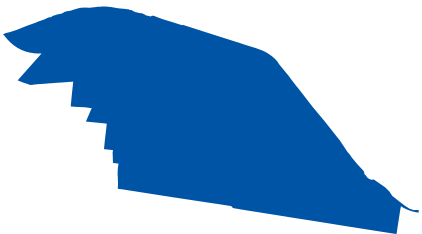


# Portland

## Neighborhood Plan



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Center For Neighborhoods

VISION. KNOWLEDGE. ACTION.

**Adopted: 00.00.2007**

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# Cornerstone 2020 Vision Statement

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In our vision of 2020, Louisville and Jefferson County is a community widely recognized for its high quality of life, sense of tradition and competitive spirit. Our children have inherited a livable, vibrant and economically diverse community. We have clearly recognized that the quality of life depends upon continued success in the economic marketplace and an ongoing commitment to the conservation of environmental resources which define our heritage and enhance the livability of our community.

Community residents share a sense of place and take great pride in their established and emerging neighborhoods which are culturally and economically diverse. Residents are proud of their differences in heritage and culture. Economic and educational opportunities are available to all residents, in every neighborhood. Every neighborhood is a safe place to live.

The community enjoys a rich fabric of urban and suburban areas, interwoven with environmental resources, accessible parks, open space and the Ohio River Corridor, all representing a heritage of natural beauty. A multi-modal transportation system serves and ties together the entire community. Unified government services enhance the ability of the community to speak with a single voice in matters related to the investment of human, environmental and capital resources.

The Cornerstone 2020 Vision for Louisville and Jefferson County is nothing less than the best of the past merged with the best of the future, creating a community where all residents can grow and prosper.



# Introduction

The Portland Neighborhood Plan process was initiated in 2004 by District 5 Councilwoman Cheri Bryant Hamilton in concert with Portland Now, the neighborhood organization representing the greater Portland area. Both the Councilwoman and Portland Now had been grappling with an increase in incompatible development and demolition in the neighborhood, and so viewed the neighborhood planning process as a means by which to fashion an effective response to these trends and to serve as a guide for neighborhood revitalization.

Prior to commencing the neighborhood planning process in July, 2005, the Portland Neighborhood Planning Task Force – 15 neighborhood leaders appointed by Mayor Jerry E. Abramson – first undertook a series of Neighborhood Assessment Plans (NAPs) sponsored by the Louisville Metro Department of Neighborhoods. The NAP program, at that time only recently adopted by the Department of Neighborhoods, would serve as a means by which Portland Now could begin to identify issues of greatest concern to the neighborhood. The process, which included a resident survey designed to measure perceptions and opinions regarding neighborhood quality of life, was conducted by members of the Neighborhood Plan Task Force over a six month period at the beginning of 2005. Because Portland is one of Louisville's largest neighborhoods, the NAP process was in four-fold, with assessments conducted in each of four divisions of the neighborhood. Following the fourth assessment, the results of each of the four were compiled into a single Portland composite.

Along with a demographic analysis and survey results, the Portland Neighborhood Assessment created an “action matrix,” developed via community workshops conducted for each of the four Portland districts. [A copy of the composite matrix is included as an Appendix to the plan.] The matrix will continue to serve Portland Now and Louisville Metro government as an agenda for community action, in response to the priorities of neighbors expressed via the NAP process. The Portland Neighborhood Assessment Project (“Portland NAP”) also served as a prelude for the Neighborhood Plan process by giving the Task Force members a thorough and broad-based indication of the issues of greatest concern to the broader Portland community.

Following the conclusion of the fourth and final Neighborhood Assessment – and compilation of the composite Portland NAP in June, 2005 – the Portland Neighborhood Plan Task Force reconvened to commence work on the Neighborhood Plan, per se. The plan process was conducted via monthly Task Force meetings, beginning with the fashioning of a draft Vision



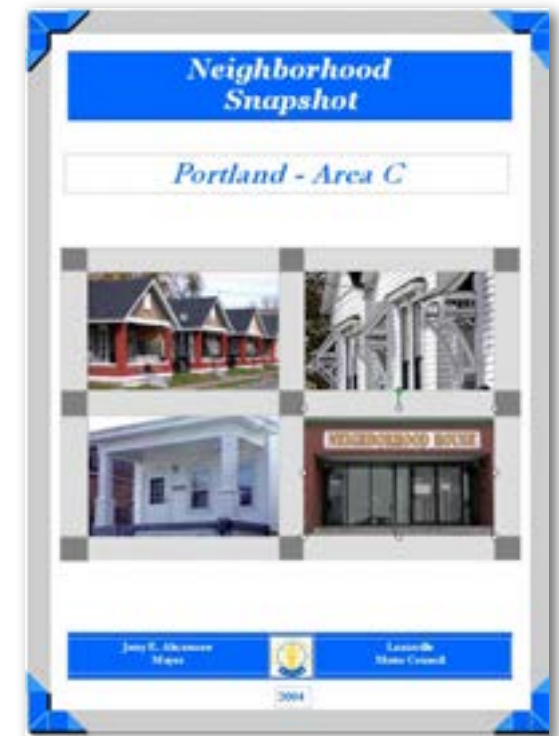
*Portland residents engaged in the Area A workshop*



*NAP participant helping to map Portland assets*

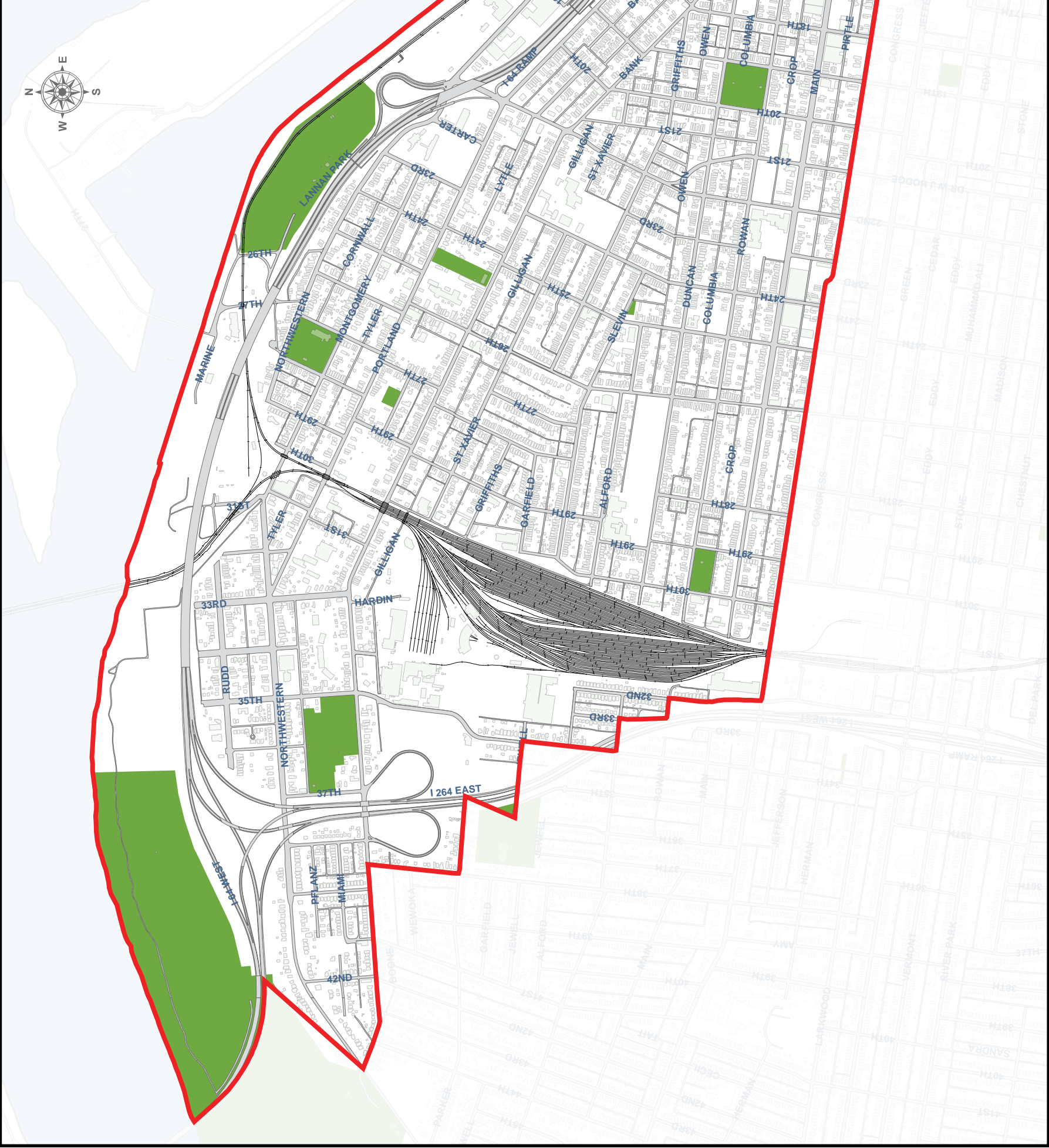
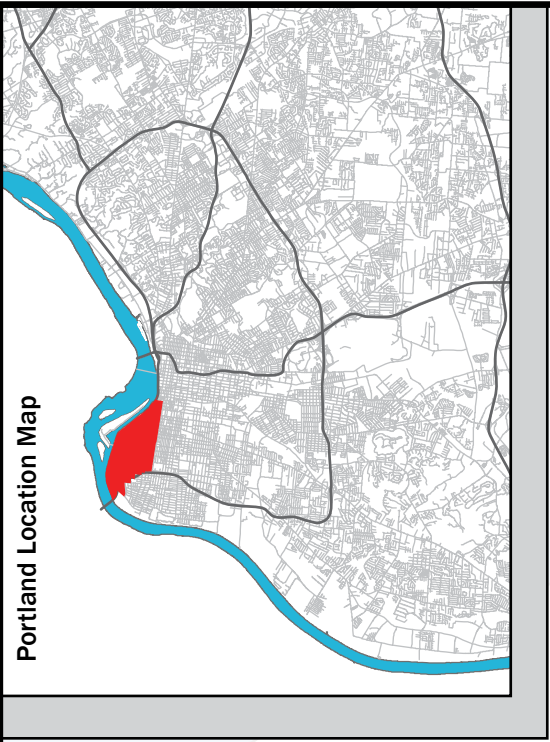
statement, then proceeding to discuss the planning issues of greatest concern to the Task Force and neighborhood, i.e., housing, economic development, historic preservation, parks and open space, land use and community form, transportation. While Land Use and Transportation are the only required elements of the neighborhood plan, the Task Force chose to focus their initial attention on the optional elements – most notably housing and economic development – issues that resonate most strongly within the neighborhood on a daily basis. The work of the Task Force was supplemented by that of a University of Louisville graduate planning studio conducted during the Fall Semester, 2005. Around that time, the Task Force segmented the neighborhood into ten planning districts – the “puzzle pieces” of the neighborhood – to make analysis more manageable. Correspondingly, the student members of the U of L planning studio each prepared a final project focusing on one of the ten districts, providing the Task Force by January, 2006, with at least a schematic overview of the planning issues presented in each of the districts.

The Task Force convened an all-day planning workshop on Saturday, April 8, where the members examined each of the districts, identified problems and opportunities and produced preliminary recommendations for public improvements. In June, 2006, the Task Force hosted a presentation on the Plan Vision at the annual Portland Festival. In the weeks following, the Task Force focused almost strictly on Land Use and Community Form recommendations for each of the ten Portland districts, concluding their deliberations on October 8, 2006.



*Portland Area C Snapshot cover*





Portland Neighborhood

# Portland Neighborhood Vision Statement

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The Portland Neighborhood of Louisville brings a rich heritage to its hopes for the future.

Portland enjoys a legacy born of its past as an independent river port town. It hugs the banks of the Ohio River on the western edge of downtown Louisville's business and industrial district. With its river connections, multi-cultural history, and immigrant spirit, Portland's close-knit community of extended families are centered around parks, churches, and locally owned businesses.

This historic and friendly neighborhood provides -

- √ affordable, architecturally distinct homes
- √ with deep yards to remind you there's still a little bit of small-town living in the city
- √ easy access to both sides of the river, as well as downtown Louisville
- √ social and economic diversity with a place for everyone.

These features - and bighearted, hard-working people - come together to make this an attractive and proud place to call home.

## ...A HOPEFUL FUTURE

Portland offers Louisville a vibrant, family-friendly, urban district with small town flavor. Well-maintained homes and landscaping welcome you to thriving locally-owned businesses, public parks, and neighborhood attractions.

In Portland, young families, singles, and retirees can find a supportive community for learning, dreaming, working, and playing.



# Neighborhood Identity



## Introduction

As Louisville Metro continues to implement the process of creating a stronger city by creating stronger neighborhoods, it becomes increasingly important to recognize and celebrate the rich diversity of these neighborhoods. The character, quality and distinctiveness of every part of the city is born of the particulars of its geography, topography, residents, streets, houses, local landmarks, businesses and history. Portland's identity was initially uncovered through interactions with a broad group of its residents during the Neighborhood Assessment Process, which will be more fully explained later in this chapter. Additionally, walking and driving tours, picture-taking excursions, and numerous encounters with and reminiscing by long-term Portland residents added invaluable glimpses into this large and diverse part of Louisville. Finally, the facts and artifacts of Portland through the years that are housed and interpreted within the wonderful Portland Museum, are a must-see for anyone wishing to know and understand this historic neighborhood.

## History

Portland is a neighborhood bordering the western edge of downtown Louisville and is generally bordered by Tenth Street to the east, The Ohio River to the north, Market Street to the south and Interstate 264 to the west. It developed in the early nineteenth century paralleling the rise of Shippingport and Louisville to the east. Laid out by the surveyor Alexander Ralston in 1811, it was part of a 3,000-acre tract of land purchased from Henry Clay and Fortunatus Cosby by Gen. William Lytle of Cincinnati. The first commercial buildings were built in 1812 and within the next few years the town included a wharf, a warehouse, taverns, foundries and shipyards all located to take strategic advantage of Portland's Ohio River frontage.

Eventually, Gen. Lytle expanded the boundaries of Portland to Thirteenth Street on the east and Fortieth Street on the west through the sale of additional lots. As the businesses engaged in all sorts of river-related commerce flourished the need for a greater work force increased. In order to accommodate not only this enlarging working-class population's housing demand, but to also make it possible for the businesses serving this population's every-day needs to locate within the neighborhood, the original lots of Portland were sub-divided into smaller

and smaller lots. The typical small lot sizes and high development density seen in Portland today is the current evidence of this period of rapid growth.

Ethnic and cultural diversity has always been a trademark of Portland. Some of this neighborhood's earliest settlers came from France soon after the beginning of the eighteenth century. Ireland's potato famine of the mid-eighteen hundreds sent many Irishmen and their families to Louisville, Shippingport and Portland. These Irish workers were instrumental in the construction of the local railroads and canal. Jim Porter, perhaps Portland's most famous early personality, moved to the town from next-door Shippingport. Known as the Kentucky Giant, Porter owned and operated taverns in both Shippingport and Portland and would eventually serve as Portland's representative to Louisville's City Council. Squire Jacob Earick, whose house is believed to have been built around 1811 or 1812 and which still stands within the boundaries of Portland's National Historic District, was the town's first magistrate. Court was held in the main floor of the house and the local jail was only a flight of stairs away in the home's basement.

While the natural obstacle of the Falls of the Ohio instigated the founding of both Portland and Shippingport it eventually became viewed as a major barrier to further commercial development. The fortunes of Portland were altered with the construction of the Louisville & Portland Canal which opened in 1830. At that point in time the necessity for all boats and river traffic to unload and portage their goods and passengers around the falls ended. Commercial transportation initiatives switched to a focus on rail lines instead. Plans were made for a Lexington-Portland railway and Portland officially incorporated in 1834 in anticipation of this development. Louisville businessmen, wanting to retain the profitable transfer business around the Falls, sought to terminate the rail line in Louisville. Compromising, Portland agreed to be annexed in 1837 and Louisville agreed to lay track along Main Street connecting the wharves of both towns. In 1842, angered by the failure of the railroads to directly connect to either wharf, Portland demanded and regained their independence. Ten years later, however, the citizens voted to become part of Louisville once and for all. Thereafter, the wharf and warehouses in Portland gradually became empty as the Portland Canal was deepened and widened in 1871 to accommodate larger boats.



*Early twentieth century view of 2032 Portland Avenue-  
shoe repair business*

Since the earliest days of settlement, floods have been a recurring destructive force to the area. The 1937 and 1945 floods drove many families and businesses from the neighborhood as the entire area became inundated. A flood wall, which displaced over 140 homes, was begun in 1948 and completed in 1957. The eventual construction of Interstate 64 separated Portland even farther from the banks of the Ohio River.

Many large historic homes testify to the days when Portland's reputation was primarily that of an important river port city. The majority of its residential character, small lots and small shotgun style houses, which still remains today, is evidence of this neighborhood's working class origins where immigrants and local transplants alike lived and worked alongside each other in the commerce of a typical 19th-Century Ohio River town. The original bustling commercial district on the river is barely perceptible today. Viewed from atop the floodwall Portland's days of river town prominence can be seen as only a suggestion of roads, with the wharf buried beneath the riverbank and the buildings long disappeared beneath an undergrowth fed by the Ohio River's regular flooding.



*Early Portland neighborhood-serving retail store seen here in the mid-twentieth century.*

## Demographics

### Population Highlights

	<u>Fairfield</u>	<u>Louisville Metro</u>	<u>Metro Statistical Area*</u>
<b>Total population</b>	<b>12,979</b>	<b>692,604</b>	<b>1,025,598</b>
<b>Race</b>			
White	9,479 (73 %)	562,462 (77.3 %)	849,262 (82.8 %)
Black	2,049 (23 %)	120,153 (18.8 %)	141,622 (13.8 %)
American Indian	26 (0 %)	1,625 (0.2 %)	2,632 (0.3 %)
Asian	48 (0 %)	9,043 (1.3 %)	10,227 (1.0 %)
Other race	86 (0 %)	4,208 (0.6 %)	5,756 (0.6 %)
Two or more races	278 (<2 %)	11,741 (1.7 %)	15,694 (1.5 %)
<b>School enrollment</b>			
Elementary/Middle (1-8)	1954	77,261	116,261
High School (9-12)	719	27,969	56,902
<b>Commuting to work</b>	<b>4061</b>	<b>329,098</b>	<b>492,621</b>
Car, truck, alone	2108 (76 %)	265,977 (80.8 %)	404,166 (82.0 %)
Carpool	925 (23 %)	26,222 (7.9 %)	53,769 (10.9 %)
Public transportation	275 (09 %)	10,096 (3.1 %)	10,898 (2.2 %)
Walk	156 (04 %)	6,556 (2.0 %)	8,485 (1.7 %)
Bicycle	24 (0 %)	737 (0.2 %)	924 (0.2 %)
Work at home	70 (02 %)	7,248 (2.2 %)	11,587 (2.4 %)
<b>Occupations</b>	<b>3930</b>	<b>334,936</b>	<b>581,256</b>
Mgrnt, professional	525 (14 %)	110,677 (33.0 %)	156,207 (31.2 %)
Service occupations	796 (20 %)	47,217 (14.1 %)	69,712 (13.9 %)
Sales and office	967 (25 %)	95,673 (28.6 %)	129,756 (27.9 %)
Construction, etc.	494 (13 %)	28,105 (8.4 %)	46,067 (9.2 %)
Production and transportation	1,120 (28 %)	52,620 (15.7 %)	88,144 (17.6 %)
<b>Median household income (in 1999 dollars)</b>	<b>\$ 21,998</b>	<b>\$ 49,161</b>	<b>\$ 40,821</b>
<b>Poverty Status</b>	<b>4315 (33 %)</b>	<b>84,145 (12.1 %)</b>	<b>109,575 (10.7 %)</b>

Source: U.S. Census Bureau 2000 Census <http://factfinder.census.gov/>

Census Tract 2 (Bk Grp 1-4) 3 (Bk Grp 1,2) 4 (Bk Grp 1,2) 21 (Bk Grp 1-4) 23 (Bk Grp 1,2) 24 (Bk Grp 1)

\*Geographic and population area of Jefferson County and its surrounding counties.



