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# Russell Neighborhood (Beecher Terrace) Area-Wide Rezoning



Planning Commission

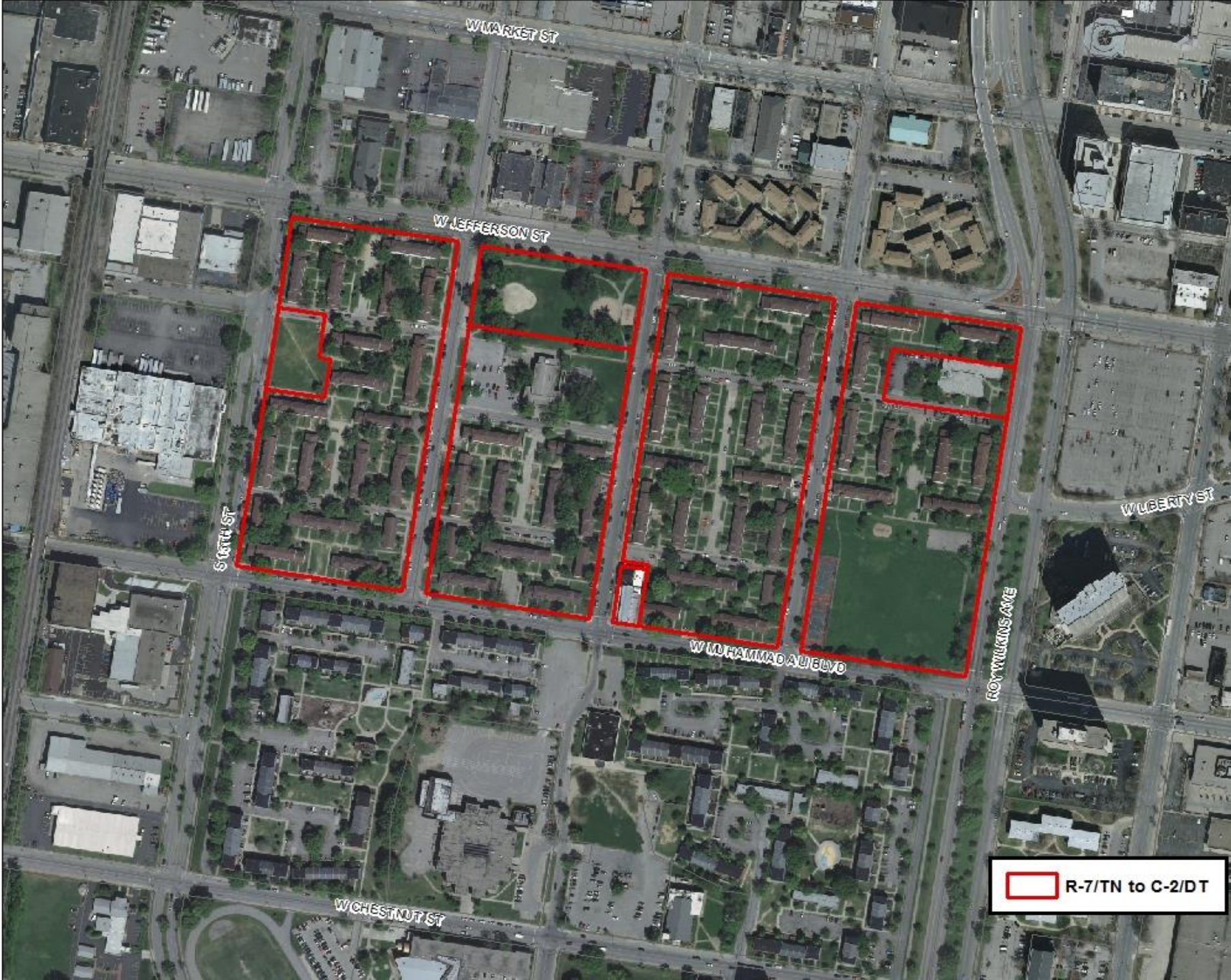
May 19, 2016

Michael King, Urban Planner

Develop Louisville, Office of Advanced Planning

# Request

Change in form district from TN (Traditional Neighborhood) to DT (Downtown) and change in zoning from R-7 (Multi-Family) to C-2 (Commercial) for the Beecher Terrace Housing Complex (1000 W. Jefferson Street and associated properties)



