

# 2020 STATE OF DOWNTOWN

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**DOWNTOWN**  
LEXINGTON  
PARTNERSHIP



**DOWNTOWN**  
LEXINGTON  
MANAGEMENT  
DISTRICT



# STRONG. GROWING. RESILIENT.

This is the second year that The State of Downtown Report has been prepared by the Downtown Lexington Partnership (DLP) with support from the Downtown Lexington Management District (DLMD). The report presents benchmarks of key economic indicators on the health of downtown and includes trends and comparisons. The report includes results from a second seven-county consumer perception survey providing metrics for how local consumers use downtown and their overall perceptions of downtown. In addition, we included summarized results of the International Downtown Association (IDA) Valuation of Downtown Lexington study which DLP and DLMD commissioned. The full study is contained in a separate report and will be presented at the State of Downtown by David Downey, President of the International Downtown Association.

The report also provides analysis and projections for 2020 and 2021 based on input from industry experts and taking into account the challenging business conditions created by the COVID-19 pandemic which caused the shutting down of much of our economy in 2020.

Finally, the data presented in the report shows that in 2019 the Downtown Lexington economy is strong, growing and resilient and that downtown is a significant, important economic engine for Lexington.



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**Terry Sweeney**  
President/CEO  
Downtown Lexington Partnership



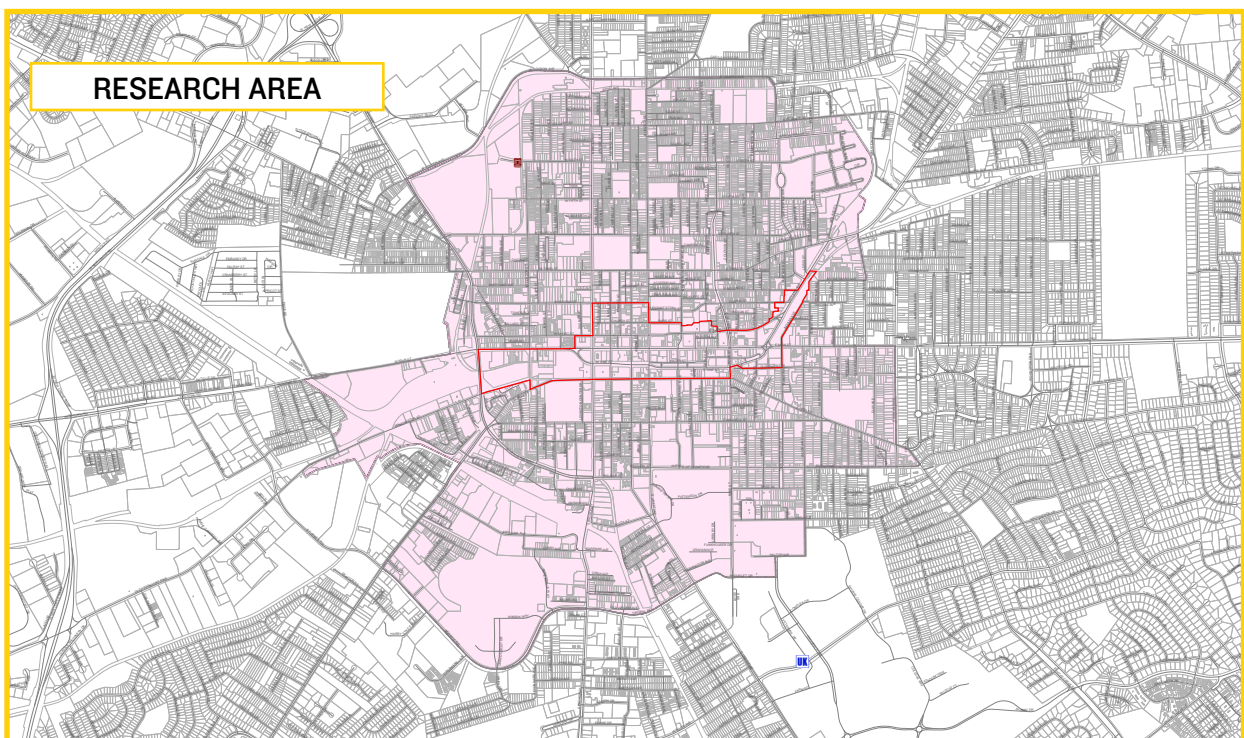
A handwritten signature in blue ink that reads "Stephen C. Kelly".

**Steve Kelly**  
Chair  
Downtown Lexington Partnership



A handwritten signature in black ink that reads "James H. Frazier III".

**Jim Frazier**  
Chair  
Downtown Lexington  
Management District





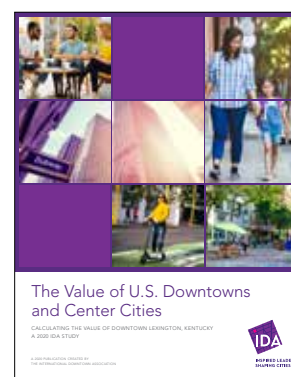
# ECONOMIC INDICATORS SNAPSHOT

CUSTOMERS	REAL ESTATE	HOSPITALITY	AMENITIES
<b>31,494</b> Number of College Students	<b>\$3.035 BILLION</b> In projects completed since 2015 and projects currently underway or planned.	<b>146,000</b> square feet of Lexington Convention Center	<b>91</b> walk score
<b>40,180</b> Number of Workers	<b>2.5 MILLION</b> square feet of downtown multi-tenant office space	<b>80,191</b> convention delegates in 2019	<b>56</b> restaurants/ bars in downtown core
<b>23,830</b> Number of residents	<b>371,611</b> Square feet of street level space in urban core	<b>862</b> Downtown hotel rooms	<b>23</b> cultural venues
<b>\$64.54</b> Average spent per downtown visit by local residents	<b>\$120,836</b> Average residential sale	<b>\$96.79</b> Average Downtown hotel room rate	<b>22</b> parks and park space



## VALUE OF DOWNTOWN STUDY SUMMARY

Downtown Lexington participated in a group study conducted by the International Downtown Association (IDA). IDA has conducted this study in more than 30 downtowns of varying sizes across the country documenting their economic impact and importance to the local economy and comparing them to each other. Key findings about Lexington are summarized below.



## DOWNTOWN IS A SIGNIFICANT JOB CENTER AND IMPORTER AND CITY FUNDER

- 40,000 downtown jobs accounts for 20% of all jobs in the city. No other council district comes close to matching its concentration of jobs.
- Downtown has a high proportion of knowledge-industry jobs, on average, downtown workers earn more than workers citywide or regionwide.
- Downtown has 60% of the city's total incubator spaces.
- Downtown workers provide \$44 million in local occupational taxes each year to the City including \$17.6 million which comes from 6,500 people who work downtown but live outside the county.



David Downey,  
President of IDA



# CUSTOMER BASE

## 2019 RECAP

Generally speaking, downtown Lexington has a growing customer base which is important to its success and vibrancy. Downtown continues to be successful attracting customers from all over the region to work, live, and play. In addition, convention delegates and visitors from outside the region and higher education students play a pivotal role in downtown Lexington's success.

