Russell Neighborhood Association Meeting

January 22, 2018
What is Choice?

Choice Planning Grant

$425,000 Grant awarded in Jan 2015
Two-year planning and community engagement process, Vision Russell

**Purpose:**
To develop a community-endorsed, implementable, and financially feasible Transformation Plan for Russell.

**Deliverable:**
Vision Russell Transformation Plan for Beecher Terrace
What is Choice?

Action Grant

$1,000,000 Grant awarded in July 2016
Implementation of “actionable activities” within focus area

Purpose:
To fund physical improvements, community development, or economic development projects in the Russell neighborhood.

Deliverables:
SmART Stops, Neighborhood Gateways, Vacant Lot and Sheppard Park Improvements
What is Choice?

Implementation Grant

$29,500,000  Grant awarded in December 2016
Seven-year implementation of Vision Russell Transformation Plan

Purpose:
To further the select goals of Russell’s Transformation Plan in accordance with the Choice Neighborhoods program.

Deliverables:
Vibrant, sustainable, mixed-use, mixed income, multi-generational development.
Where is it happening?
Two-Year Outreach and Planning Process

- Task Force Meetings
- Coordinating Committee Meetings
- Beecher Terrace Resident Meetings
- Community Meetings
- Faith-Based Community Meetings
- Kitchen & Community Conversations
- Neighborhood Tours
- Design Workshops
- Beecher Terrace & Russell Resident Surveys
- Stakeholder Interviews
- Business surveys
CAPTURING the PAST...

...CULTIVATING the FUTURE
Vision Russell Project Overview

• People
• Housing
• Education
• Neighborhood
Summary of Russell Transformation Plan Goals:

A. IMPROVE EDUCATIONAL OUTCOMES
Goal A.1: Russell children enter kindergarten ready to learn.
Goal A.2: Russell school age children are proficient in core academic subjects, and graduate high school college or career ready.

B. IMPROVE HEALTH AND SAFETY
Goal B.1: Residents enjoy good health and strong sense of well-being.
Goal B.2: Russell’s built environment supports health and safety.

C. CREATE STRONG RETAIL/SERVICE CENTERS AND EXPAND ECONOMIC OPPORTUNITY FOR ALL
Goal C.1: Russell residents are financially secure.
Goal C.2: Existing Russell businesses are encouraged to stay and grow, and new commercial activities are drawn to the area to further stimulate growth.

D. INCREASE THE AVAILABILITY OF HIGH QUALITY, MIXED-INCOME HOUSING
Goal D.1: Beecher Terrace replacement housing is located in vibrant, sustainable, mixed-income communities that serve as catalysts for new investment.
Goal D.2: Russell offers a variety of high-quality, affordable and market-rate homeownership and rental housing opportunities.

E. IMPROVE COMMUNITY CONNECTIVITY
Goal E.1: Russell residents are engaged in their community, civic life, and connected to resources.
Goal E.2: Residents have safe and convenient multi-modal transportation options to access services, amenities and jobs.
Goal E.3: Russell residents have the skills, tools, and ability to access and use modern technology and the internet.
### Executive Summary Implementation Table

