

## Reverman, Joe

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**From:** rpschneider@netzero.net  
**Sent:** Sunday, August 31, 2014 2:06 PM  
**To:** Reverman, Joe  
**Subject:** urban form for Walmart

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Mr. Reverman:

I understand that Walmart's request for a waiver from the urban form requirement is under your purview for the 28th and Broadway location.

I am writing to comment that there is no way that Walmart can claim that it is too much of a financial burden to conform to the land use code. This location is no place for a suburban design and any claim by Walmart that they do not anticipate making money hand over fist from this store because of the urban form requirement is a complete lie (something Walmart traditionally has no problem with doing, but which people in your position should be able to easily see through).

Walmart has been required to conform to urban land use codes in at least one location in DC, in at least two stores nearby DC in northern VA, and in a location as close to Louisville as Knoxville, all with no threat to their ability to make money at these locations. There is no reason for Metro Louisville to ruin the landscape at this location by backing down.

Please do not grant a waiver in this case. Walmart will still locate there, as they have many places where the authorities in charge DID NOT back down! We've granted them way too many concessions here already!

Thank you,  
Ron Schneider  
3619 Johnston Way 40220



July 2, 2014

Mr. Joe Reverman  
Planning and Design Services  
444 S. Fifth Street  
Louisville, KY 40202

Dear Mr. Reverman and the Planning Commission:

The League of Women Voters of Louisville supports comprehensive urban growth and land use policies that reconcile conflicting demands of development and environmental preservation which are in the long-term public interest.

Metro Louisville has an extensive Land Development Code. A code is only as good as its enforcement. Therefore, the League of Women Voters, urges the Planning Commission and the Metro Council to uphold this code in regards to the proposed Wal-Mart at the property at 18<sup>th</sup> and Broadway. The code calls for the building to be placed at the street, and not 400 feet back.

Given that the percentage of families owning automobiles in that area is low, and given 18<sup>th</sup> & Broadway includes several major TARC routes, it can be assumed that many of the customers coming to that site would be coming by bus. Therefore, having to cross a large parking lot on foot, would be inconvenient and hazardous. Thus, there would seem to be no justification for granting a variance to the code, since adequate parking could be provided on the side or back of the property.

The code should be enforced.

Very truly yours,

Pat Murrell, President

Copy to: Courier-Journal  
Mayor Greg Fischer

RECEIVED  
JUL 07 2014  
PLANNING &  
DESIGN SERVICES

June 27, 2014

Mr. David Proffitt  
Chair  
Louisville Metro Board of Zoning Adjustment  
c/o Planning and Design Services  
444 South Fifth Street, Suite 300  
Louisville, KY 40202

Dear Mr. Proffitt:

I write concerning the proposed new Wal-Mart at the corner of 18<sup>th</sup> Street/Dixie Highway and Broadway.

It seems Wal-Mart fails to recognize the incredible opportunity it has for building a profitable, urban-style store. This corner has tremendous foot traffic, is one of the busiest bus intersections in the city, and, if you are traveling by car, it is one of the busiest crosstown intersections for drivers traveling from east to west or north to south in Louisville.

Wal-Mart's urban design plan alternative would complement the plans for a new YMCA branch across Dixie Highway and new businesses and services in the existing commercial district. The urban design would be a better fit for the increasing number of people traveling by bicycle in Louisville every day in designated bike lanes. Who knows? Revitalizing that intersection may just become an alternative to expressways for workers commuting from the one part of the city to another. Those same commuters might just stop and shop at the stores nearby and add to the numbers of potential shoppers already there.

Please do what you can to persuade Wal-Mart to build a store with an urban design. It would help Wal-Mart's business, and it would help create a new commercial center that people from many parts of the city would support.

Thank you.

Sincerely,



Kathy Kremer  
1606 Rosewood Avenue  
Louisville, KY 40204

RECEIVED

JUL 02 2014  
PLANNING &  
DESIGN SERVICES

cc: Emily Liu, AICP, Director, Planning and Design Services ✓  
Erica Jones, Walmart Logistics  
Pov Chin, Walmart Design Planner  
Teresa L. Bridgewater, Newbridge Development, LLC

**Reverman, Joe**

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**From:** Laura Perkins <perkins179@gmail.com>  
**Sent:** Saturday, May 17, 2014 3:25 AM  
**To:** Reverman, Joe  
**Subject:** Broadway Walmart design suggestion

Hello. Just a quick note on a design suggestion if it hasn't already been considered..... Envision an UPSIDE DOWN LETTER 'L'. This similar building shape would allow buses to drive literally to the front doors UNDER AN OVER HANG of the building OR SOME TYPE OF CANOPY, and let customers OFF the bus/paratransit bus, etc WITHOUT GETTING WET AT ALL. Store would need a double door front lobby to keep out bus fumes, while maintaining store temperature. Thanks for listening, and for the opportunity to respond. Take Care, Laura.

## Reverman, Joe

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**From:** Matt Banton <mattbanton@gmail.com>  
**Sent:** Tuesday, May 20, 2014 9:43 AM  
**To:** Reverman, Joe  
**Subject:** Broadway Walmart

If there is any time to firmly enforce the LDC, this is it.

This project is too important to the West End, its residents, and Greater Louisville to let it slide. Louisville IS good enough for good design! We've got to demonstrate that Louisville can not only "keep up" with competing cities in development, planning, and environmental/social justice, but also innovate.

This building absolutely should not sit back from the street beyond a vast parking lot. While there may be pressure to approve this project with little resistance, the compromises that were listed in the CJ article are just too great. A row of street trees does not provide the same "spatial edge" as a facade with real materiality (substantial and varied materials, thoughtful openings/levels of transparency, visual depth) that can relate to the scale of the neighborhood and pedestrian.

A parking lot (dotted with trees or not) on the corner of this intersection is not only unfriendly toward pedestrians, but may very well be unsafe. Consider the psychological effect of a street with windowed facades looking onto it versus a street bounded by unmonitored vacant lots.

This Walmart should be a seamless patch into the existing fabric. We want new development in this area to enhance the urban environment that already exists here and to spur new growth--not suck the life out of it. The architecture from which we choose to make our cities has a real effect on this. It should not be an afterthought.

Thank you for your work,

Matt Banton  
40203

**Reverman, Joe**

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**From:** Dan Borsch <d\_borsch@yahoo.com>  
**Sent:** Monday, May 19, 2014 5:20 PM  
**To:** Reverman, Joe  
**Subject:** Broadway Walmart

Mr. Reverman-

I do not support granting Walmart the variances they have requested for their project on Broadway. Walmart has shown that they are capable of much better quality design and construction as demonstrated by their recent Washington DC projects. Walmart should meet the same standards here in Louisville.

Sincerely,

Daniel Borsch  
1450 S. Brook  
Louisville, KY 40208

## Reverman, Joe

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**From:** Christopher Posey <christopherposey@gmail.com>  
**Sent:** Friday, May 30, 2014 9:19 AM  
**To:** Reverman, Joe  
**Subject:** Building a better Wal-Mart; CJ Editorial

Joe,

I am uncertain if you authored the Courier Journal article entitled Building a better Wal-Mart, but I certainly hope that you will give strong consideration to the points made in the article.

West Louisville deserves better than some big box suburban model for a retail center. Cornerstone 2020 calls for innovative thinking, preservation of existing districts and the creation of viable, sustainable and livable developments. West Louisville is an urban neighborhood. The buildings along West Broadway, including the buildings that were demolished front the West Broadway main thoroughfare. For the Planning Commission to allow a suburban design to be built on the site would be almost the equivalent of committing environmental suicide. The addition of tremendous amounts of concrete and asphalt surface parking along with the huge amounts of concrete for the actual building construction will no doubt increase the carbon dioxide and additional green house gases.

