

# Louisville Metro Council City Agency Request

APR 15 2015 AM 8:46

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

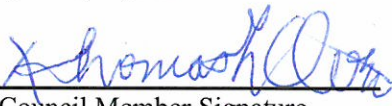
**Primary Sponsor:** CM Tom Owen

**Amount:** \$15,000.00      **Date:** 3-19-2015

**Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):**  
An Ordinance giving \$15,000.00 NDF from 8th District to match with funds from Develop Louisville-Louisville Forward to conduct and produce a comprehensive neighborhood plan for the Deer Park Neighborhood.

**City Agency:** Develop Louisville-Louisville Forward  
**Contact Person:** Kendal Baker  
**Agency Phone:** 502-574-5822

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

<u>8th</u> District #	 Council Member Signature	<u>\$15,000.00</u> Amount	<u>3-19-2015</u> Date
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**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: \_\_\_\_\_

**OFFICE OF METRO COUNCIL CLERK**  
**REVIEWED**  
DATE 4/6/15 TIME 1:19

## NDF OR CIF INTERAGENCY CHECKLIST

**Interagency Name:** *Louisville FORWARD*

**Program/Project Name:** *DEER PARK NEIGHBORHOOD Plan*

**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?

*NO*

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

*YES*

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

*N/A*

**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.

*N/A*

**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.

*N/A*

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

*YES*

**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?

*N/A*

**Prepared by:**

*Tammy J. Lay*

**Date:**

*03/19/2015*

## Long, Terra L

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**From:** Baker, Kendal  
**Sent:** Tuesday, March 10, 2015 5:26 PM  
**To:** Long, Terra L; Milliken, Gretchen P  
**Cc:** Owen, Tom; Yates, Matt T  
**Subject:** RE: Neighborhood Plan for Deer Park hopefully to start this Spring.

CM Owen/Terra:

We will accept the funds for the Deer Park Neighborhood Plan. The funds can be transferred to Develop Louisville.

Let me know if you have any questions. Thanks!

Ken  
Kendal R. Baker, AICP  
Planning Supervisor, Advanced Planning  
Develop Louisville  
LOUISVILLE FORWARD  
Metro Development Center  
444 S. Fifth Street, Suite 600  
Louisville, KY 40202-4313  
502-574-5822  
Email: [kendal.baker@louisvilleky.gov](mailto:kendal.baker@louisvilleky.gov)

[www.louisvilleky.gov/developlouisville](http://www.louisvilleky.gov/developlouisville)



OFFICE OF  
**ADVANCED  
PLANNING**  
A Division of Develop Louisville

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**From:** Long, Terra L  
**Sent:** Thursday, February 26, 2015 10:32 AM  
**To:** Milliken, Gretchen P; Baker, Kendal  
**Cc:** Owen, Tom  
**Subject:** RE: Neighborhood Plan for Deer Park hopefully to start this Spring.

Will you accept funds for this neighborhood plan?

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**From:** Long, Terra L  
**Sent:** Tuesday, February 24, 2015 1:19 PM  
**To:** Milliken, Gretchen P; Baker, Kendal  
**Cc:** Owen, Tom; Long, Terra L  
**Subject:** Neighborhood Plan for Deer Park hopefully to start this Spring.

Afternoon All!

We are ready to start the ball rolling for the Deer Park neighborhood plan. We have asked the neighborhood association for a list of volunteers to set on the advisory board and hope to start our first meetings in early Spring. Please let us know if you are willing to accept our NDF for this plan (\$15,000.00).

With your email acceptance of NDF funds, I will start the process of appropriation on our end.

Looking forward to getting this much needed and long awaited plan rolling!



***Terra Long***

Legislative Assistant to CM Tom Owen  
8<sup>th</sup> District Metro Council  
601 W. Jefferson Street  
Louisville KY.40202  
FAX (502)574-1170  
(502)574-1108  
[TerraL.Long@LouisvilleKy.gov](mailto:TerraL.Long@LouisvilleKy.gov)

