



2024 CREATING
VIBRANT
COMMUNITIES

CITY OF JEFFERSONTOWN

MARCH 2025

ACKNOWLEDGEMENTS

PROJECT TEAM

Carol Pike | Mayor of Jeffersontown

Kevin Carman | Jeffersontown City Council

Tim Hall | Jeffersontown City Council

Brad Carson | Jtown Hardware

Aaron Croghan | Gaslight Diner

Tom Hall | KYTC District 5

Greg Hayden | 3rd Turn Brewing

Chris Hensen | Above the Dirt

Jared Jeffers | KYTC

Victoria Lemke | Resident

Matt Meunier | City of Jeffersontown

David Reed | Qk4

Mark Russell | Jeffersontown Economic Development Authority

Roxanne Smith | Birch & Oak

Tom Springer | Qk4

Brent Sweger | KYTC

Beth Wilder | Jeffersontown Museum

SPECIAL THANKS



CONSULTING TEAM



“ The City of Jeffersontown has made significant strides in becoming a destination for people. This plan will help us imagine the wide range of possibilities to expand on our success and establish Jeffersontown as a premier local and regional destination.”

- Carol Pike, Mayor of Jeffersontown

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INTRODUCTION

PART ONE

CVC PROGRAM OVERVIEW

PROGRAM DESCRIPTION AND GOALS

The Kentucky Transportation Cabinet (KYTC) began a program called Creating Vibrant Communities (CVC), which aims to proactively help communities plan for land use, transportation, and future development options for a targeted area containing one or multiple properties. This program is intended to leverage and coordinate transportation with land use and economic development initiatives in a way that builds better and more vibrant communities.

Through the program, a plan was created for the City of Jeffersonstown that outlines the vision, conceptual development plans, and actionable next steps necessary to create a transformative and unique destination for the community.

This plan will serve as a roadmap to actively attract and convey the city's vision to potential development partners.

Overall CVC program goals for each community's plan are:

- **Goal 1:** Create a place that serves as a destination for the community
- **Goal 2:** Safely connect the community
- **Goal 3:** Spur economic development

Although KYTC is producing the CVC program, it is expected that any future action to implement strategies in this plan will be the responsibility of the city and/or private developers.

PROGRAM TIMELINE

Similar to other planning initiatives, the program was organized into six tasks over the course of an twelve-month planning process. Major production and project development activities were focused during tasks Three: Defining the Project Area and Four: Vision & Goals. The LPA Committee held three meetings to review materials and provide feedback to the project team.

PHASE 1

Existing Conditions & Visioning

Understanding the city's current challenges and opportunities, while also seeking community insights to guide the plan.

PHASE 2

Strategic Planning

Establishing the community's vision for the future and identifying goals and objectives.

PHASE 3

Implementation Strategies

Tailoring the plan to reflect community guidance and developing the clear, concise, and easy steps for the City of Jeffersonstown to achieve its vision.



Jeffersontown Project Area with Four Catalyst Sites



PROJECT AREA & CURRENT SETTING

PROJECT AREA

Downtown Jeffersontown, which is the project area for this plan, is about ten miles east of downtown Louisville at the crossroads of Taylorsville Road (KY-155) and Watterson Trail. It is a local and regional destination for entertainment, shopping, dining, and more and has a well-defined character that builds upon the city's namesake of Thomas Jefferson. The city has completed numerous streetscape and beautification projects in recent years to further reinforce the downtown character, and many historic and other buildings have been rehabilitated by new businesses.

Downtown Jeffersontown is home to the Gaslight Festival that draws thousands of people each year and further reinforces the city's character and branding. Downtown is also adjacent to the Bluegrass Commerce Park as well as established residential areas and the city's signature park, Veterans Memorial Park. Workers and residents of the adjacent areas, as well as residents and visitors from the larger region, form a strong customer and user base for the project area.

Four catalyst sites are identified within the project area (see *map*); these are key sites that can create momentum for further redevelopment and reinvestment in the downtown area. These sites are located along Taylorsville Road and Watterson Trail and can provide areas for increased density, improved transportation connections, and development opportunities for mixed use destinations.

PAST PLANNING EFFORTS

Envision Jeffersontown (2006): This master plan for downtown focused on reinforcing a consistent design and appropriate uses that build upon the city's historic character. It also incorporated mobility and access in and around downtown and a pedestrian-friendly environment.

Downtown Parking and Access Management Plan (2024): This plan analyzed the existing parking and access management conditions within downtown and future considerations and demands. Recommendations, action items, and priorities are outlined for on- and off-street parking and roadway and pedestrian access.

Bicycle and Pedestrian Master Plan (2006): The goal of this plan was to increase mobility and safety for people and bicycles throughout the city. It outlines goals, proposed bicycle and pedestrian corridors, programming and events to promote biking and walking, and policies needed. Design considerations are also detailed as implementation moves forward.

CURRENT DEMOGRAPHIC/ ECONOMIC HIGHLIGHTS

Jeffersontown occupies a unique position within Louisville Metro as a home rule city, meaning it is a municipality with its own government, elected officials, and city council, as well as some city services like police and fire protection. With a population of almost 29,000 residents, Jeffersontown is the largest municipality in the Louisville Metro area outside of Louisville. The city is also growing faster than the Louisville Metro area and Kentucky.¹

Located along I-64, Jeffersontown has easy access to downtown Louisville to the west and regional destinations, such as Frankfort and Lexington, to the east. Jeffersontown also has an employment base that exceeds the city's population. The Bluegrass Commerce Park employs over 38,000 people and is the largest commerce park in Kentucky. The city's access to the region, sense of place, and business base attract many residents.

Jeffersontown has a younger population (median age of 39.2 years) with a higher median household income (\$78,929),² which is more likely to support varied options for entertainment, dining, and shopping. This demographic can also shift the demand for housing away from only single-family homes to more diverse options like townhomes, rowhomes, and apartments. Jeffersontown has a higher median home value (\$225,500 for owner-occupied units) and higher monthly rent (\$1,175) than the state (\$177,000 and \$902 respectively).¹

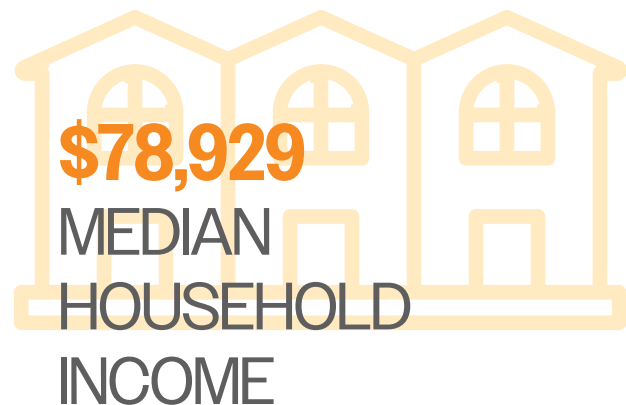
With an influx of workers and growing population, it presents opportunities to not only capture spending locally but also increases the demand for restaurants, retail, and similar services. This is reinforced by the city's retail sales. The amount of retail sales based on population in Jeffersontown is almost three times more than that of Jefferson County or Kentucky,³ meaning workers and visitors are significantly contributing to retail spending in Jeffersontown.

1 US Census Quick Facts. Population growth between 2010 (Population, Census) and 2023 (Population Estimates). Jeffersontown = 7.98%; Jefferson County, KY = 4.19%; Kentucky = 4.30%.

2 US Census Quick Facts. Version: July 1, 2023.

3 US Census Quick Facts. Version: July 1, 2023. Total retail sales per capita, 2017. Jeffersontown = \$39,656; Jefferson County, KY = \$16,282; Kentucky = \$14,430.

JEFFERSONTOWN HIGHLIGHTS



LAND USE & DEVELOPMENT

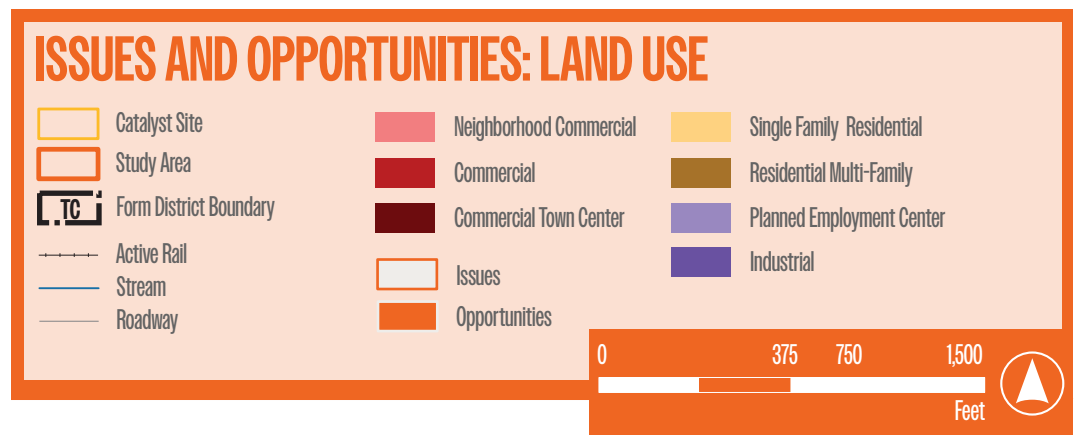
EXISTING CONDITIONS

The project area encompasses downtown Jeffersontown which is a regional destination. The character and form reflect a small downtown with buildings that are closer to the street and activities that engage with the sidewalk. Suburban building types are also found near the edge of the project area, with parking lots between the street and buildings. The two major crossroads, Watterson Trail and Taylorsville Road, create a grid network and form the spines for higher-density development with various retail, dining, office, and public uses. Higher density housing options surround these two corridors with a mix of apartments and smaller-lot duplexes or single-family houses. Issues and opportunities related to land use are detailed below and in the following map.

- **Catalyst Site 1:** This area is largely wooded with some commercial uses along the edges. It is surrounded by retail to the east and south; single-family housing to the north; and assisted living to the east.
- **Catalyst Site 2:** This site is an open field and relatively flat and has direct access to Watterson Trail and Bluebird Lane. An assisted living facility is west with single-family houses to the north and south and a school, senior center, and the library to the east.

- **Catalyst Site 3:** A landscape contractor is located on this site with some buildings as well as outdoor storage. It is bordered by Chenoweth Run creek to the north and east, which connects to Veterans Memorial Park, and the eastern portion of the site is in the floodplain. Public uses (such as the library and senior center) are across Watterson Trail and retail is south. The Jeffersontown Industrial Park is located just north of this site.
- **Catalyst Site 4:** Watterson Trail crosses through this area on the northern portion, which includes suburban uses like a gas station. The eastern portion of this site currently has suburban houses, and the western portion is an open field. Surrounding land uses include apartments, a cemetery, and retail. The new Jeffersontown Police Headquarters is currently under construction along Bruners Lane.

The City of Jeffersontown uses the 2021 Land Development Code (LDC) for planning and zoning within the city. Most of the project area is within the Town Center (TC) form district and some small areas are within the Suburban Marketplace Corridor (SMC) form district. The center of downtown is zoned commercial that then transitions to two-family and single-family zoning districts. Two small zoned parcels in Catalyst Site 1 and the parcels in Catalyst Site 3 are zoned industrial.



A Floodplain encompasses a large portion of Focus Area 3

B Market demand for high-density housing options is likely high in this area

C Abrupt transition of uses between the surrounding residential neighborhoods and focus areas

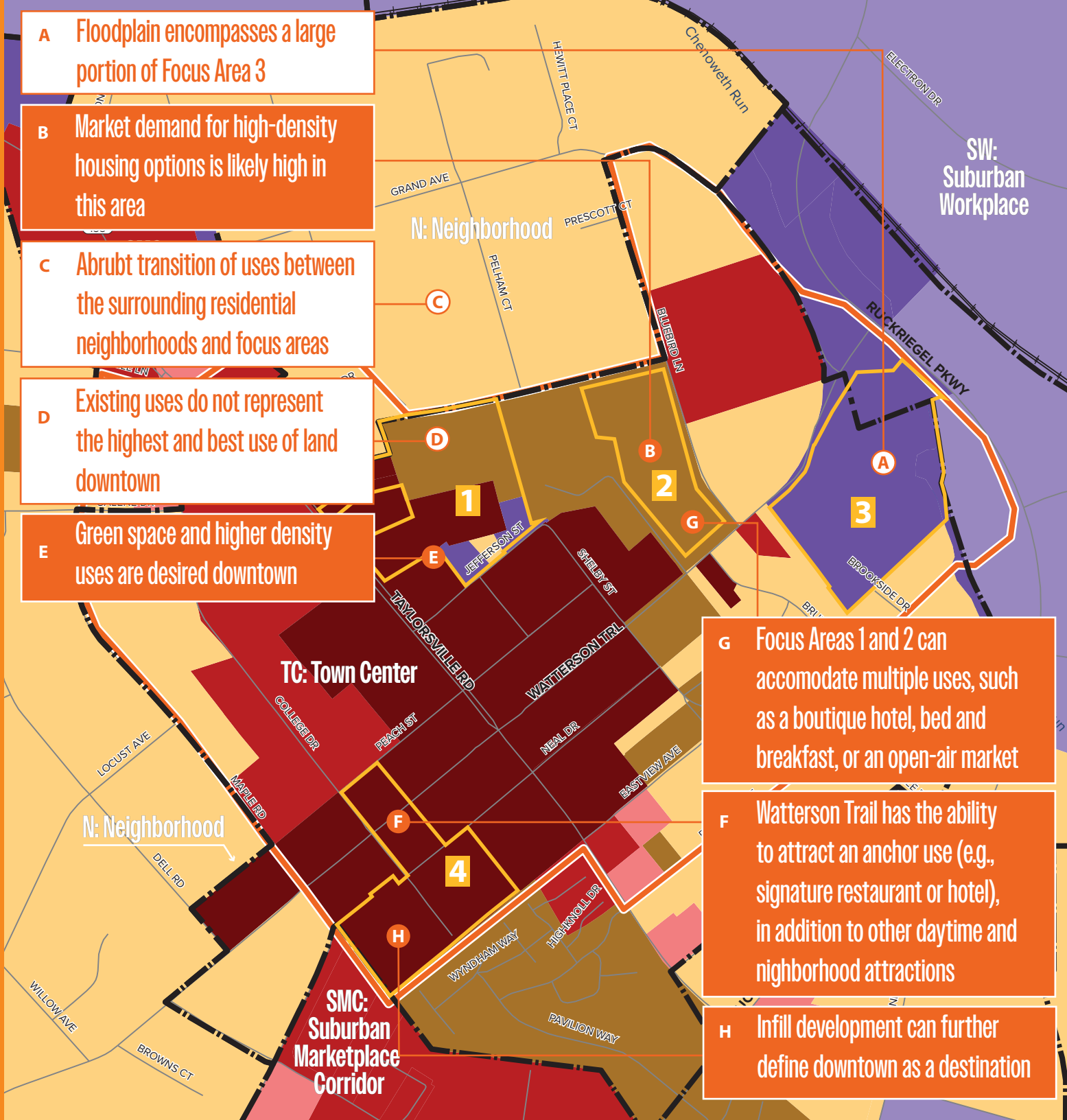
D Existing uses do not represent the highest and best use of land downtown

E Green space and higher density uses are desired downtown

G Focus Areas 1 and 2 can accommodate multiple uses, such as a boutique hotel, bed and breakfast, or an open-air market

F Watterson Trail has the ability to attract an anchor use (e.g., signature restaurant or hotel), in addition to other daytime and neighborhood attractions

H Infill development can further define downtown as a destination



N: Neighborhood

SW: Suburban Workplace

TC: Town Center

SMC: Suburban Marketplace Corridor

N: Neighborhood

4

2

3

1

LOCUST AVE

GRAND AVE

PEACH ST

TAYLORVILLE RD

WATTERSON TRL

EASTVIEW AVE

MAPLE RD

DELL RD

WILLOW AVE

BROWNS CT

WYNDHAM WAY

HIGHMOLL DR

PAVILION WAY

PELLHAM CT

PRESCOTT CT

JEFFERSON ST

SHELBY ST

NEAL DR

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MOBILITY

EXISTING CONDITIONS

Taylorsville Road and Watterson Trail are the two main roads through the Jeffersontown project area. Taylorsville Road (35 mph speed limit) is an urban principal arterial owned and maintained by KYTC. It carries 24,200 Annual Average Daily Traffic (AADT) north of Watterson Trail and 13,600 AADT south of Watterson Trail. This route provides access to downtown Jeffersontown from nearby commercial areas around Hurstbourne Parkway and is the main route to access both I-64 (via Hurstbourne Parkway) and I-265/Gene Snyder Freeway. Watterson Trail (25 mph speed limit) is a minor arterial with a 10,000 AADT that connects downtown Jeffersontown to the Bluegrass Commerce Park to the east and residential neighborhoods to the west.