West Louisville deserves a better, more urban design that will further the goals and objectives of those set forth in Cornerstone 2020. Having a more sustainable design could lead to additional, much needed green space as well as more opportunities to create more sustainable transit oriented housing along West Broadway, which is a main public transit thoroughfare. This raises another issue of the additional bus traffic coming onto the larger concrete and asphalt parking lot, sitting there idling will cause even additional green house gases and emissions. You may have the choice to leave downtown and go home to your greener areas and it may not matter to you because you have a choice. A large portion of families in West Louisville don't have such a choice. Please challenge this developer to create a more sustainable design, one that is environmentally more friendly and one that keeps with the tradition of the other businesses along West Broadway.

Thank you for your consideration of my concerns.

Regards,

Christopher

--

*from the desk of J Christopher Posey*

*Urban Consulting  
Post Office Box 21458  
Louisville, Kentucky 40221-0458  
502-648-4692  
888-532-9796 Fax  
[christopherposey@gmail.com](mailto:christopherposey@gmail.com)*

*"Life is full of opportunities.....to those who are willing to take a risk and step out on faith...."*

**Reverman, Joe**

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**From:** Daniel Vivian <vivian.daniel.j@gmail.com>  
**Sent:** Friday, May 23, 2014 4:40 PM  
**To:** Reverman, Joe  
**Subject:** Comments on design for West End Wal-Mart

Dear Mr. Reverman,

I am strongly opposed to any design for the planned Wal-Mart store at West Broadway and 18th Street that does not take into account the urban setting and the character of the surrounding neighborhood. A suburban-style store with a deep setback and ample parking in front of the building would be a disaster, in my view. I strongly favor a design that places the building at the street, integrates public transportation facilities, encourages pedestrian use, and has parking below-ground or behind the building, removed from streetscape view. While the Wal-Mart has the potential to deliver significant economic gains to the surrounding neighborhoods, it should not come at the expense of livability, access, and a design that encourages further development on an urban model. I strongly encourage you to work with Wal-Mart to create an appropriate design for the location. Our city deserves it, and Wal-Mart stands to benefit in the long run as well.

Sincerely,

Daniel Vivian  
1411 S. 3rd St.  
Louisville, Ky 40208



## Reverman, Joe

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**From:** John Paul <jp@jpaul.us>  
**Sent:** Friday, May 23, 2014 10:22 AM  
**To:** Reverman, Joe  
**Subject:** downtown residents want...

~ Joe

i have lived in downtown Louisville for 27 years.

downtown residents want to start to rebuild our blighted inner city core with the pedestrian and bicycle friendly Walmart designs that have worked in other cities such as Washington DC and Knoxville. Move the store to the sidewalk and the car parking to the back of the building.

lets get Louisville recognized for being a part of the design solutions to the auto-centric car culture that have ruined our cities.

please, stand up for the design standard and don't bend to the wishes of Walmart.

thank you,

john paul  
40203

~

## Reverman, Joe

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**From:** Hendrix, Steve  
**Sent:** Sunday, June 15, 2014 2:22 PM  
**To:** Reverman, Joe  
**Subject:** FW: Broadway Walmart

Steve Hendrix  
Planning Supervisor  
[steve.hendrix@louisvilleky.gov](mailto:steve.hendrix@louisvilleky.gov)  
(502) 574-6818  
<http://www.louisvilleky.gov/PlanningDesign/>

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-----Original Message-----

From: Pate, George  
Sent: Wednesday, June 11, 2014 1:36 PM  
To: Hendrix, Steve  
Cc: Robbins, April; Codes and Regulations Internet Mailbox  
Subject: FW: Broadway Walmart

George W. Pate Jr.  
Plan Review Supervisor  
Codes & Regulations  
Metro Louisville, Kentucky  
502 574 3324  
[george.pate@louisvilleky.gov](mailto:george.pate@louisvilleky.gov)

-----Original Message-----

From: Robbins, April  
Sent: Wednesday, June 11, 2014 1:08 PM  
To: Codes and Regulations Internet Mailbox; Pate, George  
Subject: RE: Broadway Walmart

This complainant would be better served by sending this to Planning and Design. They are ultimately the ones responsible for the approval of any plans. Thank you!

April

-----Original Message-----

From: Codes and Regulations Internet Mailbox  
Sent: Wednesday, June 11, 2014 12:14 PM  
To: Pate, George; Robbins, April  
Subject: FW: Broadway Walmart

Please assist if applicable, thank you

-----Original Message-----

From: [LouisvilleKy.gov@Louisvilleky.gov](mailto:LouisvilleKy.gov@Louisvilleky.gov) [mailto:[LouisvilleKy.gov@Louisvilleky.gov](mailto:LouisvilleKy.gov@Louisvilleky.gov)]  
Sent: Wednesday, June 11, 2014 10:09 AM  
To: Codes and Regulations Internet Mailbox  
Subject: Broadway Walmart

Date: 06/11/2014  
Name: Wyeth Akeley  
Address: 129 Northwestern Parkway  
City: Louisville  
State: KY  
Zip: 40212  
Phone: () -  
Email: [isseyvoo@hotmail.com](mailto:isseyvoo@hotmail.com)

Enter your question, comment or concern below:

I have read with considerable dismay the Courier-Journal reports that Walmart is seeking to build a suburban style store at its proposed West End location. While ambivalent about Walmart coming to the West End, I STRONGLY object to the proposed variance allowing Walmart to blight the streetscape of the main thoroughfare with acres of asphalt parking instead of building a proper urban store with the building at the street and parking behind or underneath. I've already heard the argument from some that we in the West End should be "grateful" that anything is being built at all, but this is a poor rationale for abandoning existing standards and embracing shoddy urban planning. I would ask for your reassurance that your office will stick to its guns and insist (as other cities have) that Walmart meet existing planning and zoning regulations.

## Reverman, Joe

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**From:** Cestaro, Chris  
**Sent:** Monday, May 19, 2014 12:27 PM  
**To:** Reverman, Joe  
**Subject:** FW: WalMart public comment

Hi Joe – below is a public comment regarding the proposed WalMart store on West Broadway.

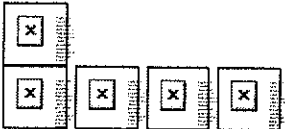
**From:** chuck@makespaceweb.com [mailto:chuck@makespaceweb.com] **On Behalf Of** Chuck Burke  
**Sent:** Monday, May 19, 2014 12:20 PM  
**To:** Cestaro, Chris  
**Subject:** Fwd: Delivery Status Notification (Failure)

Chris,

I just got a bounce back when trying to send the message (way below) to Reverman. Can you share this with him?

Best,  
- C

**Chuck Burke**  
Chief Operating Officer  
c 502.552.3918



----- Forwarded message -----

**From:** Mail Delivery Subsystem <mailer-daemon@googlemail.com>  
**Date:** Mon, May 19, 2014 at 11:59 AM  
**Subject:** Delivery Status Notification (Failure)  
**To:** [chuck@makespaceweb.com](mailto:chuck@makespaceweb.com)

Delivery to the following recipient failed permanently:

[joe.reverman@louisvilleky.gov](mailto:joe.reverman@louisvilleky.gov)

Technical details of permanent failure:

Google tried to deliver your message, but it was rejected by the server for the recipient domain [louisvilleky.gov](http://louisvilleky.gov) by [louisvilleky.gov.inbound15.mxlogic.net](http://louisvilleky.gov.inbound15.mxlogic.net). [208.65.145.12].