## WORKERS, RESIDENTS AND STUDENTS

Workers, residents and students form the foundation of downtown's customer base providing a 24-hour presence. Data shows that Downtown workforce and residents are generally younger and have higher incomes to support our businesses than the rest of Fayette County.

	OFFICE WORKERS	RESIDENTS
Downtown Number	40,180	32,613
% of County	20%	10%
Under 30	24%	69%

## STUDENT POPULATION

University students are an increasing population that is an important customer base for downtown. Likewise, universities see the advantage of having a downtown that is so accessible to students.

STUDENT ENROLLMENT (FTE FALL SEMESTER)				
	2016	2017	2018	2019
UK	29,781	29,465	30,277	30,545
Transy	963	966	989	949
DEGREES AND CERTIFICATES AWARDED				
	2016	2017	2018	2019
UK	6,638	6,715	7,099	7,317
Transy	270	215	218	179



## FAST FACTS

**1 MILLION +**

Visited downtown ticketed and gated attractions

**509,800**

Attended special events and festivals

**31,494**

Number of college students

**40,180**

Number of workers

**23,830**

Number of residents

**88%**

Of seven-county metro area residents who visited downtown in a six-month period





# CUSTOMER BASE

## CONVENTION AND ATTRACTIONS

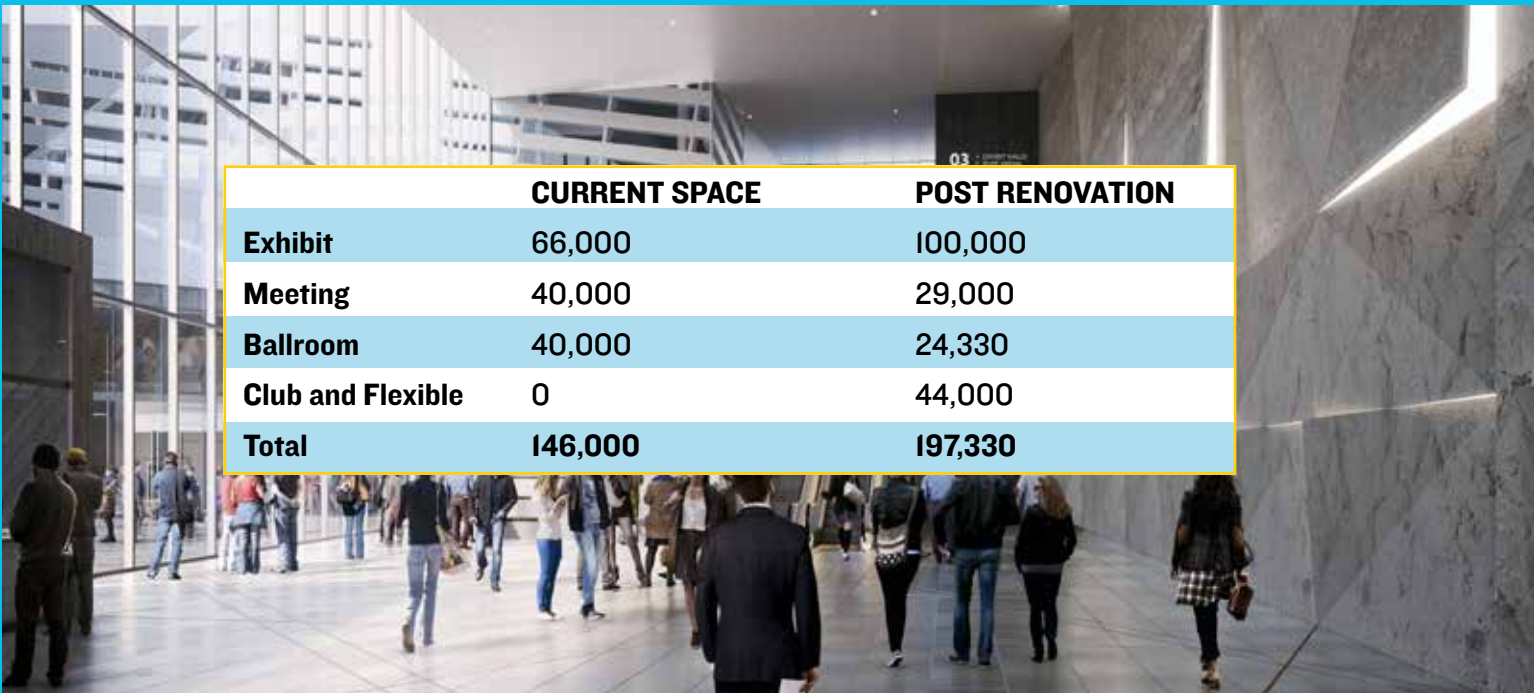
Downtown is the center of the Bluegrass Region's convention market. From 2014 to 2017 the number of convention delegates was well above 100,000. However, for the past two years Lexington has attracted less than 85,000 delegates most recently attracting 80,191 in 2019. The decrease in delegates the last two years is largely attributed to the current \$250 million renovation and expansion of the Lexington Center which began in 2018 limiting usage of the facility. When completed, the center will have 51% more the exhibit space and 40% more the ballroom space and is expected to attract more conventions.

YEAR	CONVENTION DELEGATES
2019	80,191
2018	82,095
2017	109,968
2016	124,077
2015	113,884
2014	128,760



## LEXINGTON CENTER STATISTICS

	CURRENT SPACE	POST RENOVATION
Exhibit	66,000	100,000
Meeting	40,000	29,000
Ballroom	40,000	24,330
Club and Flexible	0	44,000
Total	146,000	197,330





# CUSTOMER BASE

## ATTRACTIONS

Ticketed and gated hospitality and cultural attractions drew more than 1 million in 2019 down slightly from 2018.

Top attractions include:

- Lexington Center and Rupp Arena
- Red Mile
- Lexington Opera House
- Mary Todd Lincoln House
- Lexington Visitors Center
- Ticketed/gated attendance



## LOCAL DOWNTOWN CUSTOMER DEMOGRAPHICS AND PATRONAGE

In January 2020 Gentleman McCarty conducted a second consumer perception of the Lexington seven-county metro area documenting the local customers’ patronage and perceptions of Downtown. Like the 2018 survey, the results showed that downtown continued to attract a significant number of residents from throughout the region. In fact, the 2020 survey showed that 88% had visited downtown in a six-month period and spent on average \$64.54 per trip.

DEMOGRAPHIC	
Average Household Income	\$64,700
Average Age	42.5
Married	50%
Family with Children	37%
PATRONAGE	
Visited the past 6 months	88%
# of Leisure Visits	29.7
Length of Stay	130 minutes
Average Spending	\$64.54

Note: The 2020 perception survey is a follow-up to the initial survey conducted in 2018. However, the results haven’t been directly compared with the 2020 survey since the two surveys used different surveying methods 2018 having been conducted via phone and 2020 survey utilizing emails.





## SPECIAL EVENTS AND FESTIVALS

In 2019, Downtown Lexington Partnership and other event organizers hosted more than 200 event-days attracting nearly 500,000 to downtown. 21 out of 24 events reported the same event attendance or an increase in attendance over 2018. Bad weather caused attendance at a few events to decrease.

