

Southern Indiana Conference Center Feasibility Study Phase II – Site Analysis



**JOHNSON
CONSULTING**

TVS

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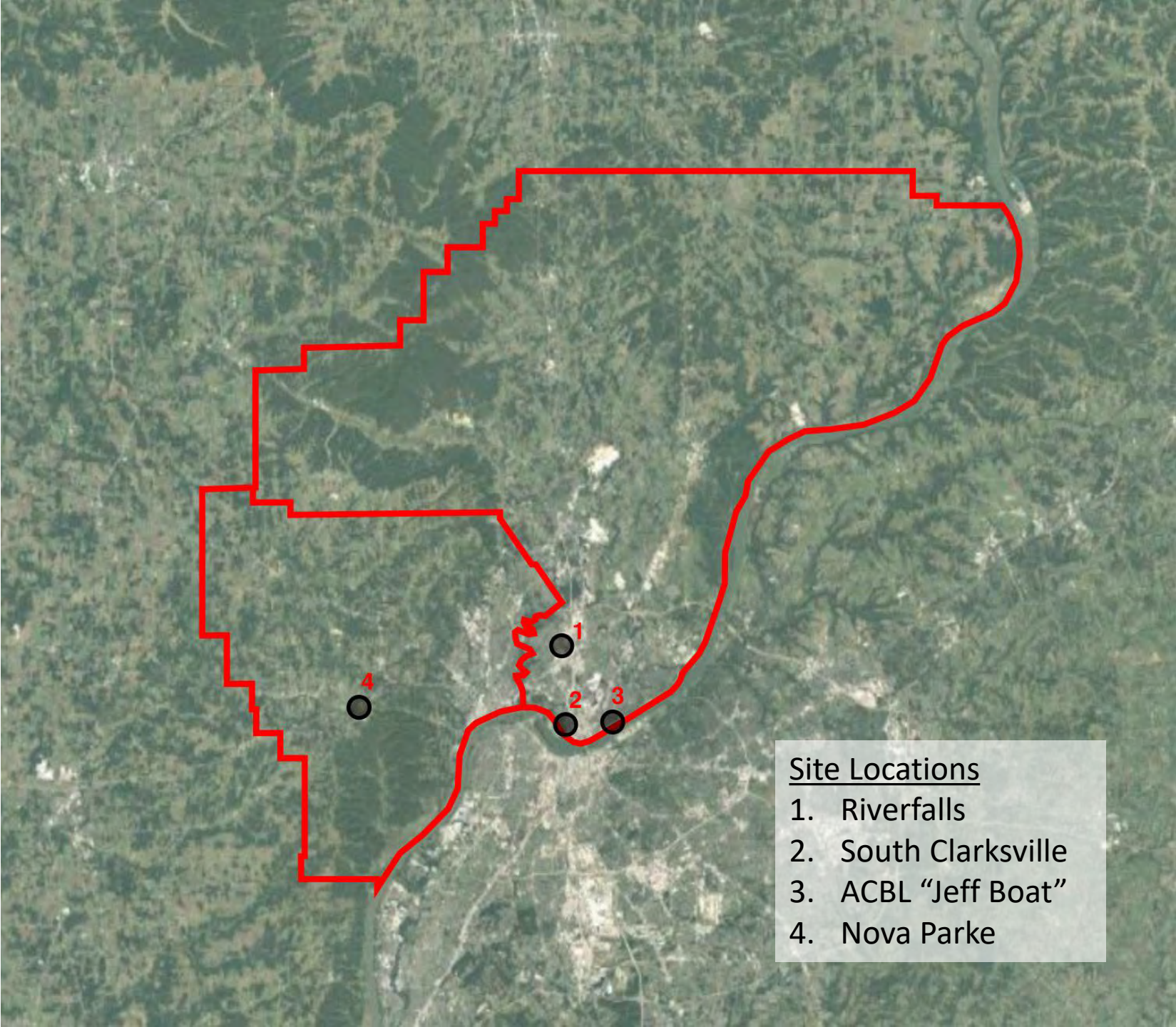
Site Evaluation

Site Selection Criteria / Matrix

A survey of locations for the proposed venue was conducted across Clark and Floyd Counties with priority given to locations with at least 25-40 acres of land available for development, noting a minimum of 10 acres required to accommodate the venue with structured parking. The survey resulted in 4 sites being selected for further evaluation.

