



BROADWAY
ALL THE WAY

PHASE 1 SUMMARY

**PROJECT
MANAGEMENT
TEAM**



PLANNING & DESIGN TEAM



**Gresham
Smith**

PRIME CONSULTANT

**URBAN DESIGN,
TRANSPORTATION,
LANDSCAPE
ARCHITECTURE**



**JARRETT
WALKER
+ ASSOCIATES**

**PUBLIC
TRANSPORTATION**



STREETPLANS
MIAMI NEW YORK

**URBAN PLANNING &
TACTICAL URBANISM**



ehi
CONSULTANTS

**PLANNING, ENGAGEMENT,
ENGINEERING**



**COMMUNICATIONS &
BRANDING**



CITYVISIONS
ASSOCIATES

**ECONOMIC
DEVELOPMENT**



hyphae

**ECOLOGICAL
DESIGN**



QK

**TRAFFIC
ANALYSIS**

**EQUITABLE
CITIES**

**PLANNING &
ENGAGEMENT**





IMPROVING BROADWAY, TOGETHER.

WHY BROADWAY?

As identified in the 2016 Move Louisville Plan, **Broadway is one of Louisville's most important roadways.** Broadway touches every walk of life across a diverse spectrum of citizens, connecting people to hospitals, schools, parks and jobs.

Today, **Broadway faces many challenges,** notably as an important public transportation corridor that does not prioritize buses, bicycles or pedestrians, leaving behind those who rely on alternative modes of transportation. Often it isn't safe to cross the street or for families to walk at night. There are issues with aging infrastructure, flooding, poor air quality and vacancies as well.

Broadway must work better for everyone. An improved Broadway is vital for improving economic access, health equity, environmental systems, access to public space, and most of all moving more people in safer ways using fewer resources in the space available.

THE GOALS

The goal of **Broadway All the Way** is to create a vibrant, multimodal corridor that meets the needs of all citizens and serves as a catalyst for economic development.

This process will lead to a visionary plan for the entire corridor and preliminary design documents that will cue up the project for funding procurement and eventual implementation.

The objectives for Broadway All the Way are built upon the five guiding CHASE principles established as the framework for Plan 2040, Louisville's Comprehensive Plan.

STUDY AREA



An aerial, high-angle photograph of a city street grid, likely Louisville, Kentucky. The image is in a dark, monochromatic color scheme. A wide river is visible in the distance, stretching across the horizon. The foreground and middle ground are filled with a dense network of buildings, streets, and parking lots. The text is overlaid in the center of the image.

Because of Broadway's significance as a connector, developing this corridor is
a symbol of Louisville's commitment to foster access and opportunity.



PROJECT GOALS

Broadway All the Way's objectives are built upon the 5 guiding CHASE principles established as the framework for Plan 2040, Louisville's Comprehensive Plan.



CONNECTED



HEALTHY



AUTHENTIC



SUSTAINABLE



EQUITABLE



BROADWAY
ALL THE WAY



CONNECTED

Did you know TARC route 23 which runs on Broadway carries 1.5 million people each year and 6,400 people board a bus along Broadway every day?

From 2018-2019, over 30,000 scooter trips touched Broadway, and the average daily traffic between 5th and 6th streets is over 24,000 vehicles.





Frequency Comes First

Frequency is the time between consecutive buses on a line, which determines someone's maximum waiting time. For example, if two buses are scheduled to depart the same stop in the same direction 30 minutes apart, we say this route has a 30 minute frequency.

People who are accustomed to traveling by car often underestimate the importance of frequency, because there is not an equivalent experience in driving. A car is ready to go when you are, but public transit is not available until it comes.

High frequency means public transit is coming soon, which means that it approximates the feeling of liberty you have with a private vehicle—namely that you can go anytime.

Benefits of Frequency

Frequency reduces waiting, which is everyone's least favorite part of a trip. The ease of being able to go when you want to go is the essence of frequency.

Frequency makes connections easy, which turns individual transit routes into a network. A transit line without good connections is useful for traveling only along that line. A network of frequent lines can make it easy to travel all over the city. This massively expands the usefulness of each line.

Frequency makes service more reliable. If a vehicle breaks down or is late, high-frequency means another will be along soon.

