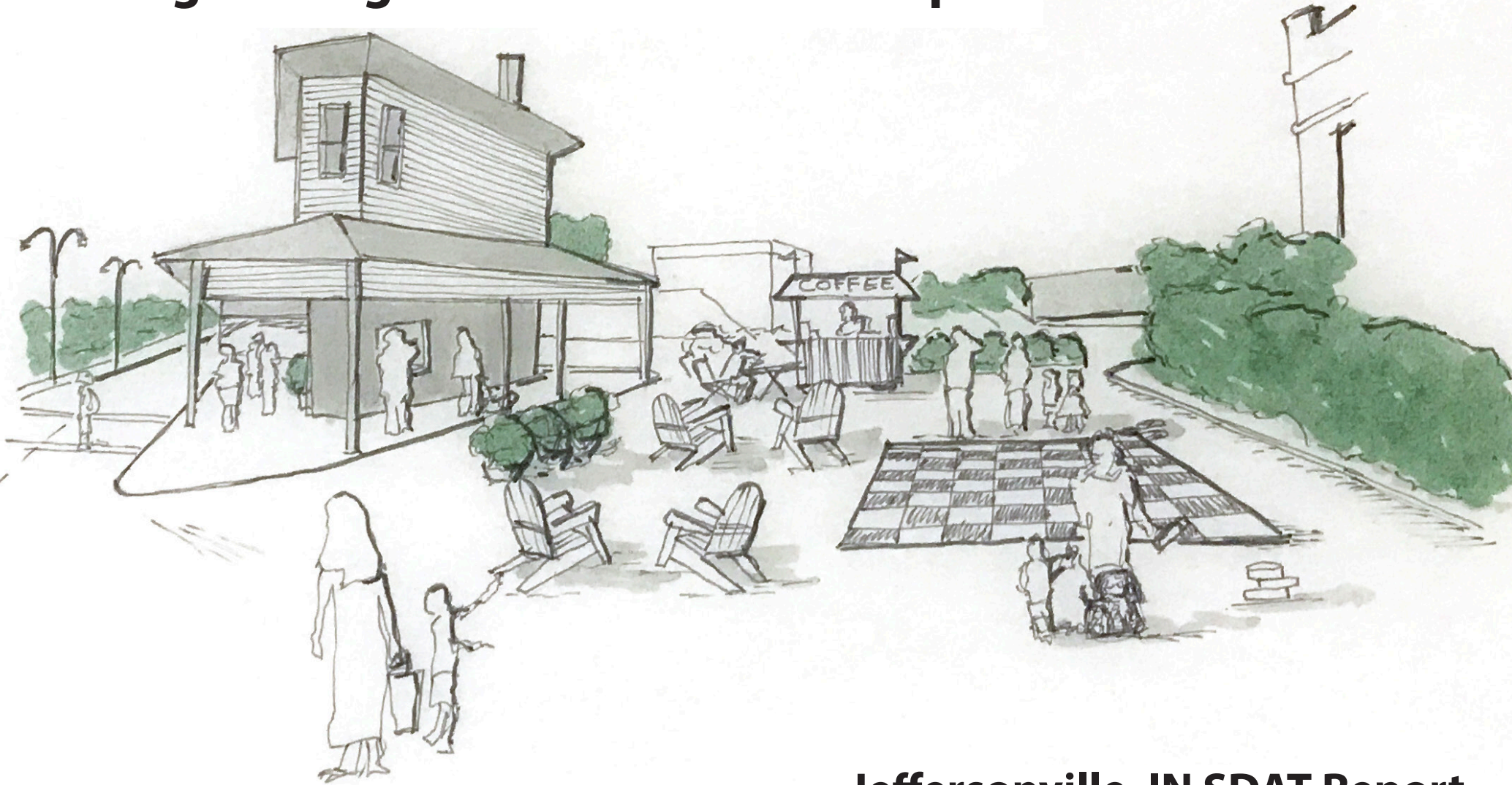


Strengthening Jeffersonville's Civic Spine



Jeffersonville, IN SDAT Report
AIA Communities by Design 
ENVISION. CREATE. SUSTAIN.

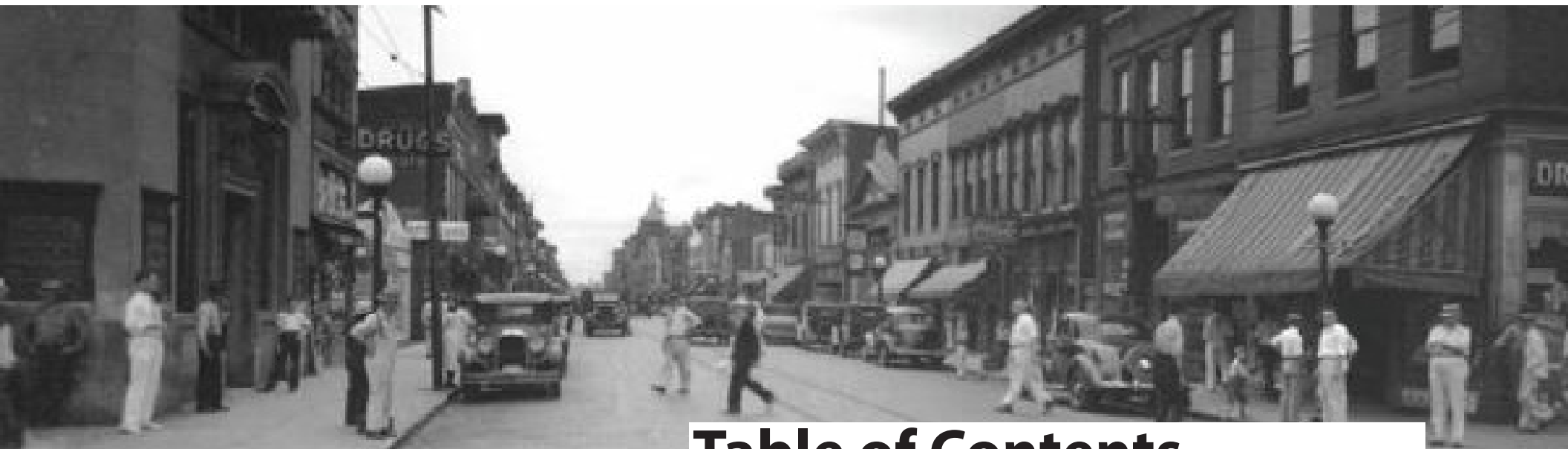


Table of Contents

INTRODUCTION: THE SDAT PROGRAM	1
SUMMARY: STRENGTHEN JEFFERSONVILLE'S CIVIC SPINE	3
-WHAT WE HEARD	4
GROWTH OPPORTUNITIES ALONG THE CORRIDOR	8
-THE ECONOMIC BIG PICTURE	9
-URBAN DESIGN FRAMEWORK	13
HEALTHY CORRIDORS	22
STREET DESIGN	25
-STREET DESIGN IDEAS	27
PROGRAMMING THE PUBLIC REALM	54
IMPLEMENTATION	61
TEAM ROSTER	64

THE SDAT PROGRAM

The Sustainable Design Assessment Team (SDAT) program focuses on the importance of developing sustainable communities through design. The mission of the SDAT program is to provide technical assistance and process expertise to help communities develop a vision and framework for a sustainable future. The SDAT program brings together multidisciplinary teams of professionals to work with community stakeholders and decision-makers in an intensive planning process. Teams are composed of volunteer professionals representing a range of disciplines, including architects, urban design professionals, economic development experts, land use attorneys, and others. Today, communities face a host of challenges to long-term planning for sustainability, including limited resources and technical capacity, ineffective public processes and poor participation. The SDAT approach is designed to address many of the common challenges communities face by producing long-term sustainability plans that are realistic and reflect each community's unique context. Key features of the SDAT approach include the following:

- **Customized Design Assistance.** The SDAT is designed as a customized approach which incorporates local realities and the unique challenges and assets of each community.
- **Systems Based Approach to Sustainability.** The SDAT applies a systems-based approach to community sustainability, examining cross-cutting issues and relationships between issues. The SDAT forms multi-disciplinary teams that combine a range of disciplines and professions in an integrated assessment and design process.
- **Inclusive and Participatory Processes.** Public participation is the foundation of good community design. The SDAT involves a wide range of stakeholders and utilizes short feedback loops, resulting in sustainable decision-making that has broad public support and ownership.
- **Objective Technical Expertise.** The SDAT Team is assembled to include a range of technical experts from across the country. Team Members do not accept payment for services in an SDAT. They serve in a volunteer capacity on behalf of the AIA and the partner community. As a result, the SDAT Team has enhanced credibility with local stakeholders and can provide unencumbered technical advice.
- **Cost Effectiveness.** By employing the SDAT approach, communities are able to take advantage of leveraged resources for their planning efforts. The AIA contributes up to \$15,000 in financial assistance for each project. The SDAT team members volunteer their labor and expertise, allowing communities to gain immediate access to the combined technical knowledge of top-notch professionals from varied fields.

The SDAT program is modeled on the Regional and Urban Design Assistance Team (R/UDAT) program, one of AIA's longest-running success stories. While the R/UDAT program was developed to provide communities with specific design solutions, the SDAT program provides broad assessments to help frame future policies or design solutions in the context of sustainability and help communities plan the first steps of implementation. Through the Design Assistance Team (DAT) program, over 500 professionals from 30 disciplines have provided millions of dollars in professional pro bono services to more than 200 communities across the country. The SDAT program leverages the pivotal role of the architectural community in the creation and support of sustainable livable communities.

The following report includes a narrative account of the Jeffersonville SDAT recommendations, with summary information concerning several principle areas of investigation. The recommendations are made within the broad framework of sustainability, and are designed to form an integrated approach to future sustainability efforts in the community.





Summary

INTRODUCTION

We are pleased to present this report of the Court Avenue Corridor AIA SDAT, conducted in August 2018. We were asked by the City of Jeffersonville Planning Department along with the Jeffersonville Urban Enterprise Zone (UEZ) to create recommendations for a master plan for Court Avenue in Downtown Jeffersonville, Indiana. The objective was to create an over-arching vision for “a context-sensitive design for Court Avenue that improves its quality, function, safety and appearance.” The following pages provide support for this vision, including recommendations that can be implemented immediately, such as new striping to delineate driving lanes and calm traffic speeds and inexpensive temporary public events programming. Other recommendations would require additional study and design, such as selection of preferred new street sections, implementation of a traffic-calming circle, and market analysis of potential to attract new types of mixed use infill development and a new neighborhood food market.

Court Avenue is an aging and fragmented major street that connects to a revitalized Downtown Business District. The avenue, 12 blocks and 1 mile long, begins at I-65, a primary highway entry to downtown. It crosses Spring Street (Jeffersonville’s “Main Street”) and terminates at Graham Street, to the northeast, as a residential street. A short segment west of I-65 connects to the 2nd Street Bridge and the adjacent Town of Clarksville.

Court Avenue is also home to a number of anchoring civic institutions: the Clark County Courthouse, the Jeffersonville Township Public Library, a local post office, Warder Park, the former Carnegie Library, and an academic campus with the recently renovated Nachand Fieldhouse, the Cordon Porter Alternative School, and plans for a new elementary school. Numerous small retail and service businesses also line the corridor, along with empty storefronts and some vacant and underutilized lots.

Summary: Strengthen Jeffersonville’s Civic Spine

Our primary recommendations, in order of increasing complexity to implement:

- **Events:** Temporary programming to enliven the public realm for residents and visitors;
- **Paint:** New striping and crosswalks, bulb outs, street trees, etc., for safety and beautification;
- **Funding:** Apply for funds to support a robust healthy corridor redesign, especially to support the new school;
- **Infill development:** Underutilized and vacant lots can support desirable downtown uses;

- **Market:** Economic indicators suggest that a revitalized corridor will further the downtown renaissance and benefit the city at large.

It is significant to note that many of our proposals suggest interventions and improvements on the north side of Court Avenue.

Economics and Growth Opportunities

The big picture for economic development is promising for Jeffersonville in general and the Court Avenue Corridor in particular. Our analysis suggests that there is significant “trade leakage” of \$160 million in consumer spending by Jeffersonville residents alone, who currently shop for many goods outside the city. In addition, there is up to \$3 billion in spending potential within the larger trade area. The Court Avenue Corridor is well positioned to capture some of this market potential because of: the significant daytime worker population; the huge influx of visitors from the Big Four Pedestrian Bridge; and the likely increase in downtown residents from new infill housing.

From residents, we heard a strong desire for a new downtown food market, such as Trader Joe’s or Aldi’s. Trade area data suggest that there is sufficient population base to support this use, although further analysis is required to confirm that the Court Avenue area would meet specific site location criteria of each company.

New apartment housing is already arriving along Court Avenue. We mapped many vacant and underutilized lots, especially on the north side of the street; each is an opportunity for infill housing. New apartments in mixed-use buildings or “missing middle” types would diversify the existing stock of detached houses and would attract new millennial and empty-nest residents to downtown, who in turn would frequent downtown retailers and service providers.

The growth cycle of downtown neighborhood revitalization requires a walkable street—which Court Avenue has the potential to become—in order to attract new residential development, which in turn is desired by retailers looking for locations for new stores.

Another opportunity identified in the economic analysis is the potential to cultivate a “Communiversity” by co-locating a mix of education and community serving uses in vacant and newly constructed space along the corridor, all within walking distance.

Re-Design of Court Avenue Right-of-Way and Streetscape, for Health, Mobility, and Safety

Court Avenue, running northwest from an exit off I-65 to Graham Street, comprises the “Civic Spine” of Jeffersonville. Major City and County institutions are located along it—governmental, educational, cultural uses—making Court Avenue itself a significant

destination. It should be a memorable, lively, and safe place. It is not a through route to elsewhere.

Consequently, our analysis showed low volumes of traffic on the corridor, which is out of sync with the outdated design of Court Avenue. Currently, the Avenue is designed to prioritize traffic flow at speeds higher than the posted limit, with inadequate provisions for pedestrians, bicyclists, and transit-users.

The low volume of traffic requires only one lane for driving in each direction. Along the primary segments of the Avenue, where the overall right-of-way is 100 feet, there is 34 feet of “extra” roadway that can be repurposed. We suggest a number of options of re-designing each segment of Court Avenue to reflect best practices for attaining a “complete street” design. We are confident that redesign following one of the many options illustrated here can accommodate the full range of users without compromising needs for driving and parking.

A significant added benefit of prioritizing a redesign that incorporates “next-generation infrastructure” is in the area of public health: reductions in healthcare and transportation costs for residents, plus increased safety from traffic calming and improved crosswalks. Benefits can also be attained in environmental health: green infrastructure to manage stormwater, and increased tree canopy.

From residents, we heard a desire to keep Court Avenue a “family-focused” district. The suggested improvements—a traffic-calming circle at the western arrival point, speed bumps east of Mechanic Street, better crosswalks and street striping throughout (immediately implementable), “safe routes to school” measures—would all support the everyday safety and health of Jeffersonville residents and visitors of all ages. Court Avenue can be transformed through streetscape and corridor redesign into a vibrant “place for people as well as cars.”

Programming the Public Realm

New activities can be immediately programmed, by joining forces with a host of potential community partners and working and at low cost, that will begin the “make-over” of undesirable spaces, designed primarily for cars, into cherished community places, designed for people. This can be accomplished by building on

existing programs (Tree Walk, music in Warder Park, public art installations) to seed new ones.

Three suggested proposals that could be implemented in the short term: converting the short segment of 6th Street as it intersects Court Avenue into a pedestrian plaza and gathering space; improving Warder Park by pruning vegetation for safety and visibility; and creating a “Path of Knowledge” connecting the academic campus to the public library along the north side of Court Avenue.

What We Heard

During the SDAT visit to Jeffersonville in August 2018, we met with a range of stakeholders at City Hall and in public meetings, from City and Clark County officials and staff, to neighborhood residents and business owners. The messages we heard and which we incorporated into our recommendations can be summarized as follows:

Court Avenue is “bleak”

- While the corridor is important to the civic life of the City and County, the street itself feels neglected and unloved
- Unsafe for all users: drivers, parkers, walkers, and bicyclists
- Lacks crosswalks and, in some segments, street trees
- Sidewalks are old and cracked, with minimal curbs
- Traffic speeds are excessive

Parking, parking, parking!

- A strong perception that there is not enough of it (although a preliminary audit suggest an adequate supply)
- On-street spaces are unsafe to use (because of the excessive driving speeds cited above, and other factors)



Corridor turns into a ghost town after 5 PM

- Residents appreciate the older homes and convenient location, but downtown lacks many conveniences and amenities, such as a high quality food market
- Commuting workers don't linger after hours; there is too little to keep them around
- The public/civic realm is tired and under-activated

Desire to strengthen the Downtown District as a "place"

- Capitalize on the high volume of visitors from Big Four Pedestrian Bridge, who arrive on foot or bicycle
- Improve the experience of driver entry points from highways
- Realize potential of underutilized and vacant land parcels along Court Avenue
- Create and maintain a "family-focused" atmosphere

It is our conclusion that many of these concerns can be addressed through a phased redesign of the right-of-way of Court Avenue itself, coupled with planning for supportive new infill development on adjacent vacant and underutilized parcels of land. Taken together, a concerted investment in this work could significantly strengthen the legibility and performance of Clark Avenue as the "civic spine" of the City of Jeffersonville and Clark County for generations to come.

Assets & Opportunities for Improvement

The adjacent images are snapshots of the many assets in the Court Avenue District: stately historic buildings, lovely historic homes, a recently revitalized Spring Street, the arts and cultural district, and a new elementary school.

Also illustrated are some of the negative elements, each signifying areas for improvement: cracked sidewalks and curbs, poorly designed and configured crosswalks, vacant storefronts, and an impoverished public realm.



Historic buildings



Lovely craftsman style homes



Big Four Pedestrian Bridge



Educational campus



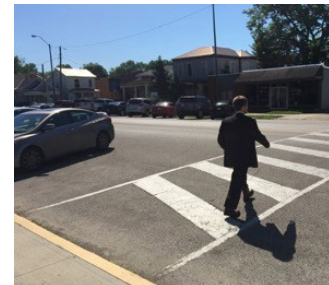
Arts and Cultural District



Revitalized Spring Street



Cracked sidewalks



Inadequate crosswalks



Empty storefronts



Overly wide driving lanes



Cars parked on sidewalks



Unused roadway

Context of Court Avenue within the City of Jeffersonville

The following map diagrams, a series of views that progressively zoom in to Court Avenue, were developed by the AIA SDAT team to illustrate and explain the context of the Court Avenue corridor, as well as to argue for its significance overall to a healthy, prosperous City of Jeffersonville.

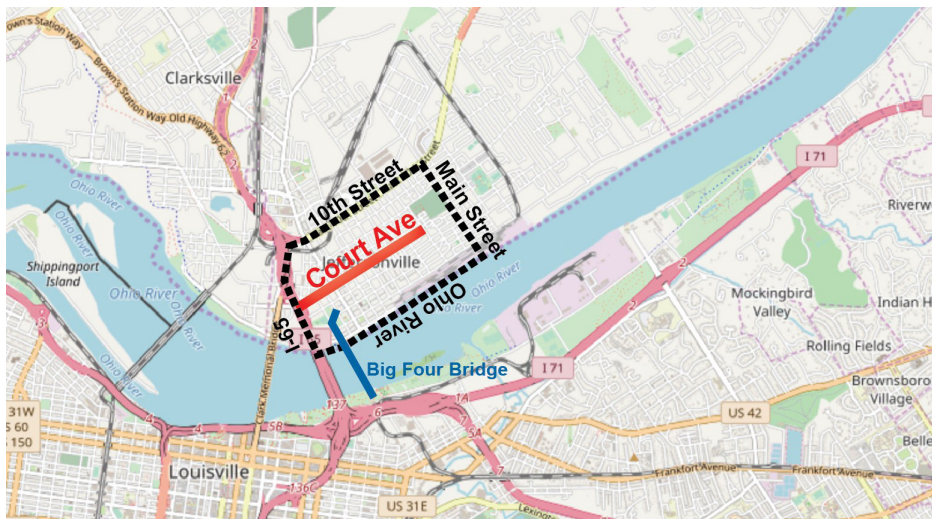
Context: City of Jeffersonville

Jeffersonville, established in 1802, is the largest city in Clark County, Indiana, and the second most prominent city in the Louisville Metropolitan Area. It is located directly across the Ohio River from downtown Louisville. While the two cities have been long connected by major vehicle bridges including I-65, they are now linked in a new way by the Big Four Pedestrian Bridge. The bridge encourages large numbers of day trippers, who arrive by foot or bicycle.

Locating the Downtown

The “downtown” area of Jeffersonville was described in various ways by different stakeholders, but a generally agreed upon definition of boundaries emerged: 10th Street to the north-northwest, the Ohio River to the south-southeast, Main Street to the east-northeast and I-65 to the west-southwest. Court Avenue forms a central southeast to northwest spine through the downtown, from arrival off I-65 to a terminus at Graham Street.

The Court Avenue corridor is distinct in character and potential from both the 10th Street corridor and Spring Street. 10th Street is a much longer, higher traffic arterial, suburban in character, with potential for retrofit at select nodes. Spring Street, which runs perpendicular to Court Avenue, is the historic “Main Street” of the city, and is

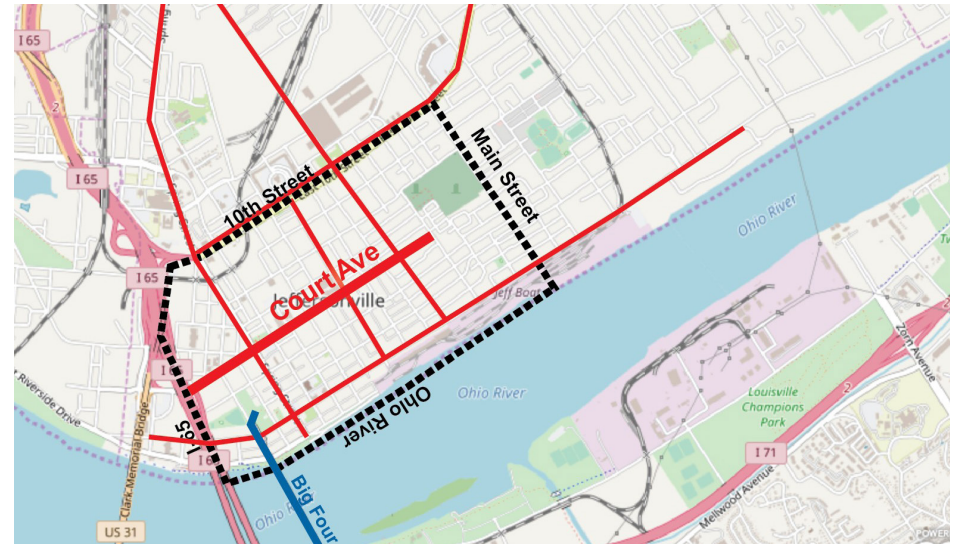


City of Jeffersonville Regional Context

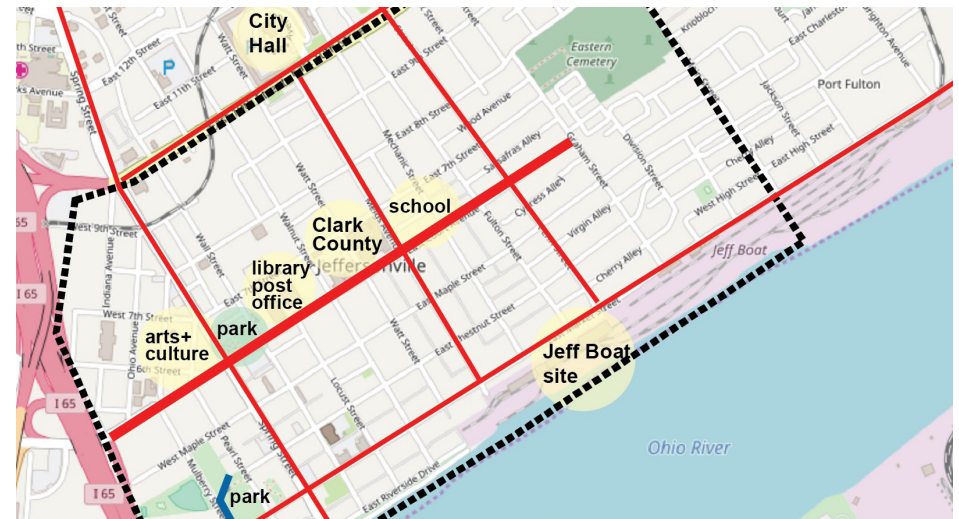
currently thriving, with shops, restaurants, and outdoor seating.

