

Presentation of Existing Conditions
July 21, 2015



Mayor Greg Fischer's Welcome



Agenda

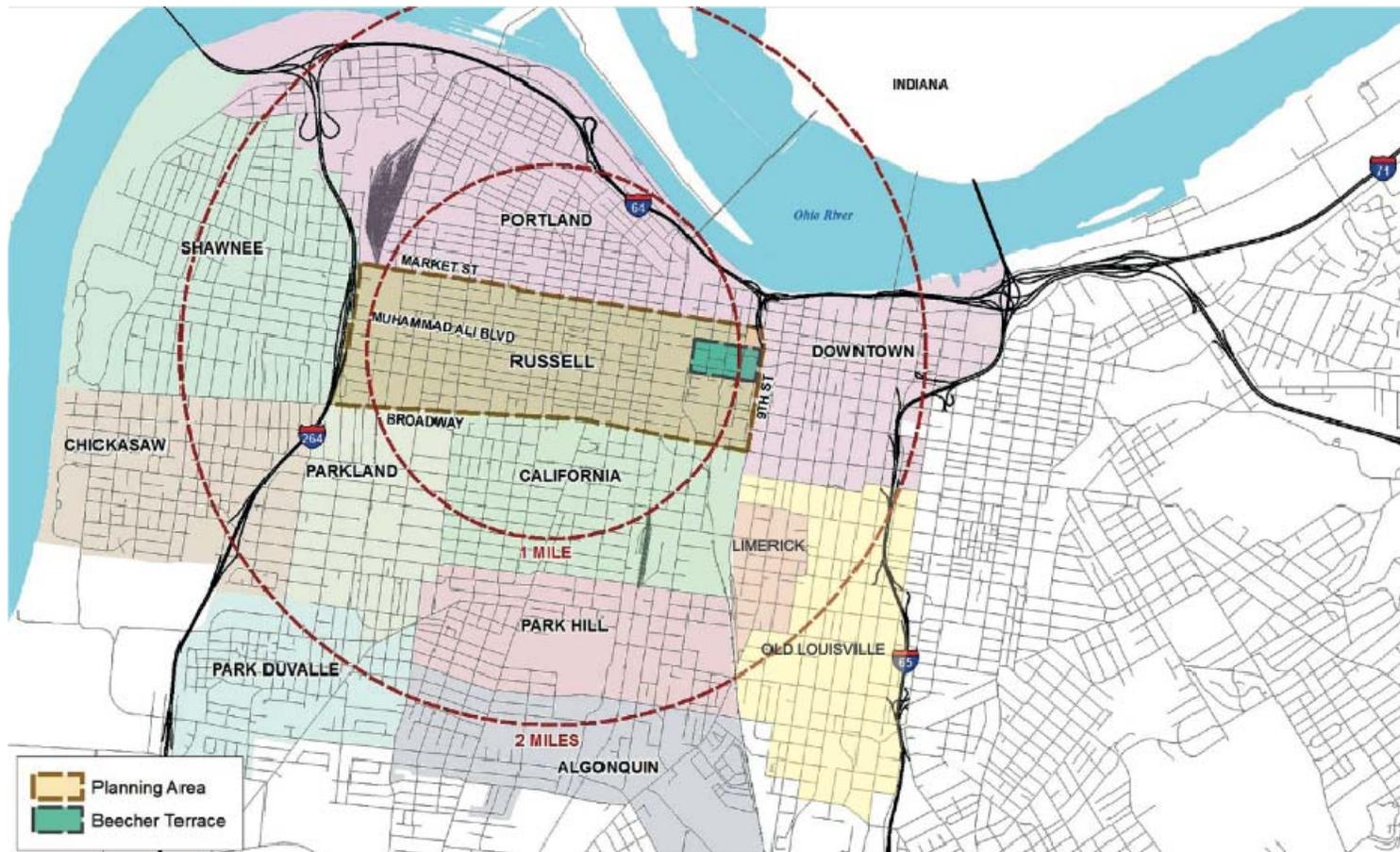
- Welcome and Introductions
- Presentation of Existing Conditions Findings
- Q&A
- “Vision Russell” Tree



The Physical Environment

Major Themes and Findings

Well-situated and connected



Education

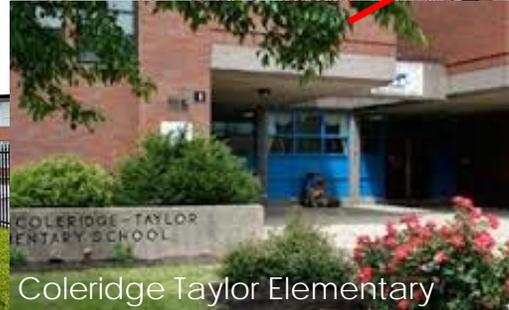


EDUCATION

- 1 - Byck Elementary
- 2 - Central High School
- 3 - Coleridge Taylor Montessori
- 4 - Mini-versity Downtown
- 5 - Mini-versity West
- 6 - Roosevelt-Perry Elementary*
- 7 - The Beech



Roosevelt-Perry Elementary



Coleridge Taylor Elementary



Central High School

Community resources



COMMUNITY RESOURCES

- 8 - Baxter Community Center
- 9 - Junior Achievement
- 10 - KY Center for African American Heritage
- 11 - Louisville Central Community Center
- 12 - Louisville Urban League
- 13 - Plymouth Community Renewal Center
- 14 - Public Library, Western Branch
- 15 - YMCA, Chestnut Street Branch



Baxter Community Center

Public Library Western Branch

Health & wellness



HEALTH & WELLNESS

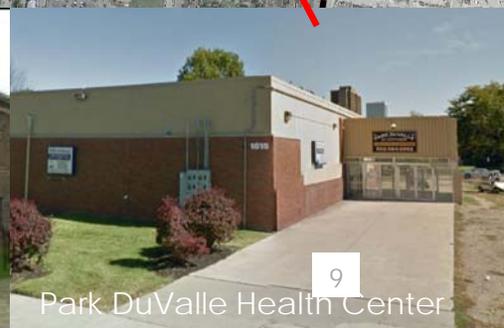
- 16 - Brady Center Halfway House
- 17 - Central High Stadium
- 18 - The Healing Place Addiction Recovery
- 19 - Park DuValle Health Center



Central High Stadium

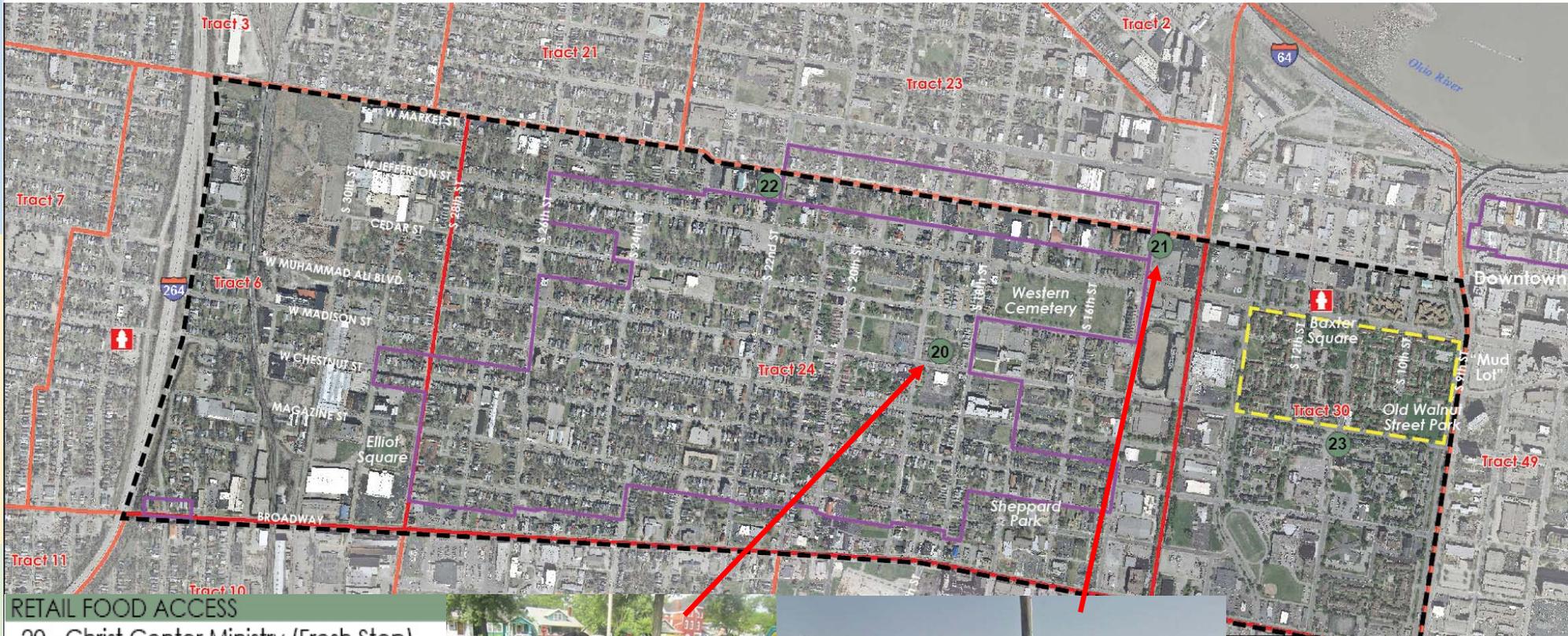


The Healing Place



Park DuValle Health Center

Retail and food access



RETAIL FOOD ACCESS

- 20 - Christ Center Ministry (Fresh Stop)
- 21 - Family Dollar
- 22 - KNM Food Mart (convenience)
- 23 - People's Farmer's Market



Fresh Stop



Additional affordable housing



HOUSING

- 24 - City View Park Apartments
- 25 - Community Towers
- 26 - Henry M. Green Senior Apartments
- 27 - Mt. Lebanon Cedars of Lebanon
- 28 - Pioneer Park
- 29 - Russell Apartments



Community Towers



Russell Apartments

Adjacent assets



OUTSIDE PLANNING AREA

- A - Family Dollar
- B - Kroger Supermarket
- C - Nia Center
- D - Pic-Pac Supermarket
- E - Transit Authority of River City
- F - Wal-Mart project
- G - YMCA project