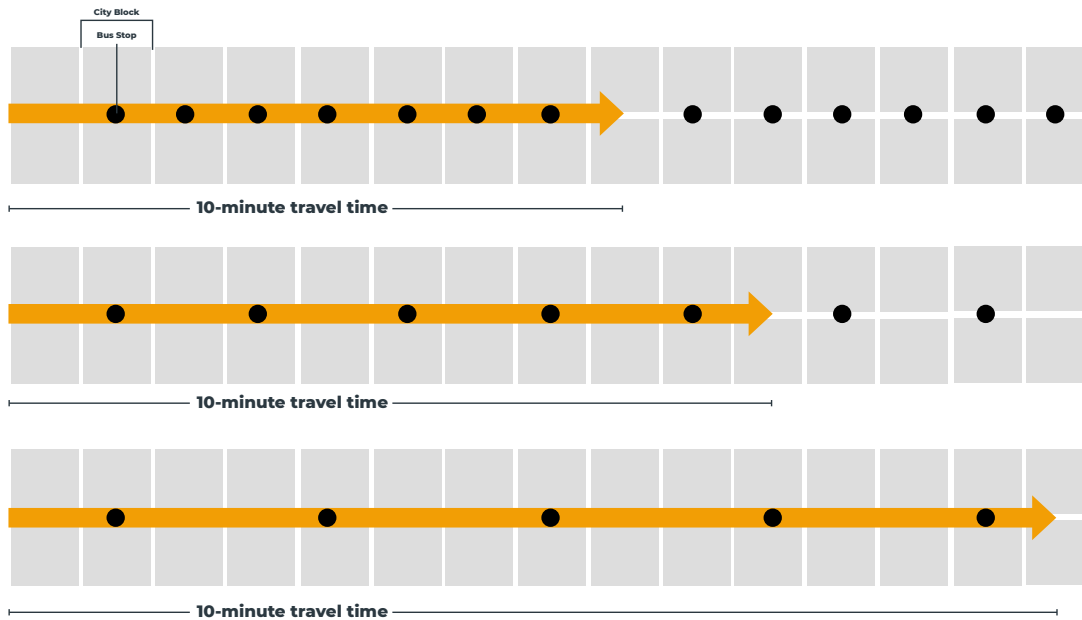
Limits of Technology

Many people assume that nobody needs to wait anymore with real-time transit arrival information and smartphones. A bus that comes only every 30 minutes should be fine, because your phone will tell you when it's a few minutes away and you should start walking.

Despite smartphones, real-time information and other new technologies, frequency still matters enormously because waiting happens at the start or end of a ride. You may not need to leave your home much before your departure. **But for a bus that comes every 30 minutes you may have to choose between arriving at your destination 20 minutes early or 10 minutes late.** Many of the places we go do not let us hang out until our bus arrives. We can easily do this when leaving home, but it is more awkward when leaving a restaurant or a workplace that is closing.



Stop Spacing and Travel Times



Stop Spacing and Speed

There is a trade-off between closer stop spacing and faster bus speeds. The figure to the left shows the basic trade-off in conceptual terms.

As stops are placed farther apart, buses can travel faster and cover more distance in the same time.

This is because most of the time spent at a stop is not proportional to the number of passengers served. Most of the time required for a stop is the time decelerating to a stop and accelerating back into traffic.

When passengers gather at fewer stops, stopping time is used more efficiently, resulting in faster operations.

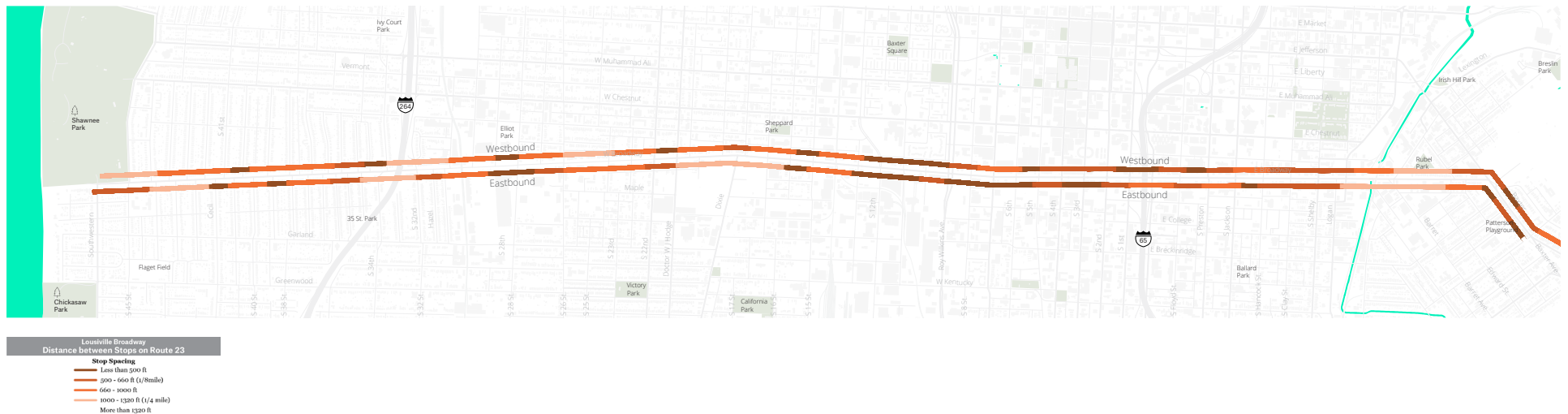
This increased speed has two benefits:

- Riders can get farther faster and reach their destinations sooner.
- As speeds increase across the entire transit system, more service can be provided for the same cost.

