



RUBBERTOWN CORRIDOR ECONOMIC DEVELOPMENT STRATEGY

Phase I

Research & Existing Conditions Overview

Real Estate Market Analysis

INTERFACE STUDIO LLC

AECOM

Who are we?

_INTERFACE STUDIO

basic stats:

- small firm based in Philadelphia
- urban design, planning, graphic design & video



AECOM >>> MARKET & ECONOMIC ANALYSIS
Tammy Shoham, Associate

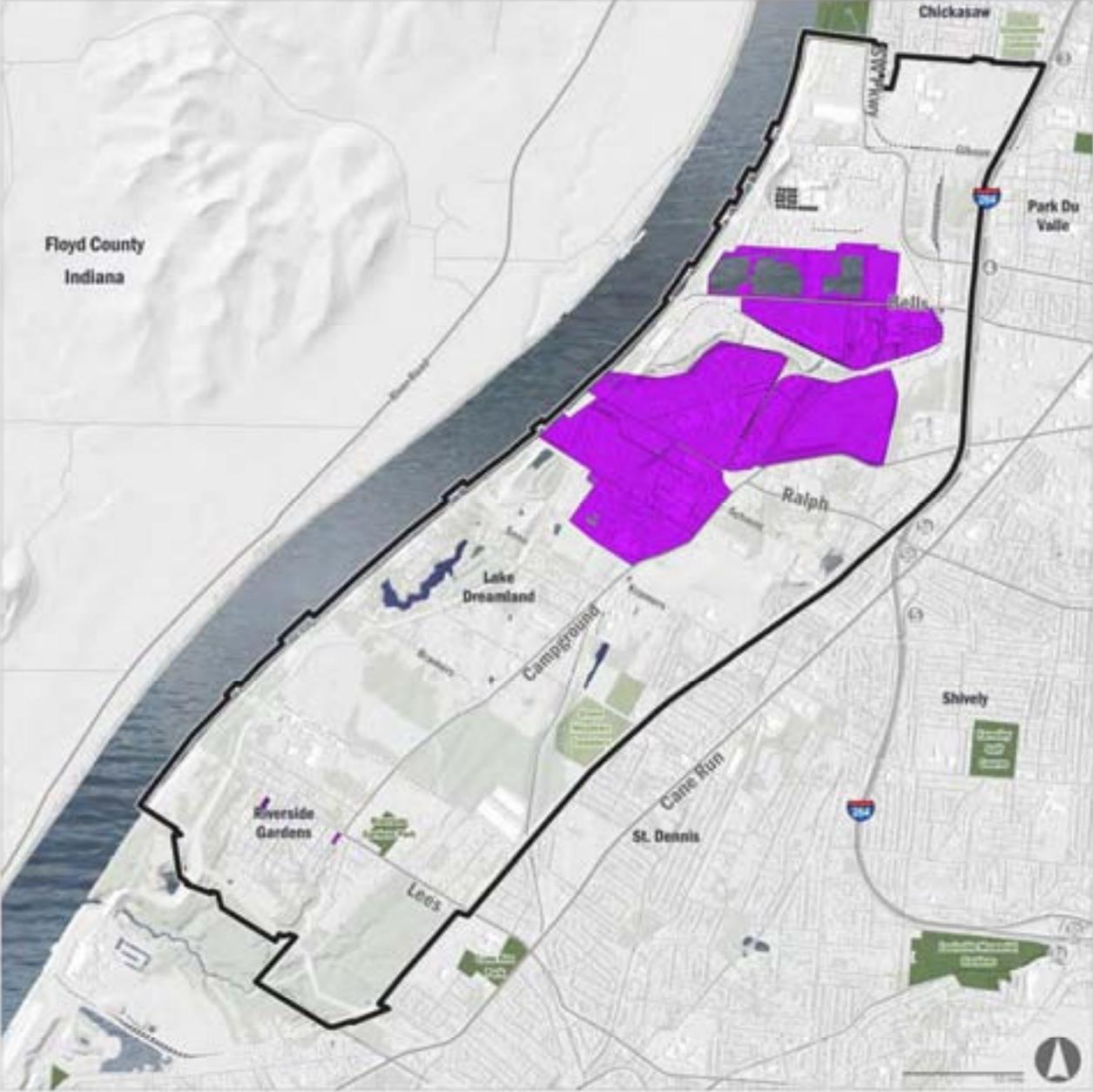
Why are we here?

The Rubbertown Economic Development Strategy is intended to:

- **Enhance the quality of life;**
- **Protect and expand jobs;**
- **Improve the relationship between industries and neighboring communities;**
- **Raise the awareness of the Rubbertown area;**
- **Improve infrastructure;**
- **Identify opportunities for reusing vacant land; and**
- **Explore strategies to address contaminated land.**



What is Rubbertown?



Source: LOJIC, Interface Studio

EXISTING CONDITIONS rubbertown study area

LISTENING



Project Partners

- > **Economic Development Department**
- > **Greater Louisville Inc.**
- > **Louisville Chemistry Partnership**

4 Focus Groups

Interviews

Advisory Committee

Jeff Anderson
Lauren Anderson
Jeff Androla
Greg Brotzge
Todd Brown
Charles Buddeke
Eboni Cochran
Bobby Ferrari
John Gant
Steven Gray
Susan Hamilton
Lauren Hardwick
Kevin Harpring
Dan Hicks
Carl Hilton
Bruce Himes
April Jones
Mike Kmetz
Joyce Korfhage Rhea

Larry McFall
Woody Miller
Jim Mims
Eileen Pickett
Charles Poe
Richard M. Robinson
Christina Shadle
Bud Schardein
Kevin Shea
William T. Simpson
John Swintosky
Jen Swyers
Gerald Thomas
Bruce Traugher
Tom Vernon
Dawn Warrick
Leonard Watkins
Ed Wessel
Ernie Yurchuk



DATA

1. GIS Base Information

- > Parcel data
- > Environmental
- > Transportation

2. Parcel by Parcel Survey

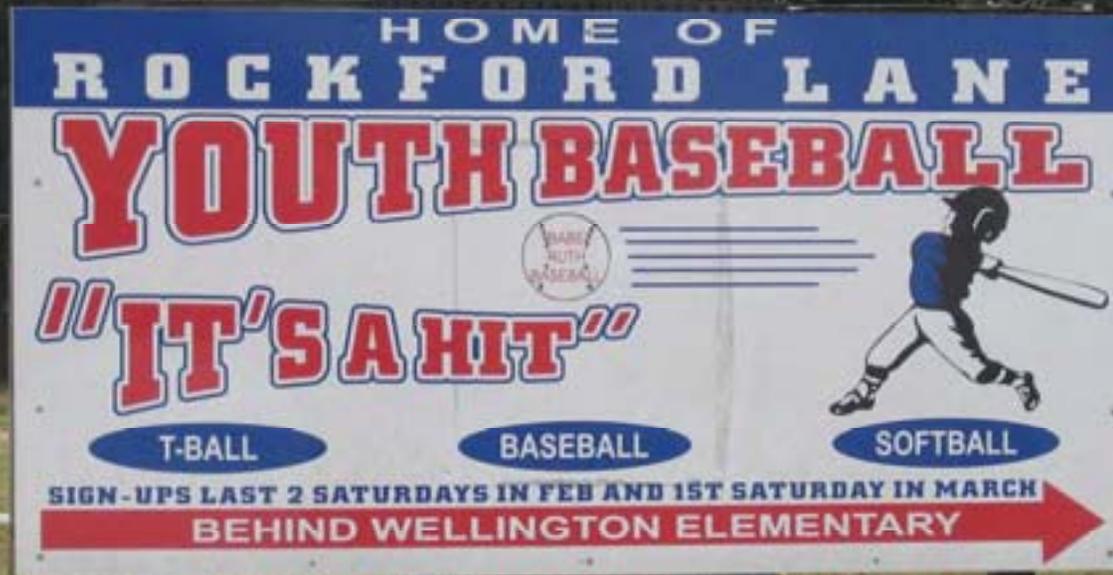
3. Economic & Market Data

4. Update GIS Database

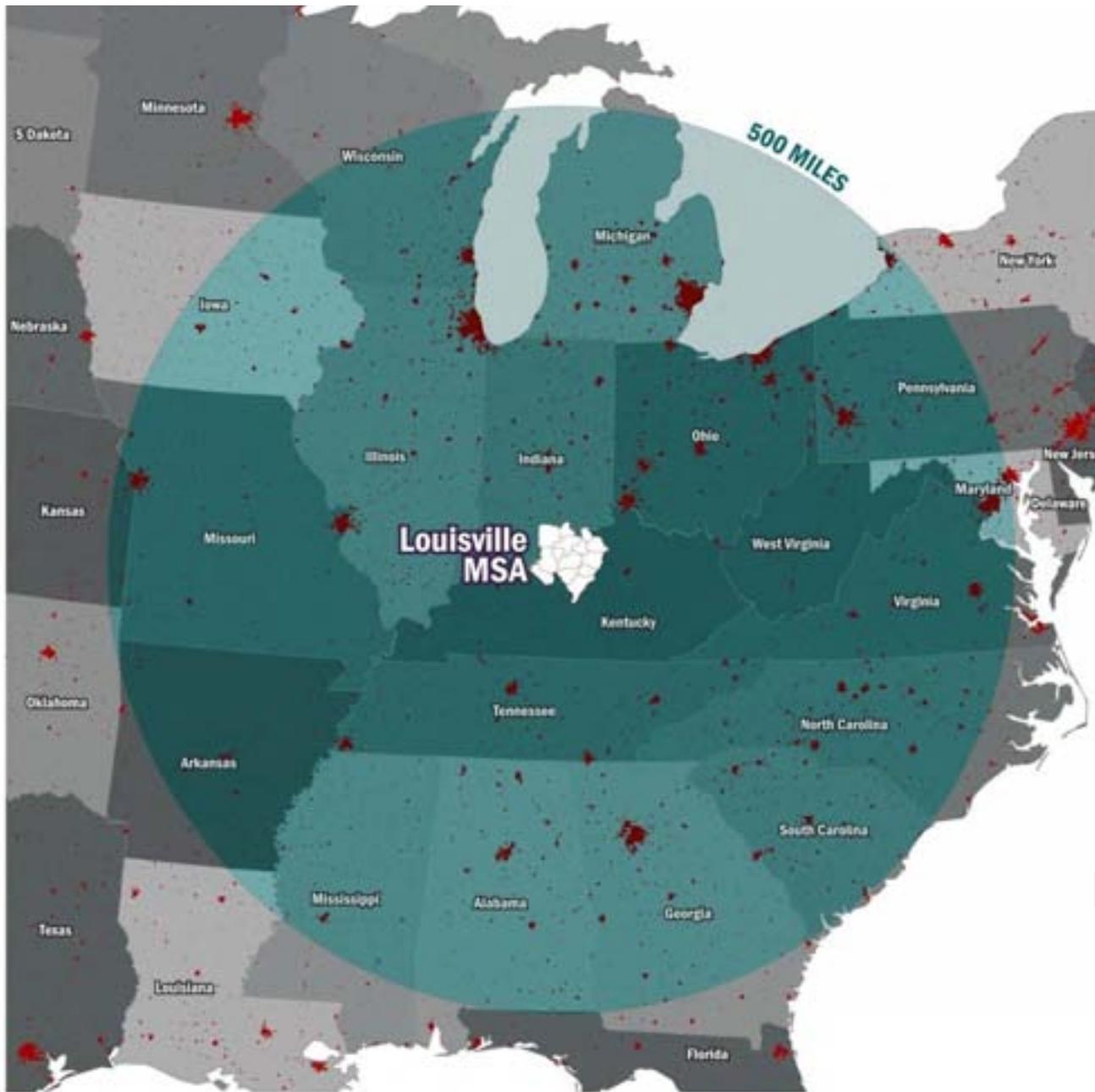
**Just the facts,
ma'am.**



2 DEMOGRAPHIC & ECONOMIC TRENDS



Objective: understand challenges facing people in and around Rubbertown



Nearly **half** of the US population is located within 500 miles of Louisville, KY...

