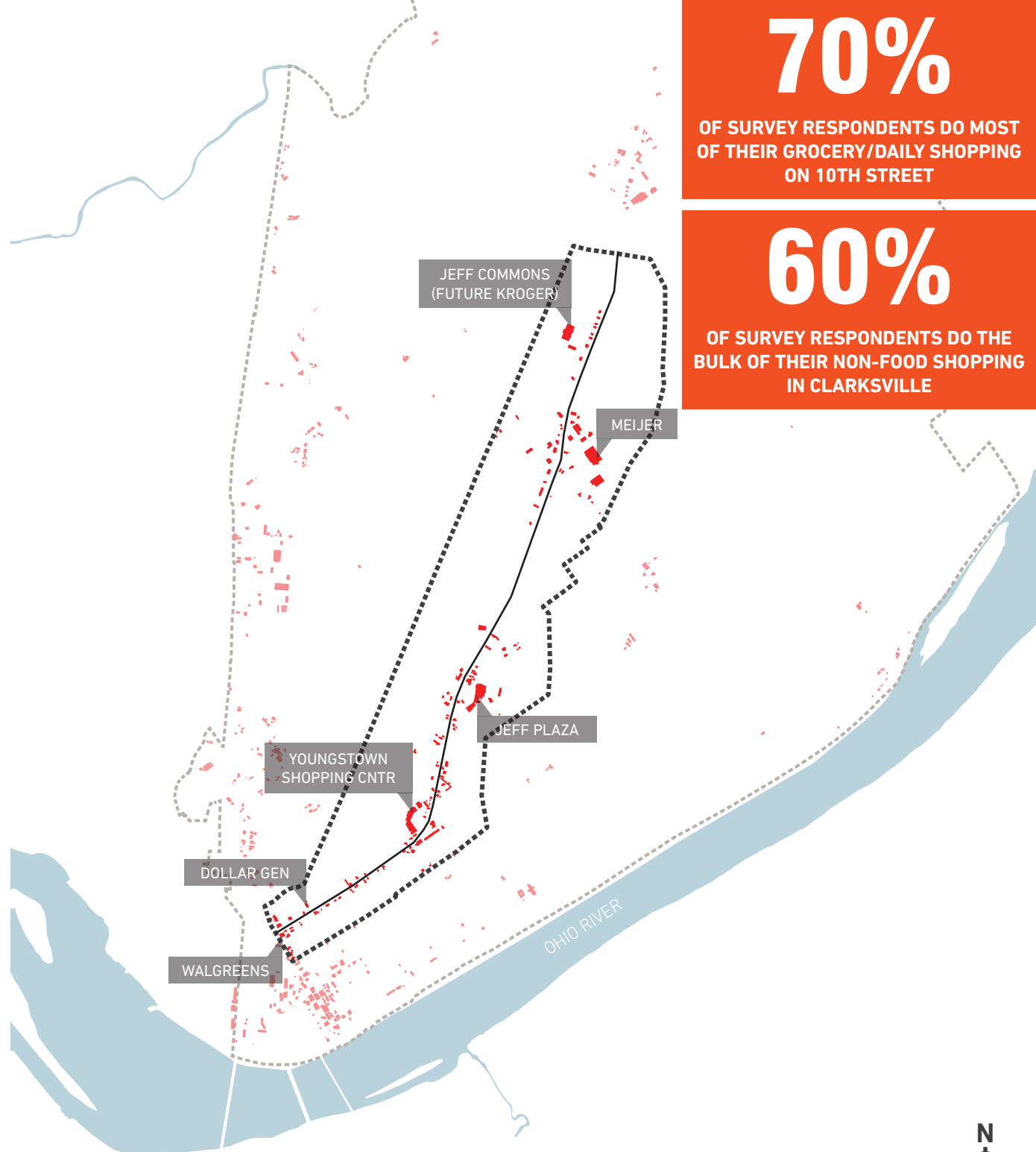
- Study Area
- City of Jeffersonville
- River
- Food & Beverage Building
- Food & Beverage Parcel



