

Louisville Metro Council City Agency Request

- Neighborhood Development Fund (NDF)
- Capital Infrastructure Fund (CIF)
- Municipal Aid Program (MAP)

Primary Sponsor: Councilwoman Attica Scott

Amount: \$150,000.

100,000

Date: 1/24/14

Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):

Funds for the Parkland Corridor Improvement Project toward the new development of an International Market/Business

City Agency: Economic Growth & Innovation

Contact Person: Rebecca Fleischaker

Agency Phone: 574-2974

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose.

1
District #

Attica Scott
Council Member Signature

\$ 100,000
Amount

1-24-14
Date

Approved by: _____
Appropriations Committee Chairman Date

Clerk's Office & OMB Use Only:

Request Amount: _____ Amended Amount: _____

Reference #: _____ To OMB: _____

Budget Revision #: _____

Account #: _____

To Project Manager: _____ Completion Date: _____

Actual Cost: _____ Funds Returned: _____

Department/Project: _____

Additional Signatures OFFICE OF METRO COUNCIL CLERK
REVIEWED

DATE 1-27-13 TIME 1:10pm

Received 1-27-14 @ 11:59am

Sanders, Donna

From: Sanders, Donna
Sent: Monday, January 27, 2014 10:55 AM
To: Fleischaker, Rebecca; Love, Scott
Cc: Scott, Attica W
Subject: District 1 Parkland Corridor Improvement Appropriation

Please be advised, in order to continue the development, Councilwoman Scott is appropriating \$150,000 to Economic Growth & Innovation for the Parkland Corridor Improvement Project. The

appropriation will be submitted today.

Parkland Corridor Improvement Study

November 2013



ACKNOWLEDGMENTS

Metro Louisville

Councilperson Attica Scott
Legislative Aide Donna Sanders
Scott Love, Economic Growth and Innovation

Consultants:

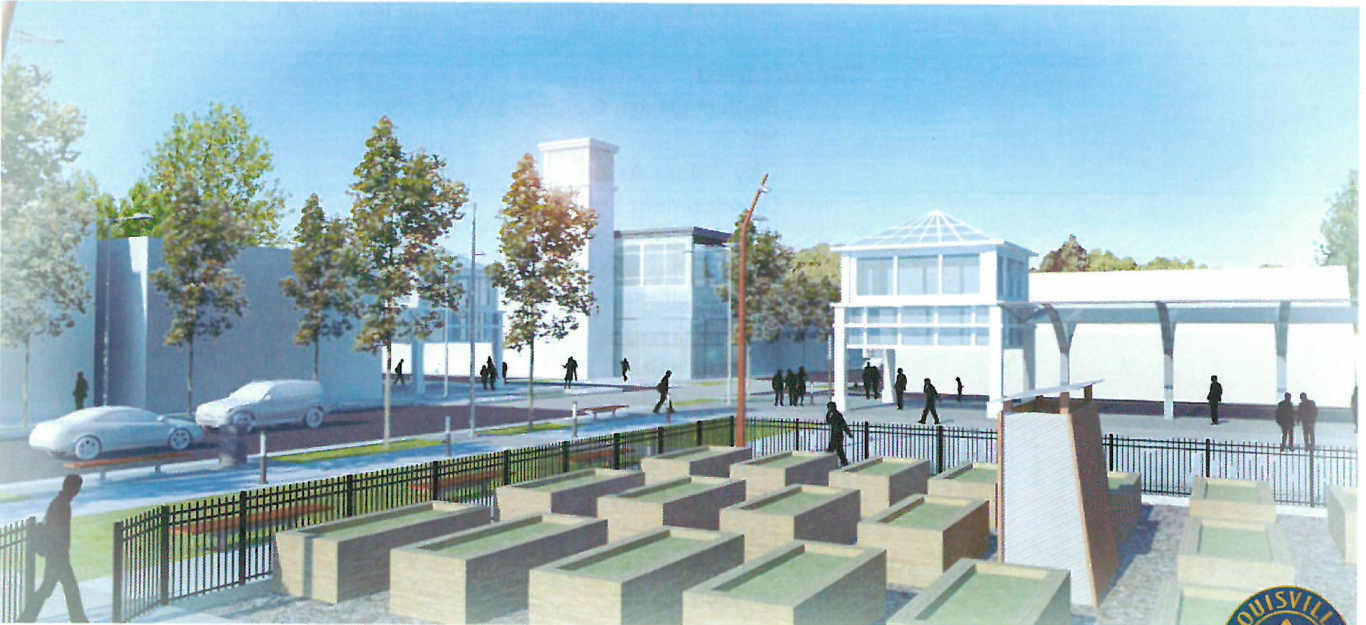
Booker Design Collaborative
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Stakeholder Group:

Bill Gatewood
Eleanor Jordan
Steve Edwards
Fletcher Clark
Shedwick Jones
Harvetta Ray
Rev. Samuel Lowe, Jr.
Dr. John Mason

Parkland Corridor Improvement Study

November 2013



PROJECT OVERVIEW

2.1

STUDY AREA, BOUNDARIES & CONTEXT

The study area, as depicted to the right, extends from the first alley north of Virginia to the southern end of the Scholar House property, and from Catalpa Street on the west to Olive Street on the east, but excluding single-family homes. This stems from the fact that the focus of the study has been on developing a revitalization strategy for the commercial corridor, while attempting to encourage residential development close-by. It does not focus on the larger neighborhood questions surrounding reuse of Parkland's amazing housing stock.

The study area comprises the town center of Parkland and lies roughly in the lower third of the larger neighborhood. Parkland as a whole is in the heart of west Louisville neighborhoods, surrounded by many populous areas and, in the past, significant industrial development.

The north-south spine of the Parkland study area is 28th Street from Broadway to Wilson Avenue. The Broadway corridor represents the greatest concentration of commercial square footage serving west Louisville. The linear approach of 28th Street offers opportunities and challenges that will be discussed later in this report. In the east-west direction, Virginia and Dumesnil Streets connect directly to the Oak Street corridor in Old Louisville to the east, which constitutes the next major commercial hub in that direction.



Historic Homes & Boulevards

recall Parkland's grand history

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2.2

PROCESS

The team’s work plan called for a schedule of tasks involving research, mapping, site visits, documentation of existing conditions, and key property owner interviews. This was balanced against a series of meetings with a Stakeholder group of citizens and community leaders appointed by Metro Councilwoman Attica Scott to gain understanding and insight. The Stakeholder group, the names of which are listed in the inside cover of this document, advised on the needs and desires of the neighborhood and served as a valuable sounding board for development concepts.

Four needs for Parkland identified by the Stakeholder group were:

- Town center shopping should meet daily needs;
- Sense of security should be enhanced;
- Diverse housing choices should be available;
- Connectivity to other neighborhoods, jobs, schools.

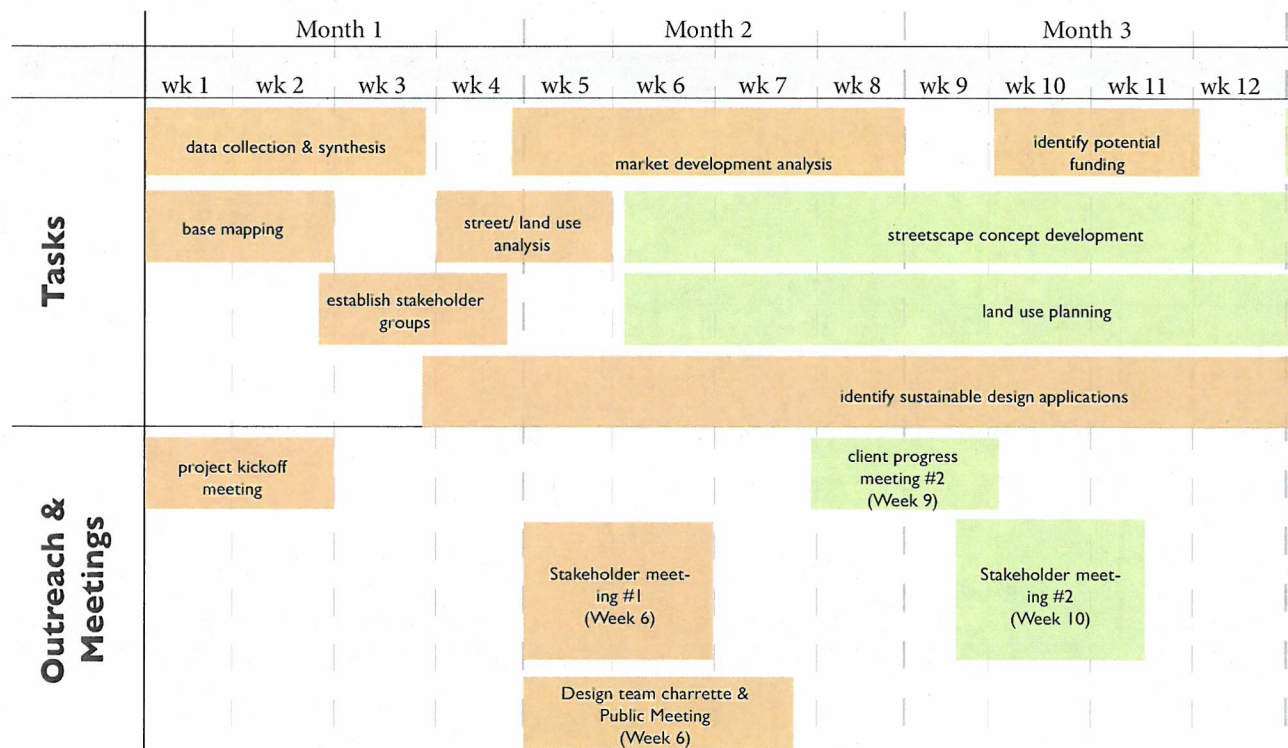
Early in the discussion, the Stakeholder group vetted and adopted the following Vision Statement:

The commercial area along 28th Street between Virginia and Dumesnil should be restored to its former prominence as the retail and civic hub of Parkland and surrounding neighborhoods, and become a focal destination that capitalizes on its central location, historic architecture, and long-standing traditions of commerce and community.