The following matrix ranks each of the four sites based on 28 criteria that are critical to the development and operational effectiveness of a conference center. The evaluation criteria includes three categories: Site Configuration, Neighborhood Characteristics, and Site Analysis. This matrix measures both internal site characteristics such as topography and site complexity and external neighborhood characteristics such as hotel access and neighborhood ambiance.

Of the four sites, the top two scoring sites were selected for a preliminary test fit of the program to the site.



- Site Locations
1. Riverfalls
 2. South Clarksville
 3. ACBL “Jeff Boat”
 4. Nova Parke

Site Evaluation

Site Locations

1. Riverfalls
2. South Clarksville
3. ACBL “Jeff Boat”
4. Nova Parke



Riverfalls (1)



South Clarksville (2)



ACBL “Jeffboat” (3)



Nova Parke (4)

Site Evaluation

Site Configuration

The site configuration criteria ranks sites from 1 to 3 based on the potential acreage available for development, noting that the land area required to accommodate the full phase II venue with surface parking is between 27 and 41 acres. Sites with more land available offer more flexibility in land planning, program configuration, parking configuration and ancillary development opportunities. In this category the highest rank site is ACBL at approximately 80 acres. It is noted however that due to the Ohio River floodway dividing the site only 40 acres of land is available for vertical construction. Also notable is that South Clarksville has 2 potential plots of land available for venue development - 35 acres at the former Colgate site and 10 acres at an alternate site.

LEGEND	
⊗	N/A
●	Concern
●●	Neutral
●●●	Good



Southern Indiana Waterfront

EVALUATION CRITERIA		POTENTIAL SITE AREA			
		1	2	3	4
		Riverfalls	South Clarksville	ACBL "Jeff Boat"	Nova Parke
Site Configuration					
A	Site Imagery				
B	Potential Acreage Available	22	35*	40/80**	12
	Area Score - 0-30, 30-60, or above 60 acres	●	●●	●●●	●

Site Evaluation

Neighborhood Characteristics

The neighborhood surrounding a convention campus provides critical access to the venue. Proximity to supportive land uses are required. First and foremost, Conference / Convention Centers need access to quality hotels (C) where visitors can stay during conventions and other hosted events.

Secondly, convention goers will typically spend 8 hours at a convention, 8 hours sleeping and 8 hours enjoying the local tourist attractions (L) and local restaurants (H), therefore proximity to supportive land uses is crucial (D). If the supportive land uses are not available, then there may be an opportunity to create them (E) if the site is large enough.

Pedestrian access, walkability of the neighborhood (F) and access to outdoor amenities (I) enhance the visitor experience. The proximity of a venue to an urban core (J) is attractive to meeting planners. Proximity to supportive infrastructure such as public transit (M) and the airport (K) make it easier for out-of-town visitors to access the convention / event. Lastly, truck access for delivering exhibits allows efficiency of events moving in and out a venue (N).