LAND USE RETAIL



- Study Area
- City of Jeffersonville
- River
- Retail Building



70%

OF SURVEY RESPONDENTS DO MOST
OF THEIR GROCERY/DAILY SHOPPING
ON 10TH STREET

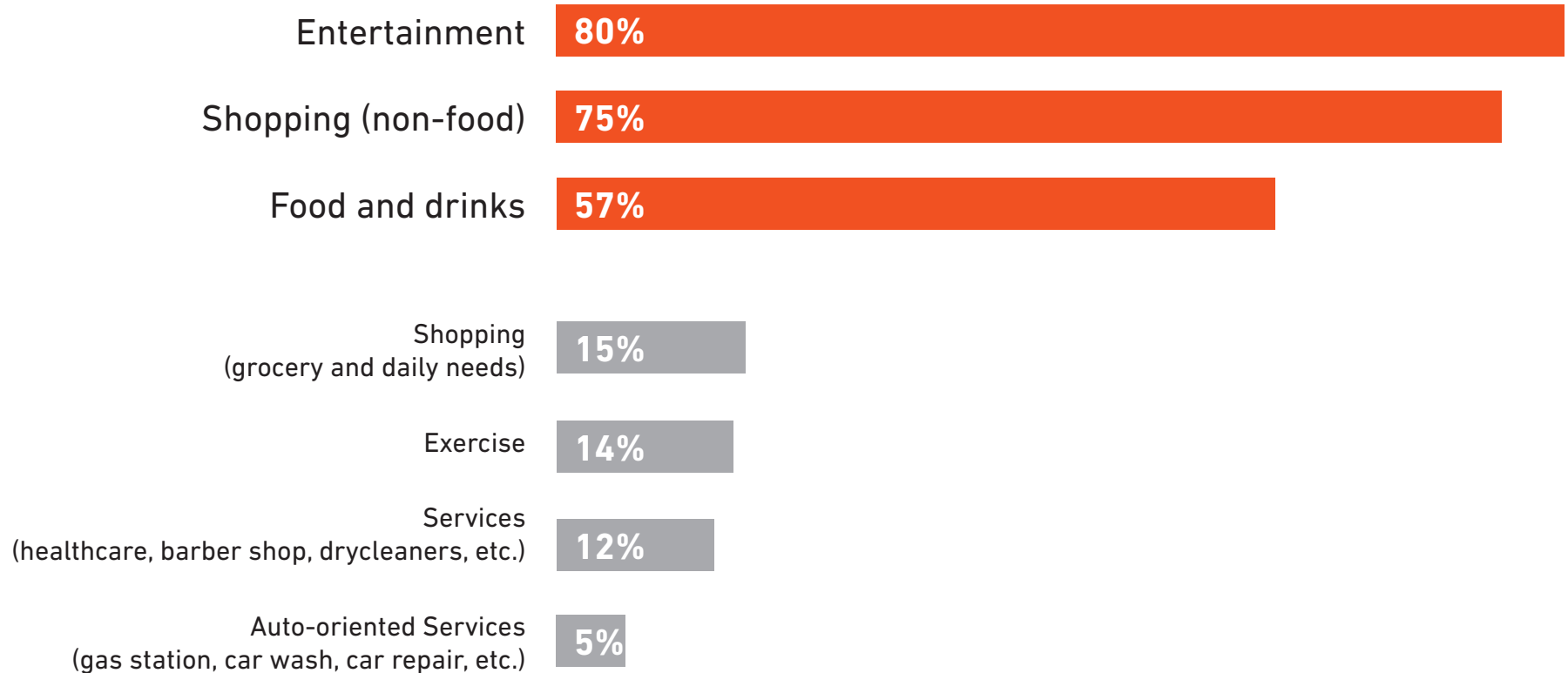
60%

OF SURVEY RESPONDENTS DO THE
BULK OF THEIR NON-FOOD SHOPPING
IN CLARKSVILLE

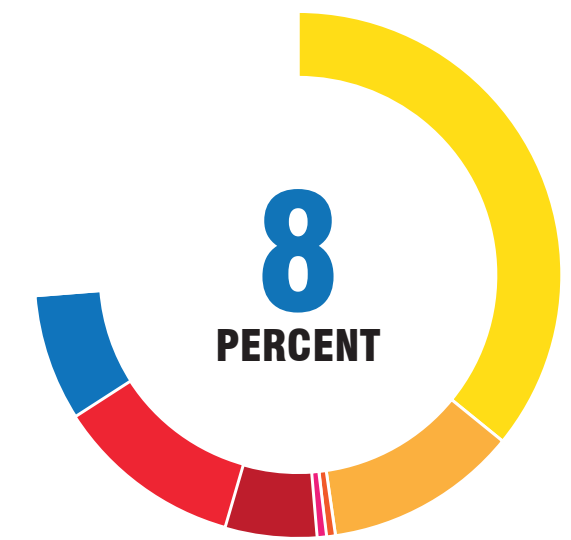


ONLINE SURVEY

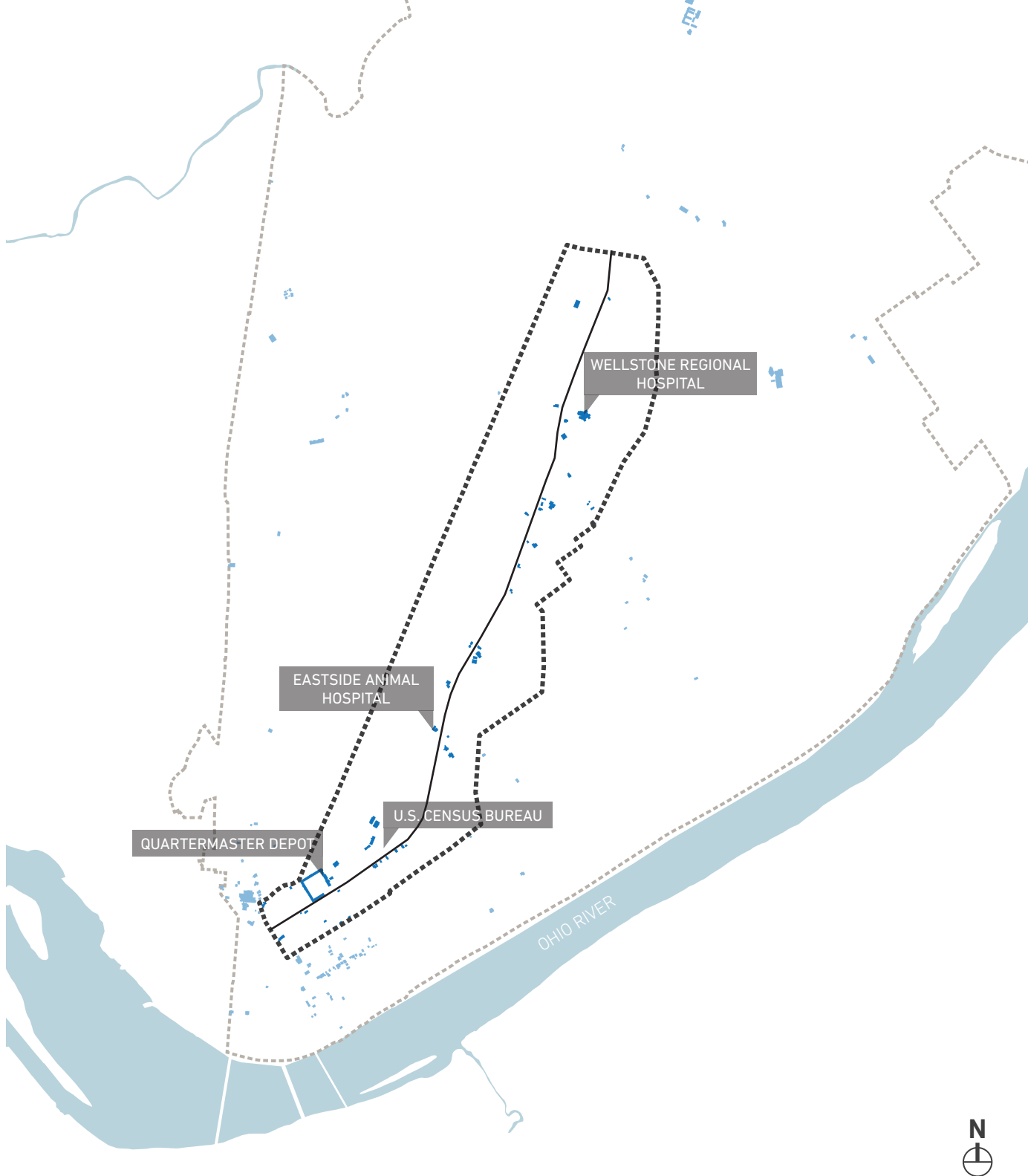
WE ASKED: WHAT SERVICES OR AMENITIES ARE MISSING ON THE 10TH STREET CORRIDOR?



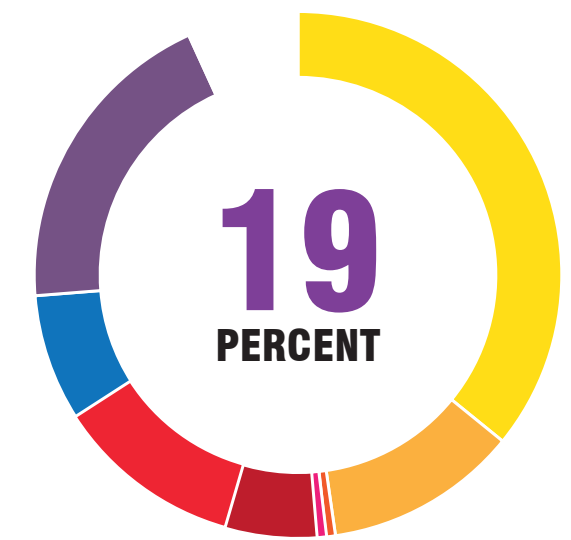
LAND USE OFFICE



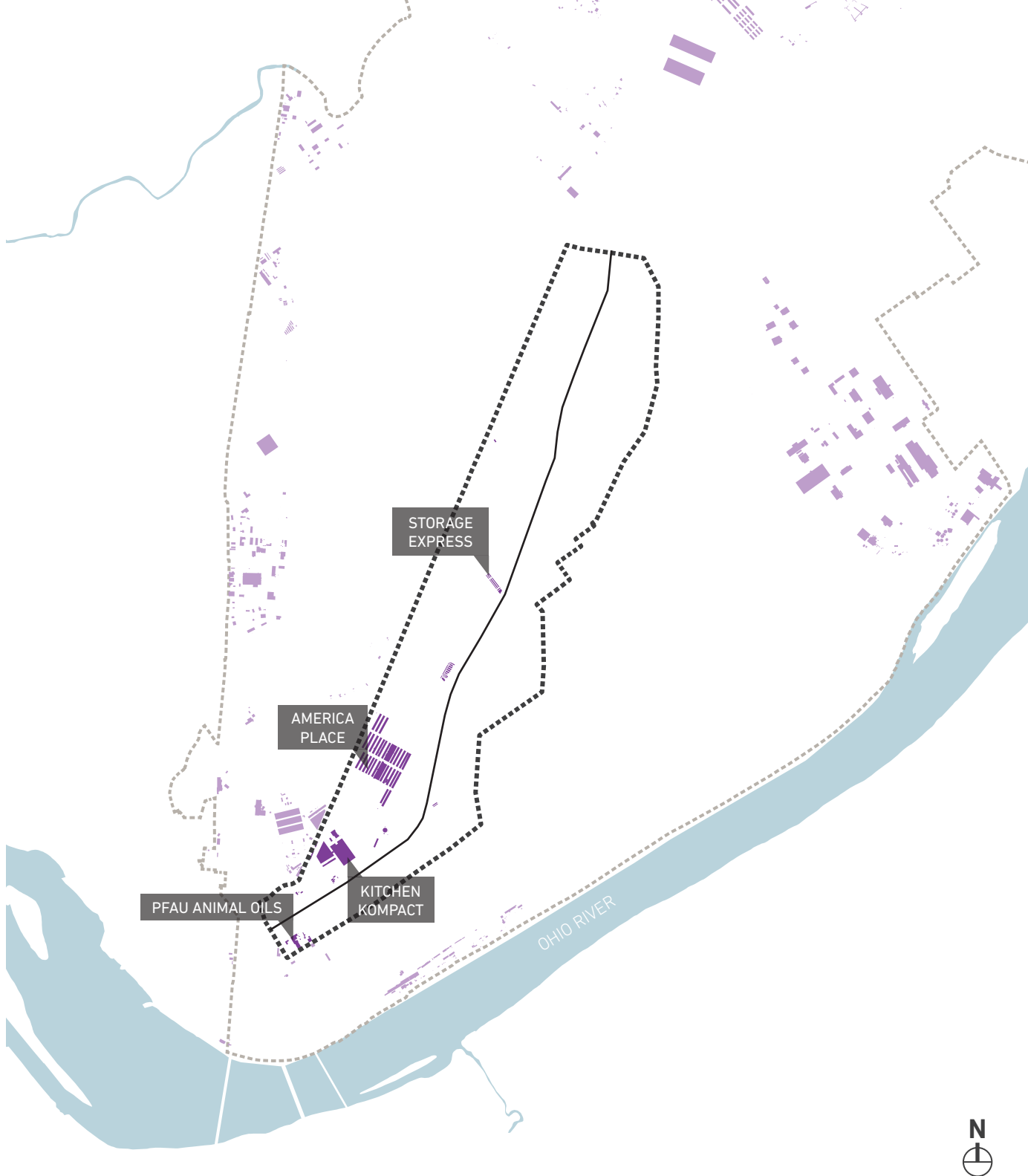
- Study Area
- City of Jeffersonville
- River
- Office Building



