

Lexington Downtown Development Authority

Board Meeting Agenda
LDDA First Floor Conference Room
101 East Vine Street
January 25, 2010
3:30 p.m.

Approval of Minutes (November 23 Meeting) (handout)

Treasurer's Report (handout)

Chairman and Vice Chair Committee Update – P. G. Peeples and Harry Richart

President/Executive Director's Report

New Business / Next Steps

- FY 2011 Proposed Budget – Harold Tate
- Travel Request limits – Harold Tate
- Infill and Redevelopment Report – Chris King
- WEG update – Mary Wathen and David Lord
- Downtown Progress presentation – David Mohny and Harold Tate
- Downtown Design Studio – Staff

Old Business / Building Consensus

- East End Small Area Update – Staff
- Central Sector Small Area update - Staff
- South Broadway Area update - Staff
- Downtown Retail Analysis update - Staff
- Update on TIP projects - Staff
 - Courthouse
 - Phoenix Park District and Old Distillery District
 - ShowProp Property (Angliana Avenue and South Broadway)
 - Red Mile Project
- Streetscape Plan update - Staff
 - Limestone
 - Main Street
 - Vine Street
 - Cheapside Park
- Short/Second Street conversion update - Staff
- Parking Authority update (if any) – Gary Means
- Downtown Lexington Corporation update (if any) – Renee Jackson

Chairman's Report

Board Comments

Announcements:

LDDA meeting for 2010
March 22
May 24
July 26
September 27
November 22
3:30 p.m., LDDA Conference Room

**Lexington Downtown Development Authority Board Meeting
November 23, 2009
Phoenix Building, 1st Floor Conference Room**

Attendees

Board Members: Bill Alverson, Mary Lee Kerr, Mayor Jim Newberry, Lynda Thomas, Tom Harris

Advisory Committee: Bob Quick, Renee Jackson, Ed Lane, Gary Means, Bill Owen

Staff: Harold Tate, Diane Bonfert, Brandi Berryman

Guests: Beverly Fortune, Scott Seymour

Due to the absence of both the Chair and Vice-Chair, Mayor Newberry agreed to lead the meeting.

Minutes from the September 28 meeting: The minutes from the September 28 meeting were reviewed. Mary Lee Kerr moved to approve as presented, Tom Harris seconded. Motion passed.

Treasurer's Report: Harold reported the majority of expenditures since the last board meeting have been personnel expenses. The DDA did incur approximately \$1500 in moving expenses and our share of new carpet cost for the conference room. Harold acknowledged the wonderful gift from Churchill McGee, as this group donated labor and materials for the fit-up of the conference room.

New Business

FY2011 Proposed Budget: As articles in the Herald Leader have implied, the LFUCG budget is very tight. Preliminary budget preparation has begun and Harold indicated he will meet with the Mayor and Council members to discuss plans for our budget request. The proposed budget will be presented at the January Board meeting.

Old Business

Downtown Development: Harold presented a power point presentation which outlined the growth and development in our downtown by year since 1999.

East End Small Area Update: All first floor usage and building characterization has been documented. To insure that infill and redevelopment in this area stays within the character of the neighborhood, potential builders will meet with the neighborhood to get input. Work has begun with LEED to review a certifiable level with sustainable design.

Central Sector Small Area Update: The first floor uses of all buildings are currently being analyzed. A new GIS program is proving to be very valuable in providing greater information such as property owner, zoning, etc.

South Broadway Area Update: Brandi reported on the South Broadway area project which includes the area between the Red Mile, UK and Lexington Center. Currently in the research phase, this project will focus on connectivity and will incorporate LEED, Complete Streets, Safe by Design and LexTran. A College of Design Class from UK will work with Brandi on this project during the spring semester.