The error that the other server returned was:  
554 Denied [IPR] (Mode: normal)

----- Original message -----

DKIM-Signature: v=1; a=rsa-sha256; c=relaxed/relaxed;  
d=[makespaceweb.com](http://makespaceweb.com); s=google;  
h=mime-version:sender:date:message-id:subject:from:to:content-type;  
bh=tefVIC+UIVkf6fXbUYu34deTqiYjzyiKBa8edTf58dw=;  
b=DhJ75QtCEP2Ei6gPlczLc9TKKeG6nDdCT38JQkAAHGKhh1yJxCSiW036HcdqH/wr  
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lSkPKCHAX5IYmvkJQUL+7nVnZiLBNJhsSloJk=

DKIM-Signature: v=1; a=rsa-sha256; c=relaxed/relaxed;  
d=[oohology.com](http://oohology.com); s=google;  
h=mime-version:sender:date:message-id:subject:from:to:content-type;  
bh=tefVIC+UIVkf6fXbUYu34deTqiYjzyiKBa8edTf58dw=;  
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edo3KsZWP97/uByLad6Hou85w+c2Yy8WUC7Go=

X-Google-DKIM-Signature: v=1; a=rsa-sha256; c=relaxed/relaxed;  
d=[1e100.net](http://1e100.net); s=20130820;  
h=x-gm-message-state:mime-version:sender:date:message-id:subject:from  
:to:content-type;  
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S5V3hlsdLcCD86BhFXdoK/Vq868SxxFQU1OpELcrxEN/i0Rug1gE58emNjm0gYOJyHLZ  
Sivw==

X-Gm-Message-State:

ALoCoQ17iPi8DH1xw5fnzKSofulLhxC6HVu8NetGrfsmglzGfn2OHAHXjqFWvt5XjeSd22oSRVuj  
MIME-Version: 1.0

X-Received: by 10.221.64.80 with SMTP id xh16mr7782719vcb.35.1400515195919;  
Mon, 19 May 2014 08:59:55 -0700 (PDT)

Sender: [chuck@makespaceweb.com](mailto:chuck@makespaceweb.com)

Received: by 10.58.49.163 with HTTP; Mon, 19 May 2014 08:59:55 -0700 (PDT)

X-Originating-IP: [74.136.37.16]

Date: Mon, 19 May 2014 11:59:55 -0400

X-Google-Sender-Auth: rcu6Ulh2zdqGcz6K-s2WQy6ckI8

Message-ID: <CAF6a\_921ZaKAVQaYFH4zqV9-5psiRs-hyohf=o4LkqO-UvPULA@mail.gmail.com>

Subject: RE: Walmart at Broadway

From: Chuck Burke <[chuck@oohology.com](mailto:chuck@oohology.com)>

To: [joe.reverman@louisvilleky.gov](mailto:joe.reverman@louisvilleky.gov)

Content-Type: multipart/alternative; boundary=001a113351b2c1735c04f9c2da1a

Dear Planning,

I'm writing to implore you to stick to the urban guidelines we have for the new Walmart and not bow to requests for a traditional big-box location with acres of parking in the front. I also think the expanded cart corrals and facilities that serve the two bus stops makes excellent sense. You're thinking ahead! If this Walmart is to have a positive impact on the area, it needs to contribute to the streetscape and landscape and not pretend to be one of those suburban islands set far off the road behind a maze of

parking.

Best,  
- Chuck

Chuck Burke  
Chief Operating Officer  
c 502.552.3918

<<http://www.oohology.com/>>

<<https://www.facebook.com/oohology>> <<https://twitter.com/OOHology>>

<<http://www.linkedin.com/company/2281213>>

<<https://plus.google.com/109222728161777819488>>

## Reverman, Joe

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**From:** Elmer Lucille Allen <elmer\_lucille\_allen@yahoo.com>  
**Sent:** Monday, May 19, 2014 9:19 PM  
**To:** Reverman, Joe  
**Subject:** Monday - 9 17 PM - May 19th - Fw: Monday - 9 05 PM - May 19th - Fw: Future Wal-Mart at 18th and Broadway Streets

There was a typo and it came back.  
I corrected it and I hope that you get this one.  
Thanks.

Elmer Lucille Allen  
1309 Fairland Place  
Louisville, KY 40211-2425  
[elmer\\_lucille\\_allen@yahoo.com](mailto:elmer_lucille_allen@yahoo.com)

*"Friendship is a comforting smile, a familiar voice that warms the heart, and the freedom to be the person God intended."  
Author Unknown*

----- Forwarded Message -----

**From:** Elmer Lucille Allen <[elmer\\_lucille\\_allen@yahoo.com](mailto:elmer_lucille_allen@yahoo.com)>  
**To:** "[joe.reverman@loisvilleky.gov](mailto:joe.reverman@loisvilleky.gov)" <[joe.reverman@loisvilleky.gov](mailto:joe.reverman@loisvilleky.gov)>  
**Cc:** Elmer Lucille Allen <[elmer\\_lucille\\_allen@yahoo.com](mailto:elmer_lucille_allen@yahoo.com)>  
**Sent:** Monday, May 19, 2014 9:13 PM  
**Subject:** Monday - 9 05 PM - May 19th - Fw: Future Wal-Mart at 18th and Broadway Streets

Dear Joe Reverman:

I am forwarding to you the e-mail that I sent to the Mayor. I did not see your name until I read it the second time today.

Feel free to call me. I am 82 years and active in the community. I live within walking distance of Chickasaw Park. I have three homes in the west end, one that I live in, one that my son lives in and one that my grandson lives in that I purchased in 2013. These are all in the Algonquin Garden Subdivision. I truly believe in the West End of Louisville.  
Thanks in advance.

Elmer Lucille Allen  
1309 Fairland Place  
Louisville, KY 40211-2425  
502-773-0806 (Cell)  
[elmer\\_lucille\\_allen@yahoo.com](mailto:elmer_lucille_allen@yahoo.com)

----- Forwarded Message -----

**From:** Elmer Lucille Allen <[elmer\\_lucille\\_allen@yahoo.com](mailto:elmer_lucille_allen@yahoo.com)>  
**To:** Julie R. Radican (Mayor Fischer) <[Julie.Radican@loisvilleky.gov](mailto:Julie.Radican@loisvilleky.gov)>; Brenda <[brenda@gregfischer.com](mailto:brenda@gregfischer.com)>; Nicole Yates (Mayor Fischer) <[Nicole.Yates@loisvilleky.gov](mailto:Nicole.Yates@loisvilleky.gov)>; Chris Poynter (Mayor Fischer) <[chris.poynter@loisvilleky.gov](mailto:chris.poynter@loisvilleky.gov)>  
**Sent:** Sunday, May 18, 2014 11:06 AM  
**Subject:** Future Wal-Mart at 18th and Broadway Streets

Dear Mayor:

I have been waiting to see the plans of the proposed Wal-Mart at 18th and Broadway Streets.

The article in the Courier-Journal brought a smile to my face when I saw how Wal-Mart can look. I do not want to see a box Wal-Mart that is Red, White and Blue on the corner of 18th and Broadway Streets. I look forward to the final plans for upcoming Wal-Mart. I was a resident at 1724 West Chestnut Street. I was born there and my mother died there in 1966. I worked at Brown-Forman from 1966 to 1997. This area of town is very important to me. Thanks.

NOTE: Please see that Mayor Fischer gets my e-mail. Thanks in advance.

