



Vision Statement & Our Key Findings



Continue to be authentic and unique



Promote a green neighborhood and Beargrass Creek

Butchertown, Phoenix Hill and NuLu are **historic, energetic,** and **resilient urban communities** located **in the heart of Louisville,** where **smart growth** supports an environment for **everyone** to succeed.



Guide growth to support livability



Improve connections for all modes



Be welcoming to all families and individuals

Executive Summary

A Vision for Butchertown, Phoenix Hill and NuLu

This plan sets a vision for three vibrant communities in the heart of Louisville — Butchertown, Phoenix Hill, and NuLu. In the last decade, the area has experienced significant growth and investments, with the opening of new restaurants, breweries, a soccer stadium, and a botanical garden. With more developments in the pipeline and a growing resident and employee population, this plan comes at the right time to influence and shape the next ten years of development and growth.

With a public process started prior to the COVID-19 pandemic, this plan's engagement included a public meeting that resulted in more than 360 comments/ ideas, an online survey with 400 responses, and door-to-door canvassing that reached more than 30 residents. Following the pandemic, the planning team adjusted the engagement strategy to focus on online meetings with an engaged Neighborhood Advisory Group representing residents, business owners, and community leaders. This engagement revealed a desire for a walkable and well-connected neighborhood, responsible and sustainable growth, and a renewed focus on transforming Beargrass Creek.

This plan's overarching goal is to anticipate growth and develop a proactive approach in which new developments benefit new and existing residents of all socioeconomic groups. As such, the plan:

- Identifies opportunity sites along key corridors or near destinations that are expected to re-develop and recommends zoning and form district updates to incentivize walkable and compact developments.
- Sets a connectivity framework based on converting one-way pairs into two-way complete streets, and right-sizing intersections to encourage a walkable and bikeable community.
- Transforms existing barriers into gateways that feature the community's sense of identity with murals and creative lighting.
- Sets an implementable vision for a long-imagined Beargrass Creek Greenway that includes open space and new development facing the creek.

These recommendations aim to create a 15-minute community, accessible for residents of all income groups and ages. Implementation strategies empower what is already an active and engaged network of residents, business owners, and leaders to build a more livable and resilient community



Land Use & Community Form

LU

- LU1** Support residential portions of the community to enhance what makes them unique and build on their character and livability.
- LU2** Infill vacant and underutilized properties, targeting known “gaps” and identify industrial properties that may transition into residential, mixed-use, or commercial.
- LU3** Promote economic development opportunities along the Broadway Corridor.
- LU4** Collaborate with active industrial and manufacturing users expected to remain in the community.
- LU5** Prioritize properties along Hancock and Clay Streets as a neighborhood-scale mixed-use spine.
- LU6** Implement local and city-wide policies that prioritize sustainability, with the goal of achieving a standard sustainability certification for the study area, such as LEED.

M

Mobility*

*A multi-modal connectivity analysis with additional findings and data-driven recommendations is included as an appendix to this document

- M1** Transform major corridors into two-way streets that reflect Complete Streets principles and prioritize pedestrians, cyclists and transit riders over vehicles.
- M2** Create a seamless multi-modal connection between Broadway and the waterfront using a system of neighborhood-scale streets and alleys.
- M3** Redesign and right-size intersections that hinder connectivity and safety, using traffic-calming measures and techniques.
- M4** Use public art, placemaking, and urban activation to improve connectivity gaps within the study area, and at significant gateways.

BC

Beargrass Creek

- BC1** Restore Beargrass Creek’s stream health and natural ecology.
- BC2** Transform the Beargrass Creek Corridor into a world-class greenway that connects neighborhoods with nature.
- BC3** Shape development along the Beargrass Creek corridor so new buildings face and engage a revitalized waterfront.
- BC4** Create a regional vision plan for Beargrass Creek that expands beyond this study area and connects to Cherokee Park and the Louisville Zoo.

EA

Equity & Affordability

- EA1** Support multiple housing types in new developments beyond traditional mixed-use or single-family to establish multiple price-points.
- EA2** Prevent the displacement of longtime residents caused by development pressures and the effects of gentrification, and welcome new residents of all income groups.
- EA3** Work with local businesses to establish hiring and operational policies that combat systemic racism.
- EA4** Focus on resident health and economic wellbeing to address the inequities heightened by the COVID-19 global pandemic, and its long-term effects.
- EA5** Support the study area’s unhoused neighbors with short- and long-term strategies.

LU | Land Use and Community Form Responsibility Matrix

GOAL **LU1** **Support residential portions of the community to enhance what makes them unique, and build on their character and livability.**

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective LU1.1	Leverage strong resident engagement to help shape and impact future development, particularly during early phases of the development process.			
LU1.1A	Within each community resident association, develop a task force dedicated to implementing this plan.	Neighborhood associations	Councilperson, Develop Louisville	Quick Wins
LU1.1B	Canvass existing business owners to determine if a Business Improvement District for commercial corridors is warranted to ensure corridor improvements and ongoing maintenance.	NuLu Business Association, business owners	Councilperson, Economic Development	Near-Term
LU1.1C	Collaborate with Louisville Metro Planning & Design Services on current and future updated to the Land Development Code (LDC), with specific focus on improved resident notification and engagement.	Neighborhood associations	Planning & Design Services, Develop Louisville, Councilperson	Near-Term
LU1.1D	Encourage known investors and developers in the study area to engage with residents before the development review process begins.	Property owners and developers, neighborhood associations	Develop Louisville, Councilperson	Near-Term
LU1.1E	Ensure that resident and community voices are heard throughout private and public development and infrastructure improvement processes, from conception to completion.	Property owners and developers, neighborhood associations	Develop Louisville, Metro Public Works, KYTC, Councilperson	Mid-Term
Objective LU1.2	Consider the inclusion of a Community Benefits Agreement (CBA) for large developments, particularly for those that are on publicly owned land or that utilize public funding, to encourage affordable housing and protect longtime residents from displacement.			
LU1.2A	Explore the possibility of requiring CBA's for projects that involve publicly owned land or public funding (i.e. tax increment financing).	Neighborhood associations, property owners and developers	Develop Louisville, Economic Development, Metro Council	Mid-Term
LU1.2B	Ensure potential CBA processes include a Community Advisory Committee, or similar group, that guides development, implementation, and maintenance of the agreement. This Committee should include representatives of both the developer and the community.	Neighborhood associations, property owners and developers	Develop Louisville, Economic Development, Metro Council	Mid-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
LU1.2C	<p>In an effort to promote transparency, community members should develop a standard list of potential items that could be included in future CBA's. Some examples are listed below:</p> <ul style="list-style-type: none"> • Focus employee recruitment in the Phoenix Hill, Butchertown, and NuLu communities. • Provide a living wage (at least \$15.50/hr) for all workers involved in the project, from conception to completion. • Create a neighborhood endowment fund to cover the cost of unintended impacts to the community. • Ensure a minimum number of affordable housing units, when applicable. • Provide access to community health and wellness amenities associated with the development. • Support policy changes that benefit and protect residents from negative design and environmental impacts, such as residential parking programs. • Collaborate with local artists and creatives, when applicable. 	Neighborhood associations, property owners and developers	Develop Louisville, Economic Development, Metro Council	Mid-Term
Objective LU1.3	Strengthen historic preservation efforts for residential portions of the study area.			
LU1.3A	Engage the residents of Phoenix Hill to determine if more historic preservation protections are desired in the residential portions of the neighborhood. Options can include a local preservation district, an overlay district, individual landmarks and complexes, or something else determined from specific needs.	Phoenix Hill Neighborhood Association	Develop Louisville, Historic Landmarks and Preservation Districts Commission	Near-Term
Objective LU1.4	Ensure new development is compatible with the scale and form of the surrounding built environment.			
LU1.4A	Examine the Industrial Character Area design guidelines of Butchertown to ensure they address buffering any new or expanded industrial activity when it is near residential areas.	Butchertown Neighborhood Association, industrial partners	Develop Louisville, Historic Landmarks & Preservation Districts Commission	Quick Wins
LU1.4B	Examine the Butchertown local preservation district guidelines to ensure they address development along major corridors impacting residential parts of the community, including appropriateness with regard to scale, design, and materials.	Butchertown Neighborhood Association	Develop Louisville, Historic Landmarks & Preservation Districts Commission	Near-Term
LU1.4C	Engage Phoenix Hill residents to determine if design guidelines for new industrial activity is desired near residential portions of the neighborhood.	Phoenix Hill Neighborhood Association, industrial partners	Develop Louisville	Mid-Term
LU1.4D	Engage residents through a robust community input process in the development of a new Urban Center Neighborhood Form District (UCN) and its transition zone to ensure appropriate transitions near existing residential areas.	Neighborhood Associations	Councilperson, Develop Louisville	Near-Term
Objective LU1.5	Invest in quality neighborhood pocket parks and open spaces that address resident needs.			
LU1.5A	With resident input, Identify underutilized or vacant lots in Butchertown, NuLu or Phoenix Hill, and develop a temporary pocket park using tactical urbanism strategies.	Neighborhood associations, NuLu Business Association	Develop Louisville, Louisville Metro Parks	Quick Wins

