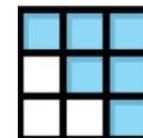


TOWN BRANCH COMMONS IS A PARK THAT WILL...

MAY 19, 2015

BLUE GRASS
COMMUNITY
FOUNDATION
WE'RE IN IT FOR GOOD.



**LEXINGTON
DOWNTOWN
DEVELOPMENT
AUTHORITY**

...PROVIDE PLACES TO...

Play Frisbee...walk with your mom...swing with your kids...splash in a fountain...climb on public art...read a book...ride a bike...



AND...

TOWN BRANCH COMMONS

...CONNECT NEIGHBORHOODS, DOWNTOWN & FARMLAND...

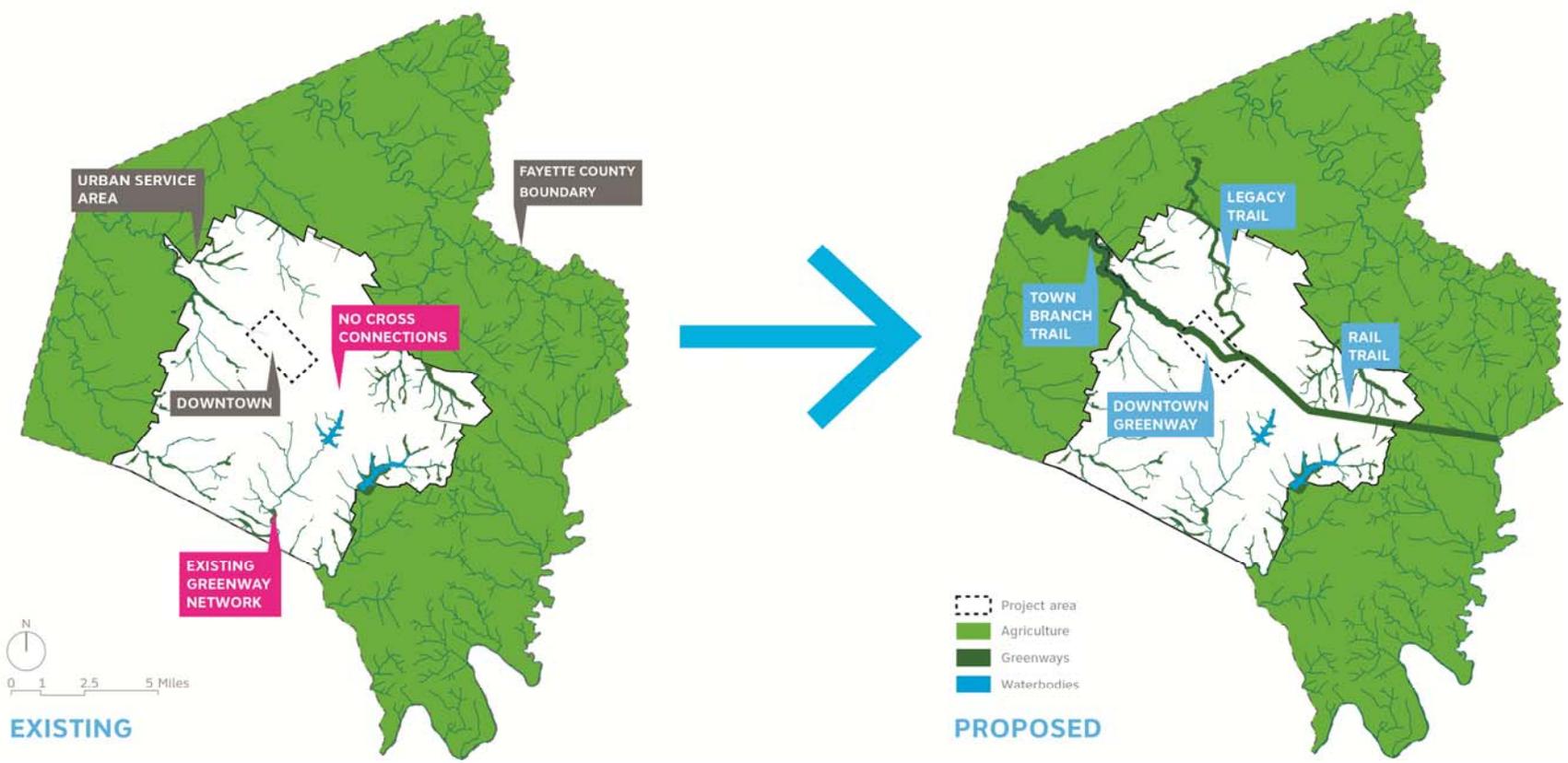


Image: SCAPE/Landscape Architecture

...AND DRIVE INVESTMENT IN THE COMMUNITY.