## Demographics

### Housing Highlights

	<u>Portland</u>	<u>Louisville Metro</u>	<u>Metro Statistical Area*</u>
Total housing units	5,332	305,835	438,235
Occupied housing units	4,610 (87 %)	287,012 (93.8 %)	412,050 (94.0 %)
Vacant housing units	722 (13 %)	18,823 (6.2 %)	26,185 (6.0 %)
Median home value	\$ 38,638	\$ 102,000	\$ 102,300
Owner-occupied	2,410 (52 %)	186,358 (65.0 %)	282,466 (68.6 %)
Renter-occupied	2,200 (48 %)	100,654 (35.0 %)	129,584 (31.4 %)
<b>Year structure built</b>			
1995—2000	220 (.04 %)	25,272 (7.6 %)	45,187 (9.9 %)
1990—1994	36 (.0 %)	16,065 (5.3 %)	29,527 (6.8 %)
1980—1989	158 (.03 %)	26,309 (8.6 %)	45,334 (10.3 %)
1970—1979	161 (.03 %)	53,928 (17.6 %)	81,702 (18.6 %)
1960—1969	275 (.05 %)	56,326 (18.4 %)	72,875 (16.6 %)
1950—1959	476 (.09 %)	54,813 (17.9 %)	68,367 (15.6 %)
1940—1949	761 (1.4 %)	28,392 (9.3 %)	36,608 (8.4 %)
1939 or earlier	3245 (.61 %)	46,670 (15.3 %)	60,625 (13.8 %)
Total	5,332 100 %	305,835	438,235

Source: U.S. Census Bureau 2000 Census <https://data.census.gov/>

Census Tract 2(Pk Gap 1-4) 3(Pk Gap 1,2) 4(Pk Gap 1,2) 21(Pk Gap 1-4) 23(Pk Gap 1,2) 24(Pk Gap 1)

\*Geographic and population area of Jefferson County and its surrounding counties.

## Defining Characteristics

Every neighborhood within the Louisville Metro area is unique; carrying with it particular histories, residential architectural styles, defining businesses, and residents with both collective and individual stories to tell. Portland's contemporary character is the result of over 200 years of accumulated river tales, political winds, working men's and women's successes and woes, and the continuing journeys of a predominantly working-class population that has consistently reached to create a nurturing and supportive life for its families and friends. The legacy of all of this history is a neighborhood that finds itself sufficiently intact, with an engaged population of both life-long residents and relative newcomers, to constructively coordinate their efforts to maintain and expand its positive assets, both physical and cultural, and to concurrently strive to fight against the losses it sees occurring to its once-strong labor force and its rapidly-aging physical infrastructure.

The Population Highlights and Housing Highlights shown in the tables above give an indication of neighborhood-wide statistics drawn from the U.S. 2000 Census. As in most neighborhoods, area-wide statistics don't begin to capture the nuances of all the sub-districts and the differences between one corner of a neighborhood and another. As described below, in the Neighborhood Assessment Program description, Portland's large physical size demanded that the neighborhood be temporarily divided into distinct sections for the purpose of ease of analysis and public participation. The Portland Planning Task Force was able to identify 4 distinct "regions" of Portland based on such differences as architectural character or historical development period, dominant land use types, or sub-areas that have been created over the years by the forces of purely physical and psychological boundaries and dividers such as major commercial corridors and rail lines.

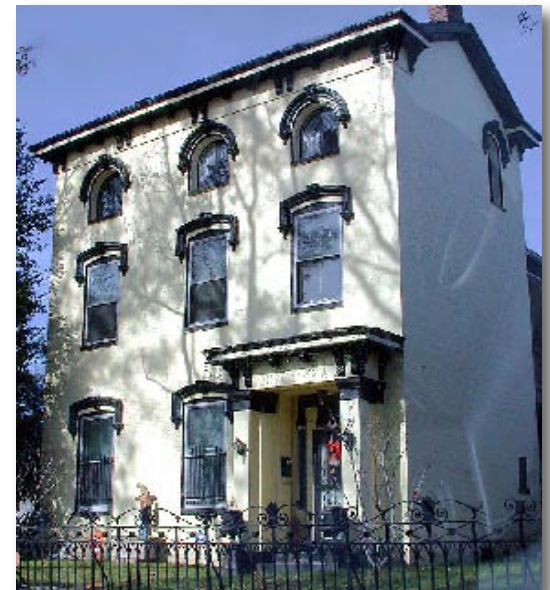
In general, this two-century old neighborhood finds itself falling behind the median statistics for both Louisville Metro and the U. S. Census Bureau's Metro Statistical Area in most, if not all, demographic data categories. The summary statistics for Portland's "Median Household Income" (45% below the Louisville Metro median of \$49,161), for Portland's Poverty Status (nearly three times Louisville Metro's 12.1 %) and Portland's Median Home Value (37% of Louisville Metro's \$103,000 median value) show that overall, Portland is struggling to maintain healthy levels of resident income, jobs, housing stock and overall economic vitality that are critical for a neighborhood to satisfy its current residents' needs and to flourish to the point of becoming an attractive destination for relocation.



The district of Portland that lies east of 22nd Street shows an even graver situation in need of focused, collaborative initiatives to stabilize existing housing stock, implement economic development efforts to increase educational attainments and job readiness, and to introduce new and restored elements of neighborhood-serving commercial establishments and the typical neighborhood amenities of public green space and walkable pedestrian environments.

Glaring statistics for this “Portland – Area A”, as identified for the Neighborhood Assessment Program, include a Census 2000 median household income of only \$18,241, and a median home value of only \$37,066. Add to these numbers the facts of 40% poverty status, 18% housing vacancy rate, a 59% renter-occupied housing rate and the fact that 75% of the 1,395 housing units in this district of Portland were constructed prior to 1949.

Despite the warnings and indications of being a struggling and challenged neighborhood, that would otherwise be seen through only the narrow-focused lens of a demographer, Portland’s rich heritage and engaged resident base combine to provide a much more positive picture. The accompanying photographs display the breadth and wealth of the wonderful historic structures that are found throughout Portland. It’s impossible to inventory and catalogue each of the 5,332 housing units in Portland or the additional dozens of commercial and institutional buildings that enliven driving and walking along Portland’s streets in this neighborhood plan. However, these few images and the list of buildings that would qualify for National Historic Register nomination found in the appendix, help confirm the wonderfully rich heritage that is Portland’s. Street after street of Portland is filled with hundreds of clapboard shotgun houses, interspersed with bungalow and Craftsman-style homes. Brick commercial buildings and long-established churches can be found both in the midst of predominantly residential districts and clustered together to form commercial nodes and shopping corridors. Examples of these are Portland Avenue as it stretches between 22nd Street to the east and 35th Street to the west, 22nd Street as it extends southward from the I-64 interchange at Portland Avenue and a larger commercial block that is bounded by Portland Avenue, Bank Street, 33rd Street to the west and the railroad track on the east. Of course, the National Register District which is located just north and west of the Northwestern Parkway / Portland Avenue / 33rd Street intersection contains a wealth of well-preserved historic structures and streets that vividly recall Portland at the height of its 19th-Century prominence.



## Neighborhood Assessment Process (NAP)

In anticipation of undertaking the Neighborhood Planning Process, as prescribed in the Louisville Metro Neighborhood Planning Guidebook, the Center For Neighborhoods, in association with the Louisville Metro Department of Neighborhoods, facilitated a series of Neighborhood Assessments in Portland. The work of this process allowed the Portland Planning Task Force wonderful opportunities to engage Portland residents through surveys, conversations and public workshops for the purpose of gathering input from all interested parties about current conditions and perceptions of the neighborhood. Portland residents, church leaders, and business owners came together and identified current assets, both physical and social, of their neighborhood. They also spent many hours identifying the positive aspects of Portland that they want to maintain or increase as well as the negative aspects and daily challenges of living in Portland that need addressing. Participants were able to freely discuss concerns and clarify their wishes for a stronger, more vibrant Portland where everyone is able to pursue an enhanced quality of life.

As members of the Portland Planning Task Force fully participated in the four Neighborhood Assessments, they were able to arm themselves with the collective information and resident input generated by this program. Having heard the issues and wishes that were on the minds of their fellow Portland residents, task force members were fully prepared and informed in order to be as effective and efficient during the planning process as possible. The following page provides an overview of the Neighborhood Assessment Process, its components and its outcomes. The appendix of this Portland Neighborhood Plan contains the full Portland Neighborhood Snapshot, the final compilation of all four Portland assessments that shares the data collected from U.S. Census 2000, Portland Resident Quality-of-Life surveys and all four public participation workshops.





Portland Neighborhood Assessment Process

Portland Neighborhood Assessment Process

Mayor Jerry Abramson’s vision for the merged government and for making Louisville Metro competitive included a plan to create quality neighborhoods that are vibrant and offer residents choices in housing, transportation, and recreation. The neighborhood assessment process (NAP) is an opportunity for neighborhoods to begin reviewing and planning their short term and long term goals and for taking action to make necessary changes and improvements. The neighborhood assessment process was created by the Center For Neighborhoods in partnership with Metro United Way and the Louisville Metro Department of Neighborhoods.

The neighborhood assessment process can be best understood by discussing its component parts. Portland’s neighborhood assessment process was undertaken as a preamble to the larger neighborhood plan project. The size of Portland, both physically and population-wise, necessitated defining smaller and more manageable sub-areas for the purposes of assessment (A, B, C, D, & E - see map at left). The sub-areas were identified based on distinct characteristics and similarities, such as architectural cohesion, land-use, and boundaries. For example, the 22nd street corridor was identified as a physical boundary that separated sub-area A from its neighbors. Sub-areas C & D were combined into one large assessment area. Portland has a total of four NAPs: A, B, C & D, and E.



Step 1: Information Gathering

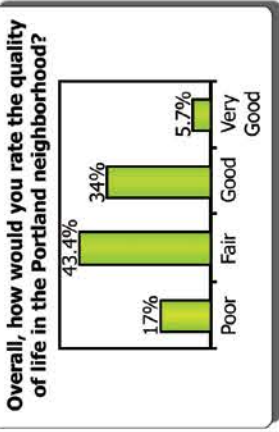
The Center For Neighborhoods collected 2000 Census demographic data on each of the four sub-areas from the U.S. Census Bureau’s website (<http://www.census.gov/>). Census information was collected on housing and population data. Examples of the statistical data in each NAP included household income, occupation, the number of owner-occupied housing units and rental-occupied housing.

In addition to gathering Census data, the Center For Neighborhoods provided a visual inventory of Portland by taking photographs throughout the neighborhood. These photos are used to identify and capture characteristic features of the neighborhood, such as commonalities in architecture or historic landmarks.

Step 2: Resident Survey

A Resident Quality of Life survey was administered to measure the residents’ opinions and perceptions of their neighborhood. They were asked to rate items such as safety from crime or access to TARC on a four point scale of poor, fair, good, or excellent. The survey included questions related to the availability of services in the neighborhood, reasons why residents might stay or move away, and provided an open-ended opportunity for them to voice what things they liked best and what major problems they felt the neighborhood was facing.

The Resident Quality of Life Survey was made available online through Survey Monkey (an online survey management tool) and also in hard copy format. In Portland, neighborhood leaders accepted responsibility for distributing, collecting and inputting the survey data into Survey Monkey. The Center For Neighborhoods was responsible for compiling the results of the surveys.



Step 3: Community Workshop

A community workshop is an open public meeting within the neighborhood for all residents to share their thoughts and ideas for how to improve their surroundings. A community workshop was held for each of the four sub-areas. Neighborhood leaders organized each workshop, determining the best location, time, and date. The Center For Neighborhoods provided residents with a preview of each Neighborhood Snapshot at the respective community workshop session. Each preview included the Census data, photographic analysis, and survey results.



The Center For Neighborhoods facilitated the four community workshops. The basic meeting agenda for a community workshop is as follows:

- Welcome
- Introductions
- Explanation of NAP
- Department of Neighborhoods overview (Kelly Long)
- Community assessment (by residents)
  - o Landmarks (identified on large map)
  - o Assets (physical, social, etc...)
  - o Issues (concerns, both social and physical)
  - o What if..... identification of actions and strategies to tackle issues and concerns
- Dot vote to prioritize problems (Residents)
- Break-out sessions
  - o Each group assigned an issue
  - o Using large index cards....
    - Develop a timeline for addressing the issue
    - Identify potential partners
    - Outcomes
  - o Report-out by group
- Action Matrix Presentation (Center For Neighborhoods)
- Index cards located within the matrix by timeline and partners
- Preview of final action matrix



Step 4: DON Review

After the community workshop, Center For Neighborhoods compiles the results of the workshop into a summary report. Photos of the workshop and the final action matrix are combined with the Census data and results of the quality of life survey. This comprehensive document is submitted to the Department of Neighborhoods for review, comments, and revisions.



Step 5: Final Document

Center For Neighborhoods makes all final revisions. The completed document is turned over to the Department of Neighborhoods for distribution to residents of the neighborhood.



Portland

Using each of the four sub-area NAPs, the Portland Planning Task Force, appointed by the Mayor, but not a Portland Now committee, produced a composite action matrix by combining the action matrices from the four smaller sub-areas. Additionally, a five-page composite Neighborhood Snapshot was developed by combining each of the four sub-area NAPs into one cumulative report for the entire neighborhood.



## Land Use / Community Form

The most fundamental purpose of the Portland Neighborhood Plan is to recommend or to reaffirm zoning and form district designations throughout the neighborhood that will promote compatibility of use and form with the plan Vision. To accomplish this purpose, the Portland Task Force systematically analyzed ten individual districts that together comprise the Portland neighborhood, making observations and recommendations appropriate to each. In a few instances, very little change from the status quo was required or recommended. In other cases, a zoning category that may appear common throughout the neighborhood (e.g. R6 Residential) has been uniformly supplanted by a category more recently devised (e.g. UN Residential) that is more appropriate to an urban neighborhood such as Portland. In one situation – the Portland Avenue/Bank Street corridor between 22nd and 30th streets – the Task Force recommended creation of a Traditional Neighborhood Zoning District (TNZD) in order to reinforce an historic and highly intact pattern of form and use. In three other areas – at either end of the recommended Portland/Bank TNZD, and within the Shippingport district on the neighborhood’s east side – the Task Force recommended establishing “Planned Development Districts” that would either reinforce existing patterns of mixed use within a cohesive urban form; or, as in the case of the former commercial site along Portland Avenue between 30th and 33rd, result in a new land use plan for a district currently lacking cohesiveness and dominated by outmoded and incompatible land uses. The Task Force has also asked the Planning Commission to revisit provisions of the Local Development Code that permit uses (i.e. rooming houses) that the neighborhood fears may foster or support crime in the affected areas. Additionally, the Task Force has recommended that the Main-Market street corridor be designated a Traditional Marketplace Form District to support the revitalization of an historic commercial corridor common to Portland and the adjacent Russell neighborhood.

The Portland Neighborhood Task Force, throughout its deliberations, strongly emphasized the conservation of Portland’s historic structures and urban form, with a particular focus on housing and on the numerous corner stores and individual landmark structures that together contribute to Portland’s distinct neighborhood character. Portland’s wealth of affordable housing and remarkably detailed historic architecture also presents a profound challenge to the community: how to restore and revive this remarkable fabric ahead of decline and demise; how to intervene effectively so that a broad neighborhood renaissance – building upon the heritage and character that are Portland’s greatest physical assets – might counteract the economic obsolescence that poses a powerful threat to that same historic legacy.



*Portland Planning Task Force members working with Department of Planning and Design Services staff at a Saturday Sub-Area Land Use workshop*



Strategies must combine a regulatory approach, meant to promote the preservation of the neighborhood's historic character as well as compatible land uses (e.g. single family housing, mixed use corner commercial); along with strategic interventions via community development initiatives serving as the catalyst for the economic revival of key areas that could then “ripple” to adjoining properties, blocks and then districts. Over the past two years, considerable study and consideration have been given to determining how local government might invest public resources in Portland in a way that could have the greatest possible catalytic effect; while, at the same time, addressing the very significant and fundamental need in Portland for safe, decent, and affordable housing. How to invest these resources most wisely, equitably, and effectively has posed a difficult question for both Portland's neighborhood leadership and Louisville Metro government; for although the commitment of local government is substantial, the need for public reinvestment is great – far exceeding the public resources today or tomorrow. Soon, however, the neighborhood and Louisville Metro must come to a common agreement on where and how to proceed with public reinvestment; and how to mount a much broader revitalization strategy in the neighborhood, one that leverages Metro government's financial commitment in Portland into a coordinated, comprehensive strategy – involving residents and multiple institutional partners – for the long term benefit and sustainability of the neighborhood.

Toward a more formalized or institutionalized approach to historic preservation, the Task Force expressed concern that designating any portion of Portland as a Local Preservation District could impose upon Portland's residents and property owners an unacceptable regulatory burden. Instead, the Task Force recommended exploring alternative preservation tools, such as a “Landmarks District Lite” approach that would emphasize façade preservation only, while allowing more contemporary (and, presumably, affordable) exterior treatments to the remainder of the affected structures.