Twice during the study process, larger public meetings were held at Maupin Elementary School to present ideas and seek input from residents and business owners. These well-attended sessions progressed the plan to new levels, with the final session serving to validate plan concepts that had been developed to that point.

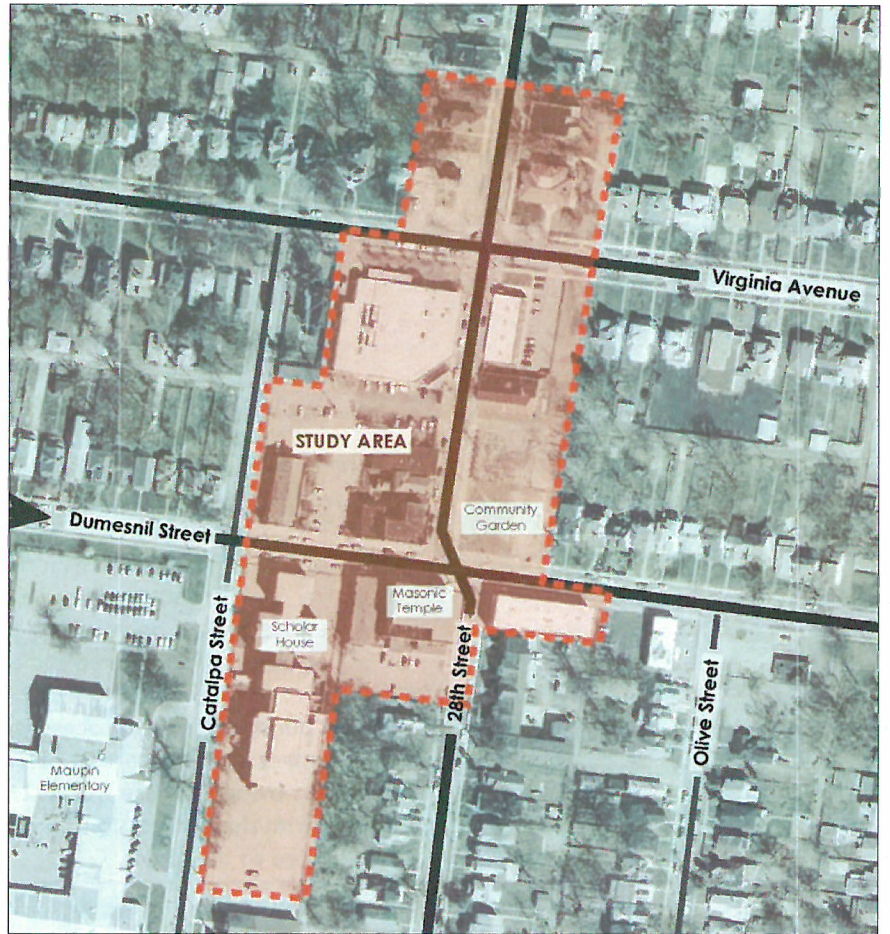
Public Meetings & Community Input

Project Schedule



Parkland Neighborhood in Context.

The maps on this page show the Parkland neighborhood as it relates to the neighborhoods in West Louisville (below), Downtown (bottom) and this project's specific site boundary (right).



2.3

BACKGROUND & HISTORY

As early as 1871, development in Parkland was big news in Louisville. Developers subdivided 342 acres into 1072 lots for sale at auction. The widely advertised event drew some 2000 potential bidders and was so popular that businesses closed so employees could attend. Due to lack of roads and infrastructure there was little real development until 1880. The next decade saw the growth of a tight-knit community. Large, elegant homes lined Virginia Avenue while the Masonic lodge anchored the commercial district. In fact, the Mayor and town council were all Masons. Prosperity was aborted by the Great Tornado of 1890, which devastated the town. Unable to rebuild on their own, Parkland's leaders agreed to annexation by Louisville in 1894.

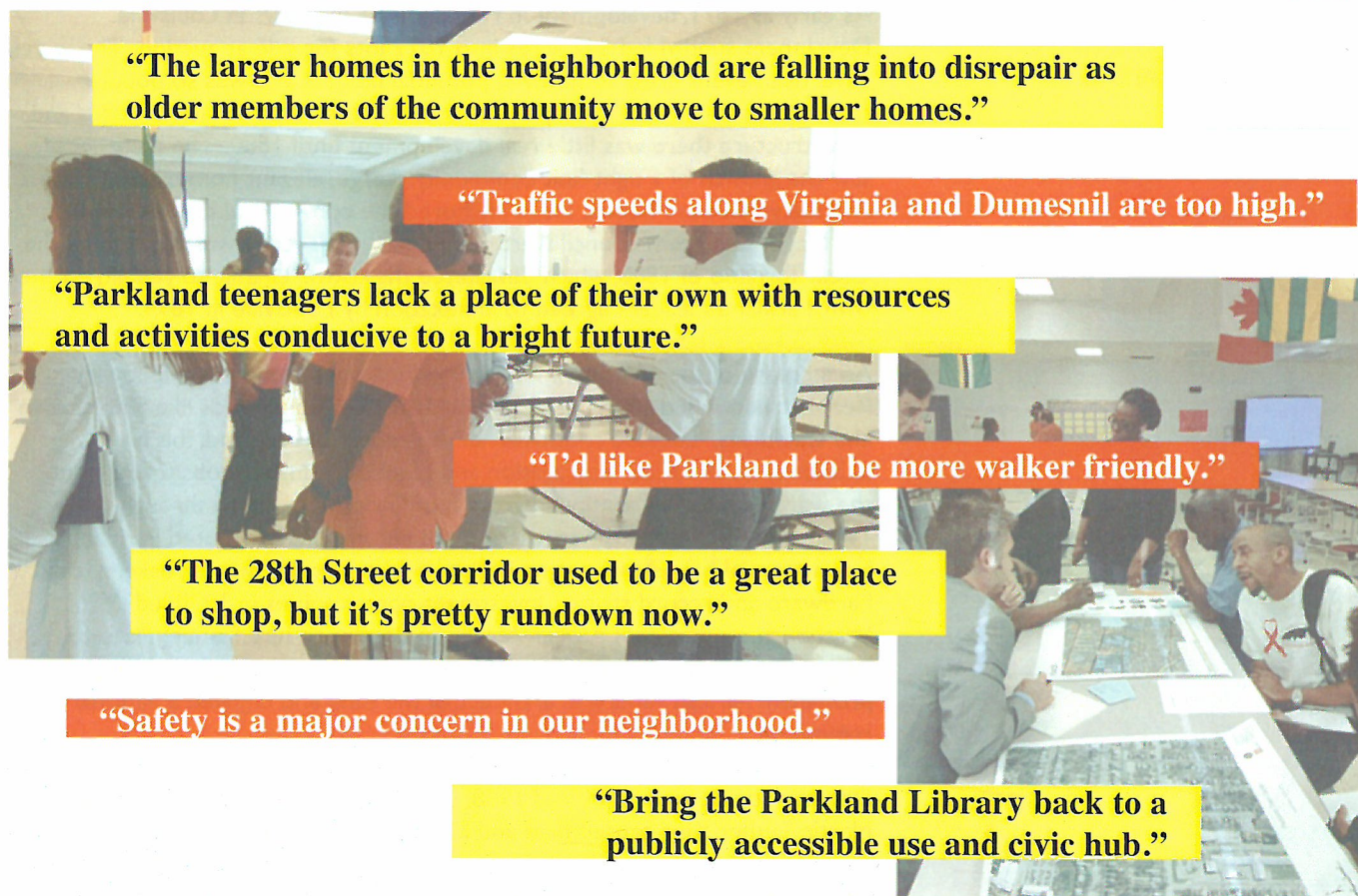
An increase of the African-American working class in the years following Reconstruction led to the growth of all black neighborhoods like Smoketown and California. Located southwest of the center of Parkland, this area was known as Little Africa. Segregation and plentiful industrial jobs throughout the war years led to continued growth of Little Africa up to through the 1950's and 60's. Streetcar access and the automobile promoted Parkland as a commercial hub. At its height, it once held a grocery, theater, bakery, bank, hardware and record stores. Investment opportunities in 1930 led W.B. Washburn, a prominent African American dentist, to hire Samuel Plato to design his building at the corner of 28th and Dumesnil. Plato was the most prominent African American architect of the time and enjoyed a national reputation.