Ruckriegel Parkway (35 mph speed limit) is also a minor arterial with 8,500 AADT that provides access around the southwestern side of Jeffersontown from Watterson Trail to Billtown Road. College Drive (25 mph speed limit) runs parallel to Taylorsville Road along the west side of the downtown area and is often used as a cut-through roadway to avoid the intersection of Taylorsville Road and Watterson Trail. College Drive is a local road with a 4,700 AADT. Several “alley-like” roads are also in the project area, including Jefferson Street, Peach Street, Neal Drive, and Bluebird Lane.

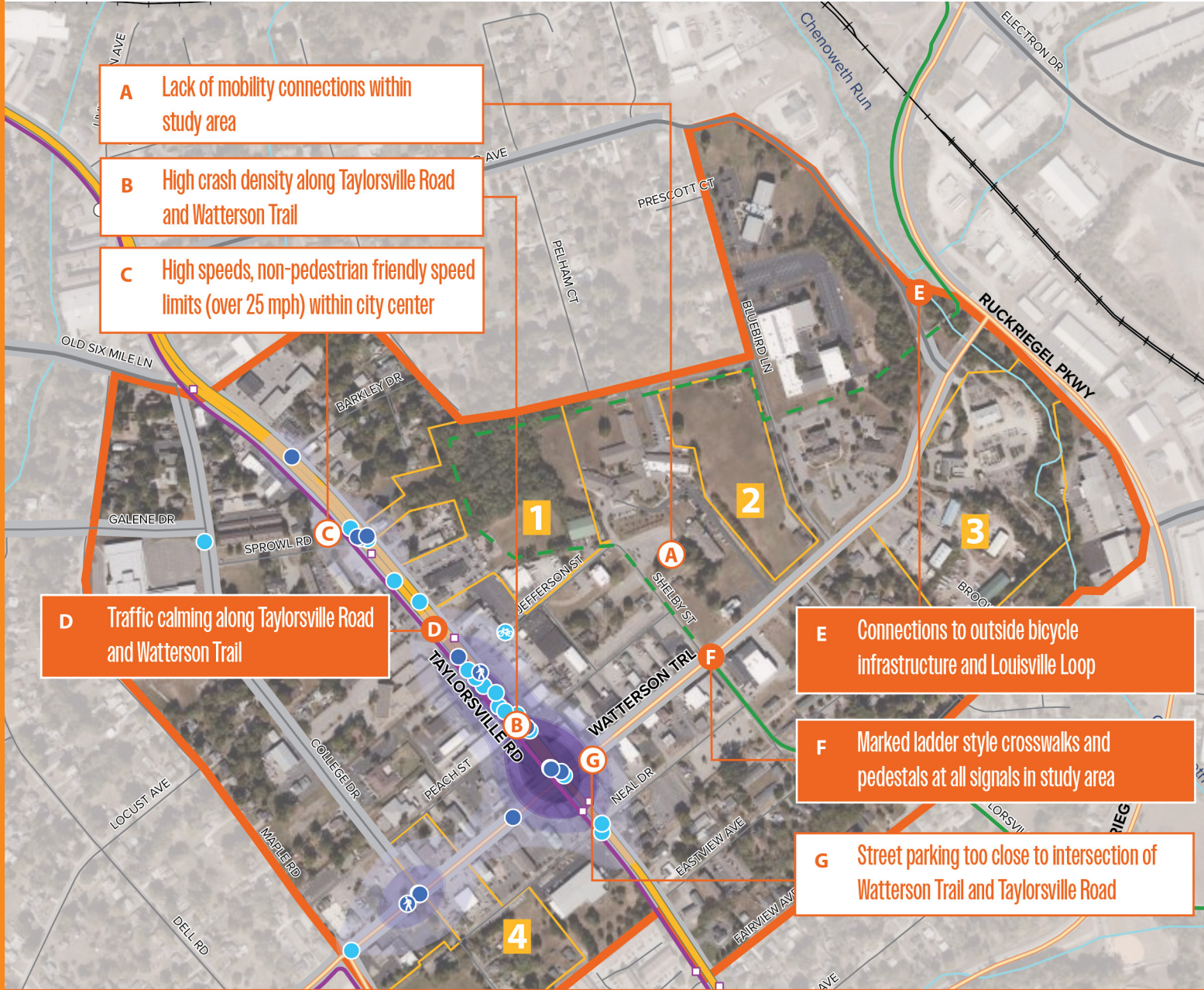
There are sidewalks along both sides of Taylorsville Road, Watterson Trail, and College Drive, with gaps in a few locations. All pedestrian crossings lack high-visibility crosswalks. A shared use path runs along Old Taylorsville Road, ending at Watterson Trail and along Ruckriegel Parkway/Watterson Trail outside of the project area.

On-street public parking is available along Watterson Trail and some sections of Taylorsville Road. Many businesses have small parking lots and there are two public parking lots on Watterson Trail. However, local business owners noted that visitors often do not know where to park.

The Transit Authority of River City (TARC) operates Route 40 along Taylorsville Road, with bus stops at Sprowl Road, Jefferson Street, and Neal Drive.

Several planned transportation projects in the area are included in the Kentuckiana Regional Planning and Development Agency’s (KIPDA) Metropolitan Transportation Plan (MTP). The first project consists of a ten-foot multi-use path along Taylorsville Road; the first section would be from Chenoweth Run Road to South Pope Lick Road at the Parklands, and the second section would be from Veterans Memorial Park to Blankenbaker Parkway. The second planned project is the Galene-Sprowl Collector Extension which will improve the vehicular and non-motorized accessibility across Taylorsville Road through downtown Jeffersontown. The last planned project is the Good Samaritan Trail Connector, which is currently in the design phase and nearing construction. This project will construct a trail along the north side of the project area and connect to the Gaslight Square trail and the amphitheater.

Issues and opportunities related to mobility are detailed in the following map.



A Lack of mobility connections within study area

B High crash density along Taylorsville Road and Watterson Trail

C High speeds, non-pedestrian friendly speed limits (over 25 mph) within city center

D Traffic calming along Taylorsville Road and Watterson Trail

E Connections to outside bicycle infrastructure and Louisville Loop

F Marked ladder style crosswalks and pedestals at all signals in study area

G Street parking too close to intersection of Watterson Trail and Taylorsville Road

ISSUES AND OPPORTUNITIES: MOBILITY

- Catalyst Site
- Study Area
- Sidewalks
- Multi-use Trail
- Planned Trail
- Stream
- Transit
- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Local
- Active Rail

Crashes by Severity (2018-2022)

- Suspected Minor Injury (B)
- Possible Injury (C)
- Density of all crashes

Crashes involving vulnerable users are indicated with a walk or bicycle symbol. The purple shade of bubbles indicates the density of all crashes within the study area.

- Issues
- Opportunities



CHARACTER & PLACEMAKING

EXISTING CONDITIONS

Downtown Jeffersontown's character and image builds upon the city's history of the Historic Gaslight Square District and Thomas Jefferson. The streetscape design and other public improvements strongly identifies the center of downtown as unique and distinctive from the commercial corridor on west Taylorsville Road, the industrial warehouse park on Watterson Trail, or the single-family detached subdivisions that surround this node of activity.

The city has adopted streetscape design standards for Taylorsville Road and Watterson Trail through downtown Jeffersontown that reflect a Jeffersonian architectural style. On Taylorsville Road, the design begins at the intersection of College Drive and continues through Watterson Trail to Ruckriegel Parkway. On Watterson Trail, the design begins at Ruckriegel Parkway on the west and extends to Ruckriegel Parkway on the east. Each end will be greeted with a gateway feature to be constructed in Phase 2 of the Watterson Trail Streetscape Project.

The entrances to Jeffersontown along Taylorsville Road are marked with grand arches over the road ("Historic Gaslight Square District"). The concrete sidewalk is expanded to the street curb with brick arranged in a basket weave pattern. The brick resembles the color the brick used for City Hall, the United Methodist Church, and other landmarks in the community. Brick retaining walls with railing have been constructed in areas with changes in topography. The street furnishings include gas lights, mast arms, and benches. Architectural elements define the street wall along surface level parking lots.

The city also has an economic incentive program called "Projects 2 Improve Exteriors" that provides 25% funding reimbursement toward approved facade improvement costs, up to a maximum of \$5,000 per project. On the list of eligible improvements are new exterior signs, painting or exterior surface treatment, outdoor lighting, door and window repair or replacement, and restoration of historic features, among others.

A Opportunity to develop a strong, unique, walkable mixed-use town center

B Lack of cohesive architectural design style dilutes the visual impact and does not create a sense of arrival

C Surface parking frontage and excessive curb cuts limit street activation

D Low, set-back, and separated buildings lack a contiguous street wall rhythm key to defining energetic corridors

E Lack of streetscape landscaping

F Fabric of historic buildings create a framework around which to weave in new landmarks

G Jeffersontown expanding street design out from the core area (existing highlighted)



ISSUES AND OPPORTUNITIES: CHARACTER

- Catalyst Site
- Study Area
- Active Rail
- Stream
- Roadway
- Issues
- Opportunities



ECONOMIC DEVELOPMENT

EXISTING CONDITIONS

Jeffersontown is in a unique location within the urban landscape of Louisville and Jefferson County. It has a modest scale city atmosphere, that has density but is not overwhelming, and appeal that is different from many other suburban areas. The prominent businesses and adjacent commerce park make it a viable economic center while still maintaining a home-town feel. The city's growth has been stable since the 1990s, and it has a good reputation for the lifestyle and quality of life in the area. While business and commerce have thrived throughout the city, the retail and commercial development downtown have not grown at the same pace.

A variety of storefronts, commercial areas, and entertainment options are available, but there are several under-developed parcels mixed throughout the downtown area that could be better used. Revitalizing these areas will improve economic activity and community connections with both locals and visitors and help the community capitalize on downtown's reputation and notoriety with the Historic Gaslight Square District. Opportunities for more diverse retail and tourism activities may be available, and incentives should be carefully used to align with the city's needs.



A Indirect access to interstates

B Located within a competitive environment for business and residential investments

C Located in a growing suburb of a major metropolitan area

D The City is developing quality-of-life amenities such as parks and trails

E Historic buildings occupied by local businesses at the intersection of two major streets

F The City has dedicated economic development capacity and the ability to incentivize job creation

G Low-value buildings in the downtown core indicate redevelopment readiness

ISSUES AND OPPORTUNITIES: ECONOMIC

 Catalyst Site	 Active Rail	 Issues
 Study Area	 Stream	 Opportunities
	 Roadway	



PUBLIC ENGAGEMENT

Downtown Jeffersontown is the heart of the city and leaders, business owners, and residents have been planning and implementing strategies to continually improve and build upon downtown. These strategies have been rooted in public feedback and engagement as the various plans, projects, and ideas have been vetted and refined. Jeffersontown's CVC plan used this prior input as a basis for moving the city's vision forward; input for this plan included a steering committee and public meeting that provided direction and refinement.

JEFFERSONTOWN COMMITTEE

A committee was formed to provide more detailed guidance and input during the plan's development. This committee consisted of the following people:

- Carol Pike, Mayor of Jeffersontown
- Matt Meunier, City of Jeffersontown
- Mark Russell, Jeffersontown Economic Development Authority
- Kevin Carman, Jeffersontown City Council
- Tim Hall, Jeffersontown City Council
- Brad Carson, Jtown Hardware
- Larry Chaney, KYTC District 5
- Aaron Croghan, Gaslight Diner
- Tom Hall, KYTC District 5
- Greg Hayden, 3rd Turn Brewing
- Chris Hensen, Above the Dirt
- Jared Jeffers, KYTC Central Office
- Deana Karem, Jeffersontown Chamber of Commerce
- Victoria Lemke, Resident
- David Reed, Qk4
- Roxanne Smith, Birch & Oak
- Tom Springer, Qk4
- Brent Sweger, KYTC Central Office
- Beth Wilder, Jeffersontown Museum



MEETING #1: IDEA AND DESIGN CHARRETTE – APRIL 11, 2024

A day-long charrette was conducted with the Jeffersontown Committee. A working session was held during the morning to discuss ideas for the study area and debate development ideas for each catalyst site. The catalyst sites were also prioritized based on the need to better define the vision for future development, and Catalyst Site 2 and Catalyst Site 4 were chosen by the committee to further define the uses, layout, and character. Following the morning working session, the consultant team created development concepts for the two catalyst sites. The committee members then reconvened in the late afternoon to review and provide feedback on the development concepts and discuss the project's next steps.



MEETING #2: COMMITTEE MEETING – JULY 8, 2024

The committee reviewed the overall project area strategies and implementation details, followed by the refined development concepts for Catalyst Site 2 and Catalyst Site 4. The committee discussed site specific details including building orientation, topography, connections to adjacent sites and uses, public spaces, building scale, and initial thoughts on the marketability to developers.

MEETING #3: COMMITTEE MEETING & PUBLIC OPEN HOUSE – NOVEMBER 6, 2024

A final committee meeting was held to review the updated development concepts, revised strategies, and the draft plan document. This also provided an opportunity for coordination on the action steps and timeline. The committee also discussed the anticipated process to adopt the plan. Following the committee meeting, the draft plan strategies and development concepts were presented to the public.