Meanwhile, the Task Force observed that there are numerous individual landmark structures throughout Portland – as well as nearly 100 traditional corner commercial structures inventoried by the neighborhood – that are currently without any designation that might promote their preservation or restoration. National Register of Historic Places designation would at least afford these structures the benefit of state and local tax credits for appropriate rehabilitation; and so such designation should be pursued by the Louisville Metro Landmarks Commission in cooperation with Portland Preservation Alliance, a neighborhood preservation coalition. To promote



*The “form” of Portland; the layout and arrangement of residences and businesses along streets and alleys that tied to and aligned in harmony with its Ohio River setting, had its beginning with the survey and plat of 1814.*

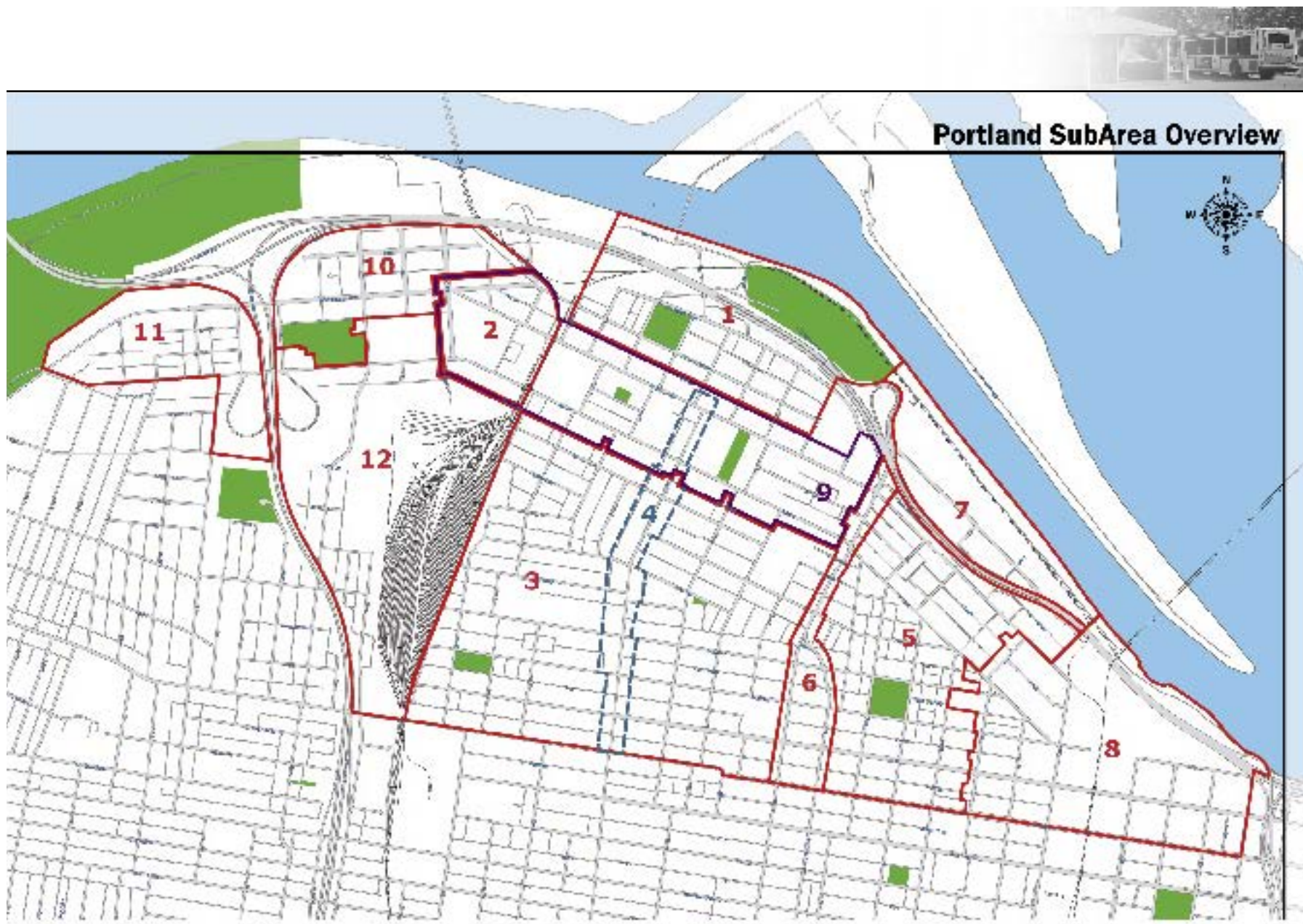


the vitality of corner mixed-use (i.e commercial/residential) structures – an historic vernacular building type still prevalent throughout Portland – the Task Force recommended expanding upon the inventory conducted in 2006 by Nathalie Andrews and Mary Turner; to determine structures that are currently or potentially supportive of ground-level, neighborhood-serving commercial use, so that these properties may have a zoning designation (i.e. CR) compatible and supportive of mixed commercial and residential use. The caveat to this designation – previously discussed – was that rooming or boarding houses be somehow prohibited in order to avoid inadvertently fostering crime and prostitution.



*Viable historic commercial structure on Portland Avenue in desperate need of restoration and/or adaptive reuse.*







## Portland SubArea 1: Northwestern Residential

### Recommendations

- Increase owner-occupancy
- Rehab Northwest area
- Highlight and connect access to river walk
- Assess the area to map repair needs
- Improve access to Lannan Park
- Improve fencing around I-64
- Develop signage for parks and river walk
- Repair side walks
- Preserve historic alleys

### Land Use/Community Form

- Consider down zoning M2 to CN
- Change R6 zoning to UN

INVENTORY AREA FOR  
REHABILITATION NEEDS

INCREASE PROGRAMMING  
IN PORTLAND PARK

ALLEY SURVEYS  
• Illegal dumping activity  
• Historic preservation

UPGRADE FENCING AT I-64

IMPROVE ACCESS TO LANNAN PARK

UPGRADE  
PEDESTRIAN  
OVERPASS

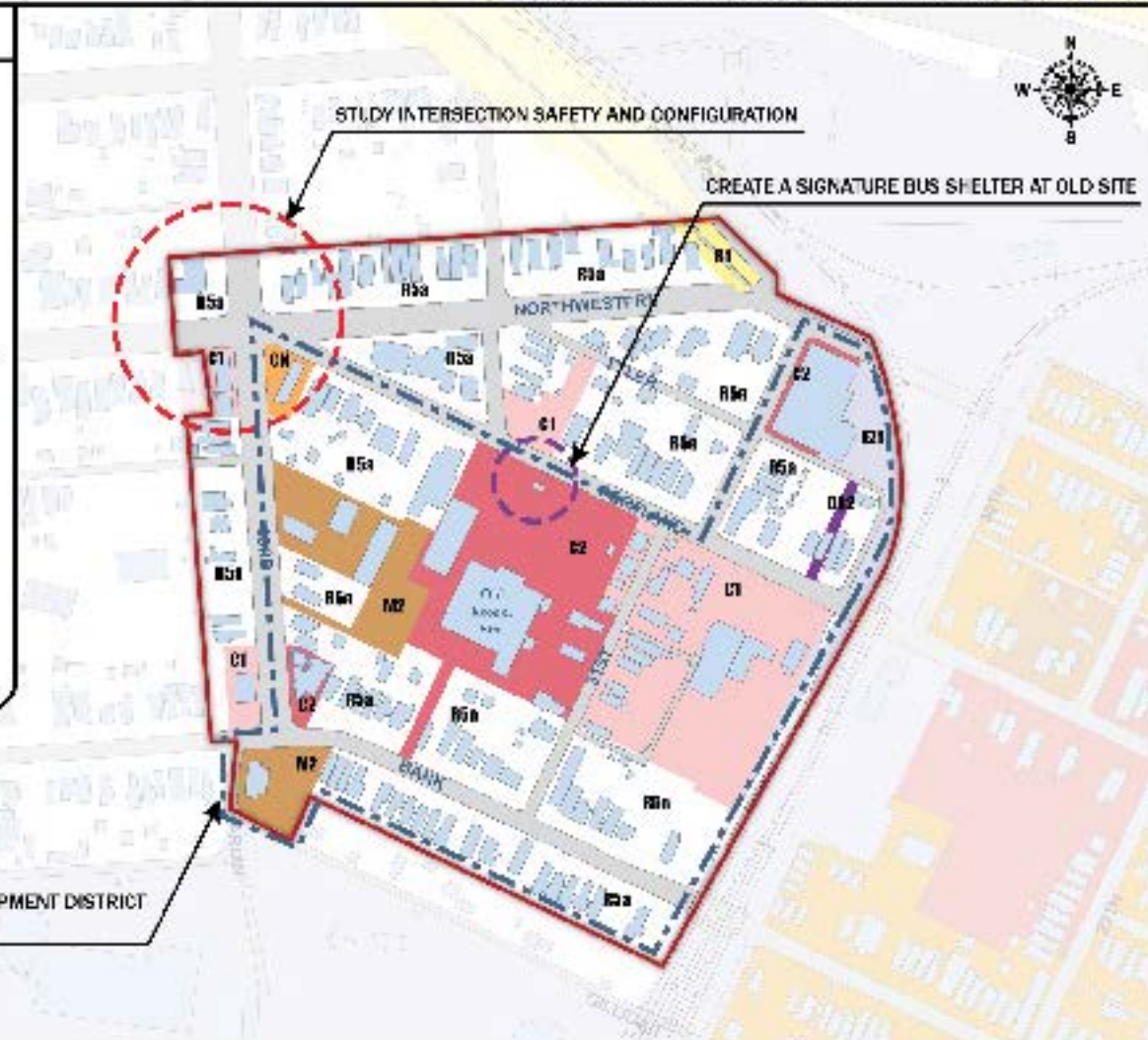




## Portland SubArea 2: Old Kroger Site

### Recommendations

- Improve area appearance through stronger coordination with LPL.
  - Eliminate dumping activity
  - Screen permitted outdoor storage areas
  - Enforce property maintenance with absentee landlords
- Explore potential for Planned Development District planning effort
- Place a signature bus shelter at old Kroger site
- Consider making old Kroger site accessible from 33rd
- Study intersection at 33rd and N.W. Pike
  - Accidents, pedestrian danger, is there potential for a roundabout?
- Preserve the Wright Place (locally owned business)
- N. Side - adjacent to old Kroger site
  - Consider eminent domain on dilapidated rental housing
  - Inventory properties
  - Identify demolition candidates
- Develop area-wide landscape plan





## Portland SubArea 3: J.B. Atkinson

### Recommendations

- Issues and problems are on the fringes
- Inventory repair and maintenance needs
- Increase owner occupancy
- Analyze zoning for consistency with use
- Support locally-owned existing businesses
- Study mobility issues resulting from brick yard
- Strengthen residential core
- Develop signage for Weston's Park
- Alley maintenance (N. 26th St.)

### Land Use/Community Form

- Consider designation of Traditional Marketplace Form District for Market Street Commercial Corridor from 9th Street to 26th Street
- Change R5 zoning to LV

DEVELOP VISUAL BUFFERING AND STUDY MOBILITY ISSUES AT RAILROAD TRACKS

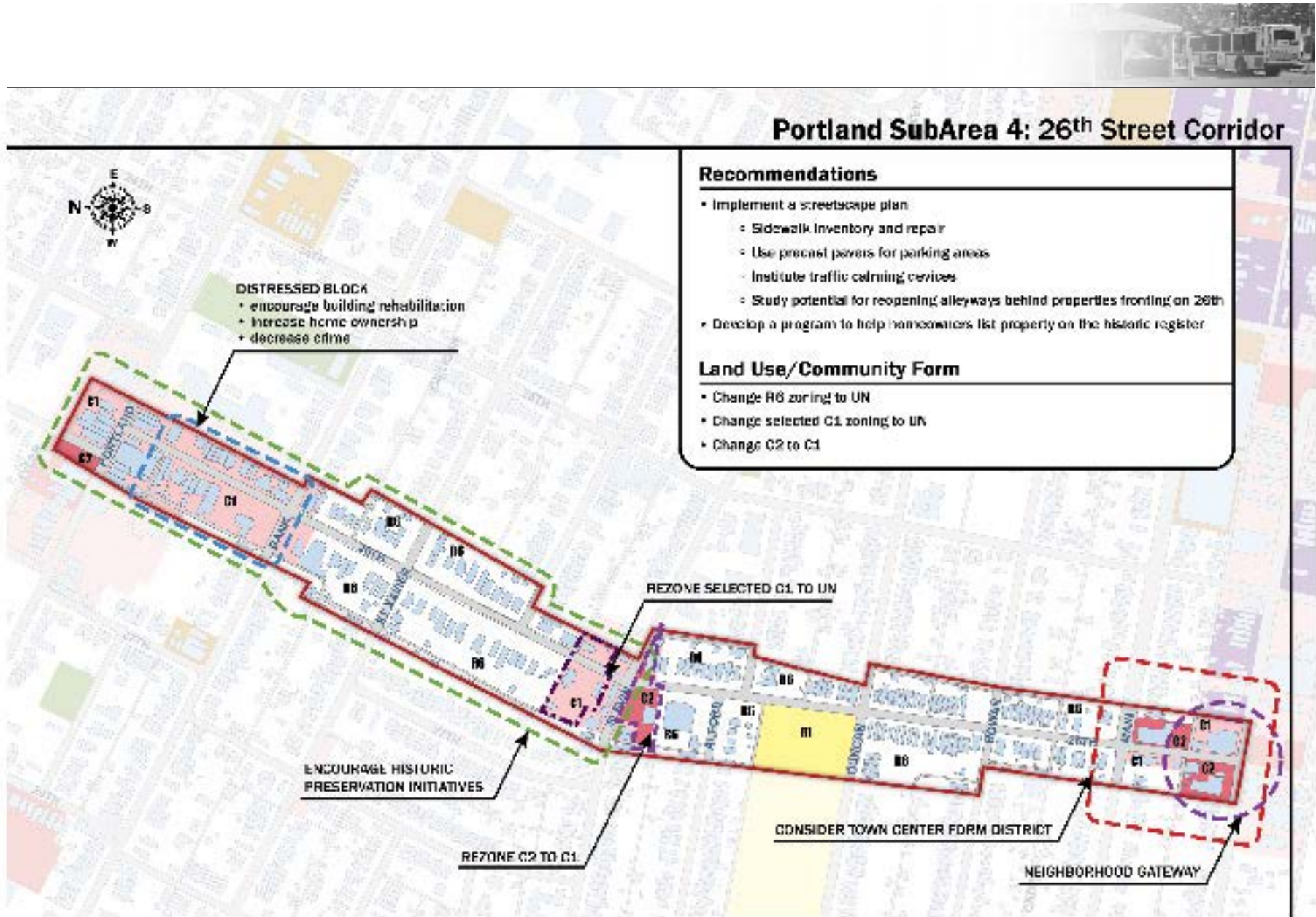
SUPPORT LOCALLY-OWNED EXISTING BUSINESSES SUCH AS CURTIS' MARKET AND SHUCKMAN'S FISH COMPANY & SMOKERY

CONDUCT A "REHABILITATION NEEDS" AREA SURVEY

CONSIDER DESIGNATION OF MARKET STREET COMMERCIAL CORRIDOR AS A "TRADITIONAL MARKETPLACE FORM DISTRICT"









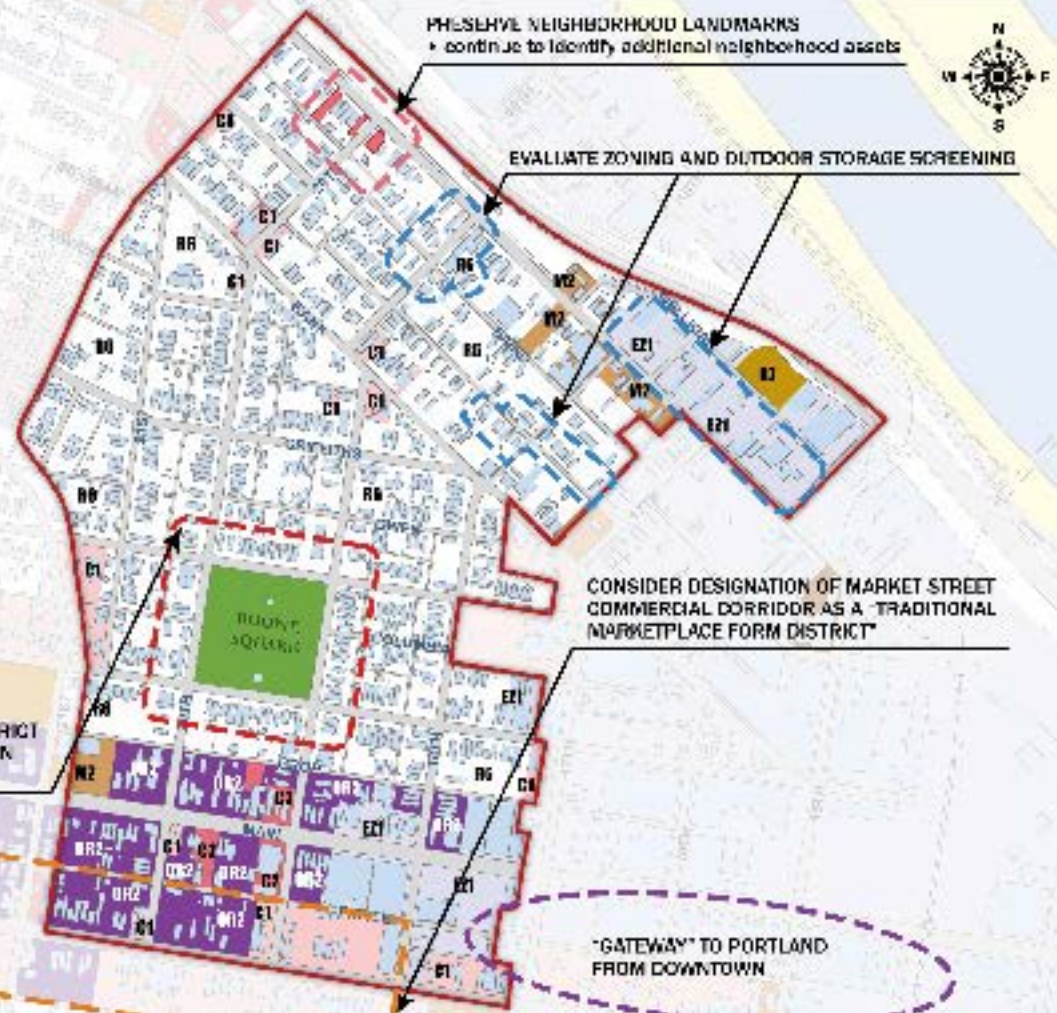
## Portland SubArea 5: Boone Square / Baird Street

### Recommendations

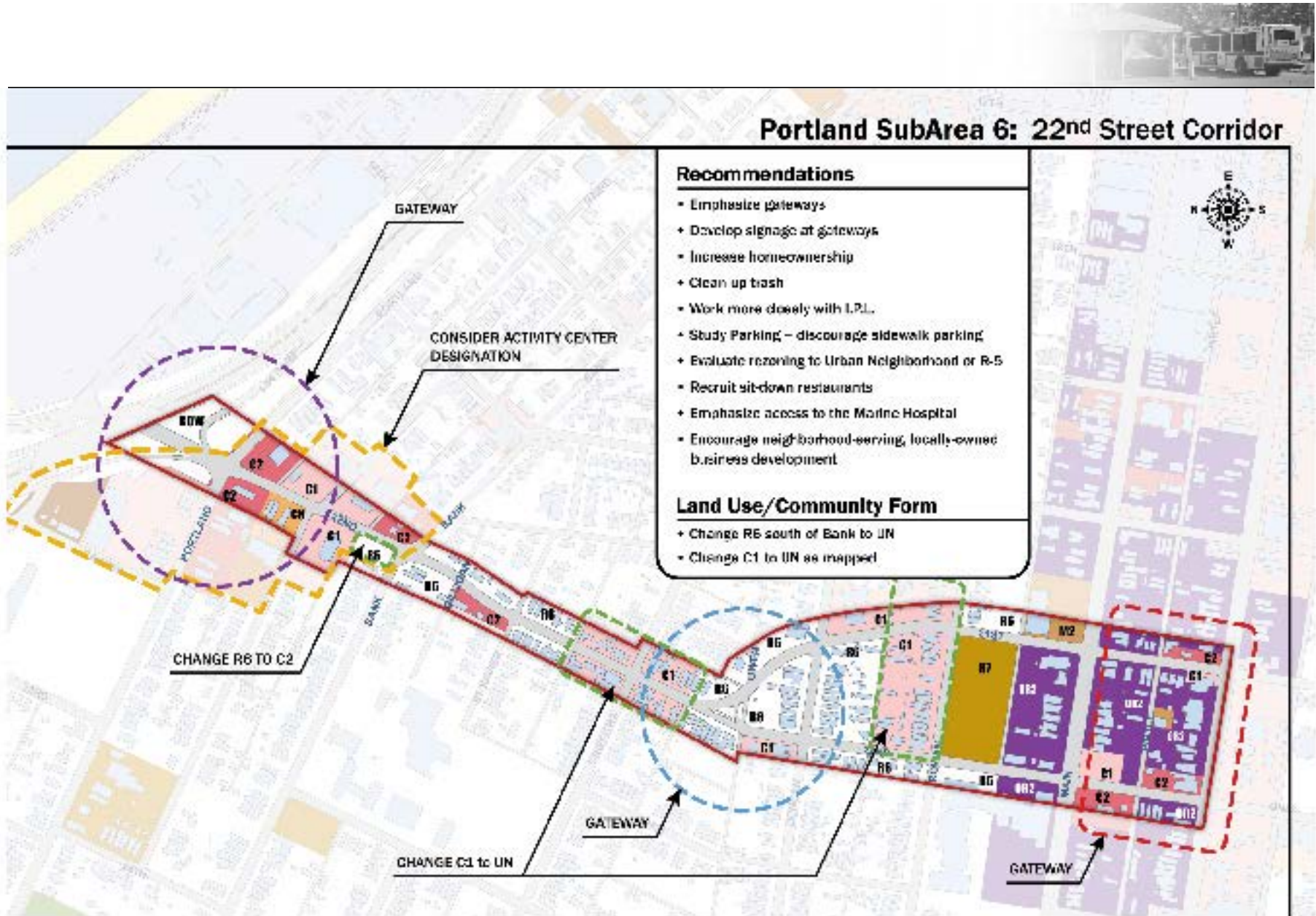
- Coordinate with I.P.L. to eliminate dumping, outdoor storage, junk, absentee landlords
- Analyze zoning for incompatible and inappropriate uses
- Emphasize the Main Street gateway
  - Signage
  - Streetscape plan
- Boone Square
  - Promote corner commercial
  - Invest in housing with park frontage because it can be the nucleus for neighborhood-wide redevelopment
- Encourage heavy investment and rehabilitation along Portland Avenue
- Remove billboards