Disaster struck again in May of 1968. Riots following the assassination of Dr. Martin Luther King caused fires and looting. Business saw a steep decline, as many places failed to reopen and some sites were cleared altogether. Over time, local residents, property owners, and city leaders have made attempts to revitalize the commercial core of Parkland. It was the subject of an Urban Renewal Plan, which redeveloped the corner of 28th and Virginia as a 25,000 sf grocery store, and in 1984 the core area became a local Preservation District. (Excerpted from Louisville Landmarks Commission Design Guidelines, Parkland)

The Corner of 28th & Dumesnil in the 1920's

Shows a lively scene of small town commerce





Month 4				Month 5				Month 6				
wk 13	wk 14	wk 15	wk 16	wk 17	wk 18	wk 19	wk 20	wk 21	wk 22	wk 23	wk 24	
propose & prioritize marketing/ development strategies				present final draft to stakeholders & client				complete project documents				Tasks
				Client progress meeting #3 (Week 17)								Outreach & Meetings
				Stakeholder meeting #3 (Week 18)				Public Open House (Week 23)				

THE PLAN

3.1 THE VISION

The commercial area along 28th Street between Virginia and Dumesnil should be restored to its former prominence as the retail and civic hub of Parkland and surrounding neighborhoods, and become a focal destination that capitalizes on its central location, historic architecture, and long-standing traditions of commerce and community.

3.2 PROJECT GOALS

Support a welcoming retail environment for existing and new businesses that enriches the quality of life for the surrounding neighborhoods

The study has developed a new commercial strategy built around a health and wellness theme. This strategy builds on the public success of the recent community garden promoted by Councilwoman Scott, provides encouragement of a healthy foods lifestyle, and creates a grassroots retail opportunity currently missing in west Louisville.

Create a Master Plan for streetscape improvements that redefines the commercial corridor, enhancing the pedestrian-friendly shopping experience, multi-modal opportunities, and the sustainability of the local environment

The study proposes streetscape improvements along the 28th Street corridor and along the commercial portion of Dumesnil Street, enriching pedestrian experience and circulation. The creation of an outdoor market, public plaza and community garden is at the core of the proposed improvements within the open green space currently owned by Louisville metro. The look and feel of Parkland would be dramatically transformed with these improvements.

Revitalization goals as images.

(from left to right)

Transit stops should be centralized at the Market Sheds mid-block.

Sustainable stormwater management practices also beautify the street.

Shared bike lanes improve alternatives modes of travel.

Parkland Town Center should reinforce a hometown feel.



2.4

PARKLAND TODAY

Today Parkland is a neighborhood in transition. As in most older American cities, a reduction in industrial employment is typical throughout west Louisville. This has correspondingly led to a reduction in middle-income residents. The current demographic figures indicate population trends as can be seen in the figures below.

COMMERCIAL

In reviewing the opportunities within the project boundaries, the design team calculated the potential ground floor commercial space on a building by building basis. This information is shown in the chart below. Of that space roughly 50% is vacant or underutilized .

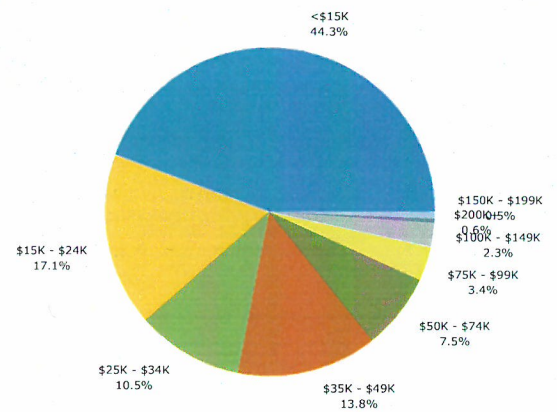
RESIDENTIAL

Within the study area, the largest concentration of residential units has been developed by the Mason Parkland, Ltd., which controls forty-six (46) units, including the old Masonic Lodge, the Washburn Building, and the newer units south of the Washburn on 28th Street. Of their total units, twenty-nine (29) are vacant currently. North of the Carnegie Library is a multi-family building that appears to have been built as a six-plex and recently renovated. Most significantly, the new Family Scholar House renovation and addition to the old Maupin Elementary School have added 42 units to the town center inventory. Not counting the surrounding residential fabric of the Parkland neighborhood, this brings the total unit count in the study area to ninety-four (94) units.

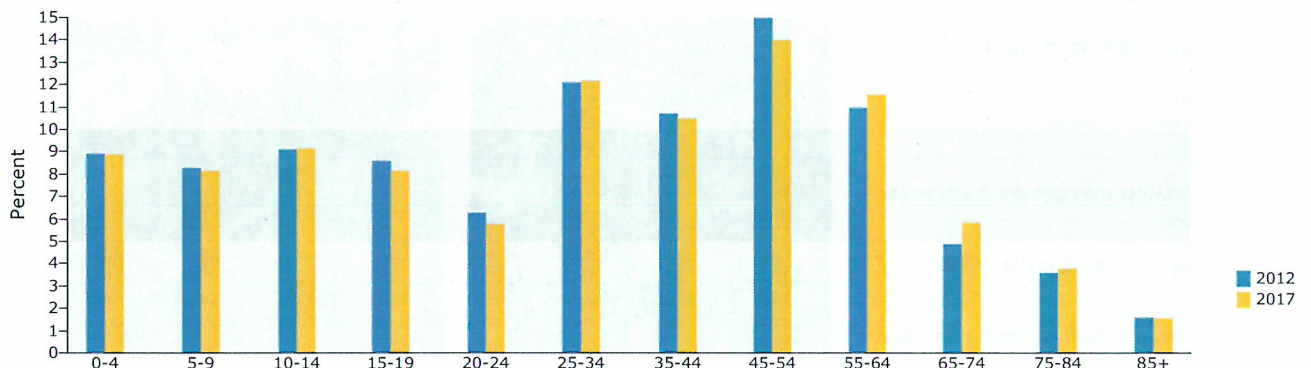
Facts & Figures - the Parkland community today

Retail/ Office Sq. Footage	
Grocery	24,000
Library	4,150
2801 Virginia	2,200
2746 Virginia	4,400
1213 28th St	4,425
Masonic Temple	13,700
Washburn Bldg	6,800
2825 Dumesnil	4,400
TOTAL	75,875

2012 Household Income



Population by Age



3.4

MOBILITY &
CONNECTIVITY**Improve the approach to the Parkland center**

In the interest of bringing more users to the Parkland center, the design team has looked at ways to improve the approach along connecting streets. Obviously, 28th Street is the focal point of the commercial corridor, as it enjoys a direct connection to Broadway and has a strong visual terminus formed by the location of the three-story Masonic Lodge at Dumesnil Street. The quality of the 28th Street experience varies greatly as one moves south from Broadway. There are aging industrial sites and vacant lots intermixed with homes and relatively new buildings like Brandeis School. One of the best possibilities may be to green 28th Street from Broadway south with a consistent pattern of tree plantings. Whether on public right-of-way or private property, a consistent, tree-lined corridor would be a vast improvement, both visually and ecologically, leading the eye of the visitor to the natural terminus of the Masonic Lodge.

Convert Virginia and Dumesnil to two-way streets

In order to improve traffic circulation and access, our civil engineers have looked at the option of restoring two-way movement on Virginia and Dumesnil Streets, as depicted in the two-way streets diagram. Converting from one to two-way typically reduces traffic speeds, increases accessibility, and doubles the commercial visibility. In fact, most major shopping streets are two-way for just these reasons.

Enhance access to alternative transportation methods

As 28th Street moves south from Broadway, shared bike lanes should be introduced. Appropriate bike racks should be included in the streetscape design of the center. Likewise, user-friendly TARC stops should be part of the enhancements for the town center, reducing auto and parking conflicts.

Introduce Railroad Quiet Zones

Although the railroad crossings create delays and obstacles, quiet zone improvements could increase safety and quality of life. Quiet zones have made a significant difference in livability elsewhere in the community and Public Works is actively working to implement quiet zones in Parkland. And as the completion of the pedestrian realm, the streetscape design itself would form a continuous shopping experience distinguished by safe lighting, street trees and landscaping, and attractive storefronts and signage.

Limits of the two way street conversion

Restoring Virginia and Dumesnil roads to Two-way improves access and commerce.



Analyze and develop alternative strategies to improve the local real estate market and business climate

By providing a new set of uses for the underutilized properties, the study proposes to make the Parkland Center a themed destination for residents and shoppers from all parts of town. The health and wellness theme builds on the existing uses and recent successes, while expanding the possibilities for new entrepreneurial growth around a locally sourced, healthy foods initiative that enjoys such popularity in other locations.

Provide a strong sense of place that reinforces the historic center of the neighborhood

The development of a major public space is proposed to anchor the revitalization of the corridor and provide a venue for regular events and public gatherings that support commerce, pride of place, and a sustainable, healthy lifestyle. Telling the stories of Parkland in the form of public art and interpretation is also proposed.

Accommodate cyclists with dedicated bikeways and accessible bicycle parking

Traffic and transit improvements are proposed to give better access while slowing traffic speeds and providing more opportunities for alternative transportation, making it easy to get to the Parkland Center.

Green the corridor with trees and landscaping, both public and private

The study has taken advantage of the current awareness of the need to improve the tree canopy in Louisville, to propose a major tree planting that will also enhance the desirability of the corridor and allow it to be a model of sustainability.