Civic Anchors

Many of the city’s major civic institutions are anchored along, or nearby, the Court Avenue corridor. Located on the map are the Jeffersonville City Hall, the Clark County Courthouse, the Jeffersonville Township Public Library, a local post office, Warder Park, the former Carnegie Library, the academic campus where a new elementary school will be located, the emergent Arts and Cultural District, and the Big Four Pedestrian Bridge and Station Park.



Downtown Jeffersonville Context



Civic Anchors

The recently vacated Jefferson Boat site to the south, occupying a prime riverfront location, is located on this map. While outside the scope of this study, it should be noted that investments in downtown and Court Avenue would enhance future prospects for redevelopment and reuse of the large Jeff Boat site.

Court Avenue Corridor

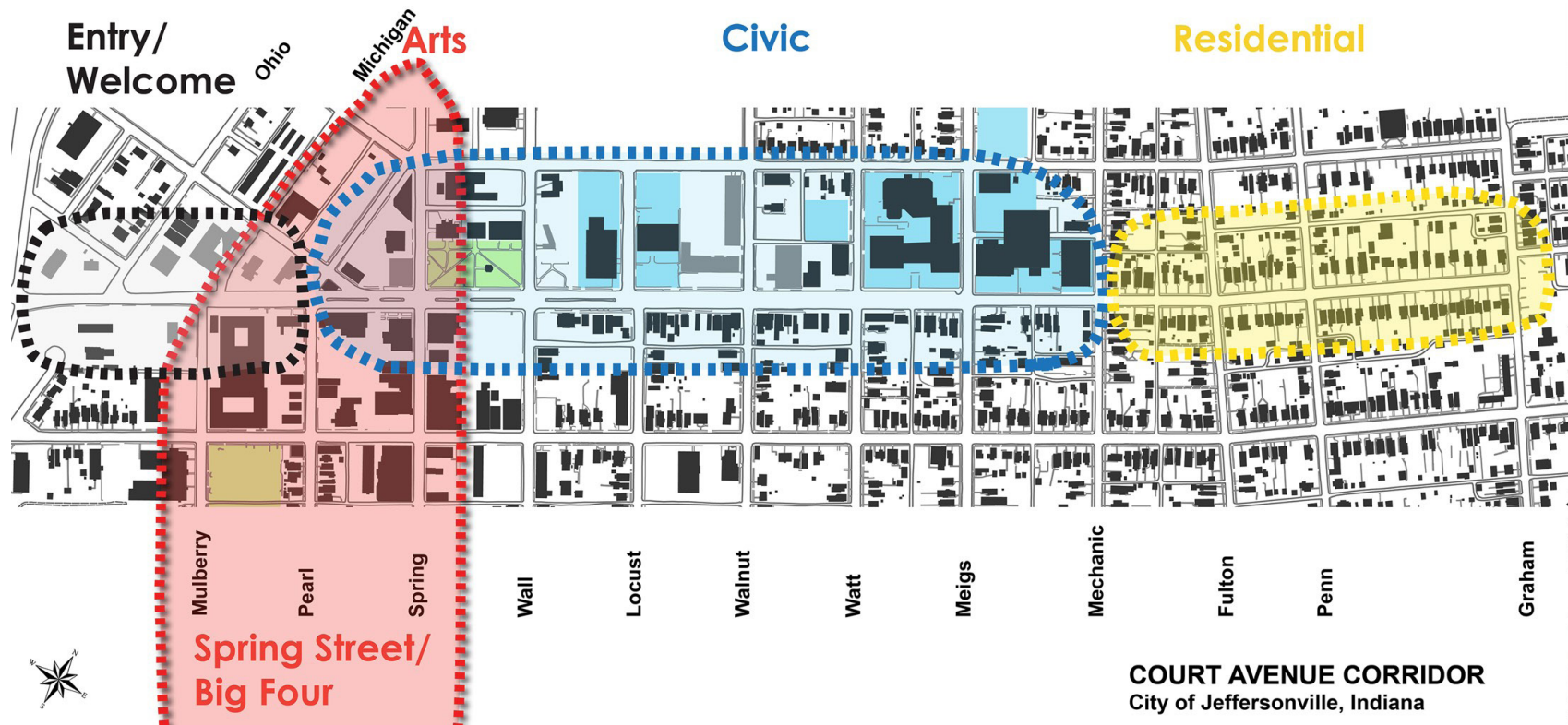
We observed the current condition of Court Avenue to be disjointed and in flux. There are, however, four primary areas. Each could be improved with good planning and new investment.

First is the “Entry/Welcome” area to the west, where traffic arrives at relatively high speed, and the uses along the Avenue are auto-oriented, such as a gas station and fast food franchise restaurant. The second area, the central segment from Michigan to Mechanic Street, we have labeled “Civic.” It is here that the civic institutional anchors are located, especially along the north side of the avenue. Overlapping these segments is an area we’ve labeled “Arts,” which encompasses the Big Four Bridge Park, Spring Street and Pearl Street, and the emergent Arts and Cultural District. The final segment of Court Avenue, from Mechanic to Graham Street, is “Residential” in character, with a narrowed roadway, fronted by historic homes.

With thoughtful planning, and careful implementation of the recommendations that follow, we believe that the segments can be redesigned to work together well.

Why Does Court Avenue Matter?

- The Big Four Pedestrian Bridge, a million crossings a year into downtown Jeff, on foot and by bicycle;
- The new school will anchor a residential neighborhood, ready to thrive for all ages;
- A major point of entry off the highways –first impressions matter;
- Court Ave’s been relatively neglected—it’s due for sprucing up—guiding new development;
- Upgrades will complement—not compete with—plans for 10th St. and Spring St.



The image is a vertical collage. The top half features a white sheet of paper with a hand-drawn architectural sketch of a building complex, including labels like 'CIVIC', 'RECREATION', 'WATER-USE', and 'PARKING'. Below this, a black and white sketch shows a site plan with labels such as 'VISITORS', 'LOCAL COMMERCIAL DISTRICT', 'SPRINGS', and 'IN CON'. The bottom half of the image is filled with numerous Prismacolor markers in various colors (black, white, yellow, orange, green, blue, pink, red) and styles (broad tip, fine tip). The markers are scattered across a light-colored surface, some with their caps off, revealing the tips. The overall theme is architectural design and drawing tools.

Growth Opportunities

THE ECONOMIC BIG PICTURE

The City of Jeffersonville has a population of nearly 48,000 people and is located in Clark County in southern Indiana bordering the Ohio River across from Louisville, Kentucky. It is a part of the Louisville-Jefferson County KY-IN metropolitan statistical area, with a population of over 1.2 million people.

The recent completion of the Big Four Pedestrian Bridge, which spans approximately ½ mile and connects the downtowns of Jeffersonville and Louisville, has stimulated outdoor recreation with over a million crossings a year into downtown Jeffersonville, on foot and by bicycle. This increase in visitors has fostered a resurgence in redevelopment and reinvestment within the downtown, which is making the area a regional destination for residents and visitors alike.

As an employment hub for the surrounding area, Jeffersonville has the potential to leverage its location and capture additional economic development opportunities, especially on Court Avenue. The success of this strategy is dependent upon a number of elements including mobility and safety, demographics of the area, accessibility to a job ready workforce, and the availability of sites and buildings

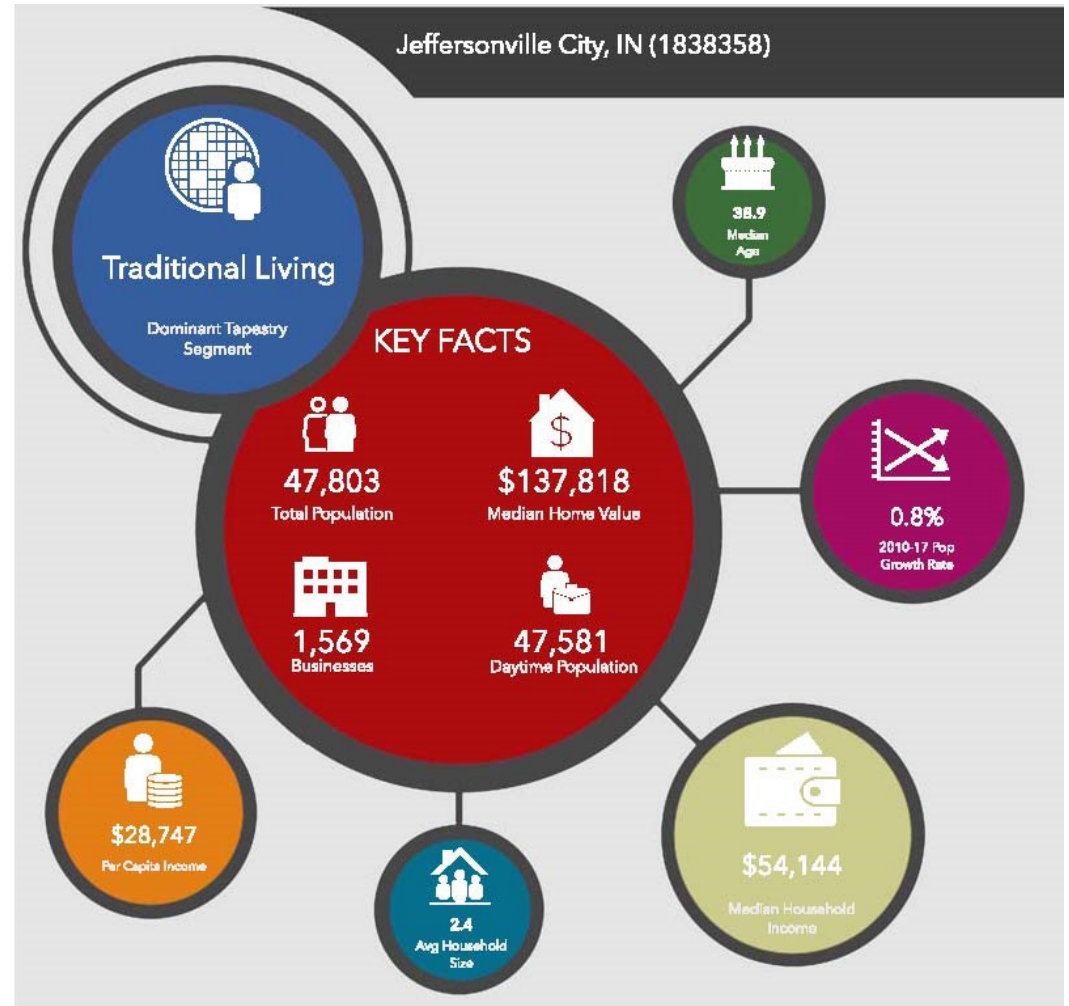
Market Assessment

Jeffersonville

Understanding the dynamics of a market is one of the first steps in determining its viability to foster economic development. Over the next five years it is projected that Jeffersonville's population will increase by 4.2 percent to nearly 50,000 people. The civilian labor force consists of 25,227 people, with nearly 46 percent employed in the service sector, which includes education, healthcare and professional services.

The majority of workers are classified as white collar with 22.7 percent of the residents having a college degree or higher. When analyzing worker inflow and outflow, by Jeffersonville's zip code, 73.6 percent of the people that live in Jeffersonville commute out of the city to work, while 79 percent of the people employed in Jeffersonville commute into Jeffersonville. This dynamic shows near equilibrium in the inflow and outflow of the workforce.

When examining the median disposable income of Jeffersonville residents, the community has the potential demand for \$630.4 million in spending on retail trade, and food and beverage. However, actual sales within Jeffersonville is estimated at \$470.9 million, which represents a trade leakage of \$159.5 million. A surplus/leakage analysis of consumer



spending, as depicted in the following table, pinpoints the categories of spending in which demand exceeds the local supply. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The retail gap represents the difference between retail potential and retail sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity.



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc.

Retail Gap Analysis

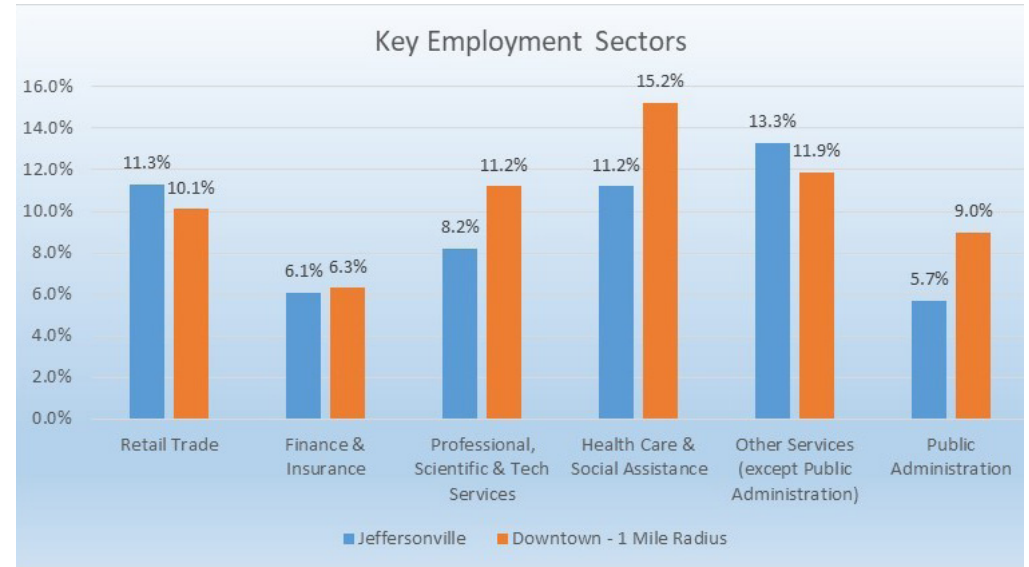
The retail gap analysis presents a snapshot of retail opportunity for Jeffersonville. While this analysis only takes into consideration resident spending, there is also the potential additional spending of visitors, business establishments as well as employees that add to the overall market potential. Based on the surplus/leakage analysis, it would appear that Jeffersonville could support additional retail such as electronics, specialty food stores, drinking establishments, clothing, shoes, to name a few.

Trade Area

Defining a geographic trade area is critical in understanding market potential and the varying dynamics of a customer base, such as population and household growth, and household spending power. A comparison of the City of Jeffersonville to a 1, 3, and five mile radius establishes a baseline and provides a contrast among demographic characteristics.

As portrayed in the following table, the population within a 5 mile radius of Jeffersonville is five times larger than Jeffersonville at 237,716 people. This expanded trade area depicts a potential customer base and labor shed that includes portions of Clark and Floyd Counties in Indiana and Jefferson County in Kentucky. The median household income of \$41,516 is less than Jeffersonville at \$54,144, but the sheer volume of people will generate \$3 billion annually in spending.

The 1 mile radius is used as a proxy for downtown Jeffersonville and has a population of 7,797 people. The most notable benchmark is that downtown is home to 47 percent of all business establishments within Jeffersonville, and downtown has 45 percent of total Jeffersonville employment. The daytime population of 14,462 people represents the number of people present during normal business hours, including workers who both live and work in the downtown, as well as those that commute to downtown Jeffersonville for work. The ratio of the daytime population to population within the 1 mile radius is nearly 2 to 1, meaning that the population doubles during daytime business hours.



	Jeffersonville	1 mile	3 mile	5 mile
Total Population	47,803	7,797	79,349	237,716
Projected Population Growth 2018-2023	4.2%	2.1%	4.5%	2.6%
Total Households	19,833	3,655	36,005	104,014
Projected Household Growth 2018-2023	4.3%	2.6%	5.2%	2.9%
Median Household Income	\$54,144	\$38,824	\$38,206	\$41,516
Retail, Food & Beverage Potential Spending	\$630 million	\$87 million	\$910 million	\$3.0 billion
Vacant Housing Units	6.9%	11.6%	11.3%	12.2%
Number of Businesses	1,569	730	5,748	10,833
Number of Employees	23,279	10,445	131,142	201,638
Daytime Population	47,581	14,462	175,665	327,877

Source: Esri 2018 forecasts. Geographic centroid based on Court Ave. and Penn St.

A comparison of key employment sectors for Jeffersonville and downtown is presented in the adjacent chart. Six sectors employ nearly 64 percent of the workforce in downtown Jeffersonville. When comparing downtown to the City, downtown has a higher percentage of workers employed in health care, professional services, and public administration. Both regions employ about the same percentage of workers when it comes to retail trade and finance and insurance.

Economic Overview

Attracting, growing, and retaining business is the cornerstone of economic development. To be successful it is important to understand the site location requirements by type of business. For example, retail and health services rely on the demographics of an area such as population, household density, income levels, and growth projections. While office and industrial uses evaluate the accessibility and quality of the workforce within a commute shed, the proximity to transportation corridors, and the availability of fully serviced sites and existing buildings. All businesses want a safe and secure environment for their customers and workforce. When evaluating a location, the ease of access and mobility as well as site visibility are often factored into a location decision.

Court Avenue serves as the gateway to the historic downtown and today has a variety of civic anchors including the library and post office, arts and culture, local and county government and the courthouse. Professional services and healthcare establishments are also present, which adds to the economic vitality of the corridor. The long term vision for Court Avenue is to create a design that improves its quality, function, safety and appearance, all of which will make it more vibrant for residents and visitors, and enhance economic development.

There are a number of underutilized parcels on Court Avenue that are ripe for in-fill development or redevelopment, as depicted below. Either planned or underway is a new 225 unit multi-family residential project is proposed on Court between Mulberry and Pearl, and the consolidation of two elementary schools into the old Jeffersonville High School site on Court and Meigs Avenue, which is anticipated to open January 2020.

Other options that could improve the vibrancy of the corridor include adding a diversity in housing to support more commercial development, attracting a new food market to service a growing downtown and surrounding area, developing infill and opportunity sites, adding educational providers who offer career technical education or certificates in fields that complement the local economy and the growing visitor market, and expanding upon the visitor experience that compels them to stay for a longer period of time.

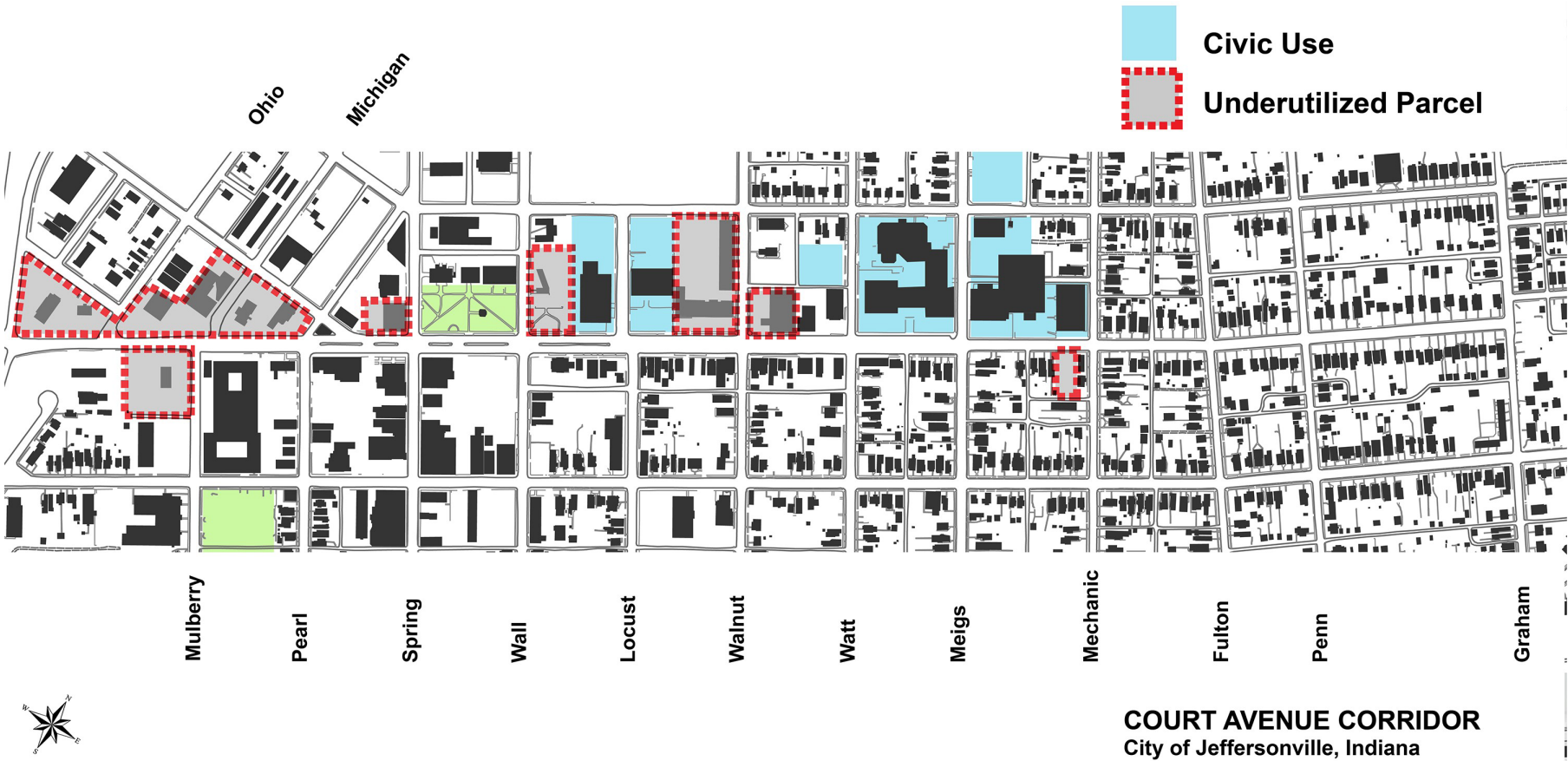
Housing

The housing stock in Jeffersonville is dominated by single family detached homes. Downtown has the potential to increase its population by adding diversity to the housing stock at strategic infill locations that are within proximity to the Court Avenue corridor. This could include a mix of housing type and pricing that appeal to both millennials and seniors alike. The addition of the Walcott apartments indicates that there is a market for something other than single family dwelling units.