Elmer Lucille Allen  
1309 Fairland Place  
Louisville, KY 40211-2425  
502-773-0806 (Cell)  
[elmer\\_lucille\\_allen@yahoo.com](mailto:elmer_lucille_allen@yahoo.com)

*"Friendship is a comforting smile, a familiar voice that warms the heart, and the freedom to be the person God intended."  
Author Unknown*



## Reverman, Joe

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**From:** Kelly Brown <kjbrown2.bsu.edu@gmail.com>  
**Sent:** Monday, June 09, 2014 9:38 AM  
**To:** Reverman, Joe  
**Subject:** PLEASE Build a Better Wal-Mart--From the Future's Perspective

Mr. Reverman,

As a resident and student living and working in downtown Indianapolis, I still call Kentuckiana my home--and Louisville a gem that gives Indy many achievements to strive for. But I am saddened to hear that Wal-Mart may get away with building a cheap, suburban-style store at West Broadway and 18th Street.

This location is--more or less--DOWNTOWN. Which is why the City has in place planning codes prescribing urban neighborhood, pedestrian-friendly development. To maintain Louisville's reputed walkable urban fabric, your city planners were smart to establish these guidelines. PLEASE don't disappoint the people of your City by being foolish enough to dismiss them.

As a graduate student studying real estate and urban design, I understand the economic development opportunity at stake. But slacking off on your own principles will only make it easier for Wal-Mart and future institutions to dig holes in your city. And it will make the duties of your department more difficult by trying to reduce crime and enhance walkability in areas that don't support a healthy, safe community. If the financial and market potential exists at this location, Wal-Mart will be willing to negotiate design guidelines to locate in Louisville and give you exactly what you want--you just have to stand up and demand a better product.

Indianapolis, for example, does not have a Wal-Mart store downtown. But we do have TWO urban Marsh stores. One occupies an historic building originally built for Sears and Roebuck. The other just opened this month as part of a 5 story, mixed-use block. While its designers failed to address a few critical urban design elements, it most certainly is beneficial to the neighborhood as it responds to Indy's grid and walking patterns. Had Indy policymakers not demanded a better quality product, Marsh could have plopped down a generic suburban-style store with a 600-space parking lot that in four years would be a KMart. But instead, this urban model is fueled by attached residential units and small retail that attract other users and bring more financial gain. Here is a link to an article about this project and photos:  
<http://www.indystar.com/story/money/2014/05/12/comes-marsh-downtowns-st-new-grocery-decades/9020289/>

You and your department have an enormous opportunity here to take advantage of private investment dollars that will jumpstart a catalyst project on the West side. Combined with the well-designed YMCA across Dixie Highway, this development site may include improved TARC infrastructure and better connections to nearby residential neighborhoods. BAM! You have a brand new, well-designed neighborhood center serving West-side residents. All the players and pieces are in your hands; it is up to your department to plan them for the benefit of this neighborhood.

Please look past the flashing Wal-mart numbers for a minute, and consider the future of Louisville and the West side neighborhood. You can find a way where everybody wins.

Thank you for your time,

**KELLY FULLENKAMP (BROWN)**

Ball State University | *Urban Design Masters Candidate*

Intern | *Site Strategies Advisory LLC*

Secretary | *BSU Planning Dept Alumni Board*

call 502.299.7704

email [kjfullenkamp@gmail.com](mailto:kjfullenkamp@gmail.com)

tweet @kbrown\_design

**Reverman, Joe**

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**From:** Mathew Triplett <mtriplett@ajrcarchitecture.com>  
**Sent:** Monday, June 02, 2014 2:13 PM  
**To:** Reverman, Joe  
**Subject:** Wal-Mart at 18th and Broadway

Dear Mr. Reverman:

The Central Kentucky Chapter of the American Institute of Architects supports the use of the 2006 Land Development Code in the construction of the proposed Wal-Mart at 18th and Broadway. Positioning the building adjacent to this strategic intersection, as well as providing a contextually-sensitive aesthetic, will strengthen the functional and economic viability of this development to the surrounding community.

The 2006 Land Development Code regulations were carefully prepared in a collaborative manner and were endorsed by many diverse constituencies. To lessen these guidelines would set an unfortunate precedent that would ripple throughout the metro area.

Wal-Mart has proven that it can build per these requirements in other cities like Chicago, Washington D C, and Brooklyn. Thus by building a well-planned and designed Wal-Mart project, west Louisville as well as the entire city will become a better place in which to live.

Sincerely,

Matt Triplett

--

**Matt Triplett**  
**RA, AIA, LEED AP BD+C**  
**AIACKC President 2014**  
**AJRC**  
**620 S 3rd St. Suite 601**  
**Louisville, KY 40202**  
**(502) 581-0042**

## Reverman, Joe

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**From:** TeenaHal@aol.com  
**Sent:** Friday, June 13, 2014 9:10 AM  
**To:** Reverman, Joe  
**Cc:** TeenaHal@aol.com  
**Subject:** Wal-mart comments for the record

TO: Planning & Design Services/ Joe Reverman  
FROM: Floyds Fork Environmental Association/Teena Halbig President  
6505 Echo Trail  
Louisville, KY 40299  
[teenahal@aol.com](mailto:teenahal@aol.com)

DATE: 6-13-14

RE: Wal-Mart proposal for 18th & Broadway

Dear Mr. Reverman,

Please incorporate these comments into the Wal-mart case file and provide copies to the Planning Commissioners.

As a stakeholder for FFEA on the Land Development Code, I believe this Wal-Mart should obey the rules to set the Wal-mart structure on the corner; do not have a set back that differs from the other buildings.

In fact, FFEA would like to see this Wal-Mart not only **abutting the sidewalk, but the building could have that corner facade like the front, i.e., duplicate the front so the front and back are identical in appearance. That is, the backside that has the many parking spaces would have the backside identical to the frontage next to the sidewalk.** Do you recall the building that was accidentally facing the wrong way maybe 2 or more years ago? The front facade had to become the backside. It is possible, with the Wal-mart to have the back be the front.

Then, if there is concern about semi truck deliveries, have this in the area to one end or on the side? Ditto with dumpsters.

**There are just too many waivers.**

The Wal-Mart built in Fern Creek had a design of small shops/store fronts - BUT, now it does not. Where is the enforcement? Now it is painted like all the other tan and brown Wal-Mart stores. Charles Cash was Director of Planning at that time and surely he would be chagrined to see what this looks like now! We know that IPL has been told about this, too. No action to date. Also a 200 year old tree was taken down that was to remain. No trees were planted in place of this ancient tree -that was also reported. No action to date.

It is sad that communities work so very hard to have some input and say only to have the changes occur with new management at Wal-Mart plus the lack of oversight by government and lack of enforcement. It is also sad to see the small shop owners have to go out of business when big boxes appear for, as you know, they cannot compete with the low prices obtained with huge purchases by big boxes. Yes, some jobs will appear but these will not be high paying salaries.

Too often in Jefferson County, history keeps disappearing while it is something Louisville actually has a high rating for History!!! - while we are often so low in many other categories. We should strive to retain history.

Please listen to the community - the community and groups want this Wal-Mart at 18th & Broadway to be **on the corner and not set back** with vehicle parking in the front. And if they succeed, please do not allow changes without involving the public. Do not allow the aesthetics of the design to change drastically without notifying the community and allowing them input.

Why does FFEA care? If PDS will not stay to the regs in this instance, PDS will allow such changes in the Floyds Fork Development Review Overlay instead of retaining guidelines determined by the public, planning commission, commissioners, County Judge/Executive and 14 small cities in 1993.

