

Planning Commission Staff Report

June 29, 2017



Case No: 17NEIGHPLAN1000 & 17NEIGHPLAN1001
Project Name: Parkland Neighborhood Plan
Applicant: Louisville Metro Advanced Planning
Jurisdiction: Louisville Metro
Council District: 1 (Jessica Green)
Case Manager: Ken Baker, AICP

REQUEST

- Review and Approval of Parkland Neighborhood Plan - 17NEIGHPLAN1000
- Executive Summary of Plan to be Amendment to Cornerstone 2020 - 17NEIGHPLAN1001

CASE SUMMARY

Background

The Parkland Neighborhood Plan was originally initiated by Councilwoman Attica Scott and sustained under the leadership of Councilwoman Jessica Green (District 1). The plan was managed through the Office of Advanced Planning. Booker Design Collaborative and Urban 1, LLC were hired as consultants to assist with the development of the plan. The neighborhood is located in the heart of West Louisville, surrounded by many populous areas and significant industrial development. The boundaries of the Parkland neighborhood are Broadway on the north; Louis Coleman Jr. Drive on the west; Woodland Avenue to Hemlock Street and Wilson Avenue to Cypress Street on the south; and 26th Street on the east. The Norfolk Southern railroad corridor roughly bisects the neighborhood and still serves industrial uses along the rail line. Parkland adjoins the Russell, California, Park DuValle and Chickasaw neighborhoods; the neighborhood covers a total area of 0.815 square miles.

The Parkland Neighborhood Plan is a culmination of current and past planning efforts. Some of the recent planning efforts include: West Louisville Assessment and Strategy Project (2001); Louisville Metro Neighborhood Market Drill Down (2008); Vacant and Abandoned Property Revitalization Study (2012); NC3 Parkland Neighborhood Profile (2014); and Wilson/Cypress Corridor Railroad Crossing Safety Improvements (2014). The Parkland Corridor Improvement Study (2012) was the most significant planning effort preceding this neighborhood plan. The Corridor Study focused on the commercial area around 28th Street between Virginia and Dumesnil Avenue with the goal of exploring how this commercial area could be encouraged as the heart of Parkland and renew its commercial and institutional role as a potential "town center." The Neighborhood Plan substantially incorporated components and recommendations of the Corridor Improvement Study, and additionally focused on residential/housing and industrial land uses.

Advisory Group Process

A Neighborhood Plan advisory group consisting of area stakeholders was recommended by Councilwoman Green and appointed by the Mayor to assist with the planning process. Two advisory group meetings were held along with a final neighborhood public meeting, at which the draft plan document was presented for input. As stated above, this process was preceded by the Corridor Improvement Plan process, which also included a committee of neighborhood stakeholders. This process included significant neighborhood engagement; the stakeholder group met multiple times during the study process, including a design charrette and public meeting.

Parkland Neighborhood Vision Statement

The vision for Parkland in the future is of a vibrant, safe, connected and green neighborhood. Parkland residential areas are revitalized, with diverse housing choices. The commercial area along 28th Street between Virginia and Dumesnil is restored to its former prominence as the retail and civic hub of Parkland and surrounding neighborhoods, and is a focal destination that capitalizes on its central location, historic architecture, and long-standing traditions of commerce and community.

Parkland Neighborhood Plan Components

In accordance with Chapter 161 (the Louisville Metro Neighborhood Plan Ordinance), a neighborhood plan must contain two mandatory components: Land Use/Community Form and Mobility. Other optional plan components may also be included in a neighborhood plan. The Parkland Neighborhood Plan articulates a range of strategies, concepts and recommendations, broadly grouped in chapters of Land Use/Community Form and Mobility. The Land Use Community Form recommendations are assembled under three sections: *Parkland Center, Housing, and Industry*. Mobility recommendations are assembled under the section entitled, *Getting Around*.

Land Use/Community Form Component

Below are the major Land Use/Community Form strategies and highlighted recommendations:

PARKLAND CENTER

Goal: Build a foundation for growth and development around a vibrant town center.

Strategy 1: *Create a non-profit community development corporation (CDC) to shepherd the development strategy and seek out necessary partners and funding sources.*

- LU 1-01 Establish cooperation and control of key real estate parcels.
- LU 1-02 Reach out to form civic-minded public-private partnerships.
- LU 1-04 In recognition of the life of Muhammad Ali, establish a mechanism for those who wish to contribute to the Parkland community initiatives in his honor.

Strategy 2: *Pursue the Market Square concept.*

- LU 2-01 Continue the success of the Community Garden by expanding and reconfiguring it according to the Master Plan.
- LU 2-02 Organize a temporary Farmer's Market, construct the east side Market Shed and public plaza.
- LU 2-03 Design an interpretive arts program within Parkland Center that highlights its significance to the African American community.
- LU 2-04 Redevelop and reconfigure the vacant corner grocery and the associated parking lot.

Strategy 3: *Enhance the public realm, improving the Gateway to the commercial corridor and the neighborhood.*

- LU 3-01 Develop a streetscape design for the 28th Street corridor.
- LU 3-02 Create destinations within walking distance of housing and workplaces.