Commercial Development

For commercial development to be successful its crucial there be a customer base within a geographic trade area of downtown. Downtown Jeffersonville currently has a population of nearly 8,000 people. Within 3 miles of Court Avenue and Penn Street resides a population of 79,000, and nearly 240,000 people within 5 miles. The following table illustrates the desired population threshold by type of commercial activity.

Given the overwhelming desire for a grocery store in downtown, it would appear that there is a population base to support this use. As an example, Trader Joe’s criteria is 90,000 people within 5 miles and Aldi’s is 35,000 people within 3 miles. However, in addition to population density, many companies, such as Trader Joes, have additional site location criteria including consumer income level, age, and educational attainment, minimum number of cars per day, preferred co-tenants, and proximity to other stores or competition to ensure that there is no encroachment or cannibalization. Additional market analysis will need to be gathered in order to supplement and understand the market potential and drawbacks of downtown for each business target.



Type of Activity	Desired Population by Radius
Movie Theater	170,000 within 7 miles
Salons	50,000 within 4 miles
Health Club/Gyms	65,000 within 7 miles
Sporting Goods Stores (small)	35,000 within 5 miles
Fast Food Restaurant	25,000 within 3 miles
Fast/Casual	40,000 within 3 miles
Restaurant/Bars	100,000 within 4 miles
Electronics/Computers/Software	50,000 within 5 miles
Home décor/Lamps/Drapes	175,000 within 5 miles
Trader Joes	90,000 within 5 miles
Aldi	35,000 within 3 miles

Educational Uses

Attracting additional educational uses to serve as anchor institutions has the potential to create a concentration of jobs and student population base to support retail development. The type of curriculum offered should be geared towards key and emerging employment sectors. Programs such as nursing, nutrition, business, justice administration, hospitality and tourism, culinary, and creative and performing arts are a few examples. There are a number of existing vacant buildings along Court Avenue that could be adapted for educational uses. A mix of education providers co-located in one building could offer an assortment of programs, similar to a “Communiversity.”

Visitor Experience

The Big Four Pedestrian Bridge has been a catalyst for downtown Jeffersonville with over a million crossings a year. The City needs to capitalize on the uniqueness of downtown and promote the attractions, events and cultural and heritage experiences. Apply the “four times” rule that says keep visitors busy four times longer than it took them to get there. Sell the experience with an activity and not just the place. Engage their senses through shopping and dining, and meet their basic needs such as rest rooms, comfort and safety. Engage as many of the visitor’s five senses as possible. Studies have shown that visitors remember 10% of what they hear, 30% of what they read, 50% of what they see and 90% of what they do.



Opportunity Sites

Adapting existing buildings or redeveloping underutilized sites will help foster the re-design and urban footprint of Court Avenue and downtown. By building on the corridor’s strengths, Jeffersonville can create a better connection from the Court Avenue gateway into downtown through the community services zone to the neighborhoods. Improvements such as wider sidewalks, bike lanes, landscaping, and pedestrian safety will serve as a catalyst to help activate the street with people.

Finally, there is no one option in particular that will achieve the City’s goal of a revitalized corridor, but rather a portfolio of activities and improvements that need to be undertaken. Improving safety and creating a pedestrian and bicycling culture, increasing population density through infill development, and visually improving the gateway to Court Avenue. All of these approaches will help attract private investment which will enhance the economic vitality of the corridor and further the renaissance of downtown Jeffersonville.

JEFFERSONVILLE: URBAN DESIGN FRAMEWORK

The Context of Court Avenue: Why Does it Matter?

The Court Avenue corridor carries strategic importance for the future of the whole of Jeffersonville given its role in the community. In the broadest context, Jeffersonville serves an important role in metropolitan Louisville. Jeffersonville’s downtown, the district bounded by the Ohio River to the South, I-65 to the West, Main Street to the East, and 10th Street to the North represents a secondary downtown in the Louisville metro region. The I-65 and I-64 connections across the Ohio River put Jeffersonville as close to downtown Louisville as most neighborhoods in the city. With the addition of the Big Four Bridge, a crucial pedestrian and bike connection has been created between the

downtowns, as well as the addition of the most attractive public space in either jurisdiction. This connection has eased access between both cities with crucial benefits to Jeffersonville, which offers an attractive waterfront experience and amenities as well as affordable housing.

The Role of Court Avenue

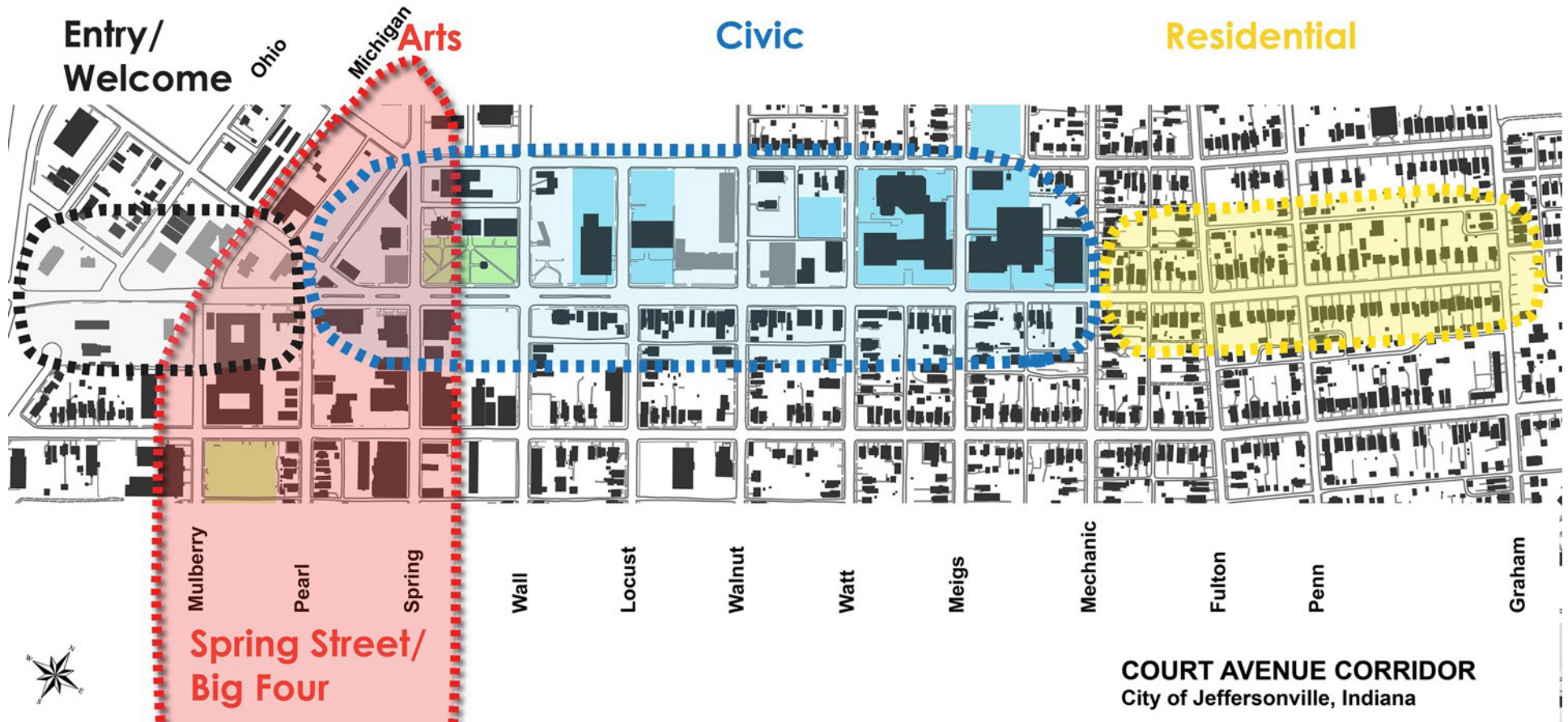
Court Avenue has an important role to play in a vibrant, connected and walkable Jeffersonville. Within the community's downtown, Court Avenue forms a central spine that is distinct in character and potential from both the 10th Street's commercial strip development and Spring Street's role and function as a retail-oriented main street. Many of the city's major civic institutions are anchored along, or nearby, the corridor. These include the high school, court house, public library, post office, Warder Park, and the emerging arts and culture district. Court Avenue is a connecting spine to Spring Street and a short walk to the Big Four Bridge as well. Unlike anywhere else in town, the center of civic life happens on Court Avenue.

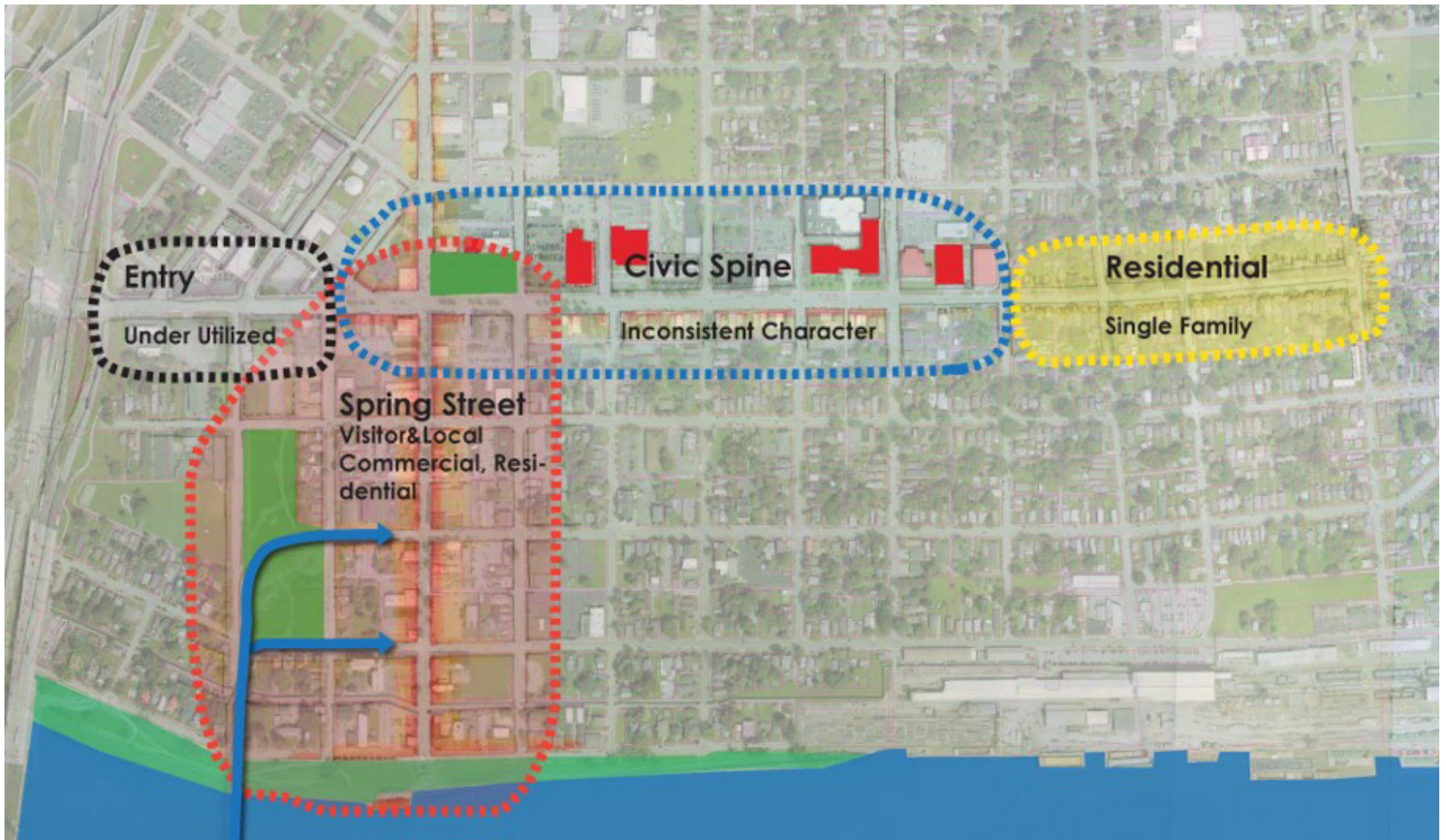
Existing Character

The existing land uses of Court Avenue vary along its length. The avenue can be characterized in four segments: an Entry Area, The Spring Street Section, a Civic Spine, and the Residential Area.

Entry Area: Route 65 is a primary point of entry to Court Avenue. The parcels along this portion of the avenue were described as "underutilized" by stakeholders. The parcels are occupied by surface parking lots, a gas station, and light industrial sites with surface parking.

Spring Street Section: Spring Street crosses Court Avenue and serves as the historic "main street" of Jeffersonville. Its low-scale historic architecture is home to several restaurants, shops and some local offices. It is a major destination of visitors from Louisville who cross over the Ohio River on the Big Four Bridge. As a result, it has become a center of tourism and visitor-oriented businesses.





Civic Spine: Court Avenue, between Spring and Mechanic Streets, is lined with several of Jeffersonville's major institutions including the Courthouse, the Library, a former Carnegie Library, Post Office, the Nachand Field house, Warder Park, and the future home of a new public school. Even with all of these assets along the avenue, stakeholders described this portion as having an "inconsistent character". Its one and two story shops are not fully occupied, there are several underutilized lots, the few private businesses in this area are associated with the Courthouse and do not offer much variety.

Residential Segment: The portion of Court Avenue between Mechanic and Graham Streets is lined with single-family homes, many with front porches and front gardens.

A closer look at underutilized lots along Court Avenue reveals a number of parcels between Route 65 and Mechanic Street that stakeholders described as having potential to contribute more the community. Many currently have surface parking on them or are large lots with small buildings. Several of the lots are sizable enough to accommodate mixed-use buildings or new institutions.



Underutilized lots.

Future Land Use

Stakeholders suggested they would like Court Avenue to be home to more local services such as grocery stores, family-oriented businesses, personal services, multifamily housing with commercial ground floors, local offices, and additional government offices. There are three distinct potential areas of growth along the avenue: a new Welcome Area, the Spring Street area, and the Civic Spine. Stakeholders suggested the existing “Entry Area” adjacent to Route 65 should become a “Welcome Area” with redeveloped lots, new mixed-use buildings that line the street, and significant pedestrian improvements. The Welcome Area should have strong linkages to the adjacent budding Arts District. As tourism increases, the visitor-oriented character of Spring Street is anticipated to grow onto neighboring side streets and toward the

north. Spurred by the economic growth of Spring Street, the nearby underutilized lots of the Civic Spine on Court Avenue could become home to new local family-oriented businesses, mixed-use buildings, local offices, and institutions. The residential area between Mechanic and Graham Streets would remain largely unchanged.

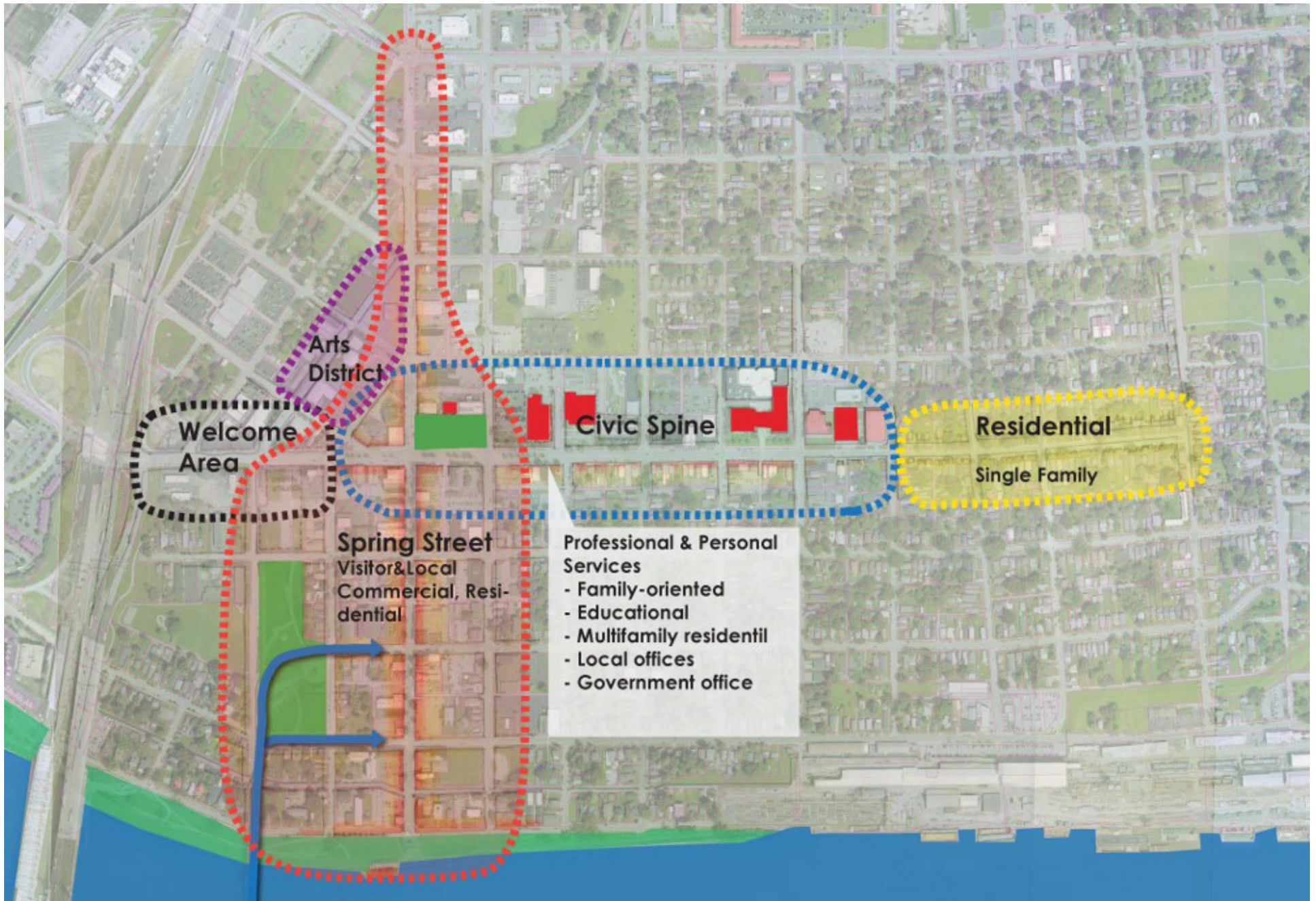
The potential for this future growth is demonstrated by new developments proposed in the area and in the broader region. A new multifamily building proposed at Court Avenue and Mulberry Street indicates the prospect for more residential uses in the area, although the team felt that Jeffersonville missed a key opportunity to include ground-floor retail that would activate the street and take advantage of the incredible retail-ready pedestrian activity from the Bridge. There are several opportunity sites where additional growth can be realized through mixed-use, multi-family residential developments. This valuable real estate is also a great opportunity to expand the supply of affordable infill housing and bring new institutions to Jeffersonville. Moving in this direction would take advantage of a national trend in development that seeks to create compact, mixed-use projects that combine residential and commercial and retail uses with enhanced public spaces, better connections and a strengthened public realm. There are many examples of these kinds of developments from around the country that Jeffersonville can leverage as it pursues its own development vision for Court Avenue.

Growth Cycle

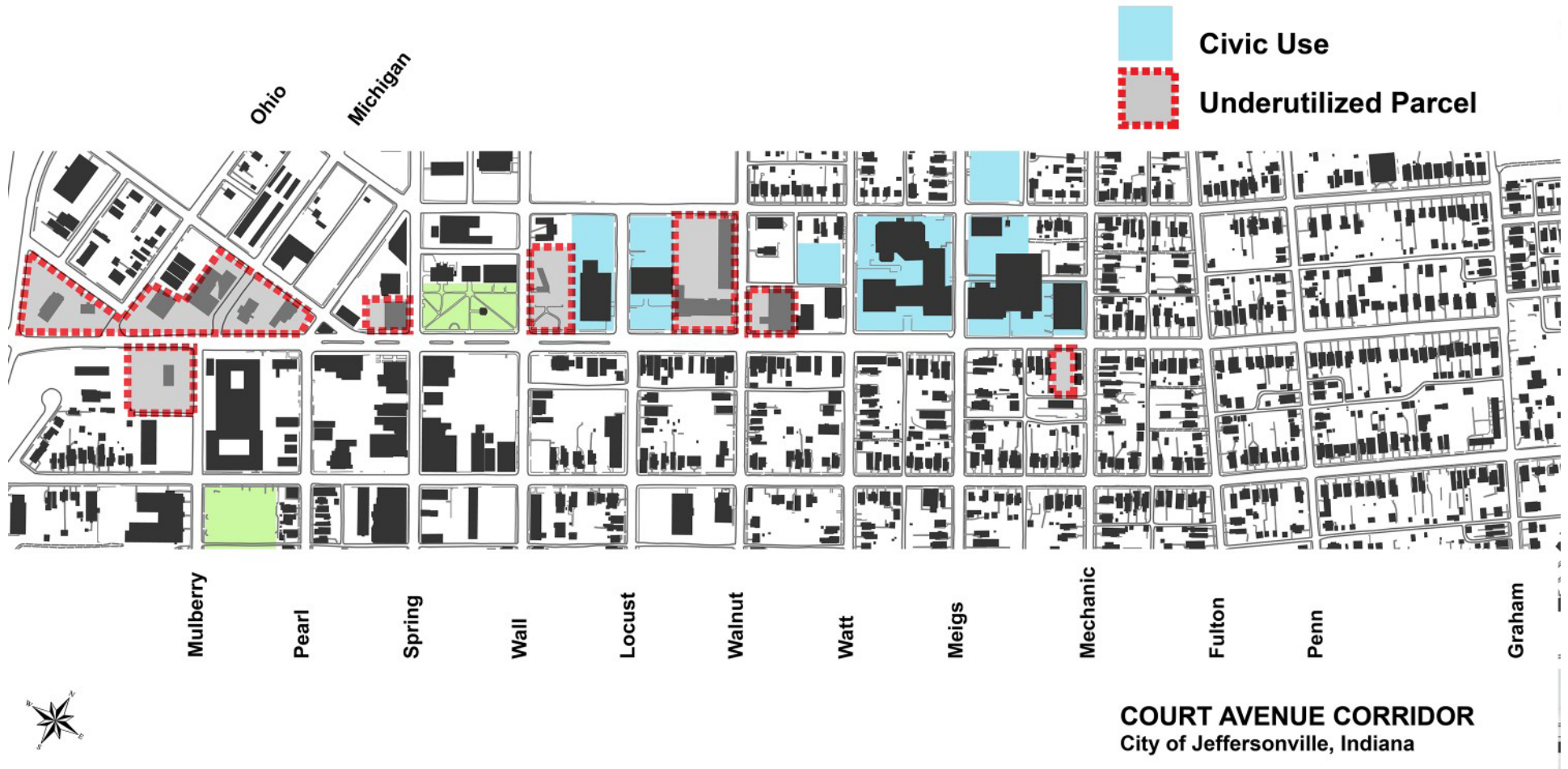
To encourage growth of the types of uses stakeholders requested along Court Avenue, there is a common, frequently repeated cycle of economic growth that might be followed. Desired uses such as grocery stores and personal services usually require a large customer base, one that is bigger than currently exists in this portion of Jeffersonville. Therefore, to encourage new local businesses to open, more residential households will be needed in the area. In order to attract more residential uses effectively, there are a series of criteria required by most prospective residents that must be met. These criteria include a series of amenities such as parks, active destinations such as a cluster of restaurants and entertainment uses, access to jobs, and walkable streets.