STRATEGIES & DESIRED OUTCOMES

PART TWO

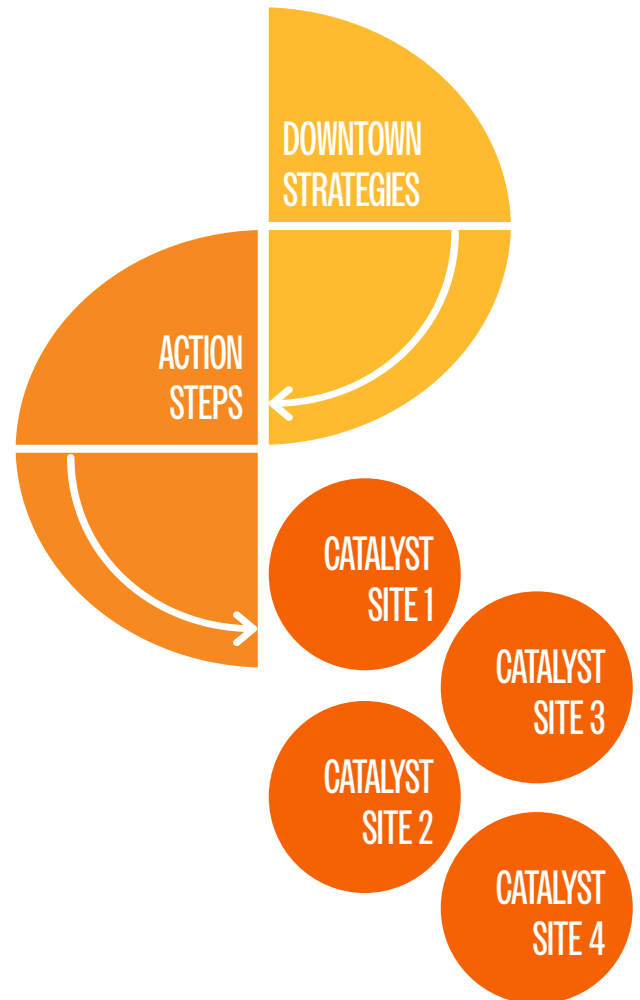
PLAN ORGANIZATION & FRAMEWORK FOR DOWNTOWN

PLAN ORGANIZATION

Downtown is the heart of Jeffersontown; it is where friends meet for coffee, families celebrate, and the community comes together. This plan is intended to build upon the work that has been done for decades to ensure that downtown continues to be the economic, cultural, and social hub for residents and visitors.

This plan outlines a vision, four goals, and 13 strategies that apply to the entire downtown area. These should be used as the framework for all policies, public projects, and private investment as downtown continues to develop, redevelop, and adapt to meet future needs. Each strategy is further explained in this plan in addition to the partners for implementation and action steps that need to be taken.

While these strategies guide the direction and steps for downtown as a whole, they should also be applied to each catalyst site as they are further vetted and ultimately developed. The Development Concepts section of this document discusses how specific strategies should be applied to each Catalyst Site for decisions on land uses, site layout, character, connections, and public spaces. Conceptual site plans are also included for Catalyst Site 2 and 4 to further demonstrate how these strategies, or framework, should be applied.



ACTIVATE DOWNTOWN JEFFERSONTOWN

to advance the Historic Gaslight Square District
and the larger city by:

Stimulating **quality
development**

STRATEGY 1:

Catalyst Site
Development

STRATEGY 2:

Infill Development &
Anchor Uses

STRATEGY 3:

Diverse Housing

STRATEGY 4:

Active Public Spaces

Improving **access**
within downtown

STRATEGY 5:

(Re)Establish Grid
Street Network

STRATEGY 6:

Pedestrian Mobility &
Safety

STRATEGY 7:

Public Parking

STRATEGY 8:

Local & Regional Trail
Connections

STRATEGY 9:

Transit Stops &
Connectivity

Emphasizing the
city's history

STRATEGY 10:

Design Guidelines for
Buildings & Structures

STRATEGY 11:

Streetscape Design

Creating **economic
opportunities**

STRATEGY 12:

Local Tax Incentives

STRATEGY 13:

Entertainment District

DESIRED OUTCOMES

The progress made in redeveloping downtown Jeffersontown can be bolstered by special attention on the four identified Catalyst Sites. Focusing on mixed-use infill development and special anchor uses can attract visitors and residents and create activity at all times of day in the downtown area. The city and its partners need to continue proactively looking to the future for these sites to be successful. This plan builds upon the previous public input and focused on working directly with a committee that provided input and guided the direction of this plan throughout the process.

Based on the concept renderings for Catalyst Sites 2 and 4, approximate commercial space square footage and number of housing units were calculated. The estimated number of new residents are based on the average people per household for Jeffersontown.

+118,000 SQUARE FEET OF
NEW COMMERCIAL SPACE



250 NEW HOUSING UNITS



550 NEW RESIDENTS



Catalyst Site Development

DOWNTOWN STRATEGY 1



ABOUT THIS STRATEGY

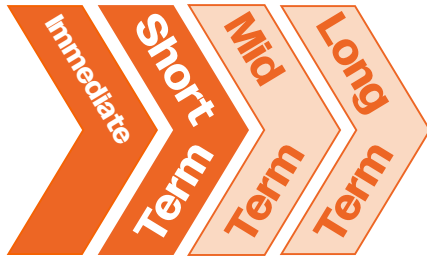
Jeffersonton's future character will be shaped by new development and the redevelopment or use of existing buildings in the area. Zoning regulations, as well as design guidelines in Strategies 10 and 11, provide the city with the tools to ensure that these new investments are consistent with the area's desired character. These regulations provide decision makers and investors with direction and information about the community's desired development pattern, design expectations, community character, and priorities.

The city also needs to better understand how market demands align with the desired uses and density on each catalyst site. This would include analysis to determine if the number of multi-family housing units that are desired could be absorbed by the market or if the anchor uses are feasible and competitive based on the market area. If there are gaps between what the market could absorb or sustain, this study should also identify what local support or incentives would be needed to make the project marketable to private investors and developers.

Following this, the city should form partnerships with qualified developers and investors to refine the conceptual site plans or development ideas for each catalyst site and outline the necessary public investments or incentives that are necessary.

The development ideas and concepts for the four catalyst sites are outlined in the Development Concepts section of this plan.

When should this strategy start?



PRIMARY PARTNERS

- City of Jeffersontown

SECONDARY PARTNERS

- Louisville Metro Office of Planning/Planning Commission
- Main Street Committee
- Property Owners/Developers

FUNDING

- General Fund/Local Economic Development Funds
- Tax Increment Financing (TIF)

ACTION STEPS

1.1

EVALUATE CURRENT ZONING DISTRICT BOUNDARIES

The city should review the current form district boundaries and zoning districts within the study area to ensure they accurately reflect the desired development pattern and land uses. If adjustments are necessary, work with Metro Planning Commission to make necessary amendments.

1.2

COMPLETE A MARKET STUDY FOR CATALYST SITES

A market study can be used to justify the demand for these developments and can serve as a tool to attract private investors and developers. This should be coordinated with Action 3.1 in Strategy 3.

1.3

FORM KEY PARTNERSHIPS WITH DEVELOPERS

Partner with property owners and/or developers to further define the site elements and layout of each catalyst site.

1.4

IDENTIFY STRATEGIC PUBLIC INVESTMENTS THAT ARE NECESSARY.

These are capital investments that could or will be completed or funded by the city that are necessary to offset any financial gaps based on the market study. This could include design and construction of new roads, utilities, sidewalks or trails, public spaces or parks, or other elements that provide public benefit.

Infill Development & Anchor Uses

DOWNTOWN STRATEGY 2



ABOUT THIS STRATEGY

Infill development focuses on building upon unused or underutilized parcels within a developed area. Focusing on infill versus development sites on the edge of a community can play a critical role in achieving community revitalization, resource and land conservation, and alternatives to sprawl development. Infill development conserves a community's financial resources by taking advantage of existing infrastructure, increases walkability by contributing to safe and attractive pedestrian environments, and creates new opportunities for areas that recapture the "sense of place" that is missing from many suburban development projects.

Downtown Jeffersontown has a strong foundation with an urban development pattern and successful businesses, and the city has also reinforced the brand and character of the Historic Gaslight Square District. Focusing on infill that includes a mix of uses (retail, dining, entertainment, and housing) and specific key anchor uses (boutique hotel and performing arts center or higher education facility) within this area can strengthen its character by continuing the downtown development pattern and creating more attractions for residents and visitors.

When should this strategy start?



PRIMARY PARTNERS

- City of Jeffersontown, Main Street Committee

SECONDARY PARTNERS

- Louisville Metro Office of Planning/ Planning Commission
- Property Owners/Developers/Business Owners

FUNDING

- Surface Transportation Block Grant - Dedicated to Louisville (SLO)
- Congestion Mitigation and Air Quality Improvement Program (CMAQ)
- Highway Safety Improvement Program (HSIP)
- Transportation Alternatives (TA)
- Carbon Reduction Program (CRP)
- General Fund/Local Economic Development Funds
- Tax Increment Financing (TIF)

ACTION STEPS

2.1

REVIEW DEVELOPMENT REGULATIONS

Evaluate if zoning and/or subdivisions regulations are a limiting factor for redevelopment of smaller lots within downtown. If adjustments are necessary, work with Metro Planning Commission to make necessary amendments. This should be coordinated with Action 1.1 in Strategy 1.

2.1

PRIORITIZE KEY INFILL SITES AND TARGETED USES

Outside of the four catalyst sites, the city should inventory the unused and underutilized parcels downtown and prioritize the redevelopment of each site. The targeted uses for each site should be reviewed against the development regulations to ensure they align.

2.3

ESTABLISH AN INFILL INCENTIVE PROGRAM

Identify incentives or technical support that can be provided by the city to encourage infill and create a program to implement these incentives. This could include zoning incentives, tax incentives, small business revolving loans, or small business support or funding programs. This should include or be coordinated with targeted high-density housing outlined in Strategy 3 & 12.

FRAMEWORK OF STRATEGY 2

INFILL DEVELOPMENT & ANCHOR USES

Infill development and anchor uses enhance urban areas by integrating new structures and promoting density and accessibility while complementing existing neighborhoods.

Example imagery of potential infill and anchor use such as a boutique hotel





Continue a traditional downtown development pattern to further reinforce the character that exists

Create a pedestrian friendly design with amenities like wide sidewalks, plantings & seating options

Infill with multi-use buildings including residential and commercial to enhance accessibility

Example imagery of potential infill with multi-use purpose

Diverse Housing

DOWNTOWN STRATEGY 3



ABOUT THIS STRATEGY

Jeffersontown is a desirable place to live within the region, and there is a demand for additional housing. Downtown is an ideal location for new housing that could attract future residents and support the vitality of this area. This could include a variety of housing types, including apartments, upper floor units, condos, townhomes, and bungalows on small, urban lots. Higher-density housing should be focused in areas with an urban development pattern and townhomes or bungalows can serve as a transition between downtown and adjacent neighborhoods.

As housing areas are integrated into sites in or around downtown, green space, amenities, and active public spaces (Strategy 4) should also be prioritized to maintain quality of life and reinforce the desired character. Housing developments should also be well connected and reflect pedestrian-scaled development patterns.

When should this strategy start?



PRIMARY PARTNERS

- City of Jeffersontown

SECONDARY PARTNERS

- Louisville Metro Office of Planning/Planning Commission
- Property Owners/Developers/Business Owners

FUNDING

- General Fund/Local Economic Development Funds
- Tax Increment Financing (TIF)

ACTION STEPS

3.1

COMPLETE A HOUSING MARKET STUDY

A market study can be used to identify housing demand, the types of housing needed, and the absorption rate. This should be coordinated with Action 1.2 in Strategy 1.

3.2

IDENTIFY STRATEGIC PUBLIC INVESTMENTS THAT ARE NECESSARY

These are capital investments, financial incentives, or technical support that could or will be completed or provided by the city that are necessary to offset any financial gaps based on a market study. This should outline the minimum thresholds that a development is required to meet and the specific types of housing that are eligible to be considered for incentives. This should be coordinated with Action 1.4 in Strategy 1.

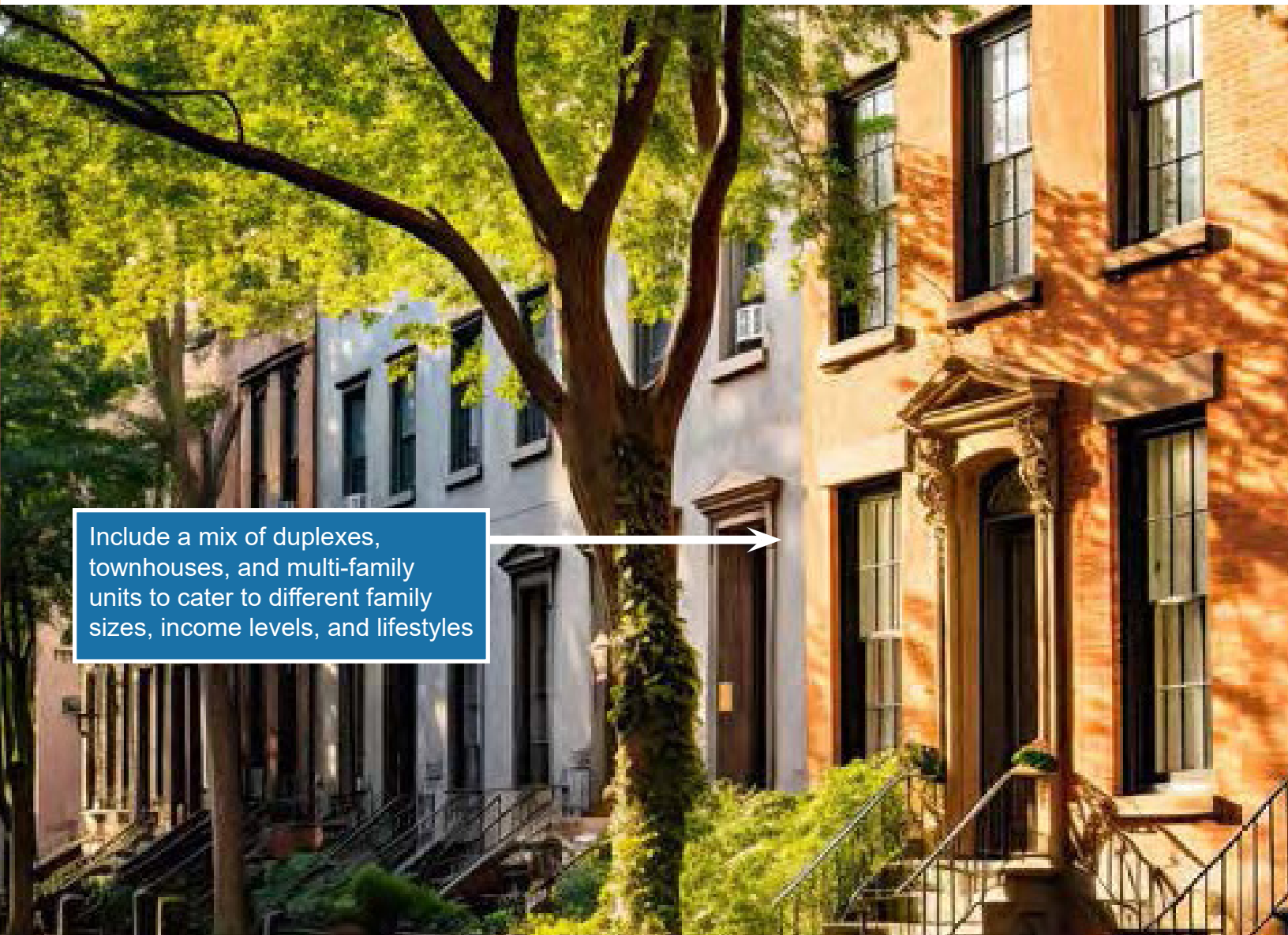
FRAMEWORK OF STRATEGY 3

DIVERSE HOUSING

Diverse housing options create inclusive communities catering to various demographics and lifestyles. Enhancing the vibrancy of the area and fostering a sense of belonging among residents.