Cheapside under construction.



Five years later.

Here's what happened in Indianapolis...

\$864,500,000

Economic impact of the **Indianapolis Cultural Trail** since completion in 2013 for \$63M. It is an 8-mile bike and walking path through downtown Indianapolis.

TOWN BRANCH WORK TO DATE:

- Design competition & public presentation of proposal (2013)
- Town Branch Commons Open Space Feasibility Study (2014)
- Strategic Planning Workshops (2014-15)
- Field trips to Parklands of Floyds Fork (Louisville) and Indianapolis Cultural Trail (2015)
- Town Branch Commons Strategic Business Plan (DRAFT)



Public Presentation of the Project

Image: Brandi Berryman

TOWN BRANCH COMMONS

FIRST, BUILD BIKE AND WALKING TRAILS...

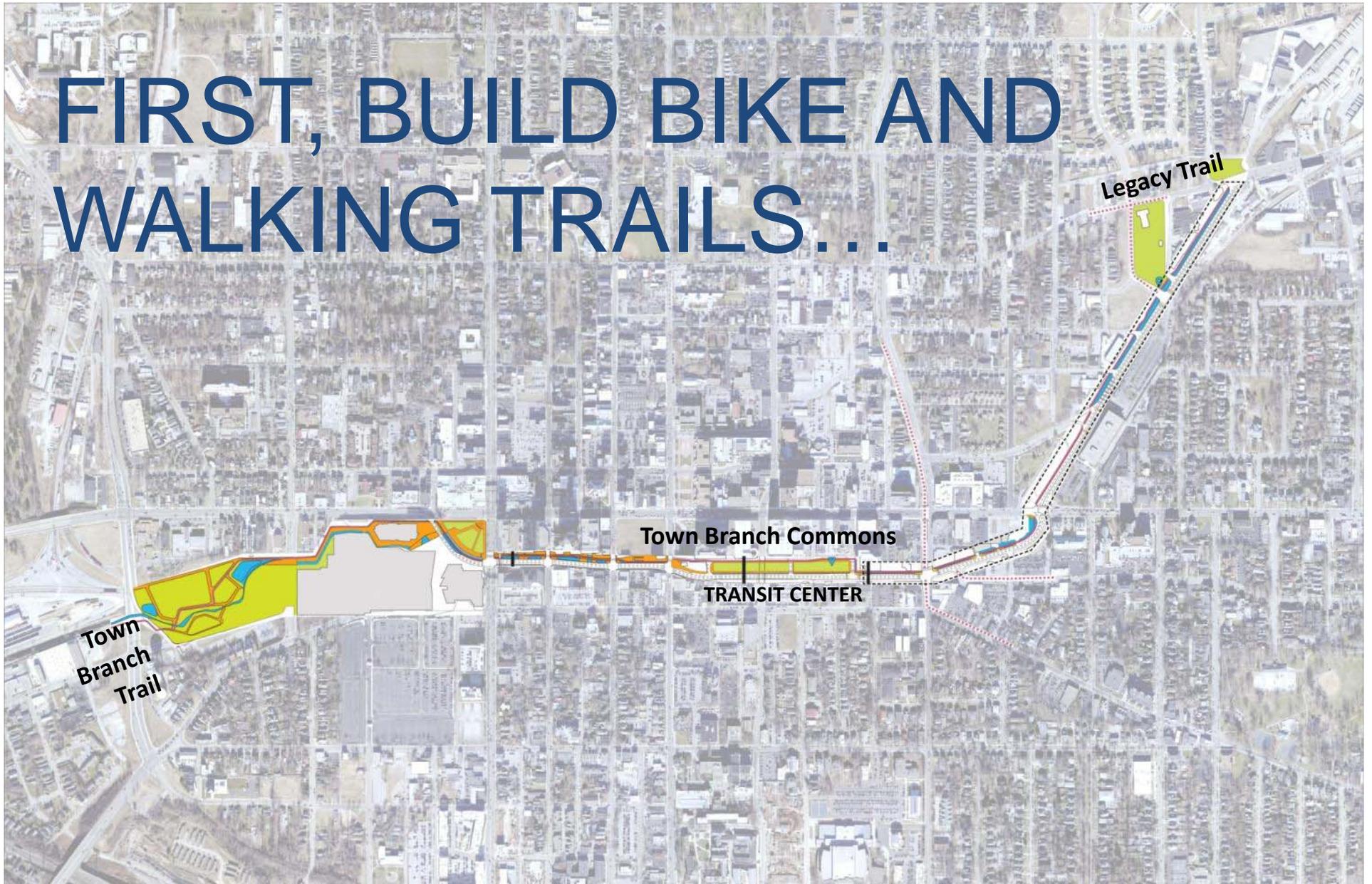


Image: SCAPE/Landscape Architecture, LDDA

TOWN BRANCH COMMONS

...TO CONNECT EXISTING PARKS...



Image: SCAPE/Landscape Architecture

...LIKE THESE.



Images: Beverly Fortune

...THAT GO FROM THIS...



...TO THIS.



Image: MIR, NBBJ, SCAPE/Landscape Architecture



Image: MIR, NBBJ, SCAPE/Landscape Architecture

TOWN BRANCH COMMONS NEEDS...



Image: SCAPE/Landscape Architecture

...A BUSINESS PLAN THAT...



Planning Workshop Exercise with Ad Hoc Leadership Group

Image: Brandi Berryman

...ASSIGNS ROLES & RESPONSIBILITIES...

	Leadership Council/ Project Manager*	LFUCG	Blue Grass Community Foundation	Town Branch Commons, Inc.
Strategic Direction and Oversight	X			
Design and Construction Management		X		
Capital Campaign			X	
Incubation of "Town Branch Commons, Inc"			X	
Operations/Management/Maintenance of Town Branch Commons				X

* Staffed by LDDA and BGCF

TOWN BRANCH COMMONS



...CHARTS A PATH FORWARD...

Strategic recommendations:

1. **Formalize a Leadership Council** as a working group of community leaders to advance the project, lead the capital campaign, and establish the permanent park governance entity.
2. **Articulate amenity and park design priorities**, and identify the mix of amenities required to serve Lexington audiences.
3. Commit to **a \$75 million funding target** for the design, construction and completion of the park system, including underwriting of the first 10 years of park operating expenses.

...PROVIDES A BUDGET, AND...

\$25M **Transportation Infrastructure** *from federal TIGER grant and local match

\$30M **New park or parks and improvements to existing parks**

\$8M **Initial decade of operations**

\$12M **Operating Endowment** (generates \$500K/yr)

