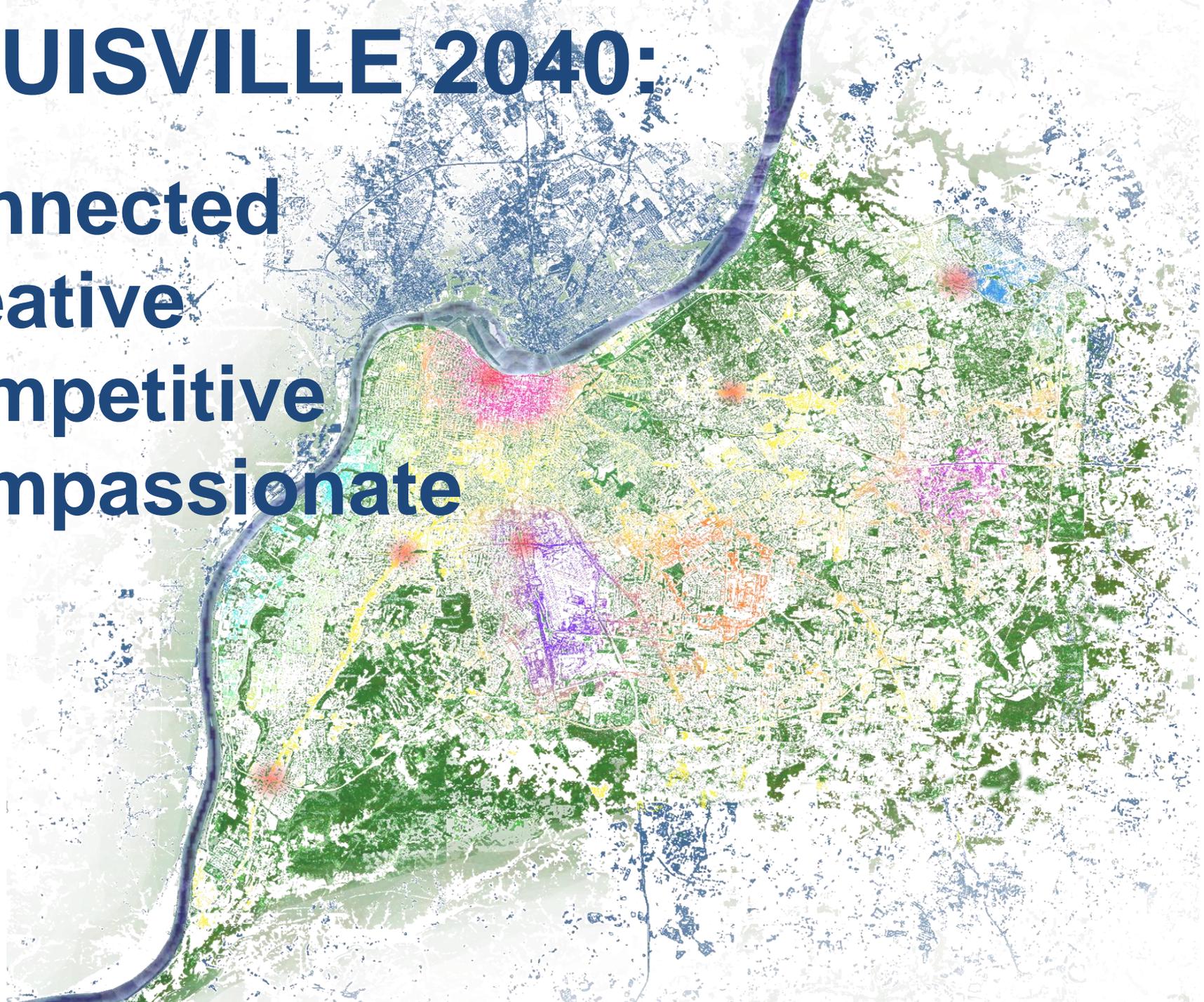


VISION LOUISVILLE



LOUISVILLE 2040:

