

Louisville Metro Council City Agency Request

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

Primary Sponsor: Councilman Anthony Piagentini

Amount: \$20,000 **Date:** 11/3/21

Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):
 District 19 is partnering with Louisville Forward for the neighborhood study of Berrytown. This total cost of this study is \$40,000 and splitting the cost 50/50.

City Agency: Developpe Louisville
Contact Person: Michael King
Agency Phone: 502-574-0032

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose and have the attached documentation from the receiving department concerning the project/expenditure.

19	<input type="checkbox"/>		\$20,000	11/3/21
District #		Council Member Signature	Amount	Date

Approved by: _____
 Appropriations Committee Chairman Date

Clerk's Office & OMB Use Only:

Request Amount: _____ Amended Amount: _____

Reference #: O-586-21 To OMB: _____

Budget Revision #: _____

Account #: _____

To Project Manager: _____ Completion Date: _____

Actual Cost: _____ Funds Returned: _____

NDF, CIF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: Louisville Forward

Program/Project Name: Berrytown Neighborhood Study

Yes/No/NA

Request Form: Is the Request Signed by all Council Member(s) Appropriating Funding? Yes

Request Form: If matching funds are to be used, are they disclosed with account numbers in the request form description? NA

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

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

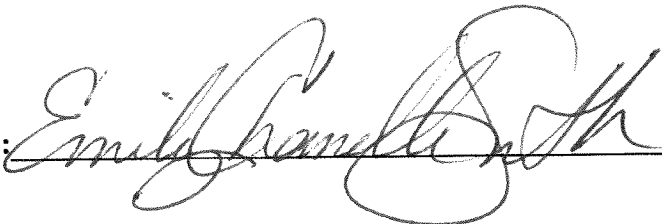
Funding Source: If CIF is being requested, does Metro Louisville own/will own the real estate, building or equipment? If not, the funding source is probably NDF. NA

Funding Source: If CIF is being requested, does the project have a useful life of more than one year? If not, the funding source is probably NDF. NA

Ordinance Required: Is the NDF request to a Metro Agency greater than \$5,000? If so, an ordinance is required. Yes

Ordinance Required: Is the request a transfer from NDF to cost center? If so, is the amount given for the fiscal year \$25,000 or less? NA

Supporting Documentation: Does the attachment include a valid estimate and description of cost? Yes

Submitted by: 

Date: 11-3-21

Harward, Sonya

From: Smith, Chanelle Emily
Sent: Monday, November 15, 2021 8:23 PM
To: Bell, LaTonya J.
Cc: MetroCouncilClerk; Piagentini, Anthony B.; Robinson, Cara E.
Subject: FW: Berrytown Neighborhood Study
Attachments: Berrytown RFP Section 2 Specifications.docx

LaTonya and Clerks Office,

Please see below the original email from Mr. King accepting the funding.

Thank you.



Chanelle Smith | Legislative Assistant
Office of Councilman Anthony Piagentini
601 W. Jefferson Street | Louisville, KY 40202
p: (502) 574-3464 p: (502) 574-1119 f: (502) 574-4501

From: King, Michael M <Michael.King3@louisvilleky.gov>
Sent: Friday, October 8, 2021 4:09 PM
To: Smith, Chanelle Emily <Chanelle.Smith@louisvilleky.gov>
Subject: RE: Berrytown Neighborhood Study

We'll find a way to scrounge up the other \$10k. We'll list the plan for \$40k with a 50/50 split between us and CM Piagentini.

Attached is the draft of the RFP. Please let us know if you have any comments so we can go ahead and get it posted.

Michael King

Director
Office of Advanced Planning and Sustainability
Department of Develop Louisville
LOUISVILLE FORWARD
444 South Fifth Street, Suite 600
Louisville, KY 40202
502-574-0032
<http://louisvilleky.gov/government/advanced-planning>



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



SECTION 2

SPECIFICATIONS

BERRYTOWN NEIGHBORHOOD PLAN

Louisville Metro Government is seeking proposals to develop a neighborhood plan for Berrytown, a historically Black enclave near Anchorage.

Background

Berrytown is in eastern Jefferson County, adjacent to the City of Anchorage. The neighborhood's approximate modern-day boundaries are La Grange Road (KY-146) to the north, N. English Station Road and Eastpoint Business Center to the east, Ridge Road/Avoca Road to the south, and the Anchorage Pointe subdivision to the west.



Figure 1: Berrytown outlined in yellow.