The primary cost of transit service is the cost for labor which is paid based on time worked, so the faster buses operate, the more service can be provided for the same cost.

Standards for stop spacing in the US are generally in the range of 750 to 1,500 feet on high-frequency bus routes. On Broadway, stops are on average 665 feet apart. The map below shows the distance between stops on different segments of the corridor. Some stops are very close together, such as around 5th and 6th Streets, where stops are less than 500 feet apart.

Stop Spacing on Broadway



HEALTHY

Did you know that there were 367 crashes along Broadway from 2014-2018?

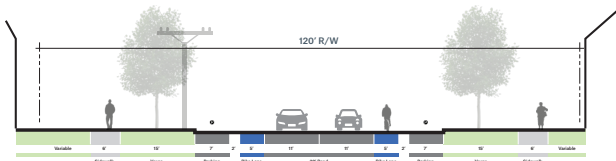
98% of those resulted in injuries, 3% resulted in fatalities, and 20% involved bicyclists and/or pedestrians.



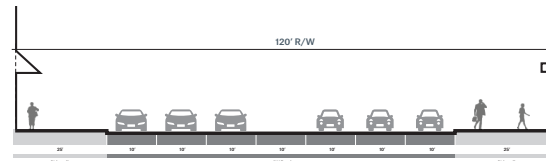


Room to Improve

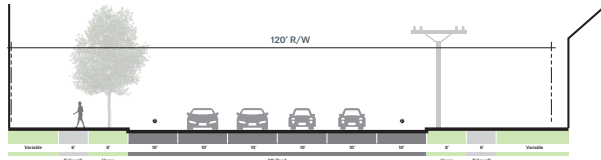
Southwestern Parkway to 34th Street - 1.25 Miles



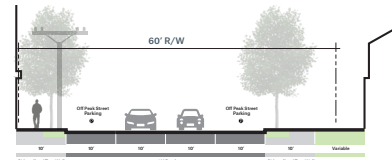
18th Street to Barrett Avenue - 2.6 Miles



14th Street to 18th Street - 1.5 Miles

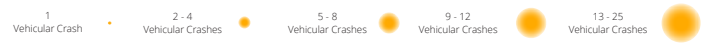


Barrett Avenue to Baxter Avenue - 0.4 Miles





VEHICULAR INCIDENTS



PEDESTRIAN INCIDENTS



CROSSWALKS + ACCESS MANAGEMENT





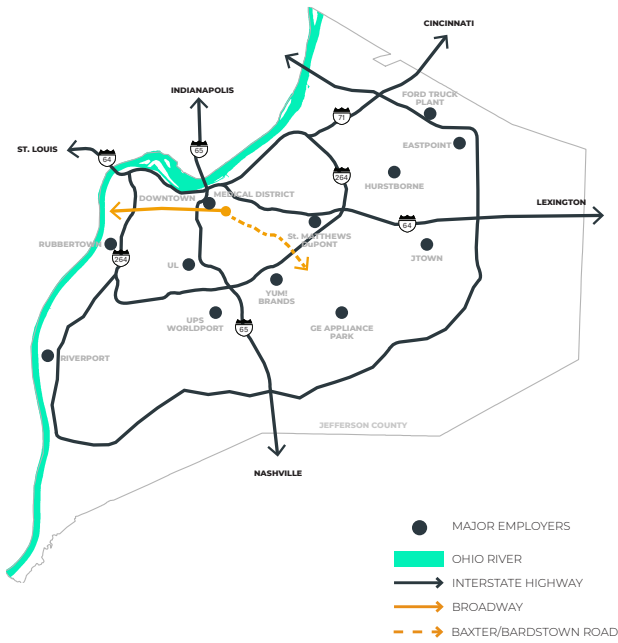
AUTHENTIC

Did you know 11 different neighborhoods touch Broadway, and another 4 are very close?

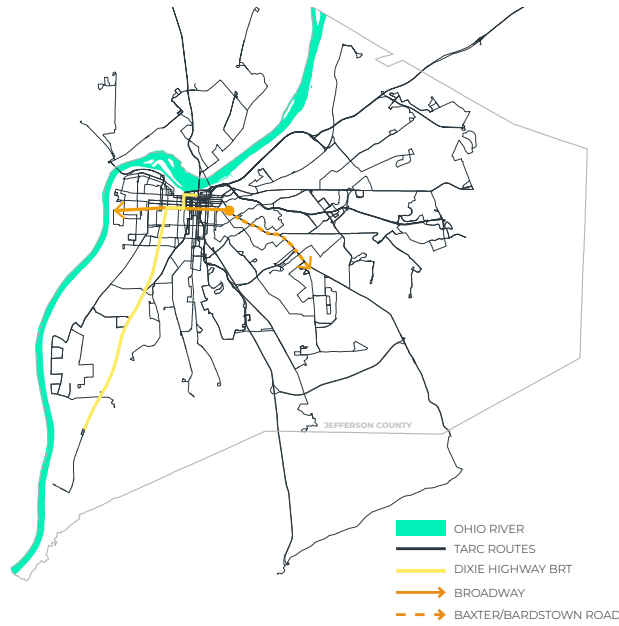
Did you know Broadway was once intended to be part of Louisville's Olmsted Parkways system and connects Shawnee Park to Cave Hill Cemetery near Cherokee Park?