# *Neighborhood Snapshot*

## *Deer Park*



Jerry E. Abramson  
Mayor



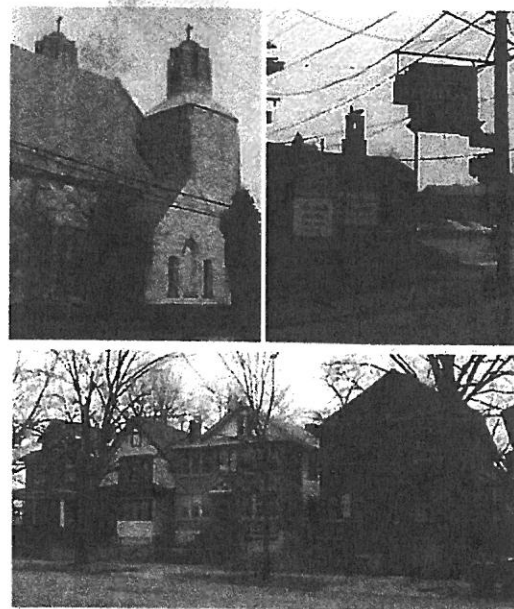
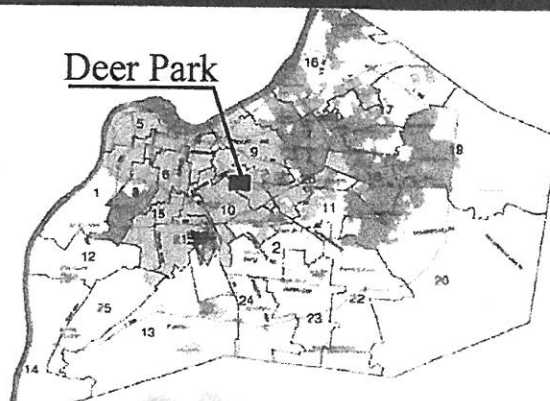
Louisville  
Metro Council

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## Neighborhood Snapshot

The Deer Park neighborhood is located in the central Louisville Metro area, in Eastern Louisville inside the Watterson Expressway between Bardstown Road and Newburg Road. The boundary to the north is Eastern Parkway, to the west is Newburg Road, east is Bardstown Road and a combination of Richmond Road and Douglass Blvd is the south boundary. Surrounding neighborhoods are Belknap, Highlands-Douglass, Bonnycastle, Cherokee Triangle, and Tyler Park.



## Neighborhood Highlights

- **Neighborhood size** - 357 acres/.56 square miles
- **Metro Council District 8** - Councilperson - Tom Owen
- **Adjacent Neighborhood Schools** - Bloom Elementary, dePaul School, St. Agnes Parish School, St. Francis of Assisi, Highland Middle School, Atherton High School
- **Civic Groups** Deer Park Neighborhood Association
- **TARC** - Bus routes #17, 19, 21, 23
- **Distance from Metro Louisville Central Business District** - 4 miles
- **History** - In 1890's developers began to subdivide the deer-filled wooded farmlands as the street car line was extended down Bardstown Road to Bonnycastle Ave. This primarily residential neighborhood, with commercial establishments lining the major thoroughfares, saw its last development originate in 1935. King's Daughters and Sons Home on Stevens Avenue has been caring for the ill and disabled since 1909.



*Prepared by:*

Louisville Metro Department of Neighborhoods, 400 S. First Street, Louisville, KY 40202 (502) 574-3380  
 Center For Neighborhoods, 610 S. 4th Street, Suite 701, Louisville, KY 40202 (502) 589-0343  
 Metro United Way, Vital Neighborhoods, 334 E. Broadway, Louisville, KY 40204 (502) 583-2822, ext. 251