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
LU1.5B	Support programming small-scale gatherings, such as yoga classes or movie showings, at existing community parks, such as Rubel Park or Story Avenue Park.	Neighborhood associations	Develop Louisville, Louisville Metro Parks	Quick Wins
LU1.5C	Work with development community to improve green spaces within Liberty Green along Clay and Hancock Streets and transform these into amenitized pocket parks, maintained in partnership with a Liberty Green entity, such as a Business Improvement District.	Liberty Green development partners, Phoenix Hill Neighborhood Association	Louisville Metro Housing Authority, Develop Louisville, Public Works	Near-Term
LU1.5D	Create a master plan for Rubel Park that focuses on improving fencing, circulation, and nearby connections to the neighborhood.	Phoenix Hill Neighborhood Association, Rubel Park area residents	Louisville Metro Parks	Mid-Term
LU1.5E	Work with resident associations to establish a maintenance strategy for existing and new open spaces within each neighborhood.	Neighborhood associations	Louisville Metro Parks	Mid-Term
LU1.5F	Engage residents to identify and fill gaps in active recreational amenities within a 10-minute walk of residential pockets, such as basketball courts, flex athletic fields, outdoor gyms, and playscapes.	Neighborhood associations	Louisville Metro Parks	Mid-Term

GOAL **LU2** Infill vacant and underutilized properties, targeting known “gaps” and identify industrial properties that may transition into residential, mixed-use, or commercial.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective LU2.1	Plan for future redevelopment of properties in close proximity to the study area’s destinations.			
LU2.1A	Identify industrial, manufacturing, or single-use commercial properties expected to transition to mixed-use or residential.	Neighborhood associations, industrial partners, development partners	Councilperson, Develop Louisville, Economic Development	Near-Term
LU2.1B	Undergo an area-wide rezoning of properties identified through LU2.1A, focusing on vacant or underutilized properties currently zoned M-2 or M-3 that are expected to face development pressure within the next 5 years. Work with Louisville Metro Planning and Design to determine new zoning designation, focusing on encouraging mixed-use with active ground uses and office or residential. New zoning designations may include EZ-1, C-2 and CM.	Neighborhood associations, industrial partners, development partners, residents near adjacent parcels	Councilperson, Develop Louisville, Economic Development	Near-Term
LU2.1C	After adoption of the Urban Center Neighborhood Form District (UCN), change portions of the study area identified in the accompanying map to the UCN as appropriate to ensure future development reflects a high-quality walkable urban environment.	Neighborhood associations, development partners	Councilperson, Develop Louisville, Economic Development	Mid-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
LU2.1D	After adoption of the Urban Center Neighborhood Form District (UCN), change properties within the Traditional Neighborhood Form District (TN) near NuLu and Liberty Green to the UCN as appropriate to promote higher intensity uses and mixed use.	Neighborhood associations, development partners	Councilperson, Develop Louisville, Economic Development	Mid-Term
LU2.1E	Allow for the expansion of the NuLu Review Overlay District where appropriate, to ensure NuLu’s long-term vitality as this district continues to influence development beyond its Market Street epicenter.	NuLu Business Association	Councilperson, Develop Louisville, Economic Development	Long-Term
Objective LU2.2	Encourage appropriate redevelopment that supports a “15-Minute City” to increase the study area’s livability.			
LU2.2A	Partner with a developer to create a pilot project for a temporary community-centric use in an empty lot in Phoenix Hill near Liberty Green. The use should be determined by residents, using the results of the community survey conducted in this process. Potential uses include a corner grocery, expansion of an existing grocer, retail or coffee shop pop-up, or general store.	Phoenix Hill Neighborhood Association, area grocers/ markets, Liberty Green development partners	Develop Louisville, Public Health and Wellness Center for Health Equity	Quick Wins
LU2.2B	Encourage the construction or adaptive-reuse “Missing Middle” Housing to introduce diverse housing types into the community, such as multiplexes, fourplex apartments, courtyard apartments, townhomes, and duplexes.	Neighborhood associations, development partners	Develop Louisville	Mid-Term
LU2.2C	Work with the Stadium District development to express resident feedback on planned future uses, tenants and green space improvements.	Stadium district development and design team, Butchertown Neighborhood Association	Develop Louisville	Mid-Term
Objective LU2.3	Relocate the Louisville Metro Police Impound Lot and redevelop with uses supported by the community.			
LU2.3A	Undergo a separate follow-up small area study to set a community-based vision for the Louisville Metro Police Impound Lot. This process should include a community engagement component to re-imagine the site as a mixed-use development featuring open spaces, greenhouses or expansion of the Waterfront Botanical Gardens.	Butchertown Neighborhood Association, Waterfront Botanical Gardens, local developers	Develop Louisville, Economic Development, LMPD, Councilperson(s)	Near-Term
LU2.3B	Based on the recommendations of the small area study determine whether a form district change is needed. If determined to be needed, change the form district to a more appropriate designation.	Butchertown Neighborhood Association	Councilperson, Develop Louisville, LMPD	Mid-Term
LU2.3C	Relocate the Louisville Metro Police Impound Lot to an alternate more suitable location outside the study area.	Butchertown Neighborhood Association, Greater Louisville Inc. (GLI)	Develop Louisville, Economic Development, LMPD, Metro Council	Long-Term
LU2.3D	Find a development partner for the redevelopment of the Louisville Metro Police Impound Lot, guided by the results of an initial community engagement process, through an RFP developer selection process, and/or a partnership with the Waterfront Botanical Gardens.	Butchertown Neighborhood Association, Waterfront Botanical Gardens, local developers	Develop Louisville, Economic Development	Long-Term

Responsibility Matrix

GOAL **LU3** Promote economic development opportunities along the Broadway Corridor.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective LU3.1	Support mixed-use and ground-level commercial activity along Broadway.			
LU3.1A	After adoption of the Urban Center Neighborhood Form District (UCN), collaborate with the Smoketown and Paristown Pointe neighborhood associations to change properties on Broadway in the Traditional Marketplace Corridor (TMC) to the UCN as appropriate to leverage future transit improvements and encourage Transit Oriented Development (TOD).	Neighborhood associations, Broadway landowners and businesses, development partners	Councilperson, Develop Louisville	Mid-Term
LU3.1B	Engage residents and developers to discuss long-term redevelopment of the Goodwill Property.	Goodwill Industries, Phoenix Hill Neighborhood Association, nearby residents and property owners	Develop Louisville, Economic Development	Mid-Term
LU3.1C	Work with MSD on future improvements to Beargrass Creek to reduce the impact of the current floodway along the corridor.	Owners/tenants of impacted properties	Metropolitan Sewer District (MSD), U.S. Army Corps of Engineers, Develop Louisville	Long-Term
Objective LU3.2	Re-establish Broadway's legacy as Louisville's premier multi-modal east-west corridor.			
LU3.2A	Engage the residents of Phoenix Hill, Smoketown, and Paristown Pointe to determine if more historic preservation protections are desired for structures along the corridor. Options can include a local preservation district, an overlay district, individual landmarks and complexes, or something else determined from specific needs.	Neighborhood associations, local preservation advocacy groups	Historic Landmarks and Preservation Districts Commission, Develop Louisville	Near-Term
Objective LU3.2	Re-establish Broadway's legacy as Louisville's premier multi-modal east-west corridor.			
LU3.3A	Support recommendations from the Broadway Master Plan aimed at transforming the corridor into a walkable premium transit corridor with land uses that activate the street.	Neighborhood associations	Develop Louisville, Economic Development, Public Works, TARC, KYTC	Near-Term
LU3.3B	Following the completion of the Broadway Master Plan, determine premium transit station locations and identify properties expected to redevelop within walking distance of stations (quarter to half-mile buffer).	Neighborhood associations, Broadway landowners and businesses	Develop Louisville, Economic Development, Public Works, TARC	Near-Term
LU3.3C	In collaboration with Louisville Metro Planning and Design Services and Economic Development, identify and develop a strategy to address barriers to redevelopment near transit stations. These may include floodway issues, zoning districts unsuited for mixed-use, or lack of ownership consolidation.	Neighborhood associations, Broadway landowners and businesses, development partners	Develop Louisville, Economic Development	Mid-Term

