

# **CALIFORNIA & VICTORY PARK NEIGHBORHOOD PLAN**

**MAY 2019**

**DRAFT**

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# EXECUTIVE SUMMARY





## BACKGROUND

The California & Victory Park Neighborhood Plan was initiated by Louisville Metro Council President David James (D-6). The project was managed by Louisville Metro Government's Office of Advanced Planning and a team of local planning and neighborhood advocacy consultants with a history of working in the neighborhood. The study area boundaries are Broadway to the north, Oak Street to the south, 9th Street to the east, and 26th Street to the west.

Community engagement was the cornerstone of this planning process. Engagements included:

- Participating at California Day and Victory Park Day, both in August 2018
- A day of focus group meetings with stakeholders in August 2018
- A walking workshop in September 2018
- Three (3) community meetings, between November 2018 and January 2019
- Three (3) Advisory Group meetings, between October 2018 and January 2019

Following the development and distribution of the preliminary plan document, the planning team received significant feedback from residents and other neighborhood stakeholders regarding the proposed recommendations. In response, a community meeting was held in August 2019, and a reconvening of the Advisory Group occurred in February 2020. The resulting plan document reflects changes requested by residents and other neighborhood stakeholders.



*Advisory Group meeting, January 7, 2019*



*Community workshop, November 3, 2018*

## VISION STATEMENT

**THE CALIFORNIA / VICTORY  
PARK NEIGHBORHOOD  
IS AN ENGAGED, UNIFIED  
COMMUNITY THAT CREATES  
OPPORTUNITIES FOR SAFE  
AND HEALTHY LIVING WHERE  
EVERYONE THRIVES.**

The final statement includes five operative words that summarize the goals of the neighborhood plan and ultimately will be the lens through which all recommendations and implementation items are viewed. The five key words of engaged, unified, safe, healthy, and thriving have been given brief definitions to better understand the intent behind the vision statement.



### ENGAGED

Neighborhood residents and stakeholders actively and collectively participate in neighborhood events and initiatives. Residents seek opportunities to connect, support, and inform projects and initiatives. Stakeholders make authentic efforts to ensure the inclusion of all community members and stakeholders through voice, participation, and shared decision-making.



### UNIFIED

All of the community has shared values and actively work to eliminate physical or social barriers to communicate and collaborate on neighborhood-centered events and projects.



### SAFE

People of all ages in the community feel free and comfortable to walk and play throughout the neighborhood and to fully utilize all of the area parks, open spaces, and community facilities. Social, political, and environmental neighborhood elements are structured to support individual and group safety and health.



### HEALTHY

All physical, social, environmental, and economic components of the neighborhood area support positive physical and emotional conditions and outcomes. The built environment, neighborhood stakeholders, and neighborhood initiatives support and cultivate high quality of life and high functioning daily living, as well as enhanced social and emotional well-being.



### THRIVING

The neighborhood is an area of choice that has strong social, economic, historical, residential, and educational characteristics, including a cohesive neighborhood fabric, successful local businesses, quality housing, active public spaces, and clear pathways to educational and economic success.

## PLAN ELEMENTS

The neighborhood plan recommendations are divided into five distinct plan elements: Land Use & Community Form, Mobility, Environment, Public Space, and Community Building.

Each plan element has unique goals, objectives, and action items. Each of these elements lay the groundwork for how to translate the community vision into actionable tasks with roles, responsibilities, and budgets.

In addition to the recommendations, a series of case studies have been provided to illustrate where these tasks/programs may have been successfully implemented before to further provide a foundation for action.

Described in detail to the right, the action items have been broken into three categories: short-, mid-, and long-term. It is the intent of this plan to offer immediate low-cost action items as well as long-term visions for capital projects and policy changes.

*There are three components to each recommendation:*

- Goal Statement** —● **LU1**
- Objective** —● **LU1.1**
- Time Frame/Action Item** —● **Short-Term (LU1.1.A)**



### SHORT-TERM

Short-term action items are typically low cost and temporary implementation strategies that achieve a meaningful objective with a quick turn-around. They also act as a way to test or kick off long-term, more complicated implementation.



### MID-TERM

Mid-term action items tend to involve planning strategies and/or convening a team of individuals (for example: residents, institutions, consultants, and Metro agencies). There is an allocated budget attached to the action item. These efforts advance a short-term action item and typically build toward permanent action items.



### LONG-TERM

Long-term actions typically require larger planning efforts, processes, and budgets. These actions items may involve policy changes or permanent implementation of capital projects and can take several years of planning, design, and funding before implementation can be realized.

## LAND USE & COMMUNITY FORM

Land Use and Community Form recommendations focus on policy changes and tasks that are necessary to achieve the desired community character and land uses throughout the neighborhood.

### GOAL LU1

***Eliminate vacant and abandoned properties throughout the neighborhood*** (See priority area exhibit on Page 41).

#### OBJECTIVE LU1.1

*Locate new development on underused or abandoned sites to restore the value of underutilized land.*

##### Short-term LU1.1.A

Organize an Implementation Committee to advocate for the implementation of the Neighborhood Plan recommendations.

##### Mid-term LU1.1.B

Develop and implement an interim pilot project to reuse a vacant lot or vacant structure.

##### Long-term LU1.1.C

Develop a housing workgroup to identify parcels that are near foreclosure and adjacent to already publicly held land as part of an affordable and market-rate housing development strategy.

### GOAL LU2

***Use Form Districts and Zoning Districts to encourage appropriate development/redevelopment.***

#### OBJECTIVE LU2.1

*Modify Form Districts within the neighborhood to encourage community-focused uses and development patterns.*

##### Mid-term LU2.1.A

Initiate a Form District change to (see Form District exhibit on Page 42):

- Place sites currently in the Traditional Workplace Form District that are immediately adjacent to Broadway into a Traditional Marketplace Corridor Form District to better support existing residential and workplace uses within the neighborhood.
- Place sites currently in the Traditional Workplace Form District that are immediately adjacent to 18<sup>th</sup> Street/Dixie Highway into a Traditional Marketplace Corridor Form District to reframe the street as a mixed-use multimodal corridor.
- Place sites currently in the Traditional Workplace Form District that are near Maple Street and Midway Avenue into a Traditional Neighborhood Form District.
- Place sites currently in the Traditional Workplace Form District that are near Maple and Anderson Streets into a Traditional Neighborhood Form District.

#### OBJECTIVE LU2.2

*Initiate a community-driven detailed zoning analysis to determine properties that should be rezoned to preserve existing uses, such as single-family residential, and promote desired uses.*

### GOAL LU3

***Ensure a variety of housing options for existing and future residents that help prevent displacement of existing neighborhood residents.***

#### OBJECTIVE LU3.1

*Encourage affordable housing strategies, with a focus on maintaining and enhancing existing housing stock to avoid displacement of current residents.*

##### Short-term LU3.1.A

Establish a working group of affordable and market-rate housing developers who will collaborate with local agencies on developing strategies specifically targeted at vacant and abandoned properties.

##### Short-term LU3.1.B

Support foreclosure counseling programs like those offered by local



agencies and organizations.

**Short-term LU3.1.C**

Partner with local affordable housing institutions to provide public and private resources for homeowners to improve building conditions.

**Short-term LU3.1.D**

Support programs and initiatives that promote affordable homeownership for senior citizens.

**Mid-term LU3.1.E**

Conduct physical inventory of residential structures to document any needed updates.

**OBJECTIVE LU3.2**

*Encourage market-rate housing strategies to strengthen the neighborhood.*

**Mid-term LU3.2.A**

Advocate for the implementation of recommendations contained in the Louisville Housing Needs Assessment.

**OBJECTIVE LU3.3**

*Encourage more control over transient housing, including short-term rentals.*

**Short-term LU3.3.A**

Work with Metro Council to review permitting or policy changes to address more equitable distribution and oversight of transient housing.

**OBJECTIVE LU3.4**

*Develop and implement strategies that enhance neighborhood cleanliness and maintenance.*

**Short-term LU3.4.A**

Develop and implement an “adopt a block” program for local partners to assist in neighborhood cleanups, plantings, and maintenance.

**Mid-term LU3.4.B**

Develop and implement a fund for curb appeal grants for small improvements to residential properties.

**Long-term LU3.4.C**

Develop and implement targeted initiatives that focus on block-by-block transformation, which should include resident engagement and offer grants for beautification projects, partnerships with local agencies for maintenance/repairs, and grants to enhance appearance of residential properties.

**GOAL LU4**

*Provide adequate and appropriate land uses to support neighborhood quality of life.*

**OBJECTIVE LU4.1**

*Encourage specific neighborhood-oriented services and mixed uses within residential districts, especially on corner lots at key intersections.*

**Short-term LU4.1.A**

Develop a pilot pop-up/temporary activation of a neighborhood storefront that allows local entrepreneurs to set up shop, test ideas, and activate vacant spaces.

**Long-term LU4.1.B**

Partner with local institutions and corporate stakeholders to develop permanent storefront spaces.

**OBJECTIVE LU4.2**

*Encourage neighborhood-oriented mixed-use development along the 18<sup>th</sup> Street/Dixie Highway transit corridor.*

**Short-term LU4.2.A**

Pop-up market spaces at key bus rapid transit (BRT) stops to test small strategic commercial interventions, with a focus on community/neighborhood needs.

### **OBJECTIVE LU4.3**

*Encourage transit-oriented development at key transition nodes and more intense mixed-use development along Broadway.*

#### **Short-term LU4.3.A**

Develop pilot project focused on activating vacant or underutilized lots along Broadway, with a focus on high frequency transit stop locations.

### **OBJECTIVE LU4.4**

*Understand and support growth plans for existing businesses and institutions that are consistent with the vision of the neighborhood.*

#### **Short-term LU4.4.A**

Review relevant growth plans and evaluate for consistency with neighborhood vision and goals.

### **GOAL LU5**

***Increase employment opportunities.***

### **OBJECTIVE LU5.1**

*Partner existing institutions with the California / Victory Park business community to promote local job opportunities and opportunity for economic growth.*

#### **Mid-term LU5.1.A**

Develop communication strategy with community groups to provide access to information about hiring needs and training opportunities.

#### **Long-term LU5.1.B**

Implement pilot job training program, in partnership with local institutions, that develops and implements job training for identified high-demand positions and makes those opportunities available to California residents through the local communications network.

#### **Long-term LU5.1.C**

Recognize the area between 9th and 15th Streets as an employment center. Encourage new development and redevelopment that promotes local job opportunities, focusing on existing vacant and underutilized properties as identified in the exhibit on Page 41.

## **MOBILITY**

Mobility recommendations focus on making the neighborhood's transportation systems accessible, safe, and equitable, with a distinct focus on the needs of residents.

### **Goal M1**

***Apply “Complete Streets” principles to improve the character, functionality and safety of neighborhood streets.***

### **OBJECTIVE M1.1**

*Improve streetscape along Greenwood and Prentice Streets to strengthen connection between Victory Park and California Park, and Wheatley Elementary and 18<sup>th</sup> Street/Dixie Highway transit corridor.*

#### **Short-term M1.1.A**

Provide improvements to 18<sup>th</sup> Street/Dixie Highway and Greenwood transit stop, with signage and placemaking that raises awareness about the two parks and the programming they host. Install temporary signage along the route that advertises each park and their unique offerings.

#### **Mid-term M1.1.B**

Improve pedestrian access to each park along this route, including crosswalks, pedestrian lighting, and curb ramps.

#### **Long-term M1.1.C**

Permanent upgrades to streetscape, lighting and wayfinding strategy with small public space creation in the center at 18<sup>th</sup> Street/Dixie Highway as the central community node between the two key public spaces.

### **OBJECTIVE M1.2**

*Help transform Broadway into a safe, convenient, and effective multimodal “Complete Street.”*

#### **Short-term M1.2.A**

Work with neighborhood groups and business associations to identify

residents and stakeholders who will participate in the Broadway master plan process.

### **OBJECTIVE M1.3**

*Support plans to develop 18<sup>th</sup> Street/Dixie Highway as a transit-oriented corridor through appropriate “Complete Streets” measures.*

#### **Short-term** M1.3.A

Work with neighborhood groups and business associations to identify residents and stakeholders to coordinate with local agencies on the implementation of improvements to Dixie Highway.

### **Goal M2**

*“Calm” traffic within the neighborhood.*

### **OBJECTIVE M2.1**

*Implement traffic calming project on 22nd and Dr. W. J. Hodge Street/21<sup>st</sup> Street.*

#### **Short-term** M2.1.A

Implement a week-long pilot study using road cones and temporary paint to increase pedestrian visibility at crossings, narrow lanes, and reduce turning radii to slow traffic speeds. Monitor and report back on results.

#### **Mid-term** M2.1.B

Implement a “paint and post” traffic calming project that formalizes parking, pedestrian crossings, and corner bump outs, and add stop signs at key crossings.

#### **Long-term** M2.1.C

Full build out of a more complete one-way pair street that helps balance freight, vehicular, pedestrian and other non-motorized transportation. Work to reduce speed limits within the neighborhood from 35 to 25 miles per hour.

### **OBJECTIVE M2.2**

*Implement general traffic calming measures in both the short- and long-term to improve safety for all users.*

### **OBJECTIVE M2.3**

*Implement traffic calming around Victory and California Parks.*

#### **Short-term** M2.3.A

Test and document pilot project improvements using road cones and temporary stop signs to provide stop movements at all four corners of Victory Park and to shorten pedestrian crossings with bump outs.

#### **Mid-term** M2.3.B

Implement “paint and post” improvements at both Victory Park and California Park, including bump outs, new pedestrian crossings, and formalized parking areas.

#### **Mid-term** M2.3.C

Implement improvements at West Saint Catherine and 16th Street at the California Community Center to improve pedestrian crossing and revitalize previous public artwork. Consider different, longer lasting materials for the artwork.

#### **Long-term** M2.3.D

Implement permanent traffic calming measures.

### **Goal M3**

*Ensure safe and accessible bicycle and pedestrian travel throughout the neighborhood.*

### **OBJECTIVE M3.1**

*Improve internal neighborhood pedestrian safety and accessibility with a focus on the connectivity/safety priority zone (areas within 1/4 mile of major transit routes 18 and 23).*

#### **Short-term** M3.1.A

Establish a citizen-driven working group to survey and geolocate issues related to pedestrian safety, speeding, need for lighting, etc.

#### **Mid-term** M3.1.B

Construct critical accessibility and safety-related infrastructure. Implement semi-permanent “paint and post” improvements to address these issues.

**Long-term** M3.1.C

Construct and implement curb ramp improvements, sidewalk repairs, pedestrian crossings, pedestrian lighting, and new stop signs throughout the neighborhood.

**OBJECTIVE M3.2**

*Improve uncontrolled rail crossings with a focus on bike/pedestrian safety.*

**Short-term** M3.2.A

Add signage or painted warnings specifically geared toward cyclists and pedestrians at all uncontrolled at-grade rail crossings.

**Mid-term** M3.2.B

Plan and design solutions for improved safety measures, including improvements to the pedestrian/bike pathways.

**Goal M4**

***Make transit a safe, reliable mobility option.***

**OBJECTIVE M4.1**

*Increase safe accessibility to public transit routes and bus stops.*

**Short-term** M4.1.A

Evaluate locations of, and conditions at, existing bus stops, including sidewalks, lighting, ADA access, seating, and shelters.

**Mid-term** M4.1.B

Prioritize and implement improvements.

**OBJECTIVE M4.2**

*Enhance transit ridership experience along 18<sup>th</sup> Street/Dixie Highway and Broadway.*

**Short-term** M4.2.A

Install new temporary bus stop seating, public art, signage, and shelters where feasible at stops with the highest ridership.

**Mid-term** M4.2.B

Install permanent bus stop seating, public art, signage, and shelters at stops with the highest ridership.

**Long-term** M4.2.C

Install seating and shelters at all bus stop locations.

**OBJECTIVE M4.3**

*Make Union Station more of a community space and hub of public transportation.*

**Short-term** M4.3.A

Pilot public space improvements in front of TARC at 10th and Broadway bus stop that adds seating and public space amenities, including information about TARC systems.

**Mid-term** M4.3.B

Offer pop-up amenities like coffee trucks, food, etc. on specific dates to help activate the building and street frontage, bike share, scooter parking and more permanent landscape improvements.

**OBJECTIVE M4.4**

*Update and improve TARC routes for commuting to employment centers and other work locations.*

**Short-term** M4.4.A

Identify a neighborhood representative to serve on the TARC Comprehensive Operations Analysis and Long Range Plan advisory group.