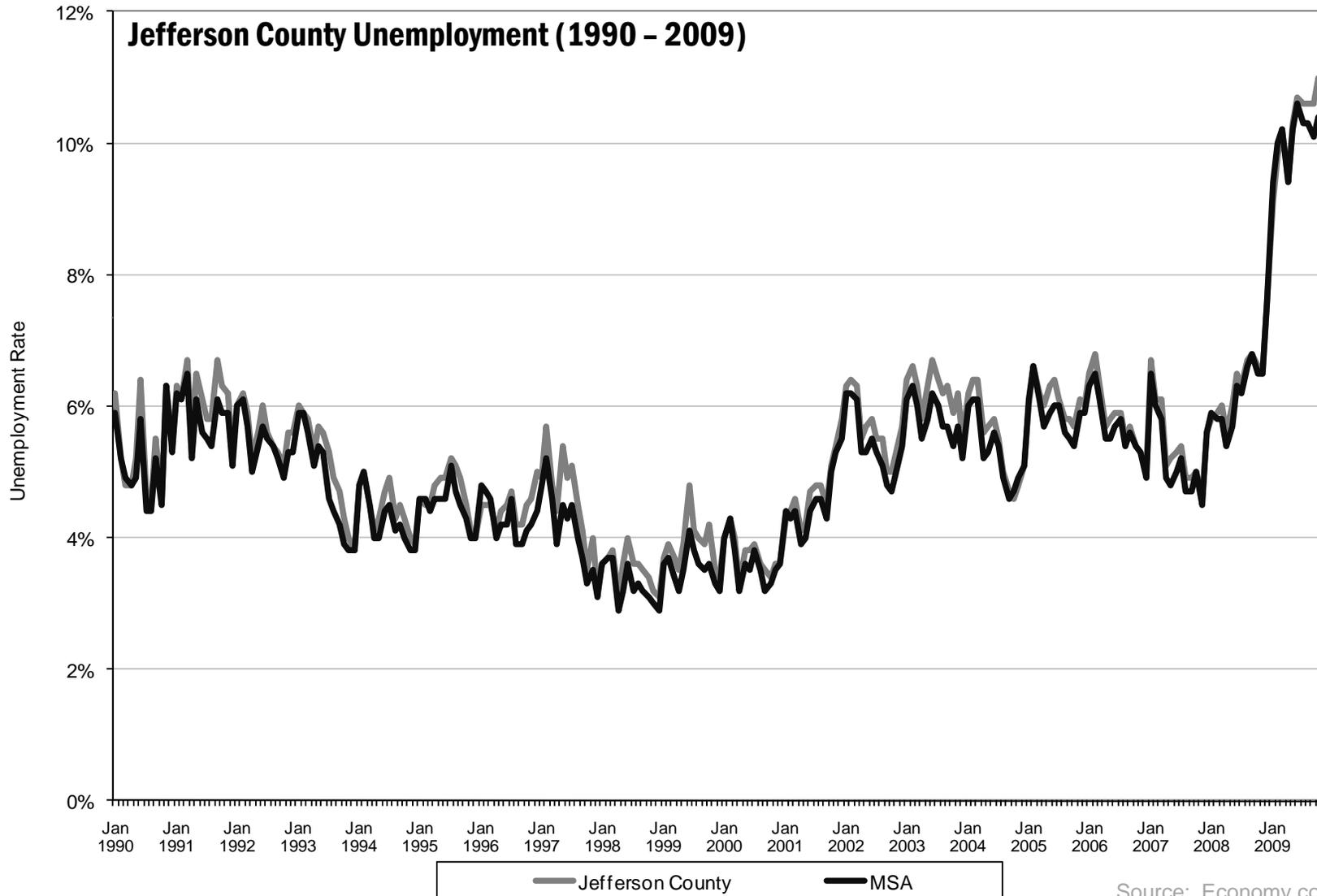
Source: Greater Louisville Inc.

DEMOGRAPHIC & ECONOMIC TRENDS context - MSA

Demographic Indicators

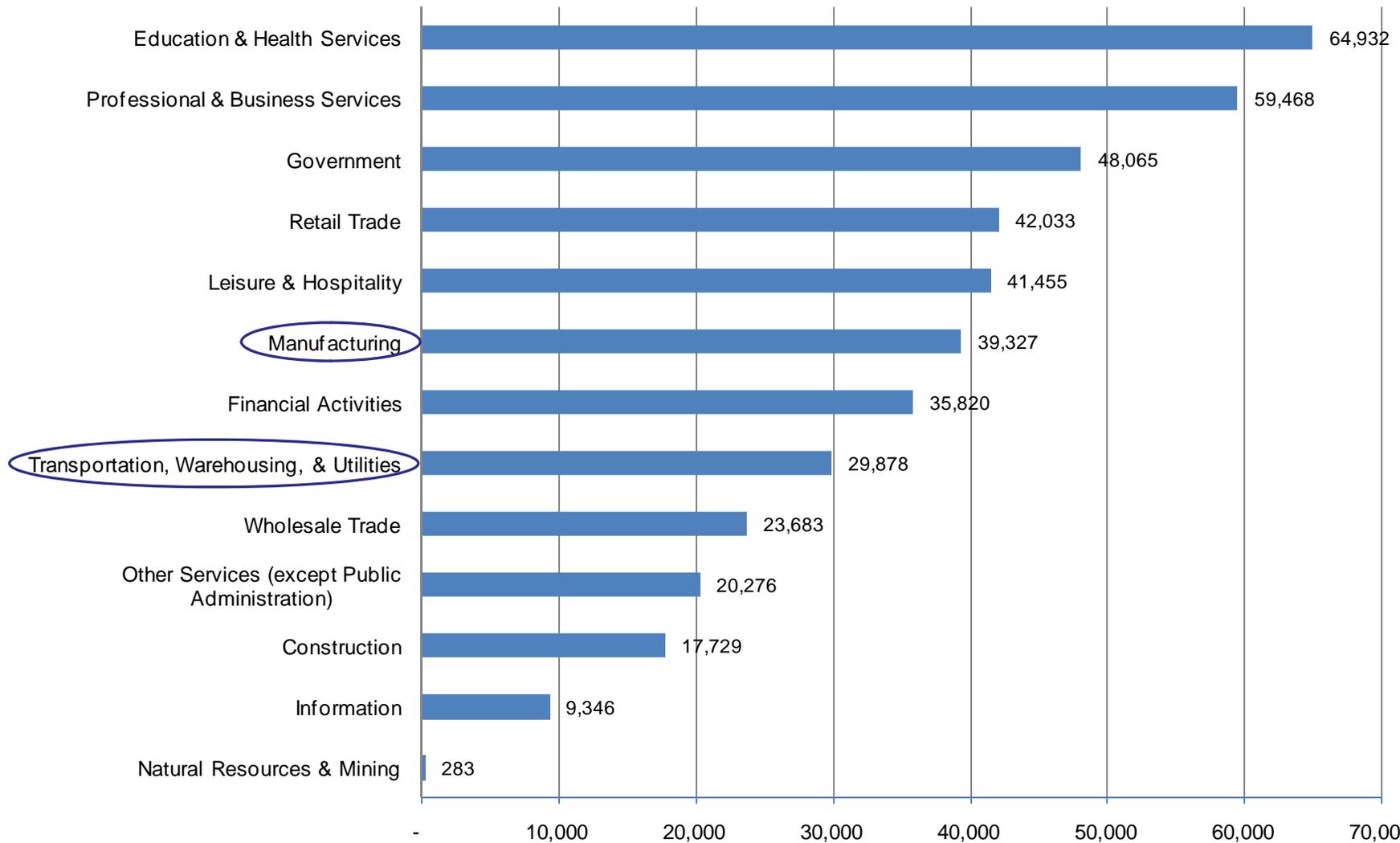
- 130,000 residents lived in West Louisville in 2009, representing 18% of Jefferson County
- **Average household incomes were significantly lower** in West Louisville than in Jefferson County
 - 2009 Average Income: \$42,000 in West Louisville v. \$70,000 in Jefferson County
- West Louisville and Rubbertown have significantly **higher shares of renter occupied** and other (vacant) housing units.
 - 15% vacancy in West Louisville v. 10% vacancy in Jefferson County
- West Louisville and Rubbertown have significantly **lower shares of high school and college graduates.**
 - 69% of West Louisville residents have graduated HS; 5% have undergraduate degrees
 - 82% of Jefferson County residents have graduated HS; 25% have undergraduate degrees
- West Louisville and Rubbertown have significantly **higher shares of single parent households.**
 - 22% of West Louisville residences are single family households v. 12% in Jefferson County
- Greatest share of the local population is under 20 or between 45-55

Before 2009, unemployment rates in Jefferson County fluctuated between 3.1% and 7.8%. Unemployment rate peaked in Oct 2009 at 11.0%.



