
2013 RUDY BRUNER AWARD



Submission for
Louisville Waterfront Park



2013 RUDY BRUNER AWARD PROJECT DATA



PROJECT DATA

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Project Name Louisville Waterfront Park Location Louisville, Kentucky

Owner Louisville Metro/Waterfront Development Corporation

Project Use(s) Public park on the Ohio River that hosts 120+ events and more than 1.5 million visitors each year.

Project Size 85 acres Total Development Cost \$94,700,000

Annual Operating Budget (if appropriate) \$2.3 million (includes administrative, maintenance & event production costs)

Date Initiated 1988 Percent Completed by December 1, 2012 99%

Project Completion Date (if appropriate) December 2012

Attach, if you wish, a list of relevant project dates

Application submitted by:

Name David K. Karem Title President

Organization Louisville Waterfront Development Corporation

Address 129 River Road City/State/Zip Louisville, KY 40202

Telephone (502) 574.3768 Fax (502) 574.4111

Email david.karem@louisvilleky.gov Weekend Contact Number (for notification): 502.454.4174

Perspective Sheets:

Organization	Name	Telephone/Email
Public Agencies <u>Louisville Waterfront Development Corp.</u>	<u>David K. Karem</u>	<u>david.karem@louisvilleky.gov</u>

Architect/Designer <u>Hargreaves Associates</u>	<u>Gavin McMillan</u>	<u>gcmillan@hargreaves.com</u>
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Developer see Public Agency

Professional Consultant <u>Construction Solutions</u>	<u>Clinton Deckard</u>	<u>cdeckard@construct-solutions.com</u>
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Community Group <u>Friends of the Waterfront</u>	<u>Nicole Walton</u>	<u>nicole_walton@b-f.com</u>
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<u>Other - Local Historian/Writer</u>	<u>Rick Bell</u>	<u>rbell4444@att.net</u>
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<u>Other</u> <u>AIA-Central Kentucky Chapter</u>	<u>Steve Wiser</u>	<u>wiser@jrarchitects.com</u>
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Please indicate how you learned of the *Rudy Bruner Award for Urban Excellence*. (Check all that apply).

- Direct Mail Email BrunerLoeb Forum Previous RBA entrant Previous RBA Selection Committee Member
- Professional Organization (please specify) _____
- Newsletter/Magazine - online or print (please specify) _____
- Other (please specify) _____

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Signature David K. Karem Date 12/04/12

2013
RUDY BRUNER AWARD
PROJECT
AT-A-GLANCE



PROJECT AT-A-GLANCE

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NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name Louisville Waterfront Park

Address 129 River Road

City/State/ZIP Louisville, Kentucky 40202

1. Give a brief overview of the project.

In 1986, the Louisville Waterfront Development Corporation (WDC) was created as a government non-profit corporation to oversee the development of Louisville's downtown riverfront. This area, made up of heavy industry, sand & gravel companies and scrap yards, had been cut off from the city and public access for many years by an elevated expressway, heavy industry, sand & gravel companies, and scrap yards that lined the banks of the Ohio River.

WDC hosted a series of public forums to find out what the community wanted for its waterfront, and the overwhelming answer was greenspace. A search was held for a designer, and in 1990, an up-and-coming landscape architecture firm, Hargreaves Associates, was hired to develop the Waterfront Master Plan and design for Waterfront Park. Plans for the 82-acre urban public space were approved in 1991. The Hargreaves park design connected the city with the river that is its reason for existing, sloping the land under the interstate down to the river to open up views, and pulling the park up under the interstate into the city grid to provide both visual and physical connections between the river, the park, and the urban core.

Since that time, 99% of the project has been completed (it will be 100% complete by the end of December 2012) and Waterfront Park has become a popular and well-used public space, hosting more than 1.5 million visitors each year for festivals, concerts, fireworks shows, charity walks, and other special events, as well as daily park enjoyment of the two playgrounds, picnic areas, walking and running trails, lawn areas, and tree groves. The park is open -- and used -- 365 days per year, and has been adopted by all parts of the community as a central gathering space.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

By any measure, Louisville Waterfront Park is a resounding success. It has not only created a beautiful new front door to our community from what was once an inaccessible eyesore, but also spurred hundreds of millions of dollars in investment in the Waterfront District and surrounding neighborhoods. Immediately adjacent to the park, Waterfront Park Place, a high-rise residential development, claims the Great Lawn at its own Front Lawn. Other adjacent developments include Preston Pointe, a mixed-use residential and office building; the Yum! Center, a 22,000 seat sports and concert arena; and Louisville Slugger Field, a jewelbox minor league ballpark that renovated an old train shed for its concourse. Just east of the park, RiverPark Place, a residential community, is under construction, and residents will be moving into its first phase in early 2013. Immediately south of the park, Main and Market Streets have seen a flurry of renovations that include new restaurants, clubs, galleries, shops and loft/residential development. The commonly held and stated view is that the majority of these developments were a direct result of riverfront redevelopment and Waterfront Park.

Another unique aspect of Louisville's waterfront project is the way the development effort was structured. It is an unfortunate political reality that many projects of this magnitude fail because they can't be accomplished within the length of a term of office. As a long-term project (now in its 26th year), it was important to ensure that waterfront development had the independence and flexibility to transcend any one political administration. To this end, WDC was created across jurisdictional boundaries, as a partnership between three governmental bodies (city, county and state), a creative and unheard of solution at the time. This structuring proved crucial to the success of this project.

Finally, the park has been embraced by all parts of the community as a central gathering space for events and celebrations, both public and private. In addition to the 120+ organized events held in the park every year, the park is enjoyed for weddings, reunions, family picnics, birthday parties and other gathering. The community feels a very real ownership and pride in the park.

2013
RUDY BRUNER AWARD
PROJECT DESCRIPTION



PROJECT DESCRIPTION

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1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project?

Goal: Reconnect the city to the river, its very reason for being, and provide public access to the river that had been steadily eroding since the early 1900s. In the early 1960s, the construction of an elevated highway along the river added one more impermeable barrier between the city and her waterfront. By physically reconnecting the community to her source, a reconnection was also made to our history.

Goal: Involve the community in planning the project and foster a feeling of ownership. Early in the project, a series more than 10 public forums was held to find out what people wanted for their waterfront. The number one request was for green space. Later, as the Master Plan was being developed, another series of forums was held to garner feedback on park design. Finally, for a number of years, staff averaged more than 85 public presentations per year to keep the community updated on construction. (We still average 30-40.) The public remained excited and invested, which is often difficult for long-term projects that may span decades in coming to fruition. By opening sections of park as they were completed, establishing a tradition of popular annual events, and keeping the press and public well-informed on the progress of the project, the public's excitement and interest remain high to this day.

Goal: Make sure that Waterfront Park is unique to Louisville and reflects our community's heritage. In visiting and studying other waterfronts in preparation for developing a plan for Louisville, it was clear that many of them could have been anywhere. Our park designers took the time to get to know Louisville and our history, and designed Waterfront Park to reflect that history and sense of place.

Goal: Overcome the challenges of an elevated interstate and surface road running through the middle of the park and to incorporate flood protection that didn't include a physical barrier such as a floodwall. By designing the urban area of the park to slope down to the river, the upper lawn and plaza areas were high enough to provide flood protection. By lowering the area under the expressway and relocating the surface road around the park, both visual and physical access to the river were provided.

Trade-offs: Some design trade-offs were needed to balance inspiration with the reality of ongoing maintenance.

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project?

From the beginning, we knew that for Waterfront Park to be successful, it must be woven both visually and physically into the fabric of the community. The park was designed to be a part of the city grid, easily accessible by pedestrian and car, highly visible and highly maintained. As the first part of the city and state that people see when they cross the river into Kentucky or fly over on the way to the airport, it serves as a front door to the community.

Waterfront Park provides a central gathering place for people from all parts of the community. Events are diverse - concerts of all types, festivals, fundraisers and charity walks, picnics. Daily users include people of every ethnic and social background, from every neighborhood or community in the city. The two playgrounds and waterplay area are heavily used by families and school groups, and crowds of students on field trips are a frequent sight in the late spring and early fall. The park is a frequent location for weddings, family reunions, corporate gatherings, and other small group events. Groups often gather in the lawn areas for pickup games of football and soccer, and walkers and joggers frequent the paths that wind through the park. The park enjoys more than 1.5 million visitors every year.

The park's effect on surrounding neighborhoods has been quite significant. Waterfront Park has had a ripple affect in a constantly expanding circumference, with the rehabilitation of older buildings as well as new construction hosting residential and office space, galleries, bars, and restaurants.

More than 1/3 of the funding for the park has come from private donations from foundations, corporations and individuals. This steady and ongoing support has not only helped fund park projects and construction, but it has also created an atmosphere of strong support and a feeling of ownership in the community.

The last portion of the Master Plan, the repurposing of an abandoned rail bridge into a pedestrian and bicycle connection across the river to Indiana, will be completed and opened to the public by the end of December 2012. The Big Four Bridge has been the most highly anticipated project in the park, and with its opening, the original Master Plan will be completed. Meanwhile, on a parallel track, the constant demands of park operation, maintenance and programming will continue unabated.



3. Describe the key elements of the development process, including community participation where appropriate.

- Creating an independent entity to guide planning and development for this long-term project.
- Garnering public input to determine the community's wishes for exactly what the project should be. This involved a series of 13 public forums over a two-year period held in all different areas of the community.
- Developing the wish list into a program of components for the project, which was used by the designer in the creation of the Waterfront Master Plan.
- Fund raising to acquire funding for the Master Plan and property acquisition.
- Acquiring the 85 acres of property needed for the development from numerous owners.
- Rezoning the project and surrounding areas into the Waterfront District and creating a design review process.
- Conducting a world-wide RFQ for the master planner/park designer.
- Working closely with the designer to ensure that the result would be not only spectacular but also maintainable.
- Continuing to garner feedback/inform the public through presentations scheduled throughout the project.
- Developing a park maintenance program to be phased in as portions of the park were opened to the public.
- Splitting construction into doable phases, with portions of each phase opening as they were completed.
- Scheduling public celebrations for groundbreaking and dedications to keep public support and interest high.
- Developing an event policy for park rental and booking a full schedule of public events, including two of the park's own events that have become a popular tradition: the Waterfront Independence Festival every July 3&4 and the Waterfront Wednesdays concert series that just finished its 11th season. +

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable.

