

ILLUSTRATIVE MASTER PLAN & SUMMARY OF CATALYST PROJECTS

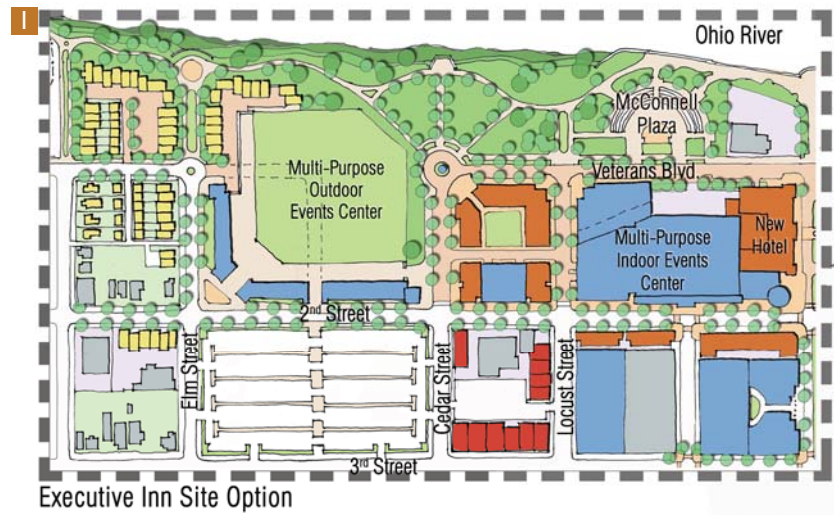


DOWNTOWN OWENSBORO PLACEMAKING INITIATIVE

COMMUNITY PRESENTATION
NOVEMBER 15, 2008

The Illustrative Master Plan for Downtown Owensboro identifies several critical catalyst projects for immediate implementation. These include the improvements of Veterans Blvd, 2nd Street, Market Square Public Plaza, and the new Indoor Events Center. Additional private development in the form of a new downtown hotel and mixed use development along Veterans Blvd. is seen as an immediate priority. **These are projects labeled A through G in the adjoining Illustrative Master Plan.**

West Downtown Redevelopment Options
Given existing market conditions and focus of first phase of priorities within the Downtown Core around Veterans Blvd. and 2nd Street, different development options are explored for West Downtown. Depending on the feasibility of a Multi-Purpose Outdoor Events Venue, it could be located in this part of downtown. The options are intended to provide the community more flexibility in considering redevelopment options of the Executive Inn site and the surrounding areas.



Executive Inn Site Option

A Transformation of Veterans Blvd.
Veterans Blvd. will be reinvented to be a pedestrian priority street with specialty paving, flat curbs, on-street parking, and streetscape amenities. Infill buildings on Veterans Blvd. will be 3-4 story mixed use buildings with active retail and restaurant uses on the ground floor and residential uses above. Veterans Blvd. will be a linear plaza connecting the RiverPark Center to the new hotel and Indoor Events Center.



West Downtown Site Option



B Market Square Public Plaza
A new public plaza that connects 2nd Street to the Veterans Blvd. and the new Waterfront Park is envisioned. In addition to being the new center of community life in Owensboro, this new plaza would also house the Farmers' Market. The market stalls, cafe seating, retail sales kiosks will all activate this space. In addition the new hotel and the new Indoor Events Center will have direct access to this plaza. This plaza is to be the city's "Grand Gesture" to the river and will truly connect the city to its roots.

C 2nd Street Reinvented
2nd Street will be converted to a vibrant, pedestrian friendly, two-way, main street. With curb extensions, renovated historic buildings, and active ground floor uses, this street will once again become the true heart of downtown.

