

Parkland

Neighborhood Plan

May 2017



Executive Summary



INTRODUCTION

Parkland is a West Louisville neighborhood. Its physical boundaries are South 26th Street to the east, Broadway to the north, Louis Coleman Jr. Drive to the west and Wilson Avenue and Woodland Avenue to the south. Parkland was settled in the 1870's, a period when Louisville was growing rapidly and expanding outward. Parkland as a whole is in the heart of west Louisville neighborhoods, surrounded by many populous areas and, in the past, significant industrial development. The Norfolk Southern railroad corridor that roughly bisects the neighborhood 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. Census Tract 10 and portions of Tracts 13,15, 17 and 18 constitute the Parkland neighborhood.

The Parkland Neighborhood planning process has been sustained under the leadership of Councilwoman Jessica Green. Led by Legislative Aide Charles Weathers, a Neighborhood Plan Advisory Group was formed, and an

initial meeting was conducted at Parkland Scholar House on September 8, 2015 with a second meeting held at Maupin Elementary School on December 14, 2015. In [month], residents, business owners, stakeholders and the community were invited to comment on an initial draft of the Parkland Neighborhood Plan.

VISION

The Vision for Parkland in the future is of a vibrant, safe, connected, and greener 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.

Community and Gardening

The community garden is a Parkland success story.



RESIDENT CONCERNS

Two significant questions asked in the Center for Neighborhoods 2013 survey related to residents' perceptions of their neighborhood: [list questions]. The chart below graphically summarizes survey results and quickly highlights key areas of satisfaction, and also, issues of concern.

The neighborhood's accessibility, services, and friendliness all contribute to resident desire to live and remain in the community. Areas of concern are reflected in statements related to property upkeep, traffic issues, and a desire for more recreational and youth facilities. Responses also indicate that people may not know their neighbors as well as they once did and have less desire to work together to address issues.

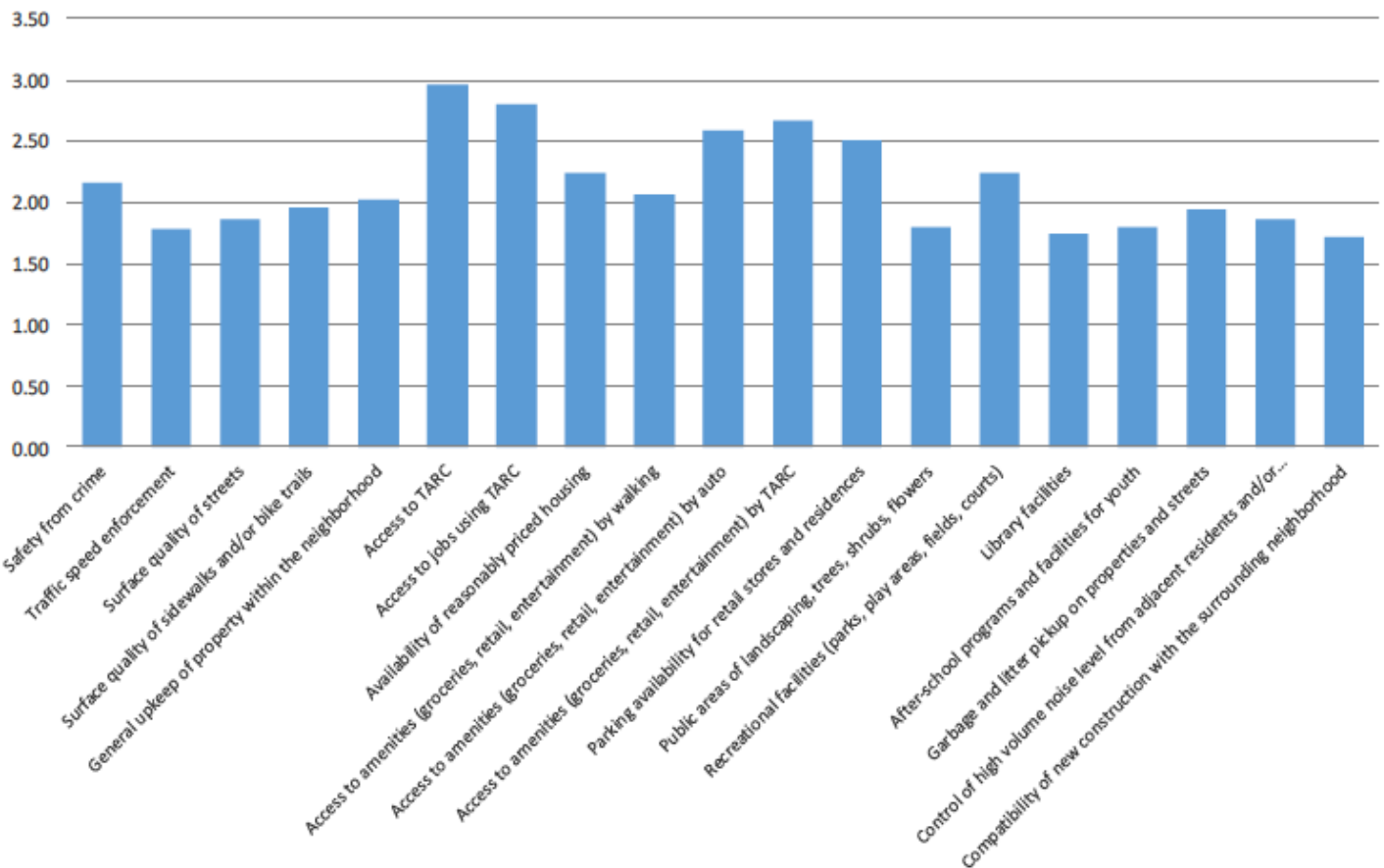
Additionally, the Corridor Study held key property owner interviews, balanced with a series of meetings with a

