

# Butchertown, Phoenix Hill & NuLu

Neighborhood Plan



DEVELOP  
LOUISVILLE  
*LOUISVILLE FORWARD*

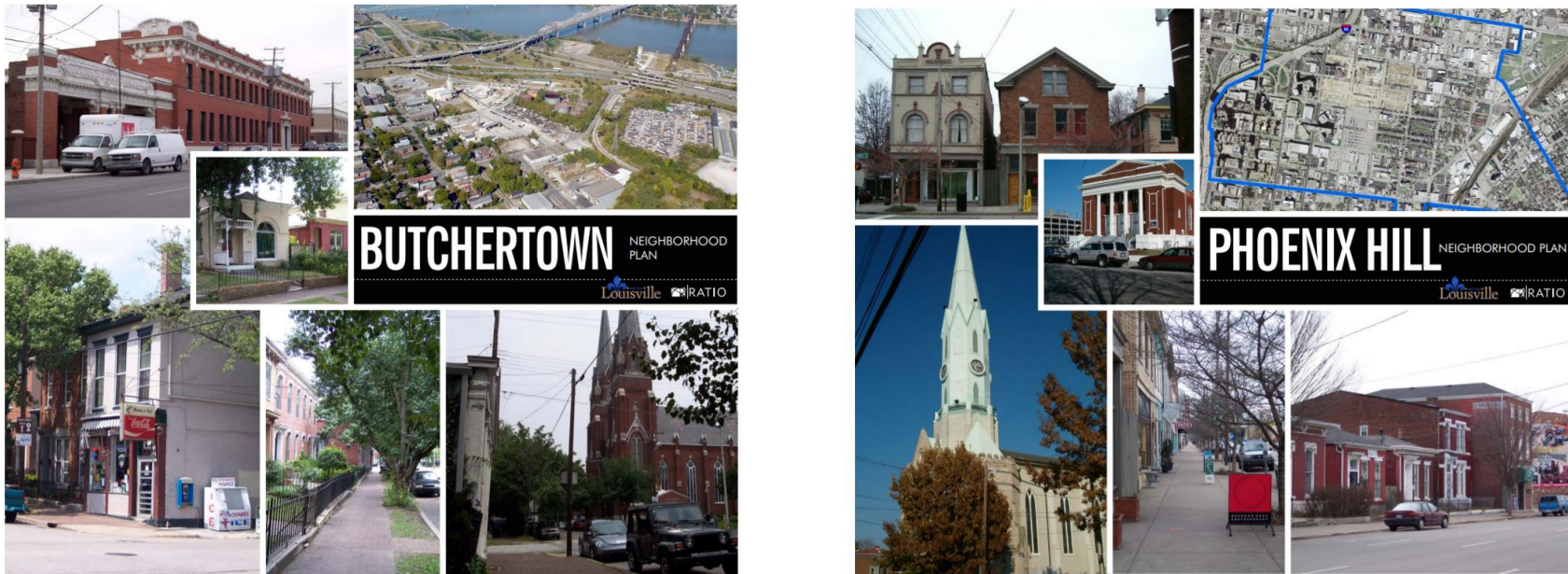
## 21-AREA-0001





# Plan Background

- Butchertown and Phoenix Hill had separate neighborhood plans adopted in 2008.
  - Many recommendations were implemented over 10 years.
- Neighborhood associations and former Councilmember Barbara Sexton-Smith wanted to update plans to reflect holistic vision for the next 10 years.
- Approved Planning Committee on June 6, 2022





# Study Area



Waterfront Park

Butchertown

Clifton

NuLu

Irish Hill

Downtown

Phoenix Hill

Cherokee Triangle

Smoketown

Highlands



# Project team

## MKSK

Lead Planning, Urban Design, Connectivity & Mobility Planning



Community Engagement



Transportation Engineering  
Data Driven Connectivity Plan  
(Appendix Document)



# Project Timeline

Oct 2019

Dec 2019

Jan 2020

Feb 2020 –  
March 2021\*

April – Aug  
2021

Aug – Dec  
2021

**Task 1:**  
Discover & Understand

**Task 2:**  
Engage

**Task 3:**  
Envision

**Task 4:**  
Create

**Task 5:**  
Call to Action

**Task 6:**  
Share the Story

Develop a project timetable  
Conduct a baseline analysis  
Review previous plans and studies

Create a detailed engagement plan  
Launch a stand-alone project website  
Form a plan ambassador program and engage stakeholders

Conduct an online survey  
Canvass the 3 neighborhoods  
Develop goals and objectives  
Engage the community at Public Forum 1

Develop the plan components, including Land Use/Community Form & Mobility/Connectivity

Craft an implementation strategy  
Define short-term wins  
Engage the community via website or online survey

Produce a final document and executive summary  
**Share the plan with the community**  
Assist Louisville Metro with the adoption process

\*COVID-19 pandemic delayed process in 2020.