**Mid-term** M4.4.B

Utilize the TARC Comprehensive Operations Analysis to update routes, times, and stops to better serve residents using public transit to get to work.

**Long-term** M4.4.C

Utilize the TARC Long Range Plan to implement new and creative public transit solutions to better serve residents using public transit.



**Goal M5**

*Ensure safe and effective vehicular travel throughout the neighborhood.*

**OBJECTIVE M5.1**

*Evaluate functionality of the existing roadway network within the neighborhood.*

**Short-term** M5.1.A

Identify roadway ownership (Metro, KYTC) and maintenance responsibilities, and determine existing data relative to roadway levels of service, signal timing, one way/two way flow, etc.

**Mid-term** M5.1.B

Assess existing data and make recommendations to improve the neighborhood roadway network.

**OBJECTIVE M5.2**

*Discourage development that includes permanent street closures, dead end streets, or cul-de-sacs.*

**OBJECTIVE M5.3**

*Mitigate the impacts of truck traffic within the neighborhood.*

**Short-term** M5.3.A

Study truck traffic movements/routes throughout the neighborhood to identify conflicts.

**Mid-term** M5.3.B

Identify and prioritize alternatives to mitigate identified truck traffic conflicts.

**Mid-term** M5.3.C

Initiate temporary, low-cost improvements and/or management strategies to test and document the effectiveness of mitigation alternatives.

**Long-term** M5.3.D

Implement permanent truck traffic mitigation measures.

## ENVIRONMENT

Environmental recommendations are intended to identify programs, tasks, and policy recommendations to address long-standing issues with environmental justice, with a distinct focus on air quality, flooding, and urban heat island.

**Goal E1**

*Improve air quality and urban heat island effects within the neighborhood.*

**OBJECTIVE E1.1**

*Actively monitor, document, and report air quality and heat island issues, specifically focused around industrial district.*

**Short-term** E1.1.A

Identify potential threats to air quality within the neighborhood and document existing issues.

**Mid-term** E1.1.B

Pilot air quality study to measure and document high priority areas to report back and improve overall air quality.

**Long-term** E1.1.C

Implement air quality improvement plan.

**Goal E2**

*Reduce negative stormwater impacts throughout the neighborhood.*

**OBJECTIVE E2.1**

*Develop and implement strategies to reduce flooding in flood-prone areas.*

**Short-term** E2.1.A

Ensure that MSD has an accurate understanding of areas of frequent flooding, such as the underpass at 15th & Oak Streets and along Breckinridge Street between 15th and 17th Streets, to mitigate negative impacts to residents.

**Short-term** E.2.1.B

Ensure that MSD maintains a regular, publicly-posted schedule for clearing storm drains of debris.

**Short-term** E.2.1.C

Add trash cans near storm drains to prevent build-up of debris.

**Short-term** E.2.1.D

Promote programs like the use of rain barrels, rain gardens, and other simple green infrastructure techniques in known stormwater problem areas.

**Mid-term** E.2.1.E

Partner with corporate and industrial community to reduce overall imperviousness of underutilized sites. (Reference Brown-Forman as a case study/model for partnership).

**Long-term** E.2.1.F

Develop a California neighborhood stormwater incentive pilot program which focuses on public private partnerships to reduce imperviousness and improve water quality/flooding issues.

**Goal E3**

*Improve public health for all neighborhood residents.*

**OBJECTIVE E3.1**

*Promote a healthy food culture by increasing access (i.e., increased access to community gardens).*

**Short-term** E3.1.A

Identify “Healthy Louisville 2025” recommendations that can be implemented within the neighborhood.

**Long-term** E3.1.B

Develop partnerships with local agencies and organizations to create a community co-op grocery store where residents can receive health and economic benefits.

**OBJECTIVE E3.2**

*Improve access to public health facilities to enhance the overall health of the community.*

**Short-term** E3.2.A

Identify the range of health care service needs within the neighborhood and improve access to existing facilities, including downtown hospitals.

**Mid-term** E3.2.B

Partner with outside organizations to encourage the addition of well-located health facilities, childcare centers, nursing homes, and after-school programs.

**OBJECTIVE E3.3**

*Develop Science, Technology, Engineering, Art, and Mathematics (STEAM)-related programming focused on issues the neighborhood faces, such as urban heat island, stormwater runoff, tree canopy, and air quality.*

**Short-term** E3.3.A

Partner with local environmental non-profits to develop educational materials for students.

**Mid-term** E3.3.B

Develop interactive course work on-site at neighborhood schools and community centers to educate students about local ecology, climate change, and resiliency.

**Long-term** E3.3.C

Implement interactive green infrastructure pilot project for students.

**OBJECTIVE E3.4**

*Develop and implement strategies to mitigate negative effects of local manufacturing.*

**Short-term** E3.4.A

Develop partnerships to regularly clean homes affected by “smut” growth.

**Mid-term** E3.4.B

Develop alternatives for odor control related to sanitary sewer waste.

**Long-term** E3.4.C

Develop initiatives to support development of green manufacturing facilities and practices.

## PUBLIC SPACE

Public Space recommendations are intended to build upon strong community assets and identify new opportunities for enhanced public space to improve quality of life throughout the neighborhood.

**Goal PS1**

*Enhance and protect California Park and Victory Park as critical community assets.*

**OBJECTIVE PS1.1**

*Implement interactive/engaging wayfinding elements focused on the history of Victory Park/Olmsted Parks.*

**Short-term** PS1.1.A

Temporary signage and wayfinding elements that tell the stories of Olmsted and Victory Park and references Louisville's Olmsted Parks system.

**Long-term** PS1.1.B

Permanent signage and wayfinding elements that tell the story listed above.

**OBJECTIVE PS1.2**

*Develop new communication strategy for programming at Victory Park Lodge and California Community Center.*

**Short-term** PS1.2.A

Implement pilot project for program communications by installing temporary signage that includes program times and sign-up info located at both parks, community nodes, and major transit stops.

**Long-term** PS1.2.B

Develop permanent interactive signage kiosks at each location.

**OBJECTIVE PS1.3**

*Improve California Community Center, with a focus on making the space comfortable and inviting.*

**Short-term** PS1.3.A

Temporary installation of outdoor seating and public art to make the entrance to the community center a space where people can gather outside. Include pilot outdoor Wi-Fi extension.

**Mid-term** PS1.3.B

More permanent installation of California Community Center plaza to include seating, Wi-Fi, and programmable space.

**Long-term** PS1.3.C

Full-scale renovation of the community center as a major hub of community activity.

**OBJECTIVE PS1.4**

*Organize team sports at the parks.*

**Short-term** PS1.4.A

Work with local agencies and organizations to coordinate team sports leagues at the parks.

**Mid-term** PS1.4.B

Partner with local institutions and corporate entities to sponsor leagues for most popular sports.

**Goal PS2**

***Increase public open space throughout the neighborhood.***

**OBJECTIVE PS2.1**

*Implement pocket park program focused on reduction of vacant property.*

**Short-term** PS2.1.A

Implement an "Adopt-a-Lot" program for vacant lots, distinctly focused on public outdoor spaces and public art.

**Mid-term** PS2.1.B

Implement pocket park pilot projects to test ideas and let ownership groups experience the process.

**Long-term** PS2.1.C

Create a neighborhood parks organization made up of community residents and local business partners that help fundraise, maintain, and program new neighborhood parks.

**OBJECTIVE PS2.2**

*Coordinate with MSD and the Maple Street Park Champions Group to generate feedback and create momentum around community benefit for the Maple Street lots.*

**Short-term** PS2.2.A

Use this process to call attention to the California neighborhood, invigorate the process, and help garner attention for local and national fundraising opportunities.



## COMMUNITY BUILDING

Community Building recommendations were provided to help bring the diverse constituencies of the neighborhood together around common community improvement goals.

### Goal CB1

*Expand and enhance opportunities to bring the entire community together.*

#### OBJECTIVE CB1.1

*Develop and implement a Historic Neighborhood Tour – an interactive public engagement program that teaches the history of the neighborhood and elevates its sense of place.*

##### Short-term CB1.1.A

Implement temporary signage and a map of historic neighborhood sites. Begin by engaging long-term residents and documenting personal histories of the neighborhood.

##### Mid-term CB1.1.B

Train and engage community seniors and youth as tour guides.

##### Long-term CB1.1.C

Implement more permanent signage and wayfinding for the tour.

#### OBJECTIVE CB1.2

*Create a collaborative business community.*

##### Short-term CB1.2.A

Support community efforts to form a strong business association to support current businesses and redevelopment, as well as help leverage and coordinate available funds.

##### Short-term CB1.2.B

Support programs and developers that encourage cooperative residential ownership and employee-owned businesses.

#### OBJECTIVE CB1.3

*Create educational programming in partnership with area schools/universities tailored to neighborhood needs and interests.*

##### Short-term CB1.3.A

Provide high-quality educational opportunities outside of the traditional academic environment, utilizing the California Community Center.

#### OBJECTIVE CB1.4

*Provide opportunities for learning and continued engagement for neighborhood improvement.*

##### Short-term CB1.4.A

Provide community engagement training for local partners to support continued partnership with local residents.

##### Mid-term CB1.4.B

Provide leadership development opportunities and support to neighborhood groups for continued engagement and self-management.

#### OBJECTIVE CB1.5

*Strengthen neighborhood character and identity.*

##### Short-term CB1.5.A

Update and install new neighborhood gateway signage.

##### Short-term CB1.5.B

Identify willing partners with potential locations for art (large walls, open spaces, fence lines, etc.)

##### Mid-term CB1.5.C

Develop and implement a marketing plan for an enhanced neighborhood image.

##### Mid-term CB1.5.D

Pursue local and national grant funding for outdoor art and implement with community-focused design process.



1

# INTRODUCTION





## BACKGROUND

The California/Victory Park Neighborhood Plan was initiated by Louisville Metro Council President David James (D-6). The project was managed by Louisville Metro Government's Office of Advanced Planning and a team of local planning and neighborhood advocacy consultants with a history of working in the neighborhood. The study area boundaries are Broadway to the north, Oak Street to the south, 9th Street to the east, and 26th Street to the west.

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*Advisory Group meeting, January 7, 2019*



*Community workshop, November 3, 2018*





**C**ONNECTED  
**H**EALTHY  
**A**UTHENTIC  
**S**USTAINABLE  
**E**QUITABLE



## CHASE PRINCIPLES

Louisville Metro recently updated its comprehensive plan, *Plan 2040*. The comprehensive plan is a guide for the community's growth and development over the next 20 years.

The vision statement for the new plan emphasizes five overarching principles that would become the guiding force behind the development of the plan's goals, objectives, and policies. These guiding principles, Connected, Healthy, Authentic, Sustainable, and Equitable (CHASE), emerged from early, extensive public engagement activities.

Recommendations and priorities from this neighborhood plan should exemplify these principles through thoughtful design.



### CONNECTED

Neighborhoods should be connected to other neighborhoods as well as districts for access to recreation, goods, and services.



### HEALTHY

Healthy neighborhoods have access to a variety of services and promote healthy lifestyles through active and passive activity.



### AUTHENTIC

Authentic communities celebrate their unique buildings, public spaces, and cultural heritage.



### SUSTAINABLE

Green practices are encouraged in development, making communities livable and resilient.



### EQUITABLE

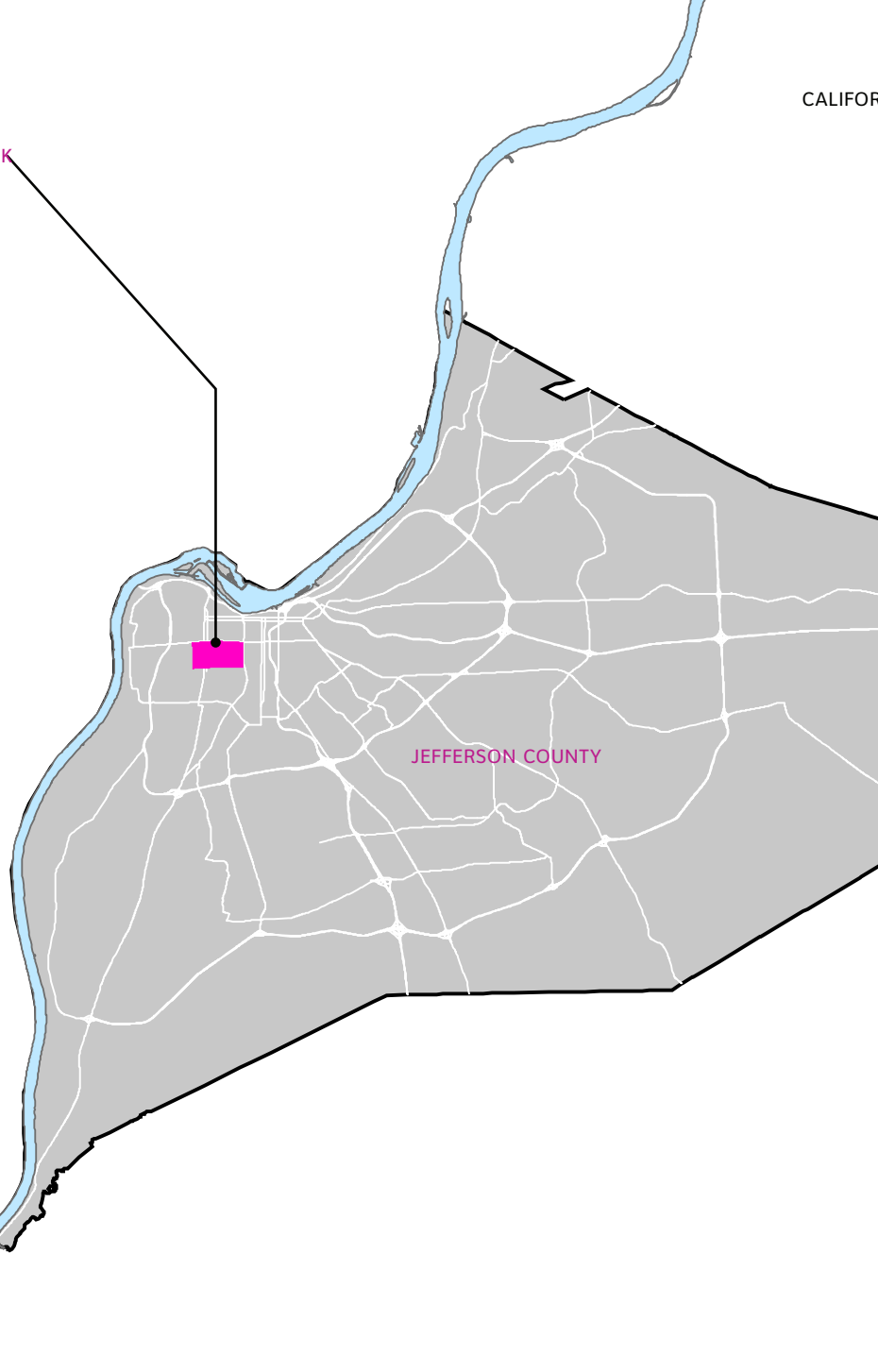
All neighborhoods shall strive to have access to education, employment, and affordable housing.

2

# NEIGHBORHOOD IDENTITY



CALIFORNIA & VICTORY PARK  
NEIGHBORHOOD



## "THE FAR WEST"

Louisville's California neighborhood, originally named Henderson, became known as California during the California Gold Rush days for its location in the "far west" corner of the city.

The neighborhood was first settled in the 1840's by German immigrants who subdivided farmland to accommodate small shotgun-style dwellings. Since then, the neighborhood has experienced significant changes over its almost 180 year history.

As industrialization hit Louisville in the early 1870's, industries took advantage of the larger parcels of land that had proximity to the rail lines traversing the eastern portion of the neighborhood. With the construction of Union Station along Broadway in 1891, these rail lines offered valuable connections to cities such as Nashville and Chicago.

The area rapidly became Louisville's manufacturing and industrial heartland, interwoven with a densely populated working-class neighborhood to support it. African Americans began settling in the neighborhood following the Civil War, contributing to the workforce and diversity of the community, while wealthy industrialists resided in mansions along Broadway.