W MARKET ST

W JEFFERSON ST

S 6TH ST

W LO HAMMADA BLVD

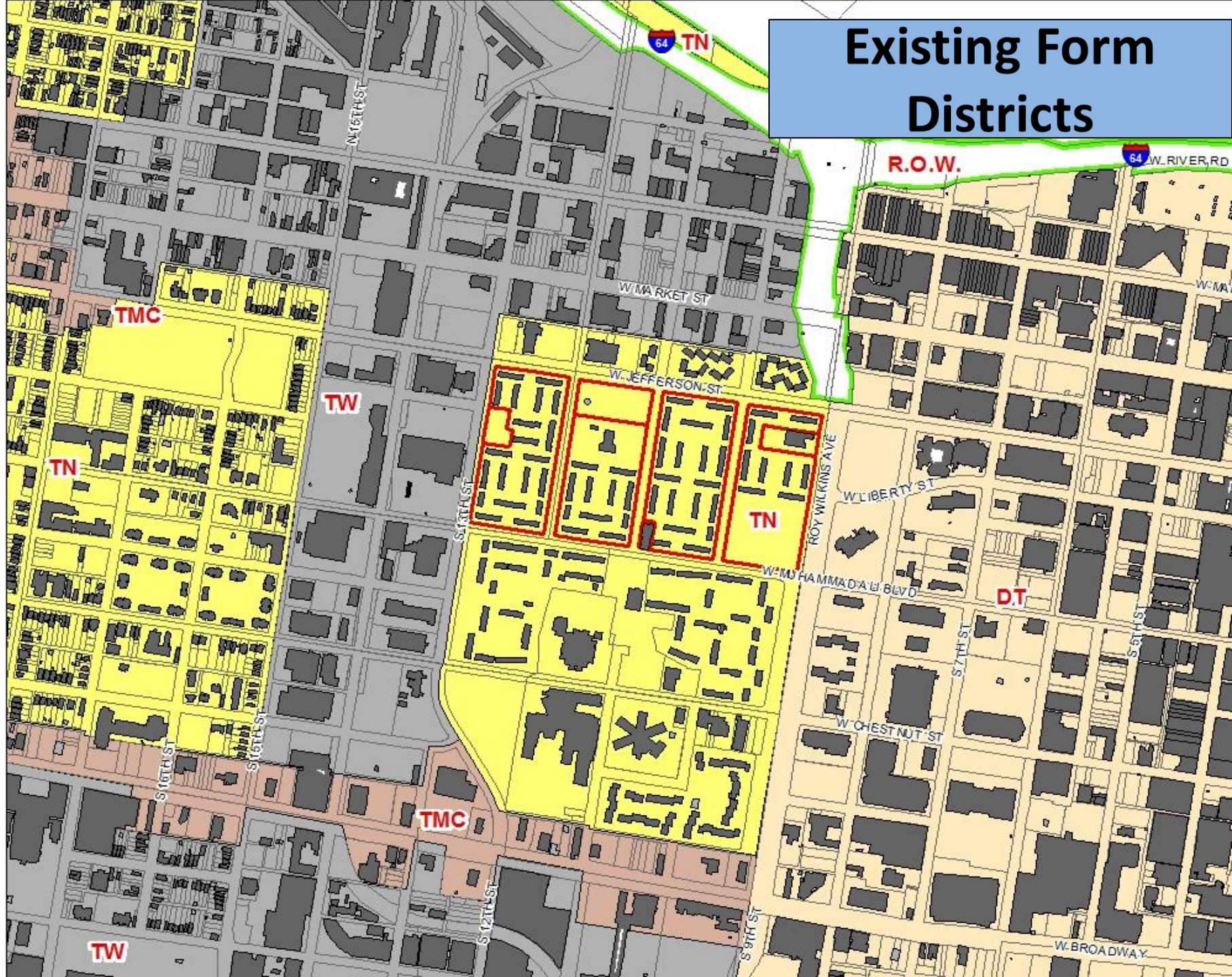
W LIBERTY ST

S 7TH ST

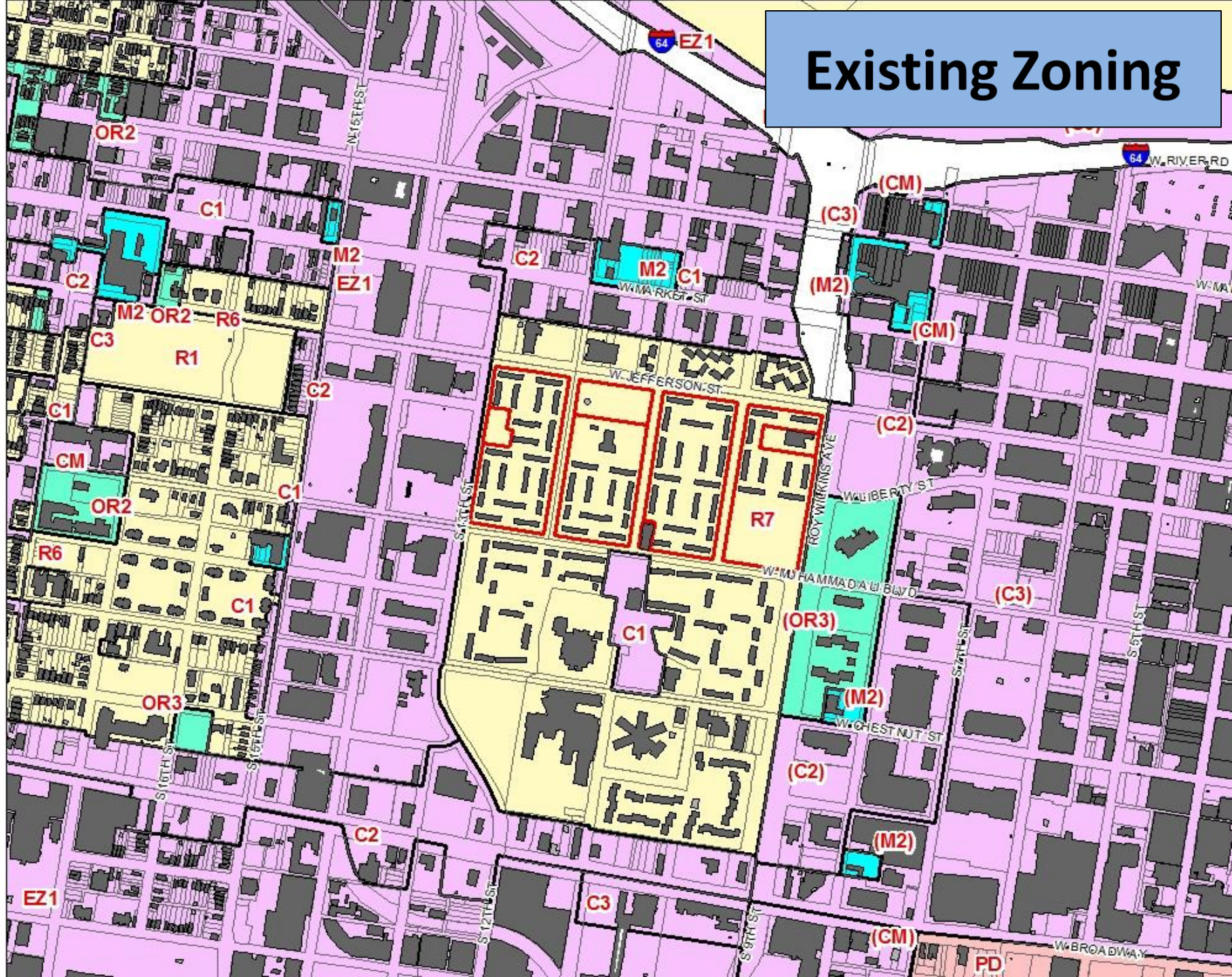
W CHESTNUT ST

R-7/TN to C-2/DT

# Existing Form Districts



# Existing Zoning



On January 16, 2015 the Louisville Metro Housing Authority (LMHA) was awarded a \$425,000 **Choice Neighborhood** planning grant for the Russell Neighborhood. Louisville Metro Government is also contributing more than \$600,000 to the planning process.

