



# Vision Russell

## TRANSFORMATION PLAN EXECUTIVE SUMMARY

Louisville, Kentucky

Submitted by **Louisville Metro Housing Authority**  
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## Vision Statement

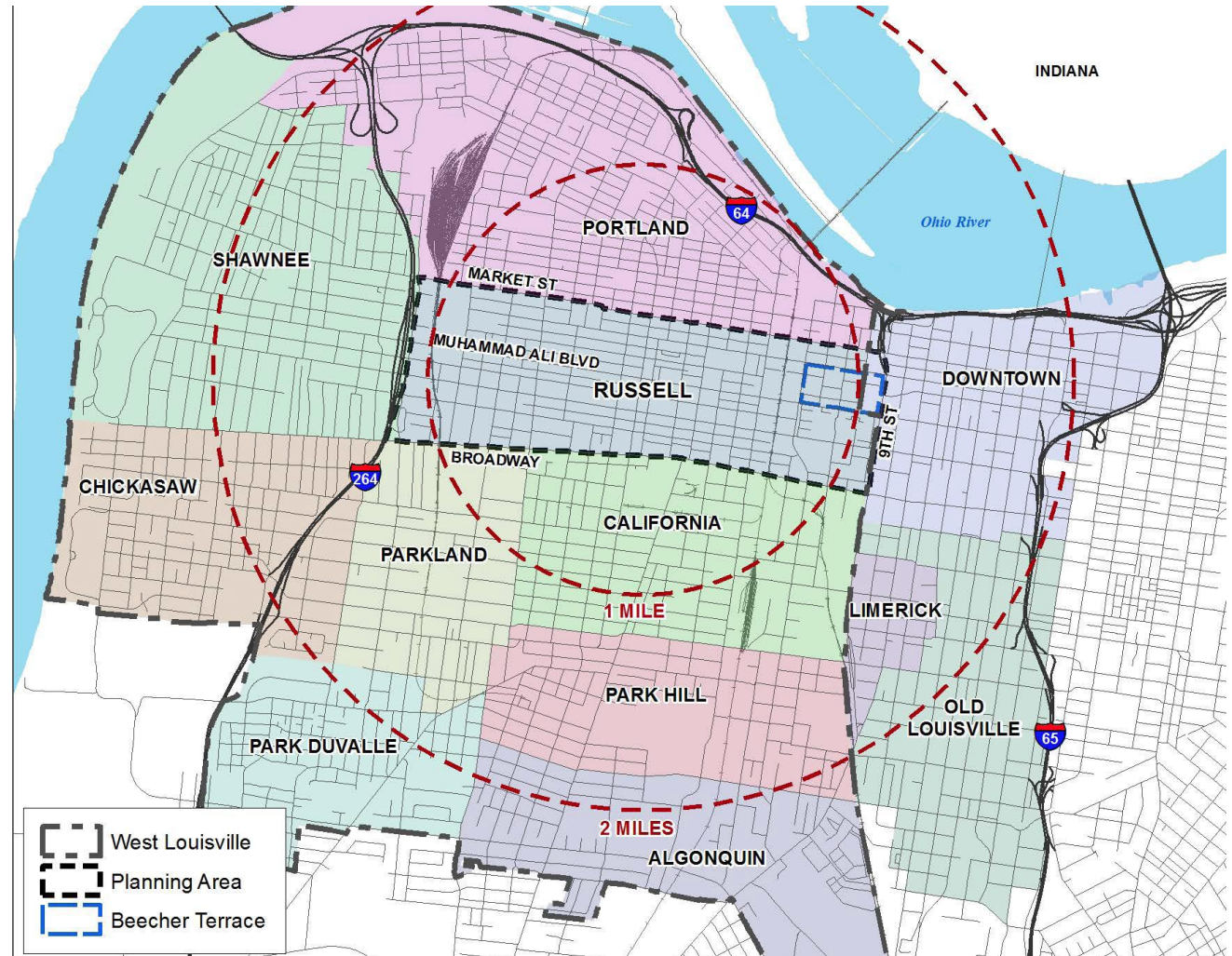
Attractive, accessible, and culturally-vibrant, Russell is recognized for its diversity, multitude of economic, educational, and housing opportunities, and sustainable residential and business environment—all of it rooted in Russell's unique history as the heart of Louisville's African-American community. Creativity, innovation, and sustainable investments are welcome here, making Russell an appealing place to live, work, worship, and celebrate.