HOUSING

Goal: Stabilize and revitalize the residential areas, enhancing the neighborhood's look and feel, through programs that encourage public-private investment.

Strategy 4: Improve street character and building facades, reinforcing the neighborhood as a great residential area.

LU 4-01 Put the Park in Parkland.

LU 4-02 Make simple improvements to the appearance of residential blocks.

Strategy 5: Stabilize existing housing.

LU 5-01 Identify programs and financial products designed to strengthen homeownership through home repair/remodel, debt reduction, and foreclosure prevention.

Strategy 6: Renew vacant and abandoned properties

LU 6-01 Implement a model block development that demonstrates high quality rehabilitation and vacant property reuse, as well as new sustainable development.

INDUSTRY

Goal: Forge partnerships with local industries in order to better engage the neighborhood, promoting sustainable stormwater and landscape initiatives, strengthening job opportunities and increasing livability.

Strategy 7: Go from gray to green.

LU 7-01 Develop incentive programs through MSD's consent decree.

LU 7-02 Emphasize tree planting as part of an overall plan to enhance the tree canopy.

Strategy 8: Engage local industry to partner on workforce development.

LU 8-01 Develop services and amenities to assist the workforce.

LU 8-02 Coordinate job training and workforce development programs that focus on skills growth for residents to meet industry needs.

Mobility Component

Below are the major Mobility strategies and highlighted recommendations:

Getting Around

Goal: Improve the approach to the neighborhood center, and soften the impact of the active rail line on neighborhood liveability. Develop a streetscape design for the 28th Street corridor to encourage physical activity.

Strategy 9: Enhance the Public Realm throughout.

MO 9-02 Develop a phased public improvement program for the neighborhood.

Strategy 10: Convert Virginia and Dumesnil to two-way streets.

MO 10-01 Request public works to undertake an analysis of the conversion of Virginia and Dumesnil Streets from one-way to two-way traffic.

Strategy 11: Introduce Wilson/Cypress railroad crossing safety improvements.

MO 11-01 Request Public Works to implement the Wilson/Cypress Corridor railroad crossing safety improvements.

Strategy 12: Enhance access to alternative transportation methods.

MO 12-01 Install infrastructure and amenities to support people using alternative transportation.

Executive Summary

Consistent with the format of all neighborhood/small area plans (and as required in Chapter 161, the Neighborhood Plan Ordinance), the executive summary includes the vision statement for the Parkland Neighborhood Plan and a summary of recommendations from the plan.

Staff Findings

The Parkland Neighborhood Plan is in conformance with the Cornerstone 2020 comprehensive plan. More specifically, the recommendations support the following plan elements and policies of the comprehensive plan:

Guideline 1 Community Form

The proposed Land Use/Community Form recommendations in the Parkland Neighborhood Plan promote new development and redevelopment that will be designed to be compatible with the scale, rhythm, form and function of the existing development as well as with the pattern of uses. The recommendations support existing land uses and patterns of the Traditional Neighborhood Form, and preserve the traditional neighborhood character.

Guideline 3 Compatibility

The plan proposes recommendations for promoting the commercial corridor while maintaining the existing residential character of the neighborhood. The proposed recommendations will minimize impacts to existing residences, schools and other areas in the neighborhood.

Guideline 4 Open Space

The plan proposes recommendations for enhancing open spaces serving the neighborhood.

Guideline 5 Natural Areas and Scenic and Historic Resources

The plan recommends efforts to restore the tree canopy and enhance the streetscape of the neighborhood.

Guideline 6 Economic Development and Sustainability

The plan encourages growth and development around a vibrant town center in Parkland.

Guideline 7 Circulation

The proposed Mobility recommendations in the Parkland Plan support existing uses and promote growth. Recommendation to convert streets to two-way from one-way promote improved neighborhood circulation.

Guideline 9 Bicycle, Pedestrian and Transit

The Mobility recommendations encourage improvements to the current street and sidewalk networks to support access to community facilities via walking and biking. The recommendations also would provide for safer access to public transit.

Guideline 12 Air Quality

The plan includes recommendations intended to reduce the impacts of pollution caused by vehicular traffic and land uses and encourages alternative modes of transportation by improving bicycle and pedestrian access in the neighborhood.

STAFF CONCLUSIONS

Staff finds that the proposed goals, objectives, recommendations in the Parkland Neighborhood Plan and the Executive Summary are in conformance with the Neighborhood Plan Ordinance (Chapter 161) and Cornerstone 2020. Based upon the information in the staff report, the testimony and evidence provided at the public hearing, the Planning Commission must determine if the proposal is in conformance with the Comprehensive Plan.

NOTIFICATION

Date	Purpose of Notice	Recipients
May 25, 2017	Hearing before Planning Committee	Subscribers of Council District 1 Notification of Development Proposals
June 29, 2017	Hearing before PC	Legal Advertisement in the Courier-Journal Subscribers of Council District 1 Notification of Development Proposals

ATTACHMENTS

1. Parkland Neighborhood Plan
2. Executive Summary of the Parkland Neighborhood Plan