# THE NEW WEST LOUDE CONON CONON

AN INNOVATIVE, COMMUNITY-LED PLAN FOR THE FUTURE

**JAN 04 24** 



#### FOREWORD.

Imagine uninvested neighborhoods being redesigned by their residents in such a forward-thinking manner that people from other neighborhoods want to visit, live, shop, and work there. Imagine as part of the redesign, a movement around social justice, equity, and quality of life emerges that moves an entire city.

There is no need to imagine. This redesign and movement are happening in West Louisville and are creating a new economy and new pathways for generations of residents to meet and exceed their fullest potential. This movement is rooted in honoring the past, yet defining the future. A 22nd century future for all to marvel.

Remediation of this project's first phase is already underway. Detailed designs have been completed, tax credits have been secured and our team is expecting to break ground in 2024.

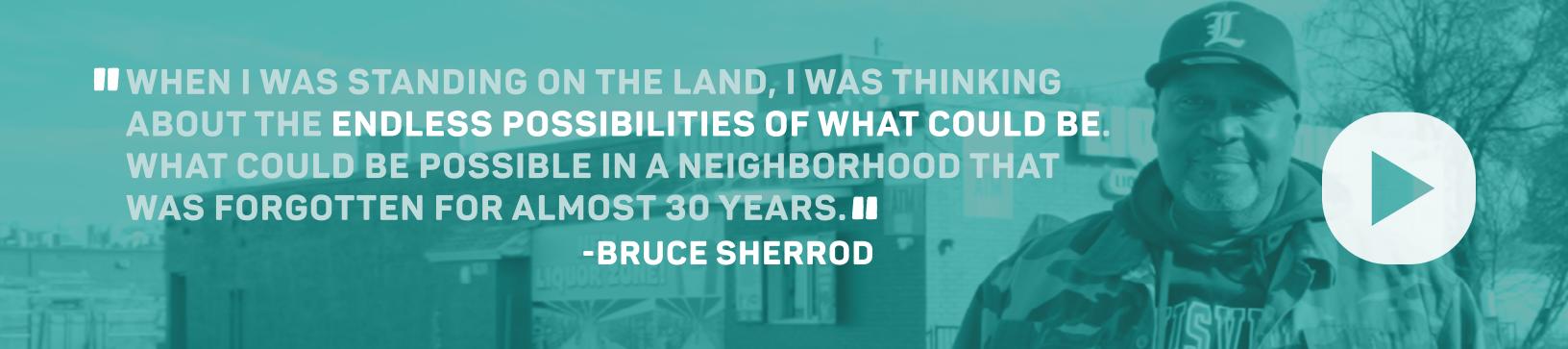
But we aren't stopping there.

We have plans to begin building and activating public spaces right away. Partnerships with for-profit and community anchor tenants are being formed. And most importantly, the ground work of community leadership, engagement, and inclusion is already set.

As you flip through these pages, imagine joining us as a partner in this effort to re-shape a critical part of our city. Sure, this is a great investment opportunity; but it's something more than that. It is the beginning of a story about collaboration, resilience and culture. Join us as we invest in quality of life and economic empowerment of the Park Hill and Algonquin neighborhoods.

# ABOUT PARK HILL / ALGONQUIN COMMUNITY OF OPPORTUNITY TRANSFORMATION

West Louisville community members are informing neighborhood development and redeveloping the 17-acre site of the former Rhodia chemical plant into a culturally rich, socially just, environmentally restorative live, work and play destination.



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Mix It Up



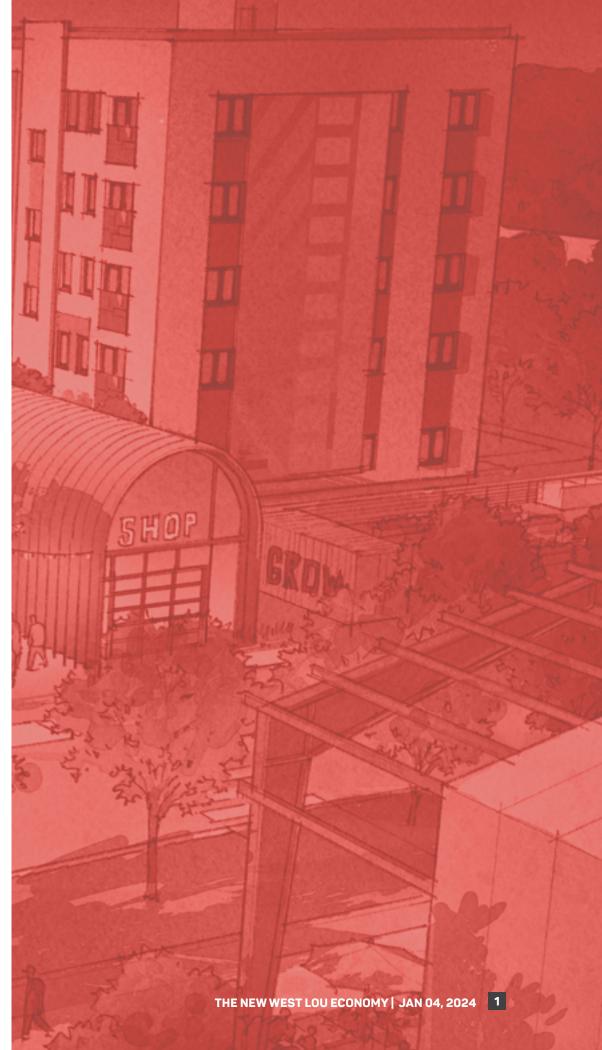
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XRE:LAND GROUP VE/O YARD & COMPANY