**BY THE EARLY 20TH CENTURY, INDUSTRY  
AND RAIL HAD MADE A PERMANENT IMPACT**

LOUISVILLE & NASHVILLE  
RAILROAD HEADQUARTERS  
BUILT IN 1907

LOUISVILLE UNION  
STATION BUILT IN 1891

Historic Images Sourced from:  
University of Louisville Digital Collection  
[http://digital.library.louisville.edu/cdm/  
landingpage/collection/cs/](http://digital.library.louisville.edu/cdm/landingpage/collection/cs/)





**1909** - 15th & Garland: A mixed-use corner building typical for the time (demolished).



**1910** - 12th & Maple: An old commercial building (demolished).



**1921** - Brandeis Apartments (925 S. 26th St): Former school building that has been converted to affordable senior housing.



**1927** - Oak Theater (1169 Dixie Hwy): 1,100-seat theater that used to host plays and movies (demolished).



**1927** - 15th & Oak: A filling station typical for the time (demolished).



**1928** - 18th & Oak: Filling station and streetcar. The Steele Triangle building in the background is still standing today.





**1928** - 22nd & Osage: A residential street that looks very much the same today.



**1933** - L&N Building and Union Station: The station was a connection between Louisville to Nashville.



**1930** - 11th & Garland: Early Kroger grocery and bakery (demolished).



**1949** - 24th & Broadway: A residential section of Broadway with most homes still standing, although in need of repair.



**1931** - 18th & Maple: Streetcar tracks, corner retail, and a mix of architectural styles.



**1958** - 18th Street: Railroad tracks signify the importance of industry.



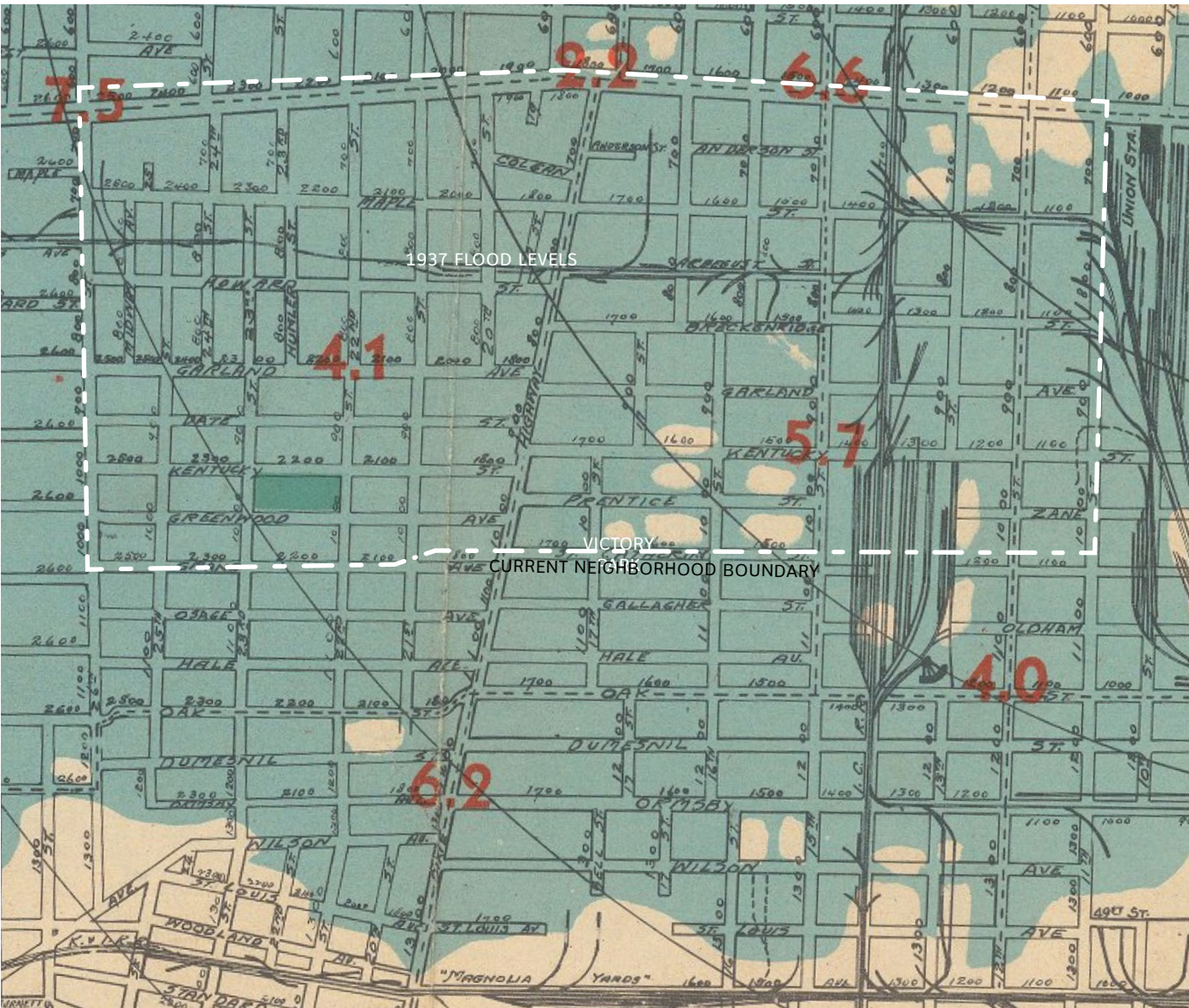
**1945** - 18th Street: Looking south toward Brown-Forman.



## THE GREAT FLOOD OF 1937

California began to flourish at the start of the 1900's. It was home to working-class residents, a growing commercial market, and a largely mixed population of white and African American residents. The Great Flood of 1937 devastated this low-lying area and disrupted the prosperous history of the neighborhood. On January 23rd, the Ohio River crested at 51.1 feet and eventually reached 57.15 feet. 60% of Louisville was flooded and two-thirds of residents had to be evacuated. Louisville's central and western neighborhoods were hit the hardest. Flood elevations throughout the California neighborhood ranged from four to nearly six feet of water. The rising flood water displaced residents throughout California and drove businesses to close. The Great Flood of 1937 marked a critical turning point for the community, with lingering impacts that still plague the neighborhood today.





1937 - Map of flood levels



1937 - 9th & Broadway: Scene of flooding (note the L&N building on the left).



## REDLINING AND URBAN RENEWAL

The 1940's and 50's saw a decline in population and investment in West Louisville, which signaled the beginning of "white flight." As "For Sale" signs populated the neighborhood, the diversity of the community was jeopardized, subjecting the remaining residents to racial biases, racial segregation, and redlining.

Redlining refers to the practice of denying loans in certain neighborhoods because of race or socioeconomic characteristics, rather than physical, design, or structural characteristics. Dating back to 1933, the Home Owner's Loan Corporation (HOLC) produced residential securities maps to strengthen and guide investment in US cities. The HOLC produced a rating system that coincided with the maps they produced. The rating system consisted of four categories – First (green or "A"), Second (blue or "B"), Third (yellow or "C"), and Fourth (red or "D"). The California neighborhood was made up of two grades, C and D. Black, immigrant, and low-income neighborhoods, to no surprise, were often given grades of 'C' or 'D,' eliminating their access to mortgage insurance or credit for decades.

Although the HOLC was discontinued in 1951, the impact of redlining is still quite apparent in the California neighborhood and other areas across Louisville. The Urban Renewal period of the 1950's and 60's displaced mostly minority urban communities to make way for the federal highway system and redevelopment, which often never occurred.

During the 1950's and into the 1980's, the California neighborhood lost 50% of its total population and approximately 40% of its single-family housing. As a result of Urban Renewal, the 12th Street corridor, a significant African American business corridor, was completely razed.

## REVITALIZATION

Recently, the area has seen a resurgence in revitalization efforts. California and Victory Parks have been instrumental in the transformation of the neighborhood and provide vital community gathering places along with green space, recreational facilities, playgrounds, and a robust tree canopy.

Victory Park, one of Louisville's many Olmsted parks, has long played an important role in the community and has deep ties to the history of the California neighborhood. The recent renovation of the park has brought the community together with more recreational space for families, a walking path, and additional trees and lighting. California Park, another significant landmark in the neighborhood, has also undergone investment in order to become a safe place for residents of the neighborhood to gather. The updated community center is at the heart of the California Park renovation, and it serves as a unique spot for families and residents to gather. It is the hope that these improvements will contribute to the overall health, culture, and well-being of the California neighborhood.

At the corner of Broadway and 18th Street, the new YMCA facility is bringing attention to health and wellness in the neighborhood through accessibility and equity. The \$28 million facility will do more for the neighborhood than just provide a space to exercise and a swimming pool. In partnership with companies across the city, the new West End YMCA will offer mental health counseling, nutritional support, and a variety of educational classes to benefit an area that has long faced inequalities for these types of services. Nearby, OneWest, a nonprofit community development corporation, is committed to elevating West Louisville's growing commercial development to increase business and employment opportunities.

The California neighborhood is slowly beginning to see a change in the backdrop of their community. Each initiative is working with the same goal in mind - to revitalize the California neighborhood, purposefully prepare it for the future, invest without displacement, and redevelop the community, while taking into consideration its rich and varied history.







## DEMOGRAPHICS

Demographic data for California / Victory Park was gathered primarily using boundaries for Census tracts 17, 18, and 27. This area approximates the study area boundaries while providing the most granular level of data available using the 2011-2015 American Community Survey. Small portions of the Parkland and Park Hill neighborhoods also fall within these three Census tracts.

The area has a total estimated population of 6,523, nearly equally split between male and female residents. This area represents less than 1% of the total population of Jefferson County.

The area has a higher percentage of population under the age of 18 (28%) than the countywide average (23%). On the other end of the age spectrum, the area has a lower percentage of adults age 65 and over (9%) compared to Jefferson County (14%).

The area is 87% Black or African American and 9% White, compared to 20% and 70%, respectively, in Jefferson County. The area's foreign born population is 2% of its total population, compared to 7% for Jefferson County.

The area has approximately 2,548 households, with 51% of those being family households. The area has a much higher percentage of nonfamily households (49%), including single person households, than Jefferson County (39%), which is important when considering housing needs.

## ECONOMICS

Median household income in the California / Victory Park area is \$16,591. This represents a 33% decrease since the 2000 Census. However, the median household income for Jefferson County is \$48,695, representing only a 12% decrease since the 2000 Census (in inflation-adjusted dollars).

Nearly half (46%) of the area's population falls below the federal poverty line, compared to only 16% of Jefferson County.

There are nearly 3,500 housing units in the California / Victory Park area, with 26% of all units vacant. Metro Codes and Regulations identified 515 vacant structures in 2017. Among occupied housing units, the Census data identifies 69% as renter-occupied and 31% as owner-occupied.

Owner-occupied homes in the area have a median reported value of \$53,925, and single-family homes in the area have a median assessed value of \$24,080. The latter figure is roughly one-sixth the average assessed value of single-family homes across Jefferson County (\$139,440).

Approximately two-thirds of renters in the area face a housing cost burden, meaning they spend more than 30% of their income on housing expenses. This leaves limited income to pay for other expenses, such as food and transportation. Relatedly, approximately 39% of households in the area do not have a vehicle, compared with only 10% of Jefferson County households.



## CALIFORNIA / VICTORY PARK SNAPSHOT

### Local Demographics

**6,523**

Total population

**87%**

of population is Black  
or African American

**28%**

of population is under  
age 18

### Local Economics

**\$16,591**

Median household income

**46%**

of population living  
below federal poverty line

**26%**

of housing units are  
vacant





3

# COMMUNITY VISION





## COMMUNITY VISION

The community vision has been built on a foundation of intensive community engagement. The vision and recommendations that follow represent the hundreds of input points and ideas from community conversations, with a distinct focus on how to implement the ideas and achieve the goals of the neighborhood.

This section includes summaries of the following:

- Community Vision Statement
- Plan Elements
- Plan Goals and Recommendations
- Case Studies





# VISION STATEMENT

**THE CALIFORNIA / VICTORY PARK NEIGHBORHOOD  
IS AN ENGAGED, UNIFIED COMMUNITY THAT CREATES  
OPPORTUNITIES FOR SAFE AND HEALTHY LIVING WHERE  
EVERYONE THRIVES.**





## VISION STATEMENT

The vision statement is a dream for the future of the neighborhood. It is one sentence that summarizes many thoughts, and includes many voices. This statement will guide the overall message of the neighborhood plan document. The vision statement represents a culmination of all of the community conversations throughout this process, and the hard work of the participants of the Focus Topic Workshop and the Advisory Group.

The final statement includes five operative words that summarize the goals of the neighborhood plan and ultimately will be the lens through which all recommendations and implementation items are viewed.

The five key words of engaged, unified, safe, healthy, and thriving have been given brief definitions to better understand the intent behind the vision statement. This is based on the process that developed the vision statement and will be referenced throughout the recommendations and implementation sections.



### ENGAGED

Neighborhood residents and stakeholders actively and collectively participate in neighborhood events and initiatives. Residents seek opportunities to connect, support, and inform projects and initiatives. Stakeholders make authentic efforts to ensure the inclusion of all community members and stakeholders through voice, participation, and shared decision-making.



### UNIFIED

All of the community has shared values and actively work to eliminate physical or social barriers to communicate and collaborate on neighborhood-centered events and projects.



### SAFE

People of all ages in the community feel free and comfortable to walk and play throughout the neighborhood and to fully utilize all of the area parks, open spaces, and community facilities. Social, political, and environmental neighborhood elements are structured to support individual and group safety and health.



### HEALTHY

All physical, social, environmental, and economic components of the neighborhood area support positive physical and emotional conditions and outcomes. The built environment, neighborhood stakeholders, and neighborhood initiatives support and cultivate high quality of life and high functioning daily living, as well as enhanced social and emotional well-being.



### THRIVING

The neighborhood is an area of choice that has strong social, economic, historical, residential, and educational characteristics, including a cohesive neighborhood fabric, successful local businesses, quality housing, active public spaces, and clear pathways to educational and economic success.



# PLAN ELEMENTS



## LAND USE & COMMUNITY FORM

Land Use and Community Form recommendations focus on policy changes and tasks that are necessary to achieve the desired community character and land uses throughout the neighborhood.

## MOBILITY

Mobility recommendations focus on making the neighborhood's transportation systems accessible, safe, and equitable, with a distinct focus on the needs of residents.

## ENVIRONMENT

Environmental recommendations are intended to identify programs, tasks, and policy recommendations to address long-standing issues with environmental justice, with a distinct focus on air quality, flooding, and urban heat island.

## PUBLIC SPACE

Public Space recommendations are intended to build upon strong community assets and identify new opportunities for enhanced public space to improve quality of life throughout the neighborhood.

## COMMUNITY BUILDING

Community Building recommendations were provided to help bring the diverse constituencies of the neighborhood together around common community improvement goals.



## HOW TO USE THE RECOMMENDATIONS

The neighborhood plan recommendations are divided into five distinct plan elements: Land Use & Community Form, Mobility, Environment, Public Space, and Community Building.

Each plan element has unique goals, objectives, and action items. Each of these elements lay the groundwork for how to translate the community vision into actionable tasks with roles, responsibilities, and budgets.

In addition to the recommendations, a series of case studies have been provided to illustrate where these tasks/programs may have been successfully implemented before to further provide a foundation for action.

Described in detail to the right, the action items have been broken into three categories: short-, mid-, and long-term. It is the intent of this plan to offer immediate low-cost action items as well as long-term visions for capital projects and policy changes.

*There are three components to each recommendation:*

- Goal Statement** ————— • **LU1**
- Objective** ————— • **LU1.1**
- Time Frame/Action Item** ————— • **Short-Term (LU1.1.A)**



### SHORT-TERM

Short-term action items are typically low cost and temporary implementation strategies that achieve a meaningful objective with a quick turn-around. They also act as a way to test or kick off long-term, more complicated implementation.



### MID-TERM

Mid-term action items tend to involve planning strategies and/or convening a team of individuals (for example: residents, institutions, consultants, and Metro agencies). There is an allocated budget attached to the action item. These efforts advance a short-term action item and typically build toward permanent action items.



### LONG-TERM

Long-term actions typically require larger planning efforts, processes, and budgets. These actions items may involve policy changes or permanent implementation of capital projects and can take several years of planning, design, and funding before implementation can be realized.

## THE COMMUNITY VISION FOR LAND USE & COMMUNITY FORM

Residents and stakeholders from the neighborhood consistently raised issues related to land use and community form. The top priorities from community discussions include:

- Address vacant and abandoned properties.
- Improve access to neighborhood-related services like retail, healthy food and beverage, and healthcare.
- Provide opportunity for economic development and job creation.
- Support existing residents and address issues related to displacement, gentrification, and inclusive development.
- Beautify the neighborhood, especially as it relates to industrial or underutilized properties.