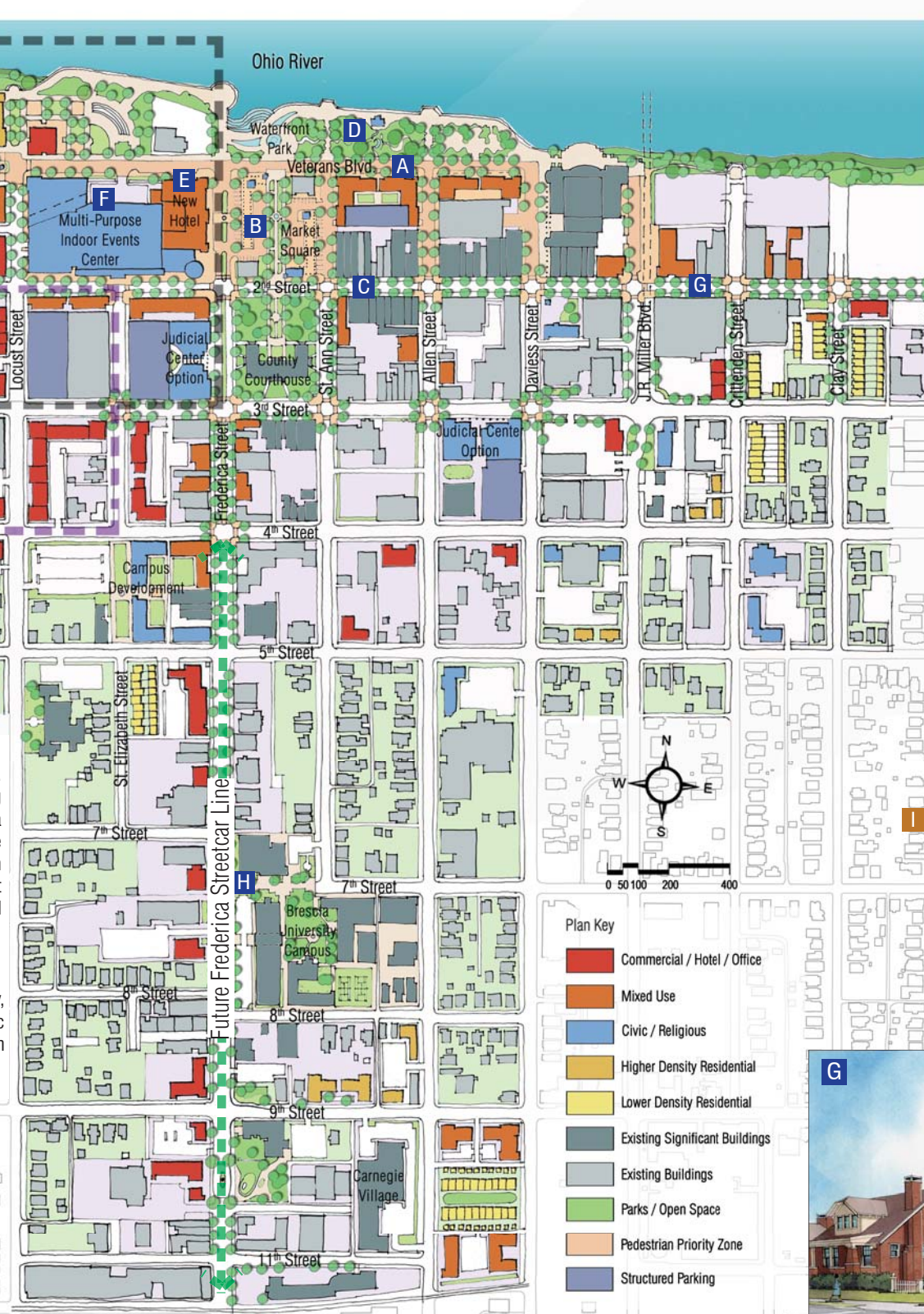


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D New Waterfront Park
The improvements to the Waterfront Park as envisioned in the Riverfront Master Plan will be completed and this park will be a destination park for residents and visitors alike. Together with the metamorphosis of Veterans Blvd., this park will be the cornerstone of a revitalized Downtown Owensboro.

E New Downtown Hotel
A new 225-room downtown hotel with integrated parking is envisioned at the intersection of Frederica Street and Veterans Blvd. Its location will be strategic to take advantage of river views, access to the adjoining Indoor Events Center, and the new Market Square Public Plaza. It will reinforce the activities on the Plaza with retail and restaurant uses on the ground floor.

F Multi-Purpose Indoor Events Center
This will be a major flexible meeting facility and will have high ceilings that accommodates indoor sporting events and a footprint of 60,000 sq. ft. It will be located next to the new hotel and Market Square Public Plaza. Users of this facility will have direct access to the new Waterfront Park, Veterans Blvd., and 2nd Street.



Plan Key

- Commercial / Hotel / Office
- Mixed Use
- Civic / Religious
- Higher Density Residential
- Lower Density Residential
- Existing Significant Buildings
- Existing Buildings
- Parks / Open Space
- Pedestrian Priority Zone
- Structured Parking

G East Downtown Cultural Arts District
Existing historic buildings along East 2nd Street can be the focus of new adaptive reuse for arts and cultural uses. This area will be the ideal location for a new Arts Academy, a partnership of local arts groups and educational institutions. A vibrant local arts scene would be complemented by residential lofts, studios, apartments, and townhomes transitioning to adjoining neighborhoods.

H Frederica Street Redefined
Frederica Street is envisioned to be a true multi-modal boulevard and gateway into downtown. With a future streetcar connecting all the major destinations along Frederica, the street will be truly transformed into Owensboro's "Champs-Elysees."



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All renderings by Don Oelfke