## Reverman, Joe

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**From:** Matt Fontaine <matt@8200.net>  
**Sent:** Friday, May 23, 2014 7:42 AM  
**To:** Reverman, Joe  
**Subject:** Wal-Mart design feedback

Joe- I am proud to live in Old Louisville and have been able to embrace and enjoy the concept of walkable neighborhoods.

We MUST stand firm with Wal-Mart and require a design that conforms with the nearby historic fabric and encourages similar development while promoting walking, biking, and public transit.

Please don't let Wal-Mart or any other retail establishment put a large parking lot in front of the store in our urban core.

Thank you,  
-Matt Fontaine  
[Matt@8200.net](mailto:Matt@8200.net)

## Reverman, Joe

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**From:** Steve WiserAIA <wiseraia@hotmail.com>  
**Sent:** Friday, May 23, 2014 7:04 AM  
**To:** Reverman, Joe  
**Subject:** Wal-Mart design

I encourage metro Louisville to enforce its urban design standards for the proposed Wal-Mart in west Louisville.

West Louisville deserves a quality project to improve its economic situation. Other cities can have better designed Wal-Marts, and so can Louisville.

Let's make Louisville a better place to live by seeking a Wal-Mart design that increases our quality of life.

Steve Wiser, AIA  
[WiserAIA@hotmail.com](mailto:WiserAIA@hotmail.com)  
[www.WiserDesigns.com](http://www.WiserDesigns.com)

## Reverman, Joe

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**From:** Steve Wiser <wiser@jrarchitects.com>  
**Sent:** Thursday, June 26, 2014 6:58 AM  
**To:** Reverman, Joe  
**Subject:** Wal-mart submittal  
**Attachments:** Urban Wal-marts.pdf

Joe

I want to submit the attachment for consideration in the Wal-mart design evaluation.

Any questions, contact me at 523-6799.

Steve Wiser

## **Urban Wal-mart projects**

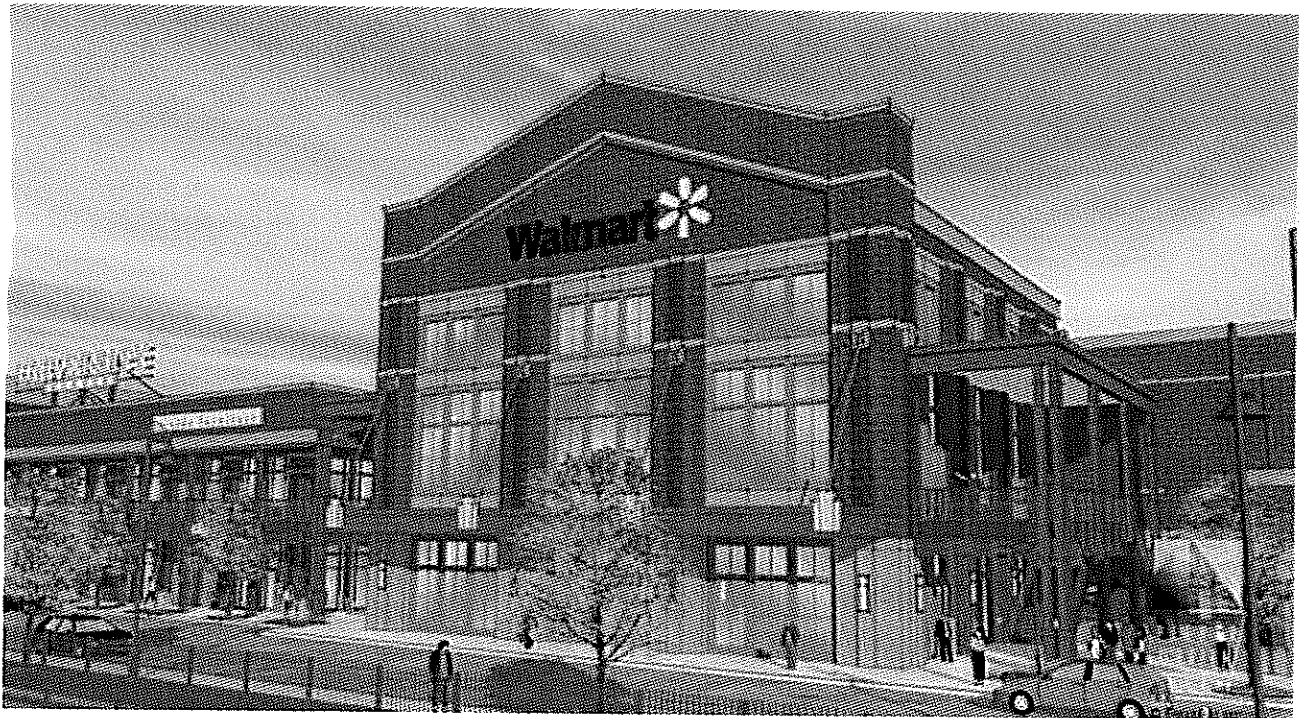
**On the following pages, there are 19 Wal-mart projects that are located in 'urban' environments similar to the one that is proposed at Broadway & 18th streets in Louisville's west end.**

**If one reads on how these urban designs were achieved, one will find that these communities have to advocate and challenge Wal-mart to build store designs that fit within the urban streetscape.**

**Thus, Louisville must also request that Wal-mart implement a similar approach here. And, Wal-mart does not have to 're-invent the wheel'. Many of these following designs would fit well into Louisville's urban environment.**