With these community priorities in mind, the land use and community form goals were created. Each goal statement is followed by detailed objectives to achieve those goals. Each objective was given short-, mid-, and long-term action items, to lay out a plan of action that can begin immediately to start achieving the community vision.

## GOAL STATEMENTS

- LU1 Eliminate vacant and abandoned properties throughout the neighborhood.**
- LU2 Use Form Districts and Zoning Districts to encourage appropriate development/redevelopment.**
- LU3 Ensure a variety of housing options for existing and future residents that help prevent displacement of existing neighborhood residents.**
- LU4 Provide adequate and appropriate land uses to support neighborhood quality of life.**
- LU5 Increase employment opportunities.**

Recommendations Format:

**Goal Statement** ————— • **LU1**

**Objective** ————— • **LU1.1**

**Time Frame/Action Item** ————— • **Short-Term** LU1.1.A

## GLOSSARY

### EZ-1

Metro zoning designation of Enterprise Zone. EZ-1 is typically reserved for commercial and industrial land uses. Residential uses are allowed, but require a permit.

### Pilot Project/Pop-up

A project that is intentionally short-term and uses low-cost materials to test an idea before making a much larger, more permanent investment.

### Good Urbanism

Good urbanism is creating great places for people. Walkability, safety, vibrant and active streets, and beautiful architecture and landscapes all define good urbanism.

# LU1 VACANT PRIORITY AREAS

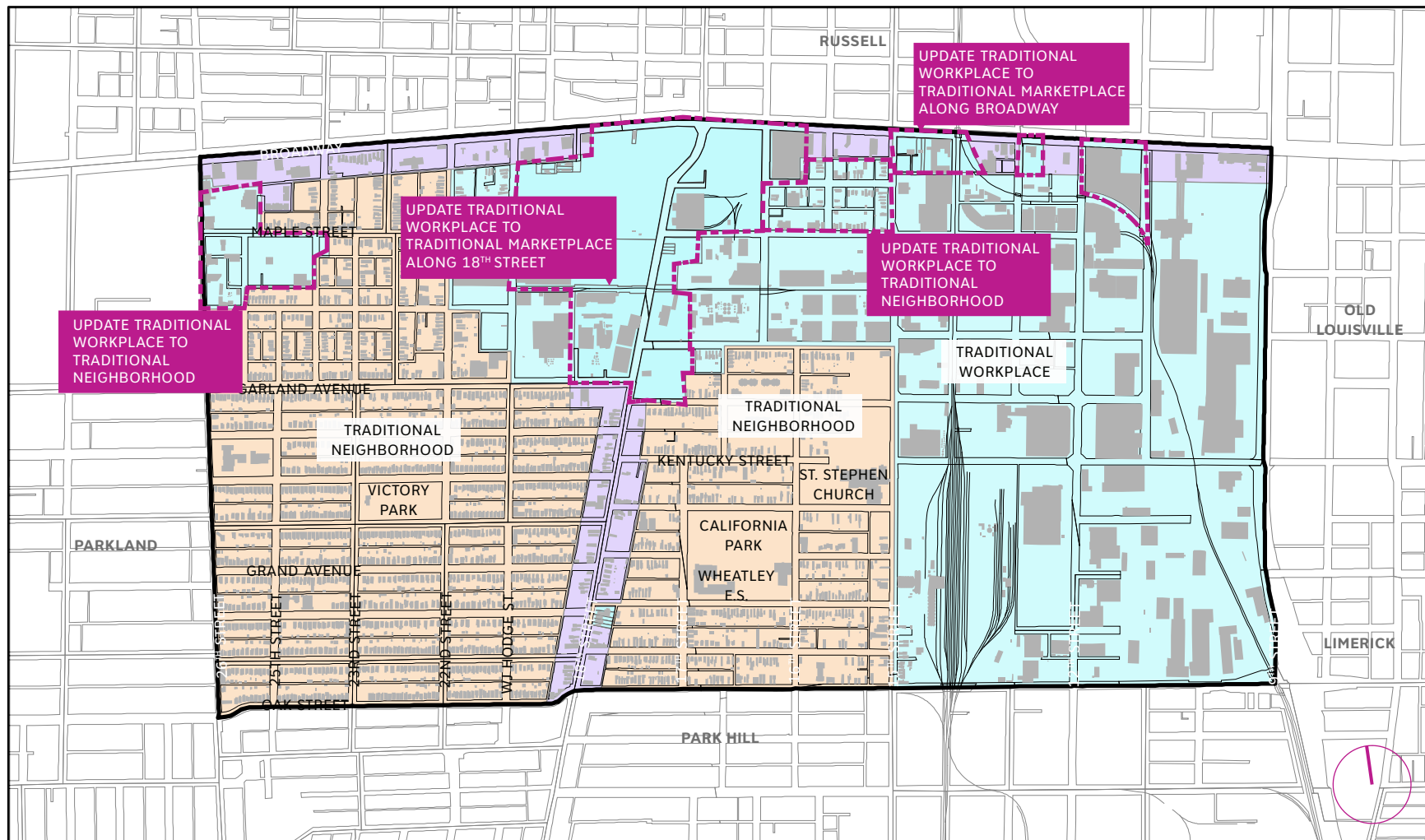


## LEGEND

- VACANT PROPERTY
- METRO OWNED VACANT PROPERTY
- MSD OWNED PROPERTY
- COMMUNITY PRIORITY AREA



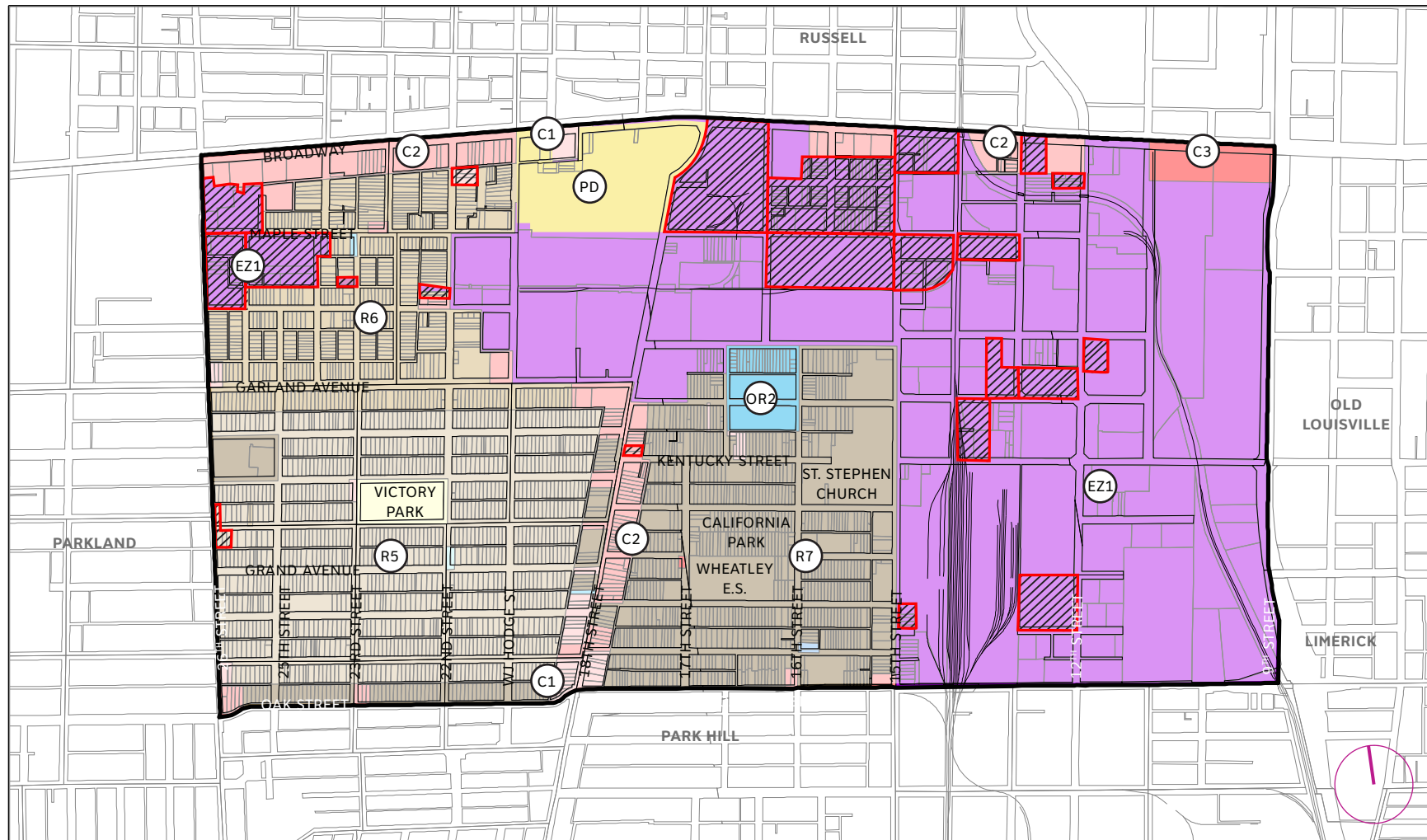
# LU2 FORM DISTRICTS



## LEGEND

- TRADITIONAL NEIGHBORHOOD
- TRADITIONAL MARKETPLACE CORRIDOR
- TRADITIONAL WORKPLACE
- AREAS RECOMMENDED FOR FORM DISTRICT CHANGES

# LU2 ZONING DISTRICTS



## LEGEND

(XX) EXISTING ZONING

 RECOMMENDED REZONING AREA

# LAND USE ACTIONS

## GOAL LU1

***Eliminate vacant and abandoned properties throughout the neighborhood*** (See priority area exhibit on Page 41).

### OBJECTIVE LU1.1

*Locate new development on underused or abandoned sites to restore the value of underutilized land.*

#### Short-term LU1.1.A

Organize an Implementation Committee to advocate for the implementation of the Neighborhood Plan recommendations.

#### Mid-term LU1.1.B

Develop and implement an interim pilot project to reuse a vacant lot or vacant structure.

#### Long-term LU1.1.C

Develop a housing workgroup to identify parcels that are near foreclosure and adjacent to already publicly held land as part of an affordable and market-rate housing development strategy.

## GOAL LU2

***Use Form Districts and Zoning Districts to encourage appropriate development/redevelopment.***

### OBJECTIVE LU2.1

*Modify Form Districts within the neighborhood to encourage community-focused uses and development patterns.*

#### Mid-term LU2.1.A

Initiate a Form District change to (see Form District exhibit on Page 42):

- Place sites currently in the Traditional Workplace Form District that are immediately adjacent to Broadway into a Traditional Marketplace Corridor Form District to better support existing residential and workplace uses within the neighborhood.
- Place sites currently in the Traditional Workplace Form District that are immediately adjacent to 18<sup>th</sup> Street/Dixie Highway into a

Traditional Marketplace Corridor Form District to reframe the street as a mixed-use multimodal corridor.

- Place sites currently in the Traditional Workplace Form District that are near Maple Street and Midway Avenue into a Traditional Neighborhood Form District.
- Place sites currently in the Traditional Workplace Form District that are near Maple and Anderson Streets into a Traditional Neighborhood Form District.

### OBJECTIVE LU2.2

*Initiate a community-driven detailed zoning analysis to determine properties that should be rezoned to preserve existing uses, such as single-family residential, and promote desired uses.*

## GOAL LU3

***Ensure a variety of housing options for existing and future residents that help prevent displacement of existing neighborhood residents.***

### OBJECTIVE LU3.1

*Encourage affordable housing strategies, with a focus on maintaining and enhancing existing housing stock to avoid displacement of current residents.*

#### Short-term LU3.1.A

Establish a working group of affordable and market-rate housing developers who will collaborate with local agencies on developing strategies specifically targeted at vacant and abandoned properties.

#### Short-term LU3.1.B

Support foreclosure counseling programs like those offered by local agencies and organizations.

#### Short-term LU3.1.C

Partner with local affordable housing institutions to provide public and private resources for homeowners to improve building conditions.



# LAND USE ACTIONS

## **Short-term** LU3.1.D

Support programs and initiatives that promote affordable homeownership for senior citizens.

## **Mid-term** LU3.1.E

Conduct physical inventory of residential structures to document any needed updates.

## **OBJECTIVE LU3.2**

*Encourage market-rate housing strategies to strengthen the neighborhood.*

## **Mid-term** LU3.2.A

Advocate for the implementation of recommendations contained in the Louisville Housing Needs Assessment.

## **OBJECTIVE LU3.3**

*Encourage more control over transient housing, including short-term rentals.*

## **Short-term** LU3.3.A

Work with Metro Council to review permitting or policy changes to address more equitable distribution and oversight of transient housing.

## **OBJECTIVE LU3.4**

*Develop and implement strategies that enhance neighborhood cleanliness and maintenance.*

## **Short-term** LU3.4.A

Develop and implement an “adopt a block” program for local partners to assist in neighborhood cleanups, plantings, and maintenance.

## **Mid-term** LU3.4.B

Develop and implement a fund for curb appeal grants for small improvements to residential properties.

## **Long-term** LU3.4.C

Develop and implement targeted initiatives that focus on block-by-block transformation, which should include resident engagement

and offer grants for beautification projects, partnerships with local agencies for maintenance/repairs, and grants to enhance appearance of residential properties.

## **GOAL LU4**

***Provide adequate and appropriate land uses to support neighborhood quality of life.***

## **OBJECTIVE LU4.1**

*Encourage specific neighborhood-oriented services and mixed uses within residential districts, especially on corner lots at key intersections.*

## **Short-term** LU4.1.A

Develop a pilot pop-up/temporary activation of a neighborhood storefront that allows local entrepreneurs to set up shop, test ideas, and activate vacant spaces.

## **Long-term** LU4.1.B

Partner with local institutions and corporate stakeholders to develop permanent storefront spaces.

## **OBJECTIVE LU4.2**

*Encourage neighborhood-oriented mixed-use development along the 18<sup>th</sup> Street/Dixie Highway transit corridor.*

## **Short-term** LU4.2.A

Pop-up market spaces at key bus rapid transit (BRT) stops to test small strategic commercial interventions, with a focus on community/neighborhood needs.

## **OBJECTIVE LU4.3**

*Encourage transit-oriented development at key transition nodes and more intense mixed-use development along Broadway.*

## **Short-term** LU4.3.A

Develop pilot project focused on activating vacant or underutilized lots along Broadway, with a focus on high frequency transit stop locations.

# LAND USE CASE STUDIES

## **OBJECTIVE LU4.4**

*Understand and support growth plans for existing businesses and institutions that are consistent with the vision of the neighborhood.*

### **Short-term LU4.4.A**

Review relevant growth plans and evaluate for consistency with neighborhood vision and goals.

## **GOAL LU5**

*Increase employment opportunities.*

## **OBJECTIVE LU5.1**

*Partner existing institutions with the California / Victory Park business community to promote local job opportunities and opportunity for economic growth.*

### **Mid-term LU5.1.A**

Develop communication strategy with community groups to provide access to information about hiring needs and training opportunities.

### **Long-term LU5.1.B**

Implement pilot job training program, in partnership with local institutions, that develops and implements job training for identified high-demand positions and makes those opportunities available to California residents through the local communications network.

### **Long-term LU5.1.C**

Recognize the area between 9th and 15th Streets as an employment center. Encourage new development and redevelopment that promotes local job opportunities, focusing on existing vacant and underutilized properties as identified in the exhibit on Page 41.



**Liberty Build Soccer Field  
Louisville, KY**

### **Sample Project, LU4.3.A**

**WHO:** City Collaborative, Louisville Downtown Partnership

**WHAT:** Liberty Field was a temporary five-a-side soccer pitch located in Louisville at ReSurfaced: The Liberty Build. It was a community space for pick-up games, adult league play, youth clinics, and community events, as well as occasional organized tournaments. The field was also available, upon request, to area schools, youth and community organizations. This temporary installation focused on activating vacant space with public recreational space that brought together youth from across the city.