Stakeholder group of citizens and community leaders appointed by Metro Councilwoman Jessica Green to gain understanding and insight. The Stakeholder group, the names of which are listed on the inside cover of this document, advised on the needs and desires of the neighborhood and served as a valuable sounding board for development concepts.

Four needs for Parkland identified by the Stakeholder group were:

- Town center shopping should meet daily needs;
- Sense of security should be enhanced;
- Diverse housing choices should be available;
- Connectivity to other neighborhoods, jobs, schools encouraged.

Taken together, the neighborhood has had a number of opportunities to strategize about its future and the graph below summarizes their overall priorities.



Survey results of resident perceptions of the Parkland neighborhood are graphically summarized above.

Center for Neighborhoods, 2013

VISION FRAMEWORK

The Vision Framework reflects community input collected throughout the planning and design process, as well as previous plans and existing policies that can help shape the neighborhood and its surrounding context. Guided by this framework, the remainder of the Parkland Neighborhood Plan articulates a range of strategies and concepts, broadly grouped into chapters on Land Use & Urban Form and Mobility, followed by a chapter on Implementation. The Implementation chapter is intended as a practical and realistic revitalization strategy, beginning with implementation of the Corridor Study Master Plan. It includes specific recommendations, with time frames and key partners.

Vision Framework Diagram

The Vision Framework is a one-stop “plan on a page” that illustrates the key building blocks of the Parkland Neighborhood Plan. The diagram includes four major components that will bolster Parkland as a vital, healthy neighborhood and bring about tangible change:

Vision Elements: The 4 Vision Elements – Vibrant, Cherished, Green, Connected – are the key thoughts in the statement above. Working together, the elements form a cohesive, long-term improvement path, setting a course for a dynamic, interconnected mosaic of people, places and activities

Strategies: An array of strategies, ranging from short-term “quick win” improvements to mid- and long-term investments, is outlined in the categories under each Vision Element.

Transformative Projects: Including opportunities and partnerships both for the public and private sectors, these signature projects embody bold ideas that implement more than one plan recommendation and that will have great impact on the Parkland Neighborhood in the coming years.

Together, the Vision Elements, Strategies/ Recommendations and Transformative Projects are the most critical steps towards advancing Parkland’s future. These components are outlined in full detail in the following chapters.

VISION ELEMENTS



PARKLAND CENTER

STRATEGIES

1. Create a Community Development Corporation. Such entities are conduits for public and private grant funds, capital investment, and loan funds. Establish cooperation and control of key real estate parcels identified in the Master Plan.

2. Pursue the Market Square concept. Expand and reconfigure the community garden. Construct the Market Shed, develop an arts program and facilitate pop-up events.