Project funding has come from a variety of sources, both public and private:

- \$ 33,500,000 Private donations from individuals, foundations, and corporations
- \$ 25,000,000 State funding for general construction
- \$ 10,500,000 City funding
- \$ 9,400,000 Federal funding
- \$ 12,000,000 State Transportation funding for renovation of Big Four Bridge
- \$ 2,000,000 State Funding for Lincoln Memorial
- \$ 2,300,000 Federal EPA Grant for River Bank Stabilization

		TOTAL
\$ 94,700,000		

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings?

While Waterfront Park is a unique reflection of Louisville's heritage and place, a number of aspects of our project are definitely adaptable to other communities. Through the last 20 years, we have had an increasing number of urban waterfront communities, both nationally and internationally, seek information about our project and advice on setting up their own. We have found that they are very interested in our corporate structure and project funding, but other beneficial lessons passed along include the importance of being an informed, involved, and strong client; putting in place a public process that keeps the community involved, invested and informed; and the vital ability to be able to analyze what will work and what won't in your own specific project and make adjustments accordingly.

Louisville's Waterfront is currently one of five cities featured in a year-long exhibit at the Smithsonian's Anacostia Community Museum in Washington, DC. Communities that have consulted with us about reclaiming their riverfronts and other projects include (but are not limited to) Detroit, Chattanooga, Memphis, Buffalo, Cincinnati, Philadelphia, Davenport, Baton Rouge, Atlanta, Birmingham, Richmond, Tulsa, Owensboro and Paducah; international delegations from Russia, Turkmenistan, Nepal, the Yangtze River Basin, and Wakayama; and college architecture and design programs from Harvard, the University of Illinois at Urbana-Champaign, Georgia Tech, Ball State, LSU, and the University of Kentucky.

2013
RUDY BRUNER AWARD
PUBLIC AGENCY
PERSPECTIVE




PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by a staff representative of a public agency directly involved in financing, design or public approvals that affected this project.

Name	David K. Karem	Title	President
Organization	Louisville Waterfront Development Corp.	Telephone (502)	574.3768
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Signature  Date 12/04/12

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

The Waterfront Development Corporation (WDC) was created to oversee the redevelopment of Louisville's waterfront, as well as Waterfront Park operation, maintenance and event coordination and production.

Project oversight involved property acquisition, coordinating with local government on the creation of a new Waterfront District for zoning and design review, piecing together funding from both public and private sectors, the development of the Waterfront Master Plan and the design of Waterfront Park, selection of the master planner/designer, publicizing the project, garnering feedback and support from the public, and park construction.

In creating a public amenity, Waterfront Development Corporation ensured that the park would be open and available to people of all ages, abilities, and interests. It was vital that the park offer something for everyone, including flexible event space, playgrounds, paths for walkers and joggers, and quiet places for those needing to just sit or reflect. More than a dozen public forums and hundreds of public presentations were held to provide an opportunity for the community to voice their wishes and stay up to date on the progress of the project.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

Louisville Waterfront Park was intended to create a public amenity and downtown destination that would enhance quality of life for residents and spur public investment in the Waterfront District and neighborhoods surrounding it. The idea was that such an amenity would give people a reason to visit the downtown district, build interest in the area, and improve the city's image. From this, a revitalized downtown with a major residential component and healthy economic future would be born.

More than \$100 million have been invested to make the vision of Louisville Waterfront Park a reality, and the rewards have been well worth the cost. Not only has the park been successful beyond our most optimistic dreams, it has also spurred hundreds of millions of dollars of investment in surrounding areas. The park itself averages more than 1.5 million visitors per year for special events and daily use. In addition, residential development around the park has skyrocketed, with the related benefits of new galleries, restaurants and bars, a minor-league jewelbox baseball stadium, and a brand new 22,000 seat sports arena that also hosts concerts and other special events. The park has also gained national and international attention, and has won a number of awards, including being named one of the Urban Land Institute's top ten urban parks in the nation.

Trade-offs, which were not significant, included balancing the designer's perfect vision with the realities of daily and long-term maintenance. The result is a high-quality park that works.

3. Describe the project's impact on your city. Please be as specific as possible.

Waterfront Park has made a significant impact on Louisville. When WDC was first formed in 1986, approximately 400 jobs existed in the Waterfront District. The area included scrap metal and sand and gravel companies and there was no public access to the river's edge. Today, more than 6,000 jobs exist in the Waterfront District, an increase of well over 1,000 percent!

Waterfront Park has become a destination in Louisville that is home to over 100 events every year, including concerts, festivals, charity walks, picnics, reunions, weddings, and Thunder Over Louisville, a fireworks display that attracts hundreds of thousands of people prior to the Kentucky Derby.

More than \$1.3 billion have been invested in the Waterfront District and surrounding areas, nearly all of which can be attributed to the announcement and construction of Louisville Waterfront Park. These investments include a new downtown arena and numerous beautiful residential complexes culminating in an exciting, energized, and revitalized downtown.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

Public/private partnerships have been critical to making Waterfront Park a reality. A partnership between local and state governments resulted in the creation of WDC and the birth of the project. Initial project funding resulted from the support of citizens, foundations and corporations within the community, which provided leverage that resulted in capital funding from state and local governments.

One key to gaining support from both public and private sectors was building legitimacy and credibility. By setting up an independent non-profit corporation, WDC was able to successfully raise funds for a public project by giving donors the comfort of giving to a specific cause rather than to "the government." Credibility was created by instituting a public dialogue and providing a real opportunity for public input and feedback.

WDC has also developed partnerships with other waterfront communities that resulted in the sharing of knowledge and experience. In the early days of the project, WDC representatives visited a number of other cities to study their waterfronts and find out what worked and what didn't. As we learned, we began to share our findings with cities that came to us. Memphis, Tennessee ended up creating a development organization for their riverfront that was an exact replica of WDC's corporate structure. As another example, WDC's "Request for Qualifications" that was created to search for a project designer was included in a training manual organized by Girl Scouts of America to show how to communicate needs and desires for large scale projects.



5. What do you consider to be the most and least successful aspects of this project?

The most successful aspect of this project has been the accomplishment of exactly what was intended. Waterfront Park has become a well-recognized and much-loved public amenity, and a destination for the entire community to enjoy. Annually, over 1.5 million people of all shapes and sizes, ages and abilities visit Louisville Waterfront Park. More than 100 organized events are hosted in the park each year, and that number continues to grow. Louisville Waterfront Park stands as an icon for the city and a gateway to the state. It strengthens the urban fabric by linking the city to the river. Finally, it enhances the urban experience by transforming the image of the city that surrounds it and serving the needs of the community that gather within it.

[LEAST SUCCESSFUL??????]

2013
RUDY BRUNER AWARD
ARCHITECT
OR DESIGNER
PERSPECTIVE



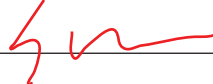
ARCHITECT OR DESIGNER PERSPECTIVE

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This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services.

Name	Gavin McMillan AILA	Title	Senior Principal, Vice President
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Signature  Date 11/28/12

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

The Waterfront Master Plan adopted in 1991 expressed Louisville's hopes for 120 acres of post-industrial land – potentially 85 acres of riverfront open space and 35 acres of redevelopment. The Plan was driven by a fundamental belief that development and open space are codependent which has proven to be true. The \$95M civic investment in recreation, flood control and remediation has turned into a renaissance returning over \$1.2B in adjacent development, 5000 new jobs, a riparian corridor and public green space that people love attracting over 17M visits since opening.

The unique “L” shape of the project allowed the riverfront site to hook into downtown, the city street grid to reconnect to the riverfront, the extension of the City Wharf into the Festival Plaza and the creation of the Great Lawn to provide a frontage for the adjacent redevelopment. The stem of the “L” is a linear park of designed riparian ecologies, playgrounds, picnic groves, meadows, amphitheatres, inlets and docks all linked together by a continuous public riverwalk.

The remarkable wholeness of the place that emerged out of the Master Plan over 21 years has remained surprisingly resilient while allowing for flexibility in smaller scale programming adapted according to phasing, evolving community wishes and funding.

2. Describe the most important social and programmatic functions of the design.

As a waterfront, water-dependent and water-based activities were emphasized to reconnect people to the river. The Wharf is the home port of the “Belle of Louisville” the last operational National Historic Landmark riverboat (which the Park now operates), the docks and mooring edges provide space for over 100 power boats and 2 kayak launches, the extended Boathouse is home for the Louisville Rowing Club, overlooks were positioned to take advantage of river views to bridges and the passing commercial barge traffic and finally a 800 foot long water feature was used to link the city to the river.

Secondly, it was recognized that the Park had to be a place that anyone in Louisville could use to celebrate and enjoy. Over a quarter of the Park has programmable space and hosts over 120 events a year - up to 150,000 people at a time - an amazing achievement for any facility serving a metro population of 1.4M people let alone an outdoor facility. The early events were the hook that reintroduced residents to their riverfront as a destination and so ensured the inevitability of future phases.

Thirdly, places for families and particularly children to experience the outdoors were included in the first phase but then expanded considerably in the second in response to the demand and the recognition that exposure to nature and outdoor activity is important in children's development and health. From a play area to a 5 acre adventure playground to the simple joy of running up and rolling down hills, the Park caters for kids wanting to have fun. The Friends of the Park has also developed curriculum guides used by teachers and students visiting and learning from the Park.

3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

There were many challenges to the project but like the best creative endeavors they were turned into an advantage that made the place unique.