Downtown Retail Analysis: The analysis of all first floor buildings in the proposed BID area is showing distinct patterns of retail and entertainment pockets. Business start dates have been added which demonstrate the tremendous growth in our downtown over the past three to five years. Harold reported that we are working with three commercial realtors to determine needs and to explore ways to bring in additional retail. Downtown retailers, as well as Fayette Mall managers will be interviewed. Research will include methods used by other cities to bring in retail. Commerce Lexington is available to work with individuals from the downtown neighborhoods who would like to open a business.

Update on TIF projects: Harold announced the TIF application for the Distillery District has been approved. The ShowProp project has been given first reading by the council and will go to Frankfort in December. The Red Mile project has asked the DDA for assistance in the TIF application process.

Streetscape Plan update: Harold reported on the various Streetscape projects. The S. Limestone corridor continues to proceed ahead of schedule. All underground replacement of sanitary, sewer and communication duct bank is completed. Concrete work has begun and pavers will be installed on the Corner of Avenue and Champions and Limestone. Weekly update meetings with the merchants continue to be held every Tuesday afternoon. One lane of traffic will be opened as possible throughout the Christmas season.

Meetings are continuing with property owners on Main and Vine to explain how the project will benefit their property. Weekly meetings with stakeholders will begin once construction is scheduled to begin. The Cheapside project should go out to bid in December. Construction documents are nearing completion.

The Mayor stressed the need to support these projects as bonding money is under consideration with the revenue shortfall with the LFUCG budget.

Short/Second Street conversion update: Harold announced that meetings are being held with Stakeholders from Short and Second Streets to get input on the proposed conversion. Meetings with church, school and businesses representatives have all gone well. A meeting for residents on these corridors is scheduled for December 1.

Parking Authority Update: Gary Means reported that a parking study is underway to look at locations of potential development in downtown. Adequate parking is available for visitors but should additional businesses locate downtown, there may be a deficient in employee parking options.

Downtown Lexington Corporation Update: Renee Jackson passed out copies of the recently published downtown map which will be updated prior to the World Equestrian Games. The Christmas Parade and tree lighting is scheduled for the Friday after Thanksgiving. Renee also announced the DLC Annual meeting and Awards luncheon, sponsored by KKG, is scheduled for December 8 at 11:30am.

Announcements:

- Harold passed around a photograph of the trolley which will begin circulating in April of 2010. The trolley will run a loop of Main and Vine and will begin on Limestone and Upper following completion of the Streetscape improvements on Limestone. There is currently no plan to charge patrons to ride.
- Harold announced the Market Review article in the recent Lane Report prompted a number of calls to our office.
- Harold asked members to bring ideas to our next Board meeting on how to get the word out about all that is happening in downtown.
- The Board meeting dates for 2010 are listed on the meeting agenda, with our next meeting set for January 25.

With no further business, Tom Harris moved to adjourn at 4:25pm. Bill Alverson seconded, motion passed.