\$75M **TOTAL**

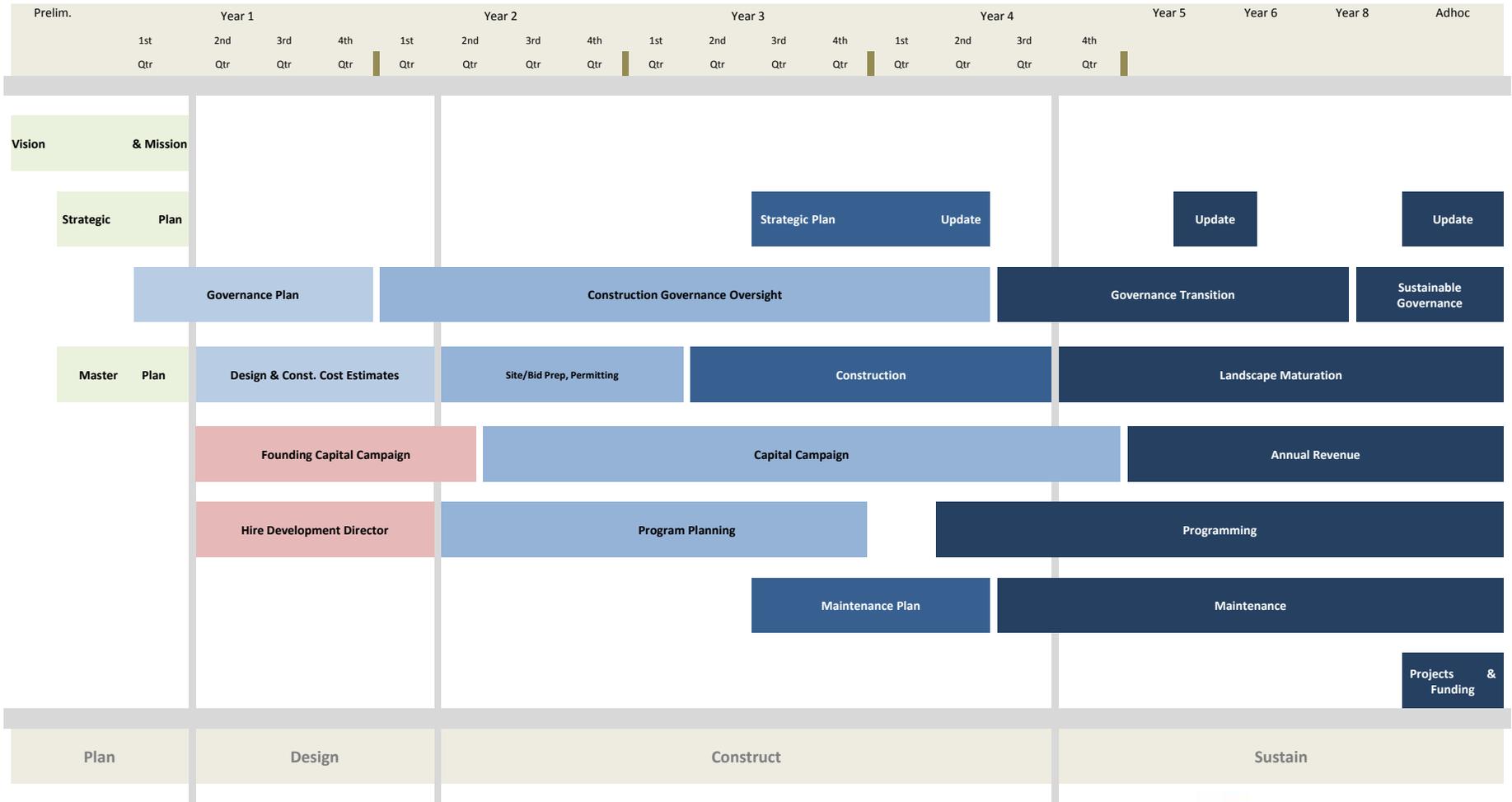


...ANTICIPATES THE FUTURE.

Strategic recommendations:

4. **Incubate a non-profit conservancy** to manage and maintain the park upon completion. The project should engage likely future executive leadership of park operations in the early stages of design and construction. (For a complete discussion of governance model recommendations, please refer to Appendix 1.)
5. Assess and complete right-of-way acquisitions, enact land protections, and codify design guidelines for the park to **ensure a 100-year Olmsted quality landscape and design legacy** for the park.
6. Establish a **world-class park maintenance and operations structure**. A consistently safe, clean, and fun visitor experience becomes the “brand” of the park.

TIMELINE:



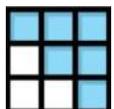
TOWN BRANCH COMMONS



TOWN BRANCH COMMONS



Image: SCAPE/Landscape Architecture



LEXINGTON
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EXTRA SLIDES FOR Q/A:

...TO CONNECT EXISTING PARKS...