The patchwork of post-industrial sites provided enough industrial-strength soils to fill a landfill. Rather than haul off the material, it was remediated and reused in the dramatic landforms within the park. This together with the use of bioengineering techniques for retention and water harvesting for irrigation have made the Park extremely good value for the community at a fraction of the cost of its contemporaries.

The “spaghetti junction” of 3 interstate highways essentially dictated the “L” shape of the site. However, with the relocation of an off-ramp and realignment of local streets, the opportunity was created for the Park to slip under the highways towards downtown creating an address for the development parcels. To bring this off, the public realm had to be strong and simple to compete against the infrastructure overhead.

The grading under the elevated highways was carefully designed to create views to the river from the streets while at the same time providing flood protection without resorting to flood walls and gates. The Park is designed to be resilient to flooding and provided much needed breathing room for the Ohio River to expand during flood stages.

Over 85 acres and 21 years there were only 3 design issues. The urban form and scale of the Park’s 2 largest concessions were left more to the market in order to secure revenue for the Park, the river inlets were left as “wild” despite their untidy appearance, and the spiral ramp to the Big Four Bridge had to be elevated rather than ground supported because of geotechnical reasons.

4. Describe the ways in which the design relates to its urban context.

As in nature, urban development is subject to the same adaptive cycle of disturbance, reorganization and growth and decline. In Louisville’s Waterfront case, it is a robust and resilient landscape that has cleaned up the past but looks squarely to the future by mediating between nature, infrastructure and the city grid.

In doing so it provides an alternative to the urban design transect where nature fades out the closer it gets to downtown. In Louisville both natural and cultural processes are alive and well and are conspiring to make the urban core more livable through the diversity and richness of both the place and the programming within the place.

The Louisville Waterfront has served as an inspiration for others to bring people back to their riverfronts, to bring nature downtown and to revitalize urban development because they did it – from community advocacy, steady leadership, good design, political will, fund raising, implementation and operation – they did it in true American Spirit.

2013
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PROFESSIONAL
CONSULTANT
PERSPECTIVE



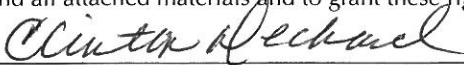
PROFESSIONAL CONSULTANT PERSPECTIVE

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This sheet is to be filled out by a professional who worked as a consultant on the project, providing services other than physical design or planning (e.g. legal services).

Name	Clinton Deckard	Title	President
Organization	Construction Solutions, LLC	Telephone	(812) 725-7580
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Signature  Date 11.29.12

1. What role did you or your organization play in the development of this project?

Construction Solutions served as the Construction Manager on Phase II and Phase III of Waterfront Park including the Big Four Bridge. Our primary role was to guide, manage, and protect the Owner's best interests throughout the project. Consultation through the design phase included but was not limited to providing recommendations on construction feasibility, selection of materials, time requirements for construction, and other factors related to costs including costs of alternate designs and / or materials. Consultation through the construction phase included monitoring the work of the trade contractors and coordinating the work with the activities and responsibilities of the Owner, Architect, and Engineer to complete the project in accordance with the Owner's objectives of cost, time, and quality.

2. Describe the project's impact on its community. Please be as specific as possible.

The gateway to the community was an eyesore. While traveling on the surrounding interstates one would look down and see heavy industrial wastelands, scrap metal yards, sand and gravel quarries, trash dumps, and fuel refineries. Louisville's gateway looked like a place that people living outside the community would think of as dirty and have no reason to stop.

Today, traveling on those same interstates one looks down and sees clean and green. The building of Waterfront park has been a vital piece of the redevelopment of downtown Louisville. The impact on the community has been tremendous. As construction of the park nears completion, areas immediately adjacent are being developed. A great mix of new businesses have been added; restaurants, hotels, condominiums, office, arenas, and stadiums. People now have reason to be downtown. It is exciting to see the growth and people on every corner.

PROFESSIONAL CONSULTANT PERSPECTIVE (CONT'D)

3. How might this project be instructive to others in your profession?

Much can be learned from the construction of Waterfront Park. By reviewing the masterplan and construction documents others will be able to see that the concept and design was creative and the construction means and methods in which the park was built was unique.

The park is situated on the busiest river in the nation. USACE and USCG restraints and flow restrictions on the Ohio River limited the Owner's usable space. Creatively thinking outside the box the design team decided to build portions of the park over the river. The Great Lawn, Overlook, and 2 restaurants were constructed such that the river actually runs underneath large portions without impeding the flow.

Fluctuations in the river pool are quite common. When the river rises above normal pool it creates many problems and much damage to its surroundings. The riverbanks were designed to mitigate erosion and create a natural riparian vegetative slope protecting areas from nuisance flooding. Other parts of the park were elevated such that it becomes part of the flood protection system for downtown.

Site constraints once again were conquered when it was necessary to access and convert the old railway and bridge to a pedestrian and bicycle path. The slope was designed to be an elevated ellipse so that the ramp would turn back on itself accessing the Big Four Bridge.

4. What do you consider to be the most and least successful aspects of this project?

The most successful aspect of the project is the public use. It is not uncommon to witness 800,000 people watching fireworks, 5,000 listening to a concert, a bus load of kids getting wet in the playground, a family riding bike on the sidewalks, or a couple getting married in the garden. Build it and "they" will come. Waterfront Development did and "they" still are.

The least successful aspect of the project is finding a reason not to visit.

2013
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE




COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved or represents an organization that was involved in helping the project respond to neighborhood issues.

Name	Nicole Walton	Title	Board Member
Organization	Friends of the Waterfront	Telephone	(502) 774-6985
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Fax	(502) 774-7730	E-mail	nicole_walton@b-f.com

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Signature  Date 11/27/2012

1. How did you, or the organization you represent, become involved in this project? What role did you play?

I represent Friends of the Waterfront (FOTW) which is a volunteer organization focused on waterfront advocacy and development. We do this through programs, events, education, fund-raising and marketing efforts. Our ultimate goal is to ensure the community's use and appreciation of the river.

Friends of the Waterfront (FOTW) began its existence as the Marketing and Community Involvement Committee of the Waterfront Development Board (WDC). In November 1988, this committee was "spun-off" from the WDC and FOTW was founded. Friends of the Waterfront role was to educate the community on the design plan for the park. As construction of the park was completed the organization shifted their focus to programs and events that help with our marketing and fund-raising efforts.

I joined the FOTW board in 2008. I have served as Secretary, Board President and most recently as a board member at large as well as serving as a representative of Friends of the Waterfront on the Waterfront Development Board of Directors.

2. From the community's point of view, what were the major issues concerning this project?

The concept and construction of Waterfront Park began before I joined the Friends of the Waterfront board but I think it is safe to say the major points were getting public access to the Ohio River and coming up with funding and a time line for the park construction.

Prior to the development of the park, Louisville's waterfront was an industrial eye sore. A vision of renewal has sprung from the dust and ashes where junkyards, power lines, train tracks and other unsightly infrastructure once lived. A creative solution that is well beyond our imagination brings laughter, energy and a sense of community to our waterfront through children's playgrounds, park picnic areas, open lawns and walk ways that stretch for miles. Waterfront Park is 85 acres of green to enjoy and the riverfront is open for many to use and behold.

Waterfront Development was visionary in how they approached the time line and funding for the project. In 1991, the Louisville Waterfront Master Plan was approved and park construction began and continues today with design and construction of Phase III, the final phase of the park. By breaking the design plan up into Phases, Waterfront Development was able to open areas of the park for the community to enjoy while other areas were under construction. The phase approach also allowed an easier means for funding of the construction. Private and public donations helped to fund the construction of Waterfront Park.

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

3. Has this project made the community a better place to live or work? If so, how?

The urban environment of excellence that stands today is a gift to the city that shows vision and imagination. The park is a creative solution for bringing our community together. Waterfront Park could be viewed as the heart of our city and the people that pass through every day are the heartbeat to the park. It is a place where the community can come together regardless of their social or economical factors. On any given day you can see children playing on the playgrounds or splashing in the water features. Families come to enjoy a picnic or a stroll along the river walk and executives go for a run on their lunch breaks. Waterfront Park brings the community together every day through use of the park. Special events and charity walks bring even more visitors and many come from far away places to take in the beautiful site. Travelers look in awe as they announce their dream to have such a park in their city. The Waterfront District that was once a heavy industrial wasteland cut off from the city now boasts more than 6000 employees, major residential developments, and the trickle down effect in surrounding areas of restaurants, entertainment venues, galleries, support retail, and an abundance of new residential and office space. The park has helped the downtown district come to life again.

The latest design and construction of the park is the Phase III Pedestrian Bridge, which will continue the legacy of uniting communities. The bridge will allow visitors to gain access to the park from the Indiana side in a safe and picturesque way. Walkers and cyclists can enjoy their exercise while taking in the views of the park and river atop an old railroad bridge. Yet another way the park has transformed and renewed an old space into a visionary and beautiful one.

4. Would you change anything about this project or the development process you went through?

The only wish I would have would to be a part of it from the very beginning. I am proud to be a supporter and lover of the park. I truly appreciate the time, love and vision that went into constructing the park. I can't imagine the city without Waterfront Park!

2013
RUDY BRUNER AWARD
OTHER
PERSPECTIVE

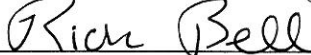


OTHER PERSPECTIVE

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Name	Rick Bell	Title	Historian/Author
Organization	Rick Bell Heritage Services	Telephone	(502) 432-7666
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Fax	()	E-mail	rbell4444@att.net

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Signature		Date	11 / 12 / 12
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1. What role did you play in the development of this project?

To commemorate the 25th anniversary of Waterfront Park, I was hired by the Waterfront Development Corporation (WDC) to research and write a comprehensive history of Louisville's wharf area and the development of the Park. The book, "Louisville Waterfront Park: A Riverfront Renaissance" was published by Butler Books in 2010. All research materials were donated to and will be curated by the Bellarmine University Library and are fully accessible to students and researchers.

