

10TH STREET

CORRIDOR MASTER PLAN

PUBLIC MEETING 2

JANUARY 25, 2018 | JEFFERSONVILLE, IN

WHO WE ARE

MKSK
Urban Design + Public Space



GREENSTREET
Market Analysis + Strategy



BF&S
Civil Engineering + Transportation



PLAN OWNERS

CITY OF JEFFERSONVILLE
DEPARTMENT OF PLANNING AND ZONING

OUR PROCESS



STEP 1: UNDERSTANDING



STEP 2: TESTING IDEAS



STEP 3: DECIDING

NOVEMBER 1-2, 2017

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

JANUARY 25, 2018

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

WEEK OF APRIL 16, 2018

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

OUR PROCESS



STEP 1: UNDERSTANDING



STEP 2: TESTING IDEAS



STEP 3: DECIDING

NOVEMBER 1-2, 2017

Tour(s)

Steering Committee Mtg. #1

Interviews & focus group meetings

Public Meeting #1

JANUARY 25, 2018

Steering Committee Mtg. #2

Stakeholder meetings, as necessary

Public Meeting #2

**WE ARE
HERE**



WEEK OF APRIL 16, 2018

Steering Committee Mtg. #3

Implementation partner meetings, as necessary

Public Meeting #3

TONIGHT'S MEETING

- ① WHAT WE'VE LEARNED
- ② FRAMEWORK
- ③ AREAS OF FOCUS
- ④ TONIGHT'S EXERCISE
- ⑤ NEXT STEPS



SECTION 1

WHAT WE'VE HEARD



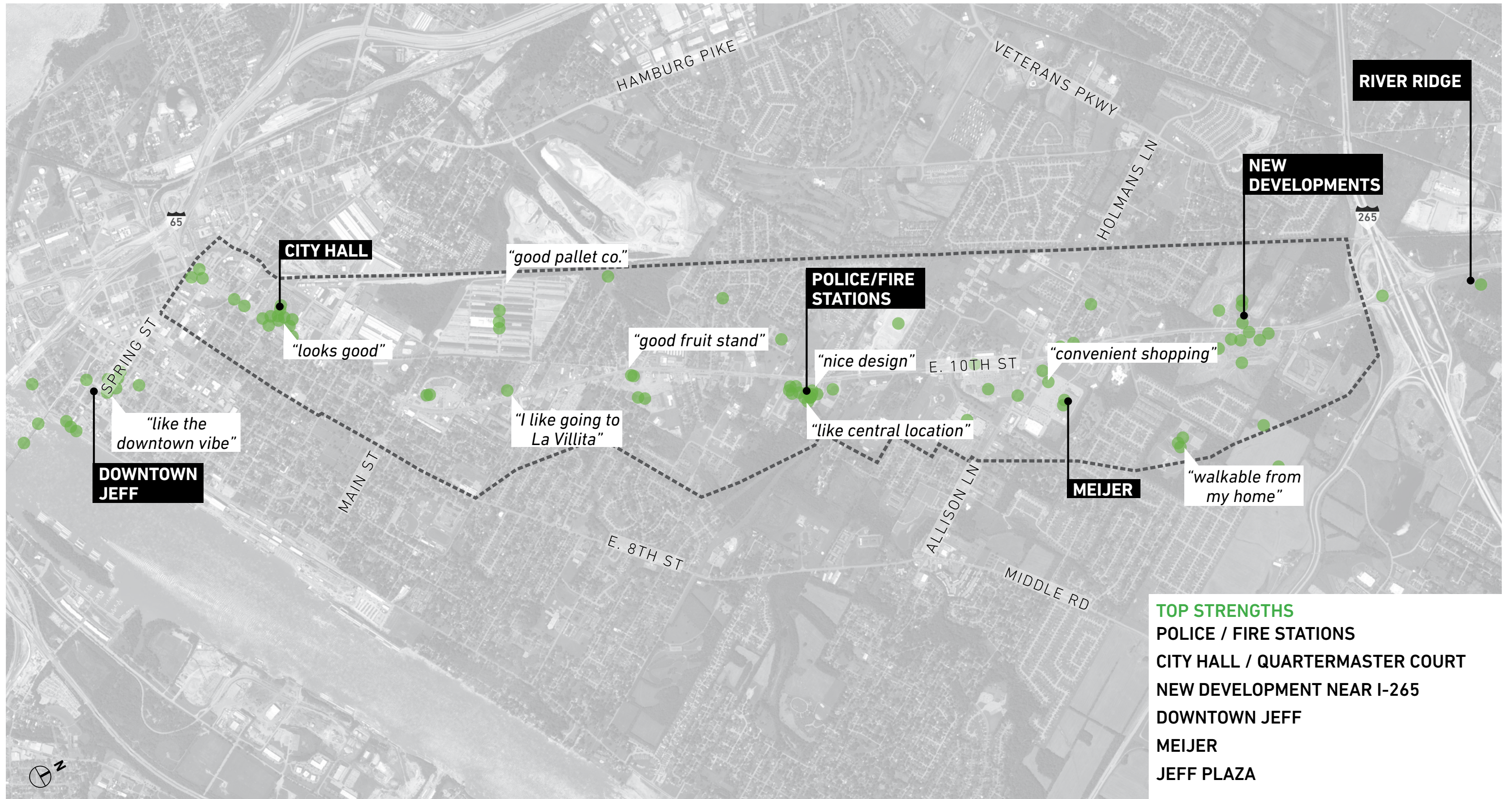
DOTMOCRACY SUMMARY



DOT-MOCRACY EXERCISE

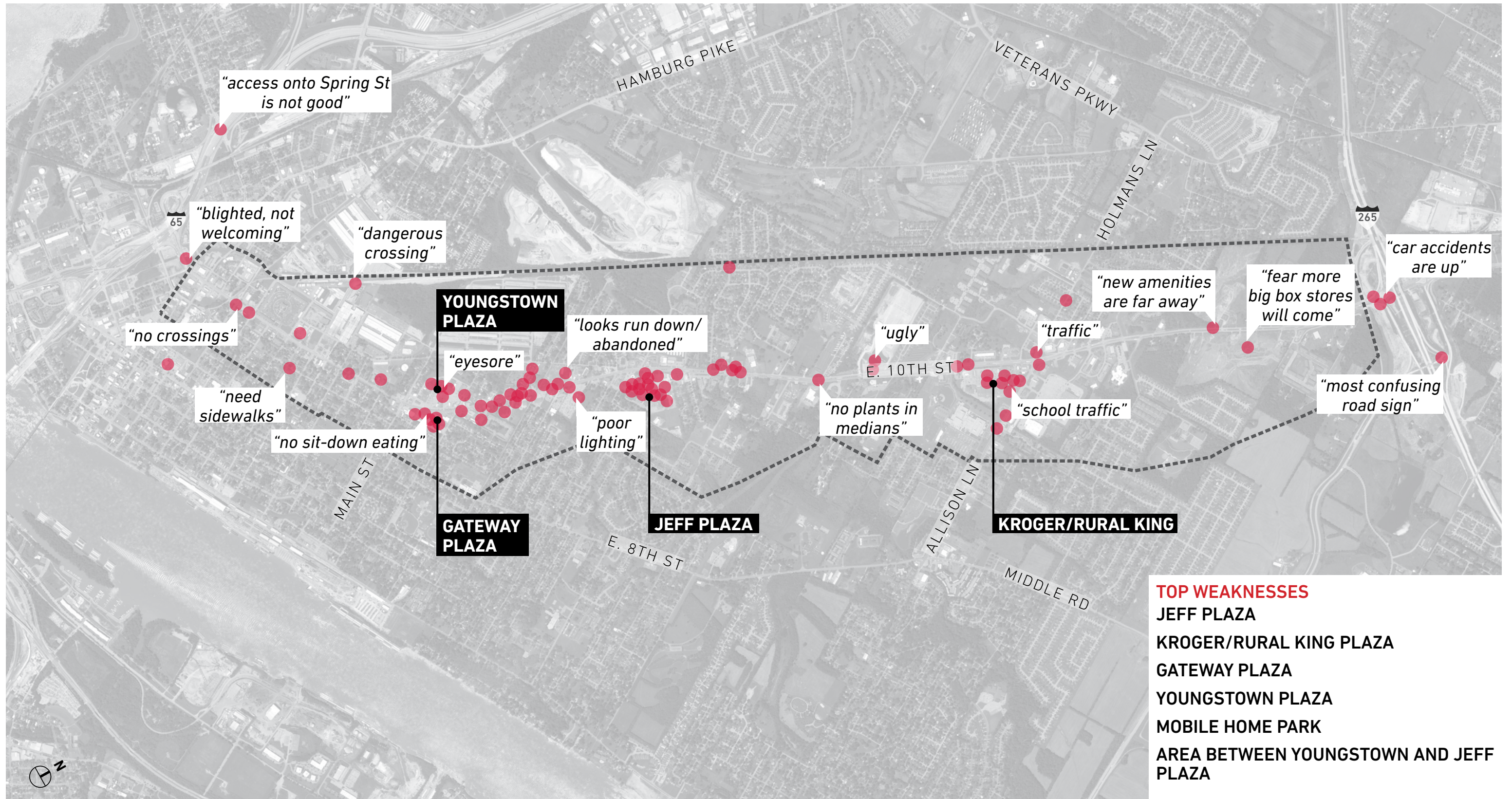
- STRENGTH
- WEAKNESS
- PRIORITY

DOTMOCRACY STRENGTHS

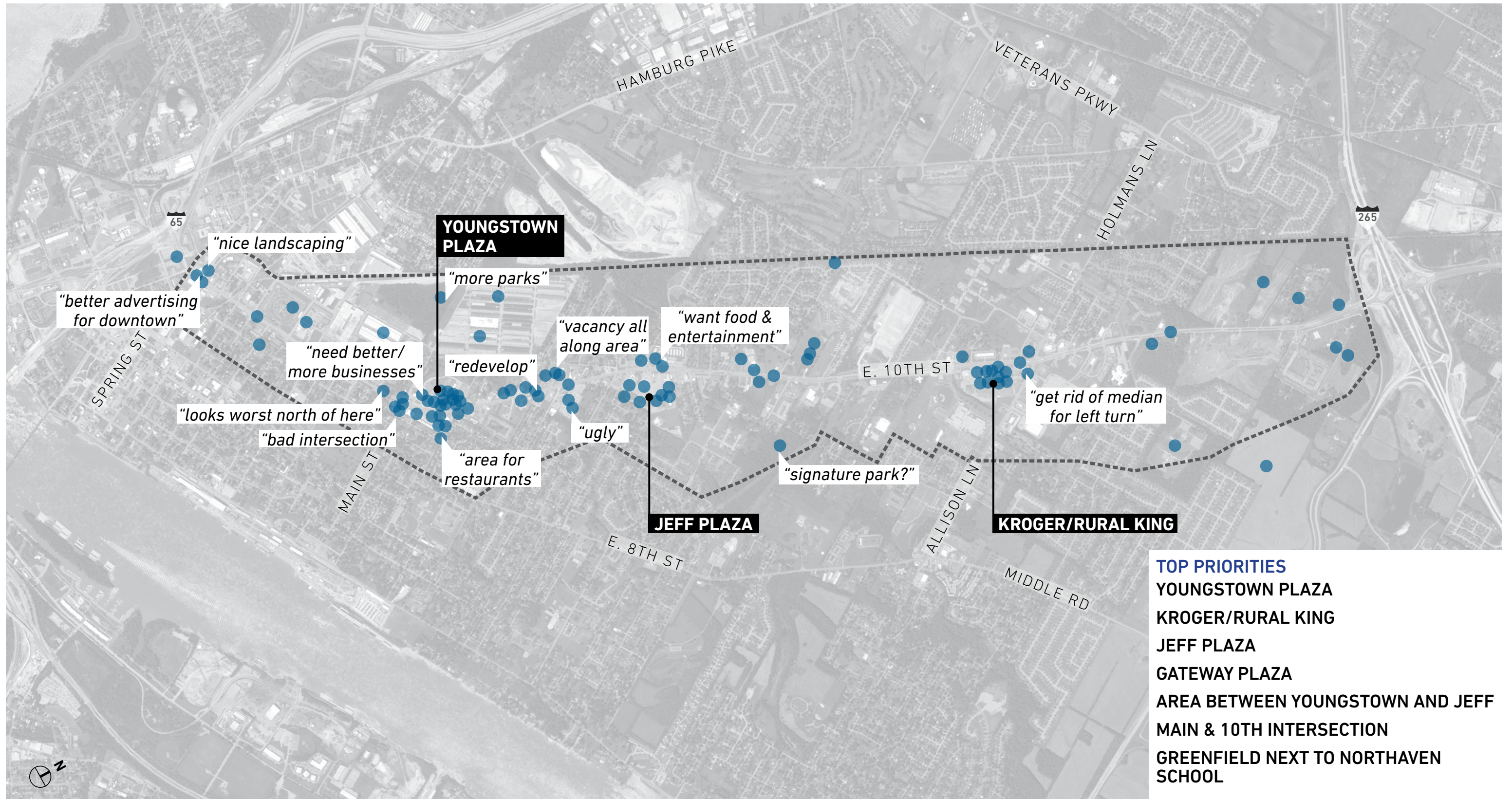


DOTMOCRACY

WEAKNESSES



DOTMOCRACY PRIORITIES



SURVEY TAKEAWAYS

An online survey was created and reached over 600 stakeholders. The primary themes gleaned from the survey were as follows:



10TH STREET IS A PLACE TO MEET DAILY NEEDS

- 70% accomplish bulk of grocery shopping on the corridor
- 60% accomplish non-food shopping in Clarksville



10TH STREET IS NOT A PLACE OF CHOICE

- Only 10% choose to spend an evening out anywhere on the corridor.
- 78% of respondents regularly avoid the corridor stating that traffic (59%) and vacancy or lack of activity (55%) pushes them elsewhere.



10TH STREET IS BUILT FOR CARS, NOT PEOPLE

- 94% feel they need a car to commute along the corridor
- 68% of them do not feel comfortable walking
- 80% do not feel comfortable biking along the corridor.



10TH STREET'S FUTURE MUST INCLUDE ACTIVITY AND MEMORABLE EXPERIENCES

- 60-80% feel that experience-driven uses are the top missing amenities along the corridor.

MARKET STRATEGY

PEER CITY COMPARISONS

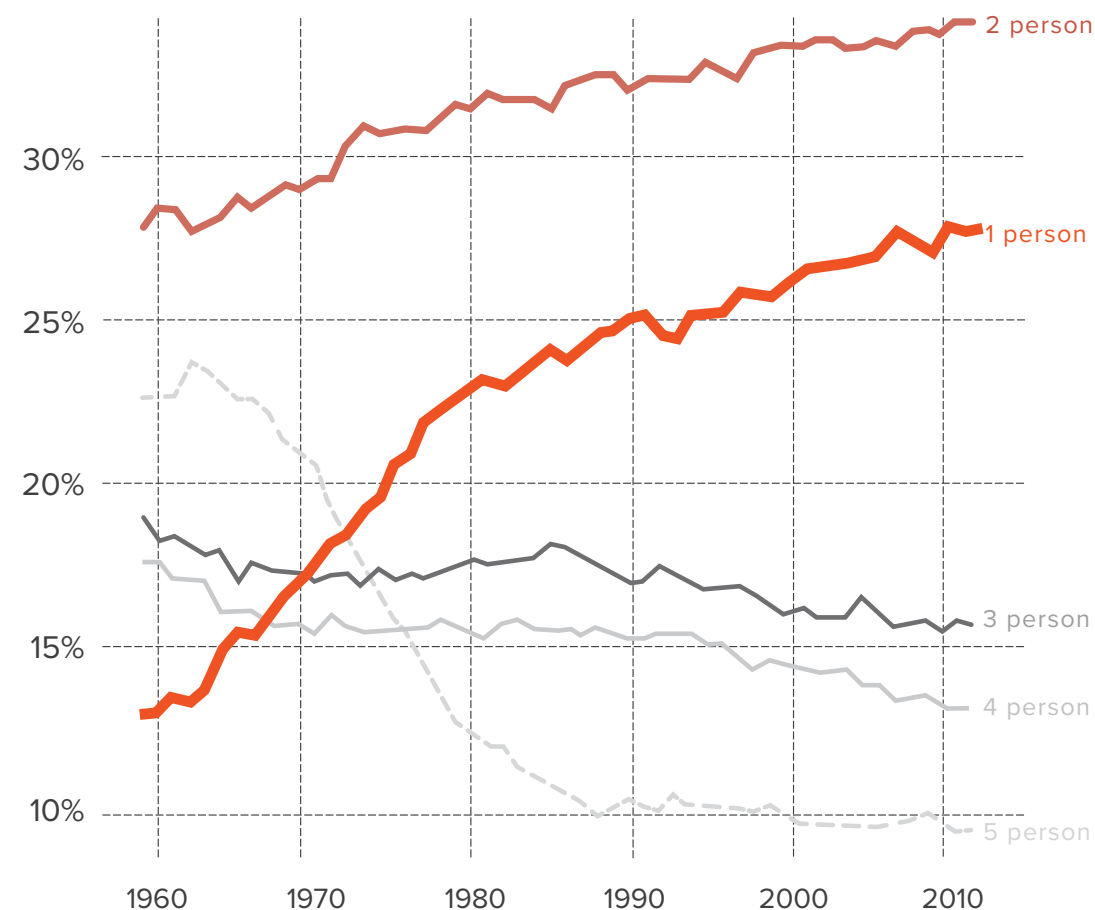


	Jeffersonville	Louisville	Clarksville	New Albany	Sellersburg
Population (2017)	44,953	248,987	22,653	37,838	7,886
Median Household Income (2017)	\$51,798	\$36,635	\$41,071	\$39,678	\$56,502
Average HH Size (2017)	2.38	2.19	2.34	2.29	2.58
Median Home Value (2017)	\$134,022	\$128,018	\$118,373	\$121,304	\$152,536
Median Age (2017)	38.8	37.1	38.3	38.6	39.6
% with Bachelor's Degree or Higher (2017)	22%	30%	20%	19%	24%

MARKET STRATEGY

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

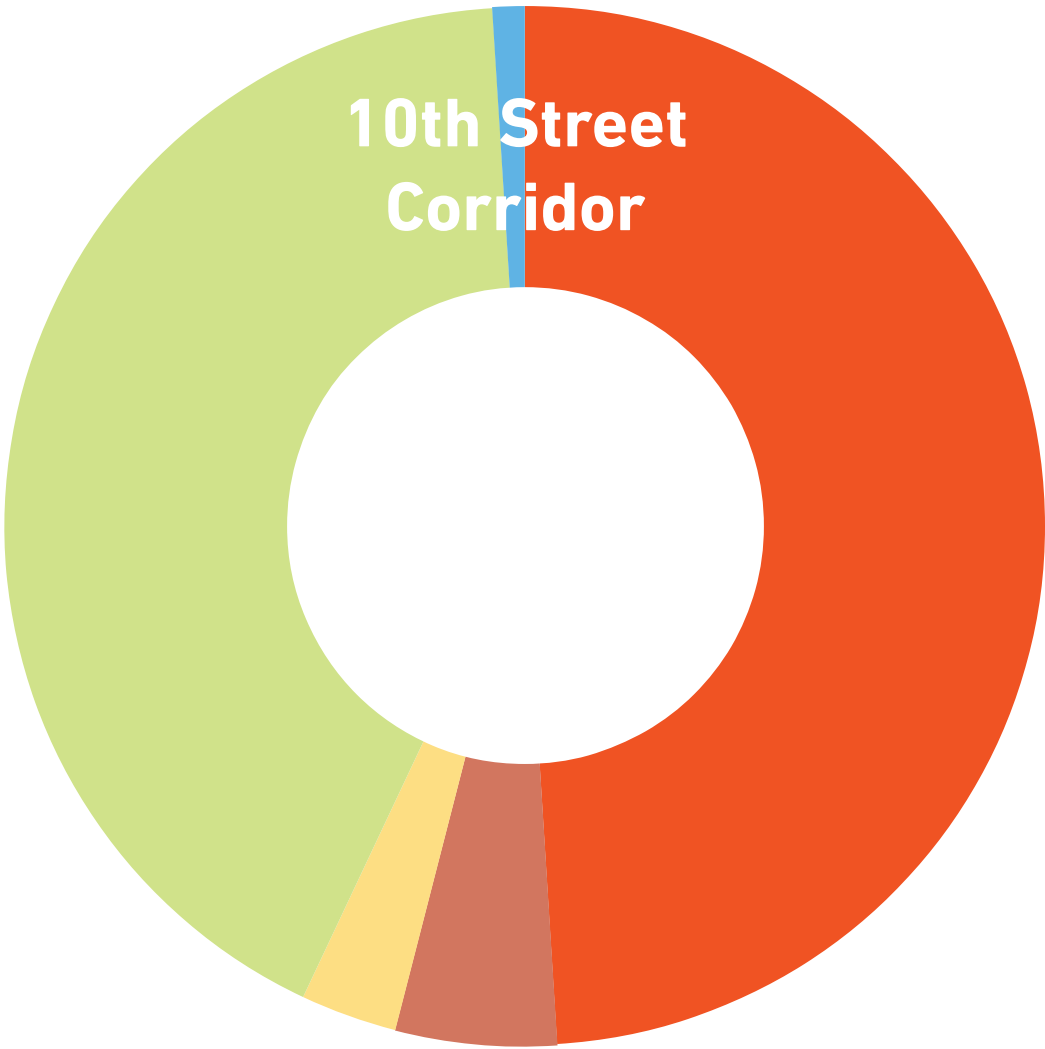
Age isn't the only factor in changing housing demand. Household size and make-up also affect what is needed. Over the next 15 years, half of all demand in the U.S. will be from single-person households.

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

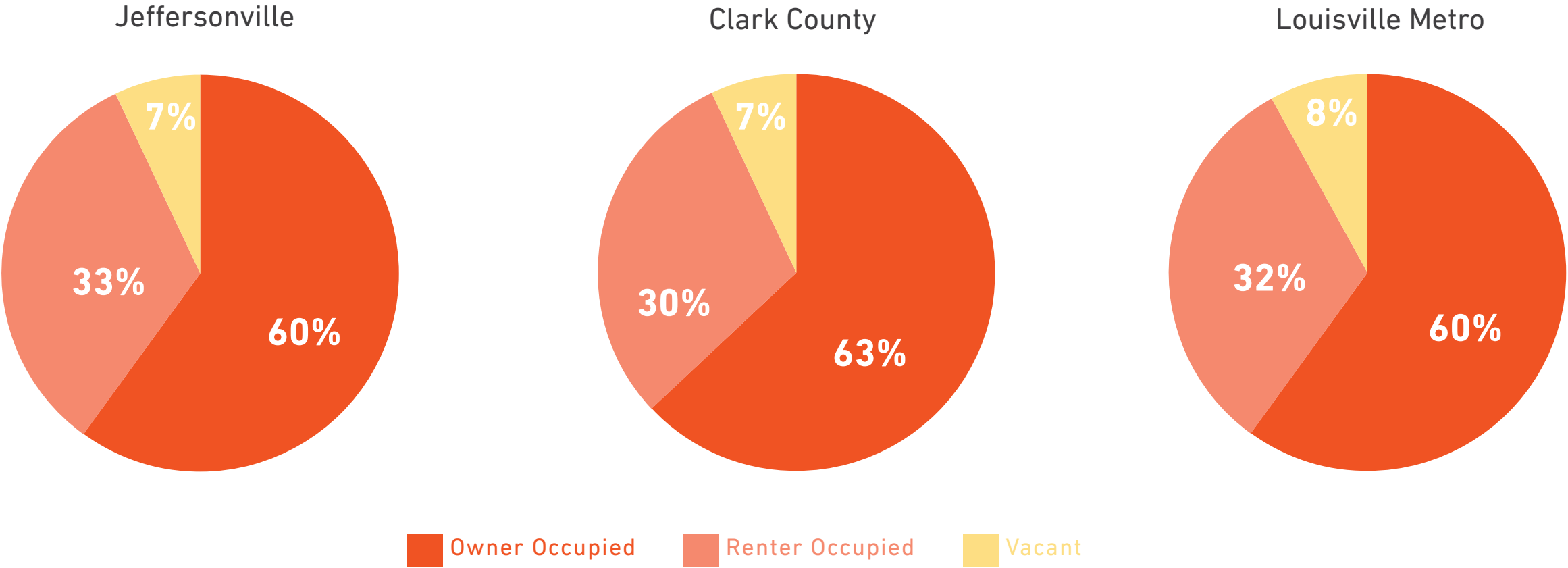
Seven of the City’s 20 largest apartment complexes are located along the corridor.

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

HOUSING UNITS BY TYPE, 2017



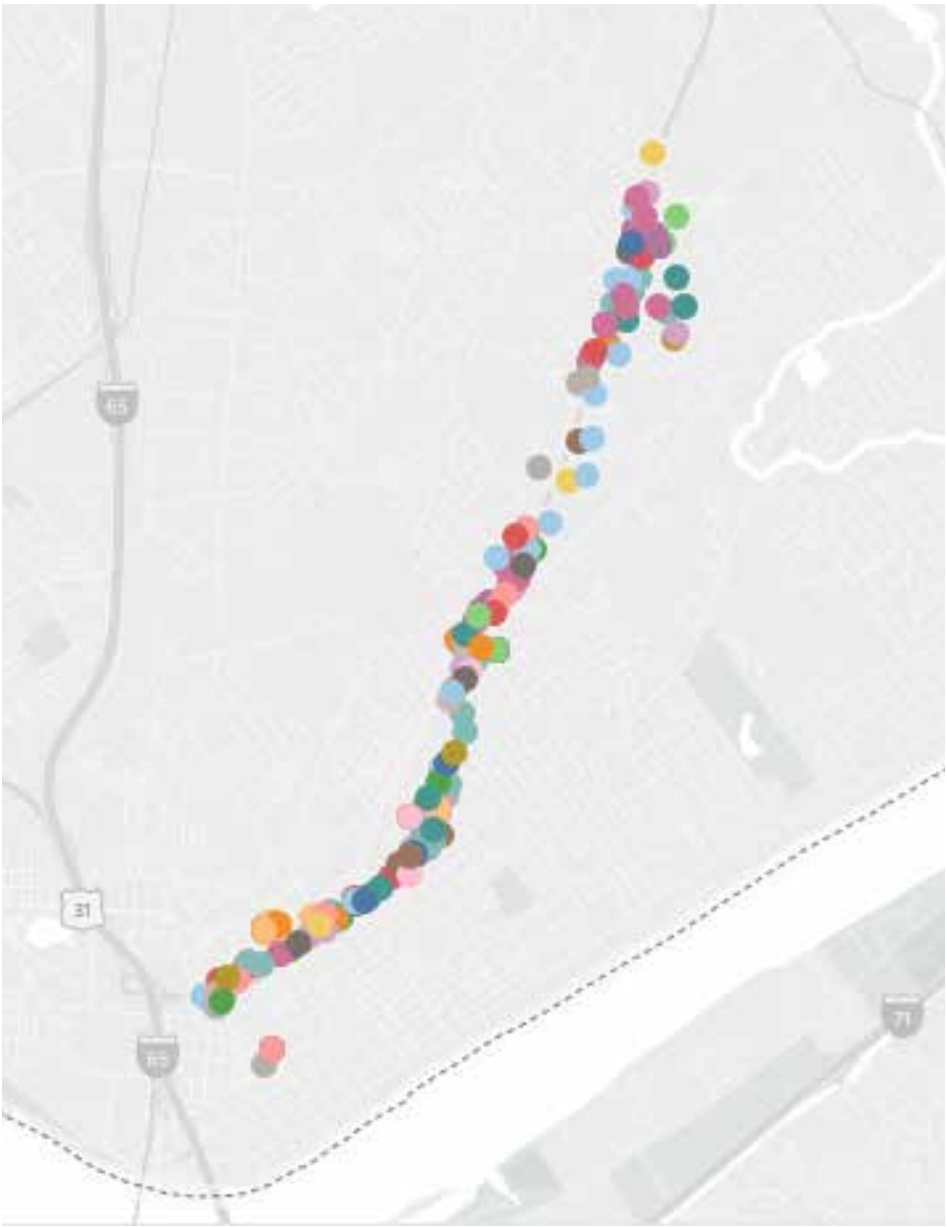
HOUSING UNITS BY TENURE, 2017



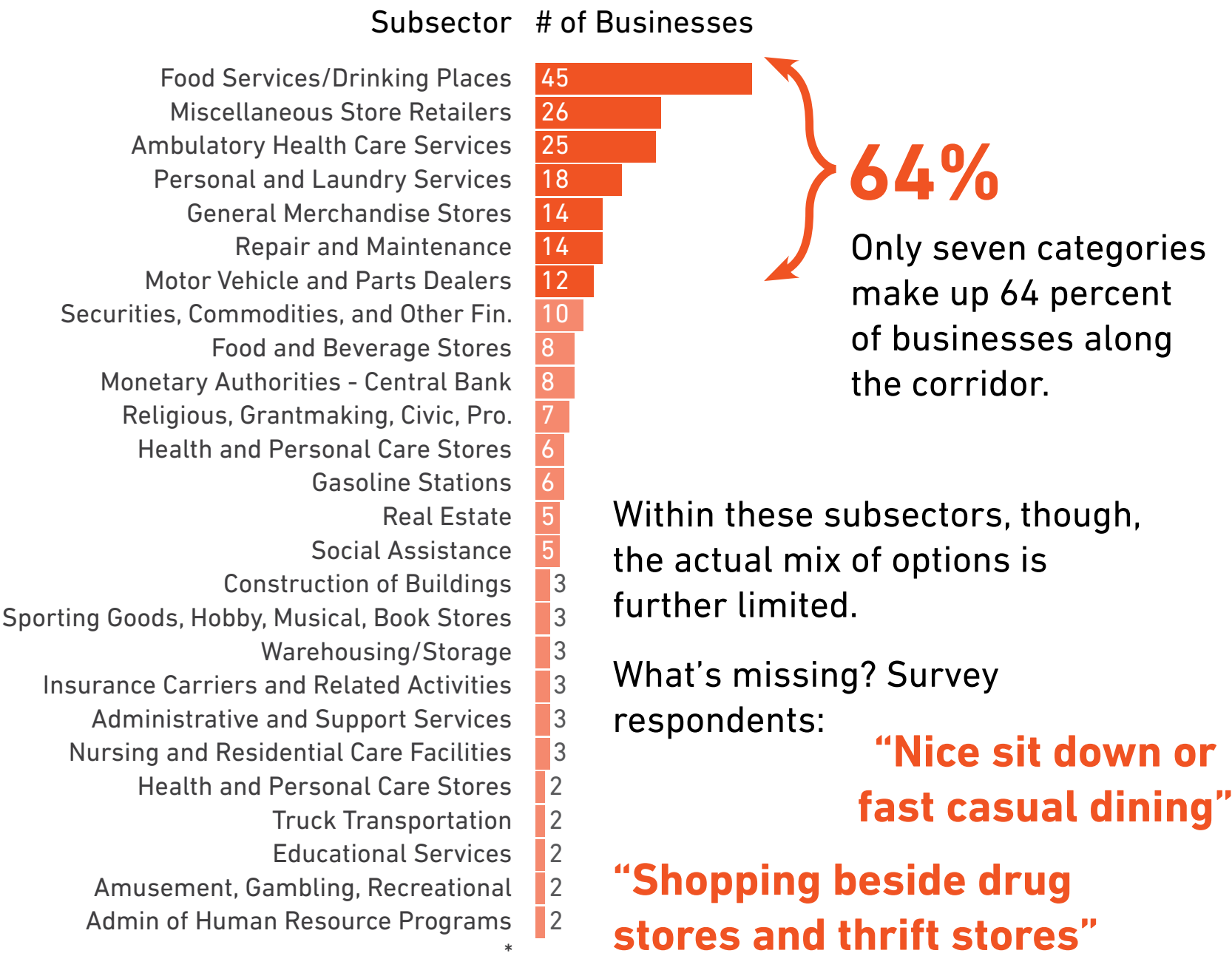
Jeffersonville has an overall stable housing market. Homeownership rates are similar to the County and Metro.