Central Community
in League
Community Rene



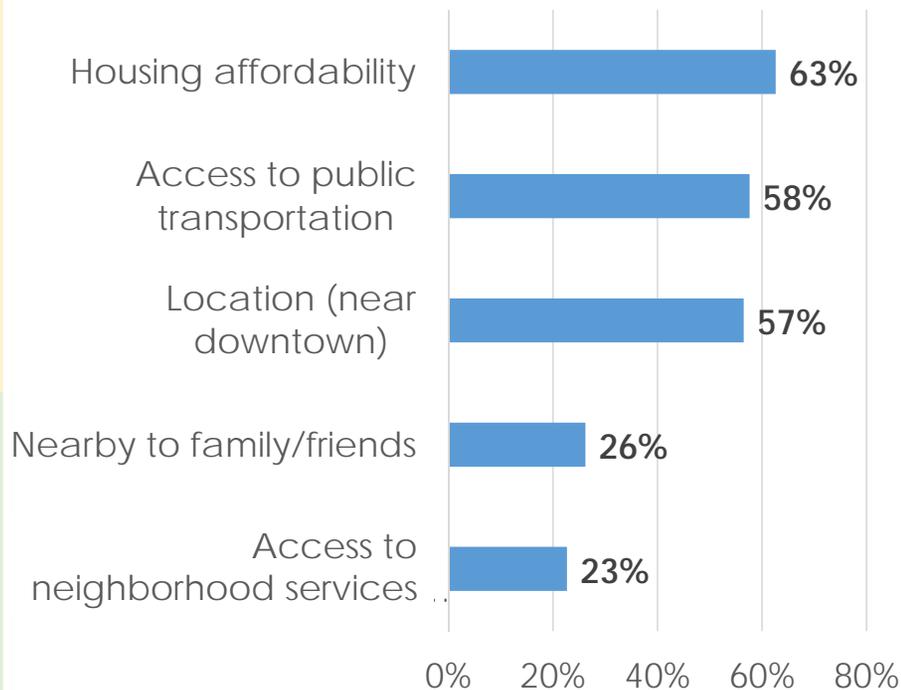
NIA Center



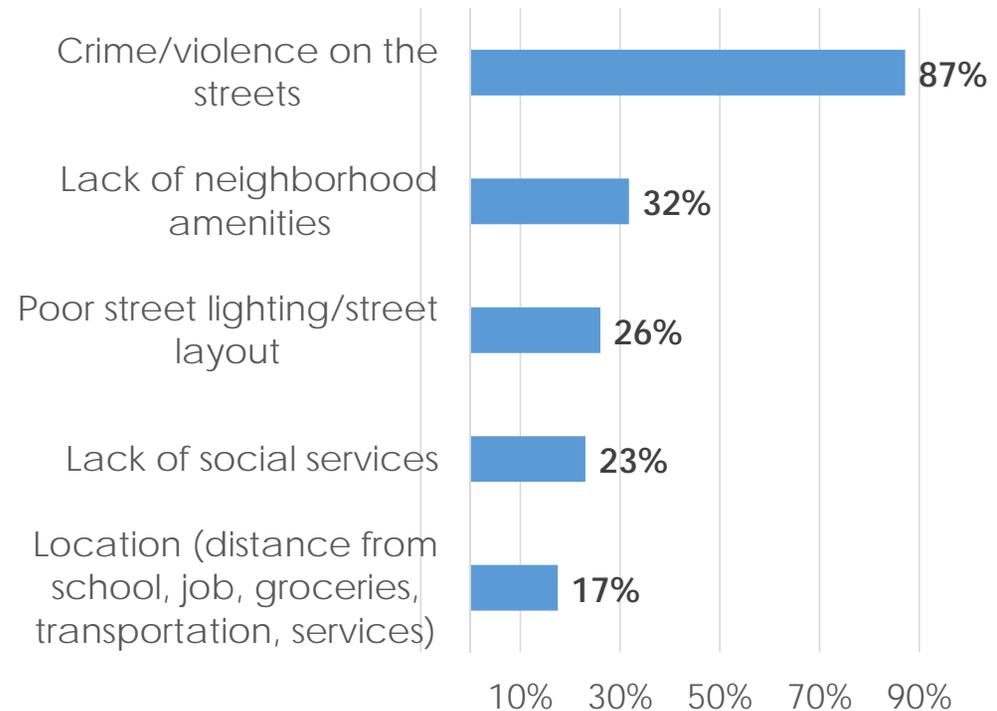
TARC

Neighborhood Strengths and Needs

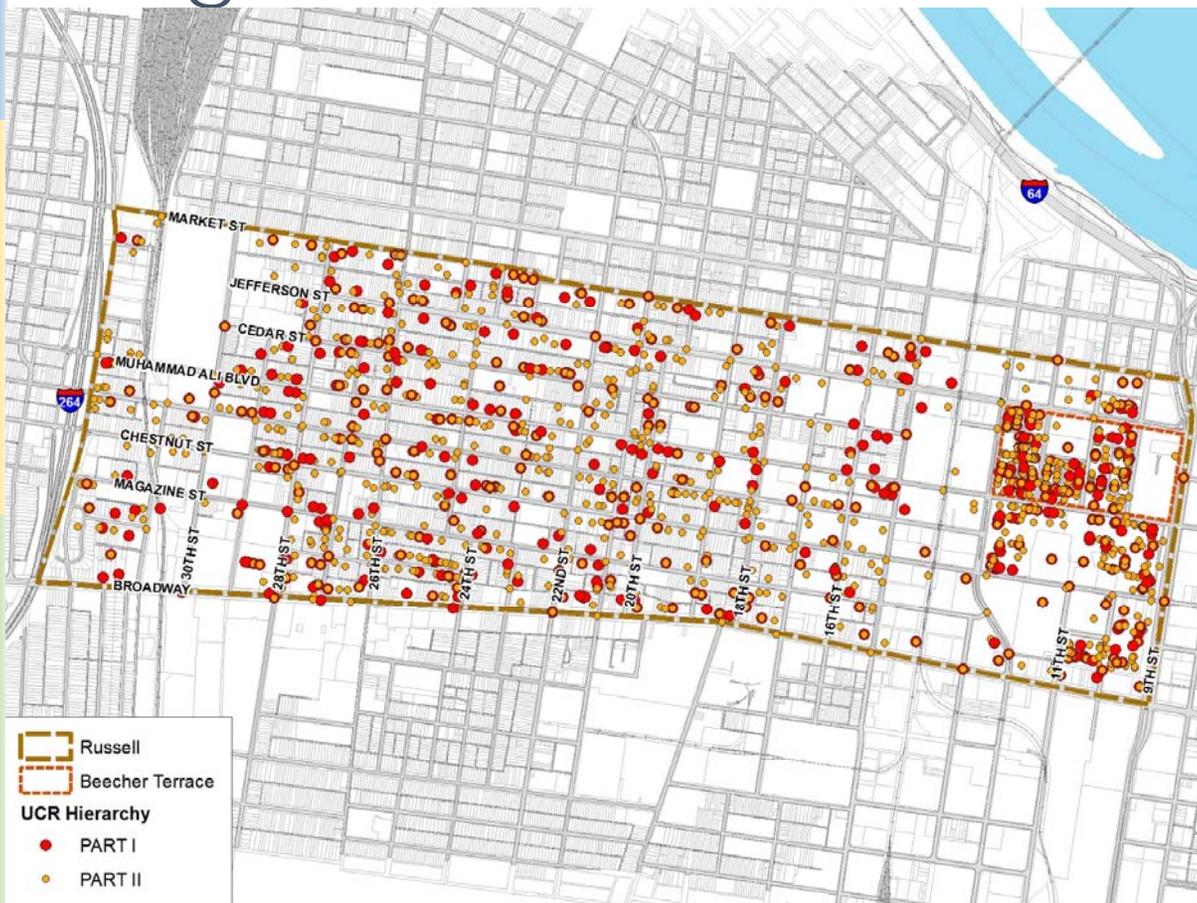
Top 5 Neighborhood Strengths



5 Most Needed Improvements

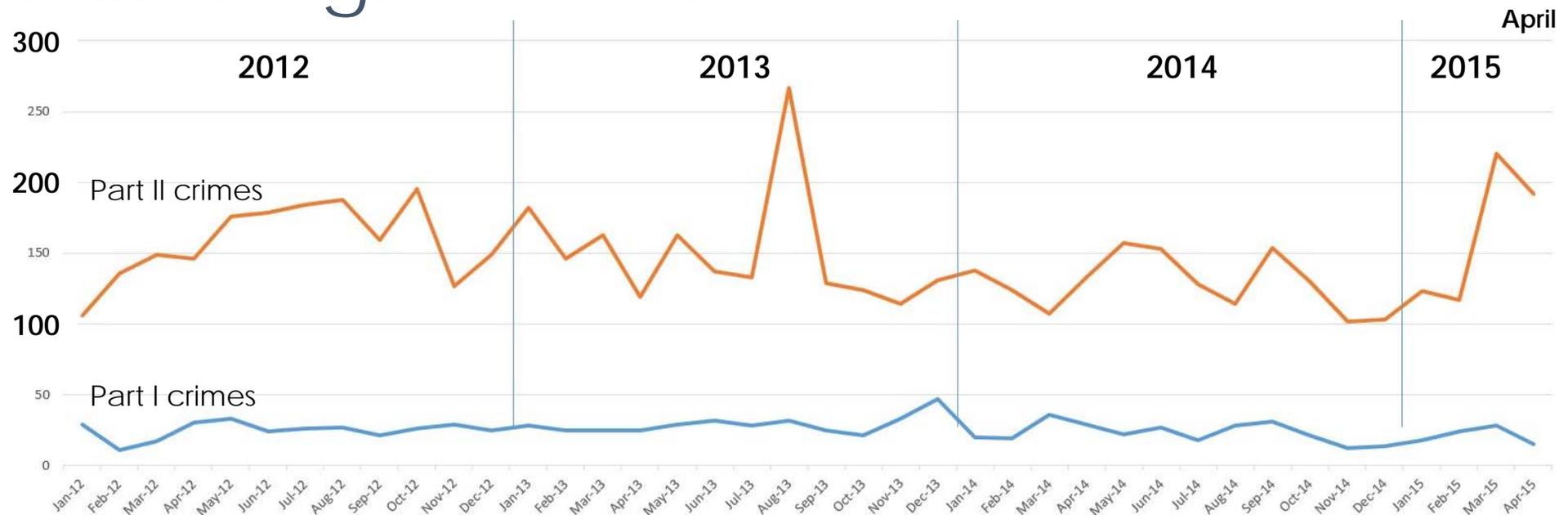


High crime dispersed throughout the neighborhood



- **16 violent crimes per 1,000 residents** compared to 5.8 in Louisville Metro (3-year average)
- Violent crime is 2.8 times higher than the Metro average

Mixed signals on crime



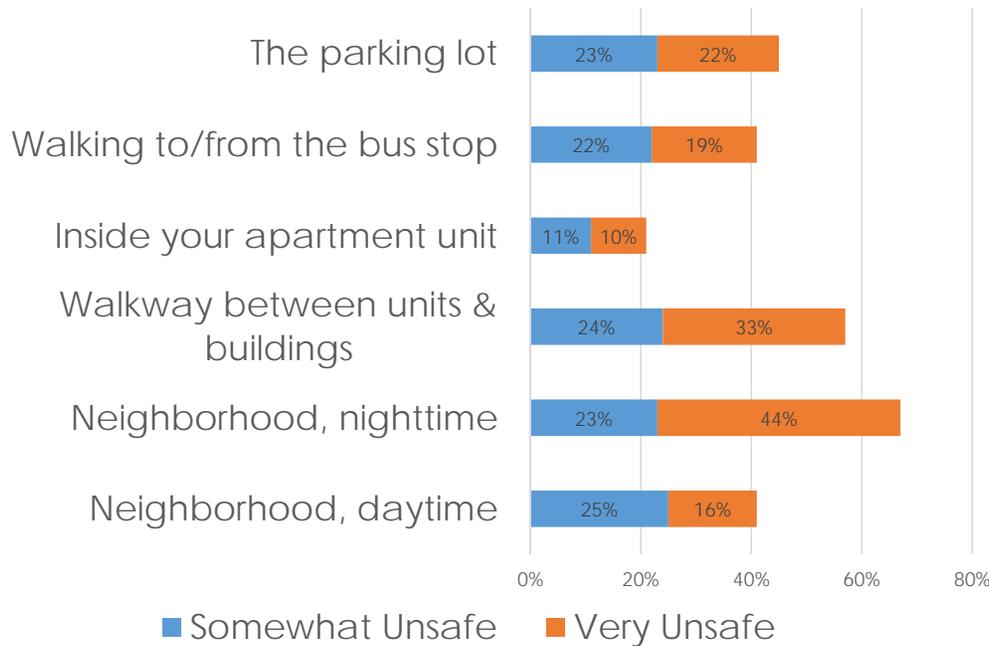
— **Part I:** Violent & property crimes –aggravated assault, burglary, robbery, homicide, motor vehicle theft , etc

— **Part II:** Drug offenses, simple assault, vandalism, weapons offenses, etc

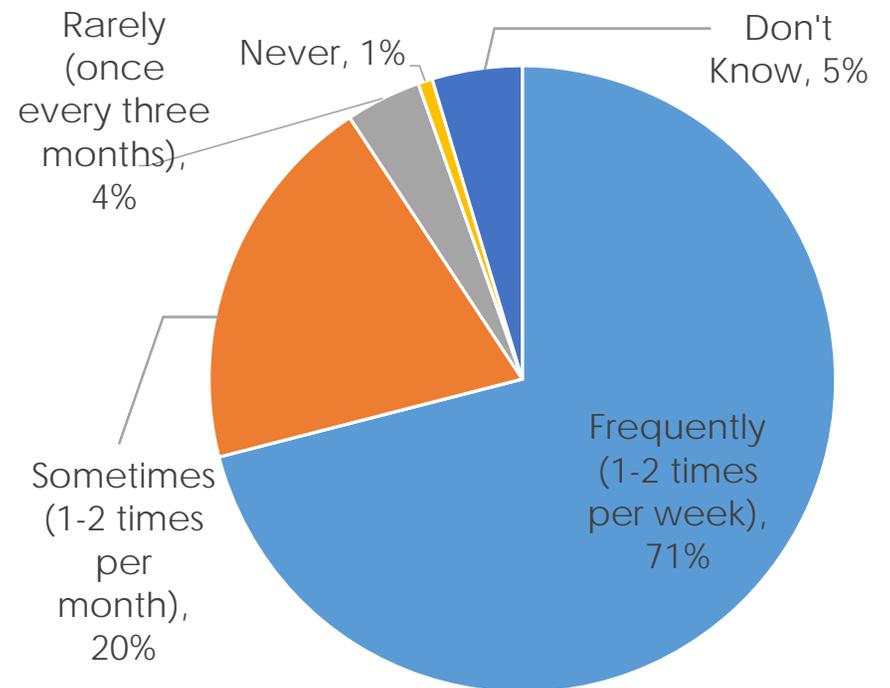
- Two biggest spikes: 60% drug-related offenses

Beecher Residents' perception of crime

“Where does crime occur?”



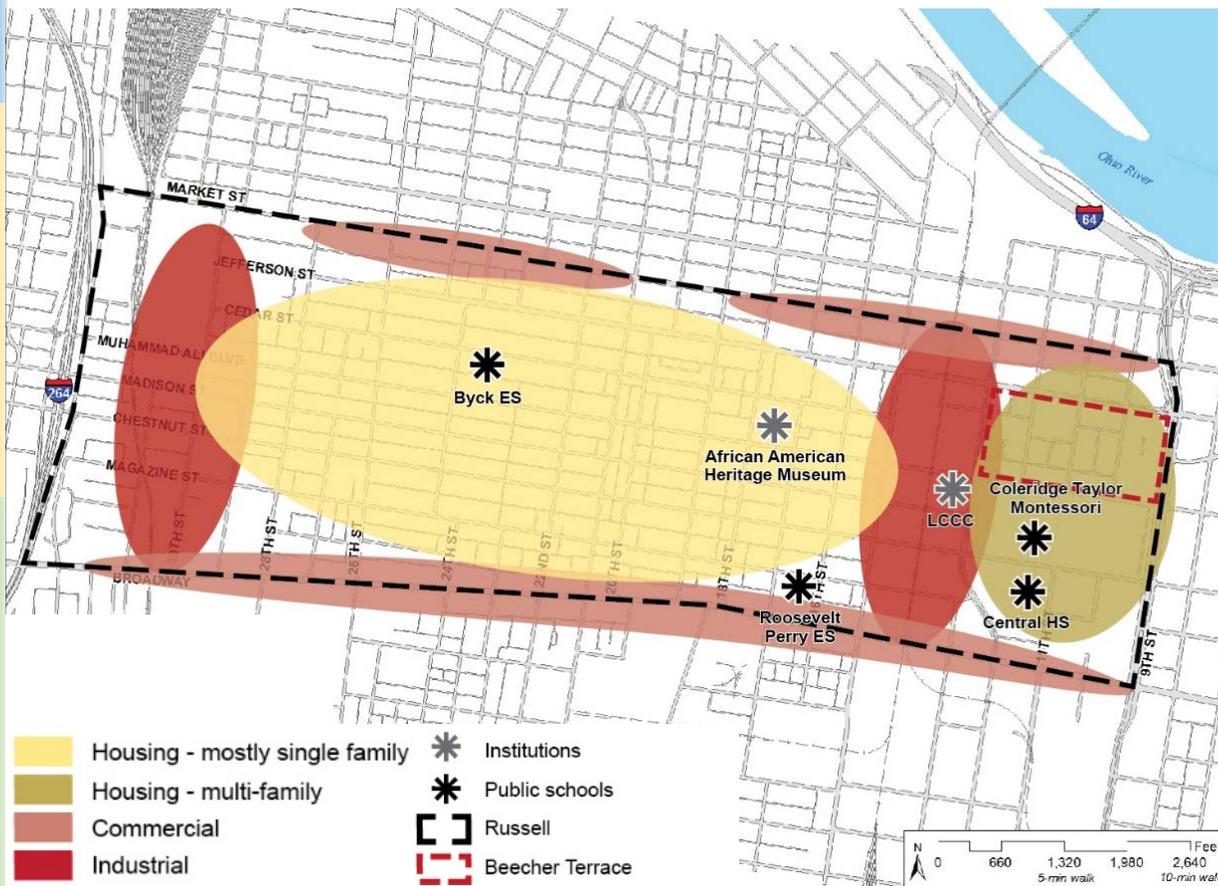
“How frequently does crime occur?”