Fortunately, Jeffersonville already has several of these amenities in the form of the active areas of Spring Street, its proximity to downtown Louisville, The Big Four Bridge and park, the riverfront, and the growth of jobs in Riverhills. The main element that Court Avenue lacks to attract residential and mixed-use development is the walkable street component.

Characteristics of walkable streets include reduced street widths at pedestrian crossing areas, highly visible crosswalks, pedestrian scaled wayfinding, pedestrian-oriented lighting and planting, and a clearly defined separation of private front yards from the public sidewalk.



Growth character.



In order to attract the residential and mixed-use building developers that already appear to be searching for ideal development sites in the broader region, Jeffersonville may wish to act quickly to address the lack of a walkable street environment along Court Avenue. Increasing the perception of Court Avenue as a walkable environment could allow developers to view its many underutilized lots as ideal locations for mixed-use development.

Immediate Interventions to Strengthen the Public Realm

The team feels that there are areas where Jeffersonville can make some immediate short-term interventions to begin signaling an evolving character in the urban experience along the corridor. These include temporary street retrofits that strengthen the public realm by expanding and better defining the pedestrian realm and crossings via bulb-outs that narrow the street, creating bike lanes, and implementing

standardized pedestrian markings at crossings that are broad and indicate a more walkable street with slower vehicular speeds. Additional potential interventions include taking advantage of existing underutilized and vacant areas, alleyways and adjacent spaces to create pop-up pocket parks, mini-plazas, and other public areas that encourage people to inhabit the street in a more inviting and attractive way. These elements often encourage additional private investment in new retail amenities and complementary businesses as potential investors begin to identify economic opportunities associated with a vibrant downtown that is more populated and has higher pedestrian activity. These kinds of interventions are advantageous because they are low cost and quickly implemented but often have high impact in signaling the transition to a more people-friendly, compact character along the corridor. Promoting this future vision of the corridor through tangible demonstrations will build momentum for more significant private investment in its realization over time as well.

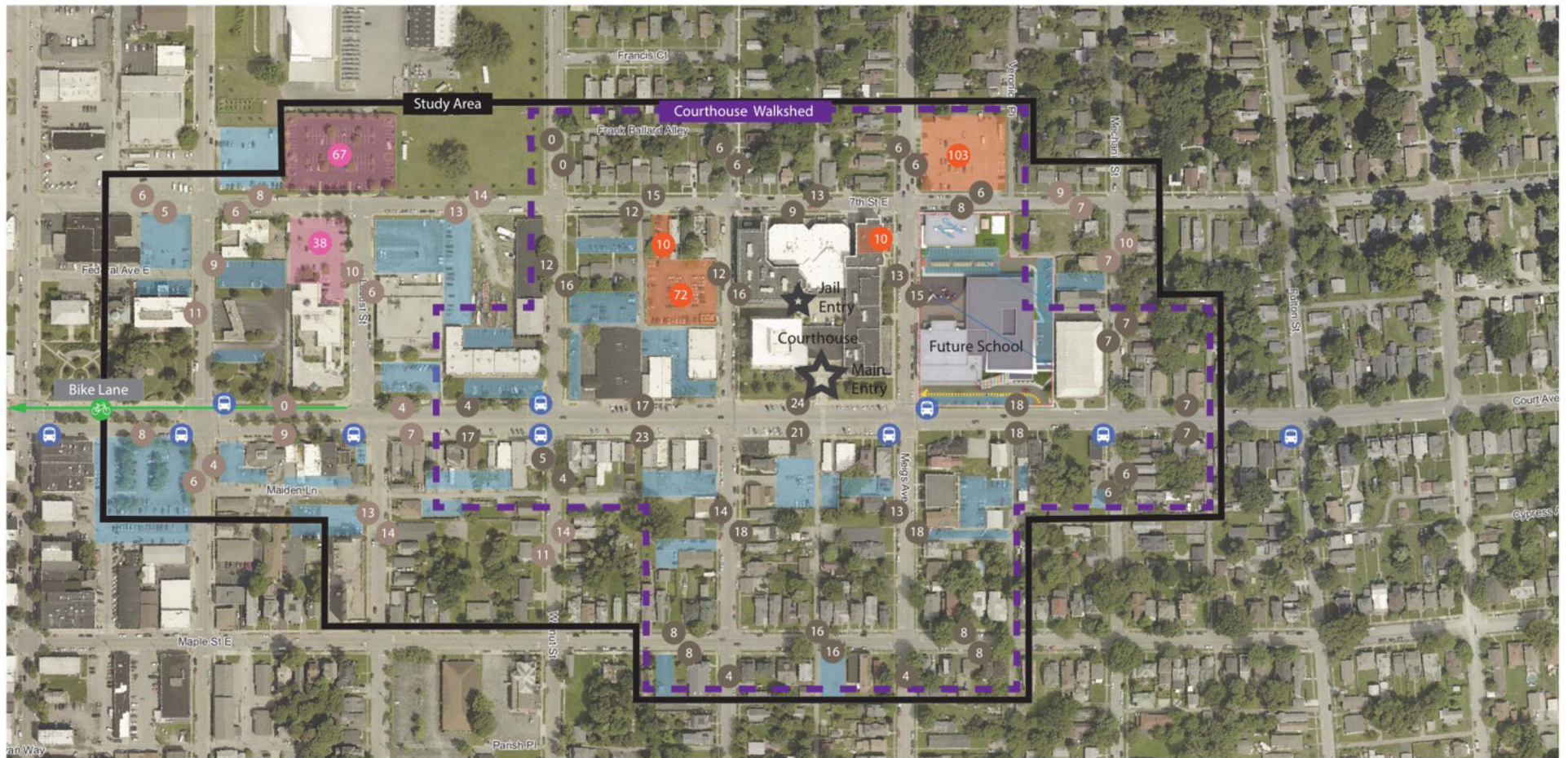
Re-envisioning Parking






The City of Jeffersonville undertook an informal parking analysis for the area around Court Avenue's Civic Spine. While many residents commented on the lack of parking within the area, the survey counted nearly 1400 surface parking spaces. An informal survey by SDAT team members indicated that several lots were only partially used. One of the main parking users in the area is the Courthouse. A study was prepared for a parking structure within 1 block of the Courthouse. The parking structure was located on a lot on Watt Street, behind existing commercial buildings (see page 21 for location.) The conceptual study indicated the structure might add 118 spaces per level, and that a one level tall garage would cost approximately \$2.5-3.5 million.

Realizing the Vision

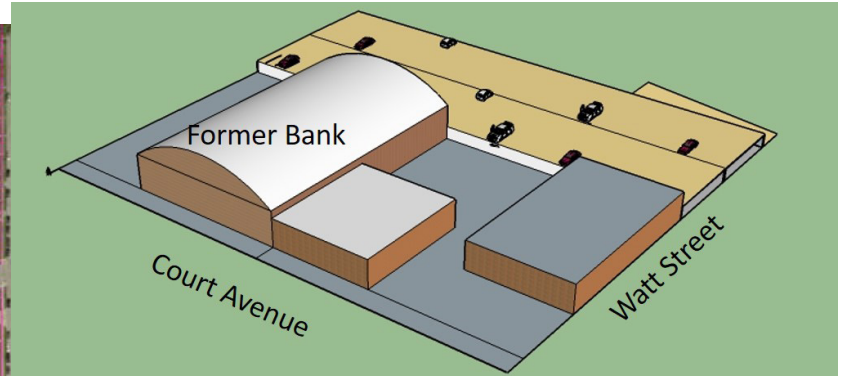
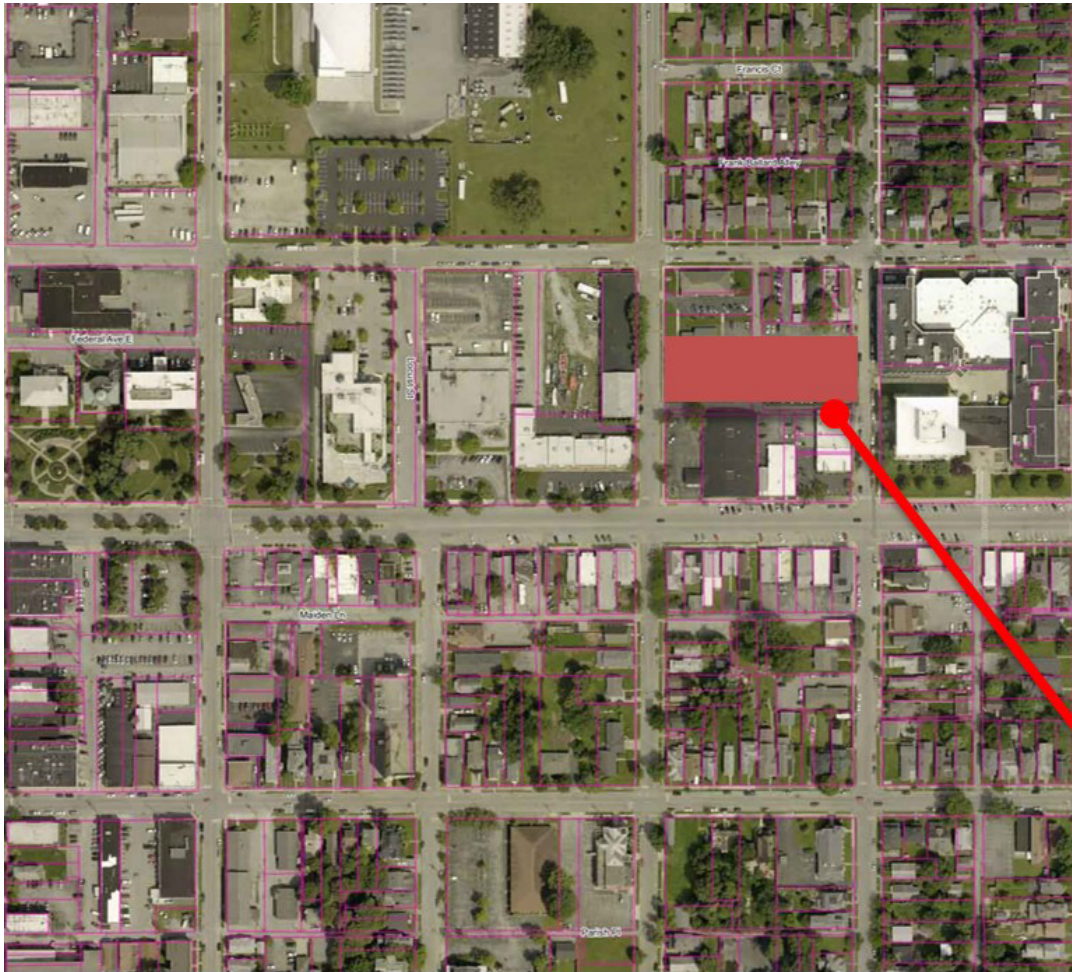
The preceding components are all important elements to consider as Court Avenue evolves and matures into the compact, vibrant district that will serve the community's aspirations for growth. Given the number of strong assets that already exist along the corridor as well as some of the planned investments, the team believes that a focused strategy for street improvements and new development can begin to evolve the existing character into something truly special that reflects Jeffersonville's values and aspirations for its future.





Legend		Parking Counts	
	On-Street parking in Courthouse walkshed	497	Total on-street spaces: 708
	On-Street parking outside Courthouse walkshed	211	
	Off-street parking for Courthouse	195	Total off-street spaces: 700
	Off-street parking for Library	105	
	Off-street parking private parking	400 (estimate)	
		Total parking spaces: 1,408	

Surface parking- an estimated 1,400 spaces (parking counts completed by City of Jeffersonville planning staff, June 2018).



Parking structure study.





Healthy Corridors

HEALTH & MOBILITY

Across the country, demand is increasing for healthy, walkable neighborhoods, and less auto-dependent lifestyles. Healthy community design is about planning and designing communities to make it easier for people to live healthy lives by encouraging mixed land uses that bring people closer to the places where they live, work, and play. Doing so reduces dependence on cars and provides affordable housing, good bicycle and pedestrian infrastructure, space for social gathering, and access to transit, parks, and healthy foods.

Policy makers, community leaders, and the residents of our communities increasingly understand that health is not created in the hospital or at the doctor's office. Public health and quality of life largely depend on a combination of lifestyle, behavior, social factors, as well as the places where we live which account for 60% of our health determinants. Transportation systems, food access, housing, work places, and the decisions we make in planning them directly impact our health.

Research reinforces these links between our health and the places we live:

- **Health** - Portland, Oregon's regional trail network saves the city approximately \$115 million per year in healthcare costs.¹
- **Economics** - The Indianapolis Cultural Trail - \$62.5 million to build and yielded a \$1.01 billion increase in property values adjacent to the trail.²
- **Climate** - The transportation sector accounts for two-thirds of US oil consumption and accounts for the majority of the greenhouse gasses that cause climate change.³
- **Our Children** - If 20% of school children living within two miles of school were to bike or walk, it would save 4.3 million miles of driving per day. Over a year, that saved driving would prevent 356,000 tons of CO2 and 21,500 tons of other pollutants from being emitted.⁴

Building a Healthy Corridor - Court Avenue

Jeffersonville has an important opportunity to build a healthier corridor to serve as the civic core. Social engagement, the physical health of residents, the economic health of local businesses, and safety can all be improved when taking an approach to corridor redevelopment that looks at the health needs of those who live, work, and

1. Beil, K., 2011 - *Physical Activity and the Intertwine: A Public Health Method of Reducing Obesity and Healthcare Costs*

2. Urban Land Institute, 2016 – *Active Transportation and Real Estate*

3. US Department of Transportation, Bureau of Transportation Statistics, 2007

4. Pedroso, M., 2008 - *Safe Routes to School: Steps to a Greener Future*

travel along Court Avenue.

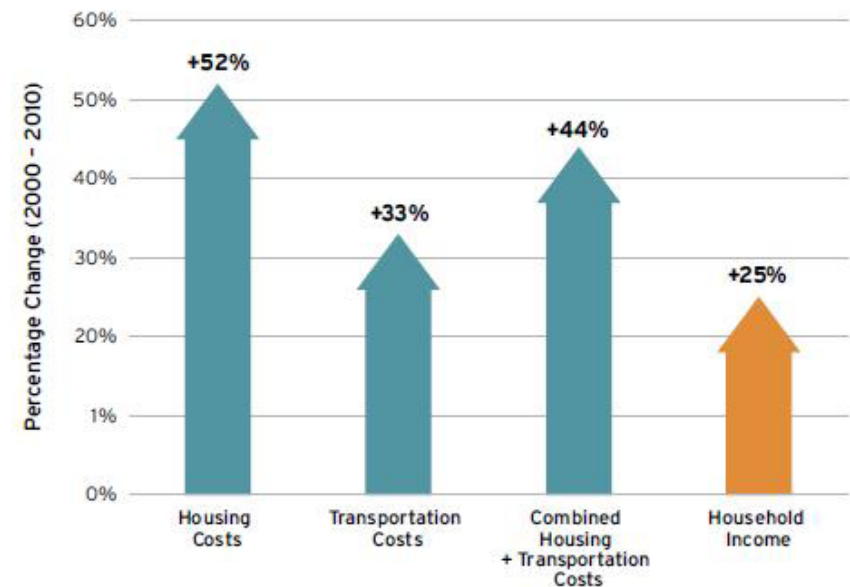
Using healthy corridor principles as a guide for change should be a collaborative effort involving all types of stakeholders, residents, advocacy groups, businesses, public agencies, developers, and those people and families that do not typically have a voice in community decision making processes.

Continued community engagement and support of people who live along or use the corridor on a regular basis will help ensure that Court Avenue is transformed from automobile dominated and outdated strip development to a safer, healthier, and more vibrant, mixed-use place with next-generation infrastructure and linkages to other parts of the city.

Keeping Transportation Affordable & Equitable

The cost of transportation and housing are inextricably linked and also play a role in the health of our communities. When housing is close to jobs and transportation options, it reduces the expenses associated with daily commuting. For example, housing within walking distance of a main street or neighborhood shopping district can allow for the replacement of daily car trips with walking trips. For households with fewer transportation options, the growing cost burden of housing and transportation cuts into income needed for expenses such as food, other goods and services, education, health care, and savings.

Rising Housing and Transportation Costs vs. Incomes
for the Median-Income Household in the Largest 25 Metro Areas
(costs and income are not adjusted for inflation)



Nationally, the cost of transportation and housing has risen faster over the past two decades compared to household income.⁵ As shown in the figure on the previous page, housing and transportation costs have outpaced growth in household income in spite of the economic downturn beginning in 2008. This is also true for residents of Jeffersonville as median income for Court Avenue area residents is \$40,964 and these residents spend over 49% of their monthly income on housing and transportation on average.⁶

For every dollar a family spends on housing, it spends an additional \$.77 on transportation expenses. When travel to work, school, and services gets longer, more than 12-15 miles, the increase in transportation expenses outweighs any savings in housing costs.⁷ Many home buyers and renters anticipate receiving a cost savings in housing by moving to outlying areas, but the lack of access to goods and services common within these neighborhoods often results in higher transportation costs as well as non-monetary costs related to time, child care, and physical activity.

Healthy corridor design helps ensure housing and transportation options better meet the needs of today's families and residents.

Growing & Changing, While Still Preserving the Community Core.

With technology and big data playing a greater role in our lives every day, our cities must be able to adapt to changing needs now more than ever before. The shoe repair shop might not be around forever, so let's make sure that a hair salon or bakery could come and take its place. Residents in our cities may not always have the same demographic profile, and healthy corridor design helps to ensure that our cities can accommodate the needs of small and large families, young and old neighbors. The elements of a healthy corridor don't come together randomly. Insightful planning and design are needed to ensure that the people, businesses, services, buildings, open spaces and infrastructure all work in harmony.

Consideration for a Healthy Community:

- Adopt land use regulations that prioritize "Complete Streets" serving the needs of pedestrians, bicyclists, and transit users.
- Improve connectivity with grid-like street patterns for pedestrians and cyclists as well as vehicles.

- Increase intersection density, and limit block size throughout the City.
- Encourage high-density, multi-use development.
- Integrate green space for stormwater management.
- Continue to build communal gathering spaces into community design to strengthen social connectedness.
- Mitigate roadway noise.
- Locate residential and community facilities away from transportation-related emissions.

Design for Children & It Will Appeal to Everyone

When we build public spaces, transportation corridors, and neighborhoods that are child-friendly, they become friendly and safe places for everyone. Park benches for tired kids to sit and eat a snack are equally useful for tired seniors to relax and read a book. Bike lanes where children can safely ride with mom and dad are equally valuable for teens and adults to safely ride to work or an appointment.

The Court Avenue community expressed desires to see this corridor become a family focused area of the City. Putting children first in the design development process will help this vision become a reality. The new school on the corridor presents an opportunity to increase active transportation, including an increase in the number of students walking or biking to and from school. By improving the environment for walking and bicycling, Court Avenue could also contribute to increased physical activity among adults and reductions in injuries involving pedestrian and bicyclist collisions.

5. Center for Neighborhood Technology, *Losing Ground: The Struggle of Moderate Income Households to Afford the Rising Costs of Housing and Transportation*. CNT and Center for Housing Policy. 2012

6. Center for Neighborhood Technology, *Housing and Transportation Index*.

7. Jewkes, M., & Delgadillo, L. (2010). Weaknesses of housing affordability indices used by practitioners. *Journal of Financial Counseling and Planning*, 21 (1), 43-52).

A photograph of a desk setup for architectural sketching. In the foreground, several Prismacolor markers are scattered on a textured surface. The markers include various colors: black, white, grey, blue, orange, green, red, and pink. Some markers have their caps off, revealing the tips. In the background, there are several sheets of paper with architectural sketches. One sketch shows a building with a red roof and a green lawn. Another sketch shows a street layout with a red line indicating a path. The text "Street Design" is overlaid on the right side of the image in a bold, black font.

Street Design

A Welcome to the Heart of Jeffersonville

Continuing to develop a “welcome zone” or a front door that flows in to the civic center and heart of Court Avenue will help to spur the redevelopment of the entire corridor. Several design options for the welcome zone and transition into the community services part of the corridor were developed.

1 The Front Door & Welcome

A conceptual design for a traffic calming circle was developed for the first intersection off of I-65, the intersection of Court and Indiana Avenues. Traffic calming circles should not be confused with roundabouts, which are designed to handle much higher traffic volumes and reduce vehicle delay.

A traffic calming circle is a raised island located in the center of an intersection around which traffic must circulate. By providing a landscaped area in the middle of the roadway, they visually break up the scale of wide streets, and provide space for added greenery and stormwater treatment. Traffic calming circles are generally used at lower volume neighborhood intersections. They should be large enough that vehicles entering the intersection slow, but they should not significantly alter the path of travel for pedestrians or bicyclists. The size of traffic calming circles is determined based on the width of the adjoining streets. In properly designed circles, vehicles navigating the intersection will not intrude into the pedestrian crossing area.

A minimum of 11' of clearance between the circle edge and the crossing location should be used. This may mean setting crosswalks back to align with the inside edge of the furnishing zone instead of the curb. Traffic calming circles should be designed with a vertical inner curb and a mountable apron to facilitate larger vehicles to make turns, while still slowing other vehicles. Existing utility lines should be considered early in design as they may affect the final design and placement of traffic circles.

2 Transition to Community Services

In designing healthy corridors we recognize that, in order to combat sprawl, cities need to encourage infill development including increased residential densities. If arterials are redesigned to accommodate both through and local traffic while improving walkability at the same time, they will attract the commercial and multi-family residential developments that make the corridor healthy and vital.



STREET DESIGN IDEAS

Streets serve many functions: motor vehicle, pedestrian, bicycle and transit circulation (mobility); access to adjacent land uses; and a place for people to socialize, exercise, relax and otherwise live their lives; all while providing users a safe environment. Some street are primary thoroughfares for high volumes of vehicles passing through a community, while others, like Court Avenue, are lower volume streets that provide access to uses that line the street and to surrounding neighborhoods.

