



Fayette Alliance – LexRevealed

What's Next? - the Rupp District and Town Branch Commons

Frank Butler, Lexington Center Corporation and Stanford Harvey, Urban Collage

the RUPP
ARENA, ARTS &
ENTERTAINMENT
DISTRICT

PROCESS

- 47 Community leaders on Task Force
- 30+ Meetings
- 3 Committee Tours of existing facilities
- 3 Case Study Site Visits and 11 additional Case Studies reviewed
- 3 Primary Consultants
 - Convention Center Assessment
 - Lexington Center Feasibility Study
 - District Master Plan



An aerial photograph of a city, likely Los Angeles, showing a large stadium (SoFi Stadium) in the center. The stadium is surrounded by various buildings, including a large white building to its right and several smaller buildings to its left. A highway (I-10) runs along the bottom of the image. The text "Location, Location, Location" is overlaid in the center of the image.

Location, Location, Location



Transylvania
University

Lexington Cemetery

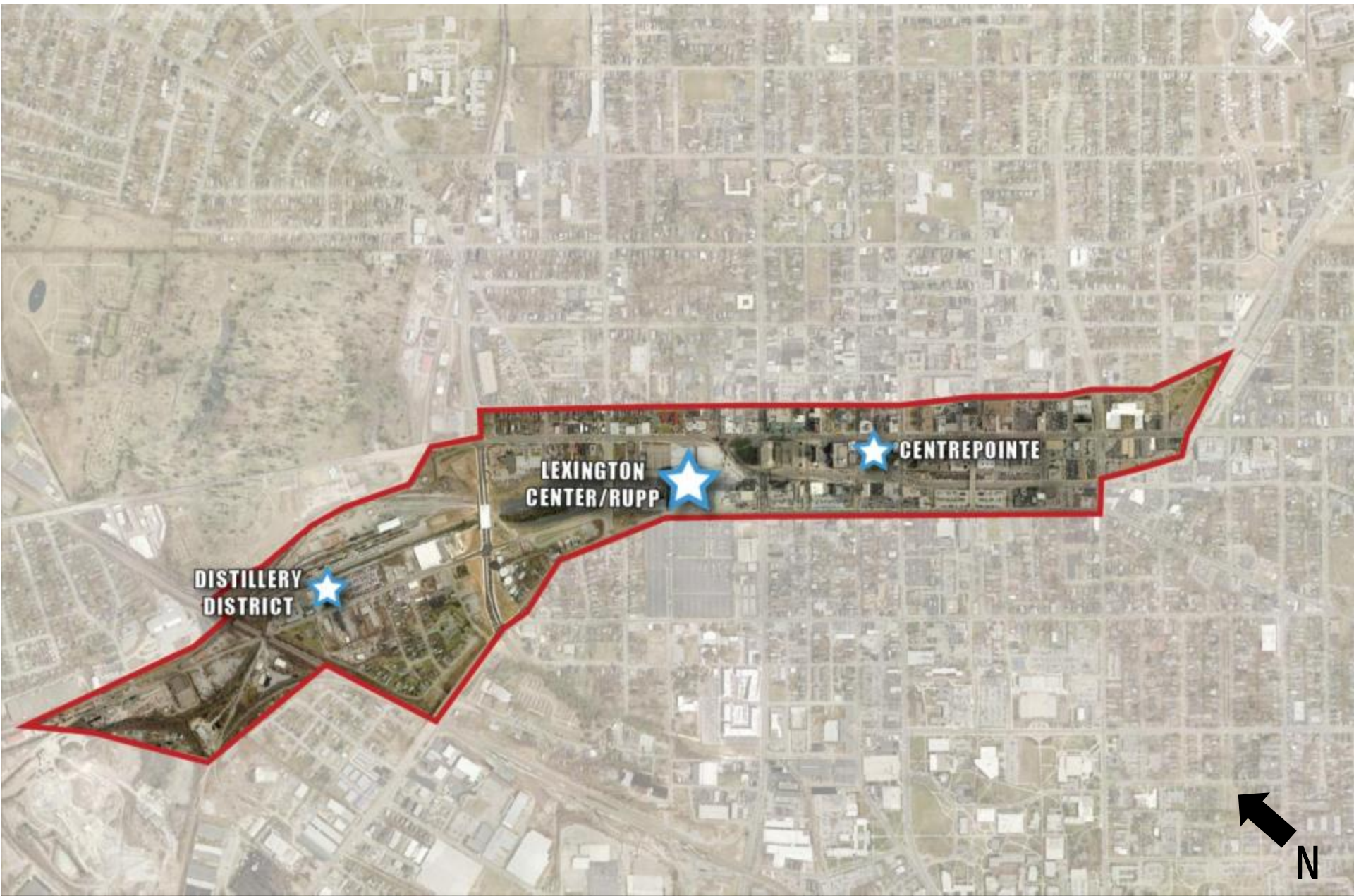
Cheapside Plaza

Distillery District

University of
Kentucky

Red Mile

Downtown Core Anchors



**DISTILLERY
DISTRICT**

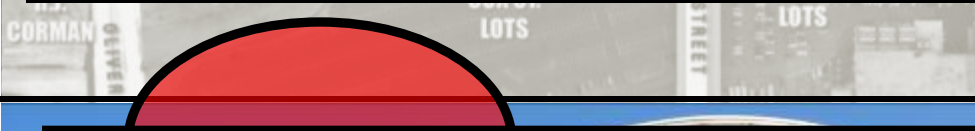
**LEXINGTON
CENTER/RUPP**

CENTREPOINTE

N



FIRST BAPTIST CHURCH



**Cheapside Plaza &
the Old Courthouse**

Fifth Third Bank Building

Rupp Arena

High Street Parking Lot

UK Campus

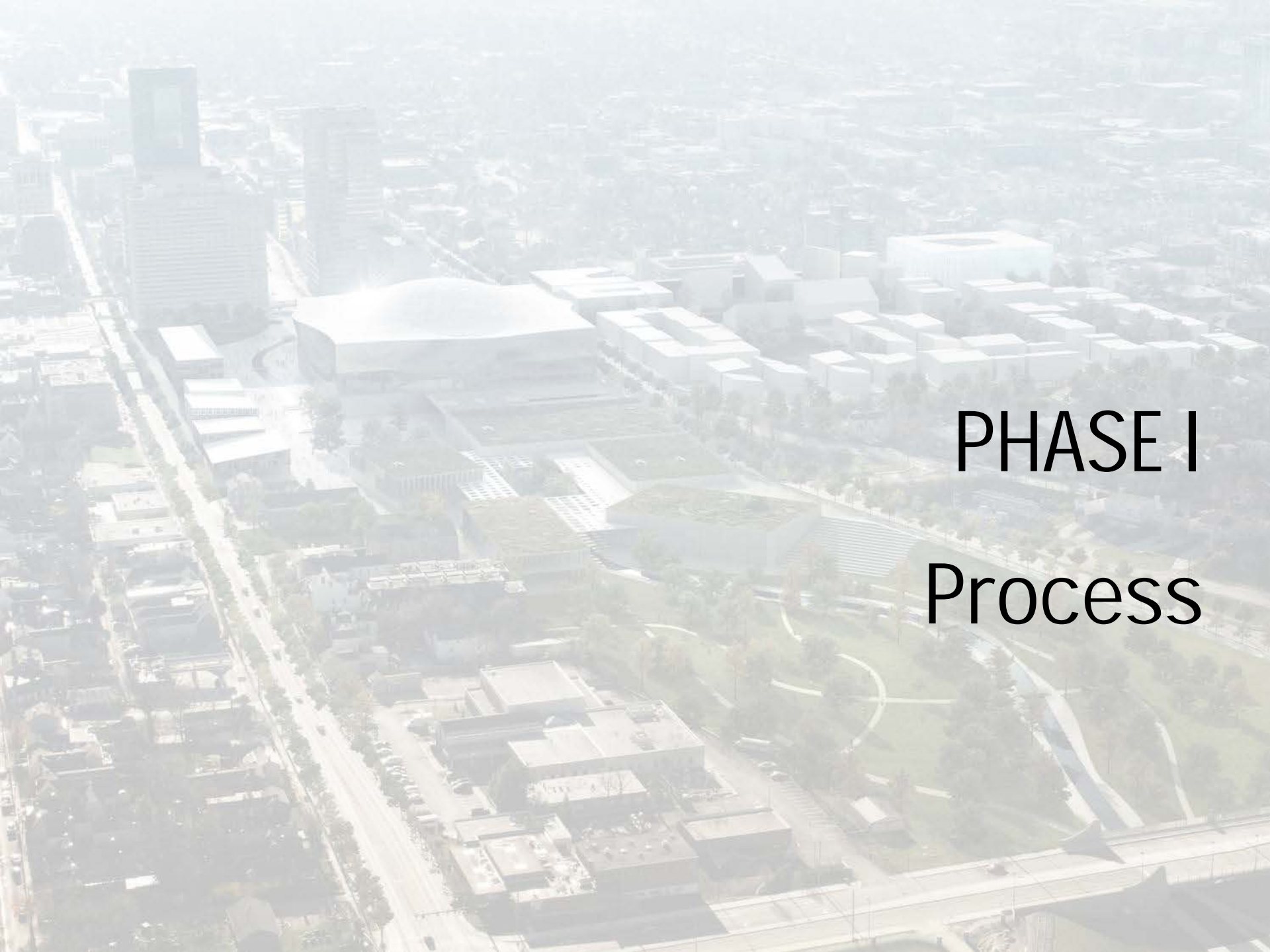


Triangle Park

Convention Center

Cox Street Parking Lot

Oliver Lewis Way



PHASE I Process

TASK FORCE PROCESS

PLANNING & DESIGN COMMITTEE FINDINGS & RECOMMENDATIONS

- Leverage Lexington's unique identity
- Base growth on economic development strategies
- Plan for Complete Streets
- Promote the pedestrian experience
- Create high quality public spaces
- Encourage mixed-used development
- Connect neighborhoods



TASK FORCE PROCESS

NEED, USE, & BENEFIT COMMITTEE FINDINGS & RECOMMENDATIONS

- **Establish the District**
- **Expand the Convention Facilities**
- **Maximize fan experience at Rupp**
- **Create a performing arts facility and space for public art**
- **Expand the presence of arts education**
- **Expand opportunities for new private sector development**
- **Create retail that complements the new convention facility**



Need, Use, and Benefit Committee Preliminary Report
September 7, 2011



CASE STUDIES **PROCESS**

COLUMBUS, OH

NATIONWIDE DISTRICT