Source: Economy.com; AECOM

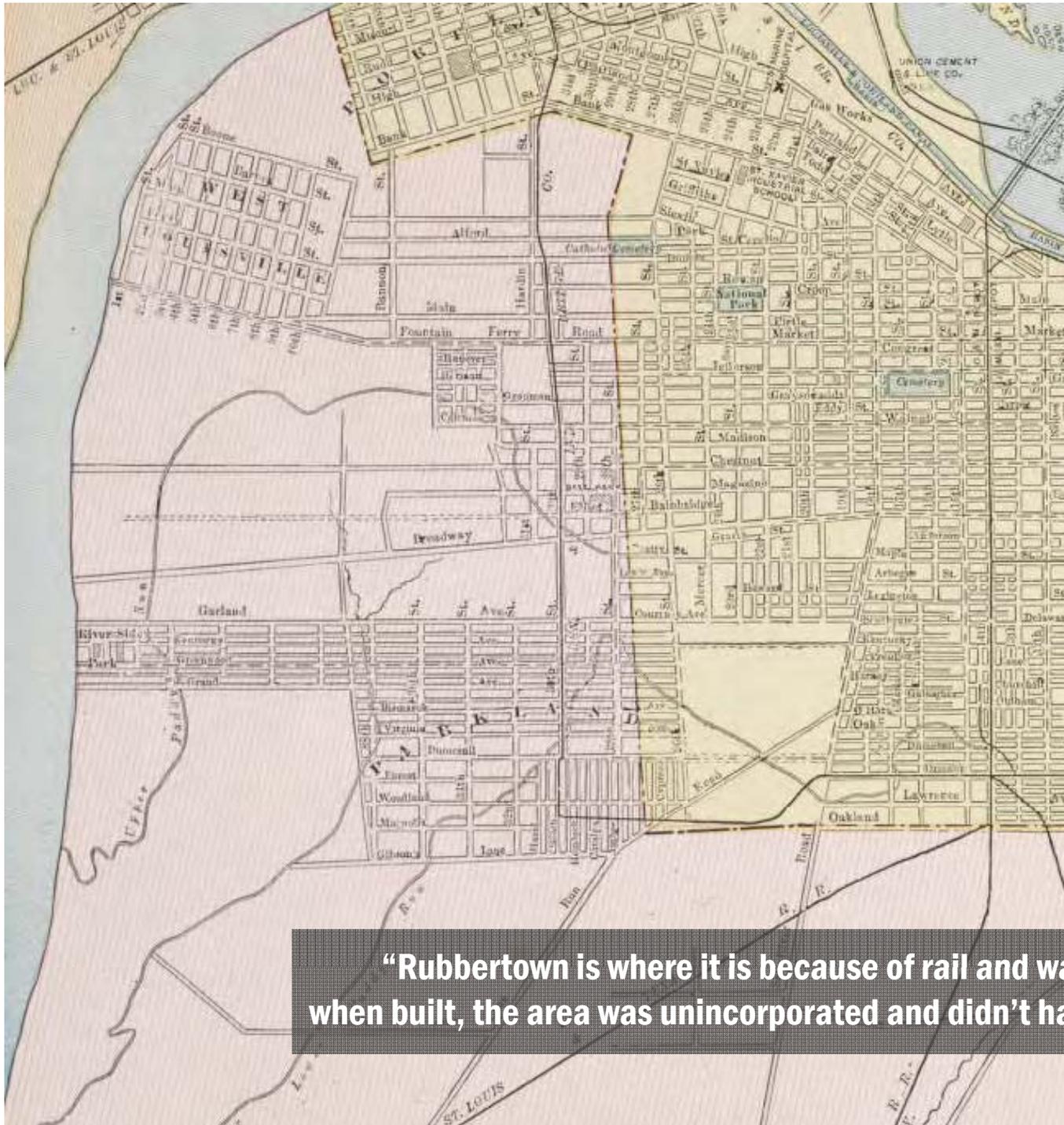
Manufacturing and Transportation, Warehousing and Utilities sectors represented 15% of Jefferson County jobs in 2009.



Source: Economy.com; AECOM

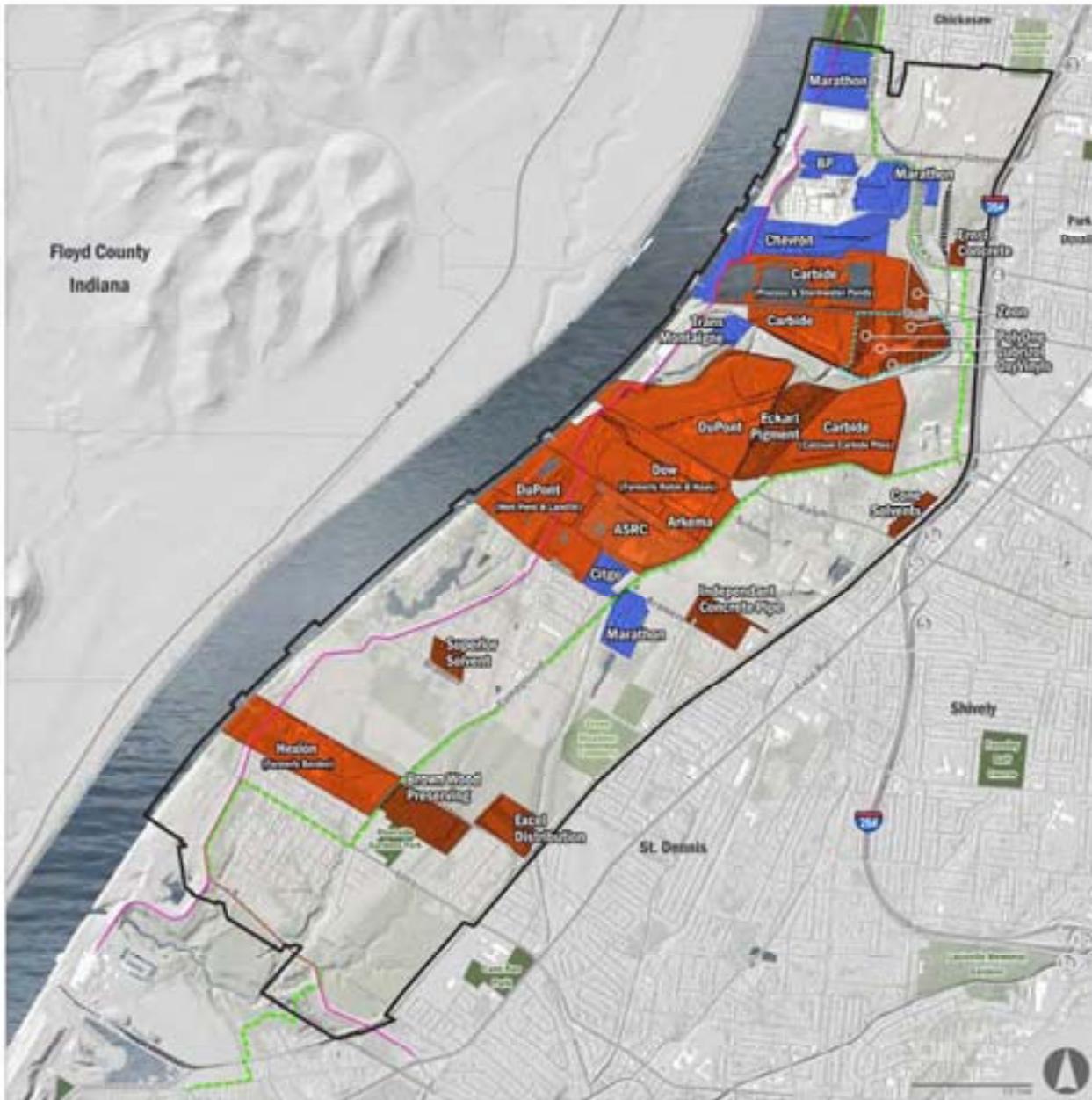
3 LAND USE SURVEY & ANALYSIS

**Objective: understand land use patterns
and opportunities**



“Rubbertown is where it is because of rail and water access, but also because, when built, the area was unincorporated and didn’t have to pay city property taxes.”





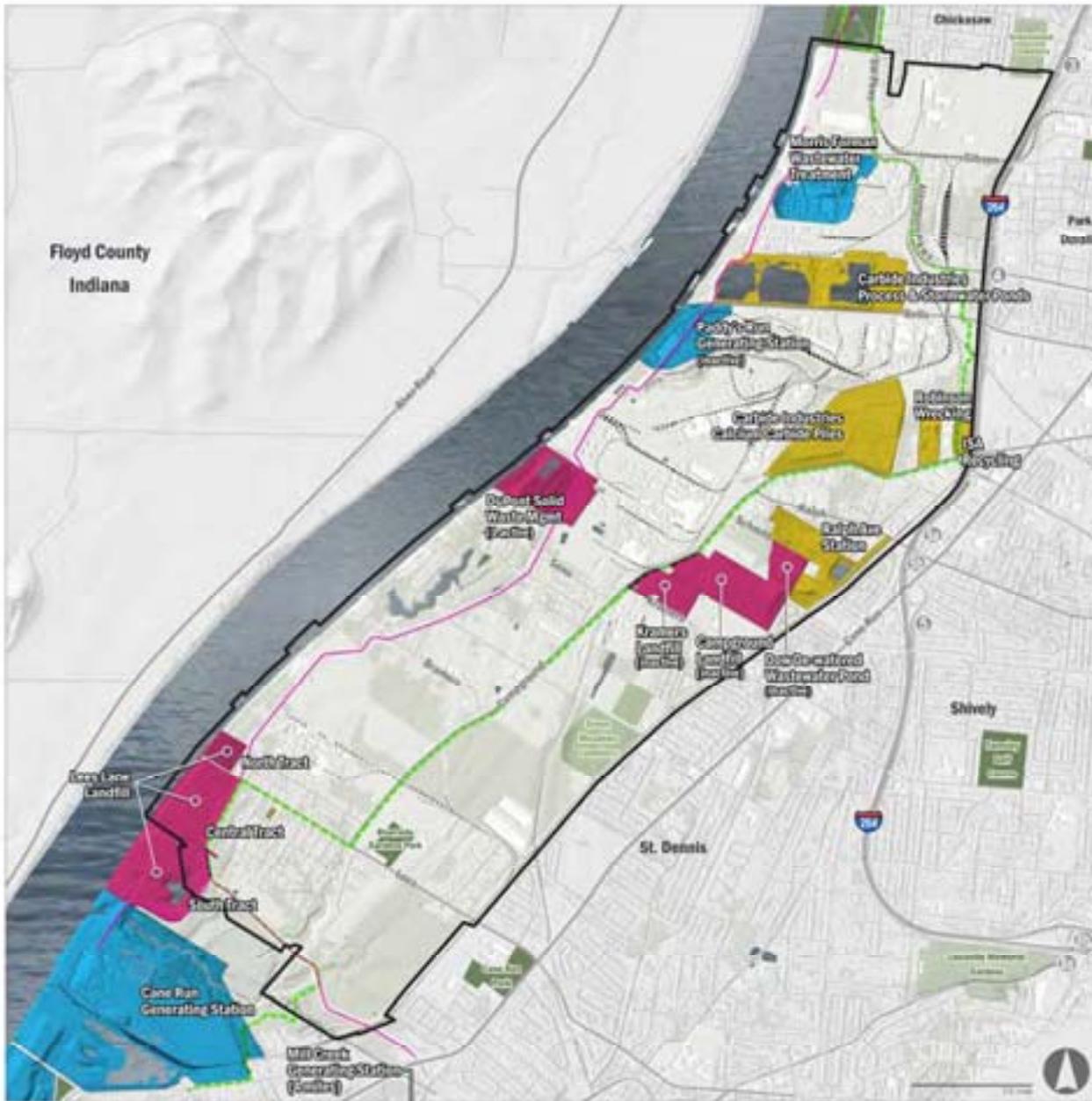
Rubbertown Industrial Core

- Former B.F. Goodrich Plant
- Chemistry Partnership Members
- Tank Farms / Petroleum Terminals
- Other Major Industrial Sites

- Study Area Boundary
- Park
- Cemetery
- Vegetated Area
- Louisville Loop Bikeway
- Floodwall
- Freight Rail

