

The Town Square

The most successful historic communities have usually retained at the core a central place that serves in one way or another as its Town Square. These areas are either the most central location of their downtowns, or have been developed around a central focal point of the community: a river landing, a court house, City Hall, or a major “town green” park or open space. Such an area often provides the greatest density of activity of the downtown, and also serves as the location for events, festivals, debates, celebrations, etc. It also provides a strong sense to visitors as to the character of the community, as well as serving as its primary place or orientation.

The Renaissance Area has a number of points that provide certain elements of such a traditional Town Square. The Market House area is certainly a point of pride and a strong anchor of the historic Broadway commercial district; the civic area on the east side of downtown is a distinct location for governmental activity; the floodwall murals indicate the connection to the River; and the Quilt Museum and LowerTown each provides a major focal point for visitors and tourists. All these are strong activity generators. However, the point most of all of these areas physically come together – in essence the Town Square – is primarily devoted to surface parking. The Broadway and Second Street intersection, with the Market House, the Gazebo, and one side of a historic commercial streetscape, serves this function currently, especially during events and festivals. But a major void remains as the flow of people moves towards either the riverfront and LowerTown.



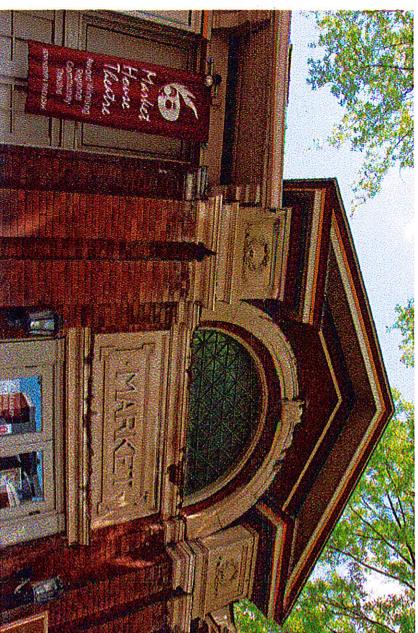
Given the breadth of the Renaissance Area and the desire to better connect its three major subareas, the four block area bounded by Water, Broadway, Third and Monroe, represents an excellent opportunity for Paducah to create a major downtown focus area that, if done correctly, will strengthen the existing subareas. The large swath of undeveloped property between Broadway and Monroe, while providing easy surface parking, is nonetheless a void rather than an active nexus point for the areas of downtown. The Quilt Museum front lawn already provides a pleasant “green” in its current form or redesigned with more of the community’s character evident. The development of the undeveloped lots can have a number of positive impacts:

- It can complete the Broadway commercial streetfront to the River; currently it is the only significant gap in the quality and character of Broadway
- It can provide a much needed downtown core hotel (separate from the ~~Expo-Center-convention center~~ hotel), providing pedestrian traffic on a regular basis within easy walking distance to all areas of downtown
- ~~It can provide replacement structured parking that will also create top floor river views and opportunities for event and festival space~~ can still be managed in the reduced parking areas.
- It can connect to the Quilt Museum and the Museum axis along Monroe
- It can provide a terminus to the enhanced Maiden Alley Arts corridor

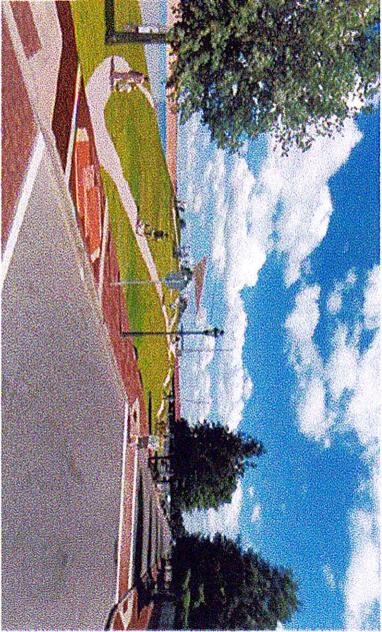
The area north of Second Street between Broadway and Madison is largely surface parking. With the new marina, riverfront park, and The Binding, it is proposed that these parcels be developed to a higher use, as part of the linkage between downtown and the riverfront. One option, worthy of consideration, would have the block at Broadway and Second Street developed ~~with~~ into a mixed office, retail, and residential uses-development lining Broadway and Second Streets, with ~~a three-level parking garage~~ filling the middle of the block.



~~This structure will both replace the existing surface parking spaces and provide new spaces for the new uses.~~ The block between Jefferson and Monroe is proposed as a small hotel, with no more than 150 rooms, and ~~a three-level parking garage~~ in the middle of the parcel to serve its demand.