BUSINESS LOCATIONS

10th Street Corridor



BUSINESS SUBSECTORS



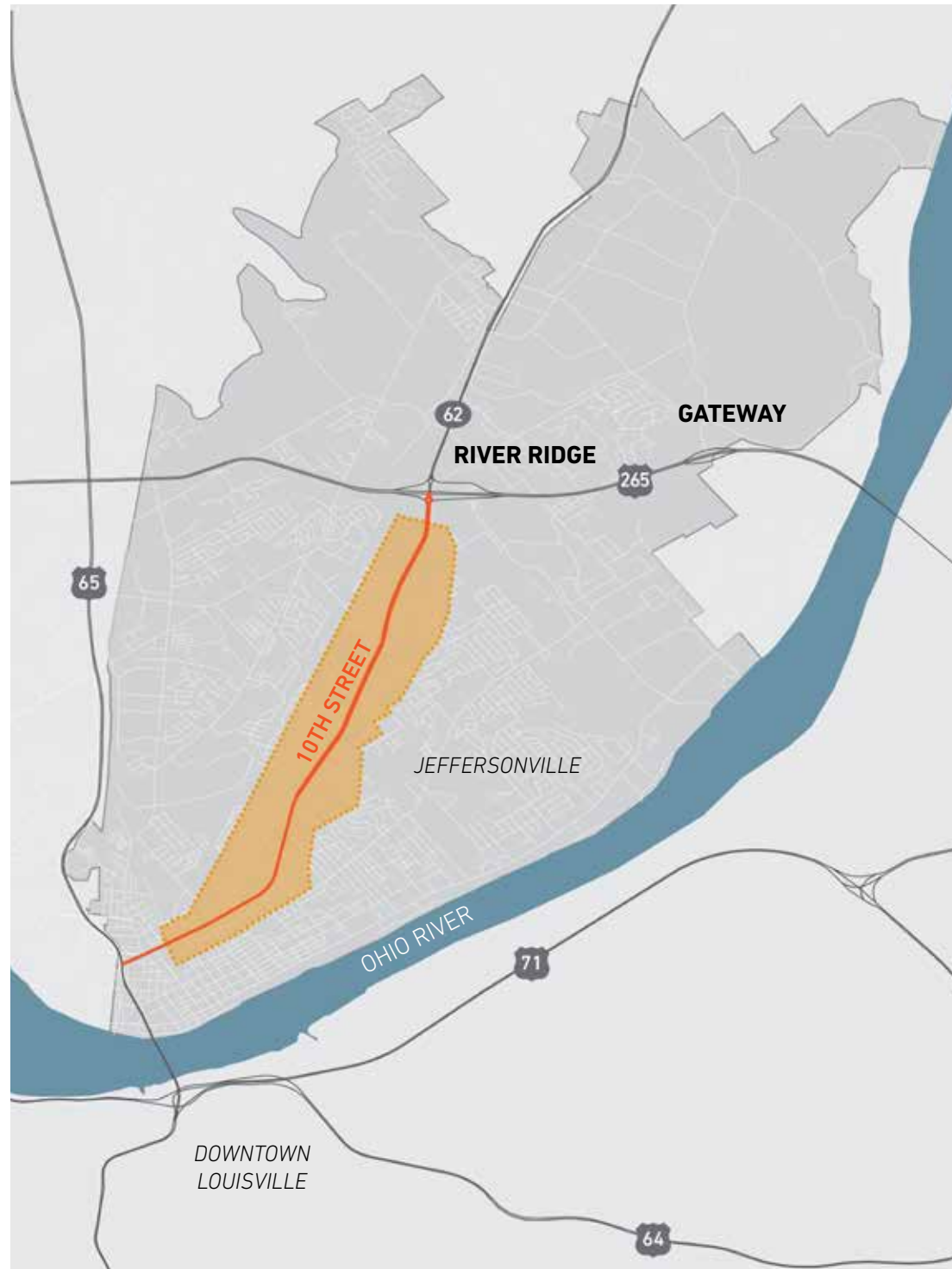
* list abbreviated
Source: City of Jeffersonville, BLS, Greenstreet analysis

MARKET STRATEGY

RIVER RIDGE

Close Proximity To Study Area

CURRENT CAMPUS = 1.25 MILES NORTH



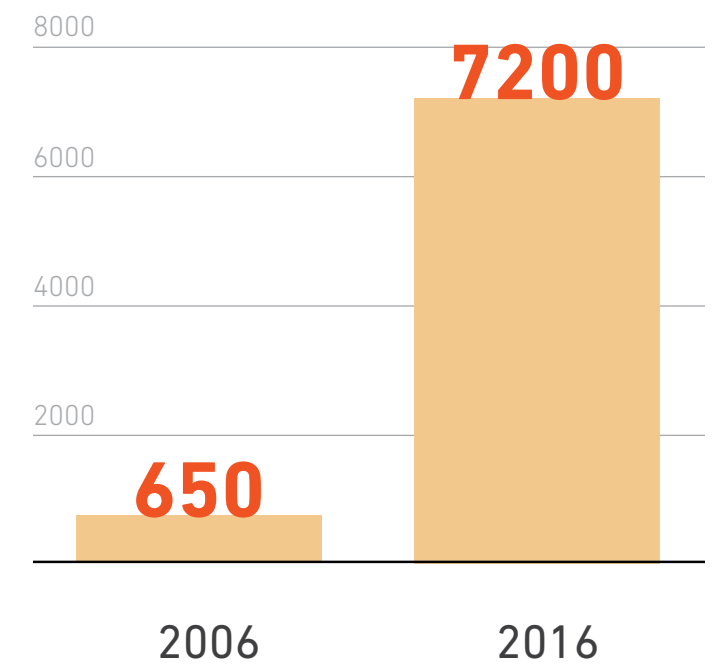
Southern Gateway Expansion

2 MILES NORTHEAST OF STUDY AREA



River Ridge Job Growth

1108% OVER TEN YEARS



MARKET STRATEGY

TAKEAWAYS

RESIDENTIAL	Potential Annual Residential Demand ¹ (Square Feet)	Low	Medium	High
		252,000	342,000	423,000
	Housing Units	280	380	470
	5-year Demand	1,400	1,900	2,350
RETAIL	Potential Annual Retail Demand ¹ (Square Feet)	Low	Medium	High
		870	1,750	2,620
	5-year Demand	4,360	8,730	13,090
OFFICE	Potential Annual Office Demand ¹ (Square Feet)	Low	Medium	High
		1,020	2,720	5,100
	5-year Demand	5,100	13,590	25,480

MARKET STRATEGY

X-FACTORS



RIVER RIDGE EMPLOYMENT GROWTH



OBSOLETE BUILDING STOCK



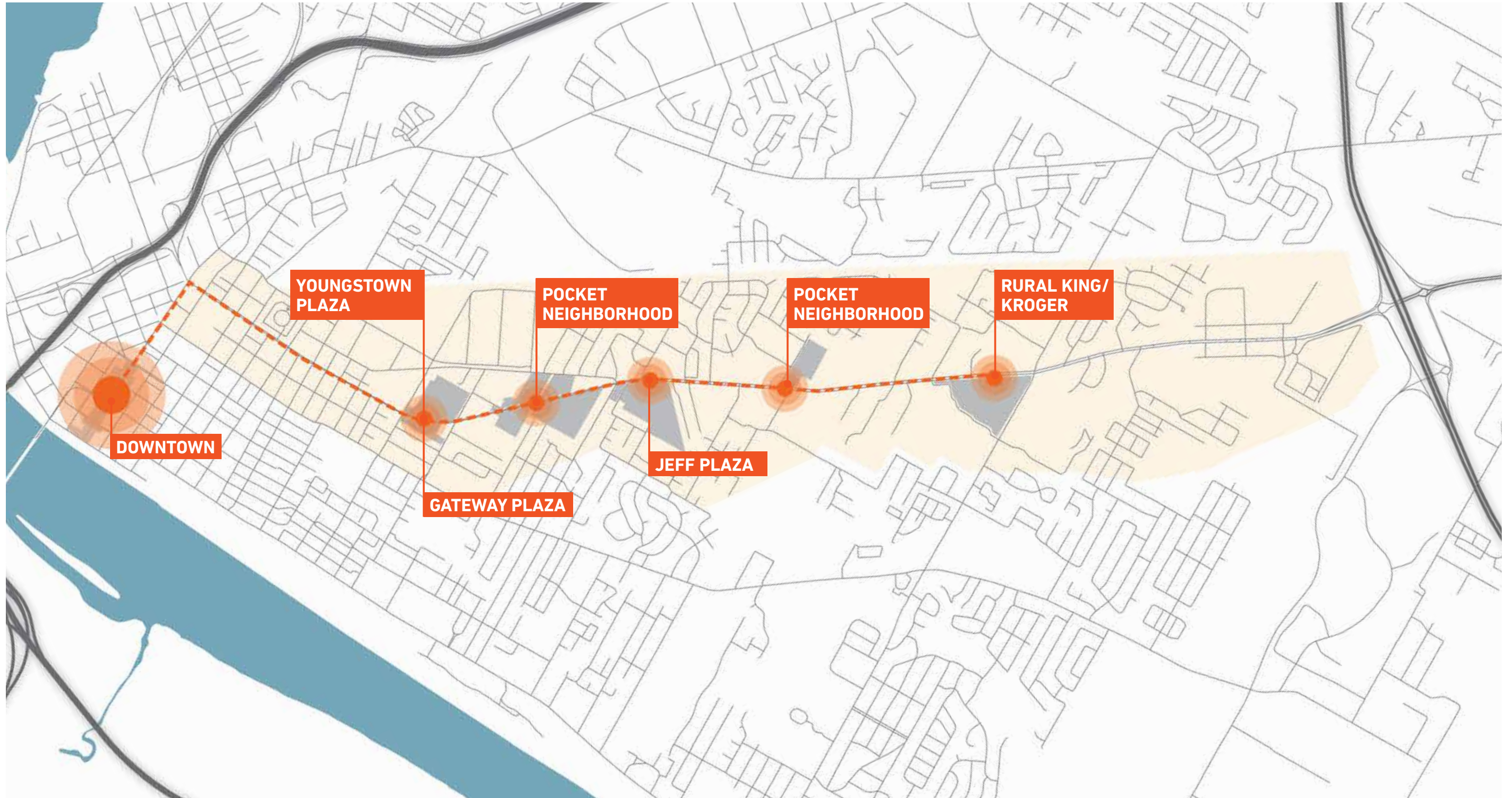
PHYSICAL CONNECTIVITY



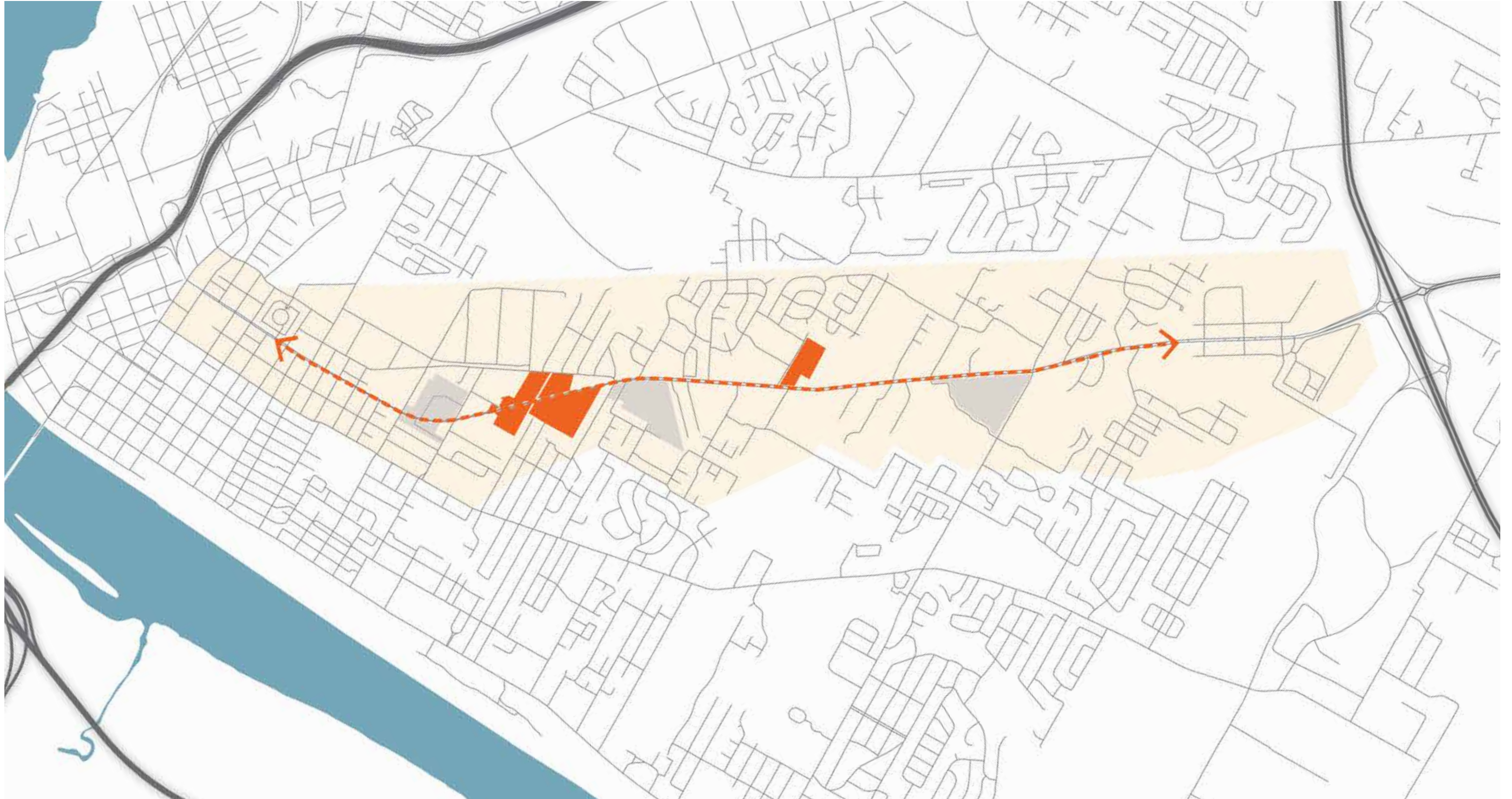
LEVERAGED PUBLIC INVESTMENT

PRINCIPLES

FOCUS ON THE DOWNTOWN AND ALLOW NEW CENTERS TO FORM



PRINCIPLES BUILD “POCKET NEIGHBORHOODS”



PRINCIPLES “SHORTEN” THE PERCEIVED DISTANCE BETWEEN “SLOW” PLACES



PRINCIPLES BUILD ORGANIZATIONAL INFRASTRUCTURE



SECTION 2

FRAMEWORK



FRAMEWORK

KEY STRATEGIES

1 COMPLETE THE PEDESTRIAN NETWORK

2 COMPLETE THE BIKE NETWORK

3 INCREASE TRANSIT ACCESS

4 10TH STREET CORRIDOR STRATEGY

FRAMEWORK

KEY STRATEGIES

1 COMPLETE THE PEDESTRIAN NETWORK

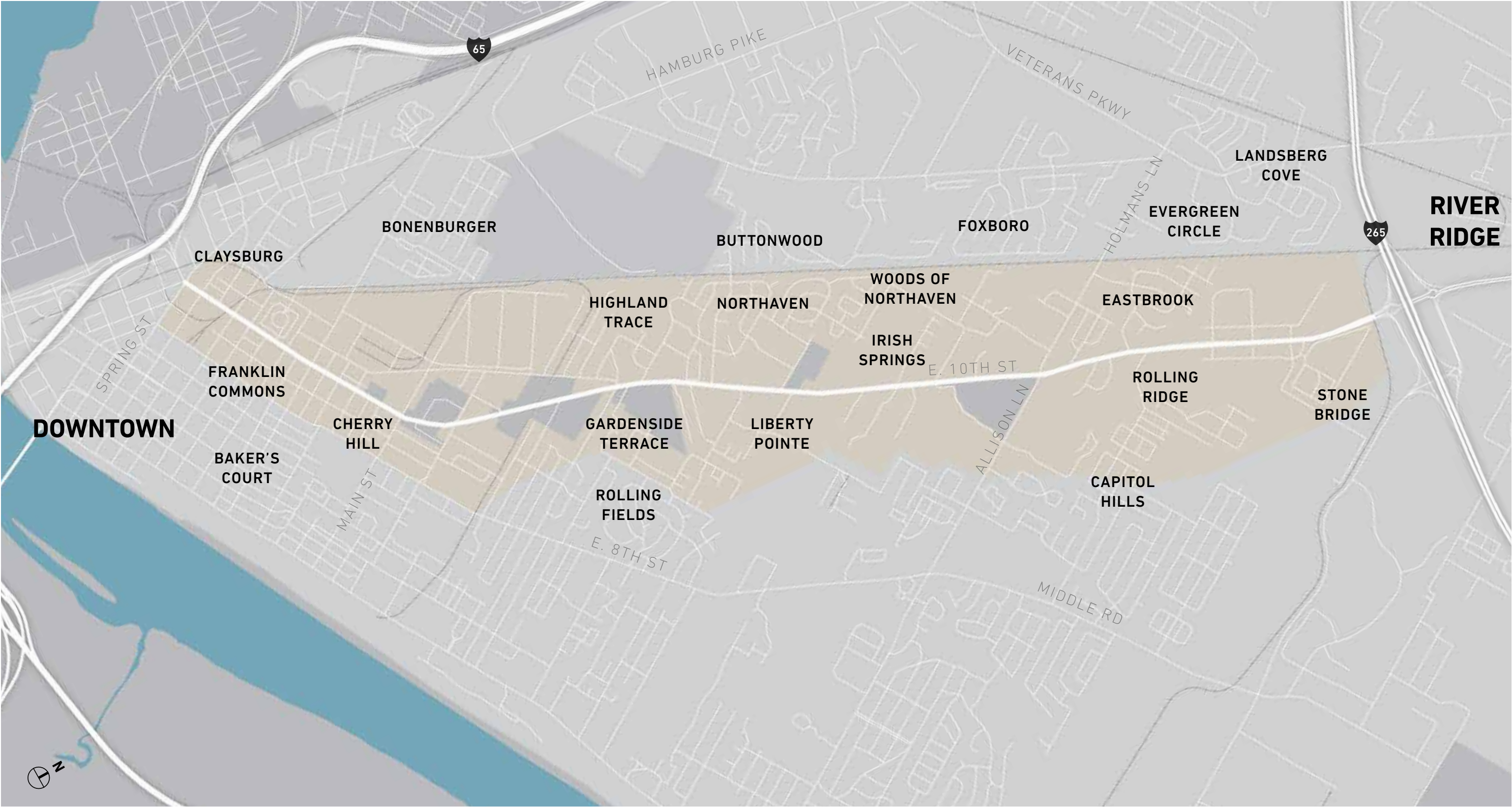
2 COMPLETE THE BIKE NETWORK

3 INCREASE TRANSIT ACCESS

4 10TH STREET CORRIDOR STRATEGY

PEDESTRIAN NETWORK

NEIGHBORHOODS



PEDESTRIAN NETWORK

PARKS

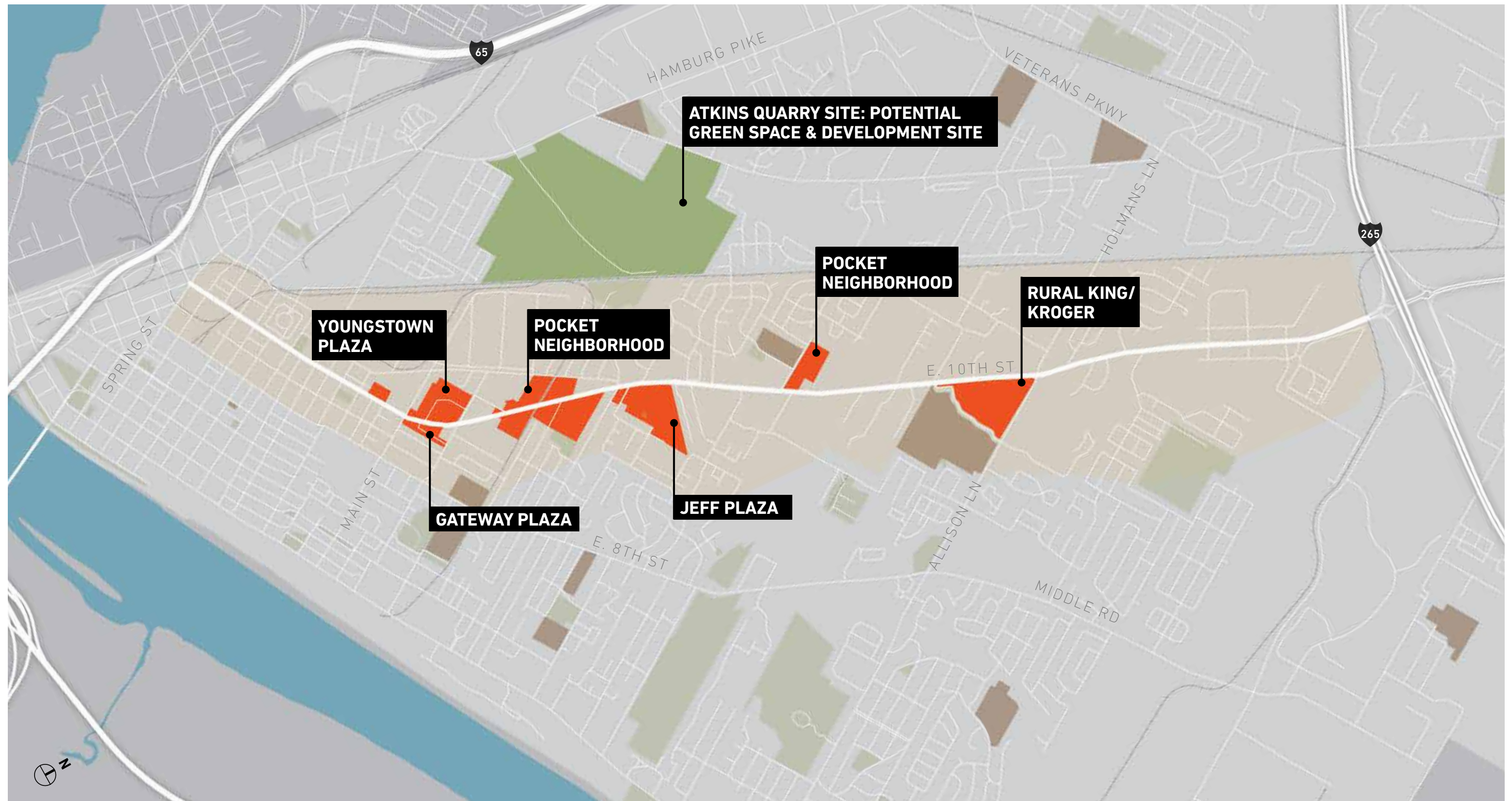


PEDESTRIAN NETWORK SCHOOLS



PEDESTRIAN NETWORK

FOCUS SITES



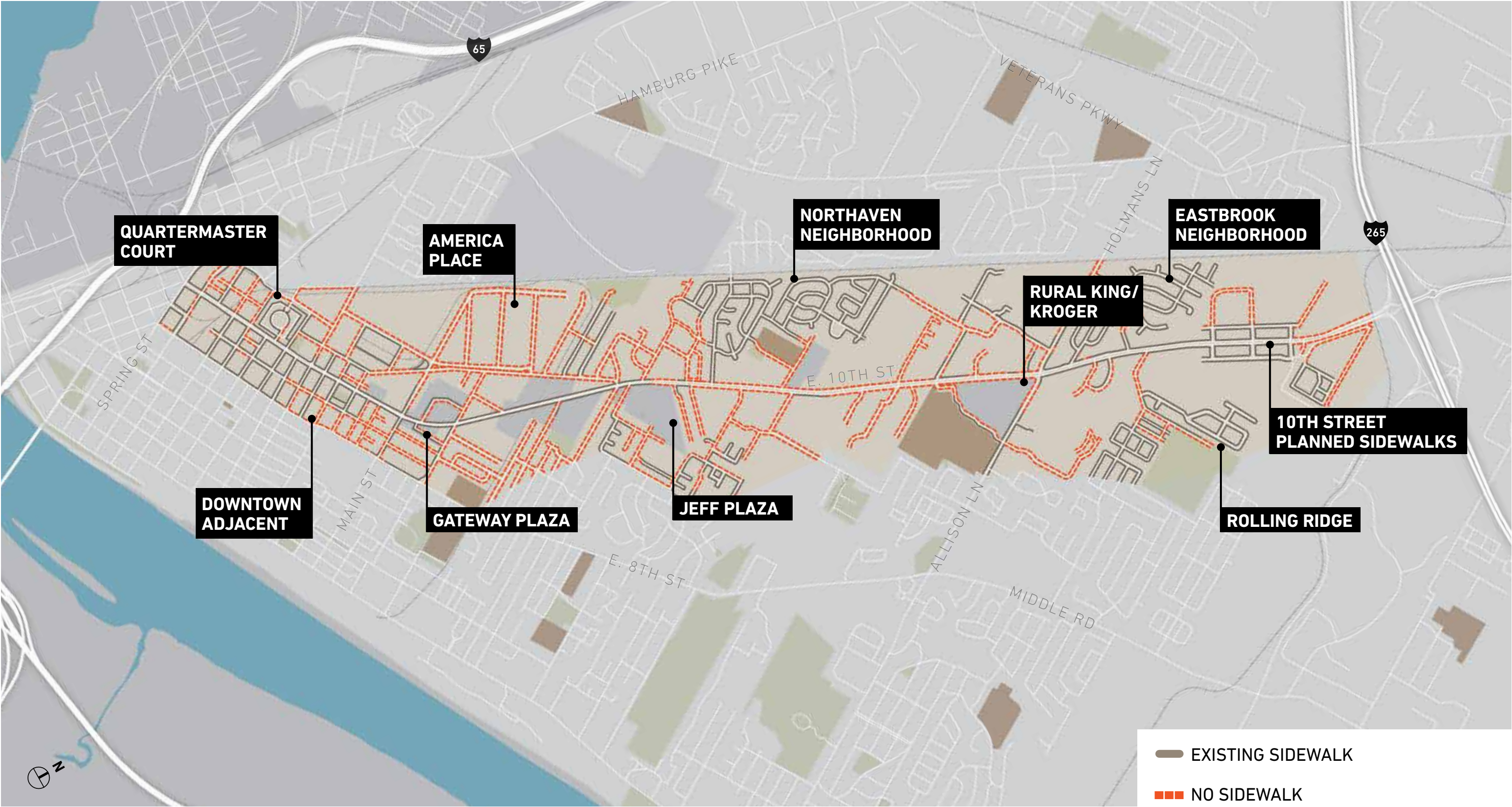
PEDESTRIAN NETWORK

EXISTING SIDEWALKS



PEDESTRIAN NETWORK

EXISTING SIDEWALK GAPS



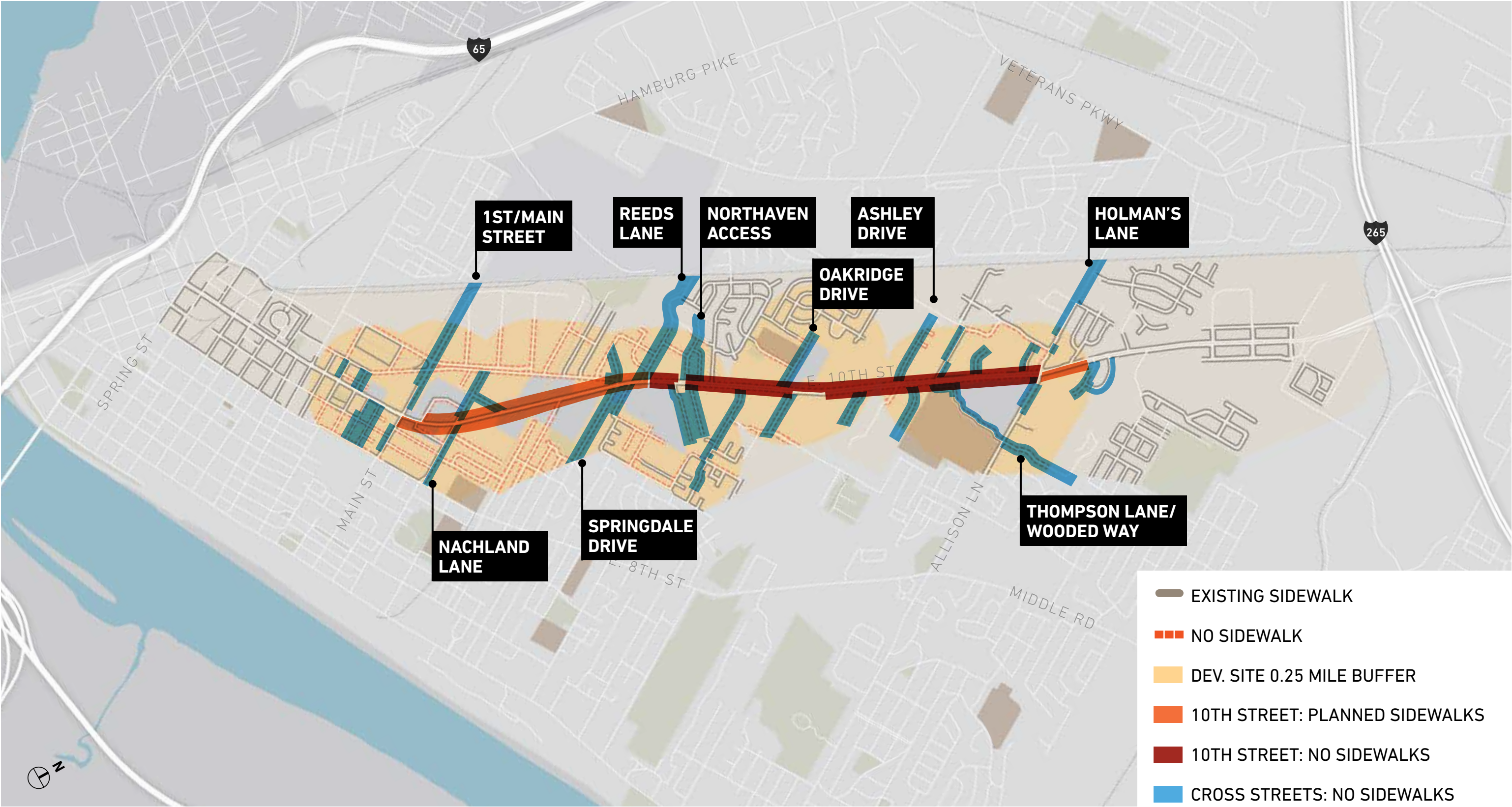
PEDESTRIAN NETWORK

EXISTING SIDEWALK GAPS: 10TH STREET



PEDESTRIAN NETWORK

EXISTING SIDEWALK GAPS: CROSS STREETS



PEDESTRIAN NETWORK

RECOMMENDATIONS

- 1 COMPLETE THE PEDESTRIAN NETWORK ON 10TH STREET, STARTING WITH DEVELOPMENT SITES
- 2 PRIORITIZE CROSS STREETS THAT LEAD TO 10TH STREET, & INTEGRATE BIKE PLAN WITH GAPS
- 3 FILL IN THE SIDEWALK GAPS IN SURROUNDING NEIGHBORHOODS