- **Made Downtown the regions largest employment center with +100,000 jobs**
- **\$100M annual tax revenue generated Downtown**
- **Over \$1B of Public/Private Investment**
- **Over 1.2M SF of office space**





CASE STUDIES PROCESS

INDIANAPOLIS, IN WHOLESALE DISTRICT

- Over 4,600 Downtown Residential Units
- Over \$1.2B of Public/Private Investment
- Over 2,500 Hotel Rooms



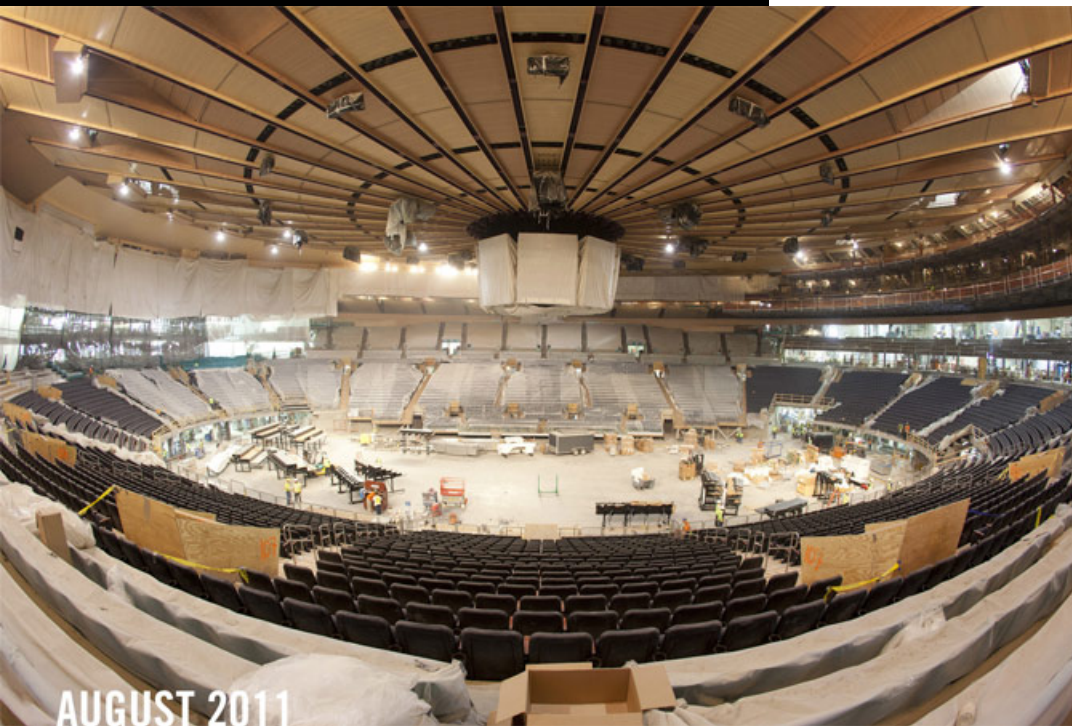


CASE STUDIES PROCESS

NEW YORK, NY

MADISON SQ GARDEN

- 3 Phases from 2011-2014
- Remains Operational during NBA and NHL seasons
- Majority of work done in summer months



CASE STUDIES PROCESS

11 Additional Case Studies Reviewed

- Staples Center and L.A. Live - Los Angeles, CA
- Allen Fieldhouse, University Of Kansas - Lawrence, KS
- CenturyLink Center - Omaha, NE
- KFC Yum! Center - Louisville, KY
- Raleigh Convention Center - Raleigh, NC
- Henry B. Gonzalez Convention Center - San Antonio, TX
- Duke Energy Convention Center - Cincinnati, OH
- Boise Center - Idaho, ID
- Bricktown and Chesapeake Energy Arena - Oklahoma City, OK
- West Haymarket Arena & District - Lincoln, NE
- American Tobacco Historic District - Durham, NC



CASE STUDIES PROCESS

Lessons Learned

1. **Dream Big**- these are 50 to 100-year economic development investments
2. **Ensure authenticity** by reflecting local culture and allowing for incremental organic growth
3. **Make strong connections**, tame wide streets and distribute parking in multiple parking decks
4. **Emphasize the pedestrian experience** and human scale to create a diverse mixed-use district
5. **Utilize public space** to catalyze private development, but avoid designing large public spaces that are only full at peak events
6. Recognize the **value of water and public art** in creating a sense of place
7. **Break down the large-scale “box”** that typifies convention centers and arenas and link them to their immediate surroundings
8. **Pay attention to details**, Incorporate high-quality materials; Create vibrancy through technology, graphics and signage
9. Identify major private sector partners and create **public/private partnerships**
10. Plan for **flexibility**, expansion and **long-term maintenance**



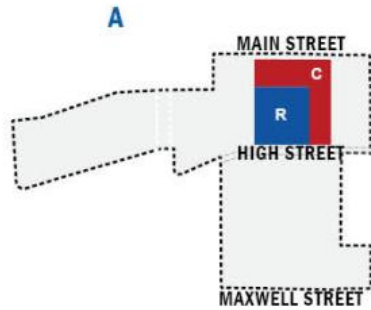


PHASE I

Feasibility Study / Master Plan

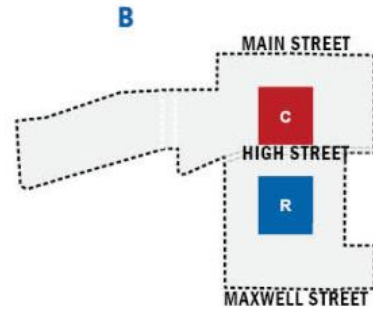
The diagrams below illustrate basic blocking plans of the four options for the Lexington Center and Rupp Arena.