		POTENTIAL SITE AREA			
		1	2	3	4
EVALUATION CRITERIA		Riverfalls	South Clarksville	ACBL "Jeff Boat"	Nova Parke
Neighborhood Characteristics					
C	Proximity to Existing Quality Hotels	●●	●●●	●●●	●
D	Proximity to Supportive Land Uses	●●	●●	●●	●
E	Opportunities for Collateral Development	●●	●●●	●●●	●●
F	Pedestrian Access / Walkability	●●	●●●	●●	●
G	Character and Authenticity	●	●●●	●●●	●
H	Proximity to Local / Independent Retail & Restaurants	●●	●●●	●●●	●
I	Proximity to Outdoor Amenities (existing/planned)	●●	●●●	●●●	●●
J	Proximity to an Urban Core	●	●●●	●●●	●
K	Proximity to Airport	●	●●	●●	●
L	Proximity to Tourist Attractions / Entertainment	●●	●●●	●●●	●
M	Proximity to Public Transportation	●	●●	●●	●
N	Proximity to Major Road Network / Truck Route	●●	●●	●	●●●
O	Streetscaping	●●	●●●	●●	●

LEGEND	
⊗	N/A
●	Concern
●●	Neutral
●●●	Good

Site Evaluation

C - Proximity to Existing Quality Hotels

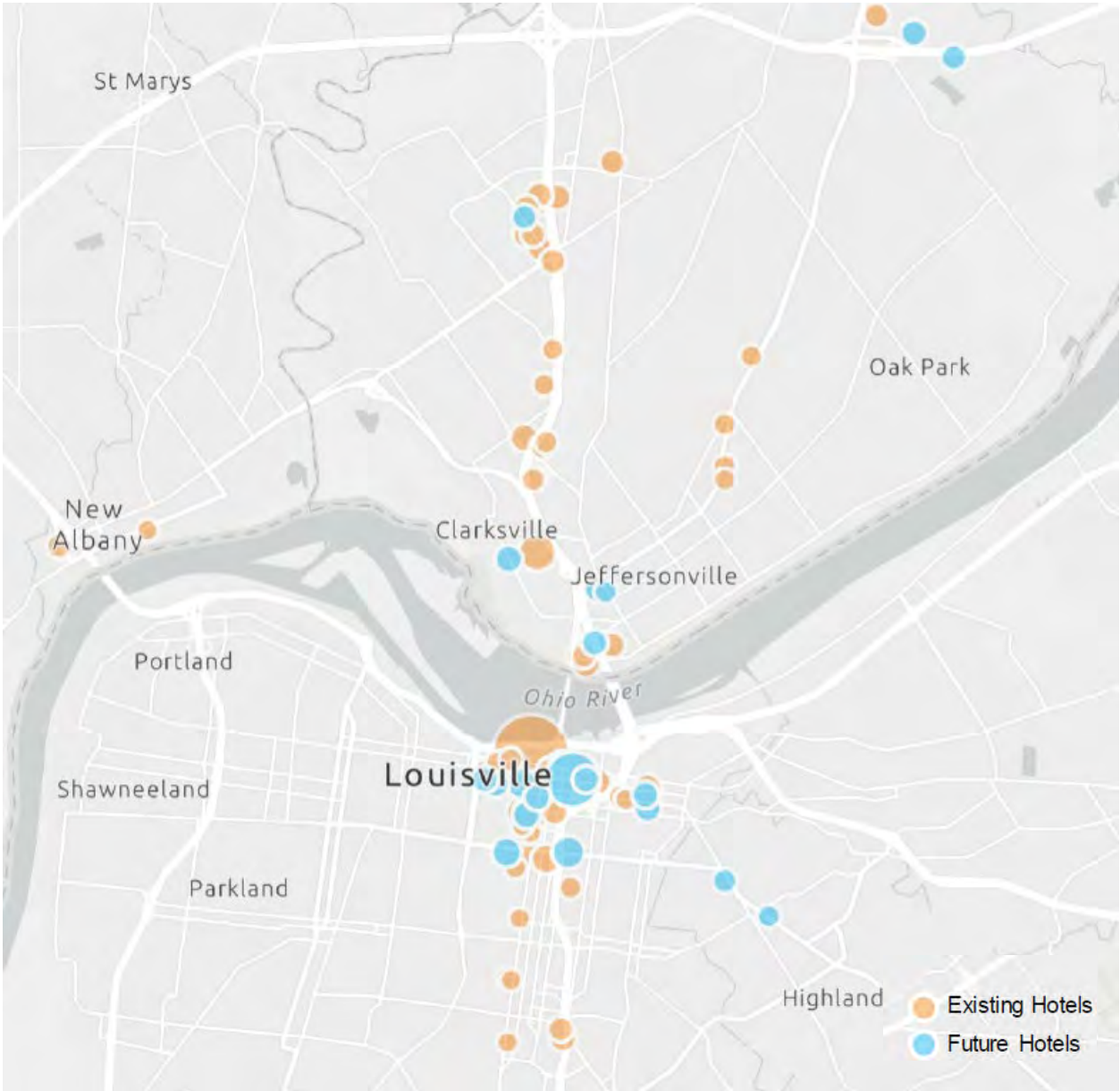
Access to quality hotels is a key ingredient to the success of a convention campus. South Clarksville (2) and ACBL (3) are located within walking distance of existing quality hotels and therefore rank the highest. The Nova Parke site is a remote location relative to existing quality hotels and ranks the lowest. If quality hotels do not exist around the chosen conference center site, the quality hotel stock will need to be improved as part of the campus development.