FRAMEWORK

KEY STRATEGIES

1 COMPLETE THE PEDESTRIAN NETWORK

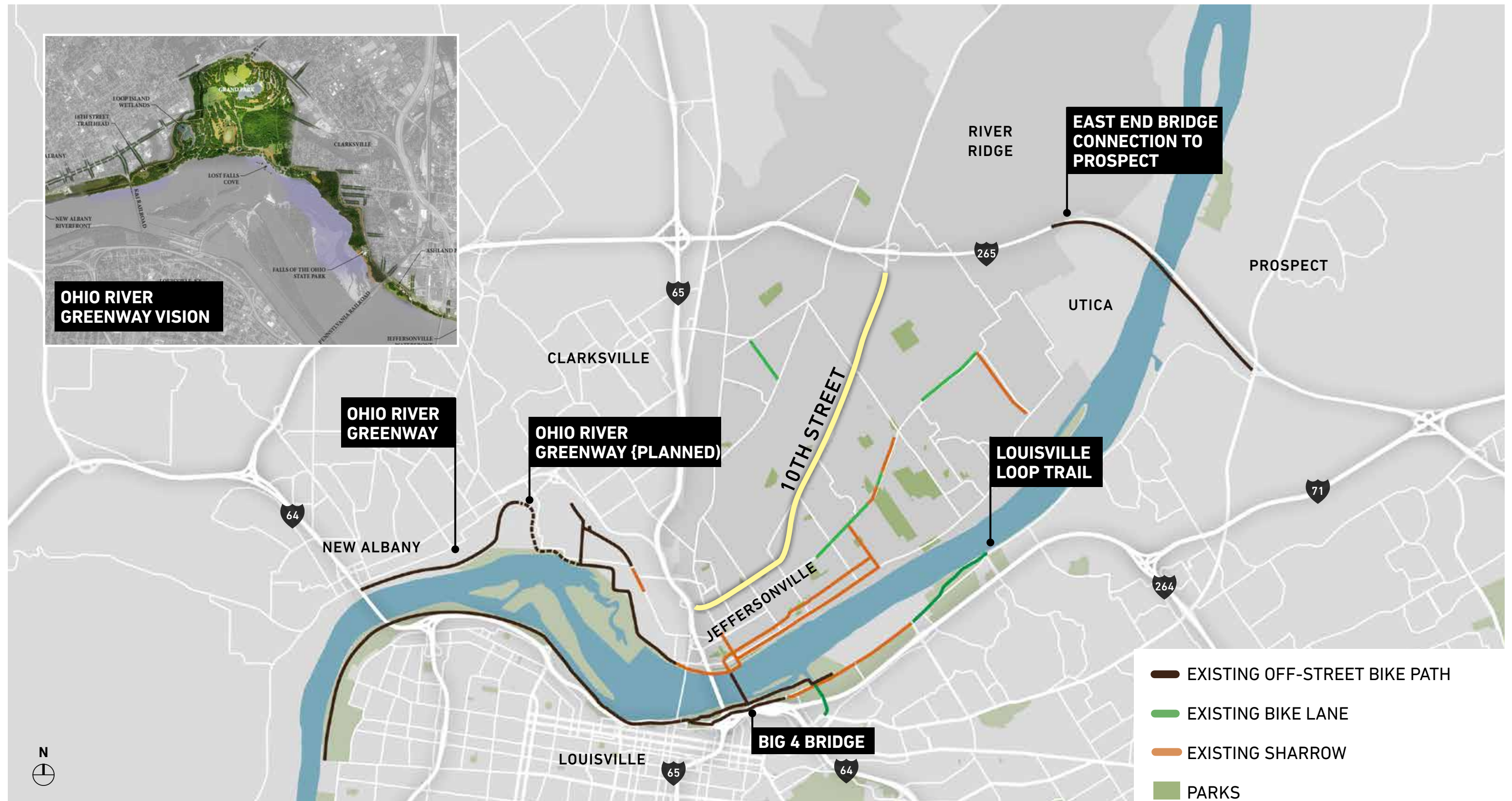
2 COMPLETE THE BIKE NETWORK

3 INCREASE TRANSIT ACCESS

4 10TH STREET CORRIDOR STRATEGY

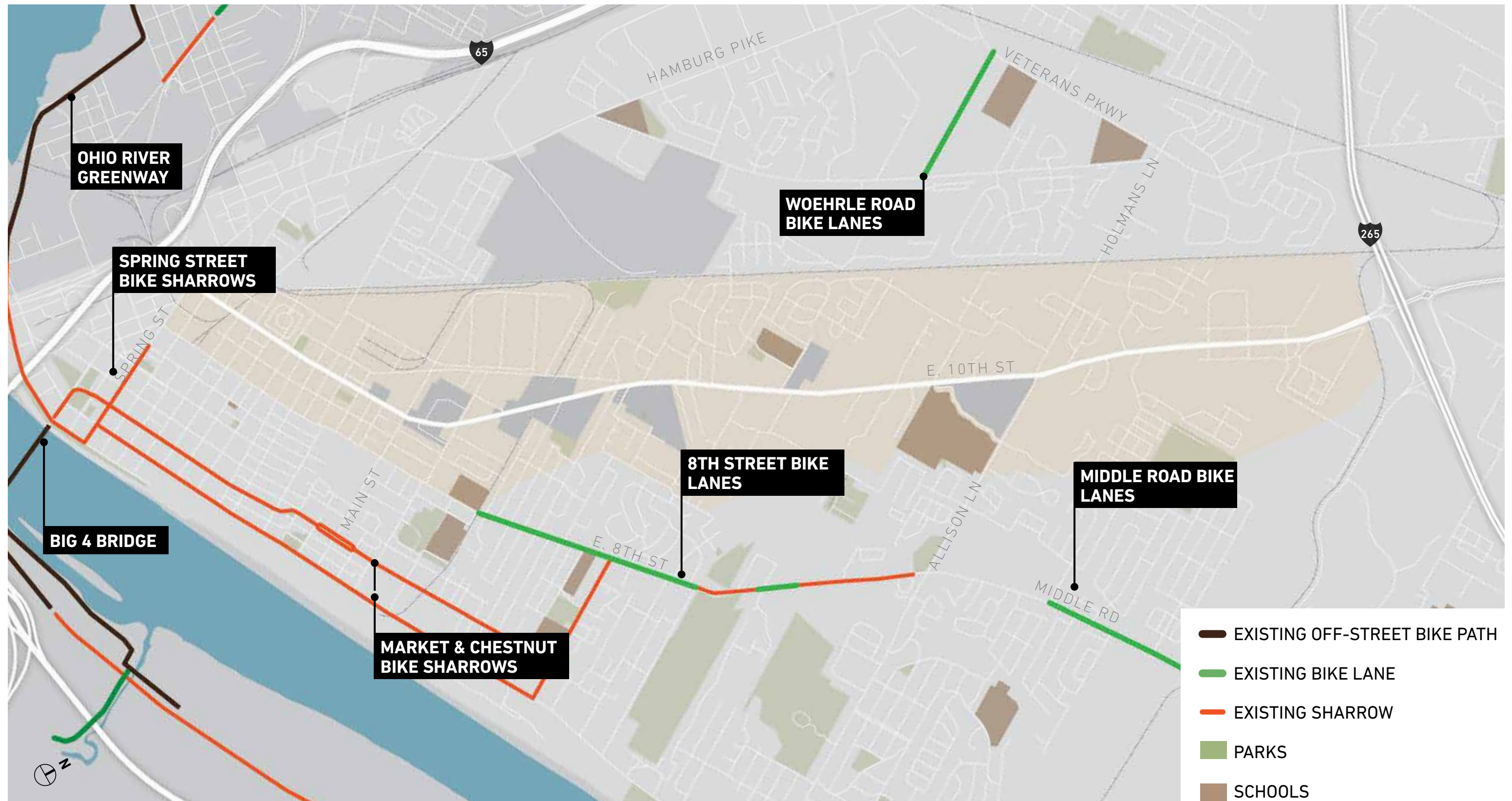
BIKE NETWORK

EXISTING REGIONAL NETWORK



BIKE NETWORK

EXISTING BIKE CONNECTIVITY & OPEN SPACE



BIKE NETWORK

POTENTIAL CONNECTIONS: 10TH STREET



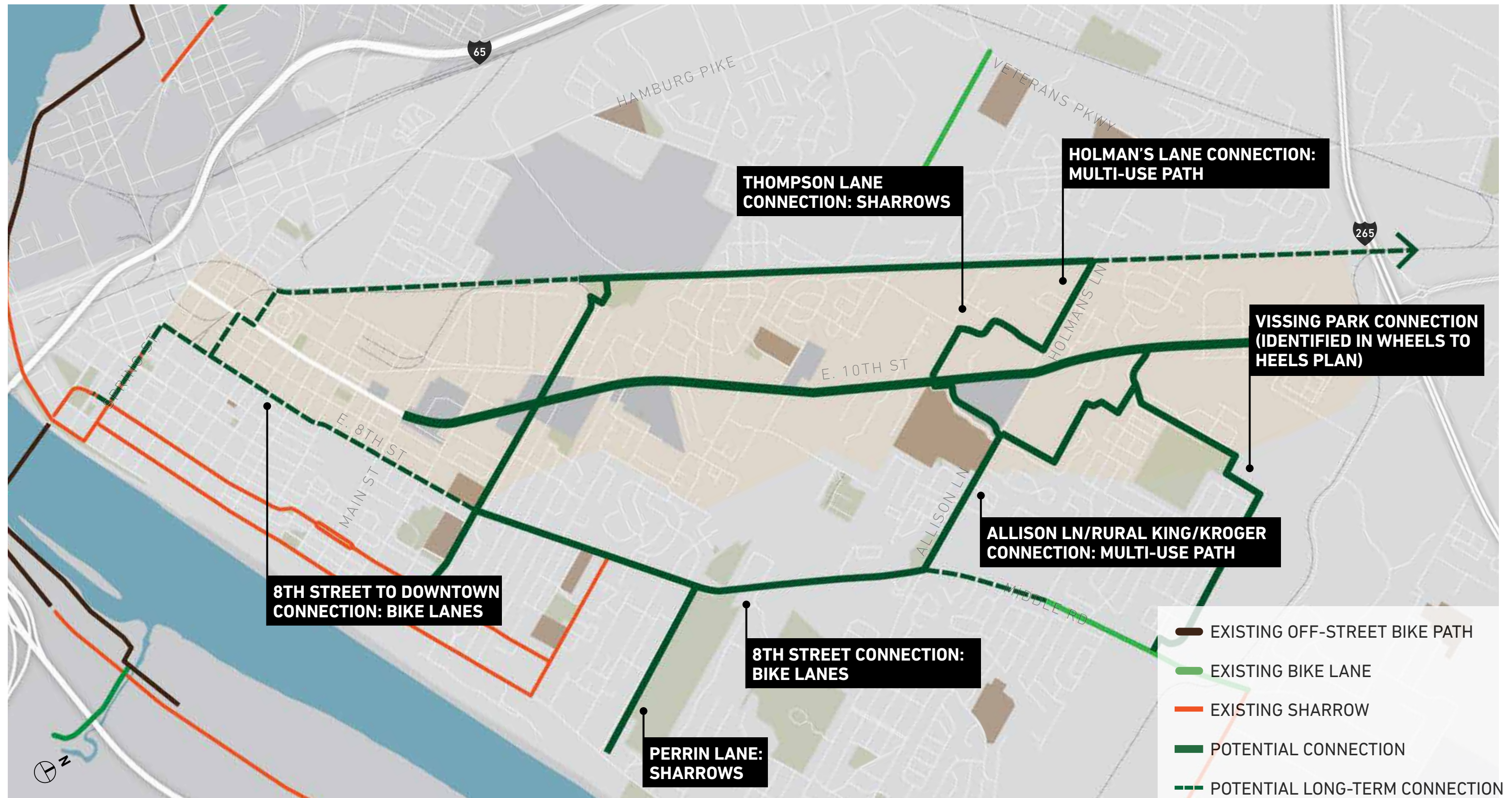
BIKE NETWORK

POTENTIAL CONNECTIONS: RAIL CORRIDORS



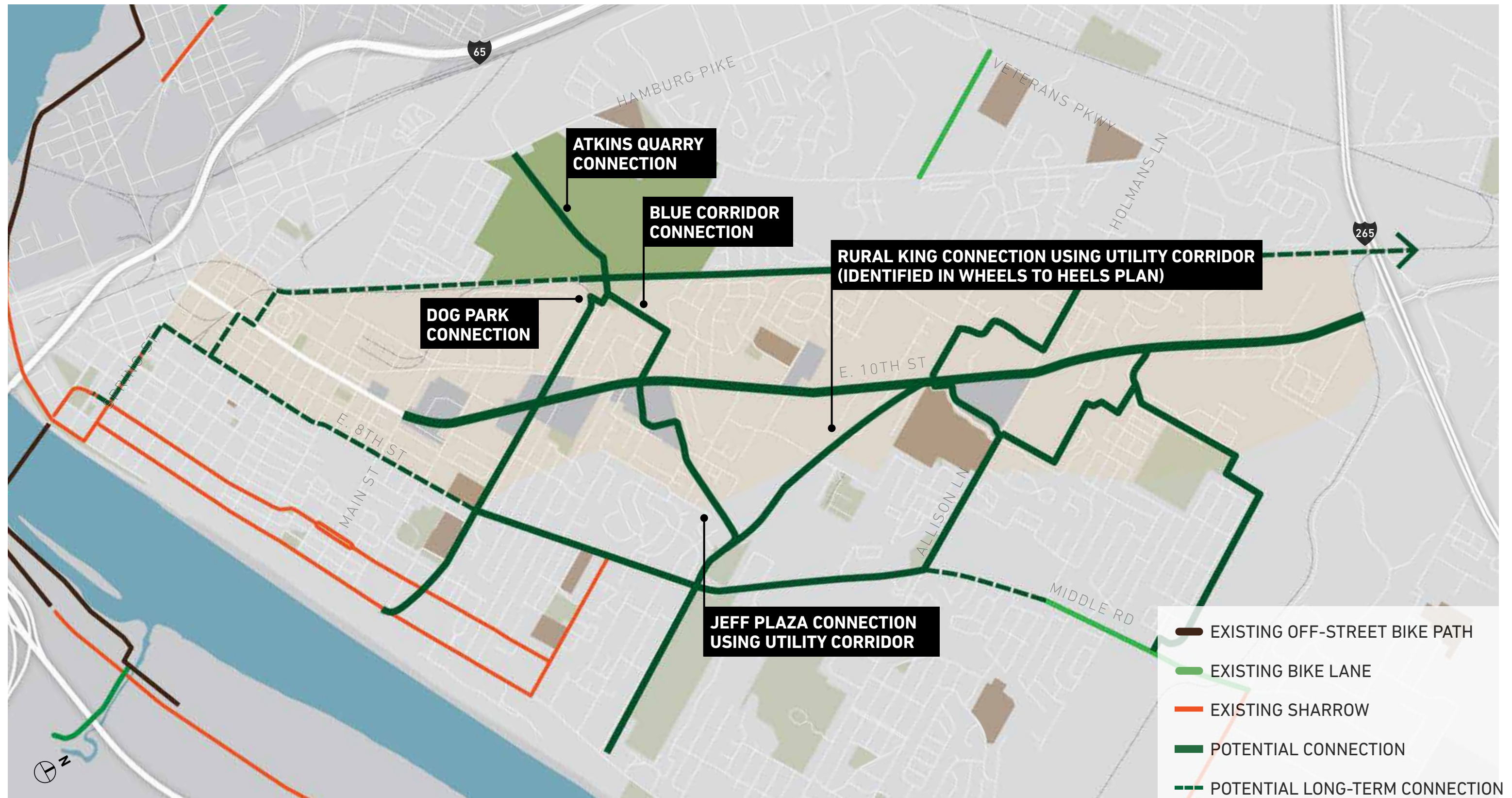
BIKE NETWORK

POTENTIAL CONNECTIONS: ON-STREET FACILITIES



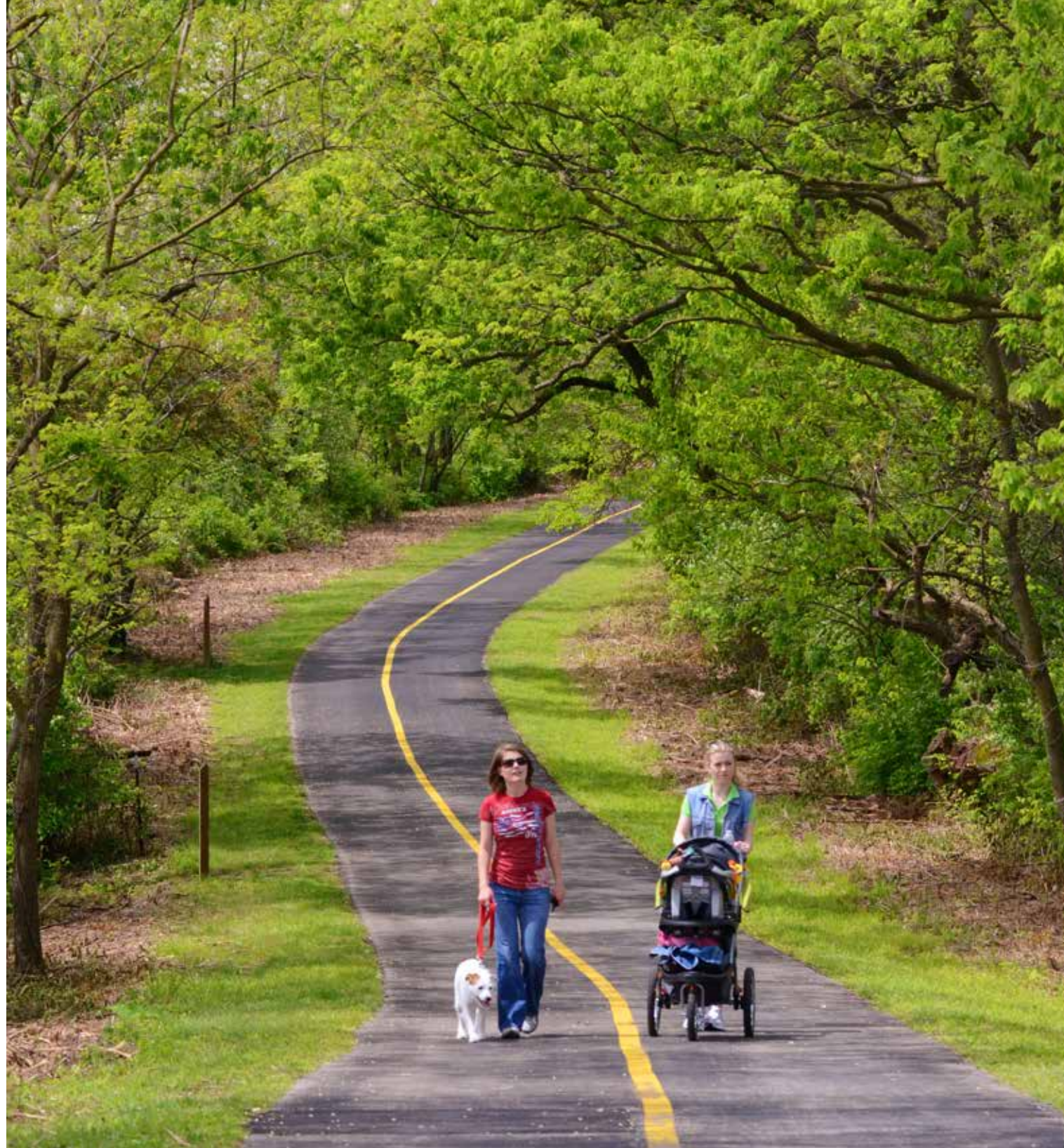
BIKE NETWORK

POTENTIAL CONNECTIONS: UTILITY & BLUE CORRIDORS



PEDESTRIAN & BIKE NETWORK

RAIL TRAIL & NATURE TRAIL



PEDESTRIAN & BIKE NETWORK

MULTI-USE PATH & ON-STREET FACILITIES



FRAMEWORK

KEY STRATEGIES

1 COMPLETE THE PEDESTRIAN NETWORK

2 COMPLETE THE BIKE NETWORK

3 INCREASE TRANSIT ACCESS

4 10TH STREET CORRIDOR STRATEGY

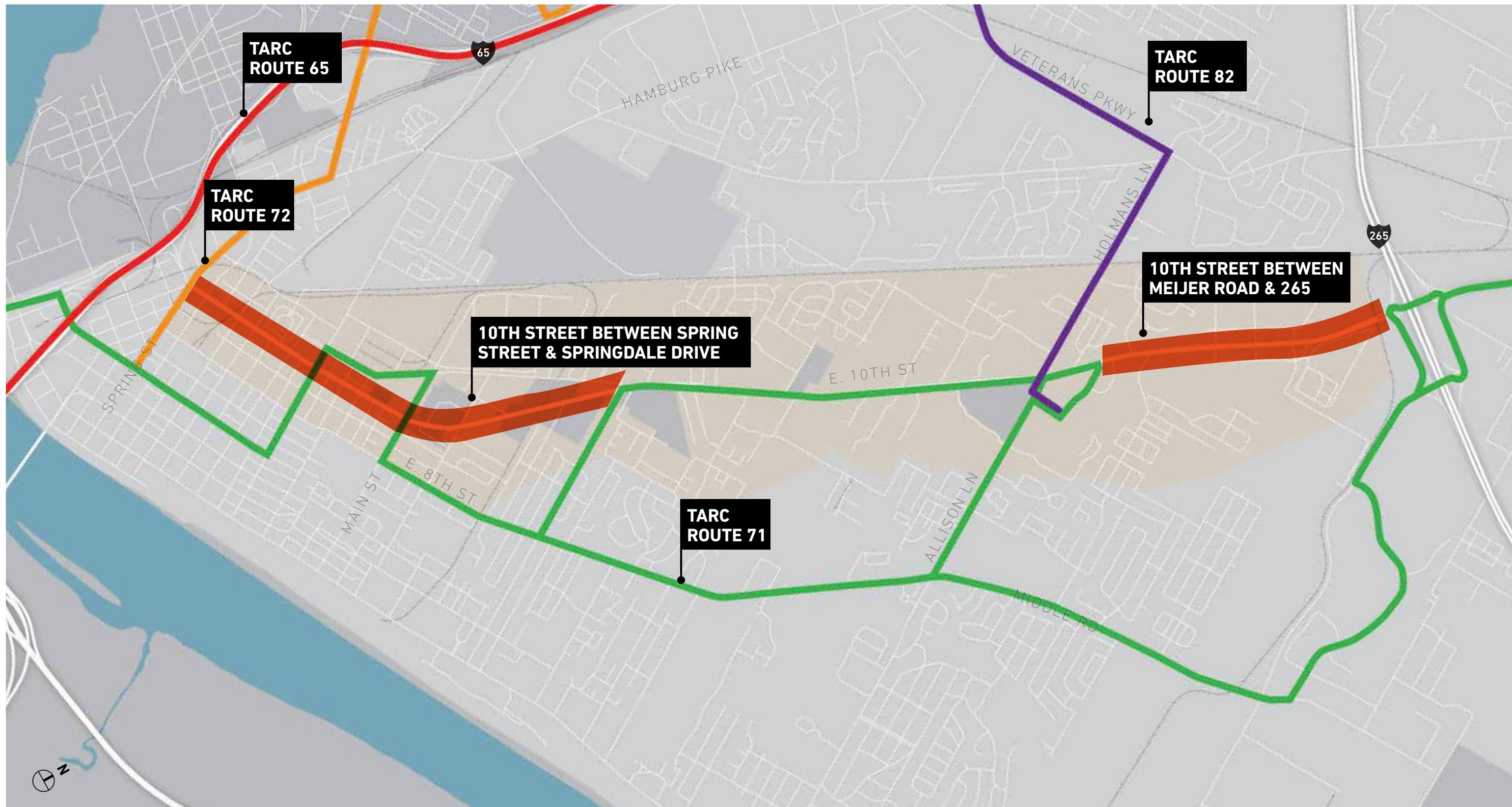
TRANSIT ACCESS

EXISTING TRANSIT LINES



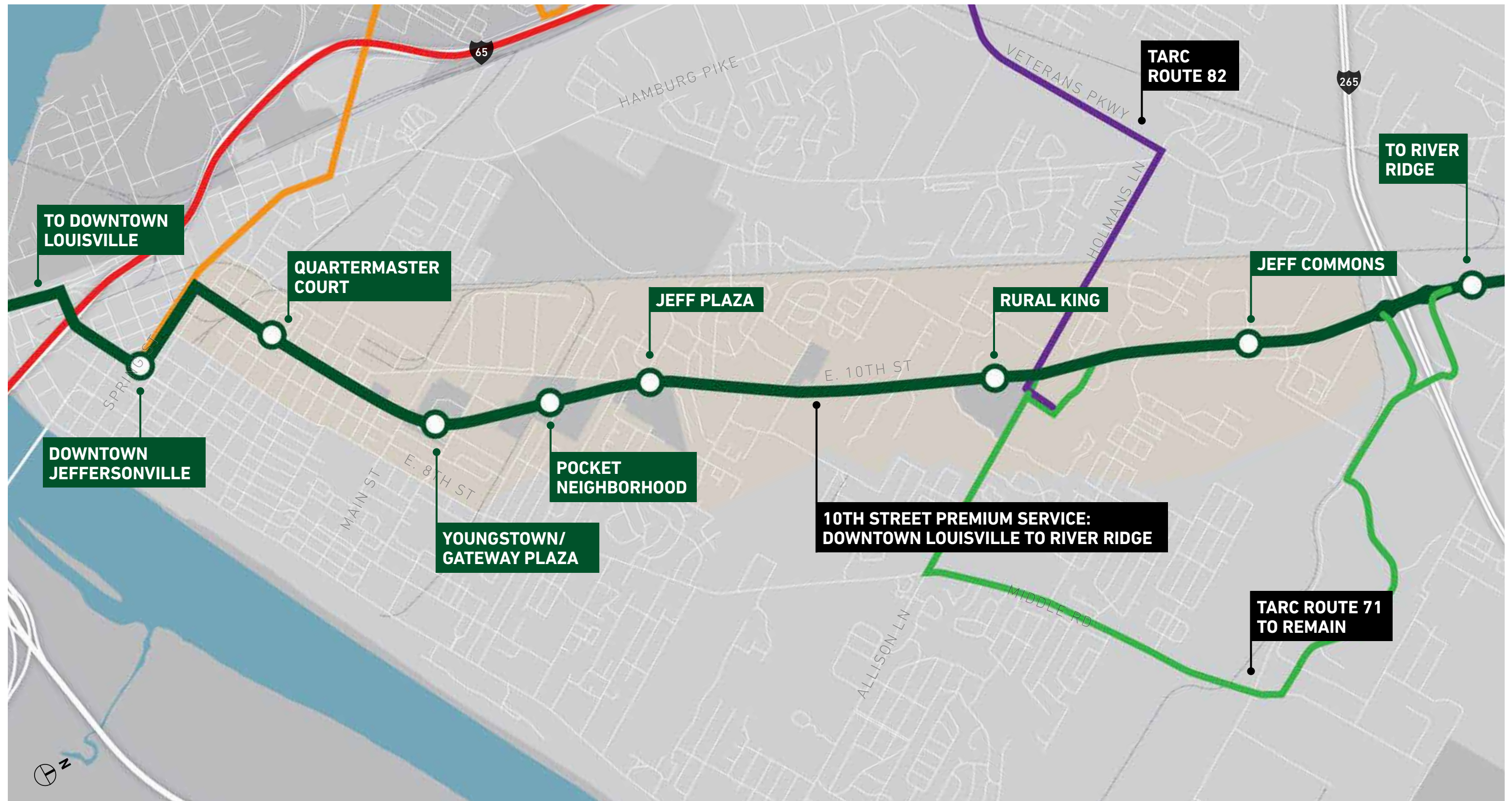
TRANSIT ACCESS

EXISTING TRANSIT GAPS



TRANSIT ACCESS

PREMIUM TRANSIT SERVICE



FRAMEWORK: SOLUTIONS

1 COMPLETE THE PEDESTRIAN NETWORK

2 COMPLETE THE BIKE NETWORK

3 INCREASE TRANSIT ACCESS

4 10TH STREET CORRIDOR STRATEGY

EXISTING STREET CONNECTIVITY

AWAY FROM CORRIDOR

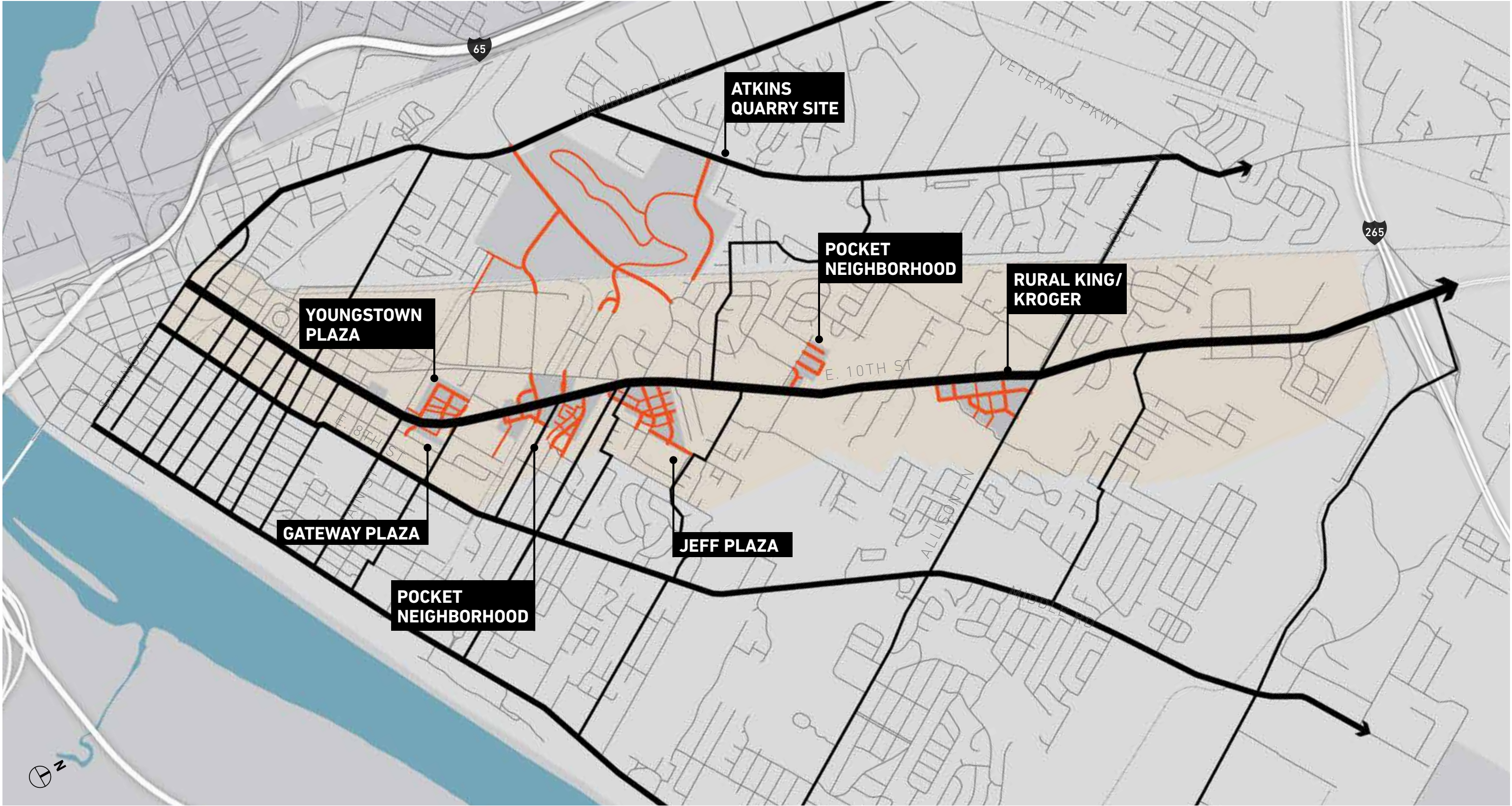


EXISTING STREET CONNECTIVITY BETWEEN ARTERIALS



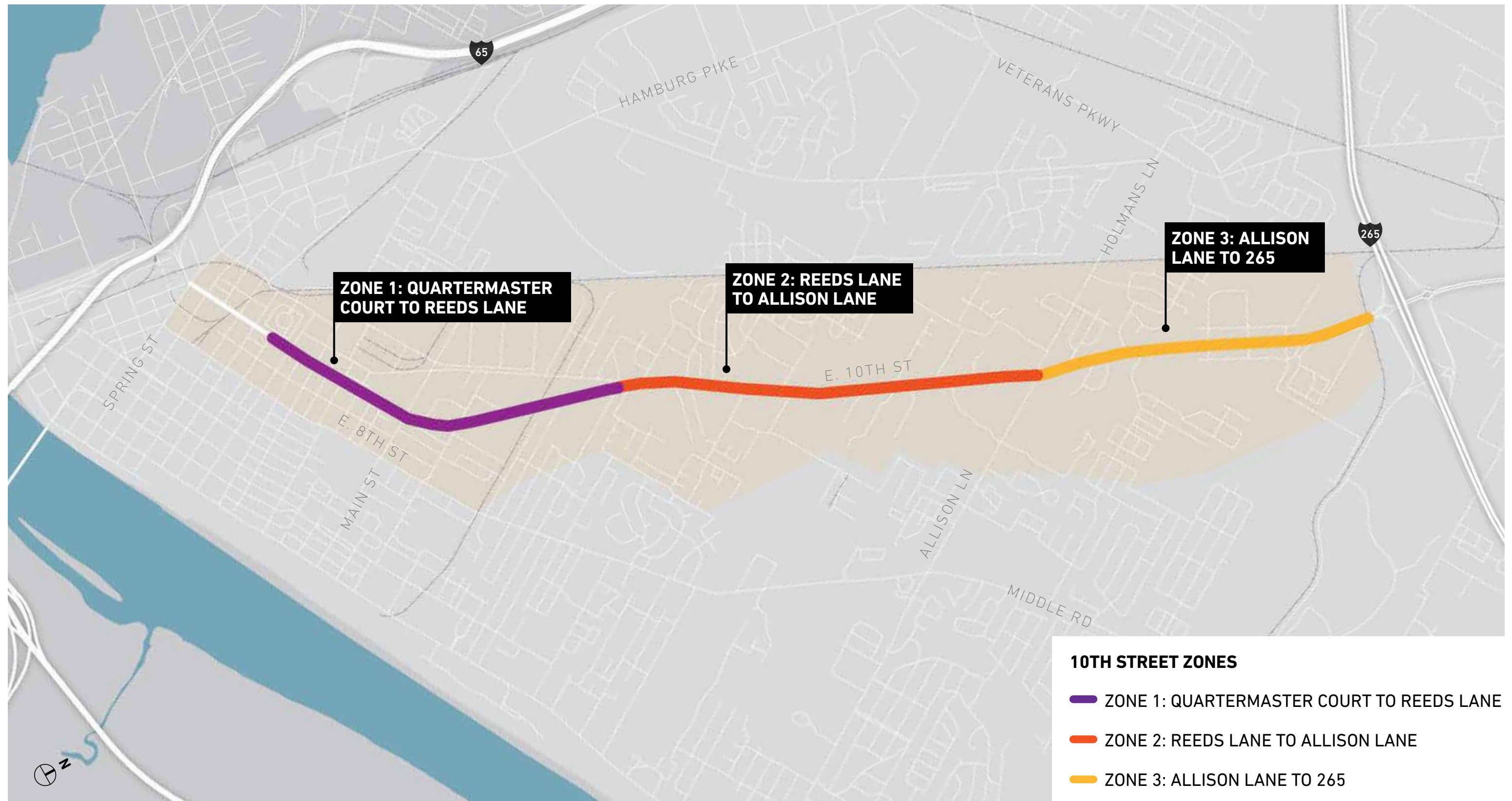
EXISTING STREET CONNECTIVITY

PROPOSED STREETS FROM SITES



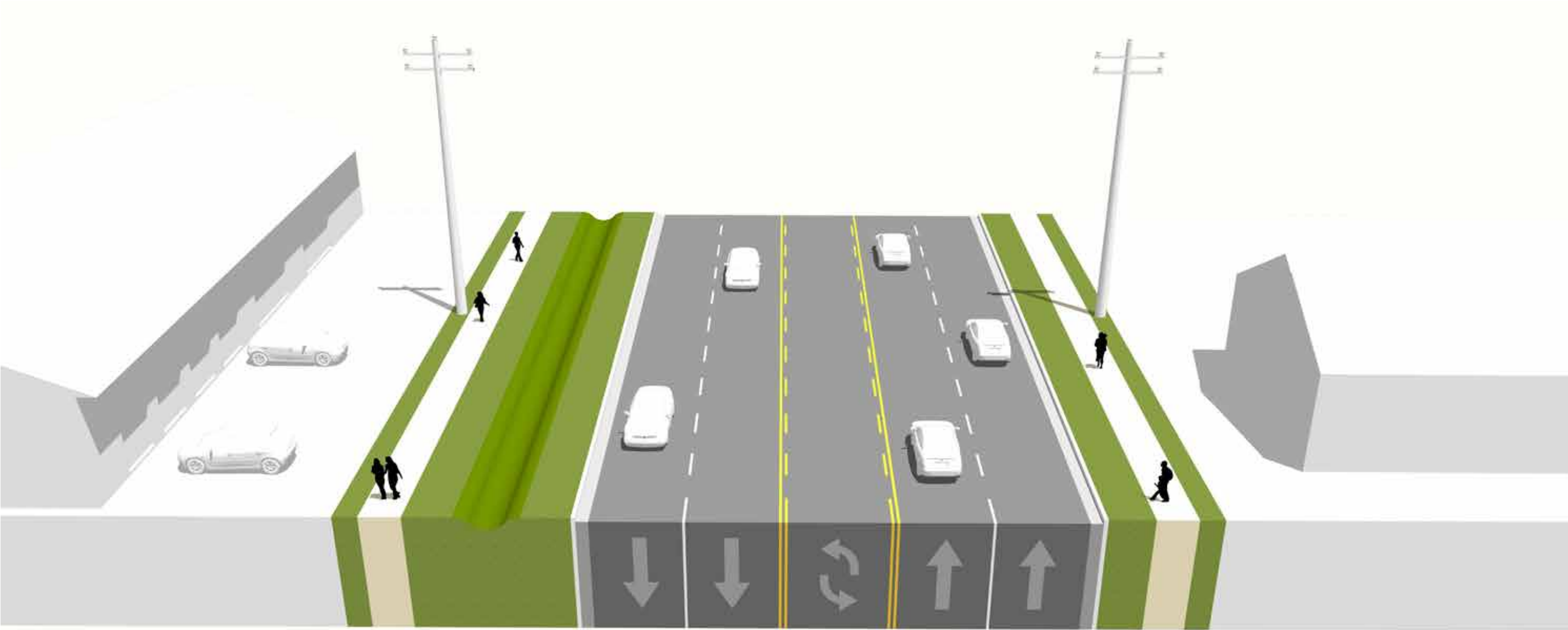
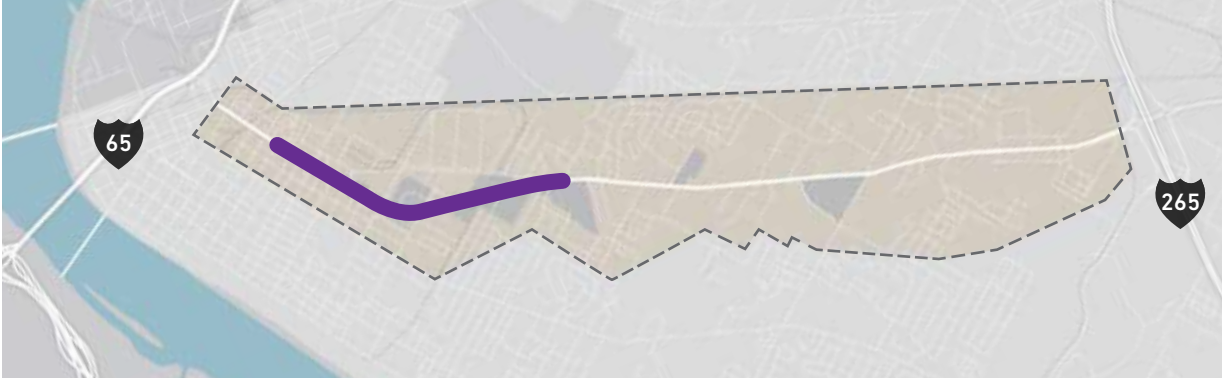
10TH STREET CORRIDOR STRATEGY

POTENTIAL ZONES