## Context

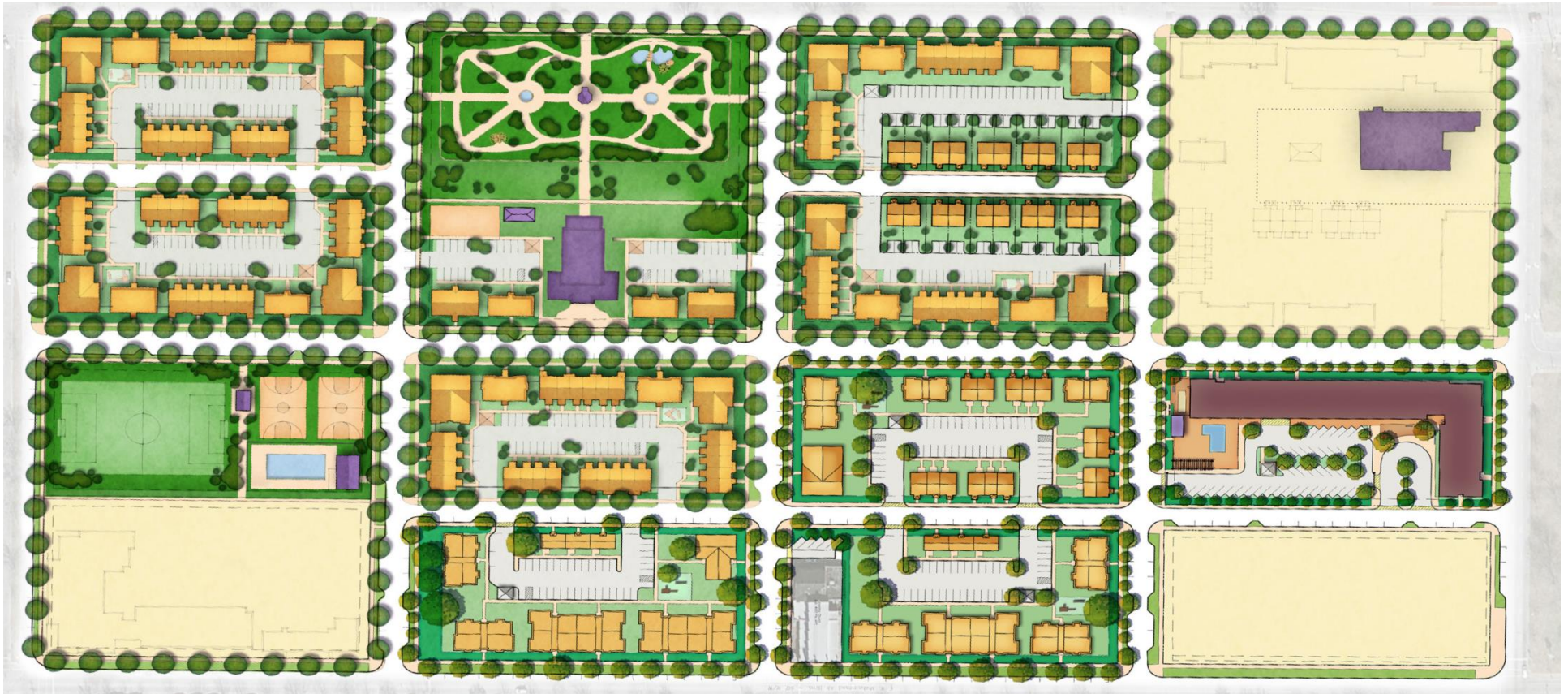
Russell, with a population of nearly 4,000 households, is one of nine neighborhoods that make up West Louisville. Once a vibrant, thriving and economically and racially diverse neighborhood, Russell today is largely an African American community with high levels of poverty and disinvestment. But signs of change are everywhere. Recognizing its importance to the health and vitality of the entire city, the Louisville Metro Government recently designated Russell as a priority focus area for concerted efforts to counter decades of disinvestment. New investments, both private and public, are evident and the community and its stakeholders have come together to articulate a vision and a plan to build upon this momentum. The Russell neighborhood is 1.4 square miles and well-situated within Louisville: it is immediately west of downtown and has easy access to I-64 and I-264 as well as multiple bus transit routes. Its location is an important asset for current residents and is a strength to build upon when considering strategies for neighborhood improvement. A Russell neighborhood association is in the process of being formed in partnership with the Center for Neighborhoods.