EXPENDITURE STATEMENT - OVERALL AGENCY

EXHIBIT B

FY 2011

AGENCY NAME: Lexington Downtown Development Authority

Note: Full-Year Data Only

DESCRIPTION OF EXPENDITURE	(1)	(2)	(3)
	FY 2009 ACTUAL EXPENDITURES PER AUDIT (07/1/2008-06/30/2009)	FY 2010 BUDGET (07/1/2009-06/30/2010)	FY 2011 PROJECTED BUDGET (07/1/2010-06/30/2011)
PERSONNEL:		<i>Round to the Nearest Ten Dollars</i>	
1. Salaries	152,650	153,260	155,430
2. Payroll Taxes & Fringe Benefits (FICA, Insurance, Retirement, etc.)	20,850	20,850	22,500
3. TOTAL PERSONNEL (Lines 1 + 2)	\$173,500	\$174,110	\$177,930
OPERATING:			
4. *Contractual & Professional Services	35,490	39,490	25,000
5. *Rent or Lease Charges			
6. Advertising and Recruitment	4,600		
7. General Utilities			
8. Telephone			
9. Office Supplies	5,000	4,710	5,000
10. Postage	800	800	800
11. Printing and Copying	4,600	4,000	4,000
12. Household & Food (Incl. Cleaning Supplies)	500	500	500
13. Repairs & Maintenance (Excluding Vehicles)	350	350	350
14. Vehicle Repair & Maintenance			
15. Technical Supplies (Incl. Medical Supplies)			
16. *Travel (Incl. Conferences & Seminars)	14,200	14,200	10,000
17. Insurance	2,840	2,860	2,860
18. *Dues and Subscriptions	1,760	1,760	1,760
19. *Minor Equipment	1,500	1,500	1,500
20. Miscellaneous Urban Life & Style Tour	10,000		
21. LFUCG/UK Development Center			5,000
22. TOTAL OPERATING (Lines 4-21)	\$81,640	\$70,170	\$56,770
CAPITAL:			
23. *Land/Buildings			
24. *Equipment/Vehicles	2,000		
25. TOTAL CAPITAL (Lines 23+24)	\$2,000	\$	\$
26. TOTAL EXPENDITURES (Lines 3, 22, & 25)	\$257,140	\$244,280	\$234,700

* Please provide detail of these items on Exhibit C.

AUDIT _____ DATE _____ VERIFY _____ DATE _____

**DETAIL OF SPECIFIC ACCOUNTS - OVERALL AGENCY
FOR FY ENDING JUNE 30, 2011**

EXHIBIT C
FY 2011

AGENCY NAME: Lexington Downtown Development Authority

USE THIS FORM IF EXHIBIT B (COLUMN 3) HAS AN AMOUNT ON LINES 4, 5, 16, 18, 19, 23, AND/OR 24			
LINE NO.	FY 2011 LINE TOTAL AMOUNT	FY 2011 ITEM AMOUNT	DESCRIPTION OF EACH ITEM OR SERVICE <i>(USING NAME OF THE ACCOUNT IS NOT SUFFICIENT)</i>
4	25,000	18,000	Legal fees
		7,000	Graphic Artist/photography
16	10,000	4,500	Airfare/transportation
		3,000	Conference/Workshop Fees
		2,000	Lodging
		500	Meals
18	1,760	440	International Downtown Association
		300	Commerce Lexington
		180	Downtown Lexington Corporation
		250	American Planning Association
		200	American Institute of Architects
		180	Congress for New Urbanism
		150	International Council of Shopping Centers
		60	Professional Publications
19	1,500	1,500	Office Furniture/Software

AUDIT _____ DATE _____ VERIFY _____ DATE _____

**SCHEDULE OF PAYROLL POSITIONS - OVERALL AGENCY
FOR FY ENDING JUNE 30, 2011**

**EXHIBIT D
FY 2011**

AGENCY NAME Lexington Downtown Development Authority

Position	New FY 2010	Budgeted Salary FY 2010	Paid With LFUCG Funds	Paid By Other Sources	New FY 2011	Projected Salary FY 2011	Paid With LFUCG Funds	Paid By Other Sources	% Increase	Effective Date of Increase	
NOTE: Totals Should Agree with Exhibit B, Line I, Columns (2) and (3). If not, please provide an explanation.											
President/Executive Director	FT	85,000	85,000	-		85,000	85,000		0.0%		
Urban Planner	FT					45,000	45,000		0.0%		
Program & Services Director	FT	45,000	45,000								
Clerical	PT	14,510	14,510			14,510	14,510		0.0%		
Staff Assistant (shared)	PT	<u>8,750</u>	8,750			10,920	<u>10,920</u>		<u>20.0%</u>		
TOTAL:		153,260	153,260			155,430	155,430				
										% of FY 2011 salary increases due to:	
										Cost of living increase	%
										Merit increase	<u>1.4%</u>
										Other	%
AUDIT	DATE				VERIFY	DATE					

Preston-Osborne Downtown Lexington Survey August 2008

Preston-Osborne a Marketing Communications & Research Firm conducted a survey specifically focusing on downtown Lexington. There were 401 participants total, with 161 of the participants living inside New Circle Road and 236 living outside New Circle Road. The survey was conducted over the phone and participants were asked, "If the city of Lexington would like people to visit downtown more often, what needs to be changed or offered to encourage people to do so? Another way to put it is, why don't people come down more often? What would cause you to come downtown more?"