ZONE 1: QUARTERMASTER TO REEDS

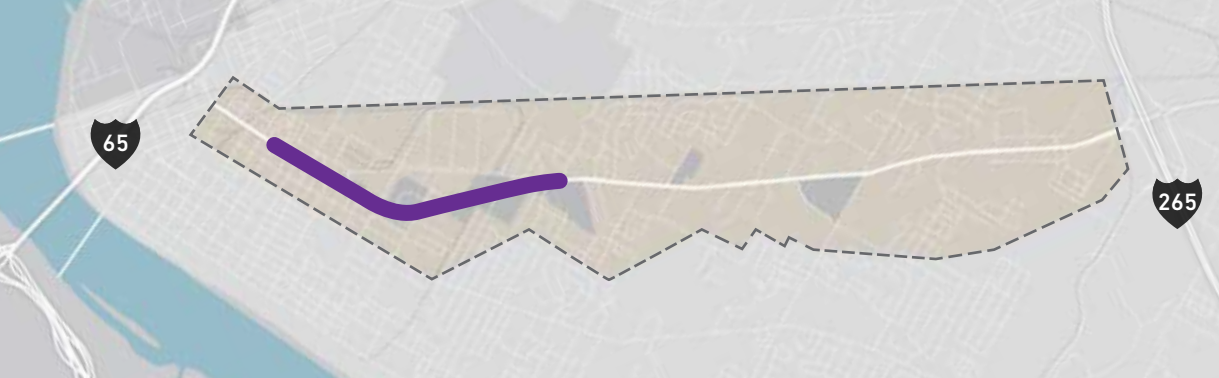
EXISTING (103' ROW)



3'	5'	20'	13'	11'	14'	11'	13'	5'	5'	3'
Planting Strip	Sidewalk	Planting Strip with bioswale	Drive Lane	Drive Lane	Center Turn Lane	Drive Lane	Drive Lane	Planting Strip	Sidewalk	Planting Strip

ZONE 1: QUARTERMASTER TO REEDS

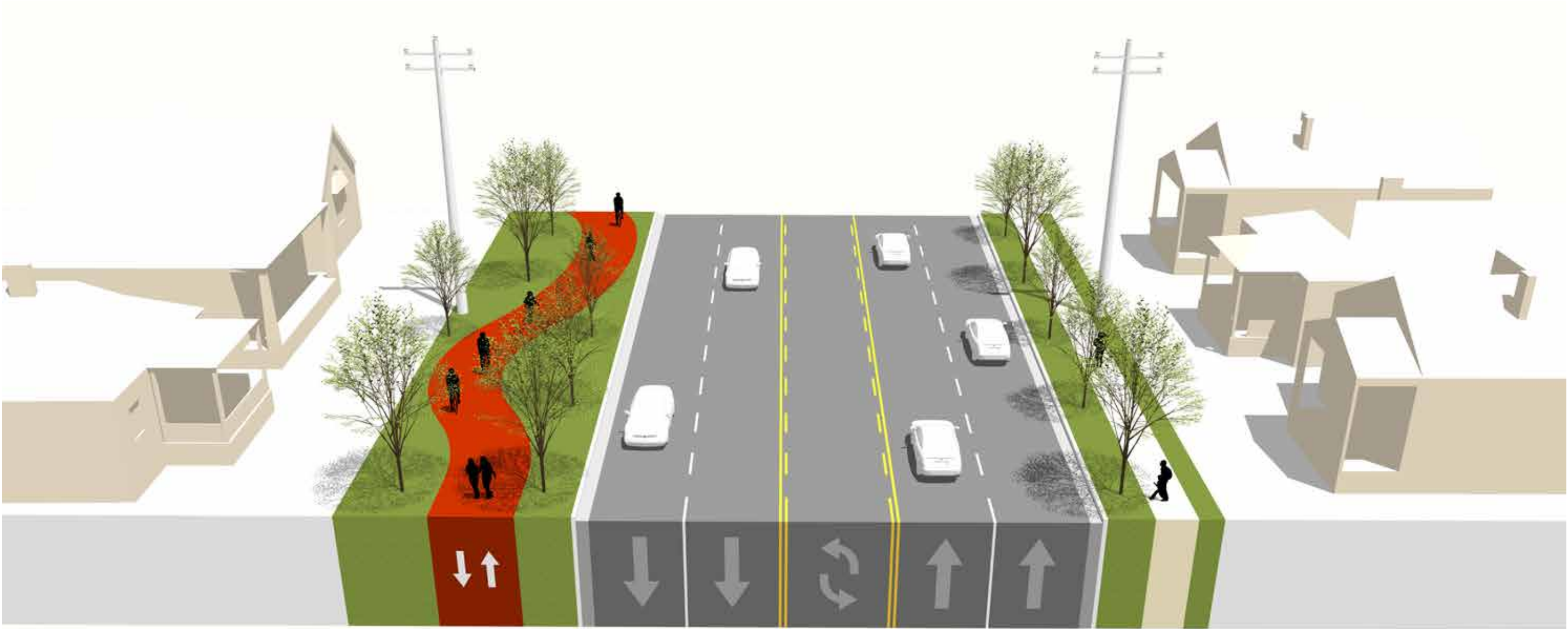
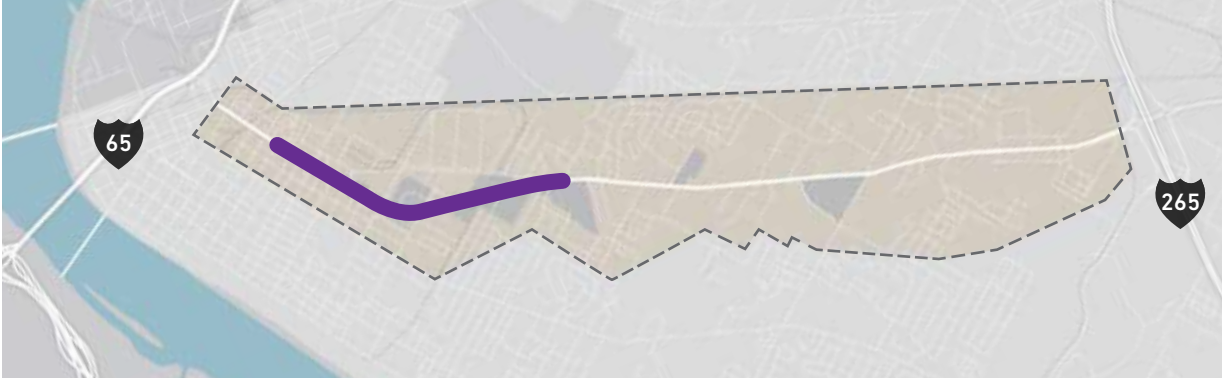
IMPROVEMENTS: OPTION A (103' ROW)



* BURIED UTILITIES

ZONE 1: QUARTERMASTER TO REEDS

IMPROVEMENTS: OPTION B (103' ROW)



28'	13'	11'	14'	11'	13'	5'	5'	3'
12' Meandering Shared-Use-Path + Tree Lawns	Drive Lane	Drive Lane	Center Turn Lan	Drive Lane	Drive Lane	Plant-ing Strip	Side-walk	Planting Strip

ZONE 1: QUARTERMASTER TO REEDS

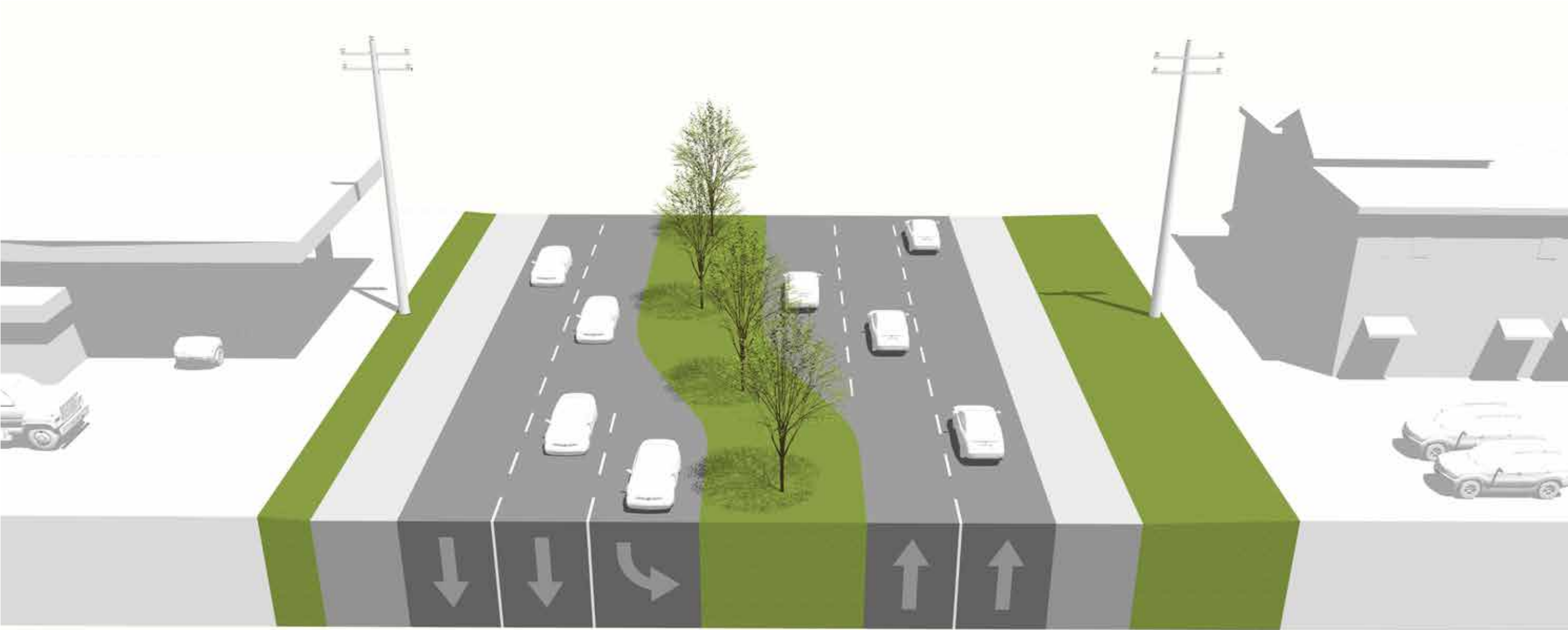
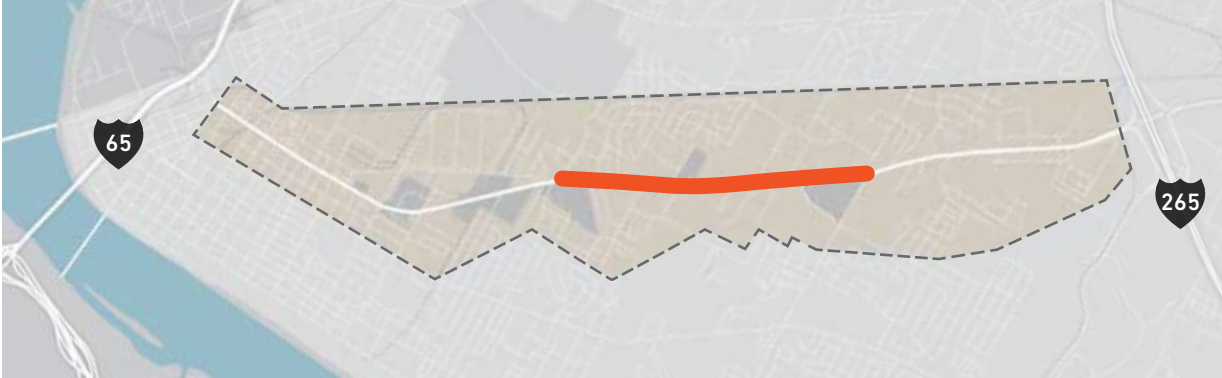
IMPROVEMENTS: OPTION C (149' ROW)



5'	5'	12'	5'	8'	12'	5'	13'	11'	14'	11'	13'	5'	12'	8'	5'	5'
Walk	Tree Lawn	Cycletrack	Tree Lawn	On-Street Parking	Drive Lane	Tree Lawn	Drive Lane	Drive Lane	Center Turn Lan	Drive Lane	Drive Lane	Tree Lawn	Drive Lane	On-Street Parking	Tree Lawn	Walk

ZONE 2: REEDS TO ALLISON

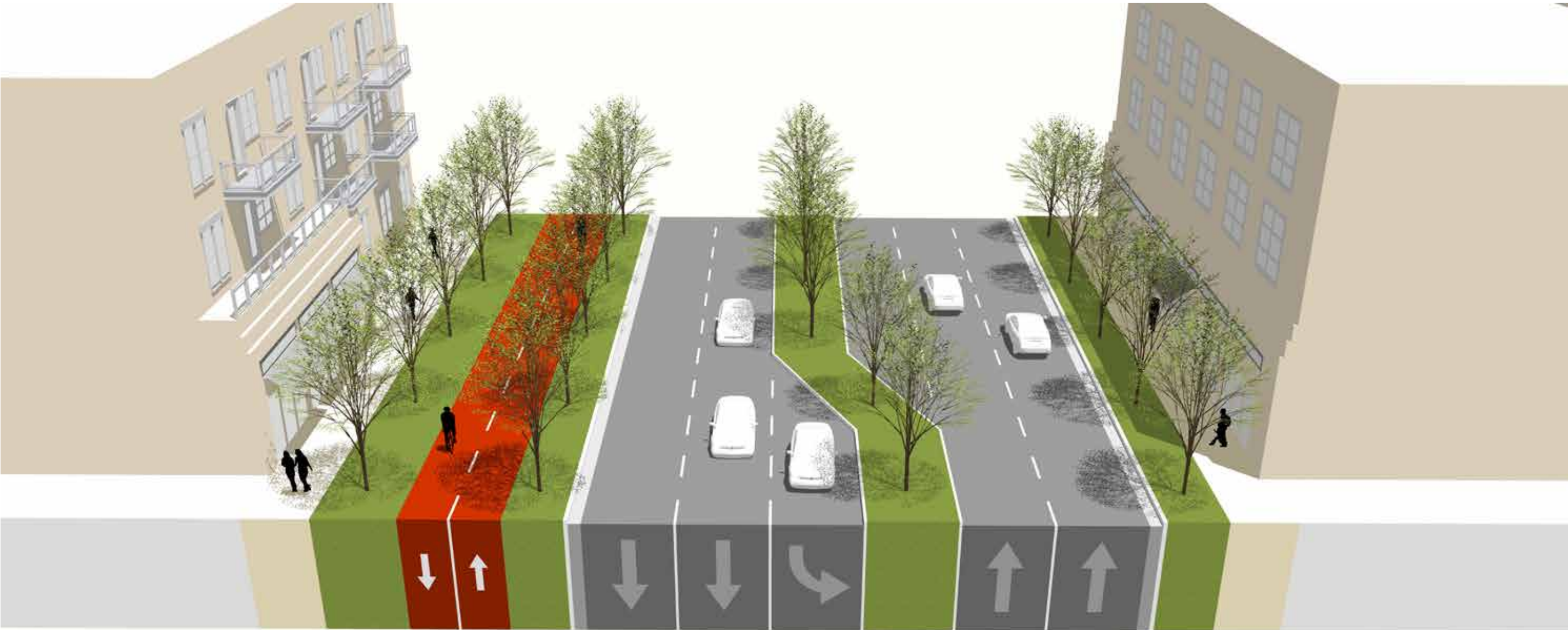
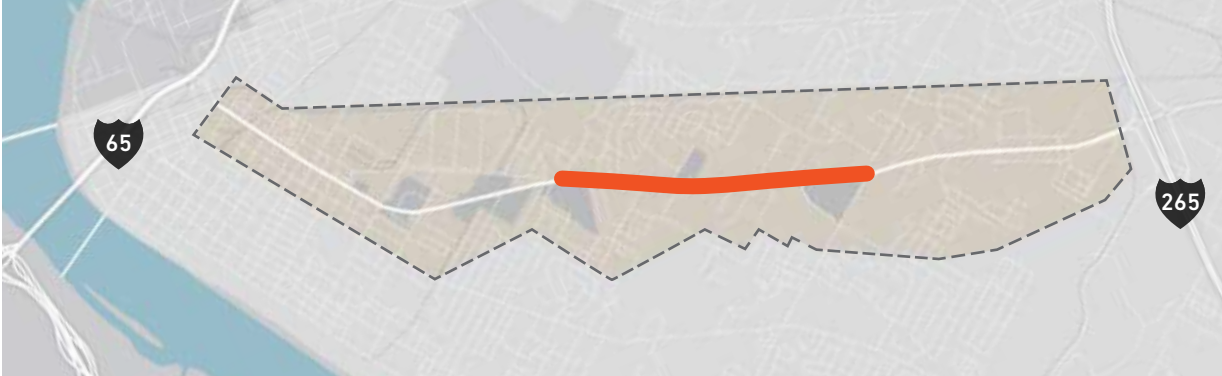
EXISTING (120' ROW)



6'	10'	11'	11'	13'	19'	11'	11'	10'	18'
Planting Strip	Shoulder	Drive Lane	Drive Lane	Left Turn Lane	Median	Drive Lane	Drive Lane	Shoulder	Planting Strip

ZONE 2: REEDS TO ALLISON

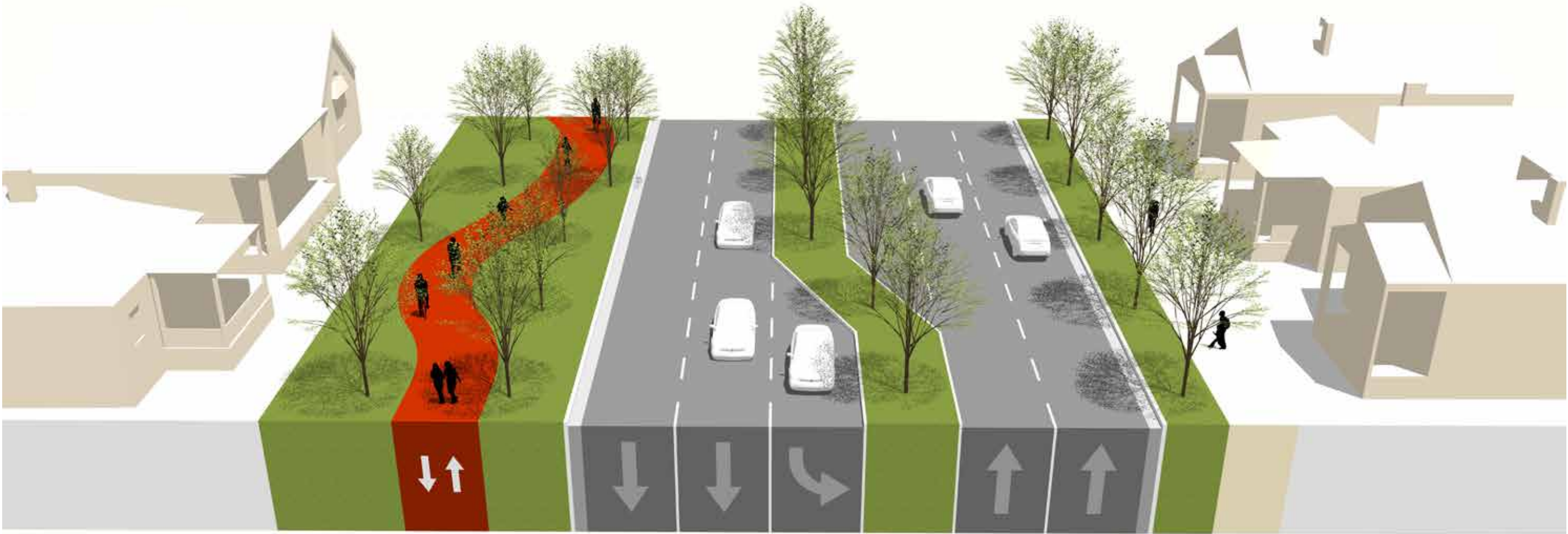
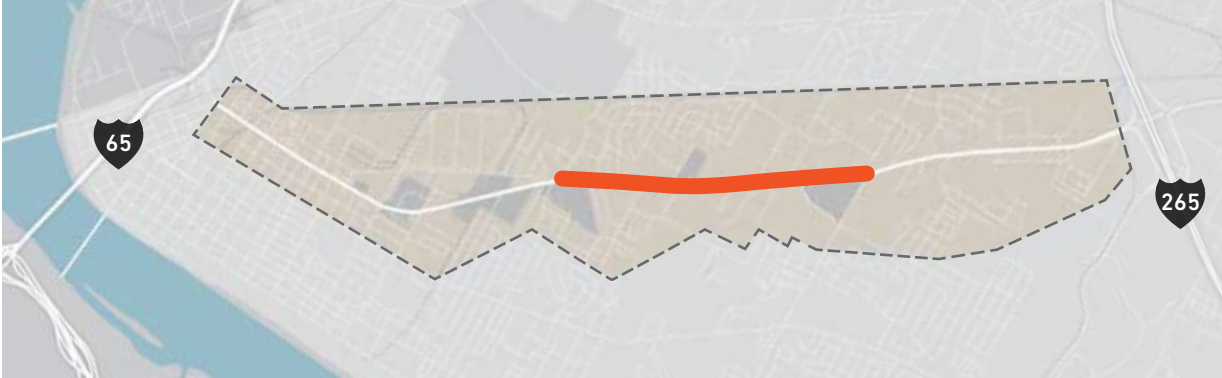
POTENTIAL: OPTION A (120' ROW)



8'	10'	12'	7'	13'	11'	11'	11'	11'	13'	7'	8'
Sidewalk	Tree Lawn	Cycletrack	Tree Lawn	Drive Lane	Drive Lane	Left Turn Lane	Median	Drive Lane	Drive Lane	Tree Lawn	Sidewalk