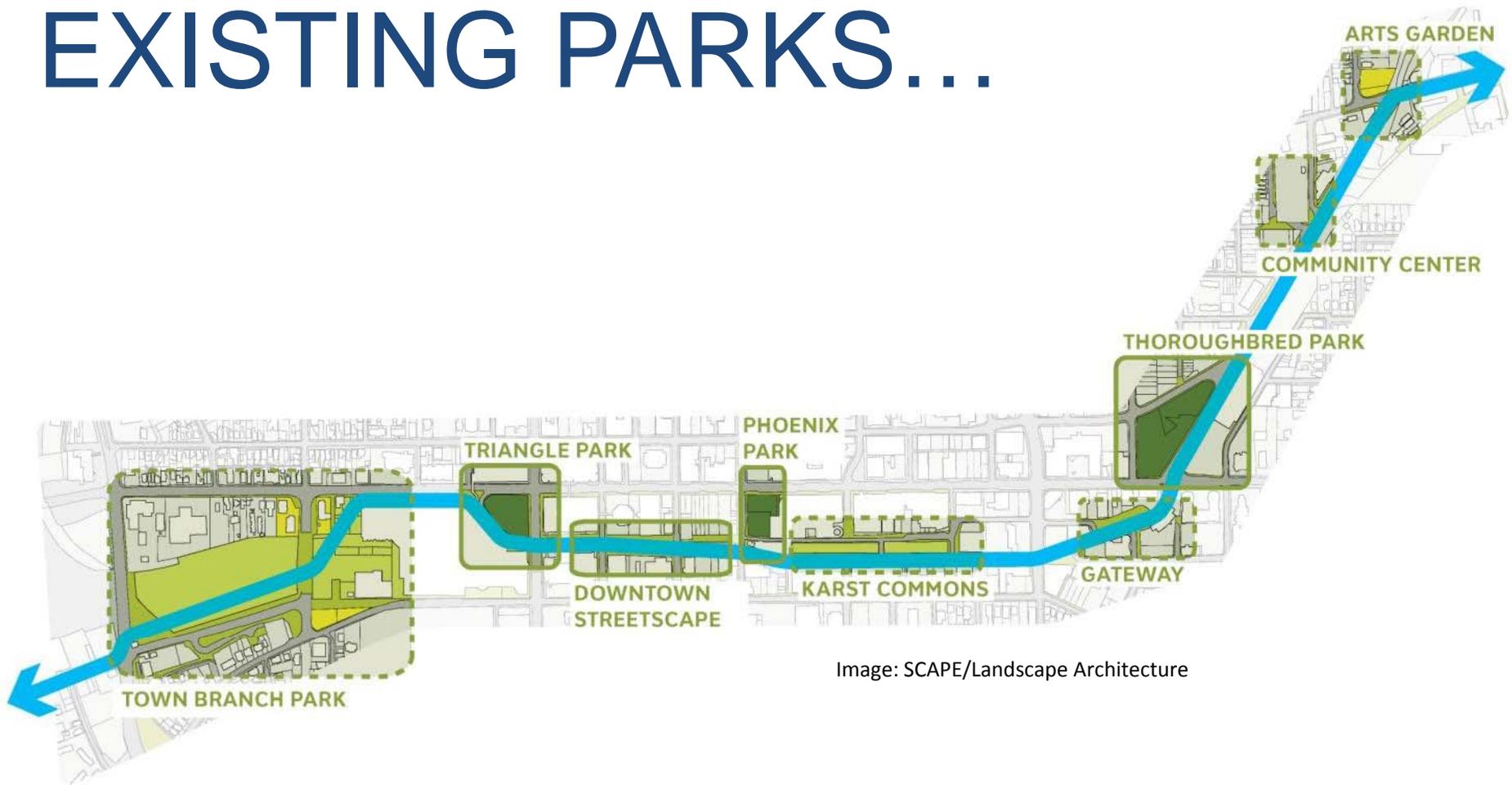


Image: SCAPE/Landscape Architecture

EAST END

- Connects recent investments (Charles Young, IMMAG) and existing gateways (Thoroughbred Park)
- Connects the Town Branch Trail to the Legacy Trail



Image: SCAPE/Landscape Architecture

VINE STREET

- Provides a safe and comfortable walking, running, and biking connection along Vine Street
- Builds on recent reinvestment in Triangle Park
- Opportunity to reinvent Phoenix Park and Central Branch of Library
- Opportunity to build new marquee park