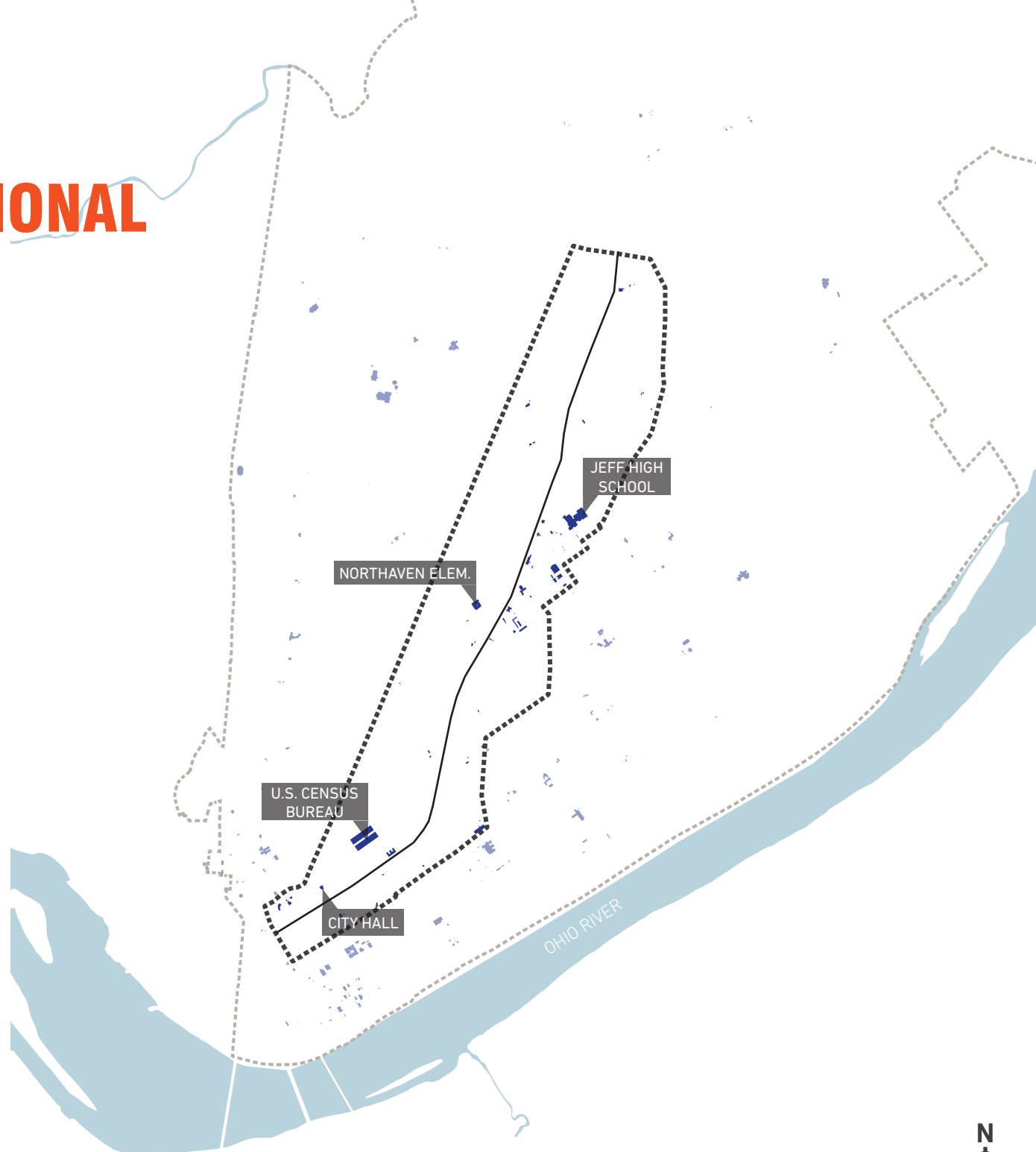
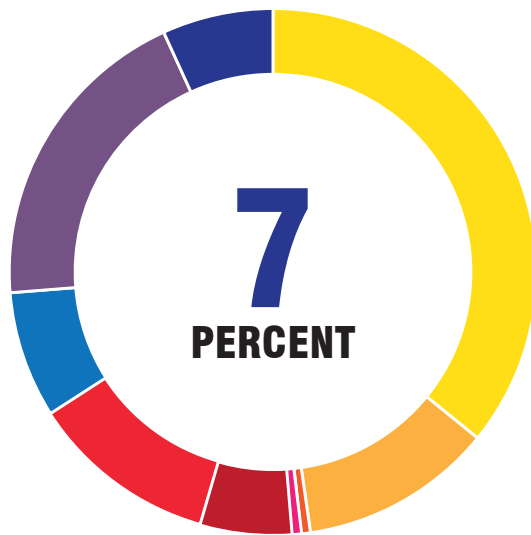
LAND USE INDUSTRIAL



- Study Area
- City of Jeffersonville
- River
- Industrial Building



LAND USE PUBLIC/INSTITUTIONAL



LAND USE VACANCY

WHAT KEEPS YOU FROM
SPENDING MORE TIME ON 10TH STREET?

