

## Reverman, Joe

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**From:** carol.norton@louisville.edu  
**Sent:** Wednesday, January 28, 2015 3:14 PM  
**To:** Reverman, Joe  
**Subject:** West Louisville Wal-Mart design

Joe,

I am writing ask that Louisville Metro Planning and Design department require Wal-Mart adhere to the design standards for their building site at 18<sup>th</sup> and Broadway. These guidelines were put in place not only for aesthetic reasons but also for economic development, sustainable reuse of the property, neighborhood identity, landmark development, mobility, and place setting.

Equity is an important element on any planning decision. Would this type of development be allowed in the east end or in the Highlands? No. The Wal-Mart Neighborhood store in St. Matthews proves this. So why should the business be allowed to degrade a major intersection in a neighborhood where incomes are low? What message is being sent? Low-income folks don't matter when it comes to design standards?

Wal-Mart is a major corporation that has made its fortunes in suburban and rural settings. The basic design of one of their stores does not conform to an urban intersection. Though the west Louisville location is on a former industrial site, it will still be a major catalyst for redevelopment and revitalization to this section of the city.

Allowing this retail operation to be exempt from design standards that are in place will serve as a negative precedent for future development in not only this neighborhood, but also in other parts of the city. In regard to asking for a variance, I do not believe this is a hardship case and does not fit the criteria for a zoning appeal.

Respectfully,  
Carol Norton AICP

*Carol C. Norton, AICP*

Assistant Director  
Center for Environmental Policy & Management  
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119 Lutz Hall  
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**LOUISVILLE**  
CENTER FOR ENVIRONMENTAL  
POLICY & MANAGEMENT

**Reverman, Joe**

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**From:** Christopher Posey <christopherposey@gmail.com>  
**Sent:** Wednesday, January 28, 2015 2:44 PM  
**To:** Reverman, Joe  
**Subject:** WestLouisvilleTalks Supporter of Alternative Design!!

Mr. Reverman,

I ask your cordial consideration of the alternative design submitted by Mr. Steve Porter and the WestLouisvilleTalks group.

Walmart and TMG are no better than any other developer that must abide by our city's land use code. I say again, why even have a code if we are not going to adhere to its guidance and regulations?!

Thank you for your time and consideration!!

Christopher Posey

--  
*from the desk of J Christopher Posey*

*Urban Consulting  
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Louisville, Kentucky 40221-0458  
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[christopherposey@gmail.com](mailto:christopherposey@gmail.com)*

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## Reverman, Joe

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**From:** Amanda Fuller <abfuller@gmail.com>  
**Sent:** Wednesday, January 28, 2015 11:34 AM  
**To:** Reverman, Joe  
**Subject:** Comment about WalMart plan

Dear Mr. Reverman:

I am writing in support of the requirements of the Land Development Code to create a traditional urban setting. Walmart should not be exempted from these requirements which have been put in place in part to:

- Make the neighborhood safer for people using the street & sidewalk
- Make the neighborhood more transit- and bike- friendly
- Limit parking & its visual impacts
- Respect traditional urban architecture

If WalMart is unwilling to be a good neighbor at the outset, what kind of neighbor will they be in the future? They are probable already getting a sweetened deal on the land and taxes and I am unimpressed with their willingness to cooperate with local land development codes. Shame on them, and shame on the Planning Commission if they let them get away with it.

Thank you--  
Amanda Fuller  
Council District 4  
800 Goullon Ct 40204

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Amanda Fuller  
(502) 742-9824

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## Reverman, Joe

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**From:** greg <greg2nd@hotmail.com>  
**Sent:** Wednesday, January 28, 2015 10:42 AM  
**To:** Reverman, Joe  
**Subject:** Walmart Development Review at the Old Jail

We understand the wants of the committees, and the good that would come out of a better design. But if Walmart pulls the plug and we lose this opportunity for West Louisville, it will be a huge loss for the community and for sustainability. This is a complicated issue. But why pick on the west end? Why were this level of review not required for the Walmarts on Hurstbourne Parkway and other suburban places?