Key Observations

- Court Avenue is a little more than one mile in length between the I-65 and Graham Street.
- West of Meigs Avenue the right-of-way (ROW) is 100 feet wide and the roadway is 70 feet wide. East of Meigs Avenue, where land uses are primarily residential the ROW is 60 feet and the roadway is 40 feet wide.
- Court Avenue carries a relative low volume of vehicles. According to the Ohio River bridges post-construction traffic study (August 2018), average daily traffic (ADT) on Court Avenue at Spring Street is currently 3,900 and was 13,500 prior to construction of the second I-65 bridge and the new Lewis Clarke Bridge (East End Crossing) and tolls on those two bridges. Traffic counts taken prior to bridge construction show less than 5,000 ADT between Spring Street and Meigs Avenue.
- Court Avenue is not a through street that carries high volumes of traffic, like 10th Street. Nor is it Jeffersonville's "Main Street", lined with shops and restaurants, like Spring Street.
- Rather, it is the city's Civic Spine, lined from east to west with:
 - Nachand Field House
 - Future elementary school
 - Courthouse and related facilities and businesses
 - Post Office
 - Library
 - Warder Park
 - Carnegie Library building

It is also the primary east-west street accessing:

- Spring Street
 - Big Four Park and Bridge
 - Arts District
 - Downtown residential neighborhoods
-
- Court Avenue's roadway is much wider that it needs to be to accommodate the traffic volumes. Even if traffic returns to pre-construction volumes, only one lane each way is needed to accommodate traffic.
 - Where Court Avenue's sidewalks extend to the edges of the ROW, they are 15 feet wide, the minimum width recommended for a walkable commercial street.
 - The posted speed limit is 25 mph. However, vehicles were observed moving at higher speeds. Vehicles often exceed the speed limit when travel lanes are overly wide or there are more lanes than are needed.
 - An eight-foot wide median with roadway lights and planters within a 10-foot wide striped median has recently been installed on about one-quarter of the street's length (or one third of the length with the 70 foot wide roadway. Compatible pedestrian-scale lights on the sidewalks have been added on a few of those blocks as well.



Recently installed median between Pearl Street and Locust Street.

Community Concerns/Suggestions

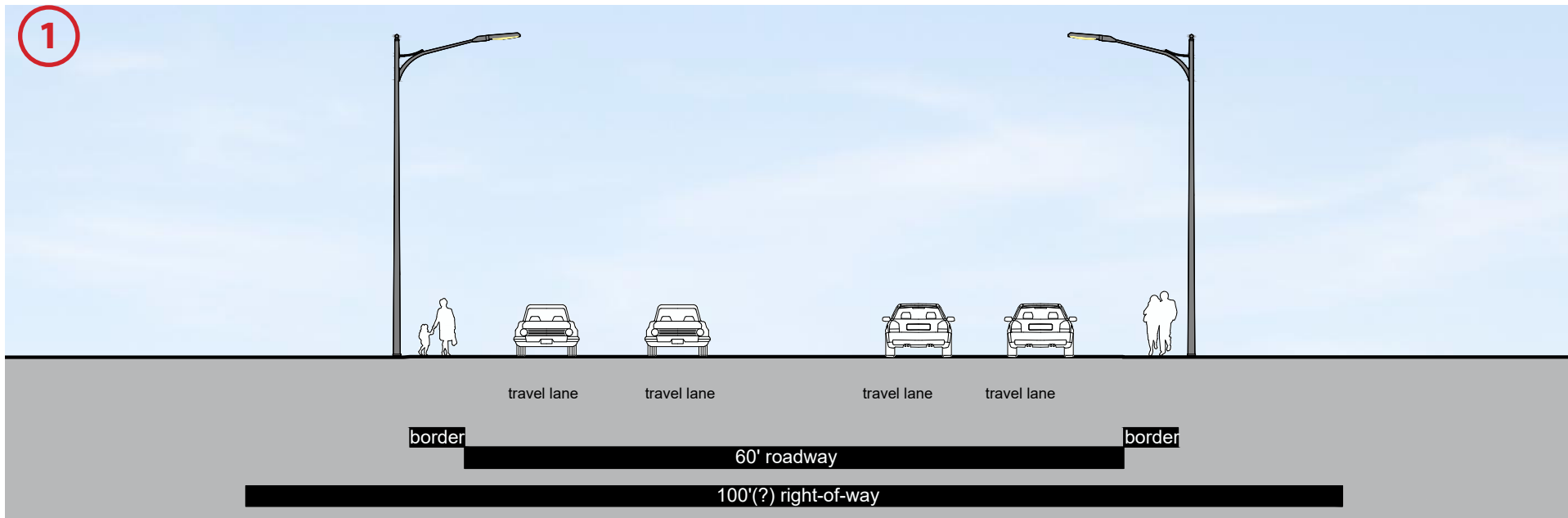
- Difficult to cross the street safely.
- Cars are moving too fast/exceed the posted speed limit.
- Fast moving cars make it difficult to pull out of angled parking spaces.
- Street character is not consistent.
- New street lights were provided only between Pearl and Locust; they should be continued west to I-65 and east to Meigs Avenue.
- Lack of street trees; trees should be planted along the entire street.
- The entry into Jeffersonville from I-65 is not as welcoming as it could be. Consider adding landscaping with color at the I-65 ramps.

Existing Street Cross Sections

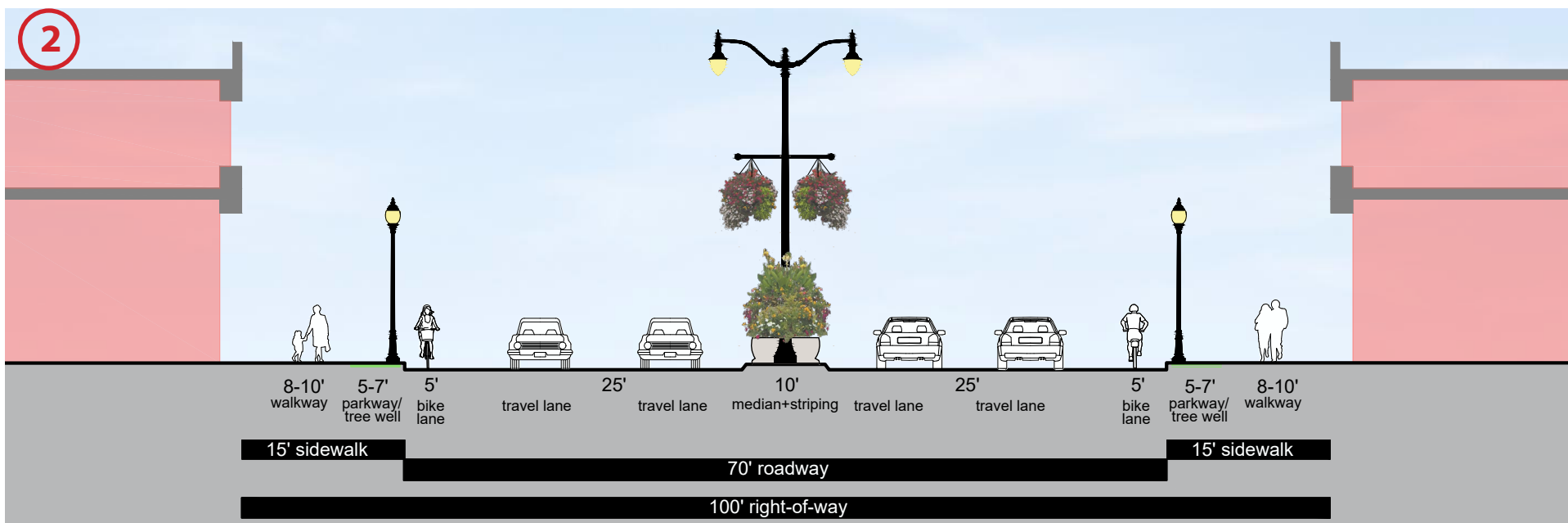
Court Avenue currently has four distinct cross sections:

1. I-65 to Pearl Street: 60-foot wide roadway.
2. Pearl Street to Locust Street: 70-foot roadway in 100-foot ROW with 8-foot wide raised median in a 10-foot wide striped median.
3. Locust St. to Meigs Avenue: 70-foot wide roadway in 100-foot ROW with angled curbside parking.
4. Meigs Avenue to Graham Street: 40-foot wide roadway in 60-foot ROW.





Existing street cross section from I-65 to Pearl Street



Existing street cross section from Pearl Street to Locust Street (bikes lanes from Wall Street to Locust Street; parking in other locations).

The Opportunity: A Place for People as Well as Cars

When a street has as many community-serving facilities, as low a volume of traffic, and as wide a roadway as Court Avenue, it has the opportunity to become not just a “complete street” that accommodates all modes of circulation, but also a place for people. And by doing so, it can address the problems of speeding traffic and difficulty crossing the street to which excess roadway width contributes.

The opportunity is greatest between Pearl Street to Meigs Avenue where the ROW is 100 feet and roadway is 70 feet wide. Of the 70 feet of ROW, 36 feet are required for one lane in each direction and curbside parking on both sides. So, the question for Jeffersonville is: what do you want to do with the remaining 34 feet that will help to achieve/contribute to your vision for Court Avenue?

The entire street does not have to be the same. For example, the narrow median between Pearl and Locust can be retained and incorporated into a new street design and a different but compatible design can be implemented to the east. But the goals should be the same for the entire street:

1. *Transform Court Avenue west of Meigs Avenue into people-oriented place* that supports the courts and related businesses, new elementary school, field house, library, Heritage Park, Arts District, and other potential community uses, including the potential re-use of the Carnegie Library.
2. *Make it as easy to walk, bicycle and take transit, as it is drive.*
3. *Provide streetscape elements* that support walking and bicycling and reinforce community identity.



Existing street in front of the Courthouse.

Some Street Redesign Ideas for Court Avenue West of Meigs Avenue

The following pages illustrate five possible street redesigns to repurpose the 34 feet of excess roadway, using cross sections and photos from places where similar redesigns have been implemented:

Expand the median and use it as:

1. A shared car/people plaza
2. A people only park or plaza

Expand the sides for bicycles, pedestrians or both:

3. With the existing raised median
4. Without a median

Expand one side only to create:

5. A park or plaza

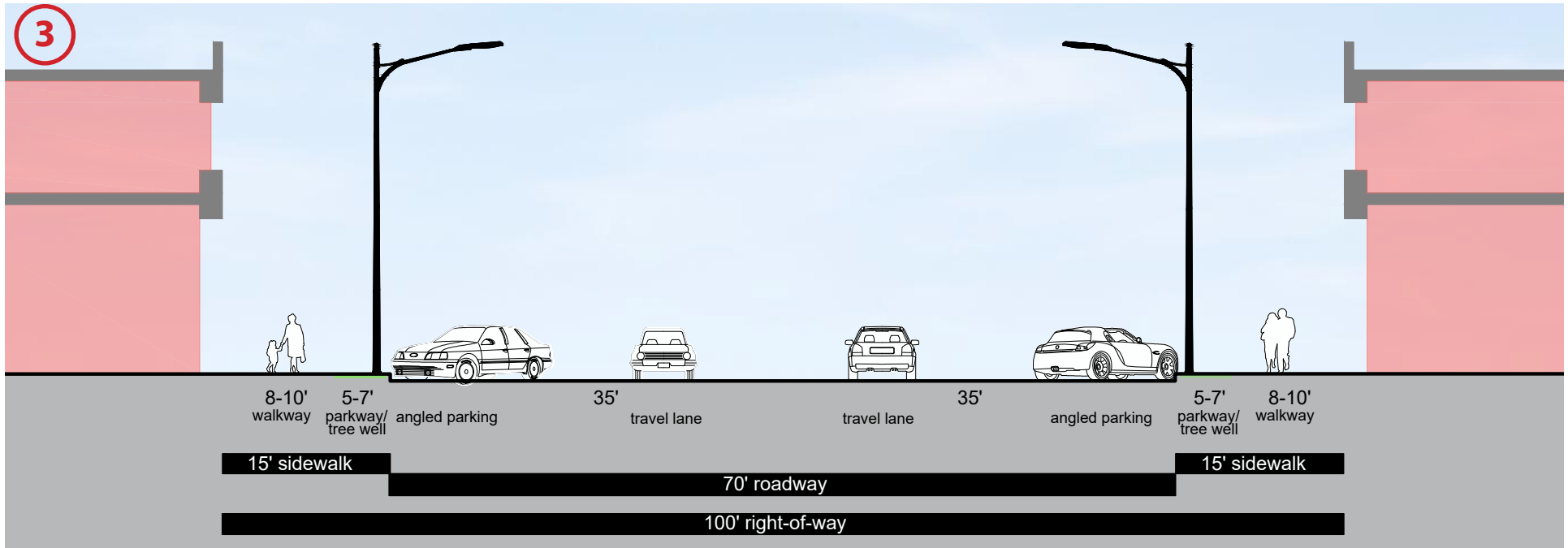
There are other possibilities, including diagonal parking on both sides with the eight-foot wide raised median, protected bike lanes, and a multi-use boulevard with narrowed sidewalks, which could also be considered but which do not contribute as much as the above five ideas to making the street more of a people place.

There are variations of these examples, such as using some of the excess roadway width for conventional striped bike lanes between the travel lane and curbside parking and the rest for more pedestrian space next to the sidewalk.

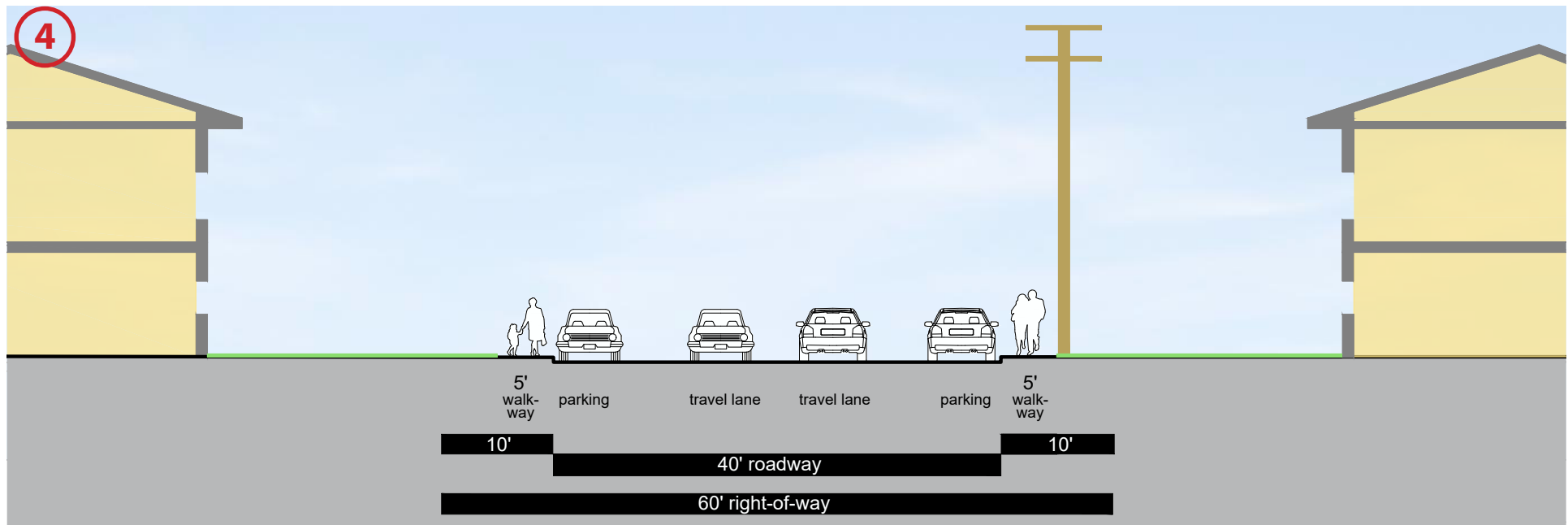
Medians require at least one additional foot of roadway on either side of the raised or usable portion that is demarcated with yellow stripes. The median dimensions on the cross sections include this additional roadway on either side of the raised or usable portion of the median.

The first redesign example would increase the amount of parking along Court Avenue since it would provide parallel parking along the curb and angled parking in the median. The other examples, which would replace existing angled parking with parallel parking would result in a loss of about 40 on-street parking spaces (three percent of the total parking spaces in the Courthouse watershed).

All options should be reviewed with fire and police to ensure that they meet access requirements, which vary among jurisdictions. In particular, where there are medians on a street with only one lane in each direction, the median is often designed to allow emergency vehicles to cross mid-block with alternate emergency routes on parallel streets.



Existing street cross section from Locust Street to Meigs Avenue.



Existing street cross section from Meigs Avenue to Graham Street.

Temporary or Permanent Changes?

All of the street re-designs on the following pages can be implemented temporarily or permanently.

Nowadays many communities are using paint, potted plants, furniture, and flexible posts to create low-cost spaces for people where there is excess roadway and especially where an excessively wide roadway is contributing to speeding and reducing pedestrian safety. Once they have tried it, if they like it, they can seek funding for permanent improvements. Sometimes they are happy with the “temporary” solutions.

Step 1. Stripe the travel lanes. The first step many communities take is to stripe the travel lanes, typically at 10 feet wide, so motorists know where they are supposed to be. Typically, channeling traffic in this way helps to reduce vehicle speeds.

Step 2. Create temporary people spaces using excess roadway.

Step 3 (Optional). When funding becomes available, create permanent people spaces by replacing excess roadway with sidewalks, plazas, or parks.

The possible street re-design on the following pages include both temporary and permanent versions of each street cross section and, in most cases, photos of both temporary and permanent examples from other places.



Photo: NACTO

Step 1. Use striping to clearly define the travel lanes. This photo illustrates how striping the travel lane to 10 feet wide clearly directs motorists to where they should be.



Photo: GoogleEarth

Step 1. In this case, striping was used to define the travel lane and there was enough room to add bicycle lane next to the curb which is separated from traffic by a striped buffer and parked cars.



Photo: Mike Lydon

Step 2. Use paint, flexible posts, potted plants and furniture to create a place for people and protected bicycle lanes. (This example of Steps 2 and 3 is from Mike Lydon, co-author of the book Tactical Urbanism)



Photo: twitter.com

Painted corner curb extension and people space in the roadway.



Photo: Mike Lydon

Step 3. Install curbs and permanent improvements to provide a plaza and even safer off-street bicycle lanes.



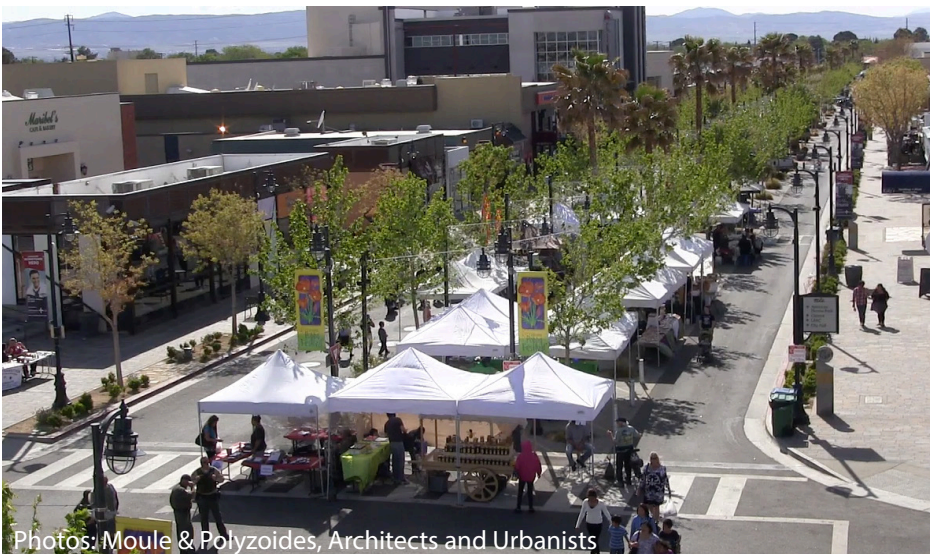
Permanent corner curb extension with enhanced paving.

1. Median Car/People Plaza

Lancaster Boulevard in Lancaster, CA, which has the same roadway width and more than twice the traffic volume as Court Avenue, has been converted from a four lane street with curbside parking and a center turn lane into a two-lane street with curbside parking and a central plaza that provides parking on most days and event space at other times.

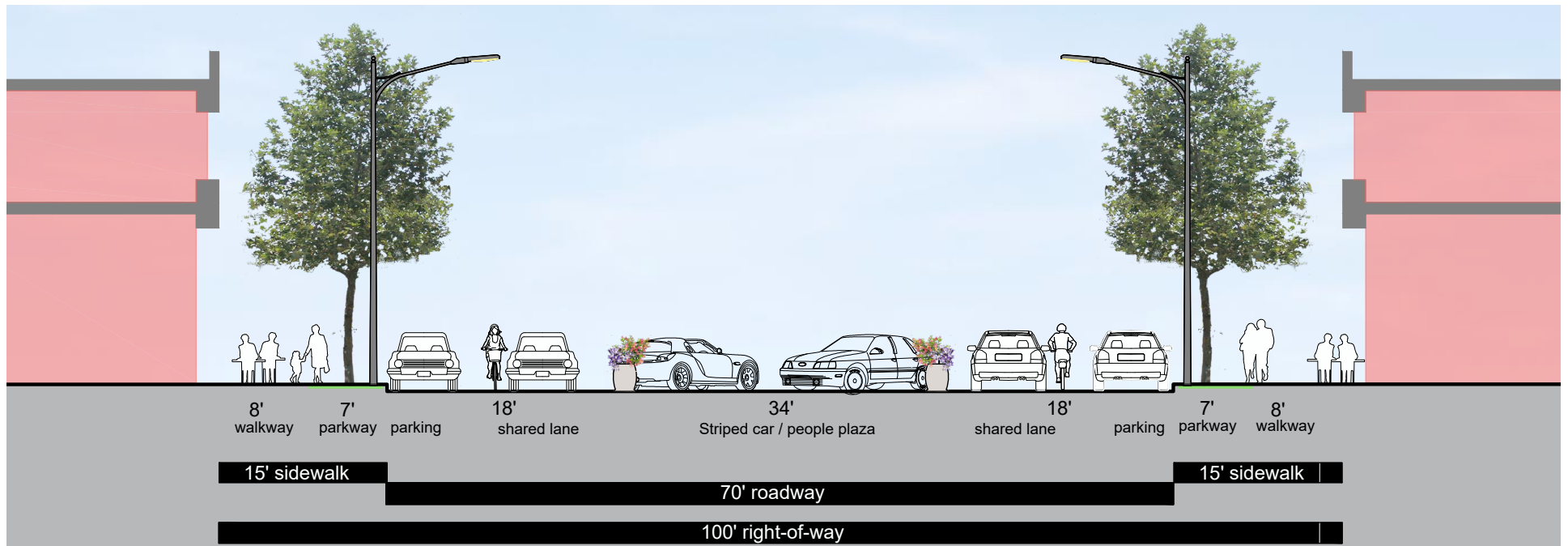


On Court Avenue from Locust to Meigs, parking could be striped temporarily, using pots to provide a little landscaping and paint to change the surface color, followed by a permanent installation with trees and lights. Between Pearl and Locust the existing median would have to be modified to accommodate angled parking (but existing street lights and planters could be retained). However, it could be striped temporarily with parallel parking or just to channel traffic into a single travel lane each way.