GOAL **LU4** Collaborate with active industrial and manufacturing users expected to remain in the community.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective LU4.1	Create a partnership between residents and large employers in the study area.			
LU4.1A	Within each resident association, create a focus group open to representatives from nearby industry to address impacts and disruptions to residential areas and resident concerns, such as re-routing truck traffic routes to avoid residential areas.	Neighborhood associations, representatives from nearby industry/employers	Councilperson	Quick Wins
LU4.1B	Partner with large employers to “green up” their properties and establish better buffers. Improvements can include more street trees, large pervious areas, and improved sidewalks.	Neighborhood associations, representatives from nearby industry/employers, Trees Louisville	Councilperson, Public Works, Metropolitan Sewer District (MSD)	Near-Term
Objective LU4.2	Establish channels to monitor and report industrial or large employment activity that affects residential quality of life.			
LU4.2A	Identify current and potential sources of air contaminants, noise and light pollution, and other nuisance activity affecting residents.	Neighborhood associations, representatives from nearby industry/employers, residents near industrial facilities	Councilperson, Health and Wellness, Air Pollution Control District (APCD)	Near-Term
LU4.2B	Engage Louisville Air Pollution Control District (APCD) to ensure enforcement of regulations.	Neighborhood associations, representatives from nearby industry/employers, residents near industrial facilities	Air Pollution Control District (APCD), Councilperson	Mid-Term
LU4.2C	Partner with light and heavy industrial users in the study area to determine action steps toward improving air quality in the area, following available local environmental programs by APCD.	Neighborhood associations, representatives from nearby industry/employers, residents near industrial facilities	Air Pollution Control District (APCD), Councilperson	Mid-Term

Responsibility Matrix

GOAL **LU5** Prioritize properties along Hancock and Clay Streets as a neighborhood-scale mixed-use spine.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective LU5.1	Identify opportunity sites along Clay and Hancock Streets.			
LU5.1A	Engage medical district representatives to establish short-term goals for green improvements and long-term goals for redevelopment of surface parking lots.	Hospitals, University of Louisville, Phoenix Hill Neighborhood Association	Economic Development, Develop Louisville	Near-Term
LU5.1B	Invite area professionals or students, in addition to residents, to engage in a charrette that re-imagines these two corridors.	Hospitals, University of Louisville, Phoenix Hill Neighborhood Association, Center for Neighborhoods, Urban Design Studio, Urban Land Institute (ULI)	Develop Louisville	Near-Term
Objective LU5.2	Plan for future mixed-use, office, entertainment, and residential development opportunities.			
LU5.2A	Identify industrial or manufacturing properties near the Stadium District that have the potential for future neighborhood-scale development.	Stadium District development and design team,	Economic Development, Develop Louisville	Near-Term
LU5.2B	Work with the Office of Advanced Planning and Sustainability to identify potential brownfield sites and funding programs for cleanup.	UofL Center for Environmental Policy and Management	Develop Louisville, Kentucky Energy and Environment Cabinet, EPA Region 4	Mid-Term
LU5.2C	Develop temporary activation strategies for vacant sites along the corridor adjacent to residential areas. Potential uses include pop-up parks, expansion of existing market/grocer, community gardens, and shipping container retail.	Hospitals, University of Louisville, Phoenix Hill Neighborhood Association	Develop Louisville	Near-Term

GOAL **LU6** Implement local and city-wide policies that prioritize sustainability, with the goal of achieving a standard sustainability certification for the study area, such as LEED.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective LU6.1	Preserve and promote open spaces such as Waterfront Park and Beargrass Creek.			
LU6.1A	Work with Waterfront Development Corporation to develop a plan for conservation of natural areas in Waterfront Park.	Neighborhood associations	Waterfront Development Corporation, Metropolitan Sewer District (MSD)	Near-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
LU6.1B	Follow and implement the recommendations in the Beargrass Creek section of this plan, especially those that include conservation of natural areas and resources.	Neighborhood associations, Beargrass Creek Task Force	Metropolitan Sewer District (MSD), Army Corp of Engineers, Louisville Metro Government, Councilperson	Long-Term
LU6.1C	Encourage sustainable future development around Beargrass Creek, including increasing the existing waterways buffer from 25 feet to 50 feet.	Neighborhood associations, Beargrass Creek Task Force	Develop Louisville, Councilperson	Mid-Term
LU6.1D	Ensure a cohesive vision for the study area's natural and open spaces, highlighting the connection between Beargrass Creek, Waterfront Park, and the Ohio River.	Neighborhood associations, Beargrass Creek Task Force	Waterfront Development Corporation, Metropolitan Sewer District (MSD), Army Corp of Engineers, Louisville Metro Government, Councilperson	Long-Term
LU6.1E	Create greenways along streets (comprising trees, bioswales, raingardens, pollinator gardens, etc.) to enhance habitat connectivity and resilience of local urban flora and fauna.	Neighborhood associations	Develop Louisville, Public Works, Metropolitan Sewer District (MSD)	Mid-Term
Objective LU6.2	Encourage sustainable public infrastructure.			
LU6.2A	Provide electric vehicle (EV) charging infrastructure in at least 2% of all public parking areas, including both off-street and on-street.	Neighborhood associations	Public Works, Develop Louisville, Drive Clean Louisville, Councilperson	Near-Term
LU6.2B	Increase opportunities for recovery of materials from solid waste streams by providing opportunities for composting, ensuring accessible recycling services, and encouraging businesses in the reuse, repair, and recycling industries.	Neighborhood associations, Area businesses	Public Works, Develop Louisville, Councilperson	Mid-Term
LU6.2C	Consider opportunities for green and blue infrastructure within the public right of way, especially when implementing projects like the East Market Streetscape.	Neighborhood associations	Public Works, Metropolitan Sewer District (MSD), Develop Louisville, Councilperson	Mid-Term
LU6.2D	Work with partners to bury utilities throughout the study area, strengthening the reliability and resilience of power and communications systems in extreme weather conditions.	Neighborhood associations	Louisville Gas & Electric (LG&E), Telecom Companies, Public Works, Councilperson	Long-Term
Objective LU6.3	Adopt a city-wide green building policy that provides incentives for certified green construction projects.			
LU6.3A	Consider density, height, or floor area ratio (FAR) bonuses for green building projects.	Neighborhood associations, development community	Develop Louisville, Councilperson	Near-Term
LU6.3B	Encourage financial incentives, such as tax credits or permit fee reductions, for green building projects.	Neighborhood associations, development community	Develop Louisville, Metro Council, State Legislature	Mid-Term
LU6.3C	Provide administrative incentives, such as expedited reviews or permitting processes, for green building projects.	Neighborhood associations, development community	Develop Louisville, Councilperson	Near-Term