Empty Buildings
and Lots **55%**

Not welcoming or
inclusive **31%**

Lack of other people
or community events **30%**

..... Study Area

..... City of Jeffersonville

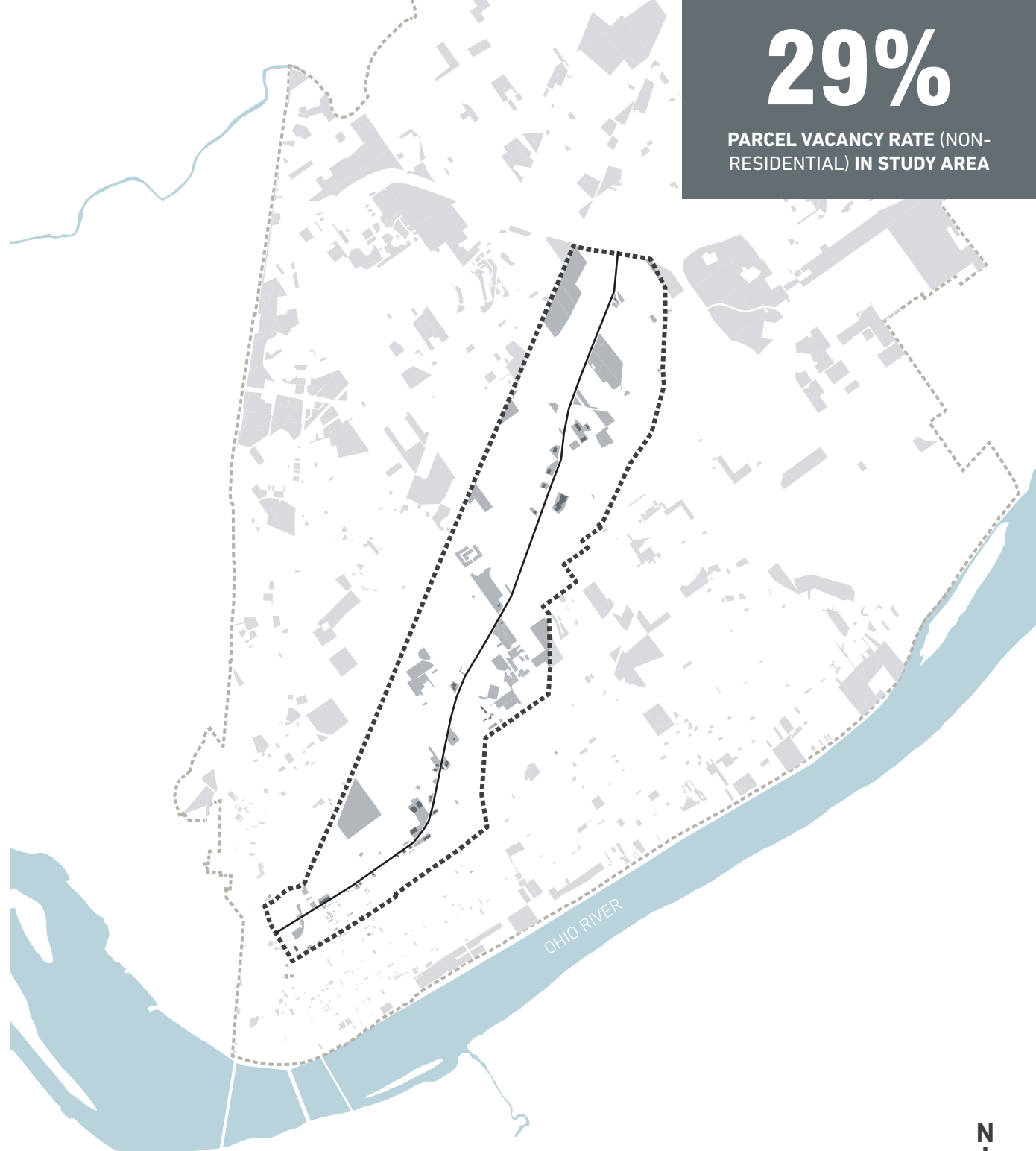
■ River

■ Vacant Building

■ Vacant Lot

29%

PARCEL VACANCY RATE (NON-
RESIDENTIAL) IN STUDY AREA



ONLINE SURVEY

DESCRIBE THE CORRIDOR IN 3 WORDS



SECTION 3

MARKET ANALYSIS

① BACKGROUND

② RESIDENTIAL

③ RETAIL

④ OFFICE

⑤ SUMMARY

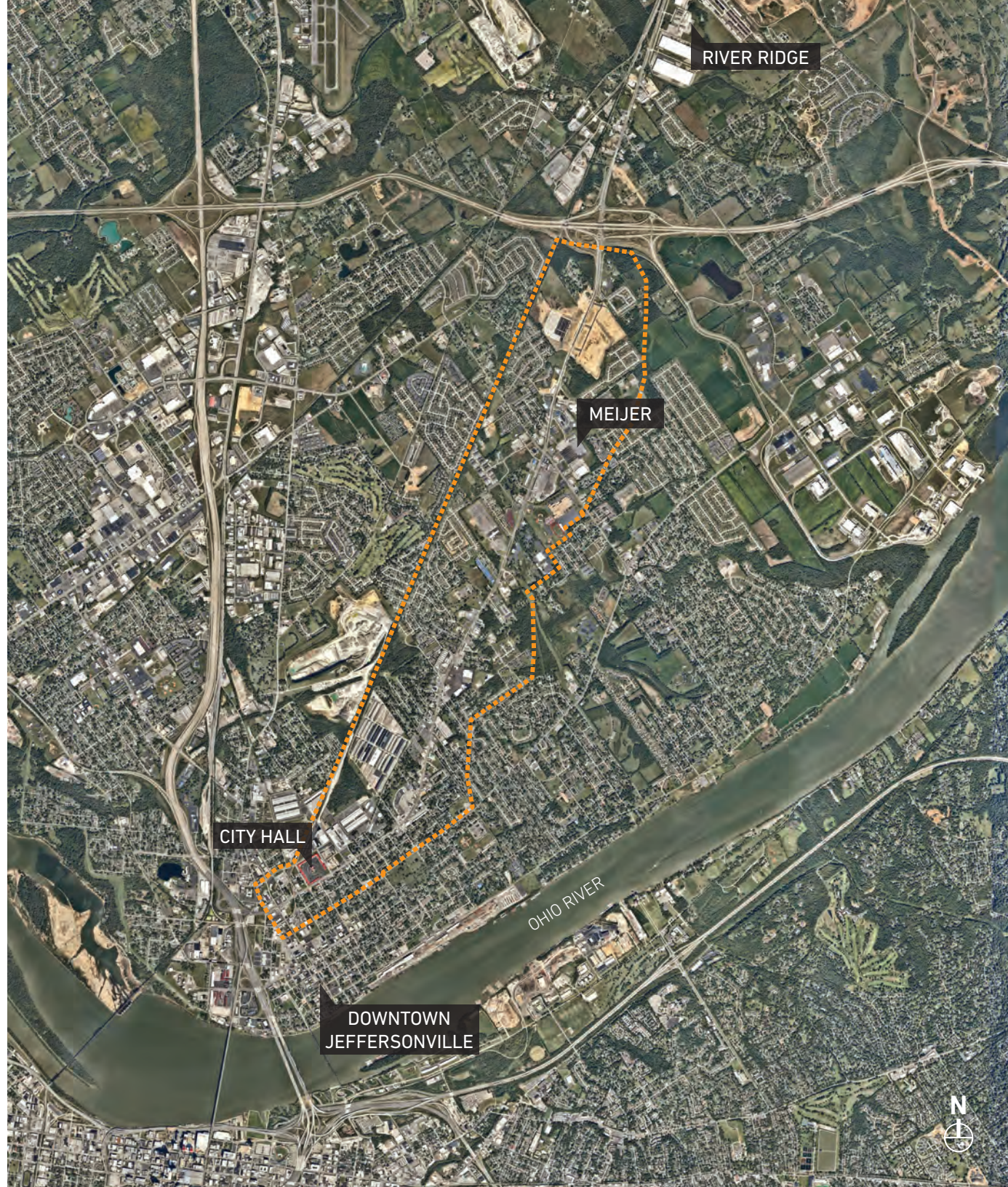


STUDY AREA

STUDY AREA =

+/- 2,386 ACRES

The study area consists of the 10th Street corridor stretching from I-65, just north of downtown, east to I-265, just west of River Ridge. Adjacent and nearby parcels are included.



PEER CITY COMPARISONS

SELECTED DEMOGRAPHICS



Jeffersonville



Louisville



Clarksville



New Albany



Sellersburg

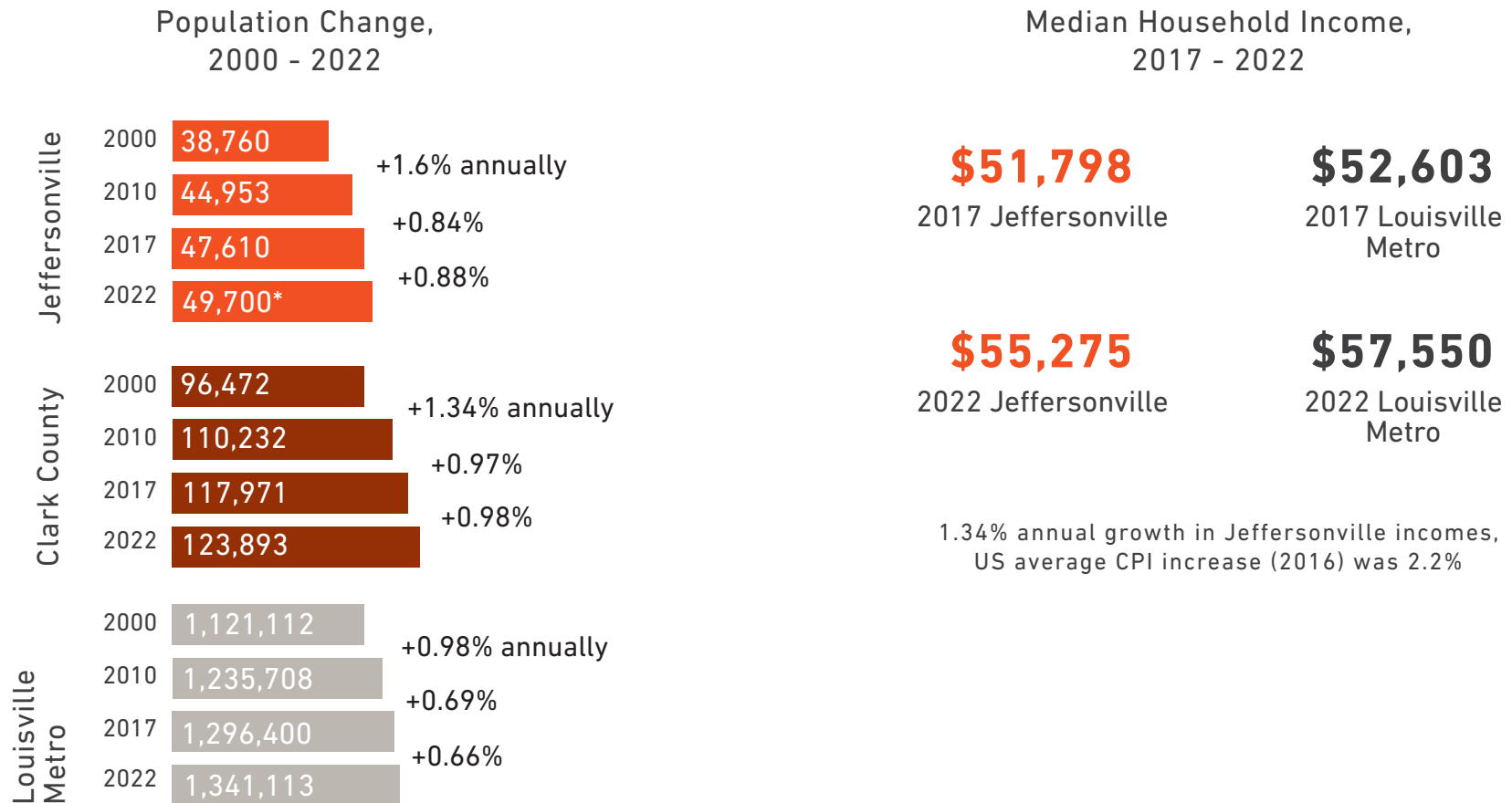
| | | | | | |
|---|------------------|-----------|-----------|-----------|-----------|
| Population (2017) | 44,953 | 769,866 | 22,653 | 37,838 | 7,886 |
| Median Household Income (2017) | \$51,798 | \$50,959 | \$41,071 | \$39,678 | \$56,502 |
| Average HH Size (2017) | 2.38 | 2.36 | 2.34 | 2.29 | 2.58 |
| Median Home Value (2017) | \$134,022 | \$164,590 | \$118,373 | \$121,304 | \$152,536 |
| Median Age (2017) | 38.8 | 39.1 | 38.3 | 38.6 | 39.6 |
| % with Bachelor's Degree or Higher (2017) | 22% | 33% | 20% | 19% | 24% |

source: Esri

images courtesy of: architect.com, flickr.com, New Albany, Ivy Tech

DEMOGRAPHIC TRENDS

The City of Jeffersonville continues to attract new households, with incomes also expected to increase. These projections, however, don't take into account a significant boost from River Ridge.



source: Esri, Bureau of Labor Statistics

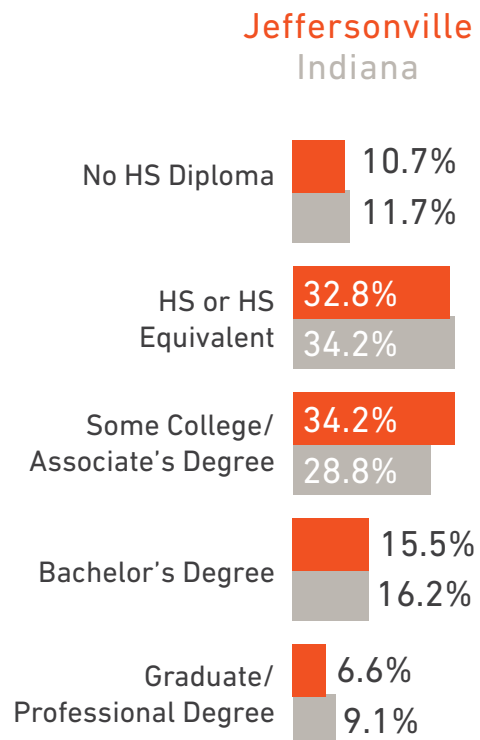
note: Some growth is due to annexations. All incomes expressed in current dollars.

*Unadjusted from this analysis

DEMOGRAPHIC TRENDS

Jeffersonville households tend to be smaller, with a greater share of adults with some college or an associates degree.