Source: LOJIC, Interface Studio

EXISTING CONDITIONS major industrial

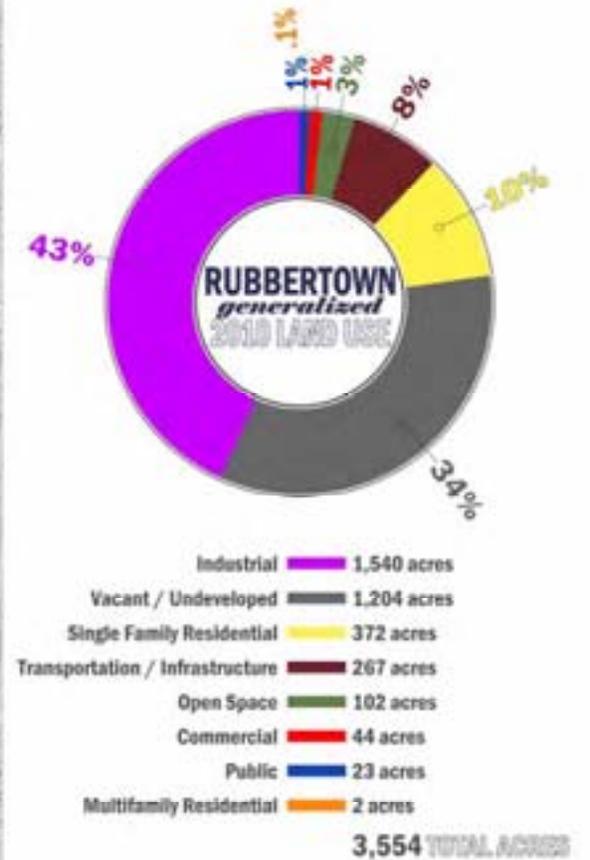
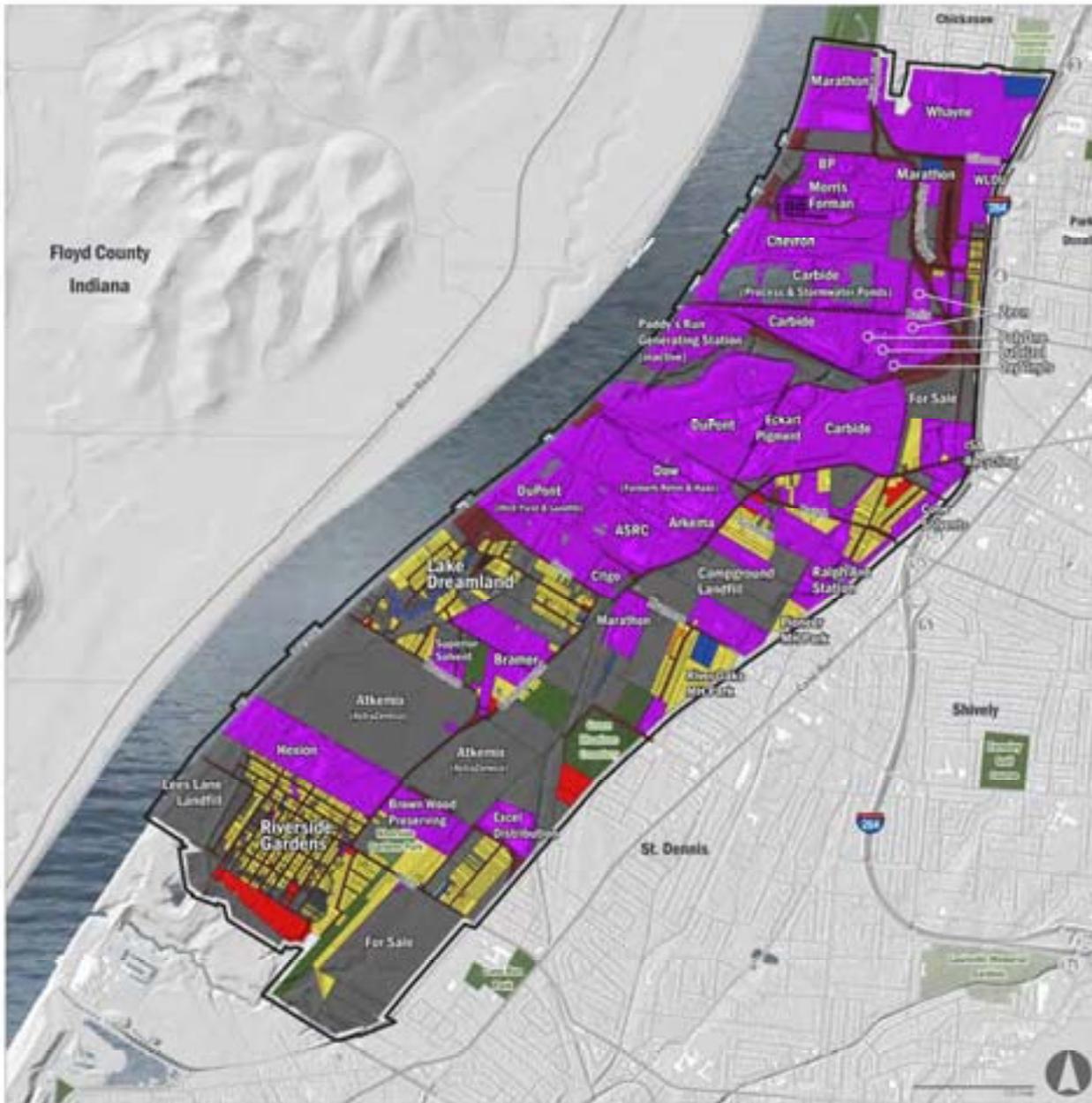


Rubbertown High Impact Uses

- Utility
- Landfill
- Dump, Scrap, Pond
- Study Area Boundary
- Park
- Cemetery
- Vegetated Area
- Louisville Loop Bikeway
- Floodwall
- Freight Rail

Source: LOJIC, Interface Studio

EXISTING CONDITIONS dumps, material, scrap, ponds



Source: LOJIC, Interface Studio

EXISTING CONDITIONS generalized land use

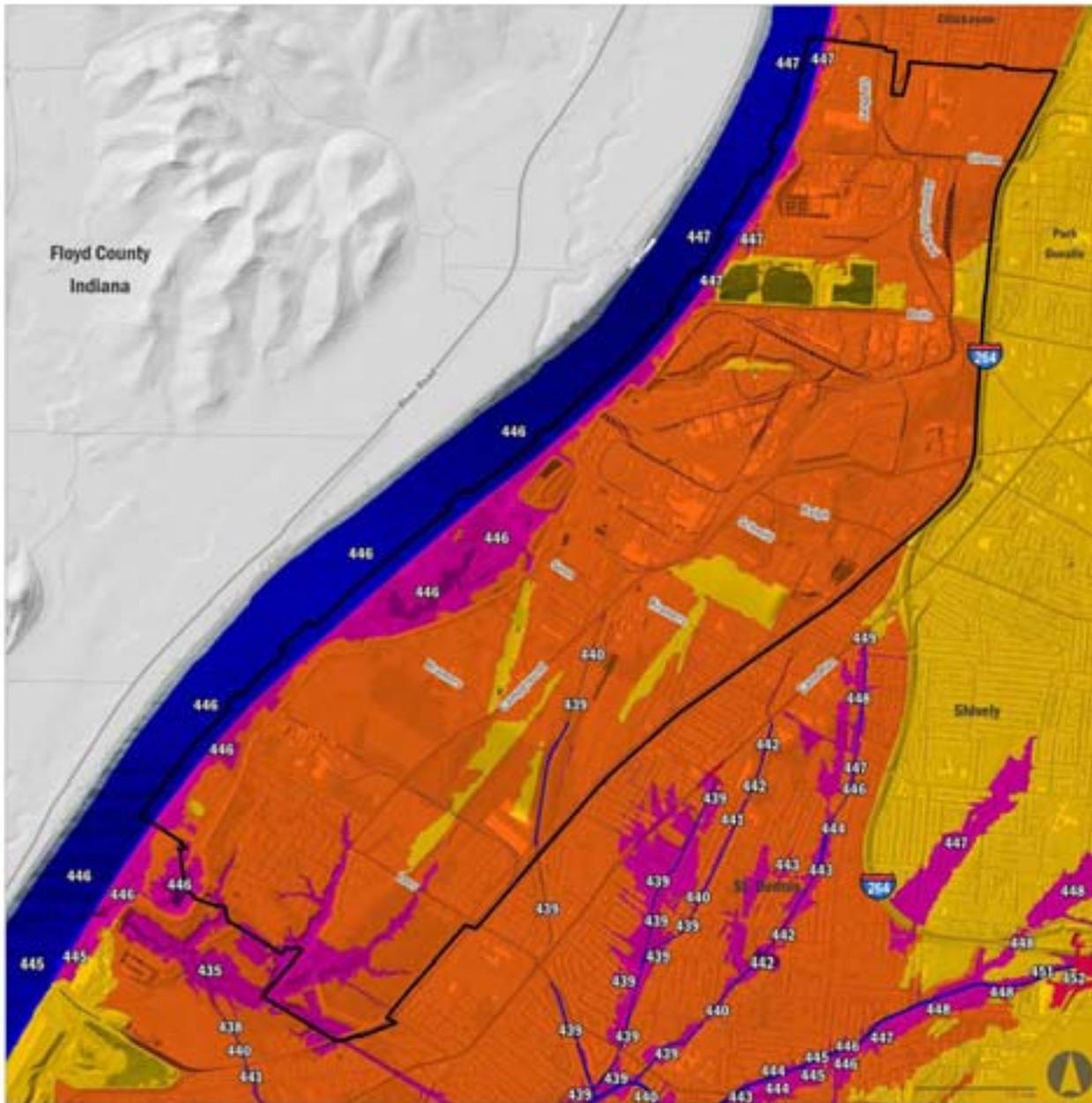


LAND INVENTORY potential development site typology



Further **constraints** to new
development in Rubbertown...

LOUISVILLE KY. (WEST SIDE) 1-27-37.



X - Not in Floodplain

Zone X is the flood insurance rate zone that corresponds to areas outside the 100-year floodplains, areas of 100-year sheet flow flooding where average depths are less than 1 foot, areas of 100-year stream flooding where the contributing drainage area is less than 1 square mile, or areas protected from the 100-year flood by levees. No BFEs or depths are shown within this zone.

AE - In 100-yr Floodplain

Zone AE is the flood insurance rate zone that corresponds to the 100-year floodplains that are determined in the FIS by detailed methods. In most instances, BFEs derived from the detailed hydraulic analyses are shown at selected intervals within this zone. Mandatory flood insurance purchase requirements apply.

A - In 100-yr Floodplain

Zone A is the flood insurance rate zone that corresponds to the 100-year floodplains that are determined in the Flood Insurance Study (FIS) by approximate methods. Because detailed hydraulic analyses are not performed for such areas, no Base Flood Elevations (BFEs) or depths are shown within this zone. Mandatory flood insurance purchase requirements apply.

BFE - Base Flood Elevation

Defined by FEMA as the elevation of the crest of the base or 100-year flood relative to mean sea level. BFE is not the depth of flooding. To determine depth of flooding, you would need to subtract the lowest elevation of a particular property from the BFE.