D - Proximity to Supportive Land Uses

In addition to hotel supply supportive land uses for a convention campus include but are not limited to mixed-use developments, retail, entertainment, museums, cultural arts centers, parks and recreation areas. Of the sites evaluated the most limited site is Nova Parke and the other 3 sites either have currently or are planning to build some supportive land uses and rank neutral.

E – Opportunity for Collateral Development

Two sites have high level of opportunity to create supportive land uses with collateral development, due primarily to timing and location. South Clarksville (2) is in the process of constructing a new mixed used district west of main street, which includes a multiphased strategy with Apartments, Retail and Hotels in the initial 2 years. The ACBL “Jeff Boat” (3) masterplan is currently under development with a focus on waterfront development and neighboring blocks north of Market Street that may see pressure to redevelop. Riverfalls (1) has a 30-year long-range mixed-use masterplan that could support a conference and convention center.



Clark-Floyd County Existing Hotel Stock

Site Evaluation

F – Pedestrian Access / Walkability

South Clarksville (2) has implemented pedestrian oriented streetscapes which will carry through the entire development. ACBL “Jeff Boat” (3) is currently being planned and intends to continue the pedestrian-oriented connection along the greenway. Riverfalls (1) has prioritized greenspace and walkable neighborhoods in their redevelopment strategy. Future planning for a pedestrian friendly campus with greenspace and hotel access is highly recommended.

G – Character and Authenticity

The ACBL(3) and South Clarksville (2) sites both have a unique character and authenticity potential that can be a differentiator to meeting planners. The former has the history of the shipbuilding site and access to the steamboat museum, and the latter has the Colgate clock and historical passenger rail car manufacturing, both with a strong connection to the waterfront.

H - Proximity to Local / Independent Retail & Restaurants

The leaders in this category are the ACBL(3) and South Clarksville (2) sites which are located within walking distance of several local and independent restaurants and shops. Meeting planners tend to be drawn toward these types of authentic areas.

I – Proximity to Outdoor Amenities (Existing / Planned)

All four sites have relatively good proximity to outdoor amenities however the South Clarksville (2) and ACBL (3) stand out as leaders due to their proximity to the waterfront greenway.

J – Proximity to an Urban Core

The two sites near the waterfront, South Clarksville (2) and ACBL (3) are within walking distance of downtown Jeffersonville and with a visual connection to downtown Louisville. This proximity to two urban cores provides a wider range of options to visitors outside of their conference time.

K – Proximity to Airport

All four sites are within 8-20 miles of Louisville Airport, with the two waterfront sites being the nearest at 8 miles. As convention business grows and with visitors from out-of-town airlift will become a more important factor.