Educational Attainment, 2017



Average Household Size

2.38
2017 Jeffersonville

2.45
2017 Louisville
Metro

Share of 1- and 2-Person Households

67.4%
2017 Jeffersonville

62.2%
2017 Louisville
Metro

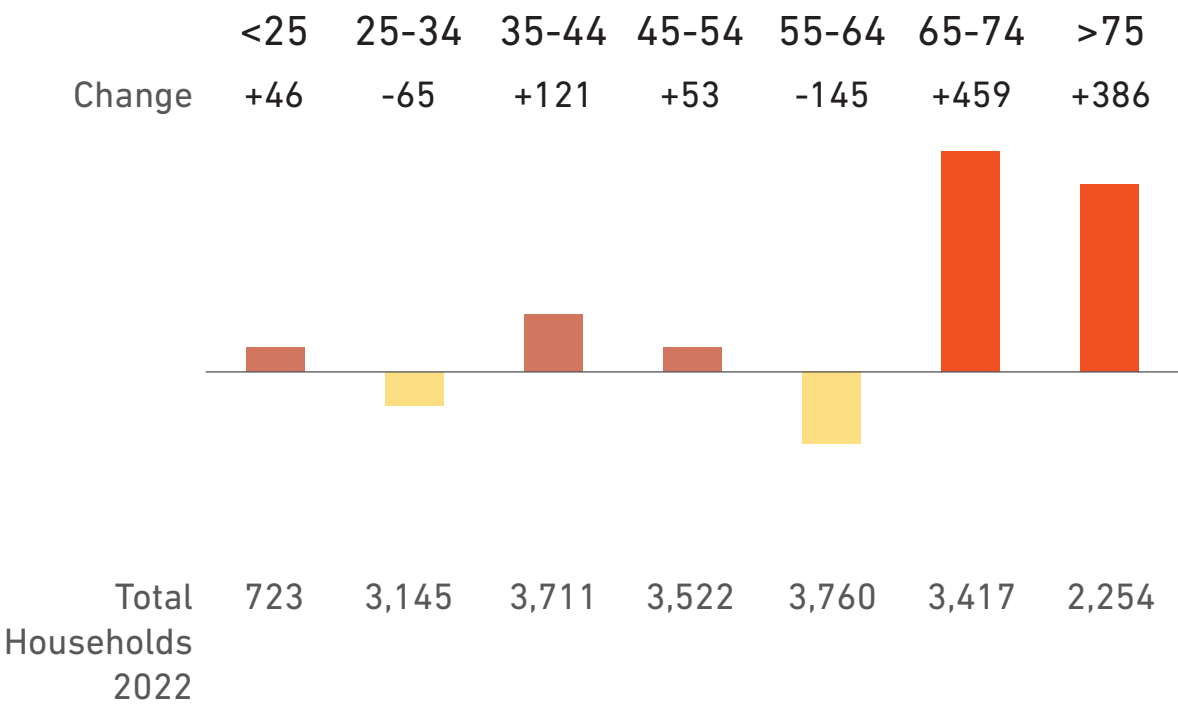
RESIDENTIAL

SUPPLY AND DEMAND

HOUSING DEMAND

Over the next five years, as Baby Boomers continue to retire, Jeffersonville’s household mix will shift significantly. The number of householders over the age of 65 will grow by over 800. This underscores the need to attract younger working households.

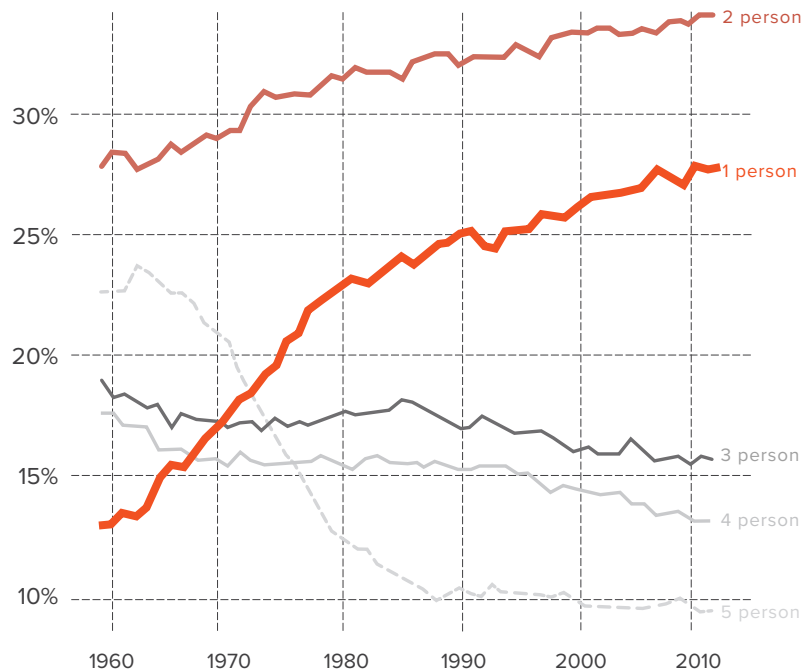
Change in Age of Householder, 2017 - 2022



Source: Esri

SMALLER HOUSEHOLDS

Change in Household Size, 1960-2010 United States



44% growth by 2030

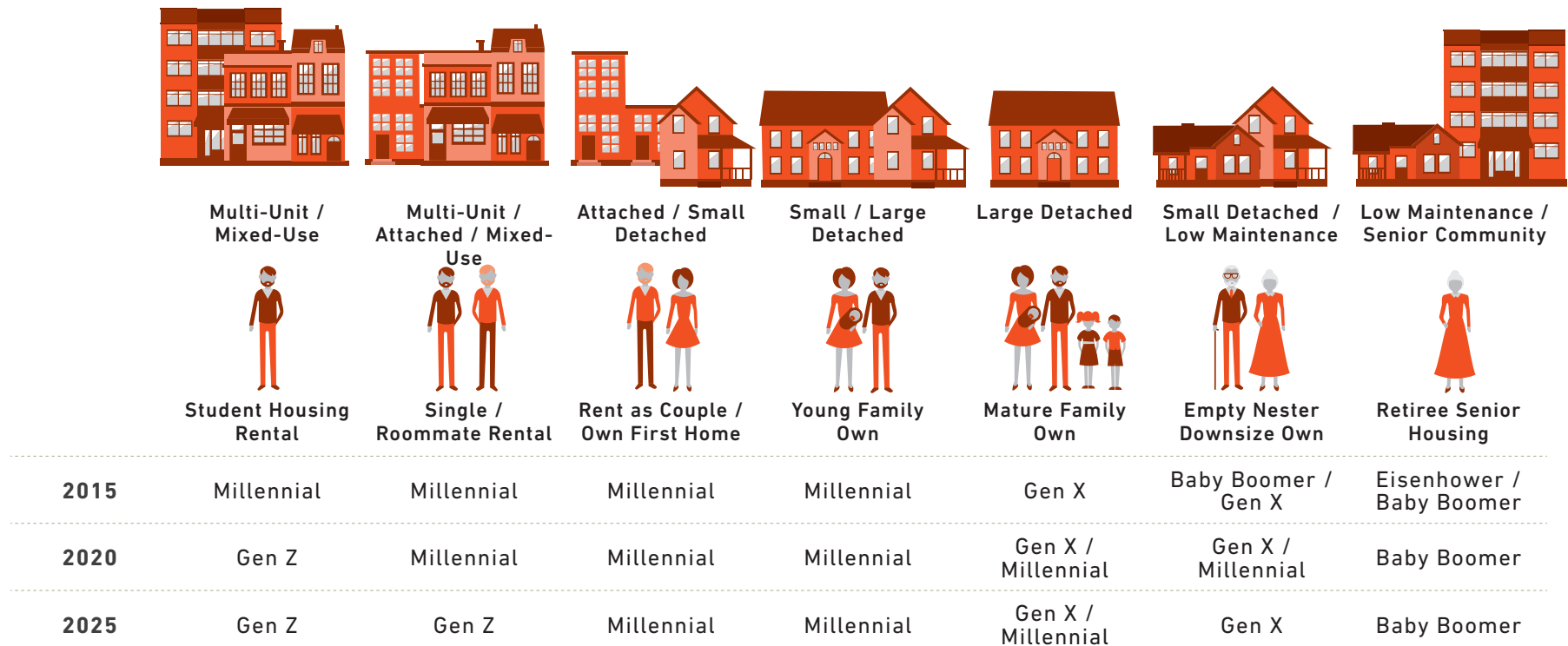
The proportion of Americans who live alone has grown considerably since the 1920s when only 5 percent of people lived alone. Today single-person households make up 27 percent of all households nationwide.

30.5% Jeffersonville's 1-person households

Age isn't the only factor in changing housing demand. Household size and make-up also affect what is needed. Over the next 15 years, half of all demand in the U.S. will be from single-person households.

HOUSING SUPPLY

HOUSING TYPE BY GENERATION



Housing diversity attracts and retains people at all life-stages. Providing options for many demographic groups aid in economic resilience. New housing supply should fill in gaps in Jeffersonville's current gaps.

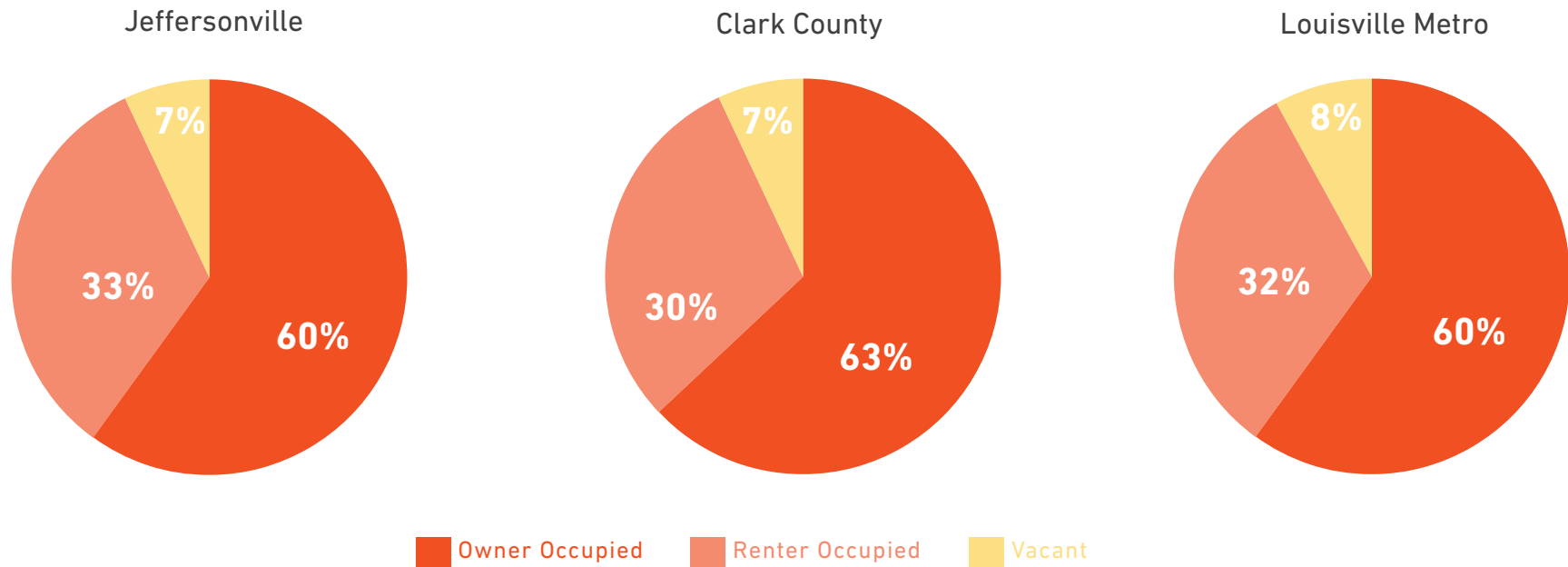
source: Adapted from RCLCO; U.S. Census Bureau; Greenstreet analysis