Jobs in Russell

- **~2,500 jobs** in Russell
 - Top 3 industries: health care/social assistance, manufacturing, and wholesale trade
 - 38% held by workers with no college education
 - Approx. 100 of these jobs held by Russell residents
- Commercial: Retail including groceries, hardware stores, dollar stores, fast food restaurants, beauty salons, etc.
- Industrial: America's Finest Filters, DAE Industries, food service, parts, warehousing, etc.

Almost half of land use is housing



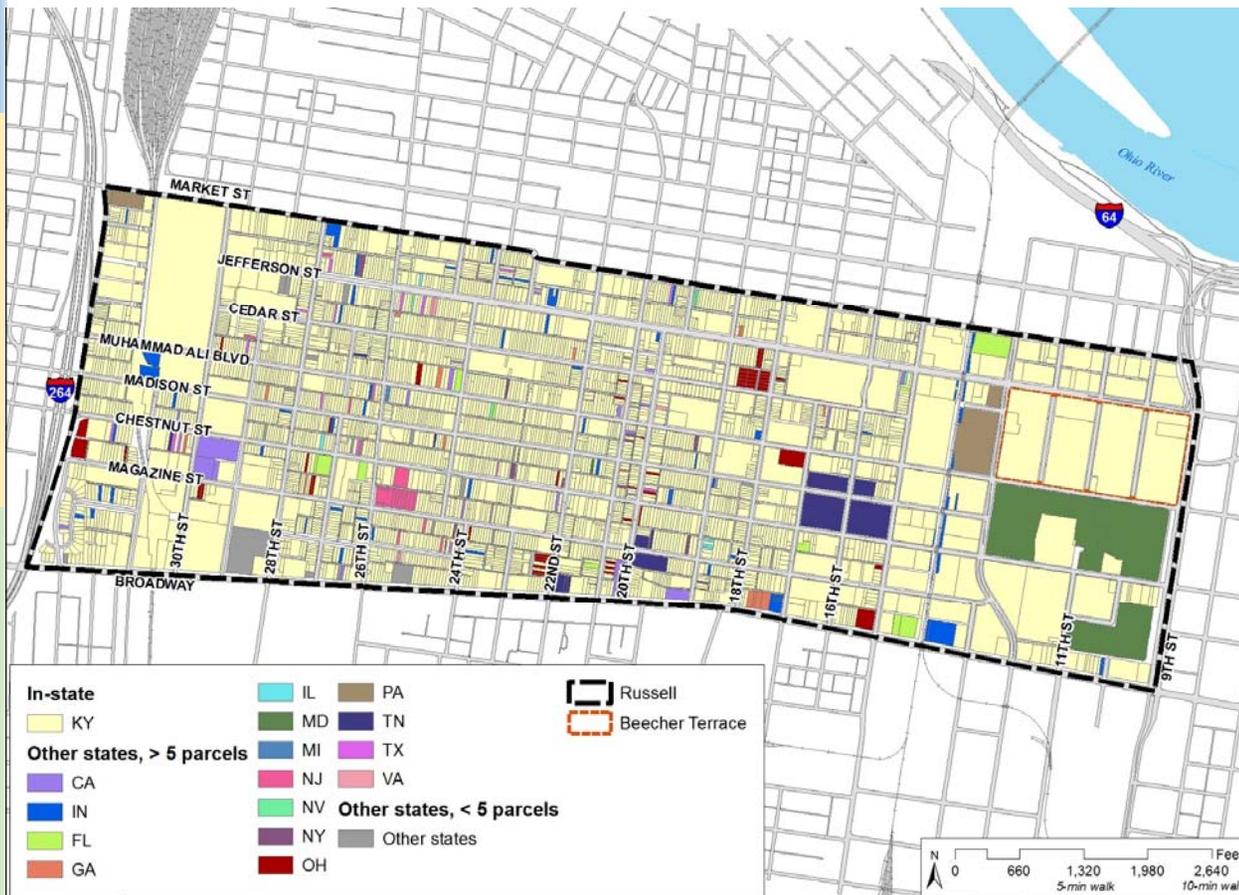
- Predominately single family between 15th to 30th Streets
- Predominately multi-family east of 13th Street
- Main commercial corridors on Broadway and Market
- Industrial areas along railroad lines

Extensive network of faith-based institutions



- Nearly 40 faith-based institutions
- Together, these institutions own approx. 40 acres of land

Over 80% of parcels are locally owned



- 18% owner-occupied housing units
- Compared to 62% owner-occupied in Louisville Metro

Diverse architectural styles create a rich urban fabric



- Shotguns & Camelbacks
- Bungalow
- Victorian
- Federalist
- Italianate

Mixed uses within the neighborhood



- Commercial
- Industrial
- Multifamily
- Single family

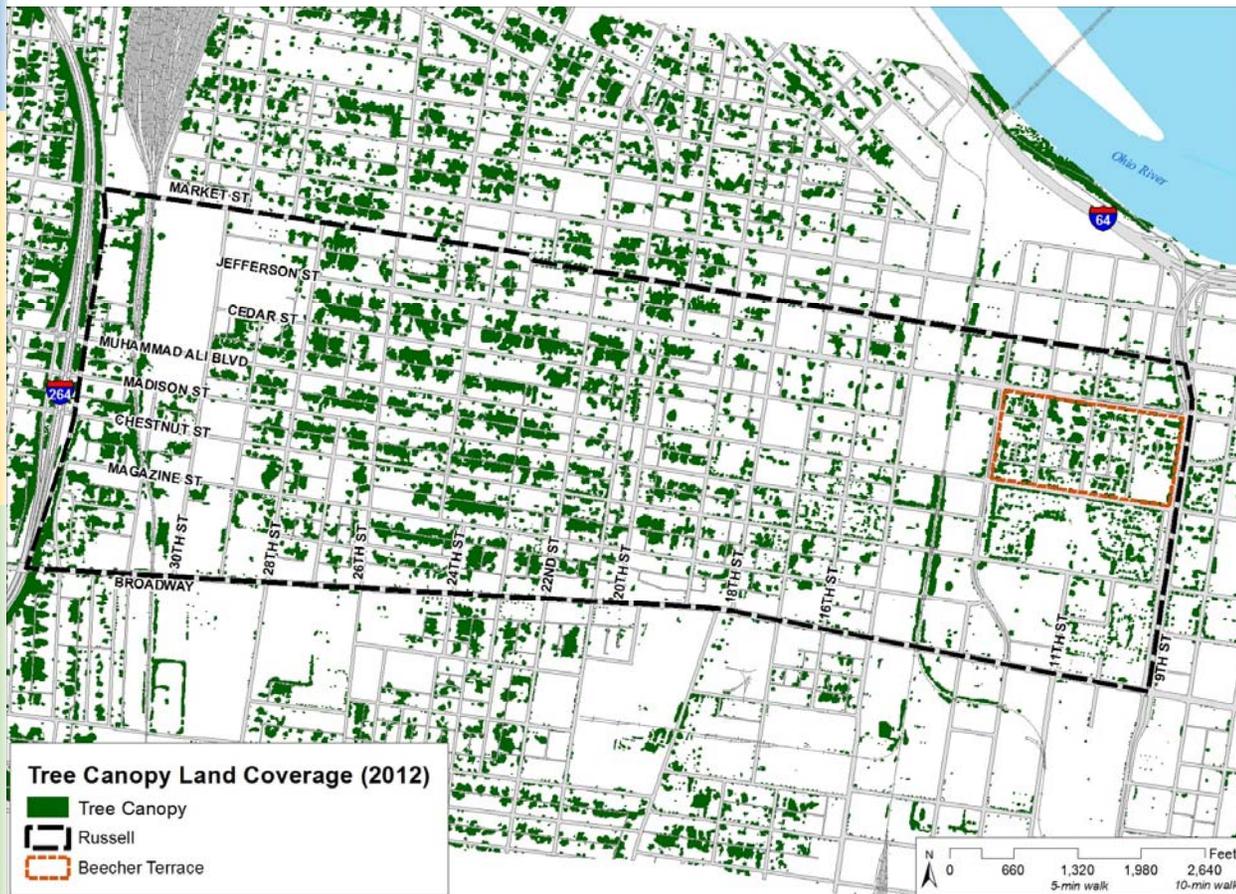


National Register Historic District

1,486 historic structures

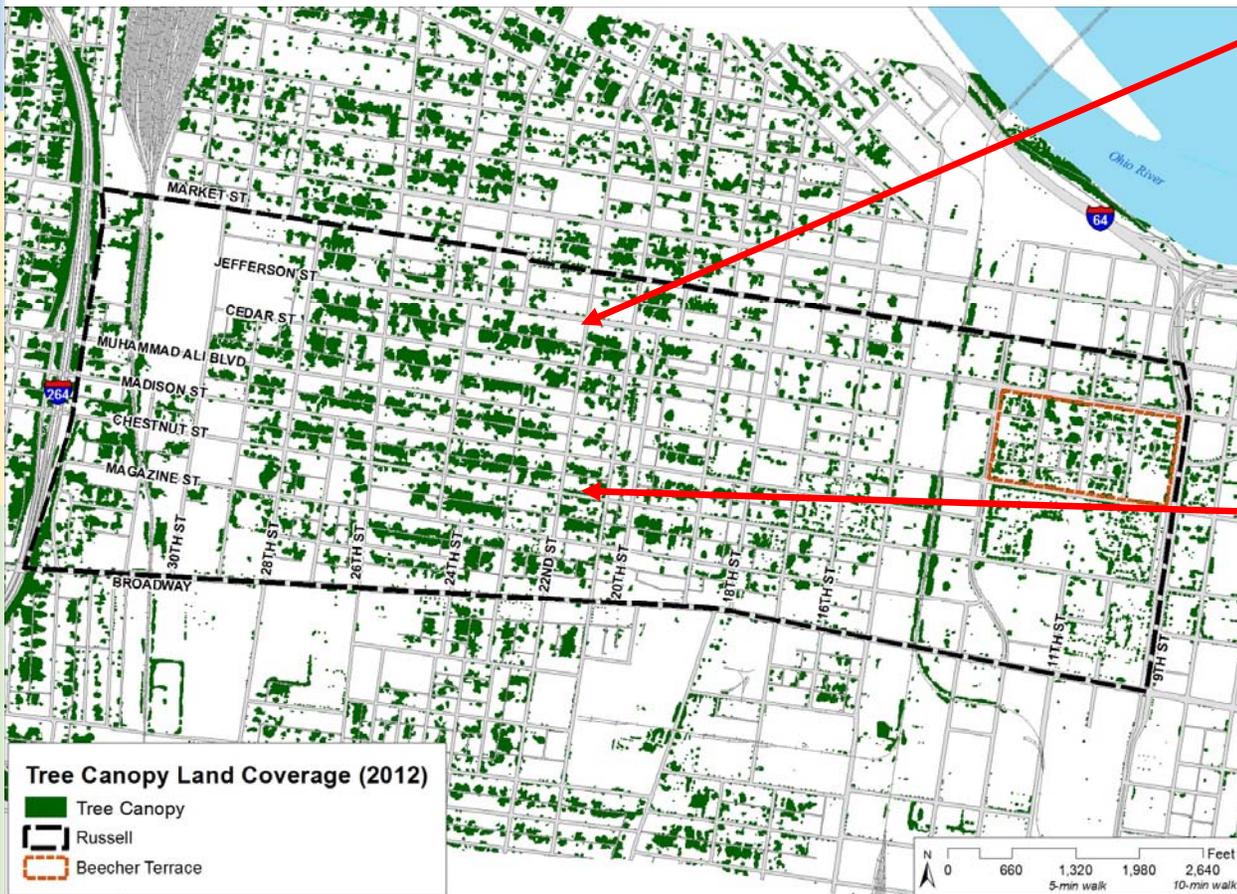


Tree canopy coverage slightly below average



- **20% tree canopy coverage** vs. 22% citywide in neighborhoods
- **25% target** in urban residential neighborhoods, per Urban Tree Canopy Assessment, 2015
- Most trees located in backyards/ alleys where visual impact is minimal