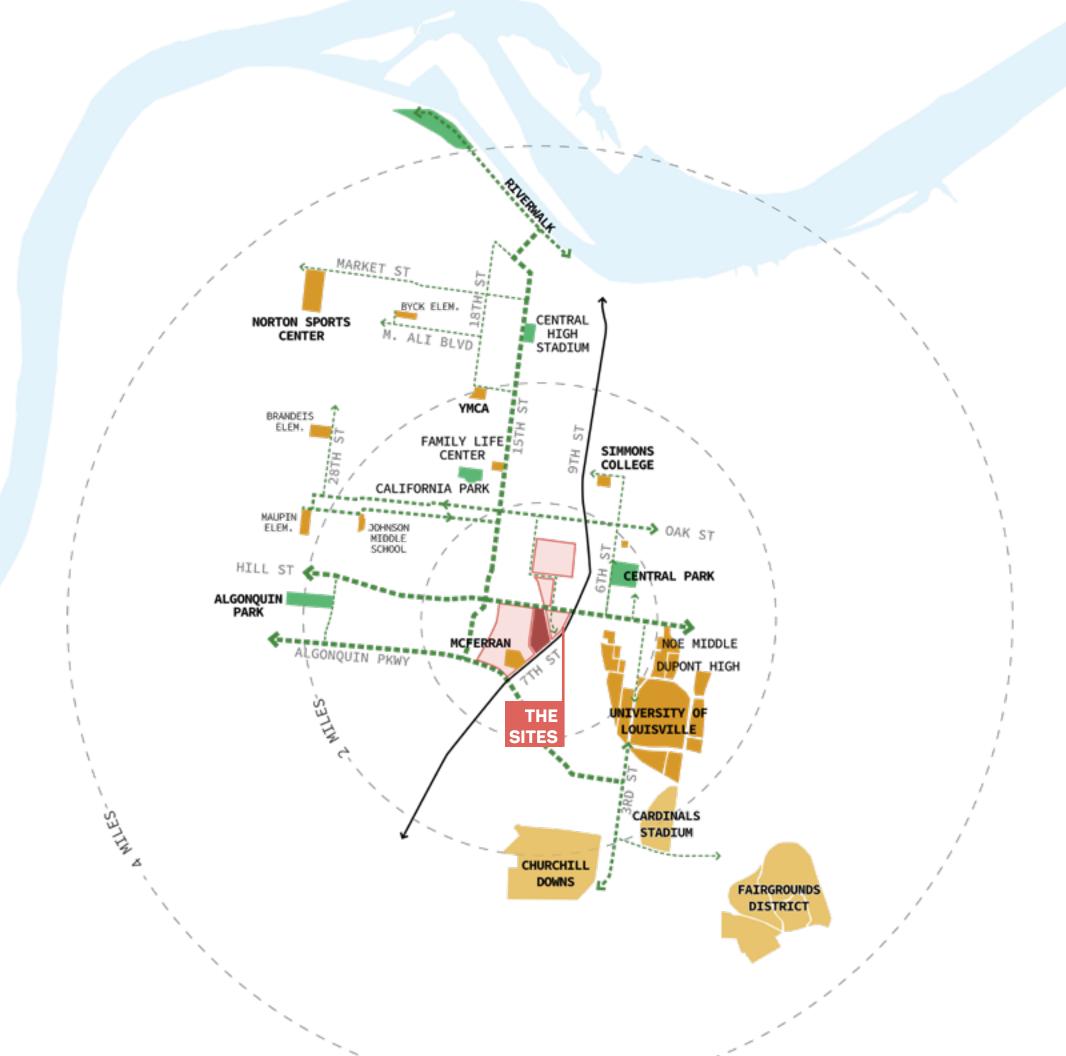




"THIS IS A DESTINATION OF **TOURISM, A PLACE WHERE PEOPLE WANT TO VISIT & EXPERIENCE CULTURE"** -JIM BECKETT

#### THE SITES.

The 66 acres of land (the Sites) are situated in close proximity to some of the region's most important assets. While most would consider the Sites as part of 'West Louisville' the land is in fact at the center of key cultural, recreational and educational institutions for the region. Major city arterials come adjacent to or near the site and provide an ease of access. Over time these connections will need to be improved for all users to ensure enhanced connectivity. Key gateways to the Site will also need to be invested in to help create a better sense of arrival.