Berrytown has a long and rich history, with many families living in the area for generations. Berrytown was settled by Black families after the Civil War. Like Griffytown and Harrods Creek, among others, Berrytown was once a rural hamlet with dirt roads, well water, and residents who grew what they ate. In the 1970s, largely due to the efforts of the Berrytown-Griffytown Improvement Organization, Berrytown

saw paved roads, new water and sewer service, and a new park. In the 1980s and 1990s, the southwestern corner of Berrytown was the subject of an Urban Renewal redevelopment scheme, with new housing and improved infrastructure.

Today, there is increased market pressure in Berrytown from new residential, commercial, and industrial developments. Often, these developments downplay or conceal their location within a historically Black neighborhood, instead describing their location as “in the tranquil Anchorage neighborhood,” “between Berrytown and Anchorage,” or “minutes away” from Middletown. This plan seeks to preserve Berrytown’s identity as a majority Black, semi-rural community, while meeting the needs of residents and planning for the future.

The following table includes demographic information for Berrytown and the entirety of Jefferson County, Kentucky.

	Berrytown	Jefferson County
Total Population	580	766,757
% Black or African American	70%	22.4%
% White	20%	71.8%
Avg. Household Size	2.66	2.40
Age: 0-14	20.6%	18.3%
Age: 15-24	11.7%	12.2%
Age: 25-44	20%	27.2%
Age: 45-64	26.5%	25.4%
Age: 65+	18.7%	16.9%
Median Household Income	\$52,198	\$56,586
Source	U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021.	U.S. Census Bureau, American Community Survey, 2015-2019

Related Plans & Studies

- Plan 2040 – Louisville’s comprehensive plan
- Move Louisville (2016) – Louisville’s long-range transportation plan
- Louisville Metro’s Advancing Racial Equity Report (2020)
- Old Henry Subarea Plan (2000)
- Berrytown Redevelopment Plan (1989)
- Berrytown Redevelopment Plan (1976)

Technical Information

Neighborhood/area plans (referred to as “neighborhood plan(s)” throughout this document) are policy documents that establish a community-driven vision with specific strategies for implementation of the goals established in the planning process. They must be prepared in accordance with Chapter 161 (Neighborhood Plans) of the Louisville Metro Code of Ordinances. The following are mandatory sections of neighborhood plans:

- 1) Introduction – A description of the neighborhood backgrounds, purpose of plan, overview of the planning process, and map showing neighborhoods’ boundaries.
- 2) Vision Statement – A concise statement that describes the vision for the area in the future.
- 3) Neighborhood Identity – A description of the area including history, demographics, existing conditions, and other defining characteristics.
- 4) Land Use/Community Form – An explanation of the existing pattern of major public and private land uses; proposal for future patterns of land use to preserve or improve its general character.
- 5) Mobility – A transportation section, including a description of all existing, planned and needed modes of transportation. This will be a critically important element of the plan.
- 6) Housing – An analysis of existing housing patterns, opportunities/needs and challenges in the neighborhood, with recommendations for ways to increase housing diversity, availability, and affordability.
- 7) Plan Implementation – Recommendations set forth in the neighborhood plan, with implementation responsibility and time frame articulated.
- 8) Executive Summary – A brief restatement of the vision statement and recommendations defined within each plan section, in a summary format, that is consistent with the comprehensive plan. This section is adopted as an amendment to the comprehensive plan, Plan 2040.

The neighborhood plan may also contain sections relating to other areas of concern or opportunity. These sections may include but are not limited to: Economic Development; Environmental Resources; Community Facilities and Services; Parks, Open Space, and Recreation; Urban Design/Special District;

Historic Preservation; Safety; Youth Engagement; Welcoming Community; Aging in Place; Digital Infrastructure; and Education.

An Advisory Group will be designated to assist with the planning process. The Advisory Group, which consists of a minimum of seven (7) residents and stakeholders, will participate in the development of the plan. The role of the Advisory Group includes working with the planning team to identify neighborhood issues, helping to engage residents, and providing input on plan content and recommendations. The Advisory Group, under the leadership of the planning team, will regularly conduct meetings as a tool to guide development of the plan. The majority of the Advisory Group shall be composed of individuals with a primary residence within the neighborhood.

After a draft plan has been prepared as prescribed in the Neighborhood Plans ordinance, a public meeting must be held to discuss the plan and accept public comments. Following that, the Louisville Metro Planning Commission shall hold a public hearing and make a recommendation to Louisville Metro Council on approval and adoption of the plan.