Greg Zahradnik & Becky Dail  
1239 Royal Ave  
Louisville KY 40204

## Reverman, Joe

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**From:** Liliias Pettit-Scott <liliasp@gmail.com>  
**Sent:** Wednesday, January 28, 2015 9:18 AM  
**To:** Reverman, Joe  
**Subject:** Proposed Walmart Construction at 18th and Broadway

Hi Mr. Reverman,

I am writing to encourage Louisville Metro staff to please hold Walmart to the urban components of the land development code for the Walmart they are looking to open at 18th and Broadway.

Giving them on a pass and letting Walmart construct their building set back from the street with 600+ parking spaces in front of the building will deter efforts in that neighborhood to create a space that matches its surroundings and maintains the historical (and beautiful) manner of the neighborhood.

Allowing Walmart to do what they please when so many citizens are asking for Louisville Metro to stand its ground is a slap in the face to citizens who have seen neglect year after year in their neighborhood. It is time Louisville Metro put the concerns of the residents before the demands of a large corporation in order to create a Louisville they can be proud of.

Cheers,  
Liliias

## Reverman, Joe

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**From:** cassia.herron@gmail.com  
**Sent:** Wednesday, January 28, 2015 7:47 AM  
**To:** Reverman, Joe  
**Cc:** Haven Harrington; Don Taylor; Martina Kunnecke; Stephen T. Porter  
**Subject:** Letter in support of PC and staff to enforce LDC at 18th and Broadway  
**Attachments:** Respect the West - Why Design Matters.pdf

Hi Joe and PC members:

Please accept this letter submitted to you and CJ editorial board urging the Commission to stick to the LDC and reject Wal-Mart variance requests.

## **Respect the West: Why Design Matters**

We appreciate the opportunity to share with the community why the design of the Wal-Mart (New Bridge Crossings) development at Broadway and 18th is important. We find it very irresponsible for Wal-Mart to assertively announce it does not intend to submit an additional plan as the Planning Commission has requested. It would be a terrible precedent for West Louisville's economic growth and development opportunities in the very near future for the company – the largest in the world – to be allowed to NOT follow the city's Land Development Code. We respectfully request that Wal-Mart simply follow the development rules as stated. We are asking Wal-Mart to stand by its commitment as expressed by its former CEO, Lee Scott, "to reach beyond our stores, to further engage the community, and to offer an even greater economic boost to people and neighborhoods."

We want to clearly state that despite the decade of time that has passed for Metro economic development officials, through two mayors, Metro Council, area developers and the broader community, has had to develop the site in an innovative way, we support that finally something is happening. Wal-Mart is a win for West Louisville!

What we do not stand for is the lack of open dialogue and community engagement around this development in a way that's respectful to the needs of West Louisville's people and built environment. Why hasn't there been any public vetting of the project? None of the "players" – The Mardrian Group (TMG), Mayor Fischer's economic development staff, Metro Council members, church leaders – have hosted an open public meeting about the project. Instead, they have avoided calls and questions from us seeking to get clarification and support for an urban designed Wal-Mart while working cooperatively with the company to author a deal that includes millions of public dollars. It's offensive that none of these entities have come to West Louisville to hear from its residents. The utter disregard to engage area residents would not happen in the Highlands, NuLu, St. Matthews (where Wal-Mart agreed to have a non-lit sign at the behest of community residents), Norton Commons or any other part of the city!

Despite the closed meetings and lack of innovation to develop Broadway and 18th per TMG's original vision of "the Summit of West Louisville," there is an opportunity to provide jobs to hundreds and expand retail options beyond West Louisville, but for many who reside, work, and play in both downtown and southwest Louisville neighborhoods through this development. Wal-Mart should be viewed as one strategy for economic development at this location, but not the only one.

