

September 23, 2019

Members of the Louisville Planning Commission and Metro Council:

The Greater Louisville business community strongly encourages you to support the One Park development and to make sure that this does not become a missed opportunity to continue growing our city. This \$250 million project will bring jobs, more housing opportunities, and new tax revenues to Louisville.

GLI recently completed a tech and startup tour in Indianapolis. As we saw there and in other cities on our annual GLIDE trips, there is a growing demand for walkable, mixed use projects across all age groups. We have also found this to be a common trend in our research for our new Live in Lou talent attraction initiative.

As the *Courier-Journal* [reported](#) last year, cities like Austin, Nashville, and Raleigh were significantly smaller than Louisville as recently as 1980, but are now ahead of us when it comes to attracting 25-to-34-year-olds from out-of-state. The same goes for Cincinnati, Columbus, and Indianapolis.

This all has consequences. As the *Courier-Journal* further found, “Compared with a city like Austin, Louisville’s population is old — and it’s not getting any younger. Today, some 14 percent of Louisville’s population is between age 25 and 34. In Austin, it’s 17 percent. On the other end of the age scale, 6.2 percent of Louisville’s population is 75 and older, compared with just 3.7 percent of Austin’s.”

We can counteract these trends with pro-growth policies and appealing projects, like more housing and walkable communities.

On the job front, we view One Park as a place that will be sought-after by site selectors. It has great appeal as a headquarters or office for emerging tech and service companies.

Urban infill projects like this one do not come along often. As a community, we must have the foresight to take advantage of these opportunities so we can compete and grow against our peer and regional competitors.

This area is an important connector and gateway to several parts of town, yet its current unplanned nature is holding our city back. With One Park positioned between two major roads and yards away from a major interstate highway, this is a prime location for infill.

The sweeping park views will make it an ideal place for a hotel. That’s good news because according to CBRE Research, Louisville had the largest year-over-year hotel demand increase in the first quarter of 2019 at 11.4%, while demand nationally only grew 2.4% in the same quarter. They measured the growth performance of the top 60 major markets in the first quarter of this year and Louisville took the top growth spot outranking Nashville, Austin, and Raleigh-Durham as well as major markets including New York City, Seattle, San Francisco, and Denver.

Another key factor to keep in mind is that One Park will be developed by Louisvillians for Louisville. This is something we should embrace and celebrate, especially when the developer is making valuable infrastructure investments to improve cycling and pedestrian street character and add green space and more trees to the tree canopy.

For Louisville to compete effectively with its peer cities and to continue to grow its economy, we need developments like One Park. We urge you to prioritize approving this project and to send a message to prospective employers and companies that the Greater Louisville region is open for business.

Sincerely,



Sarah Davasher-Wisdom
Chief Operating Officer