## Community Engagement

The planning process engaged a diverse group of stakeholders who actively participated in the development of this Transformation Plan which is the Roadmap for Russell's future. Outreach and engagement activities took place via a formal planning structure shown in the following



diagram, as well as a variety of other methods: meetings with Beecher Terrace residents and the broader community, stakeholder interviews, focus groups, resident, neighborhood and business and community surveys, kitchen conversations, design workshops, photo documentary, site visits and tours, a dedicated website, newsletters, outreach to clergy and religious institutions, and outreach workers who canvassed the neighborhood, among others. Community feedback has consistently supported the need for a comprehensive transformation of Russell that will create a neighborhood of choice and opportunity that will encourage existing families to stay, and new families to move to the neighborhood, and improve the quality of life, safety, accessibility, and economic conditions for everyone. Overall, more than 80 public meetings took place over the course of this two-year planning process, which began with the award of the HUD Choice Neighborhood Grant in January of 2015.



This site plan for the future Beecher Terrace Redevelopment shows the finalized plan to reconnect the street grid and the latest conceptual siting of buildings.

## Priorities and Goals

### Summary Table

<i>Priority</i>	<i>Goal</i>
A: Improve education outcomes for children.	
	A.1: Russell children enter kindergarten ready to learn.
	A.2: Russell school age children are proficient in core academic subjects, and graduate high school college- or career-ready.
B: Improve health and safety.	
	B.1: Residents enjoy good health and a strong sense of well-being.
	B.2: Russell's built environment supports health and safety.
C: Create strong retail/service centers and expand economic opportunity for all.	
	C.1: Russell residents are financially secure.
	C.2: Existing Russell businesses are encouraged to stay and grow, and new commercial activities are drawn to the area to further stimulate growth.
D: Increase the availability of high quality, mixed-income housing.	
	D.1: Beecher Terrace Replacement housing is located in vibrant, sustainable, mixed-income communities that serve as catalysts for new investment.
	D.2: Russell offers a variety of high-quality, affordable, market-rate homeownership and rental housing opportunities.
E: Improve Community Connectivity	
	E.1: Russell residents are engaged in their community, civic life, and connected to resources.
	E.2: Residents have safe and convenient multi-modal transportation options to access services, amenities, and jobs.
	E.3: Russell residents have the skills, tools, and ability to access and use modern technology and the internet.

## Implementation Table

### Goal A.1: Russell children enter kindergarten ready to learn.

**Objective 1.b:** Parents and Caregivers have the tools to foster positive biological, psychological, and emotional experiences that optimize early childhood development

<i>Strategies</i>	<i>Metrics</i>	<i>Lead Agency</i>	<i>Timeframe</i>	<i>Leverage Resources</i>
Design Russell's built environment to foster learning (Wifi, access to playgrounds, informational signage, learning trails, using buses and bus shelters to enhance learning.	Increase the number of neighborhood amenities that foster a positive learning environment by twenty.	LMHA, LMG, Metro Parks, LCCC, NDHC, TARC, MBS	Medium Term	CNI Action Grant, LMG Leverage Contribution to CNI Action Grant and LMG general funds.