FOUR OPTIONS



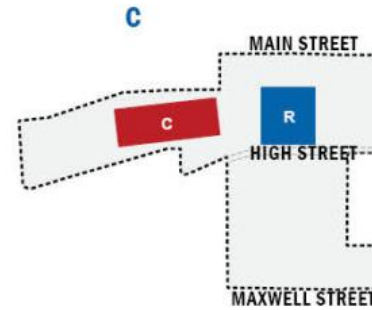
**RENOVATE RUPP
 RENOVATE CONVENTION**

**\$142,000,000-
 \$162,000,000**



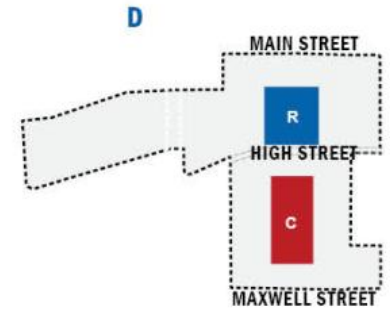
**NEW RUPP
 NEW CONVENTION**

**\$480,000,000-
 \$500,000,000**



**RENOVATE RUPP
 NEW CONVENTION**

**\$212,000,000-
 \$232,000,000**



**RENOVATE RUPP
 NEW CONVENTION**

**\$259,000,000-
 \$279,000,000**



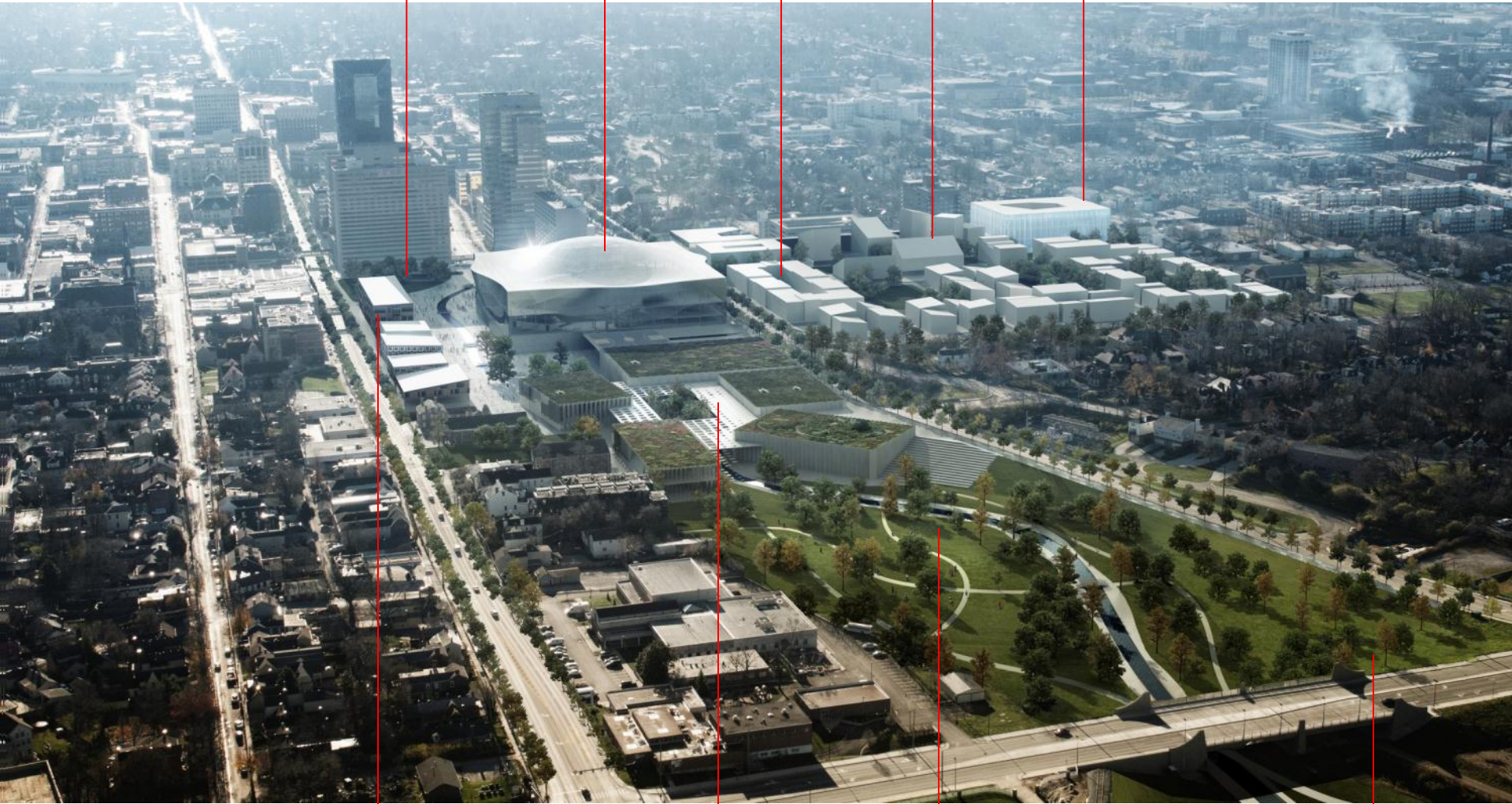
Triangle Park Plaza

Rupp Arena

Mixed-Use

Cat Walk

Potential SCAPA Campus

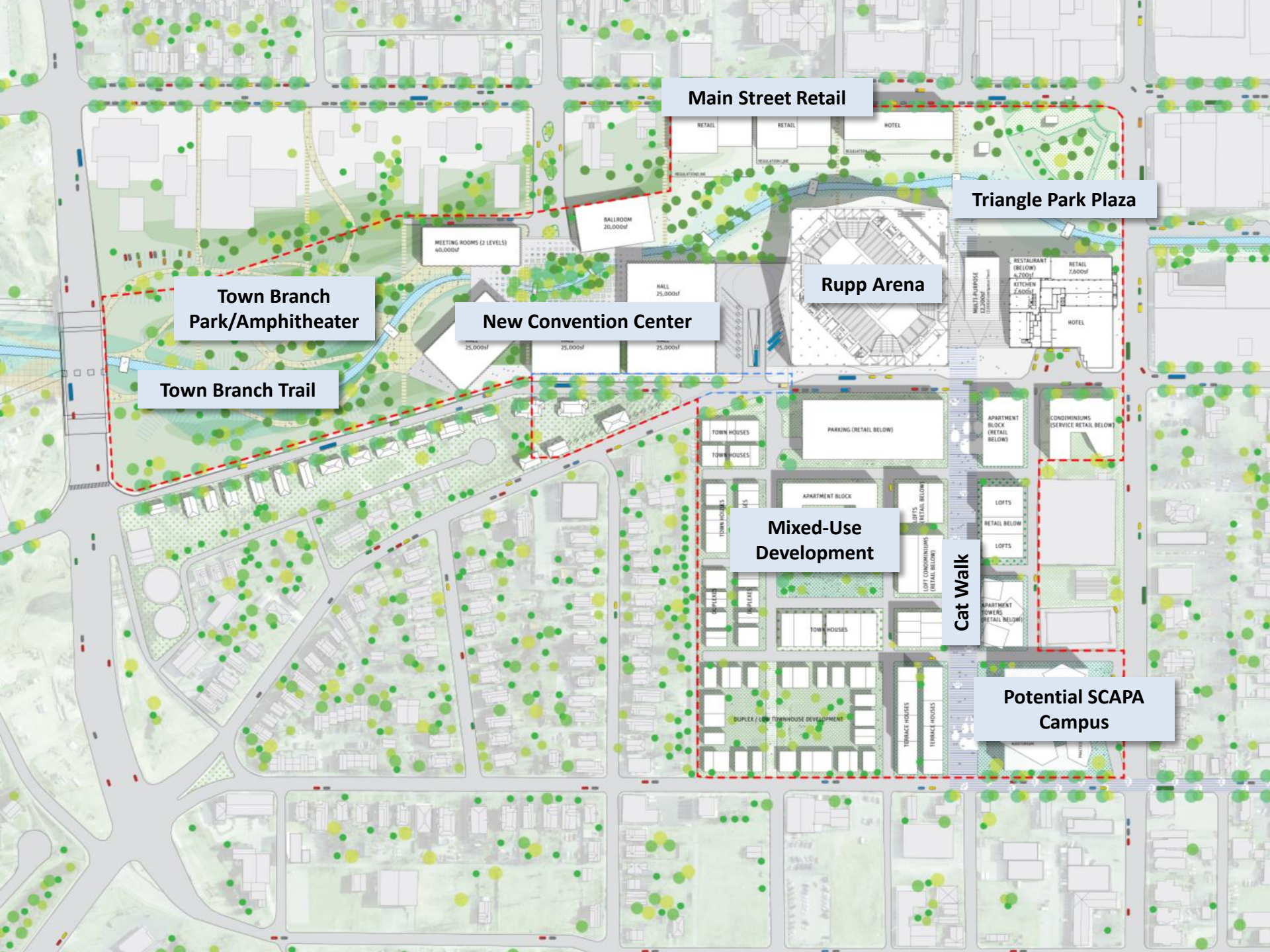


Main Street Retail

New Convention Center

**Town Branch
Park/Amphitheater**

Town Branch Trail



Main Street Retail

Triangle Park Plaza

Town Branch Park/Amphitheater

Town Branch Trail

New Convention Center

Rupp Arena

Mixed-Use Development

Cat Walk

Potential SCAPA Campus

BALLROOM
20,000sf

MEETING ROOMS (2 LEVELS)
40,000sf

HALL
25,000sf

25,000sf

25,000sf

25,000sf

RESTAURANT (BELOW)
4,200sf
KITCHEN
2,000sf
HOTEL

HEALTHY WOODS
12,200sf

PARKING (RETAIL BELOW)

APARTMENT BLOCK
(RETAIL BELOW)

CONDOMINIUMS
(SERVICE RETAIL BELOW)

TOWN HOUSES

TOWN HOUSES

APARTMENT BLOCK

LOFTS
(RETAIL BELOW)

LOFT CONDOMINIUMS
(RETAIL BELOW)

LOFTS

RETAIL BELOW

LOFTS

APARTMENT TOWERS
(RETAIL BELOW)

