

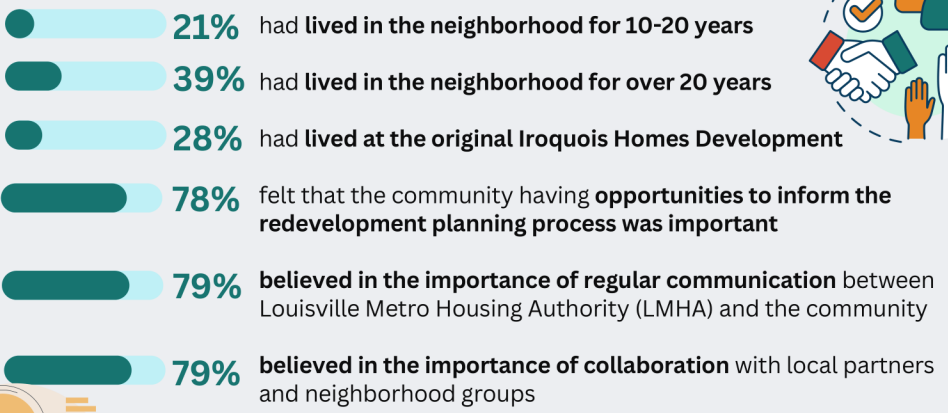
# A Community-Based Vision

# Iroquois Homes Redevelopment



- The Taylor/New Cut Network hired consultants to conduct a community engagement initiative to create a **community-based vision** for the redevelopment of the Iroquois Homes property.
- To better understand perceived needs, past experiences with the Iroquois Homes property, **lessons learned, hopes for the future**, and top priorities to inform the planning process, the community was engaged in the following ways:
  - **Survey** administered via multiple media channels, door-to-door visits, and through area businesses and neighborhood associations
  - **Focus groups**, one virtual and one in-person with community members
  - **Key informant interviews** with key project stakeholders
- There were **473 responses** to the survey and approximately **20 community members** participated in focus groups and interviews.
- Based on findings from the survey, focus groups, and interviews, an overarching theme that emerged was that the Iroquois Homes redevelopment project is an opportunity for all actors to work together to build something meaningful, increase affordable housing, enhance connectivity with the existing neighborhood, and have features open to the larger community, thereby preserving the culture and character of the South End.

## Community Survey Respondents



## Key Findings

- ★ **Amenities/services needed in the area:** youth activities were mentioned as the greatest need, followed by childcare facilities and grocery stores.
- ★ **Green Space:** Respondents mentioned that the tree canopy provided by existing mature trees on the site should be protected. Similarly, the need to preserve green space as a park or children's play area, addressing water drainage issues, having adequate walking trails, and cultivating a community garden were mentioned as important features.
- ★ **Important items to consider for the new development:** crime prevention, on-site property management, presence of social service organizations and a community center that offers recreation, elderly activities, youth activities, programming for adults, and a general space to build community cohesiveness.
- ★ **Areas of concern** for the new development were reduced safety, crime, violence, poorly maintained property, parking, and traffic congestion.
- ★ When asked about what the **'worst case scenario'** for the new development would be, a theme that emerged was that the property would become an apartment complex that "warehoused low-income families," thereby leading to a greater sense of isolation, otherness, and ultimately crime and violence.
- ★ Respondents hoped that the new development would be a **"safe, happy, and welcoming residential space"** with mixed income housing and the option of rent-to-own housing being available.
- ★ Respondents stated that walkability, mix of building types, courtyards, driveways, integration of green space, porches, garages and adequate lighting would make the development attractive and welcoming while also **integrating the property with the neighboring community.**



## Voices from the community...

“Green space for children to play, well-lit areas, great curb appeal. Property management that will keep the area clean. Places for people to walk their dogs, and a community garden space for residents.”

“Building a community center with health clubs/childcare/teen rec center so the neighborhood has a real sense of community and somewhere safe for kids to productively do positive activities.”

“Integration with neighbors in the surrounding neighborhoods: a healthy, vibrant community.”

“Mixed community, low income, market rate, and senior homes.”

# Resources for Neighbors

Tips and tools for neighbors interested in pursuing a community-based vision for their community.



## Learn

**“Affordable Housing”** is when housing costs do not exceed 30% of household income. According to the 2019 Housing Needs Assessment, Louisville needs 31,412 units to fill the Affordable Housing needs of the community.

**“Mixed Use”** development is when a variety of housing, offices, retail, public space and even industry are integrated into a development project. It is up to the development process to determine the exact mix and type of uses that are included.

The basic **development process** begins when a landowner submits an application to the city. Applications are reviewed by the appropriate Metro agency, various committees, the Planning Commission, and Metro Council.

Things to consider when developing a property:

- **Placemaking** – incorporating identity into a development so that it draws people there and reflects the people who live there.
- **Transit Oriented Development** – the development supports easy access to public transit.
- **Crime Prevention through Environmental Design** – using natural and built elements in a development to create feelings of safety.
- **Recreation** – incorporating access to the outdoors supports physical and mental health of residents.
- **Sustainable Wastewater Management** – incorporating natural and built infrastructure to redirect and absorb stormwater.



## Connect

### CONNECT WITH ...

- **Metro Council**  
<https://louisvilleky.gov/government/metro-council>
- **Louisville Metro Housing Authority**  
<https://www.lmha1.org/>
- **Neighborhood Associations**  
<https://arcg.is/1vaWPX>
- **Your neighbors** – say hello at the mailbox or on a walk!

### REMEMBER TO ...

- Sign up to receive email updates from your Metro Councilperson  
<https://public.govdelivery.com/accounts/KYLOUISVILLE/subscriber/new>
- Stay up to date on Metro Council activities:  
[www.facebook.com/louisvillemetrocouncil](http://www.facebook.com/louisvillemetrocouncil)
- Pay attention to public notices posted in nearby yards and sent in the mail

### TALK TO YOUR NEIGHBORS ...

- About your vision for your neighborhood so you can get together to act when it matters.
- Share information that you’ve seen posted, and work together to be the eyes and ears for your community.
- Look for local events or group outings to find others who care about the same issues you do.



## Act

**Contact your Metro Council person** to let them know what you think about development and other issues in your community.

**Contact Louisville Metro Planning and Design** to leave a comment with the case manager about a development project.

**Attend neighborhood meetings** for development projects or zoning changes in your area. Local meetings are an effective venue for giving input and influencing the direction of a development while it is still in the midst of the application and/or community engagement process.

**Write a comment or register in advance** to speak at the Planning Commission or a Metro Council meeting. Research the issue, make your message clear and concise, and remain calm and respectful to get your message across.

### Things to remember for advocacy

- **Social Media** – tips for using social media for advocacy: <https://ctb.ku.edu/en/table-of-contents/advocacy/direct-action/electronic-advocacy/main>
- **Storytelling** – how to tell your story for impact: <https://groundedsolutions.org/sites/default/files/2018-11/Storytelling%20for%20Advocacy.pdf>
- **Planning and Design** – development process information  
<https://louisvilleky.gov/government/planning-design>
- **PVA** – land ownership and values  
<https://jeffersonpva.ky.gov>
- **Lojic** – informational maps  
<https://apps.lojic.org/lojiconline/>

For more detailed information and resources, please visit [swdreamteam.org](http://swdreamteam.org) to access the full 'Resources for Neighbors' Advocacy Toolkit.