<table>
<thead>
<tr>
<th>Goal A.1: Russell children enter kindergarten ready to learn.</th>
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<tbody>
<tr>
<td><strong>Objective 1.b:</strong> Parents and Caregivers have the tools to foster positive biological, psychological, and emotional experiences that optimize early childhood development</td>
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<tr>
<td><strong>Strategies</strong></td>
<td><strong>Metrics</strong></td>
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<td>Design Russell’s built environment to foster learning (Wifi, access to playgrounds, informational signage, learning trails, using buses and bus shelters to enhance learning.)</td>
<td>Increase the number of neighborhood amenities that foster a positive learning environment by twenty.</td>
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<th>Goal B.1: Residents enjoy good health and a strong sense of well-being.</th>
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<td><strong>Objective B.1.d:</strong> All development activities and policies result in positive impacts to health.</td>
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<td>Conduct community health impact assessments to ensure that all development activities and policies adopted in the Vision Russell Transformation Plan result in positive impacts to health.</td>
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<th>Goal B.2: Russell’s built environment supports health and safety</th>
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<td><strong>Objective B.2.a:</strong> Russell’s physical environment is attractive, safe, and promotes active living.</td>
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<td>Conduct health impact assessments for new construction and significant rehab projects.</td>
<td>Completion of Old Walnut Park</td>
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<td>Improved Old Walnut Park as a central wellness amenity; expand and upgrade Baxter Community Center.</td>
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<td>Improve and reestablish historic elements into Russell’s Olmsted Parks (Baxter Square and Elliot Square).</td>
<td>Completion of Baxter Square Park</td>
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<td>Install new and renewed public spaces for recreation and gathering.</td>
<td>Number of new public spaces recreational and gathering spaces</td>
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<td>Establish Mayor’s Miles walking routes throughout Russell.</td>
<td>Number of new blocks with Complete Streets improvements in Russell</td>
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<td>Expand “Complete Streets” in the neighborhood. <em>All new streets created during the redevelopment of Beecher Terrace will be Complete Streets.</em></td>
<td>LMG Public Works</td>
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<td>Address safety issues that deter outdoor activity and use of public transportation through additional community policing activities, elimination of vacant and underutilized properties, lot maintenance programs, CPTED principles, etc.</td>
<td>Decrease in Part I crimes and other types of crime.</td>
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<td>Create recreational path network and expanded bike network along identified corridors.</td>
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**Goal C.2:** Existing Russell businesses are encouraged to stay and grow, and new commercial activities are drawn to the area to further stimulate growth.

**Objective C.2.a:** Encourage existing commercial and non-profit enterprises to stay and grow.

**Objective C.2.b:** Foster new commercial and non-profit enterprises.

| Strategies | Metrics | Lead Agency | Timeframe | Leverage Resources |
| Identify appropriate spaces for targeted businesses; prioritize LCCC/Old Walnut Street Development as an existing location with potential to create 150-200 new jobs. | Number of new jobs created | LCCC | Long Term |
| Integrate neighborhood-serving, ground-floor use opportunities into Beecher Terrace site plan (retail, office, social service providers, co-working spaces, etc.). | Square feet of occupied commercial space. | LMHA and/or its Developer, Louisville Forward | Medium Term | CNI Implementation Grant and Leverage |
| Support the development of a cultural arts district on Muhammad Ali Blvd. between 6th to 18th Streets. | Number of new art based amenities created on Muhammad Ali Blvd. | LCCC, KY Center for African American Arts, University of Louisville | Medium/Long Term | CNI Implementation Grant, CNI Action Grant |
| Establish Mayor’s Miles walking routes throughout Russell. | | | | |
| Expand “Complete Streets” in the neighborhood. *All new streets created during the redevelopment of Beecher Terrace will be Complete Streets.* | Number of new blocks with Complete Streets improvements in Russell | LMPHW | Medium Term | LMG Funds |
| Address safety issues that deter outdoor activity and use of public transportation through additional community policing activities, elimination of vacant and underutilized properties, lot maintenance programs, CPTED principles, etc. | Decrease in Part I crimes and other types of crime. | LMPD, Vacant and Public Property Administration | Short/Medium Term | LMG Funds, CDBG Funds, CNI Action Grant Funds, Submit Byrne Grant in February 2017 |
| Create recreational path network and expanded bike network along identified corridors. | | LMG | Long Term |
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Increase CONNECTIVITY

Gigabit Experience Center / eCommerce Business Incubator

Building Our Blocks

Bus Rapid Transit & High-Frequency Routes

Complete Streets Reimagine 9th Street
Playgrounds and parks - new and existing

‘Lots’ of Possibilities

Coding at the Beech

Kentucky Center for African American Heritage
Create RETAIL and SERVICE CENTERS

Enhancing existing retail nodes

Chef Space tenants

Sweet Peaches Owner Pamela Haines

18th & Muhammad Ali Blvd.
Improve HEALTH

Vacant Lot Re-Use

Serving our seniors

Active Recreation

Fresh Stop – fresh local produce

Complete Streets - Jefferson Street
Preserve and Develop HOUSING

- Historic renovation
- Infill housing
- Home improvements
Providing a diversity of housing types

2-3 fl. Townhouse walk-up

5-6 fl. Apartments with elevator

6-8 fl. Apartments with elevator

3-4 fl. Walk-ups

5 fl. Mixed-use

Well-planned courtyards
Beecher Terrace Today -
Not meeting the needs of the residents