<b>DLP EVENTS</b>	<b>2018</b>	<b>2019</b>
DLP/DLMD Annual Meeting	400	400
Thursday Night Live	40,000	40,000
MayFest Arts Fair	20,000	25,000
State of Downtown	0	250
American Pie and Ice Cream Social	200	200
Patriotic Concert	10,000	1,000
Bluegrass IOK	3,500	3,800
Fourth of July Parade	10,000	10,000
Fourth of July Street Festival	15,000	15,000
Fourth of July Fireworks	35,000	35,000
Fountain Films	1,000	600
Bike Lex Community Fun Ride	500	500
Holiday Parade	12,000	15,000
Tree Lighting	2,500	2,500
Ice Rink	45,000	45,000
<b>DOWNTOWN EVENTS</b>	<b>2018</b>	<b>2019</b>
Farmers Market	117,500	120,000
Woodland Arts Fair	75,000	50,000
Night Market	32,000	24,000
Festival Latino de Lexington	30,000	30,000
PRIDE	15,000	50,000
Japan America Festival	12,000	12,000
Bluegrass BBQ Fest	10,000	10,000
St. Patrick's Day Festival	10,000	10,000
Bourbon Chase Finish Line Celebration	6,500	6,500
<b>TOTAL</b>	<b>503,100</b>	<b>496,750</b>



## OUTLOOK

Though the customer base continued to grow in 2019, the base in 2020 and beyond will not continue that trend. In 2020, due to the pandemic, downtown's customer base has been significantly eroded. Essentially all conventions, concerts, special events and large gatherings have been cancelled for most of 2020. Office workers are largely working remotely. Estimates of the decrease of office workers in downtown is as high as 70%. Patronage at bars and restaurants have been very significantly curtailed for most of the year due to social distancing restrictions.

Yet, prior to the pandemic, there was a high probability that downtown's customer base would continue to grow. New office and residential projects were going to help attract more office workers and residents. Student populations were expected to grow with both University of Kentucky and Transylvania University investing significant dollars in new projects that should help recruit more students. Special events were expected to continue to attract more people to downtown. Though conventions delegates have decreased since 2017, attendance at Rupp Arena was expected to have increased for a third straight year in 2020 prior to the pandemic. In addition, convention delegates and attendance at Rupp Arena are expected to increase significantly after the completion of the convention center project in 2022. Hopefully, we will be past the issues of the pandemic by second quarter of 2021. At that point, downtown's customer base should begin to rebound bolstered by the new project pipeline, resumption of conventions and special events and a growing student population.



# COMMERCIAL REAL ESTATE

## 2019 RECAP

Downtown Lexington's commercial real estate reached a milestone in 2019 as City Center became the first Class A office building to open downtown in over 30 years. The mixed-use project added over 140,000 square feet of new Class A space to the Central Business District. While the influx of office space has increased the vacancy, the commercial market is supported by a growing project pipeline of announced, underway, and completed projects exceeding \$3 billion. These range from quality of life improvements such as the Town Branch project, to mixed use developments, increased residential, and substantial investment by the University of Kentucky. In addition, street level restaurant, retail and bar space remained in high demand with 9 net new business openings and low vacancy rates in downtown's core. The property values within the Downtown Lexington Management District also experienced growth in 2019, supported by the opening of City Center as well as well as renovations to existing properties.

## 2019 COMMERCIAL SALES

Downtown's real estate market remained competitive, with the top ten transactions accounting for over \$33 million in sales. This was consistent with the prior year's top ten sales of \$36 million, though overall volume of sales slightly declined.

PROPERTY	SALE PRICE	BUILDING SQ FT	TYPE
200 W Vine	\$7,455,000	91,500	Office
221 and 102 Short St.	\$5,250,000	N/A	Parking
260 W Vine	\$4,975,000	58,320	Office
271 W Short	\$4,500,000	68,544	Office
369 E Main	\$3,300,000	N/A	Commercial Condo
903 Manchester St	\$2,660,000	N/A	Retail/Condo
910 Manchester/962 Tarr Trce	\$2,100,000	N/A	Parking
570 E Main	\$950,000	4,736	Office
102-104 W Vine	\$657,500	3,392	Retail
219 E High	\$625,000	2,626	Office
227 E High	\$535,000	3,642	Office

## OFFICE MARKET

The Class A and B office space trend in downtown averaged 13% over the last five years and was trending towards 12.5% prior to City Center project coming on-line at the end of 2019 which led the year end vacancy rate to rise to 16.53. The first tenants began to move in during the second quarter of 2019, followed by additional tenants throughout the year. At the close of the year, The Offices at City Center were approximately 70% occupied. There is now over 2.5 million square feet of office space in the central business district.

## DOWNTOWN OFFICE MARKET TREND

	2016	2017	2018	2019
Overall Vacancy Rate	14.06%	12.80%	12.50%	16.53%
Total Vacant Square Feet	323,033	298,604	298,216	414,139
Class A Rates (PSF)	\$18.70	\$18.13	\$18.25	\$20.93
Class B Rates (PSF)	\$17.56	\$16.82	\$16.86	\$17.15

## FAST FACTS

**\$3.0  
BILLION**

In projects completed since 2015 and projects currently underway or planned

**2.5  
MILLION**

Square feet of downtown multi-tenant office space

**390,528**

Square feet of retail, restaurant, retail space in urban core

**141,014**

Square feet of new Class A office space

**27**

New street level businesses

**16.53%**

Office Vacancy Rate

# COMMERCIAL REAL ESTATE

## 2018 AND 2019 DOWNTOWN AND SUBURBAN OFFICE MARKET COMBINED CLASS A AND B COMPARISON

	DOWNTOWN		SUBURBAN	
	2018	2019	2018	2019
<b>Total Square Feet</b>	2,382,905	2,505,646	2,982,812	2,904,640
<b>Total Vacant Square Feet</b>	298,216	414,139	415,816	415,304
<b>Overall Vacancy Rate</b>	12.50%	16.53%	13.94%	14.30%

\*Note: Data provided by the Coleman Group. Suburban office survey completed first quarter of 2020.

## 2019 DOWNTOWN BUSINESS OPENINGS AND CLOSINGS

Downtown remains in demand for street level retail, restaurants and bars. There were fewer new openings compared to 2018. In 2019, there were 26 new restaurants, bar, retail, service, and entertainment businesses that opened in 2019 and 17 closings compared to 37 and 11 respectively in 2018. These businesses opened in new construction, renovated spaces, and replaced closed businesses.

### 2019 BUSINESS OPENINGS

Eppings On Eastside  
 Athenian Grill  
 Pearl's  
 Nate's Coffee  
 Frank's Donuts  
 Atebit  
 Frutta Bowl  
 Fusion Brewery  
 Wise Bird Cider  
 Beach House  
 Hudson House  
 Manchester Coffee Co  
 Keeneland Mercantile  
 Starbucks at City Center  
 Field and Main Bank  
 The Southern  
 East End Tap and Table  
 Script  
 XOXO Nightclub  
 Taza Mediterranean Grill  
 Old School Coffee  
 Wagon Bones Grill  
 Jump Start  
 Cosmic Charlies  
 Spotz Gelato





# COMMERCIAL REAL ESTATE

## DOWNTOWN PROJECT PIPELINE

Downtown's project pipeline continues to grow and now exceeds \$3 billion over the last five years. It's supported by strong investment from the private sector, institutional partners, and public investment. The University of Kentucky completed over \$60 million in on campus projects in 2019. Additionally, completion of The Hub opened a mixed-use development that brought parking, new residential units, and a Target downtown. The pipeline of projects underway includes \$600 million of stormwater infrastructure upgrade, critical to supporting the further development of the city's core.