- X - Not in Floodplain
- X - Not in Floodplain - Protected by Levee
- AE - In 100-yr Floodplain - Detailed
- A - In 100-yr Floodplain
- AE - Floodway
- BFE

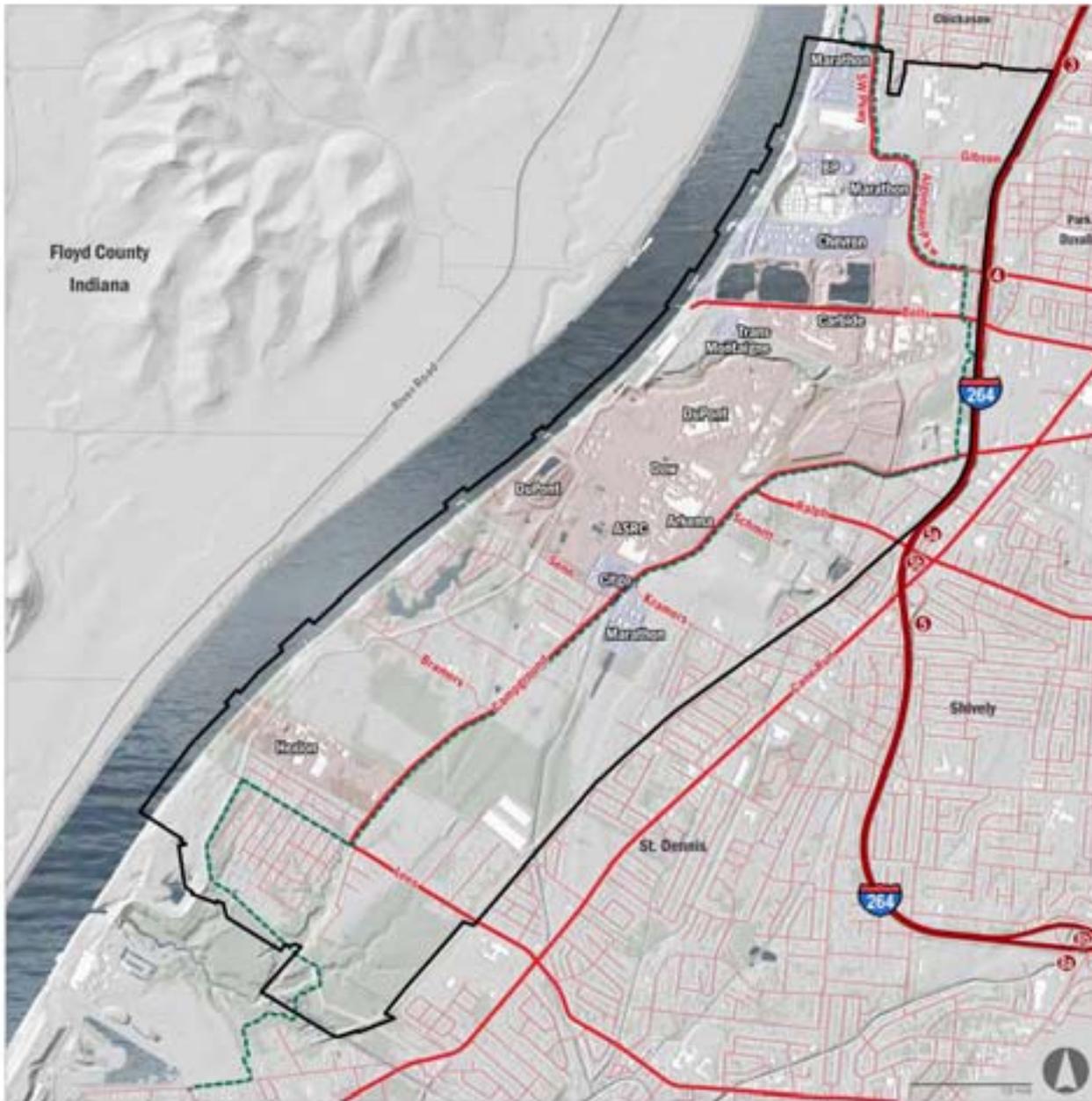
Source: LOJIC, Interface Studio

LAND INVENTORY site constraints – floodplain

4 TRANSPORTATION & INFRASTRUCTURE



Objective: understand challenges to access and sewer infrastructure



There is good highway and street access but...the streets are disconnected internally.

Freeway, Streets & Bikeway

-  Study Area Boundary
-  Louisville Loop Bikeway
-  Freeway
-  Arterial & Truck Route
-  Local Street
-  Freeway On/Off-Ramp

Source: LOJIC, Interface Studio

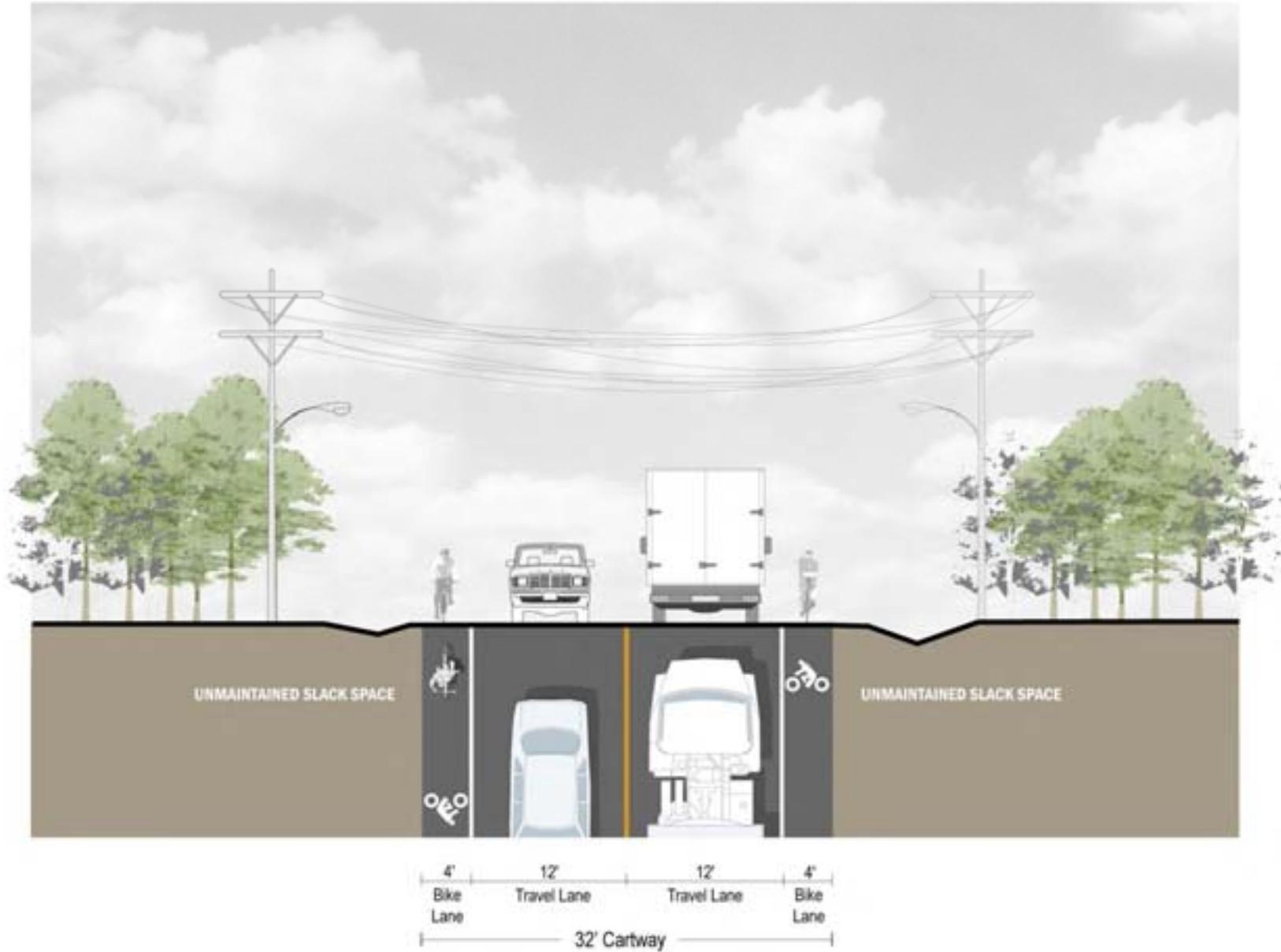
TRANSPORTATION & INFRASTRUCTURE street network

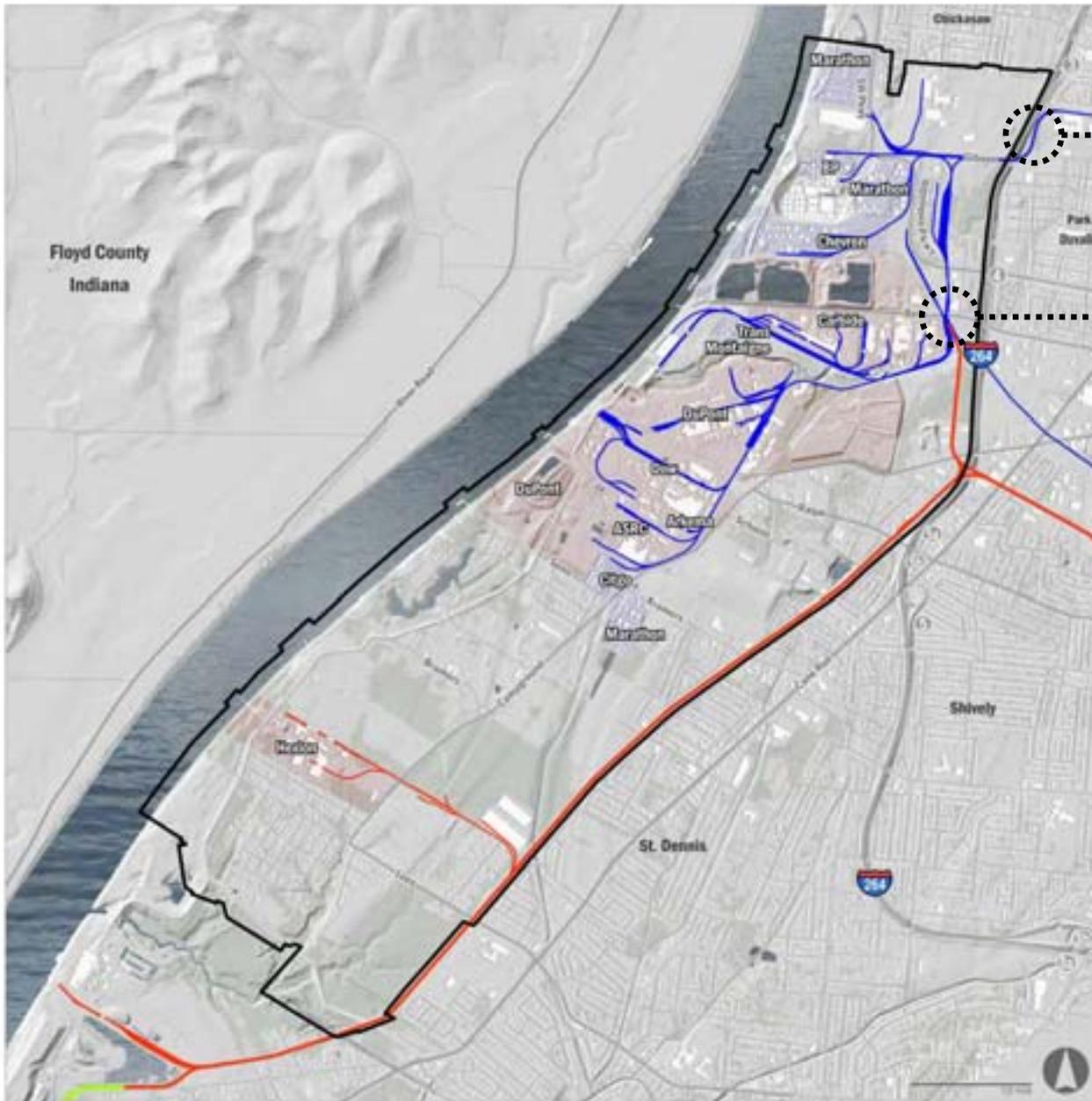
And while there are bike lanes, Rubbertown is not quite welcoming for cyclists.