3. Improve the Gateway to the commercial corridor and the neighborhood. Develop a streetscape design for the 28th Street corridor.

TRANSFORMATIVE PROJECT

Parkland Market Square (Proposed)





HOUSING

4. Improve streetscapes and building facades. Put the Park in Parkland - plant trees throughout. Repair existing sidewalks, crosswalks and ramps. Enhance front yard landscapes and home facades.

5. Stabilize existing housing. Repair and upgrade occupied housing, especially owner-occupied homes and rental properties. Provide residents with information about tenant rights, foreclosure prevention and tax lien release.

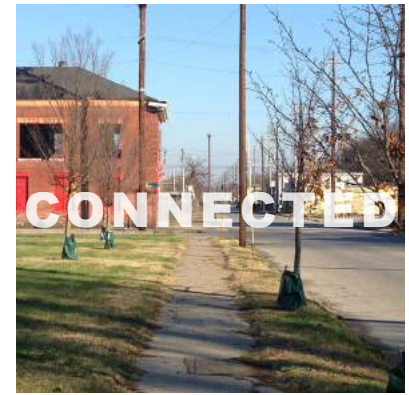
6. Renew vacant and abandoned properties. Implement a model block development, and replicate successful ideas elsewhere in the community.



INDUSTRY

7. Go from grey to green. Develop incentive programs through MSD's consent decree to enhance industrial zoned properties through green infrastructure. Emphasize tree planting.

8. Engage local industry to partner on workforce development. Develop services and amenities to assist workers such as cafes, retail outlets, and a laundromat. Coordinate job training with local employment opportunities and industry needs.



GETTING AROUND

9. Enhance the public realm throughout. Upgrade and repair existing infrastructure. Develop a phased public improvement program.

10. Convert Virginia and Dumesnil Avenues to two-way streets. Converting streets from one to two-way typically reduces traffic speeds, increases accessibility, and doubles the commercial visibility.

11. Create safety improvements at key road and railroad crossings. Use dedicated funds for the creation of safety improvements at key road and railroad crossings.

12. Enhance access to alternative transportation methods. Introduce shared bike lanes, bike racks and user friendly bus stops.

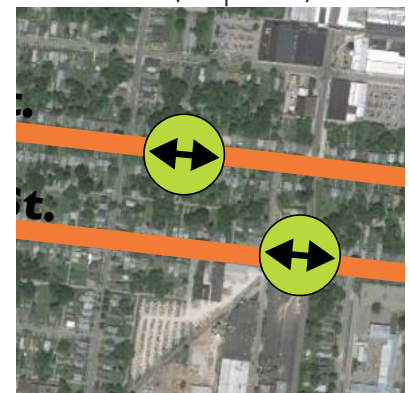
Town Homes (Bayview, Maryland)



28th Street Corridor Tree Plantings (Parkland)



One-way to Two-Way Street Conversion (Proposed)



FRAMEWORK FOR SUCCESS

The revitalization and reactivation of Parkland Center will require a sustained and collaborative effort composed of property owners, neighborhood groups, Louisville Metro, entrepreneurs, and the creation of a permanent, sustainable public/private partnership focused on the long term health of both the Center and the surrounding Parkland neighborhood.

While there is not a single “silver bullet,” there are a number of high priority actions and interventions that can serve as catalysts for the area’s refocus and market potential. Clearly, actions required to pursue the Market Square concept should be considered of the highest priority. These range from working to gain cooperation from the property owners and improving access and visibility to having the City make a strong investment in the area’s streetscape and interpretive elements. Second, creating a non-profit community development corporation (CDC) to shepherd the development strategy and seek out necessary partners and funding

sources is critical. Third, prioritizing interventions that stabilize and repopulate the surrounding neighborhood must be done hand-in-hand with improvements to Parkland Center itself. And fourth, forge a new relationship with local industries. Funding for these initiatives will be challenging, but there are a variety of public and private funding sources that can be accessed.

The implementation section of the Parkland Neighborhood Plan is intended to outline the steps necessary to bring about the action items of the plan, which have been prioritized. The recommendations are intended to supplement the Land Development Code (LDC) and Cornerstone 2020, to serve as a guide to officials in future decisions within the Parkland Neighborhood, and as a means to guide and encourage private investment. The plan recommendations should also be considered in the development of city-wide plans and policies, and in the preparation and review of Louisville Metro general revenue and community development budgets.