Example imagery of potential housing types





Include a mix of duplexes, townhouses, and multi-family units to cater to different family sizes, income levels, and lifestyles

Example imagery of potential housing type

Active Public Spaces

DOWNTOWN STRATEGY 4



ABOUT THIS STRATEGY

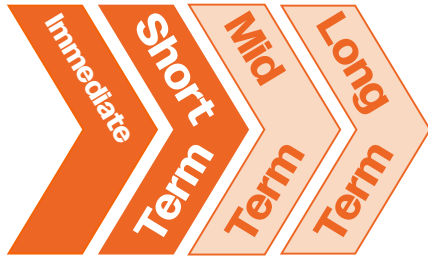
City investments in public spaces can make an important contribution to enhancing neighborhood character, increasing private investment, and setting the groundwork for further development within the immediate area. These public spaces could include both active and passive areas, such as streets, sidewalks, trails, gateways, public squares, parks, and open spaces. They create places for people to gather and socialize; they define the community through design; and they provide a common place accessible to everyone. Well-designed public spaces can encourage or attract people to stop and stay longer in downtown – which can result in more revenue for local businesses.

The catalyst sites include multiple public spaces that become a common element to tie various land uses and areas together, but these public “nodes” of activity should be located throughout downtown as a series of spaces or linear plazas. These areas become hubs for seasonal food trucks, areas where visitors come for events, and places where residents create lasting memories. They should respond to the surrounding land uses and provide

additional pedestrian mobility and interaction with people throughout the project area. Where some spaces might have movable tables and chairs, other spaces might have fountains or formal plazas. These spaces can also act as a gateway to a site or transition between uses or development intensities, intensities that have visual elements that tie the site together.

These nodes of activity should also relate to one another in terms of the programming and types of interaction. Some spaces might encourage activity, such as sidewalk sales or interactive public art, and other areas might provide spaces for a few people to socialize, such as outdoor dining or pocket parks or greenspace. These nodes are places of public activity and socialization, but they do not have to be located in the right-of-way or on public property. Private developments can extend beyond the public sidewalk to draw people into the site and create spaces to “people watch.” Entertainment venues and spaces can also be incorporated into rooftops of buildings or parking structures to provide unique settings to gather. These areas should also have common elements that visually tie different areas together and “pull” people from one space to another.

When should this strategy start?



PRIMARY PARTNERS

- City of Jeffersontown, Main Street Committee

SECONDARY PARTNERS

- KIPDA
- KYTC
- Louisville Metro Public Works/Louisville Loop
- Property Owners/Developers/Business Owners

FUNDING

- Surface Transportation Block Grant - Dedicated to Louisville (SLO)
- Congestion Mitigation and Air Quality Improvement Program (CMAQ)
- Highway Safety Improvement Program (HSIP)
- Transportation Alternatives (TA)
- Carbon Reduction Program (CRP)
- General Fund/Local Economic Development Funds
- Private Funding

ACTION STEPS

4.1

DEFINE THE PROGRAMMING, TYPES OF SPACES, AND COMMON DESIGN STANDARDS FOR KEY PUBLIC SPACES

This should be done for each public space within the catalyst sites with a priority placed on the central corridor in Catalyst Site 2 and the series of public spaces in Catalyst Site 4 in addition to an overall approach that includes all of downtown.

4.2

INTEGRATE PUBLIC SPACES INTO THE TRAIL NETWORK

Create a plan for how the local and regional trail networks will connect through downtown and serve as a common element through the various active public spaces. This should be coordinated with Strategy 8.

4.3

PLAY A LEADING ROLE IN THE DESIGN OF PUBLIC SPACES

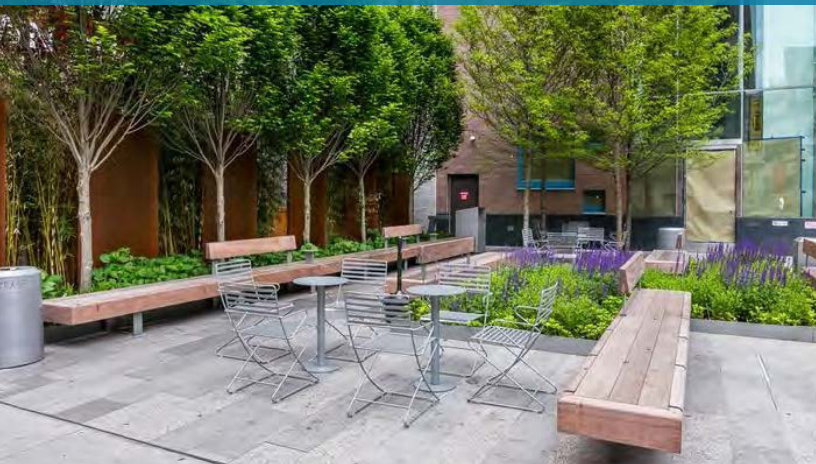
The city should be integrally involved in the design of public spaces throughout downtown, even if these are privately owned. These spaces will define the city's character and should be coordinated with Strategies 10 and 11.

FRAMEWORK OF STRATEGY 4

ACTIVE PUBLIC SPACES

Incorporating active public spaces enhances community well-being by offering areas for socialization, recreation, and cultural activities, which fosters a sense of belonging and encourages a healthy lifestyle among users.

Example imagery of rooftop and plaza public space



Example imagery of green space plaza uses





Include amenities such as seating, lighting, plantings and features that pull people through the site

Create intentional sidewalks to increase accessibility and connect spaces

Include open green spaces and plazas for programming and gathering

Example imagery of an active public plaza

(Re)Establish Grid Street Network

DOWNTOWN STRATEGY 5



ABOUT THIS STRATEGY

The grid street network in Jeffersontown is a legacy of its past as a city outside of Louisville. In modern times, this grid system is underdeveloped for current needs, consisting mainly of alleyways surrounding the primary intersecting roads of Taylorsville Road (KY 155) and Watterson Trail. College Drive, Billtown Road/Maple Road, and Old Taylorsville Road provide some grid definition to the downtown area, but do not allow for full access to the four catalyst sites for development.

Grid street patterns are often easier to navigate, both by vehicle and on foot, with smaller street blocks, opportunities to site parklets and transit stops, and alternative route options through an area. Reestablishing a grid street network will enhance vehicular and non-motorized connectivity around the downtown area and reduce mobility constraints developers may be concerned about when considering locations in downtown Jeffersontown.

When should this strategy start?



PRIMARY PARTNER

- City of Jeffersontown

SECONDARY PARTNERS

- KIPDA
- KYTC
- Louisville Metro Public Works
- Main Street Committee

FUNDING

- Surface Transportation Block Grant - Dedicated to Louisville (SLO)
- Better Utilizing Investments to Leverage Development (BUILD)
- Tax Increment Financing (TIF)
- General Fund/Local Economic Development Funds
- Private Funding

ACTION STEPS

5.1

EXTEND GALENE DRIVE ACROSS TAYLORSVILLE ROAD

This project realigns the Galene Drive and Sprowl Road intersection and constructs a new road to Bluebird Lane. Access to the neighborhood north of Catalyst Site 2 via Valley Drive and/or Pelham Court should be included. As right of way allows, sidewalks and two ten-foot lanes are recommended. This improvement was also proposed in the Envision Jeffersontown (mobility connectivity plan) and is listed in KIPDA's Metropolitan Transportation Plan.

5.2

TAYLORSVILLE ROAD RECONFIGURATION

Reconfiguring Taylorsville Road from four lanes to three lanes would help calm traffic traveling through downtown Jeffersontown. The additional space on the roadway could be reallocated to on-street parking, which would further encourage calmer speeds and provide nearby parking for local businesses. The city should coordinate with KYTC and Louisville Metro to initiate, potentially as part of a paving project.

5.3

WIDEN AND EXTEND JEFFERSON AVENUE TO BLUEBIRD LANE

This project would provide better access between the public uses in Catalyst Site 2 (such as library and senior center) and the development to the west without using Watterson Trail. The cross section should ideally be two ten-foot lanes, curb and gutter, and sidewalks, and the city should coordinate improvements with development plans for this site.

5.4

CONSTRUCT A NEW ROAD CONNECTION BETWEEN TAYLORSVILLE ROAD AND BILLTOWN ROAD

This road would supplement Watterson Trail and provide an alternate route and access to Catalyst Site 4, as shown in the development concept. The cross section for the new road should include two ten-foot lanes, curb and gutter, and sidewalks.

5.5

CONSTRUCT ROAD CONNECTIONS TO ADJACENT HOUSING AREAS

The city should consider new road connections on Catalyst Site 4 from Eastview Avenue to Overview Pointe Drive, and a connection to Pelham Court on Catalyst Site 2. This should be coordinated with development plans for these sites.

5.6

CONSTRUCT A ROUNDABOUT AT WATTERSON TRAIL AND BLUEBIRD LANE

Depending on the final uses developed on Catalyst Site 2, access to and from Bluebird Lane for heavy event traffic may need to be addressed. A traffic engineering study should consider the benefit of a roundabout as this site is developed.

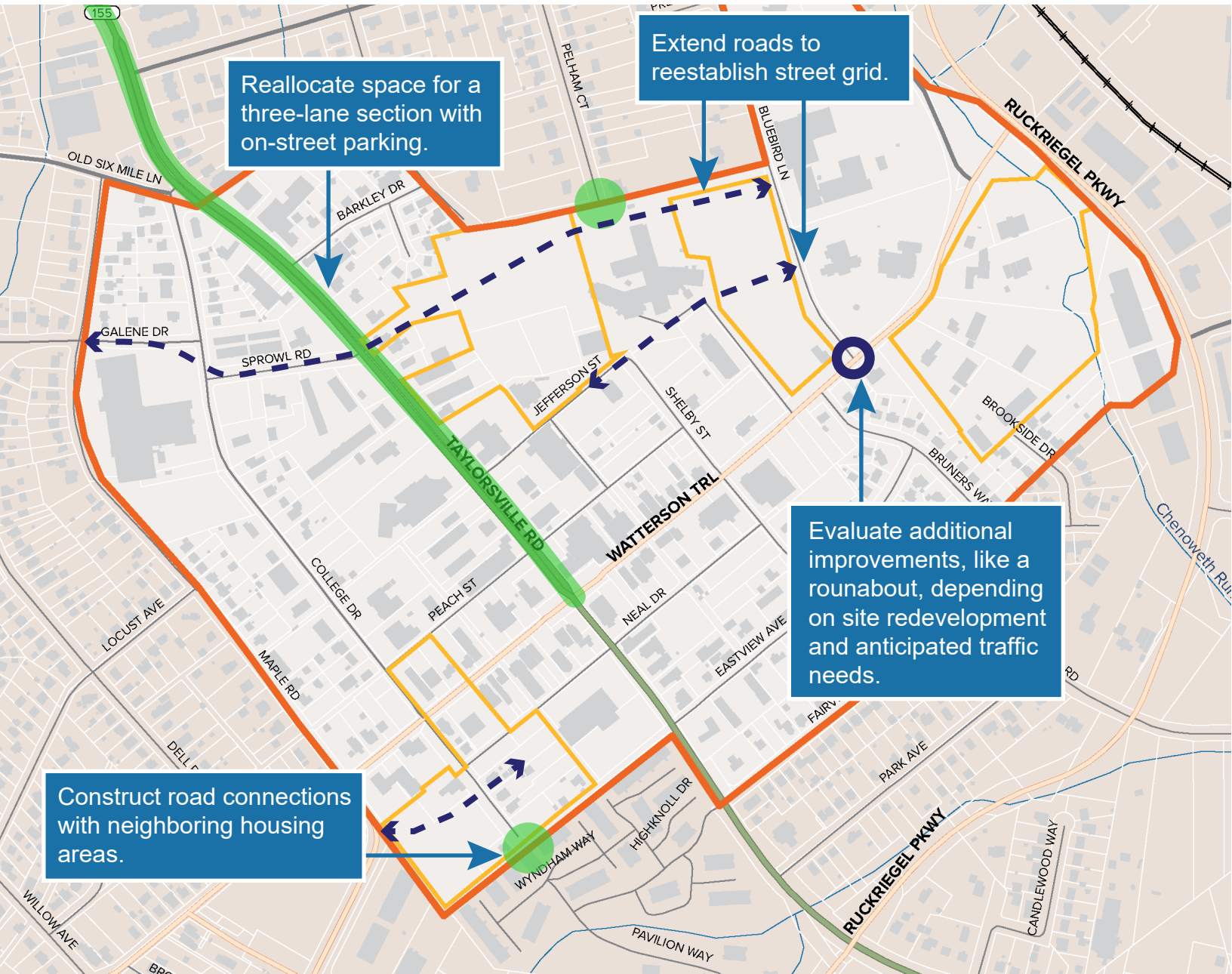
FRAMEWORK OF STRATEGY 5

(RE)ESTABLISH THE GRID STREET NETWORK

Re-establishing the grid street network improves connectivity and walkability, facilitating easier navigation and access to local amenities while encouraging sustainable transportation options.



Proposed grid street design for Catalyst Site 4



Reallocate space for a three-lane section with on-street parking.

Extend roads to reestablish street grid.

Evaluate additional improvements, like a rounabout, depending on site redevelopment and anticipated traffic needs.

Construct road connections with neighboring housing areas.

Pedestrian Mobility & Safety

DOWNTOWN STRATEGY 6

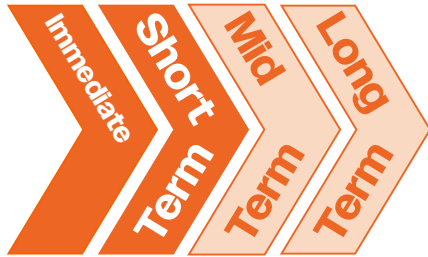


ABOUT THIS STRATEGY

Pedestrian safety and mobility are essential for cultivating a vibrant, economically sustainable, and walkable community in downtown Jeffersonstown. New developments at the four catalyst sites should prioritize pedestrian movement within them and redevelopment throughout downtown should include sidewalks. Pedestrian connections to these sites and improved street crossings on Taylorsville Road and Watterson Trail are also needed and will ensure visitors and residents can walk throughout downtown.

Sidewalks and/or trails should be constructed along new roads as the grid street network is built out (see Strategy 5). Gaps in sidewalk connectivity should be completed, and existing pedestrian safety concerns should also be addressed. For example, local business owners have noted customers routinely feel unsafe when crossing Taylorsville Road and Watterson Trail.

When should this strategy start?



PRIMARY PARTNERS

- City of Jeffersontown
- KYTC

SECONDARY PARTNERS

- KIPDA
- Main Street Committee

FUNDING

- Surface Transportation Block Grant - Dedicated to Louisville (SLO)
- Transportation Alternatives (TA)
- Safe Streets and Roads for All (SS4A)
- Better Utilizing Investments to Leverage Development (BUILD)
- Tax Increment Financing (TIF)
- General Fund/Local Economic Development Funds
- Private Funding

ACTION STEPS

6.1

INSTALL CURB EXTENSIONS (I.E. CURB BUMP-OUTS)

These would extend the sidewalk farther into the roadway. It also slows traffic due to narrowing the width of the roadway and creates a better line of sight for drivers to stop for pedestrians, particularly in areas with on-street parking. Curb extensions also benefit pedestrians by reducing the crossing distance.