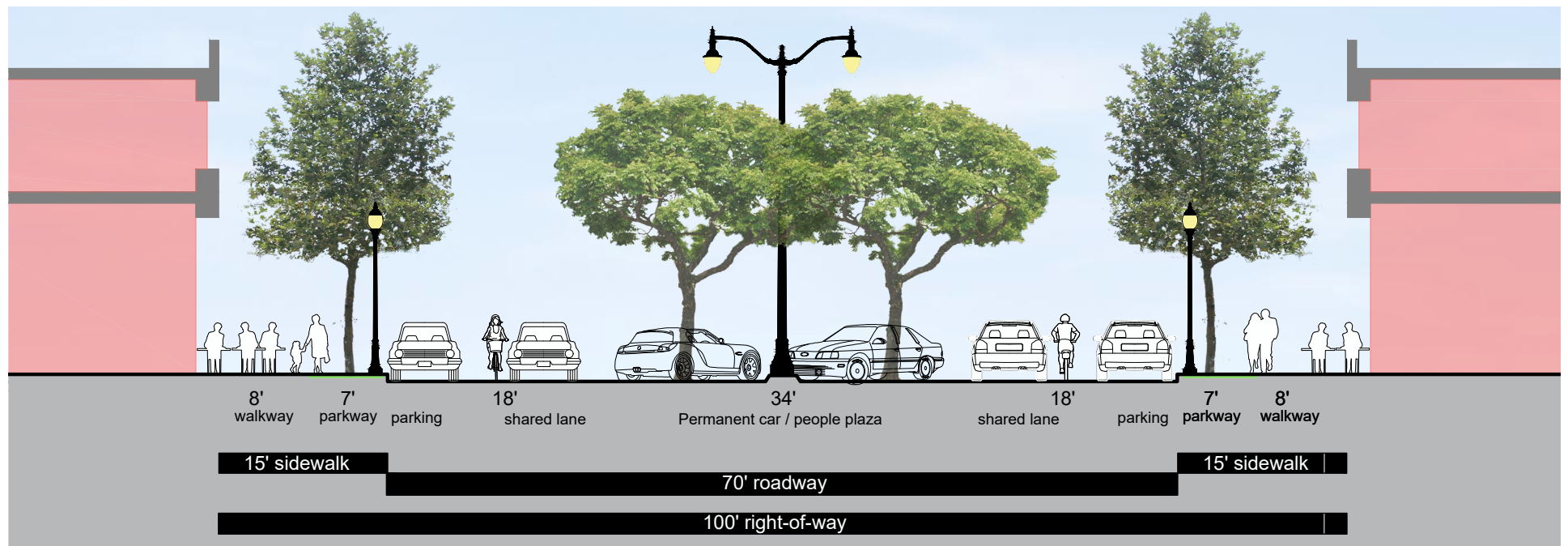


Photos: Moule & Polyzoides, Architects and Urbanists





Temporary striped angled parking/event plaza.



Permanent angled parking/event plaza with shade trees and street lights.

2. Median Park or Plaza

Perhaps the best-known median park is La Rambla in Barcelona, Spain, but there are examples elsewhere, some of which are shown here. In the top row are medians that

have been expanded on the roadway. In the lower two rows are permanent examples ranging from active urban plazas to primarily landscaped walking/seating areas.



Photo: StreetsBlog



Medians expanded at roadway level using paint and flexible poles or pots and boulders.



Photo: StreetsBlog



Photo: Mentzer



Photo: StreetsBlog

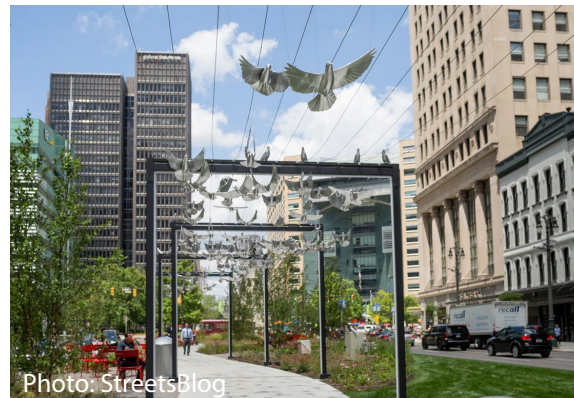
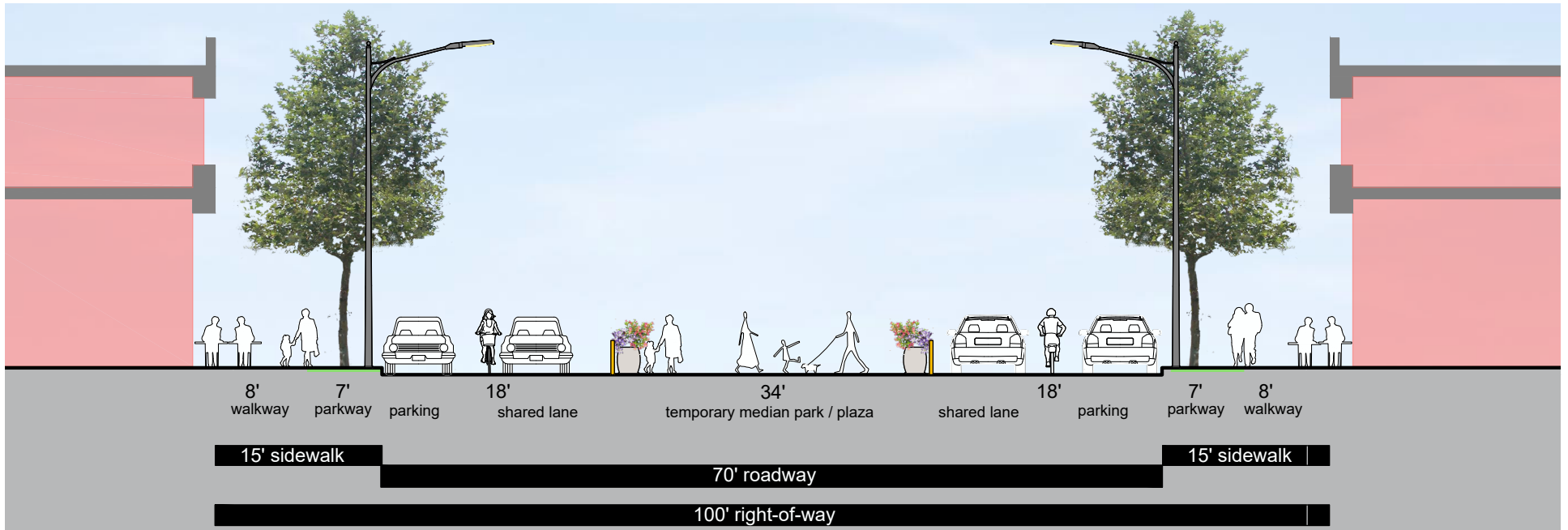


Photo: StreetsBlog

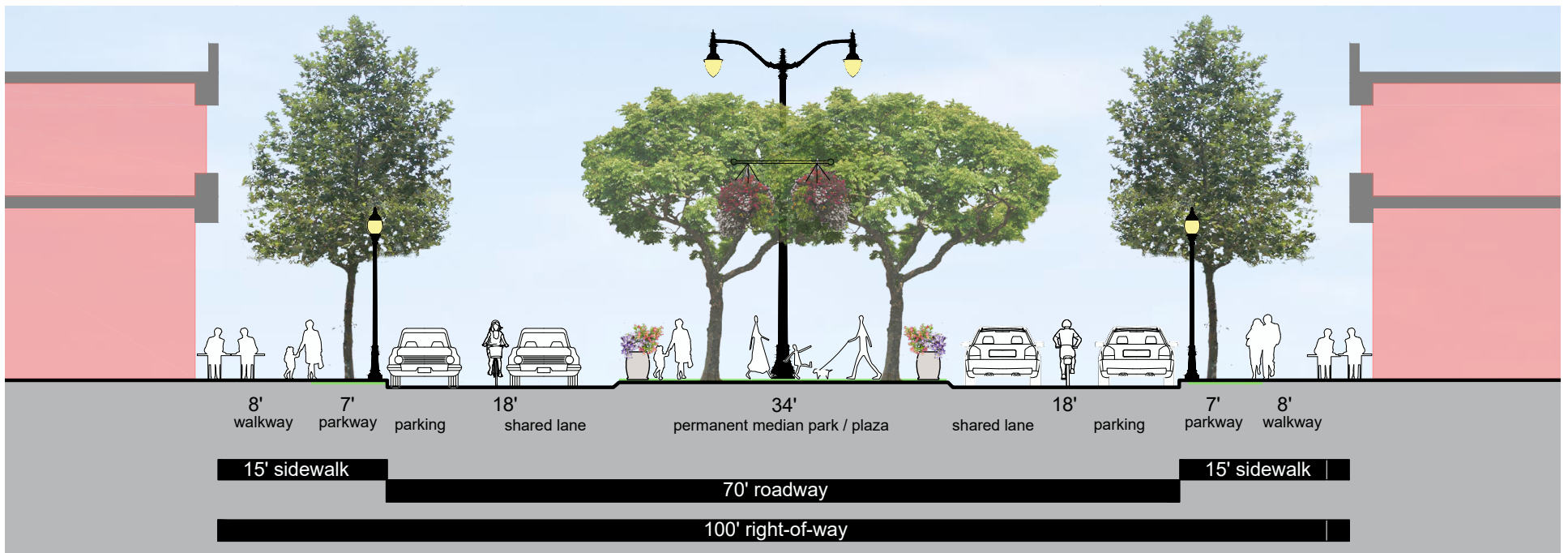


Photo: NACTO

Permanent parks in raised medians.



Temporary or permanent people space in the median.



Permanent park or plaza on a raised median.

3. Expanded Sides With Medians

Putting the excess roadway width to the sides, while keeping the existing medians, would result in either 12-foot wide people spaces between the curb and parked cars or 27-foot wide sidewalks. Some of the examples in the top row are temporary; others

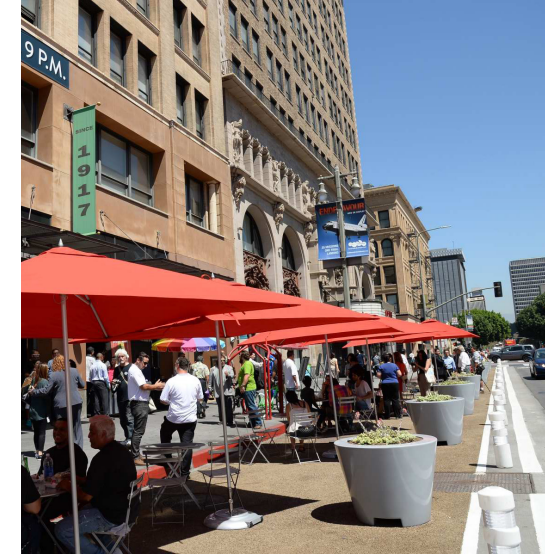
are permanent. The sidewalks in the bottom row are not quite as wide as the Court Avenue sidewalks would be. Bicycles could be accommodated formally or informally, especially if there are not a lot of restaurants along the street.



Photo: Modern Cities



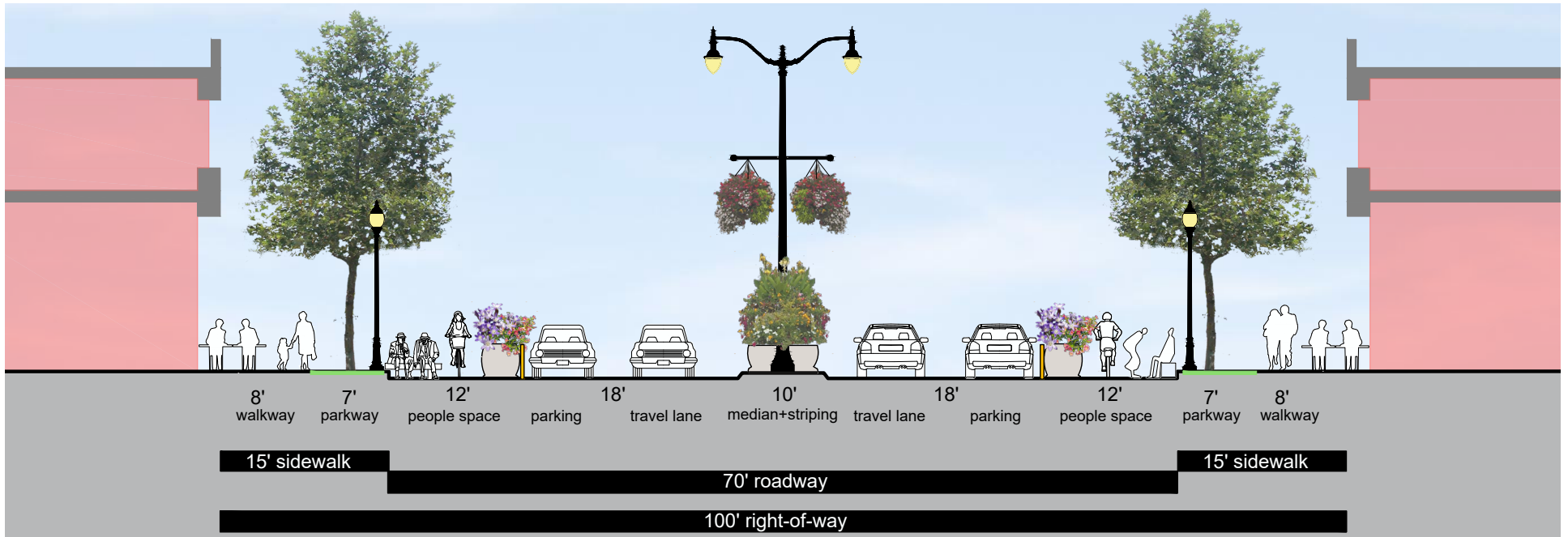
Photo: Team Better Block



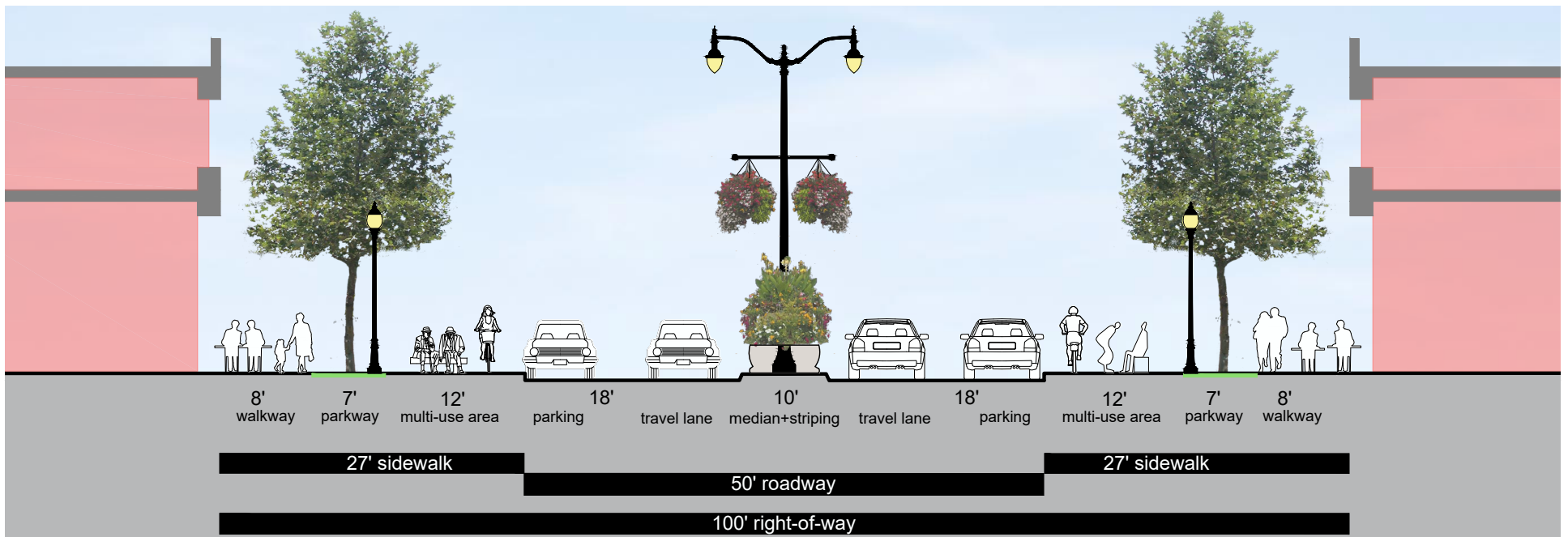
Temporary or permanent people spaces in the roadway.



Permanent people spaces on wide sidewalks.



Temporary or permanent people spaces in the roadway.



Permanent people spaces on wide sidewalks.

4. Expanded Sides Without Medians

If a median is not provided, the roadway has a more conventional design for a low-volume commercial street, providing even more room than the prior example in which to expand pedestrian activity on the street or on widened sidewalks. In this

version, there is plenty of room to have a formal bicycle zone as well as additional pedestrian use areas.



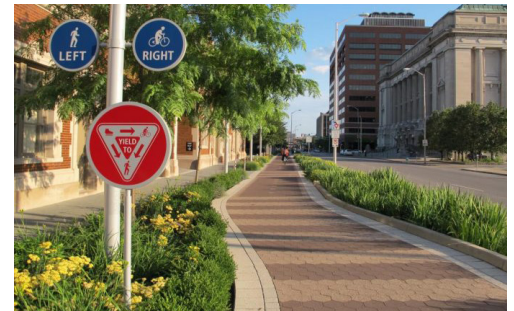
Temporary or permanent people spaces and protected bike lanes in the roadway.



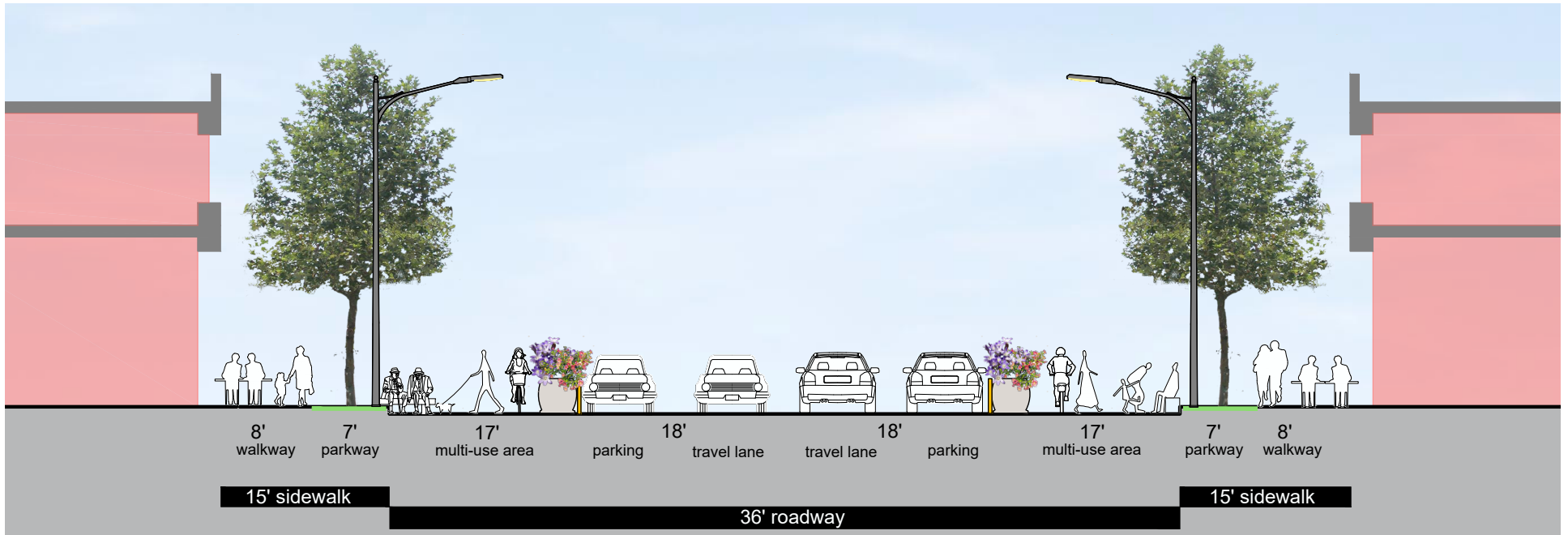
Photo: Michael Roberts



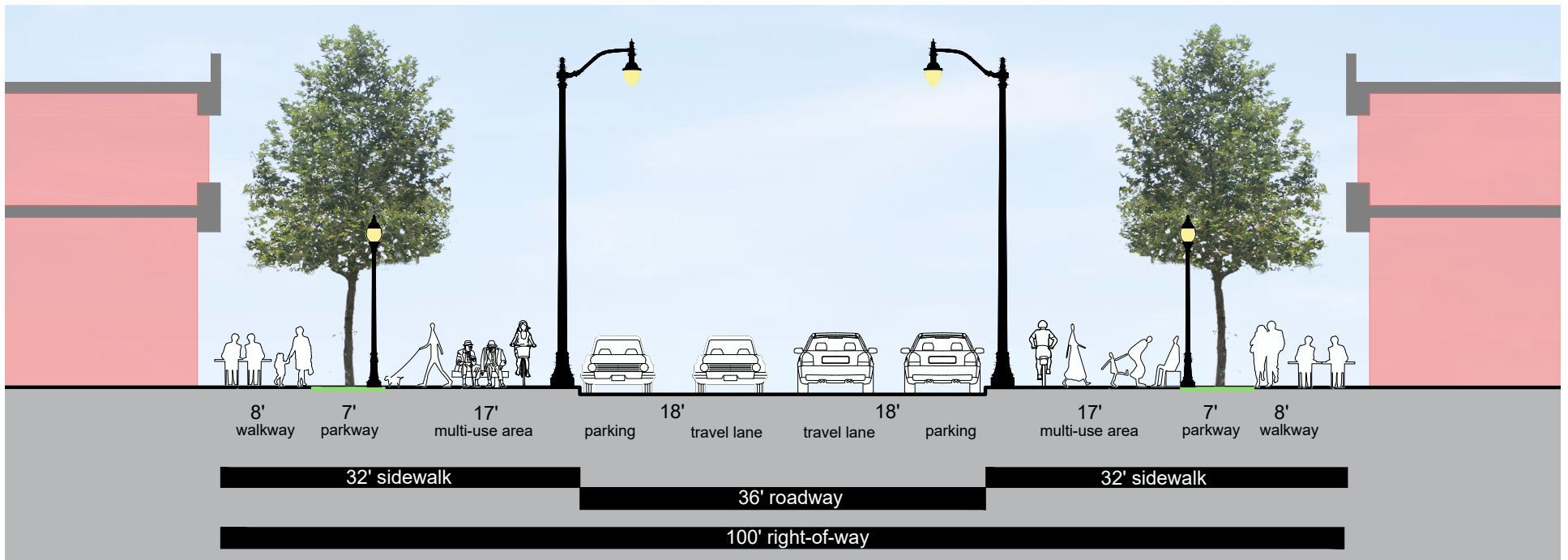
Photo: La Citta Vita



Permanent people spaces on wide sidewalks.



Temporary or permanent people spaces in the roadway.



Permanent people spaces on wide sidewalks.