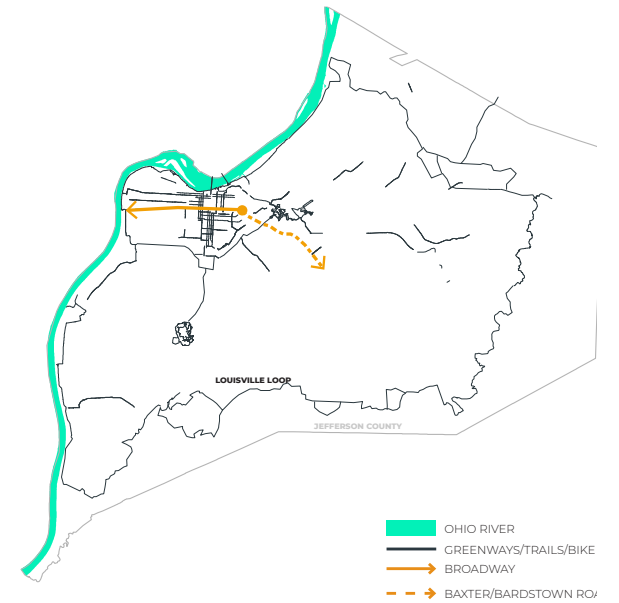
Employment Hubs



Bus Routes



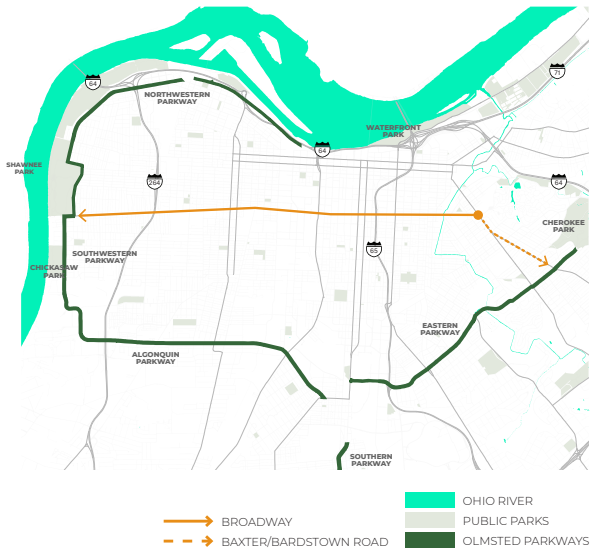
Multimodal Facilities



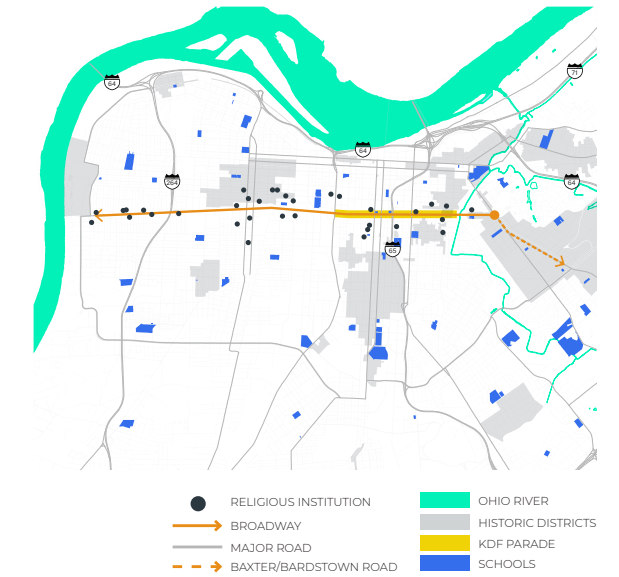
Neighborhoods



Parks + Open Space



Cultural Fabric





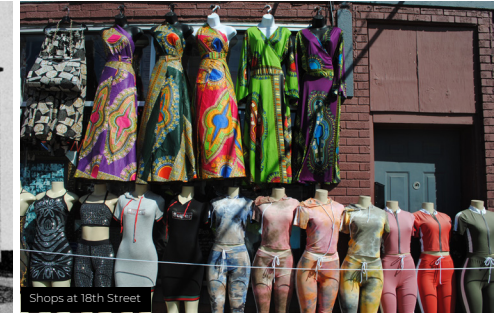
Derby Cruising



East Broadway Theater (1915)



510 Broadway (1927)



Shops on 18th Street



Derby Parade



Existing Artifacts of Past Users



The Ohio River



Barret Avenue (1937)



Vacant Historic Buildings on Broadway



Shawnee Neighborhood Trees



Chickasaw Neighborhood



Historic Apartments



Beargrass Creek



NIA Center



Falls City Prohibition Raid (1921)