M | Mobility Responsibility Matrix

GOAL **M1** Transform major corridors into two-way streets that reflect Complete Streets principles and prioritize pedestrians, cyclists and transit riders over vehicles.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective M1.1	Convert one-way pairs into walkable, multi-modal two-way streets, using the standards established in Louisville Metro's Complete Streets Ordinance.			
M1.1A	Convert East Main Street to two-way, implementing a streetscape upgrade east of Clay Street and a road diet with left turn lanes.	Butchertown Neighborhood Association, East Main Street landowners, businesses and resident groups	Public Works, Develop Louisville, KYTC, TARC	Mid-Term
M1.1B	Re-position Jefferson Street as a seamless transition between NuLu and Liberty Green by converting to two-way travel, adding traffic-calming bump-outs at the intersections between Clay Street and Baxter Avenue.	Phoenix Hill Neighborhood Association, NuLu Business Association, Jefferson Street landowners, businesses and resident groups	Public Works, Develop Louisville, TARC	Mid-Term
M1.1C	Transform Liberty Street, Chestnut Street and Muhammad Ali Boulevard into slower two-way streets to better connect the residential hearts of Phoenix Hill and Liberty Green with the medical district and downtown.	Hospitals, University of Louisville, Phoenix Hill Neighborhood Association, Liberty Green residents	Public Works, Develop Louisville, TARC	Mid-Term
M1.1D	Work with KYTC to determine the feasibility of two-way conversions for Story Avenue and Mellwood Avenue.	Neighborhood associations	KYTC, Public Works, Develop Louisville, Councilpersons District 4 and District 9	Long-Term
M1.1E	Support local designation for streets within the study area, to ensure improvements reflect the priorities of residents and local businesses.	Phoenix Hill Neighborhood Association	KYTC, Public Works, Develop Louisville, TARC, Metro Council	Long-Term
M1.1F	Conduct a streetscape and roadway assessment for the medical district to align hospital/campus needs with complete streets principles.	Hospitals, University of Louisville, Phoenix Hill Neighborhood Association	Public Works, Develop Louisville, KYTC	Long-Term
M1.1G	Conduct detailed analysis on the impact of expressway access and egress ramps on one-way street to two-way street conversions and local area traffic flow.	Butchertown Neighborhood Association, Phoenix Hill Neighborhood Association, NuLu Business Association, Impacted landowners and businesses	KYTC, Public Works, Develop Louisville, Councilpersons District 4 and District 9	Long-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
M1.1H	Identify priority north-south one-way roadway sections that have potential to support improved transit connectivity and the operations of other mobility services if transitioned to two-way operation, particularly in the eastern part of the neighborhood outside of the Clay Street and Hancock Street corridors.	Butchertown Neighborhood Association, Phoenix Hill Neighborhood Association, NuLu Business Association	Public Works, Develop Louisville, TARC	Long-Term
Objective M1.2	Improve existing bike infrastructure to strengthen heavily used bike routes and facilities.			
M1.2A	Prior to a two-way conversion, replace the westbound bike lane on Main Street into a temporary two-way buffered cycletrack, reducing the roadway to three westbound lanes.	Butchertown Neighborhood Association, East Main Street landowners, businesses and resident groups, bike advocacy organizations	Public Works, Bike Louisville, Develop Louisville, KYTC	Near-Term
M1.2B	Extend the multi-use trail along River Road toward the east to connect to the existing Beargrass Creek Greenway, improving greenway access from River Road, and adding wayfinding and signage.	Neighborhood associations, impacted property owners, bike advocacy organizations	Public Works, Bike Louisville, Develop Louisville	Long-Term
Objective M1.3	Work with Louisville Metro and KYTC to establish a plan for a neighborhood-serving bike and pedestrian network.			
M1.3A	Create a two-way cycletrack along Main Street between Downtown and Baxter Avenue, separated by ongoing traffic using planters and on-street parking.	Butchertown Neighborhood Association, East Main Street landowners, businesses and resident groups, bike advocacy organizations	Public Works, Bike Louisville, Develop Louisville, KYTC	Quick Wins
M1.3B	Paired with a two-way re-striping, add bike lanes to Jefferson Street between Baxter Avenue and Downtown.	Phoenix Hill Neighborhood Association, bike advocacy organizations	Public Works, Bike Louisville, Develop Louisville, KYTC	Near-Term
M1.3C	Work with MSD to identify flood-prone areas that will benefit from investments in green infrastructure along roadways, such as Campbell Street.	Neighborhood associations	Metropolitan Sewer District (MSD), Public Works	Near-Term
M1.3D	Ensure that all right-of-way improvements must include street trees in an environment where they will survive and thrive.	Trees Louisville, neighborhood associations	Develop Louisville, Public Works, KYTC, TARC	Near-Term
M1.3E	Ensure that all improvements to pedestrian facilities include safe access for wheelchair users and those with visual, hearing, or mobility impairments.	Neighborhood associations	Develop Louisville, Public Works, KYTC, TARC	Near-Term
M1.3F	Work with TARC to upgrade bus stops along high-ridership routes, following TARC's Transit Design STANDARD Manual guidelines.	Neighborhood associations	TARC, Develop Louisville, Public Works	Mid-Term
M1.3G	Work with industrial partners through the focus group established in LU1.4F to re-route truck traffic routes through major corridor to avoid residential areas.	Neighborhood Associations, Industrial Partners	Councilperson	Mid-Term
Objective M1.4	Conduct pilot tests for improvements and implement community-driven visions for Broadway and Market Street.			
M1.4A	Work with Public Works, KYTC and Advanced Planning and Sustainability to pair COVID-19 related outdoor eating areas with temporary interventions that test road diets or expand sidewalk areas.	NuLu Business Association	Public Works, Develop Louisville, KYTC	Quick Wins

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
M1.4B	Conduct a temporary intervention along Market Street using the planned roadway improvements, using tactical urbanism methods.	NuLu Business Association, NuLu businesses and stakeholders	Louisville Downtown Partnership (LDP), Develop Louisville, Public Works, KYTC, TARC	Quick Wins
M1.4C	Implement the Market Street NuLu Streetscape Project and roadway reconfiguration.	NuLu Business Association, NuLu businesses and stakeholders	Louisville Downtown Partnership (LDP), Develop Louisville, Public Works, KYTC, TARC	Mid-Term
M1.4D	Work with medical district representatives, and the Paristown Pointe and Smoketown resident associations, to implement week-long or month-long quick wins from the Broadway Master Plan such as TARC stop/shelter improvements.	Hospitals, neighborhood associations, Broadway stakeholders	Develop Louisville, TARC, Public Works, KYTC	Near-Term
M1.4E	Implement the recommended outcomes of the Broadway Master Plan within this plan's study area to improve walkability, transit access and traffic-calming.	Hospitals, neighborhood associations, Broadway stakeholders	Develop Louisville, TARC, Public Works, KYTC	Mid-Term