**Let's not settle for 3rd class status. Let's make all of Louisville a better place in which to live!**

**Steve Wiser, AIA [wiseraia@hotmail.com](mailto:wiseraia@hotmail.com)**



**Wal-mart—Knoxville  
Kingston Pike and Volunteer Blvd.**





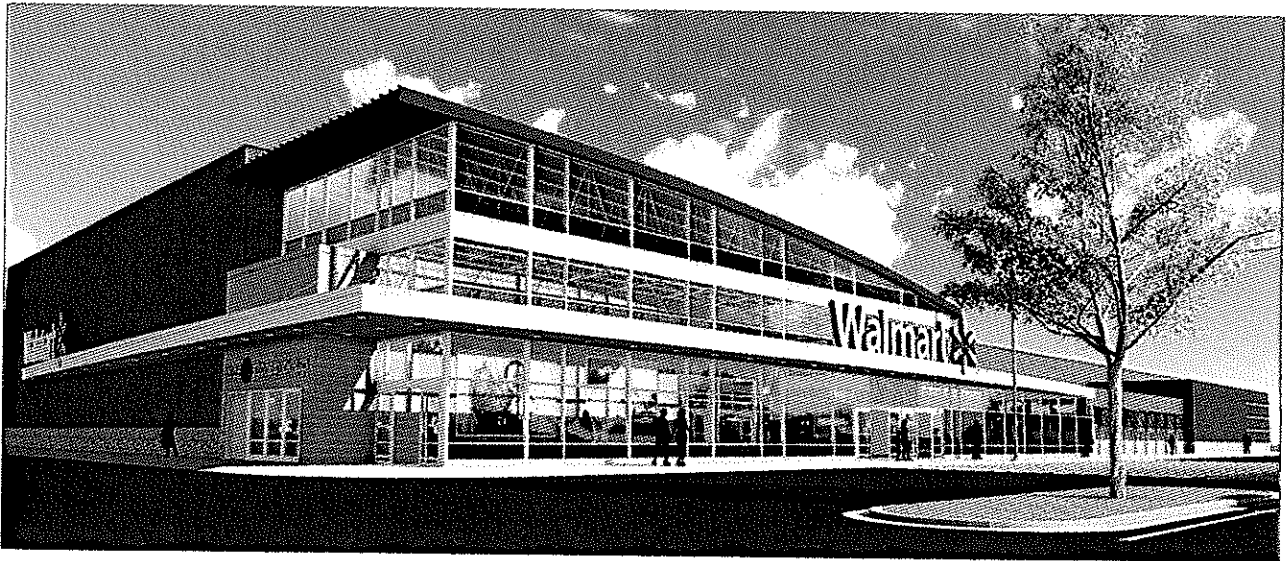
**Wal-mart—Boston  
Route 1—Saugus**



**Wal-mart—Chicago  
Bronzeville neighborhood**



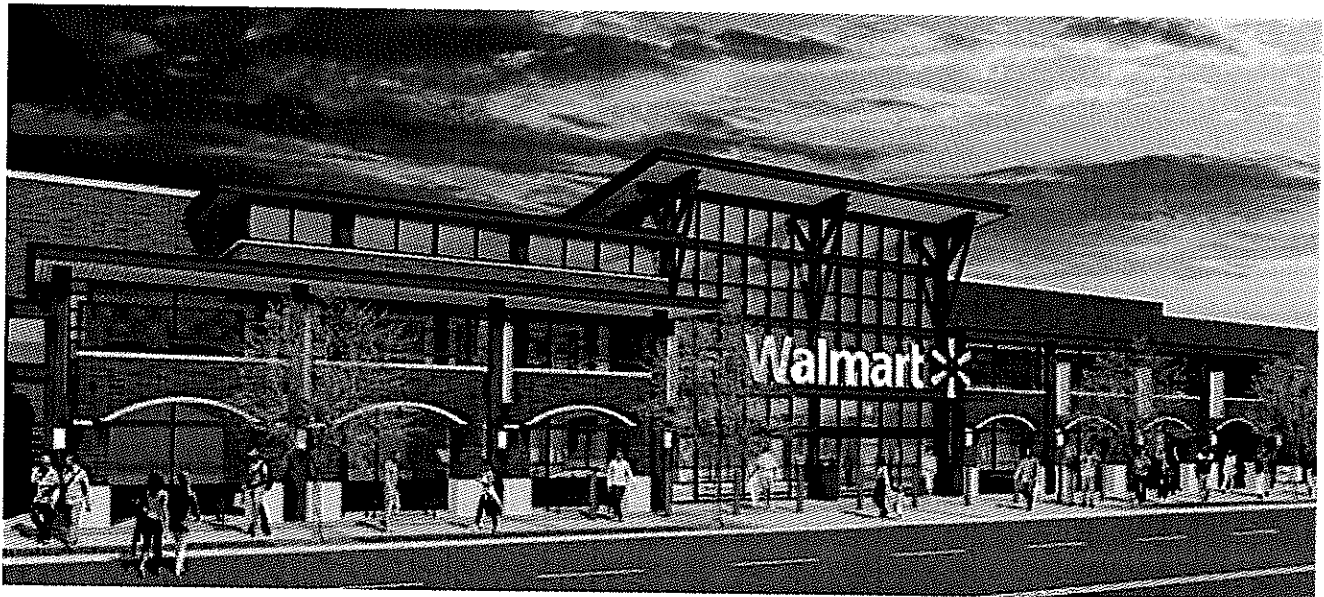
**Wal-mart—Chicago**



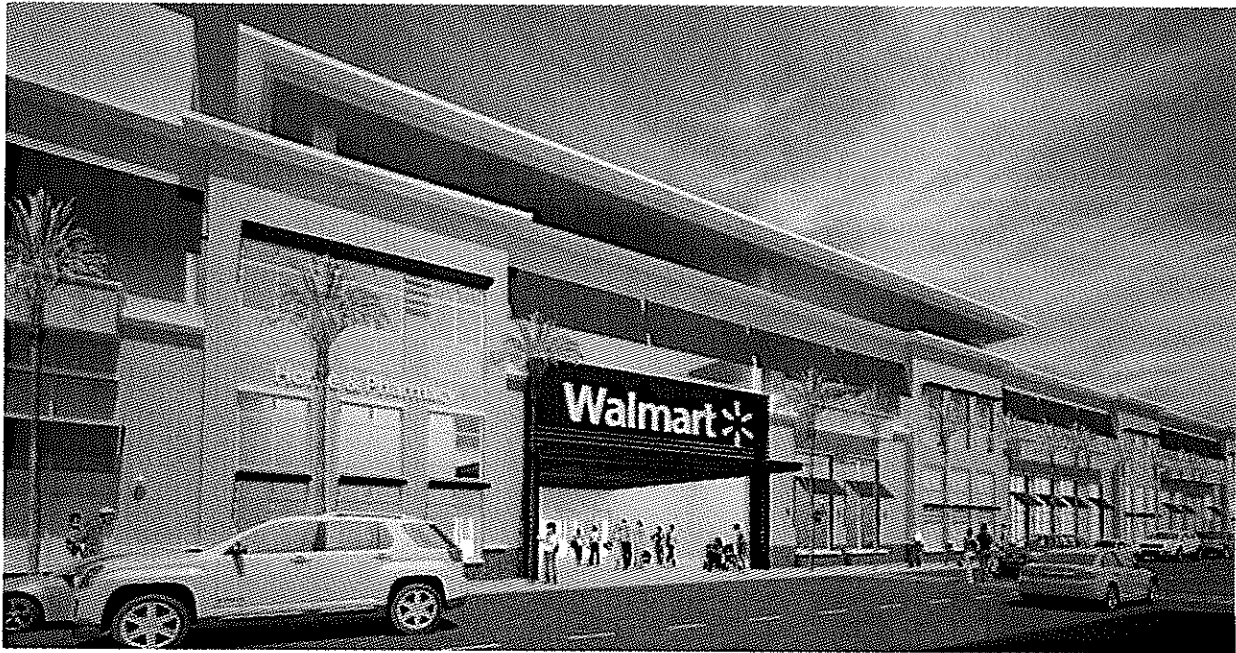
**Wal-mart—Washington D C  
Aspen neighborhood**