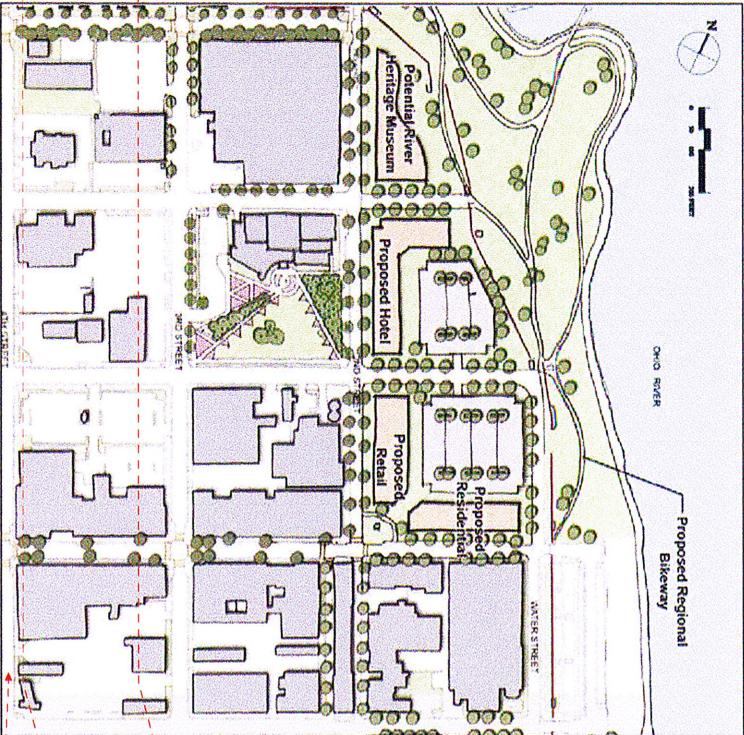


For the remaining parcel, a two acre triangular site between Madison and Monroe Streets a landscape solution might be appropriate as a public open space. A small mound with a shade structure atop it would allow for sweeping views of the river at all times, even when the floodwalls are sealed. However, ~~it~~ is suggested that this site first be considered as a location of the Captain Higgenbotham and/or an expansion site for the River Discovery Center, as discussed previously. The site is large enough for the museum itself, though its parking would have to be provided across the street on part of the former Executive Inn property, now publicly owned.



These are of course merely preliminary suggested development opportunities, but they are indicative of the fact that these blocks remain far too important, for a number of reasons, to continue to remain in their current underutilized state. It is understood that there are issues that remain to be evaluated: the Farmers Market site is not publicly owned, although the owner has expressed a willingness to work with the City; ~~structured parking is not common in Paducah~~ parking must be evaluated; view sheds from existing upper story residential units are important, and must be considered (the hotel is proposed for the west parcel instead of the east for this reason. Building heights along the 100 block of N 2nd should not exceed 1 story. Heights along Broadway should be no higher than those across the street; and additional retail space –although limited – will be seen by some as competing with available space along Broadway.

These are valid concerns that must be addressed and integrated into any development concept. This is one reason why the City will need to play a major role in the public/private partnership that is created. But these are issues that can reasonably be dealt with, and such a major opportunity to better cohere downtown and create a stronger and healthier “Town Square” should be given a high



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priority in the implementation of the RAMP.

Development Type	Size	Parking Needed
Retail along Broadway	17,000 sq. ft.	56
Retail along Second Street	20,000 sq. ft.	66
Residential on Broadway	40 Units	60
Hotel	115 Rooms	138
Town Square Lot (displaced)	221 Spaces	221
Farmers Market Lot (displaced)	160 Spaces	160
Total		701

Table 1: Proposed Development and Overall Parking Requirements

Parking Analysis

The proposal for the site of the Town Square lot will include street-level retail along Broadway with residential units on the upper level. A one-story retail building is proposed along Second Street. A hotel with between 100-120 rooms, has been proposed for the Farmers Market lot. These development scenarios would displace all existing parking at both of these lots, a total of 381 spaces. The proposed development type, size and the associated parking requirements in addition to the existing parking that will be displaced as a result of the new development are shown in Table 1.

A total of 391 existing parking spaces will need to be replaced as a result of the development scenarios under consideration. The parking requirement for the proposed development, including the retail, residential and hotel, is approximately 320 spaces. As a result, a total of 701 new parking spaces will be required to both support the parking needs of the proposed development and also sustain the existing level of parking the city provides for the nearby retail, restaurants, tourists, and residential.

As part of the development strategy on these two parking lots, two parking structures, referred to as the **Broadway** and **Jefferson** garages, are recommended to be included as part of the proposed development on each of the parcels. These two parking structures together would provide more than 790 spaces which will meet the parking requirements of both the new development and also maintain the existing level of parking. In addition, the proposed parking structures will together provide additional 80 parking spaces to support other initiatives in downtown including Market House Square, retail, events and other downtown programming.