Because of the presence of the Falls of the Ohio, the only major navigational barrier on the Ohio River system, a small settlement began as the western-most outpost of the American Revolution. Louisville, as the settlement was named by its founder General George Rogers Clark, developed into the finest and busiest inland river port in America. Very shortly after the town's founding in 1780, the Town Trustees were forced to sell off all waterfront property and a proposed 12 block-long town commons in the center of the town. This very early decision would shape the future of Louisville's unparalleled waterfront, leading to unrestrained commercial development. In the 1850s, the heyday of the Steamboat Era, over 3,000 riverboats a year landed at the Louisville wharves. Industrial development of this beautiful land facing the Ohio River became rampant and unrestrained. A series of impediments, including a creek which became a sewage channel for local slaughterhouses, polluted the formerly pristine riverfront. Later, an elevated rail-line and interstate highway barred access and interchange between downtown Louisville and the river.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

Waterfront Park was defined as a way to reclaim Louisville's waterfront, which during the 1920s became covered with industrial operations, including sand and gravel operations, scrap metal yards, car-crushing operations, asphalt plants, refineries and massive abandoned warehouses. When visitors approached Louisville from Indiana, their first impression of the city was a sprawling eyesore. The WDC was created to revitalize the area and allow it to contribute to the local culture and economy. After extensive discussion with the community, the decision was made to make the area into a park.

Today, Waterfront Park is the town commons that was lost in 1780. It has been embraced by citizens from every area of the community and has become the most beloved segment of the city. In addition to ridding the community of the polluting industrial wasteland, the area has truly become a People's Park, where all are made welcome and people feel free to congregate and share concerts, special events, as well as individual and group recreational activities. Each year, dozens of local charities use the Park to host fund-raising walks, informational programs and other activities.

Today, over 1.5 million visitors a year have access to the relaxing and beautiful Ohio River with its constant industrial and recreational maritime activities. To a community based on river traffic, this access is refreshing. Prior to the Park, only about 400 people worked north of Main Street. Today, over 7,500 people work and pay occupational taxes in the same geographic area. The Park is loved, cared for and embraced by the people of Louisville and its visitors.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

I was not part of the planning, design and construction of Waterfront Park. I was however, privileged to study and record this process. During the year-long project to document the Park's development, all records were made open to me with no restrictions. No editorial limits were placed upon me as a consulting historian. I asked senior staff of WDC to review the final copy for the book, but except to correct a few factual errors, no changes were requested or suggested.

This attitude, encouraging transparency and openness, has been a hallmark of the WDC and its Executive Director David K. Karem. As with all the designers, consultants and contractors involved in the development of Waterfront Park, the staff demonstrated their respect for professionalism and personal responsibility. This attitude carried over into job performance and the results are obvious in the final product, today's Waterfront Park.

Very special design considerations were necessary for Waterfront Park. Louisville was built on a low floodplain that has witnessed unparalleled damage throughout its history. All design and construction decisions were made with the awareness that the Park will face future flooding of the Ohio River. Unlike lake front or ocean parks, the development of a riverside park requires a knowledge of periodic flooding which influence both construction and maintenance. In addition, the Park is adjacent to the navigational channel of the Ohio River which leads directly into the Louisville-Portland Canal, the busiest lock system in the world. Extensive negotiations with those federal agencies, especially the U.S. Army Corps of Engineers and the U.S. Coast Guard, added bureaucratic layers of negotiation and agreement.

While compromises were necessary, the unprecedented support of local citizens, helped influence planners, politicians and the local business community. More than 40 million dollars of the 110 million needed for the Park was raised and donated by private citizens, foundations and local corporations. When the community was shown the Park's Master Plan, advocacy for the project shifted from the WDC staff to the community in general. It was the people of Louisville who demanded excellence and access to THEIR waterfront park.

4. What do you consider to be the the most and least successful aspects of this project?

Louisville's Waterfront Park has been honored by major national and international design awards, praised by landscape publications and critics and embraced by the local community. Its success is the result of intelligent design, care of construction and accessibility to the public. It's existence has renewed interest in the city's downtown and has spurred economic development, including a startling number of new and restored apartments and condominiums which has made city living a desirable and popular option for the first time in generations.

Louisville has a long tradition of quality community parks. In the 1890s, Frederick Law Olmsted was hired to develop a system of master parks linked by parkways. The city prides itself as "The City of Parks" with Waterfront Park now being the brightest jewel in its crown. Today, landscape architects and community leaders from around the world visit the facility to study the success of Louisville's Waterfront Park. In addition to the technical design aspects of the project, they also study how the WDC staff gathered public and political support, resolved issues with governmental agencies and manages to promote creative and profitable public venues like concert series, charity events and festivals.

It is difficult to pinpoint less successful aspects of the project. Perhaps in another twenty-five years some design or maintenance issues will emerge. Without question, future floods will test decisions as to tree selection, drainage or construction, but such events have already occurred and Waterfront Park emerges as a design success. In the early days, one minor criticism was heard that the children's playground was too small to accommodate the larger-than-expected crowds. In large part, that problem was eliminated when the second children's playground was made five times larger than the first. This responsiveness to the community's concerns is a hallmark of Louisville's Waterfront Park.

2013
RUDY BRUNER AWARD
OTHER
PERSPECTIVE

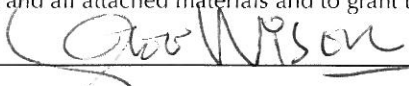


OTHER PERSPECTIVE

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Name Steve Wiser, AIA Title Architect
Organization Central Kentucky Chapter/American Inst. of Architects Telephone (502) 523-6799
Address 829 E. Market Street City/State/ZIP Louisville, Kentucky, 40206
Fax (502) 583-4159 E-mail Wiser@JRArchitects.com

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Signature  Date 12.03.2012

1. What role did you play in the development of this project?

For the past 24 years, I have been involved with the Louisville waterfront revitalization on volunteer basis. Beginning in 1988, I have assisted in drafting the overall development guidelines to serving on the design review committee.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

The waterfront revitalization has transformed the appearance and attitude of the city of Louisville. From an industrial zone of metal scrap salvage yards, deteriorated buildings, and unattractive infrastructure, this project has dramatically improved the community's quality of life. Now, instead of a maze of railroad tracks, there are walking and bike paths. Large public sculptures of Abraham Lincoln and 'Gracehoper' have replaced rusting fuel storage tanks. The 'Great Lawn', a large open grass field where outdoor events are regularly held, is now the front door image of Louisville instead of car junk yards. The city has also been reconnected to the source of its origin: the Ohio River. The community had struggled for almost 85 years to implement this project. Only through an innovative design and dedicated leaders was this challenging task achieved. What had been a major negative liability is now a tremendous positive asset. The waterfront redevelopment has significantly reshaped the identity of Louisville from a non-descript mid-American city into a distinctive progressive destination.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

The most notable trade-off involved construction of a popular chain restaurant with a less-than desired appearance. In return, the financial success of this restaurant helps fund the maintenance of the park. I participated in the design review of this restaurant, which did improve the aesthetics of this restaurant.

4. What do you consider to be the the most and least successful aspects of this project?

Most successful is replacing the industrial wasteland with a spectacular landscape for a variety of public amenities.

Least successful is the appearance of the popular chain restaurant.



Before picture of Louisville's waterfront, looking east with downtown in the foreground. This picture was taken before 1980, and shows the scrapyards and heavy industry that dominated the riverfront and allowed no public access to the river. The top bridge is the Big Four abandoned rail bridge -- the approaches were removed after the bridge closed in the 1960s.



Before looking toward downtown from the east (pre-1980). This is the sight that greeted those entering the community.



Louisville Waterfront Park in 2012. This picture was taken from the Big Four Pedestrian/Bicycle Bridge, which will open in December 2012.



Waterfront Park in the fall.



Charles O. Perry's Tetra on the Festival Plaza at Waterfront Park. This sculpture was donated to the park by the children and grandchildren of Sally Brown, one of the three funders of the Waterfront Master Plan and long-time Waterfront benefactor.



Gracehopper by sculptor Tony Smith, on the Overlook in Waterfront Park.



Gracehopper framed by park trees on a beautiful fall day.



Walkway by the harbor in the Great Lawn. There are walkers and joggers in the park 365 days per year, in the blazing heat of summer and on the coldest winter days.



The original playground opened in 1997. It was one of the first parts of the park completed and opened to the public.



More than 6 miles of walking paths wind through Waterfront Park.



Lincoln by Ed Hamilton in the Lincoln Memorial at Waterfront Park. It was on Louisville's waterfront that Lincoln watched slaves being loaded on to barges and riverboats. He would write later that the sight tormented him throughout his life.



Kids love to sit in Lincoln's lap. This picture was sent to us by a proud grandmother.



The Lincoln Memorial with the Big Four Pedestrian/Bicycle Bridge in the background.



Waterplay area in the Adventure Playground. This playground was an addition to the second phase of the Master Plan after the playground in the first phase proved to be highly popular and heavily used.