While responses were varied several over-arching themes were discovered; perception that there is minimal parking, there is nothing to attract people downtown, (i.e., no restaurants, retail, entertainment), downtown is not aesthetically pleasing and safety. The survey provided us with helpful insights as to why people are choosing to visit places such as Hamburg and the Mall versus coming to downtown Lexington. Using these results the LDDA will begin talking to restaurant and retail owners. We are going to share the results of the survey and use their feedback to discuss what can be done to attract people to downtown Lexington. Below is a list of restaurants and retailers we will be contacting.

Retailers/ Restaurants:

Mulberry on Lime – Mary Ginocchio

Third Street Stuff – Pat Gerhardt

Sky Bar – Vince Carlucci

Kennedy's Book Store – Carl Behr

Hanna's on Lime – Beth Hanna

Special Media – Mary Morgan

CD Central – Steve Baron

Pedal Power

Savane Silver – Rachel Savane

Fayette Mall – Mall Manager

Graves Cox – Lynn Cox

Artique – Mike Stutland

DeSha's – Tony Atwood

Dudley's – Debbie Long

Bellini's – Anna Marletta

Preston Osborne Downtown Lexington Survey (August 2008)

Restaurants:

- A good restaurant would bring me downtown.
- There are few restaurants (Over 100 restaurants in Downtown Lexington)
- There needs to be more like Hamburg
- Needs high-end restaurants, like steak houses. (Bakers 360, J. Morse)
- More restaurants-good family-run restaurants; no hamburger joints, no restaurants that are catered to poorer people. (Sidebar, deSha's, Sawyer's)
- More restaurants are needed like Applebee's or O'Charley's.
- Restaurants are better outside of downtown more casual and family oriented.
- More restaurants like Italian and Steakhouses (Bellini's, Portofino's, Le Deauville)
- I would like to have more upscale, but casual dining
- More nighttime restaurants, more cafes, non-chain restaurants. (Mia's, Cheapside, Atomic Café, Natasha's, Le Deauville)
- Perception that there are only expensive restaurants.

Parking:

- Too expensive
- Not enough spaces (Approximately 10,000 in Downtown Lexington)
- You have to walk too far to your destination
- More parking that is free and shuttle busses (LexTran trolleys will begin operating this April 2010 along Main and Vine Streets)
- The public parking garage by the city building smells and is creepy.
- Parking is not accessible.
- Garages aren't safe for women.
- Parking areas are dirty and unsafe.
- People hate garages.
- It's so much easier to get to the malls.
- Need more ways to pay for parking. (New parking machines now accept credit cards and cash)

Entertainment:

- They need a 2,000 seat theatre downtown for large symphonies and theatre.
- Going to the malls is more convenient than going downtown. You know where to park at the malls.
- Farmers Market needs a permanent home. (5/3rd Bank Pavilion at Cheapside)