### Goal B.1: Residents enjoy good health and a strong sense of well-being.

**Objective B.1.d:** All development activities and policies result in positive impacts to health.

<i>Strategies</i>	<i>Metrics</i>	<i>Lead Agency</i>	<i>Timeframe</i>	<i>Leverage Resources</i>
Conduct community health impact assessments to ensure that all development activities and policies adopted in the Vision Russell Transformation Plan result in positive impacts to health.		LMPHW	Short Term	

### Goal B.2: Russell's built environment supports health and safety

**Objective B.2.a:** Russell's physical environment is attractive, safe, and promotes active living.

<i>Strategies</i>	<i>Metrics</i>	<i>Lead Agency</i>	<i>Timeframe</i>	<i>Leverage Resources</i>
Conduct health impact assessments for new construction and significant rehab projects.		LMPHW	Short Term	LMPHW funding
Improved Old Walnut Park as a central wellness amenity; expand and upgrade Baxter Community Center.	Completion of Old Walnut Park  Completion of renovated and expanded Baxter Community Center	LMHA, LMG, Metro Parks, MBS	Medium Term	CNI Implementation Grant and leveraged funds
Improve and reestablish historic elements into Russell's Olmsted Parks (Baxter Square and Elliot Square).	Completion of Baxter Square Park  Completion of Baxter Square Park	Olmsted Conservancy, LMHA, LMG, Metro Parks, MBS	Medium Term	CNI Implementation Grant and leveraged funds
Install new and renewed public spaces for recreation and gathering.	Number of new public spaces recreational and gathering spaces	MBS, LMHA, Metro Parks Department, ECHO, Foundations	Medium Term	CNI Implementation Grant, CNI Action Grant and leveraged funds
Establish Mayor's Miles walking routes throughout Russell.		LMPHW	Medium Term	LMG Funds

Expand “Complete Streets” in the neighborhood.	Number of new blocks with Complete Streets improvements in Russell	LMG Public Works	Medium Term	LMG Funds
Address safety issues that deter outdoor activity and use of public transportation through additional community policing activities, elimination of vacant and underutilized properties, lot maintenance programs, CPTED principles, etc.	Decrease in Part I crimes and other types of crime.	LMPD, Vacant and Public Property Administration	Short/Medium Term	LMG Funds, CDBG Funds, CNI Action Grant Funds, Submit Byrne Grant in February 2017
Create recreational path network and expanded bike network along identified corridors.		LMG	Long Term	
<b>Goal C.2:</b> Existing Russell businesses are encouraged to stay and grow, and new commercial activities are drawn to the area to further stimulate growth.				
<b>Objective C.2.a:</b> Encourage existing commercial and non-profit enterprises to stay and grow.				
<b>Objective C.2.b:</b> Foster new commercial and non-profit enterprises.				
<i>Strategies</i>	<i>Metrics</i>	<i>Lead Agency</i>	<i>Timeframe</i>	<i>Leverage Resources</i>
Identify appropriate spaces for targeted businesses; prioritize LCCC/Old Walnut Street Development as an existing location with potential to create 150-200 new jobs.	Number of new jobs created	LCCC	Long Term	
Integrate neighborhood-serving, ground-floor use opportunities into Beecher Terrace site plan (retail, office, social service providers, co-working spaces, etc.).	Square feet of occupied commercial space.	LMHA and/or its Developer, Louisville Forward	Medium Term	CNI Implementation Grant and Leverage
Support the development of a cultural arts district on Muhammad Ali Blvd. between 6th to 18th Streets.	Number of new art based amenities created on Muhammad Ali Blvd.	LCCC, KY Center for African American Arts, University of Louisville	Medium/Long Term	CNI Implementation Grant, CNI Action Grant
Create a medical services and research district in north east Russell (roughly bounded by 11th, 13th, Muhammad Ali, Jefferson) by attracting high quality medical providers to complement Park Duvalle Health Center, Integrated Medical Solutions and the University of Louisville’s Department of Public Health	Square feet occupied by medical services or researchers	AM Development Group (MOLO Village), Louisville Forward, LMHA and/or its Developer, Louisville Central Community Centers”	Long Term	\$200,000 in Program Year 2017 CDBG Funds for small business attraction loans