**LINK:** <http://www.citycollaborative.org/soccer#resurfaced-soccer>

Narrative Credit: City Collaborative

Image Credit: City Collaborative

## THE COMMUNITY VISION FOR MOBILITY

Residents and stakeholders from the neighborhood consistently expressed concerns about safety and accessibility of the neighborhood's streets. The top priorities from community discussions include:

- Slow traffic speeds throughout the neighborhood, especially on 22nd, Dr. W. J. Hodge, and Oak streets, Broadway, and streets adjacent to the parks.
- Improve overall accessibility and safety. These comments focused on making it safer to cross the street, adding ADA-accessible ramps at corners, improving pedestrian lighting, and again slowing traffic.
- Improve access to public transportation. Physical improvements, from more seating to improving sidewalks, especially along 18<sup>th</sup> Street/Dixie Highway and Broadway.
- Address issues related to industrial traffic. Issues such as conflicts with truck routes and roadway damage were brought up on multiple occasions.

With these community priorities in mind, the mobility goals were created. Each goal statement is followed by detailed objectives to achieve those goals. Each objective was given short-, mid-, and long-term action items, to lay out a plan of action that can begin immediately to start achieving the community vision.

## GOAL STATEMENTS

**M1 Apply “Complete Streets” principles to improve the character, functionality and safety of neighborhood streets.**

**M2 “Calm” traffic within the neighborhood.**

**M3 Ensure safe and accessible bicycle and pedestrian travel throughout the neighborhood.**

**M4 Make transit a safe, reliable mobility option.**

**M5 Ensure safe and effective vehicular travel throughout the neighborhood.**

Recommendations Format:

**Goal Statement** —————● **M1**

**Objective** —————● **M1.1**

**Time Frame**/Action Item —————● **Short-Term** M1.1.A

## GLOSSARY

### Complete Street

Streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.

### Traffic Calming

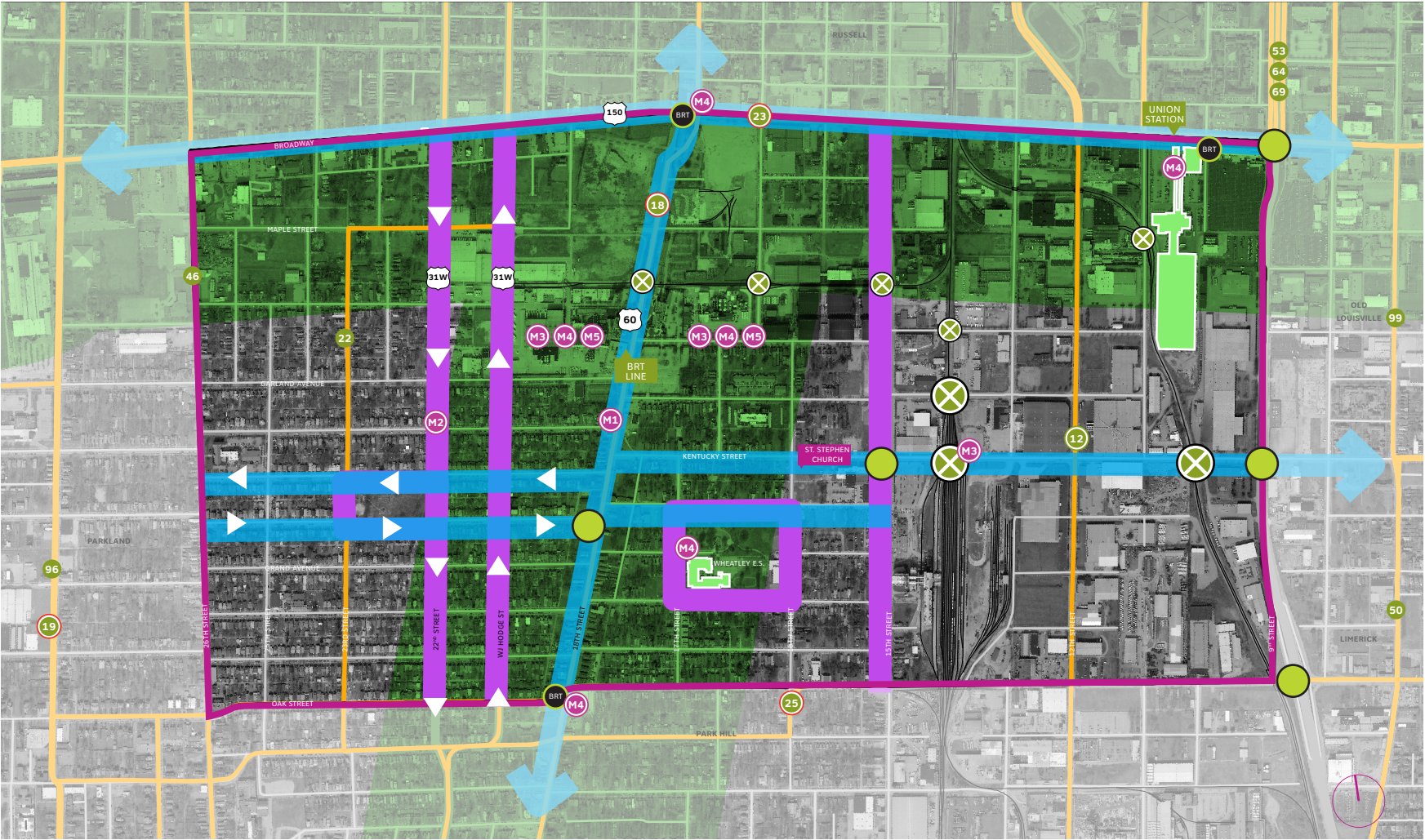
Designing a street in such a way that traffic, especially in residential areas, moves more slowly/cautiously.








### Pilot Project/Pop-up

A project that is intentionally short-term and uses low-cost materials to test an idea before making a much larger, more permanent investment.



MOBILITY OBJECTIVES



- |   |  |   |
|---|--|---|
|  HIGH FREQUENCY TARC ROUTE |  COMPLETE STREET  |  IMPROVED RAIL CROSSING  |
|  TARC ROUTE                |  TRAFFIC CALMING  |  INTERSECTION IMPROVEMENTS   |
|  ONE-WAY STREET            |  ENHANCED TRANSIT |  CONNECTIVITY/SAFETY PRIORITY ZONE<br>(1/4 MILE FROM MAJOR TRANSIT ROUTES 18/23) |

# MOBILITY ACTIONS

## Goal M1

*Apply “Complete Streets” principles to improve the character, functionality and safety of neighborhood streets.*

### OBJECTIVE M1.1

*Improve streetscape along Greenwood and Prentice Streets to strengthen connection between Victory Park and California Park, and Wheatley Elementary and 18<sup>th</sup> Street/Dixie Highway transit corridor.*

#### Short-term M1.1.A

Provide improvements to 18<sup>th</sup> Street/Dixie Highway and Greenwood transit stop, with signage and placemaking that raises awareness about the two parks and the programming they host. Install temporary signage along the route that advertises each park and their unique offerings.

#### Mid-term M1.1.B

Improve pedestrian access to each park along this route, including crosswalks, pedestrian lighting, and curb ramps.

#### Long-term M1.1.C

Permanent upgrades to streetscape, lighting and wayfinding strategy with small public space creation in the center at 18<sup>th</sup> Street/Dixie Highway as the central community node between the two key public spaces.

### OBJECTIVE M1.2

*Help transform Broadway into a safe, convenient, and effective multimodal “Complete Street.”*

#### Short-term M1.2.A

Work with neighborhood groups and business associations to identify residents and stakeholders who will participate in the Broadway master plan process.

### OBJECTIVE M1.3

*Support plans to develop 18<sup>th</sup> Street/Dixie Highway as a transit-oriented corridor through appropriate “Complete Streets” measures.*

#### Short-term M1.3.A

Work with neighborhood groups and business associations to identify residents and stakeholders to coordinate with local agencies on the implementation of improvements to Dixie Highway.

## Goal M2

*“Calm” traffic within the neighborhood.*

### OBJECTIVE M2.1

*Implement traffic calming project on 22nd and Dr. W. J. Hodge Street/21<sup>st</sup> Street.*

#### Short-term M2.1.A

Implement a week-long pilot study using road cones and temporary paint to increase pedestrian visibility at crossings, narrow lanes, and reduce turning radii to slow traffic speeds. Monitor and report back on results.

#### Mid-term M2.1.B

Implement a “paint and post” traffic calming project that formalizes parking, pedestrian crossings, and corner bump outs, and add stop signs at key crossings.

#### Long-term M2.1.C

Full build out of a more complete one-way pair street that helps balance freight, vehicular, pedestrian and other non-motorized transportation. Work to reduce speed limits within the neighborhood from 35 to 25 miles per hour.

### OBJECTIVE M2.2

*Implement general traffic calming measures in both the short- and long-term to improve safety for all users.*

### OBJECTIVE M2.3

*Implement traffic calming around Victory and California Parks.*



## MOBILITY CASE STUDIES



**Indianapolis Cultural Trail**  
Indianapolis, IN

### Sample Project, M3.1.B

**WHO:** Indianapolis Cultural Trail

**WHAT:** Crosswalks must be accessible, with special attention to both people using wheelchairs and wheeled mobility devices and people with no or low vision. Curb ramps must be provided at all street crossings that involve a change in grade. Do not obstruct the top of the curb ramp.

**LINK:** <https://nacto.org/publication/transit-street-design-guide/stations-stops/stop-design-factors/accessible-paths-slopes/>

Narrative Credit: NACTO

Image Credit: Marc Kassouf



**Better Block - Woodlawn Avenue**  
Louisville, KY

### Sample Project, M1.2

**WHO:** Center for Neighborhoods

**WHAT:** Residents engaged in a planning and tactical urbanism endeavor around re-imagining and re-energizing Woodlawn Avenue in the Beechmont neighborhood. They tested various interventions to the built environment that addressed traffic calming, pedestrian safety, and creating public space, as well as added programmatic activities that highlighted the positive attributes of the block. This resulted in increased investment and reputation for the block, and a continued engagement of residents to make the new interventions permanent.

**LINK:** <https://www.centerforneighborhoods.org/better-block>

Narrative Credit: Strong Towns

Image Credit: Center for Neighborhoods



# MOBILITY ACTIONS

## **Short-term** M2.3.A

Test and document pilot project improvements using road cones and temporary stop signs to provide stop movements at all four corners of Victory Park and to shorten pedestrian crossings with bump outs.

## **Mid-term** M2.3.B

Implement "paint and post" improvements at both Victory Park and California Park, including bump outs, new pedestrian crossings, and formalized parking areas.

## **Mid-term** M2.3.C

Implement improvements at West Saint Catherine and 16th Street at the California Community Center to improve pedestrian crossing and revitalize previous public artwork. Consider different, longer lasting materials for the artwork.

## **Long-term** M2.3.D

Implement permanent traffic calming measures.

## **Goal M3**

***Ensure safe and accessible bicycle and pedestrian travel throughout the neighborhood.***

## **OBJECTIVE M3.1**

*Improve internal neighborhood pedestrian safety and accessibility with a focus on the connectivity/safety priority zone (areas within 1/4 mile of major transit routes 18 and 23).*

## **Short-term** M3.1.A

Establish a citizen-driven working group to survey and geolocate issues related to pedestrian safety, speeding, need for lighting, etc.

## **Mid-term** M3.1.B

Construct critical accessibility and safety-related infrastructure. Implement semi-permanent "paint and post" improvements to address these issues.

## **Long-term** M3.1.C

Construct and implement curb ramp improvements, sidewalk repairs,

pedestrian crossings, pedestrian lighting, and new stop signs throughout the neighborhood.

## **OBJECTIVE M3.2**

*Improve uncontrolled rail crossings with a focus on bike/pedestrian safety.*

## **Short-term** M3.2.A

Add signage or painted warnings specifically geared toward cyclists and pedestrians at all uncontrolled at-grade rail crossings.

## **Mid-term** M3.2.B

Plan and design solutions for improved safety measures, including improvements to the pedestrian/bike pathways.

## **Goal M4**

***Make transit a safe, reliable mobility option.***

## **OBJECTIVE M4.1**

*Increase safe accessibility to public transit routes and bus stops.*

## **Short-term** M4.1.A

Evaluate locations of, and conditions at, existing bus stops, including sidewalks, lighting, ADA access, seating, and shelters.

## **Mid-term** M4.1.B

Prioritize and implement improvements.

## **OBJECTIVE M4.2**

*Enhance transit ridership experience along 18<sup>th</sup> Street/Dixie Highway and Broadway.*

## **Short-term** M4.2.A

Install new temporary bus stop seating, public art, signage, and shelters at stops with the highest ridership.

## **Mid-term** M4.2.B

Install permanent bus stop seating, public art, signage, and shelters at stops with the highest ridership.

# MOBILITY ACTIONS

## **Long-term** M4.2.C

Install seating and shelters at all bus stop locations.

## **OBJECTIVE M4.3**

*Make Union Station more of a community space and hub of public transportation.*

## **Short-term** M4.3.A

Pilot public space improvements in front of TARC at 10th and Broadway bus stop that adds seating and public space amenities, including information about TARC systems.

## **Mid-term** M4.3.B

Offer pop-up amenities like coffee trucks, food, etc. on specific dates to help activate the building and street frontage, bike share, scooter parking and more permanent landscape improvements.

## **OBJECTIVE M4.4**

*Update and improve TARC routes for commuting to employment centers and other work locations.*

## **Short-term** M4.4.A

Identify a neighborhood representative to serve on the TARC Comprehensive Operations Analysis and Long Range Plan advisory group.

## **Mid-term** M4.4.B

Utilize the TARC Comprehensive Operations Analysis to update routes, times, and stops to better serve residents using public transit to get to work.

## **Long-term** M4.4.C

Utilize the TARC Long Range Plan to implement new and creative public transit solutions to better serve residents using public transit.

## **Goal M5**

*Ensure safe and effective vehicular travel throughout the neighborhood.*

## **OBJECTIVE M5.1**

*Evaluate functionality of the existing roadway network within the neighborhood.*

## **Short-term** M5.1.A

Identify roadway ownership (Metro, KYTC) and maintenance responsibilities, and determine existing data relative to roadway levels of service, signal timing, one way/two way flow, etc.

## **Mid-term** M5.1.B

Assess existing data and make recommendations to improve the neighborhood roadway network.

## **OBJECTIVE M5.2**

*Discourage development that includes permanent street closures, dead end streets, or cul-de-sacs.*

## **OBJECTIVE M5.3**

*Mitigate the impacts of truck traffic within the neighborhood.*

## **Short-term** M5.3.A

Study truck traffic movements/routes throughout the neighborhood to identify conflicts.

## **Mid-term** M5.3.B

Identify and prioritize alternatives to mitigate identified truck traffic conflicts.

## **Mid-term** M5.3.C

Initiate temporary, low-cost improvements and/or management strategies to test and document the effectiveness of mitigation alternatives.

## **Long-term** M5.3.D

Implement permanent truck traffic mitigation measures.

## MOBILITY CASE STUDIES



**SmART stop**  
Louisville, KY

Sample Project, M4.1.A

**WHO:** Vision Russell

**WHAT:** This campaign aims at putting at least five artistic bus stops in the Russell neighborhood of Louisville. These bus stops will provide public art, shelter for bus riders, and improved neighborhood safety with extra lighting features.

**LINK:** <https://visionrussell.org/actiongrant/russell-smart-stops>

Narrative Credit: Big Blue Bus (BBB)

Image Credit: Lawrence Anderson



**West Market Street**  
Louisville, KY

Sample Project, M5.2.D

**WHO:** Louisville Metro Government

**WHAT:** Curb extensions visually and physically narrow the roadway, creating safer and shorter crossings for pedestrians while increasing the available space for street furniture, benches, plantings, and street trees. They may be implemented on downtown, neighborhood, and residential streets, large and small. Curb extensions have multiple applications and may be segmented into various sub-categories, ranging from traffic calming to bus bulbs and midblock crossings.

**LINK:** <https://www.greshamsmith.com/project/west-market-street-corridor-improvement-study-and-design/>

Narrative Credit: NACTO

Image Credit: Gresham Smith



## THE COMMUNITY VISION FOR THE ENVIRONMENT

Residents and stakeholders from the neighborhood consistently raised issues related to public health and local environmental quality. The top priorities from community discussions include:

- Addressing issues related to air quality, especially as it relates to industrial uses.
- Address longstanding issues of flooding.
- The need for healthy environments for all ages.

With these community priorities in mind, the environmental goals were created. Each goal statement is followed by detailed objectives to achieve those goals. Each objective was given short-, mid-, and long-term action items, to lay out a plan of action that can begin immediately to start achieving the community vision.

