



**Federal Reserve Bank of St. Louis
Investment Connection Proposal**

Proposal title	2019 Better Block Louisville - Parkland Neighborhood
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Organization name/address	Center For Neighborhoods Louisville, KY 40202
Mission statement	Building Healthy, Sustainable, Safe & Attractive Neighborhoods through Engaged, Informed & Committed Neighbors
Overview of organization	<p>Center For Neighborhoods' mission is to build healthy, sustainable, safe and attractive neighborhoods through engaged, informed and committed neighbors. For 45 years, Center For Neighborhoods has cultivated grassroots leadership, facilitated civic dialogue among stakeholders, provided leadership education, partnered with neighborhoods in community planning efforts and actively participated in neighborhood-based development and improvement projects. This work is critical today as long-term and relocating residents and businesses seek out economically, physically and socially sustainable neighborhoods to call home.</p> <p>We believe that neighborhoods are the building blocks of a great city, that neighbors are the central force of vibrant neighborhoods, and that committed residents in dis-invested areas are critical to their neighborhood's future. We offer Community Engagement; Education & Training; and Planning & Design services to support residents and neighbors to emerge as civic leaders and as unified neighborhood groups. We primarily work in Louisville's disinvested neighborhoods located in West and South Louisville.</p>

	<p>The purpose of Better Block Louisville is to spur social and economic activity of a commercial corridor that promotes neighborhood vibrancy and can lead to longer-term investments and improvements. Interventions include pop up shops, new green spaces, bike lanes, traffic calming measures, outdoor seating, new signage, and fresh painting. Existing businesses are also given design and promotional support.</p> <p>All planning and development of Better Block is done with, by and for the community -- residents, business owners, and property owners. Our planning and design approach leverages neighborhood assets while engaging the wider community and attracting additional resources to realize the neighborhood's vision.</p>
Website	www.centerforneighborhoods.org
Social media link(s)	Facebook https://www.facebook.com/centerforneighborhoodslouisville/
Location of project/activity	Kentucky Jefferson County
Geographic Impact	Neighborhood(s)
Support request	Grant Investment Loan Service
Requested dollar amount	\$150,000
Proposal description and structure	Better Block Louisville is a year-long process that engages neighborhood stakeholders to facilitate and support the co-creation of a reimagined commercial corridor. We support the neighborhood's stakeholders in creating a shared vision. We conduct conversations, followed by a participatory design charrette. We complete a design assistance program for the area, which pairs local business owners with volunteer architects and designers to produce draft designs for facade improvements, signage, landscaping and other aesthetic problems. We use these designs to partner with other agencies and private contractors to build a selection of these improvements during the Better Block celebration event. Pop-up shops, public art pieces and improvements to the street are also featured to give residents places to socialize while attracting newcomers. We continue our support by advocating for and facilitating permanent improvements.
Issues addressed	Community Facilities/Services Neighborhood Revitalization and Stabilization
Target population/geography	Project benefits are targeted most directly to residents, business owners and property owners of the Parkland

	<p>neighborhood located in Louisville's 40211 zip code. Positive ripple effects are anticipated for adjacent neighborhoods and local government. The project will also target attracting prospective business owners and property owners to use vacant properties and/or to increase the use value of existing properties in alignment with the shared vision.</p> <p>The project will be anchored at the intersection of 28th and Dumesnil St and will stretch along the corridors on 28th between Virginia Ave and Dumensil St, and on Dumensil between Catalpa St and Cypress St. The intersection of 28th and Dumesnil St marks the boundary of three census tracts: 0010.00; 0015.00; and 0017.00. All three of these census tracts are rated as Low income level, with a 2018 estimated tract Median Family Income ranging from \$23,000 to \$30,272, with 95.7% of the three tracts' population identified as minorities.</p>
Population served including income	<p>The project is centered at the intersection of three census tracts: 0010.00; 0015.00; and 0017.00. All three census tracts are rated as Low income level, with a 2018 estimated tract Median Family Income ranging from \$23,000 to \$30,272, and 96% of the tracts' population identified as minorities.</p> <p>According to a 2014 Parkland Neighborhood profile: Parkland experienced a net loss of \$5.8 million in single family property value between 1999 and 2014; the Parkland neighborhood had an unemployment rate of 32% compared to the county rate of 10%; and Jefferson County's median income was 258% greater than Parkland's. (Source: http://makechangetogether.org/wp-content/uploads/2014/04/Parkland-Data-Profile.pdf)</p>
Anticipated outcomes/impact	<p>Center For Neighborhoods aims to strengthen neighborhood quality of life in disinvested community through planning and design services for neighborhood improvement. Community-centered planning builds strong, safe and attractive neighborhoods. Participatory processes such as ours produce designs that more adequately fit community needs and increase residents' capacity for positive neighborhood development. Goals of 2019 Better Block Parkland are:</p> <p>Enhance neighborhood image, pride, and potential for positive economic development and housing growth.</p> <p>Enhance multi-sector collaboration and increase connections/resources for residents to available partners organizations.</p>

	<p>Enhance social cohesion and capacity for neighborhood self-management.</p> <p>Enhance neighborhood walkability, safety, and aesthetic.</p> <p>Demonstrate potential of underutilized public and private in order to increase momentum for investment, attracting development of neighborhood appropriate and local business services.</p>
How will the program be evaluated	<p>Neighborhood assessments are completed during the initial planning stages, including land use, property ownership, demographic and geographic data, and physical conditions. Staff conducts individual interviews and focus groups regarding perceptions of the area and listening to residents about issues in the area. Participatory activities are evaluated through surveys and individual testimonials. Staff tracks the number of partnered and engaged organizations, volunteer participation, and attendance to events and organizational meetings. During the Better Block celebration event, impacts of the interventions on safety and walkability are measured through observations, monitoring traffic speeds, and other on-site data collection. Local businesses report their earnings and provide feedback on the event. Surveys are given during and after the event to capture information about who is using the block, who is visiting and why, and general impressions of the improvements.</p>
Project time frame	<p>Existing Program Project Duration: 1-3 Years</p>
Other significant partners in the proposal	<p>ParkVille Neighborhood Association Other Recently formed neighborhood association serving as primary avenue for resident participation and primary decision making body https://www.facebook.com/PVNeighborhoodAssociation/</p> <p>Louisville Independent Business Association (LIBA) Technical Assistance/Expertise www.keeploouisvilleweird.com</p> <p>University of Louisville Urban Design Studio Technical Assistance/Expertise http://udstudio.org/v4/</p>
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