"I'M EXCITED FOR THE **FUTURE OF IT. I REALLY AM."** -RENA MALONE

#### **EXISTING** CONDITIONS.

The Sites are bounded by distinctly unique edges. To the north is West Hill Street, a heavily trafficked east to west arterial for the city. To the east and west are active rail lines. South 7th Street, a fourlane auto-oriented connection borders the lower section of the Site; and to the west is South 11th Street, one of the best opportunities for a true neighborhood mixed use and multi-modal street. This street includes the only historic structure on the Sites, the Jones-Dabney Company Lab building that will be renovated as part of the first phase of redevelopment.

Additionally, there is a large green space bounded by 11th, 12th and Hill that could become a much needed public lawn for the community. In the center of it all is Parkway Place, a housing development that is in need of reinvestment.



"I THINK IT'S ALL AN **OPPORTUNITY TO REVITALIZE** THE COMMUNITY & ACTUALLY SHOW THE PEOPLE IN THE **COMMUNITY THAT WE REALLY CARE ABOUT WHAT GOES ON."** -SHAWN MUCKER

#### **WE'VEALREADY** STARTED.

In 2023 a full design team was formed to complete final designs for the northern quadrant of the Site as part of an effort to apply for low-income housing tax credits (LIHTC). The mixed-use and multi-family housing program was designed alongside the COAB team with particular attention paid to the personalities of the public spaces and the retail that would front them. In the early Fall of 2023 the Kentucky Housing Corporation announced that over \$31 million in LIHTC was allocated to the project. This puts phase one of the project on track for a 2024 ground breaking.











While the process of redeveloping the entire Site may take several years, this does not have to mean that bringing people, energy and vitality to and around the Site has to wait.

The community has waited long enough and can begin building community spaces, enhancing quality of life and testing demand for amenities now.

## TAKE IT TO THE STREETS.

The Site's history as an industrial use with large loading docks and heavy machinery led, over time, to wide streets designed for large automobiles and not people. This leave behind has led to streets that are over-engineered for today's uses and are unsafe for the families that call the area home.

Closing 11th Street between Hill Street and 12th Street allows for a new multi-use public space to be created, all while shrinking 12th Street into a traditionally designed two-lane street with expanded space for pedestrians and cyclists. These street reconfigurations also create an opportunity for a new pedestrian crossing adjacent to the Jones-Dabney Company Lab building that can be installed by local artists.

This level of semi-permanent activation not only creates immediate civic gathering space, it can also be used to incubate and recruit permanent retailers and inform the personalities and operational strategies of future public spaces. These materials are also mobile and after 2-3 years this activation should move and begin informing strategies and hosting gatherings adjacent to future phases as they are financed and built.