- They could advertise events that take place downtown better. (Currently the DLC periodically advertises on WLEX, WKYT, Cumulus, Herald-Leader, Smiley Pete Publications. GTV3 shows – Only Downtown, Lexington After Dark.)
- There needs to be nightlife for younger (20-40 year olds), more shopping, more variety.
- City website needs to have a special section listing downtown events.
- There's not enough going on downtown.
- More activities-festivals, art fairs, concerts especially jazz. (Mayfest Arts Fair, Woodland Art Fair, Big Band and Jazz-Ecton Park, Central Bank Thursday Night Live, Fest of Ales, 2nd Sunday)
- Downtown lacks cheap theatres; it's too expensive to go downtown. There are too many uppity people. The business personnel are too snobby. (Kentucky Theatre's ticket prices are lower than Regal at Hamburg)
- Something like 4th Street Live would bring people downtown. (Victorian Square is similar)
- The nightclubs downtown are only for younger people. (Skybar, Natasha's)
- There's nothing there, and no reason for me to come downtown.
- Something downtown that's not in the suburbs.
- Restaurants and bars need to stay open later.
- More civic center shops, casinos
- Rupp Arena is the only reason to go downtown.
- Like to see more arts and cultural events downtown. (Gallery Hop, 5/3 Fourth Friday, Broadway Live Series at the Opera House)
- Give free basketball tickets to people to bring them downtown.
- More stuff for families and children.
- What really hurt downtown was the removal of the Dame.
- Nothing down there except buildings and offices. (Restaurants, Bars, Shops, Art Galleries, Movie Theatre)
- A free shooting range downtown.
- Lexington is taking the wrong approach by focusing on bars.
- Downtown isn't marketed to people who don't know about it.
- Need more open areas that will allow dogs.
- There is no atmosphere downtown. They need more outside tables, coffee shops and small restaurants. It's not lively downtown. (Most restaurants have outside tables during warmer months and many are smaller more intimate, Coffee shops: 3rd Street Stuff, Common Grounds, Starbucks, Sunrise Bakery)
- Too many stupid college kids.
- Businesses are closed in the evening.
- More bars for students. (McCarthy's, Harveys, Two Keys, Redmon's, Rosebud, Molly Brookes, Cheapside, Penguin)
- Always crowded.
- I would like to see the Roots and Heritage Festival done at a higher level, and I'd like more ethnic groups involved.
- Bars spilling out into the street are awful.

- Needs vital club scene with a variety of music. (Buster's, Redmon's, Penguin, Cheapside, Cosmic Charlie's, Lynaugh's, SkyBar, Natasha's Bistro & Bar, Green Lantern, Al's Bar, Common Grounds)
- I think the Thursday Night Live Series is wonderful but I don't go.

Retail

- There are no anchor stores, meaning places that offer a large selection of merchandise.
- There's no shopping except for Victorian Square and the Civic Center.
- Everything is upscale and pricey.
- Not enough for the average income person in terms of shopping and concerts.
- We need more local businesses than chain stores.
- More shopping places will attract more people for jeans, shoes, and hats.
- Less expensive clothing stores.
- Needs dress shops to bring women downtown. And needs a men's clothing store. (Miss Priss, Howard & Miller, Graves Coxs, Bella Rose, Lucia's, Calypso, Helen's Boutique, Black Market)
- More American Eagle/Old Navy and other popular shops.
- All stores are gone.
- A store that sells sports stuff. (The Kentucky Store)
- Lots of places have closed and stores are spread out.
- Need more electronic shops Like Best Buy. (Barney Millers)

Development:

- It's good to get rid of the old buildings and replace them with more modern and accessible ones.
- There's nothing there except office buildings-and half of them are empty- and lofts.
- I don't like the two-way idea.
- There needs to be two-way streets.
- The new neighborhoods out in Hamburg have plenty of things to do and use out by them now so they don't need downtown.
- Need grocery stores, pharmacy, book store, people living in apartments and condos-not owned by speculators.
- Too many empty spaces, vacant buildings and businesses closed.
- CentrepoinTE will be ugly for downtown.
- Everything I need is outside downtown.
- No need for new city government offices.
- Desperately need a grocery store and gas stations.
- It reminds you of a town wanting to be a city, but not.
- I would like to walk in the street without any traffic. (Cheapside Street)

Aesthetics:

- Downtown needs to be more pedestrian friendly by putting in more parks and green space.
- The first Baptist Church across from the Civic Center is a landmark and should be repaired.
- Clean it up
- You really can't walk around downtown when compared to other places.
- It's dirty-no charm
- Sidewalks are not pedestrian friendly and need repairs. (Streetscape will repair many sidewalks downtown.)
- Looks are bad. It's not appealing or friendly.
- The city doesn't make spaces appealing.
- More affordable housing. Its ugly and everything is too expensive.
- Need more scenic walking areas.
- It needs to be cleaned up; renovate the run-down looking buildings.
- It needs trees and pretty flowers. (Spotlight Lexington encouraging downtown business owners to purchase uniform planters, menu boards and decorative horse heads to hang welcome signs for WEG)
- Triangle Park is not inviting.
- Clean the place up. Main Street is nasty, filthy and smelly.

Safety:

- The safety issues at night are such that you can't walk around from 7 to 9pm.
- Need more police officers.
- It's safer outside of downtown.
- Needs to be safer at night.
- Street people make me feel unsafe.
- I'm afraid after dark downtown.
- Get the bums out of downtown. (Phoenix Park Homeless Initiative organized by the DLC)
- Street people rob people downtown.
- It's scary at night.

President/Executive Director Quarterly Report

November 09 to January 10

Past Activities

- Continued meeting with various LFUCG council members regarding activities of the LDDA
- Met with Councilmember James and Chris King with Division of Planning regarding East End Plan
- Met with various developers/builders on the problems with development within the downtown area
- Continue to meet with Barry McNees on Manchester Street redevelopment
- Continue working with the Infill and Redevelopment Committee
- Work with KKG Studio on the development of the Streetscape Plan
- Work with EHI Consultants on the East End Neighborhood Plan
- Continue to work with the Lextran Downtown Circulator committee
- Attend the Lexington Parking Authority Board meetings
- Meeting with various groups about affordable housing
- Meeting with CPAL to explain what is happening downtown
- Continue to work with the Commerce Lexington Public Policy committee
- Continue working with LFUDG and the State DOT on the Newtown Pike Extension bridge
- Assist in the preparation of the two TIF applications to the Urban County Council and State
- Continue working with DLC on the monthly Merchant's meeting
- Continue holding meetings with property owners and merchants along Limestone for the Streetscape Plan
- Working with the developers of the new Hilton Hotel for their exterior improvements
- Finalized the Land Bank
- Started construction on Cheapside Park and Pavilion
- Continued reviewing documents and drawings for the Main and Vine Street improvements
- Met with Fayette County Neighborhood Association on downtown
- Worked with ABC (Local and State), DLC and merchants on redeveloping the Sidewalk Café ordinance
- Met with Altech on their new development in Woodward Heights
- Met with Urban County Council bonding committee on financing of Cheapside, Main and Vine
- Met with SCB and Housing Authority on development of housing units on Jefferson Street
- Met with developer on TIF for Turfland Mall

Planned Activities for January 10 to March 10

- Continue meeting with individuals and groups about the purpose and function of the LDDA
- Continue working with consultants and LFUCG staff on infill and redevelopment report
- Meet with the LFUCG Council members to discuss the LDDA
- Continue meeting with the LFUCG administration on the purpose and function of the LDDA
- Continue working on the Streetscape Plan
- Continue working with the Entertainment Task force
- Hold various public meetings regarding various TIF projects
- Assist David Mohney on teaching a 4th year Design Studio on Urban Design at the College of Design
- Continue working on the two developers on two new potential TIF projects
- Continue working with CM James on the East End ND-1 and Pattern Book

- Continue working with CM Blues and James on the implementation of the Central Sector Plan
- Continue working on the Downtown Retail Plan
- Start meeting with Merchants and Property owners along Cheapside area
- Conduct weekly meetings with contractor of the Cheapside Park
- Attend State Economic Development meeting regarding Showprop on Angliana Avenue
- Take Design Studio students to Columbus Ohio to see various urban projects