### Land Use/Community Form

- Consider changing R6 to CR at corner commercial opportunities
- Change R6 zoning to UV







## Portland SubArea 7: Canal District

### Recommendations

- Improve connection and access to the rest of Portland
- Reconnect Portland to the river

### Land Use/Community Form

- Consider Planned Development District potential



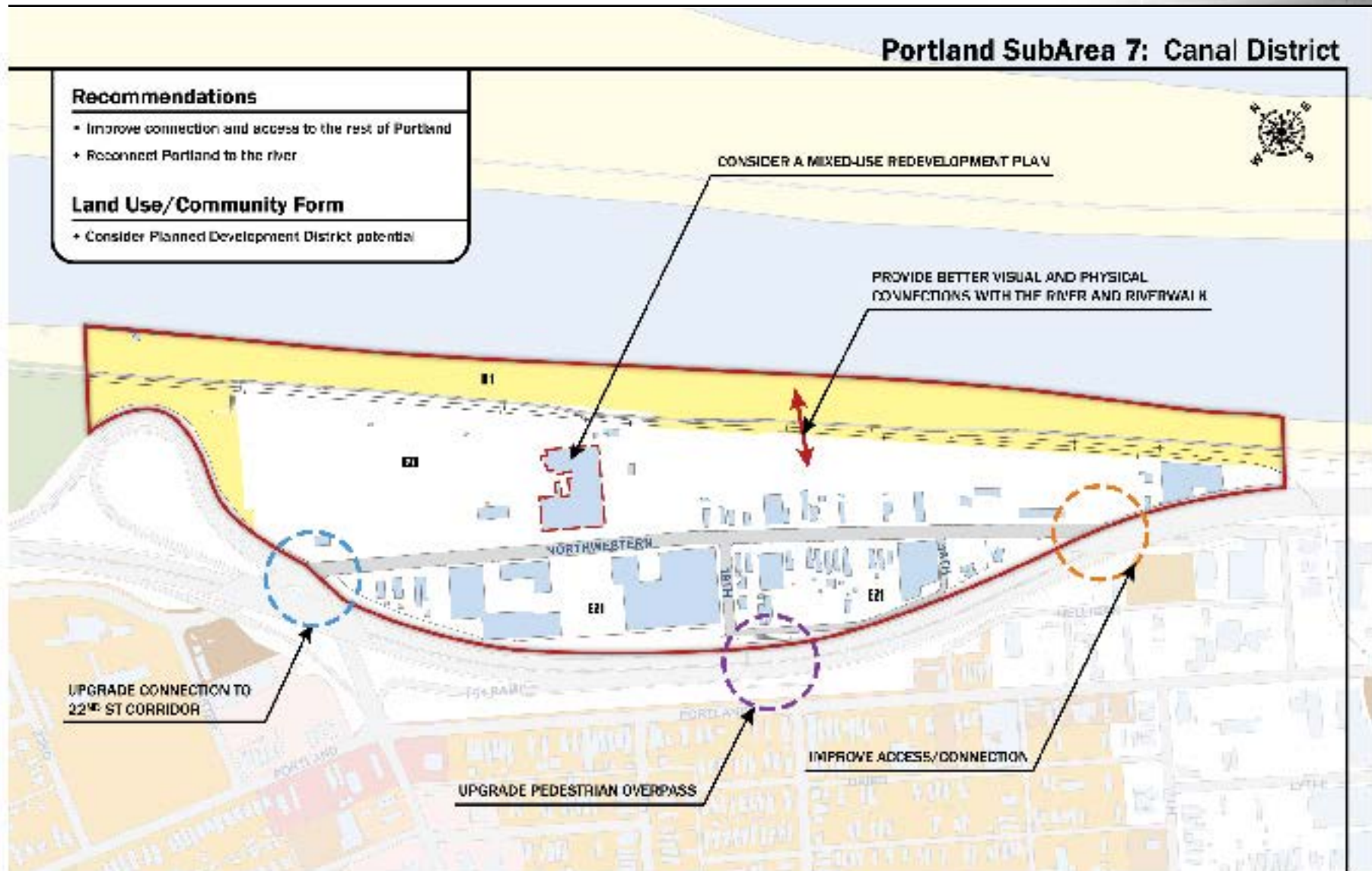
CONSIDER A MIXED-USE REDEVELOPMENT PLAN

PROVIDE BETTER VISUAL AND PHYSICAL CONNECTIONS WITH THE RIVER AND RIVERWALK

UPGRADE CONNECTION TO 22<sup>ND</sup> ST CORRIDOR

UPGRADE PEDESTRIAN OVERPASS

IMPROVE ACCESS/CONNECTION





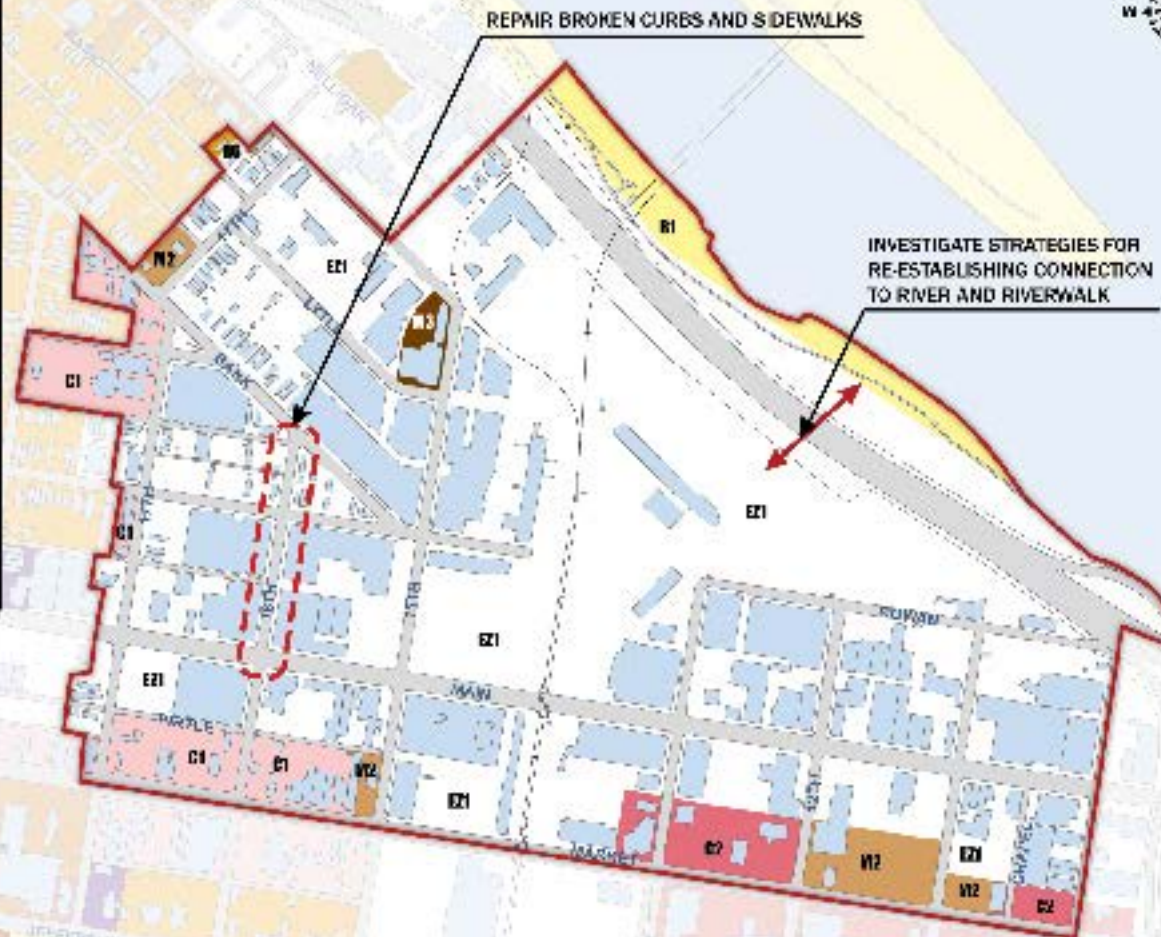
## Portland SubArea 8: Shippingport

### Recommendations

- Mixed-use
  - Light Industrial
  - Entertainment
  - Commercial
  - Residential - Lofts / Condos
- + Repair broken curbs and sidewalks trucks have damaged along 16th Street between Bank and Main

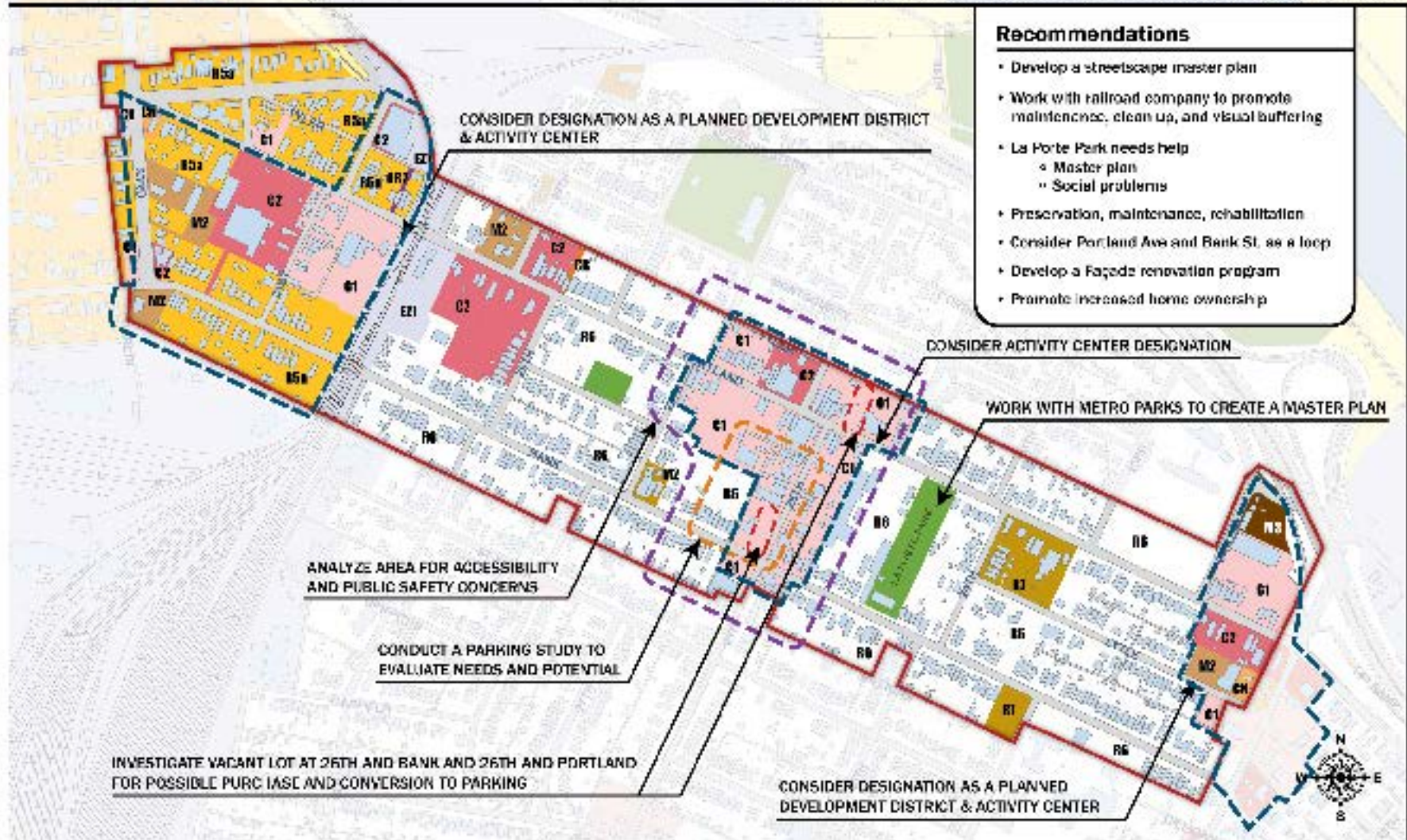
### Land Use/Community Form

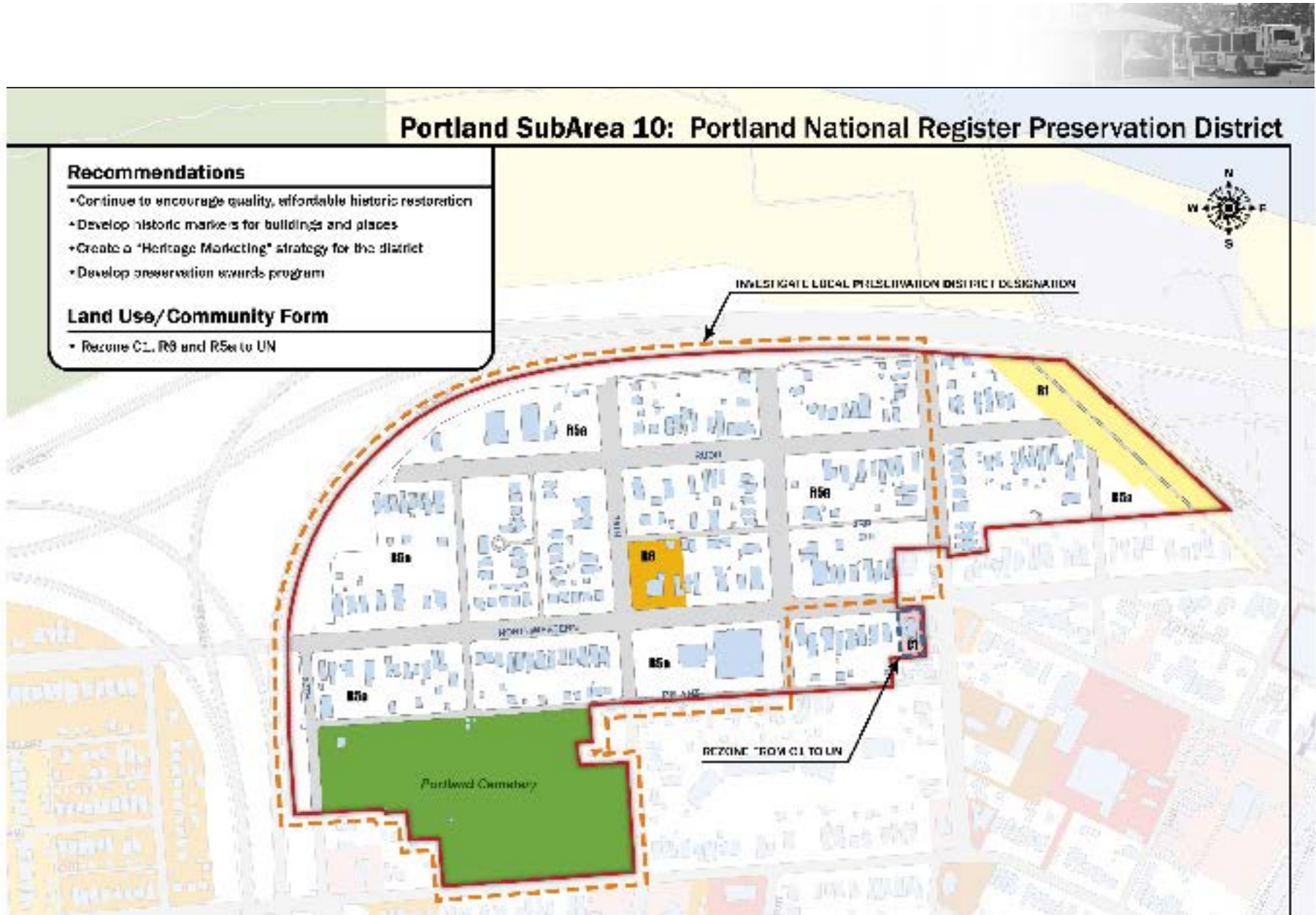
- + Designate Planned Development District
  - Develop design guidelines for area to be a transition zone from Downtown Form District to more residential area of Traditional Neighborhood Form District
- + Consider a Residential Conservation District to preserve housing along Rowan, Bank and Lytic
- Investigate Local Preservation District Designation