6.2

FILL IN SIDEWALK GAPS

This should focus on the areas between the surrounding residential areas and downtown. Notable areas with gaps are along College Drive, Galene Drive between College Drive and Maple Avenue, Old Six Mile Lane to Taylorsville Road, Valley Road, and Bluebird Lane.

6.3

REVIEW SPEED LIMIT ON TAYLORSVILLE ROAD

Consider adjusting the speed limit on Taylorsville Road within the study area to 25 to 30 mph or constructing additional traffic calming measures. Curb extensions, on-street parking, and similar techniques can help slow traffic moving through downtown on these main routes.

FRAMEWORK OF STRATEGY 6

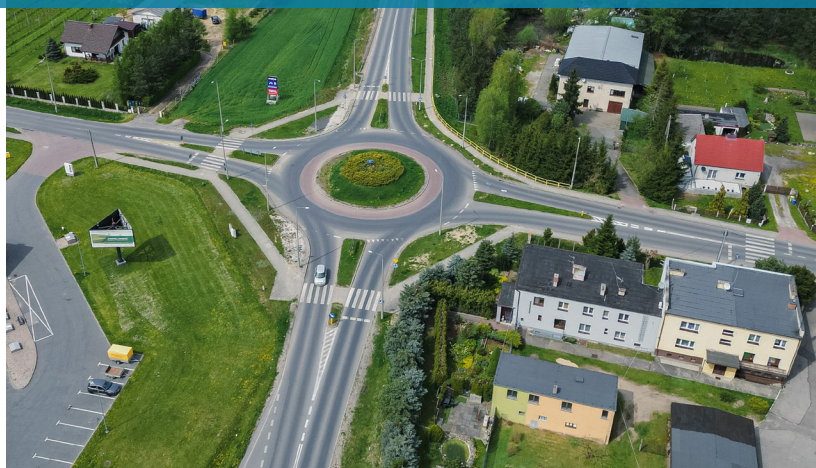
PEDESTRIAN MOBILITY & SAFETY

Enhancing pedestrian mobility and safety creates a more inviting environment that encourages walking, reduces traffic congestion, and fosters a sense of security.

Example imagery of pedestrian centered crosswalks



Example imagery of pedestrian crosswalks and roundabouts





Add curb extensions for a safer and more comfortable crossing

Improve street crossings to make a safer environment for pedestrians

Example imagery of a safe and inviting crosswalk

Public Parking

DOWNTOWN STRATEGY 7



ABOUT THIS STRATEGY

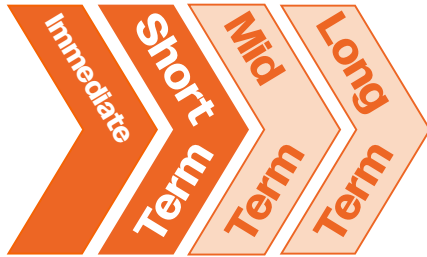
Jeffersonton has a mix of public and private surface parking lots and on-street parking. The land use strategies envision much of the area redeveloped to higher density uses that increase the footprint of structures on the site, but parking is still needed for visitors, residents, and workers. A parking strategy centered around efficient use of space, wayfinding, and well-designed aesthetics will provide the necessary parking spaces while fitting in with the overall vision for downtown Jeffersonton. Parking should be a mix of surface lots, a parking structure, and parallel on-street parking that balances parking demands among uses. Including on-street parking often encourages vehicles to drive slower, and the availability of nearby parking is attractive for businesses that rely on short customer trips.

The visual appeal and design of any parking structures should complement other nearby structures on the site by incorporating facade improvements or other techniques to soften the visual impact. Wayfinding from the gateway entrances to downtown on Taylorsville Road and Watterson Trail should clearly direct people to the nearest parking structure.

Parking structures could be at the following catalyst sites.

- As shown in the conceptual site development plan for Catalyst Site 2, the structure would serve event parking needs for an entertainment anchor and overflow parking for the dining and retail uses throughout the site. Based on the intended uses, the parking structure should be two to three stories and could accommodate roughly 140 vehicles per floor.
- The physical characteristics of Catalyst Site 3, including a steep slope and floodplain, limits development options but could provide an opportunity for a parking structure at the site's rear. This structure would serve both public parking for dining and retail on site and other nearby uses. With its proximity to the new amphitheater at Veterans Memorial Park, the structure could also be used for special event parking.
- A parking structure at Site 4, as shown in the conceptual site development plan, would serve lodging, dining, and retail along Watterson Trail.

When should this strategy start?



PRIMARY PARTNERS

- City of Jeffersontown
- Main Street Committee

SECONDARY PARTNERS

- KYTC
- Property Owners/Developers

FUNDING

- Private Funding
- Tax Increment Financing (TIF) or Tax Abatement
- Kentucky Tourism Development Act (KTDA) - *if connected with tourism project*
- General Fund/Local Economic Development Funds

ACTION STEPS

7.1

CONSTRUCT NECESSARY PARKING STRUCTURES BASED ON DEMAND

The city should work with developers and coordinate potential parking structures on Catalyst Sites 2, 3, and 4. These could be used for adjacent businesses as well as large events in downtown.

7.2

INCLUDE PARALLEL ON-STREET PARKING

This could occur along new roads shown in the concepts for Catalyst Sites 2 and 4 to accommodate short-term visitors and curbside deliveries. The city should also consider removing the diagonal pull-in parking on Watterson Trail at the Taylorsville Road intersection and building out the curb for more sidewalk space and parallel parking.

FRAMEWORK OF STRATEGY 7

PUBLIC PARKING

Integrating various parking options increases accessibility for residents and visitors, supports local businesses, and reduces congestion by providing convenient options for vehicles while promoting a more pedestrian-friendly environment.

Example imagery of street and lot parking



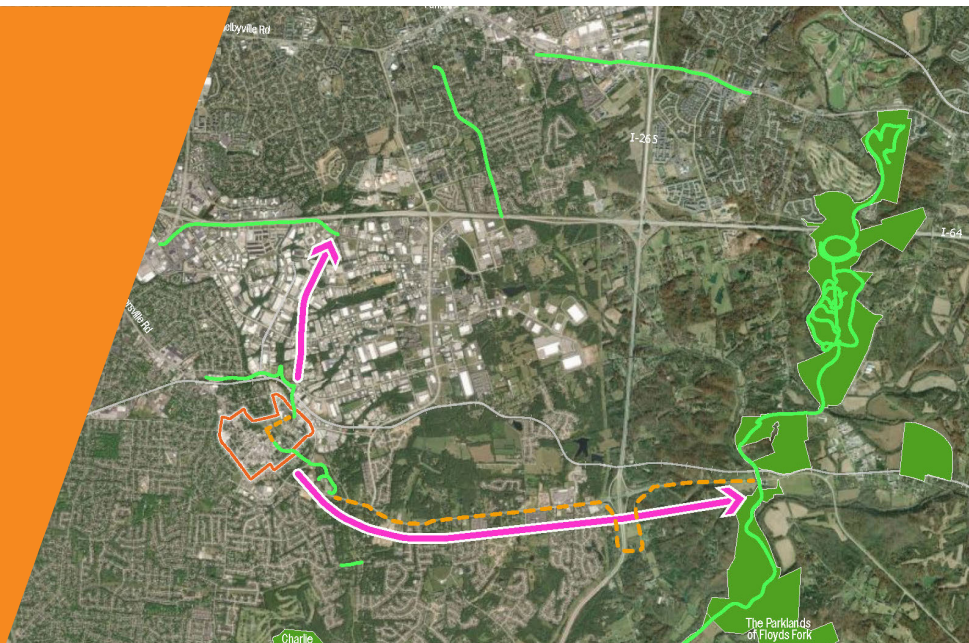
Create parking structures that blend in with downtown development



Example imagery of parking structures with facade that blends in

Local & Regional Trail Connections

DOWNTOWN STRATEGY 8



ABOUT THIS STRATEGY

Jeffersontown is a key connection point along the 100-mile Louisville Loop, which will encircle Jefferson County and connect across the river to the Ohio River Greenway and Monon South Trail (72-mile trail to central Indiana). These trail networks can provide recreation locally, drive tourism, and further economic development opportunities. Jeffersontown has invested in a local network of trails within the city and championed these future connections to the regional trail network.

Within downtown, the Good Samaritan Trail will connect to the Gaslight Square trail along Old Taylorsville Road. It will run along the northern edge of Catalyst Site 1 and continue through Catalyst Site 2 near the proposed townhomes. The trail will then connect south along Bluebird Lane and Bruners Way to the existing Gaslight Square trail and eventually the amphitheater at Veterans Memorial Park. Beyond the downtown area, the city constructed a multi-use path along Watterson Trail from Walnutwood Way to Mulberry Row Way, providing better non-motorized connectivity between residential neighborhoods and the core of Jeffersontown. Longer-distance connection to the Louisville Loop can capitalize on local and tourist outdoor recreational activity.

Additional trails are planned and are included within KIPDA's Metropolitan Transportation Plan along Taylorsville Road – one that will connect Veterans Memorial Park and Blankenbaker Parkway (KIPDA ID 3109) and a second that will connect to the Parklands from Chenoweth Run Road to Pope Lick Park (KIPDA ID 2786). A trail connection along Watterson Trail through the Bluegrass Industrial Park would also support multi-modal travel for workers, some of whom may choose to live in downtown Jeffersontown and commute to jobs in the industrial park. While these trails are long-range projects and outside of the study area, the city's continued support and assistance in identifying funding for these trails would provide a link between Jeffersontown and the city-wide Louisville Loop.

The redevelopment of the four catalyst sites should complement and support existing and planned trails in and around Jeffersontown. Enhancing connections to these trail networks promotes non-motorized travel to downtown Jeffersontown and more visitor traffic to the redeveloped sites.

PRIMARY PARTNERS

- City of Jeffersontown

SECONDARY PARTNERS

- KIPDA
- KYTC
- Louisville Metro Public Works

FUNDING

- Transportation Alternative Program (TAP) – *Along collectors and arterials*
- Surface Transportation Block Grant - Dedicated to Louisville (SLO) – *Along collectors and arterials*
- Active Transportation Infrastructure Investment Program (ATIIP)
- Better Utilizing Investments to Leverage Development (BUILD)
- General Fund/Local Economic Development Funds

When should this strategy start?



ACTION STEPS

8.1

INCORPORATE THE PLANNED GOOD SAMARITAN TRAIL CONNECTOR IN THE REDEVELOPMENT OF CATALYST SITES 1 & 2

The city should continue to construct this trail connection and coordinate its location through Catalyst Sites 1 and 2 as development occurs. The branding of wayfinding signs and marketing of these trails should be consistent with the Jeffersontown streetscape design (see Strategy 11).

8.2

ENHANCE CONNECTIONS TO REGIONAL TRAIL NETWORKS

The city should continue to plan and secure funding for trail connections within the city and to the Louisville Loop.

WHO'S DONE THIS? Monon Trail in Marion and Hamilton Counties

The Monon Boulevard and Midtown Plaza in Carmel, Indiana runs through a redeveloped mixed-use area and provides a direct connection between the Monon Trail and shopping, eating, and living uses.



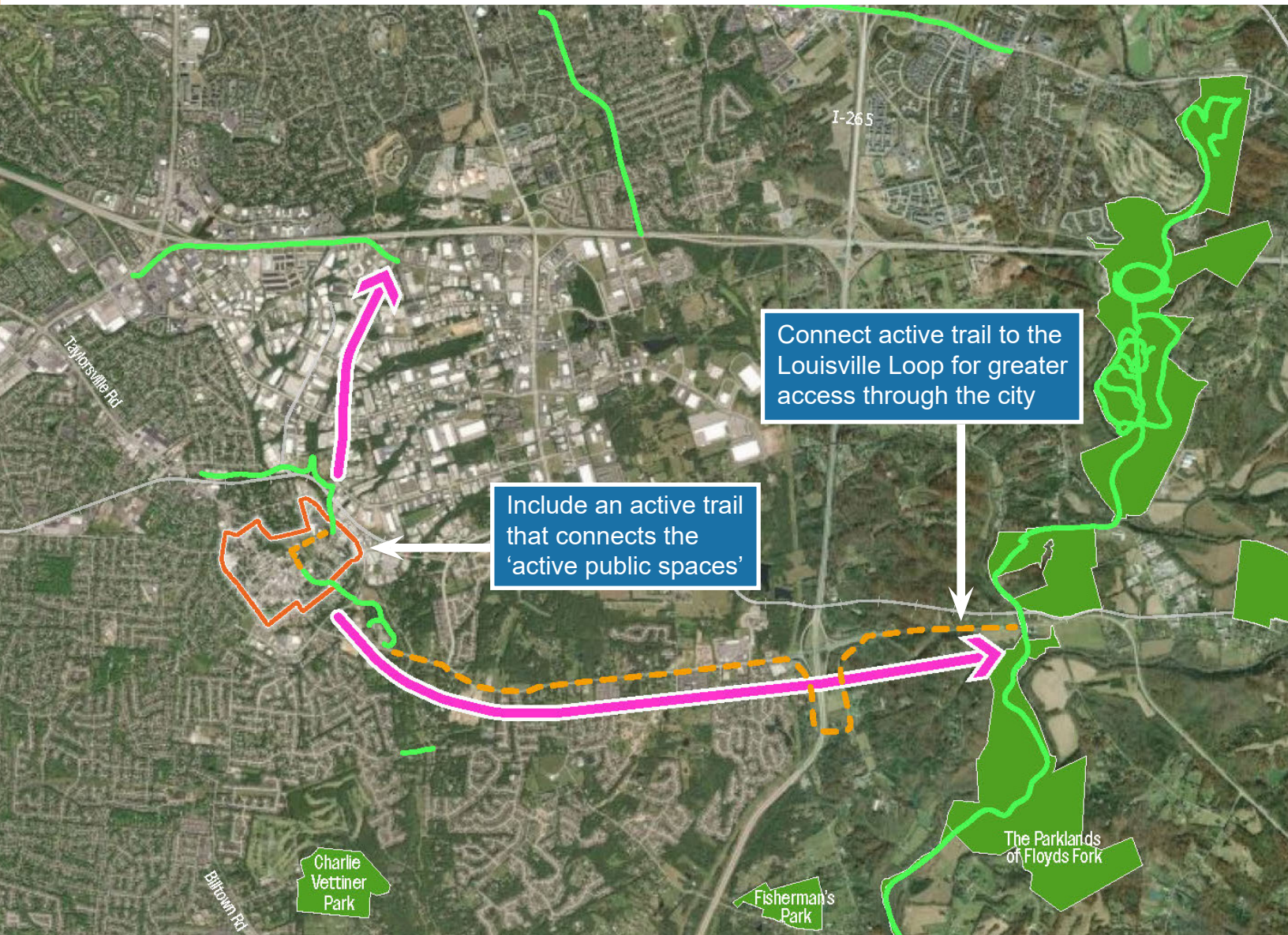
FRAMEWORK OF STRATEGY 8

LOCAL & REGIONAL TRAIL CONNECTIONS

Incorporating local and regional trail connections enhances outdoor accessibility, encourages active transportation, and links residents to natural spaces and recreational opportunities.