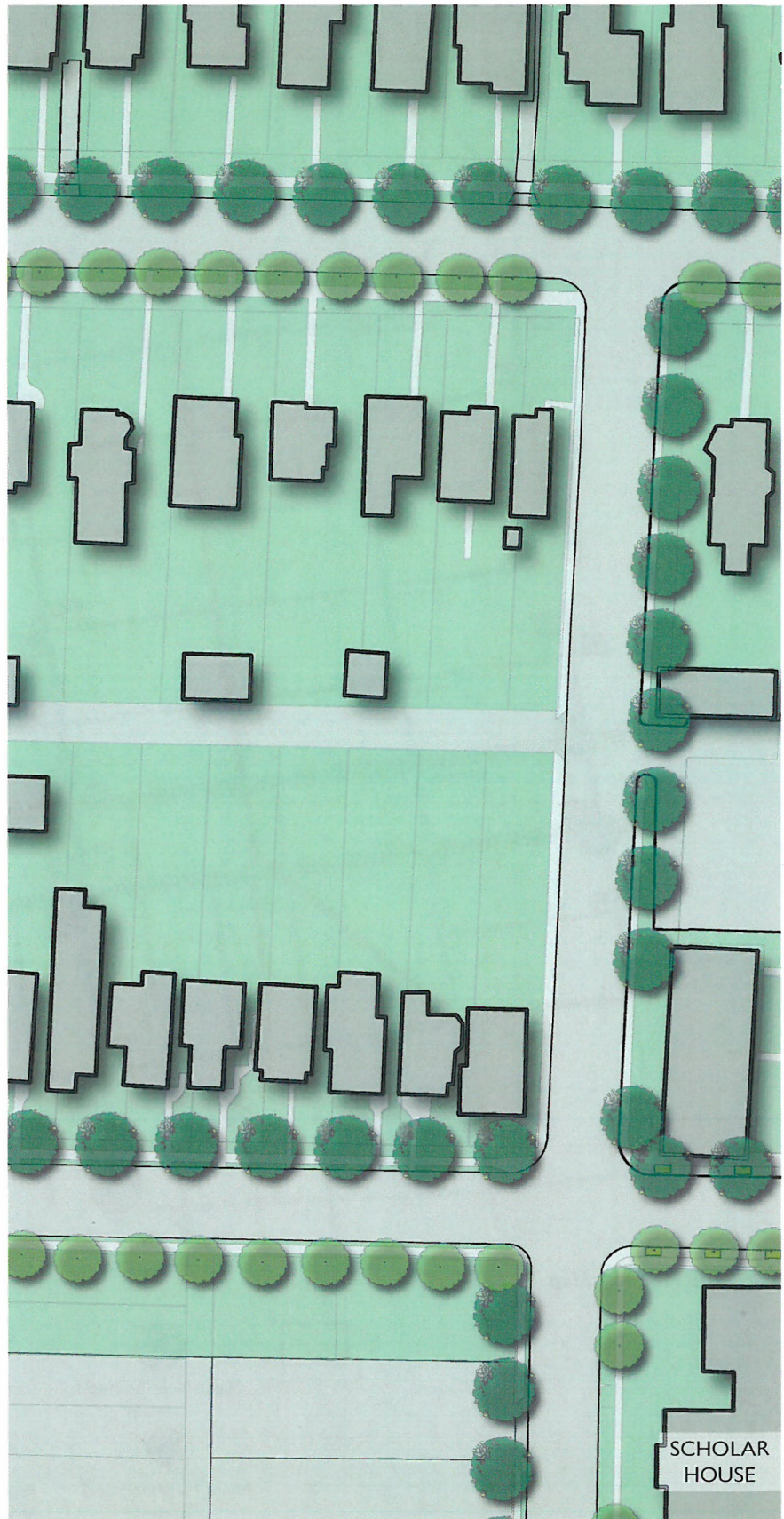


3.5

THE MASTER PLAN










Map Key -

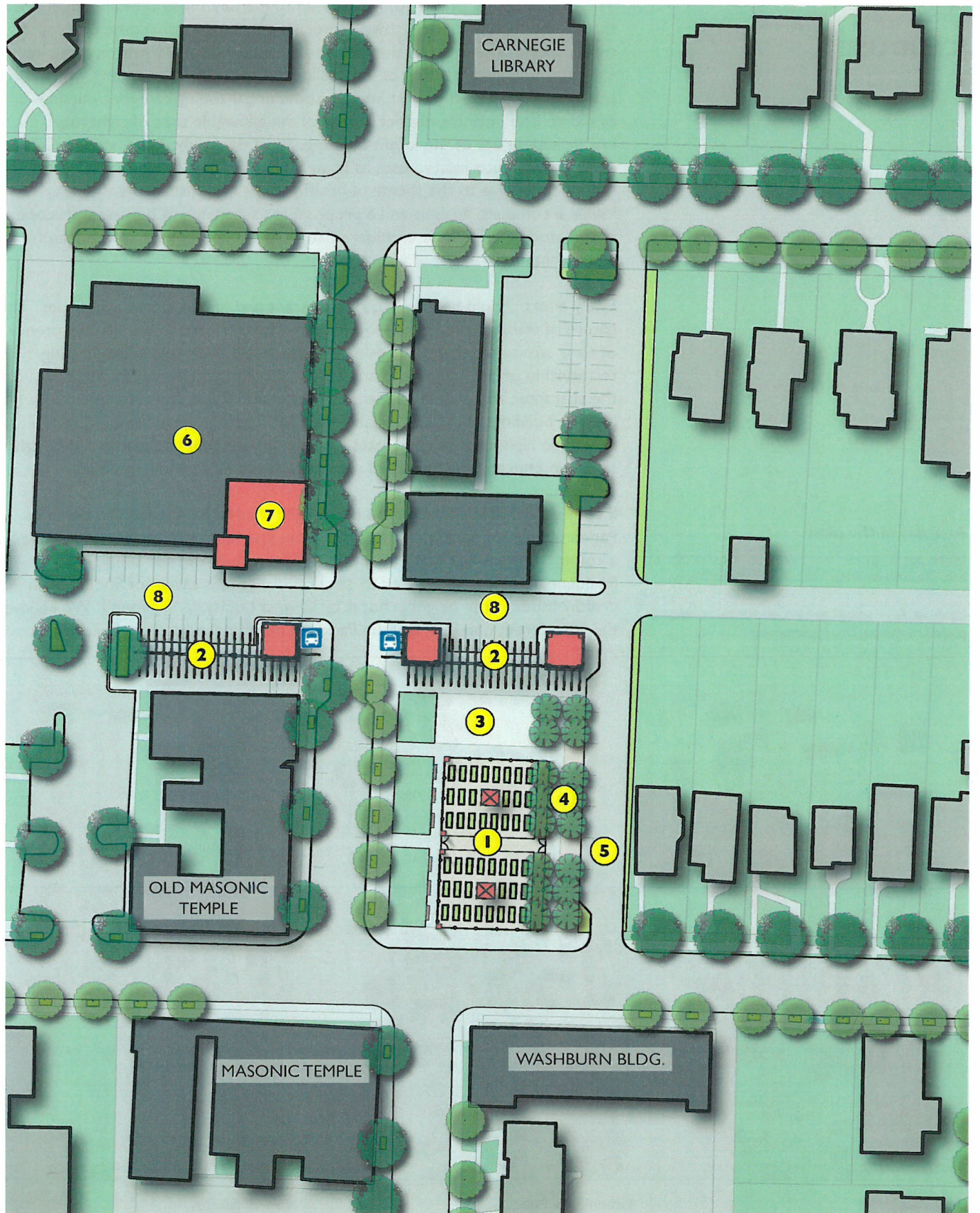
- Community Garden ①
- Market Shed ②
- Flexible Event & Open Space ③
- Fruiting & Flowering Trees ④
- Expanded Off Street Parking ⑤
- Proposed Market Facility ⑥
- Market Clock Tower ⑦
- Market Alley ⑧
- Proposed Bus Stops in Market Pavilion 





Parkland Mobility Map

- 
 Project Area
- 
 Major Neighborhood Gateway
- 
 Existing Bike Routes
- 
 Proposed 2 Way Street
- 
 Existing Bus Stops
- 
 Minor Neighborhood Gateway
- 
 Proposed New Sharrow Route
- 
 Proposed RR Quiet Zone
- 
 Proposed Bus Stop



3.5

LAND USE

The overall theme of this study has been to identify those uses and functions that would support a lively town center, helping it to regain some of its past significance as the heart of the Parkland neighborhood. However, these key uses may be only a fraction of those allowed by the current zoning, which is predominantly C-2, the most intense commercial zoning category outside of the central business district. Some of the allowable uses of right may not be supportive of the intent or the goals of the study. For instance, C-2 permits such auto-related uses as filling stations and body shops, which may not be conducive to the theme of healthy foods and sustainable wellness. While a complete analysis and a proposal for a rezoning is beyond the scope of this study, it should be considered an essential component of this plan's implementation.