The Choice Neighborhoods Initiative is a HUD-funded grant program begun in 2010 that replaces the HOPE VI program.



# 3 Broad Goals

1. **Transform distressed public and assisted housing**, like Beecher Terrace, into energy efficient, mixed-income housing that is physically and financially viable over the long term;
2. **Support positive outcomes for families** who live in the target development and surrounding neighborhood
3. **Transform high poverty and/or distressed communities into viable, mixed-income neighborhoods** with access to well-functioning services, high quality schools and early learning programs and services, public assets and transportation and improved access to jobs.

The Choice Neighborhood Initiative is a collaborative effort to develop a **Transformation Plan** for the entire Russell neighborhood, including the Beecher Terrace public housing development. Called **Vision Russell**, the initiative's boundaries span from Market to Broadway and from 9th to 32nd Street.





# Who's Involved

- **Louisville Metro Housing Authority**
- **Louisville Metro Government**
- **New Directions Housing Corporation**
- **Louisville Central Community Centers**
- **Jefferson County Public Schools**
- **University of Louisville**
- **Community Ventures Corporation**
- **Kentucky Center for African American Heritage**
- **Downtown Development Corporation**
- **Metro United Way**
- **Cities United**
- **Russell's faith based community leaders**
- **Key stakeholders and residents.**

# Task Forces

## ▪ People

**Betty J. (B.J.) Adkins:** Resource Development Manager, Louisville Metro Public Health and Wellness

**Rev. Jamesetta Ferguson:** Senior Pastor, St. Peter's United Church of Christ / Molo Village CDC

## ▪ Neighborhood

**Scott Love:** Economic Development Coordinator, Louisville Forward

**Sam Watkins:** President / CEO, Louisville Central Community Centers, Inc.

## ▪ Housing

**Laura Grabowski:** Assistant Director of Housing and Community Development, Develop Louisville

**Johnetta Roberts:** Executive Vice President, Community Ventures Corporation

## ▪ Education

**Diane Porter:** District 1 Board Representative, Jefferson County Public Schools

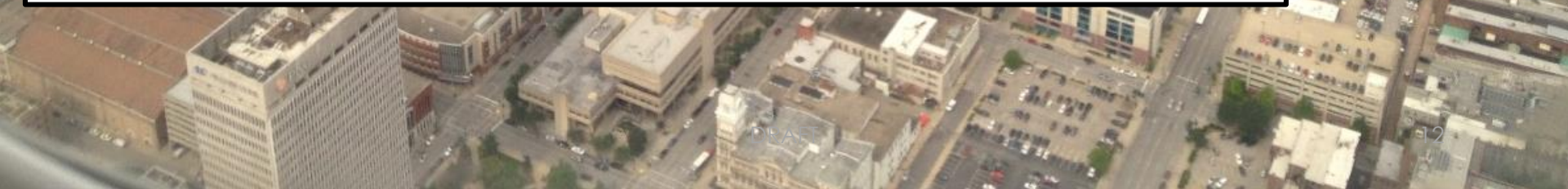
**Anthony Smith:** CEO, Cities United

# Community Engagement

- **Community Kickoff Event**
- **2 Community Design Workshops**
- **Bi-Weekly Task Force Meetings**
- **Neighborhood and Windshield Surveys**
- **Kitchen Conversations**
- **Door to Door Engagement through Russell Outreach Workers**
- **Additional Community Meetings**