# Community Engagement

## Project website ([www.bpnplan.com](http://www.bpnplan.com))

- 2 online surveys with over 425 responses

## Public Workshop

- Waterfront Botanical Gardens in January 2020.

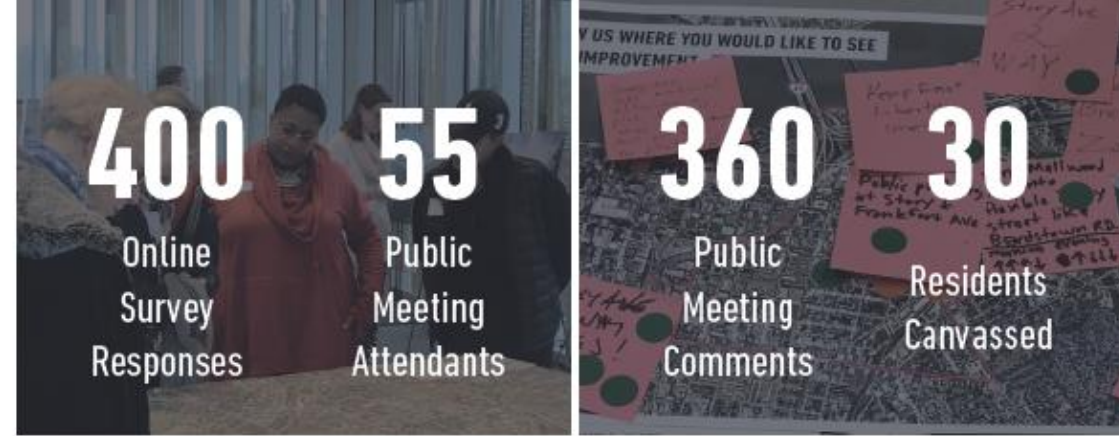
## Neighborhood Plan Advisory Group

- 13 members
- Stayed engaged through virtual methods during height of COVID-19 pandemic.

## Door-to-door canvassing in Phoenix Hill.

- Conversations with 30 residents.

**\*\*Worked closely with Butchertown and Phoenix Hill Neighborhood Associations in early 2022 to achieve community consensus for draft plan.\*\***





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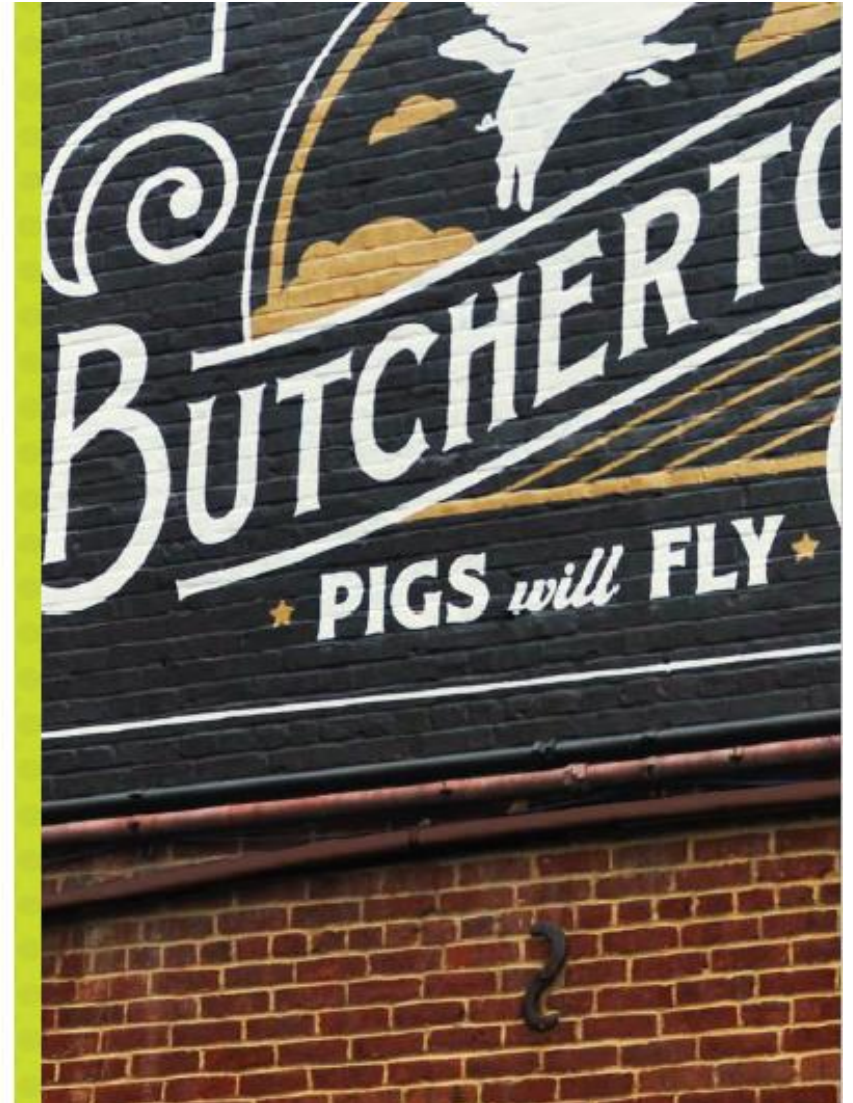
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**Multi-Modal Connectivity Analysis**  
Appendix: Separate Document