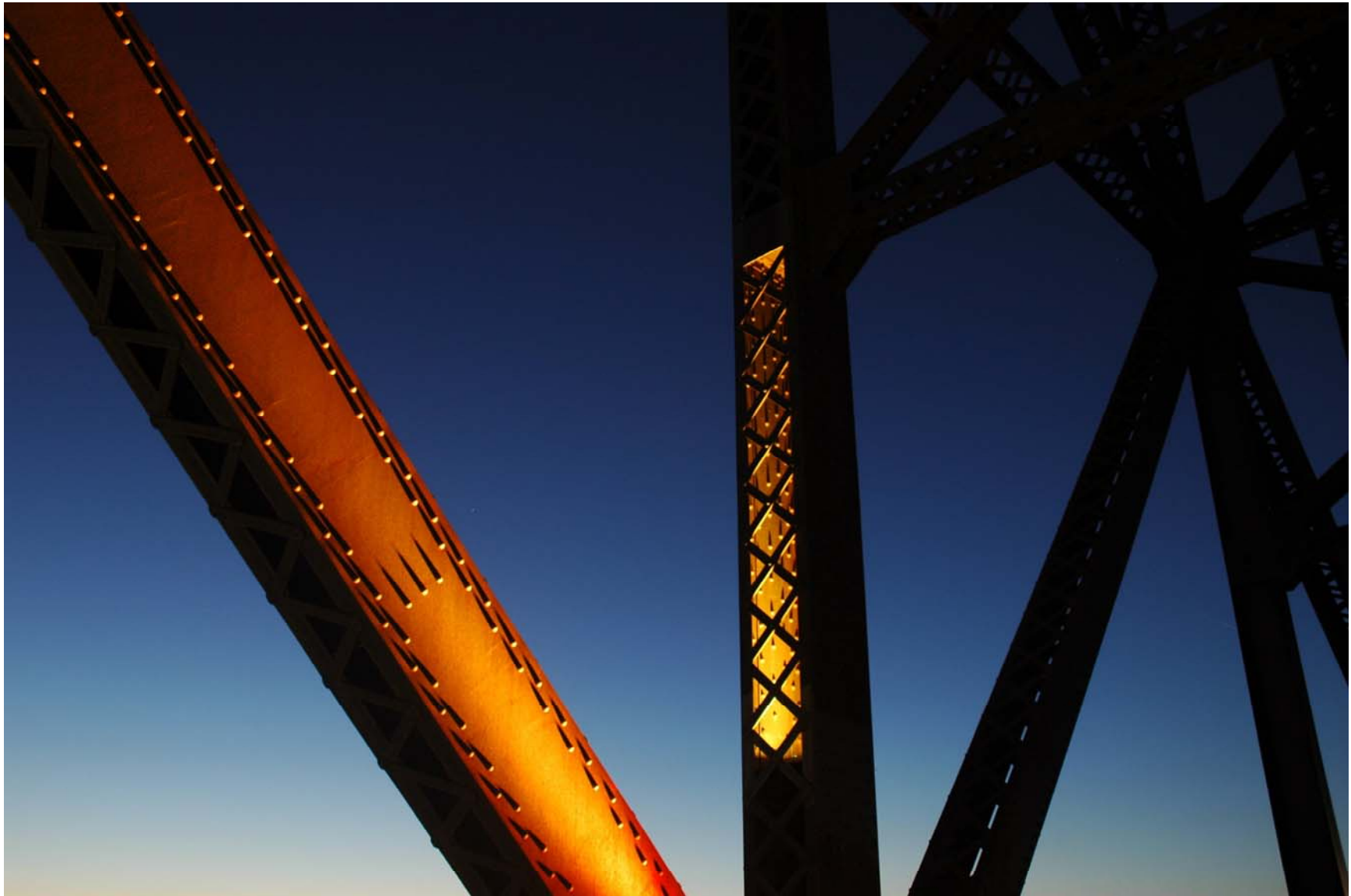
The Tumbleweed boat docks (above) and the docks in the Great Lawn Harbor offer free docking to the public, first come, first served.



View of Waterfront Park from the ramp to the Big Four Bridge. The ramp is an unusual feat of engineering, curving back upon itself to spiral up to the bridge.



**View of the spiral ramp and the Big Four Bridge under construction.
The ramp is handicapped accessible, as is the rest of the park.**



Waterfront Park officials are working with designers on an LED lighting plan for decorative lighting on the Big Four Bridge. The old decommissioned rail bridge across the Ohio River will open as a new pedestrian/bicycle bridge by the end of December 2012.



Waterfront Park is pet-friendly and welcomes dogs on leashes (and their owners!). This event, called HappyTail Hour, was a happy hour event complete with a cash bar, pet adoptions, and frisbee.



Flags 4 Vets hosts a Memorial Day vigil on the Great Lawn. Every year, 25,000 flags are placed to form the letters "USA."



Waterfront Wednesday on the Harbor Lawn. WFPK Waterfront Wednesdays, a popular series of free concerts on the last Wednesday of every month from April through September, is now in its 12th year.



Waterfront Wednesday on the Big Four Lawn. The concerts average 4,000 to 5,000 attendees, though some have drawn 10,000-12,000. The park partners with Louisville's public radio station, WFPK, to book local, regional and national artists to perform.



Waterfront Independence Festival is an annual 2-day event held each July 3rd & 4th, with a fireworks show both evenings. Traditionally, the 3rd is Country Night and the 4th features urban, rock and jazz. The festival averages 125,000 attendees each year.



Waterfront Independence Festival with the city in the background.



A wide variety of events are held in Waterfront Park, including sporting events like the Ironman Triathlon and this national volleyball tournament.

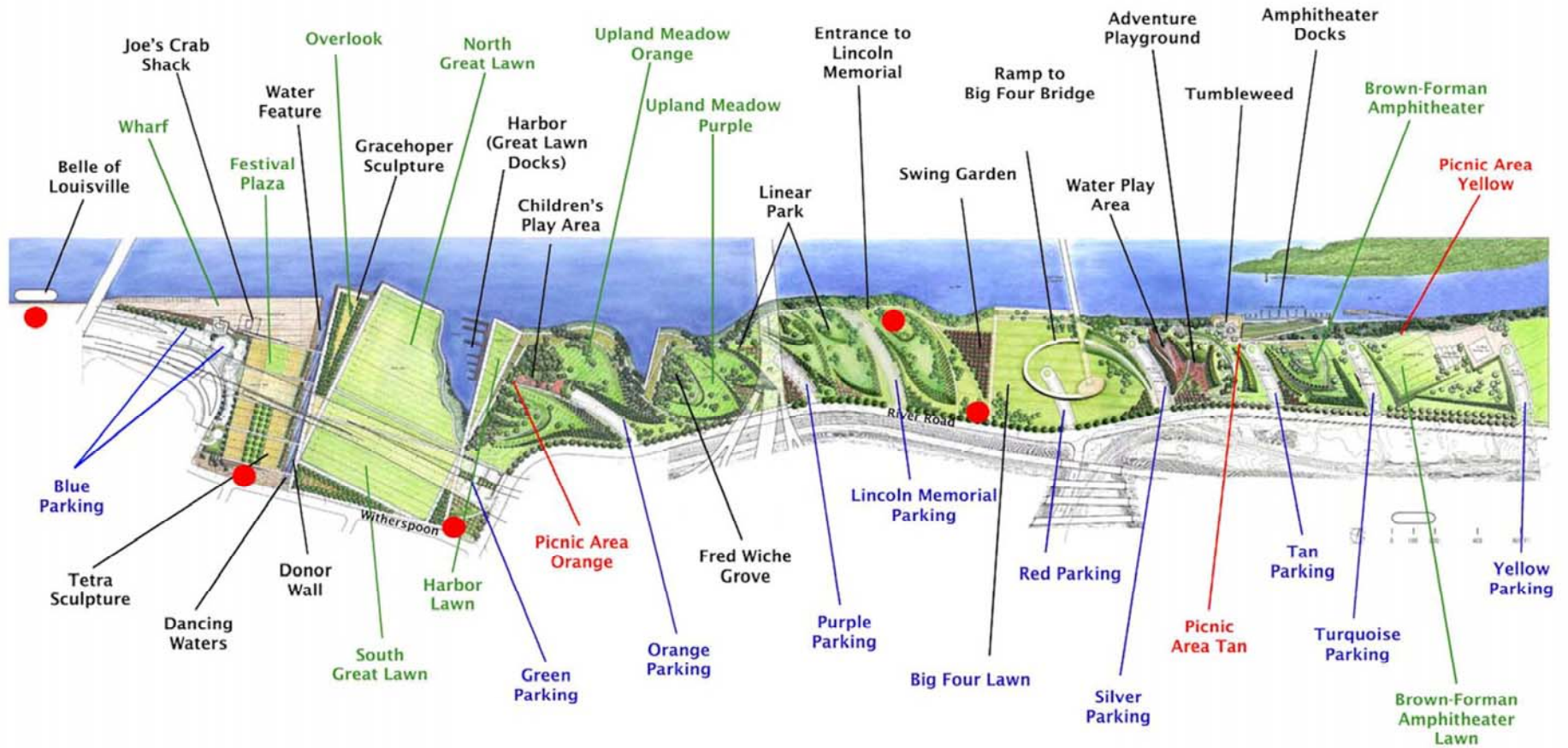


Waterfront Park has hosted the Ironman Triathlon every year since 2007. The swimming portion of the race starts at the Tumbleweed Docks and ends at the Great Lawn, where racers begin the biking portion of the race.

Louisville Waterfront Park

(www.louisvillewaterfront.com)

- PARK FEATURES
- EVENT VENUES
- PICNIC AREAS
- PARKING



PARK HOURS:

6:00 a.m.—11:00 p.m.

Adventure Playground: 6:00 a.m.—11:00 p.m.

Water Play Area: 11:00 a.m.—8:00 p.m.

● Accessible sign locations

Economic Report

the impact of

Louisville's Waterfront Park

Once upon a time ... this great waterfront park was only an idea -- a very fragile idea. Our heartfelt gratitude to those whose encouragement and generosity turned the dream into this wonderful reality.



Fall 2011



History

"I can testify to the tremendous value that waterfront development has brought to Louisville Metro, and to our many waterfront associates and the people of Kentucky."