## GOAL STATEMENTS

- E1 Improve air quality and urban heat island effects within the neighborhood.**
- E2 Eliminate negative stormwater impacts throughout the neighborhood.**
- E3 Improve public health for all neighborhood residents.**

Recommendations Format:

**Goal Statement** ————— • **E1**

**Objective** ————— • **E1.1**

**Time Frame**/Action Item ————— • **Short-Term** E1.1.A

## GLOSSARY

### Urban Heat Island

An urban heat island occurs when a community experiences much warmer temperatures than nearby areas due to a large amount of paved surfaces and lack of trees.

### Stormwater

Rain water from a storm that flows off of streets, buildings, and other surfaces into drains and eventually into creeks and rivers.

### Impervious Surface

Any surface that doesn't allow water to drain through it, such as asphalt, concrete, etc.

### Tree Canopy

Tree canopy is the leafy part of the tree that offers shade and improves air quality.

### Brownfield

A former industrial or retail site where future use is affected by real or perceived environmental contamination.

## HOW CAN WE BEAUTIFY THE NEIGHBORHOOD & IMPROVE THE ENVIRONMENT?



De-pave underutilized expanses of paving to reduce the heat island effect and flooding.

Soften industrial character by setting back fencing and providing a green planting zone along the sidewalk.

Plant trees and landscaping to provide shade, reducing the heat island effect while creating a more inviting, shady and walkable community.

Allow for stormwater infiltration and provide opportunities for tree and landscape plantings.



# ENVIRONMENT ACTIONS

## Goal E1

**Improve air quality and urban heat island effects within the neighborhood.**

### OBJECTIVE E1.1

*Actively monitor, document, and report air quality and heat island issues, specifically focused around industrial district.*

#### Short-term E1.1.A

Identify potential threats to air quality within the neighborhood and document existing issues.

#### Mid-term E1.1.B

Pilot air quality study to measure and document high priority areas to report back and improve overall air quality.

#### Long-term E1.1.C

Implement air quality improvement plan.

## Goal E2

**Reduce negative stormwater impacts throughout the neighborhood.**

### OBJECTIVE E2.1

*Develop and implement strategies to reduce flooding in flood-prone areas.*

#### Short-term E2.1.A

Ensure that MSD has an accurate understanding of areas of frequent flooding, such as the underpass at 15th & Oak Streets and along Breckinridge Street between 15th and 17th Streets, to mitigate negative impacts to residents.

#### Short-term E2.1.B

Ensure that MSD maintains a regular, publicly-posted schedule for clearing storm drains of debris.

#### Short-term E2.1.C

Add trash cans near storm drains to prevent build-up of debris.

#### Short-term E2.1.D

Promote programs like the use of rain barrels, rain gardens, and other simple green infrastructure techniques in known stormwater problem areas.

#### Mid-term E2.1.E

Partner with corporate and industrial community to reduce overall imperviousness of underutilized sites. (Reference Brown-Forman as a case study/model for partnership).

#### Long-term E2.1.F

Develop a California neighborhood stormwater incentive pilot program which focuses on public private partnerships to reduce imperviousness and improve water quality/flooding issues.

## Goal E3

**Improve public health for all neighborhood residents.**

### OBJECTIVE E3.1

*Promote a healthy food culture by increasing access (i.e., increased access to community gardens).*

#### Short-term E3.1.A

Identify “Healthy Louisville 2025” recommendations that can be implemented within the neighborhood.

#### Long-term E3.1.B

Develop partnerships with local agencies and organizations to create a community co-op grocery store where residents can receive health and economic benefits.

## ENVIRONMENT CASE STUDIES



**Depave Program**  
**Portland, OR**

### Sample Project, E2.1.E

**WHO:** Depave Portland

**WHAT:** Depave promotes the transformation of over-paved places to overcome the social and environmental impacts of pavement. Depave engages communities and reconnects urban landscapes to nature by removing unnecessary asphalt and adding new landscape through action-oriented projects, education, advocacy and stewardship. These projects improve air quality, stormwater functions, reduce urban heat island and improve quality of place for residents.

**LINK:** <https://depave.org/work/>  
Narrative Credit: Depave  
Image Credit: The Habitat Network



# ENVIRONMENT ACTIONS

## OBJECTIVE E3.2

*Improve access to public health facilities to enhance the overall health of the community.*

### Short-term E3.2.A

Identify the range of health care service needs within the neighborhood and improve access to existing facilities, including downtown hospitals.

### Mid-term E3.2.B

Partner with outside organizations to encourage the addition of well-located health facilities, childcare centers, nursing homes, and after-school programs.

## OBJECTIVE E3.3

*Develop Science, Technology, Engineering, Art, and Mathematics (STEAM)-related programming focused on issues the neighborhood faces, such as urban heat island, stormwater runoff, tree canopy, and air quality.*

### Short-term E3.3.A

Partner with local environmental non-profits to develop educational materials for students.

### Mid-term E3.3.B

Develop interactive course work on-site at neighborhood schools and community centers to educate students about local ecology, climate change, and resiliency.

### Long-term E3.3.C

Implement interactive green infrastructure pilot project for students.

## OBJECTIVE E3.4

*Develop and implement strategies to mitigate negative effects of local manufacturing.*

### Short-term E3.4.A

Develop partnerships to regularly clean homes affected by “smut” growth.

### Mid-term E3.4.B

Develop alternatives for odor control related to sanitary sewer waste.

### Long-term E3.4.C

Develop initiatives to support development of green manufacturing facilities and practices.

## ENVIRONMENT CASE STUDIES



**The Neighborhood Co-Op Grocery**  
Carbondale, IL

### Sample Project, E3.1.B

**WHO:** The Co-Op

**WHAT:** The Co-op aims to serve the needs of our owners and patrons by providing wholesome foods economically in the cooperative tradition, in ways that best promote the health of the individual, the community, and the earth. The Co-op is here to do two things; cultivate community and provide meaningful goods and services to the region. This means we go beyond a traditional business model, putting more of an emphasis on taking care of the region that supports us.

**LINK:** <http://www.neighborhood.coop/about-us>

Narrative Credit: The Co-Op

Image Credit: The Co-Op/Tasting Table.net



**ECHO Project Jefferson Memorial Forest**  
Louisville, KY

### Sample Project, E3.1

**WHO:** The Louisville ECHO Project

**WHAT:** The Louisville ECHO ( Louisville is Engaging Children Outdoors) is an education program that focuses on engaging children in outdoor activities and education. The program is grant funded and managed by Jefferson Memorial Forrest and the Natural Areas Division of Louisville Parks and Recreation which seeks to improve equity of the outdoors recreation areas so all people may enjoy.

**LINK:** <https://louisvilleky.gov/government/jefferson-memorial-forest/louisville-echo>



## THE COMMUNITY VISION FOR PUBLIC SPACE

Residents and stakeholders from the neighborhood consistently voiced their love for the neighborhood's two key public spaces, Victory Park and California Park. When discussing public space, the community's largest priorities included:

- Preserving and enhancing the existing parks.
- The need for increased programming, especially for seniors and youth, with a focus on the Victory Park Lodge and California Community Center.
- Opportunities to create new public spaces on vacant lots, specifically related to the Maple Street vacant lots.

With these community priorities in mind, the public space goals were created. Each goal statement is followed by detailed objectives to achieve those goals. Each objective was given short-, mid-, and long-term action items, to lay out a plan of action that can begin immediately to start achieving the community vision.

## GOAL STATEMENTS

**PS1 Enhance and protect California Park and Victory Park as critical community assets.**

**PS2 Increase public open space throughout the neighborhood.**

Recommendations Format:

**Goal Statement** ————— • **PS1**

**Objective** ————— • **PS1.1**

**Time Frame/Action Item** ————— • **Short-Term PS1.1.A**

## GLOSSARY

### Wayfinding

Typically signs or markers that guide people through a place and enhance their understanding and experience.

### Pilot Project/Pop-up

A project that is intentionally short-term and uses low cost materials to test an idea before making a much larger, more permanent investment.

### Pocket Park

A small park accessible to the general public.

## HOW CAN WE REIMAGINE VACANT LAND AS PUBLIC SPACE?



Implement pocket park pilot projects on vacant land to test ideas and let neighborhood groups lead the process.

Incorporate different types of active play for a variety of young age groups.

Provide picnic tables or seating to attract passersby. Include shelters with a wide range of purposes to appeal to different areas within the neighborhood.

Plant trees to provide shade and create a comfortable environment during hot summer months.



# PUBLIC SPACE ACTIONS

## Goal PS1

*Enhance and protect California Park and Victory Park as critical community assets.*

### OBJECTIVE PS1.1

*Implement interactive/engaging wayfinding elements focused on the history of Victory Park/Olmsted Parks.*

#### Short-term PS1.1.A

Temporary signage and wayfinding elements that tell the stories of Olmsted and Victory Park and references Louisville's Olmsted Parks system.

#### Long-term PS1.1.B

Permanent signage and wayfinding elements that tell the story listed above.

### OBJECTIVE PS1.2

*Develop new communication strategy for programming at Victory Park Lodge and California Community Center.*

#### Short-term PS1.2.A

Implement pilot project for program communications by installing temporary signage that includes program times and sign-up info located at both parks, community nodes, and major transit stops.

#### Long-term PS1.2.B

Develop permanent interactive signage kiosks at each location.

### OBJECTIVE PS1.3

*Improve California Community Center, with a focus on making the space comfortable and inviting.*

#### Short-term PS1.3.A

Temporary installation of outdoor seating and public art to make the entrance to the community center a space where people can gather outside. Include pilot outdoor Wi-Fi extension.

#### Mid-term PS1.3.B

More permanent installation of California Community Center plaza to include seating, Wi-Fi, and programmable space.

#### Long-term PS1.3.C

Full-scale renovation of the community center as a major hub of community activity.

### OBJECTIVE PS1.4

*Organize team sports at the parks.*

#### Short-term PS1.4.A

Work with local agencies and organizations to coordinate team sports leagues at the parks.

#### Mid-term PS1.4.B

Partner with local institutions and corporate entities to sponsor leagues for most popular sports.

## Goal PS2

*Increase public open space throughout the neighborhood.*

### OBJECTIVE PS2.1

*Implement pocket park program focused on reduction of vacant property.*

#### Short-term PS2.1.A

Implement an "Adopt-a-Lot" program for vacant lots, distinctly focused on public outdoor spaces and public art.

#### Mid-term PS2.1.B

Implement pocket park pilot projects to test ideas and let ownership groups experience the process.

#### Long-term PS2.1.C

Create a neighborhood parks organization made up of community residents and local business partners that help fundraise, maintain, and program new neighborhood parks.

## PUBLIC SPACE CASE STUDIES

### OBJECTIVE PS2.2

*Coordinate with MSD and the Maple Street Park Champions Group to generate feedback and create momentum around community benefit for the Maple Street lots.*

#### Short-term PS2.2.A

Use this process to call attention to the California neighborhood, invigorate the process, and help garner attention for local and national fundraising opportunities.



#### Sample Project, PS1

**WHO:** Vision Russell

**WHAT:** The Lilypad is a project through Vision Russell that seeks to utilize vacant lots in the neighborhood and transition them into open air spaces with platforms, chairs, and benches. The space will allow residents to have another space to convene and feel safe. The first project will be located on 18th St and West Muhammad Ali Boulevard.

**LINK:** [https://www.wdrb.com/news/vacant-lot-in-west-louisville-transformed-into-the-lilypad/article\\_c2c0f697-2281-5826-bdef-e44f330a0f21.html](https://www.wdrb.com/news/vacant-lot-in-west-louisville-transformed-into-the-lilypad/article_c2c0f697-2281-5826-bdef-e44f330a0f21.html)



# THE VISION FOR COMMUNITY BUILDING

Residents and stakeholders from the neighborhood consistently voiced the need to unify the neighborhood’s strong organizations, institutions, and business community. When discussing ways to encourage a more unified neighborhood, the main concerns were:

- The need to beautify the neighborhood, including residential and industrial areas.
- Opportunities to tell unique stories of the neighborhood’s history.
- The need for a strong and unified residential and business community.
- Opportunities to have input on development plans and other efforts affecting the community.

With these community priorities in mind, the community building goals were created. Each goal statement is followed by detailed objectives to achieve those goals. Each objective was given short-, mid-, and long-term action items, to lay out a plan of action that can begin immediately to start achieving the community vision.

# GOAL STATEMENT

**CB1** Expand and enhance opportunities to bring the entire community together.

Recommendations Format:

- Goal Statement ————— • **CB1**
- Objective ————— • **CB1.1**
- Time Frame/Action Item ————— • **Short-Term** CB1.1.A

# GLOSSARY

**Community**  
Community in this project focuses on residents, but also includes property owners, employees of local businesses (big or small) and local institutions, leadership, and members.

**Public Art**  
Public art is often created in response to the place and community in which it resides. It often interprets the history of a place and its people, and may address a social or environmental issue.

# COMMUNITY BUILDING ACTIONS

## Goal CB1

*Expand and enhance opportunities to bring the entire community together.*

### OBJECTIVE CB1.1

*Develop and implement a Historic Neighborhood Tour – an interactive public engagement program that teaches the history of the neighborhood and elevates its sense of place.*

#### Short-term CB1.1.A

Implement temporary signage and a map of historic neighborhood sites. Begin by engaging long-term residents and documenting personal histories of the neighborhood.

#### Mid-term CB1.1.B

Train and engage community seniors and youth as tour guides.

#### Long-term CB1.1.C

Implement more permanent signage and wayfinding for the tour.

### OBJECTIVE CB1.2

*Create a collaborative business community.*

#### Short-term CB1.2.A

Support community efforts to form a strong business association to support current businesses and redevelopment, as well as help leverage and coordinate available funds.

#### Short-term CB1.2.B

Support programs and developers that encourage cooperative residential ownership and employee-owned businesses.

### OBJECTIVE CB1.3

*Create educational programming in partnership with area schools/universities tailored to neighborhood needs and interests.*

#### Short-term CB1.3.A

Provide high-quality educational opportunities outside of the traditional academic environment, utilizing the California Community Center.

### OBJECTIVE CB1.4

*Provide opportunities for learning and continued engagement for neighborhood improvement.*

#### Short-term CB1.4.A

Provide community engagement training for local partners to support continued partnership with local residents.

#### Mid-term CB1.4.B

Provide leadership development opportunities and support to neighborhood groups for continued engagement and self-management.

### OBJECTIVE CB1.5

*Strengthen neighborhood character and identity.*

#### Short-term CB1.5.A

Update and install new neighborhood gateway signage.

#### Short-term CB1.5.B

Identify willing partners with potential locations for art (large walls, open spaces, fence lines, etc.)

#### Mid-term CB1.5.C

Develop and implement a marketing plan for an enhanced neighborhood image.

#### Mid-term CB1.5.D

Pursue local and national grant funding for outdoor art and implement with community-focused design process.



## HOW CAN PUBLIC ART & STORY TELLING BUILD A SENSE OF COMMUNITY?



Great public art can elevate often overlooked spaces to key community attractions.

Find opportunities for public art that can act as a beacon to the community and tell the story of California.

Use low-tech methods in initial installations, like paint and stencils, to call out key community locations for historic or important storytelling points.

Storytelling themes, like "Made in California," can highlight the impact this community has on the world.



4

# RESPONSIBILITY MATRIX





## Goal LU1

**Eliminate vacant and abandoned properties throughout the neighborhood.**

|              | Action Items  | Responsible Community Members                                | Responsible Agencies | Time Frame |
|--------------|---|--|----------------------|------------|
| <b>LU1.1</b> | <b>Locate new development on underused or abandoned sites to restore the value of underutilized land.</b>   |  |                      |            |
| LU1.1.A      | Organize an Implementation Committee to advocate for the implementation of the Neighborhood Plan recommendations.   | Community Organizations                                      | Metro Councilperson  | Short-term |
| LU1.1.B      | Develop and implement an interim pilot project to reuse a vacant lot or vacant structure.   | Implementation Committee, Community Organizations            | Metro Agencies       | Mid-term   |
| LU1.1.C      | Develop a housing workgroup to identify parcels that are near foreclosure and adjacent to already publicly held land as part of an affordable and market-rate housing development strategy. | Implementation Committee, Community Development Institutions | Metro Agencies       | Long-term  |

## Goal LU2

**Use Form Districts and Zoning Districts to encourage appropriate development/redevelopment.**

|              | Action Items  | Responsible Community Members | Responsible Agencies                | Time Frame |
|--------------|---|-------------------------------|-------------------------------------|------------|
| <b>LU2.1</b> | <b>Modify Form Districts within the neighborhood to encourage community-focused uses and development patterns.</b>  |                               |                                     |            |
| LU2.1.A      | Initiate a Form District change to (see Form District exhibit on Page 42):<br><br><i>Place sites currently in the Traditional Workplace Form District that are immediately adjacent to Broadway into a Traditional Marketplace Corridor Form District to better support existing residential and workplace uses within the neighborhood.</i><br><br><i>Place sites currently in the Traditional Workplace Form District that are immediately adjacent to 18th Street into a Traditional Marketplace Corridor Form District to reframe the street as a mixed-use multi-modal corridor.</i> | Implementation Committee      | Metro Agencies, Metro Councilperson | Mid-term   |

*Place sites currently in the Traditional Workplace Form District that are near Maple Street and Midway Avenue into a Traditional Neighborhood Form District.*

*Place sites currently in the Traditional Workplace Form District that are near Maple and Anderson Streets into a Traditional Neighborhood Form District.*

- LU2.2** Initiate a community-driven detailed zoning analysis to determine properties that should be rezoned to preserve existing uses, such as single-family residential, and promote desired uses.