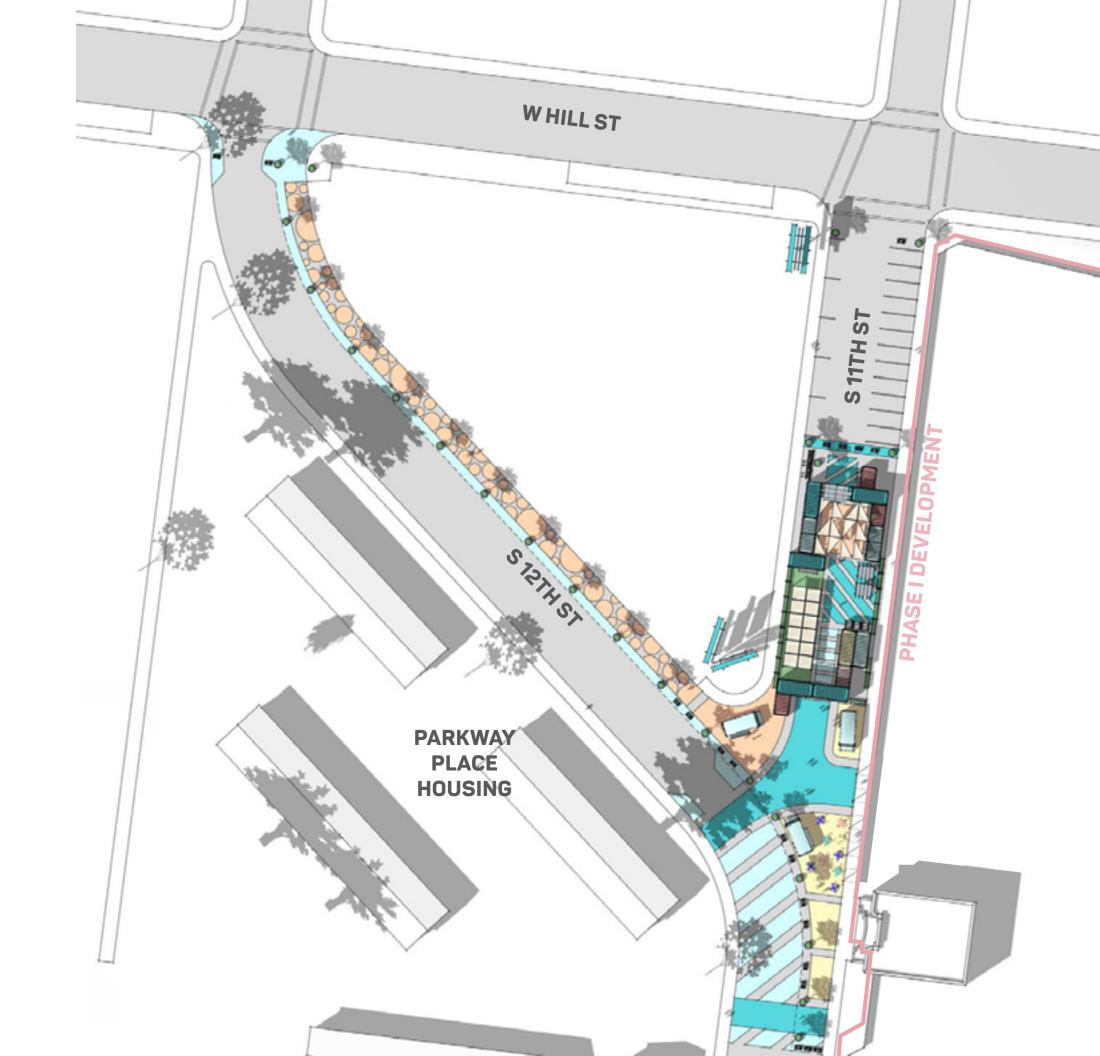


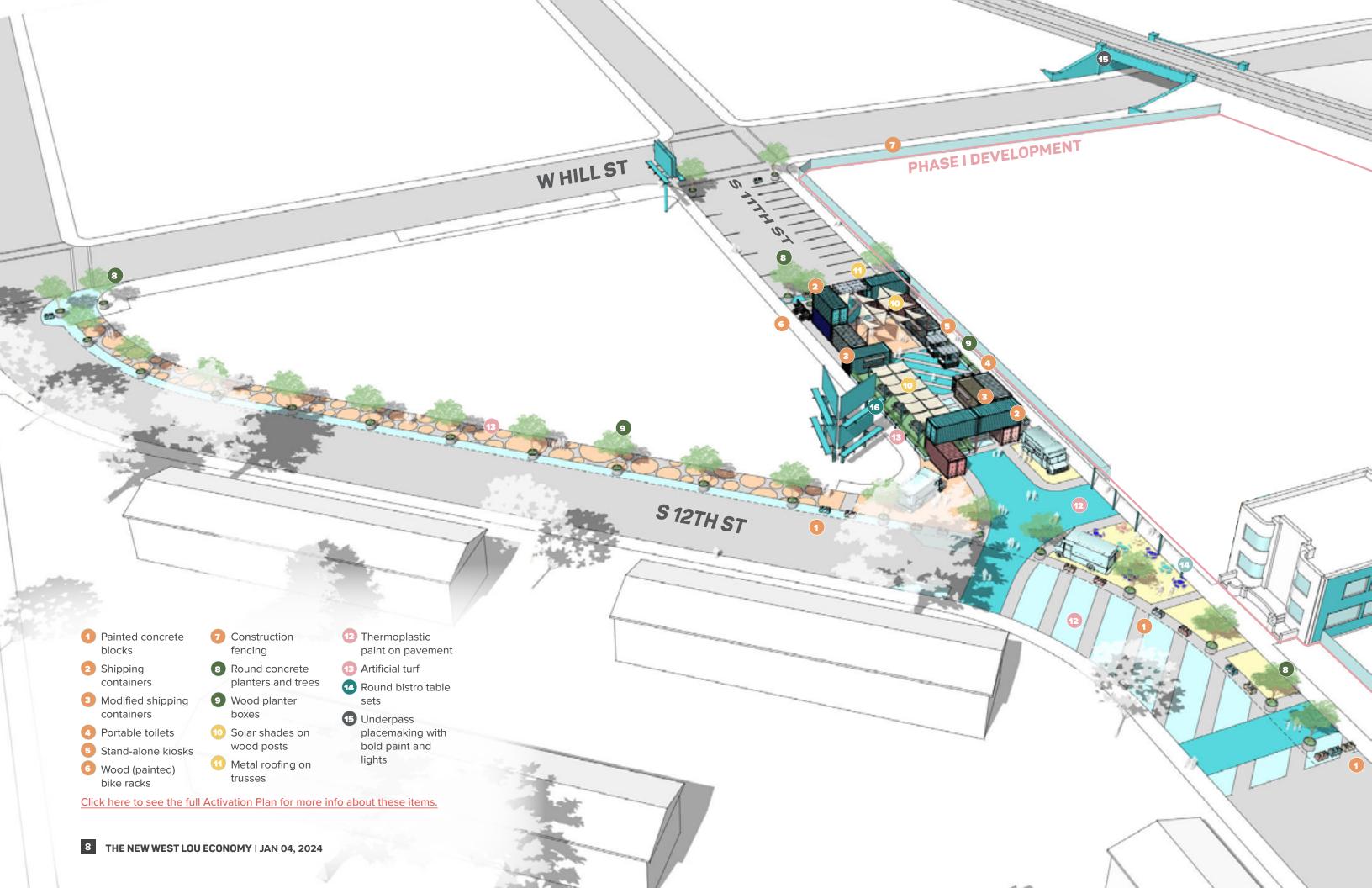
#### **UPCOMING** STREET **ACTIVATION.**