- Jerry Abramson, Former

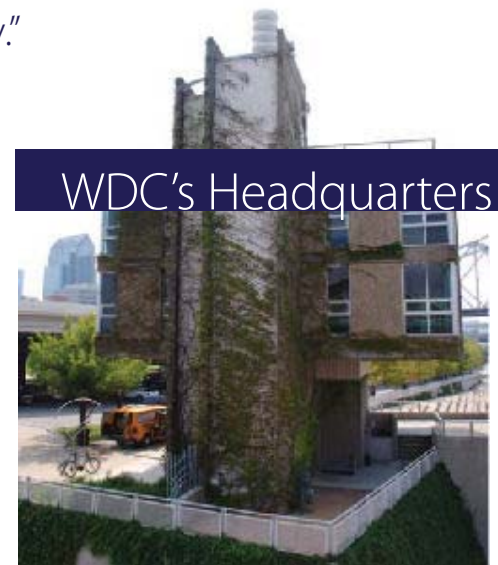
The staff at the Waterfront Development Corporation conducted an informal study of the economic growth of the surrounding area of Louisville's waterfront district. There have been numerous requests to update the existing economic report with additional information about housing and more detailed account of employment within the Waterfront District, especially since completion of many new establishments in downtown Louisville.

Established in 1986 the Waterfront Development Corporation (WDC) was created to help coordinate and implement strategies to revive the Louisville waterfront area. Before the creation of the WDC, Louisville's downtown area (from the Ohio River to the North side of Market including Main Street and between the Clark Memorial and Kennedy Bridge) was filled with abandoned and underutilized land and buildings. The waterfront area was one of the most unattractive parts of the city.

The Waterfront Development Corporation was formed as a non-profit agency by an agreement between Jefferson County, City of Louisville (Louisville Metro), and the state of Kentucky. The WDC was to oversee the redevelopment of Louisville's waterfront from a blighted and underutilized area into a vibrant and active area in downtown Louisville. The intention was to have a park that the community appreciated, but at the same time ►



Before the existence of the Waterfront Development Corporation, Louisville's waterfront was home to heavy industry, warehouses, sand and gravel companies, and scrap yards. What was once inaccessible to the public is now a beautiful 85-acre public park.



Much like the park it overlooks, the Waterfront Development Corporation's headquarters at 129 River Road has had its space converted to new uses in response to the changing face of waterfront life. Originally meant as a replacement office building for the Ohio River Sand Company, whose right-of-way was overrun by the construction of the then brand new Interstate 64, the building has become a quirky downtown Louisville landmark.

Built by the architectural firm of Hartstern, Louis and Henry, the building was intended to be "a showcase for the raw materials Ohio River Sand furnishes the building industry." Over the years it has certainly performed its intended function, as millions of motorists and tourists every year get to see the odd cantilevered office perched precariously at the water's edge.

The building's broad windowed floors extend 13 feet over the sidewalk side and 19 over the wharf side, shadowing the spot that once held tables for weighing the trucks that carried sand to and from the ORSC's yards. Support the slab concrete overhang are two-foot-thick beams of reinforced concrete that almost entirely wrap the office floors.

The third floor of the building, where Waterfront keeps its offices, has several odd features, most notably the heavy steel vault that serves now as WDC's file room, but once held thousands of dollars safely inside on heavy business days for ORSC's cash-only establishment.

History



The Adventure Playground, completed in Phase II, is one of the most popular destinations in Waterfront Park. A well-used feature of the playground is a wet-play area that includes sprinklers and misters. Kids of all ages love the Adventure Playground, especially on hot summer days.

The development of Waterfront Park would be a catalyst for businesses and residential living to expand in an area that was once seen as forbidden.

The Waterfront Development Corporation relies heavily on private and public donations to fund construction of Waterfront Park. Government funding supports day-to-day operations and park maintenance. Event income and lease space helps defray some expenses.

Today, the Waterfront Park is made up of three phases and totals 85 acres. The Waterfront Development Corporation's role has evolved into a three-part mission: park planning and construction; park maintenance; and event production and coordination. Over the years, the main goal of uniting Louisville's waterfront areas with the surrounding city has definitely been accomplished as the Waterfront Development Corporation enters their 25th anniversary. ■

WDC Timeline

- 1986** WDC created/First Board Meeting
- 1987** Funds are donated to acquire WDC's current office
- 1988** Public forums determine community wants/needs for Waterfront Park
- 1990** Hargreaves Associates selected as master plan designer
- 1992** Private fundraising campaign begins for Phase I
- 1994** Ground broken on Waterfront Park Phase I
- 1995** Mass excavation completed
- 1996** Wharf completed
- 1997** Waterfront Park hosts its first concert series at the Wharf/ Plans announced for Louisville Slugger Field in the Waterfront District/ Joes Crab Shack opens/ Linear Park and Children's Play Area open
- 1998** October 18 – Great Lawn dedicated
- 1999** July 4 –Phase I dedicated
- 2000** Docks are installed/ Harbor Lawn Opens/ Widening of River Road completed
- 2004** June 10 – Phase II opens
- 2005** Waterfront Independence Festival draws over 150,000
- 2006** Riverview Park announced/ Poe Development and WDC announce RiverPark Place
- 2007** Construction on Phase III begins
- 2009** June 3 – Lincoln Memorial complete
- 2010** Big Four Lawn opens/ Ramp completed
- 2011** April 20 – U of L Rowing Facility open
July 6 – Kick off to construction on Big Four Bridge

Purpose

The original purpose of the Waterfront Development Corporation was to manage the riverfront development. There was an ambition to create a place where the river's edge and the city come together in a way that provides a unique atmosphere for public recreation. This development was seen as an opportunity to respect the history and character of Louisville.

Today, Waterfront Development Corporation's purpose has expanded and evolved to meet the changing needs of the park and city. A very large and ongoing task is the daily maintenance of the 85 acre park. Due to the attractiveness and visibility of Waterfront Park, the on-site facilities staff keeps the park's grounds at high level conditions.

Another major responsibility of the Waterfront Development Corporation is scheduling public and private events. With over 120 events a year, Waterfront allows individuals and corporations to host weddings, picnics,

festivals, charity walks, sporting events and concerts. The two large scale productions that the Waterfront Development Corporation is responsible for producing are the Waterfront Independence Festival and WFPK Waterfront Wednesdays. The Waterfront Independence Festival is a two-day music festival that takes place on the Great Lawn with over 150,000 people in attendance. The WFPK Waterfront Wednesday is a highly anticipated monthly concert series that takes place at the new Big Four Lawn and is seen by Louisvillians as one of the most popular events of the summer.

In 2005, the Waterfront Development Corporation took over the responsibility of overseeing the operation and management of the Belle of Louisville. The Belle has become a priceless icon of the city. The Belle of Louisville was designated a National Historic Landmark in 1989 and is listed on the National Register of Historic Places. She will celebrate her 100th birthday in 2014. ■



Riverview Park

Riverview Park is a park in Southwest Jefferson County where unique solutions have been found to address the location of a dynamic park on the river's edge in an area vulnerable to flooding and bisected by a levee. WDC oversees design and construction for the redevelopment of Riverview Park. The master plan for the park was developed by the landscape architectural firm John L. Carman & Associates and De Leon & Primmer Architecture Workshop.

The first phase of the park, which was completed in 2011, includes a new playground with waterplay, a new restroom facility, and redesigned parking that allow easier access to the boat ramp. Future phases will include multiuse play fields and a walking track on the dry side of the levee and a number of nature paths that will meander through the 85-acre site.

Riverview Park is a spectacular site that will be a landmark park for the community.

Employment

“Over the past seven or eight years, with the opening of Waterfront Park and Slugger Field, the face of the neighborhood has changed from shuttered warehouses to one which contains a lot of individual activity.”

- Henry Potter, Potter and Associates Architects



The Employment section contains updated data within the Waterfront district (from the Ohio River to the North side of Market including Main Street and between the Clark Memorial and Kennedy Bridge). Even without empathetic presentation, the difference in job creation is clear between 1986 and the present day as well as the investment that has gone into the Waterfront area since the park's completion. This Economic Report has not been updated since 2007 and now in 2011, with completion of numerous downtown developments, the current data was quickly outdated. A few unresponsive businesses have been given appropriate averages based on the type of business they do and size of their location. ■

Employment in 1986

** Included in miscellaneous

Arctic Ice	**
Belle of Louisville	40
Brinly-Hardy Co. (warehouse)	**
Burwinkle-Hendershot Co. (warehouse)	7
Fetzer Company	21
Harshfield Brothers	**
Kurfees Paint Co.	80
Louisville Scrap Metal	25
Marine Electric Co.	18
Martin Marietta Aggregates	3
Power Lite Electrical Supplies	**
Schoch Heating Supply	4
Seaboard Systems Railroad	**
Thrifty Dollar Store (warehouse)	**
Tommy Borders Restaurant Service	105
Miscellaneous	+/- 100

Total jobs in 1986:

+/- 400

Investment

400-300 East Market

Bank Shot Billiards	4
Domino Partners	3
More Than A Uniform	2
Cobalt Ventures	6
Mozz Restaurant	31
Nulu East Market Lounge	9
AAA	7

300-200 East Market

Jimmy Johns	50
Mercantile Gallery Lofts	**
Louisville Gold Club	**
Derby City Espresso	**
Marriott Residence Inn	50

200-100 East Market

Connections	40
Cooperative Distributing	2
PT's Show Club	40
Marcus Paint Company	17
White Castle	21
Hillbilly Tea	18
Central Electric Office Machines	3
State Farm Insurance	3
Interactive Media Lab	17
bCatalyst LLC	12

100-200 West Market

Bike Courier	5
Subway	8
Saffron's	12
Action Loans	10

400-300 East Main

Against the Grain	50
Louisville Slugger Field	245
Home Plate Café	5

300-200 East Main

LEO Weekly	21
Metro Dental Group	12
Louisville Ballet	50
Old National Bank	19
Blue Equity	10
Merit Health System	8
User Friendly Phone Book	15
Grisanti Inc.	8
BF Capital	4
Capital South Partners	10
Atlas Brown	19
Potter & Associates	7
Commercial Kentucky	18

200-100 East Main

Adhawks Advertising	5
Hospital Hospitality House	4
Fetzer Company	10
Ice House	TBD
Stevie Rays	20
SHW Supply	70

100 East Main

Community @ E-main	3
U of L Cressman Center	4
Humana Waterside	4000
Bank America Mortgage	10
Finelight	15
Murphy Elevator Company	**
Main Street Realty	7
Bravura	10

100-200 West Main

Whiskey Row Lofts	TBD
Trolls Pub	TBD
Marine Electric	**
Logicwebb	**
Main Street Lounge	18
DeVino's Deli	10
Prime Lounge	30
Impellizeri's	60
O'Sheas Irish Pub	54
Big City Styles	10
Doc Crows	42
Sol Aztecas	20
Bearno's Pizza	40

200-300 West Main

Yum! Center	TBD
Courtyard Marriott	**
LG&E	497
Bluegrass Brewing Company	35

River Road & Witherspoon

Belle of Louisville	66
Waterfront Development Corporation	17
Joe's Crab Shack	140
Wheel Fun Rentals	4
Tumbleweed Southwest Grill	140
Stop Lite Liquors	6
Subway	5
Presbyterian Church USA	640
Presbyterian Publishing	26

**Miscellaneous/Other +/-200



TOTAL Waterfront District employment

6689

Investment

“Louisville’s redeveloped waterfront is the perfect location for us. Connections between all of the hubs of riverfront activity -- the Arena, Waterfront Park, Muhammad Ali Center -- will provide the community with fun and exciting new experiences and a whole new level of access to the river.”

