West Louisville History

- West Louisville expands in the early **1800s**
- California and Smoketown neighborhoods are primarily black while Shawnee and Parkland are mostly white
- Broadway figures importantly following Civil War, including establishment of Freedmen’s and Refugees Home at 18th & Broadway that sheltered freed blacks
- Through annexation, West Louisville grows to its present size by **1922**
- By late **1800s**, whites dominate far West Louisville (except for the black working class area that would become Park DuValle) and blacks are concentrated in the near west neighborhoods
- Manufacturing, led by tobacco is strong – along with furniture making, bathroom fixtures, breweries and whiskey distilling

- Mayor Greg Fischer’s family roots in West Louisville
  - Parents raised at Shawnee and 43rd Street
  - Family-owned drugstore at 38th and Broadway
White flight from West Louisville begins around WWI with automobiles and new roads giving people more freedom to live further from their jobs.

The 1937 flood and another serious flood 8 years later displace thousands and shutter many businesses.

R ubbertown’s creation and boom tied to WWII replaces many of the jobs lost to the recession.

Urban renewal (not yet named that) begins in late 1930s – many historic African-American businesses wiped out, razed.

White flight accelerates starting about 1950 – the white population falls by 90 percent between 1950 and 2010.

Blacks are leaving, too – from its peak in 1970, black population falls by 30 percent by 2010.

That flight, plus the national recession that began in 2007, creates thousands of vacant & abandoned properties in West Louisville.
**WEST LOUISVILLE CURRENT DEMOGRAPHICS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>61,251</td>
</tr>
<tr>
<td>Education</td>
<td>7% have Bachelor’s degree</td>
</tr>
<tr>
<td></td>
<td>38% have “some college”</td>
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<tr>
<td>Median Household Income</td>
<td>$21,733</td>
</tr>
<tr>
<td>Minority population</td>
<td>81.6%</td>
</tr>
</tbody>
</table>
WEST LOUISVILLE NEIGHBORHOOD DEMOGRAPHICS

PORTLAND (includes some parts of Shawnee)
- Population 15,148
- In most parts of Portland, less than 5 percent have a bachelor’s degree and income ranges from about $19K to $28K.
- The Shawnee sections of Portland rank higher with a median income of $34K and 7.6 percent with a bachelor’s degree.

PARKLAND
- Population 5,394
- Median income ranges from $14K to $24K by census tract
- About 5 percent hold a bachelor’s degree

PARK DUVALL
- Population 5,624
- More than 10 percent have earned a bachelor’s degree (approaching 14 percent in the west part of Park DuValle.)
- Median income ranges from $21K to $32K

CALIFORNIA (and the parts of Park Hill not included in Algonquin)
- Population 2815
- Median Income $23,739
- About 11 percent have a bachelor’s degree or higher

ALGONQUIN (includes some parts of Park Hill)
- Population 6,947
- More than 3 percent, approaching 5 percent in the east part of Algonquin, hold a bachelor’s degree
- Median income ranges from $10K to $22K

RUSSELL
- Population 10,753
- Nearly 5 percent in Russell, excluding East Russell, hold a bachelor’s degree.
- Median income ranges from $9K to $19K

CHICKASAW
- Population 6,459
- Approximately 10 percent, approaching 14 percent in Chickasaw proper, hold a bachelor’s degree
- Median income ranges from $25K to $28K

SHAWNEE (includes some parts of Portland)
- Population 11,863
- Approximately 8 percent, approaching 13 percent in the Shawnee/Broadway area, hold a bachelor’s degree
- Median income ranges from $25K to $34K
In the last decade, Metro Government has invested **$53 MILLION in Western Louisville**

- updated libraries
- parks projects
- small business loans
- road/street improvements
- land purchases, etc.
PRIVATE INVESTMENTS INCLUDE:

- **GREAT NORTHERN BUILDING PRODUCTS LLC** – 901 S 15th Street
  Manufacturer and distributor of specialized niche products for residential and commercial construction. Ships to more than 6,000 wholesale customers across the U.S.

- **MESA FOODS** – 3701 Magnolia Ave
  Producer of tortillas and other corn and flour products. Purchased by managers from previous corporate owner in 2008. Granted up to $700,000 in Kentucky Business Incentives in January 2014 to add 83 jobs to 270 existing jobs for start of a new production line.

- **AMERICA’S FINEST FILTERS** – 2910 W Jefferson St.
  Commercial, industrial and residential air filters since 2000.

- **WALGREEN’S** – 3410 W Broadway
  Drugstore recently opened this expanded location across the street from smaller former location.

- **YMCA** – planned for 18th and Broadway on former Philip Morris property.

- **WAL-MART** – 18th and Broadway

- **LEVY ELECTRICAL SUPPLY** – 1608 W Broadway. Electrical and plumbing supplier.