# Deer Park - Facts and Statistics at a Glance

## Population Highlights

	Deer Park	Louisville Metro	Metro Statistical Area*
<b>Total population</b>	3,000	693,604	1,025,598
<b>Race</b>			
White	2,845 (95%)	563,462 (77.3%)	849,362 (82.8%)
Black	76 (2.5%)	130,153 (18.8%)	141,623 (13.8%)
American Indian	12 (.4%)	1,625 (0.2%)	2,633 (0.3%)
Asian	10 (.3%)	9,043 (1.3%)	10,227 (1.0%)
Other race	6 (.2%)	4,308 (0.6%)	5,756 (0.6%)
Two or more races	51 (1.6%)	11,741 (1.7%)	15,694 (1.5%)
<b>School enrollment</b>			
Elementary/Middle (1-8)	230	77,351	116,361
High School (9-12)	121	37,969	56,902
<b>Commuting to work</b>			
	<b>1801</b>	<b>329,091</b>	<b>492,821</b>
Car, truck, alone	1563 (87%)	265,977 (80.8%)	404,166 (82.0%)
Carpool	80 (5%)	36,332 (11.0%)	53,769 (10.9%)
Public transportation	38 (2%)	10,096 (3.1%)	10,898 (2.2%)
Walk	41 (2%)	6,556 (2.0%)	8,485 (1.7%)
Bicycle	7 (0%)	737 (0.2%)	924 (0.2%)
Work at home	72 (4%)	7,348 (2.2%)	11,587 (2.4%)
<b>Occupation</b>			
	<b>1818</b>	<b>334,938</b>	<b>501,258</b>
Mgmt, professional	935 (51%)	110,677 (33.0%)	156,307 (31.2%)
Service occupations	277 (15%)	47,317 (14.1%)	69,713 (13.9%)
Sales and office	468 (26%)	95,673 (28.6%)	139,756 (27.9%)
Construction, etc.	82 (5%)	28,105 (8.4%)	46,067 (9.2%)
Production and transportation	56 (3%)	52,620 (15.7%)	88,144 (17.6%)
<b>Median household income</b> <i>(in 1999 dollars)</i>	<b>\$ 42,198</b>	<b>\$ 49,161</b>	<b>\$ 40,821</b>
<b>Poverty Status</b>	245 (8%)	84,143 (12.1%)	109,575 (10.7%)

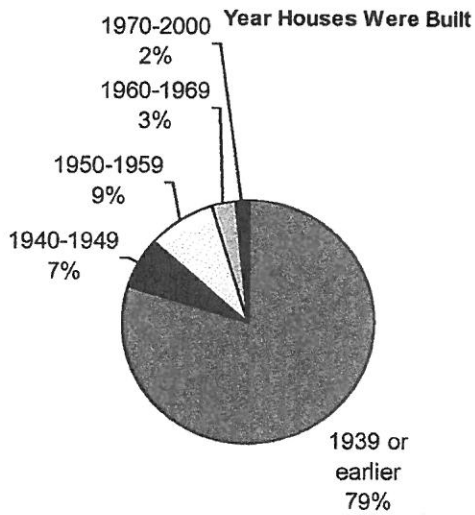
## Housing Highlights

	Deer Park	Louisville Metro	Metro Statistical Area*
<b>Total housing units</b>	1,473	305,835	438,235
<b>Occupied housing units</b>	1,401 (95%)	287,012 (93.8%)	412,050 (94.0%)
<b>Vacant housing units</b>	72 (5%)	18,823 (6.2%)	26,185 (6.0%)
<b>Median home value</b>	<b>\$ 117,800</b>	<b>\$ 103,000</b>	<b>\$ 102,300</b>
<b>Owner-occupied</b>	942 (67%)	186,358 (65.0%)	282,466 (68.6%)
<b>Renter-occupied</b>	459 (33%)	100,654 (35.0%)	129,584 (31.4%)
<b>Year structure built</b>			
1995 - 2000	0 (0%)	23,272 (7.6%)	43,187 (9.9%)
1990 - 1994	7 (0%)	16,065 (5.3%)	29,527 (6.8%)
1980 - 1989	0 (0%)	26,369 (8.6%)	45,334 (10.3%)
1970 - 1979	19 (1%)	53,928 (17.6%)	81,702 (18.6%)
1960 - 1969	42 (3%)	56,326 (18.4%)	72,875 (16.6%)
1950 - 1959	131 (9%)	54,813 (17.9%)	68,367 (15.6%)
1940 - 1949	99 (7%)	28,392 (9.3%)	36,608 (8.4%)
1939 or earlier	1175 (80%)	46,670 (15.3%)	60,635 (13.8%)
<b>Total</b>	<b>1,473 100%</b>	<b>305,835</b>	<b>438,235</b>

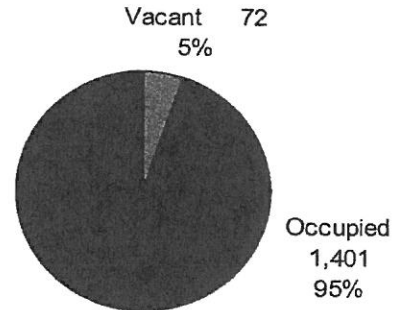
Source: U.S. Census Bureau 2000 Census <http://factfinder.census.gov/>  
Census Tract: 84 Block Group: All

\*Geographic and population area of Jefferson County and its surrounding counties.