GOAL **M2** Create a seamless multi-modal connection between Broadway and the waterfront using a system of neighborhood-scale streets and alleys.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective M2.1	Re-imagine Clay Street and Hancock Street as the study area's main north-south corridors.			
M2.1A	With support from resident volunteers, assess existing right-of-way conditions along both corridors, identifying missing/damaged sidewalks, unmarked crossings, and gaps in lighting during evening hours.	Neighborhood associations	Develop Louisville, Public Works	Quick Wins
M2.1B	Improve streetscapes along Clay and Hancock Streets to ensure a baseline of high quality sidewalks, street trees, and marked crossings.	Neighborhood associations	Develop Louisville, Public Works	Near-Term
M2.1C	Prioritize Clay, Hancock, and Campbell Streets as north-south neighborhood bikeways through traffic calming, bike-specific wayfinding and signage, and bike safety improvements at intersections, such as bike boxes.	Neighborhood associations, bike advocacy organizations	Develop Louisville, Public Works, Bike Louisville	Near-Term
M2.1D	Implement traffic-calming strategies at intersections with cross streets, prioritizing intersections with high-traffic east-west corridors. Traffic-calming may include bump-outs, longer pedestrian crossing times, high visibility crosswalks, and four-way stops.	Neighborhood associations	Develop Louisville, Public Works	Mid-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
M2.1E	Improve intersections with Witherspoon Street to add a north-south pedestrian crossing connecting to the existing multiuse trail along the northernmost side of Witherspoon Street.	Neighborhood associations, Stadium District	Develop Louisville, Public Works, Bike Louisville, Waterfront Development Corporation	Long-Term
Objective M2.2	Improve walking, biking and transit connections between Downtown, Butchertown and Waterfront Park.			
M2.2A	Explore parking management systems, such as capacity management and reservation systems, dynamically priced parking, and establish partnerships between downtown garages and the Stadium District to reduce the dependence on on-site surface or garage parking for regular events.	Stadium District, Louisville City FC	Parking Authority of River City (PARC), Louisville Downtown Partnership (LDP), Economic Development	Quick Wins
M2.2B	Work with TARC to establish event-day shuttles between downtown garages, NuLu and the Stadium District.	Stadium District, Louisville City FC	Parking Authority of River City (PARC), Louisville Downtown Partnership (LDP), Economic Development, Transit Authority of River City (TARC)	Quick Wins
M2.2C	Work with TARC to restore the discontinued LouLift circulator, and explore a route extension that better serves Waterfront Park and Butchertown.	Neighborhood associations, NuLu Business Association	Transit Authority of River City (TARC), Economic Development	Near-Term
M2.2D	Work with the Stadium District and Butchertown residents to determine event-day traffic and circulation protocols.	Stadium District, Butchertown Neighborhood Association	Develop Louisville, Transit Authority of River City (TARC)	Near-Term
M2.2E	Implement planned sidewalk improvements to Frankfort Avenue between Story Avenue and River Road.	Waterfront Botanical Gardens	Public Works, Waterfront Development Corporation	Near-Term
M2.2F	Address micromobility access to the waterfront, by enabling closer dedicated parking for electric scooters, and working with the bike rental company to negotiate an approach to enable LouVelo docks.	Bike advocacy organizations, electric scooter companies	Waterfront Development Corporation, Develop Louisville, Bike Louisville, LouVelo	Near-Term
M2.2G	Conduct further analysis of transit connectivity (including microtransit and paratransit) and needs biannually, to ensure access as conditions change, particularly as demand evolves during recovery from the pandemic.	Bike advocacy organizations, electric scooter companies	Develop Louisville, Bike Louisville, LouVelo, Transit Authority of River City (TARC)	Mid-Term
M2.2H	Work with Butchertown and Phoenix Hill neighbors to explore parking solutions that alleviate pressures to the on-street parking supply for residents, such as a residential parking program.	Neighborhood associations	PARC, Develop Louisville, Public Works	Mid-Term
M2.2I	Explore the feasibility of Parking Benefit Districts and surge pricing in areas with high parking demand, with the goal of investing the collected revenue in the affected communities.	Neighborhood associations	PARC, Develop Louisville, Public Works	Long-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
M2.2J	Work with partners to develop a plan that sets feasible timeframes to bury/relocate overhead utilities along major corridors, as a way to limit conflicts with street trees, improve walkability, and increase the reliability and resilience of the power grid.	Neighborhood Associations	LG&E, Telecom Companies (AT&T, etc.), Public Works, MSD, Develop Louisville	Long-Term
M2.2K	Explore installing a safe pedestrian path and limiting on-street parking on North Campbell Street in Butchertown, positioning the street as one that serves residents and community members rather than automobile users.	Butchertown Neighborhood Association, Lynn Family Stadium	Public Works, Develop Louisville, Councilperson	Long-Term
Objective M2.3	Improve the walking and biking experience between Phoenix Hill, Liberty Green and NuLu.			
M2.3A	Work with TARC to restore the discontinued U of L Health Campus Circulator.	University of Louisville	Develop Louisville, Transit Authority of River City (TARC)	Near-Term
M2.3B	Conduct in depth audit of alleys, including capture of current condition, existing uses, ownership and authority, as well as suitability for potential mobility uses.	Neighborhood associations, bike advocacy organizations	Develop Louisville, Public Works	Near-Term
M2.3C	Add a mid-block pedestrian crossing along Jefferson Street, between Clay and Shelby Streets, using a HAWK Signal (High Intensity Activated Crosswalk signal).	Phoenix Hill Neighborhood Association, NuLu Business Association, nearby developers with active/proposed projects	Develop Louisville, Public Works	Near-Term
M2.3D	Add bump-outs with stormwater features at the Liberty and Campbell Street Intersection.	Phoenix Hill Neighborhood Association	Public Works, Metropolitan Sewer District (MSD)	Near-Term
M2.3E	Work with Liberty Green developers to fill in a sidewalk gap along the west side of Shelby Street, between Muhammad Ali Boulevard and Jefferson Street.	Liberty Green developers	Public Works	Mid-Term
M2.3F	Target Wenzel, Campbell and Shelby Streets between Marshall Street and Main Street as high priorities for adding street trees, due to a known "Severe Heat Area" in the urban heat island.	Neighborhood associations, Trees Louisville	Develop Louisville	Mid-Term
M2.3G	Work with partners to add street trees to study area streets south of Main Street.	Neighborhood associations, Trees Louisville	Develop Louisville, Public Works, KYTC	Mid-Term
M2.3H	Use traffic calming and bike-specific signage/wayfinding to create a network of low-stress north-south streets suitable for cyclists and micromobility users. These streets include Shelby, Campbell and Wenzel Streets.	Neighborhood associations, bike advocacy organizations	Develop Louisville, Public Works, Bike Louisville	Long-Term
M2.3I	Work with partners to develop a plan that sets feasible timeframes to bury/relocate overhead utilities along major corridors, as a way to limit conflicts with street trees and improve walkability.	Neighborhood Associations	Public Works, LG&E, MSD, Develop Louisville	Long-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective M2.4	Restore the street grid where connectivity is hindered.			
M2.4A	Re-open the vacated portion of Shelby Street between Madison Street and Muhammad Ali Boulevard to vehicular traffic.	Neighborhood associations, owners of impacted parcels	Economic Development, Public Works, Develop Louisville	Long-Term
M2.4B	Re-open Madison Street between Clay Street and Shelby Street using shared street principles that prioritize pedestrians/cyclists.	Neighborhood associations, owners of impacted parcels	Economic Development, Public Works, Develop Louisville	Long-Term
M2.4C	In tandem with future development along the Beargrass Creek corridor, work with KYTC to redesign or re-align the Chestnut Street Connector into a corridor that can support active-ground level uses.	Neighborhood associations, owners of impacted parcels	Economic Development, Public Works, Develop Louisville	Long-Term
Objective M2.5	Build a network of complete streets within and around the Stadium District.			
M2.5A	Work with Stadium District developers to improve streetscapes in district-adjacent streets as development occurs, following Complete Streets principles.	Stadium District, Butchertown Neighborhood Association	Develop Louisville, Public Works	Near-Term
M2.5B	Reposition Campbell Street and Cabel Street as the main connections between Butchertown's residential heart and the Stadium District, upgrading sidewalks, pedestrian crossings, and adding street trees, using the streetscape along Cabel Street as a benchmark.	Stadium District, Butchertown Neighborhood Association	Develop Louisville, Public Works	Mid-Term
M2.5C	Transform Water Street between Campbell Street and Shelby Street into a complete street, to restore its status as a public through-street. Though public Right-of-Way, Water Street currently acts as a de facto internal drive. The addition of curbs, sidewalks and street trees will make this connection feel like a public street once again.	Owners of adjacent parcels, Stadium District, Butchertown Neighborhood Association	Develop Louisville, Public Works	Long-Term
M2.5D	Work with land-owners of adjacent parcels to re-establish the Water Street connection, between Shelby and Clay Streets, within Louisville Metro's right-of-way. New streetscape should include curbs, sidewalks/verges, and street trees.	Owners of impacted parcels, Stadium District, Butchertown Neighborhood Association	Develop Louisville, Public Works	Long-Term
M2.5E	Improve the Washington Street streetscape between Cabel Street and Johnson Street	Owners of adjacent parcels, Butchertown Neighborhood Association	Develop Louisville, Public Works	Long-Term
Objective M2.6	Improve sustainable multimodal connections through coordination with transit, mobility, and parking providers.			
M2.6A	Work with TARC to establish regional express services that are oriented around improving access from far way communities to regional assets such as the Stadium District and Waterfront Park.	Stadium District, regional destinations, NuLu Business Association, Hospitals	TARC, Develop Louisville, Waterfront Development Corporation	Near-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
M2.6B	Work with existing (Zipcar) and new carshare providers as well as developers to expand access through designated parking and incentives for services (reduced fees, expedited permits, etc.)	Carshare companies and developers, residents groups, study area destinations	Economic Development, Develop Louisville, Louisville Downtown Partnership	Mid-Term
M2.6C	Provide incentives for neighborhood carshare programs, such as reductions in parking requirements for new developments.	Developers, neighborhood associations	Economic Development, Develop Louisville, Louisville Downtown Partnership (LDP)	Quick Wins
M2.6D	Explore dynamic mobility options for specific use cases, such as microtransit for first/ last mile access to other transit services and remote parking facilities, or to provide late-night service or other off-peak service.	Neighborhood Associations	TARC, Economic Development, Develop Louisville	Mid-Term
M2.6E	Explore and pilot curb management technologies and approaches that can track the usage of curb space, and enable the booking, coordination, and potentially payment of various curb related uses, including the loading/unloading of passengers and deliveries, bike and scooter parking, and private vehicle parking.	NuLu Business Association, Hospitals, neighborhood associations	Public Works, KYTC, Develop Louisville, Councilperson	Long-Term
M2.6F	Provide adequate curb space for TARC buses and for on-demand mobility options such as microtransit and ride-hailing services.	NuLu Business Association, Hospitals, neighborhood associations	TARC, Public Works, KYTC, Develop Louisville, Councilperson	Quick Wins
M2.6G	Identify public parking areas, both off-street and on-street, where electric vehicle (EV) charging stations can be installed.	Neighborhood Associations	PARC, Public Works, Develop Louisville	Quick Wins
Objective M2.7	Enhance the cycling infrastructure in Butchertown and the eastern part of Phoenix Hill to improve the attractiveness of cycling and micromobility options.			
M2.7A	Expand the LouVelo bikeshare system to provide improved access, particularly in existing gaps in Butchertown and Phoenix Hill, as noted on the accompanying map.	Neighborhood Associations, bike advocacy groups	LouVelo, Develop Louisville, Councilperson	Quick Wins
M2.7B	Create a Multiuse Path along Cabel Street toward Story Avenue that connects the Stadium District with Butchertown.	Stadium District, Butchertown Neighborhood Association	Public Works, KYTC, Develop Louisville, Councilperson	Near-Term
M2.7C	Expand the network of neighborhood-level bike corridors and facilities to include both north-south and east-west streets, prioritizing the corridors identified in the accompanying map, and listed below. Solutions may include neighborhood scale sharrows, improved wayfinding and signage, or bike lanes.	Neighborhood Associations, impacted businesses and landowners	Public Works, KYTC, Develop Louisville, Councilperson	Long-Term