- **WEST END SCHOOL** – Tuition-free private education for at-risk boys.
  Expanding this year with addition of Darrell Griffith Athletic Center

- **FIRST CHOICE MARKET** – 3044 Wilson Ave. in Wilson Crossing retail center.
  Full service grocery in the Park DuValle neighborhood.
JOINT COMMITMENT TO IMPROVE EDUCATION – CITY AND JCPS

OUT OF SCHOOL TIME
- Community center improvements/extended hours – $1.8 MILLION
- 1,200 summer meals per day for children
- SummerWorks – 2,000 teens employed

CULTURAL PASS
- 37,000 handed out citywide; many in the West
- Key target is children from low-income families

55,000 DEGREES/15,000 DEGREES
- Cradle to Career Pipeline Project
- New effort just starting

SUPPORT/WORK WITH SIMMONS COLLEGE
- City actively engaged for Simmons success
EDUCATION SUCCESSES

- African-American college degree attainment
  **ALL TIME HIGH: 22%**

- **2,000 TEENS** employed SummerWorks

- **THOUSANDS OF CULTURAL PASSES** distributed in Western Louisville – libraries, churches, day cares
EDUCATION CHALLENGES

• **ENSURE** children are prepared for kindergarten; achieve 3rd grade reading level

• **INCREASE** high school graduation rates. Currently 74% for African-Americans in city

• **CREATE** career-ready and college-going cultures in West Louisville
SAFE AND HEALTHY NEIGHBORHOODS INITIATIVES

CLEAN NEIGHBORHOODS
- Brightside
- One Bright City
- Tree plantings

OFFICE FOR SAFE AND HEALTHY NEIGHBORHOODS
- Cities United
- Gentlemen’s Academy
- Right Turn Grant
- I’m Going to College Rally at Heritage Center
- Crisis Response Team
- Restorative Justice for Youth

PUBLIC SAFETY
- Increased patrols in LMPD First Division
- VIPER Unit

HEALTHY LOUISVILLE 2020
- Plan to reduce obesity, smoking, diabetes
- Improvements to Parks, Mayor’s Miles for walking
SAFE AND HEALTHY NEIGHBORHOODS SUCCESSES

- **CREATION** of Safe & Healthy Neighborhoods Plan and Team

- **300 YOUTH** get 1-on-1 mentors
  Right Turn Grant - **$1.5 MILLION**

- **200 YOUTH**, ages 16-18, career prep – **$750,000**

- **25 YOUNG MEN** in Gentlemen’s Academy

- **HEALTHY LOUISVILLE** 2020 plan
SAFE AND HEALTHY NEIGHBORHOODS CHALLENGES

- **CREATE** cleaner neighborhoods
- **IMPROVE** health of West Louisville residents
- **HEALTHIER** food options/dining
LOUISVILLE FORWARD

- **DEVELOP LOUISVILLE** – Vacant properties focus
- **18TH AND BROADWAY PROJECT** – Walmart, YMCA and other retail lots
- **WEST MARKET STREET IMPROVEMENTS** – $1.2 million
- **BROWNFIELD CLEANUP** – $4 million (mainly Park Hill area)
- **80 SMALL BUSINESS LOANS IN WEST LOUISVILLE** – creating 300 jobs, leverage $22 million in private investment last decade – (e.g. GQ Unlimited, Anderson Wood Products, Great Northern)
- **20 ADDITIONAL MICROLOANS** in District 3, 4, 5 and 6
- **WORKING WITH STATE LEGISLATORS** on changes to state law to encourage/incent business development
ECONOMIC DEVELOPMENT SUCCESSES

• 18TH AND BROADWAY – Walmart and YMCA

• FIRST CHOICE MARKET

• PURCHASE of 24 acres for development at 30th and Muhammad Ali
**ECONOMIC DEVELOPMENT CHALLENGES**

- **CREATING SAFE**, clean and green neighborhoods
- **AVAILABLE CONTIGUOUS LAND** for companies to locate, expand
- **SKILLED WORKFORCE** to attract employers
BUILT ENVIRONMENT INITIATIVES

HOUSING

• **BEECHER TERRACE** reimagined neighborhood
• **PORTLAND HOUSING REHAB** – $2 million, 56 houses
• **SHINE ON SHAWNEE** – $2 million for housing repairs (underway)
• **WORKING WITH PRIVATE DEVELOPER** for 40 new apartments in Russell, Shawnee
• **FAMILY SCHOLAR HOUSE** – 48 new units in Parkland

VACANT AND ABANDONED PROPERTIES

• **150** cases in foreclosure
• **100** demolitions
• **LOTS OF POSSIBILITIES** – lavender garden, new Habitat home

SUSTAIN LOUISVILLE

• **TREE CANOPY ASSESSMENT** – more trees for West Louisville
• **URBAN HEAT ISLAND STUDY**

VISION LOUISVILLE/LOCAL INVESTMENT FOR TRANSFORMATION

• **REIMAGINE** 9th Street
• **WATERFRONT PARK PHASE IV (SHIPPINGPORT)**
• **THE FLOOD WALL** as art project
• **ANALYSIS OF CREATION OF** West Louisville Community Development Corporation (Bingham Fellows)
• **POTENTIAL WEST LOUISVILLE REDEVELOPMENT AUTHORITY**
BUILT ENVIRONMENT SUCCESSES

- **100 HOUSING DEMOLITIONS; 150 FORECLOSURES**
- **DEVELOPABLE LAND** at 30th and Muhammad Ali
- **BEAUTIFUL AND HISTORIC PARK SYSTEM** in West Louisville
- **KENTUCKY CENTER FOR AFRICAN-AMERICAN HERITAGE** Building
BUILT ENVIRONMENT CHALLENGES

- **NEED FOR** private development and market-rate housing

- **4,500 VACANT PROPERTIES** – most in the west

- **INCREASE** tree canopy
WEST LOUISVILLE
STRATEGIES FOR SUCCESS