**Connected
Creative
Competitive
Compassionate**



VISION IN ACTION

IN A PERIOD OF SIX WEEKS, THOUSANDS OF LOUISVILLIANS ENGAGED IN A CONVERSATION ABOUT THE FUTURE OF THE CITY AND OVER **80,000 IDEAS** WERE GENERATED FOR HOW TO IMPLEMENT A VISION FOR A **CONNECTED, CREATIVE, COMPETITIVE LOUISVILLE.**

Connectivity



Creativity



Economy



Energy



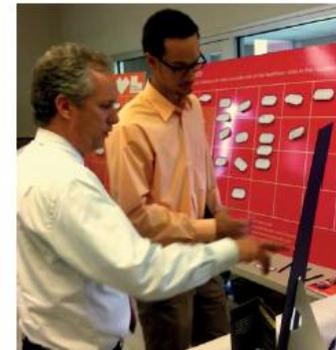
Health



Living

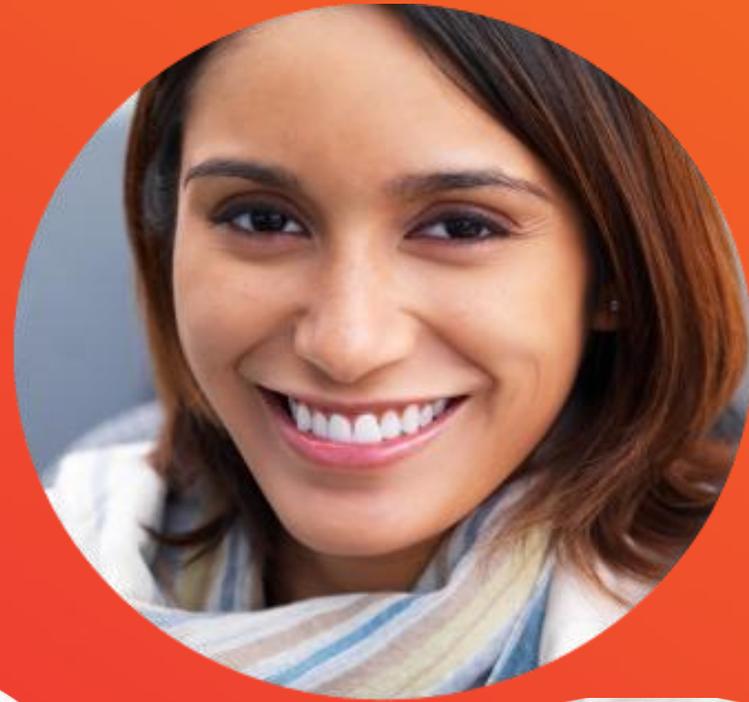


Identity





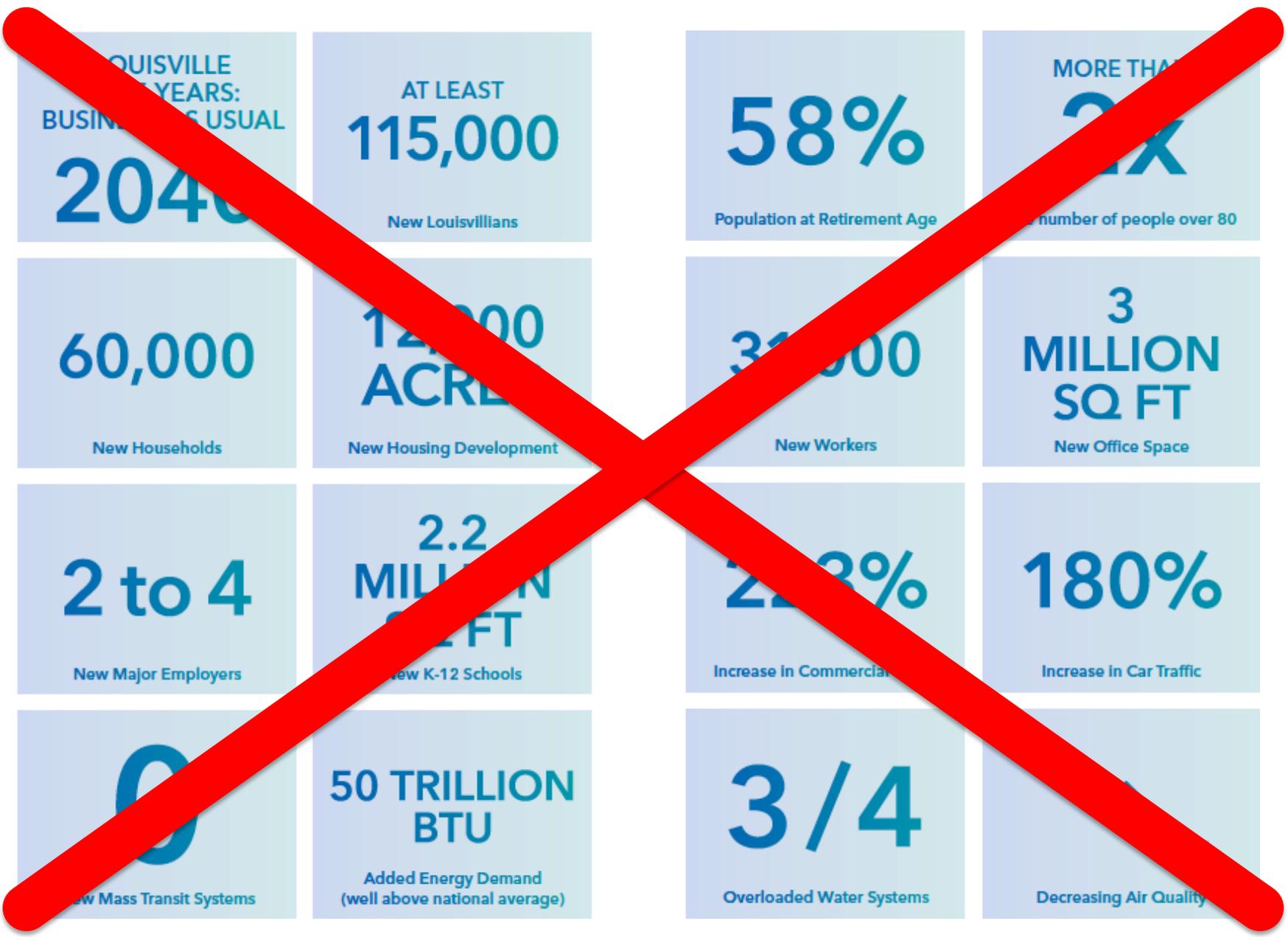
Meet Gabriela Anthony and Helen



Vision Louisville is a **creative** initiative to inspire **BIG IDEAS** for re-imagining our city's future.

It is a framework to **ACCELERATE** transformative investment in our built environment.

BUSINESS AS USUAL



LOUISVILLE
YEARS:
BUSINESS AS USUAL

2040

AT LEAST
115,000

New Louisvillians

58%

Population at Retirement Age

MORE THAN
2X

number of people over 80

60,000

New Households

12,000
ACRE

New Housing Development

31,000

New Workers

3
MILLION
SQ FT

New Office Space

2 to 4

New Major Employers

2.2
MILLION
SQ FT

New K-12 Schools

223%

Increase in Commercial

180%

Increase in Car Traffic

0

New Mass Transit Systems

50 TRILLION
BTU

Added Energy Demand
(well above national average)