GOAL **M3**

Redesign and right-size intersections that hinder connectivity and safety, using traffic-calming measures and techniques.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective M3.1	Work with partners to audit intersection safety in known conflict points.			
M3.1A	Using the Mobility Objectives Map as reference, prioritize intersections in most need of improvements.	Butchertown Neighborhood Association	Develop Louisville, Public Works, KYTC	Near-Term
M3.1B	In collaboration with KYTC and Metro Public Works, collect updated traffic numbers at identified intersections.	Butchertown Neighborhood Association	Public Works, KYTC	Near-Term
Objective M3.2	Continue intersection improvements that restore an urban street grid and enhance safety.			
M3.2A	Pilot test intersection improvements using paint, plastic bollards, and movable planters. Improvements may include reducing turning radii, adding bump-outs, or adding pedestrian crossings.	Butchertown Neighborhood Association, nonprofits with temporary activation experience	Develop Louisville, Public Works, KYTC	Quick Wins
M3.2B	Work with KYTC to set quantifiable outcomes of temporary improvements to assess success.	Butchertown Neighborhood Association	Develop Louisville, Public Works, KYTC	Near-Term
M3.2C	Redesign the Brownsboro Road and Story Avenue intersection to slow car turning and improve safety. Work with partners to explore potential traffic-calming features, such as bump-outs, a raised intersection or micro roundabout, and distinctive artistic gateway elements or signage.	Butchertown Neighborhood Association	Develop Louisville, Public Works, KYTC, Councilperson	Near-Term
M3.2D	Improve pedestrian and cyclist access to Waterfront Park by redesigning intersections along River Road to allow for safe north-south pedestrian and bicycle travel. Consider full signalization or pedestrian HAWK signals, and prioritize adding a marked pedestrian crossing at the existing multi-modal path on Witherspoon Street connecting Waterfront Park with Butchertown.	Butchertown Neighborhood Association, Waterfront Botanical Gardens	Develop Louisville, Public Works, Waterfront Development Corporation	Mid-Term
M3.2E	Study the addition of pedestrian HAWK signals along River Road at existing Waterfront Park parking lot curb cuts, to improve north-south pedestrian crossings.	Butchertown Neighborhood Association, Waterfront Botanical Gardens	Develop Louisville, Public Works, Waterfront Development Corporation	Mid-Term
M3.2F	Fund and implement design plans for right-sizing intersections identified as conflict points during this process, as noted in the Mobility Objectives Map and M3.1A.	Neighborhood associations	Develop Louisville, Public Works, KYTC	Long-Term
M3.2G	Transfer ownership and maintenance responsibilities for Brownsboro Road and Story Avenue from KYTC to Louisville Metro to implement Complete Street principles, intersection right-sizing, and traffic-calming measures.	Neighborhood Associations	Public Works, KYTC, Develop Louisville	Near-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective M3.3	Improve at-grade rail crossings in Butchertown, focusing on bike and pedestrian safety.			
M3.3A	Audit existing conditions to identify unmarked rail or rail spur crossings lacking signage, concrete pads, or having uneven pavement conditions.	Neighborhood associations, rail companies	Develop Louisville, Public Works, KYTC	Near-Term
M3.3B	Work with rail companies to improve rail crossings with pedestrian or bicycle safety concerns.	Neighborhood associations, rail companies	Develop Louisville, Public Works, KYTC	Mid-Term
M3.3C	Ensure that at-grade rail crossings within the Stadium District follow best practices for pedestrian and bike safety, such as warning lights, concrete pads, and nighttime lighting.	Stadium District, rail companies, Butchertown Neighborhood Association	Develop Louisville, Public Works, KYTC	Long-Term

GOAL **M4** Use public art, placemaking, and urban activation to improve connectivity gaps within the study area, and at significant gateways.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective M4.1	Overcome the barrier created by various highway corridors.			
M4.1A	With support from Louisville Metro Commission on Public Art, secure funding for lighting and placemaking initiatives on highway underpasses between downtown, Waterfront Park, and the study area.	Butchertown Neighborhood Association	Louisville Downtown Partnership (LDP), Commission on Public Art, Develop Louisville, KYTC, Public Works,	Quick Wins
M4.1B	Issue an RFP or Call for Artists to develop a kit of parts for temporary underpass activation that can be implemented within 6 months, focusing on murals, pop-up activation, or sidewalk paint. Pair with a roadway right-sizing or road diet to slow vehicular traffic and improve safety.	Neighborhood associations, local artists	Louisville Downtown Partnership (LDP), Commission on Public Art, Develop Louisville, KYTC, Public Works	Near-Term
M4.1C	Issue an RFP or Call for Artists to develop a lighting strategy for underpasses that can be easily replicated.	Neighborhood associations, local artists	Louisville Downtown Partnership (LDP), Commission on Public Art, Develop Louisville, KYTC, Public Works	Near-Term

	Action Item	Community Partners	Responsible Agencies	Timeframe
M4.1D	Work with social service partners in the study area to provide resources and support to transient population in underpasses.	Wayside Christian Mission, churches and faith-based nonprofits, neighborhood associations	Homeless and Housing Services	Near-Term
Objective M4.2	Reposition Branden Kleyko Alley as potential “outdoor art gallery.”			
M4.2A	Assess existing conditions through an alley walk-through event that includes volunteers, property owners, and local artists.	Butchertown Neighborhood Association, local artists	Develop Louisville, Public Works	Near-Term
M4.2B	Conduct a design charrette to re-imagine the alley space as a placemaking destination, implementing the vision over a week-long event. Work with Historic Landmarks & Preservation Districts Commission staff to ensure this meets the design guidelines of the Preservation District.	Butchertown Neighborhood Association	Develop Louisville, Public Works, Commission on Public Art, Solid Waste Management Services, Historic Landmarks & Preservation Districts Commission	Near-Term
M4.2C	Partner with the Butchertown Art Fair to unveil a re-imagined art gallery alley.	Butchertown Neighborhood Association, local nonprofits with experience in temporary activation	Develop Louisville, Public Works, Commission on Public Art, Historic Landmarks & Preservation Districts Commission	Mid-Term
Objective M4.3	Connect NuLu to Butchertown and Phoenix Hill through public art.			
M4.3A	Pair a pilot test of the Market Street Streetscape with placemaking elements, such as murals, sculptures, and painted bump-outs.	NuLu Business Association	Commission on Public Art, Develop Louisville, Public Works	Quick Wins
M4.3B	Establish an arts identity for Market Street through painted crosswalks, murals near intersections, and creative lighting. Work with NuLu Review Overlay District staff to ensure this meets the design guidelines of the Overlay District.	NuLu Business Association	Commission on Public Art, Develop Louisville, Public Works	Mid-Term
Objective M4.4	Create a placemaking initiative in Phoenix Hill to enliven and activate underutilized spaces along roadways.			
M4.4A	Work with residents to activate underutilized green spaces at intersections or near roadways using public art.	Phoenix Hill Neighborhood Association	Commission on Public Art, Develop Louisville, Public Works	Long-Term
M4.4B	Utilize public art, streetscaping, and other design techniques to improve the attractiveness of alleys for low speed uses (including walking, cycling, and other micromobility options).	Neighborhood associations, bike advocacy organizations	Develop Louisville, Public Works	Long-Term

Responsibility Matrix

BC | Beargrass Creek Responsibility Matrix

GOAL BC1 **Restore Beargrass Creek’s stream health and natural ecology.**

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective BC1.1	Study the feasibility of a naturalized Beargrass Creek.			
BC1.1A	Convene a task force representing wide interests in the study area to establish funding and organizational capacity around improvements to Beargrass Creek.	Beargrass Creek Task Force, neighborhood associations, businesses/landowners along corridor	Economic Development, Metropolitan Sewer District (MSD), U.S. Army Corps of Engineers	Near-Term
BC1.1B	Conduct a Beargrass Creek Restoration Feasibility Study that includes guidance on implementable steps and preliminary estimates of probable cost.	Beargrass Creek Task Force, neighborhood associations	Economic Development, Metropolitan Sewer District (MSD), U.S. Army Corps of Engineers	Mid-Term
Objective BC1.2	Create a more natural and healthy river environment that supports a diverse aquatic habitat and river edge.			
BC1.2A	Support recommendations from the joint MSD/U.S. Army Corp study for the ecological restoration of Beargrass Creek.	Neighborhood associations	Economic Development, Metropolitan Sewer District (MSD), U.S. Army Corps of Engineers	Near-Term
BC1.2B	In channelized segments, create a naturalized creek using pools, riffles and glides.	Local biodiversity experts, University of Louisville, Kentucky Waterways Alliance	Metropolitan Sewer District (MSD), U.S. Army Corps of Engineers	Mid-Term
BC1.2C	Stabilize and vegetate the river edge with native plant material and riparian habitat that supports local wildlife.	Local biodiversity experts, University of Louisville, Kentucky Waterways Alliance	Metropolitan Sewer District (MSD), U.S. Army Corps of Engineers	Long-Term
BC1.2D	Engage owners of properties with creek frontage to add trees, landscaping and remove invasive species.	Owners of impacted parcels, neighborhood associations	Develop Louisville, Economic Development, Metro Parks	Long-Term