- Jim Host, Chairman, Louisville Arena Authority

Investment Table

Project	Investment (millions)	Status
bCatalyst Corner (r)	0.80	Completed
Clock Tower Building (r)	5.70	Completed
Cressman Center	1.00	Completed
Cobalt 301 East Main Building (r)	3.00	Completed
Cobalt Marketplace (r)	4.00	Completed
First and Main Garage	8.90	Completed
First and Main Redevelopment	19.20	Completed
Fleur-de-Lis LLC Redevelopment	22.50	Completed
Haymarket Project	300.00	Underway
Humana Waterside Garage	8.50	Completed
Icehouse	10.00	Underway
Joe’s Crab Shack	1.70	Completed
Louisville Ballet	2.30	Completed
Louisville Extreme Park	2.50	Completed
Louisville RiverWalk	3.50	Completed
Louisville Slugger Field	26.30	Completed
Louisville Wharf	1.40	Completed
Mariott Residence Inn	13.50	Completed
Park Place Lofts	5.00	Completed
Petrus Restaurant and Nightclub	1.00	Completed
Preston Pointe	11.10	Completed
River Park Place	200.00	Underway
Romano L. Mazzoli Belvedere Connector	5.30	Completed
Sea Ray of Louisville	0.80	Completed
The Hub Apartments	3.50	Announced
Mercantile Lofts	7.00	Completed
Tumbleweed Southwest Grill	2.00	Completed
U of L Rowing Center	2.65	Completed
Waterfront Infrastructure	17.43	Completed
Waterfront Park (Phase I)	58.00	Completed
Waterfront Park (Phase II)	15.00	Completed
Waterfront Park (Phase III)	22.00	Completed
Waterfront Park Big Four Bridge & Ramp	18.00	Underway
Waterfront Park Place	48.00	Completed
Waterside Building	28.00	Completed
Whiskey Row Lofts	20.00	Underway
YUM! Center	450.00	Completed

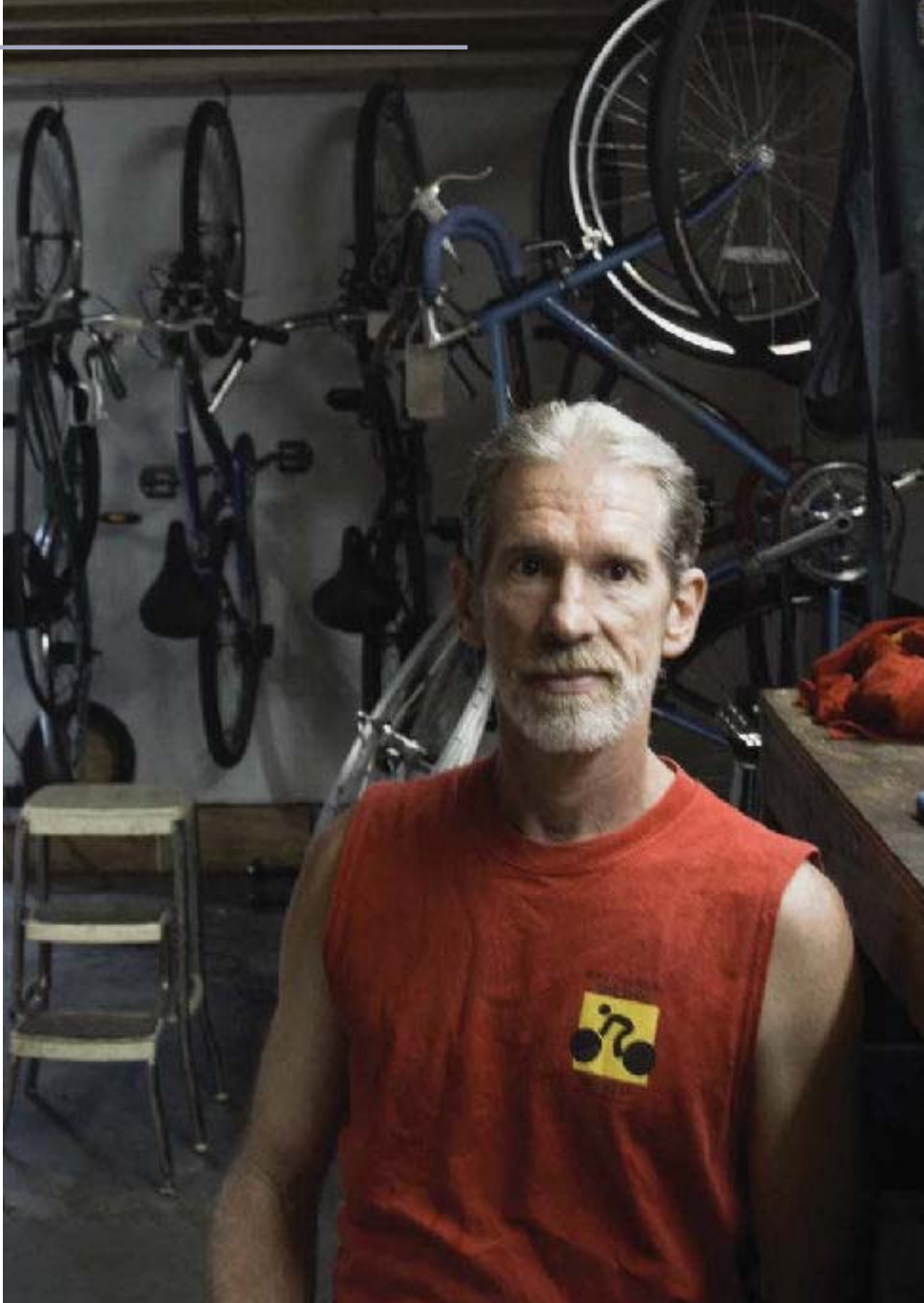
total Waterfront investment:

\$1,384,080,000



"Louisville was made for bicycles."

- Jackie Green



getting to know Jackie Green

Jackie Green has been a car-free cyclist in Louisville since 1999. Born in Louisiana, Green grew up in Brazil before returning home to attend school at Louisiana College, where he received degrees in English and Speech. In the fall of 2003, he founded Bike Couriers at 107 W Market, and in 2006, expanded with the opening

of the Bike Couriers Bike Shop next door.

In addition to his duties at the Bike Couriers, Jackie is extremely active in the local community, where he advocates bikers' rights and encourages people to become less dependent on the existing infrastructure of automobiles and other polluting vehicles. With these goals in mind,

WDC: Why invest your business efforts in downtown Louisville?

Jackie Green: The answer to that question begins with social/environmental entrepreneurship. Cindy and I are S/E entrepreneurs. We opened the Bike Couriers, we bought a 125 year old building, and we then opened the Bike Couriers Bike Shop because transportation choices have tremendous environmental and social consequences. Downtown Louisville presents great opportunities for S/E entrepreneurs.

Our business strategy, like nature, abhors a vacuum. In 2002, Louisville business had no earth-friendly, energy-intelligent courier service, so we opened the Bike Couriers. In 2003, there was no business occupying 107 West Market, so we bought the building and moved the business. In 2006, there was no urban bike shop in downtown Louisville, so we opened the Bike Couriers Bike Shop.