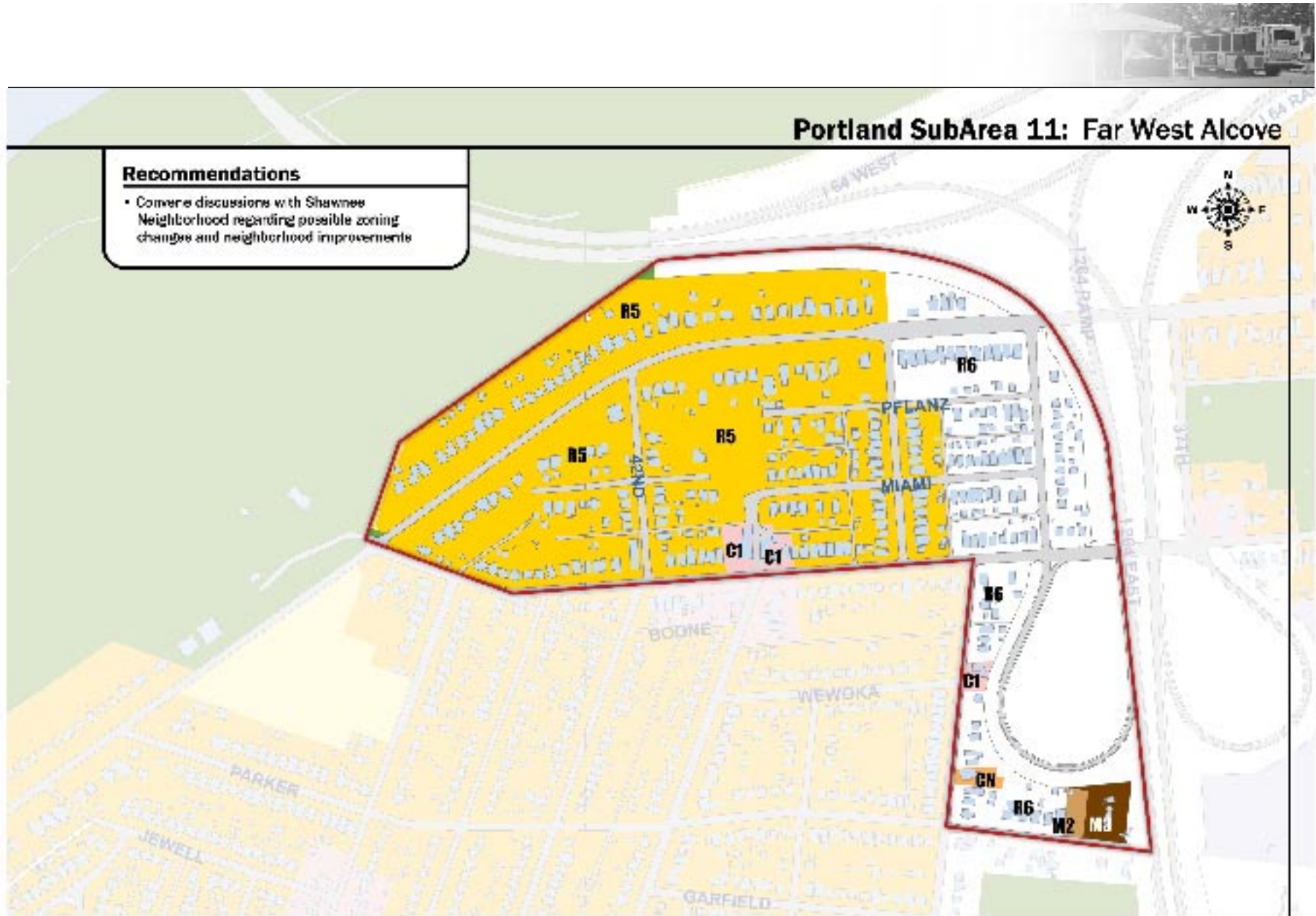


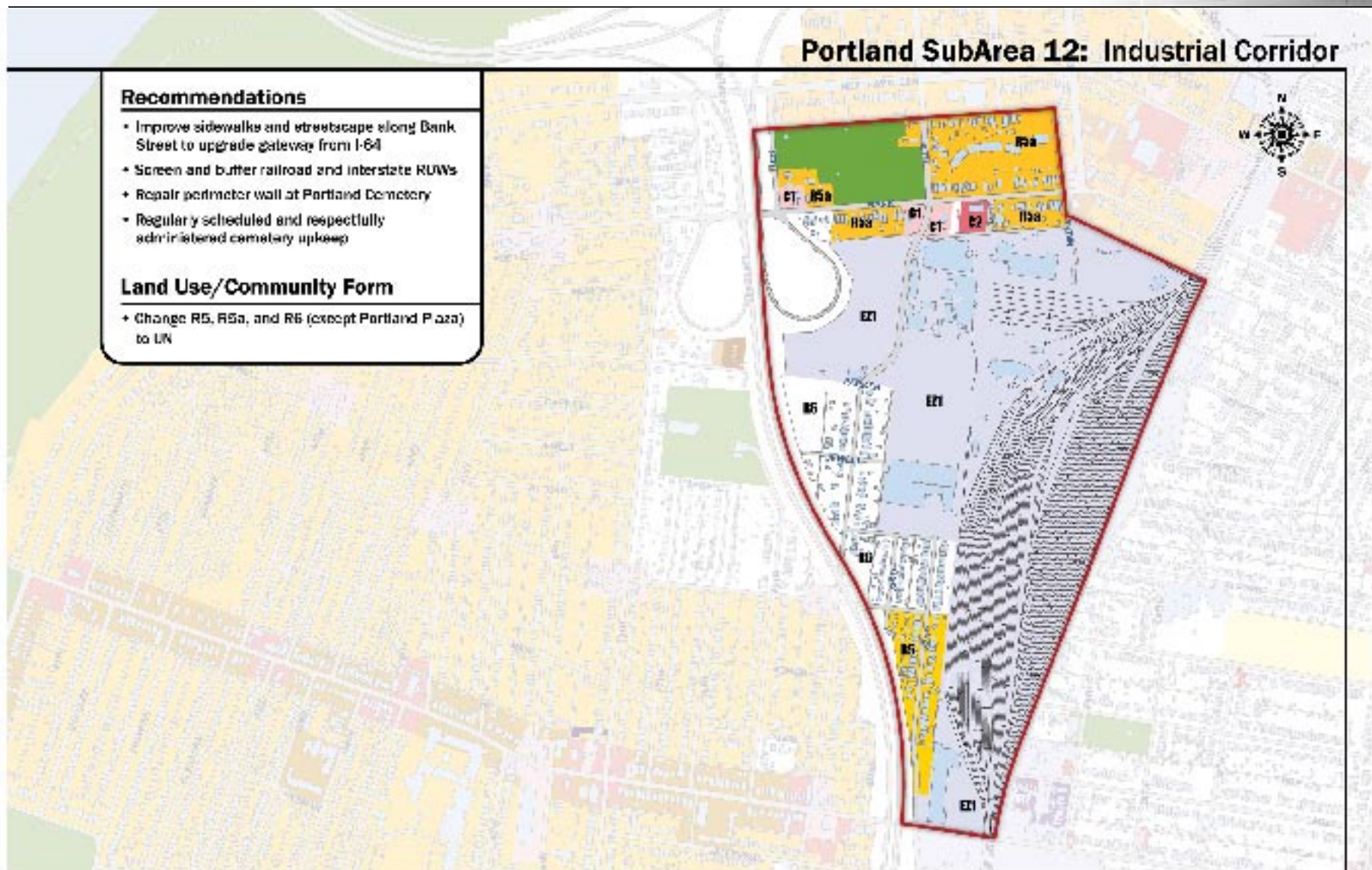
## Portland SubArea 9: Portland Avenue Corridor