Silent/Greatest, before 1946; Baby Boomers, 1946-1964; Gen X, 1965-1980; and Millennials, 1981-1999; Gen Z, after 2000

HOUSING SUPPLY

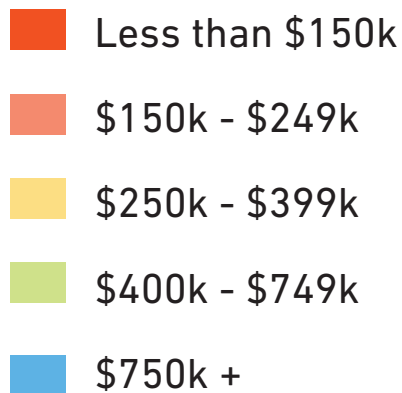
Jeffersonville has an overall stable housing market. Homeownership rates are similar to the County and Metro.

HOUSING UNITS BY TENURE, 2017

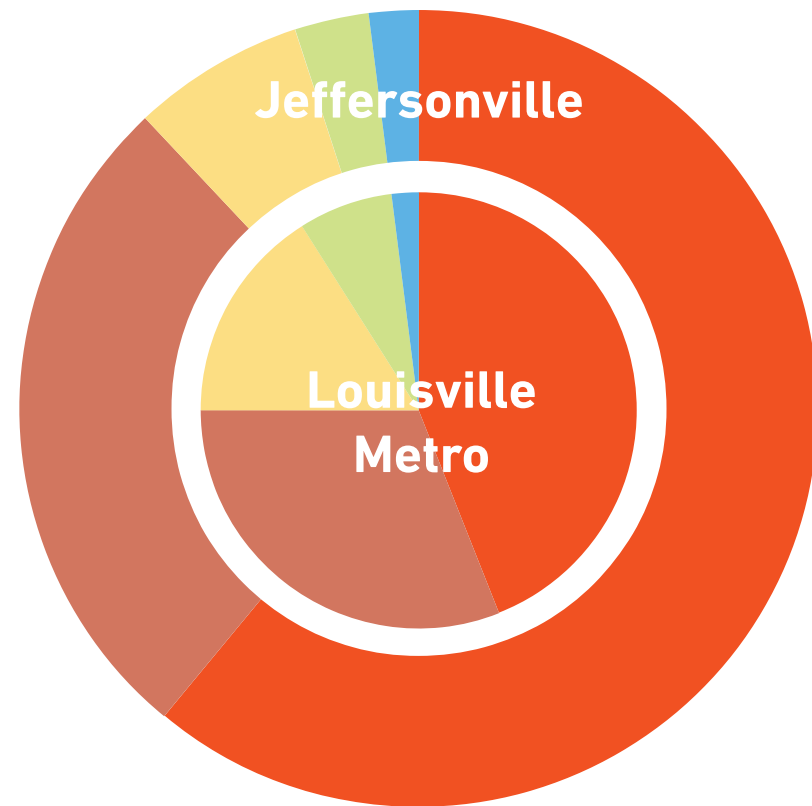


HOUSING SUPPLY

Jeffersonville's home values are significantly lower than the metro area's. These values are currently affordable for many of River Ridge's new employees, but at the same time it limits how many higher income employees Jeffersonville can capture in the future. Expected new for-sale construction will likely be over \$200,000



Housing Supply by Value, 2017



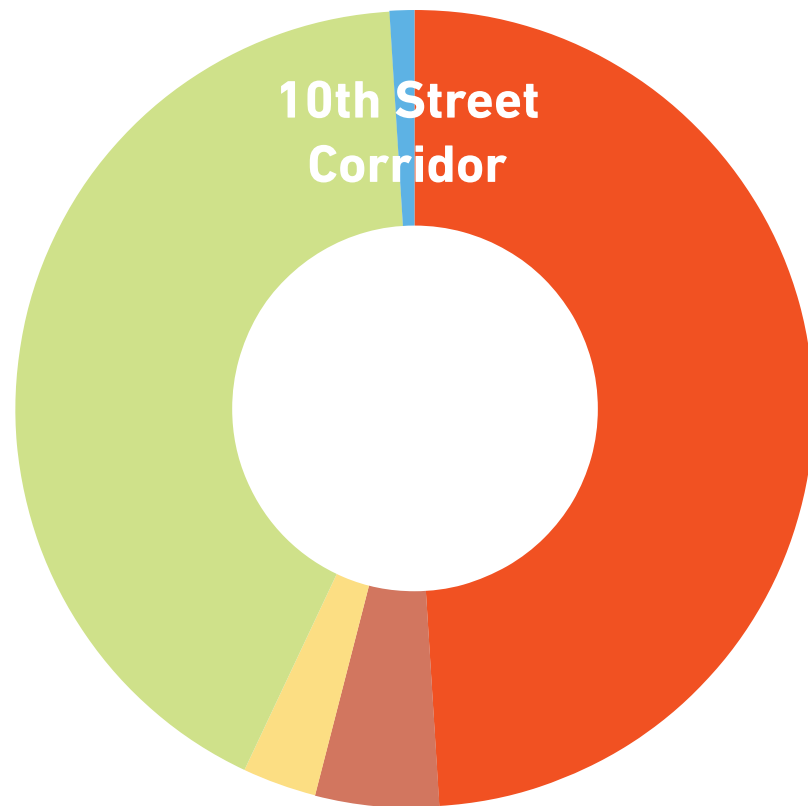
HOUSING SUPPLY

The 10th Street corridor is split about 50/50 between single family homes and multifamily units. This means the corridor has about 38% of the City's multifamily units, despite having only 24% of the city's housing units.

Seven of the City's 20 largest apartment complexes are located along the corridor.

- Single Family Homes
- Duplex Units
- Condo Units
- Apartment Units
- Other

Housing Units by Type, 2017



OFFICE

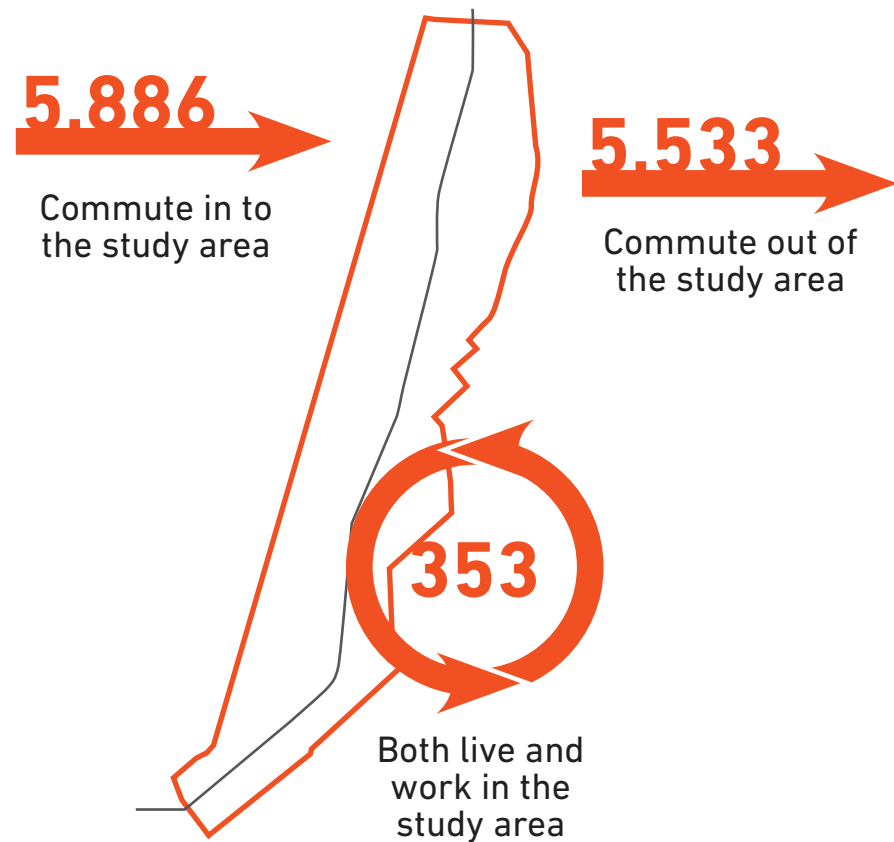
SUPPLY AND DEMAND

COMMUTING PATTERNS

The 10th Street study area is an employment center, with slightly more employees than residents. 20,000 to 35,000 trips are taken through the corridor daily.