L – Proximity to Tourist Attractions / Entertainment

South Clarksville (2) and ACBL (3) have tourist attractions within walking distance of the proposed Conference Center sites. Museums, nature trails, the waterfront, historic architecture and vibrant neighborhoods are accessible from these two sites.

M – Proximity to Public Transportation.

Both South Clarksville (2) and ACBL (3) are within walking distance of the big 4 Station, which has a bike sharing station and pedestrian bridge connection to Louisville.

N – Proximity to Major Road Network / Truck Route

The Nova Parke site (4) has good access to major road networks and truck routes, which, coupled with a sufficient loading dock, will provide a level of ease in setup and takedown of exhibits. The most limiting site for truck access is ACBL (3), which requires trucks to pass through residential neighborhoods to access the site.

Site Evaluation

Site Analysis

Sites with existing buildings and infrastructure can complicate and add costs to demolition and site preparation activities (Q). The geometrical shape and size of a site can be a limiting factor and often dictate the most functional layout option for a new venue (R).

Flat sites are typically less challenging and less costly to build on than sites with heavy topography (S). The ambiance of a neighborhood (T) including noise levels (U), traffic (W) and parking availability (V) have impacts on visitor experience and satisfaction.

Sites with long range masterplans can be a good option for integrating a new venue (X) as the economic activity generated from conventions can allow the masterplan to be built out over time (X). Land acquisition issues often preclude good sites from being utilized (Z).

LEGEND	
⊗	N/A
●	Concern
●●	Neutral
●●●	Good

EVALUATION CRITERIA		POTENTIAL SITE AREA			
		1	2	3	4
		Riverfalls	South Clarksville	ACBL "Jeff Boat"	Nova Parke
Site Analysis					
P	Flood risk	●●●	●●	●	●●●
Q	Demolition & Site Preparation	●●	●●	●●	●
R	Complex Site Constraints (ie. Size / Shape)	●●	●●	●●	●●
S	Topography	●●●	●●●	●●	●
T	Desirable Ambiance	●	●●●	●●●	●
U	Noise Levels	●●	●●	●●	●●●
V	Parking Availability	●●●	●●	●●	●
W	Existing Traffic Conditions	●●	●●	●	●
X	Integration Potential with Current Masterplan/ Neighborhood	●●●	●●●	●●	●●
Y	Greenfield vs. Infill	●●●	●●●	●●●	●
Z	Issues with Land Ownership - Yes 1 / Uncertain 2 / No 3	●●	●●	●●●	●
AA	Planned Developments Time to Market	●●	●●	●●	●●
BB	Financial Partnership Opportunity	●●	●●	●●●	●
CC	Development Partnership Opportunities	●●	●●	●●●	●

Site Evaluation

P – Flood risk

The Riverfalls (1) and Nova Parke (4) sites represent the least flood risks due to the further proximity from the Ohio River. The ACBL “Jeffboat” (3) site represents the greatest floodrisk, with half of the 80-acre site being located in a floodway.

Q – Demolition and Site Preparation

The Nova Parke (4) site is a greenfield site which requires utilities and infrastructure to be installed, and together with the topography challenges and amount of fill required to level the site, resulted in a low ranking. The other three sites are urban infill developments, which, depending on the area or parcel to be developed may require extensive demolition and preparation for new construction.

R – Complex Site Constraints (i.e. Size / Shape)

The locations with complex site constraints limit the flexibility in siting the primary function spaces of the conference center. All four sites have a site constraints that will need to be factored into the design. Riverfalls (1) and South Clarksville (2) have existing buildings which can be both an asset and a challenge to integrate with. ACBL “Jeff boat” is a long and narrow site with a floodway that further adds complexity. Nova Parke (4) is the smallest of four sites with topography and a complex site shape.