Example imagery of trail connections





Potential trail connections

Transit Stops & Connectivity

DOWNTOWN STRATEGY 9

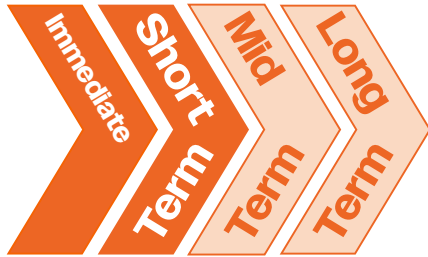


ABOUT THIS STRATEGY

Transit access is a key factor to increase the ways people can get to Jeffersontown and support the mixed-use, livable environment envisioned by this plan. The Transit Authority of River City (TARC) operates a fixed route service (Route 40) along Taylorsville Road. There are five existing fixed route bus stops in the study area along Taylorsville Road at the following intersections: Old Six Mile Lane, Sprowl Road, Jefferson Street, Neal Drive, and Fairview Avenue/Vantage Pointe Drive. There are no benches or shelters at these bus stops. Noticeable, attractive, and comfortable bus stops, as well as wayfinding, can increase transit ridership through visibility and ease of use. Working with TARC to further define major stop locations and make people aware of the transit options will encourage residents and visitors to consider transit and boost multi-modal travel in Jeffersontown. These bus stops can also be branded to reflect the character of downtown (see Strategy 10).

TARC is also operating a new on-demand micro transit service for a six-month trial period. This service operates between Hurstbourne Parkway, Billtown Road, I-265, and Shelbyville Road. Rides are available between any two points within the zone or to a fixed route bus stop for a reduced fare. If this service is successful and continued, it could provide a local option (outside of services such as Uber and Lyft) that allow residents and visitors to travel directly to their destination.

When should this strategy start?



PRIMARY PARTNERS

- City of Jeffersontown
- TARC

SECONDARY PARTNERS

- KYTC

FUNDING

- Surface Transportation Block Grant - Dedicated to Louisville (SLO)
- Congestion Mitigation and Air Quality Improvement Program (CMAQ)
- Transportation Alternatives (TA)
- Carbon Reduction Program (CRP)
- General Fund/Local Economic Development Funds

ACTION STEPS

9.1

IDENTIFY A MAIN BUS STOP LOCATION IN DOWNTOWN JEFFERSONTOWN

This is recommended to be at Taylorsville Road and Jefferson Street. The city should work with TARC to construct a shelter and boarding pad that is delineated from the sidewalk. The materials and design should be approved by TARC for maintenance reasons but also aligned with Jeffersontown's streetscape standards (see Strategy 11). An improved crossing at Taylorsville Road and Watterson Trail should also be included in this design; this should be coordinated with Strategy 6. An alternative location for the main bus stop could be Taylorsville Road at Neal Drive, but this location is on a slope and has limited right-of-way.

9.2

INSTALL WAYFINDING SIGNS FOR TRANSIT STOPS AND ON-DEMAND SERVICE

The city should work with TARC to install signs for these transit services that are also consistent with Jeffersontown's streetscape design (see Strategy 11).

FRAMEWORK OF STRATEGY 9

TRANSIT STOPS & CONNECTIVITY

Integrating transit stops and connectivity into a development improves access to public transportation, reduces reliance on cars, and enhances overall mobility, making the area more appealing and convenient for residents and visitors alike.

Example imagery of potential transit shelter



Add a small developed bus shelter for connections to and from the development

Include amenities such as benches, shelters and signage

Example imagery of a transit shelter

Design Guidelines for Buildings & Structures

DOWNTOWN STRATEGY 10



ABOUT THIS STRATEGY

Balancing the scale of the buildings, structures, and roads, as well as the design of those buildings, in a city can drastically influence how areas are used and how people feel within them. Development patterns have evolved and changed over time – commercial centers 100 years ago feel very different than today’s suburban strip malls. Many cities are reinvesting in their historic downtowns – or even creating downtowns if they never existed – with a mix of civic, retail, dining, makerspaces, and housing options that are arranged in smaller-scale buildings that are built to the sidewalk.

The heart of downtown Jeffersontown is the Historic Gaslight Square District. This district defines the city’s character, which is distinctive from the commercial corridor on west Taylorsville Road, the industrial warehouse park on east Watterson Trail, or the single-family detached subdivisions that surround this node of activity. Because the massing, scale, and design of the buildings influence the character of downtown, it is critical to continue this through with design standards for new construction and renovations.

Design guidelines for buildings and structures should be defined within an adopted document to provide consistency

throughout the downtown area. The design guidelines can also provide any unique or landmark design elements in the four catalyst sites and address techniques for infill sites.

Design guidelines are typically implemented through zoning regulations, but Jeffersontown has complexities due to being within the larger Planning Commission jurisdiction under Louisville Metro. Implementing design standards through an overlay or historic district within the constraints of the 2021 Land Development Code is more complex. Therefore, the design guidelines should be used as a basis and documented expectation that is included as a required binding element with rezonings or development plan approvals. The city should also consider zoning incentives for specific building design elements if desired.

The design guidelines should address the following elements:

- **Site Layout:** Buildings should be oriented towards the street and built with a consistent setback range. The arrangement, orientation, and setback of the buildings should create a visually interesting, memorable, and easily navigable experience for people visiting the area.

- **Building Height:** Buildings should be designed at a human scale with interest and variety while transitioning to adjoining or nearby buildings. The building height should range from two to four stories within the town center and include language to both exceed four stories if the development sensitively steps down to adjacent sites.
- **Facade Scale:** Facades should be designed to reflect a traditional town center where facades have building components (such as cornices, openings, lighting, etc.) that provide visual interest. The facades should reinforce the vertical scale through delineation of stories, articulation, windows, and similar elements and the horizontal scale (width) that compliments downtown's character. The facades of wider buildings should also be divided into two or three symmetrical parts from the storefront through the parapet to visually reinforce this scale.
- **Window/Door Openings:** Buildings should include storefronts with generously sized windows that encourage interaction from the street to the sidewalk and through the sidewalk to the building's interior.
- **Facade Design:** High-quality, traditional building materials should be used. The street wall should relate to the sidewalk activity and maintain a rhythm for people walking through the site. Other architectural features, such as towers, recess, and horizontal bands, can be used to maintain visual interest for pedestrians. Additional elements, such as the color (colors, patterns, and textures) and awnings, should also be incorporated.
- **Signs:** Sign standards should be defined that provide a consistent style, or styles, throughout the site. This should include types of signs (such as a projecting sign, window sign, hanging sign, etc.) colors, dimensions/size, and locations/placement that all reflect this character of downtown.

- **Mechanical Equipment/Utilities:** All utilities and communications infrastructure should be underground, and all mechanical equipment and similar apparatus should be located behind the building or parapet walls.

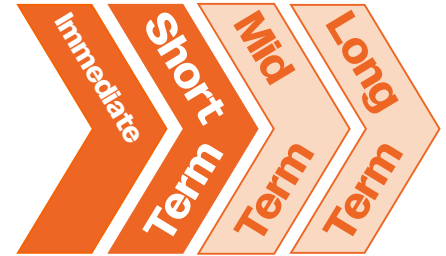
PRIMARY PARTNERS

- City of Jeffersontown
- Main Street Committee

FUNDING

- General Fund/Local Economic Development Funds

When should this strategy start?



ACTION STEPS

10.1

CREATE AND ADOPT DESIGN GUIDELINES FOR BUILDINGS

This document should define the elements outlined in this strategy and be implemented through binding elements.

10.2

CONTINUE TO FUND AND PROMOTE THE PROJECTS 2 IMPROVE EXTERIORS PROGRAM

The city should continue to fund this existing city program and promote the opportunity to local business and property owners. This can help modify existing buildings to be more aligned with new design guidelines.



FRAMEWORK OF STRATEGY 10

DESIGN GUIDELINES FOR BUILDINGS & STRUCTURES

Implementing a design guide for buildings ensures architectural cohesion and aesthetic harmony, fostering a visually appealing environment that enhances community identity and promotes long-term value.

Example imagery of buildings with design guides





Design building
2-4 stories tall

Enhance the design of façade
elements and openings

Hide mechanical
equipment

Incorporate effective and
attractive signage

Example imagery of downtown buildings

Streetscape Design

DOWNTOWN STRATEGY 11



ABOUT THIS STRATEGY

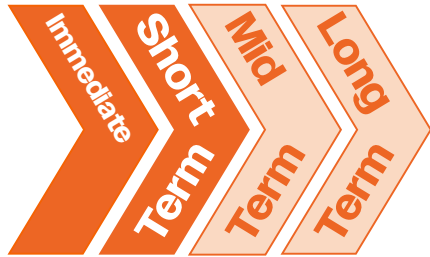
The City of Jeffersontown has adopted a streetscape design plan within the Historic Gaslight Square District that has been implemented along Taylorsville Road (between College Drive/Old Six Mile Lane and Ruckriegel Parkway) and Watterson Trail (between Old Taylorsville Road/Shelby Street and Billtown Road/Maple Road). The streetscape design incorporates design elements that reference Jeffersonian architectural style, paying homage to the city's history.

The design includes a brick band adjacent to the curb, concrete sidewalks, decorative gas light fixtures, mast arms, and benches. Street trees and grates are also incorporated where there is adequate space. Brick retaining walls with railing are used for changes in elevation or to visually screen surface parking lots. The gateways into downtown are also designated with grand arches over the road. The city has recently completed a streetscape project along Watterson Trail, which added ADA sidewalk ramps, brick pavers along the curb, and street trees.

Outside of the Historic Gaslight Square District, the streetscape becomes more suburban, but streetscape improvements should be included throughout all areas of downtown.

As Catalyst Sites are developed in this area as well as any infill or other redevelopment sites, developers should be required to complete these streetscape elements to meet the established streetscape standards. Similar to the design guidelines in Strategy 10, the streetscape design standards should be used as a basis and documented expectation that is included as a required binding element with rezonings or development plan approvals. The city should also consider zoning incentives for specific streetscape design elements if desired. The city should also add streetscape elements to road projects, such as those listed in Strategy 5.

When should this strategy start?



PRIMARY PARTNERS

- City of Jeffersontown
- Main Street Committee

FUNDING

- Surface Transportation Block Grant - Dedicated to Louisville (SLO) – *Along collectors and arterials as part of a road project*

ACTION STEPS

11.1

REQUIRE NEW DEVELOPMENT AND INFILL DEVELOPMENT TO MAKE STREETSCAPE IMPROVEMENTS

As development occurs, especially within the Catalyst Sites, developers should be required to install enhanced streetscape improvements to elevate the character of downtown.

11.2

COMPLETE PHASE 2 STREETSCAPE IMPROVEMENTS ALONG WATTERSON TRAIL

As development occurs, especially within the Catalyst Sites, developers should be required to install enhanced streetscape improvements to elevate the character of downtown.

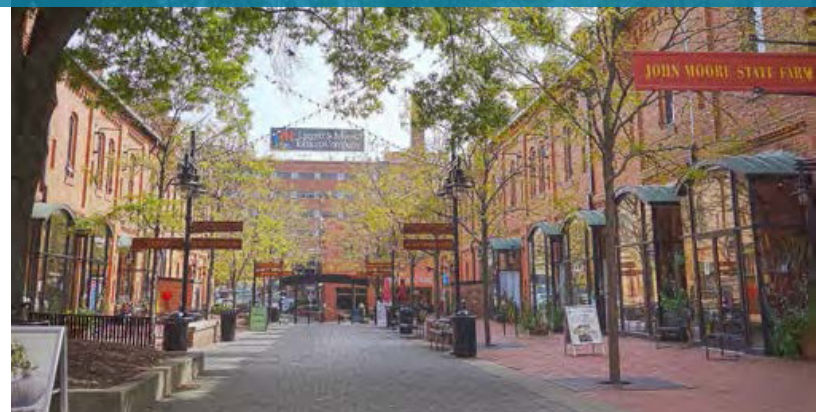


FRAMEWORK OF STRATEGY 11

STREETSCAPE DESIGN

Thoughtful street scape design enhances the pedestrian experience by creating inviting public spaces, improving walkability, and encouraging social interaction, all of which contribute to a vibrant and engaging atmosphere.

Example imagery of streetscape concepts



Existing Jeffersontown Gateway Signage





Include amenities such as benches, lighting, trash receptacles and landscaping

Continue design elements to create cohesion of spaces

Continue the established street-scape improvements in Jefferson town through development

Image of existing Jefferson town streetscape improvements

Local Tax Incentives

DOWNTOWN STRATEGY 12



ABOUT THIS STRATEGY

Local tax incentives, such as abatement, special assessment areas, and tax increment financing (TIF), can be valuable tools to encourage investment in new economic activity within targeted areas of a community. Jefferson town may have opportunities to utilize these tools for economic development, with a focus on the Catalyst Sites. The conceptual site development plans provide a big vision for the city. Portions of these projects might not be financially viable without a partnership between the property owner and the city. This partnership can come in many forms that allow for strategic public infrastructure improvements.

Abatement of certain taxes is particularly useful for redevelopment of underutilized or targeted areas where it will not occur based solely on market demands. Similarly, TIF districts can be valuable for large areas with vacant or blighted properties where the desired development is not fully supported by the market. If tax abatement is not used, a TIF district could be considered for one or more of the Catalyst Sites that could include local incentives or state incentives to provide infrastructure improvements (water, sewer, roads, parking structure, etc.) that will assist and encourage new development.

When should this strategy start?



PRIMARY PARTNERS

- City of Jeffersontown

SECONDARY PARTNERS

- Kentucky Economic Development Cabinet

FUNDING

- N/A (if done staff)

ACTION STEPS

12.1

CONSIDER TAX ABATEMENT FOR CATALYST SITES

Review and inventory land uses and parcels in the catalyst sites or targeted areas that are underutilized, underdeveloped, or in poor condition. The city should then consider an abatement program with recommendations and specific incentives for property owners to make improvements that align with the vision of this plan to revitalize and create more economic value. This program can also consider a very targeted abatement of employment taxes for a select number of key anchor uses that would not be located in the area otherwise.

12.2

CONSIDER A TIF DISTRICT

The city should review and inventory land uses and parcels in downtown that are vacant, blighted, or available for a signature project (which would include the catalyst sites). Then, the city should evaluate the benefits of creating a TIF district for this area.

WHAT IS A TIF DISTRICT?

A TIF District, or Tax Increment Financing District, is a geographic area where a performance-based incentive is implemented that permits a portion of the new state and/or local taxes generated by a development to be rebated back to the developer to support the development costs. Louisville has local, state, and state and local TIF districts.

Entertainment District

DOWNTOWN STRATEGY 13



ABOUT THIS STRATEGY

Jeffersontown has an active downtown, and the city is continually supporting projects and programs to increase this activity. Many restaurants and entertainment businesses are located downtown that attract residents and visitors. An Entertainment Destination Center (EDC) could be established in a portion of downtown that would allow people to purchase and consume alcoholic beverages from participating retailers within the designated district. It could also be used only during specific events or times. This tool is intended to boost the local economy and support tourism and entertainment. This can not only attract additional businesses downtown, but it can create an atmosphere that draws upon entertainment and tourism, while still being family friendly.