Existing Camp Ground Road

Typical Section between Lees Lane and Ralph Road





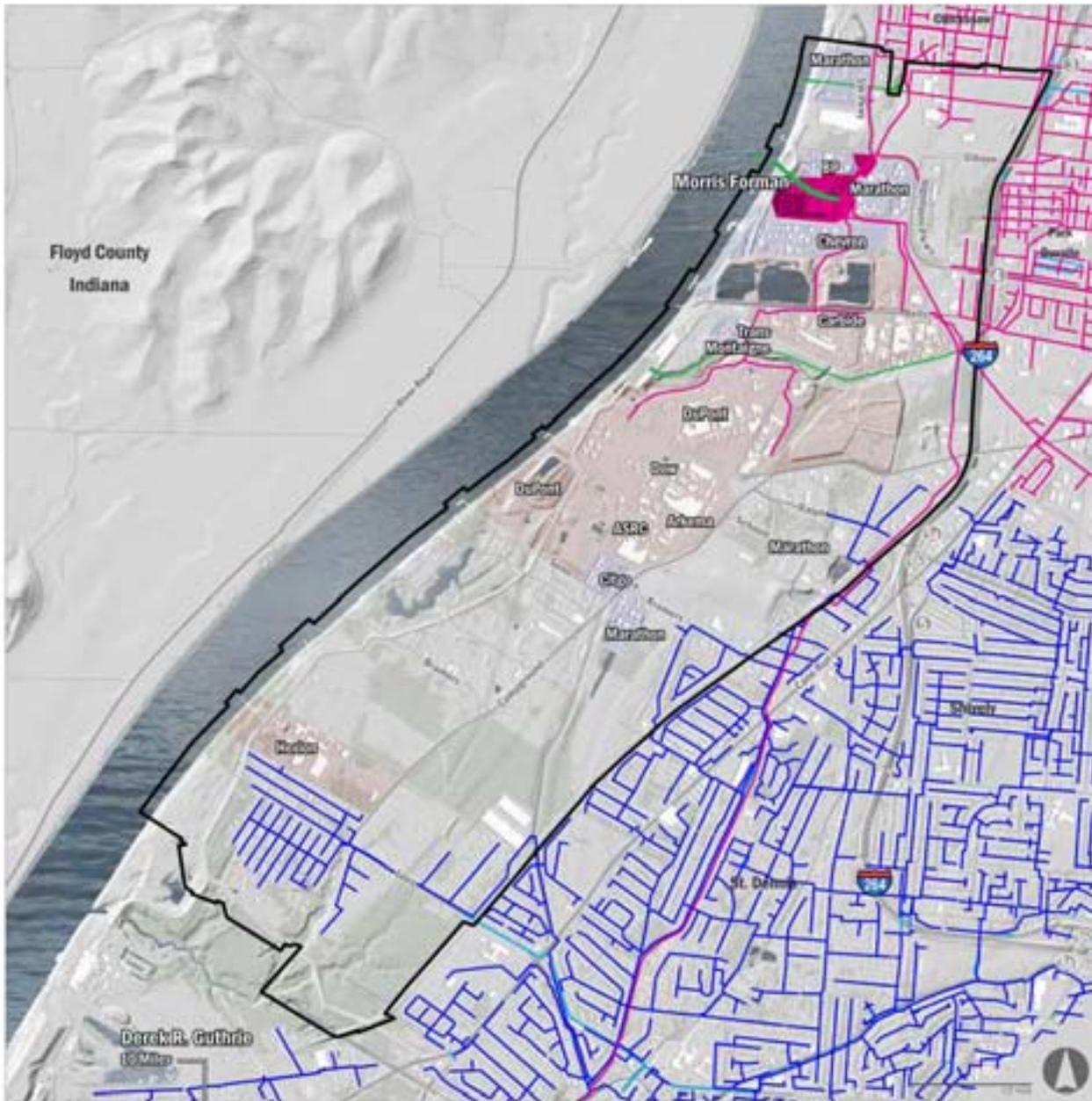
Reported railcar back-up points

Freight Rail Ownership

-  Study Area Boundary
-  Norfolk Southern
-  Paducah Louisville
-  Riverport

Source: LOJIC, Interface Studio

TRANSPORTATION & INFRASTRUCTURE freight rail network



According to MSD, Morris Forman currently operates at **50% capacity**

Sewer Network & Receivers

- Morris Forman Treatment Plant
- Derek R. Guthrie Treatment Plant
- Drains to River or Stream
- No Data

Source: LOJIC, Interface Studio

5 MARKET SUMMARY

FOR LEASE

APPROXIMATELY 2,200 SQ. FT. OF OFFICE SPACE
& 6,000 SQ. FT. OF WAREHOUSE SPACE
WITH OVERHEAD DOORS.
1 1/2 ACRES OF FENCED STORAGE AREA

For More Information, Please Call
H & J, LLC 1-800-366-5378

**Objective: understand economic
development opportunities**

Louisville Industrial Market is comprised of six submarkets

LOUISVILLE INDUSTRIAL SUBMARKETS

Central: Lies within I-264, and is bounded to the north by the Ohio River. Includes the CBD, and offers excellent access to interstates and the airport.

East: Runs along the eastern portion of I-264 down Bardstown Road and extends east. Exceptional highway accessibility makes the submarket ideal for distribution.

South: Located south of I-264 to the Jefferson County line, and extends east to Bardstown Road and west to National Turnpike.

West/Southwest: Area west of I-264 and National Turnpike and north to the Ohio River. Jefferson Riverport International is located here and maintains a Foreign Trade Zone designation.

Bullitt County: Is bounded by the Jefferson County line on the north and bisected by Interstate 65.

Southern Indiana: Comprises Clark and Floyd counties, including the cities of Jeffersonville, Clarksville and New Albany.



x = Rubbertown

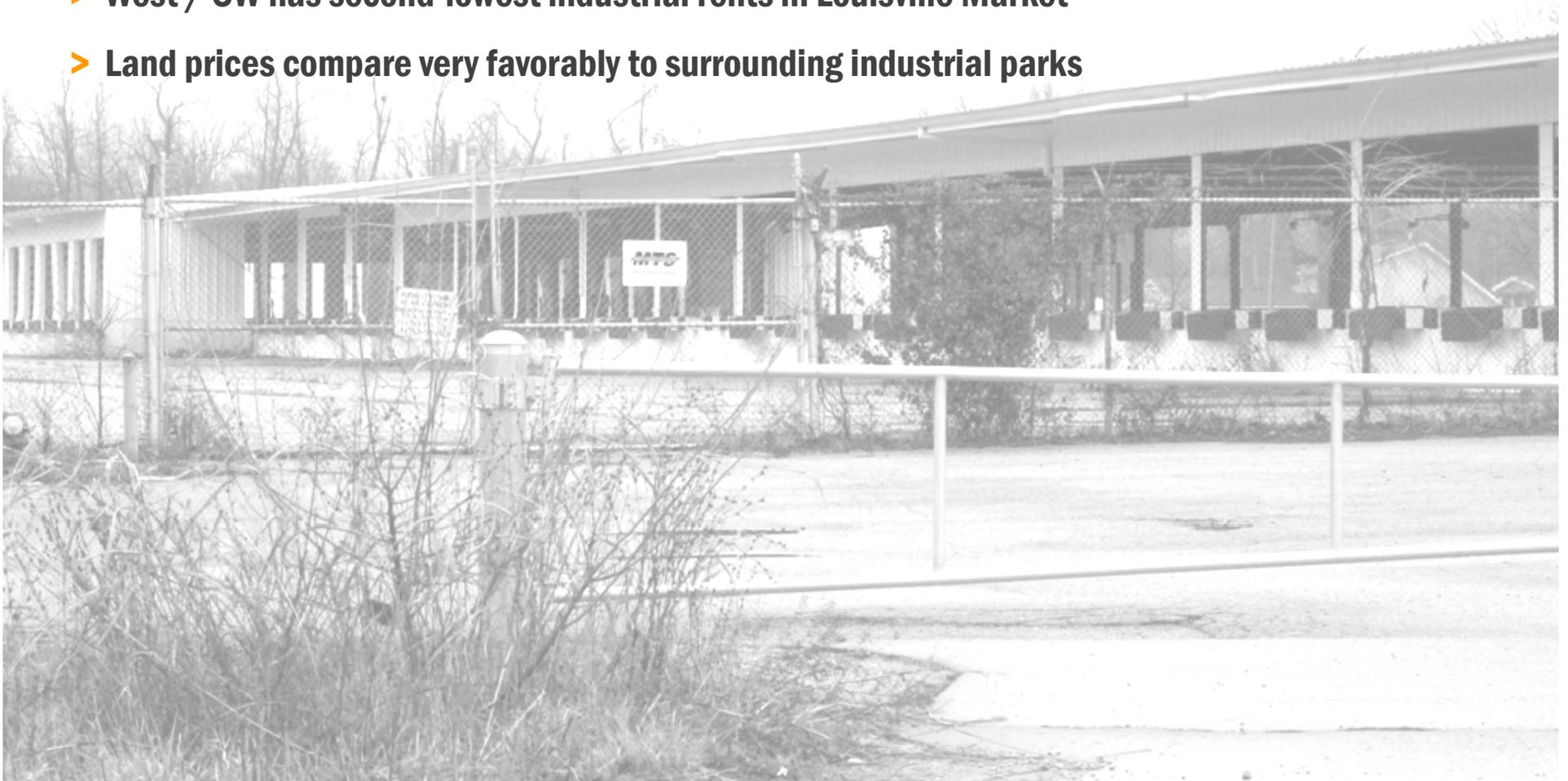
Rubbertown is located within the West/Southwest Industrial Submarket of Louisville