TOWN HOUSES

TOWN HOUSES

TOWN HOUSES

TOWN HOUSES

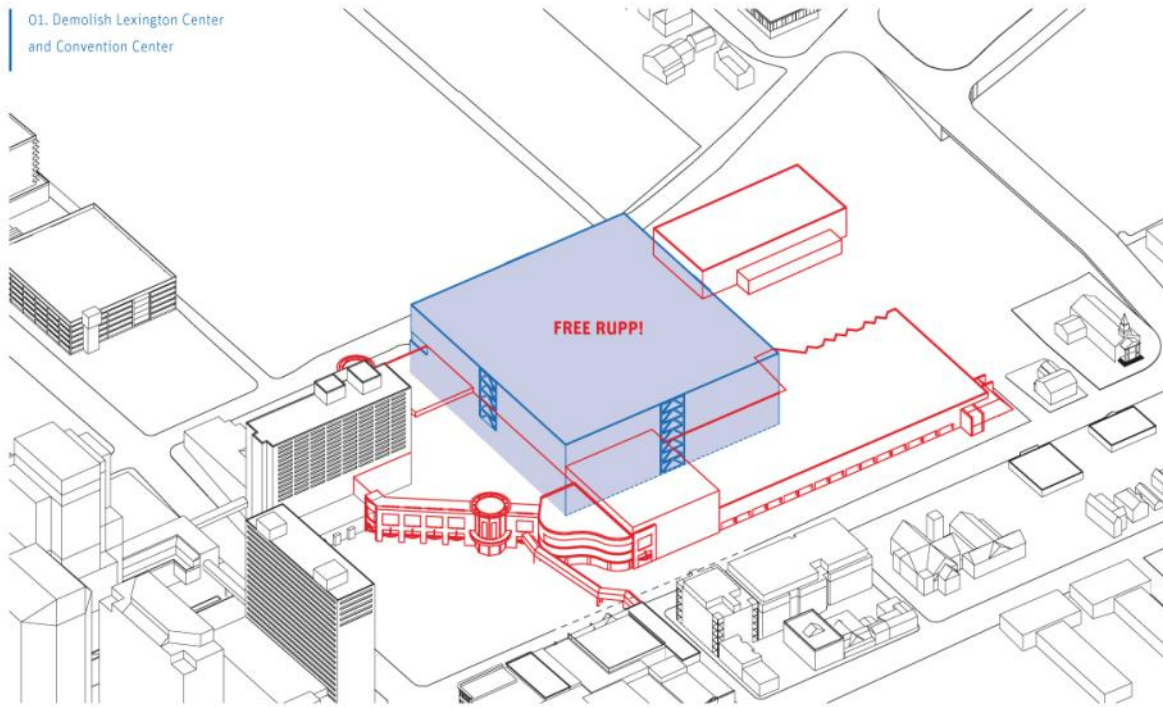
TOWN HOUSES

DUPLEX / LOW TOWNHOUSE DEVELOPMENT

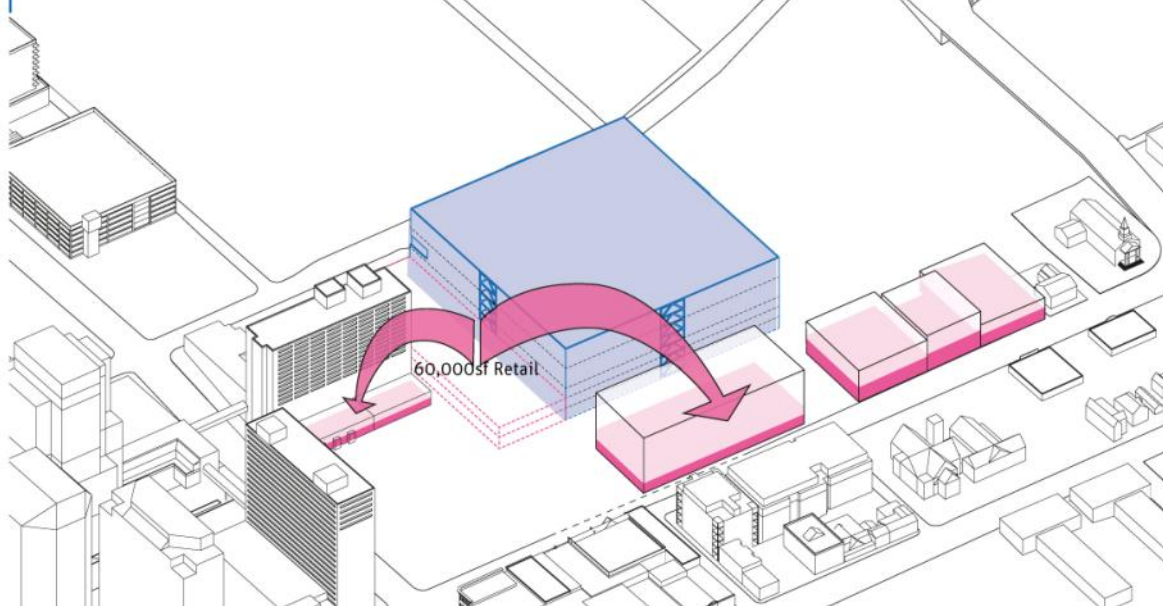
#FREERUPP



01. Demolish Lexington Center
and Convention Center



02. Replace formal retail
along Main Street, offices
and hotel potentially above

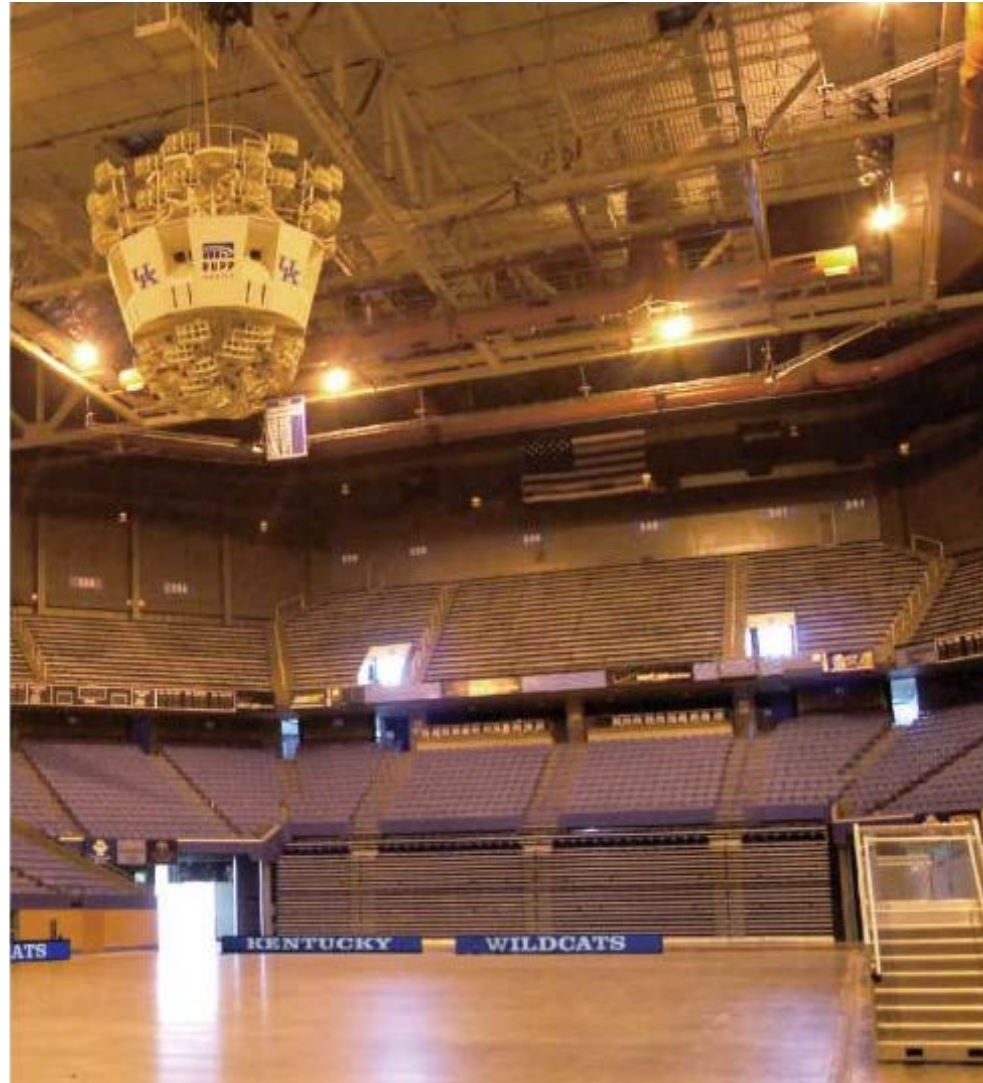


#FREERUPP!

RUPP FEASIBILITY STUDY

Feasibility Study Findings

- “Create a better atmosphere for recruiting & fan experience”
- Suites
- Club/loge seats
- New support space for media, team locker rooms, and players facilities
- New technology
- New sound system
- Proper space to entertain guests for the City, UK President and Athletics Director
- 100,000sf of convention space
- Better connections to campus
- All chairback seats