The entertainment district should be coordinated with the Public Protection Cabinet in the Department of Alcoholic Beverage Control (see 804 KAR 4:370) and all participating businesses to ensure that events are coordinated and well organized. This could also be used to generate enough visitors to re-establish a trolley hop on a monthly basis.

When should this strategy start?



ACTION STEPS

13.1

CONSIDER IMPLEMENTING A NEW EDC DISTRICT

Evaluate the benefits of an EDC district for a specific portion of downtown or specific events/time periods, and if beneficial, create these standards and district.

PRIMARY PARTNERS

- City of Jeffersontown
- Main Street Committee

SECONDARY PARTNERS

- Local Businesses

FUNDING

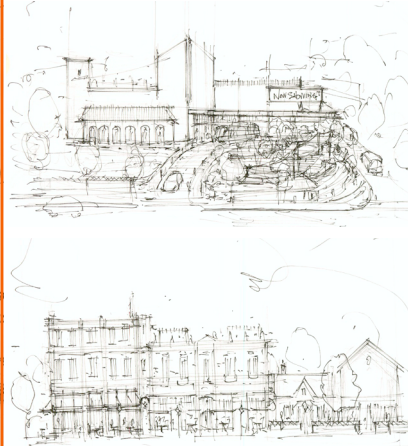
- N/A (if done by staff)



DEVELOPMENT CONCEPT

While the strategies and action steps outline the path forward for the larger downtown area, it is important to also apply these strategies to key sites downtown to further define the vision for an area and allow others to visualize the site's potential. The four catalyst sites within downtown represent areas that can play a significant role in further building the downtown character, creating destinations where people want to live and visit, and spur further redevelopment within the area.

The development concept section of this plan goes one step further than identifying and discussing the various strategies in this plan. This section is intended to demonstrate how these strategies can and should be applied to the catalyst sites, with conceptual site plans developed for two of the catalyst sites.



Catalyst Site 2 Charette Concept

Catalyst Site 4 Charette Concept



CONCEPT OVERVIEW: CATALYST SITE 1

This wooded and hilly site is adjacent to a rehabilitation facility to the east and an established neighborhood to the north. This is a unique opportunity to add density in close, walkable proximity to downtown while also extending the street grid for better connectivity between the major routes in downtown (Taylorsville Road and Watterson Trail).

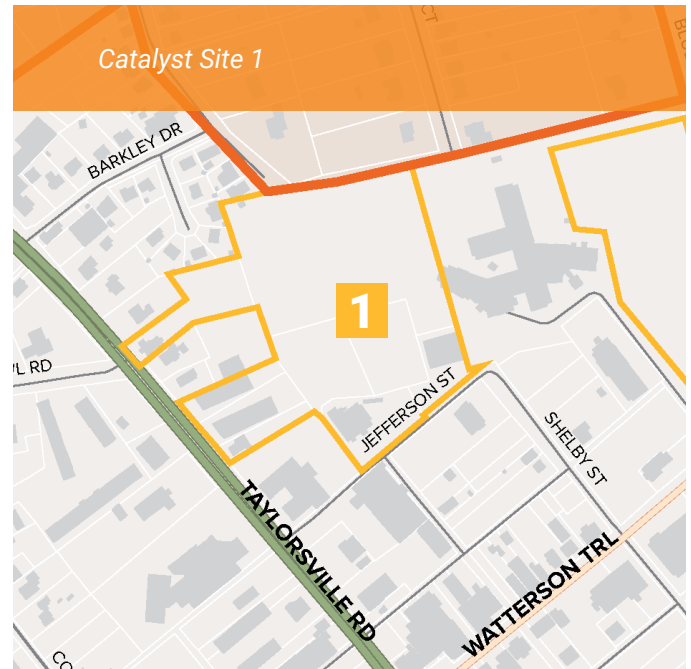
APPLYING THE STRATEGIES TO SITE 1

The following outlines additional direction on how specific strategies from this plan should be applied to Catalyst Site 1:

Strategy 1: Catalyst Site Development - This site should focus on mixed use development that includes retail, dining, office, and high-density housing. Redevelopment of this site could spur additional development of the parcels along both sides of Watterson Trail and Taylorsville Road in this general area.

Strategy 2: Infill Development & Anchor Uses - There are existing buildings along Watterson Trail and Taylorsville Road that reflect the desired character, scale, and density of downtown that should be preserved, and infill should occur between these structures (where appropriate). Redevelopment should occur behind these existing areas to create density. Appropriate transitions in use and density should be considered adjacent to the established neighborhood to the north; townhomes or similar two-story residential structures could abut this housing area.

Strategy 3: Diverse Housing - Based on the housing needs, new development that does not front Watterson Trail or Taylorsville Road could be high quality apartment structures instead of commercial and residential in a single structure.



Strategy 4: Active Public Spaces - An anchor use and active public space, such as a public park, could also be used to activate this area of downtown, encourage people to walk to stores or restaurants downtown, and serve the adjacent housing areas.

Strategy 5: (Re)establish Grid Street Network - A key opportunity for this site is to establish an additional road connection between Watterson Trail and Taylorsville Road. Shelby Street should be extended to the northwest to connect to Taylorsville Road at Sprowl Road. This connection will reduce congestion issues at the main intersection downtown and also provide better access to this site. Additional road connections should be considered from the site to Valley Road and Pelham Court.

Strategy 6: Pedestrian Mobility & Safety - Sidewalks should be included along all roads within and adjacent to the site and enhanced crosswalks should be considered at various intersections along both Watterson Trail and Taylorsville Road.

Strategy 7: Public Parking - A parking structure is likely not necessary on this site because of the proximity to a potential parking structure on Catalyst Site 2. Surface parking should be integrated into the development to the rear of buildings, and on-street parking should be included along new roads. Parking on this site could also be used for larger events downtown.

Strategy 8: Local & Regional Trail Connections - The Good Samaritan Trail Connector is planned along the north edge of this site and should be incorporated into any future development.

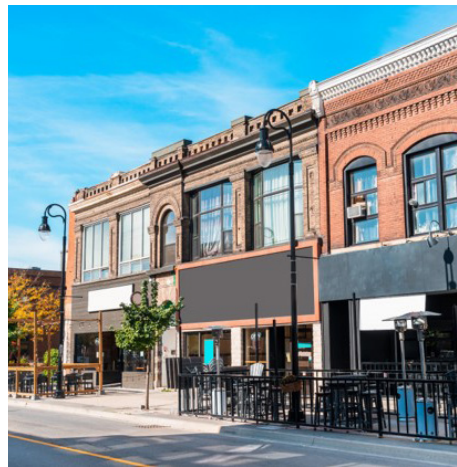
Strategy 9: Transit Stops & Connectivity - There are two existing TARC stops along Taylorsville Road at Sprowl Road and Jefferson Street. These stops should be incorporated into improvements at these locations and sidewalk connections to these stops should be prioritized.

Strategy 10: Design Guidelines for Buildings & Structures - All buildings and structures should reflect the desired character and image of Jeffersontown by complying with all design guidelines. Development should be two to four stories along Watterson Trail and Taylorsville Road to reflect the existing development patterns and transition to two stories adjacent to the existing residential homes.

Strategy 11: Streetscape Design - Streetscape improvements along Taylorsville Road should be continued in this area and all other roads should comply with the streetscape standards as they are developed and adopted.

Strategy 12: Local Tax Incentives - As the city prioritizes the need and impact of redevelopment with the other catalyst sites downtown, public investment could be necessary if the city wants to have additional parking capacity for larger events or a public park with amenities.

Strategy 13: Entertainment District - This strategy does not apply to Catalyst Site 1.



CONCEPT OVERVIEW: CATALYST SITE 2

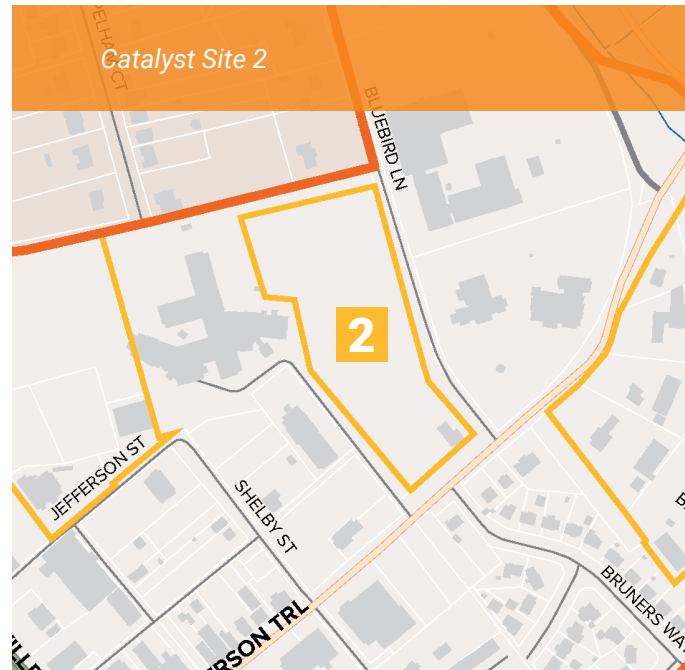
This site is relatively flat and located between civic-oriented uses on the east, an established residential area to the north, and a rehabilitation facility to the west. With lot frontage along Watterson Trail, this site is highly visible and connected to downtown.

APPLYING THE STRATEGIES TO SITE 2

The following outlines additional direction on how specific strategies from this plan should be applied to Catalyst Site 2, and the vision for this site is further defined through a conceptual site plan and renderings.

Strategy 1: Catalyst Site Development - The targeted uses for this site include a mix of public/semi-public uses (such as a higher-learning institution or a performing arts center), retail, restaurants, and higher-density residential. Redevelopment of this site could spur additional development of the parcels on the south side of Watterson Trail. It can also spur the need to better connect and potentially rethink the site layout of the public uses to the east. The parking for the library and senior center could be more efficiently organized to allow a development to occur on the corner of Watterson Trail and Bluebird Lane that could further activate this area.

Strategy 2: Infill Development & Anchor Uses - Because this site is currently vacant except for a single-family house located adjacent to Watterson Trail, smaller site infill is not necessarily the focus compared to development of the overall parcel. This site is also slightly further from the center of the retail node downtown and could potentially be better supported by an anchor use along Watterson Trail such as a performing arts center or higher-learning institution. An active use, such as a destination restaurant, could also activate this area on a daily basis. This would also further build this portion of downtown as a civic hub.



As the layout of this site progresses, transitions at the rear of the site are necessary adjacent to the established neighborhood to the north; townhomes or similar two-story residential structures would be an appropriate transition in use and intensity. The conceptual site plan could provide about 15,000 square feet of space for an anchor use (which could accommodate a 1,200 seat auditorium) and over 38,000 square feet of retail and dining.

Strategy 3: Diverse Housing - This site is ideal for high-density housing behind the anchor use to increase the downtown population and provide additional housing options for the city's growing population. This area could incorporate retail and dining on the first floor if the market can support it to further activate this area. The conceptual site plan could provide about 70 new multi-family housing units and eight to ten townhomes.

Strategy 4: Active Public Spaces - One or more active public spaces should be integrated into the front portion of this site with the anchor use. This could include informal areas to gather as well as signature areas that define the character of the development. The sidewalks along the retail / housing area should also be activated with seating areas, outdoor dining, and similar uses to encourage interaction.

Strategy 5: (Re)Establish Grid Street Network - The grid network can be reestablished through this site with an additional connection that parallels Watterson Trail to connect the senior center and library to the rehabilitation facility. This connection should ultimately connect to Catalyst Site 1.

Strategy 6: Pedestrian Mobility & Safety - Sidewalks should be included along all roads within and adjacent to the site and a new crosswalk could be considered at Watterson Trail. The north-south road that serves the new retail and/or housing should be pedestrian focused and deprioritize travel by car.

Rendered concept of active streetscape in mixed use area



Land use diagram of Catalyst Site 2



Strategy 7: Public Parking -

Because of the parking demand from an anchor use such as a performing arts center or higher-learning institution, a four to six story parking structure is likely needed on this site. It should be connected to this public use but also serve the adjacent retail and housing on the site. The portion of the parking structure that abuts the new public street should be activated with retail or dining and the other sides of the structure should be designed to reflect the character of the development rather than a standard parking structure. The existing parking lots at the senior center and library could also be used for overflow parking during large events. The conceptual site plan provides 370 parking spaces to comply with parking requirements and adequately serve the development.

Strategy 8: Local & Regional Trail Connections -

The Good Samaritan Trail Connector is planned along the north edge of this site and should be incorporated into any future development.

Strategy 9: Transit Stops & Connectivity -

This strategy does not apply to Catalyst Site 2, because there is no transit along this section of Watterson Trail but could be extended in the future.

Strategy 10: Design Guidelines for Buildings & Structures

- All buildings and structures should reflect the desired character and image of Jeffersontown by complying with all design guidelines. The public anchor should be iconic and larger in scale and height. The retail and high-density housing should reflect an urban development pattern with four to six story structures located adjacent to an active sidewalk. Parking for these uses should be to the rear of the structure and hidden or screened where possible. The townhome development to the north of the site should be two stories in height but still have an urban character.

Strategy 11: Streetscape Design - Streetscape improvements along Watterson Trail should be continued in this area and all other roads should comply with the streetscape standards as they are developed and adopted.

Strategy 12: Local Tax Incentives - As the city prioritizes the need and impact of redevelopment with the other catalyst sites downtown, public investment could be necessary if the city wants to have additional parking capacity or attract a public use that is an anchor for the site.

Strategy 13: Entertainment District - This strategy does not apply to Catalyst Site 2, because an EDC is not currently recommended in this area.



Rendered concept of building and streetscape design



Rendered concept of building and streetscape design



Trail connections

Connect street network

Active, pedestrian-focused streetscape

Up to 70 new housing units

Active public spaces

Anchor Use:
Performing arts
or higher learning
facility

Rendered development concept site plan for Catalyst Site 2

CONCEPT OVERVIEW: CATALYST SITE 3

This site includes existing buildings that are home to commercial uses, including a landscaping company. A portion of the site sits on a hill that overlooks Chenoweth Run Creek. There is a notable change in topography on this site, and a large portion is in the floodplain, both of which can impact future development. Bluegrass Commerce Park is to the east, additional commercial uses are to the south, and civic-oriented uses are across Watterson Trail. This site only has road access from Watterson Trail, but there is potential for future pedestrian direct access to Veterans Memorial Park along the creek.

APPLYING THE STRATEGIES TO SITE 3

The following outlines additional direction on how specific strategies from this plan should be applied to Catalyst Site 3:

Strategy 1: Catalyst Site Development - The targeted uses for this site include retail, dining, and/or offices. Redevelopment of this site would provide a connection between Veterans Memorial Park and downtown and also serve as a gateway into downtown.