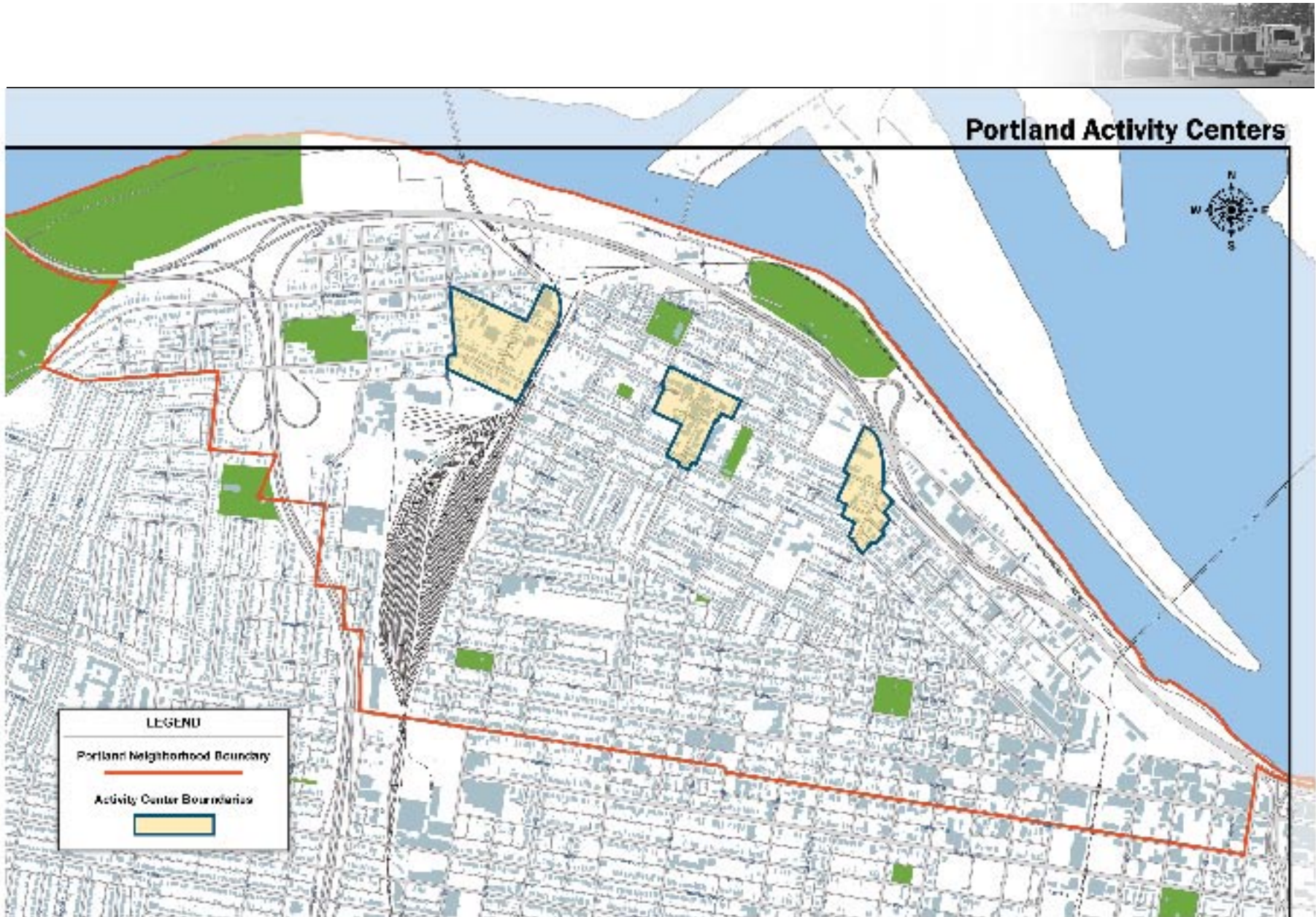




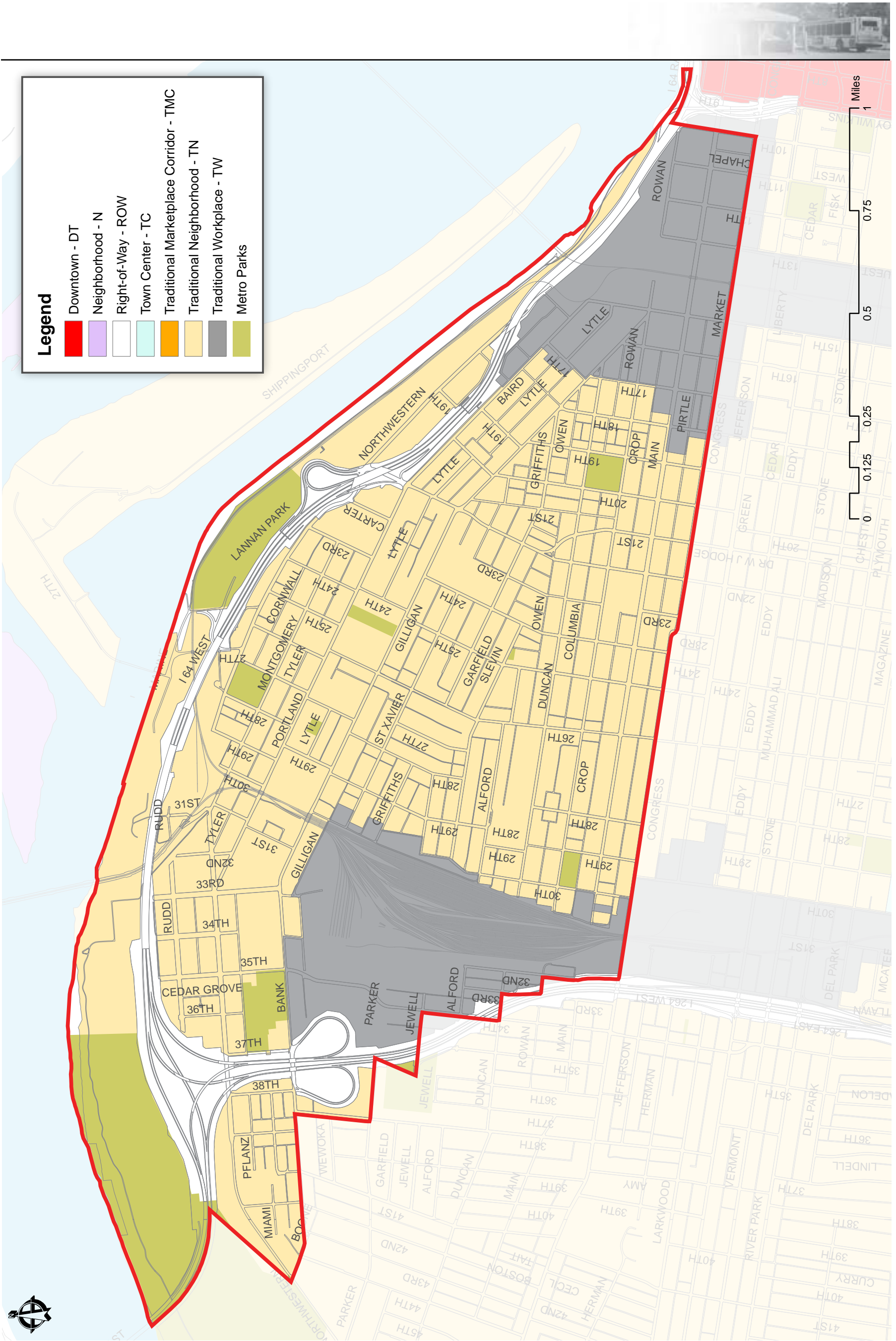






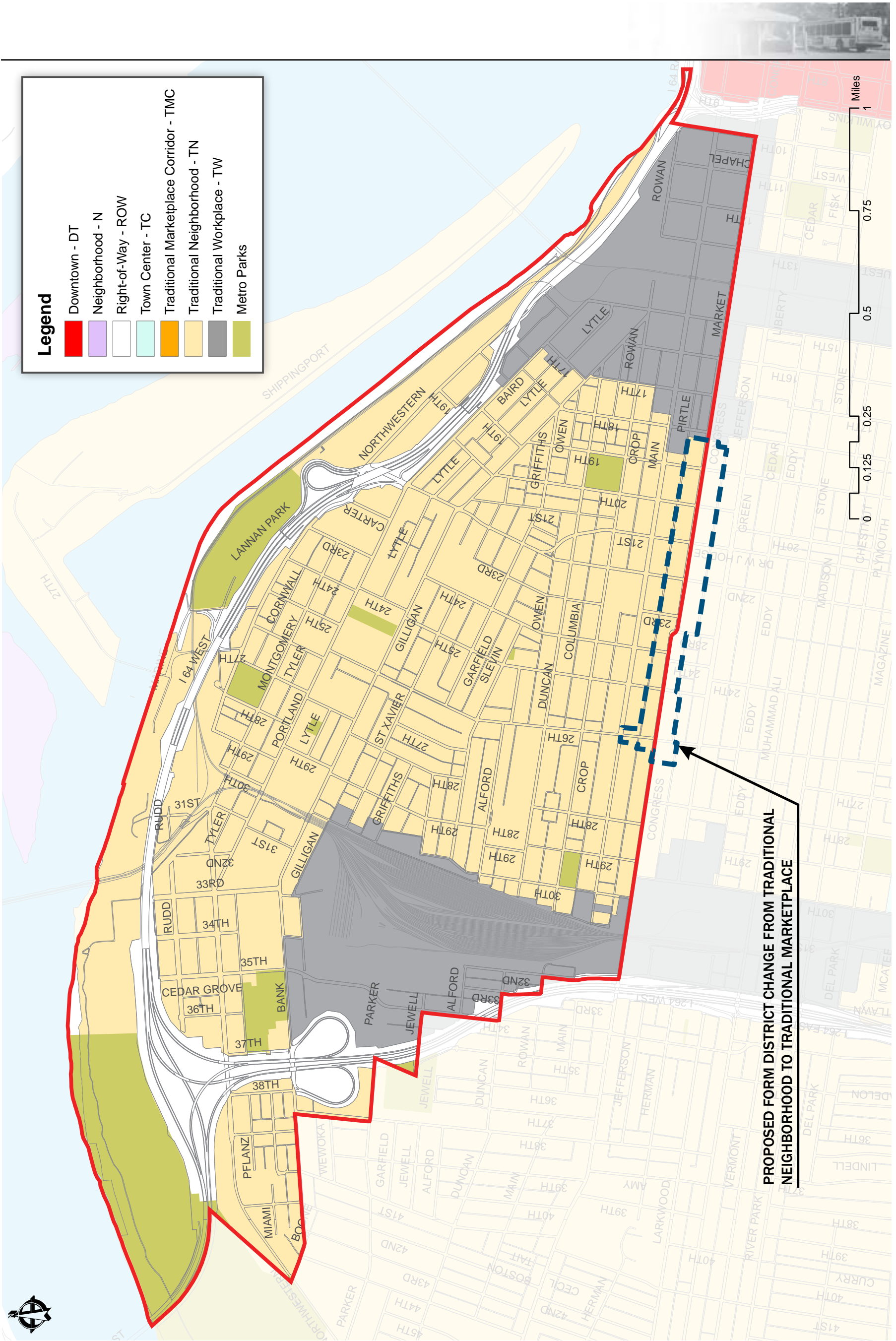






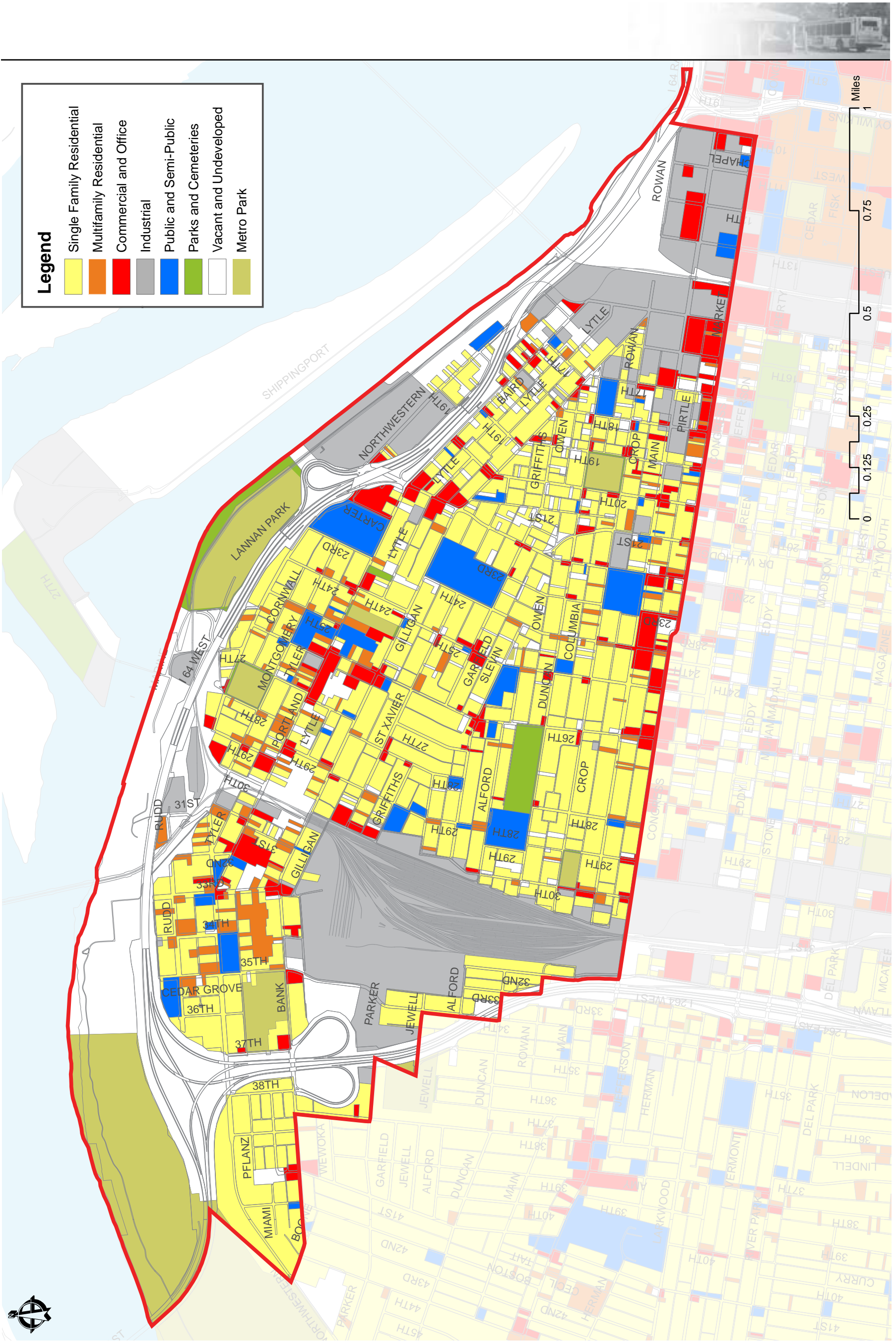
Portland: Current Form Districts





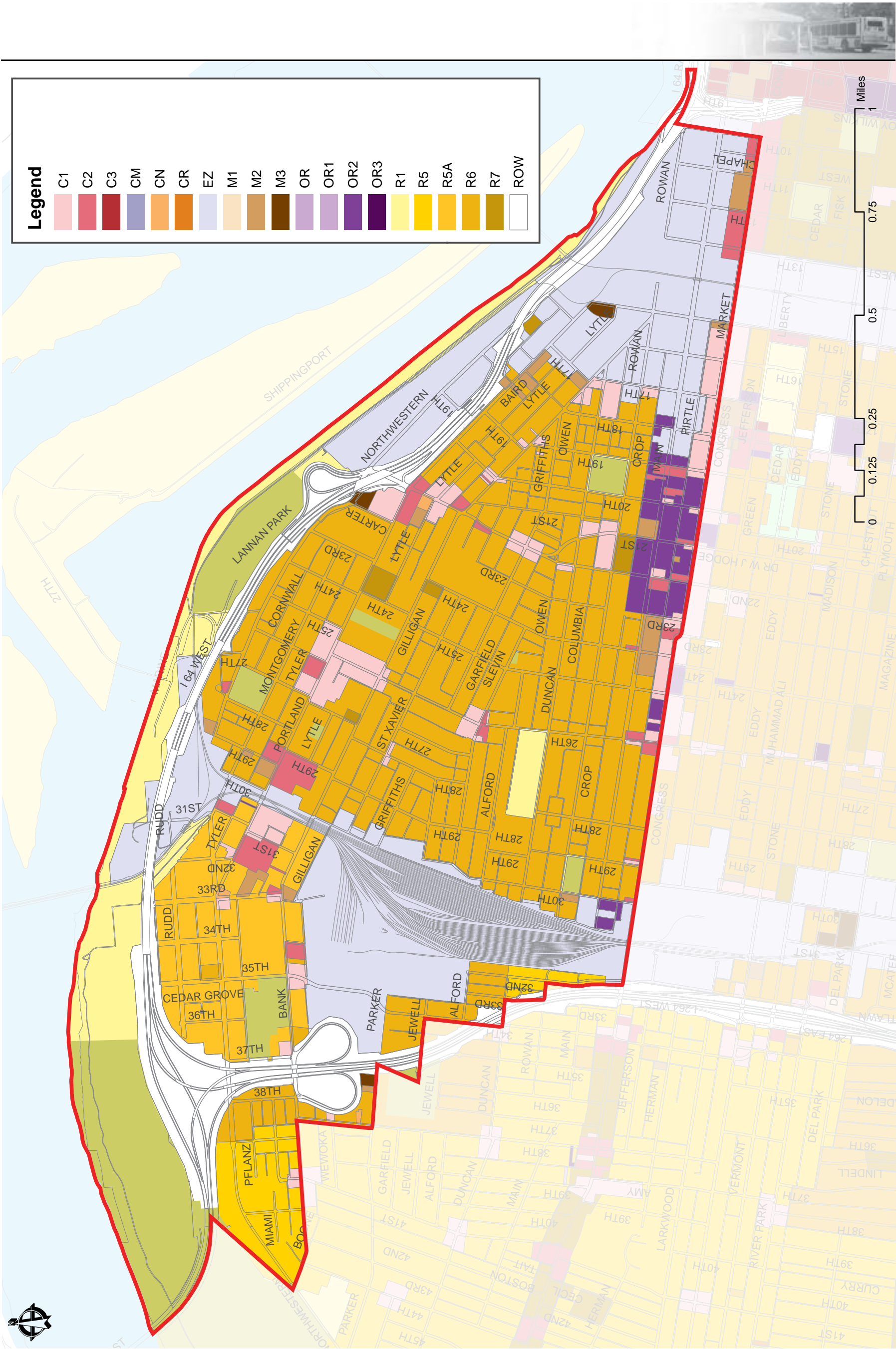
Portland: Proposed Form Districts





Portland: Current Land Use





Portland: Current Zoning

# Mobility

The system of streets and alleys of the Portland neighborhood is composed of a variation on the traditional grid system. Due to the historical development of the neighborhood, there are several grid systems which merge together to form the street patterns. This merging of grids and an abundance of one-way traffic patterns can create a disorienting effect on visitors to the area as well as impede commercial vibrancy.

Portland suffered the same fate many neighborhoods have during the years of massive highway construction. The introduction of Interstate 64 has affected the neighborhood both physically and psychologically. The interstate severed the neighborhood from the river making accessibility by car, foot or bicycle only available at remote access points. The 9th Street exit ramp, which separates Portland from Louisville's downtown business district, has created a psychological barrier more than a physical one. The divide is exaggerated by the fact that the streetwalls of the central business district along Main Street and Market Street abruptly ends at 9th Street and quickly transitions into a spattering of buildings among vast surface parking lots and other buildings in various stages of disrepair.

Several rail lines feeding into the middle of the neighborhood are directed to an expansive rail yard which creates a significant barrier to east-west travel between 30th Street and 35th Street. This rail yard is essentially impassable save for Market Street to the south and Bank Street to the north. The rail yard essentially cuts the neighborhood off from the western portion of Louisville including a small section of Portland's own neighborhood. Adding insult to injury, Interstate 264 further divides the western section of Portland slicing through what was the original downtown section of Portland and impacting the future Portland Wharf Park.

## Pedestrian and Bicyclist Issues

Many of the major traffic arteries in Portland have uninviting streetscapes with broken streetwalls and poor curb and sidewalk conditions. Major corridors into the neighborhood, including Market Street and 22nd Street lack a cohesive look and fail to create an enjoyable pedestrian environment. Curbs along many streets are in disrepair. In some areas, parked cars occupy the pedestrian sidewalks due to lack of adequate parking or vehicular travel. Streetscapes would greatly benefit from the inclusion of historic street lamps, banners and trash receptacles



*Interstate 64 9th Street access ramps cutting Portland off from downtown.*



*Bicyclists on the Riverwalk along the Ohio River*



of the style found in some of the other historic corridors throughout Louisville. Some of the major thoroughfares like Portland Avenue suffer not only from poor pedestrian environments, but have the added detraction of exposed scrap yards and other poorly screened manufacturing and industrial yards.

The new Metro initiative to create safer environments for bicyclists has been introduced to the Portland neighborhood in several ways. A bike/ped path, known as the River Walk traverses the entire northern border of the neighborhood along the river connecting to Louisville's downtown and destinations east. One of the current six dedicated bike lanes in the city runs along Market Street from 20th Street to 9th Street. There are also several designated bicycle routes throughout the neighborhood.

## Public Transportation

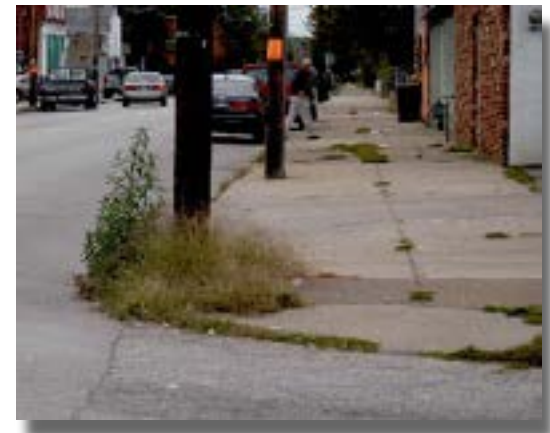
Portland is well served by the Transit Authority of River City (TARC). Currently there are 8 bus lines which serve the neighborhood. The lines offer a good arrangement of connectivity to the Metro area.



*Original Source: Transit Authority of River City (TARC)*



*Damaged curbs and loss of pedestrian access.*



*Most streets in Portland need improved maintenance, pavement and curb replacement or repair, and retrofitting with handicap curb cuts at intersections in order to provide a positive pedestrian experience throughout the neighborhood.*



## ACTIVE Louisville

All of the goals of ACTIVE Louisville should apply equally to every neighborhood throughout Louisville Metro. These goals include:

- Increase access to and availability of opportunities for active living;
- Eliminate design and policy barriers that reduce choices for active living; and
- Develop communications programs that create awareness and understanding of the benefits of active living.

## Recommended Goals and Objectives

### Overall Goals:

1. Get where you want to go, when you want to go there, by car, bike, wheelchair, or TARC.
2. Connect the old, zig-zagged street grid of Portland to our surrounding City grid at every “gateway” in a welcoming way.

### Objectives & Action Items:

#### 1. IMPROVE SAFETY AND HANDICAP ACCESS.

- “Map” and prioritize streets and intersections that serve elderly and disabled residents for sidewalk repairs and wheelchair cuts to improve Portland streets, curbs and sidewalks for pedestrian safety and handicap access.
- Minimize traffic accidents and maximize flow through the neighborhood with appropriate and attractive signage that directs traffic across and through Portland on the straightest routes to points of interest such as: Boone’s Square Park, Portland Historic District, River Walk/ Bike Path, Shippingport Business Center, Portland Museum, Portland Wharf Park, Neighborhood House, Marine Hospital, Portland Park & Recreation Center, Westonia Park, McAlpin Locks & Dam, and Lannan Park



*Attractive neighborhood signage that can be increased and refined to help direct residents and visitors through Portland.*

- Analyze accident locations for placement of stop signs/traffic lights, especially 22nd and Main and the 22nd St. island at Owen St. (See accident study in “Brown Book” Neighborhood Plan, 1980.)
- Repave and light alleys as needed, especially for increased use as bike paths and for City services (garbage, recycling, etc.)
- Improve bicycle safety with youth cycling clubs/classes, in partnership with Metro Police or Health Dept.

2. ADD ATTRACTIVE and EFFICIENT DESIGN for STREETSCAPES and PARKING, especially along high-traffic through-streets of 22nd, 26th, 31st, Portland, and Bank Streets.

- Solve 26th Street parking problems and sidewalk disintegration between Portland and Main, with indented curb cuts for residential parking.
- Acquire vacant lots for landscaped parking at 26th and Portland, and along 22nd St. as needed, in vacant lots.
- Add parking along East Portland Avenue by securing land from the state right-of-way for landscaped, diagonal parking.
- Protect and improve TARC Turn-Around at 33rd and Portland Avenue for continuing service to Historic District and Wharf Park, as well as historic transportation hub.
- Work with TARC to guarantee efficient bus service to relocated Kroger’s grocery store.
- Repave all streets as needed.
- Repair streetlights and consider installing historic-style streetlights with banners.
- Save and replace brick streets and alleys wherever possible.
- Repave and Light alleys as needed, and consider use of surveillance cameras on a rotating basis at prime dumping sites.
- Save limestone curbs wherever possible, and consider inverting worn curbs to expose the opposite, less-worn side.
- Place trash receptacles along major pedestrian routes, especially 26th and 22nd at Portland, Bank, Main, and Market Streets.
- Enforce proper trash and junk placement.



*Typical alley that could become part of an upgraded network of service lanes, pedestrian walkways and bicycle paths.*



*TARC Turn-Around at 33rd and Portland Avenue*





3. IMPROVE ACCESS into the neighborhood via major GATEWAYS:

- Complete Road Studies that build a River Road extension through Shippingport to Northwestern Parkway/ Portland Avenue.
- Consider the relocation of I-64 to build a Riverfront Parkway with adequate street access into Portland at 22nd, 18th, 15th, and 9th Streets, and pedestrian access to Northwestern Parkway and the riverfront.
- Improve access to eastbound I-64 at 22nd St.

4. EMPHASIZE these DESIGN FEATURES (Above) at each “GATEWAY” into Portland:

- Each intersection of 22nd St., especially at Northwestern Parkway or proposed Riverfront Parkway; Portland Ave.; Bank St.; the 22nd/21st St Island; Main; and Market Streets.
- 15th St. at the new River Road extension/ Riverfront Parkway; 15th & Rowan Street “Point” as the threshold of our residential/mixed-use neighborhood west of Shippingport; and West Main Street.
- 26th Street at Main and Market Streets.
- Bank St. Exit from I-264 east, into Portland.



*Looking east down Portland Avenue to the gateway intersection of 22nd Street and Portland Avenue.*

# Housing

The predominant land use in Portland appears to be residential; and of that, the majority are detached single-family homes. These homes reflect every type of structure built in Louisville between 1850 and 1930 -- especially frame and brick shotguns and modest bungalow-style. The former are widespread east of 22nd Street, while the latter are common in the area southwest of 22nd and Portland, and approaching the Shawnee neighborhood and Shawnee Park. Portland Avenue and Northwestern Parkway remain the “mansion district,” where the neighborhood’s most stately homes were built.

The conservation of Portland’s older houses –the frame shotguns, in particular – presents the greatest challenge to the neighborhood, both owing to the relative size of many of the homes (@ 1,000 sq. ft. and less, especially east of 22nd); and to the age and declining condition of a very large number of these structures. At the same time, this housing stock continues to provide affordable housing opportunities – and a home – to many, many Portland residents. Removing structures some might consider “substandard” from the neighborhood housing supply would, at the same time, reduce the overall supply of affordable housing – and familiar surroundings – without a comparable replacement readily available.

The Portland Neighborhood Plan Task Force, when considering housing issues, emphasized their desire to provide an opportunity for current renters in Portland to be able to buy a home in the neighborhood. A University of Louisville graduate studio, conducting a Portland housing study in Spring, 2006, concluded that this goal of “portability” might be accomplished by utilizing federal housing funds to subsidize home ownership for low income Portland residents. Whatever the case, any housing revitalization strategy in Portland must be thoughtfully crafted and efficiently administered, so that any federal grants invested in the neighborhood will serve as a catalyst for significant private investment both in the targeted area and – more importantly – in the area immediately surrounding. The use of federal funds must, in other words, demonstrate a high degree of “leverage,” with every dollar of grant funds applied resulting in a maximum amount of private investment, in return.

Some aspect of this strategy – perhaps all – will need to be administered and coordinated by a neighborhood-based development organization, in lieu of local government serving the role. For many reasons, the former seems more desirable, barring inefficiencies inherent to a small and



inexperienced neighborhood non-profit. One way to mitigate this risk would be to form special-purpose housing alliances between experienced community development organizations and Portland Now or other public institutions based in Portland.

## Recommended Goals and Objectives

*The Portland Neighborhood Plan Task Force adopted the following recommendations to improve quality of life and the marketability of housing in Portland. These goals and objectives are largely incorporated into the Plan Implementation section that concludes and summarizes the Portland plan.*

### I. INCREASE THE PERCENTAGE OF HOME OWNERSHIP:

Home owners in general take better care of their property than absentee landlords and have a greater stake in improving the neighborhood in which they live.

### II. ENHANCE HOUSING QUALITY:

Enhance the quality and physical condition of all housing in Portland, especially rental property. Promote the rehabilitation and development of housing that is affordable, accessible, clean, lead-free, and architecturally compatible with its surroundings.

- A. INCENTIVES: Make available low interest loans or other financial incentives to enhance housing quality and physical condition.
- B. DEVELOPERS: Collaborate with developers in the provision of safe, attractive, and affordable housing in Portland.
- C. LENDING PRACTICES: Protect against predatory lending practices in the neighborhood.
- D. CODES: Enforce housing codes especially for rental property.
- E. MONITOR: Monitor the management and upkeep of publicly-assisted rental properties.

### III. PRESERVE HISTORIC FABRIC:

Preserve, conserve, and rehabilitate the neighborhood's historic residential fabric.

- A. DISTRICT: Explore creation of a Local Preservation District for Portland.
- B. LOANS & GRANTS: Through the Metro Department of Housing and Community Development (MDHCD), establish a loan and grant program to provide incentives for current and prospective homeowners to rehabilitate existing housing stock.







- C. **FACADES:** In conjunction with a Portland Pattern Book (described at IV(A) below), create a façade improvement program where money is granted to upgrade the architectural quality of new and renovated facades.
- D. **PARTS:** Make available affordable replacement parts – such as windows or façade trim pieces – that facilitate owner participation in a historic façade improvement program.
- E. **DEMOLITION CANDIDATES:** Identify underutilized, neglected and abandoned historic properties – particularly those at risk of imminent demolition.
- F. **STABILIZE AND MARKET:** Establish a program to stabilize and “mothball” abandoned structures and then to market those structures to return to them to productive and desirable use.
- G. **TAX MEASURES:** Institute local tax measures that encourage historic rehabilitation and that discourage property neglect and abandonment.



IV. **DESIGN GUIDELINES:** Institute architectural and urban design guidelines intended to preserve the neighborhood’s existing architectural fabric and to encourage complementary and compatible “infill” development.

- A) **PORTLAND PATTERN BOOK:** Develop a Portland Pattern Book to guide owners and remodelers of Existing Housing as to how their building façades could be improved to be in conformance with the historical facades of Portland and to guide builders and developers of New Housing to be compatible with surrounding historic architecture. Use Louisville’s Clarksdale Hope VI Housing Project Pattern Book as a model.

V. **NEW DEVELOPMENT:** Promote the development of significant, context-sensitive mixed-use projects at strategic sites within the neighborhood to serve as the catalyst for the revitalization of surrounding districts. On a smaller scale, promote new construction on vacant sites in accordance with the Portland Pattern Book.



# Economic Development

The Portland Task Force recognized that the economic issue of paramount importance is employment for Portland residents. Therefore, the Task Force recommended that existing workforce preparedness programs be brought to bear in Portland to increase resident employability and, consequently, the overall economic well-being of the neighborhood.

Meanwhile, the Task Force's other principal focus was to increase the marketability of Portland via general promotion of the neighborhood's assets, as well as through the creation of attractive signage and "gateways" at key entryways to the neighborhood. By revitalizing the Portland Business Association, the neighborhood would have a strong advocate and a partner to work with Metro government to recruit new businesses to the neighborhood – particularly neighborhood-serving retail businesses, as well as small, light manufacturers producing local products (e.g. Shuckman's Fish Company & Smokery). The Task Force gave special emphasis to revitalizing the many historic commercial corner structures found throughout the neighborhood, and recommended dovetailing adaptive use with business recruitment to attract viable and desirable commercial uses to these structures, thereby creating a host of small neighborhood commercial "nodes."