- Maintain seating capacity
- Home games continued without displacement





- NCAA CHAMPION 1998
- NCAA CHAMPION 1997
- NCAA CHAMPION 1996
- NCAA CHAMPION 1993
- NCAA CHAMPION 1984
- NCAA CHAMPION 1976
- NCAA CHAMPION 1966
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- NCAA CHAMPION 1901
- NCAA CHAMPION 1900

WELCOMED TO RUPP ARENA

KENTUCKY	1:07	KANSAS	1:07
94	94	90	91

WELCOMED TO RUPP ARENA

KENTUCKY

ARENA

#FREERUPP



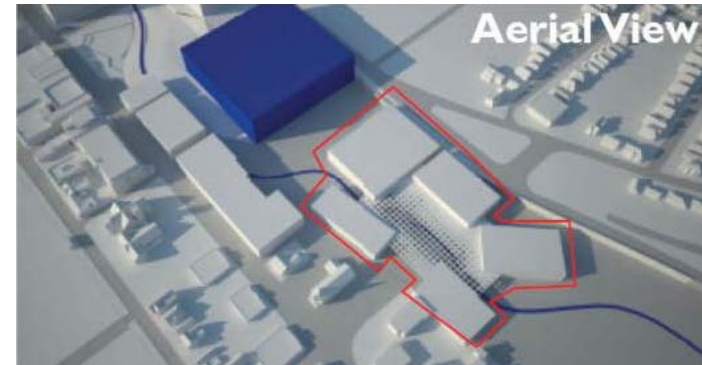
NEW CONVENTION CENTER



CONVENTION CENTER STUDY

CSL's Convention Center Study Findings

- Expand exhibit space by 30,000-50,000sf
- Expand meeting space by 12,000-20,000sf
- Consider a second ball room
- Estimated direct spending increase associated with enhanced facilities of +/- \$8M annual
- Estimated +/- 160 jobs created