S – Topography

Relatively flat sites, such as Riverfalls (1) and South Clarksville (2) scored higher than other sites. Flat sites are easier to build on and can accommodate highly functional conference center layouts.

T – Desirable Ambiance

South Clarksville (2) and ACBL “Jeffboat” (3) sites have a desirable ambiance that includes historic authenticity, waterfront recreation areas, and access to unique visitor experiences that all contribute to a high ranking in this category.

U – Noise Levels

The Nova Parke (4) site is situated in an area where noise levels would be minimal. The noise levels from foghorns, ambulances, rail and other traffic at the three other sites may be distracting at times and appropriate mitigation strategies such as laminated glass and sound buffers may be necessary.

V – Parking Availability

The Riverfalls (1) site has the most existing surface parking available. The Colgate site at South Clarksville (2) would have sufficient land to accommodate surface parking in the phase II build out, however if the alternate site at South Clarksville is chosen it would require structured parking. ACBL “Jeffboat” (3) has sufficient land area available to accommodate the program for surface parking.

W – Existing Traffic Conditions

Riverfalls (1) and South Clarksville (2) are in close proximity to major highways and have relatively neutral traffic conditions. ACBL “Jeffboat” (3) is located in a residential area with relatively narrow streets that may cause pressure on traffic systems during full capacity events.

Site Evaluation

X – Integration with Current Masterplan / Neighborhood.

The currently planned developments at Riverfalls (1) and South Clarksville (2) have integration potential with their district's respective long-term masterplans. Both masterplans have a focus on pedestrian friendly streetscapes with medium to high density mixed-use developments and plenty of greenspace. This type of development yields an urban realm that is safe and comfortable for convention goers.

Y – Greenfield vs. Infill

Higher scores were given to the three infill sites, as they are typically considered more sustainable, more urban and well connected than greenfield sites.

Z – Issues with Land Ownership

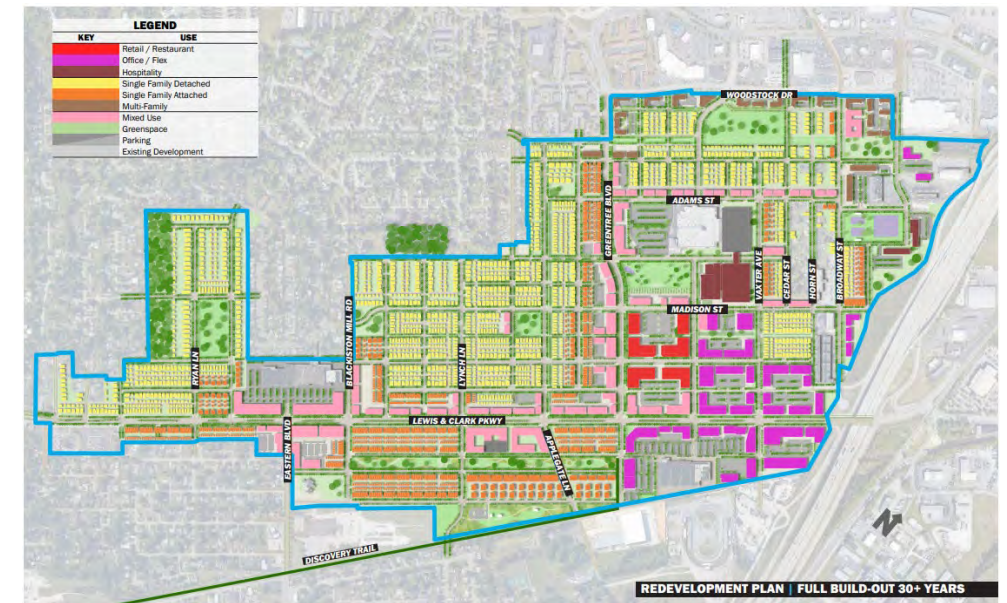
Issues with land ownership that may prevent a site from being utilized should be uncovered as quickly as possible during the site selection process. The ACBL (3) site ranked most favorable in this category, with uncertainty at South Clarksville (2) and Riverfalls (1). Nova Parke (4) would require adjacent land acquisition to accommodate the full phase II program.