Mural Near Barret



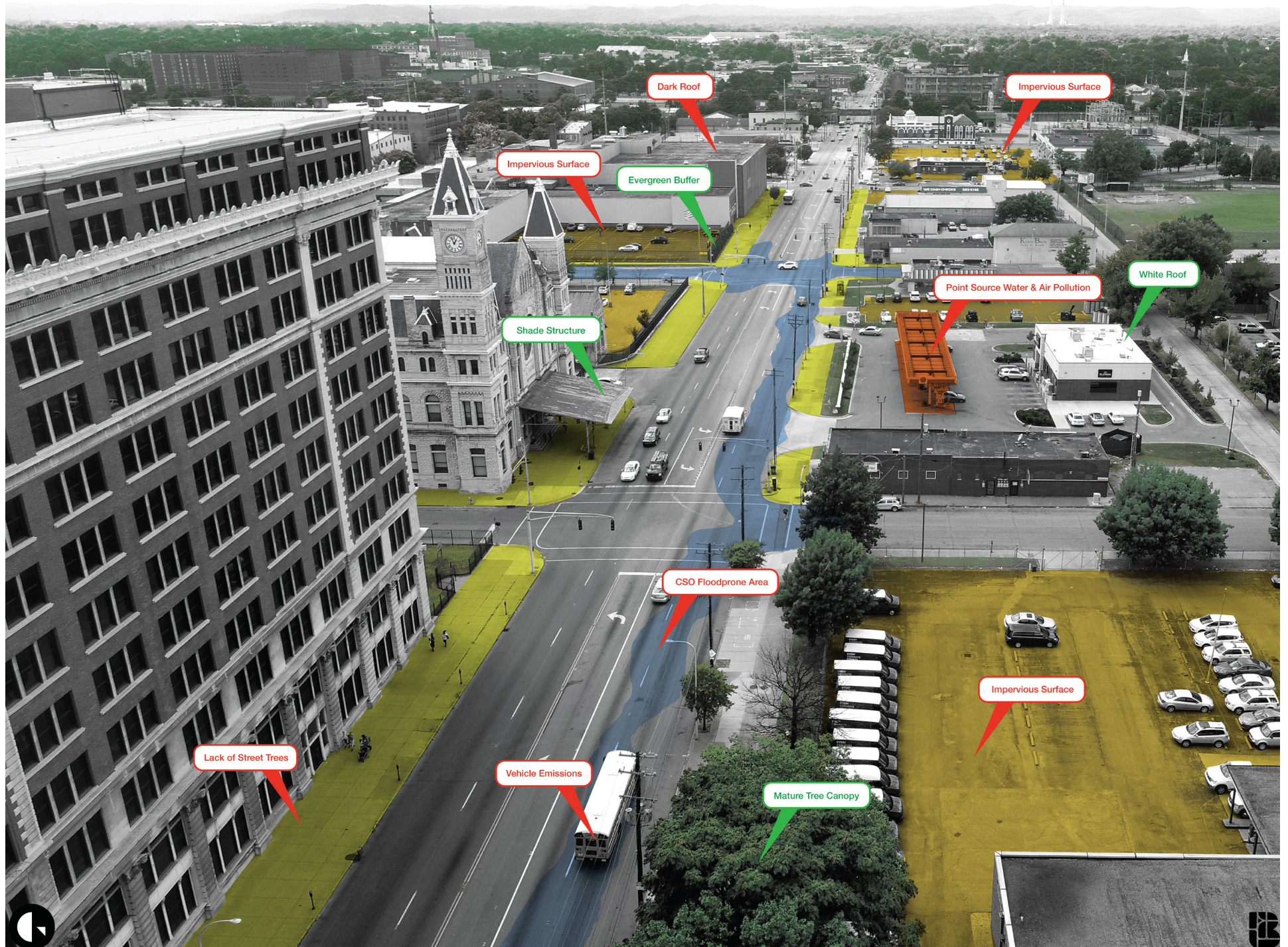
SUSTAINABLE

Did you know Broadway has just over 700 street trees.

23% of those are in poor health, and 3% are dead.

Across the entire corridor, there are segments totaling nearly 1-mile with no trees at all.