5. Expanded on One Side

If all of the excess roadway was shifted to one side, it would create a much larger public space. You might imagine it on the civic (north) side of Court Avenue connecting the new elementary school and field house with the library, Warder Park and Carnegie



Temporary or permanent people space in the roadway on one side of the street.



Photo: John Gollings

Permanent park or plaza on one side of the street at sidewalk level.

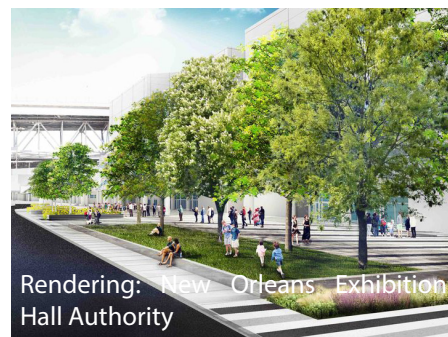
Library building to provide a public forecourt to the civic spaces and make it easy (and fun) for children (and adults) to walk and play between those uses.



Photo: Metrotech BID



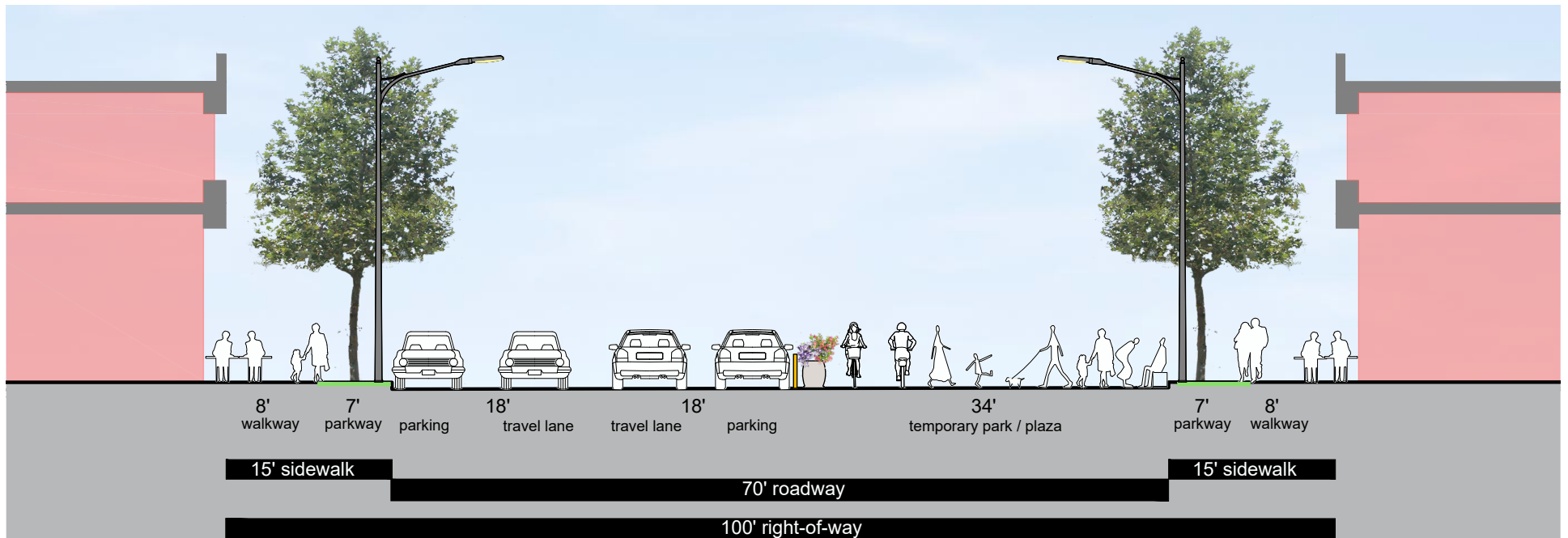
Photo: City of Beverly Hills



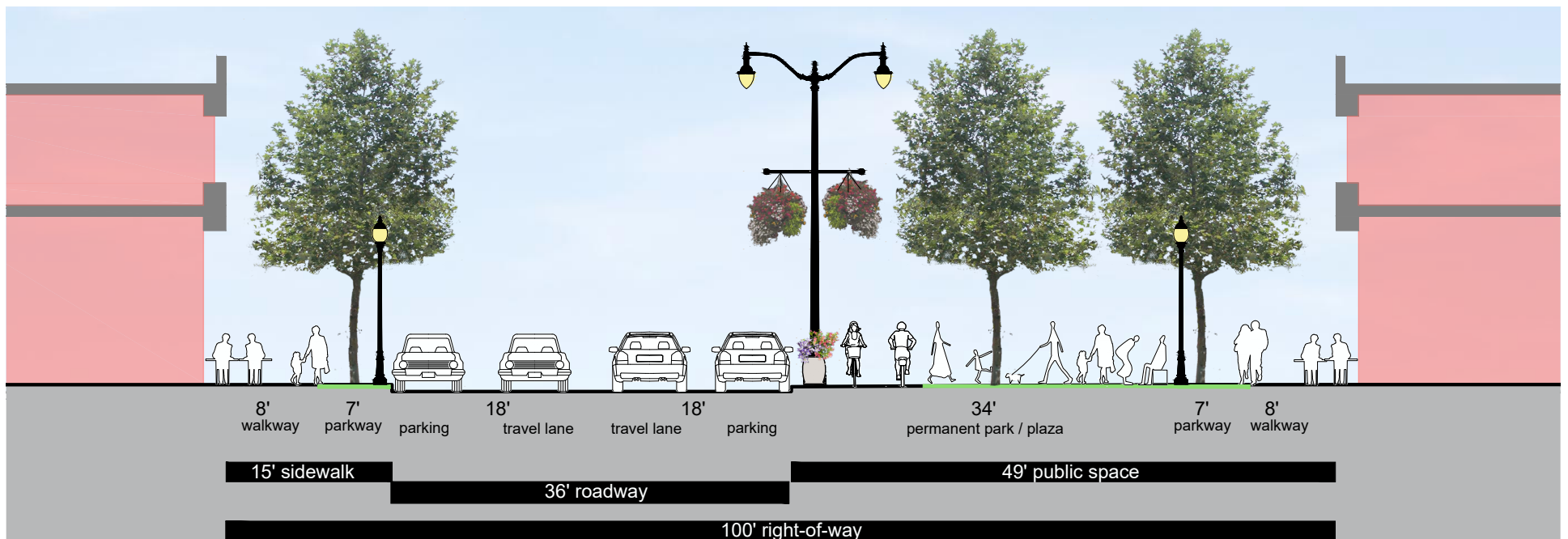
Rendering: New Orleans Exhibition Hall Authority



Rendering: @VicStLinearPark



Temporary or permanent people space in the roadway on one side of the street.



Permanent park or plaza on one side of the street at sidewalk level.

6. Multiway Boulevard for the Gateway Segment

One design approach that might prove suitable for the gateway portion of the corridor would involve converting that stretch into a multiway boulevard, which would help promote walkability and a broader range of land uses and building types. Multiway boulevards, which are common throughout Europe, have dedicated through lanes that are separated from slow-moving local access lanes by landscaped medians.

The access lanes of the multiway boulevard can provide bike lanes as well as on-street parking to support ground floor retail uses. With their setback from the travel-way and the opportunities for landscaping in medians, these boulevards also become attractive settings for mixed-use buildings and medium-density housing. The setbacks protect ground floor windows from traffic noise and air pollution making them more attractive for residential, mixed use. Some benefits of a multiway boulevard include:

- Multiway boulevards build value for the municipality, increases livability, increases tax base per infrastructure, and becomes a destination for visitors.
- The connected, pedestrian friendly sidewalk near services, businesses, and stores encourages walking.
- The pedestrian friendly area will encourage walkers to park once and walk to more stores and services reducing car trips on the faster moving center lanes.
- The area becomes more attractive for residential development.
- Because the parking lane is accessed at one point (at the beginning of every block) rather than at every parcel, there are fewer accesses interrupting the faster moving center lanes.



- Parking in front of the stores and civic buildings is still available.

Some general design dimensions of a multiway boulevard are:

- 100 feet right of way minimum, 4 lanes at 10.5 feet wide, access ways at 16 feet (one passing one parking lane), 2 medians 5 feet, sidewalks 8 feet minimum.
- Pedestrian realm never less than 50% of total street width (included in pedestrian realm is access local traffic lanes).
- Need for well-defined boundaries and edges for controlled speeds.
- Breaks in pedestrian realm should occur only at major street intersections to avoid conflict, confusion and make it safer for pedestrians.
- Lighting – closely spaced and low, warm colors.
- Narrow sidewalks can be adequate because entire realm can be taken by pedestrians - access lanes serve pedestrians.
- Slight changes in paving or elevation help differentiate realms.



Improve Pedestrian Crossing Conditions

Safe intersections are essential to a walkable, bikeable, drivable street. Recommended improvements, in addition to restriping travel lanes to 10 feet wide to channel traffic, include:

- *High visibility, consistent crosswalk marking*, that is, Continental striping at least 10 feet wide at all marked crosswalks.
- *More frequent marked crosswalks with control devices where needed*. At unsignalized pedestrian crossings, rectangular rapid flashing beacons (RRFB) or pedestrian hybrid signals (HAWK) may be considered if restriping to channel traffic does not reduce vehicle speeds sufficiently to make crossing safe.
- *Appropriate corner radii for all users*. On a slow-speed street with curbside parking like Court Avenue, a corner typically can have a radius of 15 feet (sometimes 20 feet with a curb extension). Except near the I-65 ramps, corner radii on Court Avenue are currently in that range and should be maintained or restored where they have been increased.
- *ADA compliant corner ramps of a consistent design*. Directional ramps, that is one in each direction, are considered to be the best practice since they allow pedestrians, especially those in wheelchairs, to enter the street perpendicular to and within the crosswalk. However, there is not always enough room to accommodate ADA-compliant directional ramps.
- *Curb extensions*. Curb extensions at crosswalks reduce the crossing distance, make pedestrians more visible to motorists, and make it easier to provide directional ramps. Drainage is sometimes a challenge with permanent curb extensions.
- *Pedestrian signals*. Most traffic signals on Court Street do not have pedestrian signals. Pedestrian signals should be added at all signalized intersections. Countdown signals are required for all new installations, while existing Walk/ Don't Walk signals may remain for their useful life.
- *Adequate crossing time*. Signals should be timed to allow a senior citizen or disabled person to cross the street. Generally, shorter cycle lengths (ideally less than 90 seconds) and longer walk intervals provide better service to pedestrians and encourage better signal compliance. For optimal pedestrian service, fixed-time signal operation (that is, pedestrian is not required to push a button in order to cross) usually works best because it provides an automatic pedestrian phase.



Continental striping at least ten feet wide is very visible to motorists. This crosswalk could have been bit wider.



Permanent curb extensions make directional ramps possible on a corner that otherwise would be too narrow. They reduce the crossing distance and increase pedestrian visibility.



Temporary curb extensions can be delineated with paint and flexible poles, pots and street furniture, or a bike share station.



Temporary curb extensions can be an art project as well.



Permanent curb extensions make directional ramps possible on a corner that otherwise would be too narrow. They reduce the crossing distance and increase pedestrian visibility.



Curb extensions may include planting or it may be entirely paved.

Safe Routes to School Measures for the New School

Special measures to manage traffic and facilitate walking and bicycling will need to be implemented in the vicinity of the new elementary school, which will be located on the north side of Court Avenue between Meigs Avenue and Mechanic Street. Facilitating walking and bicycling to school can reduce school-related vehicular traffic/congestion, as well improving children's (and their parents') health.

On Court Avenue, typical measures for several blocks in each direction include:

- 15 mph speed limit when children are present.
- Fluorescent yellow-green signs and striping.
- Stop signs, even if not “warranted” by current pedestrian activity.
- Curb extensions at the crosswalks.

In addition, providing a sidewalk that is wider than five feet with a parkway and street trees between the walkway and curb would create a buffer between traffic and pedestrians and improve walkability.

Opportunities for protected or off-street bicycle lanes for school children so they can travel safely from home to school and from school to library should also be explored.



Photo: People for Bikes.org

Protected or off-street bike lanes, accompanied by a Safe Routes To School program typically result in increased bicycling and reduced traffic congestion.



Photo: Parisi Transportation Consulting

Curb extensions shorten the crossing and distinctive crosswalks tell motorists that a school is nearby and additional caution is required.



A parkway with street trees in front of the new school would buffer the walkway from the roadway.

Residential Neighborhood East of Mechanic Street

Court Street narrows to a 40-foot wide roadway in a 60-foot wide ROW at Meigs Avenue. It still provides the same number of travel lanes: one in each direction with curbside parking. East of Mechanic Street Court Avenue is lined with single-family homes.

Community Concerns Specific to the Residential Neighborhood

- Provide a clear transition from the civic spine to residential neighborhood.
- People park up on the sidewalk because they are concerned about being sideswiped by fast-moving cars.
- Slow traffic down.
- Consider parkways.
- Plant street trees.
- Enforce traffic regulations, including no parking on the sidewalk and no speeding.

Example Measures to Address Community Concerns

- Stripe the travel lanes at 10 feet wide, just like the segment to the east.
- Provide four-way stops at Mechanic, Fulton and Penn Streets, instead of the current two-way stops, to improve walking and bicycling access to the new school.
- Add speed humps if stops signs do not slow traffic down.
- Install curb extensions that slow cars down and create an neighborhood gateway as has been done on Market Street west of Mulberry Street. Like the curb extensions on Market Street, curb extensions on Court Avenue can be designed to collect and infiltrate or treat stormwater runoff from the street, as well as the sidewalks.
- Plant street trees at the back of the sidewalks. Because the ROW extends 10 feet back from the curb and the sidewalks are only five feet wide, there are five additional feet of ROW at the back of the sidewalks. In addition, homes are setback an additional 15 to 25 feet from the ROW. So, there is plenty of room to plant trees along the edge of the ROW (partly in the ROW and partly in front yards to provide continuous street tree canopy along the entire length of Court Street.



Curb extensions on Market Street help slow down traffic and collect stormwater.



Speed humps are a reliable means of slowing down cars and are often used in combination with curb extensions and stop signs.

Sidewalks/Streetscape Improvements West of Meigs Avenue

Existing Sidewalks and Streetscape Improvements

Sidewalk Widths. Existing sidewalks on Court Avenue between Pearl Street and Meigs Avenue are 12 to 15 feet wide. The ROW extends 15 feet from the curb, but some times there are stairs, walls or other elements in the ROW, so the actual sidewalk width may be reduced.

While 15 feet is considered the minimum width for a walkable commercial or civic street like Court Avenue, it is not a problem to allow existing conditions to remain, especially if they contribute to an active street life, as Adrienne & Co. Bakery does.

Several of the street re-design possibilities illustrated previously would allow sidewalks to be expanded either temporarily or permanently to provide additional usable space.

Street Trees and Parkways/Tree Wells. Street trees are intermittent and the conditions in which they are planted vary. In some locations, there are continuous parkway/long tree wells that are six feet wide, which is the best existing condition for street trees that currently exists on Court Avenue. Other trees are planted in narrower parkways and others in relatively small tree wells, which is the least desirable condition for a street tree.

Street Lights. New ornamental street lights on approximately 30-foot tall poles are located in the medians between Pearl Street and Locust Street. There are also pedestrian-scale lights (acorn globes on approximately 14-foot poles) for a few blocks.

On the rest of the street west of Meigs Avenue, standard cobra lights on the sidewalks provide illumination.

Other Landscaping. There are large pots with colorful flowering plants in the medians, as well as hanging baskets on the street light poles.



Existing street trees in long tree wells.



Court Avenue's roadway and pedestrian-scale street lights.



No street trees is the predominant existing condition on Court Avenue.



Existing street trees in parkways.



Recently planted street trees in parkways are likely to be healthier than those in small tree wells.



Existing elements that extend into the sidewalk can remain, especially if they contribute to an active street life.

Streetscape Recommendations

Provide streetscape elements that support walking and bicycling and reinforce community identity.

- Extend the new roadway and street lighting west to Meigs Avenue and east to the I-64 ramps in conjunction with the selected street re-design. The roadway lights can be either in the median or on the sidewalks depending on the re-design.
- Plant street trees along the entire street in either continuous parkways that are seven feet wide or tree wells that are seven feet wide and at least 12 feet long. Trees need as much uncompacted soil volume as possible to grow to maturity and remain healthy. Trees that are planted in good soil require less maintenance in the long run. Parkway and long tree wells can be covered in mulch or decomposed granite or planted to provide additional landscaping, particularly, color.
- Select trees that have a central leader (trunk) that can be easily pruned up above business signs
- Provide distinctive street furnishings, including seating, trash receptacles, and bike racks, that enhance community identity.
- Make sure bus stops are well-illuminated and have seating.
- Consider incorporating stormwater collection into the parkways/tree wells and permanent open spaces.
- Add some attractive landscaping around the I-65 ramps, including flowering plants to add color and make the entry experience more welcoming.
- Leave plenty of room for both programmed and spontaneous activity along the sidewalks.



A bench, a shade tree, and a streetlight will make a bus stop more usable.



Parkways can be covered with mulch or decomposed granite or planted.



Existing view of Court Avenue at the Courthouse crosswalk.



Examples of the wide range of street furnishing available or custom designed.



Stormwater parkways.



Hanging baskets on pedestrian lights.



Possible future view of Court Avenue at the Courthouse crosswalk with three simple changes: a larger crosswalk, striping to define the travel lane, and street trees in parkways or large tree wells.



Public Realm

PROGRAMMING THE PUBLIC REALM

A successful public realm creates a setting where people want to spend time, linger, and return to visit again. Programmed, street-oriented activities help define a sense of place for the public realm. These programmed activities should be inviting to pedestrians and help to create a cultural attachment to a specific place.

The public and civic realm of Jeffersonville on Court Avenue is tired and under activated. The street activity mainly consists of automobile use where people park in close proximity to the business or institution they patron and then leave, generating a “drive-in drive-out” culture. The street itself has an ample number of opportunities to connect people along a civic oriented path which leads from the welcome zone to the community zone, ending at the neighborhood zone. In order to activate Court Avenue and bring life to the street that will strengthen the downtown district, the public realm needs to promote an active street room along Court.

“We found that if you make more road space, you get more cars. If you make more bike lanes, you get more bikes. If you make more spaces for people, you get more people and of course then you get more public life.” -Jen Gehl

It starts with your community, Jeffersonville. “Be honest, take care of your people, and give to your community.”

Build on Community Strengths - Events, Activities, & Programs

There are several programmed events and activities in which Jeffersonville highlights some of its greatest assets including Spring Street and Big Four Park. To strengthen the downtown district, this energy needs to be drawn further into the center of Jeff. Programming year-round events for downtown Jeff, Jeffersonville Mainstreet, Inc. has worked to promote Spring Street, Big Four Park, and the historic downtown through Farm to table dinners, Wine Walks, Jeff Fest, Third Fridays, Chocolate Lovers Stroll, and concerts in the park. These “happenings” have become part of Jeff’s character. Community members look forward to each of the special events. Building off of this established interest in activating downtown, the Jeff community can draw energy to Court Avenue by pairing new activities with popular events like Riverstage and the market at Big Four Park.

The Tree-Walk is a great example of helping people get to know Jeff by linking neighborhood streets to a recreational walking route. This helps to activate sidewalk

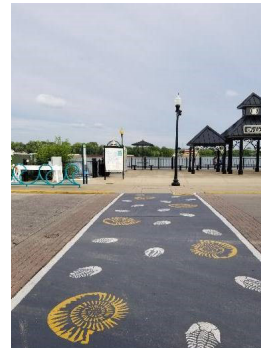
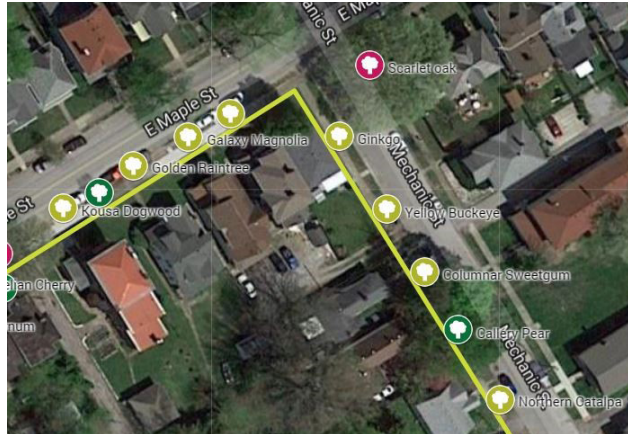


space, educate residents and visitors about local tree species, and reestablish the city tree canopy. Linking this recreation walk to new programmed activities will help strengthen the relationship of walking throughout the downtown district, providing important connections from the blocks north and south to Court Avenue.

“The Jeffersonville Tree Walk is a 1.5 mile, recreational walking route that celebrates the beauty, diversity, and beneficial nature of trees. The 140+ trees planted along this walking route represent over 70 species that are native to and/or suitable to be grown in Southern Indiana. Over the years, these trees will grow and develop into a rich canopy that provides shade for pedestrian comfort, helps improve air quality, reduces stormwater runoff, and beautifies the neighborhood.” –City of Jeffersonville

Expanding the Tree Walk on the north side of Court Avenue would ensure comfortable and interesting walking paths for residents and families attending the new elementary school on Court Avenue and Meigs Avenue. This would encourage more students to walk to school and reduce the strain on “car-rider” pick-up and drop-off lines.

Jeffersonville’s recent efforts to broaden public art initiatives can be seen throughout the west end of the downtown district. Public art connects people to places and the artfully painted crosswalks, utility boxes, and street sculptures add to the richness of Jeffersonville. The public art program has not only generated enlivened streetscapes, but it has excited Jeffersonville youth about art in their community.



Continuing the public art initiative with special focus on connecting the Spring Street corridor through Court Avenue to the Arts Center area would serve as a transition between the Welcome Zone and the Community Services Zone on Court Avenue. Public art components introduced along Court Avenue will also enable the civic spine to arise as a focal point or center of the downtown district.

Activating Court Avenue

The role of the public realm of Court Avenue should achieve the following goals to support the street as a place for people.

Court Avenue Public Realm Goals

1. Enhance the streetscape for comfort and visual connectivity.
2. Activate the sidewalks and plazas for engaged conversation and sociability.
3. Help businesses and institutions prosper by encouraging street life.
4. Use programmed activities and spaces to provide desirable experiences and amenities for residents.
5. Establish the setting of Court Avenue as the center of daily social life in Jeff.

Activation Strategies

- Use the civic and Institutional buildings as wayfinding nodes to help define where you are in downtown.
- Staged, inexpensive interventions can help “make-over” undesirable spaces into cherished community places.
- Often called “tactical urbanism” these interventions can be temporary or permanent, or set the stage for long-term infrastructure improvements.

Block Activation Plans

Welcome and Wayfinding

The Welcome Zone provides an opportunity for Jeffersonville too draw people into the downtown district. It is important to catch their attention quickly with welcome signs and wayfinding mechanisms. Upcoming events and directions can be posted as people enter Jeffersonville.