Street Calming

Planting trees along streets improves walkability and has positive environmental impacts.

Two-Way Streets

This plan proposes to convert Virginia and Dumensil to two-way streets.



PARKLAND CENTER

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.

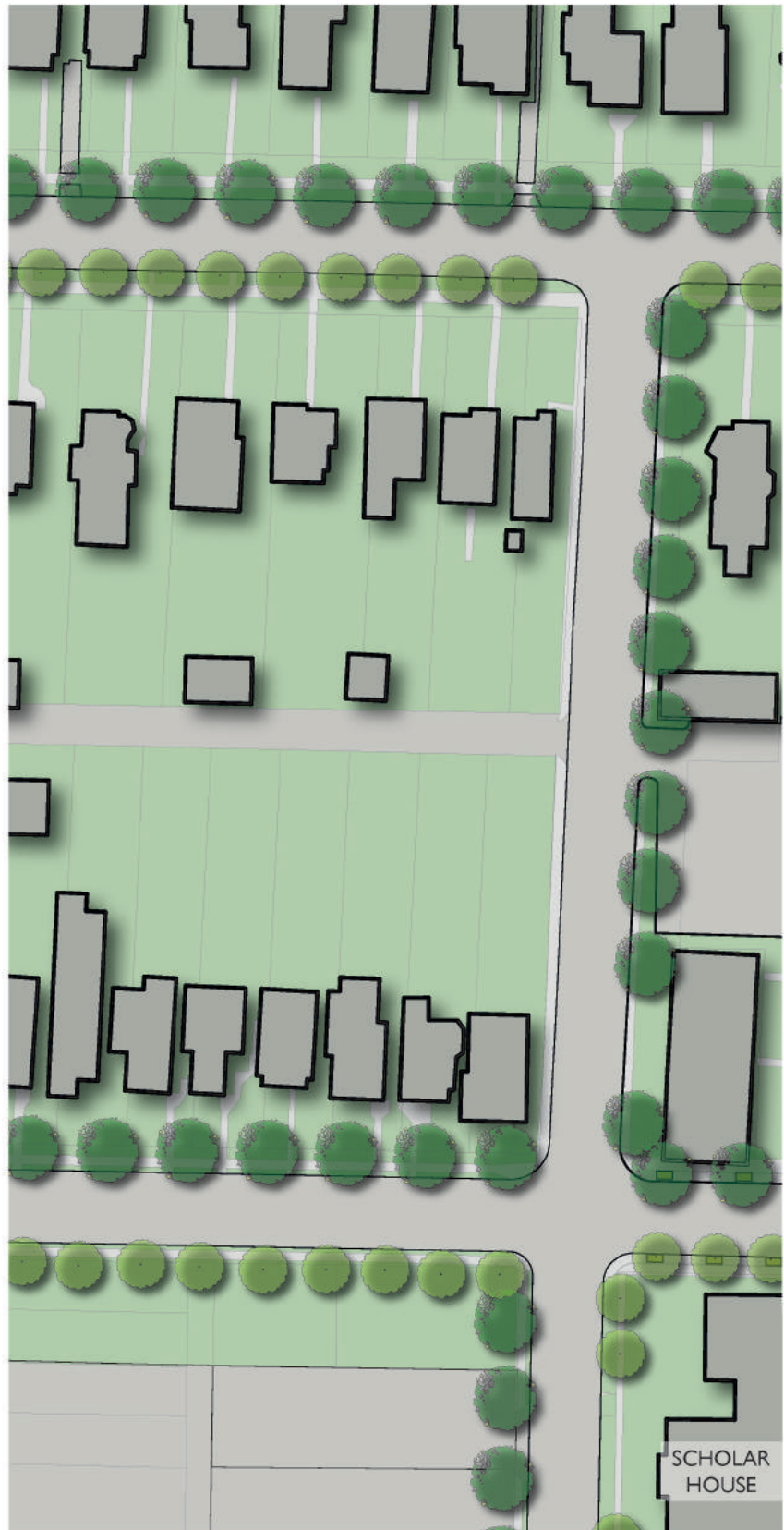
<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
LU 1-01	Establish cooperation and control of key real estate parcels. Establish cooperation and control of key real estate parcels identified in the Corridor Improvement Study Master Plan. <i>(Capital, Short/Ongoing)</i>	Metro Councilperson
LU 1-02	Reach out to form civic-minded public-private partnerships. Such entities are conduits for public and private grant funds, capital investment and loan funds. <i>(Policy/Programmatic, Short)</i>	Metro Councilperson
LU 1-03	Establish a commercial loan program and a facade improvement strategy in tandem with other financial organizations and loan providers. A number of Parkland properties are excellent candidates for such improvements but are likely to find it difficult to do so on their own. Establishing a loan program, as a subset of the METCO program, can focus attention on these properties. <i>(Policy/Programmatic, Short/Ongoing)</i>	Parkland CDC METCO
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. Incorporate Ali's core values of Respect, Confidence, Conviction, Dedication, Charity, and Spirituality into the mission of any CDC, providing an opportunity to focus funding and improvements in the Parkland neighborhood. <i>(Policy/Programmatic, Short/Ongoing)</i>	Parkland CDC METCO