Dark Roof

Impervious Surface

Impervious Surface

Evergreen Buffer

Shade Structure

Point Source Water & Air Pollution

White Roof

CSO Floodprone Area

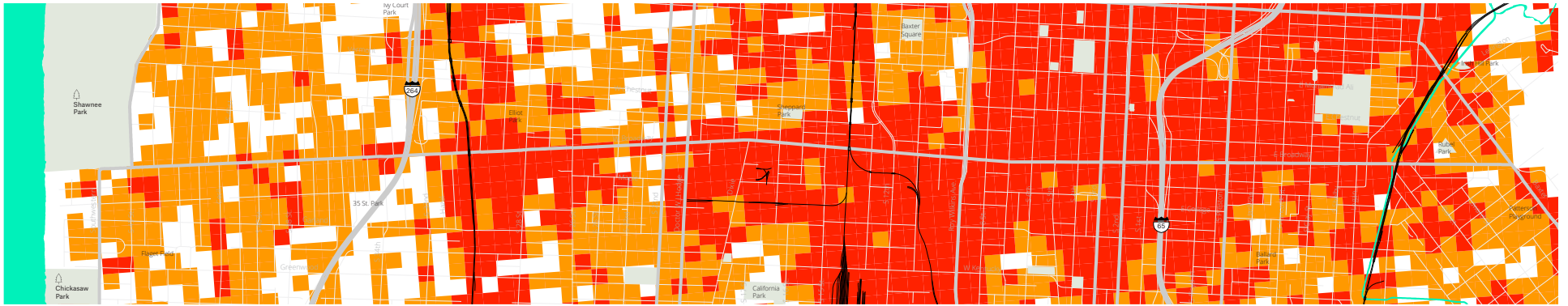
Impervious Surface

Lack of Street Trees

Vehicle Emissions

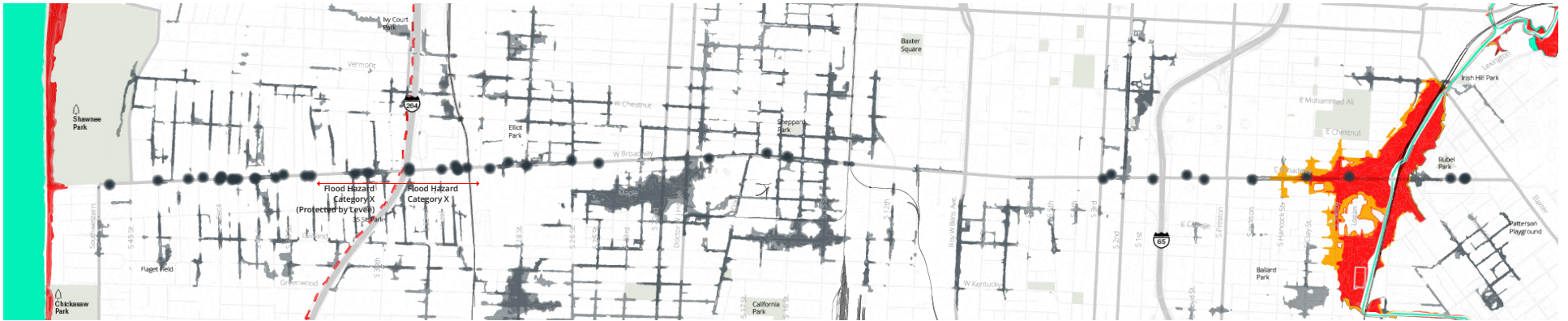
Mature Tree Canopy





URBAN HEAT ISLAND RISK

Very High Risk High Risk



FLOOD PRONE AREAS

Flood Hazard 1% Annual Chance of Flooding
 Visual Stormwater Issue Recorded
 Flood Hazard Base Floodplain
 Flood Prone Area



HEALTHY TREE CANOPY

Street Tree (Good Condition)
 Street Tree (Legacy)



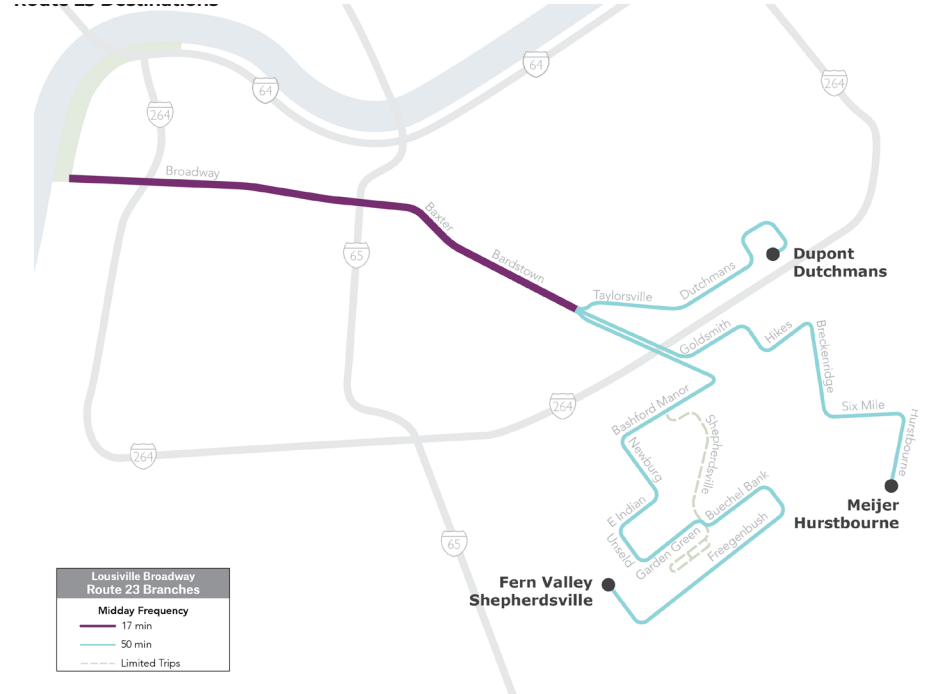


EQUITABLE

Did you know Broadway is a major commuter route to some of Louisville's largest employment centers?