# Vision Statement



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



Continue to be authentic and unique



# Plan Components

This next few slides will focus on the following four components, listed below and detailed in the plan document with their accompanying Goals, Objectives and Action items.

**LU** Land Use & Community Form

**M** Mobility

**BC** Beargrass Creek

**EA** Equity & Affordability







# Land Use & Community Form

**Describes how the community would like to see future growth and development occur, and how policies can achieve these outcomes.**





# Land Use & Community Form Goals

- 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.



# Land Use & Community Form: Updates

The BNA and PHNA were interested in strengthening recommendations related to the community's role in the development process.

**LU1.1C:** Collaborate with Louisville Metro Planning & Design Services on current and future updates to the Land Development Code (LDC), with specific focus on improved resident notification and engagement.

**LU1.1E:** Ensure that resident and community voices are heard throughout private and public development and infrastructure improvement processes, from conception to construction.

**Objective LU1.2:** Consider the inclusion of a Community Benefits Agreement (CBA) for large developments, particularly for those that are on public owned land or that utilize public funding, to encourage affordable housing and protect longtime residents from displacement.

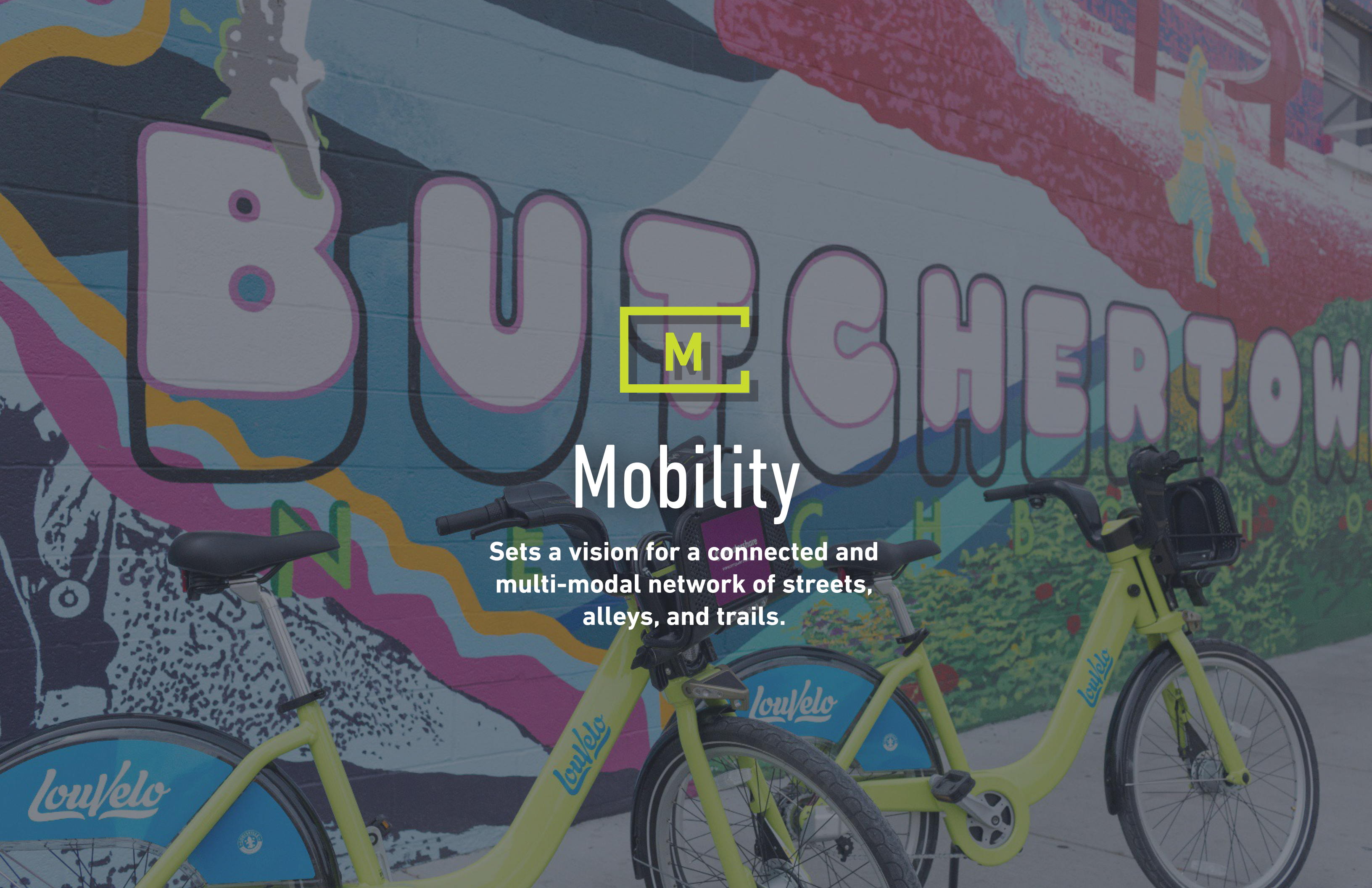
- Three recommendations that explore ideas related to CBA's, including a list of potential items that could be included in future CBA's.





# Mobility

Sets a vision for a connected and multi-modal network of streets, alleys, and trails.





# Mobility: Goals

## GOAL M1

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

## GOAL M2

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

## GOAL M3

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

## GOAL M4

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





# Mobility: Updates

**The BNA and PHNA were interested in strengthening recommendations related to issues of parking and safer pedestrian paths in Butchertown.**

**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 permit program.

**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.

**M2.2J:** 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.





# Beargrass Creek

**A community priority, this component includes a roadmap to transform Beargrass Creek into a world-class regional greenway.**