MAIN STREET



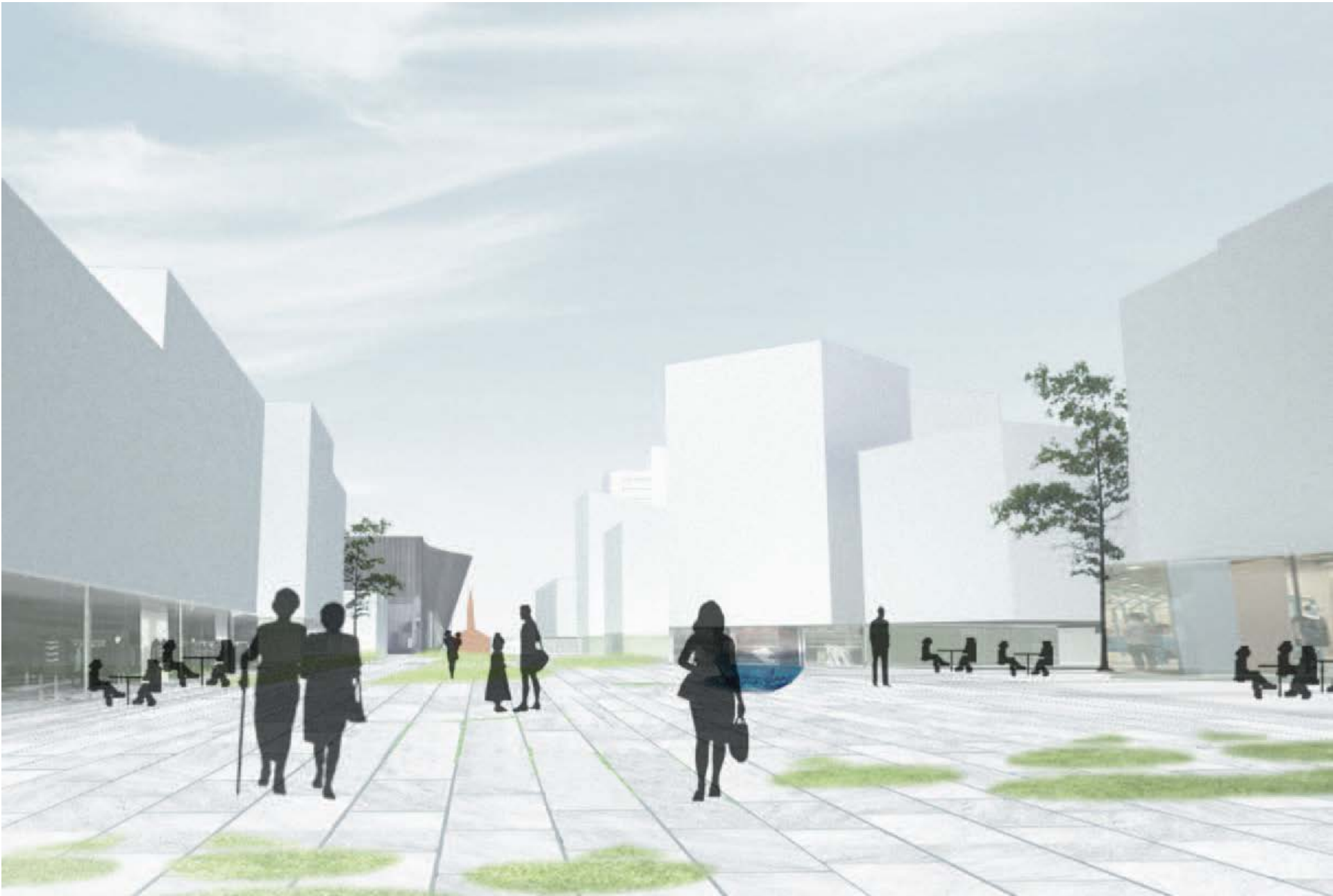
MIXED-USE DEVELOPMENT



HIGH STREET & THE CATWALK



THE CATWALK



ARTS EDUCATION



The rendering below depicts a concept for the Lexington School for the Creative & Performing Arts if it were located on the High Street parking lot along South Broadway.

SCHOOL FOR THE CREATIVE & PREFORMING ARTS



The photo to the right shows the Cincinnati School for Creative & Performing Arts that the task force toured during the master planning process.



INFRASTRUCTURE IMPROVEMENTS



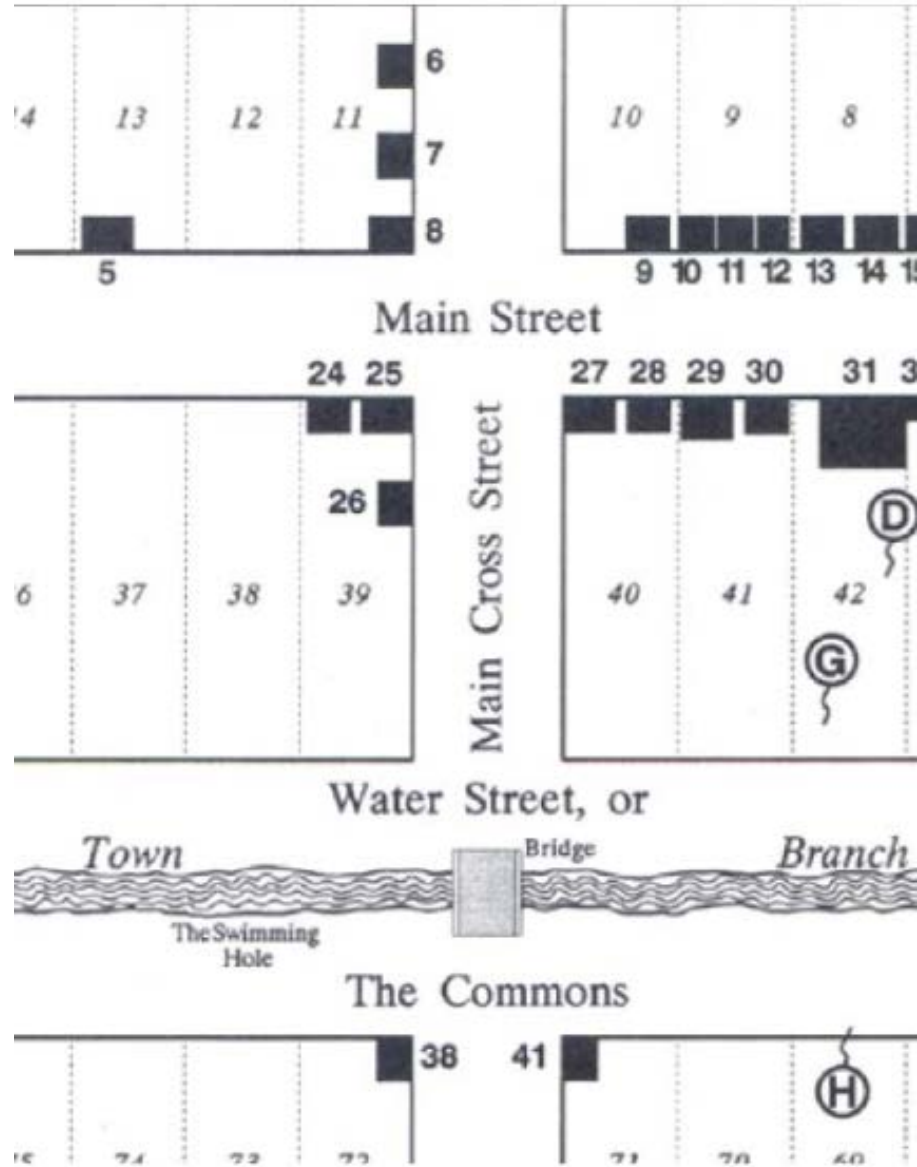
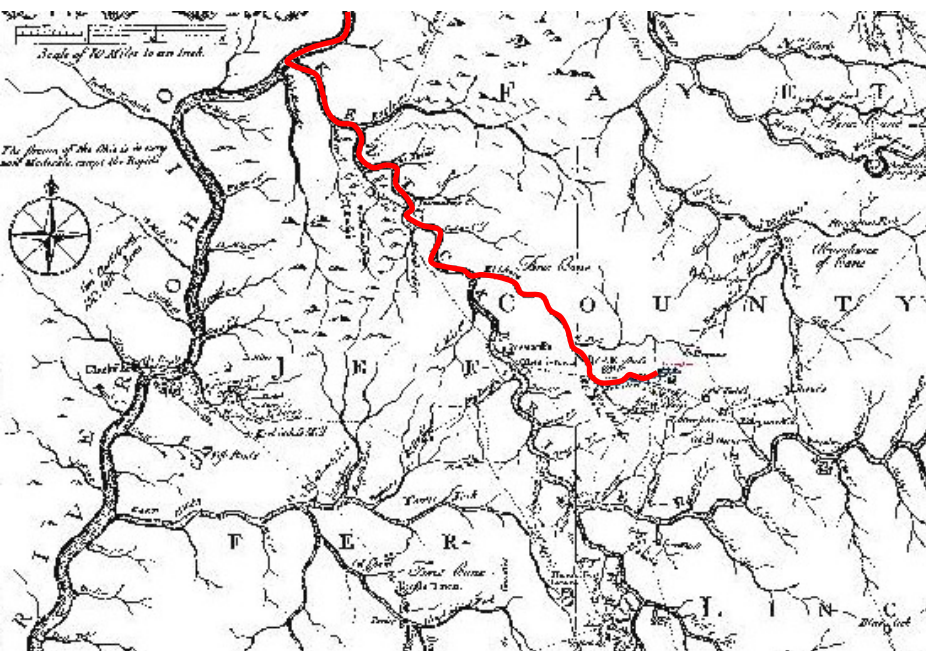
INFRASTRUCTURE IMPROVEMENTS