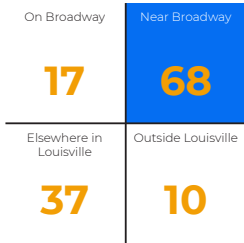
Did you know that in the last decade, the proximity of job centers to high-poverty communities has declined by 61%, which means that people of color are increasingly disconnected from their jobs?



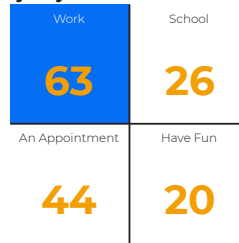


“Breakfast on Broadway” Results

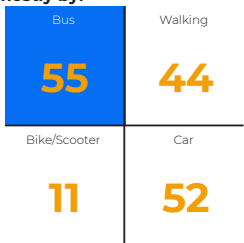
I live:



I am on my way to:

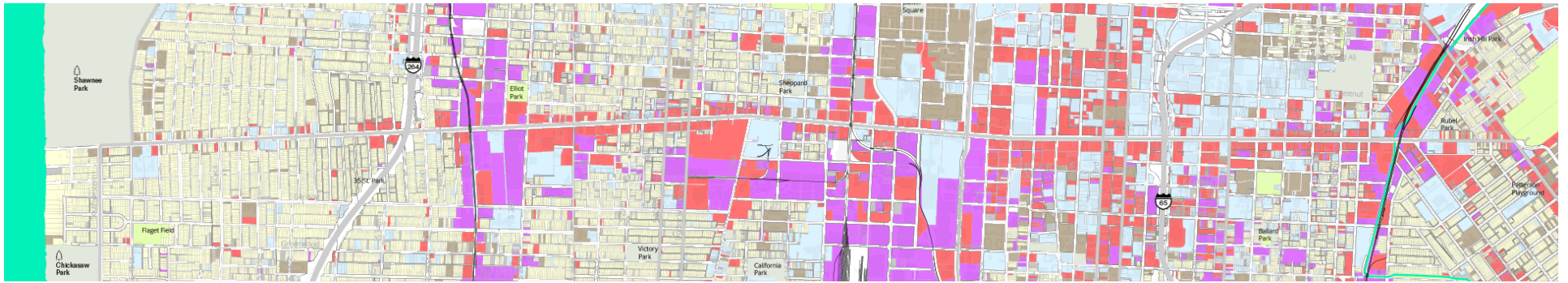


I travel mostly by:



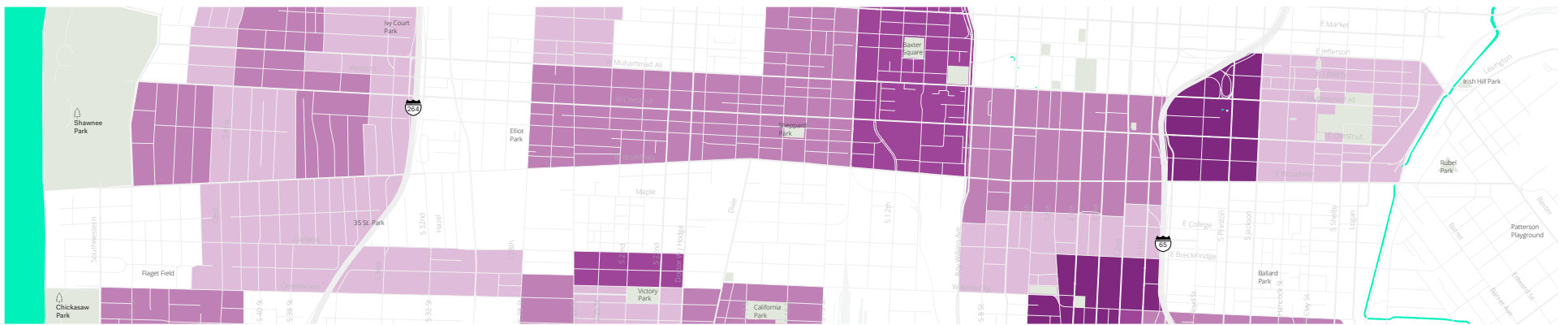
I think the biggest opportunity on Broadway is:





LAND USE

Commercial Industrial Multifamily Parks Public Vacant Single Family



HOUSEHOLDS WITHOUT ACCESS TO A CAR BY SQUARE MILE

Less than 500 500-1,000 1,000 - 2,000 2,000 - 5,000 More than 5,000

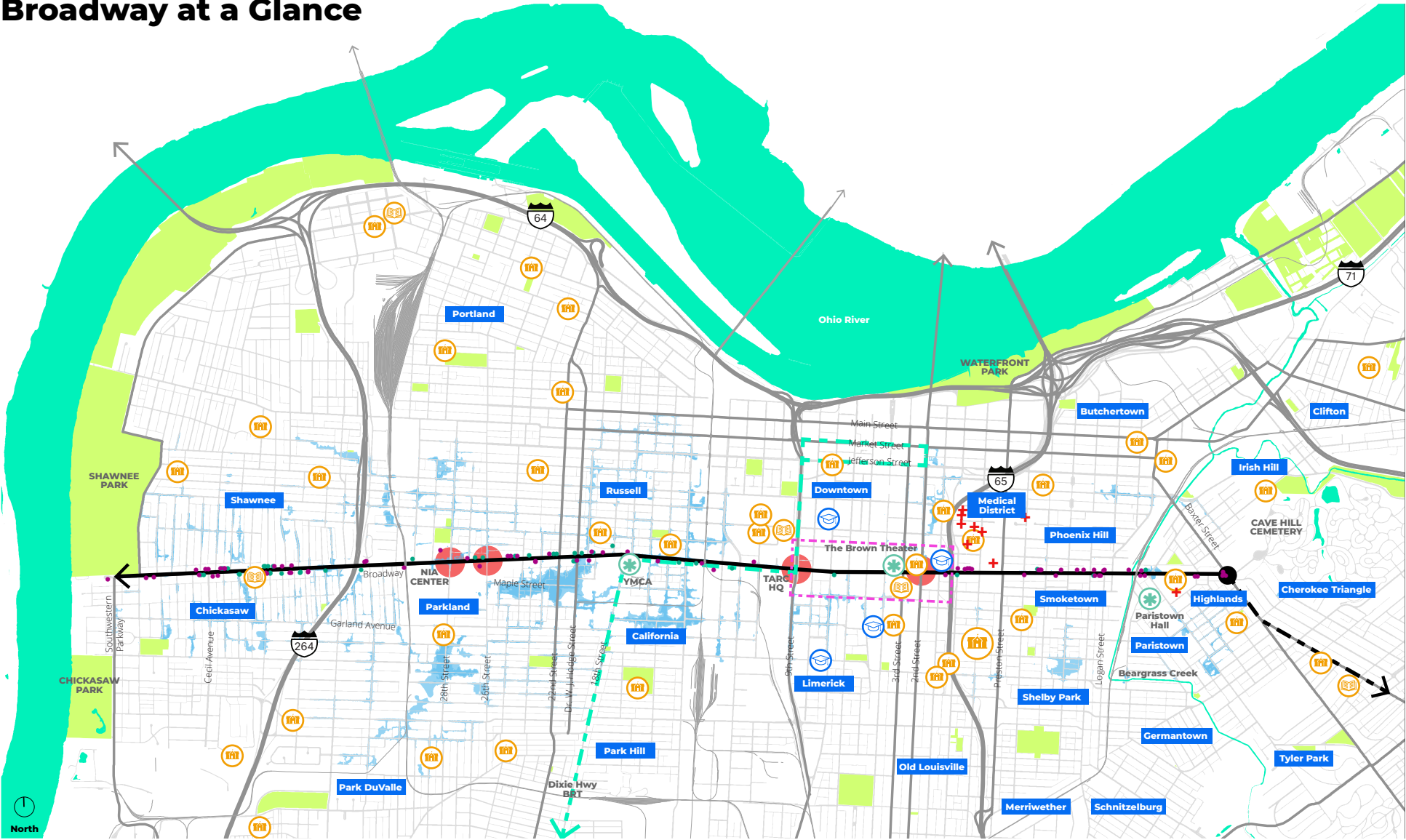


VACANT PROPERTIES

Publicly Owned Property Active Foreclosure Vacant Buildings Vacant Properties



Broadway at a Glance



Legend

- Neighborhood
- Park
- Hospital
- Library
- K-12 School
- University
- Dangerous Intersection
- High Bus Ridership District
- Flood Prone Area
- Vacant Building
- Vacant Lot
- Cultural Attraction





IMPROVING BROADWAY, TOGETHER.

STAY ENGAGED

BroadwayAllTheWay.org

At the website you will find:

- An interactive project map
- Summaries of public engagement
- Project documents and summaries
- More ways to engage
- Upcoming events

Have questions or want to get involved? Email us at:

contact@broadwayalltheway.org

Use our social media accounts to stay up to date and interact with the team.



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[@BroadwayPlan](https://twitter.com/BroadwayPlan)



[@broadway_alltheway](https://www.instagram.com/broadway_alltheway)

PROJECT SCHEDULE



PHASE 1

ENGAGE & ANALYZE

AUGUST 2019 - DECEMBER 2019



PHASE 2

DEVELOP IDEAS

JANUARY 2020 - JUNE 2020



PHASE 3

PREFERRED PLAN

JULY 2020 - DECEMBER 2020