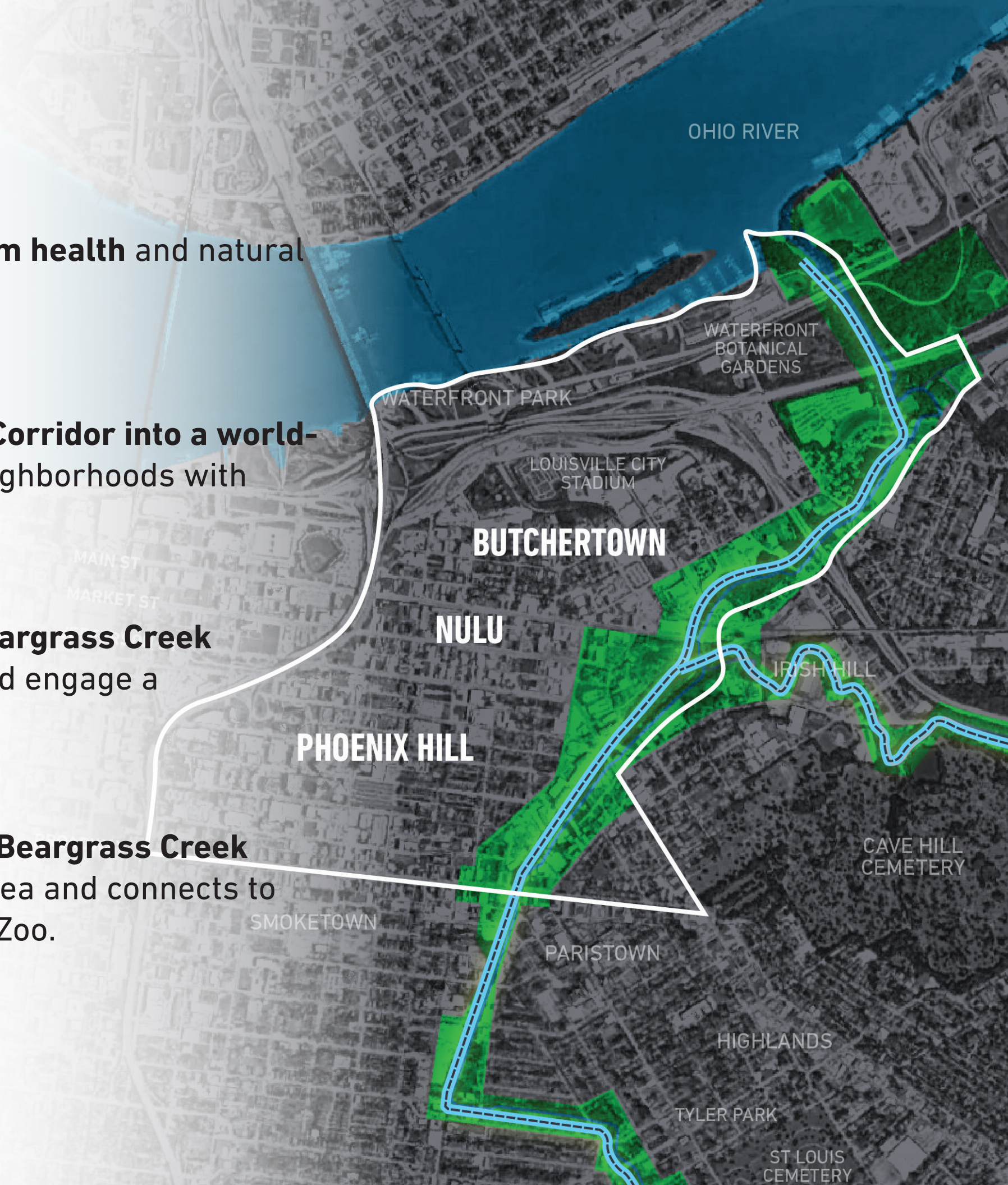
# Beargrass Creek: Goals

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

**GOAL BC2** Transform the Beargrass Creek Corridor into a world-class greenway that connects neighborhoods with nature.

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

**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.







EA

# Equity & Affordability

**Facing development pressure, these neighborhoods will continue to add new housing and amenities. This growth must occur in a way that benefits everyone.**



# Equity and Affordability Goals

- 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.**



# Equity and Affordability: Updates

**The BNA and PHNA were interested in strengthening recommendations related to affordable housing, short term rentals, and unhoused individuals in the study area.**

Added to introduction:

- Phoenix Hill statement on affordable housing
- Definition for “low-income affordable housing”

**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.

**EA2.2A:** Work with Louisville Metro to formalize the requirement for affordable units in development proposals on public land and using public funds.

**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.



# Equity and Affordability: Updates

The BNA and PHNA were interested in strengthening recommendations related to affordable housing, short term rentals, and unhoused individuals in the study area.

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

**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.

- Three recommendations

**Objective EA5.2:** Work with developers and Louisville Metro's Homeless Services Division to prevent displacement.

- Three recommendations



# Appendix: Existing Mobility Conditions Inventory and Connectivity Analysis

- Collaboration with Louisville Downtown Partnership.
- Detailed technical analysis of the study area's mobility conditions and recommendations for connectivity, particularly between the study area's regional destinations (Lynn Family Stadium, Waterfront Park, Waterfront Botanical Gardens, etc.) and Downtown.
- Appendix created by WSP and MKSK.





# Public Meetings

- **Planning Committee: January 28, 2022**
  - Planning Committee recommended continuation in order to address remaining neighborhood associations' requests
- **Planning Committee: June 6, 2022**
  - Planning Committee recommended for public hearing at the Planning Commission
- **Planning Commission: July 7, 2022**
  - Planning Commission unanimously recommended approval of the plan and adoption of the executive summary as an amendment to Plan 2040



# Required Action

- Approval/denial of 21-AREA-0001 (Butchertown, Phoenix Hill, NuLu Neighborhood Plan)
- Approval/denial of 21-AREA-0001 (Butchertown, Phoenix Hill, NuLu Neighborhood Plan) Executive Summary as an amendment to Plan 2040