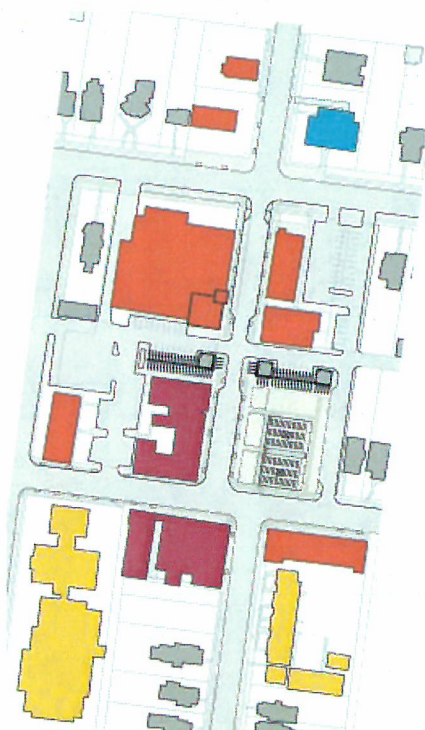
Every effort should be made to reuse vacant and underutilized properties. The nature of traditional neighborhoods everywhere is defined by the consistency of their street fronts, defined as essentially the setback, scale, and massing relationship of one building to another. Gaps along the street frontage weaken the character, and with it, the sense of safety and value. Therefore, vacant historic buildings should be rehabilitated and lots that have been cleared should be high-priority candidates for appropriate infill structures. Although simple in concept, the impact of such actions would multiply ten-fold.

Analysis of the plan

Below are images showing some of the changes to the site area with the Master Plan put in place.

Land Use Key - yellow/ residential, orange/ commercial, purple/ mixed-use, blue/ government

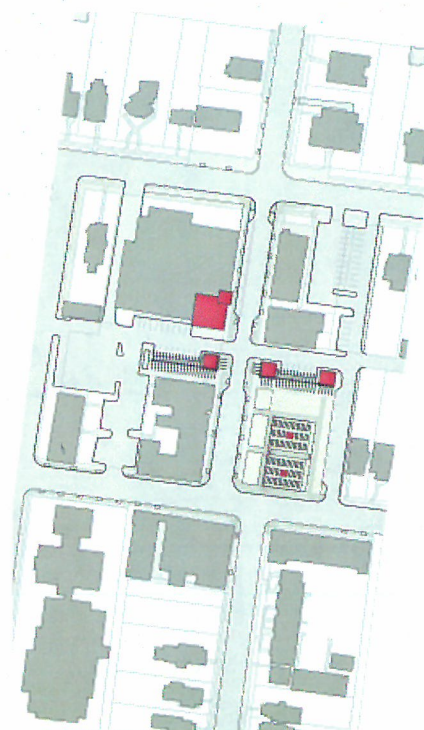
If commercial revitalization is to occur, there has to be a reason to come to Parkland, and specifically to the 28th Street corridor. In community meetings a common theme has been the pride and success of the community garden. Residents have also expressed frustration over the problem of finding fresh, healthy foods in the neighborhood, or in west Louisville in general. We believe the 28th Street corridor and the Parkland neighborhood could build a new



Land Use



Greening & Public Space



New Buildings

future by providing more opportunities for healthy foods, wellness, and a lifestyle built on sustainable principles.

The resonance of this theme has been tested among the residents and stakeholders. In many older cities across the nation, a new attitude has arisen around the sustainability theme to encourage community-supportive agriculture. The SLO (Safe, Local, Organic) Foods movement is but one example. Many cities are channeling underutilized urban land into food production, and farmer's markets, food distribution networks and full food production facilities are springing up in older areas of cities across America, as a result. Examples include Detroit's Eastern Market, Cleveland's Reimagining Pattern Book, and the Ann Arbor Farmer's Market in the historic Kerrytown District. For more details, see the excerpts of literature on these examples in the Appendix.

As a result of these local and national trends, Parkland may have the opportunity to become the farm to table supplier for a larger part of the city, with a year-round public market as an attraction for other business development.

As the town center becomes a desirable destination for commerce, the availability of close-by housing stock will be increasingly important. Projects like the recently completed Family Scholar House bring new life to the corridor, with potential shoppers within easy walking distance. As the City looks at the surrounding Parkland neighborhood, opportunities must be included to grow the kind and quality of single and multi-family housing.



Parking

Major Roads

Pedestrian Circulation

Open Space

*Market Square:
Put the Park in Parkland*

The northeast corner of 28th and Dumesnil Streets has been vacant for many years, which led to its recent adaptation as a community garden. This highly successful change has demonstrated the power of community involvement and the importance of place. This study has determined that the site is also large enough to offer redevelopment of the space adjacent to the community garden as a permanent open space for public usage and events. By incorporating all the land up to the alley on the north and east to the first residential building, a large enough area is assembled to achieve a number of the project's goals.

First, a public space is formed that reinforces the commercial center and the heart of Parkland. The public space as conceived in this master plan is framed on the north by a permanent market shed/pavilion, which can shelter events, farmer's markets, or other neighborhood activities. The main pavilion of this structure is on axis with northbound 28th Street, creating an important visual terminus as you approach the town center from the south. It is intended as the companion and counterpart to the way in which the Masonic Building anchors 28th street from the north.

The new public space contains a plaza and green lawn panels framed by tree-lined walks. One is the 28th Street sidewalk redesigned with new plantings and paving. The other along the eastern edge of the space, is conceived in the master plan as a double row of trees flanking a walk that leads to the market shed on the north. This tree-lined walk can be designed as a multi-purpose sheltered area. It is simply a pleasant shady walk. It can also be a place for vendors to set up stalls on market days or during events. The inner row of trees can even be fruit trees since they fall within the community garden fenced area. The trees outside the fence could be non-fruiting species that would still produce flowers in the spring, forming a consistent and beautiful eastern edge to the public space.

Market shed as landmark

The eastern Market Shed forms the visual terminus of northbound 28th Street.



The community garden is relocated slightly to the east to accommodate the larger public space plan and to make it the central focus of the redevelopment plan. The same number of planter beds would be retained and the fence could be reused. Permanent storage facilities would be placed conveniently at the center of each garden section. Special attention should be paid to the garden gates and custom light towers that mark the corners of the fence. In addition to their functional purpose, these components could be designed as artistic elements within the public space. Other opportunities to incorporate public art should also be considered.

Community garden as centerpiece

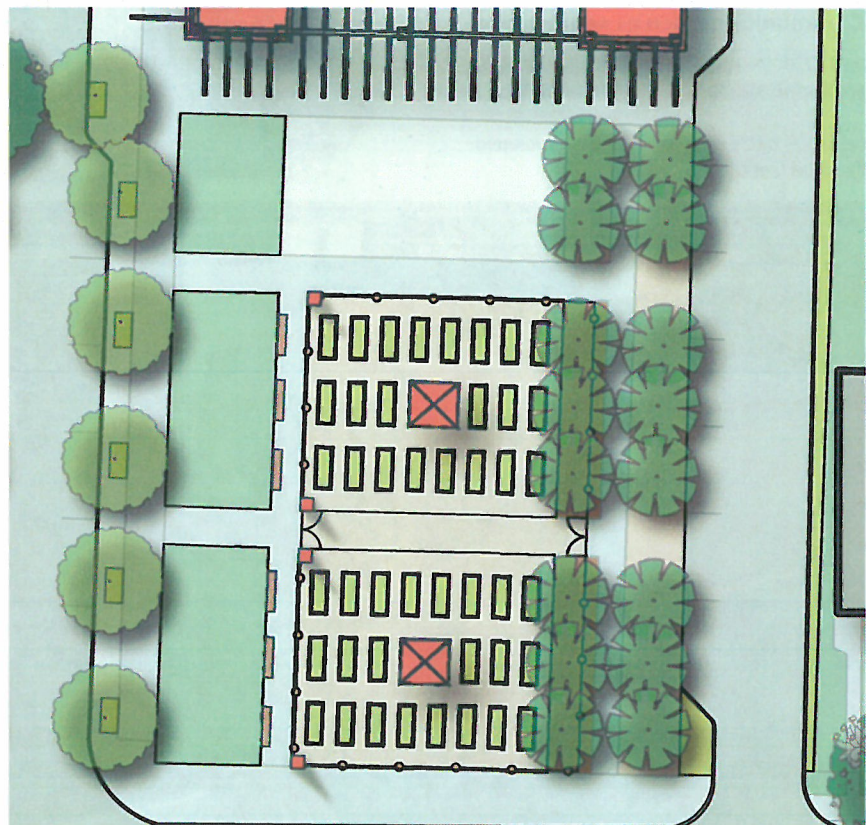
right - Community Gardens are popular and productive solutions as neighborhood focal points.

below - A bird's-eye view of the redeveloped Parkland Center:



Overall the public space has the potential to create the permanent feel of a neighborhood fair. Once designed and constructed it can truly “put the Park in Parkland”, reinforcing the historic role of the 28th Street corridor. Correctly programmed and managed, it can form the only public gathering place in the neighborhood, bring people together, and through the community garden and open-air market and plaza, put new emphasis on healthy foods and sustainable living in Parkland. In combination with a coordinated retail strategy, it can help Parkland become THE destination in west Louisville to buy fresh produce and good food year round.

To support the year-round aspects of the center, the strategy must encompass more than just the park/plaza. The nature of an urban commercial development is communal, with much of the parking, circulation space, and shopping experience being shared. Real estate parcelization and ownership issues should be resolved to allow a companion market shed to be built on the west side of 28th Street as shown in the plan view. This would extend the market activity to both sides of the street, helping to support other storefront redevelopment. An important redevelopment would be the former grocery building at the corner of 28th and Virginia. Although largely gutted of its former grocery equipment, it still represents about 24,000 square feet of ground floor commercial space potential. A former owner had already begun to divide the building for multiple tenants. Instead of trying to attract another major tenant, this study recommends a well-designed conversion, redeveloping the structure to be a year-round indoor market. Its windowless exterior should be opened up with multiple storefronts lining 28th St as well as turning the corner into the parking lot, providing street front space for numerous



Building on existing community resources and interests

The Community Garden is shifted to the east, maintaining the same number of planting beds inside a fenced area and adding fruit trees.

small vendors. The storefronts should be transparent and could even have overhead or sliding doors that can be opened fully on market days.