Transportation that is energy-intelligent, earth-friendly, and socially-responsible focuses on smaller geographies. Downtown Louisville is compact and easily accessed from its first ring of suburbs. That makes Louisville perfect for bicycles. Downtown Louisville is comprised of three major elements: the Central Business District, the Medical Center, and the growing urban residential component. Those three elements, together with the first ring of suburbs and U of L, form the core of the business for Bike Couriers and the Bike Couriers Bike Shop. Those elements all come together downtown. Downtown Louisville was made for bicycles. ■

he helps to spearhead two main advocacy groups: Safe Streets Louisville and The Greening of Louisville. Green ran for mayor in 2010, drawing attention to bike safety and responsible environmental sustainability in the process. ■

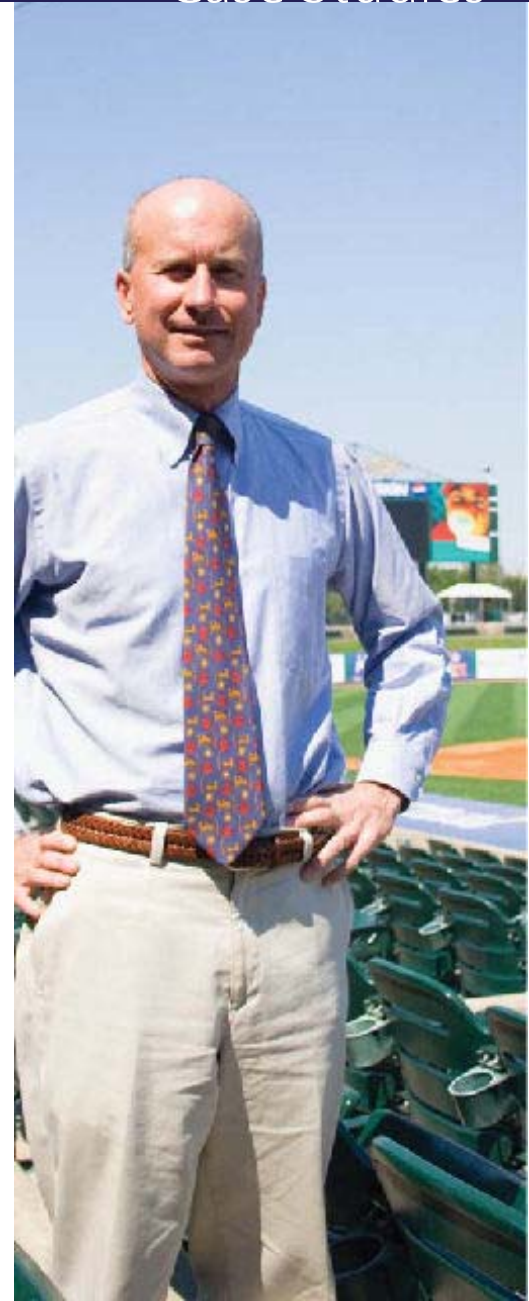
"Has Slugger Field met our expectations? I think it has greatly exceeded them. Our eighth season equaled our first seven, and some of the credit for that definitely has to go to site location. Being near the waterfront is a big advantage."

- Gary Ulmer, President, Louisville Bats

Built on 3 former industrial properties, Louisville Slugger Field was one of the first projects to capitalize on the presence of Waterfront Park. Since ground was broken in November of 1998, Slugger Field and Waterfront Park have had a unique and symbiotic relationship. In fact, during the site's cleanup and construction, the WDC had significant input in helping to remove lead paint and toxins left behind by the industrial enterprises that once called the property home. WDC also had input in the design of the field itself, helping to create a good neighbor and companion to Waterfront Park.

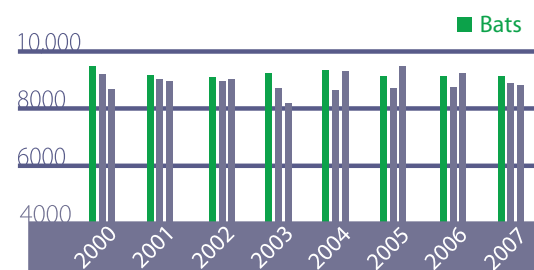
In baseball's Minor Leagues, team makeups can change overnight, making it difficult to market and build loyalty in a fanbase around a lineup of specific players. Instead, minor league clubs have to work creatively, using promotions to attract fans, and if the club is lucky, an attractive park that fans enjoy being in. This is where the Bats shine. "Clearly, having the waterfront next to the baseball stadium is a great thing for the fans, and vice versa," says Gary Ulmer, president of the Bats. "People say that this park is a great place, there's plenty of street level parking and it's easy to get in and out of town. It's really the best of all worlds, a downtown facility that's close to the waterfront but not in the middle of the grind."

Fans have shown their approval by turning out to games in droves throughout the history of the Louisville Bats in downtown. The Bats have consistently ranked at the top of the attendance charts in the International League, and in 2008, the International League chose Louisville as the site for the International League All-Star Game. As Ulmer told the Courier-Journal, "Louisville is a premier minor league market. We have one of the best ballparks there is in Triple-A. Most importantly, it's for our fans. Fans ask me about the All-Star Game constantly. I'll bet not a week goes by that some fan doesn't ask, 'When can we host an All-Star Game?' The fans deserve it. They want it, and we're pleased to be able to bring it." It doesn't hurt, either, that the Bats seem to consistently turn out a good on-field side, winning a share of the 2001 International League championship and always fighting for a top spot in their division. ■



Employment in 1986

As of 2007, Slugger Field never dropped below second in average attendance. Louisville has shown remarkable consistency in a league where attendance at most clubs can vary by hundreds of thousands from season to season.



For many years, the concept of a Downtown Resident's Association seemed oxymoronic, a thought not considered because the downtown area had so few residents, and for good reason. Downtown was unattractive, possessed few draws, and didn't offer the conveniences necessary to sustain urban living.

This all began to change in the last two decades. In early 2004, the Louisville Downtown Resident's Association (DRA) was resurrected. According to the DRA's president, Michael Gabhart, its purpose is to "create a voice for the downtown community, because obviously, we're a lot stronger together than on our own and downtown issues need to be addressed." The DRA started as a couple of families, and has grown steadily, from about 55 in its first year and growing to over 80+ people over the years.

Gabhart notes that many of those living downtown are single, young professionals or empty nesters, but increasingly many folks are finding you don't have to lose a neighborhood to move downtown. According to Michael, being downtown will stimulate a latent sense of community. "You have your development as your neighborhood, and developers go out their way to help provide a community feel by channeling people into spots where they are more likely to run other people from their building."

An added benefit is that you no longer have to endure a future of sweaty Sundays cutting grass. The well-manicured lawns at Waterfront Park provide more enjoyment for less work than any suburban front yard could.

Not to mention, a front yard can hardly provide the array of activities, views, and friends to be enjoyed in Waterfront Park.

Clearly, many people share this view, as downtown living has been gaining momentum and now more people are living downtown than ever before. The residential population of the Louisville Central Business District has grown to over 5,000 people in 2010, according to

a study prepared by Louisville Central Area Incorporated.

With the construction and renovations of several existing spaces completed, and several new major developments imminent including RiverPark Place, Ice House, and Whiskey Row Lofts, services and shopping opportunities will continue to increase dramatically. Waterfront Park will be well positioned to be at the continuing housing boom.



key information for

The DRA

Official Name: Louisville Downtown Residents Association

Address: 401 S. Fourth St., Suite 555

Phone: 502.583.1671

Website: www.ldra.org

Seeking Members: The LDRA is seeking more members to join its growing organization. Corporate members as well as families are welcome to attend monthly meetings, which feature speakers on downtown issues.

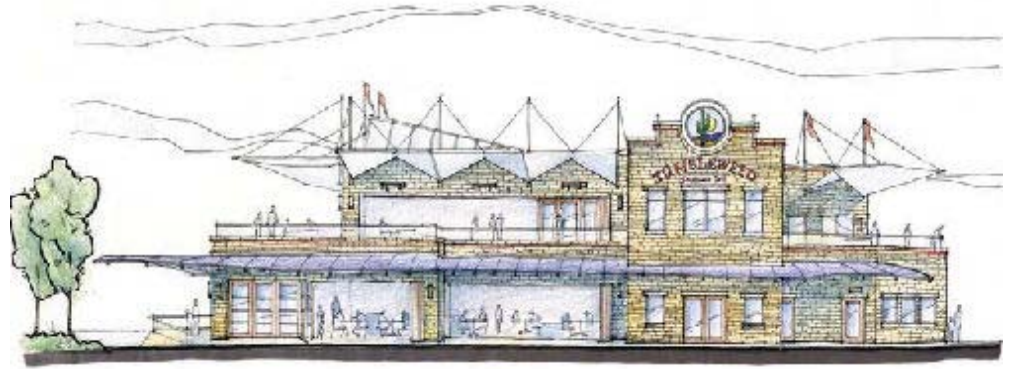
More information: info@ldra.org

Founded in 1975, Tumbleweed Southwest Grill opened its first location in New Albany, Indiana. From those humble beginnings, the chain expanded throughout the Louisville area, quickly becoming a well known favorite of local diners, and smoothly growing to 60 locations in the Louisville area.

By the late 90s, however, Tumbleweed was in trouble. Sales were stagnant, pulled down by a few unprofitable locations, and Tumbleweed wanted to expand its clientele and raise its image in the public eye. Faced with a choice between innovating or possibly falling behind key competitors, Tumbleweed, under the fresh guidance of Terry Smith, reinvented their menu, interiors, and floor plans, culminating the construction of a new flagship Tumbleweed in Phase II of Waterfront Park, completed in July 2005.

The flagship features folding glass walls and open floor plan, allowing diners to feel the river's breeze while eating. "Our design team worked very hard to develop an open air restaurant which took advantage of the incredible river views and Louisville skyline," says Smith. The flagship has been a solid success, quickly becoming the chain's highest volume location, and the first location to break 3 million dollars in annual sales in 2004.

As with the Bats, some of the credit for Tumbleweed's success must go to location, as the park provides a unique backdrop that really makes Tumbleweed's open terraces and exceptional place to eat. Similarity, the Tumbleweed relationship is symbiotic for the WDC, as the restaurant brings visitors and energy to an area of the



"When we've got the doors opened up and a breeze is blowing, I've even had guests say that they 'feel like they are on vacation in Florida.' It really is an amazing venue and we're proud to provide that type of experience to our guests."

- Terry Smith, CEO, Tumbleweed Southwest Grill

park that would feel secluded and lonely at times without it. As Smith puts it: "The chance to develop on Tumbleweed in Waterfront Park was a challenging but unparalleled opportunity to provide riverfront dining to our loyal guests in Louisville and to the many visitors who make the journey to Waterfront Park." Taking that chance has helped fuel a

revival for Tumbleweed, spurring them to begin expanding again to new markets and pushing their revenues to \$64.3 million and creating 140 jobs in the Waterfront area. This is another example of economic and quality of life enhancement built on the foundation laid by the Waterfront Development Corporation in 1986.

Designed: Patrick Bartenstein, 2007

Updated: Catherine Cundiff, 2011

Special Thanks To: Jim Baines, Louisville Central Area, Terry Smith, Michael Gabhart, Jackie Green, Gary Ulmer, and everyone else who gave input and time to create this report.



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