More street trees would be especially beneficial

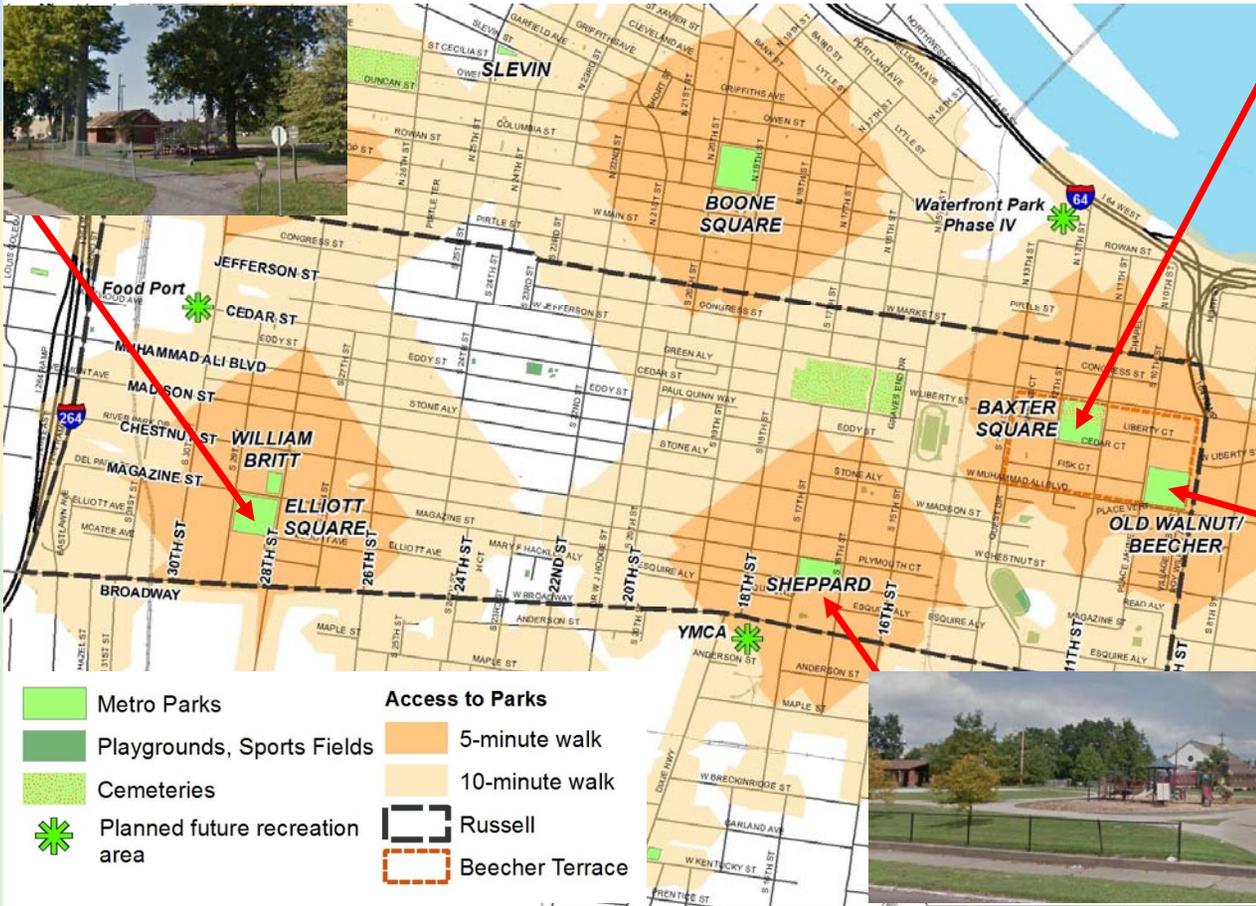


Many streets lack consistent street trees



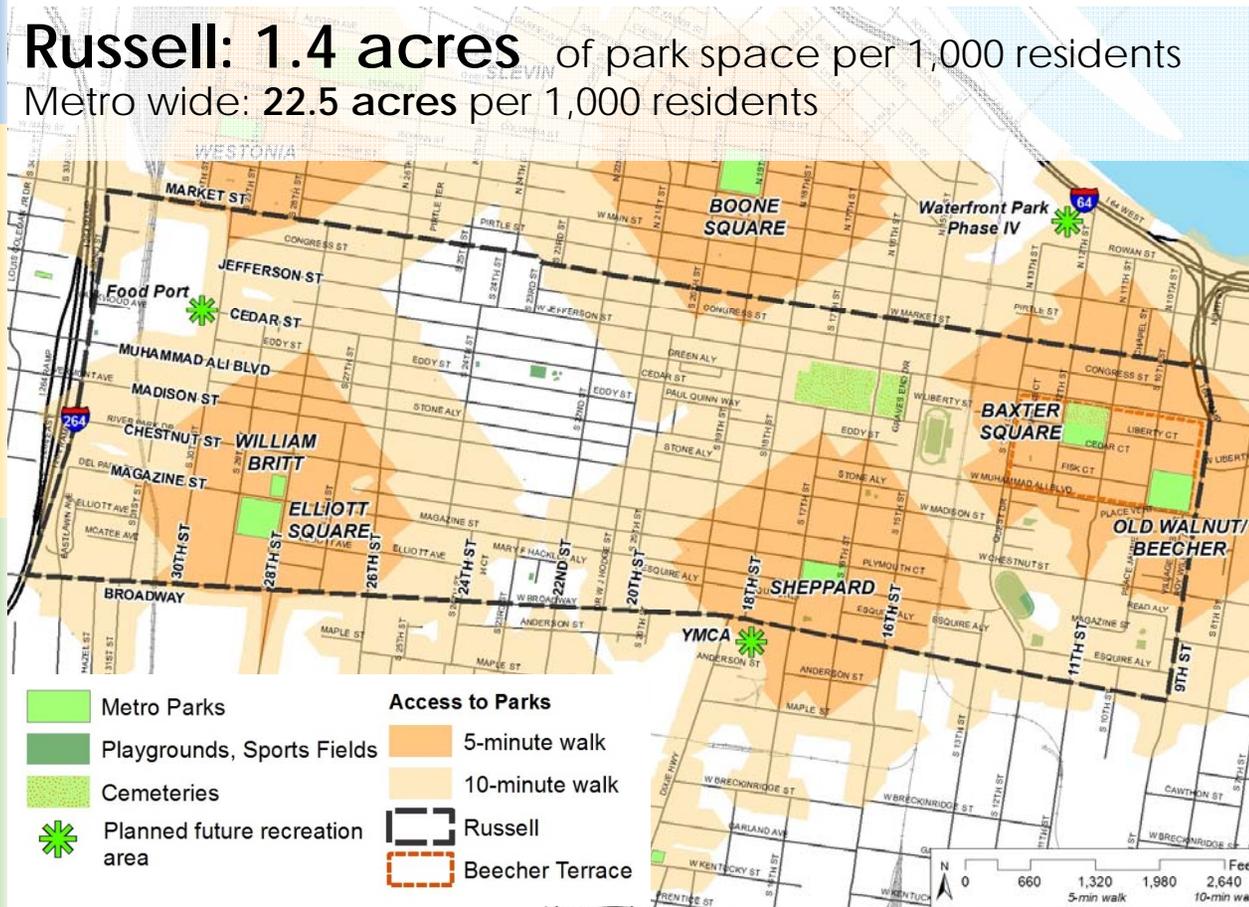
Mature street trees provide many benefits

Most residents are within a 10-minute walk of a park...



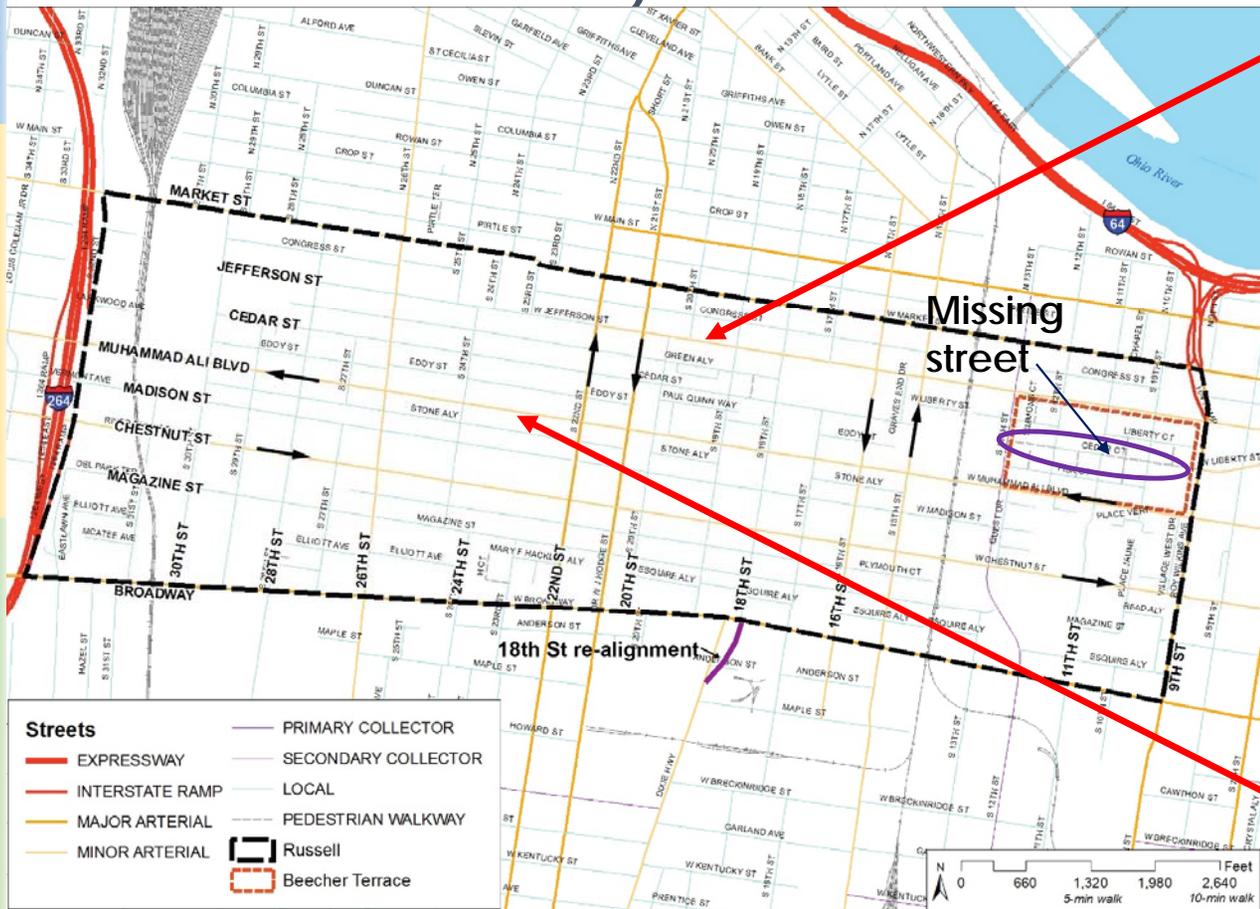
...but more park space is needed

Russell: 1.4 acres of park space per 1,000 residents
 Metro wide: 22.5 acres per 1,000 residents



- 13.8 total acres of park space today
- Opportunities for small “**pocket parks**” and improved existing parks
- Increase park access while reusing vacant lots

Connected street grid an asset; but dominated by vehicular traffic



Well-served by local bus transit



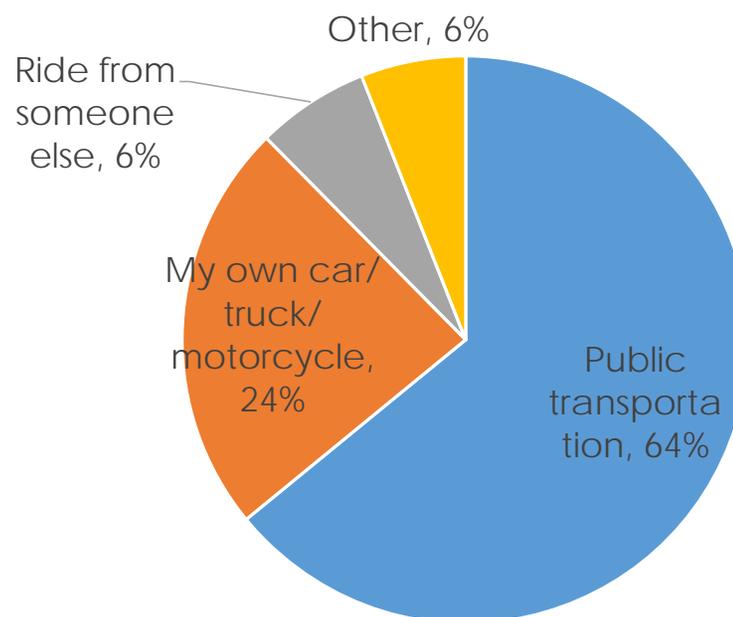
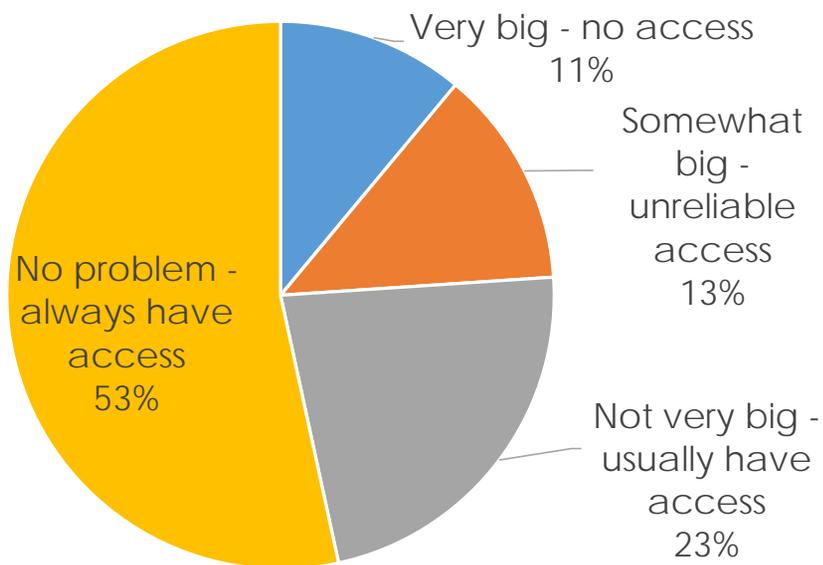
- 5 routes have more than 60 trips per day
- TARC interested in improving bus stops



Mobility and Transportation

“How big a barrier is transportation?”