The new public space along a closed 11th Street is designed to have multiple spaces for dining, shopping, outdoor recreation, artistic activities and much more. Shipping containers are used to create borders and gateways, while also being used as retail and food/beverage bays that can be occupied by local entrepreneurs.

A mix of shade sails and potted trees lining the streets create much needed protection from the sun, while a mix of Astroturf and ground paint help cool the concrete when temperatures are high. An amphitheater and stage will be installed in the side yard of the James-Dabney Company Lab building, creating a small venue for local artists and musicians.

This space, while tucked away, is connected to the rest of the spaces through painted trails, outdoor seating and two food truck pads. It will also be important to activate construction fencing around the site to highlight and market the community and the ongoing activation. This, paired with the activation of the Hill Street underpass, will help both advertise the programming and also highlight the pedestrian connections to the eastern neighborhoods.





"I'M EXCITED ABOUT **EVERYTHING THAT'S GOING** ON. I WANT TO SEE THE **DEVELOPMENT FROM THE BEGINNING TO THE END & BE** LIKE, YES, I CONTRIBUTED" -SHAWN MUCKER

#### THE CO/OP.

The takeover and reconfiguration of 11th St. is an opportunity to create a cultural destination that highlights the diversity and vibrations of West Louisville as an asset. As such, the space(s) should be designed and operated by residents. This resident-led approach to operations will help to create opportunities for entrepreneurship, jobs, wealth building and more.

To ensure this inclusive approach a co-op model of operations has been proposed. This cooperative approach will enable residents to have ownership over the materials, programming schedule, tenant recruitment, public art decisions and much more. Residents will be able to obtain membership through sweat or financial equity.

















The COAB team and Re:Land have a clear set of values and philosophies for what the future holds for Park Hill and Algonquin neighborhoods. That said, commercial, educational, housing strategies and relevant partners are still coming together.

This plan lays out a mix of redevelopment options for Site A and B that align with established values and can be matched with the different opportunities available for investment.

This creates an adaptable strategy for reinvestment that invites new partners to become integrated. The approach assumes a limit to the amount of land available and builds value over time as more pieces are put together. This ensures the project is generating vibrancy and choices for the community; all while never budging on the north star of quality of place and economic empowerment for residents.