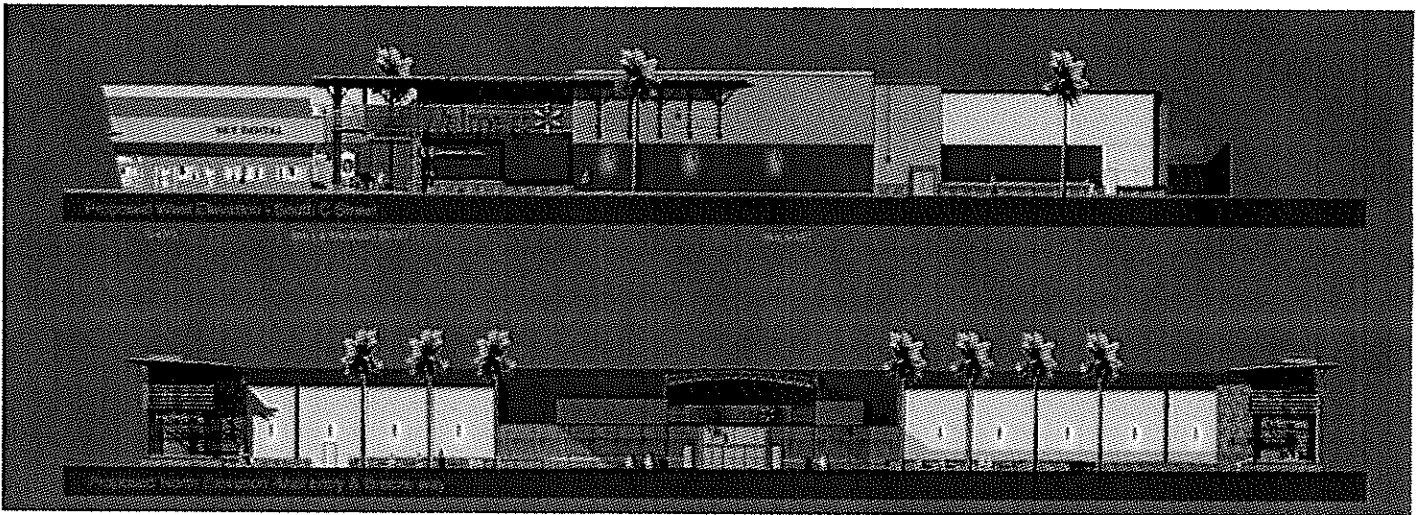
**Wal-mart—East New Orleans**



**Wal-mart—Washington D C  
Georgia & Peabody Streets**



**Wal-mart—Miami**



**Wal-mart—Oxnard, California**





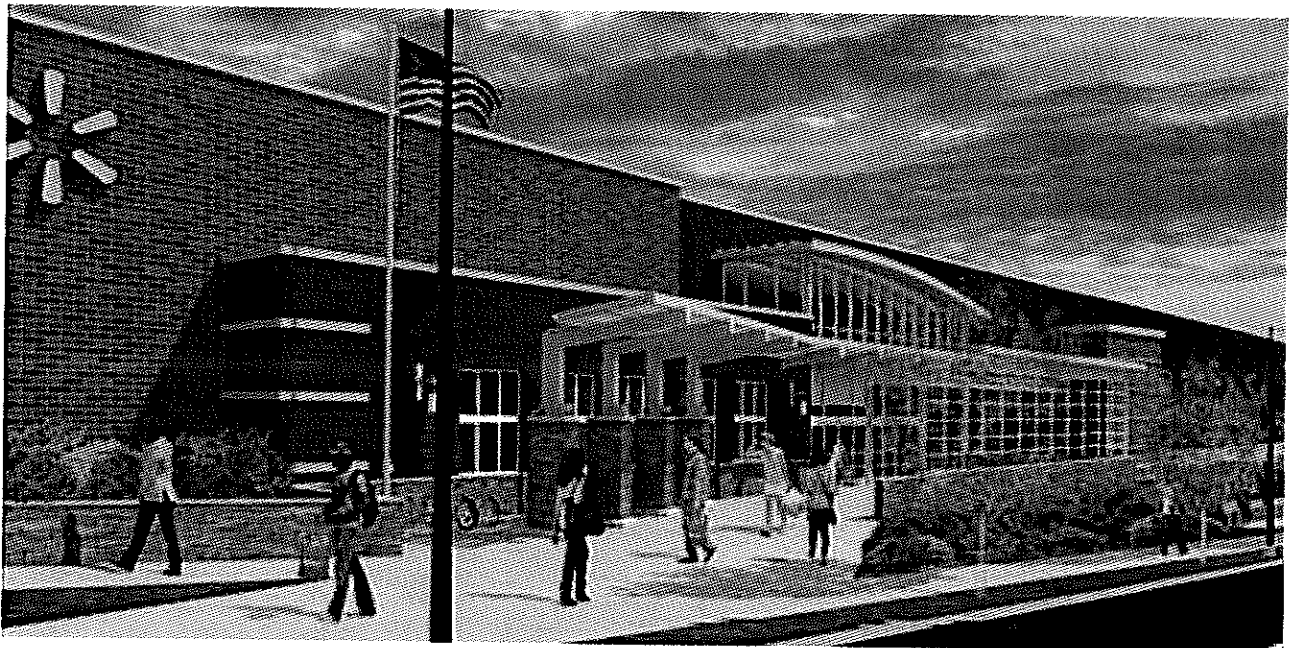
**Wal-mart—Washington D C**



**Wal-mart—Denver  
11th Ave and Albion Street**



**Wal-mart—Lehigh Valley, PA**



**Wal-mart—Washington D C  
Bladensburg & New York Ave**



**Wal-mart—Chicago**

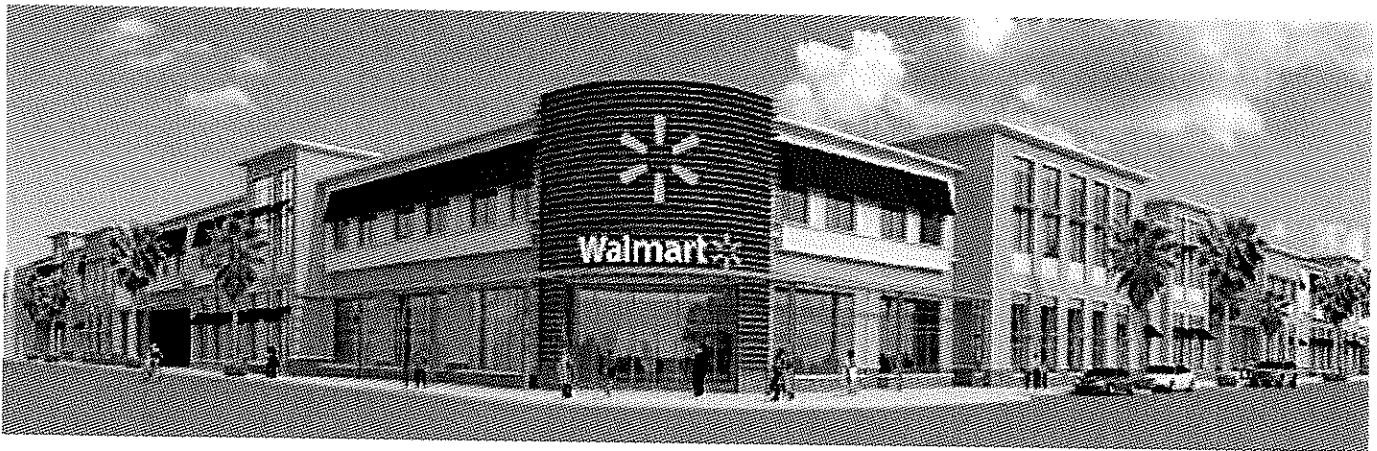


**Wal-mart—Washington D C  
Ft Totten neighborhood**



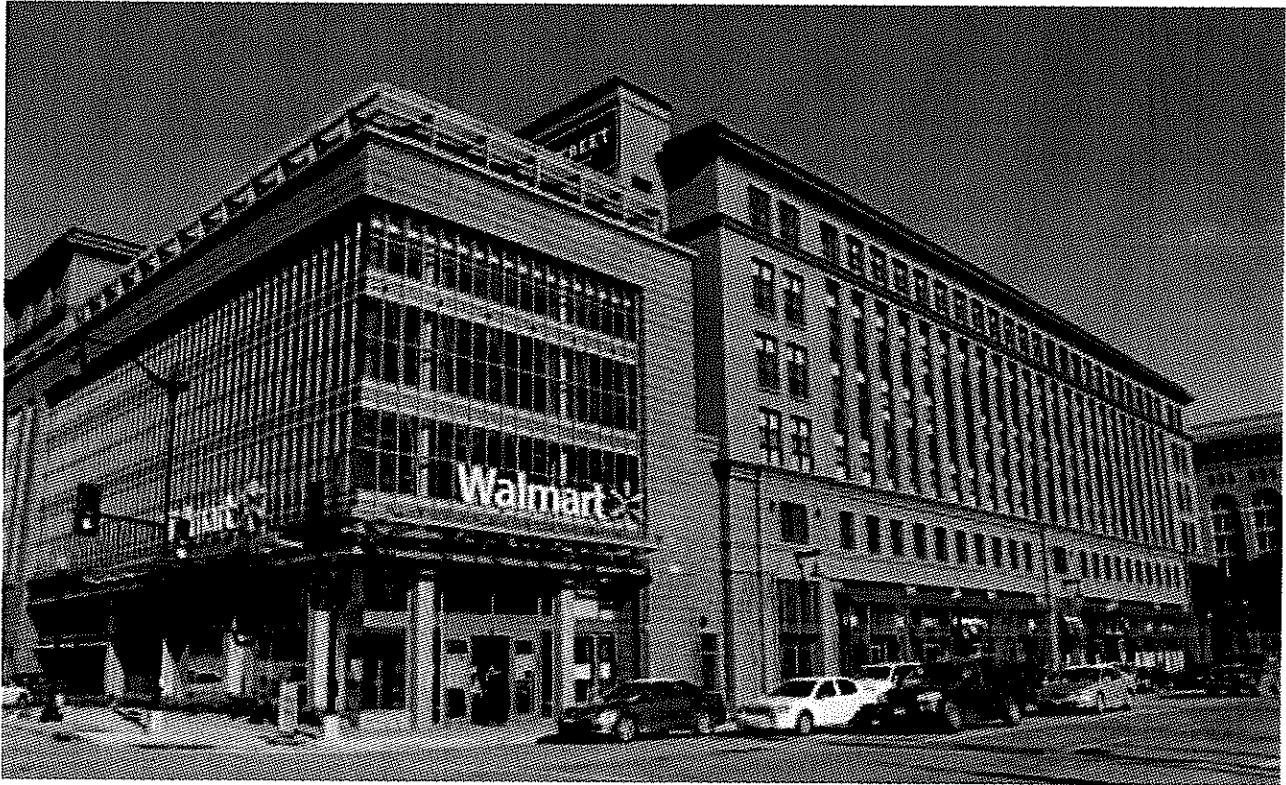


**Wal-mart—Miami  
Midtown**



**Wal-mart—Miami**





**Wal-mart—Washington D C  
H street**



**Wal-mart—Baltimore  
Remington neighborhood**

## Reverman, Joe

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**From:** gravattedesign@gmail.com  
**Sent:** Wednesday, June 04, 2014 2:52 PM  
**To:** Reverman, Joe  
**Subject:** Wal-mart project at 18th and Broadway

Mr. Reverman,

I wish to express my support in following the 2006 LDC in regards to the development of the proposed Wal-Mart project on Broadway. It is pertinent to the community fabric and the vehicular and pedestrian experience of the streetscape to hold to the standards that our city has established for Urban development.

Allowing the creation of an "asphalt Island" in a burgeoning part of our metro area will do nothing for the livability of our city and be counter intuitive to bolster the walkable potential of such an economic asset to the Portland/ West Louisville residents.

Please consider upholding the comprehensive regulations we have in place to protect and enhance the viability of our unique city.

regards,  
Steve Gravatte,AIA

## Reverman, Joe

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**From:** Bike Courier Bike Shop <bikecourierbikeshops@gmail.com>  
**Sent:** Monday, May 19, 2014 12:14 PM  
**To:** Reverman, Joe  
**Subject:** WalMart

Joe, make WalMart put the store on the sidewalk, no curb cuts except at intersection & alley.

### Parking

- no impervious surface
- hidden in the back

- shaded 80% by foliage or solar panels

### Rain

- collect it to be released later

Grateful.

Jackie Green

Bike Courier Bike Shops

Downtown - 107 W Market St - 583 2232

UofL/Churchill - 2833 S Fourth St - 635 2900

Bicycle Sales, Repair & Rental

Jamis, Bianchi, Masi, Marin, KHS

[www.bikecourier.org](http://www.bikecourier.org)

## Reverman, Joe

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**From:** Louis Johnson <LJohnson@lordaecksargent.com>  
**Sent:** Monday, May 19, 2014 4:44 PM  
**To:** Reverman, Joe  
**Cc:** Scott, Attica W; Hamilton, Cheri; Tandy, David  
**Subject:** Wal-Mart

Mr. Reverman –

As a native Louisvillian and professional urban designer I will add my opinion on top of the many others that I am sure have already piled on. This Broadway Wal-Mart project MUST be done correctly. We as a city should not accept the status-quo as there are hundreds of examples, I would guess a handful, if not a dozen in our own city, of big box stores destroying any semblance or potential of good, walkable community fabric. Whether or not the development is “urban” is somewhat irrelevant as long as it promotes good simple walkability strategies including:

- Limited setback from the main street Broadway in this case
- Limit blank walls and attempt to increase transparency so the store front adds to the pedestrian experience through visual activity and ambient lighting
- Coordinate entry/exits with mobility in mind, good covered bike racks, covered bus stops, don't push pedestrians immediately into parking areas into conflict with vehicular circulation
- Hardy street trees planted in tree wells which will allow them to prosper, the greater the caliper the better. Plant them along the street every 20-30' between the sidewalk and street, and throughout the parking lot
- Clearly marked pedestrian pathways through parking lots
- Stormwater management techniques that will improve overall parking heat island effect, and water quality/quantity

The list goes on and I am sure you know all of these things, but if we as a City do not demand the best, especially for our communities most in need we aren't doing our part to support them and help improve quality of life for all of our residents.

Thank you for your time and consideration, please don't hesitate to contact me should you have any questions or further comments.

Louis

**LORD  
AECK  
SARGENT**

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Louis R. Johnson  
ASLA, LEED Green Associate  
D 859-317-6694

Responsive Design  
LordAeckSargent.com

**Reverman, Joe**

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**From:** Patricia Gray <pegray2@juno.com>  
**Sent:** Saturday, May 17, 2014 10:08 AM  
**To:** Reverman, Joe  
**Subject:** Walmart

Hold Walmart to high standards. Walmart will sink as low as allowed. Put it on the corner, sidewalk with parking in the back ... Help up grade the neighborhood with high quality design, use and appearance. Make bus and bike access easy!  
Sent from my iPad

## Reverman, Joe

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**From:** Bryan Grumley <jbgrumley@gmail.com>  
**Sent:** Friday, May 23, 2014 7:13 AM  
**To:** Reverman, Joe  
**Subject:** West End Walmart

Mr. Reverman -- I hope that you have heard the outcry for major design changes to the proposed West End Walmart. Louisville must take a stand for this depressed area and demand that every facet of Walmart's introduction into the neighborhood be a positive one. While 300 jobs and access to groceries, goods, and services are important, also important - even VITAL - is that the built environment at this major intersection promote health, access, and pride. Along with the YMCA, this area must be pedestrian, transit, and cycle-friendly. This can be a signature intersection that will make the neighborhood proud. Curbs and gutters, landscaping, and parking behind or to the side of the building are more than just drawings on a map. They define the area and have a psychological impact on all those persons in the area. Please do not fail us. The West End Walmart design MUST be revised. While it may not be feasible to build the fanciest Washington, DC-style urban Walmart in the West End, it is certainly feasible to build an urban-style building that suits and ENHANCES the neighborhood and the health of those who live and work there. Please do not waste this opportunity. We are all watching. Thank you.

Bryan Grumley