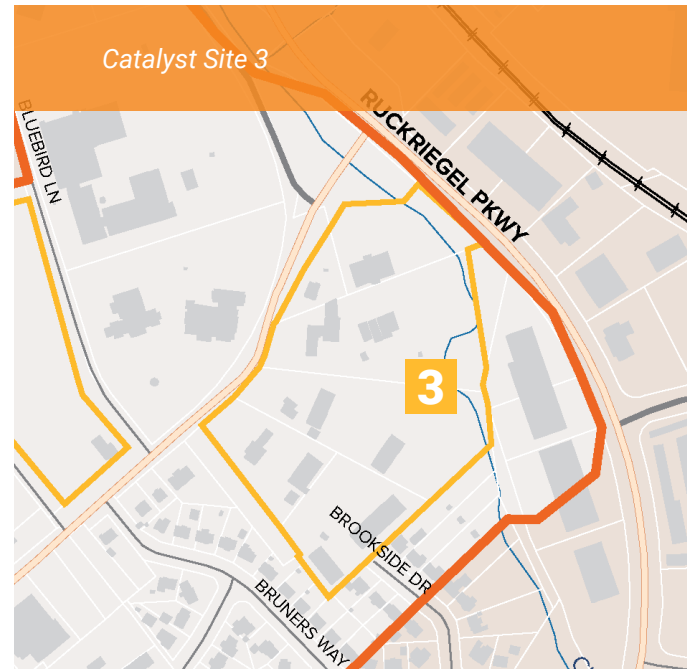
Strategy 2: Infill Development & Anchor Uses - This strategy does not apply to Catalyst Site 3.

Strategy 3: Diverse Housing - This strategy does not apply to Catalyst Site 3.

Strategy 4: Active Public Spaces - This strategy does not apply to Catalyst Site 3.

Strategy 5: (Re)Establish Grid Network - This strategy does not apply to Catalyst Site 3.

Strategy 6: Pedestrian Mobility & Safety - This strategy does not apply to Catalyst Site 3.



Strategy 7: Public Parking - This site could potentially incorporate public or shared parking that could be located within or closer to the floodplain. A parking structure could take advantage of the change in topography and unusable land in the floodplain. It can also provide public parking or overflow parking for large events downtown or at Veterans Memorial Park.

Strategy 8: Local & Regional Trail Connections - This is a key site that would link Veterans Memorial Park and the Good Samaritan Trail Connector downtown. This trail would also allow easy access for people to walk to both areas for larger events and daily activities.

Strategy 9: Transit Stops & Connectivity - This strategy does not apply to Catalyst Site 3, because there is no transit along this section of Watterson Trail

Strategy 10: Design Guidelines for Buildings & Structures –

While the character and design of buildings on this site are important, the standards for structures that are not highly-visible from adjacent roads or public areas could be reduced if the city desires. Development on this site should be two to four stories.

Strategy 11 Streetscape Design - Streetscape improvements along Watterson Trail should be continued along this site and all other roads should comply with the streetscape standards as they are developed and adopted.

Strategy 12: Local Tax Incentives - As the city prioritizes the need and impact of redevelopment with the other catalyst sites downtown, public investment could be necessary if the city wants to have additional parking capacity at this site.

Strategy 13: Entertainment District - This strategy does not apply to Catalyst Site 3, because an EDC is not currently recommended in this area.



CONCEPT OVERVIEW: CATALYST SITE 4

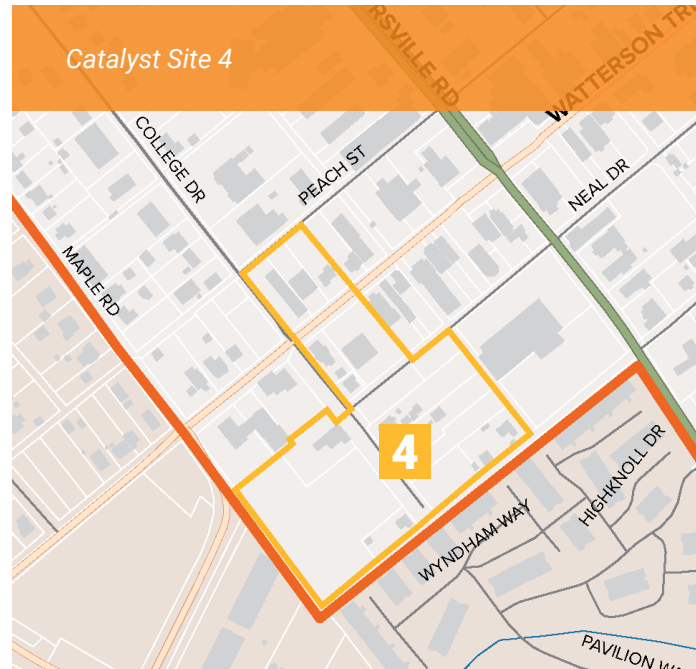
This two-block site can re-establish the urban character on the edge of downtown, and many parcels are owned by the redevelopment commission. The site is adjacent to an apartment complex to the south, the new police station to the east, commercial uses to the north, and cemetery to the west. A historic house is also located at the corner of College Drive and Neal Drive that should be preserved.

APPLYING THE STRATEGIES TO SITE 4

The following outlines additional direction on how specific strategies from this plan should be applied to Catalyst Site 4, and the vision for this site is further defined through a conceptual site plan and renderings.

Strategy 1: Catalyst Site Development - The targeted uses include a boutique hotel along Watterson Trail that then transitions to retail, restaurants, and high-density housing. Redevelopment of this site could spur additional investment in the surrounding blocks as well as the suburban retail area to the west and apartments to the south.

Strategy 2: Infill Development & Anchor Uses - This site is ideal for encouraging infill along Watterson Trail and the two blocks south of this road. There are existing buildings along Watterson Trail that reflect the desired character, scale, and density of downtown that should be preserved, and infill should occur in any vacant or under-utilized parcels in the surrounding area (such as the gas station). Redevelopment should occur in the area between Neal Drive and Eastview Avenue to create density. A boutique hotel can serve as an anchor use on this site and attract visitors. The conceptual site plan provides about 10,000 square foot footprint for a hotel space and up to 80,000 square feet of retail (portions of this retail area could be programmed as multi-family if desired).



Strategy 3: Diverse Housing - High-density housing is key on this site to create more options to live downtown. Upper floors of buildings should be developed as housing and condo options could even be considered on upper floors of the hotel. The development between Neal Drive and Eastview Avenue should focus on high-density housing, such as apartments or condos, and ideally incorporate retail or dining options at the new intersection along College Drive. The conceptual site plan could provide about 175 to 200 new housing units.

Strategy 4: Active Public Spaces - Creating active and engaging public spaces was the foundation of this conceptual site plan. The intention was to draw people through the site by activating and linking a series of public areas and spaces of interest. This includes active sidewalks in the redevelopment area between Neal Drive and Eastview Avenue, rooftop entertainment on the parking structure, a public green space between the hotel and Neal Drive, and engaging activities and spaces along Watterson Trail.

Strategy 5: (Re)Establish Grid Street Network - This site can re-establish the road grid and link the various uses through new roads. There is also a potential new connection between Billtown Road and Taylorsville Road by extending a new east-west road that would parallel Eastview Avenue and Neal Drive. Additional road connections can be made by extending Eastview Avenue to the west and Bruners Lane to the apartments on the south. These connections would serve the greater community and increase visibility of any new development here.

Strategy 6: Pedestrian Mobility & Safety - Upgraded crosswalks should be considered along Watterson Trail near this site. Sidewalks should be included along all roads within and adjacent to the site with a focus on moving people north-south through the site. Additional pedestrian connections should be included from the apartments to the south and shopping center to the west. Pedestrians should be the primary focus except along Watterson Trail.

Rendered concept of rooftop entertainment, parking, and public spaces





Land use diagram of Catalyst Site 4

Strategy 7: Public Parking - This site is targeted for higher density than current areas within downtown and maximizes the use of land for development (limited surface parking). This will necessitate one to two parking structures. The first is located at the corner of Bruners Lane and Neal Drive that would replace an existing surface lot. This structure would include 60 to 70 spaces in a three story structure and can serve the hotel, new development along Watterson Trail, and existing development in the area (including City Hall). The second structure is located at the corner of Eastview Avenue and Bruners Lane and would include about 250 spaces in a four-story structure that would serve the apartments and overflow parking for downtown. Overall, the conceptual site plan provides about 480 to 490 parking spaces to comply with parking requirements and adequately serve the development.

Strategy 8: Local & Regional Trail Connections - This strategy does not apply to Catalyst Site 4.

Strategy 9: Transit Stops & Connectivity - This strategy does not apply to Catalyst Site 4.

Strategy 10: Design Guidelines for Buildings & Structures - The design of structures and buildings in this area is critical because of the high visibility and location within downtown, and therefore, they should reflect the desired character and image of Jeffersontown by complying with all design guidelines. The hotel should be four to six stories with surrounding retail, and all other development in this area should reflect an urban pattern with four to six-story structures adjacent to an active sidewalk. Parking for these uses should be at the rear of the structure and hidden or screened where possible, and all parking structures should be designed to blend with the character of downtown.

Strategy 11: Streetscape Design - Streetscape improvements along Watterson Trail should be continued in this area and all other roads should comply with the streetscape standards as they are developed and adopted.

Strategy 12: Local Tax Incentives - As the city prioritizes the need and impact of redevelopment with the other catalyst sites downtown, public investment could be necessary if the city wants to have additional parking capacity or create quality and active public spaces.

Strategy 13: Entertainment District - The proposed entertainment district should be located within this portion of downtown, and the boundaries of the district should be carefully considered as new uses and public spaces are finalized. Potential boundaries could include the blocks between Peach Street, Grape Street, Neal Drive, and College Drive.



Rendered concept of building and streetscape design



Anchor Use:
Hotel

Rooftop entertainment
use on parking structure

Reuse of
historic
house

Active
public
space

Active neighborhood
with dining & shops
at the square and
175-200 housing
units

Connections to
adjacent sites/
road network



IMPLEMENTATION

PART THREE

IMPLEMENTATION THE VISION

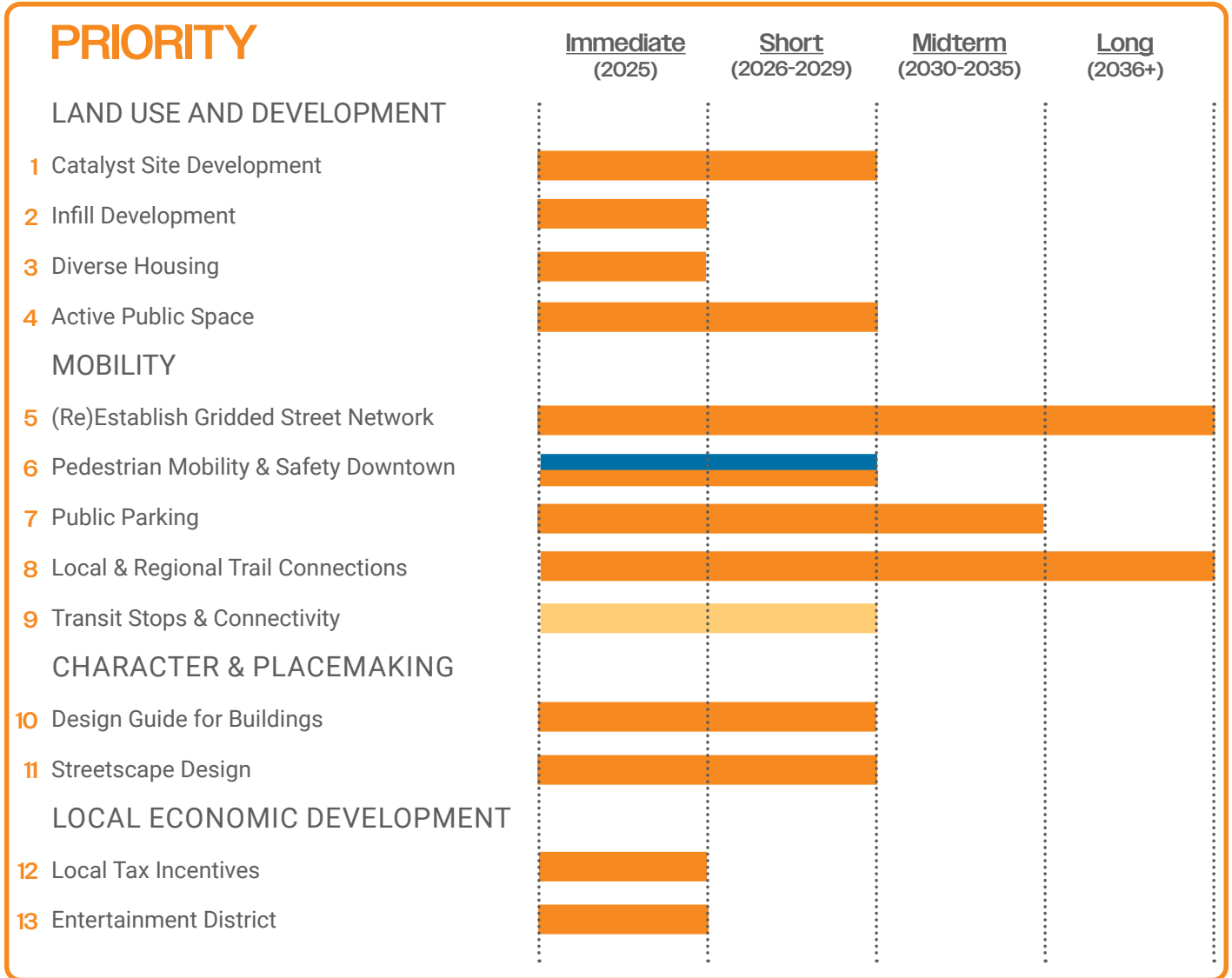
A bold vision can lead to transformative change, but a bold vision requires numerous partners, resources, and coordination to implement. This section is intended to provide the people, organizations, and government entities that will use this plan with a consolidated outline of the action steps and partners required for implementation.

ENTITY LEADING IMPLEMENTATION

This plan identifies primary partners and secondary partners for each strategy, but implementation also requires an overall champion or leader to help coordinate partners and monitor progress.

The city, specifically the Director of Community and Economic Development, should be the lead entity for implementation for this plan, working closely with the Main Street Committee. The city should review progress on the various action steps at least quarterly with the committee, and tasks that are completed and the obstacles that have been encountered should be reported to the Jeffersontown City Council, Jeffersontown Economic Development Committee, and the Main Street Committee at least once a year. As the lead entity, the city should also evaluate how potential development proposals meet the vision and guiding principles of this plan and ensure the necessary partners are involved.

STRATEGY TIMELINE



City of Jeffersontown

KYTC

TARC

JEFFERSON TOWN

CREATING VIBRANT COMMUNITIES

CATALYST SITE 2

- Potential Site
- Study Area
- City Boundary
- Acres Acre
- Stream
- Locality Street Right-of-Way
- 100-foot Right-of-Way
- 100-foot Setback
- Local Road
- Contour Line (2' interval)
- Parcel
- Building Footprint

SITE DATA SUMMARY

- 1 Parcel - 20 Acres
- 1 Parcel - 9 Acres
- 1 Parcel - 9 Acres

CATALYST SITE 3

- Potential Site
- Study Area
- City Boundary
- Acres Acre
- Stream
- Locality Street Right-of-Way
- 100-foot Right-of-Way
- 100-foot Setback
- Local Road
- Contour Line (2' interval)
- Parcel
- Building Footprint

SITE DATA SUMMARY

- 6 Parcels
- 20 Acres
- 5 Acres within Floodplain
- 17 Existing Structures
- Zones: Industrial (IM, M2)



TAYLOR
SIEFKER
WILLIAMS
design group