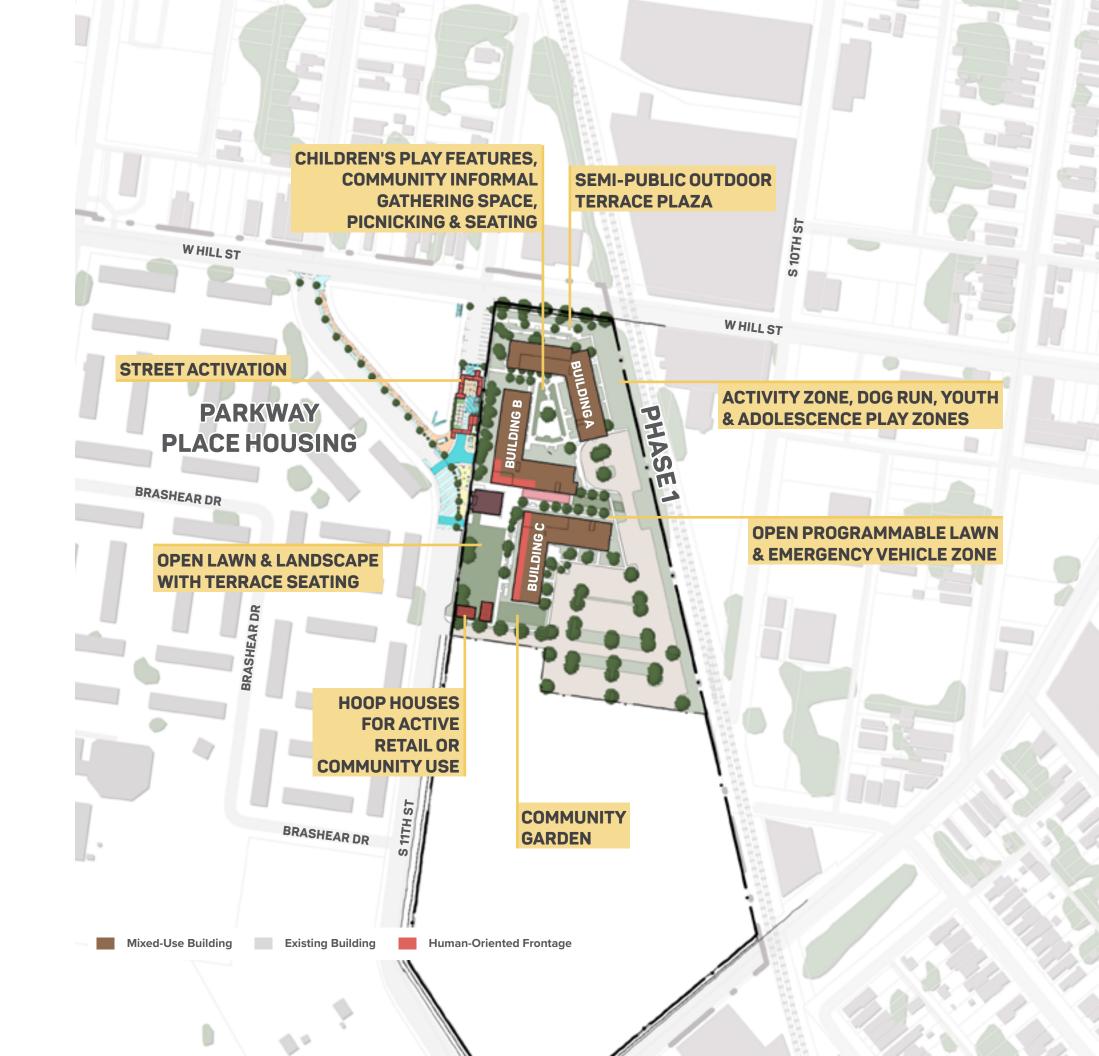
#### PHASE 1.

Phase 1 isn't just about new buildings; its as much about what happens in between and around them. At its core, Phase 1 embodies a multifaceted approach to development, integrating residential, commercial, and communal spaces that converge to redefine the area's fabric.

The adjacent Street Activation is vital because it offers an immediate impact, creating gathering spaces, promoting local entrepreneurship, and igniting vibrancy. It's a proactive approach that doesn't wait for construction completion, but rather invites the community to participate in shaping the neighborhood's character right from the outset.

#### Phase 1 site data is as follows:

<b>&gt;&gt;</b>	Number of Units	233
<b>»</b>	Types of Units	1, 2, and 3 bedrooms
<b>»</b>	Unit Income Level	30-80% of areas median income
<b>»</b>	Number of Stories	5
<b>»</b>	Combined Building SF	270,721 SF
	» Building A	86,613 SF
	» Building B	93,005 SF
	» Building C	91,103 SF
<b>&gt;&gt;</b>	Number of Proposed Parking	233





#### EDUCATION-FOCUSED.

An educational facility with amenities or health care services would fit this mission of quality of life and economic empowerment if physically and socially connected to the community.

#### Some of the most essential design elements for this approach are as follows:

- » Ensure direct connections to neighborhood greenspaces, trails, and the cultural heart of the community
- » Weave in opportunities for high quality early childhood care
- » Collaborate and connect to McFerran Preparatory Academy, University of Louisville and Simmons College
- » Create spaces that connect students to the culture of the community and public art
- » Ensure opportunities in the trades, innovation and entrepreneurship
- » Program: 100-135,000 SF with 80-100 parking spaces



#### EDUCATION-FOCUSED.



Safe connections to greenspaces



Trail connections to school



Early childhood care



McFerran Preparatory Academy



School grounds, Henderson Hopkins School, Baltimore, MD



Classroom, Henderson Hopkins School, Baltimore, MD



Gymnasium, Henderson Hopkins School, Baltimore, MD



University of Louisville



Simmons College



Students creating public art



Trades programs

#### COMMERCIAL-FOCUSED.

Anchor commercial and nonprofit initiatives could significantly benefit the community by addressing food deserts, offering healthcare, and positively impacting health and wellness. However, they will require large building footprints, parking needs, and truck staging/loading areas. They also might only be activated during the daytimes and on weekdays. To ensure they bring the level of cultural vibrancy demanded by the community, building orientation and specific urban design tactics will be critical for these uses.

