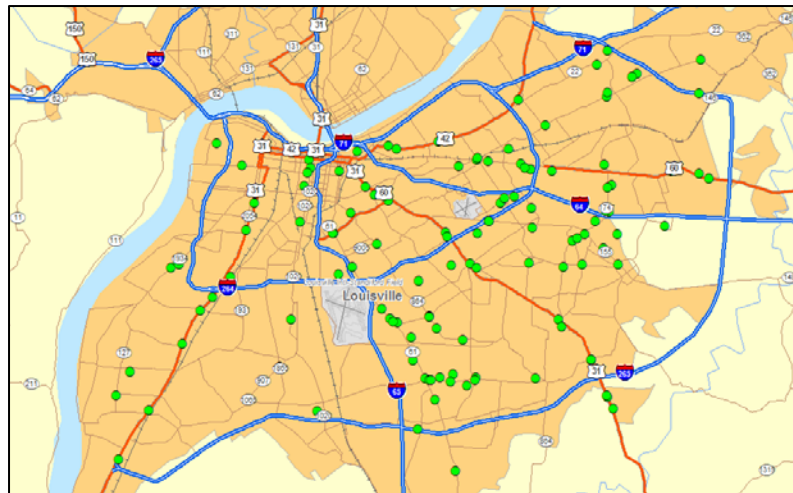


Retail Analysis

Louisville-Jefferson County Metro, Kentucky

Strategy 5 conducted a comprehensive and detailed inventory of retail for the Louisville-Jefferson County Metro. The Metro now has a database of all shopping centers, as well as all individual retail operations, in a GIS format. Based on the findings of the retail inventory, Strategy 5 also made recommendations on facilitating the meeting of future retail demand in the context of the Metro's comprehensive plan and established form-based code.

As part of the study, Strategy 5 identified three new retail projects for underserved areas, including two urban infill projects and two mixed-use projects. Additional analysis showed the projects to be both market and financially feasible.



A Map showing all of the shopping centers in the Louisville-Jefferson County Metro



Downtown Louisville will be enhanced as a regional retail destination when projects such as Museum Plaza and the new arena are brought online, as depicted in this image.