AA – Planned Developments Time to Market

All four sites have planned developments in the pipeline, which seem to follow a timeline that would be consistent with the timing of a new conference center.

BB & CC – Financial and Development Partnership Opportunities

Both financial and development partnerships can be critical to the successful implementation of a new conference center development program. The ACBL “Jeffboat” (3) site seems to have a potential partner in ACBL for both.



Central Clarksville Redevelopment Plan – Including Riverfalls (1)



South Clarksville Redevelopment Plan

Site Evaluation - Summary

In summary South Clarksville (2) and ACBL “Jeffboat” (3) sites rank the highest among the four sites, with 69 and 66 points respectively. Either site would be appropriate to consider developing a new Conference Center. It should be noted at this stage there are known legal challenges to the Colgate site, which otherwise appears to be a very good option for redevelopment to accommodate the full convention center program and parking.

Attached diagrams for South Clarksville (2) and Jeff Boat (3) provide preliminary “test fit” for the overall programmed areas on the two top-ranking sites. Subsequent functional layouts for the conference center based on the approved conference center program and schedule of areas should be done once a preferred site(s) and parcel(s) are selected by project stakeholders.

EVALUATION CRITERIA	POTENTIAL SITE AREA			
	1	2	3	4
	Riverfalls	South Clarksville	ACBL "Jeff Boat"	Nova Parke
TOTAL SCORE	55	69	66	39



Riverfalls (1)



South Clarksville (2)



ACBL “Jeffboat” (3)



Nova Parke (4)

Summary – Schedule of Areas

Net Leasable Area

The program recommendation of 97,000 SF of net leasable floor area yields a total gross floor area (GFA) of approximately 238,000 SF for the venue. This is a ratio of 2.45 net area to gross area, which is consistent with recently constructed venues of similar size and complexity. The recommended GFA includes circulation space such as lobbies and prefunction, service and support spaces, a banquet kitchen and administrative offices.