The existing entrance should be replaced with a new transparent corner entry that also provides access to shops from the interior. The rear portion of the building could provide space for refrigeration, food prep, as well as receiving and distribution. Parking in this block must continue to be in a shared arrangement as originally conceived and on non-market days parking would be possible under the market sheds at the middle of the corridor. At 28th Street the twin pavilions of the west and east market sheds also are recommended to define a mid-block bus stop, bringing TARC riders to the heart of the shopping area.

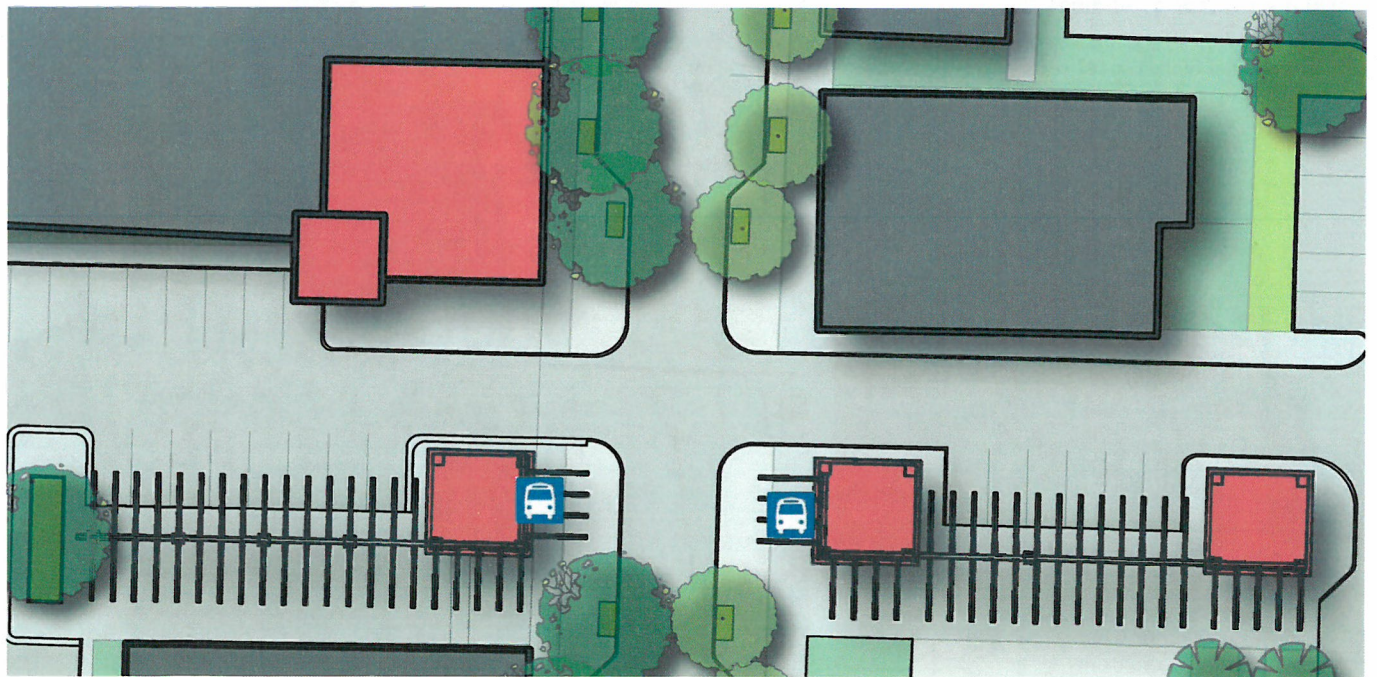
A neighborhood asset with community wide appeal

To the right are examples of Ann Arbor's farmer's market district which has indoor facilities as well.



Market shed detail

Market Sheds offer good outdoor shopping venues even in all seasons.



Other redevelopment opportunities

Elsewhere in the town center first floor retail should be encouraged in all buildings. Regardless of the types of uses it will be important to encourage transparent storefronts. The amount of existing storefronts that have blocked their windows frustrates the potential for commercial tenancy. Obviously, safety is a consideration, but many commercial districts around the country have found that transparency and visibility actually improves safety, increasing eyes on the street. Also well-lit exteriors can play a major role, augmenting the lighting from public streetlights.

The center already contains a significant amount of floor space devoted to doctor's office uses. Other spaces such as the ground floor of the Washburn Building are developed for medical or dental usage, but currently vacant. It would be desirable to encourage as many spaces as possible to be redeveloped around the health and wellness theme. The uniqueness of the district architecture should be used as an attraction supporting the new commercial theme. For instance, the publicly owned Carnegie Library is an iconic structure within the study area, and ideally it could be restored to some public purpose. Perhaps it could be considered for a Youth Fitness Center, serving both a public purpose and a need expressed during this study for youth activities in the neighborhood.

Parkland's historic buildings

Reuse of Parkland's historic buildings builds on the valuable character of the last 142 years



Lastly, the citizens of Parkland have seen renewed pride in the redevelopment of the old Maupin School as the Family Scholar House. The plan team believes similar efforts to improve residential alternatives can encourage more people to live close by. Rehabilitation and quality infill will benefit both the town center and the larger neighborhood. As was the case historically, a blend of multi and single-family housing would be typical of the residential patterns in the neighborhood, and perhaps the most reasonable to finance. The housing stock in Parkland is among the finest examples, particularly of frame construction, in the City. The neighborhood could be a model for quality rehabilitation as well as new sustainable development. These efforts can raise property values and serve as an attraction. In order to support this housing and mixed-use development, the next phase of work should research and evaluate the neighborhood zoning to make sure that it adequately supports such redevelopment. A focused redevelopment effort could be developed channeling loan and tax credit incentives from the City, State, and Feds.

**Neighborhood development through
buildign re-use and appropriate infill**

The significant building stock offers appropriate opportunities for commercial, civic and residential reuse.



3.6

SUSTAINABILITY

Sustainability, according to the Merriam-Webster Dictionary, is something that is “able to last or continue for a long time.” By virtue of the existing patterns of land use, street layout, building character and density, Parkland has all the ingredients to become a successful and vibrant neighborhood with enduring and lasting qualities. Many of these characteristics, which are intrinsic to the Parkland neighborhood, are being duplicated in LEED and New Urbanist developments across the nation because of their desirability, aesthetic quality, and the environmental framework they create to support sustainable practices in everyday life.

Environmental sustainability focuses on implementing strategies that improve the quality of the natural environment. Lowering the heat island effect, improving water quality, and reducing the levels of carbon dioxide in the atmosphere are some of the primary goals of creating a more environmentally sustainable neighborhood. There is a harmonious relationship between enhancing the look and feel of a place and implementing environmentally sustainable design. Our plan aims to accomplish both by following these environmental best management practices:

Puzzle pieces of sustainability

Housing restoration and infill, bio-swales and tree plantings, and public green space all contribute to a sustainable community.



Reducing stormwater runoff.

As illustrated in the diagram below, the proposed streetscape improvements aim to reduce the amount of stormwater runoff that flows directly into the combined sanitary sewer. This is accomplished by diverting stormwater into a series of infiltration areas; one into a tree planted bioswales along 28th Street and another into an infiltration reservoir below the central open space. Both infiltration systems allow for water to naturally absorb into the earth. This system also reduces the amount of storm water that normally flows directly into gutters, storm sewers, and local streams – thus potentially reducing the frequency of flash flood events.