“What is your primary mode of transportation?”



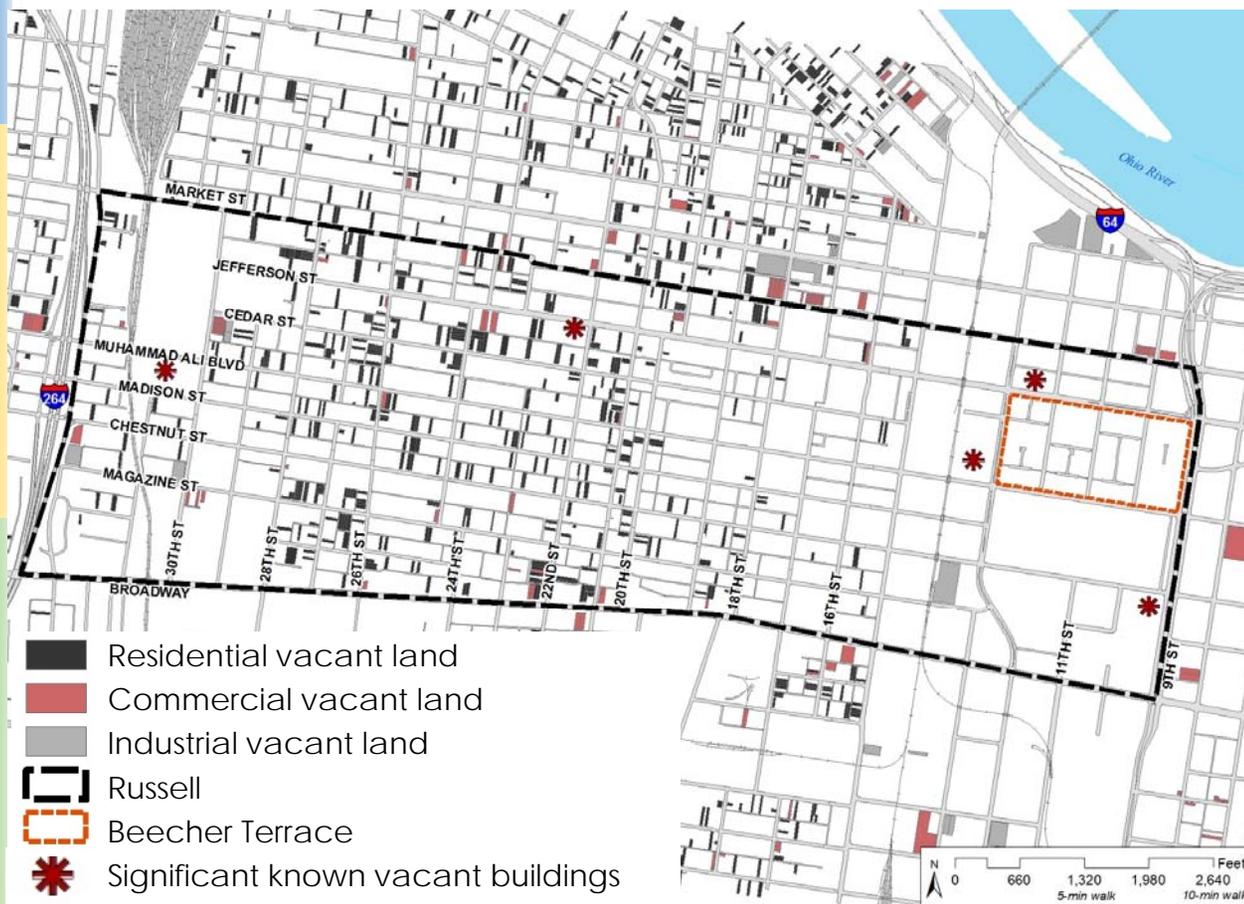
- 26% of Beecher households have at least one drivable car
- 58% of Beecher households indicated access to public transportation was one of the top three strengths of the neighborhood.

A growing bicycle network



- New bike lanes on Muhammad Ali Blvd and Chestnut Street
- Connects to downtown and the Metro neighborways bike network

Significant number of vacant lots scattered throughout the neighborhood



- No distinct patterns or concentrations of vacancy and blight
- Small lot size and scattered distribution requires fine-grained infill and rehab strategy

Vacant lots and buildings detract from neighborhood appearance



Chestnut St



Jefferson St

Neighborhood housing characteristics

- 2,033 residential parcels (61% of all parcels)
 - 93% single family (1,895)
 - 7% multifamily (138)
- 4,802 housing units
 - 38% public housing or Section 8 units (1,829)
- 18% owner-occupied / 82% renter
 - Compared to 62% owner / 38% renter in Metro



Neighborhood housing stock

- Almost half of housing built before 1939
 - Rehab potential to maintain neighborhood character, preserve affordability and improve energy efficiency
- Almost 20% of housing units are vacant (913 units)
 - Rehab/reuse potential, consider programs to encourage responsible homeownership
 - More residents will help attract more services and retail
- Most households are renters (82%)
 - Consider strategies to enforce responsible rental property management
- Diverse types of housing with no distinct patterns

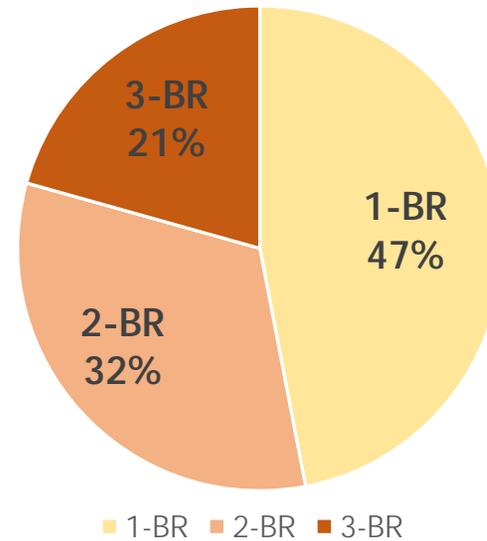


Beecher Terrace today

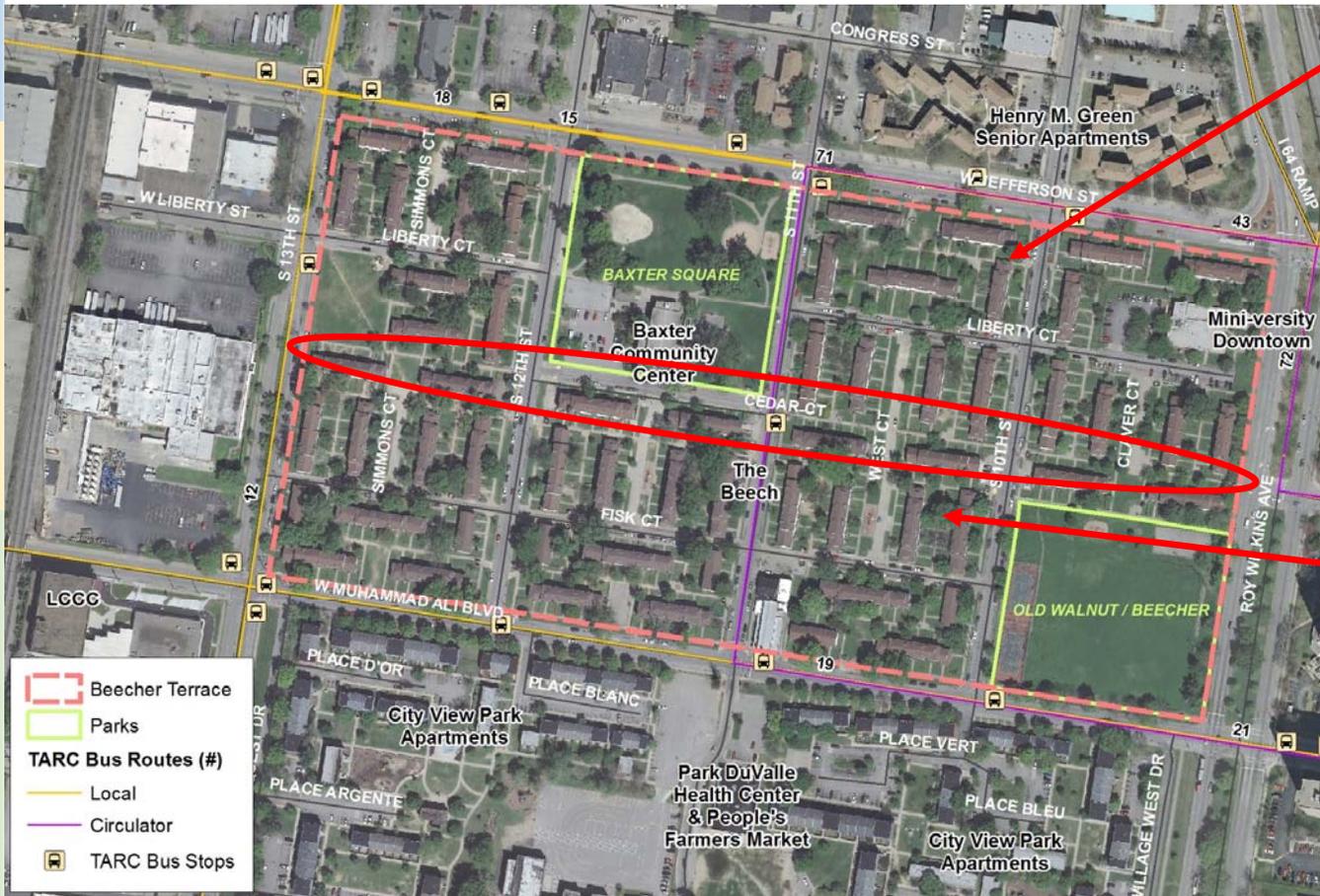
- 768 units in 59 buildings (1,320 total bedrooms)
- Baxter Community Center
- Baxter Square park; Old Walnut/Beecher park



Existing Unit Mix



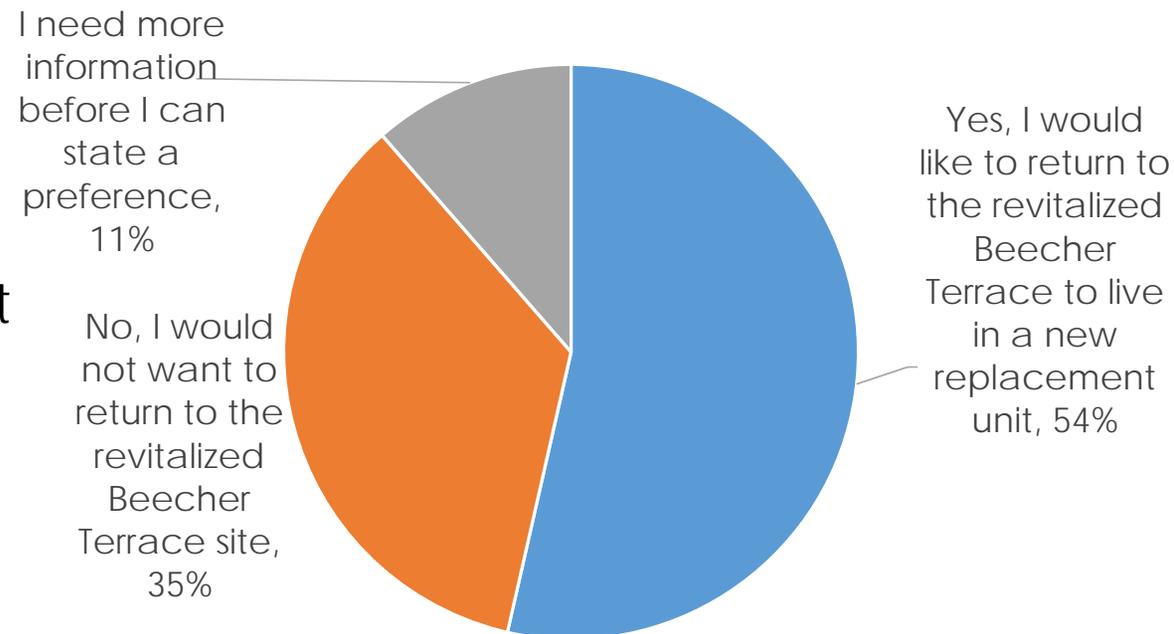
Site layout limits accessibility and safety



Beecher Residents' Interest in Returning

- 54% of households expressed interest in returning to a new unit
- 43% of households with children expressed interest in a new unit
- 61% of seniors/disabled households expressed interest in a new unit

Interest in Revitalized Unit





Families who live in Russell

Profile of Targeted Households

Highlights from Beecher Resident Survey

(neighborhood survey data pending)