STRATEGY #2: Pursue the Market Square concept.

<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
LU 2-01	Continue the success of the Community Garden by expanding and reconfiguring it according to the Master Plan. Adding fruit trees along the east side. Request additional funds from the City and those organizations assisting in the provision of healthy, local food options for inner city residents. <i>(Cornerstone 2020/LDC, Short/Ongoing)</i>	Metro Councilperson Parkland CDC
LU 2-02	Organize a temporary Farmer's Market, construct the east side Market Shed and public plaza. Working with local vendors and farm to table organizations, etc. establish a Farmer's Market on the existing parking lot north of the Community Garden. Construct the east side Market Shed and public plaza. <i>(Pop-Up Market: Policy/Programmatic, Short; Market Shed & Plaza: Cornerstone 2020/LDC, Long)</i>	Parkland CDC Metro Government Area Churches
LU 2-03	Design an interpretive arts program within Parkland Center that highlights its significance to the African American community. Seek funds from the Kentucky Historical Commission, Kentucky Arts Council, and local foundations to make Public Art integral to any redevelopment. <i>(Policy/Programmatic, Short/Ongoing)</i>	Parkland CDC Metro Councilperson

2.4

THE MASTER PLAN



Map Key -

- Community Garden 1
- Market Shed 2
- Flexible Event & Open Space 3
- Fruiting & Flowering Trees 4
- Expanded Off-Street Parking 5
- Proposed Market Facility 6
- Market Clock Tower 7
- Market Alley 8
- Proposed Bus Stops in Market Pavilion 