COMPLETED	UNDERWAY	ANNOUNCED
\$1.865 billion	\$1.112 billion	\$61 million

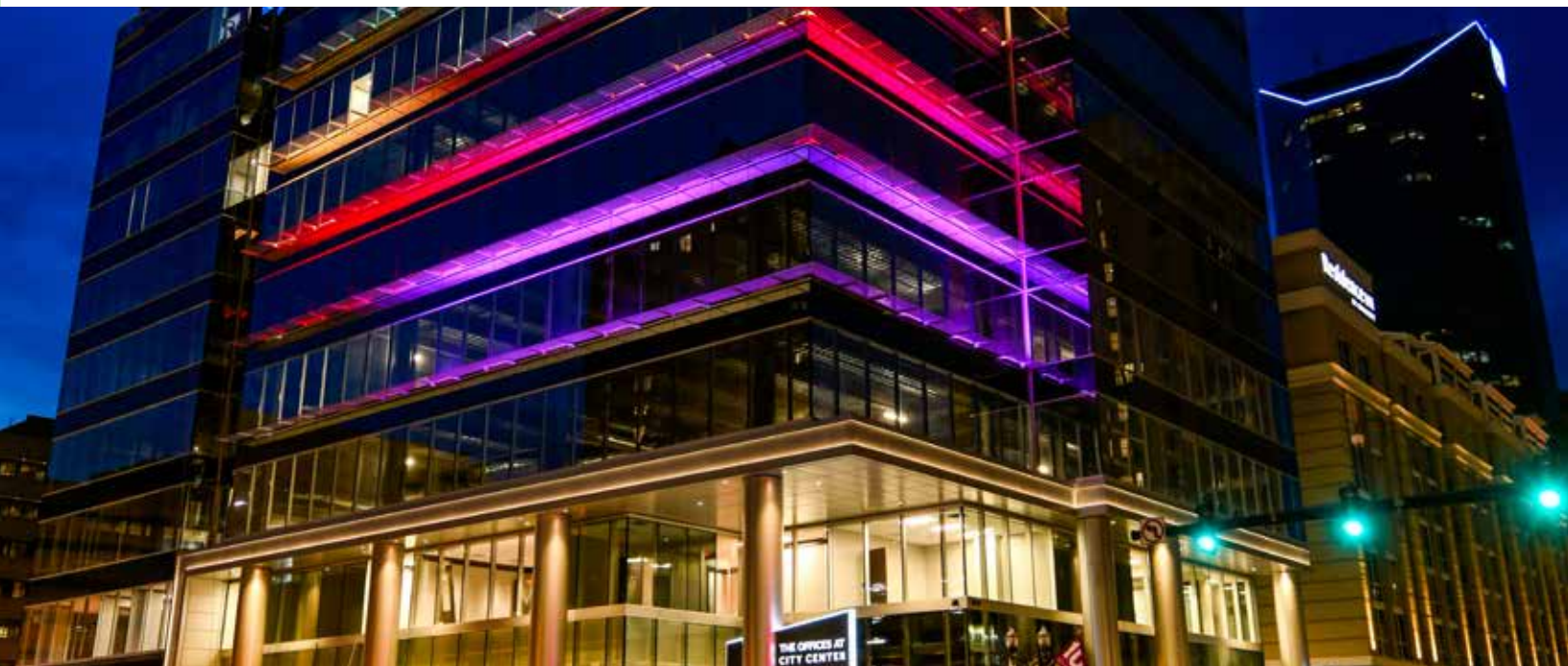
## COMPLETED PROJECTS 2015-2020

PROJECT COMPLETE	USE	TOTAL INVESTMENT (\$ MILLIONS)
Alltech Distillery-Brewery	Commercial	7.50
Kroger - Euclid Ave	Retail	19.00
Red Mile Expansion	Entertainment	42.00
UK Woodland Glenn	Residential	108.00
Wilgus Flats	Residential	N/A
21c Hotel and Museum	Hotel	41.00
Carson's Food and Drink	Restaurant	1.50
Lexington Transit Center HQ	Transit	25.00
Living Arts and Science Center	Attraction	5.50
Rupp Arena	Entertainment	15.00
Smith Town Homes	Residential	N/A
UK Limestone Park I and II	Residential	348.50
Don and Cathy Jacobs Science Building	Educational	112.00
Nutter Field House Expansion	Educational	45.00
Gatton Business and Economics Building	Educational	65.00
Dickey Hall Systems Upgrade	Educational	3.23
Anderson Tower	Educational	1.60
Lewis Hall	Educational	37.00
Pediatric Hematology/Oncology Clinic	Medical	1.60
UK Sports Medicine Research Institute	Medical	4.20
University Flats	Educational	74.00
Neonatal and Pediatric ICU and Lobby	Medical	50.00
B&B	Hotel	N/A
James Pepper Distillery	Commercial	1.29
The Lex	Residential	2.50
Gratz Park Inn/The Sire	Hotel	3.00
Flats at 345	Apartments	10.00
Healthy Kentucky Research Building	Research	265.00
UK Student Center	Mixed	220.00
Old Fayette Courthouse	Mixed	30.00
Broadway	Commercial	N/A
Sayre	Educational	10.00
Transylvania Carpenter Academic Center	Educational	4.50
McDonalds	Restaurant	1.50
David Rosenberg College of Law	Educational	56.00
The Hub I	Mixed	31.00
Jeff Ruby's	Restaurant	6.00
Ballard Apartments	Residential	10.30
Delta Delta Delta Sorority House	Mixed	2.50
Alpha Gamma Rho House	Educational	4.90
City Center	Mixed	200.00
Roulay	Restaurant	.715
Ethereal on Vine	Restaurant	.70
<b>Subtotal</b>		<b>\$1,865.83</b>

# COMMERCIAL REAL ESTATE

## PROJECTS UNDERWAY

PROJECT	USE	TOTAL INVESTMENT (\$ MILLIONS)
Town Branch Commons	Public Space	35.50
Lexington Civic Center	Convention	250.00
The Midlands	Residential	1.10
Townhomes at Jefferson St.	Residential	8.50
Distillery Heights	Residential	N/A
The Hub at Lexington II	Residential	N/A
GreyLine Station	Mixed	5.0
National Ave. Buildings	Mixed	N/A
The Met	Mixed	24.50
Field and Main	Retail/Condo	7.50
Krikorian Theater	Entertainment	N/A
Commonwealth Building	Mixed	N/A
Stormwater and Sewer Overhaul	Utility	600.00
Artist Village	Residential	2.00
107 W Short St	Restaurant	0.75
UK Innovation Center/Winslow	Mixed	34.00
Studios180	Residential	12.00
Transylvania University Student Center	Educational	29.60
KSR Event Space	Event	N/A
Hilton Renovations	Hotel	8.00
Library Garage	Parking	1.50
Kerwin Blanding Demo	TBD	15.00
UK Chem Phys Renovation Phase I	Educational	33.00
UK Grehan Expansion	Educational	23.00
UK Utility Project	Utility	8.50
UK Library Drive	Streetscape	2.52
Alpha Gamma Delta House	Student Housing	4.10
UK Student Center- Harris Ballroom	Mixed	3.50
CV Third Street	Mixed	3.20
<b>Subtotal</b>		<b>\$1,112.77</b>





