

# WEST LOUISVILLE STRATEGIES FOR SUCCESS



# 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

# HISTORY-100-YEAR DECLINE



- 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
- Rubbertown'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

Population: **61,251**

Education: **7%** have Bachelor's degree  
**38%** have "some college"

Median Household Income: **\$21,733**

Minority population: **81.6%**

# 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 DUVALLE**

- 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

# INVESTMENT IN LAST DECADE

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.

# INVESTMENT IN LAST DECADE

## 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.

# OUR PLAN



**JOBS**

**BUILT  
ENVIRONMENT**

**CLEAN  
NEIGHBORHOODS**

**SAFE  
NEIGHBORHOODS**

**EDUCATION**

# EDUCATION INITIATIVES



## 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



# ECONOMIC DEVELOPMENT INITIATIVES



## 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