Scope of Work

The consultant shall work under the supervision of the Office of Advanced Planning & Sustainability, a division of Develop Louisville, to complete and deliver the following scope of services. The consultant, together with one or more Louisville Metro staff, including the Louisville Metro project manager, shall comprise the planning team. The planning team shall meet regularly, but no less than once per month, to help ensure the plan's progress in a timely manner. A member of the planning team shall prepare an agenda prior to each meeting to ensure the meetings are productive and efficient. To improve cost efficiency, attendance of only the consultant lead and consultant project manager shall be required. In all cases, the consultant shall submit to Louisville Metro draft materials *with sufficient time for review and response* prior to sharing with the public. Each task listed below should be executed within the framework of the C.H.A.S.E. (Connected, Healthy, Authentic, Sustainable, and Equitable) principles established in Plan 2040, Louisville's comprehensive plan. In addition, the plan should align with the goals set out in Louisville Metro's 2020 Advancing Racial Equity Report.

Task 1 – Define plan timetable/scope and area existing conditions

- 1.1 Document area demographics, history, previous/current planning and infrastructure initiatives and other existing conditions, including, but not limited to: data and information related to land use; transportation; housing; historic resources; economic development; community facilities; and environmental resources.
- 1.2 Working with the Louisville Metro team, produce a detailed timetable for the plan. A concise process is expected to maintain enthusiasm and momentum for the plan.

Deliverables: The consultant team will create a plan timetable, compile data and produce maps and supporting documentation. These products will be presented to the Advisory Group and will lead to the development of the Neighborhood Identity section of the plan. Any required presentations and handout materials should be provided.

Task 2 – Define and develop a community engagement plan in conjunction with the Advisory Group.

- 2.1 Consult, interview, and engage area leaders, residents, and community groups to gather input on process, engagement, and issues. This includes, but is not limited to, attending community meetings and gatherings, hosting one-on-one conversations, and reaching out on social media. An active effort should be made to include community and advocacy groups in addition to representatives from traditional institutions, such as businesses and organizations. Resident input should be prioritized and should include young people, the elderly, those with disabilities, and other groups with unique perspectives.
- 2.2 Facilitate consensus building to unify community support for the plan.
- 2.3 Utilize innovative outreach strategies to ensure equitable participation. Strategies should include virtual opportunities as well as in-person events.
- 2.4 Educate the community on the purpose and process of neighborhood/area planning.
- 2.5 Engage appropriate Louisville Metro Government and other governmental/quasi-governmental agencies (e.g., Office for Safe & Healthy Neighborhoods, Public Works, Metro Parks, Planning & Design, Housing, Community Development, TARC, MSD, JCPS, etc.) in the planning process.

Deliverables: The consultant team will create a detailed plan for community engagement of area leaders, residents, and community groups, in conjunction with the Advisory Group process. This may include interviews and meetings with community and stakeholder groups to build consensus on the planning process. A strong presentation and/or other products should be developed as educational tools on the value and importance of the plan. PowerPoints, fliers, yard signs, and other engagement materials should be created.

Task 3 – Develop Vision and plan Goals and Objectives

- 3.1 Working with the Advisory Group, engage the community in a visioning process to define the desired future of the area. Utilize the C.H.A.S.E. principle framework to ensure that the resulting Vision Statement reflects the desired goals of a connected, healthy, authentic, sustainable, and equitable community.
- 3.2 Based on visioning process, develop goals and objectives for the plan.

Deliverables: The consultant team will design and implement a creative and equitable process to engage the community in envisioning the future of the area. This should involve at least one of the required three public engagements, including but not limited to charettes, public meetings,

and online engagements, at which a PowerPoint presentation, maps, exercises, and other visuals may be used. Public engagements should be tailored to the needs and desires of the community, including but not limited to time of day, location, and engagement type. The primary focus of the public engagements should be listening to and gathering input and ideas from the community. The products of this task will include a formal Vision Statement, as well as Goals and Objectives.

Task 4 – Develop plan components

- 4.1 Develop a Land Use/Community Form component, which examines the land uses, zoning, and form/character of uses in the neighborhood. This includes analysis of residential, commercial, industrial, and institutional land uses, and recommendations on inconsistent uses and desired future uses/patterns of uses.
- 4.2 Develop a Mobility component, which analyzes and makes recommendations about transportation modes and facilities within the neighborhood. The Mobility component will conduct an existing conditions analysis of street, sidewalk, alley and walking path connectivity issues and opportunities within the study area and to areas immediately adjacent. This component will generate multi-modal transportation solutions aimed at providing better connectivity to, from, and within the study area.
- 4.3 Develop a Housing component, which analyzes existing housing patterns, opportunities and challenges, and makes recommendations to increase housing diversity, availability and affordability. This may include an inventory of existing housing quantity, type, affordability, and ownership status and should lead to the recommendation of actionable policies to bridge any identified gaps.
- 4.3 Create optional plan components that the process determines are necessary. Additional plan components should be expected for this plan. Potential optional components will likely include but are not limited to: economic development, historic preservation, youth engagement, and safety.