ZONE 2: REEDS TO ALLISON

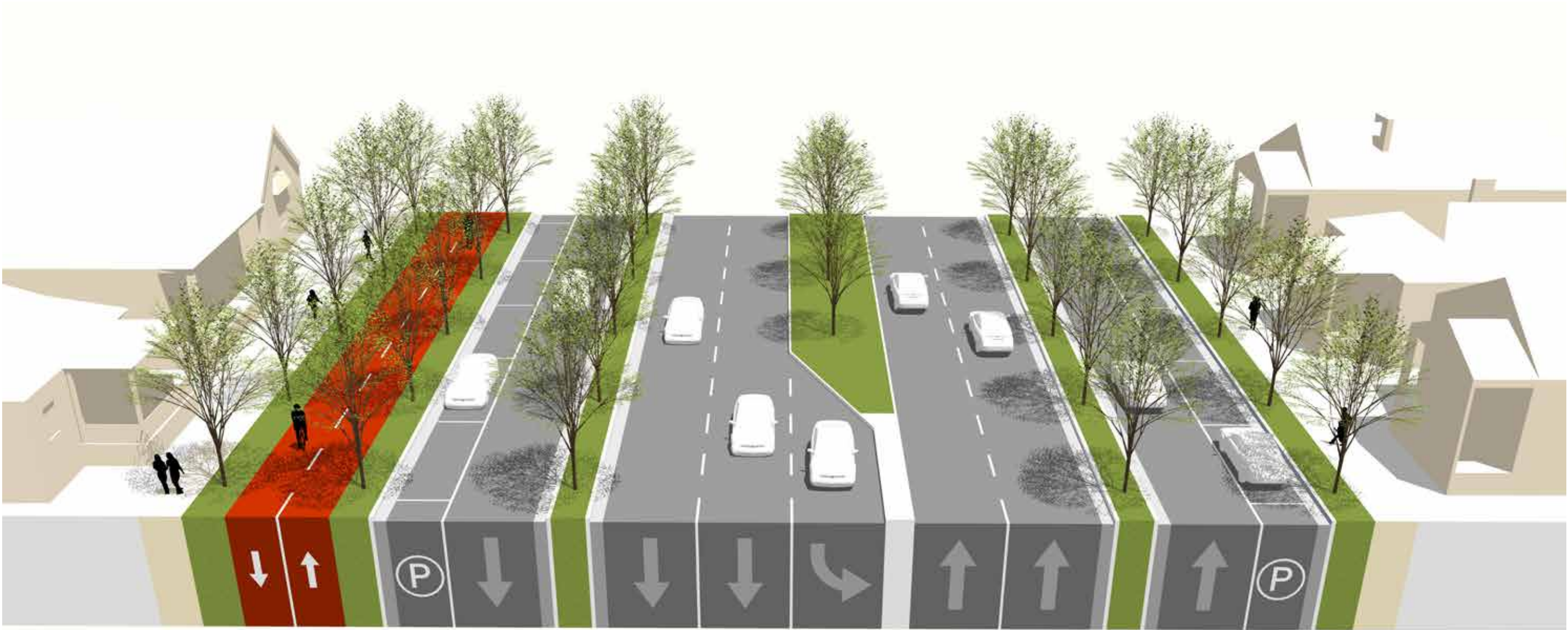
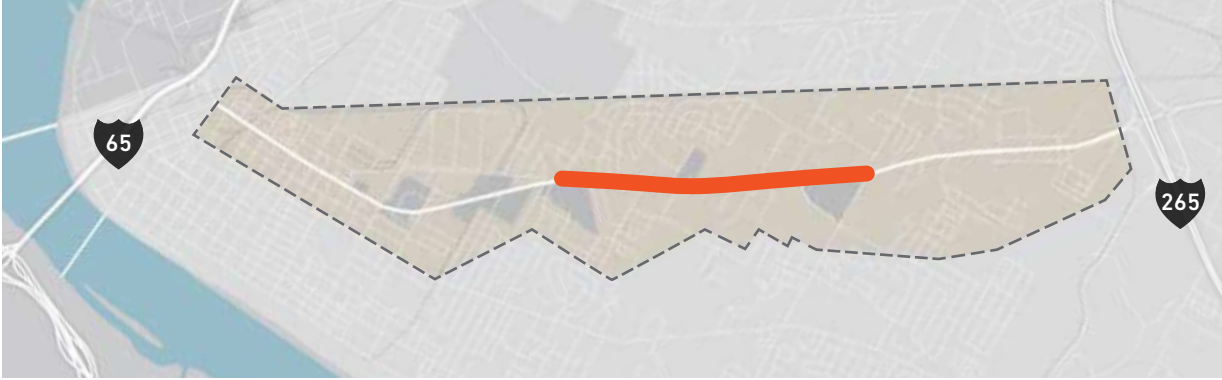
POTENTIAL: OPTION B (120' ROW)



37'	13'	11'	11'	11'	11'	13'	7'	8'
10' Meandering Shared-UsePath + Tree Lawns	Drive Lane	Drive Lane	Left Turn Lane	Median	Drive Lane	Drive Lane	Tree Lawn	Sidewalk

ZONE 2: REEDS TO ALLISON

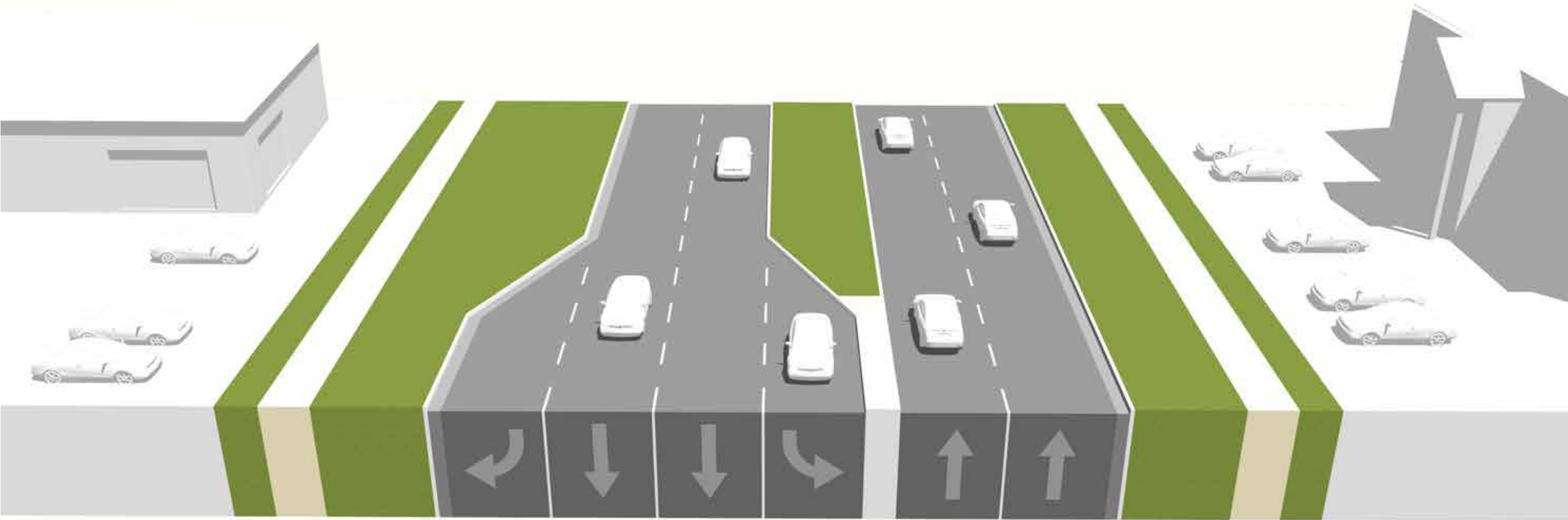
POTENTIAL: OPTION C (129' ROW)



5'	5'	12'	5'	8'	12'	5'	13'	11'	14'	11'	13'	5'	12'	8'	5'	5'
Walk	Tree Lawn	Cycletrack	Tree Lawn	On-Street Parking	Drive Lane	Tree Lawn	Drive Lane	Drive Lane	Median or Left Turn Lane	Drive Lane	Drive Lane	Tree Lawn	Drive Lane	On-Street Parking	Tree Lawn	Walk

ZONE 3: ALLISON TO 265

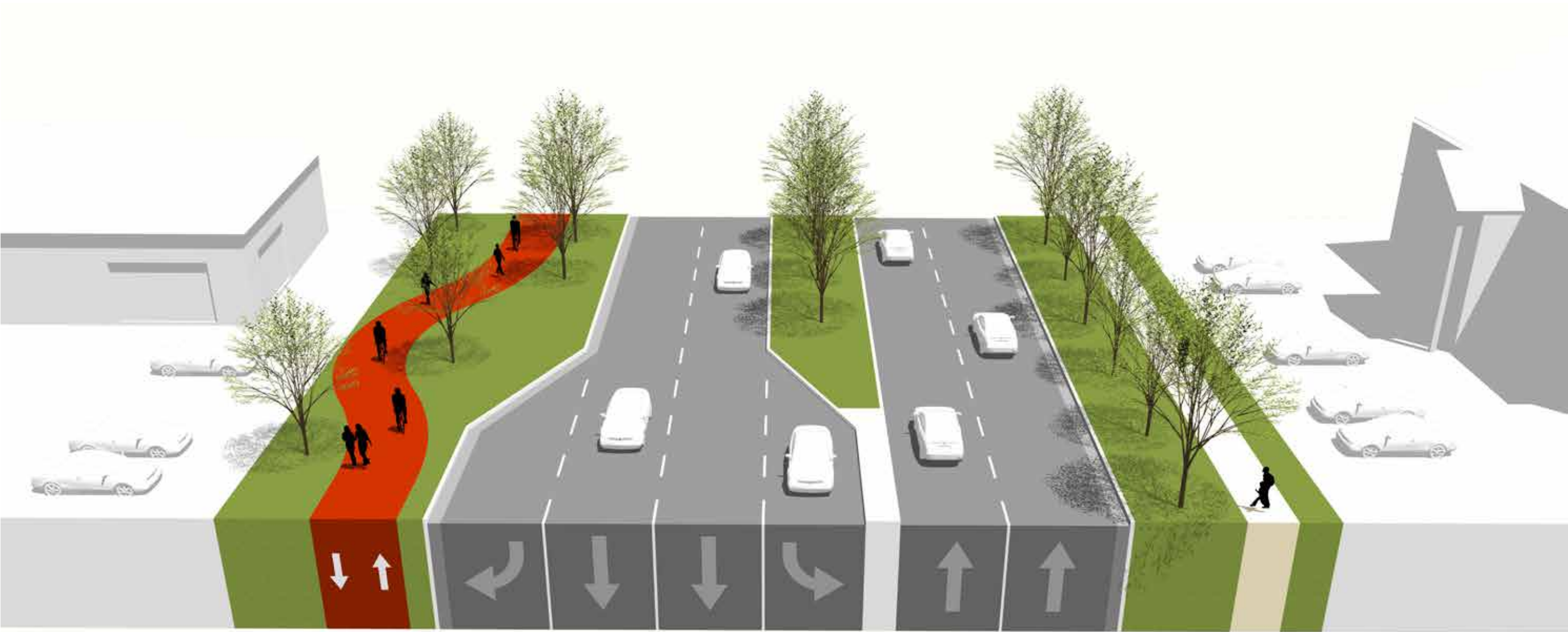
EXISTING (130' ROW)



5'	6'	13'	14.5'	12.5'	12.5'	12' + 4'	12.5'	14.5'	13'	6'	5'
Planting Strip	Walk	Planting Strip	Right Turn Lane	Drive Lane	Drive Lane	Turn Lane/ Median	Drive Lane	Drive Lane	Planting Strip	Walk	Planting Strip

ZONE 3: ALLISON TO 265

POTENTIAL (130' ROW)

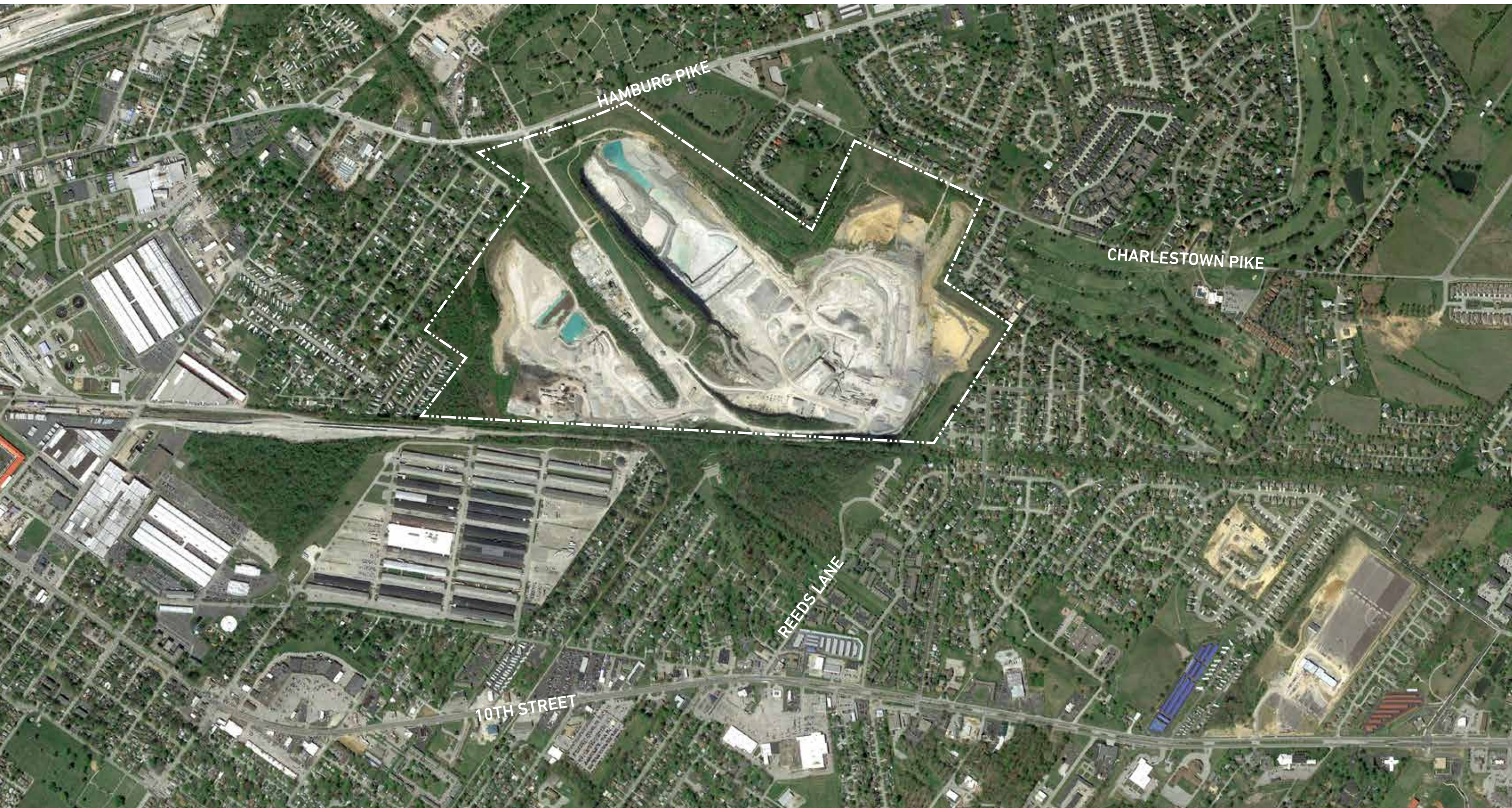


24'	14.5'	12.5'	12.5'	12' + 4'	12.5'	14.5'	13'	6'	5'
10' Meandering Shared-Use Path + Tree Lawns	Right Turn Lane	Drive Lane	Drive Lane	Turn Lane/ Median	Drive Lane	Drive Lane	Tree Lawn	Walk	Planting Strip