#### Some of those strategies are as follows:

- » Attract employers that will be active members of the community and fuel local economic growth
- » Orient lobbies, office spaces, and front doors toward the community
- » Incorporate art, murals and lighting to celebrate entries
- » Screen back of house uses, and mask blank walls
- » Buffer truck staging and loading areas from residents and more active parts of the community
- » Build a density of jobs to optimize the use of land
- » Screen with housing where appropriate
- » Screen with more active retail uses where appropriate
- » Residential Program: 0-16 residential units
- » Commercial Program: 100-215,000 SF buildings



#### COMMERCIAL-FOCUSED.







Active cafe frontage



City Goods, Cleveland, OH



Vibrant public art



Union Market, Washington, D.C.



Large-footprint anchor commercial



Human-oriented frontage



Townhouses



Mural



Loading dock retail



Loading dock

#### MIX IT UP.

While a big commercial or educational use may become a reality that dominates a large acreage in the community, there is also a likelihood that the community ends up with a little bit of everything. This potential outcome has many benefits, but requires more intention around density, architecture diversification, landscape and all of the little things that make great streets, blocks and neighborhoods.

#### Some of the values that have informed the designs are as follows:

- » Ensure that someone wanting to live in or near Parkway Place has a place to stay in the community (i.e., provide high quality replacement housing for when Park Place is redeveloped)
- » Create Live Local programs that incentivize employees to live in the community and incentivize local hiring and contracting
- » Diversify housing options on sites that are suitable for living
- » Build in affordability by design (housing size, practical materials, shared green spaces, etc)
- » Incorporate landscape, porches/stoops and vibrant colors
- » Attract institutions that increase vitality, vibrancy and liveability
- » Incorporate opportunity for play and socialization for all ages
- » Residential Program: 170-200 du.
- » Institutional Program: 125-500,000 SF