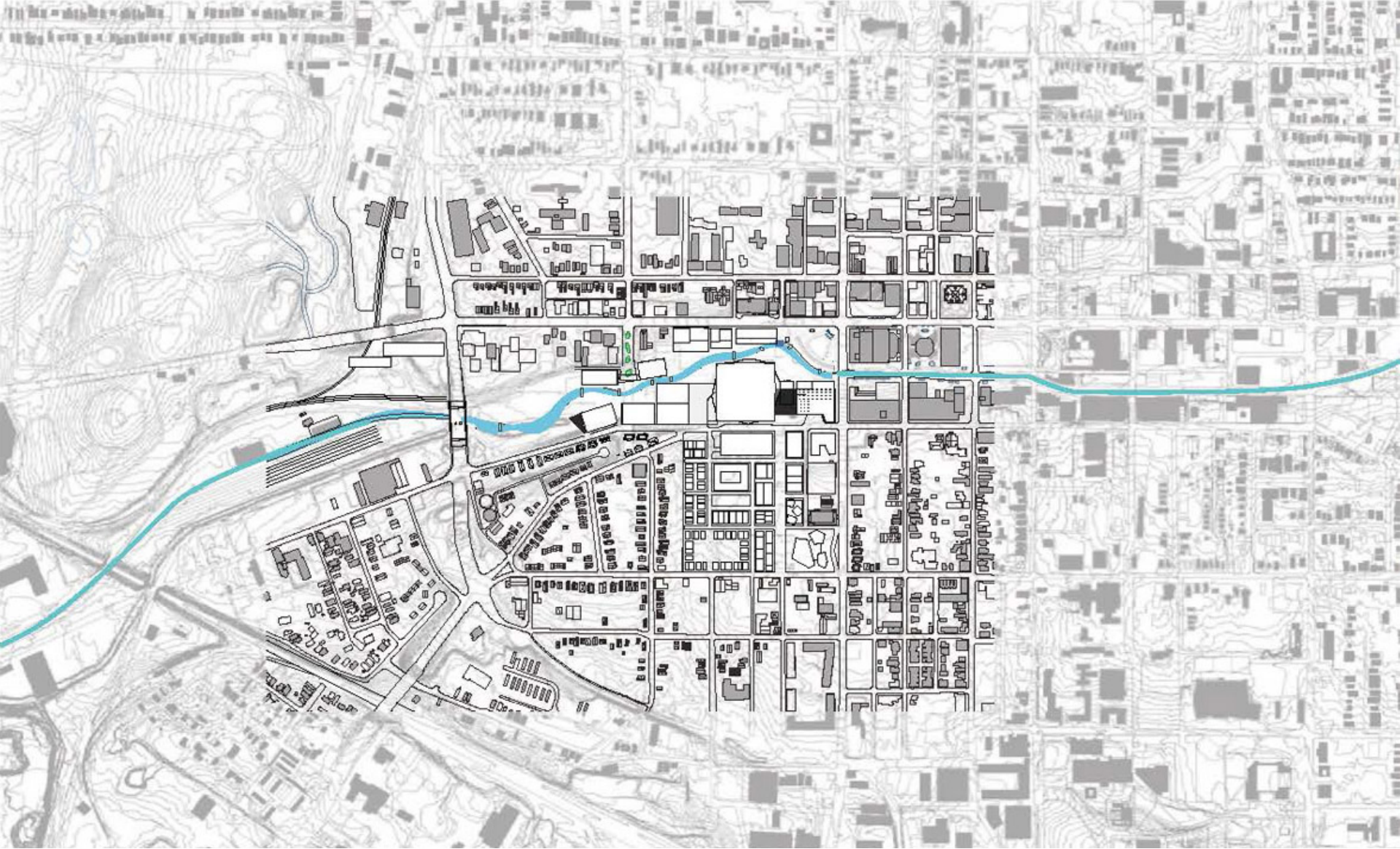
THE TOWN BRANCH COMMONS



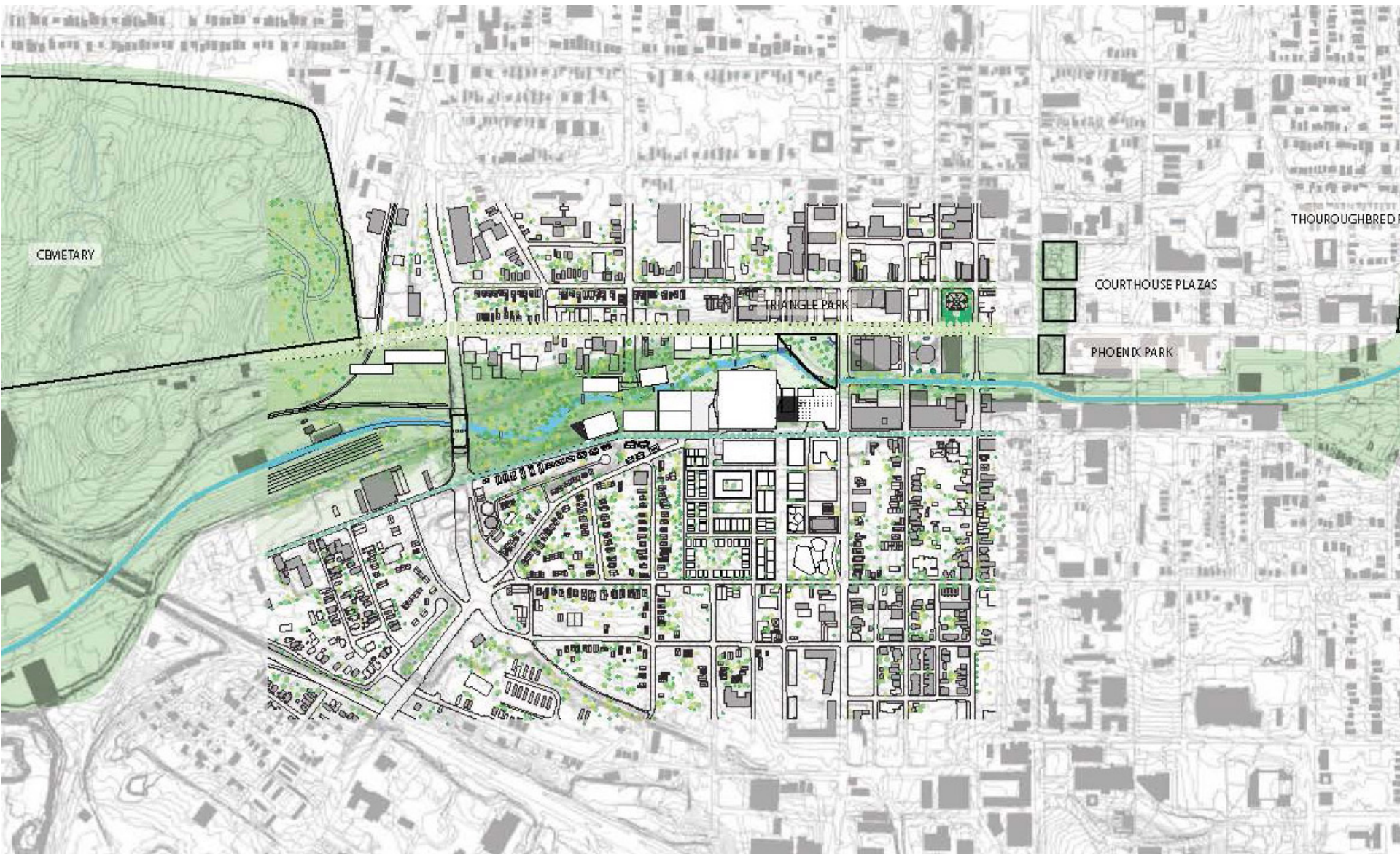
REVIVE THE TOWN BRANCH



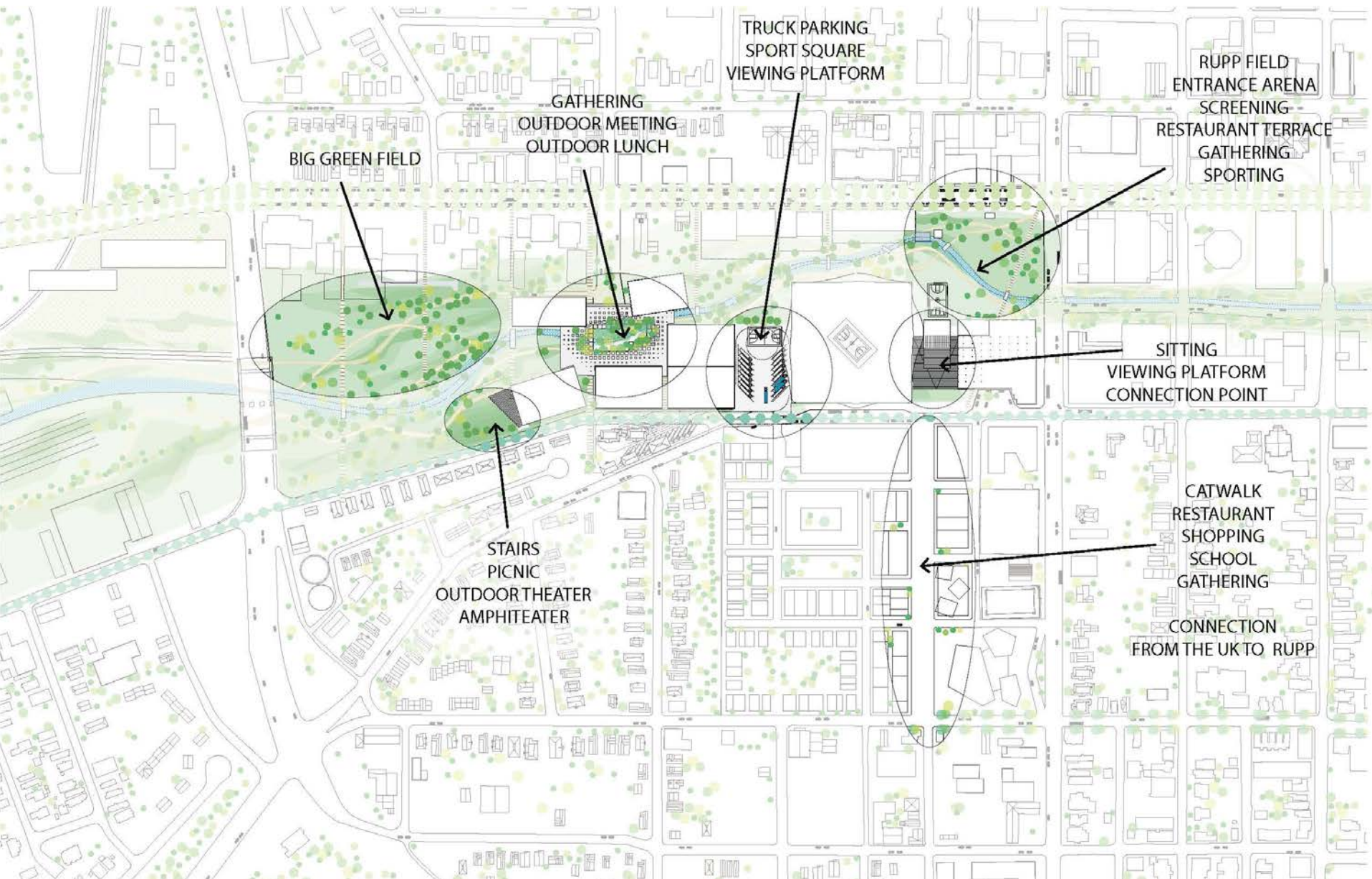
REVIVE THE TOWN BRANCH



THE COMMONS



THE COMMONS



CREATE A VARIETY OF LANDSCAPES



A NEW CENTRAL PARK



AN EXPANDED TRIANGLE PARK





ECONOMIC IMPACT \$700M INVESTMENT

- +/- 300 - Room Hotel
- +/- 500 - New Housing Units
- +/- 65,000SF - Retail
- +/- 200,000 SF Commercial
- +/- 1000 Seat - Performing Arts Theater
- +/- 200,000 SF School
- Unlock Surrounding Development Potential, The Distillery District & Courthouse District





PHASE II

Business Plan/Due Diligence

PROJECT ORGANIZATION

Lexington Center Corporation's
RUPP ARENA ARTS
& ENTERTAINMENT DISTRICT



RAAED Project Committee
(Director – Frank Butler)



Advised by:

- Strategic/Financial Advisor

Oversees the following:

- Convention Center Feasibility Study
- Sports/Entertainment Feasibility Study
- Program Management (Design and Construction)

In conjunction with:

**Lexington Downtown
Development Authority**

Private Development &
Infrastructure
(including Town Branch Commons)



POTENTIAL FUNDING SOURCES

- Ticket Revenue
- Stock Offering
- Advertising/Sponsorship Revenue
- Concert/Event/Concessions Revenue
- Facility Fee/Lease Revenue
- Ground Leases/Sales
- Local Funds (Parking, Water/Sewer, Parks, Others)
- Hotel/Motel Occupancy
- State Economic Development Funds
- State Road Funds