The Plan



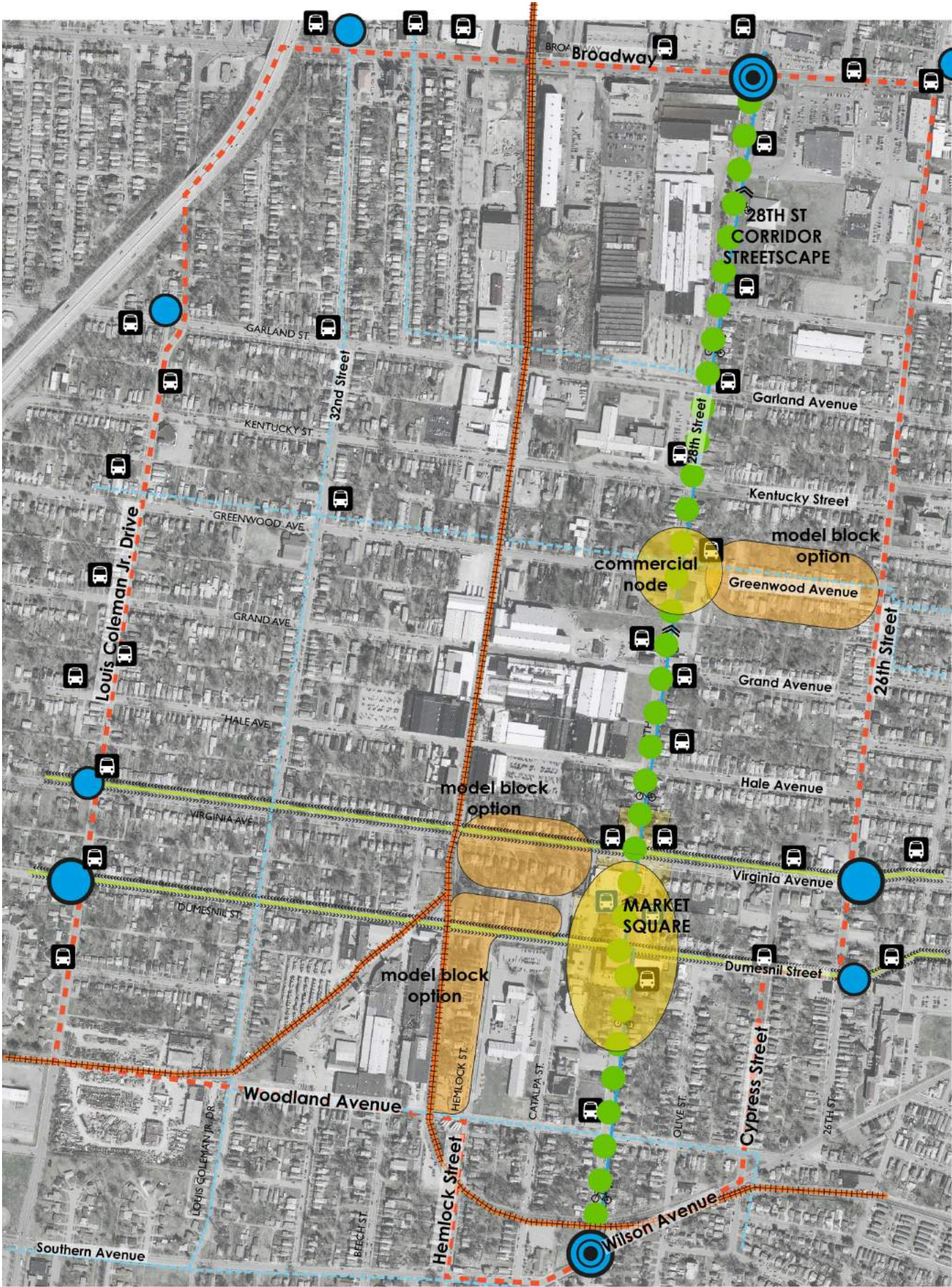
LU 2-04	Redevelop and reconfigure the vacant corner grocery and the associated parking lot. Seek the necessary public/private partnership to encourage the redevelopment and reconfiguration of the vacant corner grocery and the associated parking lot to be in conformance with the Master Plan. <i>(Cornerstone 2020/LDC, Long)</i>	Metro Government Parkland CDC Councilperson
STRATEGY #3: Enhance the public realm, improving the Gateway to the commercial corridor and the neighborhood.		
<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
LU 3-01	Develop a streetscape design for the 28th Street corridor. Improve lighting, complete/repair sidewalks and install bump-outs and include trees to provide shade and visual interest on streets and sidewalks moving north to Broadway. <i>(Cornerstone 2020/LDC, Short/Ongoing)</i>	Metro Councilperson Parkland CDC
LU 3-02	Create destinations within walking distance of housing and workplaces. Preserve historic structures and encourage first floor retail uses by restoring original commercial facades and transparency. <i>(Capital, Long)</i>	Metro Government Parkland CDC

HOUSING

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.		
<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
LU 4-01	Put the Park in Parkland. Trees should be planted throughout the neighborhood, on streets and in front yards to enhance the shade canopy. Special attention should be paid to industrial or institutional sites. <i>(Capital, Short/Ongoing)</i>	Councilperson Parkland CDC Metro Government
LU 4-02	Make simple improvements to the appearance of residential blocks. Enhance front yard landscapes and home facades. Porch lighting, and freshly painted doors and siding would do much to improve the look and feel of the neighborhood. <i>(Capital, Short/Ongoing)</i>	Councilperson Parkland CDC Metro Government