78% Survey response rate

Resident Profile

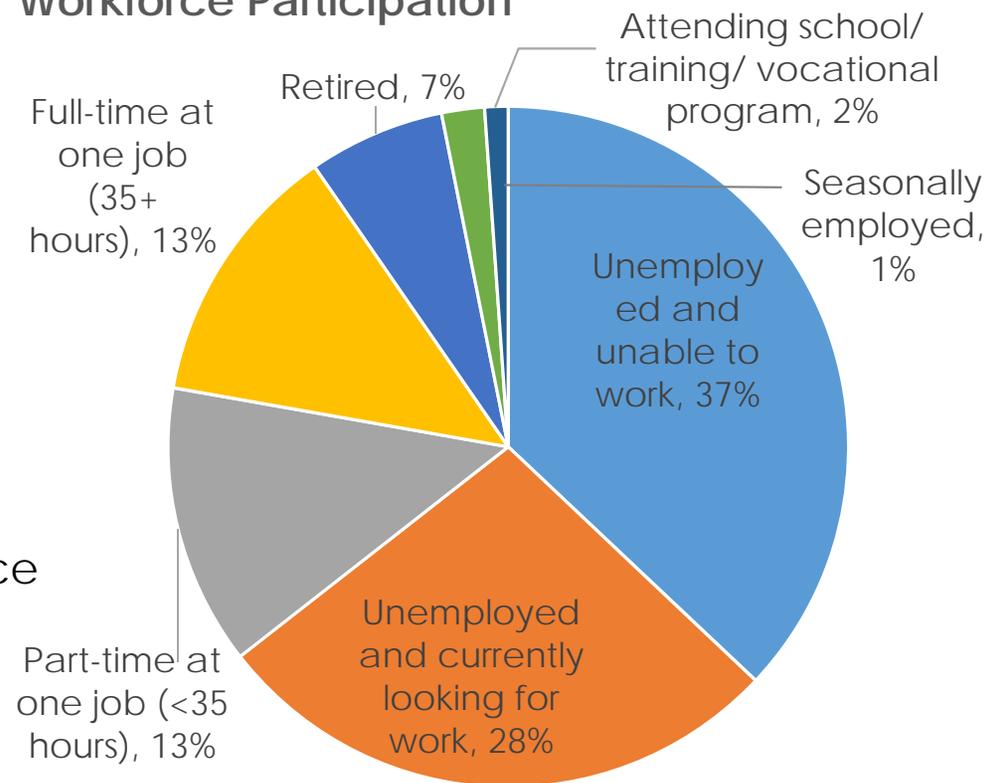
| | Beecher Terrace | Russell * | Louisville |
|------------------------------------|-----------------|-------------|--------------|
| # HH | 697 | 3,712 | 244,674 |
| #Residents | 1,331 | 9,590 | 741,000 |
| Average HH size | 1.9 | 2.6 | 2.5 |
| % HH with Children | 37% | 41% | 31% |
| Median Age | 25.5 | 28.5 | 37.0 |
| % children (18 and younger) | 43% | 26% | 26% |
| % seniors 62+ | 8% | 8% | 13% |
| % Black, White, Hispanic** | 92%, 3%, <1% | 91%, 6%, 1% | 23%, 71%, 5% |
| % HH with 1+ Persons w/ Disability | 30% | 40.8% | 28.6% |
| Poverty Rate | --- | 59.7% | 17.3% |
| Average Tenure | 11.9 years | TBD | N/A |
| % HH on Foodstamps in last 12 mo | 69% | 59.6% | 16.3% |

*Includes Beecher
 **Does not equal 100%

Very low income and rates of employment

- Very low median household income
 - Beecher Terrace: \$5,885
 - Russell: \$14,209
 - West Louisville: \$21,699
 - Louisville: \$44,159
- Many not in the labor force
 - Beecher Terrace: 43%
 - West Louisville: 47%
 - Louisville: 34%
- High unemployment rate among labor force participants
 - Beecher Terrace: 52%
 - West Louisville: 23.3%
 - Louisville: 10.1%

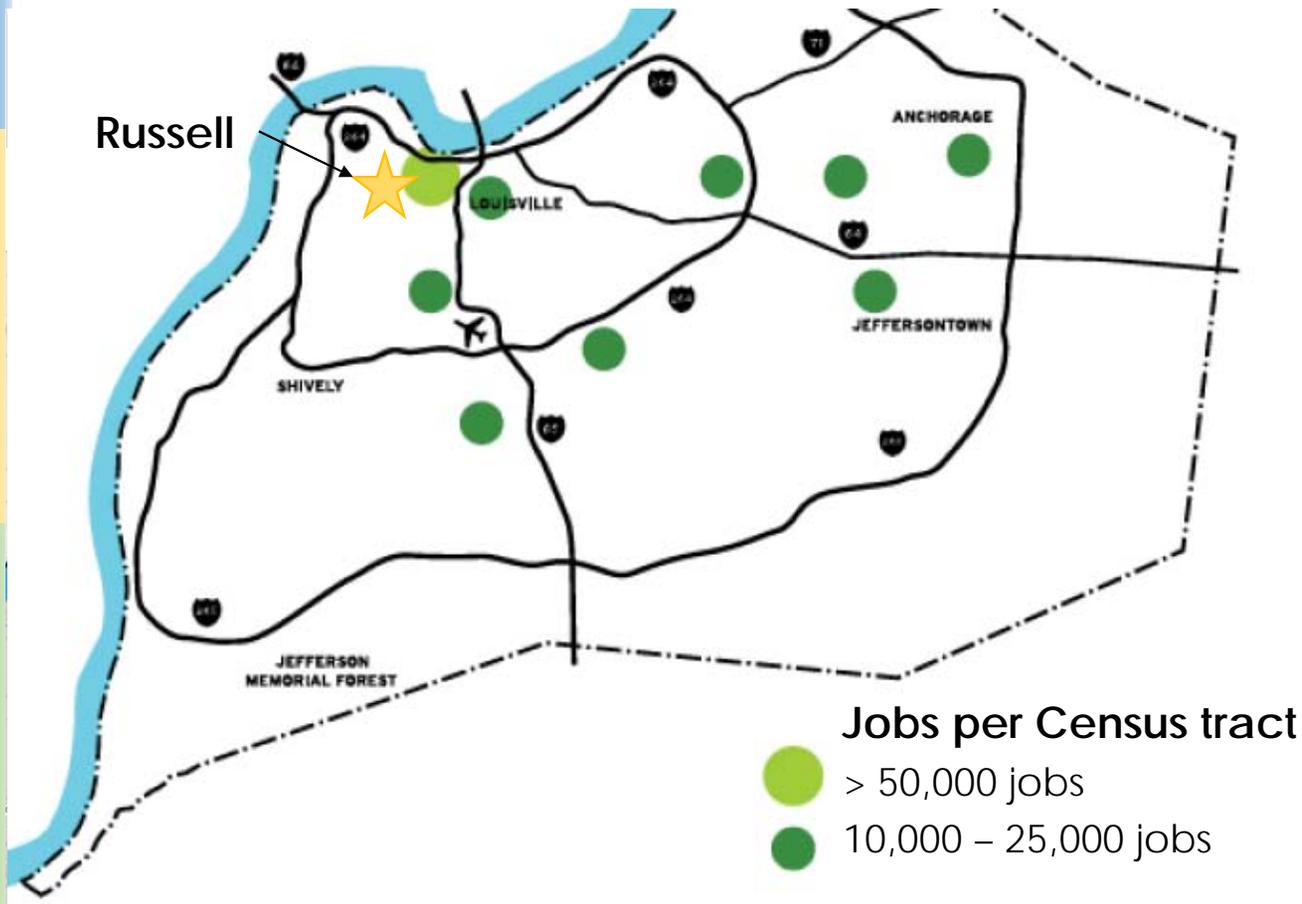
Workforce Participation



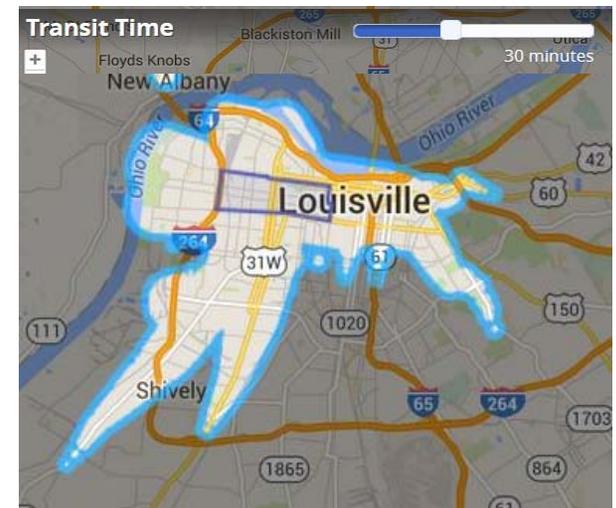
Significant barriers to employment

- 28% of Beecher Terrace residents are looking for work now
- Self-reported barriers to work (among those looking):
 - Affordable child care (35%)
 - Transportation (27%)
 - Lack of High School diploma or GED (12%)
 - Criminal record (5%)
- Several fields of interest align with hot jobs and career pathways identified by Kentuckiana Works
 - Healthcare (24%)
 - Restaurant/Food service (18%)
 - Hospitality (16%)
 - Maintenance Janitorial (10%)
 - Manufacturing (9%)

Access is difficult to some job centers



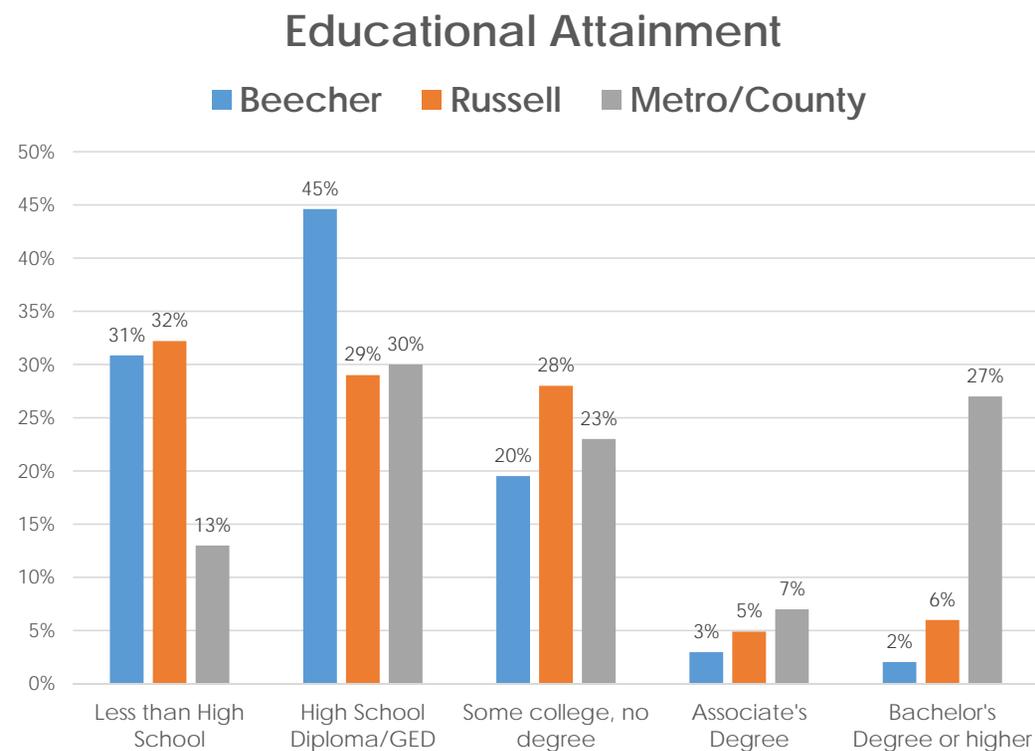
- Long travel times, multiple transfers
- 28% reliant on public transit for commuting to jobs



WalkScore.com

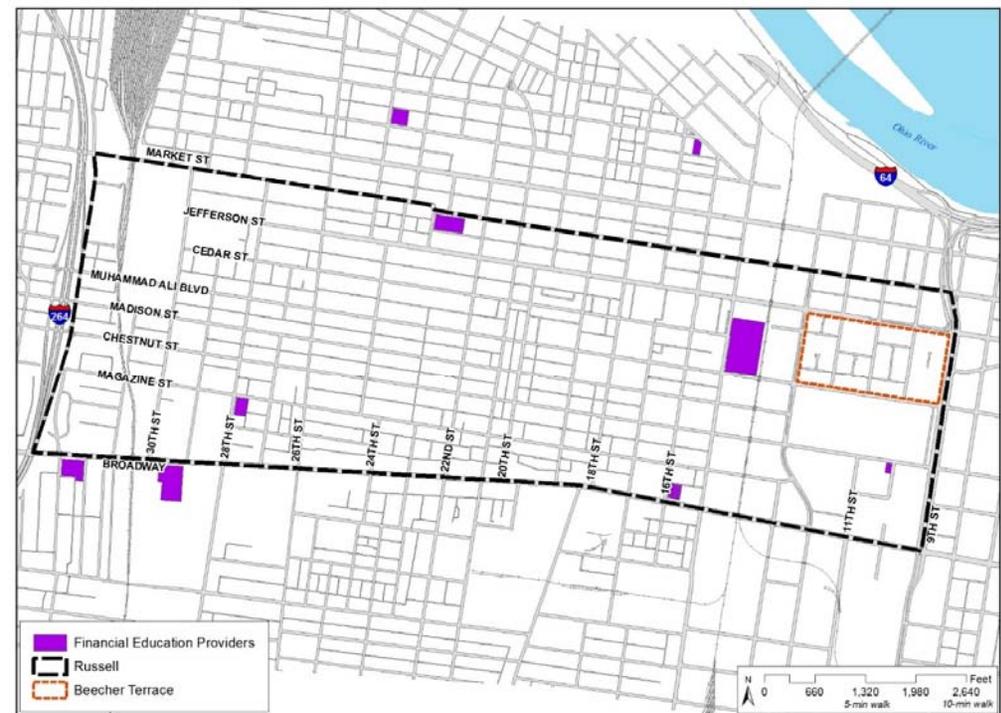
Low educational attainment; but great local training and education resources

- Nearly 1/3 of Beecher + Russell residents do not have a high school degree/GED (2.5x city-wide); only 2% enrolled
- According to Louisville Metro Community Needs Assessment 2015
 - Unemployment rate is significantly higher for those with lower educational attainment
 - Median earnings for someone with less than a high school degree is only 40% of someone with a bachelor's degree



