The Gateway District
Elements, Design, and Uses

PLEASE NOTE: ALL IMAGES CONTAINED IN THIS PRESENTATION ARE FOR DISCUSSION PURPOSES ONLY
Meeting Overview and Outline

Item 1
Downtown Gateway Inventory
- Review of Small Area Study Recommendations, Public Input, Committee Meetings, and Existing Conditions Inventory

Item 2
What Makes Up A Development
- A primer based on the elements that make up development

Item 3
Context of Elements within Development
- An examination of how the elements compare within different types of development

Item 4
Group Discussion of Elements within the Context of the Downtown Gateway District

Item 5
Final Thoughts
- Discuss Objectives
Gateway Inventory

Small Area Study - 2007

- Identifies McCullum Pike / KY 17 as being a gateway to the corridor leading Downtown
- Highlights the area for the location and opportunity for mixed-use development aimed at providing amenities, goods, and services oriented towards walk-able strategies and being accessible from surrounding areas.
- Calls for a high density residential buffer between the gateway area and the less intensive surrounding residential areas
- Identifies Mixed Use Development as consisting of variety of use types oriented within a neighborhood scale which will compliment development occurring Downtown.

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Public Meeting – August 2010

- Favorable to Mixed-Use and higher density development
- View area as a gateway to the downtown and expressed interest in signage or monument package signifying this
- Feel the area should contain greenspace
- Would like to see no businesses, with the exception of a gas station
- Larger buildings should me designed to look like and feel smaller buildings
- View mixed-use as community oriented services comprised of smaller retail, and offices
- Desire for higher level of architectural design and detail with consistency
Downtown Gateway Inventory

Boundary

History
Public Input
Committee Input
Current Conditions

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Downtown Gateway Inventory

Existing Land Use

History
Public Input
Committee Input
Current Conditions

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What Makes Up a Development?

Main Elements

- Land Uses
- Streetscape
- Buildings
Element 1: Land Use

Components

• The human use of land involving the management and modification of the natural environment or wilderness into a built environment

• Consists of a wide array of uses organized into general groups such as Residential, Commercial, Office, Public, Industrial, etc.

• General Land Use Groups can be mixed or separated within a development or individual building

Development Function

• The types of uses a development will contain

• Determines the types of users that a development attracts

• The number or frequency of trips made to a development
Elements of Development – Inventory and Discussion

Different Types of Land Use Groups

- Residential
- Commercial
- Office
- Public

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Element 2: Buildings

Components

- Tenant Footprint (Square Feet)
- Height
- Frontage along areas of circulation (Width)
- Building Footprint
- Scale
- Architecture & Facade

Functions of Components

- Determine the experience / interaction users have
- Determines distance walked to a destination (s)
- Walk-ability, can all destinations be reached from a single parking area or would a multi-destination trip require multiple auto trips
Element 3: Streetscape

Components

- Street Network
- Parking Areas
- Pedestrian Walkways / Orientation
- Interaction with Adjoining Buildings
- Street Furniture, Landscape and Trees, Open Space
- Space for Outdoor Activities such as entertainment, dining, interaction, assemble, etc.

Development Role

- The overall experience and interaction users have with the development
- Distance (s) walked to a destination (s)
- Walk-ability, can all destinations be reached from a single parking locations or would a multi-destination trip require multiple auto trips
Examination of Elements within Development

Development Types

- Standard Strip Center
- Big Box Retail
- Lifestyle / Town Center
Examining Elements within Development

Standard Strip Development

Definition
An open-area shopping center where the stores are arranged in a row, with a sidewalk in front, typically developed as a unit and have parking lots located in the front.

Uses are typically smaller office and commercial retail and service (15 - 25,000 square feet per larger/anchor tenant, and most between 2,000 – 15,000 square feet.)
Examining Elements within Development

Standard Strip Development

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Examining Elements within Development

Big Box Development

Definition

Large scale retail store, or stores, located within a large, free-standing, rectangular, generally single-floor structure built on a concrete slab. These stores rely on higher volume sales versus price mark-up.

Big Box stores are classified as any store above 50,000 square feet and typically average an area between 90,000 to 200,000 square feet.

Some types of big box stores contain accessory land uses such as a pharmacy, bank, concession or restaurant area, etc.
Examining Elements within Development

Big Box Development

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Examining Elements within Development

Lifestyle / Town Center

**Definition**

Development containing a mixture of well integrated entertainment, office, hotel, residential, recreation, and/or any other uses that mutually support a substantial retail component.

Centers can have a variety of tenants occupying wide range of tenant space. These centers may also be anchored by one or more specialty department stores.

Town centers are typically set in an open air environment containing a variety of amenities, such as street furniture, gathering areas, fountains, and dining options oriented towards pedestrian movement and casual browsing.
Examining Elements within Development

Lifestyle / Town Center

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Representations – Standard Big Box
Representations – Standard Big Box with Strip
Representations – Lifestyle / Town Center with Anchor
Representations – Lifestyle / Town Center without Anchor
Representations – Two-Story Lifestyle / Town Center

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Representations – Two-Story Lifestyle / Town Center with Anchor
Discussion

Land Uses
Land Use – Discussion

What Use Groups are Possible Components?

Residential?

Commercial?

Office?

Public?

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Land Use – Discussion

Is a Vertical Mixture of Uses Appropriate?

Commercial and / or Office with Residential

Commercial and Office
Land Use – Discussion

Is a Horizontal Mixture of Land Uses Appropriate?
Discussion

Buildings

- Building Height
Buildings – Discussion

1 Story View-shed Analysis
Buildings – Discussion

2 Story View-shed Analysis
Buildings – Discussion

3 Story View-shed Analysis
Buildings – Discussion

4 Story View-shed Analysis
Buildings – Discussion

5 Story View-shed Analysis
Buildings – Discussion

Allowable Commercial, Office and Mixed-Use Building Height?
Buildings – Discussion

Allowable Residential Building Size and Height?

Moderate Density

Higher Density

Highest Density

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What types footprints do we see occurring within the Gateway District?

Could / should there be mixture of footprint types?

Other ideas?
Buildings – Discussion

Commercial Retail / Service or Office Occupant Size?

| Commercial | 200,000 Plus Square Feet | Office |

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Buildings – Inventory and Discussion

Commercial Retail / Service or Office Occupant Size?

| Commercial | 100,000 – 150,000 Square Feet | Office |

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Buildings – Inventory and Discussion

Commercial Retail / Service or Office Occupant Size?

<table>
<thead>
<tr>
<th>Commercial</th>
<th>50,000 – 100,000 Square Feet</th>
<th>Office</th>
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Buildings – Inventory and Discussion

Commercial Retail / Service or Office Occupant Size?

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<th>Commercial</th>
<th>20,000 - 50,000 Square Feet</th>
<th>Office</th>
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Buildings – Inventory and Discussion

Commercial Retail / Service or Office Tenant Size?

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Buildings – Discussion

Commercial Retail / Service or Office Occupant Size?

| Commercial | 0 - 10,000 Square Feet | Office |

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Streetscape – Discussion

Appropriate Building / Occupant Orientation?

Clustered

Non-clustered

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Streetscape – Discussion

Appropriate Off-Street Parking Accommodations?

Diversified / Shared / Parking

Individualized Tenant Parking

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Next Meeting

• Connections and Access
• Amenities
• Incentives
• Signage
• Evaluation of Specific Use Types