# COMMERCIAL REAL ESTATE

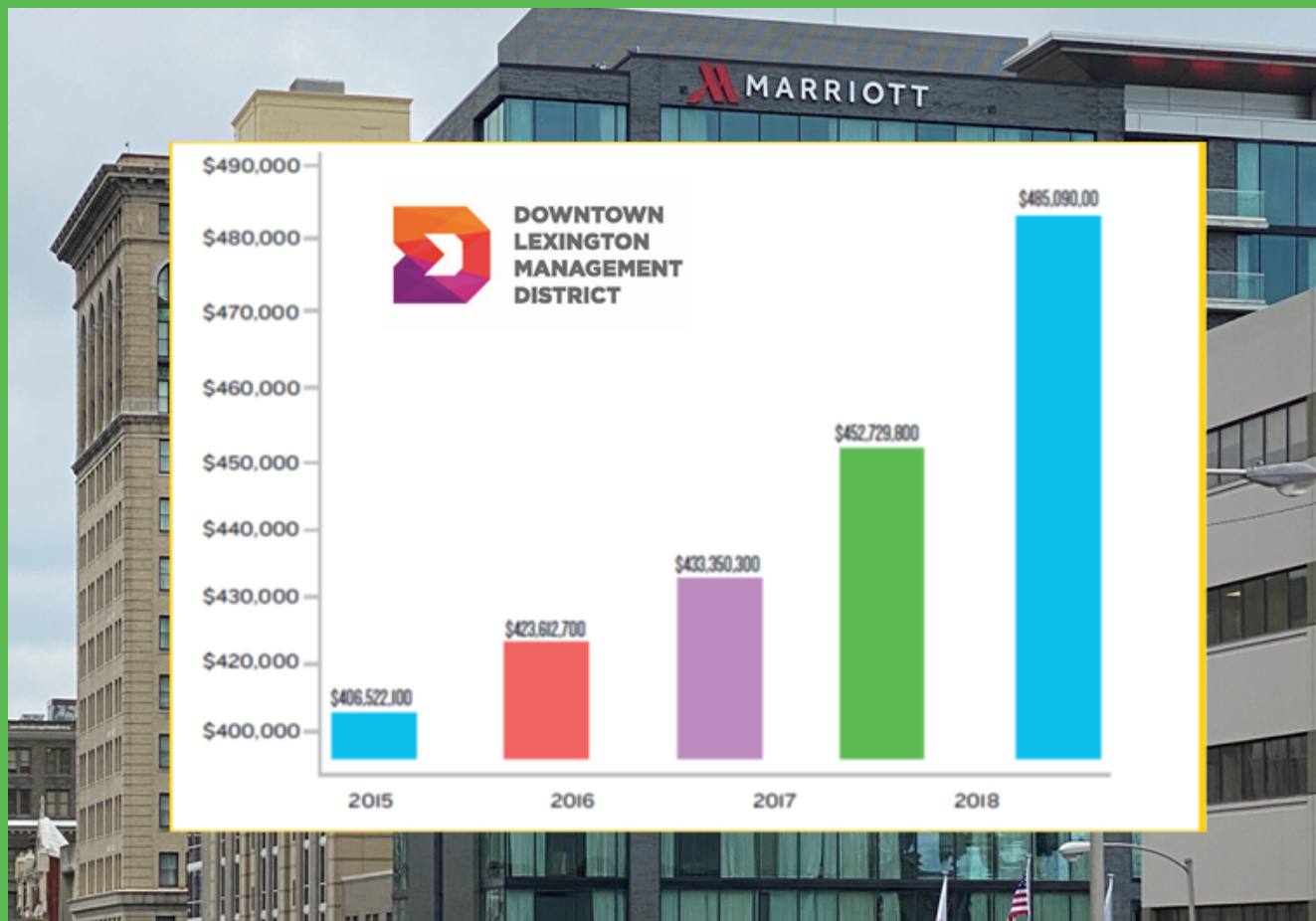
## ANNOUNCED PROJECTS

PROJECTS ANNOUNCED	USE	TOTAL INVESTMENT)
Town Branch Park	Public Space	30.00
Midland and Shropshire	Residential	N/A
Pepper Distillery Housing	Mixed	N/A
Reynolds Building	Education	N/A
UK Chemistry and Physics Building	Education	N/A
Opera House Marquee	Improvement	N/A
Manchester Market	Mixed	N/A
Fresh Bourbon Distilling Co.	Distillery	5.40
Memorial Coliseum	Event	N/A
UK Student Center Expansion	Education	N/A
UK Chem Phys Renovation Phase 2	Education	26.00
UK Housing to Replace Kirwin/Blanding	Education	N/A
Subtotal		61.40

## CORE DOWNTOWN-DOWNTOWN LEXINGTON MANAGEMENT DISTRICT

The Downtown Lexington Management District (DLMD) anchors the downtown and through an annual property owner assessment, provides enhanced cleaning and safety services and invests in economic, business support and art programs. In the fourth quarter of 2019, DLMD completed a petition process to renew the district through 2025 which was then ratified by the Lexington Fayette Urban County Government council in early 2020.

Between the District's formation in 2015 and 2019 the total property values of tax paying properties in the district have increased 19%, reflecting more than \$78 million in growth.



# COMMERCIAL REAL ESTATE

The Downtown Lexington Management District contain 396,054 square feet of street level space with only a 5.2% vacancy rate and rental rates ranging from \$12 to \$31 per square foot. New retailers include the Keeneland Shop at City Center, Field and Main Bank, and Athenian Grill.

## DOWNTOWN LEXINGTON MANAGEMENT DISTRICT STREET LEVEL

Type	Number	Square Feet
Bar/Restaurant	56	203,342
Retail	23	64,663
Service	16	70,371
Office	10	37,042
Vacant	9	20,636
<b>Total</b>	<b>104</b>	<b>396,054</b>
Vine to Short: Broadway to Midland		



## OUTLOOK

The downtown commercial real estate market is at a unique crossroads with the addition of new Class A space, the highest vacancy since 2010, and the pandemic. Existing employers have responded in a variety of ways. Companies have shifted their work force to full and partially remote, reduced hours, and alternating teams in office. Currently it is estimated that only 35%-40% of downtown office workers have returned part time. This is also impacted by most schools remaining virtual from home forcing many workers to work from home.

Looking forward as employees return to the office, work will look different and space will be used and apportioned differently by firms and employees. The flexible schedules and shifts to remote working will also reduce the need for parking among tenants. Near term, the pandemic will force many leasing decisions to be put on hold as companies reassess their future space needs given these trends. As such, the absorption of office space in the towers may be a multiyear process rather than a quick recovery once the virus is mitigated.