## Goal LU3

**Ensure a variety of housing options for existing and future residents that help prevent displacement of existing neighborhood residents.**

|              | Action Items   | Responsible Community Members                            | Responsible Agencies | Time Frame |
|--------------|--|--|----------------------|------------|
| <b>LU3.1</b> | <b>Encourage affordable housing strategies, with a focus on maintaining and enhancing existing housing stock to avoid displacement of current residents.</b>   |  |                      |            |
| LU3.1.A      | Establish a working group of affordable and market-rate housing developers who will collaborate with local agencies on developing strategies specifically targeted at vacant and abandoned properties. | Implementation Committee, Nonprofit Housing Institutions | Metro Agencies       | Short-term |
| LU3.1.B      | Support foreclosure counseling programs like those offered by local agencies and organizations.  | Community Development Institutions, Corporate Partners   |                      | Short-term |
| LU3.1.C      | Partner with local affordable housing institutions to provide public and private resources for homeowners to improve building conditions.  | Community Development Institutions, Corporate Partners   | Metro Agencies       | Short-term |
| LU3.1.D      | Support programs and initiatives that promote affordable homeownership for senior citizens.  | Nonprofit Housing Institutions                           | Metro Agencies       | Short-term |
| LU3.1.E      | Conduct physical inventory of residential structures to document any needed updates.   | Neighborhood Groups, Nonprofit Housing Institutions      | Metro Agencies       | Mid-term   |



|              |  |   |                                     |            |
|--------------|--|---|-------------------------------------|------------|
| <b>LU3.2</b> | <b>Encourage market-rate housing strategies to strengthen the neighborhood.</b>  |   |                                     |            |
| LU3.2.A      | Advocate for the implementation of recommendations contained in the Louisville Housing Needs Assessment.   | Implementation Committee  | Metro Agencies, Metro Councilperson | Mid-term   |
| <b>LU3.3</b> | <b>Encourage more control over transient housing, including short-term rentals.</b>  |   |                                     |            |
| LU3.3.A      | Work with Metro Council to review permitting or policy changes to address more equitable distribution and oversight of transient housing.  | Implementation Committee, Community Organizations                     | Metro Council, Metro Agencies       | Short-term |
| <b>LU3.4</b> | <b>Develop and implement strategies that enhance neighborhood cleanliness and maintenance.</b>   |   |                                     |            |
| LU3.4.A      | Develop and implement an “adopt a block” program for local partners to assist in neighborhood cleanups, plantings, and maintenance.  | Implementation Committee, Community Organizations, Corporate Partners | Metro Agencies                      | Short-term |
| LU3.4.B      | Develop and implement a fund for curb appeal grants for small improvements to residential properties.  | Implementation Committee, Community Organizations, Corporate Partners | Metro Agencies                      | Mid-term   |
| LU3.4.C      | Develop and implement targeted initiatives that focus on block-by-block transformation, which should include resident engagement and offer grants for beautification projects, partnerships with local agencies for maintenance/repairs, and grants to enhance appearance of residential properties. | Implementation Committee, Community Organizations, Corporate Partners | Metro Agencies                      | Long-term  |

**Goal LU4*****Provide adequate and appropriate land uses to support neighborhood quality of life.***

|              | <b>Action Items</b>  | <b>Responsible Community Members</b>                              | <b>Responsible Agencies</b>         | <b>Time Frame</b> |
|--------------|--|---|-------------------------------------|-------------------|
| <b>LU4.1</b> | <b>Encourage specific neighborhood-oriented services and mixed uses within residential districts, especially on corner lots at key intersections.</b>            |   |                                     |                   |
| LU4.1.A      | Develop a pilot pop-up/temporary activation of a neighborhood storefront that allows local entrepreneurs to set up shop, test ideas, and activate vacant spaces. | Implementation Committee, Neighborhood Groups, Corporate Partners | Metro Agencies                      | Short-term        |
| LU4.1.B      | Partner with local institutions and corporate stakeholders to develop permanent storefront spaces.   | Implementation Committee, Neighborhood Groups, Corporate Partners | Metro Agencies                      | Long-term         |
| <b>LU4.2</b> | <b>Encourage neighborhood-oriented mixed-use development along the 18th Street/Dixie Highway transit corridor.</b>   |   |                                     |                   |
| LU4.2.A      | Pop-up market spaces at key bus rapid transit (BRT) stops to test small strategic commercial interventions, with a focus on community/neighborhood needs.        | Community Organizations, Neighborhood Groups                      | Metro Agencies, Metro Councilperson | Short-term        |
| <b>LU4.3</b> | <b>Encourage transit-oriented development at key transition nodes and more intense mixed-use development along Broadway.</b>                                     |   |                                     |                   |
| LU4.3.A      | Develop pilot project focused on activating vacant or underutilized lots along Broadway, with a focus on high frequency transit stop locations.                  | Community Organizations, Neighborhood Groups                      | Metro Agencies, Metro Councilperson | Short-term        |
| <b>LU4.4</b> | <b>Understand and support growth plans for existing businesses and institutions that are consistent with the vision of the neighborhood.</b>                     |   |                                     |                   |
| LU4.4.A      | Review relevant growth plans and evaluate them for consistency with neighborhood vision and goals.   | Implementation Committee  | Metro Agencies, Metro Councilperson | Short-term        |



## Goal LU5

### *Increase employment opportunities.*

|              | Action Items   | Responsible Community Members   | Responsible Agencies                | Time Frame |
|--------------|--|---|-------------------------------------|------------|
| <b>LU5.1</b> | <b>Partner existing institutions with the California / Victory Park business community to promote local job opportunities and opportunity for economic growth.</b>   |   |                                     |            |
| LU5.1.A      | Develop communication strategy with community groups to provide access to information about hiring needs and training opportunities.   | Implementation Committee, Corporate Partners                          | Metro Agencies, Metro Councilperson | Mid-term   |
| LU5.1.B      | Implement pilot job training program, in partnership with local institutions, that develops and implements job training for identified high-demand positions and makes those opportunities available to California residents through the local communications network. | Corporate Partners, Community Organizations, Educational Institutions | Metro Agencies                      | Long-term  |
| LU5.1.C      | Recognize the area between 9th and 15th Streets as an employment center. Encourage new development and redevelopment that promotes local job opportunities, focusing on existing vacant and underutilized properties as identified in the exhibit on Page 41.          | Implementation Committee, Community Organizations, Corporate Partners | Metro Agencies                      | Long-term  |

**Goal M1**

**Apply "Complete Streets" principles to improve the character, functionality and safety of neighborhood streets.**

|             | <b>Action Items</b>   | <b>Responsible Community Members</b>   | <b>Responsible Agencies</b>         | <b>Time Frame</b> |
|-------------|---|--|-------------------------------------|-------------------|
| <b>M1.1</b> | <b>Improve streetscape along Greenwood and Prentice Streets to strengthen connection between Victory Park and California Park, and Wheatley Elementary and 18th Street/Dixie Highway transit corridor.</b>  |  |                                     |                   |
| M1.1.A      | Provide improvements to 18th Street/Dixie Highway and Greenwood transit stop, with signage and placemaking that raises awareness about the two parks and the programming they host. Install temporary signage along the route that advertises each park and their unique offerings. | Implementation Committee, Neighborhood Groups, Corporate Partners                          | TARC, Metro Agencies                | Short-term        |
| M1.1.B      | Improve pedestrian access to each park along this route, including crosswalks, pedestrian lighting, and curb ramps.   | Implementation Committee, Neighborhood Groups  | Metro Agencies, Metro Councilperson | Mid-term          |
| M1.1.C      | Permanent upgrades to streetscape, lighting and wayfinding strategy with small public space creation in the center at 18th Street/Dixie Highway as the central community node between the two key public spaces.  | Implementation Committee, Neighborhood Groups  | Metro Agencies, Metro Councilperson | Long-term         |
| <b>M1.2</b> | <b>Help transform Broadway into a safe, convenient, and effective multimodal "Complete Street."</b>   |  |                                     |                   |
| M1.2.A      | Work with neighborhood groups and business associations to identify residents and stakeholders who will participate in the Broadway master plan process.  | Implementation Committee, Neighborhood Groups, Corporate Partners                          | Metro Agencies, TARC                | Short-term        |
| <b>M1.3</b> | <b>Support plans to develop 18th Street/Dixie Highway as a transit-oriented corridor through appropriate "Complete Streets" measures.</b>   |  |                                     |                   |
| M1.3.A      | Work with neighborhood groups and business associations to identify residents and stakeholders to coordinate with local agencies on the implementation of improvements to Dixie Highway.  | Implementation Committee, Neighborhood Groups, Community Organizations, Corporate Partners | Metro Agencies, TARC                | Short-term        |

## Goal M2

### "Calm" traffic within the neighborhood.

|             | Action Items   | Responsible Community Members                 | Responsible Agencies                      | Time Frame |
|-------------|--|---|---|------------|
| <b>M2.1</b> | <b>Implement traffic calming project on 22nd and Dr. W. J. Hodge Street/21st Street.</b>   |   |   |            |
| M2.1.A      | Implement a week-long pilot study using road cones and temporary paint to increase pedestrian visibility at crossings, narrow lanes, and reduce turning radii to slow traffic speeds. Monitor and report back on results.              | Implementation Committee, Neighborhood Groups | Metro Agencies, KYTC, Metro Councilperson | Short-term |
| M2.1.B      | Implement a "paint and post" traffic calming project that formalizes parking, pedestrian crossings, and corner bump outs, and add stop signs at key crossings.   | Implementation Committee, Neighborhood Groups | Metro Agencies, KYTC, Metro Councilperson | Mid-term   |
| M2.1.C      | Full build out of a more complete one-way pair street that helps balance freight, vehicular, pedestrian and other non-motorized transportation. Work to reduce speed limits within the neighborhood from 35 to 25 miles per hour.      | Implementation Committee, Neighborhood Groups | Metro Agencies, KYTC                      | Long-term  |
| <b>M2.2</b> | <b>Implement general traffic calming measures in both the short- and long-term to improve safety for all users.</b>  |   |   |            |
| <b>M2.3</b> | <b>Implement traffic calming around Victory and California Parks.</b>  |   |   |            |
| M2.3.A      | Test and document pilot project improvements using road cones and temporary stop signs to provide stop movements at all four corners of Victory Park and to shorten pedestrian crossings with bump outs.                               | Implementation Committee, Neighborhood Groups | Metro Agencies, TARC, Metro Councilperson | Short-term |
| M2.3.B      | Implement "paint and post" improvements at both Victory Park and California Park, including bump outs, new pedestrian crossings, and formalized parking areas.   | Implementation Committee, Neighborhood Groups | Metro Agencies, TARC, Metro Councilperson | Mid-term   |
| M2.3.C      | Implement improvements at West Saint Catherine and 16th Street at the California Community Center to improve pedestrian crossing and revitalize previous public artwork. Consider different, longer lasting materials for the artwork. | Implementation Committee, Neighborhood Groups | Metro Agencies, TARC, Metro Councilperson | Mid-term   |
| M2.3.D      | Implement permanent traffic calming measures.  | Implementation Committee, Neighborhood Groups | Metro Agencies, TARC                      | Long-term  |



**Goal M3*****Ensure safe and accessible bicycle and pedestrian travel throughout the neighborhood.***

|             | <b>Action Items</b>   | <b>Responsible Community Members</b>                              | <b>Responsible Agencies</b>               | <b>Time Frame</b> |
|-------------|---|---|---|-------------------|
| <b>M3.1</b> | <b>Improve internal neighborhood pedestrian safety and accessibility with a focus on the connectivity/safety priority zone (areas within 1/4 mile of major transit routes 18 and 23.)</b> |   |   |                   |
| M3.1.A      | Establish a citizen-driven working group to survey and geolocate issues related to pedestrian safety, speeding, need for lighting, etc.   | Implementation Committee, Neighborhood Groups, Corporate Partners | Metro Agencies, TARC, Metro Councilperson | Short-term        |
| M3.1.B      | Construct critical accessibility and safety-related infrastructure. Implement semi-permanent "paint and post" improvements to address these issues.                                       | Implementation Committee, Neighborhood Groups, Corporate Partners | Metro Agencies, TARC, Metro Councilperson | Mid-term          |
| M3.1.C      | Construct and implement curb ramp improvements, sidewalk repairs, pedestrian crossings, pedestrian lighting, and new stop signs throughout the neighborhood.                              | Implementation Committee, Neighborhood Groups, Corporate Partners | Metro Agencies, TARC                      | Long-term         |
| <b>M3.2</b> | <b>Improve uncontrolled rail crossings with a focus on bike/pedestrian safety.</b>  |   |   |                   |
| M3.2.A      | Add signage or painted warnings specifically geared toward cyclists and pedestrians at all uncontrolled at-grade rail crossings.  | Implementation Committee, Neighborhood Groups, Corporate Partners | Metro Agencies, Metro Councilperson       | Short-term        |
| M3.2.B      | Plan and design solutions for improved safety measurements, including improvements to the pedestrian/bike pathways.   | Implementation Committee, Neighborhood Groups, Corporate Partners | Metro Agencies, Metro Councilperson       | Mid-term          |

## Goal M4

### *Make transit a safe, reliable mobility option.*

|             | Action Items  | Responsible Community Members                                     | Responsible Agencies                      | Time Frame |
|-------------|---|---|---|------------|
| <b>M4.1</b> | <b>Increase safe accessibility to public transit routes and bus stops.</b>  |   |   |            |
| M4.1.A      | Evaluate locations of, and conditions at, existing bus stops, including sidewalks, lighting, ADA access, seating, and shelters.   | Implementation Committee, Neighborhood Groups, Corporate Partners | TARC, Metro Councilperson                 | Short-term |
| M4.1.B      | Prioritize and implement improvements.  | Implementation Committee, Neighborhood Groups, Corporate Partners | TARC                                      | Mid-term   |
| <b>M4.2</b> | <b>Enhance transit ridership experience along 18th Street/Dixie Highway and Broadway.</b>   |   |   |            |
| M4.2.A      | Install new temporary bus stop seating, public art, signage, and shelters where feasible at stops with the highest ridership.   | Implementation Committee, Neighborhood Groups, Corporate Partners | Metro Agencies, TARC, Metro Councilperson | Short-term |
| M4.2.B      | Install permanent bus stop seating, public art, signage, and shelters at stops with the highest ridership.  | Implementation Committee, Neighborhood Groups, Corporate Partners | Metro Agencies, TARC, Metro Councilperson | Mid-term   |
| M4.2.C      | Install seating and shelters at all bus stop locations.   | Implementation Committee, Neighborhood Groups, Corporate Partners | TARC                                      | Long-term  |
| <b>M4.3</b> | <b>Make Union Station more of a community space and hub of public transportation.</b>   |   |   |            |
| M4.3.A      | Pilot public space improvements in front of TARC at 10th and Broadway bus stop that adds seating and public space amenities, including information about TARC systems.                            | Implementation Committee  | Metro Agencies, TARC                      | Short-term |
| M4.3.B      | Offer pop-up amenities like coffee trucks, food, etc. on specific dates to help activate the building and street frontage, bike share, scooter parking and more permanent landscape improvements. | Implementation Committee  | Metro Agencies, TARC                      | Mid-term   |

|             |  |   |      |            |
|-------------|--|---|------|------------|
| <b>M4.4</b> | <b>Update and improve TARC routes for commuting to employment centers and other work locations.</b>  |   |      |            |
| M4.4.A      | Identify a neighborhood representative to serve on the TARC Comprehensive Operations Analysis and Long Range Plan advisory group.                    | Implementation Committee  | TARC | Short-term |
| M4.4.B      | Utilize the TARC Comprehensive Operations Analysis to update routes, times, and stops to better serve residents using public transit to get to work. | Implementation Committee, Neighborhood Groups, Corporate Partners | TARC | Mid-term   |
| M4.4.C      | Utilize the TARC Long Range Plan to implement new and creative public transit solutions to better serve residents using public transit.              | Implementation Committee, Neighborhood Groups, Corporate Partners | TARC | Long-term  |