Source: Commercial Kentucky

MARKET SUMMARY louisville industrial market

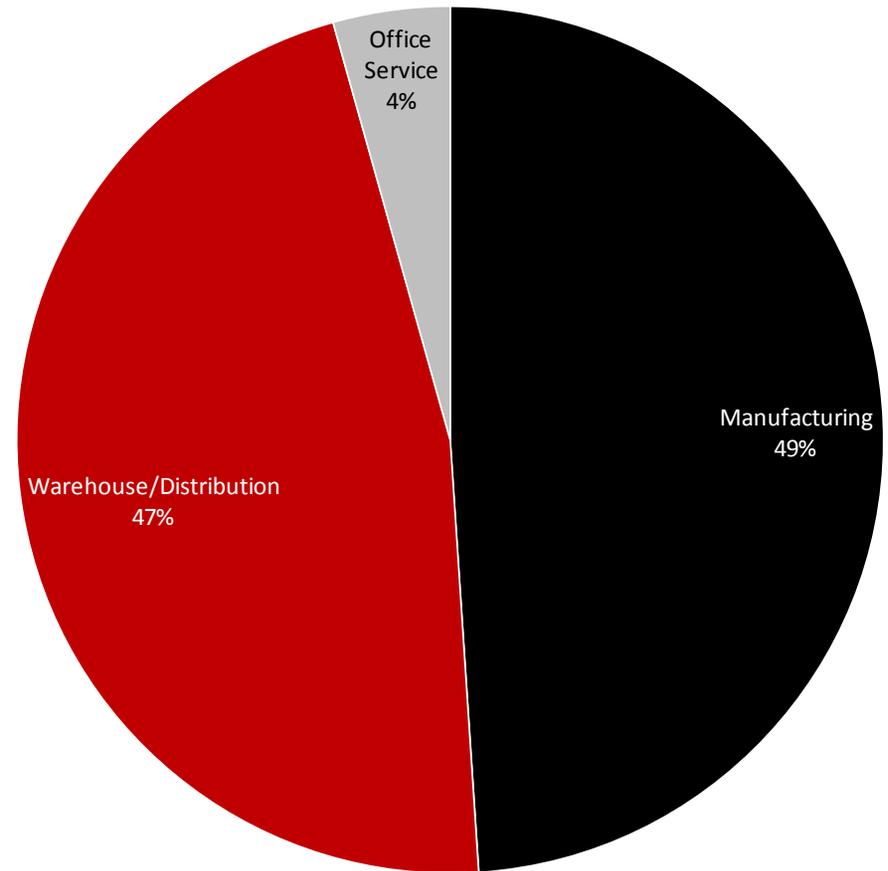
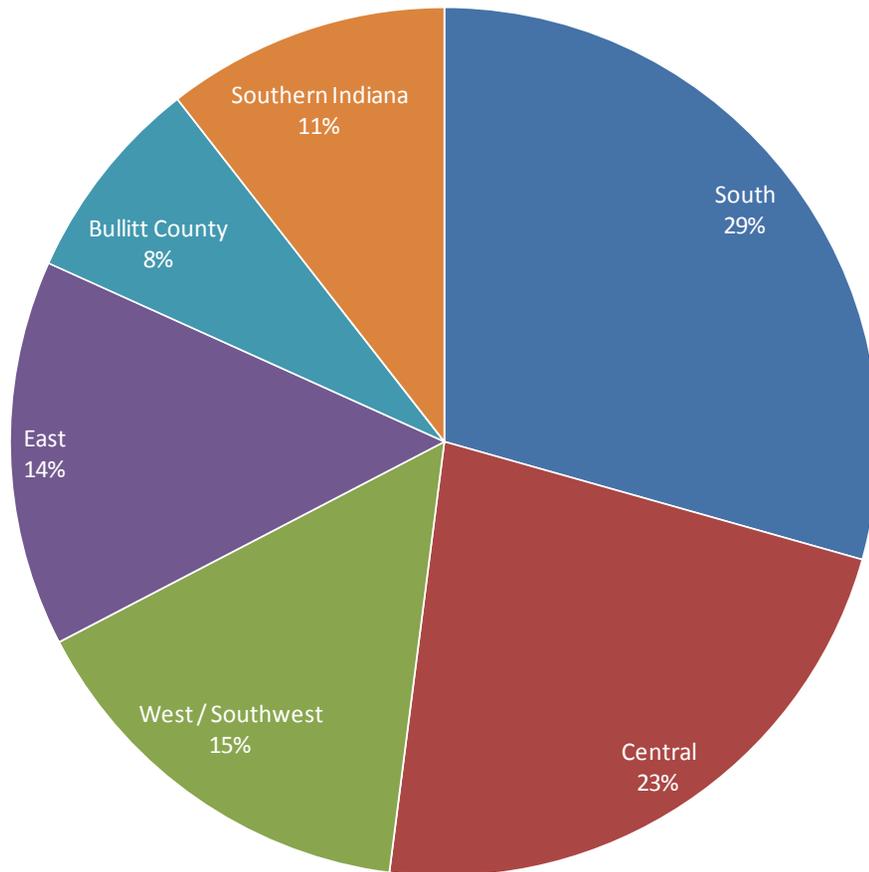
Major Themes:

- > Market and West / SW Submarket have experienced steady growth since 2004
- > West / SW has lowest industrial vacancy rate in Louisville Market
- > West / SW has second-lowest industrial rents in Louisville Market
- > Land prices compare very favorably to surrounding industrial parks



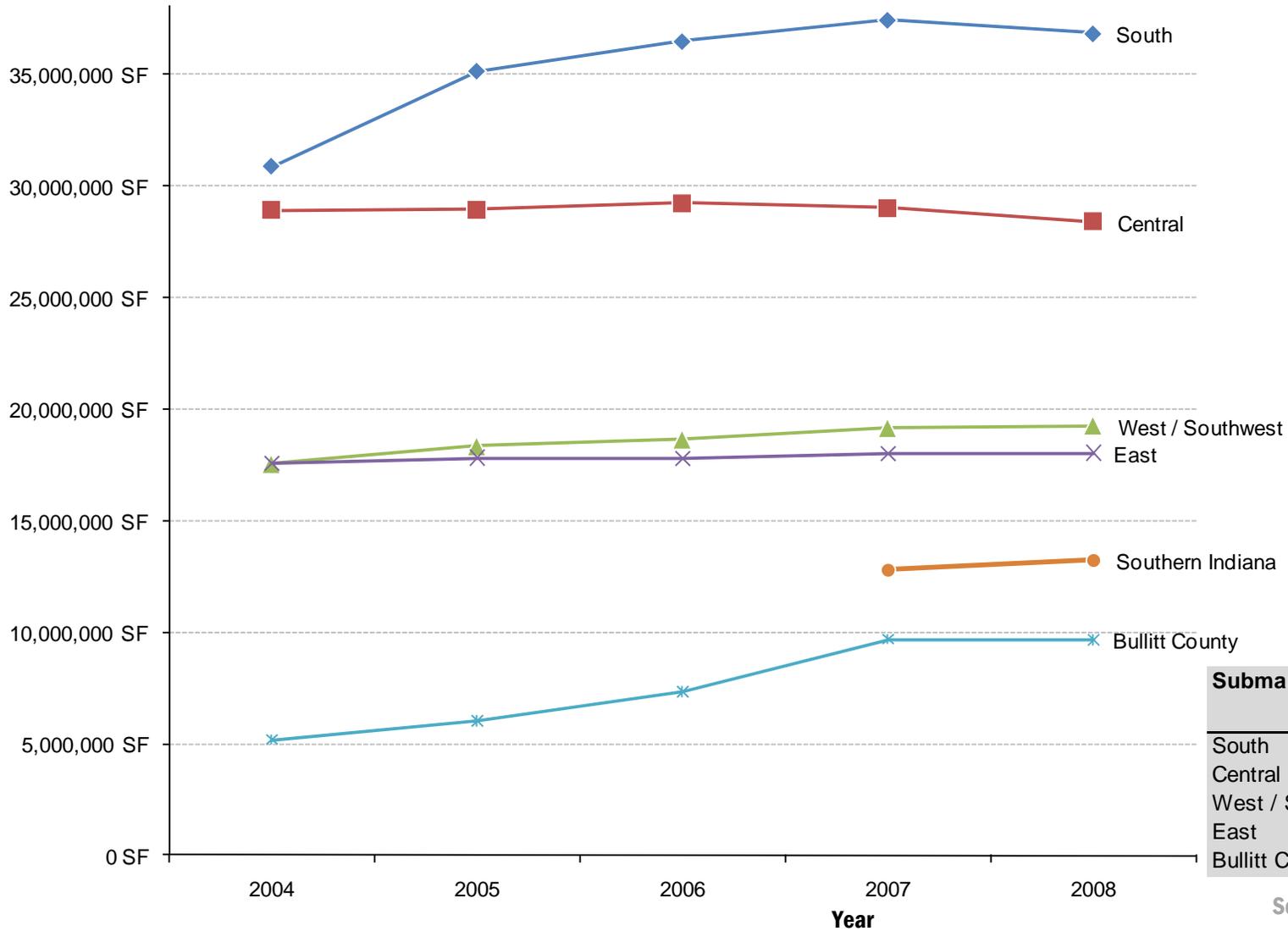
Louisville Industrial Market inventory located in 6 submarkets and comprised primarily of manufacturing and WH/Distribution space

Louisville Industrial Market Total (2009) = 125,431,744 SF



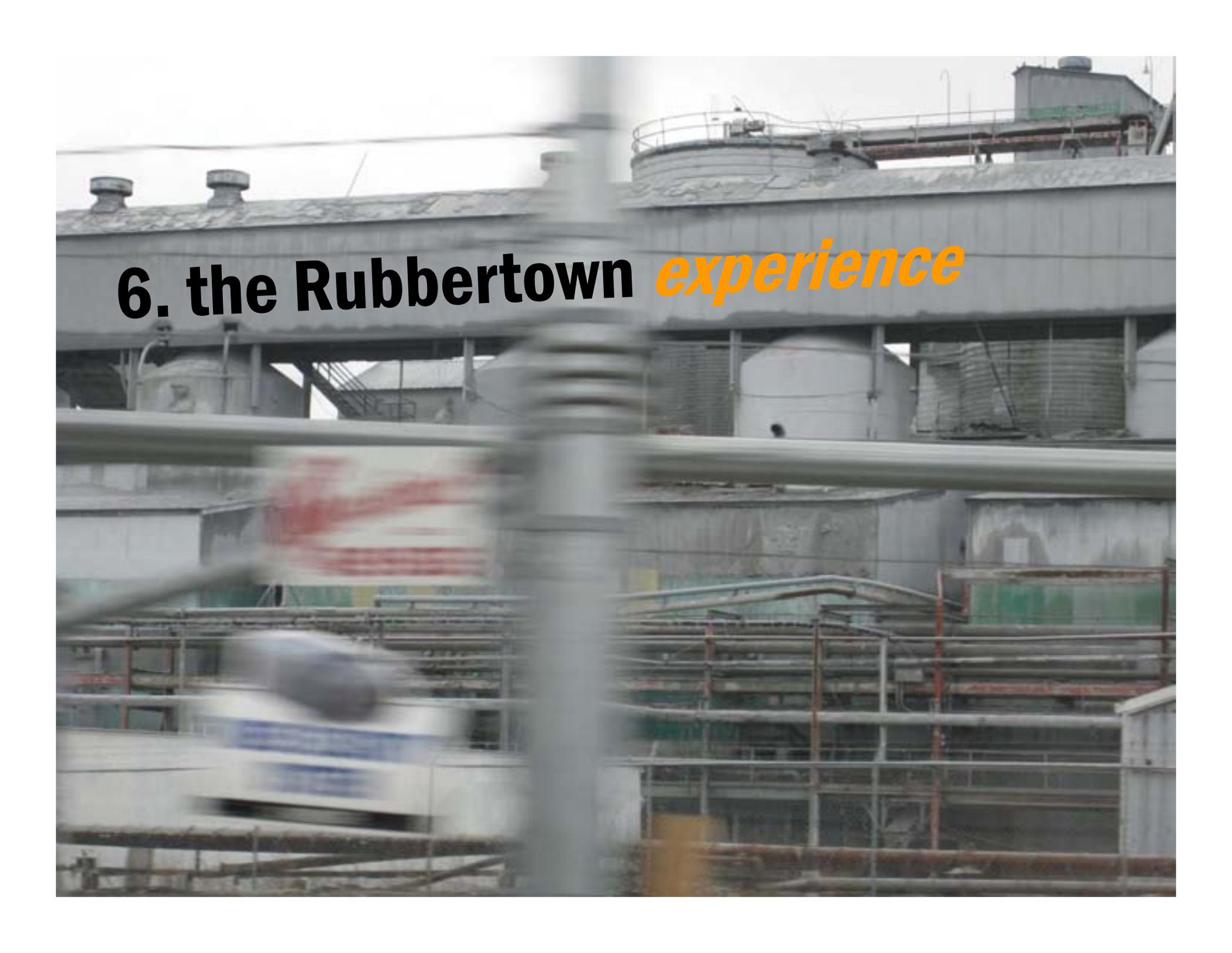
Source: Commercial Kentucky

South, the largest submarket, and Bullitt County experienced the greatest growth from 2004 to 2009.