ATKINS QUARRY

ATKINS QUARRY

EXISTING AERIAL



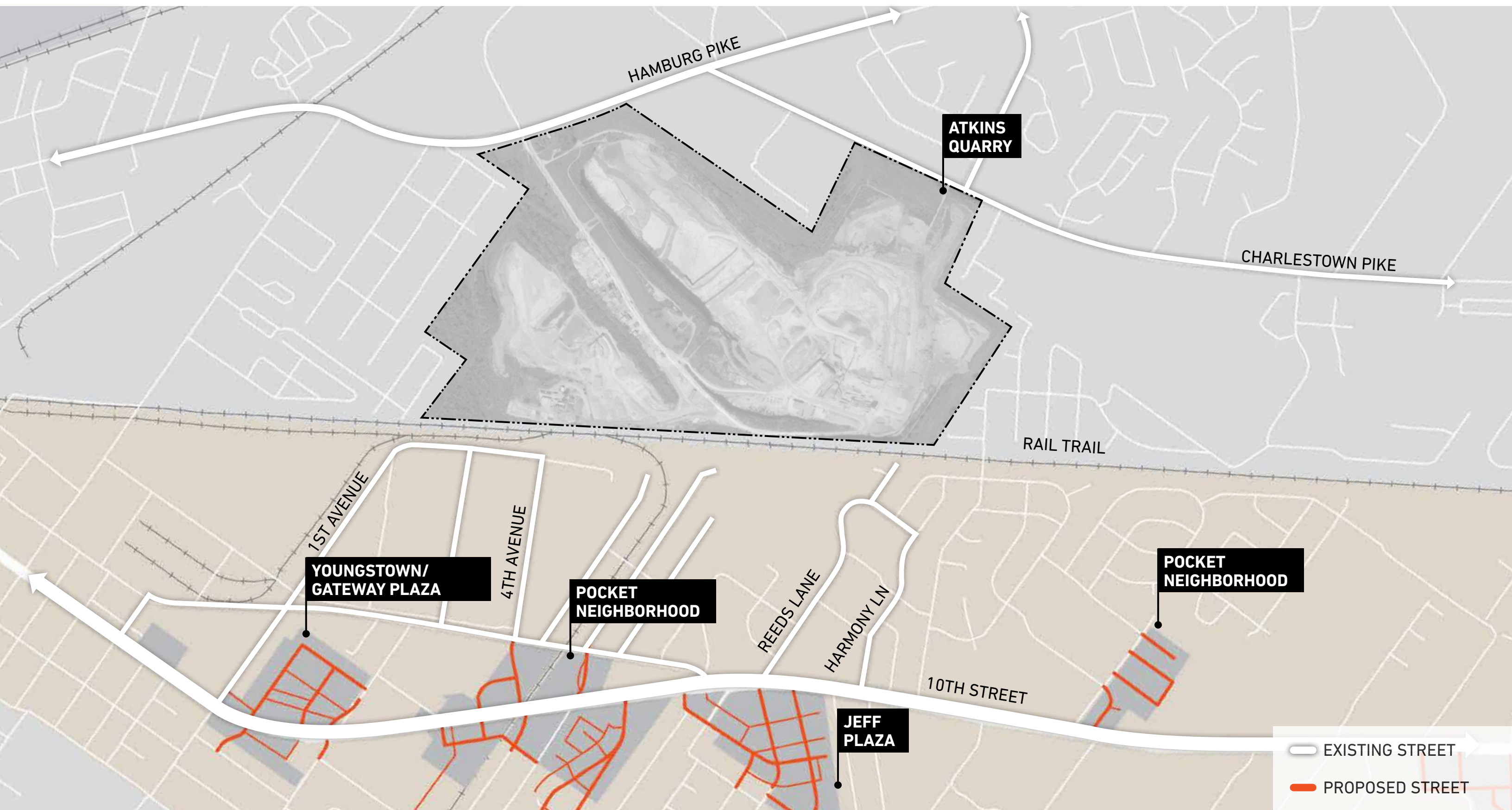
ATKINS QUARRY

EXISTING STREETS



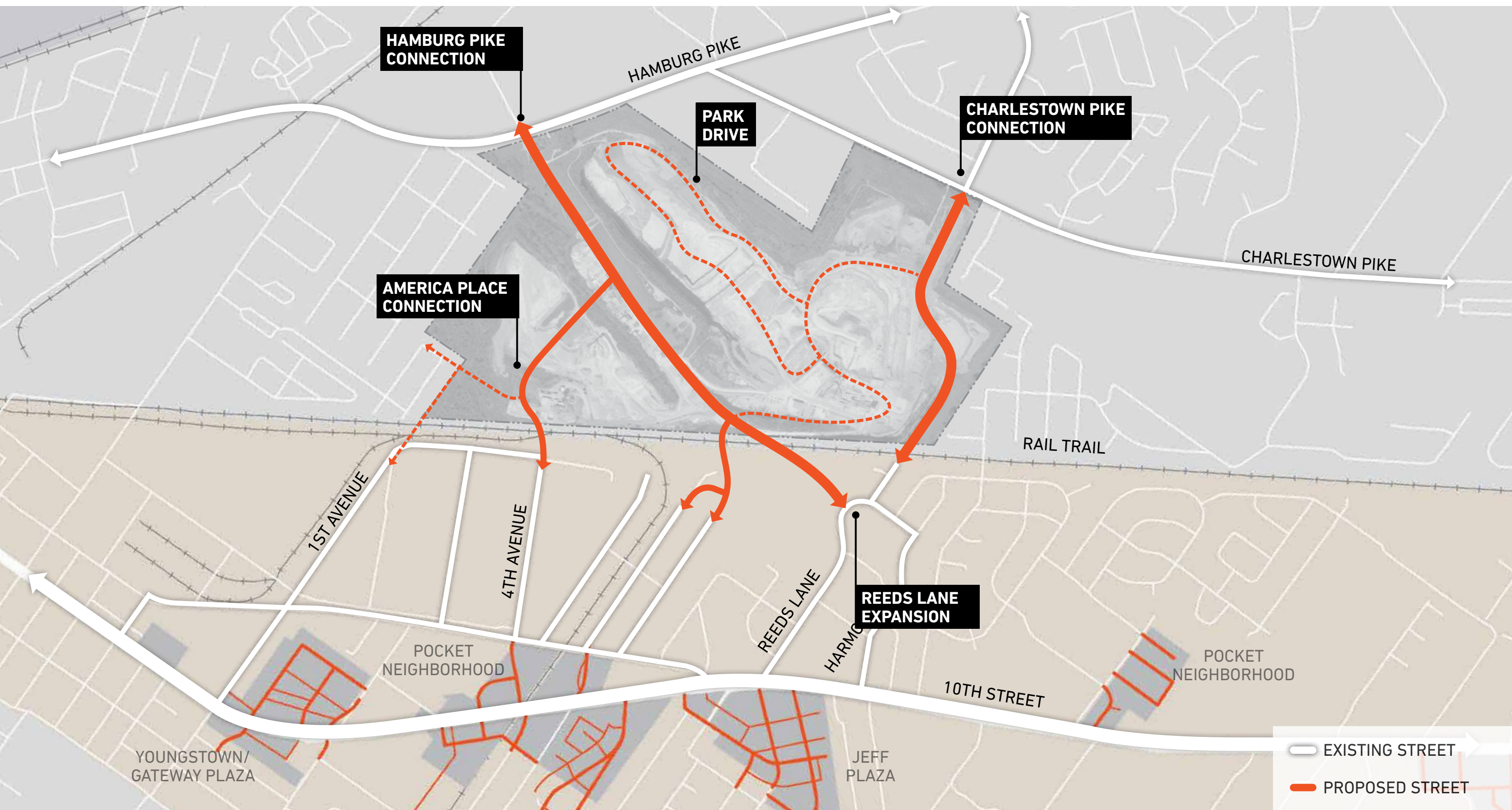
ATKINS QUARRY

PROPOSED STREET ALIGNMENTS FROM OTHER SITES



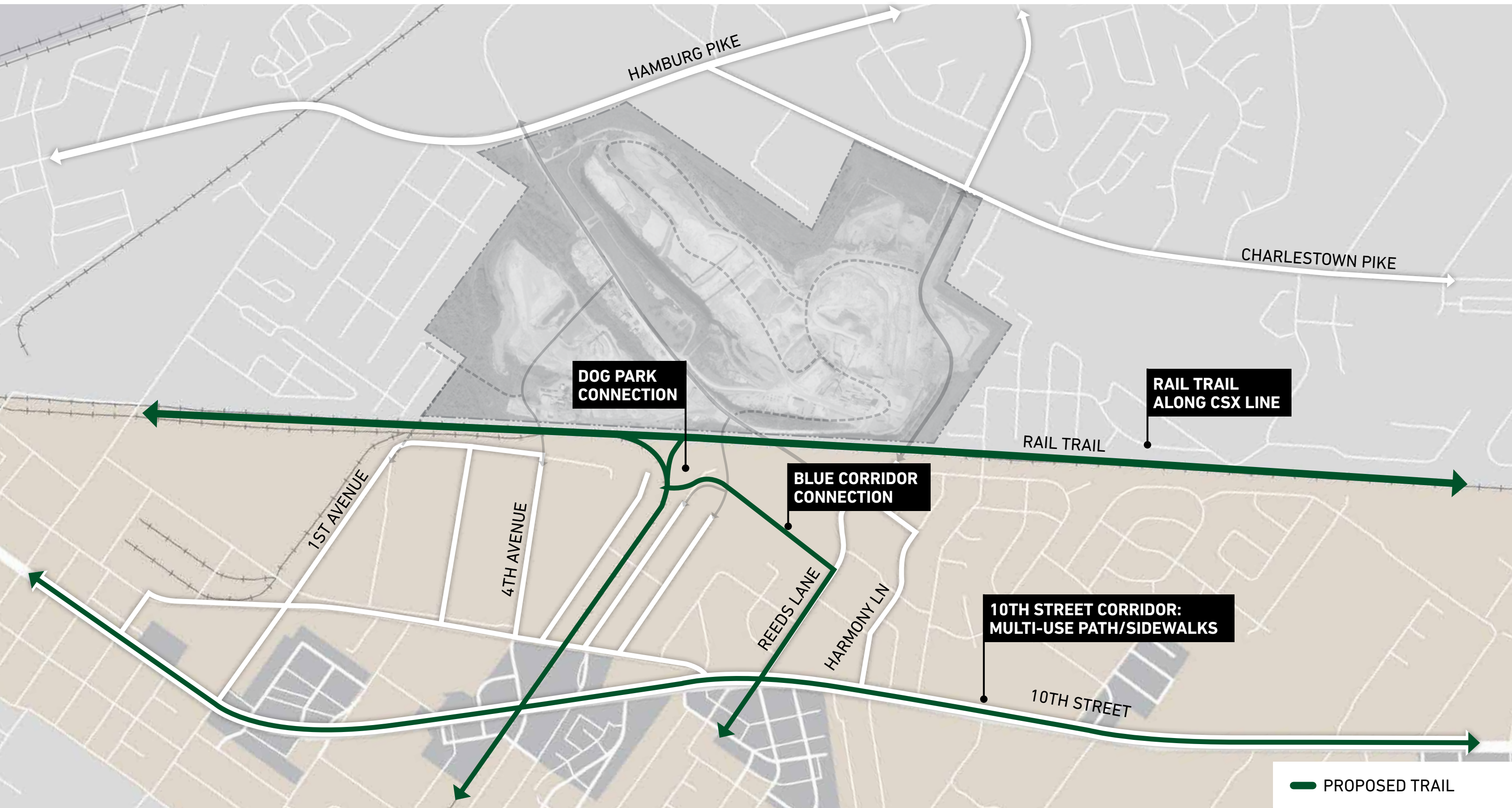
ATKINS QUARRY

PROPOSED STREET CONNECTIONS TO QUARRY SITE



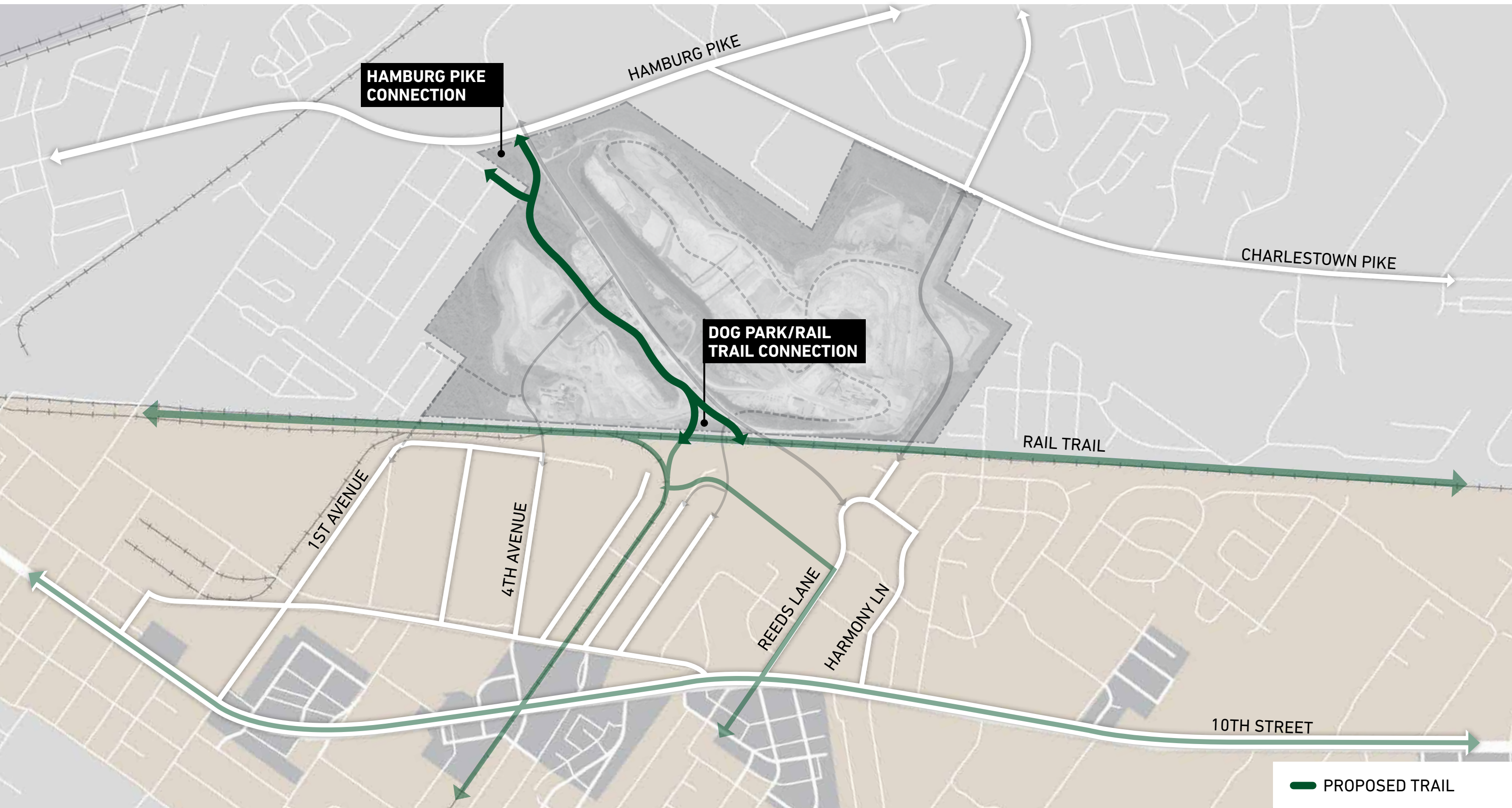
ATKINS QUARRY

PROPOSED TRAILS FROM BIKE NETWORK FRAMEWORK



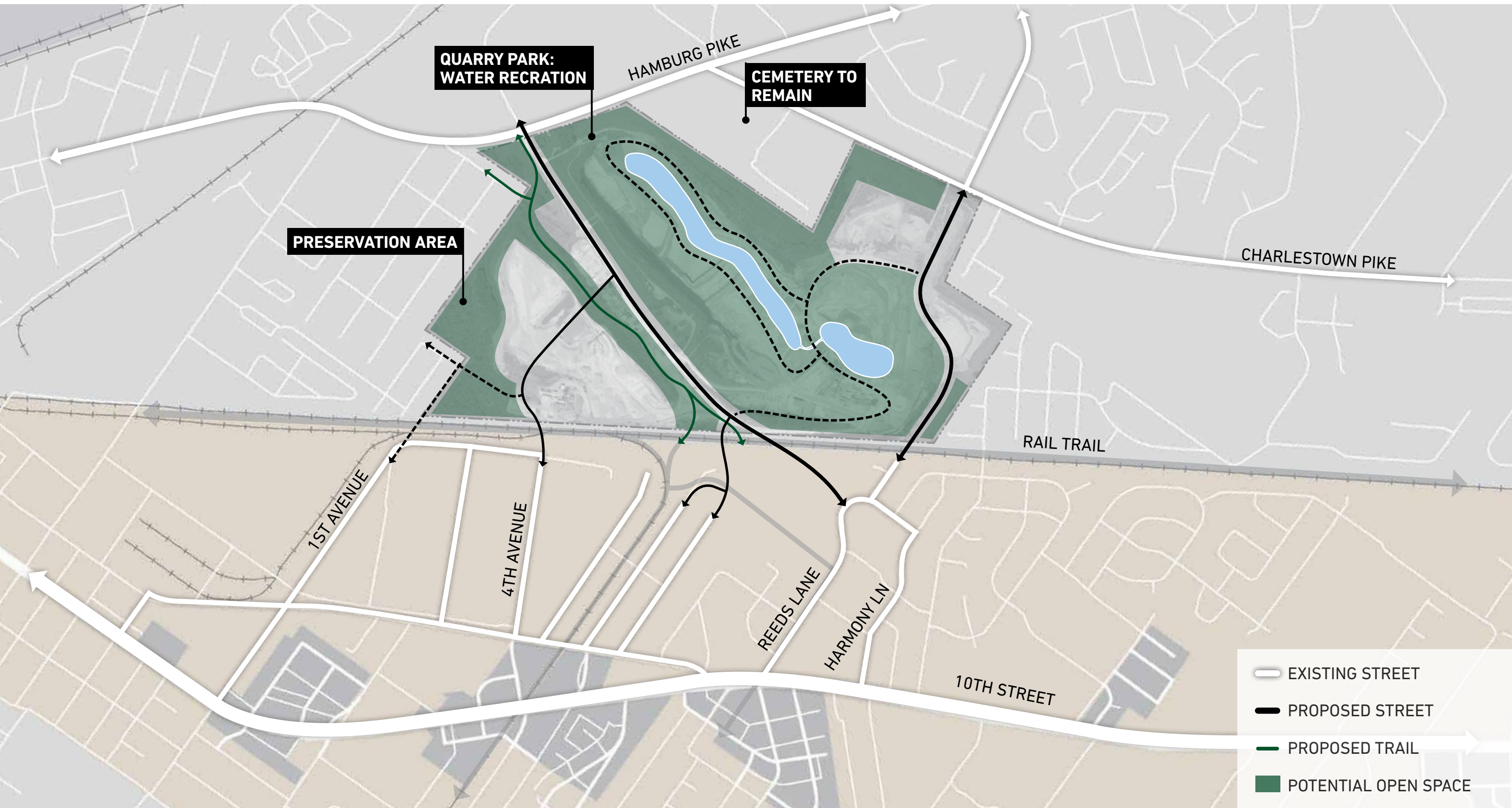
ATKINS QUARRY

PROPOSED TRAILS TO QUARRY SITE



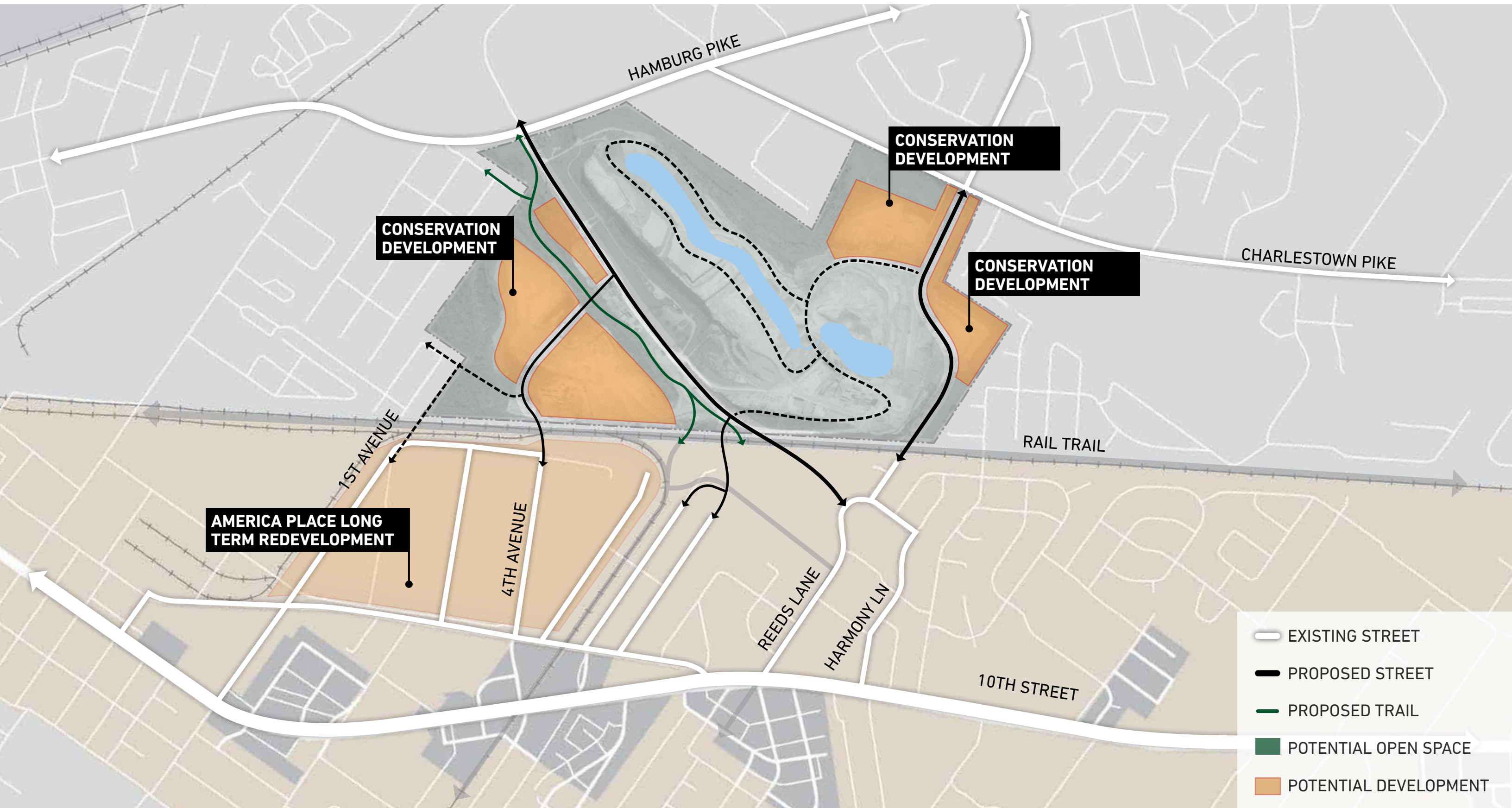
ATKINS QUARRY

PARKS + OPEN SPACE



ATKINS QUARRY

RESIDENTIAL DEVELOPMENT



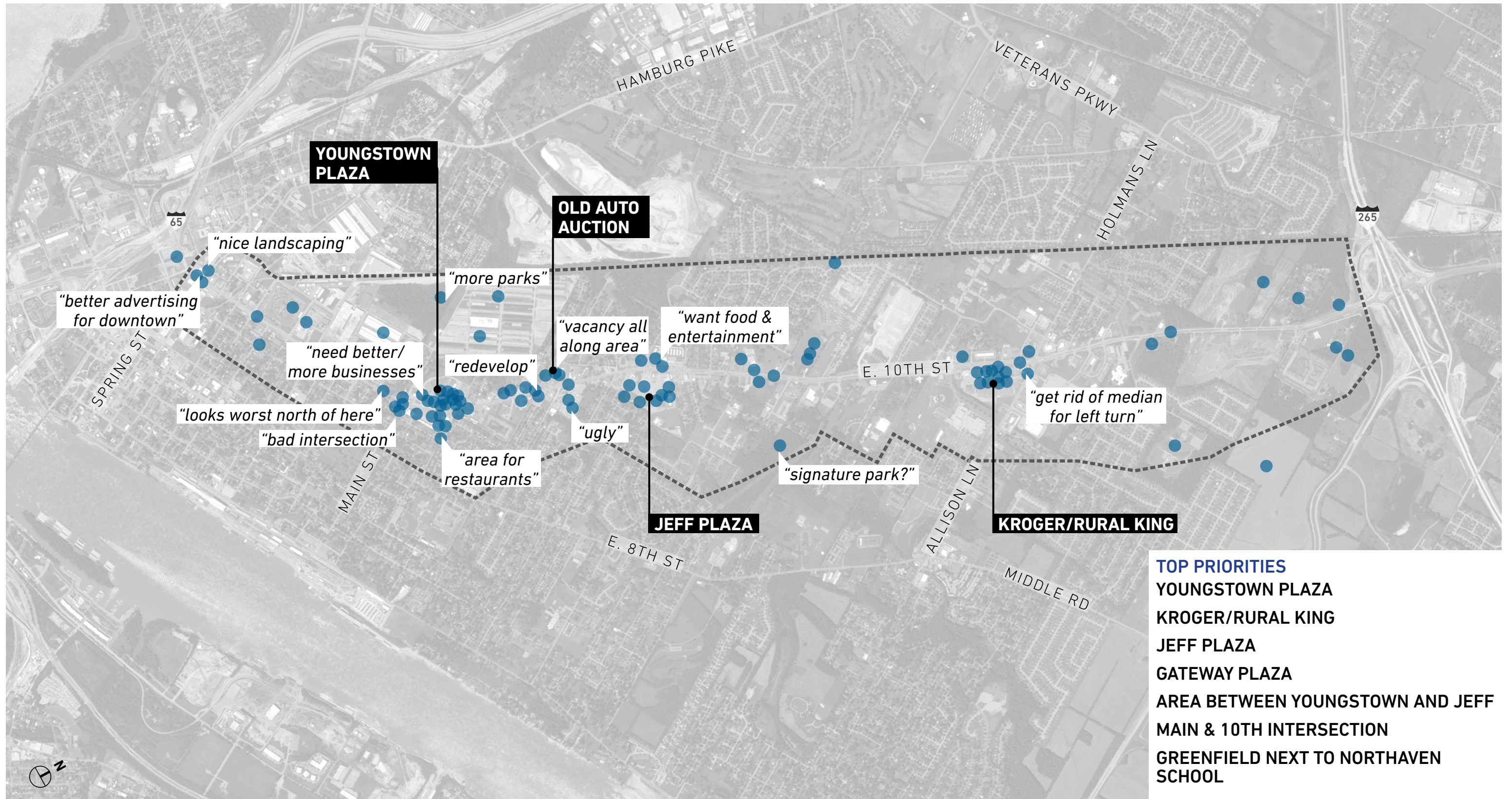
SECTION 3

AREAS OF FOCUS



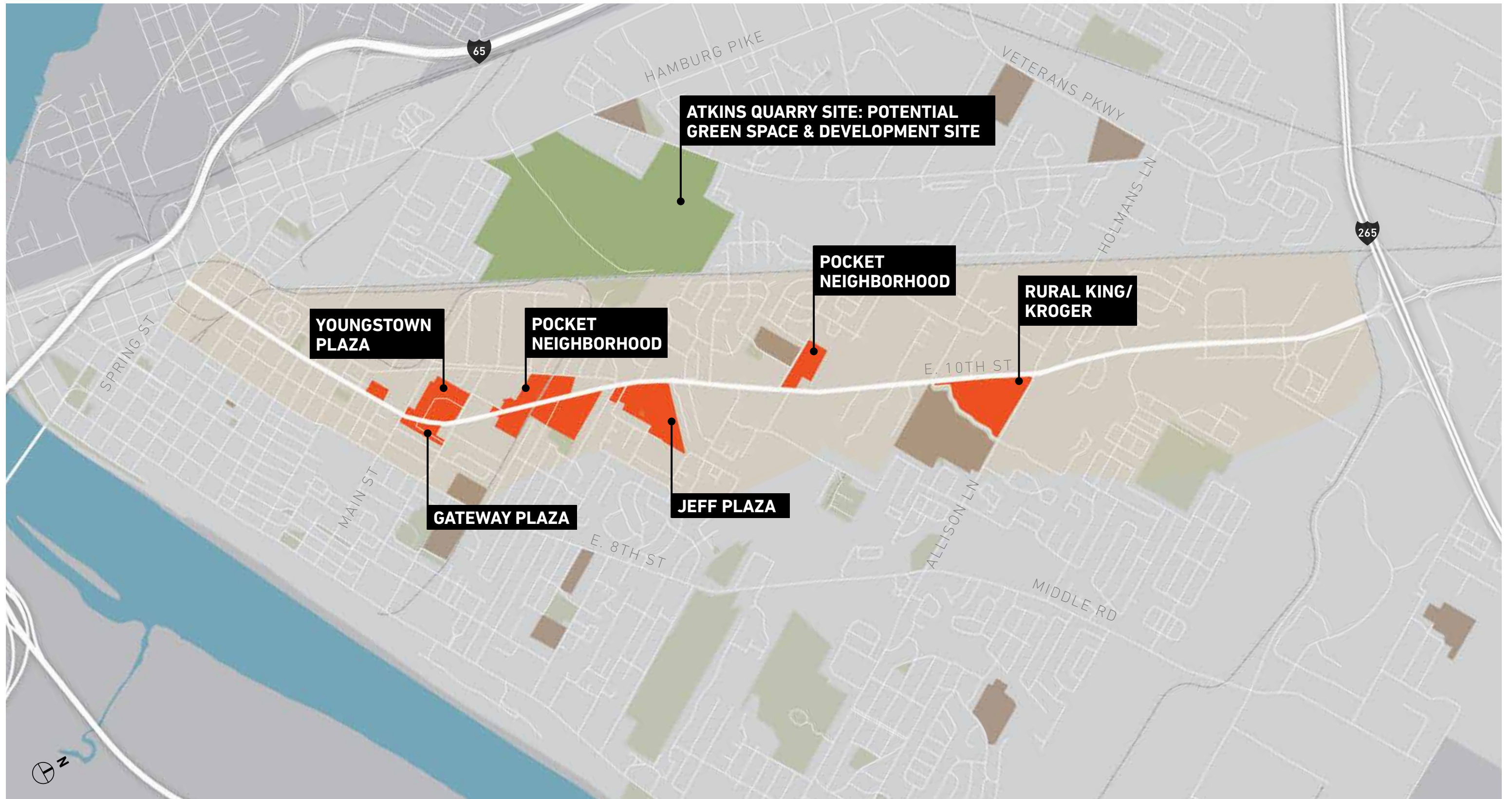
FOCUS AREAS

AREAS OF FOCUS



FOCUS AREAS

AREAS OF FOCUS



POSITIONING & TYPOLOGIES

ADAPTIVE REUSE



POSITIONING & TYPOLOGIES

POCKET NEIGHBORHOODS

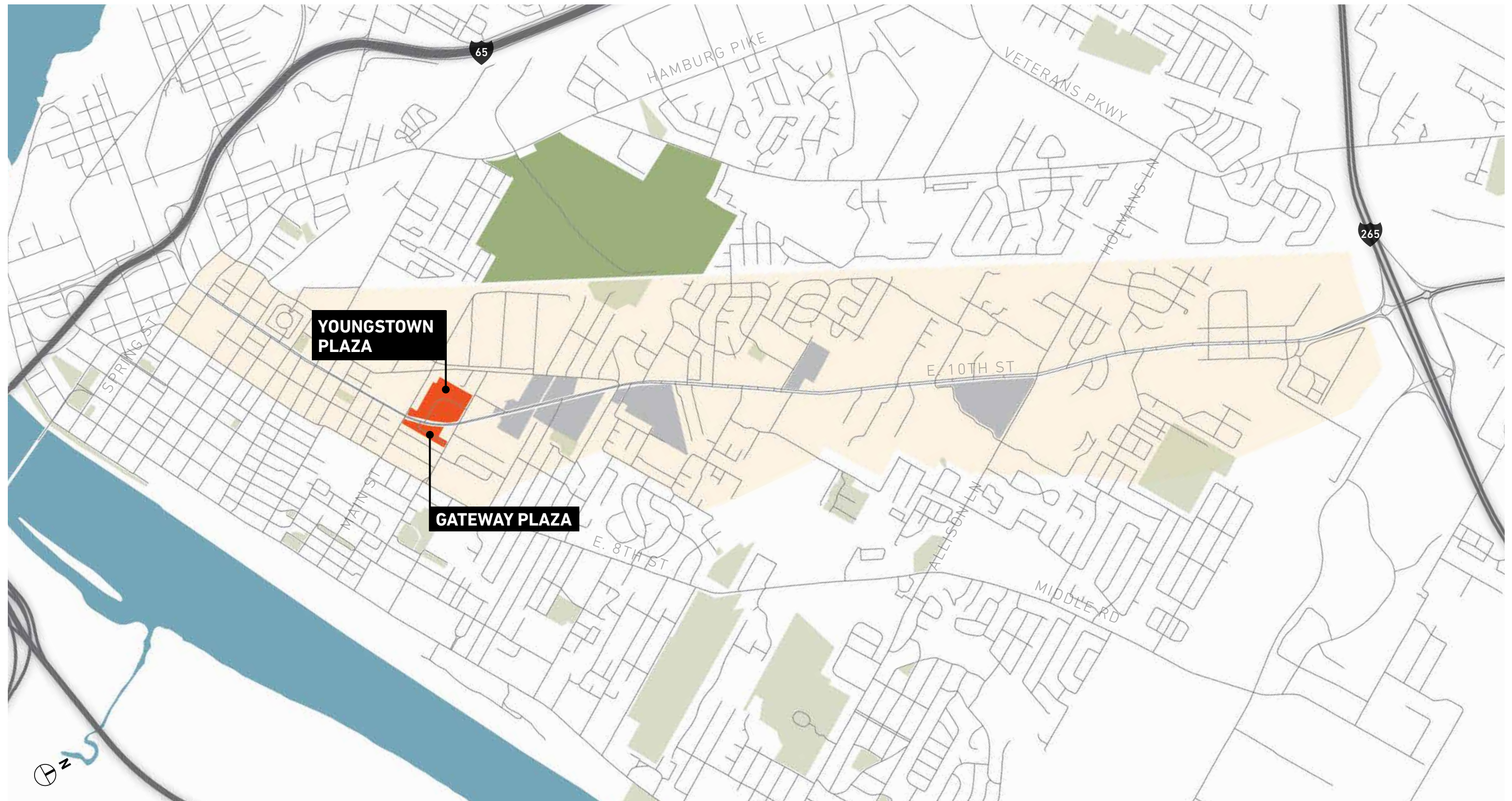


POSITIONING & TYPOLOGIES

MIXED USE CENTERS

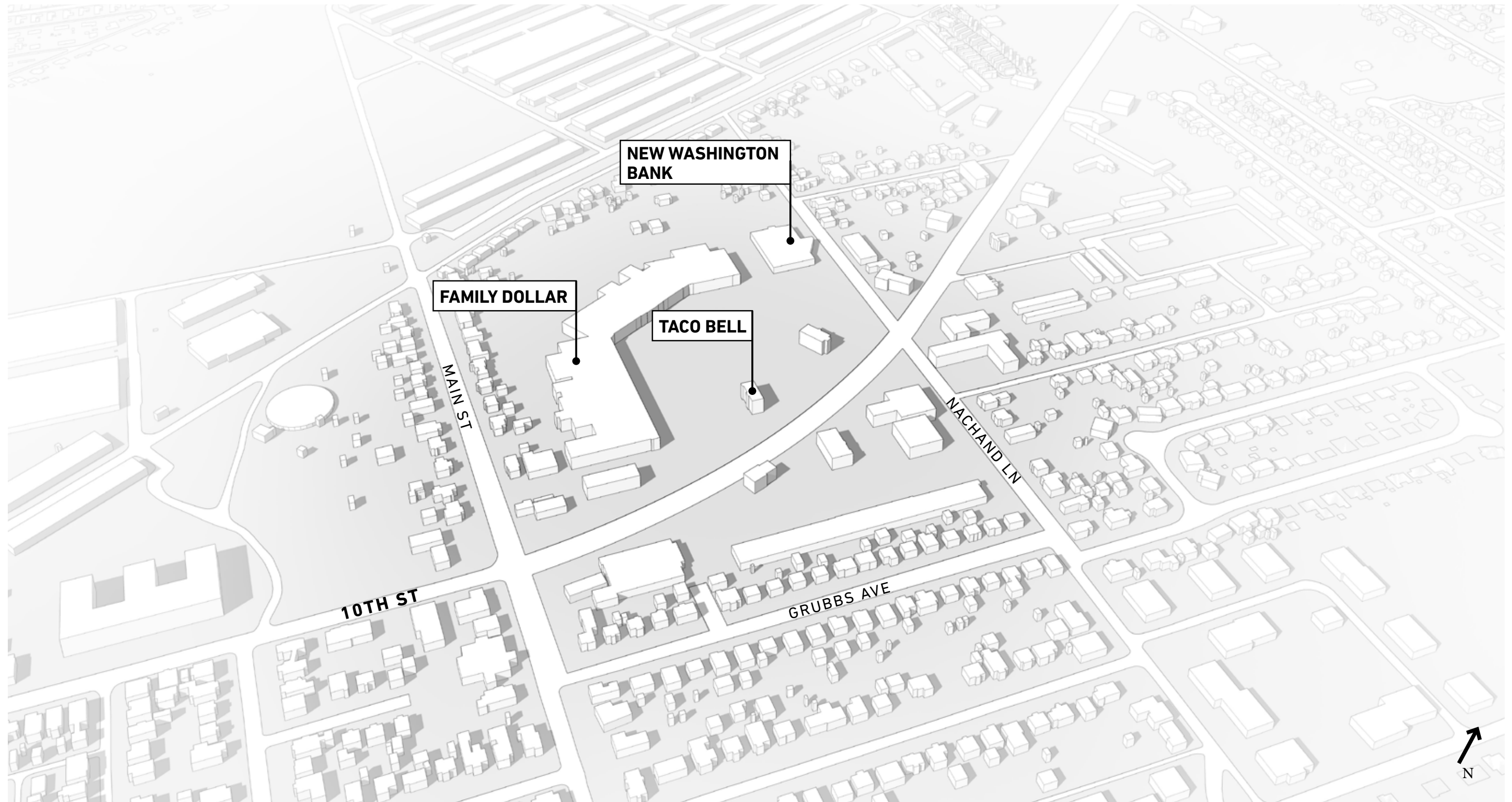


YOUNGSTOWN & GATEWAY LOCATOR MAP



YOUNGSTOWN & GATEWAY

EXISTING



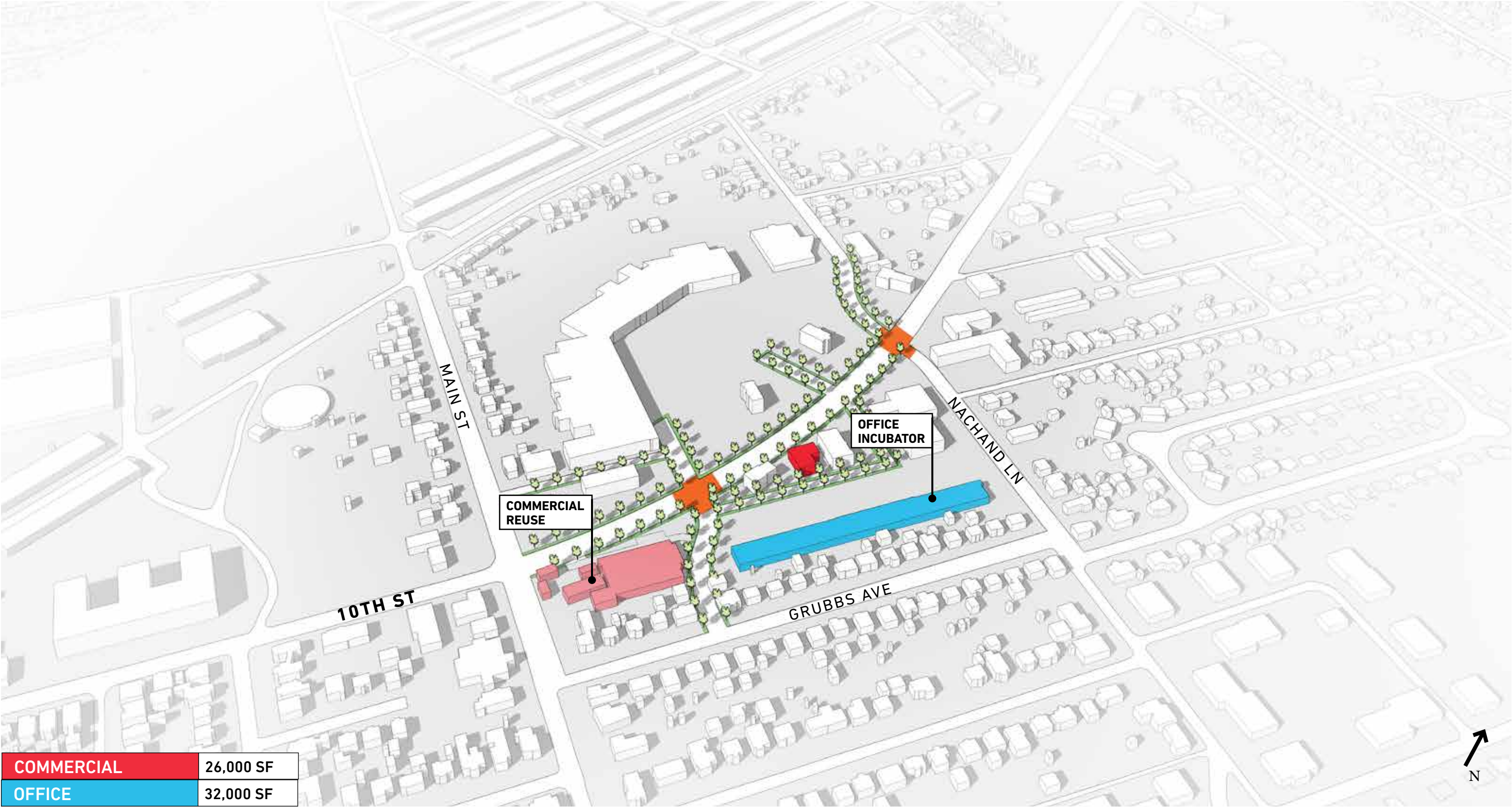
YOUNGSTOWN & GATEWAY PHASE 1.1



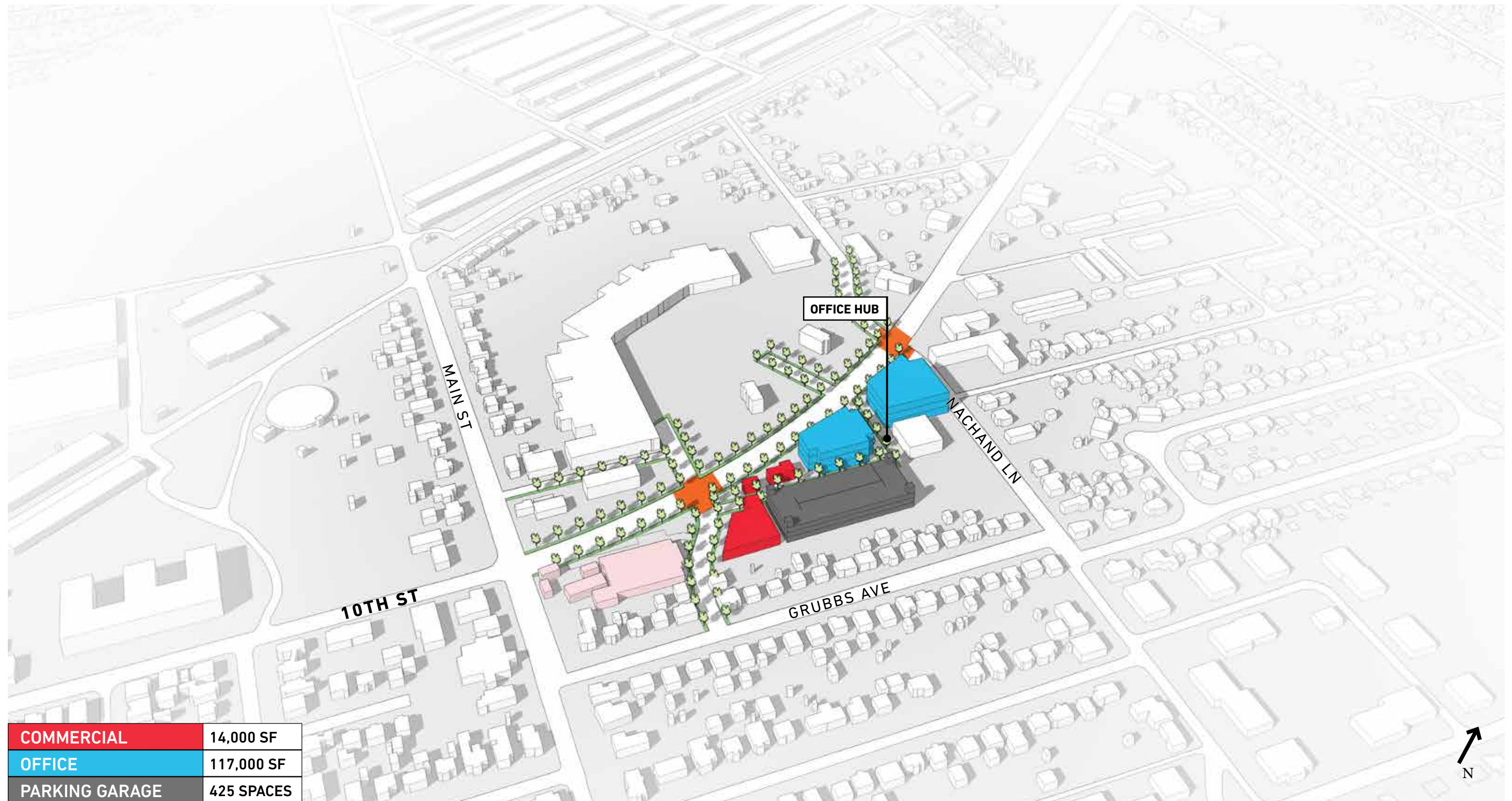
NEW STREETS

920 LF