- State Tourism Tax Incentives
- TE/CMAQ Grants
- TIF Revenue
- New Market Tax Credits
- Other

PHASE II WORK EFFORTS 2012-13

Funding

State Funding
Lexington Fayette Urban County Government
Lexington Center Corporation
Lexington Convention & Visitors Bureau
Additional Private Funding
Additional Partners (FCPS, Lex Arts...)

Activities

Put Project Manager in Place
Conduct Environmental Assessment & Survey
Create Detailed Business Plan
Conduct Conceptual Design & Engineering
Create District Infrastructure Plan
Explore Public & Private Partnerships

PHASE II COMMITTED FUNDING

Committed Funding

State Funding

Lexington Fayette Urban County Government

\$250k - Lexington Center Corporation

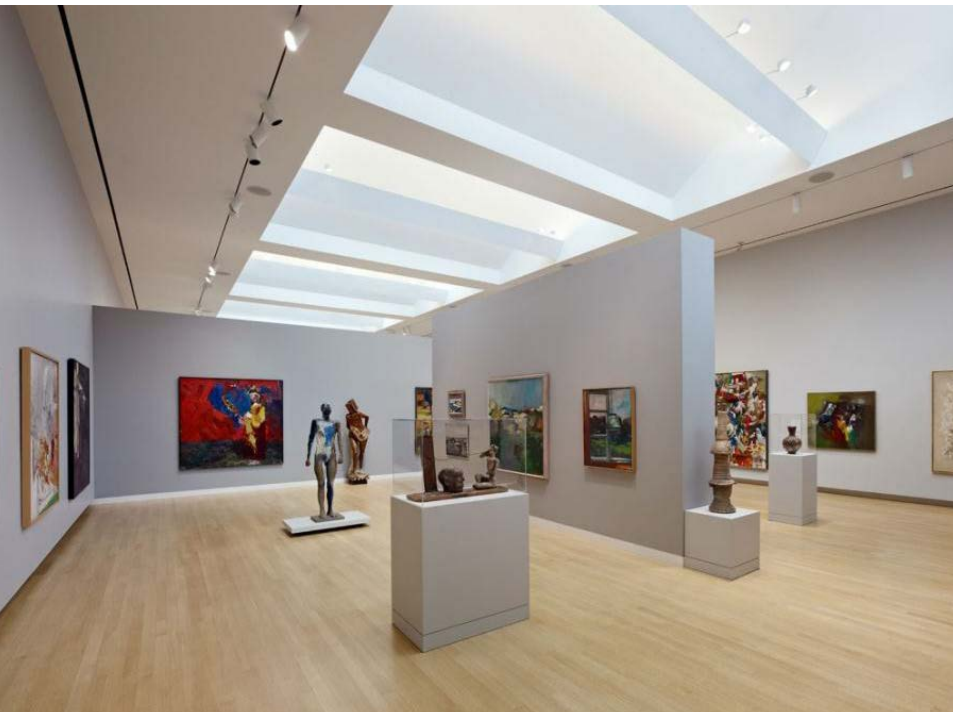
\$200k - Lexington Convention & Visitors Bureau

Additional Private Funding

Additional Partners (FCPS, Lex Arts...)

RUPP NEXT STEPS

Business Plan



RUPP NEXT STEPS

Convention Center Feasibility Study



RUPP NEXT STEPS

Environmental Analysis



RUPP NEXT STEPS

Infrastructure Plan



RUPP NEXT STEPS

Town Branch Commons Master Plan



An aerial photograph of a city, likely Los Angeles, showing a large stadium with a white, curved roof in the center. The stadium is surrounded by various buildings, including a tall skyscraper to the left. The foreground shows a parking lot and some greenery. The background is a dense urban area with many smaller buildings.

MORE INFO AVAILABLE

www.ruppdistrict.com