Submarket	Annual Growth (2005-2009)
South	4.5%
Central	-0.4%
West / Southwest	2.3%
East	0.7%
Bullitt County	16.9%

Source: Commercial Kentucky

A photograph of an industrial facility, likely a rubber processing plant, featuring large white storage tanks, metal walkways, and complex piping systems. The scene is somewhat blurred, suggesting motion or a shallow depth of field. The text '6. the Rubbertown *experience*' is overlaid on the image.

6. the Rubbertown *experience*

**If you can avoid the temptation, Rubbertown
is just down the road**



Manufacturing and distribution are dominant





Trucking, tank cleaning and other supporting uses cluster near the heart of the district

But there are also established neighborhoods



Vacancy is not uncommon in the residential areas





The River is barely accessible or visible

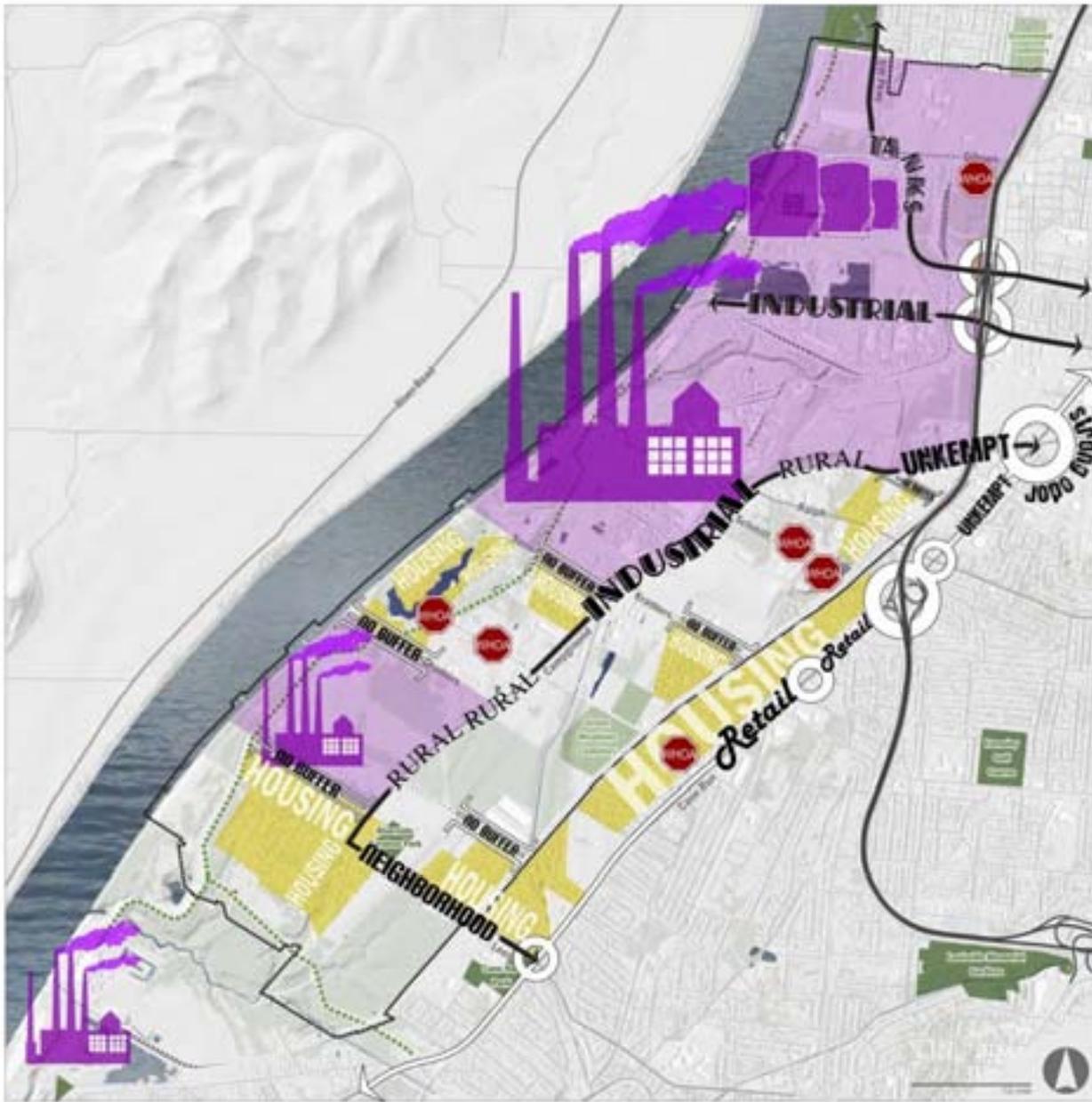




Evidently, people were fishing here not too long ago







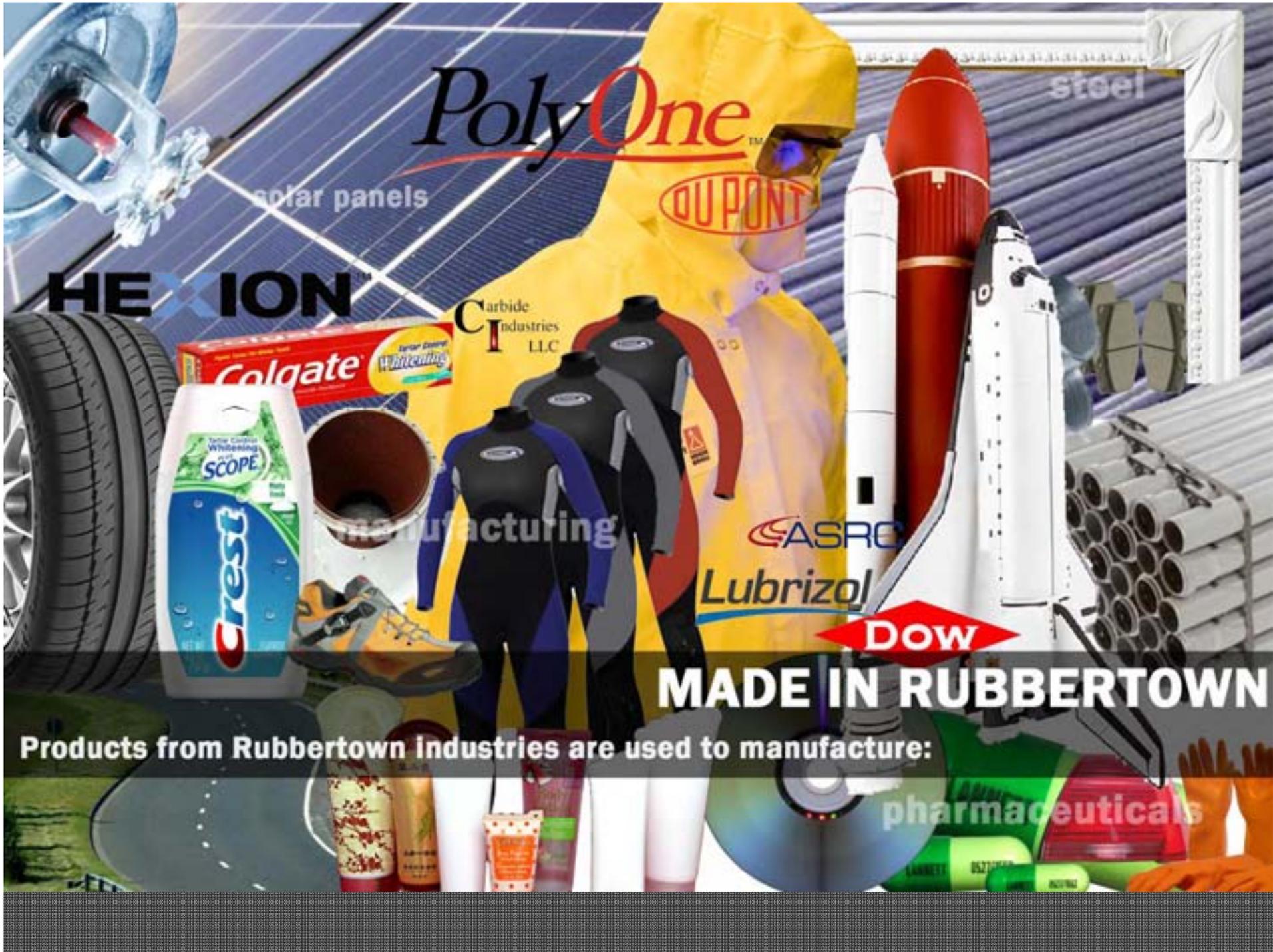
Source: LOJIC, Interface Studio

EXPERIENCING RUBBERTOWN perceptions and visual cues



What we heard: Strengths

- Rubbertown is an **asset to the city**--- the district supports about 2,500 jobs at relatively high wages
- **City works actively to promote Rubbertown.** GLI helped facilitate \$11 million in tax incentive packages for Rubbertown businesses since 2004
- Rubbertown is **environmentally ahead** of many of other industrial areas in the country due to STAR compliance
- **Physical assets:** abundant waterfront, strong access to river, rail, highway transportation
- There is a **shortage of available land** in the Louisville region
 - Riverport is almost out of space
- Proximity of **UPS** Worldport
- Proximity to **auto industry** nodes in KY, TN, AL



PolyOne™

HEXION™

Carbide Industries LLC

Colgate Whitening

SCOPE
crest

CASRO

Lubrizol

DOW

MADE IN RUBBERTOWN

Products from Rubbertown industries are used to manufacture:

pharmaceuticals

Next Steps...

1. Incorporate community feedback
2. Develop recommendations
3. Identify funding mechanisms
4. Prepare draft report for review



NEXT STEPS

Thank You!