STRATEGY #5: Stabilize existing housing.		
<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
LU 5-01	Identify programs and financial products designed to strengthen homeownership through home repair/remodel, debt reduction, and foreclosure prevention. (LU 5-01) Determine programs to make roof and gutter repairs or provide universal design features in existing occupied homes, emphasizing the importance of physical changes that help current residents stay in place as well as attract new residents to the neighborhood. For example, foreclosure counseling and property maintenance workshops can help remedy many situations and keep difficult-to-tackle issues from becoming more widespread.	Councilperson Parkland CDC Metro Government



STRATEGY #6: *Renew vacant and abandoned properties.*

<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
LU 6-01	<p>Implement a model block development that demonstrates high quality rehabilitation and vacant property reuse, as well as new sustainable development.</p> <p>Working with Metro, identify locations for a model block development. Prioritize uses for those sites based on community input and data analysis (the Lots of Possibilities program serves as an example). The model block development should be geared towards drawing private investment to the area. Action steps may include:</p> <ul style="list-style-type: none"> » Prepare detailed schematic site plans and building design to create long range vision for catalytic model block sites. » Retain architect to create series of construction drawings to be used by developers as a means to reinforce long range vision of the model block sites. » Provide predevelopment services such as rezoning, architectural services, land assembly, market analysis and financial incentives designed to encourage private sector participation by banks, mortgage lenders and private developers. 	<p>Councilperson Parkland CDC Metro Government</p>
LU 6-02	<p>Replicate the ideas learned from the Model Block.</p>	<p>Councilperson Parkland CDC Metro Government</p>

INDUSTRY

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.*

<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
LU 7-01	<p>Develop incentive programs through MSD’s consent decree.</p> <p>Enhance industrial zoned properties through green infrastructure. Concentrate at property edges: use bioswales, landscaping, trees to define industrial edges.</p>	<p>Councilperson Parkland CDC Metro Government MSD</p>
LU 7-02	<p>Emphasize tree planting as part of an overall plan to enhance the tree canopy.</p> <p>Implement this strategy component along with ‘Put the Park in Parkland’, above.</p>	<p>Councilperson Parkland CDC Metro Government MSD</p>

STRATEGY #8: *Engage local industry to partner on workforce development.*

<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
LU 8-01	<p>Develop services and amenities to assist the workforce.</p> <p>Survey businesses to determine their employees’ needs (childcare, cafe/restaurants, car wash & detail, laundromat/dry cleaners). Organize pop-up style food truck events timed with business hours, shift changes and lunch breaks. Seek industry sponsorship.</p>	<p>Councilperson Parkland CDC</p>
LU 8-01	<p>Coordinate job training and workforce development programs that focus on skills growth for residents to meet industry needs.</p>	<p>Councilperson Parkland CDC</p>

GETTING AROUND

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.

<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
MO 9-01	Upgrade the public infrastructure. Intersection crosswalks and ramps should be upgraded and lighting enhanced. Deteriorated sidewalks should be repaired and replaced. (<i>Cornerstone 2020/LDC, Long</i>)	Councilperson Metro Government
MO 9-02	Develop a phased public improvement program for the neighborhood. A sidewalk and tree-planting standard should be developed, that could be implemented in the Parkland Center, move north to Broadway, and branch onto residential streets. (<i>Capital, Short</i>)	Councilperson Metro Government

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

<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
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. Converting from one to two-way typically reduces traffic speeds, increases accessibility, and doubles the commercial visibility. (<i>Cornerstone 2020/LDC, Long</i>)	Councilperson Metro Government

STRATEGY #11: Create safety improvements at key road and railroad crossings.

<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
MO 11-01	Request Public Works to implement the Wilson/Cypress Corridor railroad crossing safety improvements. Although the railroad crossings create delays and obstacles, the improvements could increase safety and quality of life. Automatic gates, flashing lights, signals and bells, and signs and pavement markings have made a significant difference in livability elsewhere in the community.	Councilperson Metro Government

STRATEGY #12: Enhance access to alternative transportation methods.

<u>NO.</u>	<u>RECOMMENDATION</u>	<u>CHAMPION</u>
MO 12-01	Install infrastructure and amenities to support people using alternative transportation. Especially as 28th Street moves south from Broadway, shared bike lanes should be introduced. Appropriate bike racks should be included in the streetscape design of the center. Likewise, user-friendly TARC stops should be part of the enhancements for the town center, reducing auto and parking conflicts. (<i>Cornerstone 2020/LDC, Long</i>)	Councilperson Metro Government