We support and ask local elected officials – particularly Mayor Fischer – to support the Planning Commission's request that Wal-Mart submit an additional plan that respects the city's rules and the neighborhood's urban fabric. In the absence of Wal-Mart's submittal, we have attorney Steve Porter who will submit a development plan to the Planning Commission that is a win-win for the community and Wal-Mart. Our compromise removes some of Wal-Mart's 609 parking spaces and replaces them with buildings that front Broadway – meeting the Code's requirements and providing an opportunity for more development on the site. This compromise better addresses the long-time economic neglect suffered by the area through additional business and job creation. Anything less is unacceptable.

### **West Louisville Talks**

Haven Harrington, Founder  
Cassia Herron  
Donovan Taylor

## Reverman, Joe

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**From:** Lara Zuber <lzuber@bellsouth.net>  
**Sent:** Tuesday, January 27, 2015 10:54 PM  
**To:** Reverman, Joe  
**Subject:** Wal-Mart in West Louisville

The Wal-Mart in West Louisville is needed but not at the expense of the neighborhood. The city should support the requirements of the Land Development Code to create a traditional urban setting.

- Lara



## Reverman, Joe

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**From:** Zinniel, Mimi M  
**Sent:** Tuesday, January 27, 2015 6:35 PM  
**To:** Reverman, Joe  
**Subject:** objections to Walmart waivers

Mr. Reverman,

I join those who object to the set-back waivers requested by Walmart for the 18<sup>th</sup> and Broadway development. Having EXTENSIVE parking availability in the front of the building will create numerous environmental problems (such as storm water run-off problems and increase in surface temperatures) and perhaps more important, will create a lack of community aesthetics in a neighborhood that desperately needs a feeling of community and safety.

An additional question is how much parking will actually be needed in a neighborhood that has a relatively low incidence of cars? And if extensive parking is absolutely required, why can it not be designed for the rear of the store where it will be inoffensive to community design?

While I truly appreciate the economic development that a business like Walmart can bring to the community, surely there are more appropriate building methods to enhance, not detract from, the human-scale feel that could be easily integrated into this plan.

What does Walmart need to be persuaded to adapt its plans? Whatever is needed, let's entertain those ideas, rather than capitulating to designs that are just wrong for this neighborhood.

Sincerely,

Mimi Zinniel  
502-541-3202

## Reverman, Joe

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**From:** justin.mog@louisville.edu  
**Sent:** Tuesday, January 27, 2015 5:56 PM  
**To:** Reverman, Joe  
**Subject:** Please do not grant an entirely unjustified waiver to Walmart at 18th & Broadway

Dear Mr. Reverman,

I'm writing as a concerned citizen and a sustainability professional in support of the requirements of the Land Development Code to create a traditional urban setting. I urge the Planning Commission to stick to the reasonable requirements of the LDC and to not cave to corporate bullies by granting an entirely unnecessary waiver in the case of the proposed Walmart superstore at 18th and Broadway.

Walmart's plan for a single use, one story structure with inadequate pedestrian or mass transit accessibility at a key urban intersection is simply unacceptable. It shows the true colors of the company that they refused to make any revision to their original plans which so clearly flout the LDC. West Louisville deserves far better than a typical suburban windowless big box store set hundreds of feet back from the traditionally established and required setback line. The last thing this city needs is more parking lots, making the Walmart plan for over six hundred parking spaces fronting Broadway, even more of a nightmare vision for our struggling city.

The 18<sup>th</sup> and Broadway intersection is a key component in the redevelopment strategy for a sustainable future for West Louisville. Let's not screw it up by granting an entirely unjustified waiver to Walmart.