3/4

Overloaded Water Systems

Decreasing Air Quality

IF WE ACT

OUR VISION
FOR LOUISVILLE
IN 25 YEARS

2040

COMPACT
GROWTH

Build Up, Not Out

12

Eldercare Communities

#1

National Leader In Elderly Care

100,000

New Households

5,000

New Waterfront Housing Units

50,000

New Jobs

NEW
MODELS

For Office Space

10

New Major Employers

Source
30%

of our food economy from the
state of Kentucky

10 NEW DIRECT
CONNECTIONS

via Rapid Regional Transit to
surrounding metro areas

70% / 30%

Split: Car to Alternative
Transportation

6

New Inter-Modal Transport Hubs

ALL

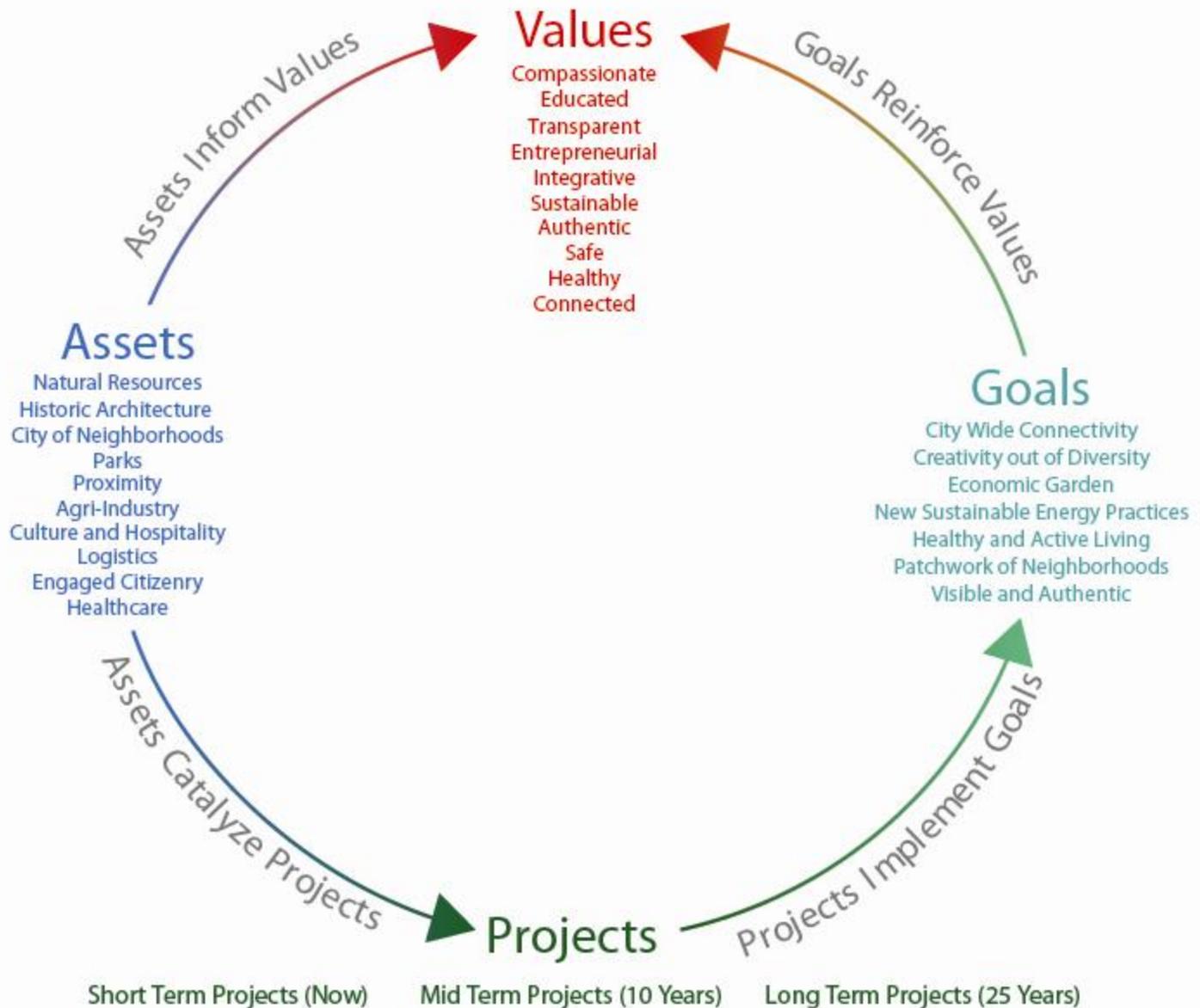
new buildings able to produce
80% of their own energy