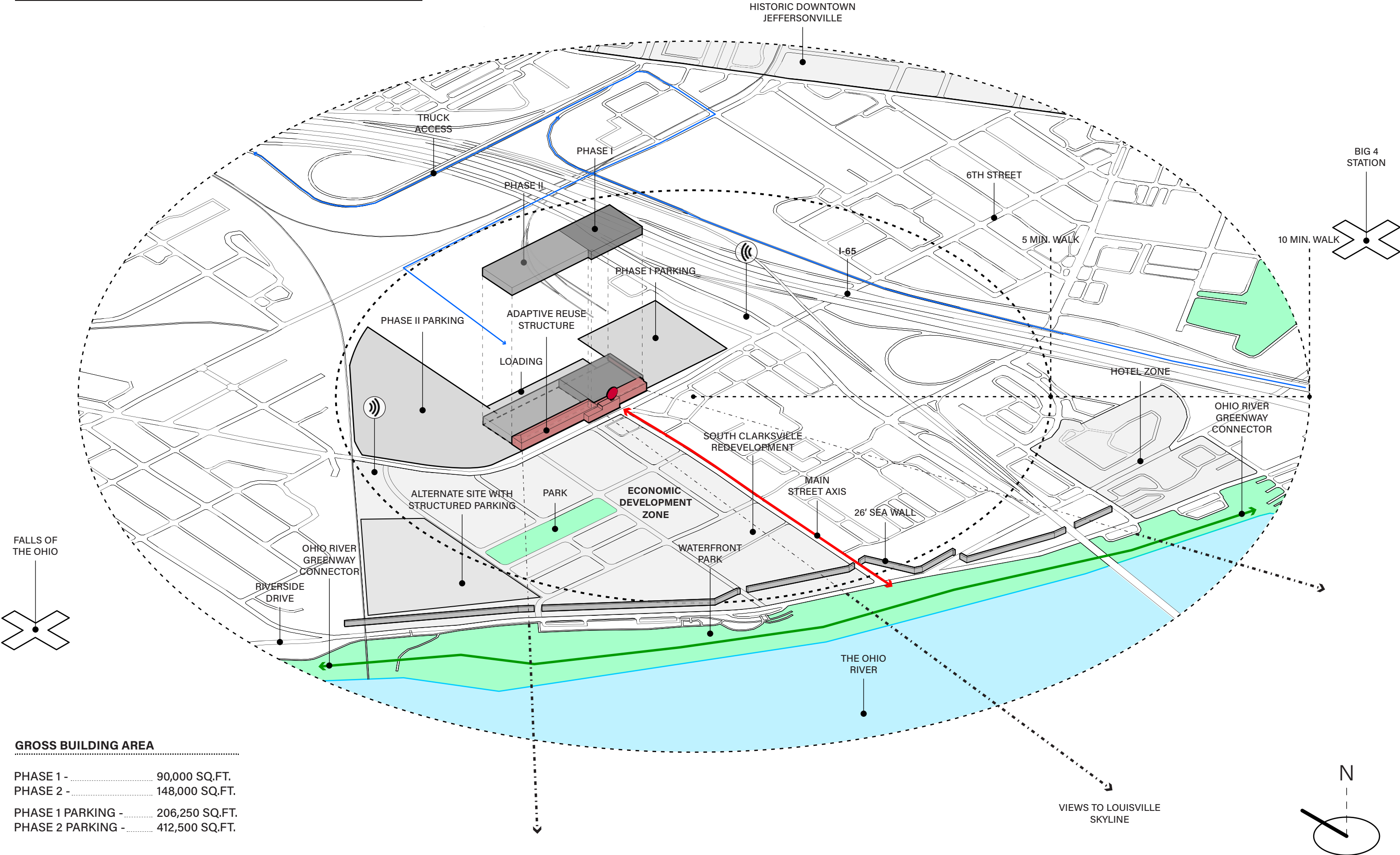
Parking

Depending on which county / municipality is selected we typically see requirements of 1 parking space per every 40 square feet of the largest assembly space. This yields a requirement of 625 spaces in phase I and 1875 spaces in phase II. It would take approximately 618,750 SF to accommodate the phase II parking. This can be accommodated with a combination of surface parking and/or structured parking.

SOUTHERN INDIANA CONFERENCE CENTER SUMMARY SCHEDULE OF AREAS

Category	Category Total SF	Percent of Total GFA
MULTIPURPOSE / EXHIBIT	75,000	31.51%
Multipurpose Hall	25000	
Exhibit Hall (PHASE II)	50000	
MEETING & BANQUET	22,000	9.24%
Ballroom (PHASE II)	10,000	
Meeting Rooms	12,000	
Black Box Theater		
PUBLIC CIRCULATION	40,000	16.81%
Lobbies	12,000	
Ballroom Prefunction	2,500	
Registration Hall	5,000	
Concourse / Other	20,500	
SUPPORT (FRONT OF HOUSE)	9500	3.99%
SERVICE (BACK OF HOUSE)	72,000	30.25%
FOOD SERVICE	9500	3.99%
VENUE MANAGEMENT	10000	4.20%
Total GFA	238,000	100.00%
Parking 1 per 40SF Hall	1,875 spaces	618,750
Total BUA	856,750	

SITE 2 - CLARKSVILLE SOUTH



SITE 3 - JEFF BOAT

GROSS BUILDING AREA

PHASE 1 -	90,000 SQ.FT.
PHASE 2 -	148,000 SQ.FT.
PHASE 1 PARKING -	206,250 SQ.FT.
PHASE 2 PARKING -	412,500 SQ.FT.