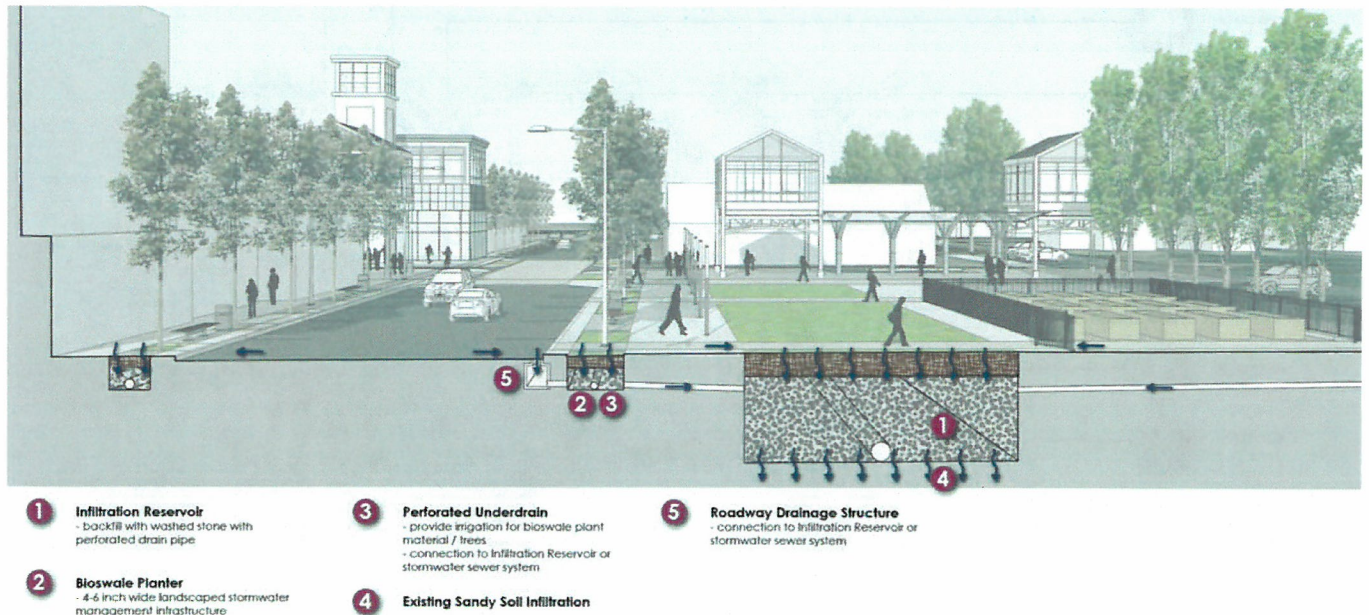
Another incentive to reducing stormwater run off is MSD's Green Infrastructure Program, which provides financial assistance to private and public entities for the implementation of green stormwater infrastructure. MSD also has funding available for planting trees on private and public property. As such, MSD has the potential to become a significant partner in the development of the park and streetscape improvements. These opportunities should be explored fully.

Planting trees to reduce the heat island effect.

By planting trees in conditions conducive to their long life, a mature urban tree canopy can become established. These trees will help reduce the heat island effect in Louisville and the Parkland neighborhood itself, making the neighborhood streets walkable and the park welcoming even during the hottest months of the year. Trees improve property value and have the potential to contribute to the stabilization of the neighborhood.

Water infiltration and treatment

Design of the new public improvements can incorporate sustainable development practices.



Creating opportunities for community gardening and outdoor recreation.

Prior to this plan being commissioned, the Parkland neighborhood had already worked to create a community garden on the corner of 28th and Dumesnil. The community garden is hugely successful and popular; bringing people together to plan, build, plant and tend the new gardens and giving the neighborhood new options for fresh produce. This plan enhances the existing garden connecting it to small open green areas and an urban plaza space for the community to use for all kinds of recreation and gathering.

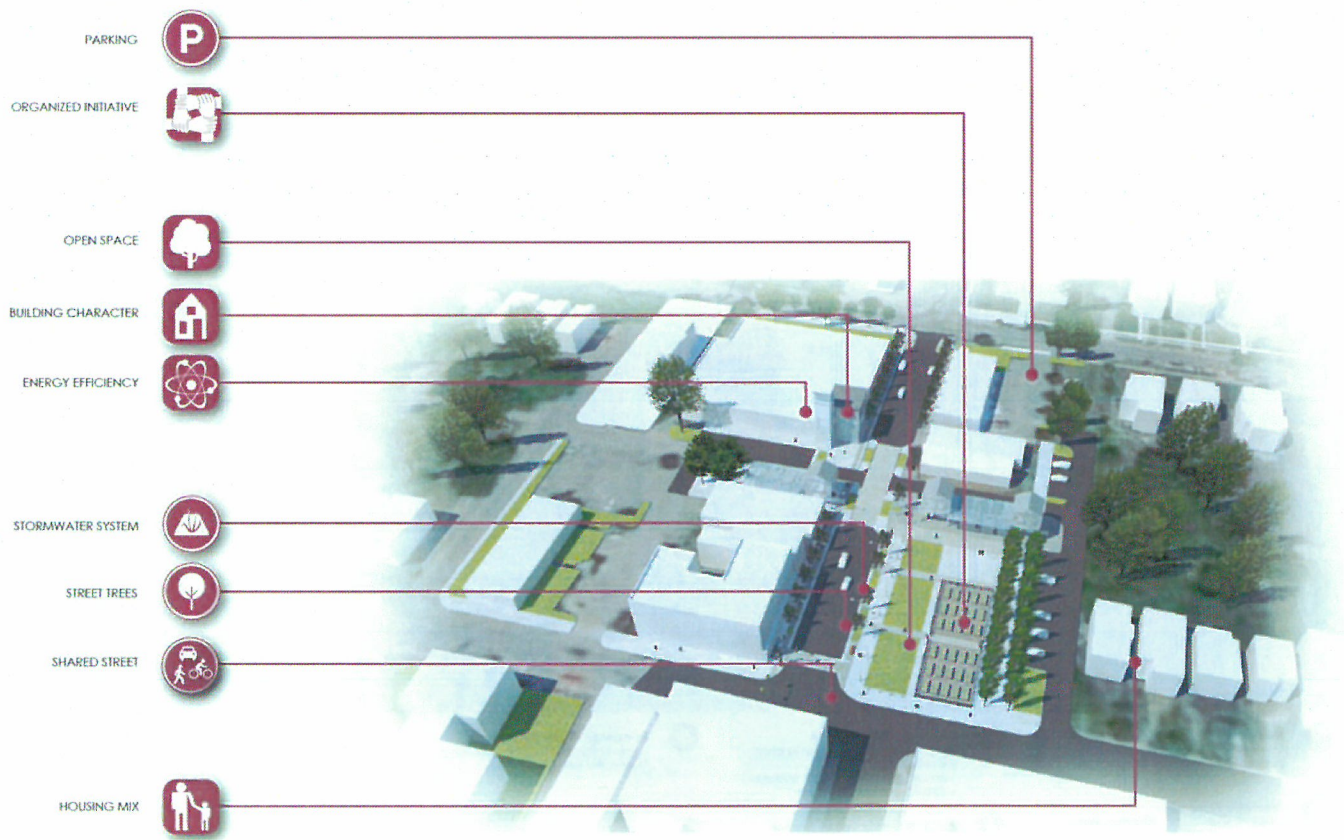
Minimizing automobile dependence by building a framework to support walkable destinations and a local food economy.

The redevelopment of Parkland Center through adaptive reuse of its existing historic building stock as mixed-use buildings will provide pedestrian-friendly destinations for goods and services within the neighborhood. This will help to reduce automobile / transportation dependence as more necessities will be within walking distance of residential areas. In addition to reducing the need for car trips, the proposed new farmer's market supports sustainable food practices as well.

Auto dependence is further reduced by creating a safe environment for bicyclists through the introduction of shared bike lanes along 28th Street. These lanes would tie into the existing network of bike routes in Parkland and beyond. The plan also proposes to create a dual use for the market structures by allowing them to double as comfortable TARC stops along 28th Street.

The sustainable potential of the Parkland Corridor Improvement Study

Redevelopment of Parkland's 28th Street Corridor could strive to attain LEED for Neighborhood status.



3.7

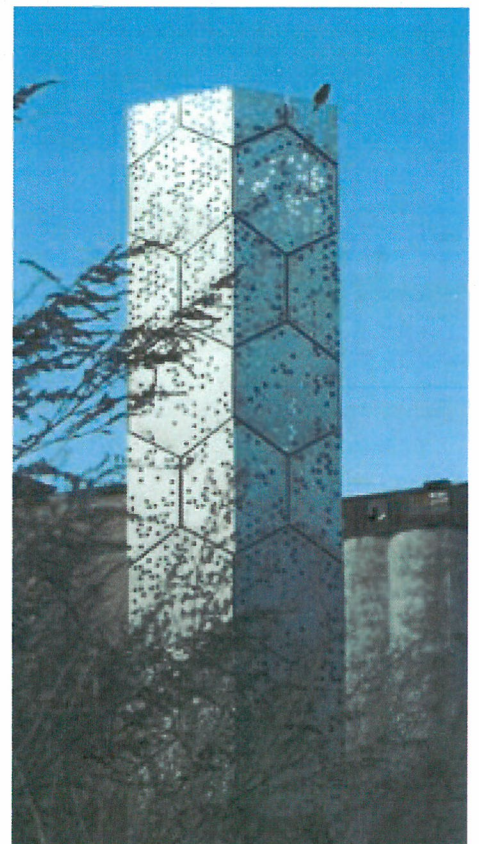
INTERPRETATION

Parkland is steeped in history and there is a palpable sense of its past in the Parkland Center with its many historic buildings. The establishment of the town of Parkland, its flourishing years as a productive and prospering neighborhood and the 1960's civil rights era are subject matter that could be interpreted through the means of public art. Local artist Ramona Dallum Lindsey recently completed a large art installation nearby called Parkland Rising, symbolizing the neighborhood's future as a safe and vibrant community. Lily Yeh, an internationally renowned artist, is currently working with neighborhood advocates to create a public art installation commemorating the riots following the assassination of Dr. Martin Luther King. This art piece is planned for the epicenter where the riots began at 28th and Greenwood. In the implementation of this study, the Parkland Center green space or market square will provide ideal locations for creative opportunities to reflect on Parkland's past, present and future. Engagement of the citizens of Parkland in these artistic expressions can make the art truly public, as we have seen in the work of Lindsey and Yeh. Artistic elements should be integral to the future design work for the Center.



Art as historic and cultural interpretation

Public art by local and international artists, such as Lily Yeh, embody community pride and can be integrated into the design of the future improvements.