On a larger scale, the Task Force identified a number of districts within the neighborhood that deserve special attention and redevelopment – including the former Kroger site at 32nd and Portland; the historic Portland Avenue corridor, centered at 26th and Portland; the gateway district at 22nd and Portland; and the Shippingport business district. The Task Force acknowledged that each district possesses unique characteristics and potential, and therefore urged Metro government to approach each accordingly – although with the common goal of promoting economic development compatible with traditional residential areas adjacent.

The Task Force acknowledged the long tradition of mixed use within Portland – light manufacturing and neighborhood commercial within a larger residential context – and therefore recommended that the plan support that tradition, provided future uses are compatible and contribute to the overall economic viability of Portland.



*Great potential for urban redevelopment of the Shippingport business district into mixed use lofts and commercial corridor.*



## Recommended Goals and Objectives

*The Portland Neighborhood Plan Task Force adopted the following recommendations to advance the economic vitality of the neighborhood. These goals and objectives are largely incorporated into the Plan Implementation section that concludes and summarizes the Portland plan.*

- I. Increase the number of businesses located in the Portland neighborhood through strategies that recruit new businesses and support expansion/retention of existing businesses.
  - A. Reconstitute and revive the Portland Business Association as the steward of Portland's economic development strategy.
  - B. Recruit "high-profile, locally-trusted business" to create a cache for Portland and to attract other business to follow them into the neighborhood
  - C. Learn from existing businesses what they need in order to more viable in the neighborhood.
  - D. Create an opportunity profile for use in recruitment of new businesses.
    1. Survey all existing commercial buildings. Identify their current and original use.
    2. Establish data to support ideas for development presented by the task force and other Portland stakeholders.
  - E. Promote "neighborhood-friendly" commercial uses and scale. (Examples: coffee roasters, bakery, microbrewery, specialty printing (like Heid), fish processing (like Shuckman's).
  - F. Recruit locally-owned banks and credit unions to locate branches in Portland
- II. Identify economic development projects and potential partners that will compliment key development areas identified by the neighborhood planning committee.
  - A. Study redevelopment possibilities for the "old" Kroger site.
  - B. Develop a strategy for healthy "mini-nodes" organized around historic corner commercial structures. Encourage "live-work" re-use of traditional corner stores.
  - C. Explore zoning possibilities (i.e., "Town Center" form district) for Portland Avenue from 22nd to 26th streets that would allow offices and businesses to appropriately intermingle with residences; without damaging or detracting from the residential character of Portland Avenue.
  - E. Establish 15th & Rowan as the threshold of a residential/mixed use neighborhood lying to the west of Shippingport and the downtown waterfront.
  - F. Monitor and coordinate with Louisville Metro government regarding development



*Economic redevelopment possibilities should be explored for the former Kroger site.*

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immediately west of Tenth Street. Appoint a Portland liaison to represent the neighborhood in planning and development discussions for this area “bridging” Portland and downtown.

III. Develop a comprehensive marketing plan that will promote economic investment and home ownership in Portland.

- A. Create a “new task-force” that will be charged with securing the funds and professional support for design and production of marketing material, including logo, slogan, printed material & video.
- B. Create gateway signage and banners and provide façade design assistance and loans at key entryways and corridors.
- C. Implement the heritage tourism strategy developed for Portland by the Louisville Development Authority (for example, create an entry to the Wharf Park onto the 35th Street commercial node).
- D. Research and explore how other neighborhoods, communities and cities have effectively implemented a comprehensive marketing plan. (i.e. Paducah, KY; Corydon, IN)

IV. Reduce the unemployment rate of residents living in Portland.

- A. Encourage and support programs that address workforce development through job readiness preparation, job counseling and long-term career development.
- B. Encourage and support programs that address job development and job search assistance.

V. Raise the average wage earned by residents living in Portland.

- A. Develop a strategic plan to increase educational opportunities and attainment within the Portland neighborhood.
- B. Collaborate with neighborhood partners and stakeholders to facilitate vocational skills training in needed local and regional career tracks

VI. Establish a new task force to develop the key indicators for economic development within the neighborhood.

- A. Utilize the determined key indicators to measure Portland’s economic progress.
- B. Collaborate with the city and neighborhood organizations to effectively address the key indicators.



*Desperate need to improve gateways into Portland such as the 22nd Street and I-64 interchange.*



# Parks, Open Space, and Recreation

## Inventory

Portland is blessed with numerous parks and parkways, but the quality and facilities vary greatly. There are approximately 411 acres of park land and open space available to Portland if Shawnee Park and Portland Cemetery are included. Other park-like settings such as the Portland Marine Hospital grounds add many more acres of open space. Although Portland's approximately two miles of riverside is accessible via the Riverwalk, it is hard to get to the edge of the river and the flood protection wall is a huge barrier that separates Portland from its reason for being – the Ohio River.

The following is a list of parks and green spaces in the Portland area:

- Boone Square (4 acres, Olmsted Park, spray pool, shelter, basketball) - between 19th and 20th, Duncan and Rowan
- Lannan Park (17 acres, 2 ballfields, basketball, playground, tennis) - north of Interstate 64, 22nd to 26th
- Portland Park and Portland Community Center (4 acres, playground, basketball, volleyball, spray pool) - between 27th and 28th, Montgomery and Northwestern Parkway
- LaPorte Park (2 acres + pool, basketball) - Portland Avenue, between 24th and 26th
- Charles Young Park (less than one acre) - Lytle Street, near 27th
- Slevin Park (less than one acre, playground) - SE corner 25th and Slevin Streets
- Portland Wharf Park (56 acres, Riverwalk, archaeology) - North of Floodwall, between 31st and 36th
- Westonia Park (2 acres) - Rowan and Crop, 29th and 30th
- Portland Cemetery (est. 8 acres) - Pflanz Avenue, 35th to 37th
- Northwestern Parkway (Olmsted Parkway) - Starts at 16th and follows the river until it reaches Market St. where it becomes Southwestern Pkwy.
- Shawnee Golf Course (18 hole) - Northwestern Pkwy at Bank St.
- Shawnee Park (316 acres) - North of Floodwall, 37th beyond 44th



Historic Boone Square Park





## Analysis

Portland's residents have an enviable amount of existing green spaces, as evidenced by the above list and accompanying map, to serve most of their open space needs. Their green spaces take various forms from active recreation parks with ball fields, courts and playgrounds, such as Lannan Park and Boone Square Park, to more passive areas such as Charles Young Park and the public front yard of the Family Health Center on Portland Avenue, to the long linear greenway Riverwalk that stretches the entire length of the Portland neighborhood's Ohio River frontage. Additionally, no Portland resident is farther than a half-mile walk or bike ride to at least one if not several of these green spaces. Clearly, then, the amount and proximity of green space necessary for Portland to have a high quality of life from the open-space perspective is adequate.

However, there are two concerns with Portland's open spaces that deserve attention in the future. As mentioned in this chapter's opening paragraph there is an accessibility/visibility issue with the Riverwalk, Lannan Park, Shawnee Park and the future Portland Wharf Park. Unfortunately, westbound drivers traveling through the Portland neighborhood on I-64 get a better view of, and therefore contextual sense of, these four parks and their proximity to the residential core of Portland than do many of Portland's own residents. Pedestrian and vehicular access to any of these four greenspaces is limited, in need of upgrading or repair, confusing and hidden in many cases. Except for an I-64 pedestrian overpasses near 19th Street and 23rd Street, a hidden and often hard-to-find access to Lannan Park off Northwestern Parkway near 27th Street and an overly-subtle pedestrian access walk over the flood wall to the Portland Wharf Park site from Northwestern Parkway near 31st Street the Portland neighborhood finds itself cut off from these wonderful green space resources by Interstate 64. Considering that Portland's northern boundary along the Ohio River stretches for nearly four (4) miles, these are an inadequate number of connections. Future attention must be focused on improving the visibility and ease of access to these existing entry points. Additionally, investigating new access points, whether via overpasses or pedestrian tunnels beneath I-64, should be envisioned, explored and developed to ensure easy, attractive and numerous connections of Portland's residential areas to the riverfront open spaces.

**Lannan Park Playground**



**Riverwalk through Lannan Park**







The second concern at hand is that Portland's green and open spaces, while numerous and of a commendable variety, have no sense of connection to one another. Nor do they contribute to the imagability of or ease of orientation within the neighborhood. As shown on the Portland Parks & Greenspaces map in this chapter there is a great opportunity to engage all of these parks, cemeteries and open spaces to become parts of an entire neighborhood system. The streets indicated on the map, such as Portland Avenue, Bank Street, 22nd Street and 26th Street, are identified as the potential "connectors" within this neighborhood park system. A top priority should be for these streets to receive immediate attention and upgrading in terms of sidewalk and curb repair, street tree planting, and possibly the introduction of a unified family of street furnishings such as trash receptacles, benches, banners, etc. These identified streets would serve as both connections between all of Portland's open spaces as well as helping residents and visitors find their way through Portland as they visit its many points of interest such as historic homes, historic parks and the McAlpin Locks and Dam.

One final thought, in concert with the philosophy of "you can never have enough green space!", is that continuing efforts to locate, secure and develop additional green and open spaces should be ongoing. Opportunities for improving the green space infrastructure exist along the rights-of-way for I-64 and I-264, along both sides of the immense rail yard west of 30th Street, at gateway entrances to Portland, such as 22nd Street's I-64 access point and intersections along Main and Market Streets at 15th, 21st, 22nd and 26th Streets. The coordination and nurturing of partnerships with Louisville Metro Parks Department, Louisville Metro's Department of Public Works and Operation Brightside could prove fruitful in these efforts far into the future.



## **Recommended Goals and Objectives**

*The Portland Neighborhood Plan Task Force adopted the following recommendations to improve and enhance Portland's parks, greenspace, and natural character. These goals and objectives are largely incorporated into the Plan Implementation section that concludes and summarizes the Portland plan.*

### **Goal: Use Portland parks and open space to improve quality of life for Portland families and visitors**

#### **I. Improve park maintenance and street landscaping.**

- A. Create a “friends of Portland Parks” committee to increase citizen involvement in the protection and development of Portland’s many parks and related park issues.
- B. Investigate potential of alleys to link parks and cultural sites for access by children—an inner city safe bike trail.
- C. Investigate restoration of Northwestern Parkway to Olmsted Plan.
- D. Establish program to plant trees along streets and educate children about value of trees.
- E. Increase landscaping at Gateways to Portland. Install welcoming signs and banners.
  - 1. 22nd and Portland Avenue
  - 2. Shawnee Expressway and Bank Street
  - 3. Main Street/ Market Street corridor
  - 4. 44th and Northwestern Parkway

#### **II. Work with Metro officials to ensure completion and success of Portland Wharf Park.**

- A. Create an Interpretive Master Plan for outdoor exhibits to explain the history and archaeology of the site. (Preserve America Grant).
- B. Link Park to other heritage site by using interpretive signs and thematic trails. (Preserve America grant)
  - 1. Architectural heritage
  - 2. Maritime heritage
  - 3. African American heritage





- C. Work to have a cut made in the floodwall to allow pedestrian access to Portland Wharf Park and the river's edge.
- D. Improve maintenance of Portland Wharf Park as part of interpretive strategy.

**III. Increase landscaping at “park like” settings throughout Portland. Portland is located next to one of the great bird migratory routes in the world. Portland should become a “bird friendly” environment by planting lots of trees.**

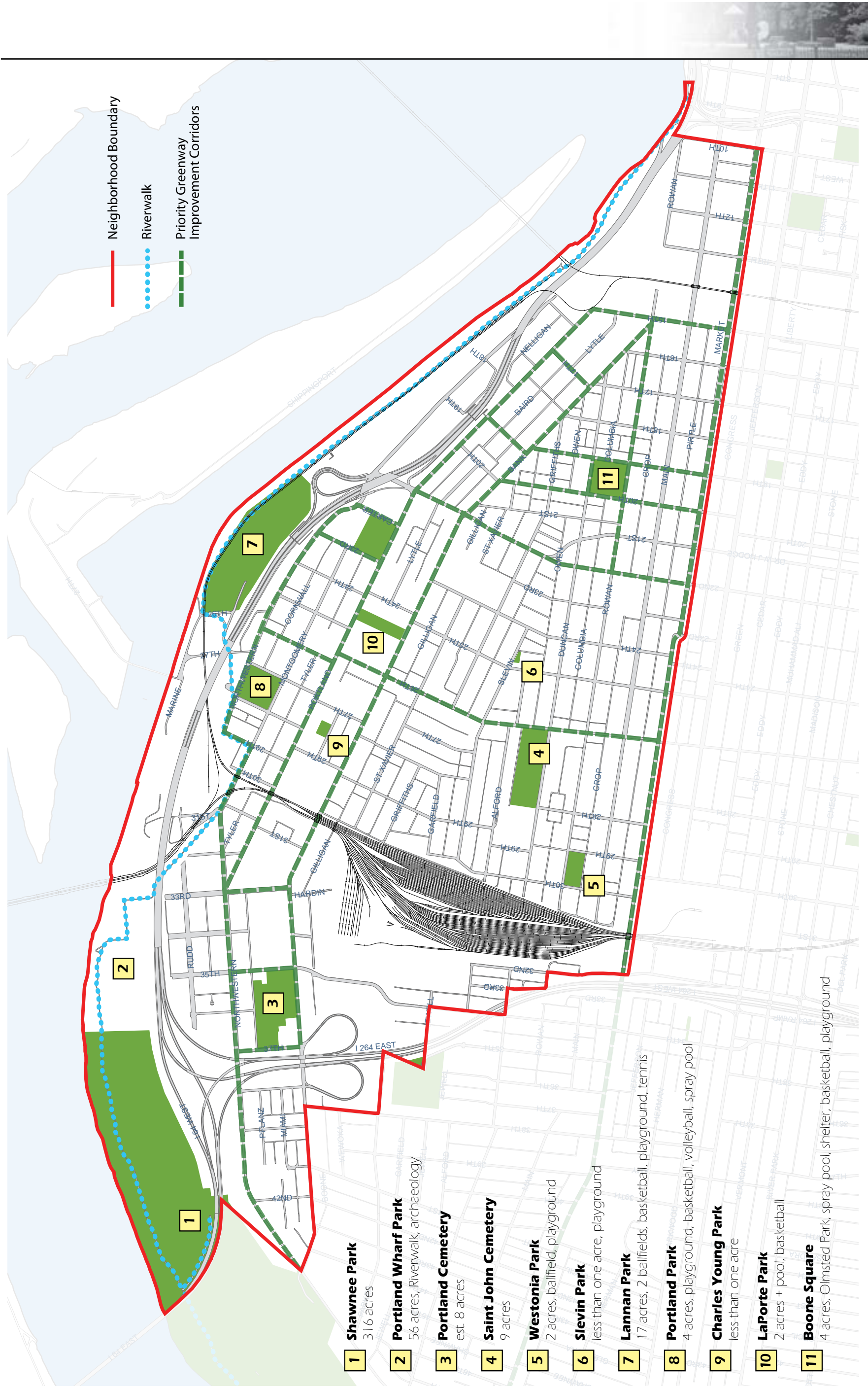
- A. Schools,
- B. Cemeteries,
- C. Old Kroger site
- D. The Marine Hospital grounds are the front lawn of Portland. Can the parking be relocated to enhance beautiful specimen trees?
- E. Identify other landscaping opportunity spots

**IV. Improve outdoor recreational facilities and increase opportunities for enjoying nature.**

- A. Investigate reports that Shippingport will be permanently closed to recreational users. Evaluate and make a plan, if it is determined that Shippingport should be available for visiting.
- B. The great central area of Portland is without parks and playgrounds and is bisected by the railroad lines. Explore the possibility of “greening” this space, and find locations for child-friendly parks, tot lots, and play yards
- C. Improve drainage for Little League ball fields at Lannan Park

**V. Explore possibility of establishing a park on Rowan Street between 10th and 13th streets. This is the most historic spot in Louisville as it is probably the site of Fort on Shore where the first settlers established themselves after leaving Corn Island. This could provide much needed green space for the families that live east of 22nd Street and increase the number of heritage related experiences for visitors and residents.**

# Portland Greenspaces

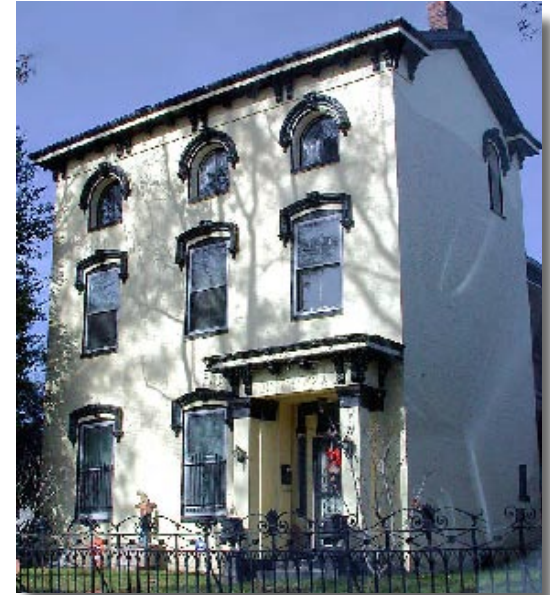


# Historic Preservation

The historic fabric of the Portland neighborhood is a core concern of its residents. Portland's colorful and lengthy history play a significant roll in the character of the community for the people who grew up in the neighborhood and those who call Portland "home." Numerous studies have been undertaken to assess and identify the historic assets of the Portland neighborhood over the last several decades. Through these studies a rather large number of structures have been recognized as potential sites for the National Registry of Historic Places (NRHP) including individual structures, homes and districts. The large number of identified prospects helps to bolster the resident's strong concern in the historic preservation of the neighborhood. Unfortunately, due to historic events such as the construction of the lock system, flooding and subsequent mitigation techniques including the floodwall, many more of the properties have either been destroyed or damaged to such a great extent as to be unsalvageable.

Two major historic and architectural surveys have been performed since 1996 whose scopes have included portions of the Portland neighborhood. The Historic and Architectural Survey of Certain Portions of West Louisville, Jefferson County, Kentucky completed in October of 1996 by Gray & Pape Inc. (GPI) made proposals on historic districts, individual buildings and a multiple property submission entitled Shotgun Houses of West Louisville. Historic and Architectural Survey: West Louisville, Zone C was completed in June of 1999 by John Milner Associates, Inc. (JMA) and built upon the recommendations of the GPI survey while its scope covered areas not evaluated in the GPI survey.

GPI proposed two historic districts, a Portland Avenue Extension of the Portland Avenue Historic District (whose boundaries are the north and south sides of Portland Avenue between North 32nd and North 33rd Streets) and a Portland Avenue/North 26th Street Historic District (whose boundaries are the south side of Portland Avenue, roughly between North 22nd and North 26th Streets; East and west sides of North 26th Street from Portland Avenue to the alleys south of Griffiths Avenue). GPI also proposed 15 individually eligible properties within their study area related to Portland listed in *Table 1* as well as 42 shotgun homes in the Portland area which were included in the multiple property submission which are listed in *Table 2*.



*Historic structure within the existing Portland Historic District north of Northwestern Parkway and west of 31st Street*



*Typical architectural details of historic-designation worthy residential structures in Portland*



The JMA survey proposed a historic district be created, identified as the 15th Street Industrial District (whose boundaries are the east and west sides of 15th Street from West Main Street to Portland Avenue; east and west sides of 16th Street from West Main Street to Rowan Street). The results of the survey also listed 47 individually eligible properties within the scope of Portland listed in *Table 3* and 31 shotgun homes listed in *Table 4*.