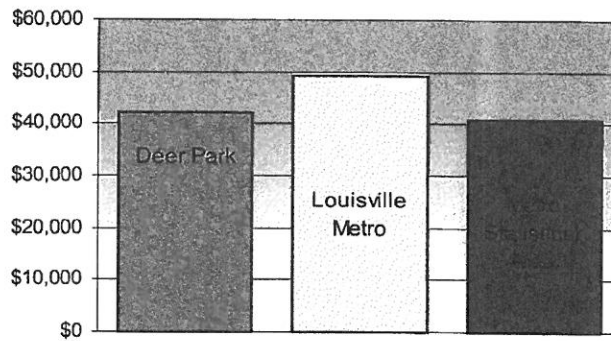
## Neighborhood



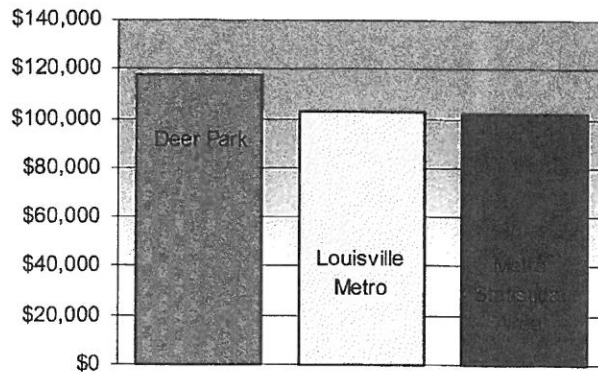
### Housing Occupancy



### Median Household Income



### Median Home Value





# Deer Park - Survey Results

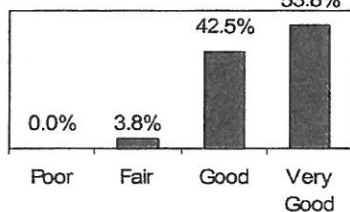
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## Survey Highlights

The following results highlight responses from 91 residents who participated in the Neighborhood Assessment Survey. Of the survey participants, 25% have lived in the Deer Park

neighborhood for 1-4 years, 37% for 5-10 years and 36% for more than 10 years. Participants ranged from 20 to more than 70 years of age.

Overall, how would you rate the quality of life in the Deer Park neighborhood?



You most strongly agree with the following statements:

1. If someone asked me for directions I would stop to help.
2. I feel at home in my neighborhood.
3. If there is a problem in my neighborhood, the residents can get it solved.
4. I hope and expect to live in this neighborhood for a long time.
5. If I really needed them to, one of my neighbors would provide some small immediate help, such as a ride to the dr.'s office or loaning me \$10.

You most strongly disagree with the following statements:

1. I regularly provide services such as transportation or running errands for an elderly person who lives in my neighborhood.
2. My neighbors and I have met to do something about a neighborhood problem or to organize a neighborhood improvement project.
3. I can recognize most of the people in my neighborhood.

The following are the top three reasons you continue to live in your neighborhood:

1. I have easy access to grocery stores and other retail services.
2. I feel safe here.
3. It is close to where I work.

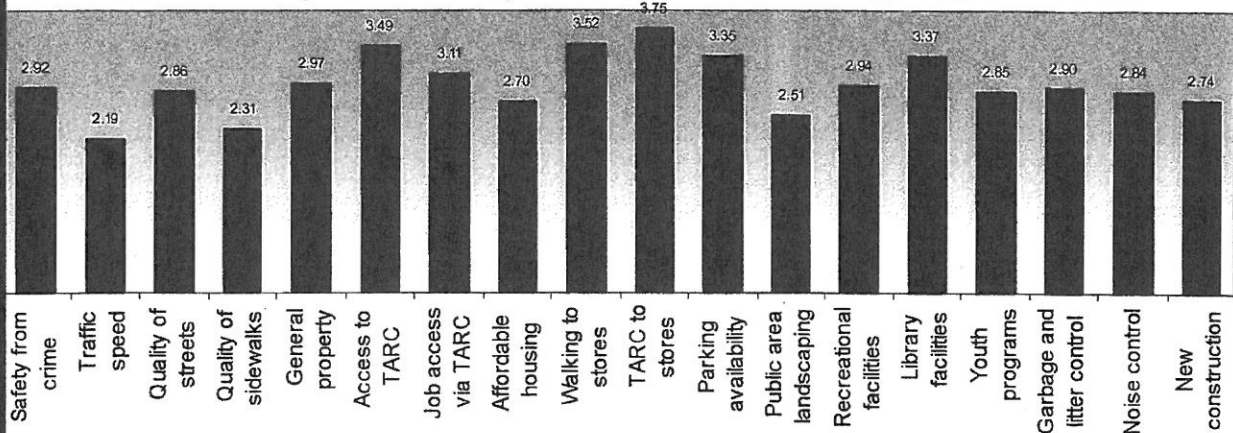
The following are the top three reasons that might make you consider moving away from the Deer Park neighborhood:

1. I don't feel safe here.
2. Rent or housing costs are too high.
3. The neighborhood is dirty and unattractive.

You would regularly use the following new establishments added to your neighborhood:

1. Fast-Food Restaurant
2. Convenience store/gas station
3. Pharmacy

Rate the following aspects of life in the Deer Park neighborhood  
Rating scale: 4.0 = Very Good 3.0 = Good 2.0 = Fair 1.0 = Poor



For a complete copy of the survey results, contact the Louisville Metro Department of Neighborhoods at 574-3380.

# Summary

## Resident Survey and Public Workshop

Residents of the Deer Park neighborhood submitted responses to the Quality-of-Life Self-Assessment Survey, the major results of which are shown on the earlier "Survey Results" page of this snapshot. Additionally, an energetic and enthusiastic group of 9 neighbors came out in early spring to attend a resident workshop on March 8. The meeting brought together Deer Park residents, representatives of the Louisville Metro Department of Neighborhoods and planners and workshop facilitators from the Center For Neighborhoods.

The primary result of this public workshop and the residents' energies is the Action Matrix.\* In addition to being a "to-do" list of neighborhood improvement projects, this document outlines sustainable partnerships between Deer Park and all the identified entities, such as Louisville Metro agencies and private business organizations, who can continue to help each other realize their common goals of a healthy and prosperous neighborhood with an ever-improving quality of life.

*\* Action Matrix is the table of projects, potential partners and implementation schedule for neighborhood goals.*

Deer Park neighborhood residents who took part in the Quality-of-Life Survey and Public Workshop and who gave generously of their time and ideas include:

Estelle Benner  
Floyd Benner  
Tammy Markert  
Marilyn Hrbek  
Jason Greenberg  
Art Cestaro  
Bruce Moore

Christine Brinkman  
Jennifer Frommeyer  
Monica Mahoney

A map of landmarks within the Deer Park NH was created at the Workshop



Deer Park neighborhoods worked in small groups



Deer Park residents consider options and solutions to all issues seriously



## Thanks

In addition to the dedicated Deer Park neighborhood residents who participated in the Neighborhood Assessment Project, "Thanks" are extended to:

**The Deer Park Neighborhood Association** (for local coordination of the assessment process)

**Highland Court** (for use of their facilities for the Public Workshop)

**Louisville Metro Department of Neighborhoods** (for sponsorship, leadership and guidance)

Proposed Time frame	Neighborhood Projects	Partnerships with Metro Government Agencies & Private Entities
1 Year or Less	<p>More garbage cans MetroCall - 311 LPW</p> <p>Produce a neighborhood directory DPNA Department of Neighborhoods (DON)</p>	<p><b>Striped crosswalks</b> Louisville Metro Public Works &amp; Assets Dept. (LPW) Louisville Metro Inspections, Permits and Licenses (IPL)</p> <p><b>Speed limit enforcement</b> Louisville Metro Police Department DPNA</p> <p><b>Artist in neighborhood creating public art</b> Jefferson County Public Schools (JCPS) DPNA Local art galleries</p> <p><b>Cleaner garbage collecting and recycling</b> MetroCall - 311 LPW DPNA</p> <p><b>Better and more recycling bins available</b> DPNA MetroCall - 311 LPW</p>
1 - 3 Years		<p><b>Investigate a shared green space with Highland Middle School</b> DPNA Metro Parks Local Businesses JCPS Brightside</p> <p><b>Businesses in neighborhood, clean up, no more trash</b> Operation Brightside MetroCall - 311 DPNA MDA</p> <p><b>Repair all sidewalks</b> LPW IPL DPNA</p> <p><b>Study the rerouting of #21 TARC bus on to larger streets</b> Transit Authority of River City LMPD DPNA</p>
3 - 5 Years		<p><b>Produce a neighborhood directory</b> DPNA Department of Neighborhoods (DON)</p> <p><b>Create a small green space - a small nature center</b> DPNA Metro Parks Local Businesses Brightside</p> <p><b>Repair all sidewalks</b> LPW IPL DPNA</p>

\* Action Matrix is a table of projects, potential partners and implementation schedules for neighborhood goals.