#### MIX IT UP.







Active porch



Houses facing green space



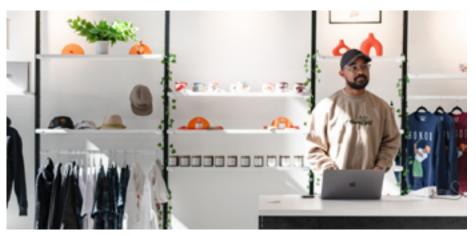
Cottage



Cincy Nice, Cincinnati, OH



Pop Brixton, London



Black Culture Zone, Oakland, CA



Pocket neighborhood



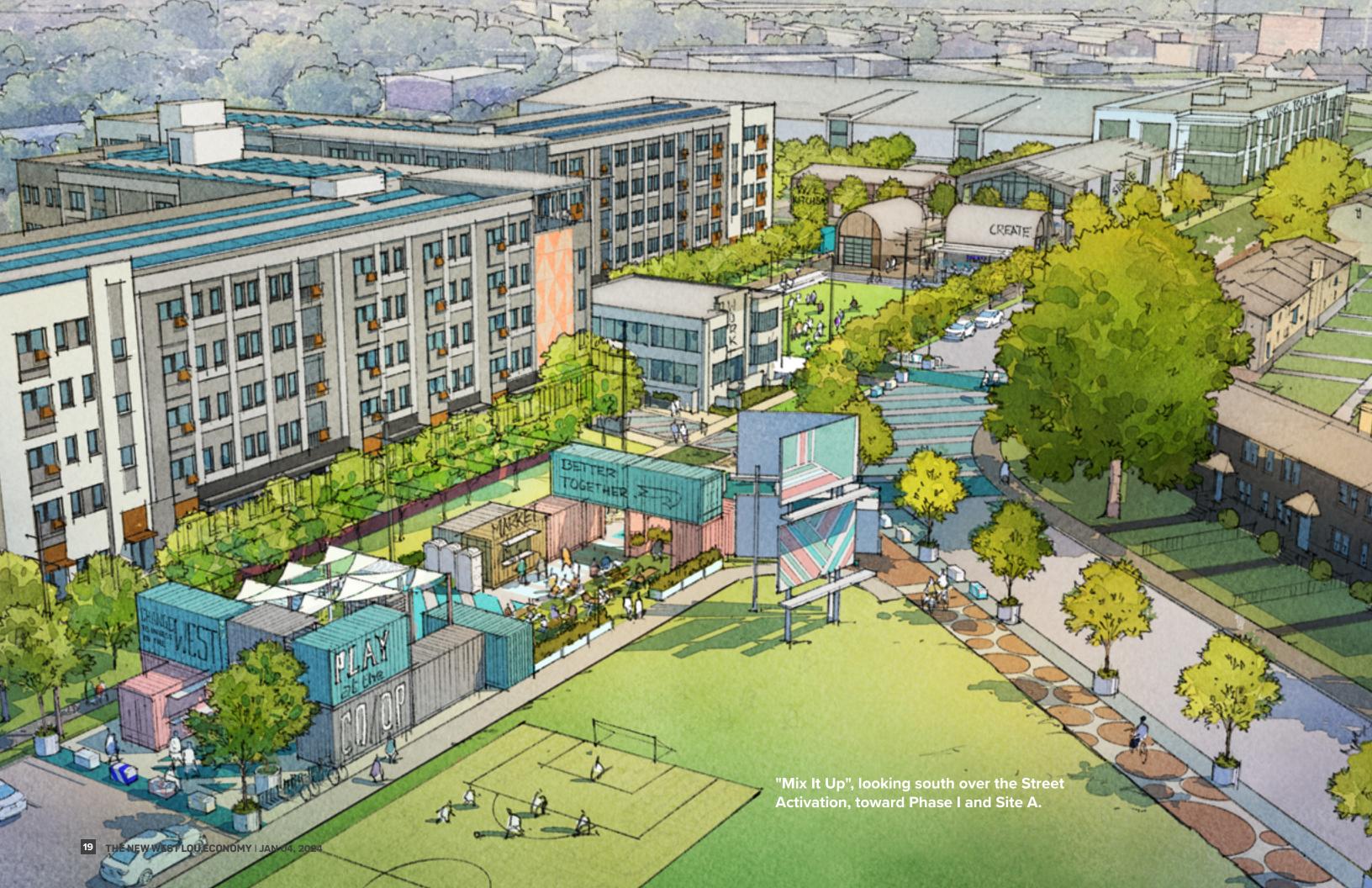
Ouerbacker Court, Louisville, KY



Oakland Avenue Urban Farm, Detroit, MI



Urban farm



# BRINGING PARKWAY PLACE NEW LIFE.



"WE HAVE TO ADDRESS
THE ISSUES HERE IN
PARKWAY PLACE."
-BRUCE SHERROD

#### PARKWAY PLACE TODAY.

The design of Parkway Place has turned its back on the neighborhood and created a closed-off community with little to no interconnectedness to the rest of the area. There is no central or large greenspace or civic gathering place and the building and spatial designs create hard-to-monitor spaces where unsuitable behavior can thrive and neighbors have difficulty connecting.

While historically hidden, Parkway Place does have an underground creek that creates a linear space along the property that is difficult to develop due to water collection. This potential greenway could be exposed and emphasized as a major civic asset when considering the redevelopment of the site. One that could help unify the neighborhood and create spaces for people of all ages to recreate and spend time.



#### "OPEN SPACE DEVELOPMENT BRINGS A DIFFERENT LIGHT INTO THE NEIGHBORHOOD." -BRUCE SHERROD

## GREEN CONNECTIONS.

When this potential greenway is mapped alongside the street grid and the proposed phase one development of the Rhodia Site, it is not difficult to imagine a network of people-oriented, walkable connections that prioritize human comfort over vehicular speed and throughput. This would, among other things, create clear and safe connections to surrounding schools, services, and commercial/civic spaces.

#### **Green Connection principles are as follows:**

- » Picturesque extensions between important amenities
- » A connector, not a divider
- » Comfortable trail connections and crossings, safe for all users, young and old
- » Conserves and enhances natural landscapes, water flows, air quality, and habitats
- » Creates and economic value continuum for community, businesses, and the University of Louisville Main Campus



"EVERY CHILD, EVERY FAMILY SHOULD HAVE ACCESS, THE OPPORTUNITY, & THE RIGHT TO LIVE IN A SAFE & HEALTHY NEIGHBORHOOD."
-KATHLEEN PARKS

# THE FUTURE OF PARKWAY PLACE.

These new connections shape development and land use in a way that provides the master development of a mix of unit types with sufficient density to sustain and grow neighborhood services. This approach creates the opportunity to have a mix of tenure types and price points that meet the needs of single people, young families and seniors. As each block is built it will be important to include vibrant and colorful public art, front porches, patios and connections to the streets and greenway.

Refer to the following page for examples of amenities that can enhance the overall experience and contribute to creating a vibrant destination within and around these blocks.



#### **STREETS** & TRAILS.















#### RESIDENTIAL OPTIONS.















#### **HOSPITALITY &** EXPERIENCES.















#### **PUBLIC** SPACES.















# READYTO JOINUS?

We are prepared to do it alone, but it would go faster if we didn't.

Think you're cut out to be our partner?

 Are you respectful of everyone?	
Are you creative?	

- ☐ Are you committed to a resident-led process of community empowerment?
- $\square$  Are you tenacious and ready to get to work?
- $\square$  Are you in it for the long haul?
- $\square$  Are you a risk-taker?
- ☐ Are you committed to anti-racist development practices?
- ☐ Do you get excited about building a national model?

#### STILL HERE? CONTACT US

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### THE NEW WEST LOU ECOMOMY.