Sincerely,  
Justin Mog

--

*Justin Mog, Ph.D.*

Assistant to the Provost for Sustainability Initiatives  
University of Louisville | [louisville.edu/sustainability](http://louisville.edu/sustainability) | 502-852-8575  
215 Urban Studies Institute | 426 W. Bloom St. | Louisville, KY 40208

**Reverman, Joe**

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**From:** Dale Erwin <derwin@cvky.org>  
**Sent:** Tuesday, January 27, 2015 3:44 PM  
**To:** Reverman, Joe  
**Subject:** Walmart and the Land Development Code

Hello,

I'm writing in support of the requirements of the Land Development Code to create a traditional urban setting for the proposed Walmart.

If they would like to build in our great city, they ought to abide by the zoning and codes we have in place. Please do not waive them in favor of Walmart's suburban-style proposed store

Thanks,

Dale

## Reverman, Joe

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**From:** Christopher Posey <christopherposey@gmail.com>  
**Sent:** Monday, January 26, 2015 6:36 PM  
**To:** Reverman, Joe  
**Cc:** Brown, Jeffrey E; Kirchdorfer, Robert  
**Subject:** West Louisville Walmart  
**Attachments:** Louisville Planning Commissioners - West Louisville Walmart.docx

I would appreciate your serious consideration of my comments in the attached document concerning this redevelopment.

--  
*from the desk of J Christopher Posey*

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*"Life is full of opportunities.....to those who are willing to take a risk and step out on faith...."*

As the City of Louisville's appointed representatives on the planning commission charged with the responsibility of establishing and upholding policy concerning the landcode, I encourage you to read and consider the following article as you concern your support for this project. As an advocate for pro economic development in West Louisville, this development is of grave concern for more reasons that just the jobs conversation.

[http://www.slate.com/articles/business/moneybox/2014/04/walmart\\_employees\\_on\\_food\\_stamps\\_their\\_wages\\_aren\\_t\\_enough\\_to\\_get\\_by.html](http://www.slate.com/articles/business/moneybox/2014/04/walmart_employees_on_food_stamps_their_wages_aren_t_enough_to_get_by.html)

As the Metropolitan Housing Coalition (a city funded agency) in this community has done study after study after study around the impact and effects of a community without a livable wage. These families cannot afford a market rate two bedroom apartment. Their housing choices are now limited to subsidized housing. This is a Fair Housing Issue. Unless there is a second income in the home, there is a higher than likely potential that these same low wage earners will have their income subsidized through food stamps, WIC or some other form of subsidy.

So, now you have created a family that even though they have a job, they have limited choices in terms of housing and neighborhoods. Is it fair to subsidize the developer, subsidize the corporation (WalMart) and not doing anything substantive for the potential employees?! This doesn't make any sense at all!!

My second concern is for the non conforming footprint of the development that has been presented. This is a very suburban, big box design that does not conform to the more urban design as mandated by the Louisville Land Use Code. The developer has asked for waivers to be able to meet the requirement with the design as it has been presented. There are more urban designs that Walmart has utilized in such an urban setting as 18th and Broadway. Walmart proclaims that the "added cost" to build a more "urban friendly" design will make the design and project cost prohibitive. This is just NOT the case. **PLEASE READ THE FOLLOWING ARTICLE!!**

<http://plannersweb.com/2014/02/walmart-stores-go-small-urban/>

Or is it that the City doesn't care what the site looks like as long as there are jobs for low mod income families?! The large big box, suburban design is not conducive to being environmentally friendly. The large concrete structure and asphalt parking will only add to the global warming and increased greenhouse gases of vehicles circling the parking lot looking for parking spaces. West Louisville has been forced to deal with the environmental impacts of ungodly smells and scents from the Rubbertown chemical plants for many years. For once, honor your civic duty and make Walmart and the developer honor the land use code that **YOU** worked so hard to implement and spent thousands of dollars to have revised to create a more palatable design and form districts throughout our city. Residents are being coerced into going along with Walmart and its suburban design all with the fear of losing the jobs and economic impact. If you are going to allow Walmart to violate the land use code, then why in the hell do we even have a land use code?! If this were the Highlands, Cherokee Park, Butchertown, Franfort Avenue or any of the

other seemingly more prominent areas, there would NOT be a second thought as to whether the land use code would be followed and adhered to as our guiding document.