IMPLEMENTATION

4.1

OUTLINE FOR SUCCESS

Secure or consolidate key real estate parcels that are identified in the Master Plan.

Develop a public /private partnership entity to manage the development of and later the operation of the Parkland Center. The partnership entity should work with existing property and business owners to improve their storefronts, signage, lighting, etc, in keeping with the Master Plan.

Create a phased redevelopment strategy for public improvements.

Establish a commercial loan program and façade improvement strategy in tandem with other financial incentives and loan providers.

Develop a planting plan for trees along 28th Street, beginning in the Center and moving north to Broadway, utilizing Tree Commission funding.

Upgrade lighting along the commercial corridor and within the Center.

Continue the success of the Community Garden by expanding and reconfiguring it according to the Master Plan, adding fruit trees along the east side.

Organize a temporary Farmer's Market (working with local vendors, farm to table organizations, etc) on the existing parking lot north of the Community Garden.

Construct the east side Market Shed and public plaza.

Rehabilitate the Corner Grocery Store building to have exterior shop fronts along 28th Street, while developing economic development incentives to nurture green businesses.

Reconfigure the curb line and central pedestrian crossing at 28th Street to support shopping and TARC stops.

Complete the rehabilitation of the south facade of the Corner Grocery Store with shop fronts lining the parking lot. Add the new corner entry and clock tower.

Construct the west side Market Shed

Complete the interior of the Corner Grocery Store to support the year-round operation of the Parkland Center.

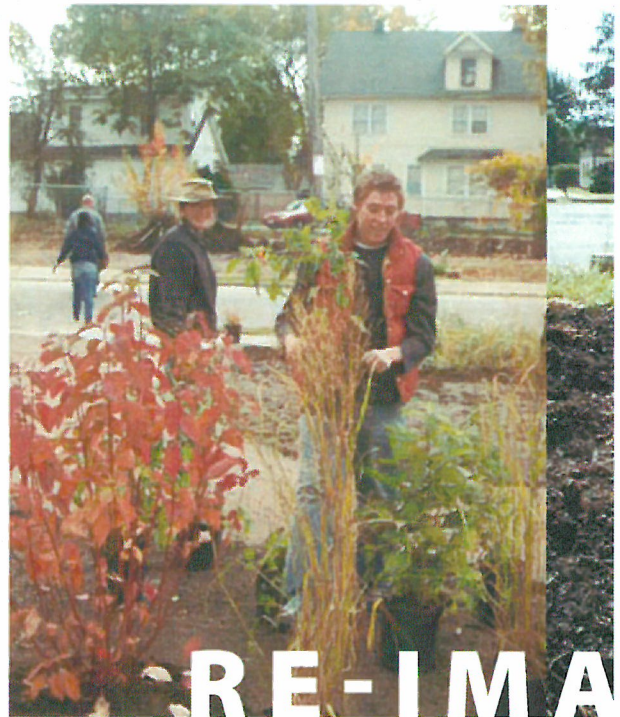
**COST
ESTIMATES
TO FOLLOW**

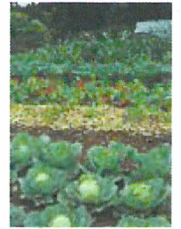
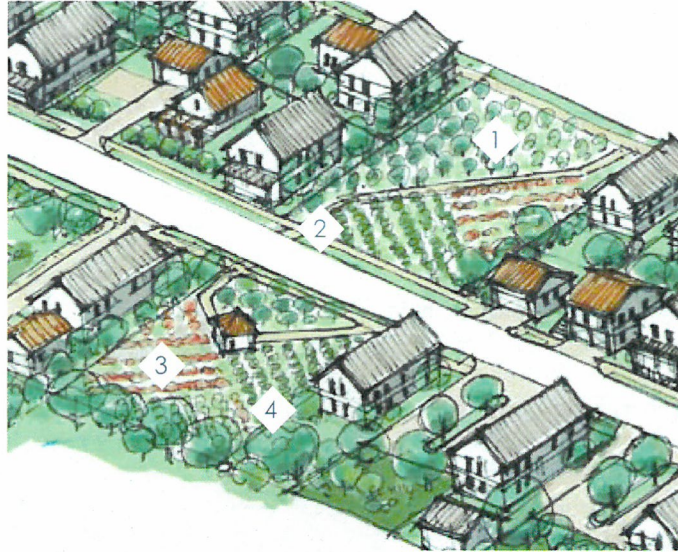
APPENDIX

CASE STUDY:

Reimagining Cleveland Pattern Book, Kent State University Cleveland Urban Design Collaborative, Cleveland ,OH

Developed as a companion document to the Reimagining Cleveland plan, this highly useful document recommends solutions for vacant land reuse in the inner city, and was adopted by the Cleveland City Planning Commission in December 2008. This booklet was intended to provide inspiration, guidance and resources for community groups and individuals who want to create productive benefit from vacant land in their neighborhood and begin to restore Cleveland's ecosystem. There are ideas that can be used as a starting point for designing community spaces that are unique to every neighborhood's personal interests, creativity and the appropriateness of the site. Vacant land reuse studies are encouraged to look for patterns and opportunities for connections, offering options for a greenway network through the city, incorporating community gardens, parks, trails, rain gardens and more. All of these strategies were part of an effort to make Cleveland a Green City on a Blue Lake. Smart reuse of vacant land in neighborhoods was identified as a key to this possibility.





- 1 fruit trees
- 2 walkway
- 3 food crops
- 4 berry bushes



GINING CLEVELAND

VACANT LAND RE-USE PATTERN BOOK

CASE STUDY:**Ann Arbor Farmer's Market, 315
Detroit Street, Ann Arbor, MI**

The Ann Arbor Farmers Market is a 94-year old open-air farmers market located in the heart of the historic Kerrytown neighborhood of Ann Arbor. With over 160 vendors, shoppers can find an extremely diverse mix of producers, artisans, and prepared food vendors. The market takes great pride in being producers'-only, working with an inspector throughout the year to ensure the authenticity of the items offered for sale at the market. The Market is open one day per week in winter and spring and two days a week in summer and fall. Wednesday Evening operations began in 2011 and continue June through October.

There is much exciting energy and momentum in Ann Arbor's local foods community. Many restaurants and stores have begun to source local products, from relationships forged at the Ann Arbor Farmers Market. A beloved gem of the Ann Arbor community, the market is a central gathering space for the community's celebration of food. On any given day, you'll find third-generation market vendors alongside young food entrepreneurs. Educational events and celebration abound, ranging from canning demonstrations by local experts and cooking demonstrations by local chefs to a fall harvest celebration for children. School groups take field trips at the market and market staff works with the Ann Arbor Farm to School collective to support classroom visits by local farmers. Considered an especially important part of the Ann Arbor community, it serves as a space where not only producers can meet with consumers, but members of the community can meet and interact with each other.

The market is part of Parks & Recreation in the City of Ann Arbor. A Public Market Advisory Commission provides support to the market manager in monthly public meetings at which market operations, vendors, and improvements are discussed. The commission consists of market vendors, regular market customers, and local community members.





CASE STUDY:
Eastern Market Corporation, Detroit, MI

The mission of the Eastern Market Corporation has been to mobilize leadership and resources to achieve the stakeholders vision for the Eastern Market District, making the Eastern Market the undisputed center for fresh and nutritious food in southeast Michigan.

Stakeholders Vision for the Eastern Market District Leverage the attraction and legacy of the Eastern Market and build a dynamic, diverse, and unique urban district by:

- Strengthening the identity of the Eastern Market as a food-related district enhancing the operations of the existing public market and developing business opportunities for specialty food retailers, food wholesale operations, restaurants, food distributors, and food processors
- Take advantage of the great economic development opportunities available throughout the Eastern Market District while maintaining authenticity (aka 'funkiness') and then using that funkiness to attract more creative people to live, work, visit, and invest in the district.
- Creating a mixed-use neighborhood that improves the business climate and enlivens streets and public spaces by carefully blending in a variety of residential forms. New uses should support and respect the food identity and existing food related uses of the district.
- Improving travel to and within the district and cultivating a unique sense of place by improving major corridors within the district. Streetscaping, façade enhancements, signage, parking, lighting, and landscaping all must be enhanced for the Eastern Market district to fulfill its potential.





P. 14 - LABEL STREETS

NDF OR CIF INTERAGENCY CHECKLIST

Interagency Name:

EG1 / FARKLAND Corridor Improvement

Program/Project Name:

EG1

Yes/No/NA

Request Form: Is the NDF Request Signed by all Council Member(s) Appropriating Funding?

Yes

Request Form: If matching funds are to be used, are they disclosed with account numbers in the request form description?

NA

Request Form: If matching funds are to be used, does the amount of the request exclude the matching fund amount?

NA

Request Form: If other funds are to be used for this project, are they disclosed with account numbers in the request form description?

NA

Funding Source: If CIF is being requested, does Metro Louisville own/will own the real estate, building or equipment? If not, the funding source is probably NDF.

NA

Funding Source: If CIF is being requested, does the project have a useful life of more than one year? If not, the funding source is probably NDF.

Yes

Ordinance Required: Is the NDF request to a Metro Agency greater than \$5,000?

NA

Ordinance Required: Is the request a transfer from NDF to cost center? If so, is the amount given for the fiscal year \$25,000 or less?

NA

Prepared by:

Donna Sester

Date:

1-24-14