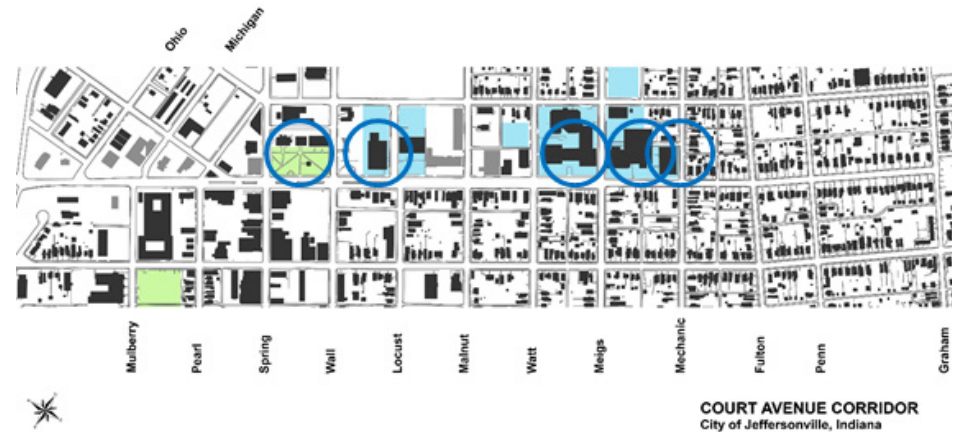
A few wayfinding signs can be found on a few blocks toward the western edge of Jeff. These signs should be of the same palette and overall look. The signs not only help provide directional information, but serve to emphasize the character and identity of a place. The example from Raleigh shows a variety of signs that are appropriate for pedestrian-scaled streets. Jeffersonville should focus signage on directing people to parking, especially in heavily visited areas.



Create a Pedestrian Culture

The Community Services Zone on Court Avenue is host to several civic, anchor institutions including the Library, Warder Park, County Court House, Elementary School, and Fieldhouse. These facilities and their proximity to each other provide a basis for wayfinding along Court Avenue. Staged, inexpensive interventions can help "make-over" undesirable spaces into cherished community places. Tactical Urbanism interventions can be temporary or permanent, or set the stage for long-term infrastructure improvements. Combined, these strategies will encourage a new pedestrian culture on Court Avenue.

Envisioning Court Avenue as a shared space will ensure the incorporation pedestrian, bicycle, and gathering spaces along the street corridor. Narrowing the streets will help to slow traffic and give more space to social activities, while painting intersections highlights special moments creating community identity and a sense of place. These activities can be community led, and bring together citizens with the City of Jeffersonville to identify and implement projects in the most beneficial locations on Court Avenue.



Street narrowing project for social gathering.



Painted intersections.



Street narrowing with bike lanes.



Wayfinding Signs for Pedestrians.

STATE STREET TACTICAL INTERVENTION

BEFORE



AFTER



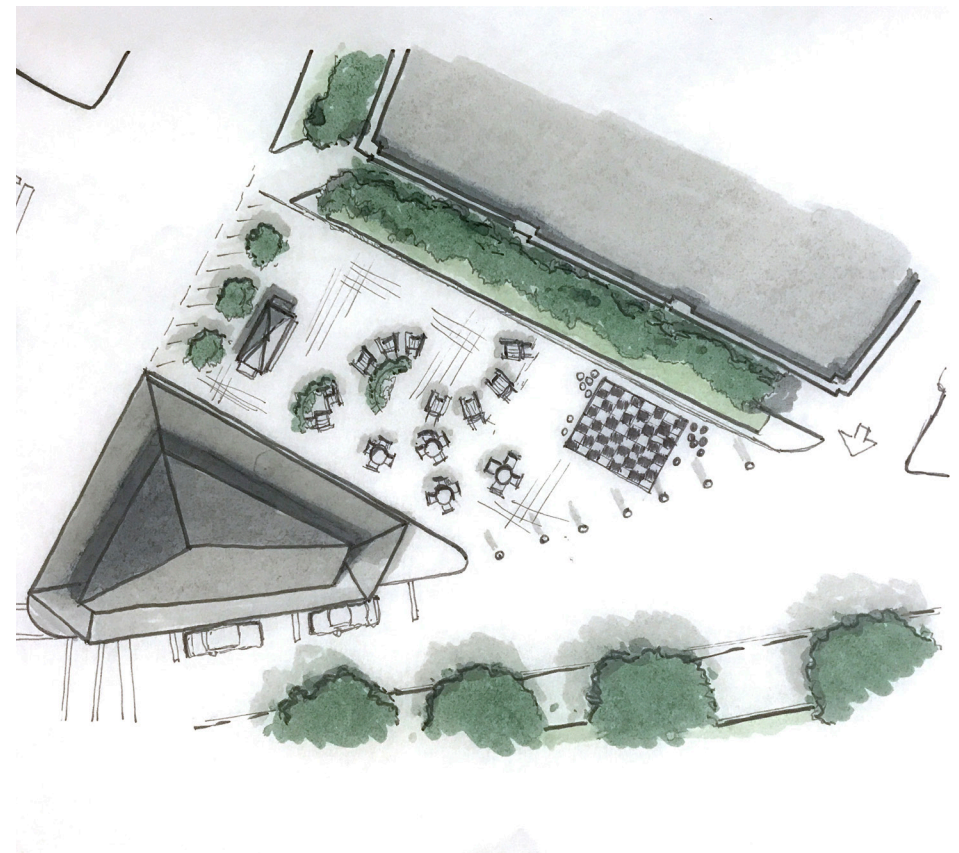
State Street, Downtown Rockford, Illinois.

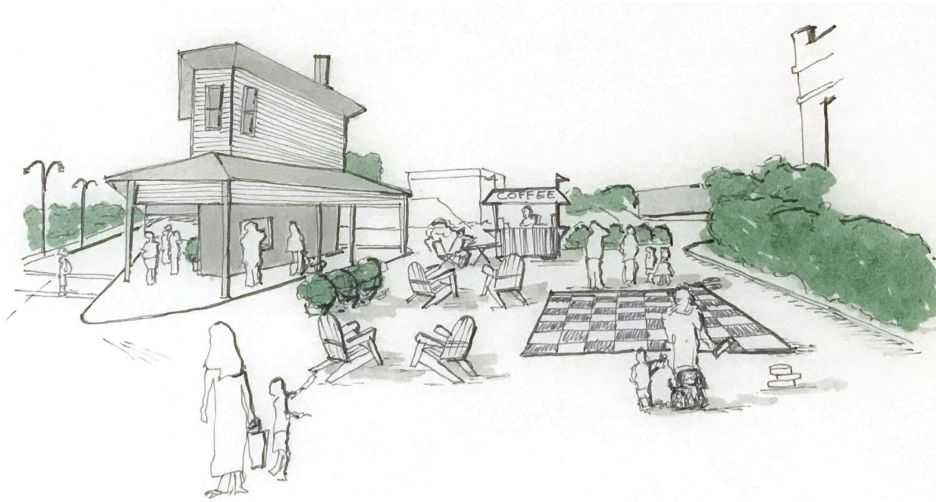
Shared Spaces: Expanding the Street Room

The type of shared spaces that will benefit Court Avenue are those that expand the "street room" and generate sociable moments along the corridor dispersed between the anchoring civic buildings. Shared spaces are flexible and can host a number of uses or activities. The short segment of 6th Street which meets Court Avenue has the

potential to be a shared space. This short street is not necessary for through traffic. By closing the short segment of 6th Street between Court and Kentucky Avenues, a community gathering space can be created. Such a space helps to expand the public realm of Court Avenue, providing activity in an underutilized area and adding value to the overall experience of Court Avenue. This space is also significant because it is positioned at the transition between the Welcome Zone and the Community Services Zone. The 6th Street Salon area can be designed as a temporary or permanent space, which regular events, or simply a place for community greetings.

Additionally, it is important to maintain and enhance visual and physical connections from buildings to the street. Currently at Warder Park on Court Avenue it is difficult to see the Carnegie Library Building and the expanse of the park overall. The adjacent park seems separated from the sidewalk. This creates a disconnect for pedestrians at the street edge and can cause people to feel unsafe. Removing the bushes at the street edge and pruning up the trees for visibility of the Carnegie Library and through the park will give better visual and physical connection between the sidewalk and park expanding the street room.

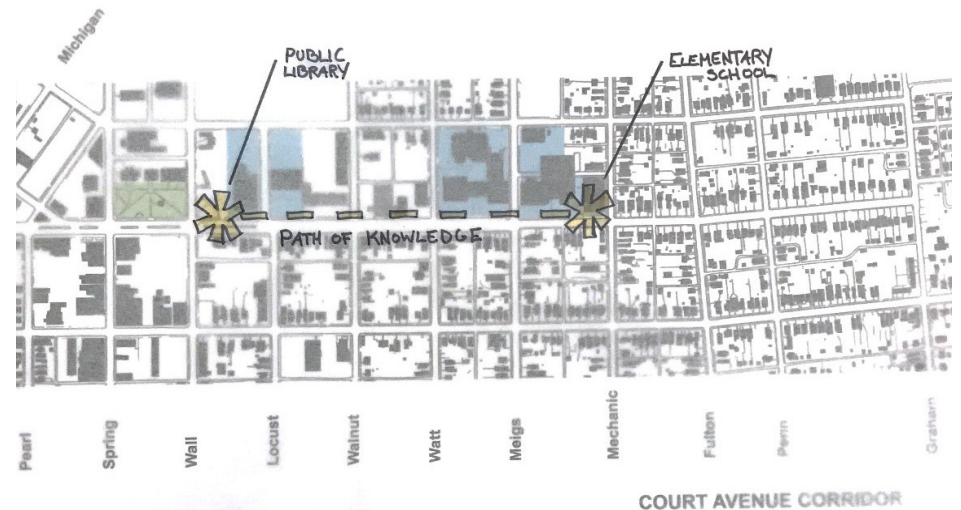




Special events that share the street can help create a pedestrian culture. Temporarily closing a block of Court Avenue in front of the Elementary School and the Fieldhouse on a Saturday will bring a different type of activity to the street and serve as a bridge between the Community Services Zone and the Neighborhood Zone. The block program could be “Court on Court” where youth can come and play basketball for the day. A few mobile hoops and colored court tape make it an easy event to set up where kids help.

Connecting Assets

One of the strongest components of Court Avenue are the number of institutional buildings that line the street. Two buildings share an educational program: the Public Library and the coming Elementary School. The link between the two facilities is the idea of sharing knowledge and that facility will benefit from the other. Creating a painted “yellow brick path” to connect the new Elementary School to the Public Library on the sidewalk will establish a literal “Path of Knowledge” for students to follow and reinforce the close proximity of the two facilities.



Programed Events

Get the community engaged in the public realm of Jeff. Create partnerships among local businesses and the City to host small events that require minimal set-up. The events should help activate the street and promote a pedestrian culture on Court Avenue. New activities can supplement established events such as Food Trucks on Court. Food trucks and other vendors can activate Court after 5pm during concerts and other scheduled activities, particularly if Court Avenue is closed to traffic. Revisit the City ordinance to allow for mobile vendors. Encourage local businesses to put out tents or carts to activate a market atmosphere in the street.

Host an “open mic” style event at a local restaurant, tavern, pub, or coffee shop. “History Happy Hour” can function as Open Mic style Show and Tell about Jeffersonville’s History, from historic buildings to historic happenings. It is a program which can

generate shared stories and memories about Jeff helping to create a sense of place in which residents feel more connected.



The first Wednesday
of every month

Downtown Tampa

TampaGov.net/FoodTruck



Implementation

Funding Source	Match Required	Funding Amount	Jurisdiction
Federal			
Federal Highway Fund - State Allocations	No Match	Varies	FHWA/DOT
Transportation Alternatives	Match: 80% Fed/ 20% Local	Approx. \$500,000	State/MPO
Community Development Block Grants	Match Varies	Varies	State
Metropolitan Transportation Improvement Program (MTIP)	Match Varies	Varies	State/MPO
State			
State Highway Funds	No Match		State DOT
Community Improvement Grants	Match Varies	Approx. \$100,000	State Community/ Economic Development
Economic Development Grants	Match: 80% Fed/ 20% Local	Approx. \$100,000	State Community/ Economic Development
Local			
Bonds & Tax Assessments	No Match	Varies	City/County
In-kind Donations	No Match	Approx. \$250,000	City/County
Special Districts	No Match	Varies	City/County
Special Assessments	No Match	Varies	State Utility Commission / County
Right of Way Fees	No Match	Varies	State Utility Commission / County

PHASING & FUNDING THE COMMUNITY VISION

Most major corridor retrofit or revitalization projects will require multiple funding sources for several reasons. The projects are large and expensive. New corridors can cost upwards of \$16-18 million per mile and retrofit projects can often be nearly as expensive due to utility replacements and right of way disputes. Additionally, many funding sources are prescriptive or restricted in terms of what they will or won't fund based on various state and federal guidelines. Establishing a flexible and well planned phasing strategy can help leverage all the various funding sources to accomplish the community vision.

PRELIMINARY PROJECT PHASING STRATEGY

Step 1 - Establish a Gateway

To initiate corridor redevelopment establish a gateway at the intersection of Court and Indiana Avenue. A large central plaza that is welcoming for vehicles and pedestrians forms an appropriate welcome or "front door" to the civic core of Jeffersonville. The space currently serving and warehousing re-develops into new residential developments with access to the pedestrian bridge, and parks.

Primary Project: Community Traffic Circle

Step 2 - Create a Center

The introduction of shared street strategies like the Multiway Boulevard that privilege a pedestrian environment supportive of nontraffic functions like outdoor dining and gathering for events, and intimate social spaces within an otherwise continuous corridor.

Primary Project: Phase 1 - Court Avenue Retrofit – Median Treatments and Intersection Improvements for Safety and Walkability

Step 3 - Define the Edges

Thickened "edge" or pedestrian promenade focused on the north side of the street. The north side appears to have more immediate development potential and borders the proposed school and other civic functions. The pedestrian promenade is a two-block zone of trees, housing, outdoor family dining courts, public art, and consequential low impact development pocket parks for stormwater management to be a full multi-modal passage between urban neighborhoods.

Primary Project: Phase 2 - Court Avenue Retrofit – Urban Multi-modal Path

Step 4 - Strengthen Connections

Lastly, strategic improvements in transit connections, bicycle safety and pedestrian

access. These improvements are both aesthetic and critical for safety. They let children know they are safe and welcomed, they provide interest and create a sense of place. This slows vehicle traffic and increases community pride. Surface amenities include special townscape elements like special lighting, artful crosswalks, gardens, street furniture, public art, signage and marquees.

Primary Project: This may be a series of smaller community projects that may be more locally funding or funded through smaller grant programs like Safe Routes to Schools.

Team Roster





June Williamson, Team Leader

June Williamson is associate professor of architecture and urban design at the Spitzer School of Architecture of The City College of New York/CUNY. She is author of *Designing Suburban Futures* (Island Press, 2013) and co-author of *Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs* (Wiley, 2009/updated 2011). A frequent speaker, consultant, and advocate for using the power of design to

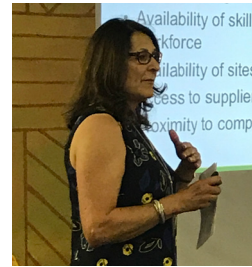
transform planning and development paradigms in suburban landscapes, as well as for the principles of New Urbanism, her writing is published in the books *Retrofitting Sprawl*, *Social Justice in Diverse Suburbs*, *Independent for Life*, and *Writing Urbanism*, as well as many journals, magazines and blogs. She organized the Build a Better Burb: Be Bold and ParkingPLUS design competitions for the Rauch Foundation in Long Island, New York. Over a 20-plus year career, she has practiced architecture in New York, Los Angeles, Atlanta, Salt Lake City and Boston. She is a licensed architect and is LEED accredited. Williamson received degrees from Yale University, MIT, and The City College of New York.



Patricia Smith, ASLA, AICP

Patricia Smith has 40 years of experience providing planning, urban design and landscape architecture services to private and public sector clients, with over 100 completed projects and numerous awards. She specializes in streetscape improvements, active transportation, and transit-oriented development planning. As lead Landscape Architect on a team led by ZGF, she prepared the Master Plan for Santa

Monica Boulevard in West Hollywood, which received a national AIA Urban Design Award. More recently she prepared a streetscape master plan for three major streets in West Hollywood's Design District. She designed and prepared construction documents for streetscape and landscape improvements in the Los Angeles Sports and Entertainment District around Staples Center and prepared the Streetscape Master Plan for future improvements. For the City of Los Angeles, Pat prepared the Downtown Design Guide and Street Standards, Warner Center Specific Plan, and the Westside Livable Boulevards streetscape plan, as well as an active transportation plan to link Los Angeles' Union Station with the historic neighborhoods around it, an active transportation and streetscape plan for 1st Street in Boyle Heights and for the future West Santa Ana Branch rail line for LA County Metro.



Judie Scalise

Judie Scalise is Founder and Principal of ESI Corporation, a real estate and economic development consulting firm. She specializes in economic development and pre-development planning services to a clientele consisting of both public and private sector clients. A pioneer of economic development analytics with 30 years of established market expertise, Judie possesses a broad range of expertise in all aspects of economic

development with a strong commitment to the creation of sustainable communities. She is well versed in the creation of healthy cities, placemaking, and crafting strategies that foster job creation and a robust economy. Her practice includes working with both large and small and rural and urban communities. Judie's extensive experience includes facilitating community engagement, preparing economic development strategy plans, conducting market studies, and analyzing economic and fiscal impacts. Judie is past chairwoman of the International Economic Development Council (IEDC) and past President of the Arizona Association of Economic Development (AAED). She currently serves on the Board for the California Academy for Economic Development. She holds a Bachelor of Science Degree in Public Management and Policy from the University of Arizona, School of Government and Public Policy, and is a graduate of the Economic Development Institute at the University of Oklahoma. She has achieved the professional designation of Certified Economic Developer (CEcD).



Paula Reeves

Paula Reeves, AICP CTP has been planning and developing infrastructure projects for the state of Washington and its cities, counties, and special districts for over twenty years. She recently joined Washington State Department of Health after 18 years at Washington State Department of Transportation where she managed the Community Design Office providing a range of transportation planning and engineering services.

Paula is also the immediate Past President of the American Planning Association Washington Chapter and is a practicing mediator in Thurston County. In 2016, Paula received Alumnus of the Year from her alma mater, University of Florida, Architecture College, where she completed her Masters Degree in Urban and Regional Planning. She earned her Bachelor's Degree from Flagler College in St. Augustine, Florida.



Taryn Sabia, Assoc. AIA

Taryn Sabia is Associate Professor and Director of the Florida Center for Community and Research at the University of South Florida. The Center provides design expertise, technical assistance, applied research, and community engagement services in Florida's growing communities to address urban challenges related to the built environment. She co-founded the Tampa based Urban Charrette, Inc., a 501c3 non-profit

organization dedicated to educating community leaders and young professionals about sustainable urban design and involving citizens in actively shaping the built environment, ultimately making their neighborhoods and cities better places to live. Previously, Ms. Sabia has worked in the field of architecture on projects related to mixed-use development, historic preservation, and downtown façade redevelopment through the Community Development Block Grants program. Ms. Sabia's professional interest is the fusion of design and civics particularly related to transit modes and infrastructure. Her community interests focus on engaging citizens in participatory design experiences through tactile urbanism and events such as Urbanism on Tap. Ms. Sabia holds a Master's of Education from Harvard University, a Master's of Architecture from the Rhode Island School of Design, and a Master's of Urban and Community Design from the University of South Florida. Her Bachelor's Degree is from Eckerd College in St. Petersburg, Florida.



Marc Wouters

Mr. Wouters is a leader in the design process for new communities, urban infill projects, new town centers, resiliency planning, city center revitalization, affordable housing, various architectural projects, and is director of Marc Wouters | Studios. Projects led by Mr. Wouters include the City of Saskatoon Canada Master Plan, Governor Cuomo's Downtown Revitalization Initiative for the cities of Elmira,

Oswego, and Oneonta, The Brooklyn Navy Yard Resiliency Plan, the award winning Columbia Heights TOD master plan, and the New York City Coney Island Resiliency Master Plan. He previously served as a partner at Cooper Robertson & Partners (CRP) where he led projects including the San Ramon City Center, the Benice Village Center in Prague, and architectural projects for the Smithsonian Institution. Projects led by Mr. Wouters have received AIA, CNU, and ULI Awards. He also serves as Chairman of the Congress for the New Urbanism New York State Chapter and is also director of the upcoming documentary "Bilbao: The Next Generation." He holds both a bachelors and masters degree in architecture from the University of Virginia, spent time as a visiting scholar at the American Academy in Rome, and is a licensed architect in New York and Washington, DC.

Joel Mills

Joel Mills is Senior Director of the American Institute of Architects' Center for Communities by Design. The Center is a leading provider of pro bono technical assistance and democratic design for community success. Its programs have catalyzed billions of dollars in sustainable development across the country, helping to create some of the most vibrant places in America today. The Center's design assistance process has been recognized with numerous awards and has been replicated and adapted across the world. Joel's 24-year career has been focused on strengthening civic capacity and civic institutions around the world. This work has helped millions of people participate in democratic processes, visioning efforts, and community planning initiatives across four continents. In the United States, Joel has worked with over 100 communities, leading participatory processes that facilitated community-generated strategies for success. His past work has been featured in over 1,000 media stories, including ABC World News Tonight, Nightline, CNN, The Next American City, The National Civic Review, The Washington Post, and dozens of other sources. He has served on numerous expert working groups, boards, juries, and panels focused on civic discourse and participation, sustainability, and design. He has also spoken at dozens of national and international conferences and events, including the Remaking Cities Congress, the World Eco-City Summit, the Global Democracy Conference, the National Conference on Citizenship, and many others.

Erin Simmons

Erin Simmons is the Senior Director of Design Assistance at the Center for Communities by Design at the American Institute of Architects in Washington, DC. The Center is a leading provider of pro bono technical assistance and participatory planning for community revitalization. Through its design assistance programs, the AIA has worked in over 250 communities across 47 states, and has been the recipient of numerous awards including "Organization of the Year" by the International Association for Public Participation (IAP2) and the "Outstanding Program Award" from the Community Development Society. Erin is a leading practitioner of the design assistance process, providing expertise, facilitation, and support for the Center's Sustainable Design Assistance Team (SDAT) and Regional and Urban Design Assistance Team (R/UDAT) programs. In this capacity, she works with AIA components, members, partner organizations and community leaders to provide technical design assistance to communities across the country. Her portfolio includes work in over 100 communities across the United States. A frequent lecturer on the subject of creating livable communities and sustainability, Erin contributed to the publication "Assessing Sustainability: A guide for Local Governments". Prior to joining the AIA, Erin worked as historic preservationist and architectural historian for an environmental and engineering firm, where she practiced preservation planning, created historic district design guidelines and zoning ordinances, and conducted historic resource surveys. She holds a Bachelor of Arts degree in History from Florida State University and a Master's degree in Historic Preservation from the University of Georgia.

Strengthening Jeffersonville's Civic Spine

Facilitated by Communities by Design, a program of the American Institute of Architects

