



Southwest Scenic and Recreational Area Strategic Plan (DRAFT, 2/23/10)

A plan of the SWDT Cultural and Natural Attractions Committee

Mission: To highlight the unrivalled history, culture, and natural beauty of southwest Louisville and inspire positive growth in our community.

Vision: A fantastic 20-mile “River and Knobs” greenway extending from Riverview Park, through Riverside: the Farnsley Moreman Landing, and on through the Jefferson Memorial Forest that is connected to other southwest treasures such as Iroquois Park and Waverly Park as well as the greater community by a network of parkways, scenic byways, and bike lanes. These cultural and natural attractions and the greenways, bikeways, and enhanced transportation corridors that connect them make southwest Louisville a treasure to visit, a wonderful place to reside, and attractive to business investment. These infrastructure improvements create a positive community attitude and ultimately improve the quality of life in southwest Louisville in very significant ways.

Strategic Imperatives:

- **Promote southwest cultural and natural attractions through development of a promotional tagline for the area and improve way-finding within the area for tourists and residents alike through the KYTC-sponsored Limited Supplemental and Cultural and Recreational Signage programs**
- **Develop the southwest Louisville Loop Corridor as a greenway connecting key southwest attractions such as Jefferson Memorial Forest, Riverside: the Farnsley Moreman Landing, and Riverview Park.**
- **Extend the Olmsted vision to southwest Louisville by extending a parkway system from Iroquois Park and Shawnee Park into southwest Louisville so that southwest Louisville connects to the larger community as never before.**
- **Promote infrastructure improvements such as “complete streets” and improved public transportation that promotes active lifestyles and smart growth**
- **Develop a system of greenways, multi-use paths, and bikeways that enhance health and wellness in SW Louisville and promote positive community development by connecting the wonderful system of developed and undeveloped greenspaces in the community (e.g., Iroquois Park, Waverly Park, Community Improvement District Lands, aka CID).**