**Goal D.1:** Beecher Terrace replacement is located in vibrant, sustainable, mixed-income communities that serve as catalysts for new investment.

Objective D.1.a: Beecher Terrace replacement units are energy-efficient and located in mixed-use, mixed-income communities with amenities that supports family members of all ages and abilities.

<i>Strategies</i>	<i>Metrics</i>	<i>Lead Agency</i>	<i>Timeframe</i>	<i>Leverage Resources</i>
Create unit mixes that foster economic diversity among residents on the redeveloped sites and throughout the neighborhood.	50% of new housing plan	LMHA, McCormack Baron Salazar	Medium/Long Term	CNI Implementation Grant Funds and leveraged funds

Objective D.2.b: Previously vacant and/or underutilized land have been repurposed into mixed-income housing and other uses that enhance quality of life and neighborhood housing values.

Objective D.2.c: Russell’s housing is high-quality with varied typology, styles and price points that appeal to diverse groups of people.

<i>Strategies</i>	<i>Metrics</i>	<i>Lead Agency</i>	<i>Timeframe</i>	<i>Leverage Resources</i>
Adopt Vision Russell Transformation Plan as official LMG Neighborhood Plan.	Plan Adoption	LMG	Short Term	LMG Staff
Designate Russell as a HUD approved Neighborhood Revitalization Strategy Area.	Designation obtained	LMG	Complete	LMG Staff
Provide technical assistance on historic guidelines and update neighborhood pattern book to include design guidance for historic and contemporary housing typology.	Pattern book is updated.  Number of property owners/developers receiving assistance.	LMG	Short Term	LMG Staff

**Goal E.1:** Russell residents are engaged in community and civic life, and connected to resources.

Objective E.2.a: Improve built environment to enhance safety and convenience of multi-modal transportation options.

<i>Strategies</i>	<i>Metrics</i>	<i>Lead Agency</i>	<i>Timeframe</i>	<i>Leverage Resources</i>
Incentivize improvements to commercial and residential structures to facilitate accessibility for the disabled.	Number of buildings that become accessible	Louisville Forward, Center for Accessible Living	Short Term	Louisville Metro funding for Center for Accessible Living program
Create safe and welcoming neighborhood green street along Liberty Street extension through Beecher Terrace site.	Completion of Liberty Street connector.	LMHA, MBS, Louisville Metro Public Works	Long Term	CDBG funds
Implement the Transforming Dixie Highway TIGER project to provide high-quality, efficient transit connections to downtown and other job/service clusters.	Completion of TIGER projects along 18th	Louisville Forward	Medium Term	TIGER grant funds

Objective E.2.b: Increase availability of multi-modal transportation options.

<i>Strategies</i>	<i>Metrics</i>	<i>Lead Agency</i>	<i>Timeframe</i>	<i>Leverage Resources</i>
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<p>Improve connection between Russell and downtown Louisville by holistically addressing 9th Street Corridor through traffic calming measures, enhanced pedestrian infrastructure, road diet, public art, creation of a linear park, or and/other means.</p>	<p>Completion of 9th Street Corridor plan and improvements</p>	<p>Louisville Forward (Lead), Louisville Metro Public Works</p>	<p>Medium/Long Term</p>	<p>Louisville Metro 9th Street Corridor Study</p>
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