High numbers without bank accounts

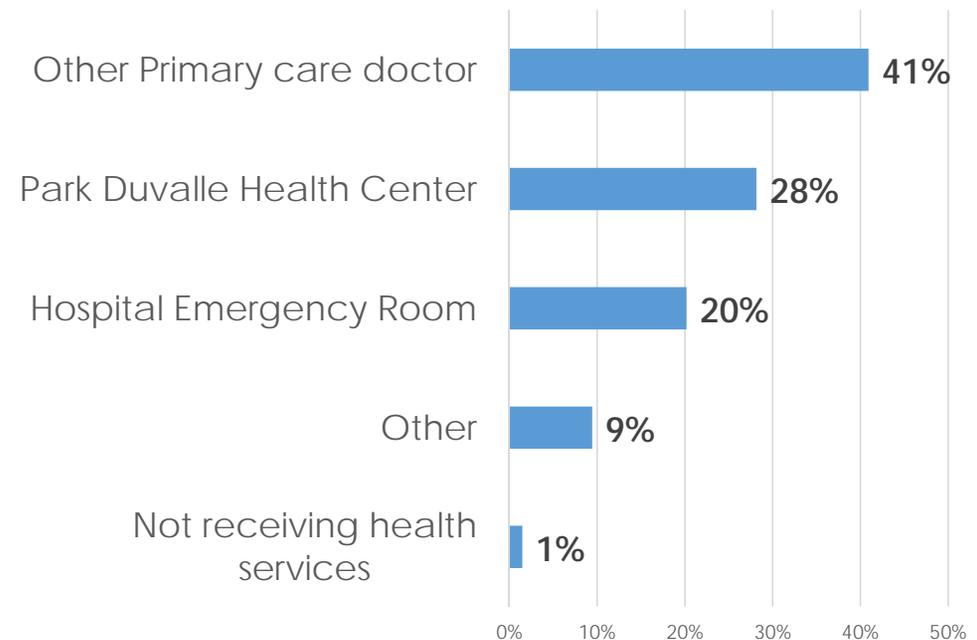
- 41% of Beecher Terrace residents do not have a bank account; 16% use check cashing services
- Budgeting, Financial Literacy and Credit Repair: 3rd most needed service per Beecher Terrace resident survey
- Financial literacy classes offered at 11 locations in & around Russell; Urban League recently launched Financial Empowerment Center



Nearly universal health insurance, but still high rates of emergency room usage

- 97% adults/98% children have health insurance compared to 76% in Russell and 86% in Metro
- High rates of emergency room use
- Barriers: cost (25%) and transportation (24%)
- 85% rate health care services as good or excellent
- More than half (58%) indicate no unmet health care needs
- Most common unmet health need is dental services (12%)

Where do you go when you are sick or need health advice?



High rates of chronic health conditions

- 39% of Beecher adults report fair/poor health
 - Greater than Black Non-Hispanics (31.89%) citywide
 - 3x rate of White Non-Hispanics (14.15%) and Hispanics (10.69%) citywide
- High rates of chronic health conditions self-reported at Beecher Terrace
 - Hypertension (43%)
 - Asthma (26%)
 - Arthritis (27%)
 - Extreme stress or anxiety (15%)
 - Depression (10%)
- Only 5% report their child's health is fair/poor
 - Yet, 33% of children suffer from asthma

| | Russell | Louisville | U.S |
|--|---------|------------|------|
| Life Expectancy | 69.5 | 77.6 | 79 |
| Alcohol/Other Drug-Related Death Rates | 8 | 5.4 | --- |
| Diabetes Death Rates | 53 | 28 | 22.4 |
| Heart Disease Death Rates | 253* | 181 | 194 |
| Cancer Death Rates | 275 | 190 | 186 |
| HIV Death Rates | 30* | 4 | 2.7 |
| Stroke Death Rates | 39 | 40 | 41.9 |
| Homicide Death Rates | 49 | 9 | 5.3 |
| Suicide Death Rates | 8 | 13 | 12.7 |
| Unintentional Injury Death Rates | 45 | 39 | 37.6 |

Source: 2014 Louisville Metro Health Equity Report

Age-Adjusted Rates per 100,000 population

*Ranked highest of all Louisville neighborhoods

Good rates of physical activity reported but need for healthier eating

- 81% of Beecher Terrace adults and 97% of Beecher children report engaging in 30+ minutes of physical activity 3X per week;
- Almost half (47%) report no barriers to physical activity
 - Most common barrier: health conditions (20%), physical disability (16%), lack of places to walk/exercise (15%), concerns about safety (13%)
- 11% of Beecher Terrace adults and 15% of children report eating recommended 5+ servings of fruits and vegetables daily; compared to 26% of city/county residents per Healthy Louisville 2020
- While 49% indicated no specific reason for not eating more fruits and vegetables, 27% cite cost as a barrier



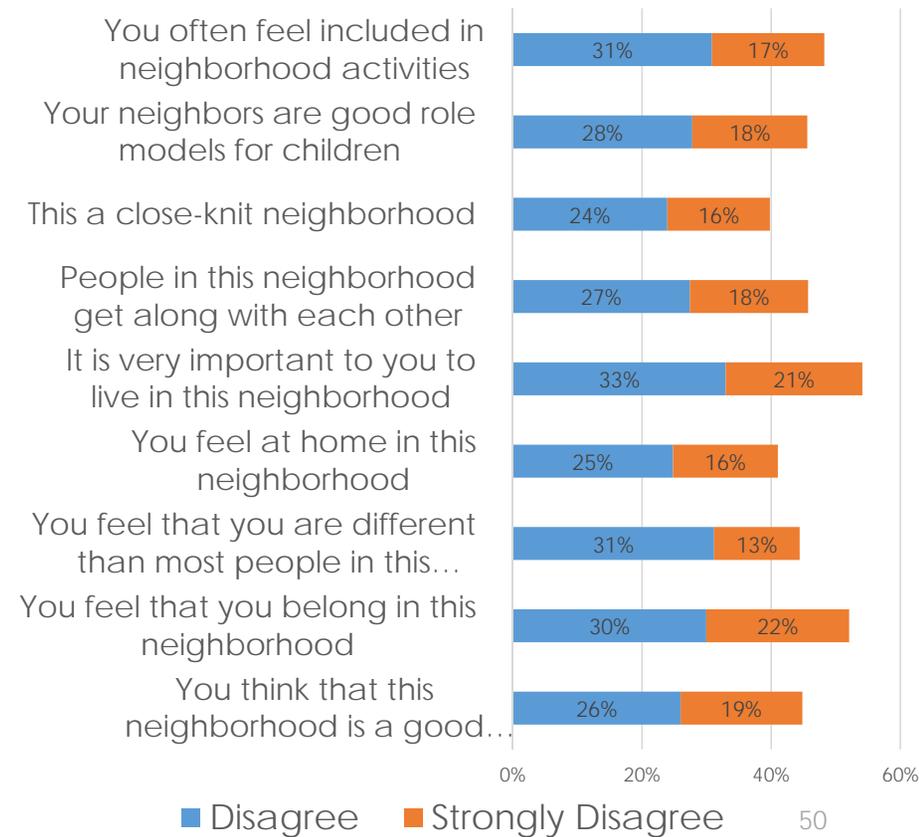
High awareness and utilization of services

- Majority of Beecher residents are aware of major community partners:
 - Park Duvalle Health Center (71%)
 - Baxter Community Center (70%)
 - Nia Center (63%)
 - Urban League (60%)
 - Western Library (54%)
 - Chestnut Street YMCA Branch (48%)
- Use among those that are aware is very good; satisfaction rate even better
- Half (49%) of households report having no trouble accessing needed services; otherwise, lack of awareness is most common (35%) barrier
- Most needed services as reported Beecher Terrace residents: computer training (25%), transportation assistance (21%)

...but high levels of disengagement

- 75% of respondents are not participating in any neighborhood associations or organizations
- Sense of disengagement is higher among families with children
- Families who live at Beecher 10 years or more, report feeling more connected

Social Network



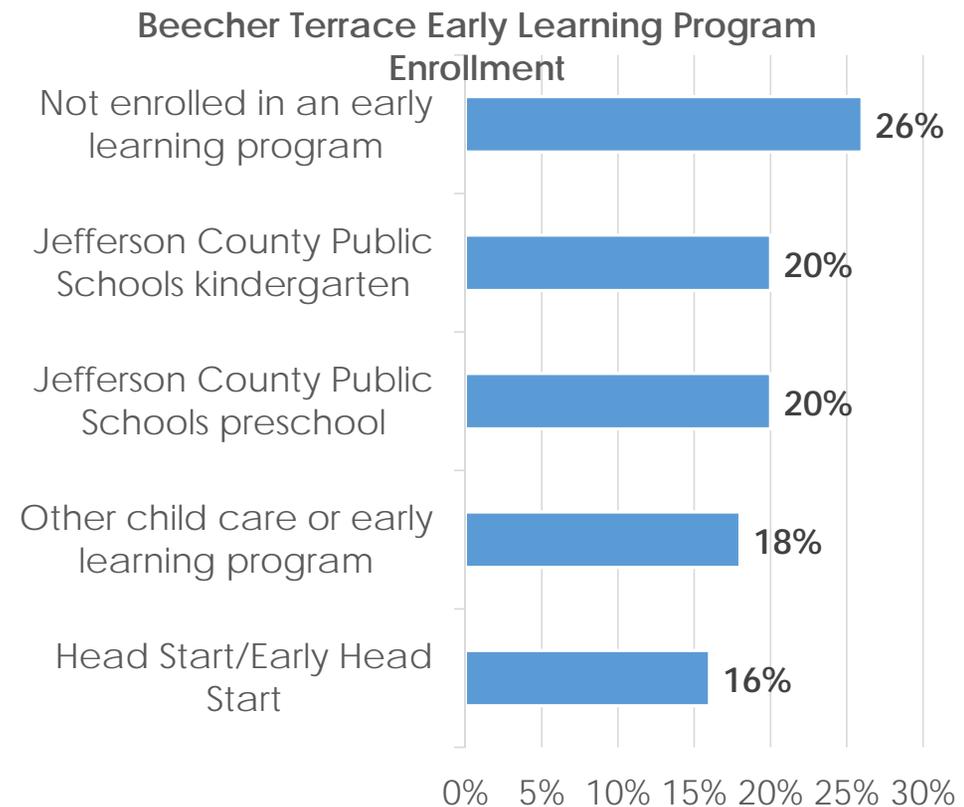


Education

Children and Youth

Many children are not ready for kindergarten

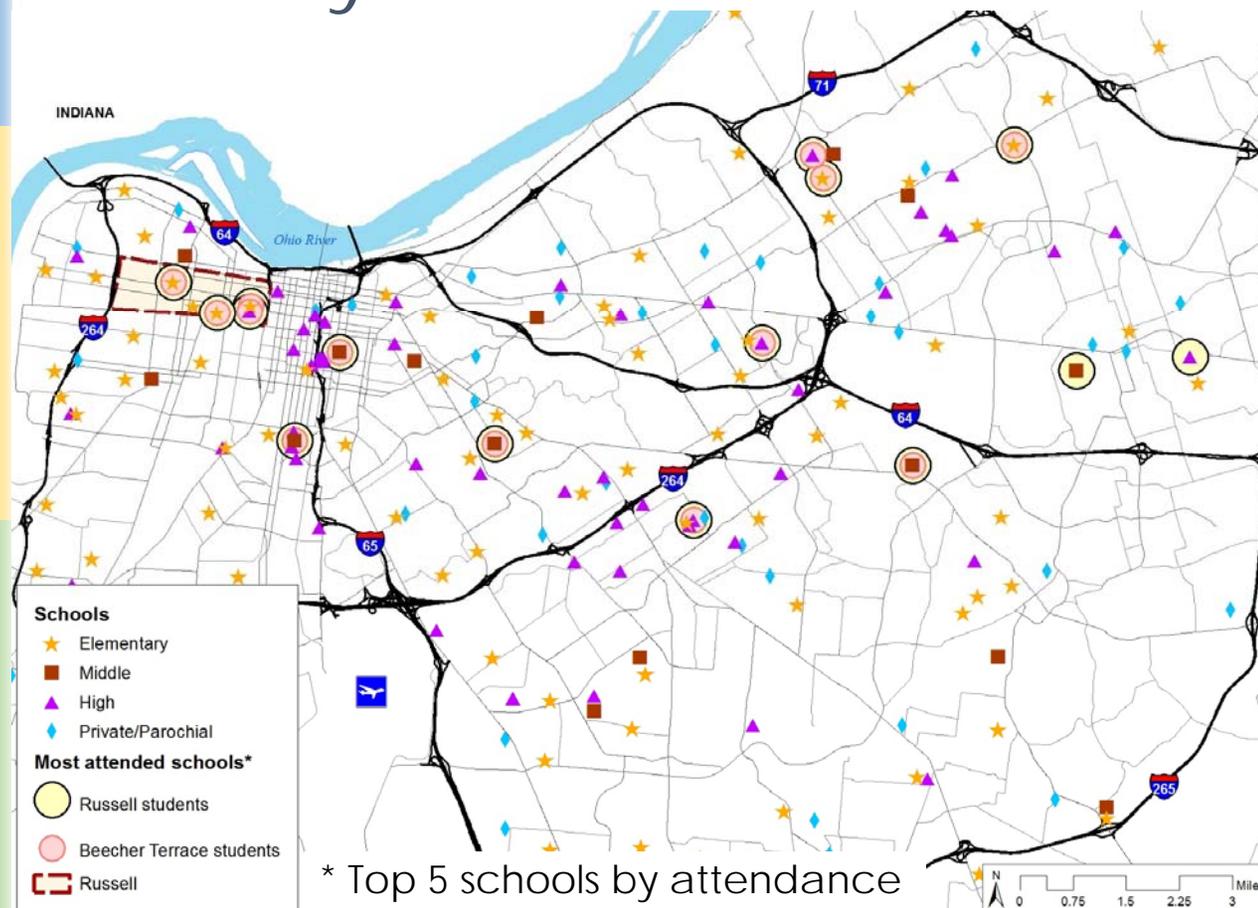
- 1,189 Russell children ages 0-5; 232 in Beecher
- 74% Beecher 0-5 year olds are enrolled in early learning program
- 206 Russell enrolled in JCPS pre-K program (*no data on those not in JCPS*)
- 42% of Beecher and 47% of Russell children entering kindergarten are kindergarten-ready; compared to 48% system wide (School year 2014-2015)



Existing childcare slots appear to meet needs; but overall quality is low

- 19 licensed childcare providers in Russell
- Total licensed capacity: 1321 slots
- All STAR levels surpass the minimum certification and/or licensing requirements that all programs must meet
 - No Level 4 STAR Rating, which is highest on a scale from 1 to 4
 - 21% Level 3 STAR Rating
 - 54% Level 2 STAR Rating
 - 18% Level 1 STAR Rating
 - 7% not rated
- Limited options for workers with non-traditional hours
- Less than 1/3 provide transportation (29%)

Russell students attend 126 schools across the city...