## Goal M5

**Ensure safe and effective vehicular travel throughout the neighborhood.**

|             | <b>Action Items</b>   | <b>Responsible Community Members</b>          | <b>Responsible Agencies</b>         | <b>Time Frame</b> |
|-------------|---|---|-------------------------------------|-------------------|
| <b>M5.1</b> | <b>Evaluate functionality of the existing roadway network within the neighborhood.</b>  |   |                                     |                   |
| M5.1.A      | Identify roadway ownership (Metro, KYTC) and maintenance responsibilities, and determine existing data relative to roadway levels of service, signal timing, one way/two way flow, etc. | Implementation Committee                      | Metro Agencies, KYTC                | Short-term        |
| M5.1.B      | Assess existing data and make recommendations to improve the neighborhood roadway network.  | Implementation Committee                      | Metro Agencies, KYTC                | Mid-term          |
| <b>M5.2</b> | <b>Discourage development that includes permanent street closures, dead end streets, or cul-de-sacs.</b>  |   |                                     |                   |
| <b>M5.3</b> | <b>Mitigate the impacts of truck traffic within the neighborhood.</b>   |   |                                     |                   |
| M5.3.A      | Study truck traffic movements/routes throughout the neighborhood to identify conflicts.   | Implementation Committee, Neighborhood Groups | Metro Agencies, Metro Councilperson | Short-term        |
| M5.3.B      | Identify and prioritize alternatives to mitigate identified truck traffic conflicts.  | Implementation Committee, Neighborhood Groups | Metro Agencies, Metro Councilperson | Mid-term          |
| M5.3.C      | Initiate temporary, low-cost improvements and/or management strategies to test and document the effectiveness of mitigation alternatives.   | Implementation Committee, Neighborhood Groups | Metro Agencies, Metro Councilperson | Mid-term          |
| M5.3.D      | Implement permanent truck traffic mitigation measures.  | Implementation Committee, Neighborhood Groups | Metro Agencies, Metro Councilperson | Long-term         |



**Goal E1*****Improve air quality and urban heat island effects within the neighborhood.***

|             | <b>Action Items</b>  | <b>Responsible Community Members</b>                                  | <b>Responsible Agencies</b> | <b>Time Frame</b> |
|-------------|--|---|-----------------------------|-------------------|
| <b>E1.1</b> | <b>Actively monitor, document, and report air quality and heat island issues, specifically focused around industrial district.</b> |   |                             |                   |
| E1.1.A      | Identify potential threats to air quality within the neighborhood and document existing issues.                                    | Implementation Committee, Corporate Partners                          | Metro Agencies              | Short-term        |
| E1.1.B      | Pilot air quality study to measure and document high priority areas to report back and improve overall air quality.                | Implementation Committee, Corporate Partners                          | Metro Agencies              | Mid-term          |
| E1.1.C      | Implement air quality improvement plan.  | Implementation Committee, Community Organizations, Corporate Partners | Metro Agencies              | Long-term         |

**Goal E2*****Reduce negative stormwater impacts throughout the neighborhood.***

|             | <b>Action Items</b>  | <b>Responsible Community Members</b>                              | <b>Responsible Agencies</b> | <b>Time Frame</b> |
|-------------|--|---|-----------------------------|-------------------|
| <b>E2.1</b> | <b>Develop and implement strategies to reduce flooding in flood-prone areas.</b>   |   |                             |                   |
| E2.1.A      | Ensure that MSD has an accurate understanding of areas of frequent flooding, such as the underpass at 15th & Oak Streets and along Breckinridge Street between 15th and 17th Streets, to mitigate negative impacts to residents. | Implementation Committee  | MSD                         | Short-term        |
| E2.1.B      | Ensure that MSD maintains a regular, publicly-posted schedule for clearing storm drains of debris.   | Implementation Committee  | MSD                         | Short-term        |
| E2.1.C      | Add trash cans near storm drains to prevent build-up of debris.  | Implementation Committee  | Metro Councilperson         | Short-term        |
| E2.1.D      | Promote programs like the use of rain barrels, rain gardens, and other simple green infrastructure techniques in known stormwater problem areas.   | Implementation Committee, Neighborhood Groups, Corporate Partners | MSD, Metro Agencies         | Short-term        |
| E2.1.E      | Partner with corporate and industrial community to reduce overall imperviousness of underutilized sites. (Reference Brown-Forman as a case study/model for partnership).   | Implementation Committee, Neighborhood Groups, Corporate Partners | MSD, Metro Agencies         | Mid-term          |

E2.1.F Develop a California neighborhood stormwater incentive pilot program which focuses on public private partnerships to reduce imperviousness and improve water quality/flooding issues.

Implementation Committee,  
Neighborhood Groups, Corporate  
Partners

MSD, Metro Agencies

Long-term

## Goal E3

*Improve public health for all neighborhood residents.*

|             | Action Items  | Responsible Community Members  | Responsible Agencies | Time Frame |
|-------------|---|--|----------------------|------------|
| <b>E3.1</b> | <b>Promote a healthy food culture by increasing access (i.e., increased access to community gardens).</b>   |  |                      |            |
| E3.1.A      | Identify “Healthy Louisville 2025” recommendations that can be implemented within the neighborhood.   | Implementation Committee,<br>Neighborhood Groups                             | Metro Agencies       | Short-term |
| E3.1.B      | Develop partnerships with local agencies and organizations to create a community co-op grocery store where residents can receive health and economic benefits.  | Implementation Committee,<br>Neighborhood Groups, Community<br>Organizations | Metro Agencies       | Long-term  |
| <b>E3.2</b> | <b>Improve access to public health facilities to enhance the overall health of the community.</b>   |  |                      |            |
| E3.2.A      | Identify the range of health care service needs within the neighborhood and improve access to existing facilities, including downtown hospitals.  | Implementation Committee,<br>Neighborhood Groups                             | Metro Agencies       | Short-term |
| E3.2.B      | Partner with outside organizations to encourage the addition of well-located health facilities, childcare centers, nursing homes, and after-school programs.  | Implementation Committee,<br>Neighborhood Groups, Corporate<br>Partners      | Metro Agencies       | Mid-term   |
| <b>E3.3</b> | <b>Develop Science, Technology, Engineering, Art, and Mathematics (STEAM)-related programming focused on issues the neighborhood faces, such as urban heat island, stormwater runoff, tree canopy, and air quality.</b> |  |                      |            |
| E3.3.A      | Partner with local environmental non-profits to develop educational materials for students.   | Implementation Committee,<br>Neighborhood Groups                             | JCPS, Metro Agencies | Short-term |

|             |  |   |                      |            |
|-------------|--|---|----------------------|------------|
| E3.3.B      | Develop interactive course work on-site at neighborhood schools and community centers to educate students about local ecology, climate change, and resiliency. | Implementation Committee, Neighborhood Groups                     | JCPS, Metro Agencies | Mid-term   |
| E3.3.C      | Implement interactive green infrastructure pilot project for students.   | Implementation Committee, Neighborhood Groups                     | JCPS, Metro Agencies | Long-term  |
| <b>E3.4</b> | <b>Develop and implement strategies to mitigate negative effects of local manufacturing.</b>   |   |                      |            |
| E3.4.A      | Develop partnerships to regularly clean homes affected by “smut” growth.   | Implementation Committee, Neighborhood Groups, Corporate Partners | Metro Agencies       | Short-term |
| E3.4.B      | Develop alternatives for odor control related to sanitary sewer waste.   | Implementation Committee, Neighborhood Groups, Corporate Partners | MSD                  | Mid-term   |
| E3.4.C      | Develop initiatives to support development of green manufacturing facilities and practices.  | Implementation Committee, Neighborhood Groups, Corporate Partners | Metro Agencies       | Long-term  |



**Goal PS1*****Enhance and protect California Park and Victory Park as critical community assets.***

|              | <b>Action Items</b>  | <b>Responsible Community Members</b>   | <b>Responsible Agencies</b> | <b>Time Frame</b> |
|--------------|--|--|-----------------------------|-------------------|
| <b>PS1.1</b> | <b>Implement interactive/engaging wayfinding elements focused on the history of Victory Park/Olmsted Parks.</b>  |  |                             |                   |
| PS1.1.A      | Temporary signage and wayfinding elements that tell the stories of Olmsted and Victory Park and references Louisville's Olmsted Parks system.  | Implementation Committee, Nonprofit Organizations, Olmsted Parks Conservancy                     | Metro Agencies              | Short-term        |
| PS1.1.B      | Permanent signage and wayfinding elements that tell the story listed above.  | Implementation Committee, Nonprofit Organizations, Olmsted Parks Conservancy, Corporate Partners | Metro Agencies              | Long-term         |
| <b>PS1.2</b> | <b>Develop new communication strategy for programming at Victory Park Lodge and California Community Center.</b>   |  |                             |                   |
| PS1.2.A      | Implement pilot project for program communications by installing temporary signage that includes program times and sign-up info located at both parks, community nodes, and major transit stops. | Implementation Committee, Neighborhood Groups, Olmsted Parks Conservancy                         | Metro Agencies              | Short-term        |
| PS1.2.B      | Develop permanent interactive signage kiosks at each location.   | Implementation Committee, Neighborhood Groups, Olmsted Parks Conservancy                         | Metro Agencies              | Long-term         |
| <b>PS1.3</b> | <b>Improve California Community Center, with a focus on making the space comfortable and inviting.</b>   |  |                             |                   |
| PS1.3.A      | Temporary installation of outdoor seating and public art to make the entrance to the community center a space where people can gather outside. Include pilot outdoor Wi-Fi extension.            | Implementation Committee, Neighborhood Groups, Nonprofit Organizations                           | Metro Agencies              | Short-term        |
| PS1.3.B      | More permanent installation of California Community Center plaza to include seating, Wi-Fi, and programmable space.  | Implementation Committee, Neighborhood Groups, Nonprofit Organizations                           | Metro Agencies              | Mid-term          |
| PS1.3.C      | Full-scale renovation of California Community Center as a major hub of community activity.   | Implementation Committee, Neighborhood Groups, Nonprofit Organizations                           | Metro Agencies              | Long-term         |

|              |  |  |                                     |            |
|--------------|--|--|-------------------------------------|------------|
| <b>PS1.4</b> | <b>Organize team sports at the parks.</b>  |  |                                     |            |
| PS1.4.A      | Work with local agencies and organizations to coordinate team sports leagues at the parks.         | Implementation Committee, Neighborhood Groups, Community Organizations, Corporate Partners | Metro Agencies, Metro Councilperson | Short-term |
| PS1.4.B      | Partner with local institutions and corporate entities to sponsor leagues for most popular sports. | Implementation Committee, Neighborhood Groups, Community Organizations, Corporate Partners | Metro Agencies, Metro Councilperson | Mid-term   |

## Goal PS2

### *Increase public open space throughout the neighborhood.*

|              | Action Items   | Responsible Community Members  | Responsible Agencies                | Time Frame |
|--------------|--|--|-------------------------------------|------------|
| <b>PS2.1</b> | <b>Implement pocket park program focused on reduction of vacant property.</b>  |  |                                     |            |
| PS2.1.A      | Implement an "Adopt-a-Lot" program for vacant lots, distinctly focused on public outdoor spaces and public art.  | Implementation Committee, Neighborhood Groups, Nonprofit Organizations, Corporate Partners | Metro Agencies, Metro Councilperson | Short-term |
| PS2.1.B      | Implement pocket park pilot projects to test ideas and let ownership groups experience the process.  | Implementation Committee, Neighborhood Groups, Nonprofit Organizations, Corporate Partners | Metro Agencies, Metro Councilperson | Mid-term   |
| PS2.1.C      | Create a neighborhood parks organization made up of community residents and local business partners that help fundraise, maintain, and program new neighborhood parks. | Implementation Committee, Neighborhood Groups, Nonprofit Organizations, Corporate Partners | Metro Agencies, Metro Councilperson | Long-term  |
| <b>PS2.2</b> | <b>Coordinate with MSD and the Maple Street Park Champions Group to generate feedback and create momentum around community benefit for the Maple Street lots.</b>      |  |                                     |            |
| PS2.2.A      | Use this process to call attention to the California neighborhood, invigorate the process, and help garner attention for local and national fundraising opportunities. | Implementation Committee   | MSD, Metro Agencies                 | Short-term |

**Goal CB1*****Expand and enhance opportunities to bring the entire community together.***

|              | <b>Action Items</b>  | <b>Responsible Community Members</b>                                   | <b>Responsible Agencies</b> | <b>Time Frame</b> |
|--------------|--|--|-----------------------------|-------------------|
| <b>CB1.1</b> | <b>Develop and implement a Historic Neighborhood Tour – an interactive public engagement program that teaches the history of the neighborhood and elevates its sense of place.</b> |  |                             |                   |
| CB1.1.A      | Implement temporary signage and a map of historic neighborhood sites. Begin by engaging long-term residents and documenting personal histories of the neighborhood.                | Implementation Committee, Neighborhood Groups, Community Organizations | Metro Agencies              | Short-term        |
| CB1.1.B      | Train and engage community seniors and youth as tour guides.   | Implementation Committee, Neighborhood Groups, Community Organizations | Metro Agencies              | Mid-term          |
| CB1.1.C      | Implement more permanent signage and wayfinding for the tour.  | Implementation Committee, Neighborhood Groups, Community Organizations | Metro Agencies              | Long-term         |
| <b>CB1.2</b> | <b>Create a collaborative business community.</b>  |  |                             |                   |
| CB1.2.A      | Support community efforts to form a strong business association to support current businesses and redevelopment, as well as help leverage and coordinate available funds.          | Implementation Committee, Neighborhood Groups, Community Organizations | Metro Agencies              | Short-term        |
| CB1.2.B      | Support programs and developers that encourage cooperative residential ownership and employee-owned businesses.  | Implementation Committee, Neighborhood Groups, Community Organizations | Metro Agencies              | Short-term        |
| <b>CB1.3</b> | <b>Create educational programming in partnership with area schools/universities tailored to neighborhood needs and interests.</b>  |  |                             |                   |
| CB1.3.A      | Provide high-quality educational opportunities outside of the traditional academic environment, utilizing the California Community Center.   | Implementation Committee, Neighborhood Groups, Community Organizations | JCPS, Metro Agencies        | Short-term        |



|              |   |  |                                     |            |
|--------------|---|--|-------------------------------------|------------|
| <b>CB1.4</b> | <b>Provide opportunities for learning and continued engagement for neighborhood improvement.</b>                              |  |                                     |            |
| CB1.4.A      | Provide community engagement training for local partners to support continued partnership with local residents.               | Implementation Committee, Neighborhood Groups, Community Organizations, Corporate Partners | Metro Councilperson                 | Short-term |
| CB1.4.B      | Provide leadership development opportunities and support to neighborhood groups for continued engagement and self-management. | Implementation Committee, Neighborhood Groups, Community Organizations, Corporate Partners | Metro Councilperson                 | Mid-term   |
| <b>CB1.5</b> | <b>Strengthen neighborhood character and identity.</b>  |  |                                     |            |
| CB1.5.A      | Update and install new neighborhood gateway signage.  | Implementation Committee, Neighborhood Groups  | Metro Councilperson, Metro Agencies | Short-term |
| CB1.5.B      | Identify willing partners with potential locations for art (large walls, open spaces, fence lines, etc.)                      | Implementation Committee, Neighborhood Groups, Arts Organizations, Local Businesses        | Metro Councilperson, Metro Agencies | Short-term |
| CB1.5.C      | Develop and implement a marketing plan for an enhanced neighborhood image.  | Implementation Committee, Neighborhood Groups, Community Organizations, Corporate Partners | Metro Councilperson                 | Mid-term   |
| CB1.5.D      | Pursue local and national grant funding for outdoor art and implement with community-focused design process.                  | Implementation Committee, Neighborhood Groups, Arts Organizations, Community Organizations | Metro Councilperson, Metro Agencies | Mid-term   |



**Gresham Smith**

Genuine Ingenuity