YOUNGSTOWN & GATEWAY PHASE 1.2



YOUNGSTOWN & GATEWAY PHASE 2.1 A



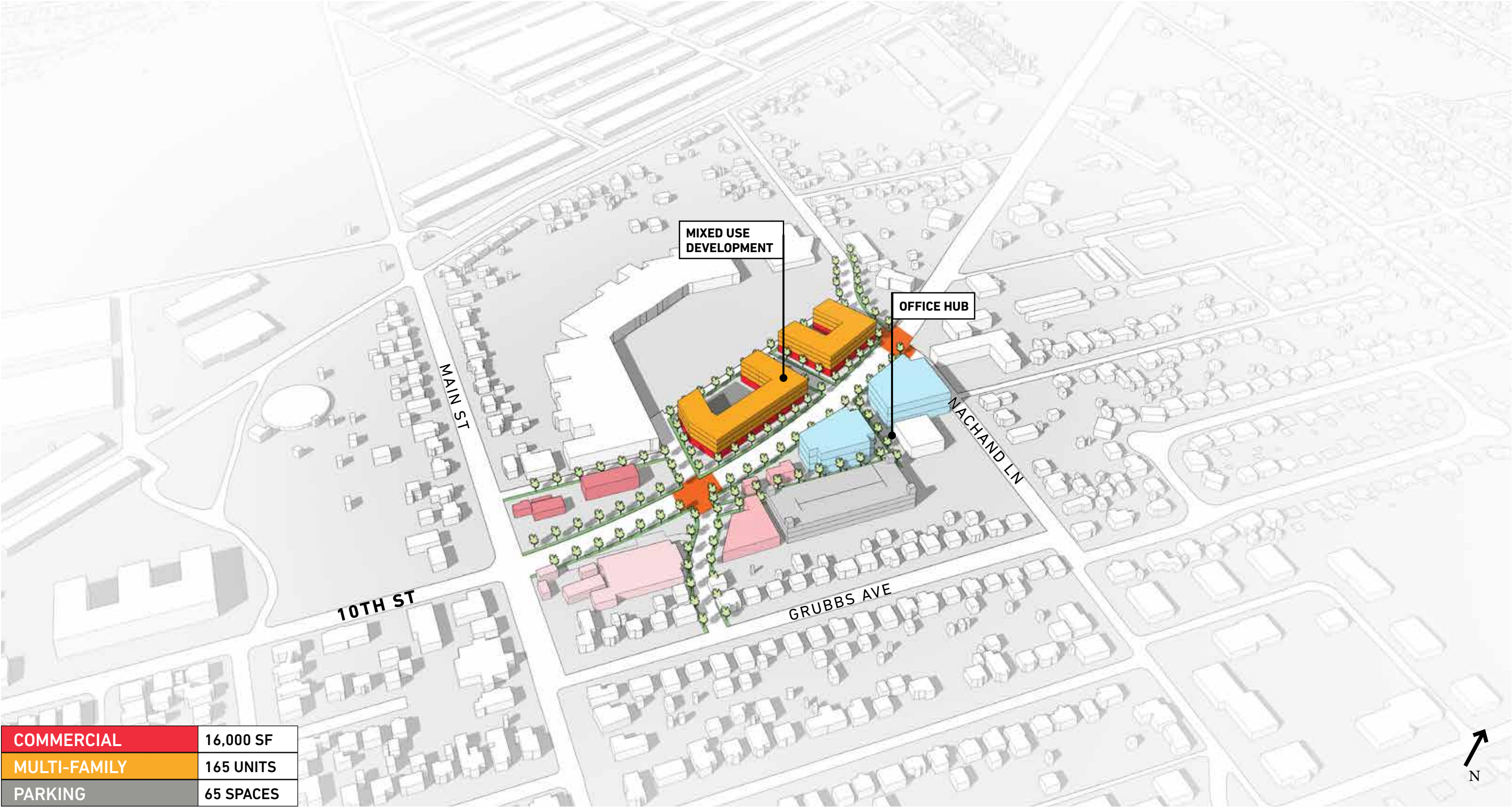
YOUNGSTOWN & GATEWAY PHASE 2.1 B



YOUNGSTOWN & GATEWAY PHASE 3.1



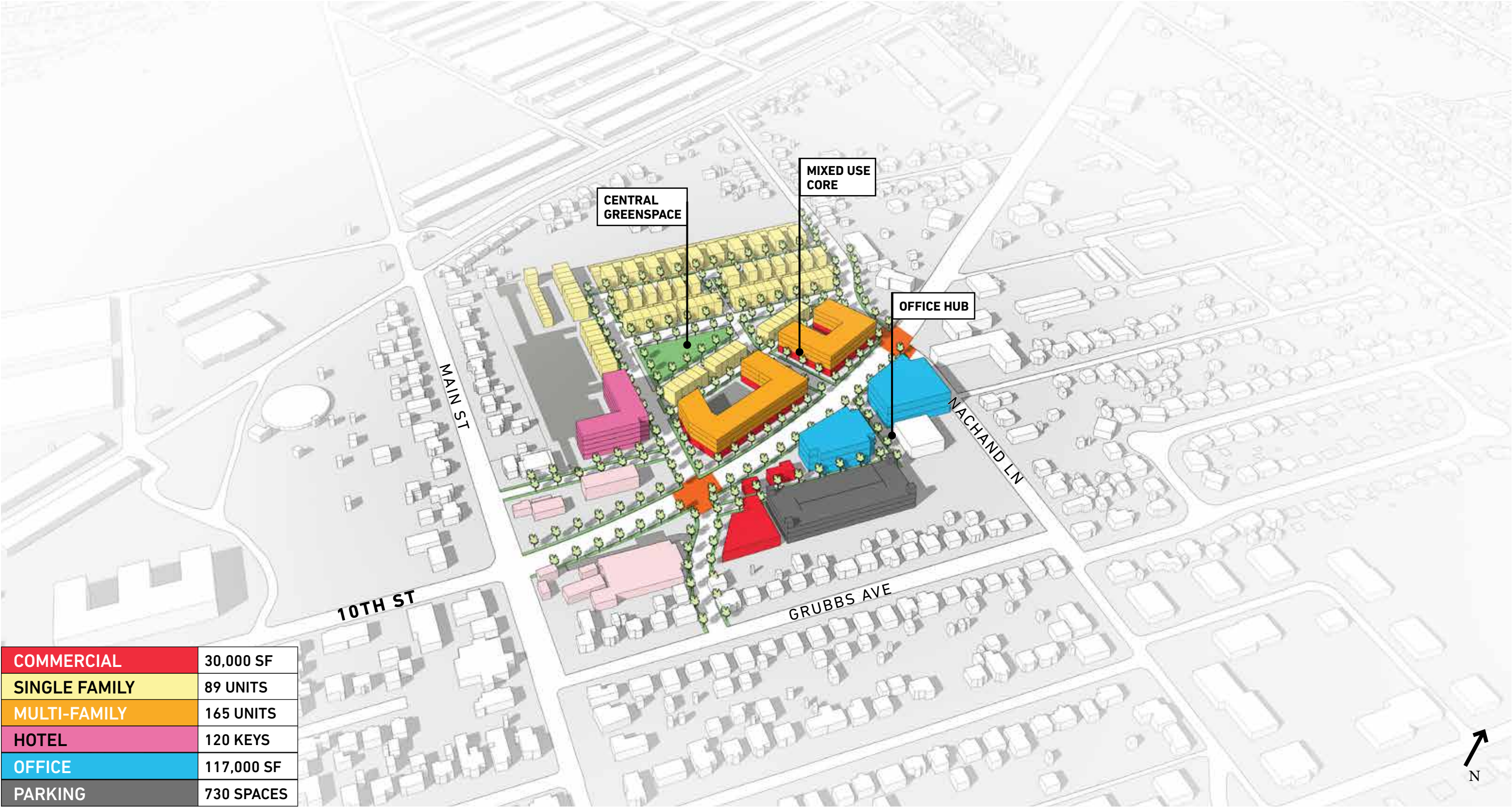
YOUNGSTOWN & GATEWAY PHASE 3.2



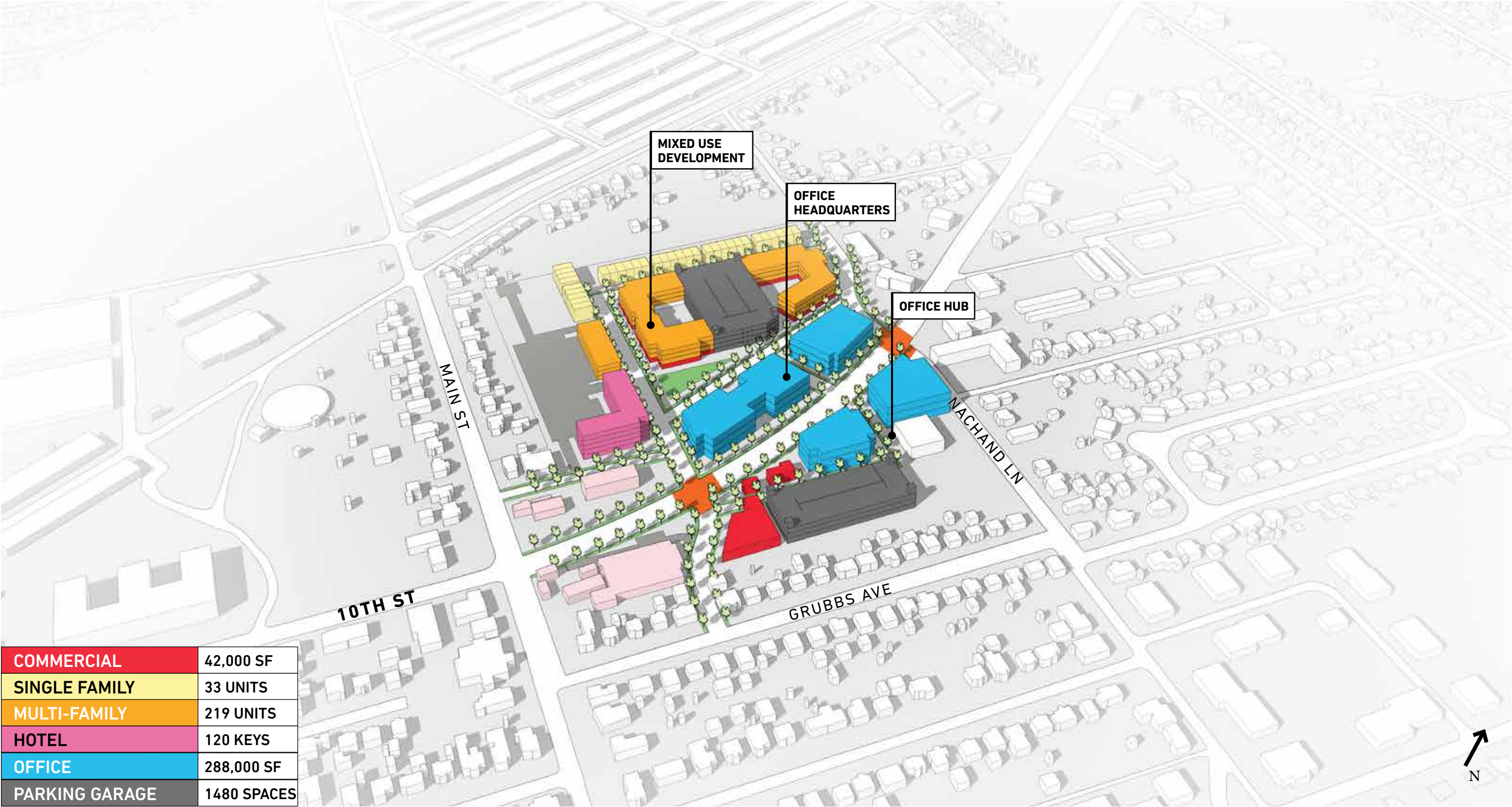
YOUNGSTOWN & GATEWAY PHASE 4.1



YOUNGSTOWN & GATEWAY PHASE 4.2A



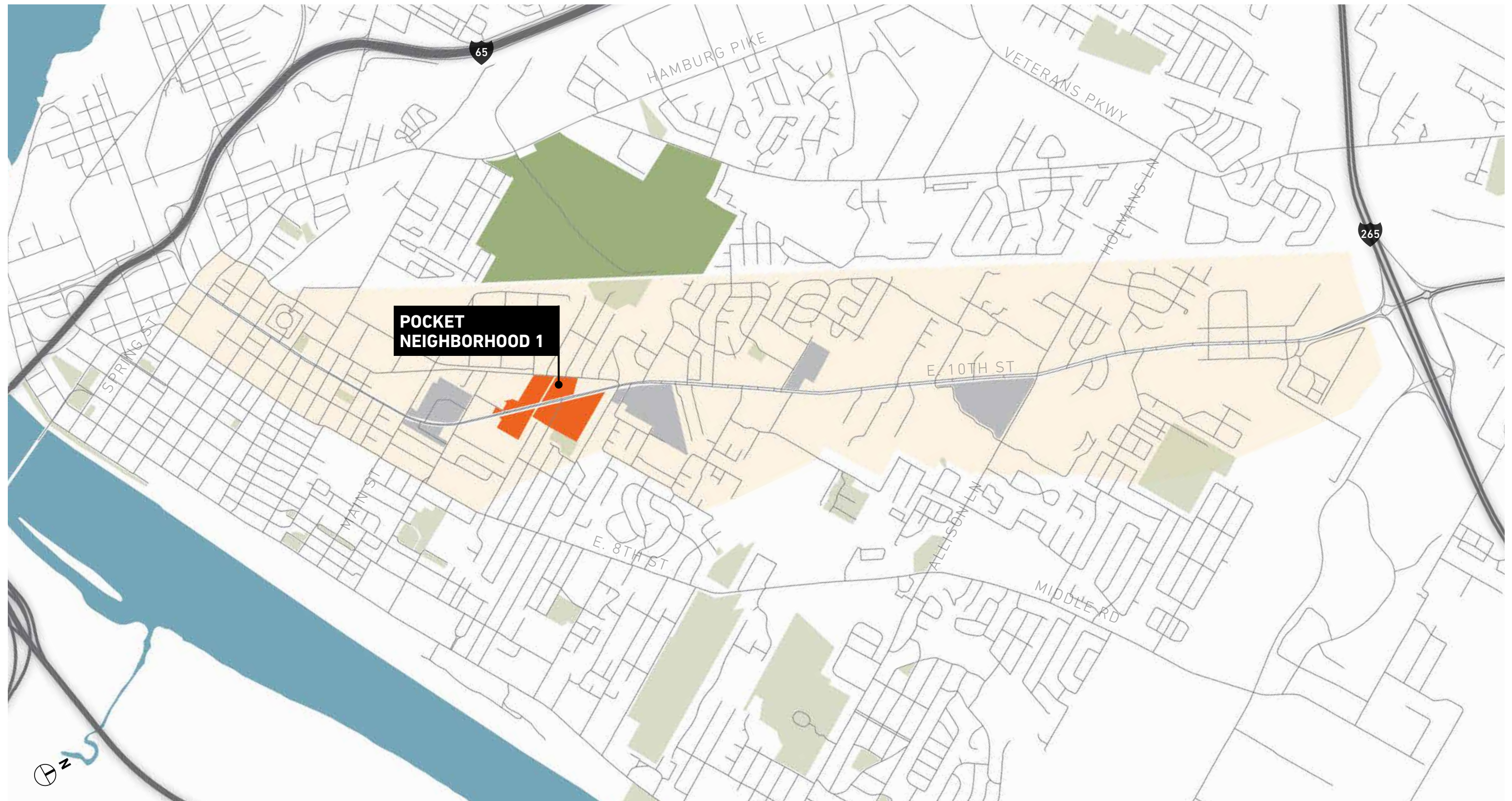
YOUNGSTOWN & GATEWAY PHASE 4.2B



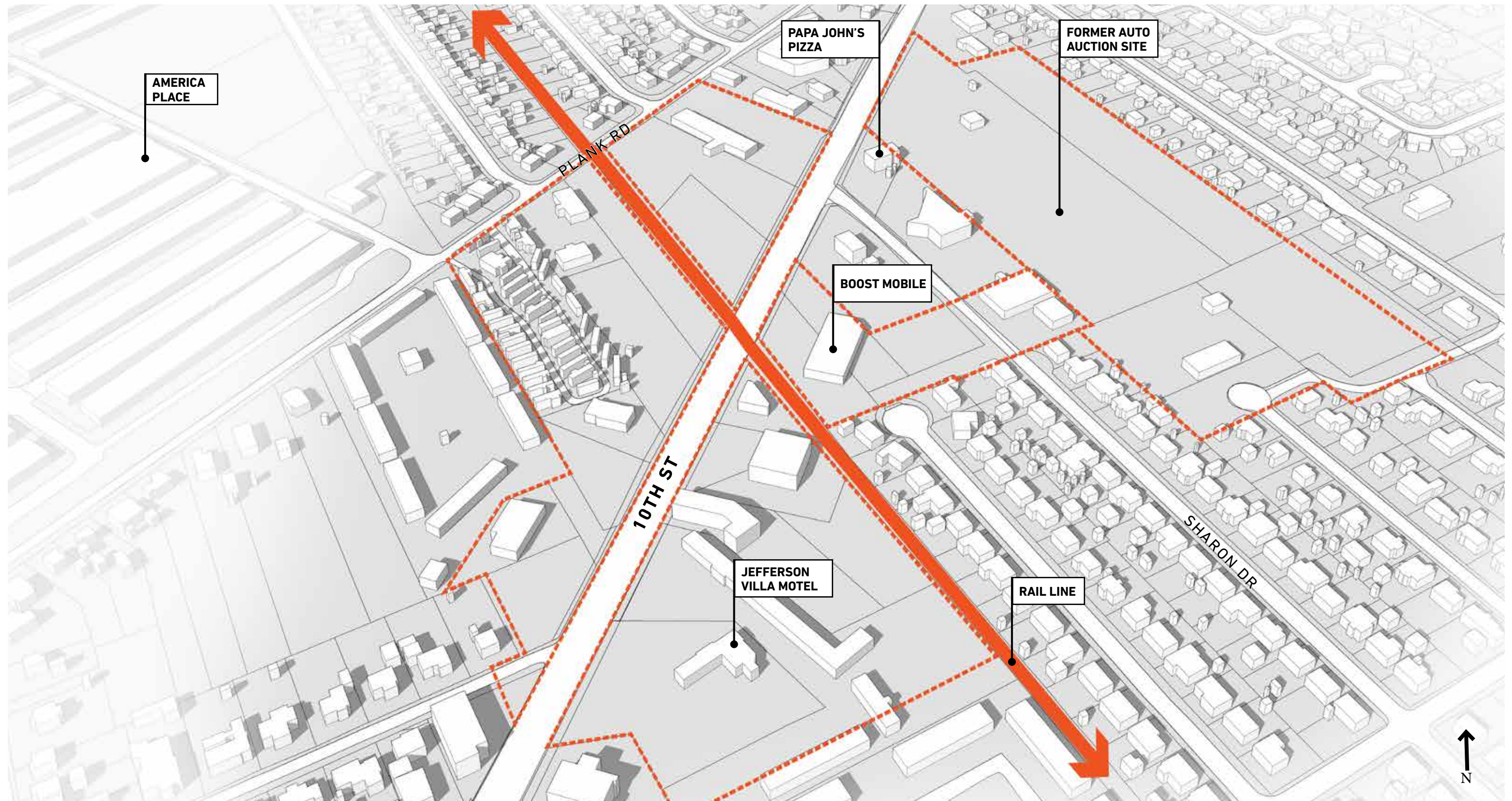
YOUNGSTOWN & GATEWAY PHASE 4.2C



POCKET NEIGHBORHOOD 1 LOCATOR



POCKET NEIGHBORHOOD 1 EXISTING

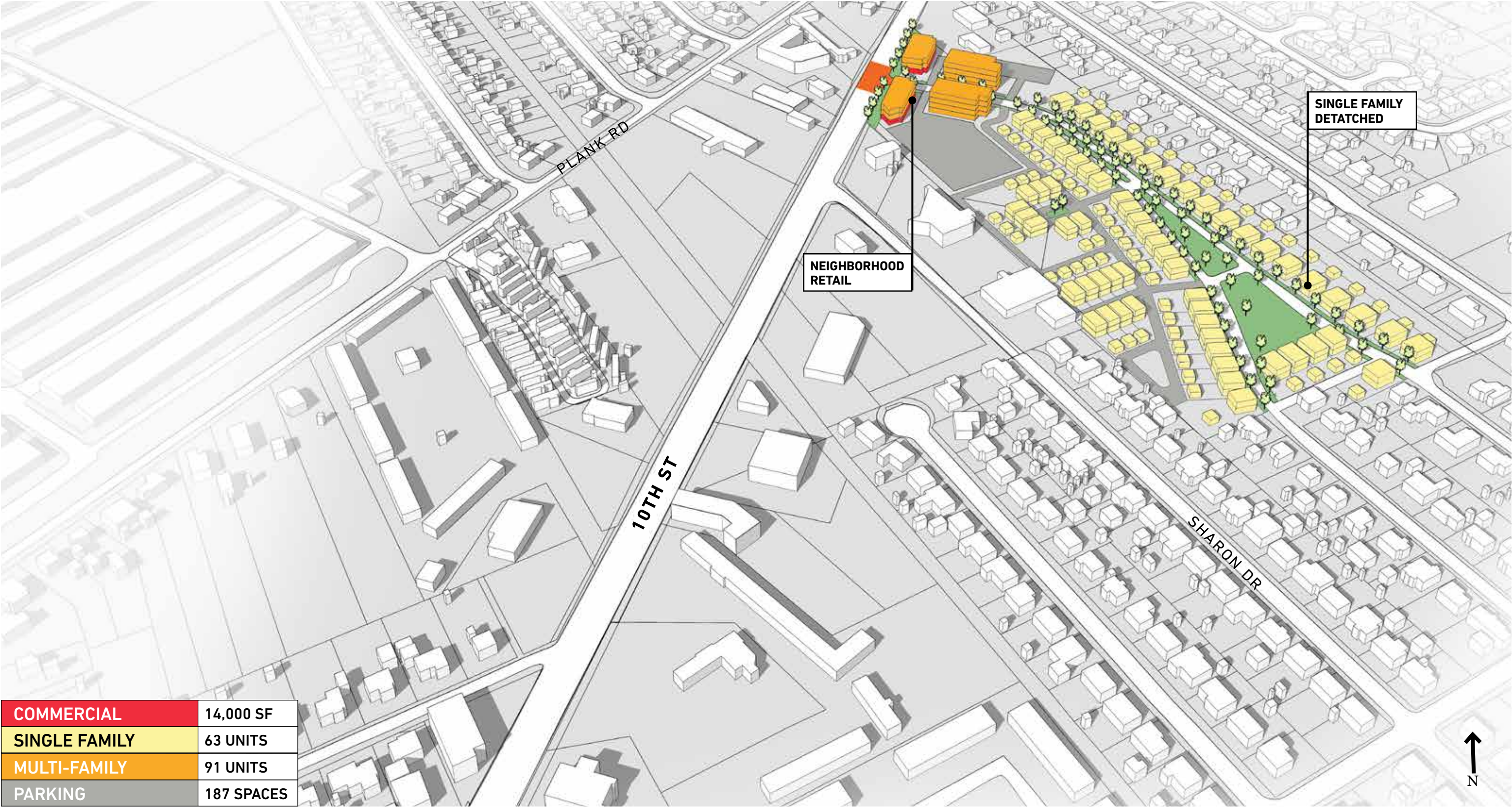


POCKET NEIGHBORHOOD 1

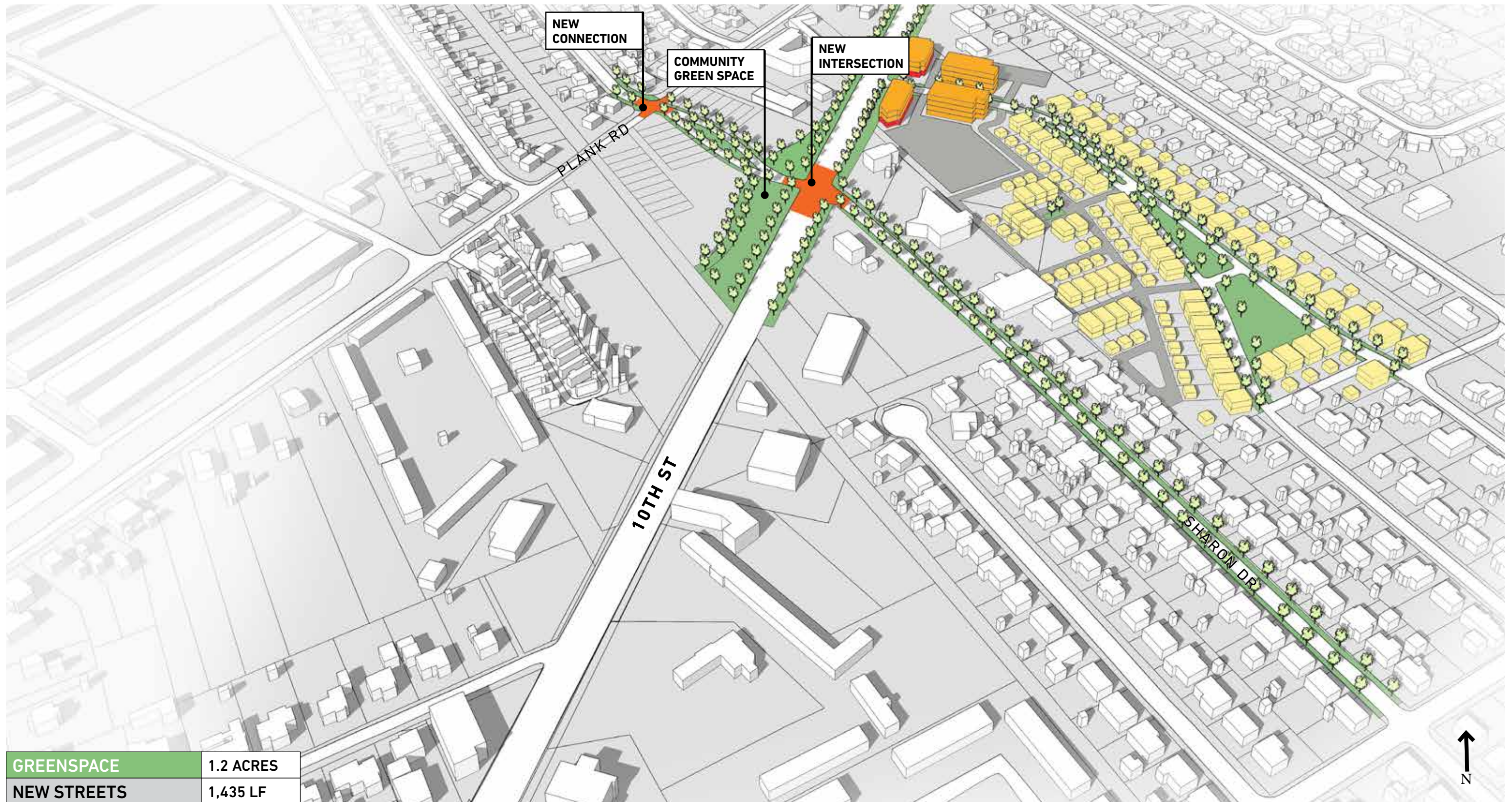
PHASE 1.1



POCKET NEIGHBORHOOD 1 PHASE 1.2



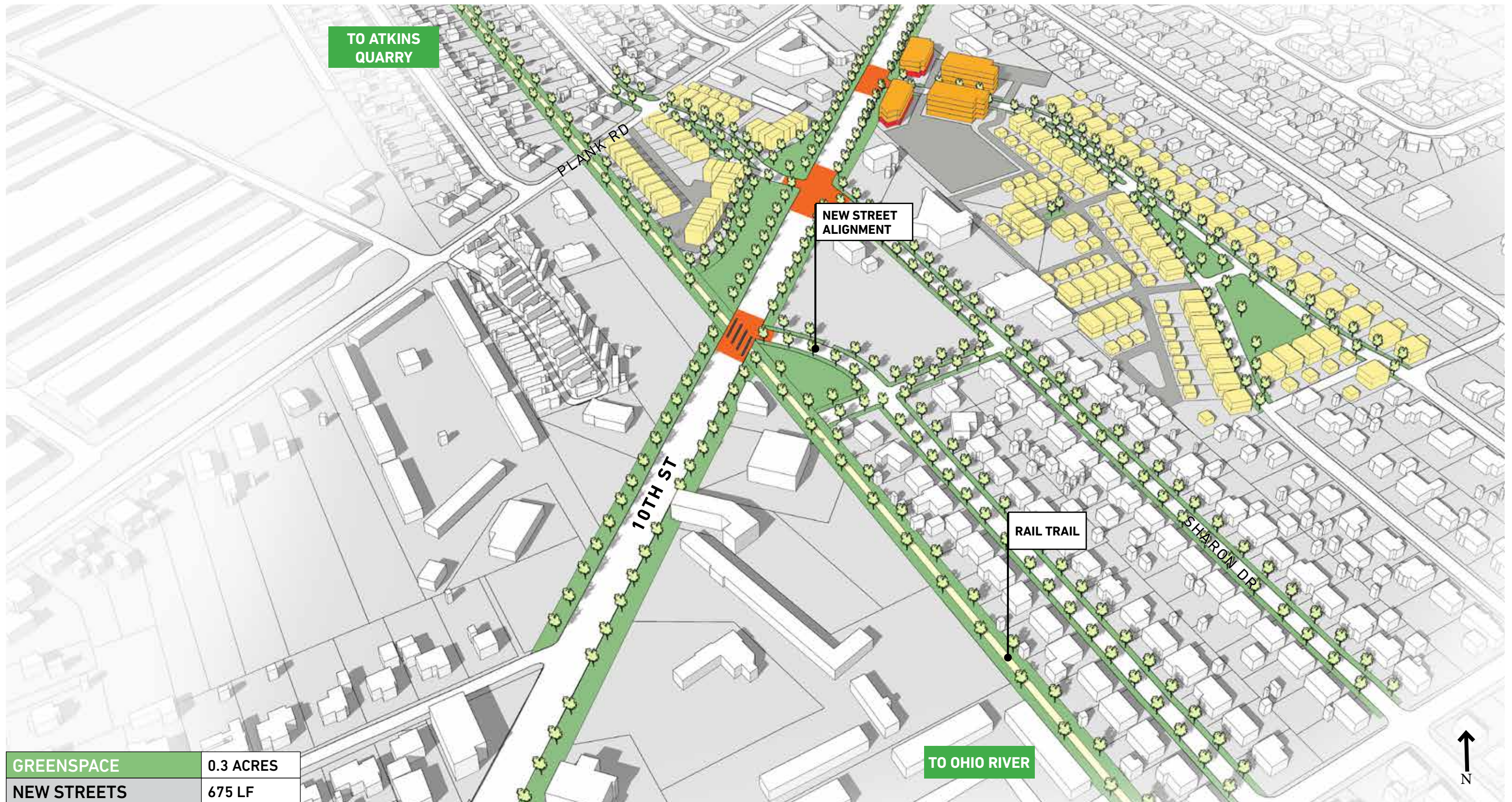
POCKET NEIGHBORHOOD 1 PHASE 2.1



POCKET NEIGHBORHOOD 1 PHASE 2.2



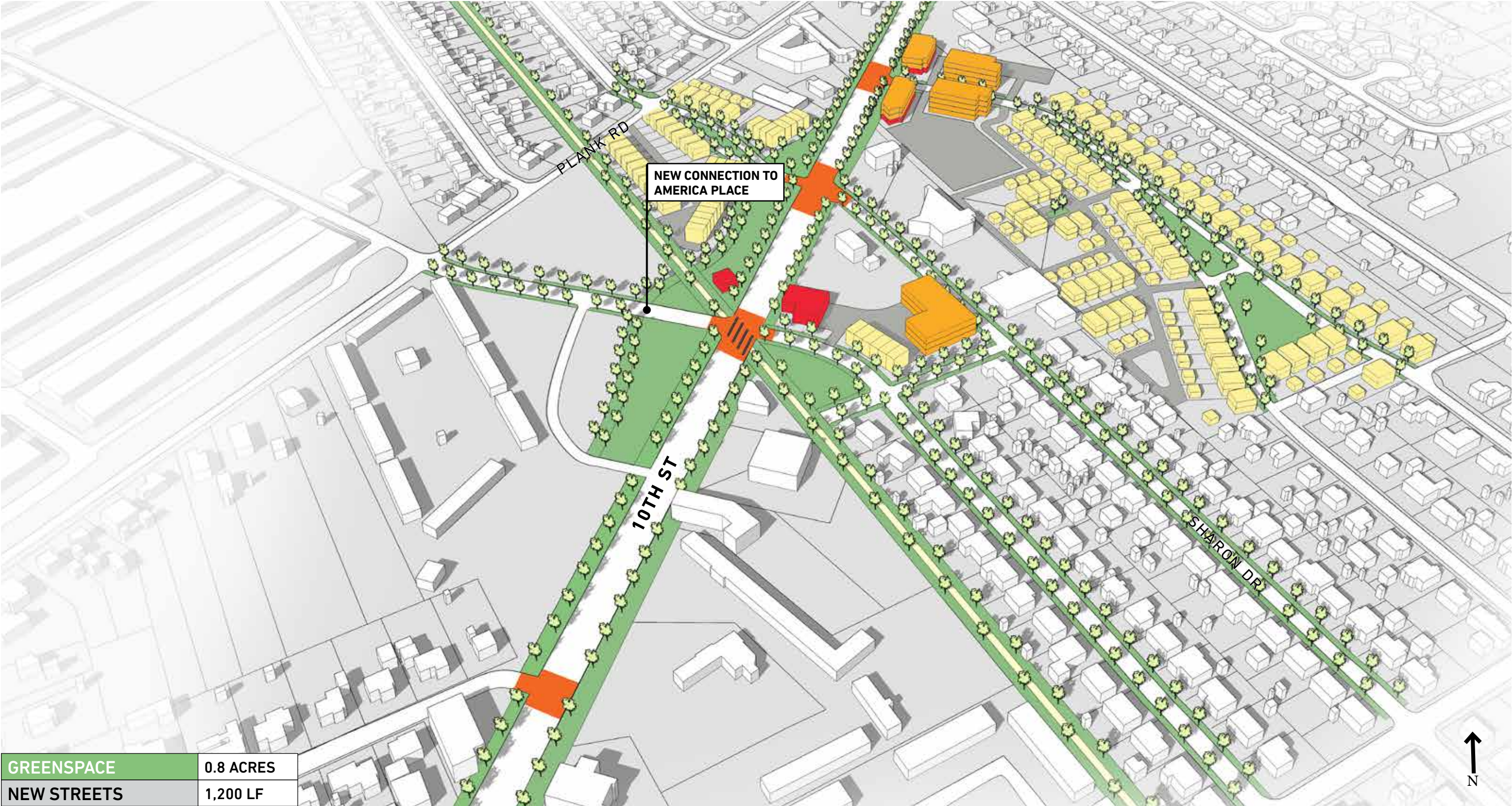
POCKET NEIGHBORHOOD 1 PHASE 3.1



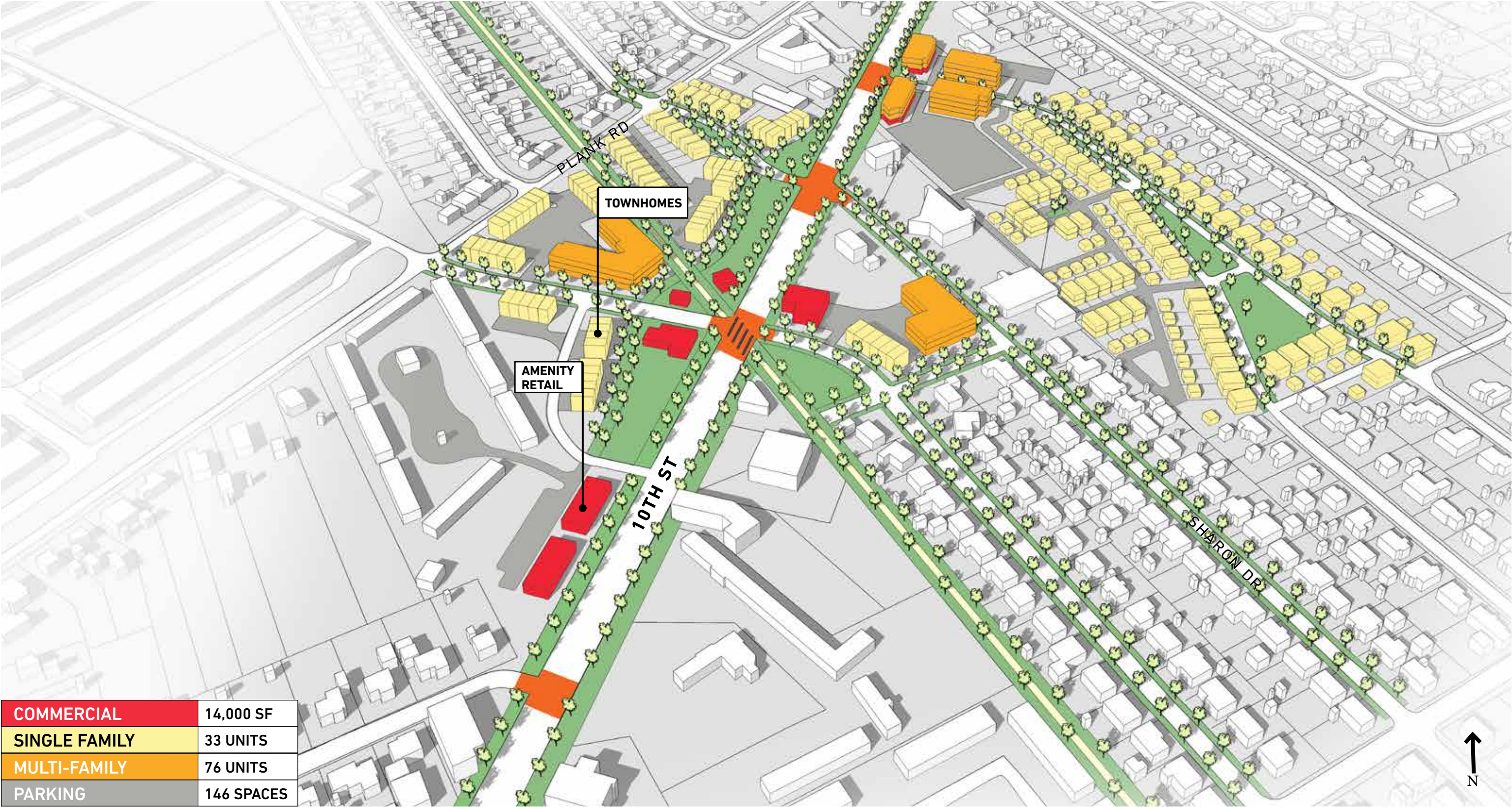
POCKET NEIGHBORHOOD 1 PHASE 3.2



POCKET NEIGHBORHOOD 1 PHASE 4.1



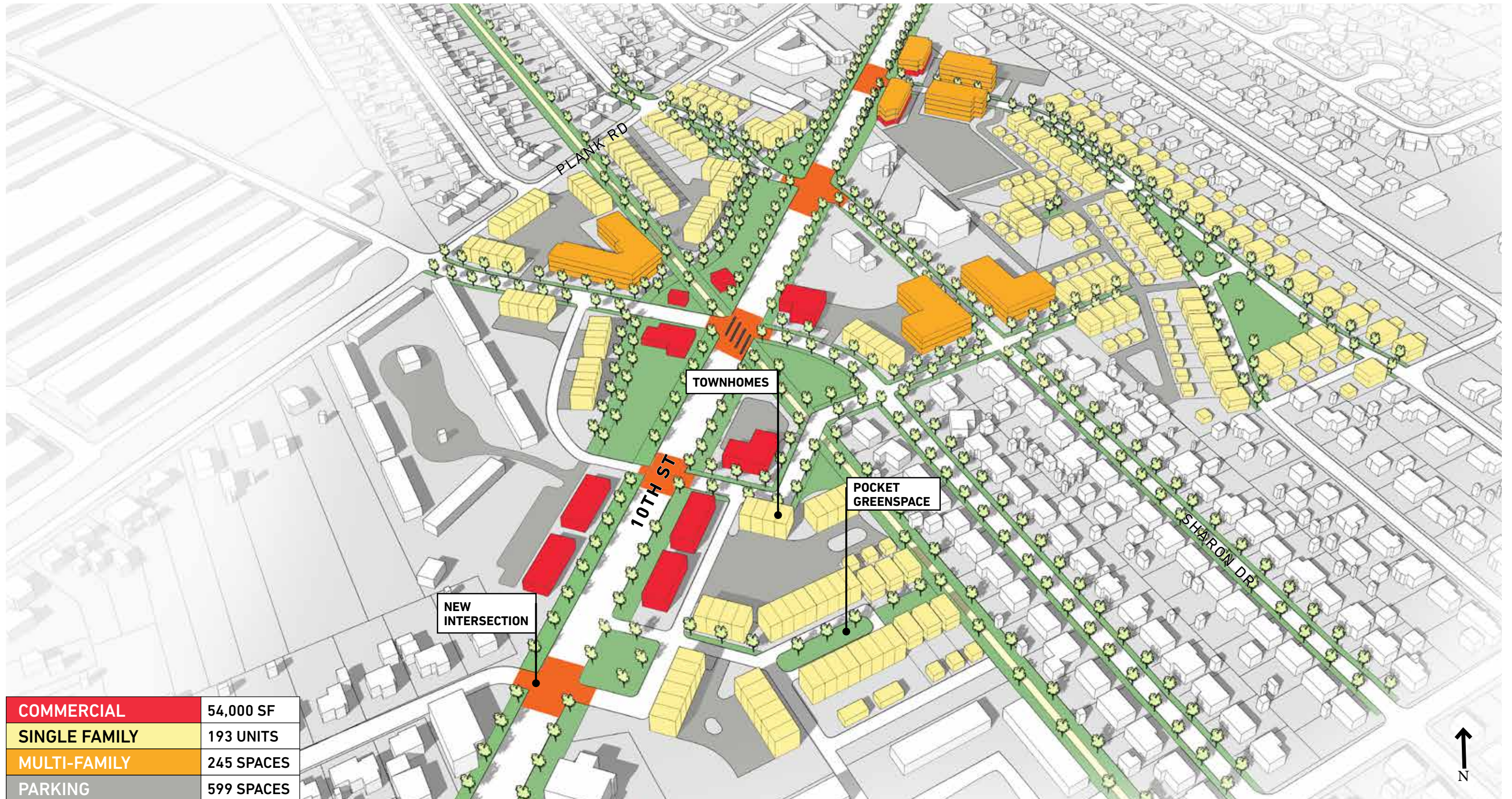
POCKET NEIGHBORHOOD 1 PHASE 4.2



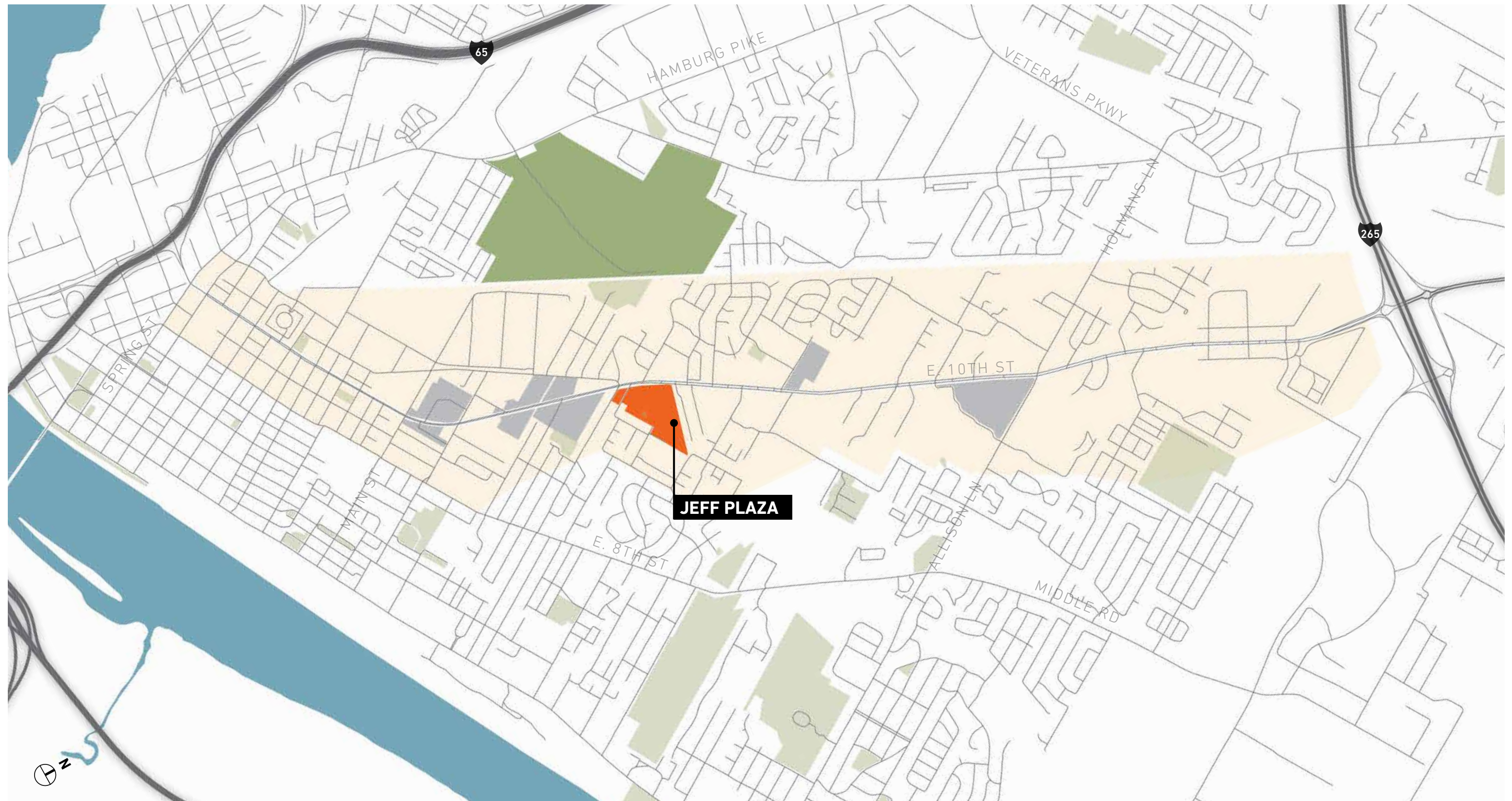
POCKET NEIGHBORHOOD 1 PHASE 5.1



POCKET NEIGHBORHOOD 1 PHASE 5.2



JEFF PLAZA LOCATOR MAP



JEFF PLAZA

EXISTING