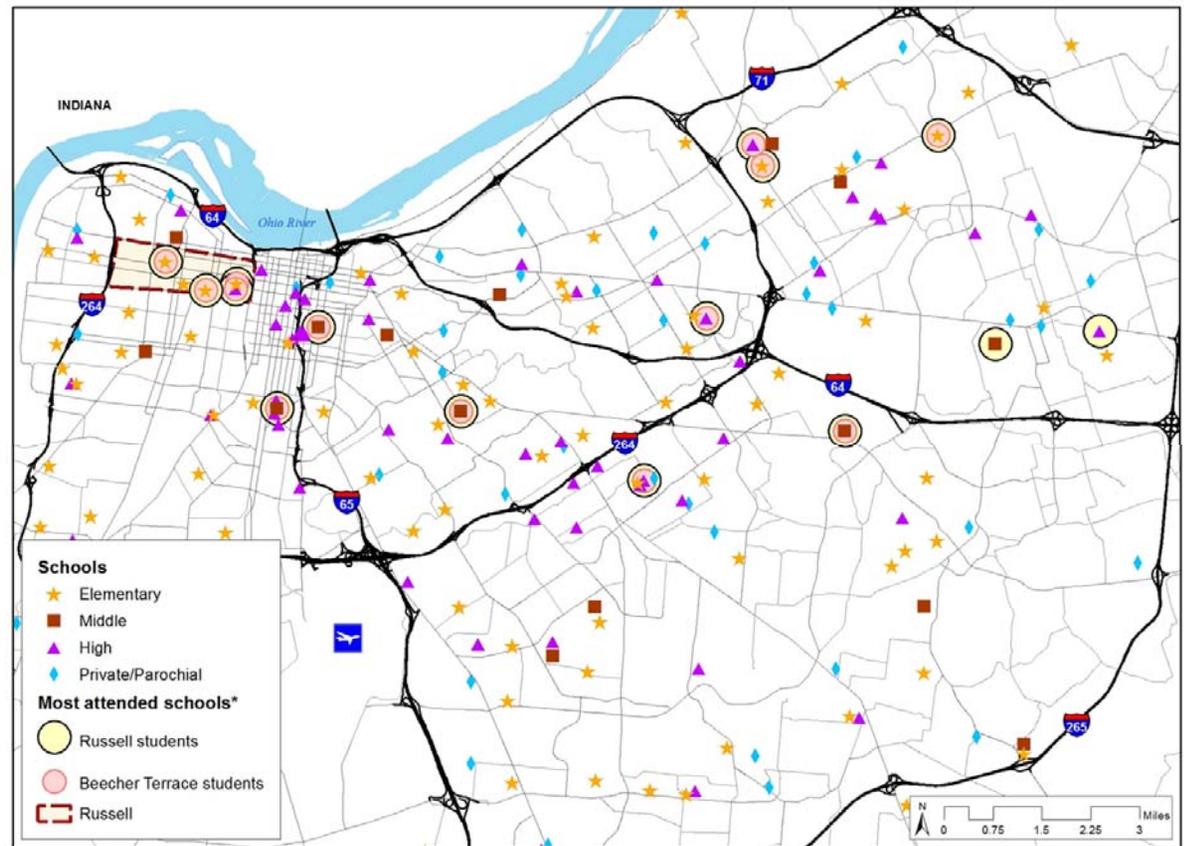


- 2,337 school-aged Russell children attend 126 schools
 - 57 elementary
 - 30 middle
 - 39 high schools
- 332 Beecher children attend 50 schools

Source: Jefferson County Public Schools dated July 10, 2015

...but nearly 1/3 attend a school in Russell

- Nearly 1/3 attend one of four schools in the neighborhood: Byck, Coleridge-Taylor, Roosevelt Perry and Central High
- Many of the remainder are bussed significant distances to school
- About half (48%) of Beecher parents participate in PTA/PTO at least occasionally; 37% said transportation/school located closer to home would increase involvement



* Top 5 schools for each of elementary, middle, and high

Schools have mixed performance

- Performance is mixed among the most commonly attended schools:
 - Roosevelt Perry, Byck are classified Focus/Needs Improvement AND are under-performing relative to the District/State
 - Central High School is classified as Focus/Needs Improving/Progressing relative to the District/State
 - Coleridge-Taylor Elementary, Crosby and Highland Middle are classified as (Focus/Needs Improvement) but perform on par or slightly better than other schools in the District/State
 - Ballard and Eastern High Schools are classified as Distinguished/High Performing schools

Enrollment (2014-15 School Year)

| | Beecher | Russell |
|--------------------|---------|---------|
| Elementary | | |
| Coleridge-Taylor | 25% | 18% |
| Roosevelt Perry | 17% | 15% |
| Byck | 8% | 15% |
| Other | 50% | 53% |
| Middle | | |
| Crosby | 0% | 43% |
| Highland | 74% | 24% |
| Other | 26% | 33% |
| High School | | |
| Ballard | 57% | 28% |
| Eastern | 0% | 17% |
| Central | 8% | 11% |
| Other | 35% | 43% |

Significant achievement gap between Beecher Terrace/Russell students and peers

| Indicator | Beecher | Russell | JCPS |
|--|---------|---------|-------|
| % Proficient or Distinguished in Reading | 14.1% | 23.0% | 47.7% |
| % Proficient or Distinguished in Math | 13.2% | 17.6% | 41.4% |
| % College or Career Ready | 28.6% | 31.7% | 61.3% |
| % Attendance | 90.7% | 91.6% | 94.0% |
| % Students Suspended | 21.1% | 18.4% | 8.8% |
| % Students with Disabilities | 18.7% | 16.7% | 12.3% |

Source: Jefferson County Public Schools dated July 10, 2015

- 30% of Beecher Terrace households with school-age children have a child with a special need (primarily behavioral)
- 14% of Beecher parents are concerned that their child might drop out of school
- 31% of Beecher parents had a child who got in trouble at school 2+ times in the past year

Participation in youth programs is high

- 79% of Beecher Terrace youth enrolled in at least one type of program
 - 34% Afterschool program
 - 29% Recreational or sports program
 - 23% Mentoring program
 - 22% Faith-based/church activities



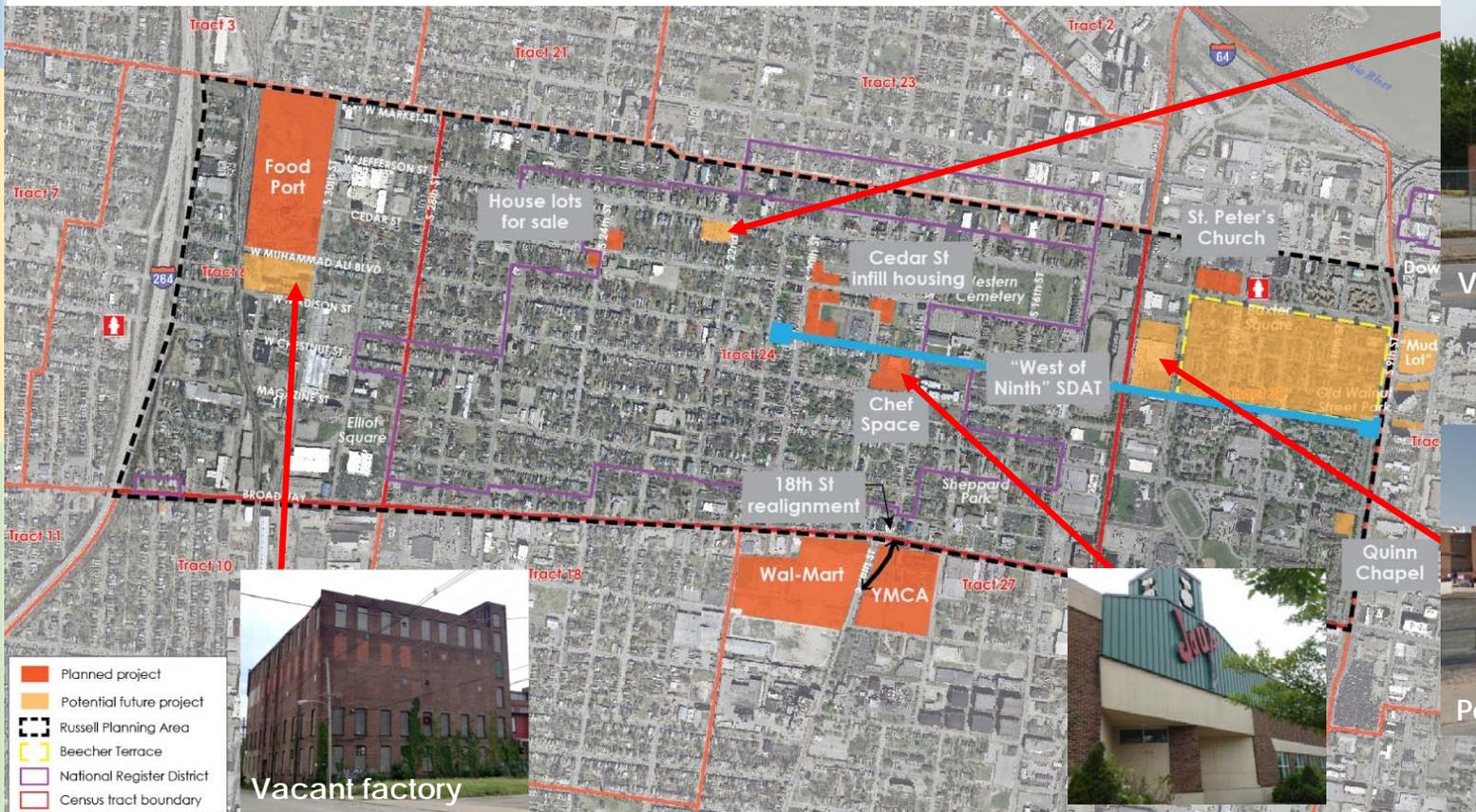


Leveraging Existing Momentum; Aligning Efforts

Existing Services Initiatives

- Kentuckiana Works Career Pathways
- Bank On Louisville
- Healthy Louisville 2020: Creating a Healthier City
- One Love Louisville/Louisville's Blueprint for Safe and Healthy Neighborhoods
- Sustain Louisville
- Meeting the 40210 Challenge: Building Momentum for Economic Prosperity through Early Childhood Education
- 55K Degrees/15K
- 2015 ArtsPlace Grant

Several significant planned and potential investments can support revitalization



- Planned project
- Potential future project
- Russell Planning Area
- Beecher Terrace
- National Register District
- Census tract boundary



Vacant factory



Vacant DAV Thrift Store



Porter Paint site



West Louisville Investments





Discussion; Q & A

Russell Community Events

As of 7/20/2015

July 21, 2015 - Russell Choice Neighborhood Planning Initiative
Joint Task Force & Coordinating Committee Meeting
(10:00 am, Central High School)

July 21, 2015 - Russell Choice Neighborhood Planning Initiative
Community Meeting
(6:30 pm, Central High School)

July 24, 2015 - Russell Neighborhood Place Bridges of Hope
Back to School Fair

July 26, 2015 - Joshua Tabernacle Friends and Family Day
(8 am, 426 S. 15th St.)

August 1, 2015 - Central High School Community Yard Sale
(1130 W. Chestnut St.)

August 4, 2015 - Choice Neighborhood Planning Initiative
Neighborhood Task Force Meeting
(6:30 - 8:00 pm, Louisville Central Community Centers, 1300 W. Muhammad Ali Blvd.)

August 8, 2015 - Molo Festival Back to School Bash
(12-6 pm, 1407 W. Jefferson St.)

August 24, 2015 - Neighborhood Roundtable: Manfred Reid's Tour of Russell, as a rehearsal for the NeighborWorks Community Leadership Institute
(5:30-8 pm, New Directions Housing Corporation, 1000 E. Liberty St.)

September 11 & 12, 2015 - African Heritage Festival, Kentucky Center for African American Heritage
(Evening of the 11th for Opening Ceremonies,
11 am - 7:00 pm on the 12th for Festival Activities, 1701 W. Muhammad Ali Blvd.)
Workshops

October 7 & 8, 2015 - Russell Choice Neighborhood Design Workshops
Times and Locations to Be Determined

October 15-18, 2015 - Louisville NeighborWorks Community Leadership Institute

http://www.neighborworks.org/Documents/TrainingandServices_Docs/TrainingandProfessionalDevelopment_Docs/2010CIBROFINAL_1mlay.aspx