Deliverables: The consultant team will lead meetings with the Advisory Group, schedule and lead at least one of the required three public engagements and conduct meetings/events with other area leaders, residents, stakeholders, and community groups to develop the Land Use/Community Form, Mobility, Housing, and optional plan components. The consultant shall prepare PowerPoints, mapping exercises, or other products necessary to engage the community to develop the plan components. Public engagements should be tailored to the needs and desires of the community, including but not limited to time of day, location, and engagement type. The primary focus of the public engagements should be listening to and gathering input and ideas from the community.

Task 5 – Develop implementation plan

- 5.1 Create the implementation chapter of the plan that defines recommendations for all plan components. A recommendation table should be developed, with categories of recommendations, as defined in Chapter 161 of the Louisville Metro Code of Ordinances. This includes recommendations related to Plan 2040/Land Development Code; Capital Improvements/Infrastructure; and Policy/Programmatic. The recommendation table should define the steps to achieving goals and objectives, timeframe, and implementation partners.
- 5.2 Define at least one short-term actionable goal/project with high visibility to ensure a “quick win” resulting from the plan.
- 5.3 Develop a detailed work plan/strategy for achieving implementation. Applicable funding sources should be identified, and strategies should be developed focusing on how recommendations can be accomplished.

Deliverables: The consultant team will develop an implementation strategy within the plan document, including a concise recommendation table and a work plan/strategy for achieving implementation. The plan must contain specific implementation recommendations regarding policies, projects, potential funding mechanisms, implementation partners, timeframes, etc. Implementation plan must include at least one significant, high-visibility project, with details outlined for quick execution. The implementation strategy and recommendation table should be agreed upon by the Advisory Group as well as other residents, community groups and stakeholders.

Task 6 – Develop final report/executive summary and adopt plan

- 6.1 Compile all relevant documentation and study materials into a concise final report and executive summary.
- 6.2 Assist Louisville Metro staff with adoption of the plan.

Deliverables: The consultant team will deliver a final report and executive summary with all relevant documentation and study materials. The final report shall not be more than 100 pages. The consultant shall provide color copies of the draft plan for the Planning Commission approval process. The consultant team shall make any required revisions resulting from the adoption process.

An electronic copy of the final report in its native file format (e.g., Adobe InDesign) and all related photos, maps, links, and other materials must be provided to Louisville Metro. PowerPoint presentations, large format renderings, and other exhibits necessary for the public hearing/approval process shall be provided. The consultant team will attend and present at all required public meetings, Planning Committee of the Planning Commission meetings, and Planning Commission public hearing meetings.

Compensation

The compensation for this project shall not exceed a lump-sum fee of \$40,000 for all services outlined in this proposal. This amount also includes direct expenses for printing (e.g., reports, mailers, yard signs, etc.), travel, photography, drone videography, web hosting services, presentation boards, and renderings. Monthly invoices shall be submitted to the Louisville Metro project manager for approval, detailing the work/services completed and percentage of work completed. Not less than 25% of the budget shall be reserved for the development of the plan document and the adoption process, as outlined in Task 6.

Schedule

This project should anticipate existing planning fatigue among stakeholders. The planning process should be concise and make efficient use of the public's unpaid time and energy. Therefore, the project should take a maximum of six (6) months, excluding the plan adoption process.

Required Submittals

Proposals submitted must include:

- Firm Description
- List of Key Staff Assigned to Project and Project Team Organization
- Summary of Qualifications of Key Staff
- List/Description of Relevant Projects Completed by Firm/Key Staff
- Detailed Description of Project Approach, including the community engagement process, visioning process, methods/approach proposed for the plan, and projected report format
- List of five (5) References

The above required information, excluding cover page and required forms, shall not exceed 25 pages.

A successful proposal for this project will include:

- Understanding of the plan area and its unique characteristics
- Focus on equity
- High-quality graphics and visuals
- Demonstration of good communication skills, including timeliness
- Innovative ideas and approaches
- Ability to adapt to changing circumstances

The above list reflects the characteristics of a desirable project proposal but is not comprehensive.