The space availability in those properties also have an effect on the smaller mixed-use office buildings throughout downtown that house some small to midsize firms. The volatility caused by the vacant space and the pandemic may lead to an increase in sales of those properties and their reuse and revitalization in different ways. Many are suitable for adaptive reuse as residential and retail conversions. This was seen pre-pandemic in spaces like Nate's Coffee moving into the ground floor of an insurance company, while their office shifted upstairs, and BasellIO's reuse of an existing traditional office space. This environment can further spur those transitions and creative ways to use spaces.

Downtown is fortunate to have a robust development pipeline to help it emerge from the pandemic. This is supported by strong development teams and institutions, like the University of Kentucky. UK has formed robust public private partnerships to bring additional housing, commercial, and mixed-use developments that help integrate it with downtown and serve as amenities to the community at large. The pipeline also includes additional residential units at Studios180 and Field and Main and entertainment options such as LexLive, opening in 2020. These new projects will help downtown maintain its identity as the place where people gather to celebrate, spend time, and support downtown businesses. The \$1.1 billion in projects will also support the construction industry and help carry that employment through the pandemic.

Downtown street level retail, bar and restaurant businesses have borne the brunt of the pandemic. There have been a few permanent and many temporary closures of these businesses during the pandemic due to fewer customers and occupancy and operational restrictions. With this environment likely to continue for the foreseeable future the market will likely see more permanent and many temporary closures over the next 18-24 months.



# MOBILITY AND TRANSIT

## 2019 RECAP

Accessibility is a key to downtown's success. In 2019, downtown Lexington had a number of gains in making it more accessible. Both walk and bike scores increased according to walkscore.com, more bike lanes came online, new off-street parking spaces were added to the downtown parking supply and e-scooters were introduced to the market. These gains helped downtown Lexington outperform many of its peer cities in accessibility measures. However, Lextran rider ship at downtown bus stops dipped over the last four years.

## ACCESSIBILITY IMPROVEMENTS MAKE DOWNTOWN BETTER FOR CUSTOMERS

In 2019, downtown Lexington walk score increased 3.4% and the bike score increased 3.5% according walkscore.com, nearly 2 miles of bike lanes were added, SPIN and Lime came into the market and introduced more than 200 e-scooters and Lex Park completed over \$1 million in improvements to their garage including upgrades to lighting, ventilation and elevators. In addition, City Center garage added 700 parking spaces in the core of downtown.

WALK SCORE	WALK SCORE	BIKE SCORE	TRANSIT
Downtown Lexington	91	86	55
Lexington/Fayette County	34	46	24
Downtown Greensboro	85	56	N/A
Downtown Nashville	86	65	68
Downtown Chattanooga	70	79	60
Downtown Durham	91	73	60
Downtown Cincinnati	97	65	80
Downtown Knoxville	82	61	64
Downtown Memphis	85	72	N/A
Downtown Louisville	96	76	65

Source: Walk Score.com

## MICRO-MOBILITY

The growing access to micro-mobility options like bike share and e-scooter programs, are changing the way customers access downtown. Micro-mobility providers like SPIN, Lime and Bird are quickly changing the landscape to this fast-evolving industry. Since 2018, Lexington has been able to develop partnerships with these providers with some of the early statistic summarized on the following page.

## FAST FACTS

**\$1.3 MILLION**

Amount of parking improvements LexPark will be making to their garages in 2020.

**108,450**

Trips on e-scooters in first 5 months.

**38,450**

Miles logged in first year of Spin bikeshare users.

**9,867**

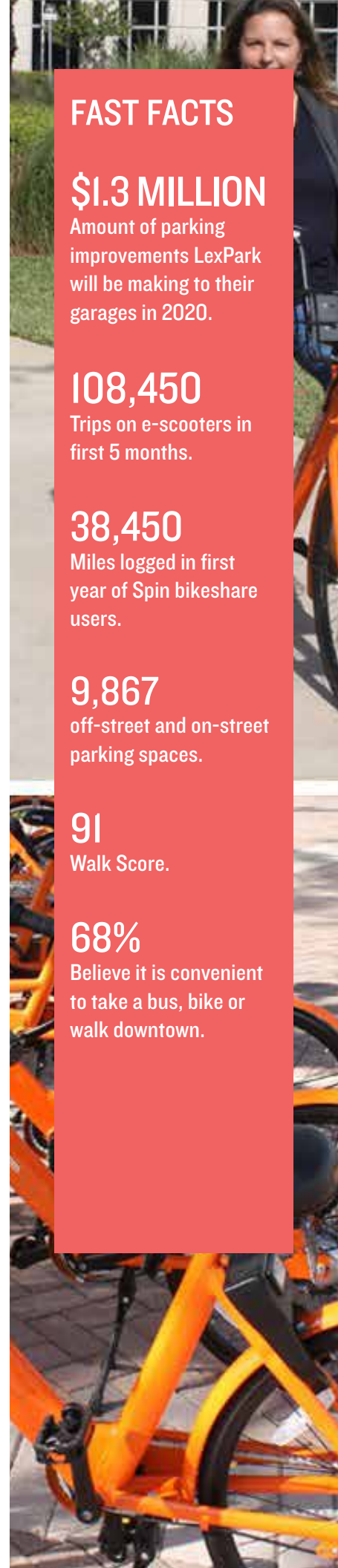
off-street and on-street parking spaces.

**91**

Walk Score.

**68%**

Believe it is convenient to take a bus, bike or walk downtown.