- Need modern housing units
- Inadequate Community Center
- Doesn’t feel safe
- Disconnected from downtown + jobs
- Need better park/recreation facilities
- Disconnected from Russell
- Limited neighborhood services
- Lacks identity

Preserve and Develop HOUSING
Preserve and Develop HOUSING

Beecher Terrace Tomorrow - Designed FOR and BY Residents

- Quiet Neighborhood streets
- "Greener" more trees and green spaces
- Improved connectivity throughout the site
- Environmentally sustainable design
- Better connectivity with downtown
- New park and recreation facilities
- Pools and water features
- Playgrounds and activity areas
- Rich diversity of housing options
- Mixed-use/Retail
- 55+ Housing with retail

55+ Housing (w/ some retail)
Mixed-use (residential over retail)
Community/institutional
Parks, recreation, & stormwater management
RUSSELL CNI Governance Structure

**Louisville Metro Housing Authority**
(Lead Applicant)

**Louisville Metro Government**
(Co-Applicant)

**Implementation Team**
- **Lead:** Louisville Metro Housing Authority
- **Housing:** McCormack Baron Salazar
- **Arts and Cultural District:** LCCC
- **Neighborhood:** Louisville Metro Government / Louisville Forward
- **People:** Urban Strategies
- **Education:** Jefferson County Public Schools

**Neighborhood Organization**
Russell Neighborhood Association

**Coordinating Committee**
Russell Residents, Partners and Community Stakeholders

**Service Provider Network**
Urban Strategies, JCPS, Supportive Services Organizations, Universities
CNI Implementation Grant Components

- People
- Housing
- Neighborhood
BEECHER TERRACE RESIDENTS
• Case Management Services
• Referrals to Other Supportive Services
• Relocation and Mobility Counseling

RUSSELL RESIDENTS
• Supportive Services
ON-SITE HOUSING REDEVELOPMENT
• 5 Rental Phases and 1 Homeownership Phase
• 620 Mixed-Income Rental Units – 172 Market, 132 Affordable, 316 Replacement
• 20 Homeownership Units
• Multi-generational, Energy Efficient, Amenity Rich Community
• Ali Arts and Cultural Corridor Plans in Development

OFF-SITE HOUSING DEVELOPMENT AND ACQUISITIONS
• 442 Replacement Units in Mixed-Income Communities
• Located in Neighborhoods of Opportunity or in Russell
Beecher On-site Housing Redevelopment Plan

3 Phases of Rental Housing Currently Under Development
Aerial Perspective of Beecher Redevelopment Phases I through III
CRITICAL COMMUNITY IMPROVEMENTS (CCIs)

• Village at W. Jefferson (Molo)
• Quinn Chapel (YMCA & LMG)
• Old Walnut Business Plaza (LCCC)
• 18th Street Corridor (LMG)
• Smart City Framework

OTHER NEIGHBORHOOD NEEDS

• Baxter Community Center Renovation & Expansion
• Baxter Square Park Improvements
• Porter Site/Relocated Old Walnut Park & New Commercial/Retail Center
Critical Community Improvements

Village at W. Jefferson

Quinn Chapel Stabilization
Critical Community Improvements

Old Walnut Campus

Interior of Old Walnut Business Plaza

18th St. Corridor
Progress

- Sheppard Park Sprayground
- Produce Park Public Orchard
- Blacksmith Iron Works (Opportunity Zone Project)
- SmART Stops
- Lily Pad Public Outdoor Kitchen on Former Vacant Lot
- Numerous Public Art Installations
- Pop-Up Miniature Golf
- Russell Neighborhood Health Center (Under Construction)
- The Housing Partnership Vacant Factory Rehab (Under Construction)
- Beecher Terrace Phase 1 Groundbreaking (Early Spring 2019)
Progress
Next Steps and Upcoming Events

- Coordinating Committee Meeting(s)
  - Who else should be involved

- Transformation Plan Addendum
  - What has changed since the Transformation Plan was completed?

- Community Input – What’s Missing?
  - Strengths, Weaknesses, Opportunities, Threats
  - Preserve, Add, Remove, Keep Out
Questions and Feedback
Thank You!