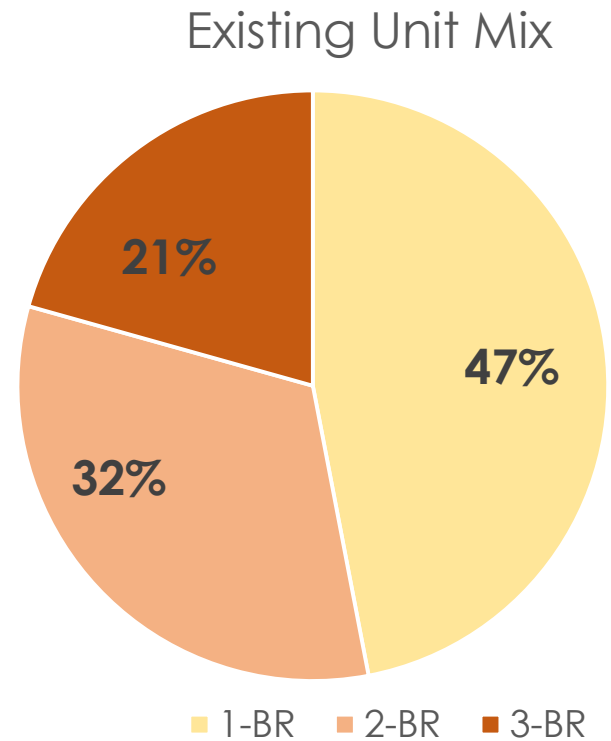


# Transforming Beecher Terrace



# Beecher Terrace

- **Constructed in 1939**
- **35+ Acres**
- **768 apartment units in 59 buildings (1,320 total bedrooms)**
- **Baxter Community Center**
- **Baxter Square park; Old Walnut/Beecher park**