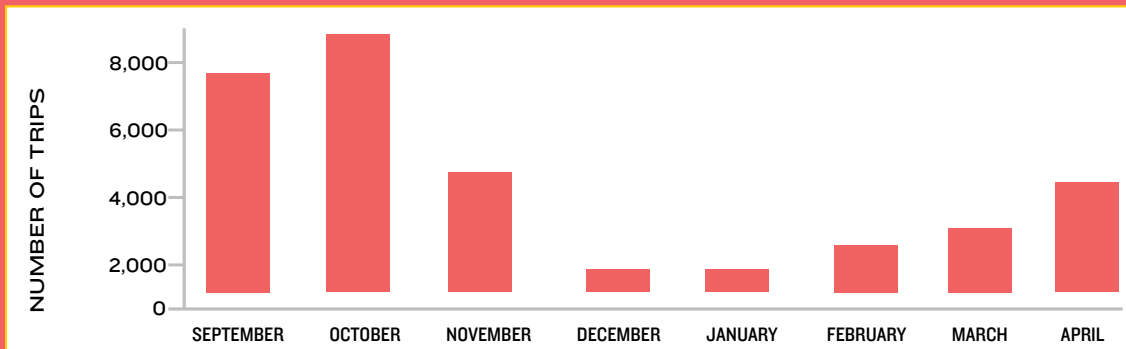


# MOBILITY AND TRANSIT

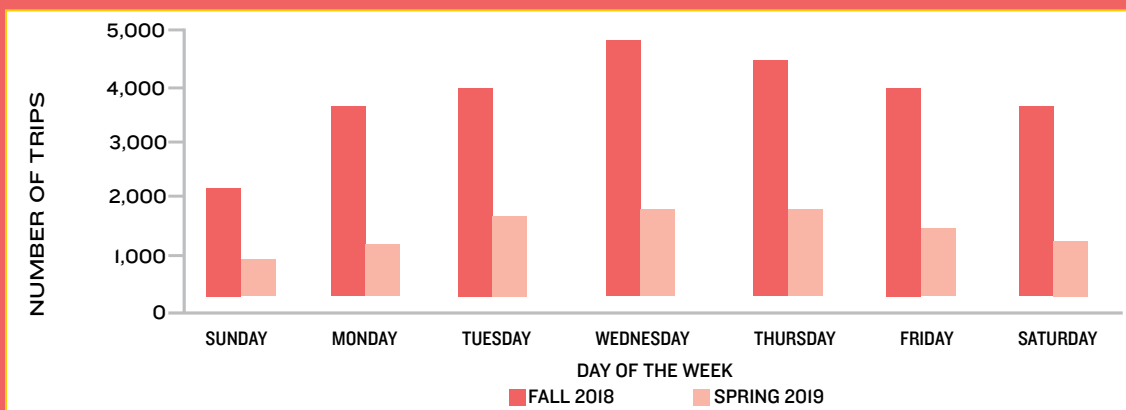
## SPIN BIKE SHARE

In 2018, Lexington piloted a dockless bike share program with an initial 400 Spin shareable bikes largely centered in downtown and the University of Kentucky (UK) campus. However, after the first month only 200 bikes remained in operation while the remainder were used for replacements and parts. According to a UK and the Lexington-Fayette Urban County Government (LFUCG) study funded by UK Sustainability Grant program 38,450 trips were made between August 18, 2018 and May 3, 2019. Spin bike share program eventually ceased operations as the e-scooter programs began.

## SPIN BIKE TRIPS BY MONTH



## SPIN TRIPS BY DAY OF WEEK



## E-SCOOTERS

In 2019, Lexington passed an ordinance providing up to five licenses for the operation of electric scooters. Two shared mobility companies, SPIN and Lime, were granted licenses and authorized to provide up to 400 scooters. They began operations October 21, 2019 and continued operating until March 23, 2020 when each was forced to stop operating due to the pandemic. Since then, Lime has stated they would not re-enter the Lexington market. A third license is in process for Bird to operate 400 scooters as the preferred on-campus provider at 80 UK parking locations. Bird has not yet begun operating due to the pandemic.

SPIN AND LIME E-SCOOTER STATS	
Trips	108,982
Miles of Travel	86.4
Average Trip Distance	.8 miles
Average Daily Scooters in Operation	400
Average Ride Per Scooter	2.11

## BIKE LANES AND TRAILS

Lexington continues to invest in bike lanes. As of 2019 there were 18.72 miles of bike lanes and another 3.2 miles of future lanes have been funded.

2016	2017	2018	2019
14.82	16.62	16.77	18.72



# MOBILITY AND TRANSIT

## TRANSIT

Lextran is the public transit provider with a fleet that includes compressed natural gas, battery-electric, hybrid-electric, and diesel buses. Lextran operates 26 fixed routes, a door-to-door paratransit service and a vanpool/ridesharing program. Regular bus fare is \$1.00, and there are a variety of reduced fares and pass programs available to individuals who qualify. All buses are equipped with bike racks and are wheelchair accessible.

Lextran operates 21 bus stops including a transit center in downtown that records more than 100,000 unlinked passenger trips annually, however the ridership has been decreasing over the past four years.

## LEXTRAN RIDERSHIP AT DOWNTOWN STOPS

2016	2017	2018	2019
157,134	178,412	110,244	106,376

## PARKING

With the addition of the newly completed City Center garage downtown's parking supply grew to 9,867 on and off-street parking spaces. Of those 6,534 are privately managed off-street spaces in garages and lots. The remaining 2,071 garage spaces and 1,273 publicly metered spaces are managed by LEXPARK. Weekday, daytime average occupancy at the five LEXPARK garages increased with the Transit Center garage reaching an average of 95% occupancy. The number of monthly parkers increased as well as the availability of monthly parking spaces due to City Center garage. Monthly parking rates range from \$40-\$115. LEXPARK garage spaces are \$3 after 5:00 p.m. and on weekends unless there is a special event. The Rupp Arena High St. lot is free after 7:00 p.m. on non-event days.



## DOWNTOWN LEXINGTON PUBLIC PARKING INVENTORY

FACILITY NAME	2018	2019
Rupp Arena - High St. Parking Lot	1,720	1,720
South Hill LLC Upper Lot	83	83
South Hill LLC Lower Lot	23	23
Central Bank Annex Garage	607	607
Central Bank Lower Garage	275	275
BB&T Garage	242	242
Former Unemployment Bldg. Lot	63	63
Transit Center Garage	777	777
Bluegrass Corporate Center Hilton Hotel Garage	465	465
LFC Garage	575	575
City Center Garage	N/A	701
Library Garage	422	422
The Helix Garage	389	389
Victorian Square Garage	381	381
Billboard Lot	78	78
Strand Lot	84	84
Chase Tower Lot	404	404
Tucker Lot	16	16
Short Street Lot	182	182
Market Lot	91	91
Upper Street Lot	102	102
Christ Church Cathedral Lot	57	57
Government Lot	19	19
Courthouse Lot	524	524
Carroll Lot	50	50
First Baptist Church Lot	41	41
Calvary Baptist Church Lot	130	130
First Presbyterian Church Lot	104	104
Total Spaces	7,904	8,605
Leased Monthly Parking Spaces	7,644	8,315
Available Monthly Parking Spaces	260	290
Number of Metered Spaces	2018	2019
	1,273	1,262
Total Downtown Spaces	9,177	9,867

# MOBILITY AND TRANSIT

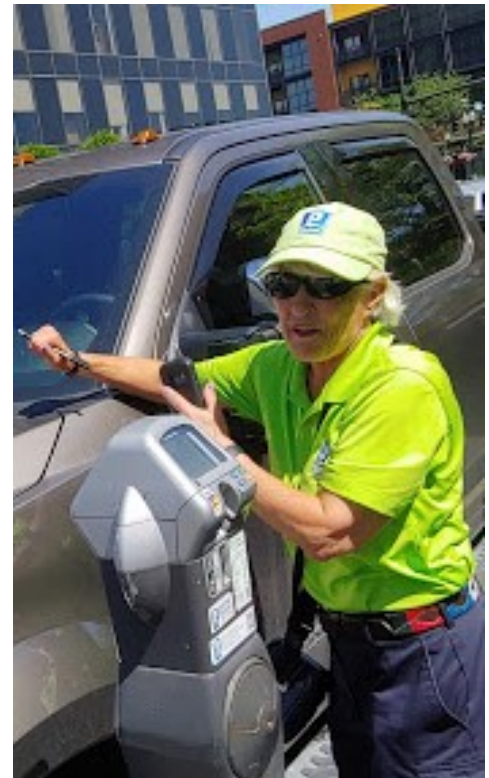
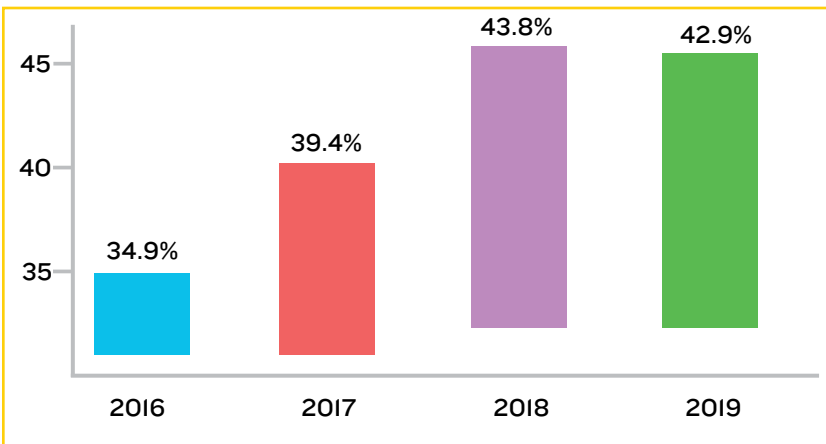
## LEXPARK OCCUPANCY RATES (M-F, 8:00 A.M. – 5:00 P.M.)