GOAL **BC2**

Transform the Beargrass Creek Corridor into a world-class greenway that connects neighborhoods with nature.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective BC2.1	Work with partners, such as River City Paddle Sports and the Community Boat House, to tell the story of Beargrass Creek to highlight the importance of wildlife/greenway corridors in our urban neighborhoods.			
BC2.1A	Host tours and education sessions focusing on Beargrass Creek with area experts to increase awareness of the creek’s significance.	Neighborhood associations, local historians, River City Paddle Sports, Community Boat House, local nonprofits with youth education experience	Economic Development, councilperson	Quick Wins
BC2.1B	Host a temporary activation along the corridor to showcase the its hidden beauty, using a strategy influenced by ReSurfaced events nearby. The activation should bring people to Beargrass Creek, provide access to the water, and show the potential impact of a greenway.	Neighborhood associations, local artists, River City Paddle Sports, local nonprofits with temporary activation experience	Commission on Public Art, Economic Development, Develop Louisville	Quick Wins
BC2.1C	Partner with Home of the Innocents, Lincoln Elementary, Beargrass Creek Alliance, River City Paddle Sports, and nearby houses of worship with youth programs to use access to the Beargrass Creek as an educational component.	JCPS, Home of the Innocents, River City Paddle Sports, Community Boat House, nearby faith-based institutions	Economic Development	Near-Term
BC2.1D	Create a history and art installation near or along the creek that shares the history of this waterway and its future opportunity.	Neighborhood associations, local artists, River City Paddle Sports, Community Boat House	Commission on Public Art, Economic Development, Develop Louisville, councilpersons	Near-Term
Objective BC2.2	Create a continuous pathway on both sides of the creek.			
BC2.2A	Establish a 25-foot easement on both sides of the creek for pedestrian and bike access.	Neighborhood associations, owners of impacted or adjacent parcels	Develop Louisville, Metro Council	Near-Term
BC2.2B	Work with partners to conduct preliminary design concepts for a 8 to 12-foot-wide trail on both the east and west banks, integrated with the regional bike trail system.	Beargrass Creek Task Force, Neighborhood associations, owners of impacted or adjacent parcels	Develop Louisville, Metropolitan Sewer District (MSD), U.S. Army Corps of Engineers	Mid-Term
BC2.2C	Work with partners to secure funding for a Beargrass Creek Greenway. Funding may include local or state grants, or a Department of Transportation Discretionary Grant.	Beargrass Creek Task Force, Neighborhood associations, owners of impacted parcels	Economic Development, Develop Louisville, councilperson, Public Works, Metropolitan Sewer District (MSD), U.S. Army Corps of Engineers	Long-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
BC2.3D	Develop a tool-kit to amenitize the trail with lighting, benches, trash/recycling bins, and signage/wayfinding.	Beargrass Creek Task Force, neighborhood associations	Develop Louisville, Bike Louisville	Long-Term
Objective BC2.3	Connect Beargrass Creek with its surrounding neighborhoods.			
BC2.3A	With input from residents and bike advocacy organizations, identify key connections between a Beargrass Creek Greenway and nearby streets, parks, and communities.	Neighborhood associations, bike advocacy organizations	Develop Louisville, Bike Louisville, Public Works	Near-Term
BC2.3B	Work with public works to ensure future bridge work along Beargrass Creek provide pedestrian/bike access points.	Neighborhood associations, bike advocacy organizations	Public Works, Develop Louisville, Bike Louisville	Mid-Term
Objective BC2.4	Improve access to the water for fishing and small watercraft.			
BC2.4A	With input from residents and advocacy organizations, identify key locations for water access and parking for small watercraft users.	Neighborhood associations, watercraft advocacy organizations	Develop Louisville, Metro Parks	Near-Term
BC2.4B	Incentivize a local kayak, canoe, and Stand Up Paddle Board (SUP) rental facility within naturalized portions of the creek.	Beargrass Creek Task Force	Economic Development, Metro Parks	Mid-Term

GOAL **BC3** Shape development along the Beargrass Creek corridor so new buildings face and engage a revitalized waterfront.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective BC3.1	Collaborate with public and private partners to improve underutilized parcels along Beargrass Creek.			
BC3.1A	Conduct a roundtable with current owners of property along the creek and the development community to discuss long-term development potential.	Beargrass Creek Task Force, neighborhood associations, owners of parcels along Beargrass Creek, Urban Land Institute (ULI)	Economic Development	Near-Term
BC3.1B	Work with MSD and Public Works to reduce the footprint of the flood zone south of Baxter Avenue in a future redesign of the Baxter Avenue and Liberty Street Bridge.	Neighborhood associations	Develop Louisville, Metropolitan Sewer District (MSD), U.S. Army Corps of Engineers	Mid-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective BC3.2	Explore the feasibility of an overlay district for the Beargrass Creek area.			
BC3.2A	The Beargrass Creek Task Force (BC1.1A) working with affected property owners should determine whether an overlay for Beargrass Creek is feasible. If an overlay is deemed feasible then develop community goals for how future development should address its Beargrass Creek frontage, and the types and character of development desired along the water.	Beargrass Creek Task Force, neighborhood associations, owners of parcels along Beargrass Creek, Urban Land Institute (ULI)	Develop Louisville	Near-Term
BC3.2B	If it is determined that an overlay district is desired for Beargrass Creek conduct a public process to develop guidelines for the overlay that address building heights, buffers (at least 50ft), trail and water access, and landscape/ stormwater. Once completed, implement the overlay district as required by Louisville Metro Code of Ordinances.	Neighborhood associations, owners of parcels along Beargrass Creek,	Develop Louisville	Mid-Term

GOAL BC4 Create a regional vision plan for Beargrass Creek that expands beyond this study area and connects to Cherokee Park and the Louisville Zoo.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective BC4.1	Convene a Beargrass Creek Visioning and Implementation Committee to focus on a regional-scale system of trails and open space along the water.			
BC4.1A	Conduct a market study to gage the economic development impact of implementing recommendations from this and previous planning studies.	Beargrass Creek Task Force, local developers	Economic Development	Near-Term
BC4.1B	Conduct a single master planning study for the Beargrass Creek corridor that looks at trail connections, the creation of a blueway system, and integrated transit options.	Beargrass Creek Task Force, neighborhood associations, owners of parcels along Beargrass Creek	Develop Louisville, Metropolitan Sewer District (MSD), U.S. Army Corps of Engineers, TARC	Near-Term
Objective BC4.2	Establish an Implementation Partnership to focus on Beargrass Creek.			
BC4.2A	Using 21st Century Parks as a model, form a non-profit agency solely dedicated to making the Beargrass Creek vision into reality.	Beargrass Creek Task Force	Economic Development	Near-Term
BC4.2B	Work with Louisville Metro to transfer publicly-owned land along Beargrass Creek.	Neighborhood associations, owners of parcels along Beargrass Creek	Economic Development	Mid-Term
BC4.2C	Develop a brand and identity for the Beargrass Creek Greenway, using the Louisville Loop as a model.	Beargrass Creek Task Force	Economic Development, Bike Louisville	Long-Term

Responsibility Matrix

EA | Equity and Affordability Responsibility Matrix

GOAL EA1 Support multiple housing types in new developments beyond traditional mixed-use or single-family to establish multiple price-points.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective EA1.1	Build “Missing Middle Housing” in underutilized or vacant lots in Phoenix Hill.			
EA1.1A	Host a developer roundtable open to residents, in partnership with a local advocacy group, to discuss Missing Middle housing types, and their impact on affordability.	Neighborhood associations, local developers	Economic Development, Housing and Community Development	Near-Term
EA1.1B	Support the construction or renovation of Missing Middle housing, such as Accessory Dwelling Units (ADU) as a way to increase density in single family areas.	Neighborhood associations	Develop Louisville	Near-Term
EA1.1C	Work with Louisville Landbank Authority and Louisville Metro Housing to issue developer RFPs for single-lot residential developments of Missing Middle Housing.	Neighborhood associations, local developers	Develop Louisville	Mid-Term
Objective EA1.2	Attract a Community Land Trust (CLT) or nonprofit community-building entity to build new diverse housing options.			
EA1.2A	Work with Louisville Metro in its August 2020 RFP process to select a CLT, in an advocacy role for Phoenix Hill.	Neighborhood associations	Economic Development, Housing and Community Development	Near-Term
EA1.2B	Identify properties that are vacant or underutilized suitable for redevelopment and transfer to a CLT.	Neighborhood associations	Economic Development, Housing and Community Development	Mid-Term