JEFF PLAZA GREEN NETWORK



JEFF PLAZA PHASE 1.1



JEFF PLAZA PHASE 1.2



JEFF PLAZA

PHASE 2.1



JEFF PLAZA PHASE 2.2



JEFF PLAZA

PHASE 3.1



JEFF PLAZA PHASE 3.2



JEFF PLAZA

PHASE 4.1

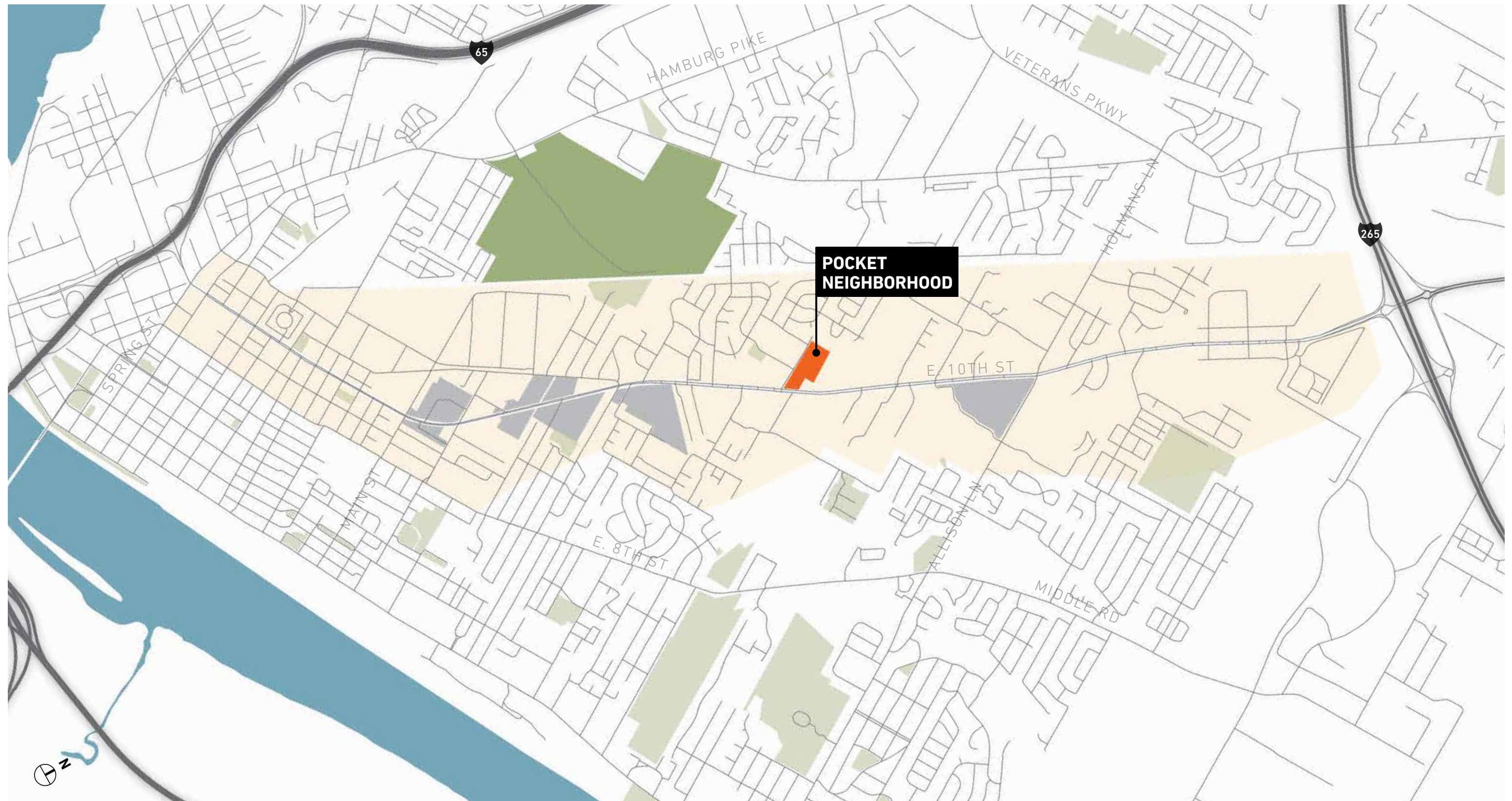


JEFF PLAZA PHASE 4.2

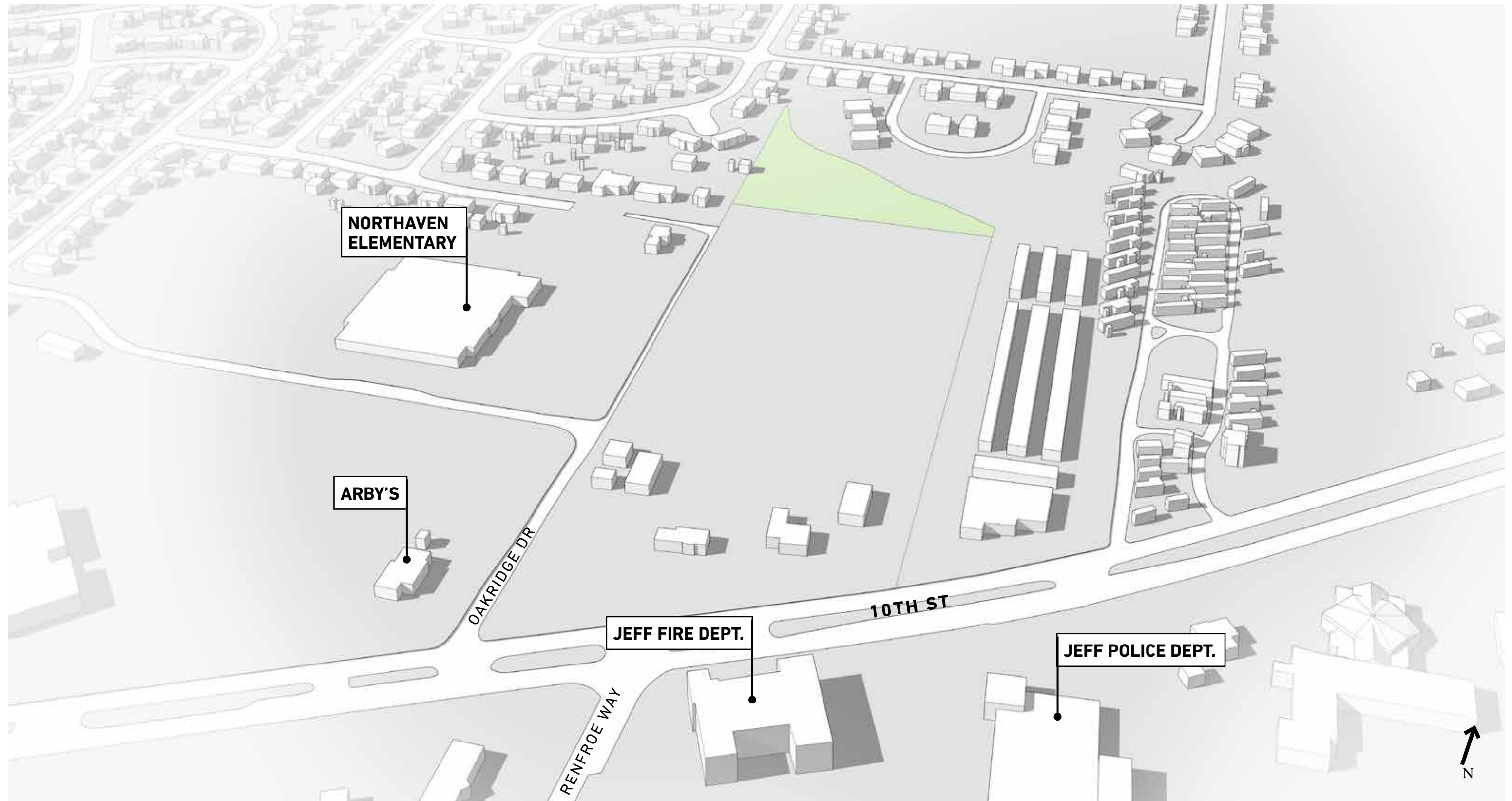


POCKET NEIGHBORHOOD 2

LOCATOR MAP



POCKET NEIGHBORHOOD 2 EXISTING



POCKET NEIGHBORHOOD 2 GREEN NETWORK



POCKET NEIGHBORHOOD 2 PHASE 2



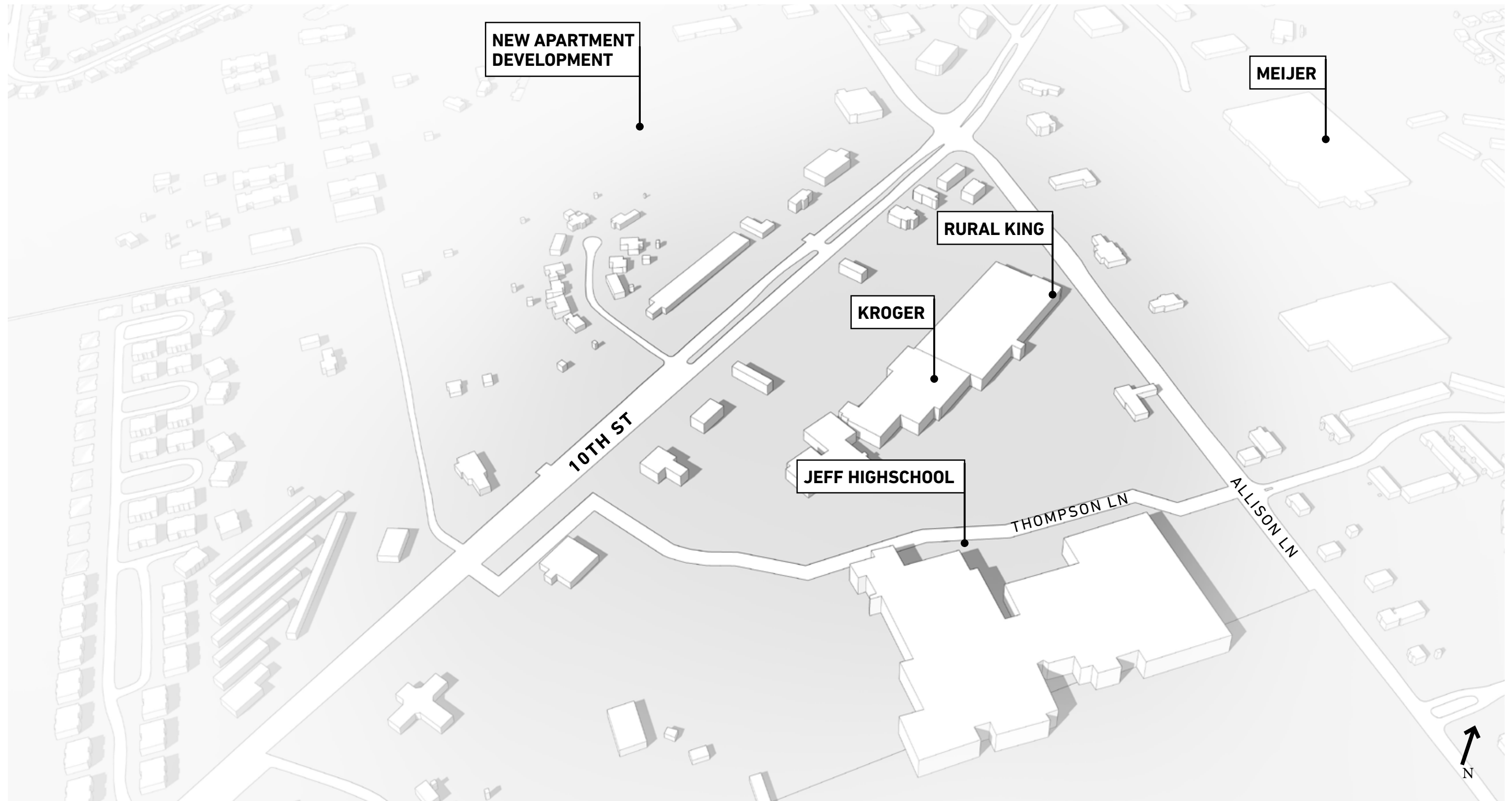
RURAL KING AND OLD KROGER

LOCATOR MAP



RURAL KING AND OLD KROGER

EXISTING



RURAL KING AND OLD KROGER

PRIMARY CIRCULATION



RURAL KING AND OLD KROGER

PHASE 2 - GREEN + MINOR CIRCULATION



RURAL KING AND OLD KROGER

PHASE 3 - INCREMENTAL DEVELOPMENT



RURAL KING AND OLD KROGER

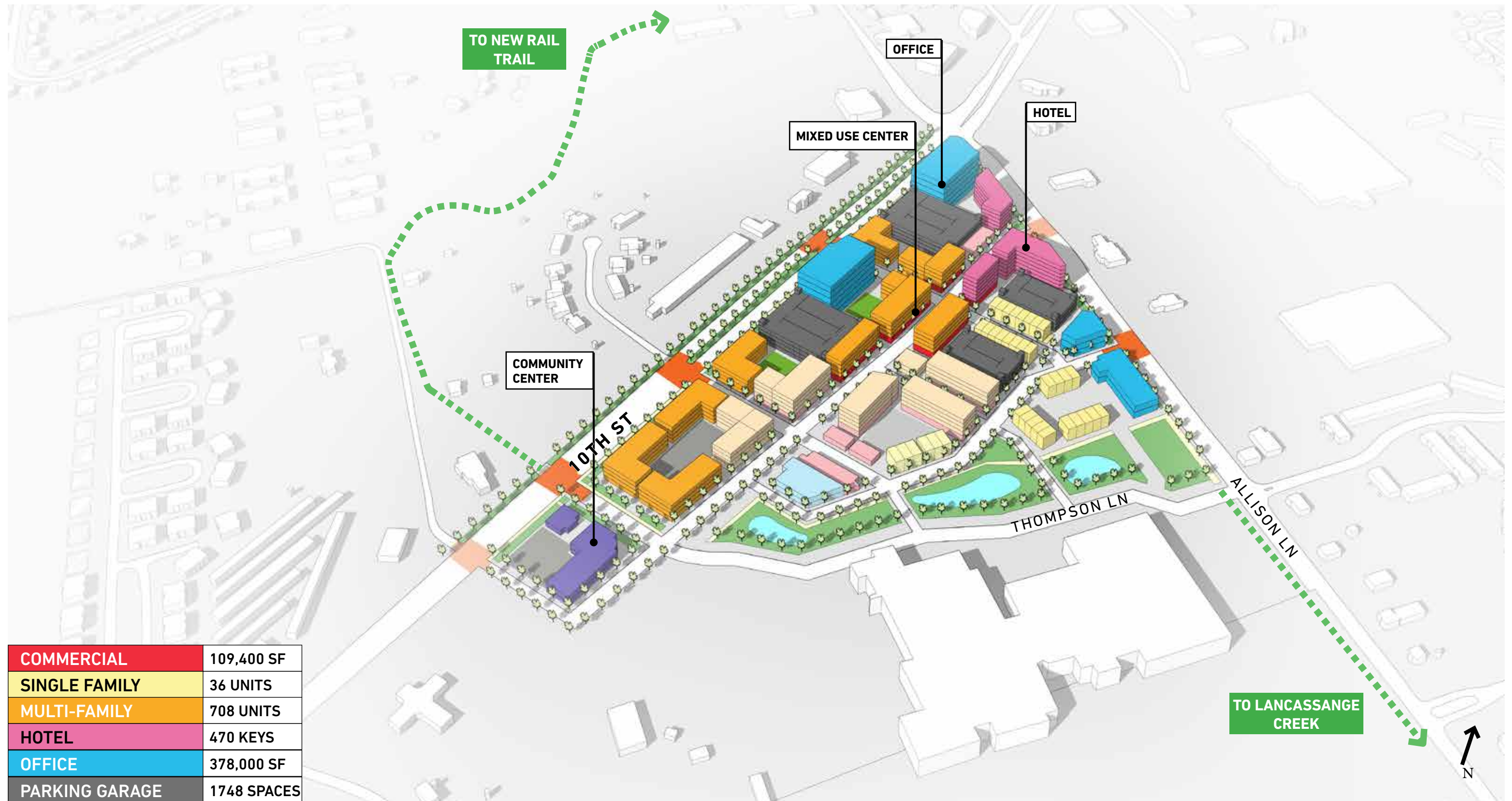
PHASE 4 - IF KROGER BUILDING GOES...



RURAL KING AND OLD KROGER PHASE 5.1



RURAL KING AND OLD KROGER PHASE 5.2



SECTION 4

TONIGHT'S EXERCISE



“SCIENCE FAIR”



STRENGTHS: WHAT DO YOU LIKE?



WEAKNESSES: WHAT DO YOU NOT LIKE?



PRIORITIES: WHERE SHOULD WE FOCUS OUR EFFORTS?



SECTION 5

NEXT STEPS



NEXT STEPS

Hone in on top 3-4 initiative areas

Draft implementation recommendations

Present final recommendations

Adopt the plan