Broadway Parking Garage: The proposed garage would be located in the interior / northwest corner of the Town Square parking lot; the structure will be approximately 200 feet by 240 feet. The primary access to the garage will be from Jefferson Street; pedestrian only access will also be provided from the corner of Broadway and Second Street. The structure would have three levels and 160 spaces are planned per floor for a total of 480 spaces. The first level is recommended to be constructed below the street level to minimize structure height and not impede the views of the river from the surrounding structures, especially direct views from Second Street residential developments. A planning level parking garage cost estimate is nine million dollars. This cost estimate does not include the cost of land, utilities relocation, and assumes minor demolition / site-clearing activities.

Jefferson Parking Garage: The proposed garage would be located in the northeast corner of the Farmers Market lot and located directly behind the proposed hotel; this structure will be approximately 180 feet by 220 feet. The primary access to the garage will be from Jefferson Street. The Jefferson Garage would provide parking for the proposed hotel in this location and also provide additional public parking downtown. The Jefferson Garage would be a three level structure with 100 spaces per floor for a total of 300 spaces. Similar to the Broadway Garage, the first level of the Jefferson Garage is recommended to be constructed below the street level. A planning level parking garage cost estimate is six million dollars. This cost estimate does not include the cost of land, utilities relocation, and assumes minor demolition/site clearing activities. The proposed development scenarios and the associated parking garages are shown in Exhibit 3 and Exhibit 4 below.

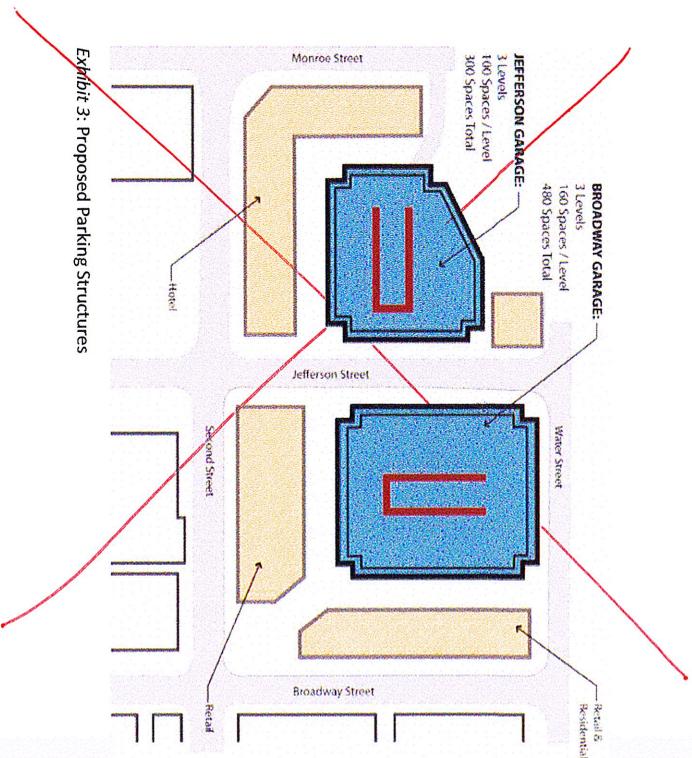


Exhibit 3: Proposed Parking Structures

Proactively support business development within the Historic Core

- Restore commercial streetwall on Broadway from Second to Water Streets
- Increase technical assistance to property owners and potential tenants
- Consider selective demolition and infill in appropriate locations under a public review process
- Target funds that can be used in a flexible manner for high priority property acquisition, owner/developer and/or tenant assistance
- Adjust Historic District and Design Review boundaries to insure greater consistency
- Consider creation of targeted downtown commercial loan fund to accommodate inefficiencies in retail/commercial marketplace
- Consider pilot “lease-to-own” retail tenancy program
- Seek opportunities for joint building renovation under a cooperative or master developer arrangement
- Make selective improvements to Broadway streetscape, especially at intersections. Highlight its Victorian character
- Convert Jefferson and Broadway to two-way traffic operations, beginning with Jefferson Street
- Develop themed streetscape amenity program

Transportation

- ~~Replace surface parking with structured parking on Town-Square and Farmer’s Market lots as part of mixed-use “Town-Square” development.~~
- Work to convert Third and Fourth Streets to two-way operation as a viable long term strategy
- As shorter-term strategy, institute measures to slow traffic and improve the pedestrian environment along Third and Fourth Streets. These measures include
 - Signalized Intersections
 - Four-way stops at Fifth and Seventh at Broadway
 - Special cross walks
 - Sidewalk Bump-Outs at Intersections
- Convert Jefferson and possibly Broadway to two-way operation
- Improve traffic and safety issues at Martin Luther King Drive at Third/Fourth Streets
- Consider creation of signature West Entry Gateway at this location by use of a roundabout design. Roundabout is appropriate in either one-way or two-way configuration of Third and Fourth Streets and provides site for major Gateway public art installation.