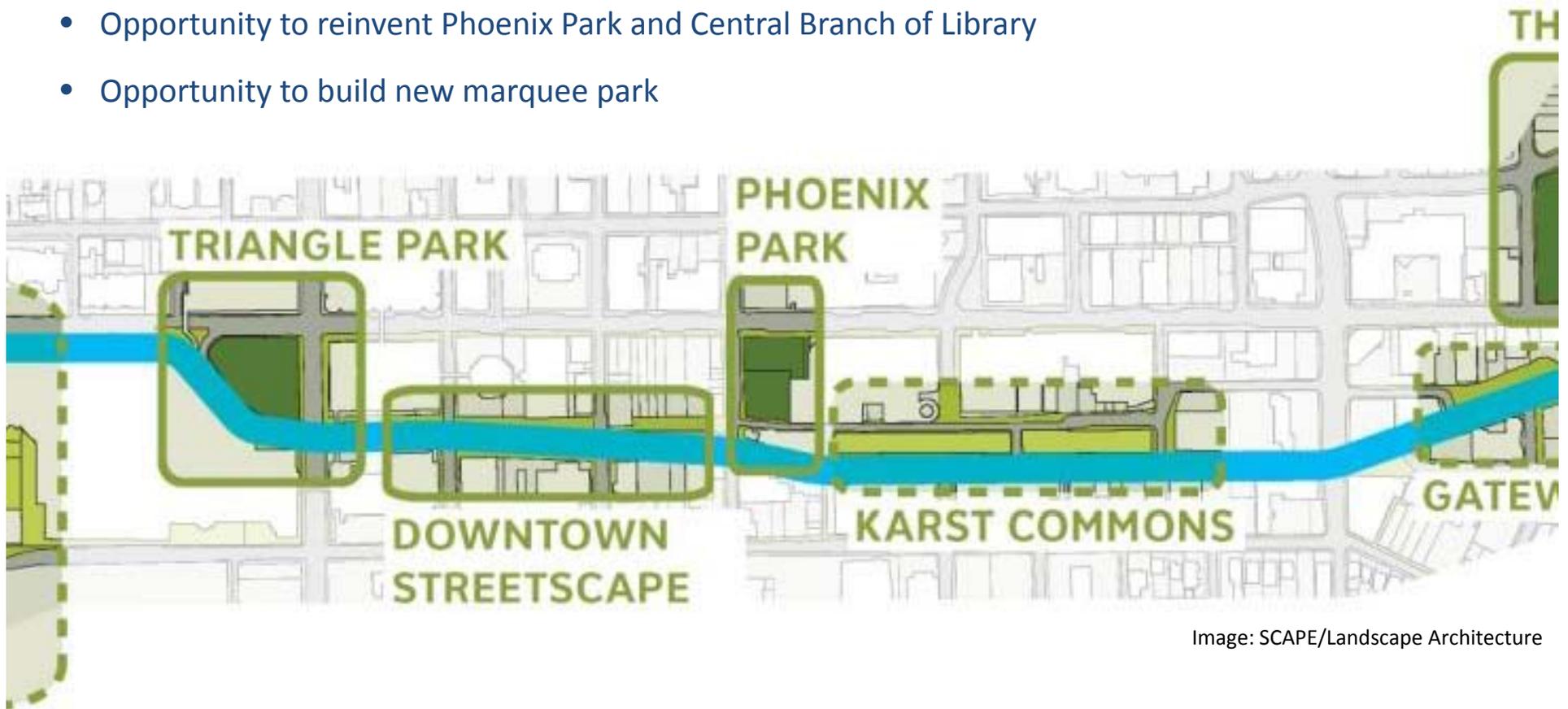


Image: SCAPE/Landscape Architecture

COX STREET

- Create new marquee “Central Park” for Lexington
- Connects the Legacy Trail to the Town Branch Trail
- Provides gateway to the Distillery District



Image: SCAPE/Landscape Architecture

TOWN BRANCH COMMONS



Image: SCAPE/Landscape Architecture



Image: SCAPE/Landscape Architecture

LEARN FROM INDIANAPOLIS:

- 8-mile bike path connecting cultural districts, neighborhoods, and parks
- Publicly owned, but independently operated
- \$63M - Mix of public and private funds
- Estimated economic impact of \$864,500,000



LEARN FROM LOUISVILLE:

- 26 mile linear park system in Jefferson County along Floyds Fork
- Largest public park project in country
- Privately owned and operated
- \$125M - Mix of public and private funds