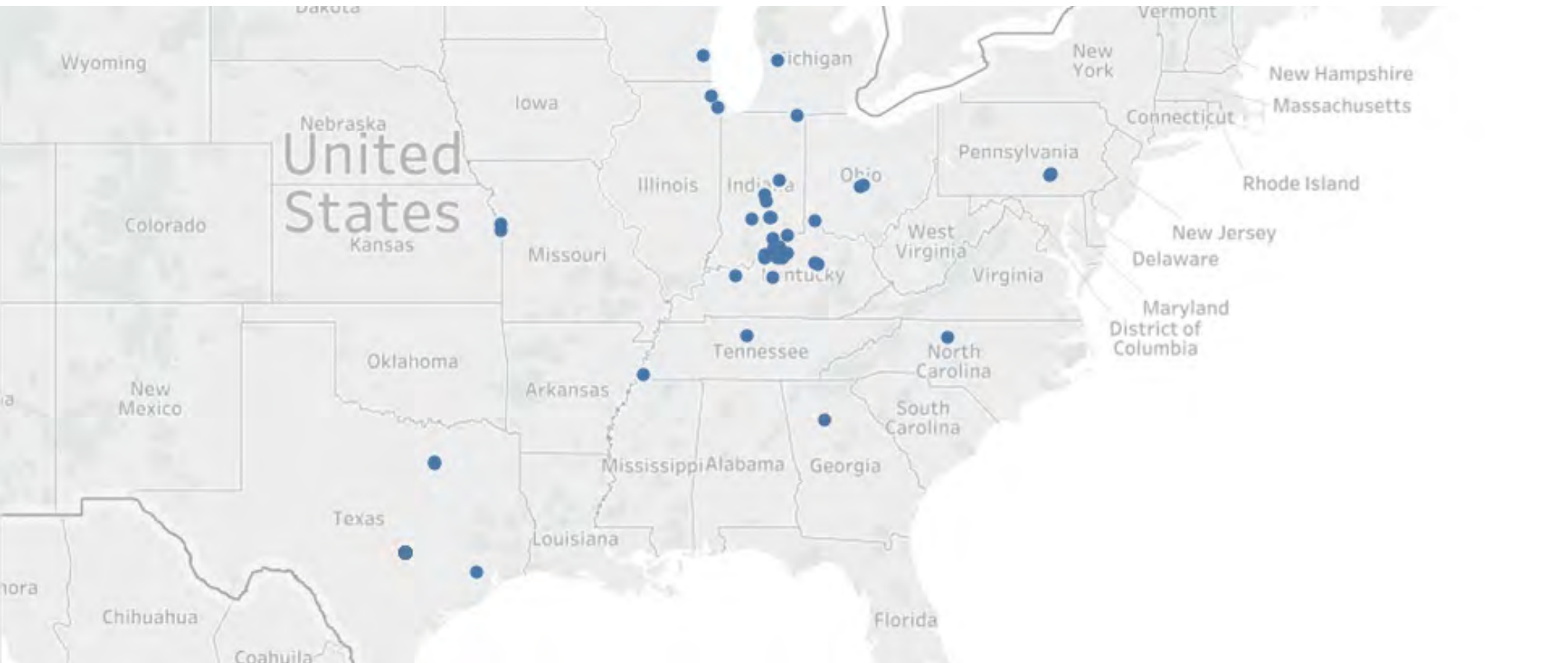
Employee Inflow and Outflow, 2015

10th Street Study Area



BUSINESS INVENTORY

10TH STREET BUSINESS OWNERS



10th Street business owners are spread out across the metro, and eastern United States.

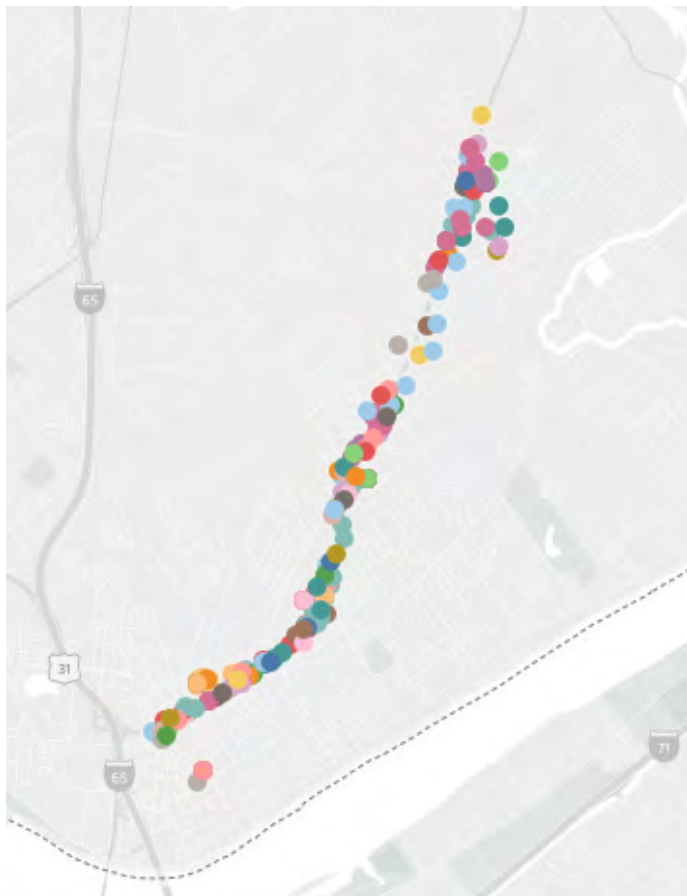
The largest industries by workforce in the study area are Manufacturing, Health Care/Social Assistance, Retail Trade, Accommodation/Food Services, and Public Administration.

BUSINESS INVENTORY

10TH STREET BUSINESSES

Business Locations

10th Street Corridor



Business Subsectors

| Subsector | # of Businesses |
|---|-----------------|
| Food Services/Drinking Places | 45 |
| Miscellaneous Store Retailers | 26 |
| Ambulatory Health Care Services | 25 |
| Personal and Laundry Services | 18 |
| General Merchandise Stores | 14 |
| Repair and Maintenance | 14 |
| Motor Vehicle and Parts Dealers | 12 |
| Securities, Commodities, and Other Fin. | 10 |
| Food and Beverage Stores | 8 |
| Monetary Authorities - Central Bank | 8 |
| Religious, Grantmaking, Civic, Pro. | 7 |
| Health and Personal Care Stores | 6 |
| Gasoline Stations | 6 |
| Real Estate | 5 |
| Social Assistance | 5 |
| Construction of Buildings | 3 |
| Sporting Goods, Hobby, Musical, Book Stores | 3 |
| Warehousing/Storage | 3 |
| Insurance Carriers and Related Activities | 3 |
| Administrative and Support Services | 3 |
| Nursing and Residential Care Facilities | 3 |
| Health and Personal Care Stores | 2 |
| Truck Transportation | 2 |
| Educational Services | 2 |
| Amusement, Gambling, Recreational | 2 |
| Admin of Human Resource Programs | 2 |
| * | |

64%

Only seven categories make up 64 percent of businesses along the corridor.

Within these subsectors, though, the actual mix of options is further limited.

What's missing? Survey respondents:

"Nice sit down or fast casual dining"

"Shopping beside drug stores and thrift stores"

* list abbreviated

Source: City of Jeffersonville, BLS, Greenstreet analysis

RIVER RIDGE COMMERCE CENTER

BRIEF OVERVIEW

River Ridge Commerce Center is a 6,000-acre business and manufacturing park located northeast of Interstate 265 and State Route 62. The River Ridge Development Authority oversees redevelopment of what used to be the Indiana Army Ammunition Plant.

Top Employers at River Ridge Commerce Center include:

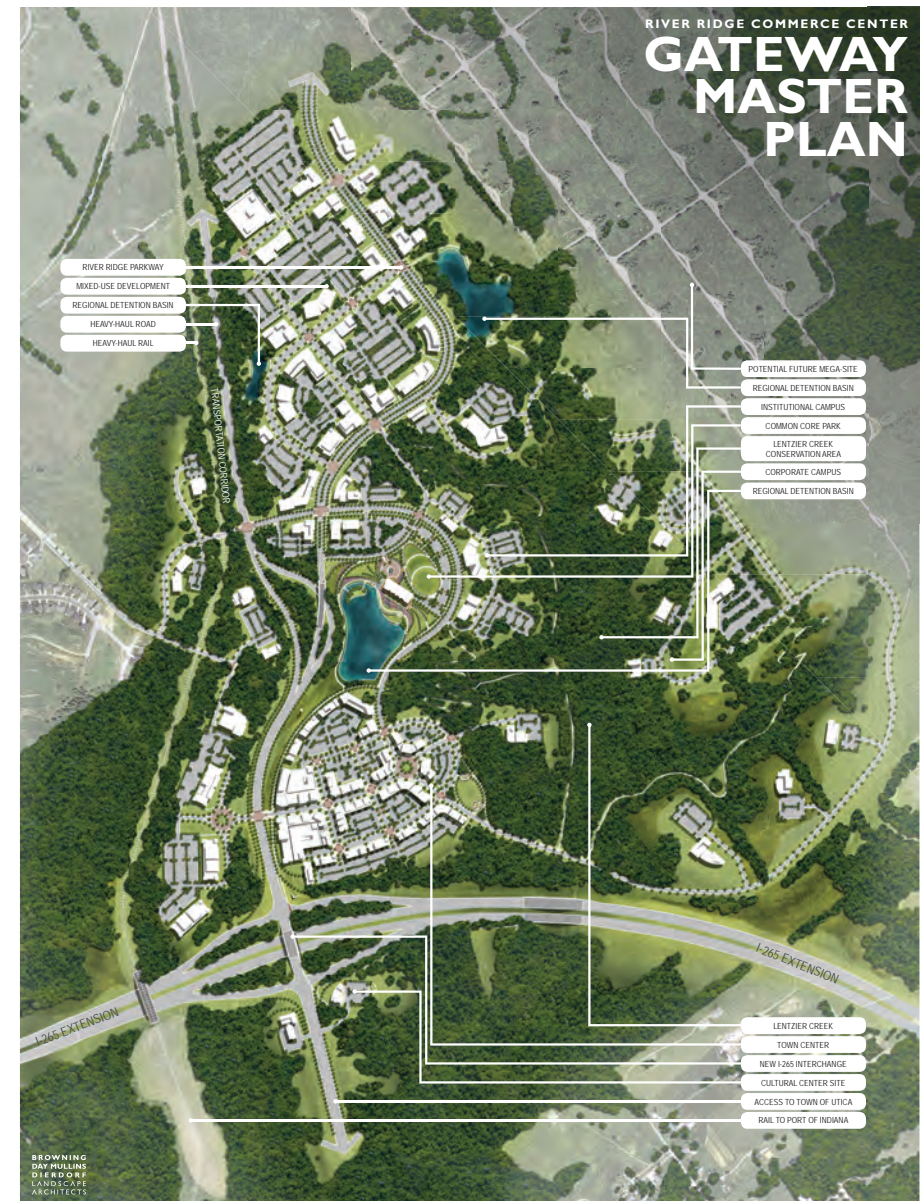
- Amazon Fulfillment
- CLARCOR Air Filtration
- Enjoy Life Foods
- idx Corporation
- Pegatron
- Tenneco
- Optum