West Louisville deserves a better design and a better, more livable wage!!

Regards,

Christopher Posey

**Reverman, Joe**

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**From:** Gant B. Hill, CCIM <gant@ganthill.com>  
**Sent:** Sunday, January 25, 2015 11:49 PM  
**To:** Reverman, Joe  
**Subject:** BUILD THE WEST LOUISVILLE WAL-MART

Joe,

Is there really an argument against a West Louisville Wal-Mart?

Lack of an urban architecture?

Come on. Seriously?

**BUILD THE WEST LOUISVILLE WAL-MART!**

We can't continue to be adding roadblocks for growth and prosperity.

-Gant

Gant B. Hill, CCIM  
President & Principal Broker  
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## Reverman, Joe

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**From:** John Paul <jp@jpaul.us>  
**Sent:** Saturday, January 24, 2015 12:17 AM  
**To:** Reverman, Joe  
**Subject:** Wall Mart on Broad Way

~ Joe

don't do it. don't let WalMart have their way with our historic west end.

the next 100 plus years of urban history will be forever changed.

don't let them put a parking lot on Broadway - we've given in enough already.

let the New Urban ideals get a foothold, ...please.

we don't need WalMart on Broadway, today or tomorrow. let them do it our way - or no way:

>>> build out to the sidewalk or go away <<<

thank you,

john paul  
st. matthews, ky  
40207



## Reverman, Joe

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**From:** Bryan Grumley <jbgrumley@gmail.com>  
**Sent:** Thursday, January 22, 2015 5:54 PM  
**To:** Reverman, Joe  
**Subject:** West End Walmart

Sir --

I am a strong proponent of leveraging the proposed West End Walmart as a stimulus for positive redevelopment of this key intersection of an impoverished urban neighborhood. If done right, it could be a net "win" for the Metro.

Unfortunately, the current plan (which Walmart refuses to meaningfully modify) will lead to further deterioration of the neighborhood. This is the exact opposite of what we need. This is the same type of development as in Ferguson, Mo.

All we are asking for is a design that is sensitive to the RESIDENTS and the neighborhood. A design that enhances, not detracts. Nothing fancy. Nothing like D.C. or even Knoxville. Just urban, and pedestrian-friendly. Just put the parking out back! It really is quite simple. And I have the suspicion it's been done elsewhere.

If built as currently proposed, the vast parking lot will be shiny and new for several years. And then the rot will set in.

This project -- because of Walmart's unwillingness to cooperate, on land we are giving away, and because of Louisville leadership's unwillingness to demand that they respect our West End residents and neighborhoods -- should be scrapped.

Scrap the project.

Louisville can do so much better.

Bryan Grumley

## Reverman, Joe

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**From:** Nicojorcino@aol.com  
**Sent:** Wednesday, January 14, 2015 10:21 PM  
**To:** Reverman, Joe  
**Subject:** West End

Dear Mr. Reverman,

you are surely very busy so I will be brief.

I am a local artist (recently closed a two person exhibition at the Carnegie Center), interior designer, studied architecture and urban planning in my home town of Buenos Aires and currently work as an exhibitions designer.

A neighbor of Portland for over ten years, I always saw its advantages and potential, just as Russell and other areas of the West End have it.

I just want to ask you from the bottom of my heart to please be firm representing us, your community, before companies like Walmart and demand from them what Louisville deserves, just like other great cities demand their codes and regulations to be respected.

We want a sidewalk friendly store, right next to it and not behind 400 ft of parking desert; a design that provides a beautiful addition to the urban landscape with great architecture as well as good landscape and engineering design.

Thank you so much for your time and attention to this matter.

Yours,

Nico Jorcino  
2316 Portland Ave. #2  
Louisville, KY 40212  
cell. 502. 802. 5782