15 miles

of Continuous Public Waterfront



Improve Louisville's resources:
air, water, energy, waste, & food



7 GOALS

CITY WIDE
CONNECTIVITY

CREATIVITY OUT
OF **DIVERSITY**

CULTIVATE AN
ECONOMIC
GARDEN

IMPLEMENT
SUSTAINABLE
ENERGY PRACTICES

BUILD **COMPLETE**
NEIGHBORHOODS

SUPPORT **HEALTHY**
ACTIVE LIFESTYLES

BE **VISIBLE** AND
AUTHENTIC

CATALYTIC PROJECTS







PORTLAND SWIMMING LAKE



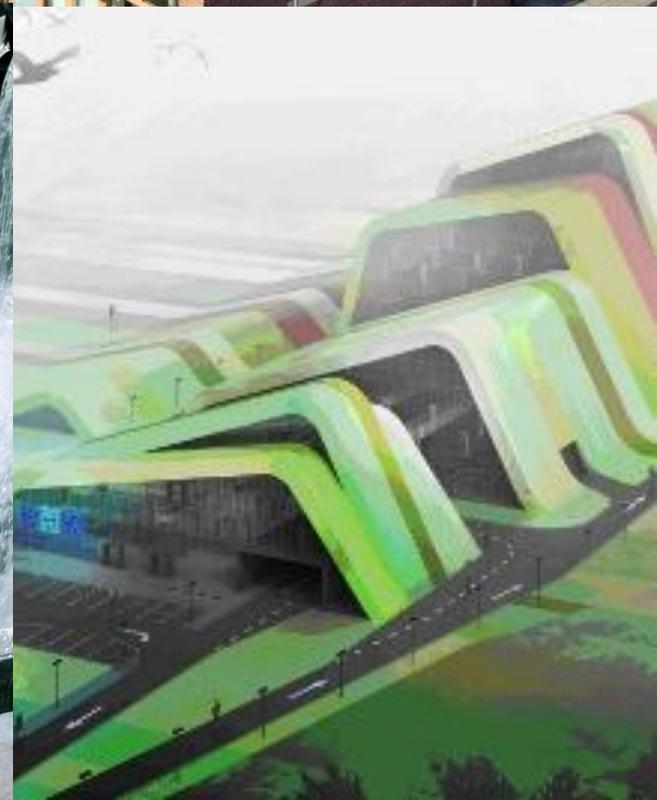
REGIONAL RAIL



NET ZERO NEIGHBORHOODS



ALTERNATIVE ENERGY SOURCES



THE WORK IS NOT DONE. VISION LOUISVILLE MOVES INTO THE NEXT PHASE. HOW DO WE TRANSFORM THESE IDEAS TO REALITY? IN THE FINAL PHASE, THIS QUESTION WILL BE ANSWERED BY EXPLORING PROJECTS IN MORE DETAIL AND DEVELOPING STEPS FOR IMPLEMENTATION. TO ACHIEVE A **CONNECTED, CREATIVE, COMPETITIVE AND COMPASSIONATE CITY,** LOUISVILLE MUST PRIORITIZE ITS GOALS, PLAN HOW TO BEST ACHIEVE THEM, AND PROCEED WITH **PROJECT IMPLEMENTATION.** PHASE 3 WILL TAKE LOUISVILLE ONE STEP CLOSER TO REALIZING THE VISION FOR 2040.



Vision
Louisville