	2018	2019
<b>On-Street Publicly Metered spaces (Downtown core):</b>	71%	73%
<b>Victorian Square Garage:</b>	79%	80%
<b>Transit Center Garage:</b>	94%	95%
<b>Courthouse Garage:</b>	73%	74%
<b>Helix Garage:</b>	87%	88%

## PARKING METER USAGE

Use of credit cards by patrons parking at meters has now accounts for nearly 50% of the transactions at parking meters.

## PERCENT OF TRANSACTIONS BY CREDIT CARDS



## METER PAYMENT BREAKDOWN

	2018	2019
<b>Average Transaction Amount by Credit Card</b>	\$2.16	\$2.58
<b>Average Transaction Amount by Cash</b>	\$1.39	\$1.30

## OUTLOOK

The pandemic has nearly affected all aspects of the downtown market. The reduction of workers going to their downtown offices, restaurant and bar restrictions and decreased events and visitors can be seen in LEXPARK parking statistics. Transient on-street and off-street parking occupancy has decreased 70% since March 2020. Monthly parker contracts in LEXPARK garages has decreased 20%, however; the occupancy is closer to a 50% decrease because many of those workers are working remotely at least part of the week. In addition, since the pandemic, the use of the meter and garage reservation app has increased so parkers don't have to touch the equipment. Parking trends for 2021 will include demand for flexibility for monthly parkers to contract for fewer than a typical number of monthly days as working remotely will likely continue even after the end of the pandemic. In addition, reduced customers and other effects of the pandemic will have reduced customers using mass transit, taxis and ride share services and that trend will likely continue at least until the end of the pandemic.

Infrastructure investments will improve accessibility of downtown in 2020 and beyond. These improvements will include 3.2 miles of additional funded bike lanes that are in the pipeline and the anticipated 2021 completion of the \$30 million Town Branch Commons and Trail adding 22 miles of new multi-modal paths, downtown bike and walk scores should increase. In addition, LEXPARK will make \$1.3 million of improvements to their garages in 2020 including a nearly \$400,000 project to install LED-programmable lighting, marque sign, wall planter system and other architectural enhancements to the Victorian Garage. Moreover, micro-mobility will improve when SPIN and Bird begin e-scooters operations again.



# LIVING AND QUALITY OF LIFE

## 2019 RECAP

Downtown provides a vibrant, safe quality of life that attracts people to work, play, visit, shop, live and spend their time. It is a diverse mixed-use environment that ties together places of employment, a wide variety of living options, entertainment, and is the civic and cultural center of the region.

### DOWNTOWN SALES OF SINGLE FAMILY HOMES AND CONDOMINIUMS

The Downtown residential market was extremely active in 2019, recording more than 180 sales, an increase of 35% from 2018. The average sales price decreased by 35% with the rise in volume. These types of changes can be expected year over year with the modest number of transactions, as very high and low value properties can impact the average.

In addition, there is a large spread between high end condominiums and houses being purchased for rehab. Downtown residential real estate is in high demand due to its accessibility to jobs, proximity to universities, and the close amenities that add to quality of life.

	2018	2019
<b>Number of Transactions</b>	133	183
<b>Total Sales</b>	\$24,881,697	\$22,112,902
<b>Average Sale</b>	\$187,080	\$120,836



#### FAST FACTS

86  
Public art installations  
on LFUCG property

84  
Acres of park space

56  
Restaurants/Bars in  
the Core

38  
Art galleries and artist  
studios

36  
Retail and Boutique  
Shops in the Core

24  
Cultural Venues

11  
Distilleries and  
Breweries

11  
Coffee Shops

2  
Groceries

# LIVING AND QUALITY OF LIFE

## CRIME RATE

When documenting quality of life measures, downtown again fares well having a low crime rate recording fewer than 350 incidents of crime. In spite of downtown's density and the thousands of people who live, work, play and visit, Downtown Lexington enjoys a relatively low crime rate only accounting for 2.9% of the total serious crime in Fayette County.

CRIME	2016	2017	2018	2019	GRAND TOTAL
AGGRAVATED ASSAULT	12	15	17	23	67
ALL OTHER LARCENY	132	143	118	114	507
ARSON	0	1	3	1	5
BURGLARY/BREAKING & ENTERING	21	14	30	16	81
FORCIBLE RAPE	12	15	30	7	64
MOTOR VEHICLE THEFT	21	29	27	16	93
MURDER AND NONNEGLIGENT MANSLAUGHTER	1	0	0	0	1
PURSE-SNATCHING	2	1	2	2	7
ROBBERY	13	21	24	5	63
SHOPLIFTING	3	11	14	7	35
STATUTORY RAPE	3	2	4	2	11
THEFT FROM A BUILDING	3	0	2	0	5
THEFT FROM MOTOR VEHICLE	55	41	81	36	213
THEFT OF MOTOR VEHICLE PARTS OR ACCESSORIES	3	1	0	0	4
Grand Total	281	294	352	229	1,156

## OUTLOOK

While the pandemic has impacted everyone's quality of life in Lexington and across the country, the investments and plans put in place prior to 2020 will continue to pay off in the coming years. Town Branch Commons broke ground in 2019 and will be fully completed in 2022, integrating the separated bike and pedestrian path through the center of downtown, to outlying trails, and connecting adjacent neighborhoods. The pandemic has highlighted the importance of public space as we look at new ways to gather. In the next couple of years the completion of Town Branch, construction of Town Branch Park, and opening of the renovated convention center will create an environment that enhances the quality of place that attracts residents, businesses, and visitors from across the region.

The residential market will continue to fluctuate in downtown due to the effects of the pandemic, though supply of apartments and hi-end condos will continue as new projects are completed. The rental market may be more volatile as well where current rules regarding evictions are still in place.





# ACKNOWLEDGEMENTS



**DOWNTOWN**  
**LEXINGTON**  
**PARTNERSHIP**



**DOWNTOWN**  
**LEXINGTON**  
**MANAGEMENT**  
**DISTRICT**

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U.S. Census Bureau

Walkscore.com

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