GOAL EA2 Prevent the displacement of longtime residents caused by development pressures and the effects of gentrification, and welcome new residents of all income groups.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective EA2.1	Create an affordable housing strategy that focuses on attracting mixed-income developments, and retaining existing residents.			
EA2.1A	Implement the strategies for Butchertown, Phoenix Hill and NuLu outlined in the 2019 Housing Needs Assessment, Downtown Market Area.	Neighborhood associations	Housing and Community Development	Near to Long-Term
EA2.1B	Audit conditions of existing single-family residential properties, to identify properties in need of facade improvements or significant repair.	Neighborhood associations, housing advocacy groups	Codes and Regulations Property Maintenance Division	Near-Term
EA2.1C	Create a partnership between neighborhood associations, developers working in the community, and the Louisville Metro Affordable Housing Trust Fund (LAHTF) to address affordable housing shortages in the community.	Neighborhood associations, housing advocacy groups, local developers	Affordable Housing Trust Fund (LAHTF), Housing and Community Development	Near-Term
EA2.1D	Establish a liaison between neighborhood associations and the renter population, to identify renter needs and wants.	Neighborhood associations	Economic Development	Near-Term
EA2.1E	Guide owners of distressed properties through the process of contacting and identifying local available housing programs that support foreclosure relief and property improvements.	Neighborhood associations	Housing and Community Development	Near-Term
EA2.1F	Maintain existing affordable rental housing by working with Louisville Metro Government and local property owners to renew affordability restrictions as they are set to expire.	Neighborhood associations, property owners	Develop Louisville, Councilperson	Near-Term
Objective EA2.2	Leverage development momentum by working with the development community to include affordable units.			
EA2.2A	Work with Louisville Metro to formalize the requirement for affordable units in development proposals on public land and using public funds.	Housing advocacy groups, local developers	Economic Development, Metro Council	Near-Term
EA2.2B	Establish an affordability goal for Butchertown, NuLu and Phoenix Hill as a percentage of total new market-rate units proposed, that recognizes the need for balance between addressing affordability and development costs. The goal should use a percentage of area median income (AMI) as a key metric, and rely on data from the Housing Needs Assessment for its analysis.	Neighborhood associations, housing advocacy groups, local developers	Economic Development, Housing and Community Development, Office of Equity	Mid-Term

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
EA2.2C	Partner with Louisville Metro Planning & Design Services to prioritize inclusionary zoning in any updates to the Land Development Code (LDC). Include a requirement for a percentage of affordable units within larger residential of mixed-use developments.	Neighborhood associations, housing advocacy groups, local developers	Planning & Design Services, Develop Louisville, Metro Council	Mid-Term
EA2.2D	Support creative housing solutions that provide affordable rental opportunities, such as modular or prefabricated housing that drive down construction costs.	Local developers	Economic Development	Long-Term
Objective EA2.3	Build on NuLu's rich arts and culture community to create an artist residency program that provides subsidized housing for local artists living and working in the area.			
EA2.3A	Work with the NuLu Business Association to identify arts organizations with a broad and diverse artist network.	NuLu Business Association, local artists	Economic Development, Commission on Public Art	Near-Term
EA2.3B	In partnership with a Community Land Trust or local lender, issue an RFP for a non-profit organization focused on leading an artist residency program, modeled after Big Car Collaborative in Indianapolis.	Local Community Land Trust (CLT) or lender, local artists	Economic Development, Housing and Community Development, Commission on Public Art	Mid-Term
EA2.3C	Work with Louisville Landbank Authority to transfer property suitable for future artist housing.	Local Community Land Trust (CLT) or lender, local artists	Economic Development, Housing and Community Development, Metro Council	Long-Term
EA2.3D	Establish a relationship with a local lender to support housing financing and operations.	Local Community Land Trust (CLT) or lender, local artists	Economic Development, Housing and Community Development, Office of Equity	Long-Term
Objective EA2.4	Encourage a short term rental policy that encourages equitable distribution of housing.			
EA2.4A	Work with resident associations to provide residents with resources illustrating current short term rental policies and how these affect their property.	Neighborhood associations	Develop Louisville, Councilperson	Near-Term
EA2.4B	Work with Louisville Metro Planning & Design Services to explore options for Short Term Rentals (STR) in Office Residential zoning districts, including updating the STR Conditional Use Permit regulations.	Neighborhood associations	Planning & Design Services, Develop Louisville, Councilperson	Near-Term

GOAL EA3 Work with local businesses to establish hiring and operational policies that combat systemic racism.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective EA3.1	Through the NuLu Business Association, set voluntary guidelines for NuLu retail and entertainment establishments that address issues around systemic racism.			
EA3.1A	Through the Diversity Empowerment Council of the NuLu Business Association, meet with black and minority leaders to set road map for council’s use of funds to support diversity in NuLu.	NuLu Business Association	Office of Equity	Quick Wins
EA3.1B	Support minority-owned businesses through guidance, mentorship and training.	NuLu Business Association, area employers and businesses	Office of Equity	Near-Term
EA3.1C	Provide free implicit bias training to retail/dining establishments.	NuLu Business Association	Office of Equity	Near-Term
Objective EA3.2	Create a task force of industrial, manufacturing and office employers in Butchertown and Phoenix Hill to address implicit bias and inclusion in hiring and retention of employees.			
EA3.2A	Review hiring practices to audit potential instances of implicit bias.	NuLu Business Association, area employers and businesses	Office of Equity	Near-Term
EA3.2B	Provide free employee implicit bias training and resources.	NuLu Business Association, area employers and businesses	Office of Equity	Near-Term

GOAL EA4 Focus on resident health and economic wellbeing to address the inequities heightened by the COVID-19 pandemic, and its long-term effects.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective EA4.1	Increase access to healthy and fresh foods.			
EA4.1A	Encourage temporary or mid-term community garden uses of vacant sites, concentrating efforts in sites between Liberty Green and Phoenix Hill.	Liberty Green developers, local fresh foods advocacy organizations	Develop Louisville, Metro Housing Authority	Quick Wins

Responsibility Matrix

	Action Item	Community Partners	Responsible Agencies	Timeframe
EA4.1B	Work with the Phoenix Hill Farmer's Market and the development community to identify a permanent and centrally located outdoor pavilion for the market.	Phoenix Hill Farmers Market, local developers	Develop Louisville, Economic Development, Public Health and Wellness	Mid-Term
EA4.1C	Work with the developers to attract a grocery co-op or small grocery store into the community.	Local developers, local fresh foods advocacy organizations	Develop Louisville, Economic Development, Public Health and Wellness	Long-Term
Objective EA4.2	Expand job opportunities for those affected by long-term job losses.			
EA4.2A	Work with hospitals, large employers, and community leaders to pilot-test a job training or apprenticeship program for nearby residents or retail/restaurant employees affected by recent job losses.	Hospitals, employers, neighborhood associations, NuLu Business Association	Economic Development	Mid-Term
EA4.2B	Work with hospitals, large employers, and community leaders to fill hiring needs with nearby residents.	Hospitals, employers, neighborhood associations	Economic Development	Long-Term

GOAL **EA5** Support the study area's unhoused neighbors with short- and long-term strategies.

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective EA5.1	Partner with Louisville Metro's Homeless Services Division to develop a neighborhood task force dedicated to providing support and resources for the study area's unhoused neighbors.			
EA5.1A	Work with organizations like the Coalition for the Homeless to receive training on how to approach and determine needs for unhoused neighbors.	Neighborhood associations, non-profits that serve unhoused individuals	Homeless Services Division	Near-Term
EA5.1B	Support existing organizations and resources in the community such as St. John's Center, Wayside Christian Mission, Hildegard House, St. Joseph Catholic Church, and the Jefferson Street Baptist Community at Liberty.	Neighborhood associations, non-profits that serve unhoused individuals	Homeless Services Division	Near-Term
EA5.1C	Coordinate with the assigned LMPD Division Resource Officer to develop compassionate strategies for reporting and assistance.	Neighborhood associations	LMPD	Mid-Term

	Action Item	Community Partners	Responsible Agencies	Timeframe
Objective EA5.2	Work with developers and Louisville Metro's Homeless Services Division to prevent displacement.			
EA5.2A	Ensure that all potential relocations of unhoused individual(s) on public property adhere to the "21-day ordinance" (LMCO §131.02), which mandates that Louisville Metro Government provide at least 21 days notice before relocation.	Neighborhood associations, non-profits that serve unhoused individuals	Homeless Services Division, LMPD, Councilperson	Near-Term
EA5.2B	Encourage developers and owners of private property to follow the "21-day ordinance" when considering the relocation of unhoused individual(s).	Neighborhood associations, property owners and developers	Homeless Services Division	Mid-Term
EA5.2C	Implement the housing affordability recommendations in this plan and in Louisville Metro's Housing Needs Assessment to address the root causes of homelessness.	Neighborhoods associations, property owners and developers	Develop Louisville, Metro Council	Long-Term