# Beecher Terrace doesn't meet resident needs



Need modern housing units

Doesn't feel safe

Disconnected from downtown + jobs

BAXTER SQUARE

JEFFERSON

Need better park/recreation facilities

13TH ST

11TH ST

9TH ST

Disconnected from Russell

Limited neighborhood services

ALI

Lacks identity

# Connectivity



**Into Russell**

**To Market/Main,  
Waterfront Park Phase IV**

**A new type of neighborhood "green" street**

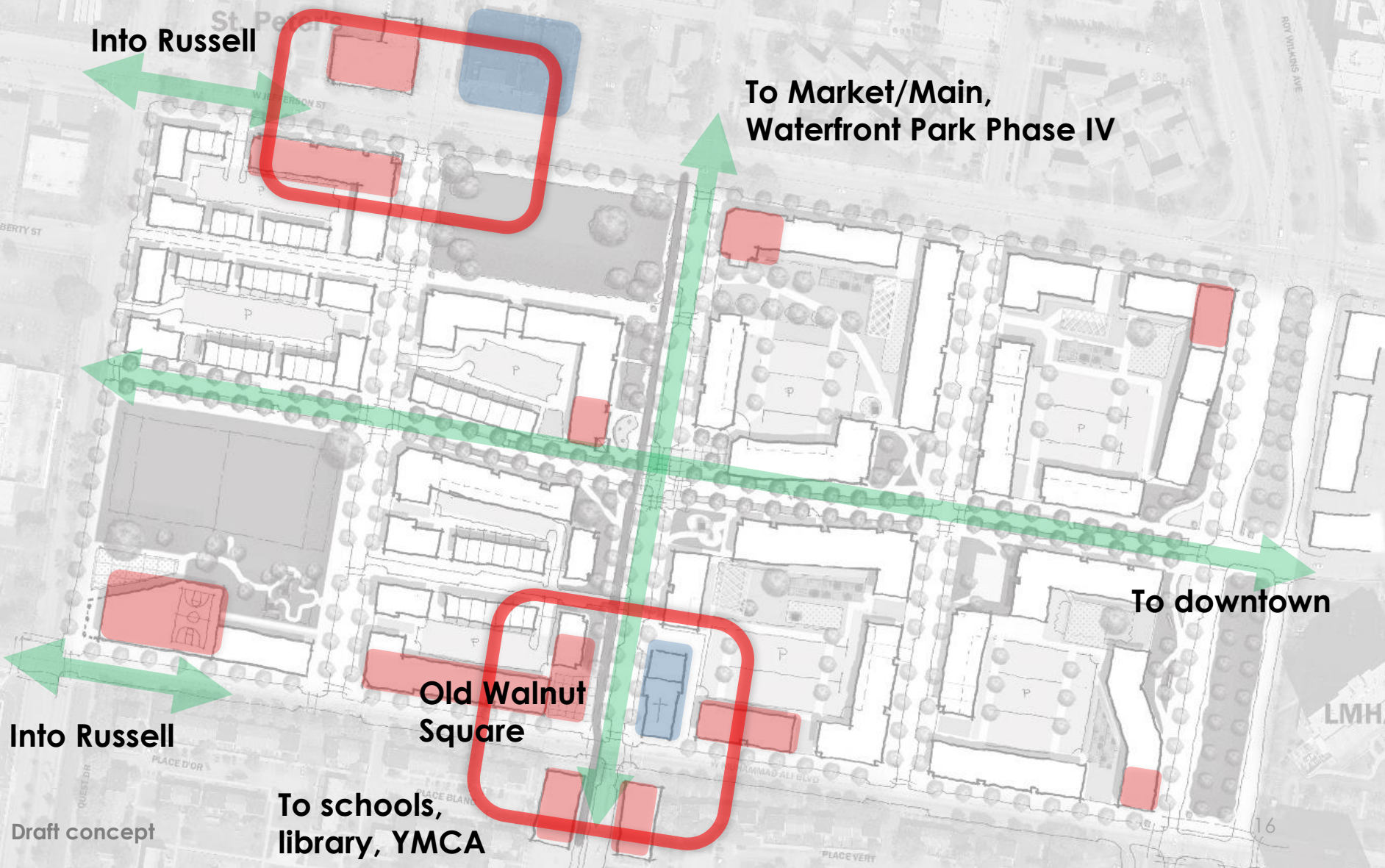
**To downtown**

**Into Russell**

**To schools,  
library, YMCA**

Draft concept

# Retail and service nodes

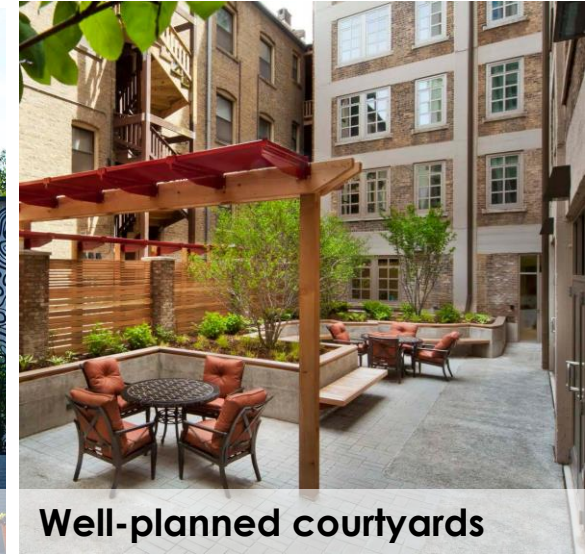




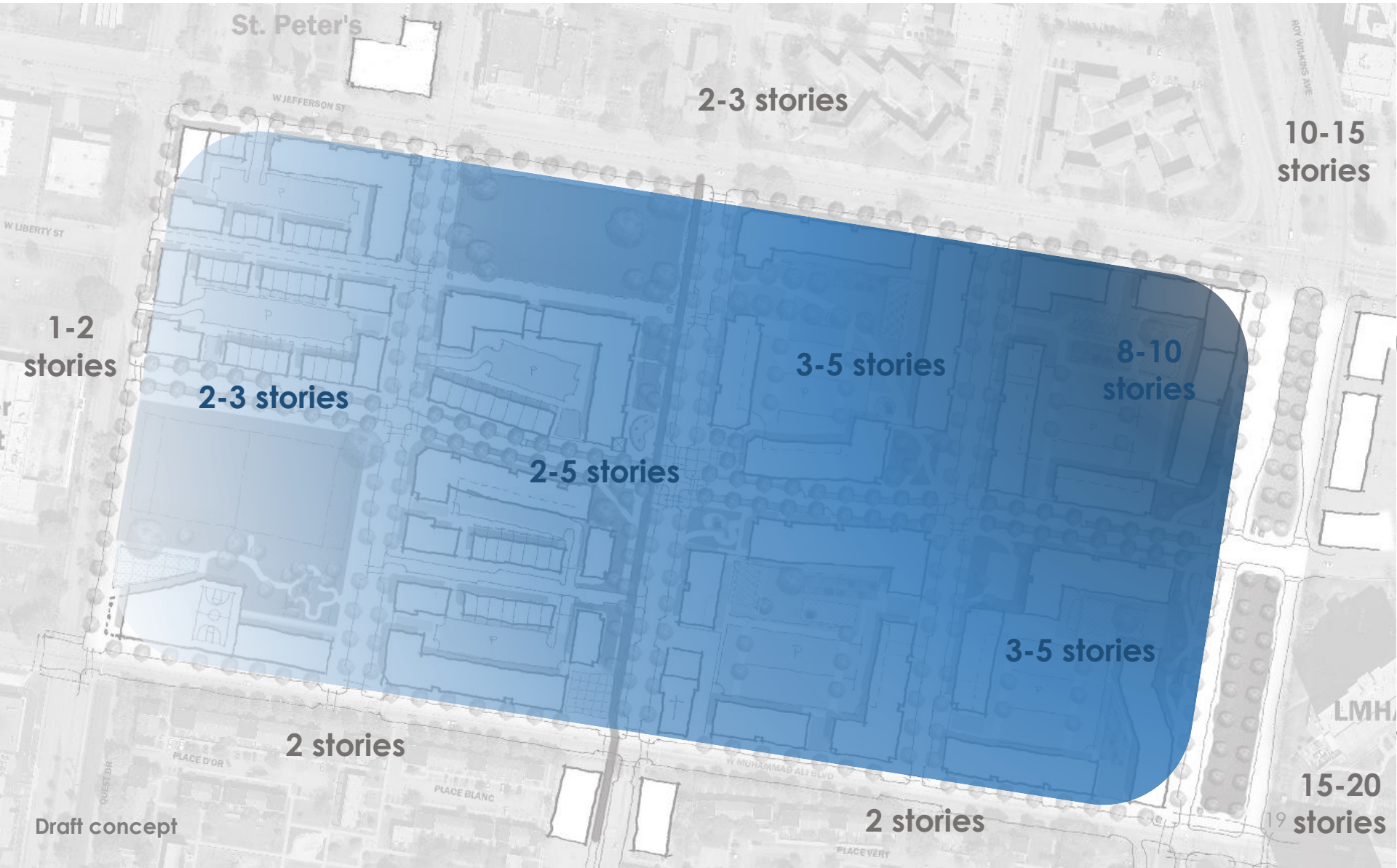
# Parks, recreation and gathering spaces



# Diversity of housing types



# Building height concept



# An exciting vision for a new Beecher

West Main Street  
Historic District

Safe

Healthy

Active

Smart

Sustainable  
and "green"

Service-  
enriched

Connected

Local  
retail



Porter  
Paint

LCCO

Park DuValle  
Health Center

Coleridge  
Taylor

Central High

LMHA

# Next Steps

- **Final Transformation Plan that will be submitted to HUD in January 2017.**
- **Waiting to hear recipient status for the Choice Neighborhood Initiative Action Activities Grant applied for in February.**
- **Recently submitted an application for the Byrne Criminal Justice Innovation Grant aimed at reducing crime/violence through innovative community-oriented policing.**
- **Intend to apply for a Choice Neighborhood Implementation Grant of up to \$30 million. Zoning must be in place before the application is submitted.**

# Staff Analysis and Conclusions

- **The area wide rezoning complies with all applicable Guidelines and Policies of Cornerstone 2020**
- **The existing zoning and form classifications do not allow the flexibility necessary to achieve the community's vision for Beecher Terrace**
- **Louisville Metro will retain ownership of the site and dictate appropriate land uses based on Vision Russell**
- **Future redevelopment of Beecher Terrace will require one-for-one replacement of any units demolished**
- **Displaced residents will be allowed to return either on-site or to off-site replacement housing**

# Required Actions

- **Zoning from R-7 (multi-family) to C-2 (commercial): Recommend to Louisville Metro Council for approval/denial**
- **Form District from T-N (Traditional Neighborhood) to DT (Downtown): Recommend to Louisville Metro Council for approval/denial**