Some of the industries targeted for attraction include:

- pharmaceutical and medical devices manufacturing
- electrical equipment and batteries manufacturing
- distribution and logistics
- scientific consulting
- food related manufacturing

Source: <http://riverridgecc.com>
image courtesy of Browning Day Mullins Dierdorf

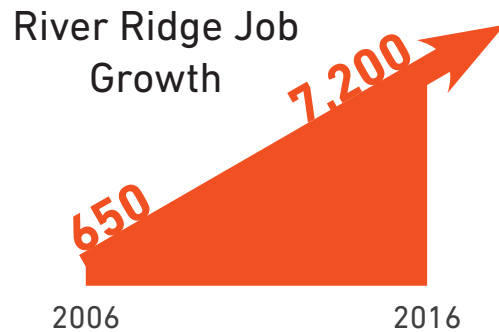
River Ridge Southern Gateway 2 MILES EAST OF STUDY AREA



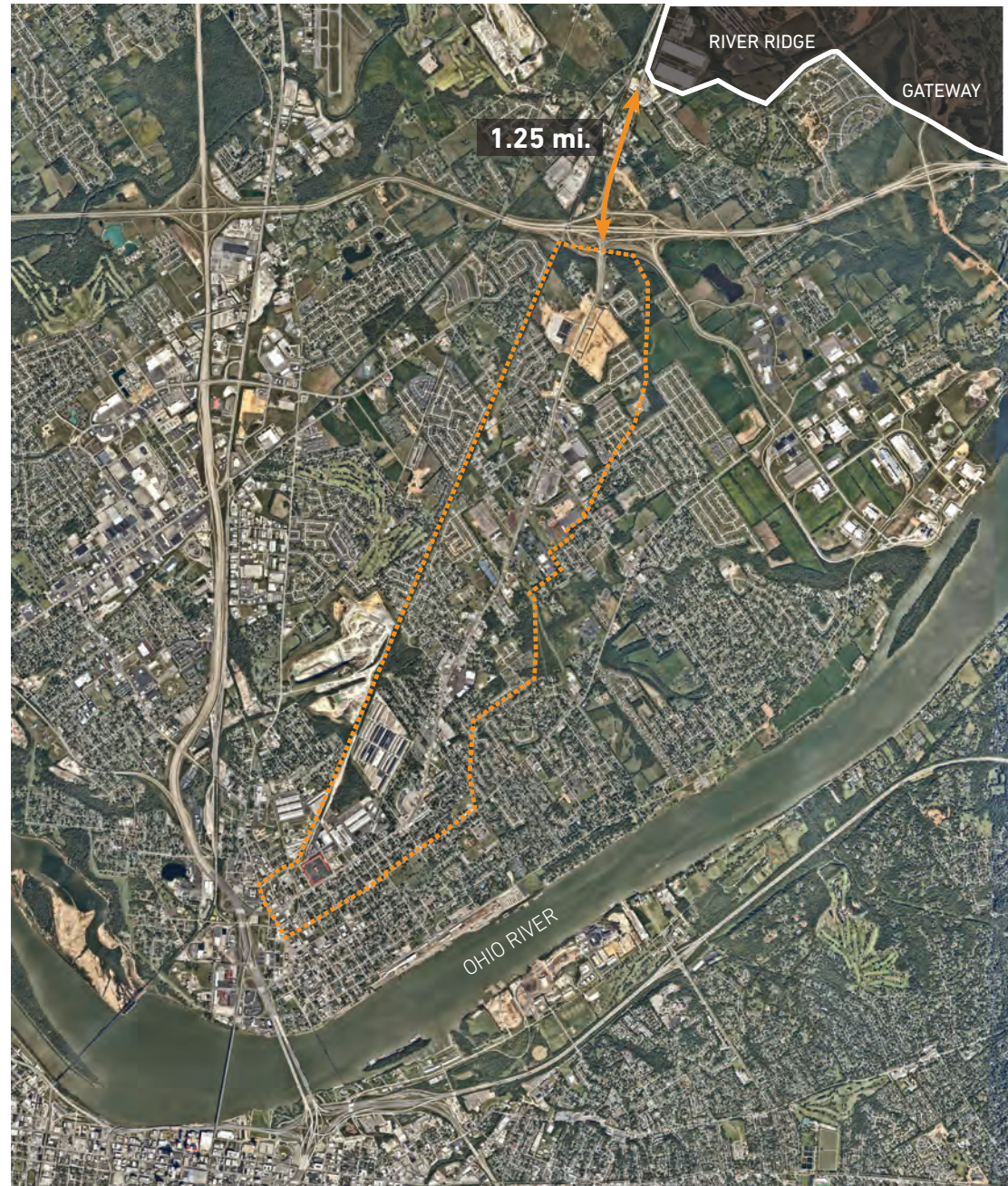
RIVER RIDGE COMMERCE CENTER

EFFECT ON 10TH STREET

Earlier this year, River Ridge Development Authority released an economic impact analysis which revealed that River Ridge Commerce Center had made an economic impact of \$1.7 Billion in 2016. This report measured \$1.7 Billion in economic input to the local economy, \$455 million in labor income, and \$877 million in economic value added.



Between 2006 and 2016, employment within River Ridge increased from 650 – 7,200 and it is projected that by 2022 there will be 13,200 additional jobs. This represents an incredible opportunity for employing more local and regional talent. Additionally, this will increase the labor income for residents and expand their ability to purchase homes, automobiles, food and clothing.



SECTION 4

DOTMOCRACY



TONIGHT'S EXERCISE

WHAT WE WILL DO

- ① COUNT OFF INTO TABLES
- ② GET TO KNOW ONE ANOTHER
- ③ ASSIGN A TABLE SPOKESPERSON/
NOTE TAKER
- ④ USING THE MAPS AND DOTS, SHOW US...
- ⑤ REPORT OUT

 **STRENGTHS:** WHAT IS WORKING WELL?
(15 minutes)

 **WEAKNESSES:** WHAT IS NOT WORKING WELL?
(15 minutes)

 **PRIORITIES:** WHERE SHOULD WE FOCUS?
(15 minutes)



QUESTION 1: WHAT IS WORKING WELL?

10 MINUTES FOR DISCUSSION, 5 FOR DOTTING



STRENGTHS: GREEN DOT



QUESTION 2: WHAT IS NOT WORKING WELL?

10 MINUTES FOR DISCUSSION, 5 FOR DOTTING



WEAKNESSES: RED DOT



QUESTION 3: WHERE ARE THE PRIORITIES?

10 MINUTES FOR DISCUSSION, 5 FOR DOTTING



PRIORITIES: BLUE DOT



5 MINUTES PER TABLE

5 MINUTES PER TABLE



SECTION 5

NEXT STEPS



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10TH STREET CORRIDOR MASTER PLAN

[812-285-6400](#) / [Email Support](#)

Welcome to the 10th Street Corridor Master Plan Website!



With significant reinvestment in Downtown Jeffersonville and the River Ridge area, the City's department of Planning and Zoning is now turning its attention to Jeffersonville's primary arterial Street: Tenth Street. The City is now embarking on an 8-10 month study of Tenth Street from I-65 and the 265 interchange with help of nationally recognized planning firm MKSK. The goal of this project is to provide a comprehensive physical and economic analysis of the corridor that leads to recommendations for physical improvements and policy changes that enhance the corridor. This project will build upon the infrastructure upgrades that are currently underway in order to encourage redevelopment along the corridor and improve its aesthetics. Working with landowners, business leaders, community organizations, developers and civic institutions along the corridor, we hope to bring back a sense of vitality to this important corridor.

Project Basics

Why: The 10th Street corridor is currently undergoing a series of challenges and opportunities that affect its short and long-term viability as a vibrant crosstown connector. In the short-term, the corridor is undergoing a change in its retail offering, as established businesses in the central portion of the corridor are moving northward and are replaced by auto-oriented businesses and discount retailers. In the long-term, job growth in River Ridge and Jeffersonville's continued downtown revitalization may result in increased traffic volumes and a need for businesses that cater to the influx of new employees. Left to its own devices, transportation issues will continue to mount while diminishing the reinvestment potential of the corridor.

Jeff Currents



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UPCOMING EVENTS

PUBLIC MEETING 2

PUBLIC MEETING 2:
WEEK OF JANUARY 8, 2018



THANK YOU