All of the recommendations are subject to further review at the local, state and federal level through the Consensus Determination of Eligibility process.

## Recommended Goals and Objectives

*The Portland Neighborhood Plan Task Force adopted the following recommendations to promote the conservation of the neighborhood's highly significant historic character. These goals and objectives are largely incorporated into the Plan Implementation section that concludes and summarizes the Portland plan.*

- I. Protect the Architectural character of Portland
  - A. Identify and document existing conditions in Portland
    - 1. Threatened or endangered structures
    - 2. Important individual buildings
    - 3. Styles, materials and contributing elements that create the “Portland look”
    - 4. Whole block faces and areas of small districts that are intact and retain original features
  - B. Set priorities for Preservation
    - 1. Create a most endangered list (crisis intervention)
  - C. Encourage Facade Preservation when full restoration is not possible
  - D. Reduce the number of demolitions
    - 1. Neighborhood notification
    - 2. Stabilize, “mothball” and market vacant structures
    - 3. Form a “swat team” to quickly react to notification
  - E. Work with Metro Government to establish ways to preserve and protect the historic fabric of streets, alleys, sidewalks, iron fences and curbs



*1402 West Main Street - part of the JMA-identified 15th Street Industrial District*

*Identifying and documenting the myriad historic structures of Portland with photographs and written descriptions is critical to protecting, preserving and restoring this neighborhood's historic legacy for generations to come*

## II. Improve the quality of rehabilitation and restoration in Portland

### A. Conduct Research and gather information

1. Economic implications for the community of historic preservation and improvements activities. (i.e. cost of houses rises)
2. Best practices for typical situations in Portland (i.e. lead paint abatement)
3. Legal tools to protect important resources (Old Louisville prevents removal of stained glass windows)
4. Legal tools and/or tax incentives to make preservation attractive
5. Appropriate replacement materials and products that preserve the character of the local area without being cost prohibitive
6. Local and national preservation districts

### B. Craft a plan with strategies for affordable restoration

1. Write an Overview of architecture in Portland
2. Create architectural guidelines for appropriate development
3. Publish a Portland pattern book with affordable options that preserve historic character

## III. Educate and Communicate about preservation issues and ideas

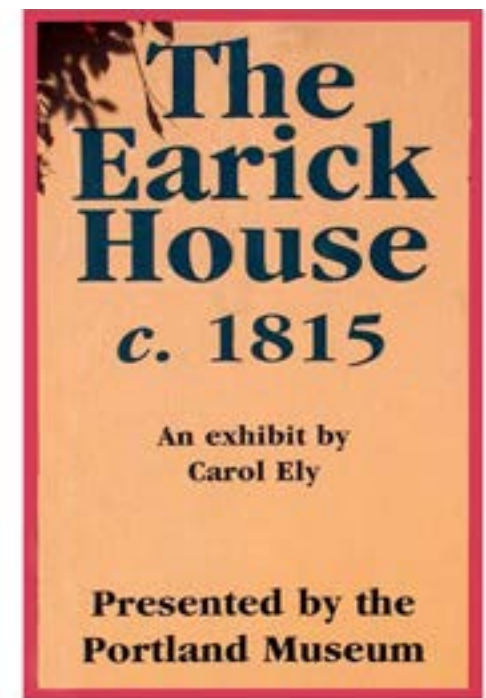
- A. Support and develop Portland Preservation Alliance as an advocacy group
- B. Establish a resource center of books and materials at the Public Library
- C. Conduct how-to workshops on topics such as window repair

## IV. Promote Portland Heritage

- A. Develop historic markers for important places and buildings
- B. Publish a calendar, set of postcards, poster, banners or other print media to increase awareness of Portland's architectural heritage
  1. Market to support Preservation Alliance and activities
- C. Institute an award program for good restoration and rehabilitation
  1. Send postcard to thank resident for good quality work
  2. Public recognition for good quality work
  3. Marker or plaque for buildings that are 100 years or older



*Architectural detail of the Earick House*



**A Portland Treasure**

TABLE 1: Properties Proposed for Individual Listing in the National Register of Historic Places



Name/Address	Architectural Style/Type	Date
3200 Rudd Ave.	Italianate commercial building	c. 1880
Ohio River Bridge, between Rudd Avenue & Northwestern Parkway		c. 1911-1912
3135 Northwestern Parkway	Italianate house	c. 1870
3131 Northwestern Parkway	Queen Anne house	c. 1890
Montgomery Street Bridge #1	Early 20th century railroad overpass	
Montgomery Street Bridge #2	Early 20th century railroad overpass	
Railroad Bridge, Portland Avenue, between 30th and 31st Streets	Early 20th century railroad overpass	
Railroad Bridge, Bank Street between 30th and 31st Streets	Early 20th century railroad overpass	
Order of Red Men Lodge/Portland Boxing Club, 617 N. 27th Street	Italianate institutional building	c. 1880
Lewis Lodge #191, 537 N. 26th Street	Classical Revival institutional building	c. 1910
Victor Mathes Florist, 2531 Bank Street	Commercial building and greenhouse	c. 1920
Nick Warisse Baking Co., southwest corner of N. 25th Street and Griffiths Avenue	Romanesque Revival industrial bldg.	c. 1908
St. Cecilia Church Complex, northwest corner of St. Cecilia Street and N. 25th Street	Church complex	c. 1909
312 N. 20th St., between Duncan & Griffiths	Italianate Villa residence	c. 1870
3214 Portland Avenue	Greek Revival residence	c. 1850-1860



TABLE 2: Shotgun Houses Recommended for Inclusion in Proposed National Register of Historic Places Multiple Property Submission, Shotgun Houses of West Louisville

Name/Address	Architectural Style/Type
3224-26 Portland Avenue	Double Shotgun
2610 Montgomery Street	Front Gable Shotgun
514 N. 29th Street	Front Gable Shotgun
623 N. 25th Street	Camelback Shotgun
619 N. 24th Street	Front Gable Shotgun
2718 Portland Avenue	Hipped Roof Shotgun
617 N. 24th Street	Front Gable Shotgun
523 N. 26th Street	Front Gable Shotgun
2535 Street Xavier Street	Front Gable Shotgun
2114 Portland Avenue	Front Gable Shotgun
2138 Lytle Street	Hipped Roof Shotgun
2131 Bank Street	Hipped Roof Shotgun
2135 Bank Street	Hipped Roof Shotgun
2137 Bank Street	Hipped Roof Shotgun
2139 Bank Street	Hipped Roof Shotgun
2141 Bank Street	Hipped Roof Shotgun
2034 Portland Avenue	Hipped Roof Shotgun
2032 Portland Avenue	Hipped Roof Shotgun
2030 Portland Avenue	Hipped Roof Shotgun
454 N. 25th Street	Hipped Roof Shotgun
2012 Bank Street	Front Gable Shotgun

Name/Address	Architectural Style/Type
2010 Bank Street	Camelback Shotgun
2008 Bank Street	Front Gable Shotgun
362 N. 26th Street	Front Gable Shotgun
345 N. 24th Street	Hipped Roof Shotgun
347 N. 23rd Street	Hipped Roof Shotgun
2133 Griffiths Avenue	Front Gable Shotgun
335 N. 24th Street	Front Gable Shotgun
321 N. 25th Street	Front Gable Shotgun
318 N. 24th Street	Front Gable Shotgun
331 N. 23rd Street	Front Gable Shotgun
312 N. 23rd Street	Front Gable Shotgun
210 N. 25th Street	Front Gable Shotgun
212 N. 25th Street	Front Gable Shotgun
214 N. 25th Street	Front Gable Shotgun
2327 Rowan Street	Front Gable Shotgun
2530-32 Rowan Street	Double Shotgun
2526-28 Rowan Street	Double Shotgun
2522-24 Rowan Street	Double Shotgun
2518-20 Rowan Street	Double Shotgun
2326 Rowan Street	Camelback Shotgun
2328 Rowan Street	Camelback Shotgun

TABLE 3: Properties Proposed for Individual Listing in the National Register  
of Historic Places



Name/Address	Architectural Style/Type & Date	Date
2000 Portland Avenue	Queen Anne	c. 1890
1822 Portland Avenue	Italianate	c. 1880
1810 Portland Avenue	Four Square	c. 1890
1800 Portland Avenue	Tobacco Handling Building, 1890	c. 1890
1724 Portland Avenue	Italianate Commercial Building	c. 1890
1625 and 1629 Portland Avenue	Masonry Manufacturing Building	c. 1930
1919 Bank Street	Four Square	c. 1900
1915 Bank Street	Bungalow	c. 1910
510 N. 17th Street	Bungalow	c. 1910
1620 Bank Street	Purity Bakery	c. 1924
212 N. 17th Street	Four Square	c. 1890
128 N. 18th Street	Public Bath House around 1920, Baptist Church in the 1990s	c. 1920
118 N. 18th Street	Italianate	c. 1890
1700 Rowan Street	Italianate Commercial Building	c. 1890
1620 W. Main Street	Italianate	c. 1880
111 S. 18th Street	Main Street Bakery in the 1890s, Falls City Tobacco in the 1930s	c. 1890
1913 W. Main Street	Steam Laundry, Classical Rev. Commercial Building	c. 1890
2000 W. Main Street	Italianate Commercial Building	c. 1880
2004 W. Main Street	Queen Anne	c. 1890
2015 W. Main Street	Colonial Rev. Four Square	c. 1890
2100 W. Main Street	Italianate	c. 1890
2102 and 2104 W. Main Street	Italianate Twin	c. 1890
2116 W. Main Street	Queen Anne	c. 1890
2218 and 2220 W. Main Street	Craftsman Apartment Building	c. 1920
2307 and 2309 W. Main Street	Four Squares	c. 1910
2405 W. Main Street	Italianate	c. 1890
2428 W. Main Street	Classical Revival Commercial Building	c. 1910
2613 W. Main Street	Italianate	c. 1880

TABLE 3 (continued): Properties Proposed for Individual Listing in the National Register of Historic Places



Name/Address	Architectural Style/Type & Date	Date
2705 W. Main Street	Bungalow	c. 1910
2606 W. Main Street	Bungalow	c. 1910
2711 W. Main Street	Eastlake	c. 1900
2702 W. Main Street	Four Square	c. 1910
2731 W. Main Street	Four Square	c. 1910
2728 W. Main Street	Four Square	c. 1910
2742 W. Main Street	Four Square	c. 1900
2752 W. Main Street	Bungalow	c. 1900
2800 W. Main Street	American Legion, Italian Renaissance Revival	c. 1915
2808 W. Main Street	Four Square	c. 1920
2927 W. Main Street	4-Unit Apartment	c. 1910
101 N. 30th Street	Four Square	c. 1910
100 N. 30th Street	Mosiac Apartment Building	c. 1931
103 N. 30th Street	Bungalow	c. 1910
2927 W. Market Street	Craftsman Commercial Building	c. 1920
2619 W. Market Street	Queen Anne	c. 1900
West Market and S. 26th Street, NW Corner	Moderne Commercial Building	c. 1930
2529 W. Market Street	Former Woodworking Shop	c. 1930
2221 W. Market Street	Italianate	c. 1880
W. Market Street Between S. 32nd and S. 30th Streets	Railroad Bridge	



TABLE 4: Shotgun Houses Recommended for Inclusion in Proposed National Register  
of Historic Places Multiple Property Submission, Shotgun Houses of West Louisville

Name/Address	Architectural Style/Type
1930 Portland Avenue	Camelback Shotgun
1846 Portland Avenue	Camelback Shotgun
533 N. 20th Street	Camelback Shotgun
1838 Baird Street	Front Gable Shotgun
1814 Griffiths Avenue	Front Gable Shotgun
324 N. 18th Street	Front Gable Shotgun
1813 Owen Street	Front Gable Shotgun
1809 Owen Street	Front Gable Shotgun
318 N. 18th Street	Front Gable Shotgun
1818 Duncan Street	Camelback Shotgun, Hipped Roof
1610 Bank Street	Front Gable Shotgun
1812 Columbia Street	Front Gable Shotgun
1601 Rowan Street	Front Gable Shotgun
110 N. 18th Street	Front Gable Shotgun
116 Crop Street	Hipped Roof Shotgun

Name/Address	Architectural Style/Type
1903, 1905, and 1907 W. Main Street	Front Gable Shotgun
1925 W. Main Street	Hipped Roof Shotgun
1929 W. Main Street	Hipped Roof Shotgun
2011 W. Main Street	Camelback Shotgun
2026 W. Main Street	Hipped Roof Shotgun
2115 and 2117 W. Main Street	Cross Gable
2321 W. Main Street	Front Gable Shotgun
2329 W. Main Street	Front Gable Shotgun
2612 W. Main Street	Camelback Shotgun, Hipped Roof
2736 W. Main Street	Camelback Shotgun
2744 W. Main Street	Camelback Shotgun
2755 W. Main Street	Camelback Shotgun
2735 W. Market Street	Hipped Roof Shotgun
2533 and 2535 W. Market Street	Front Gable Shotgun, Hipped Roof
2219 W. Market Street	Hipped Roof Shotgun

# Plan Implementation

Following adoption of the Portland Neighborhood Plan by the Planning Commission and Louisville Metro Council, implementation of the plan will occur via differing processes, corresponding to the characteristics of the individual task, goal, or strategy. As a neighborhood plan, the core recommendations focus on land use, community form, transportation and access; and, therefore, responsibility for implementation of these recommendations lies with the appropriate public agencies with administrative responsibility for land use, zoning and transportation – the Metro departments of Planning & Design Services and Public Works, respectively.

Ultimately, any recommendations for zoning or form district changes will require a further in-depth analysis and action. First, it would require Planning and Design Services staff to review this neighborhood plan along with the analysis of conditions within the neighborhood to provide the final recommendation to the Planning Commission. Upon review, the zoning or form district change would require the Planning Commission's recommendation for approval before a final adoption by the Louisville Metro Council. Toward that end, the recommendations of the Portland Plan that will require further deliberation will be those calling for establishment of a Traditional Neighborhood Zoning District and three Planned Development Districts, with each recommendation requiring considerably more public and stakeholder input and “fine grain” planning prior to adoption. The adoption of these particular zoning changes in the plan - (e.g. UN, PDD, and TNZD) – will provide the neighborhood stakeholders the opportunity to provide guidance for the design standards specific to the areas under consideration.

Recommendations related to Historic Preservation should be presented to the Landmarks Commission staff for their consideration. Portland's neighborhood leadership, especially Portland Preservation Alliance, Portland Now, and Portland Museum working in collaboration with Landmarks Commission staff will need to educate the neighborhood about the many benefits of preservation. In addition the neighborhood will need to work in conjunction with their Metro Council representative in order to address the issues pertaining to historic structure rehabilitation and the identification of resources to aid in this endeavor. Most importantly, in

order to avoid potential reservation and reluctance of property owners to regulatory oversight for historic preservation, collaboration and vision will be the key to measure the success of preservation actions.

As its role shepherding the neighborhood plan concludes, the Portland Neighborhood Plan Task Force and Portland Now should confer with leaders from the Old Louisville Neighborhood Council about establishing a permanent land use and zoning committee of a kind similar to a standing committee that has effectively served for many years on behalf of the Old Louisville Neighborhood Council. The ZALU, as it is known in Old Louisville, is not an officially recognized body of local government but is, instead, a diligent “watchdog” committee of the neighborhood council, which is, itself, a council of the several individual neighborhood associations representing the various subareas comprising the Old Louisville neighborhood. The ZALU focuses specifically on issues of zoning and building code conformance, and has a long-established collaborative relationship with the Department of Inspections, Permits and Licenses to ensure proper compliance by Old Louisville property owners with both the local building code and the Local Development Code. A similar voluntary group serving Portland could be derived from the current Category 3 review committee, with its role evolving following the adoption of the Portland Plan and the creation of new zoning districts (e.g. PDD, TNZD) requiring further neighborhood input and potentially long-term oversight.

The fact that this plan contains 33 recommendations addressing mobility issues is a significant indicator of the importance of the Mobility component to Portland. Mobility is a central focal point of Cornerstone 2020 and at the neighborhood level, an even more critical element. Portland's unique set of physical assets such as churches, schools, parks, the riverfront, commercial corridors, and proximity to downtown Louisville coupled with a dynamic interconnected street network is the right environment to justify improvement to the infrastructure. Capitalizing on the provision of safe and efficient access for all transportation modes will be essential to sustaining the quality of life for Portland's future.



	<b>LAND USE / COMMUNITY FORM RECOMMENDATIONS</b>		
	<i>Recommendation</i>	<i>Responsibility</i>	<i>Time Frame</i>
	<b>CORNERSTONE 2020/LDC</b>		
LU-1	For all areas within the Portland Traditional Neighborhood Form District, recognize mapped Activity Centers in accordance with Cornerstone 2020. Traditional Neighborhood Activity Centers shall be designated and limited to those shown on the map on Page 34.	Louisville Metro Planning Commission	Short <1 year
LU-2	Conduct a zoning study to identify current properties zoned R-6 and R-5A that have a current small-lot residential pattern. Those properties identified shall be rezoned to UN - Urban Neighborhood, to better reflect the small-lot single family residential pattern. Exclude existing large lot residential properties from any rezoning to the UN District. Allow future multi-family residential development on a case-by-case basis under the Planned Development Option only if the development is in accordance with the guidelines within the Portland Pattern book to ensure compatibility.	Louisville Metro Planning Commission	Short <1 year
LU-3	Conduct a zoning study of properties zoned M-2 to determine existing use and recommend appropriate zoning based on the current use of the property and the ability for future mixed-use redevelopment. After completion of the study, conduct an area-wide rezoning to reflect the results of the zoning study.	Louisville Metro Planning Commission	Short <1 year
LU-4	Conduct a zoning study to identify existing corner lot structures originally built as mixed use buildings. Review these lots and structures for appropriate zoning based on current use of the property, potential for future redevelopment, and compatibility with surrounding residential properties. For example, in subarea 6 rezone current corner commercial properties to C-R in order to preclude new package liquor stores.	Louisville Metro Planning Commission	Short <1 year
LU-5	Establish and rezone two (2) Planned Development Districts, at opposite ends of Portland Avenue between 22nd and 33rd streets within Subareas 6, 9 and 2, as mapped; with the goal of increasing diversity and integration of structures through flexible design standards in the mapped areas. On the west (Subarea 2), the PDD will replace a mix of obsolete and incompatible residential, commercial, and light industrial uses. On the east (within both Subareas 9 and 6), the PDD will establish a mixed-use node at the 22nd Street/I-64 "gateway" entrance to Portland Avenue -- such as that suggested by the 2007 CKC/AIA architects' charrette. (see Appendix)	Louisville Metro Planning Commission	Medium 1-3 years
LU-6	Rezone R-5A properties to UN in Subarea 2. (see map in Land Use / Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-7	Rezone C-1 properties to UN in Subarea 4. (see map in Land Use / Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-8	Rezone C-2 properties to C-1 in Subarea 4. (see map in Land Use / Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-9	Rezone C-1 and C-2 properties to UN in Subarea 6. (see map in Land Use / Community Form chapter) Properties are currently not in commercial use.	Louisville Metro Planning Commission	Short <1 year
LU-10	Rezone R-6 properties to C-2 in Subarea 6. (see map in Land Use / Community Form chapter) These properties were originally constructed for commercial use.	Louisville Metro Planning Commission	Short <1 year





	<b>Recommendation</b>	<b>Responsibility</b>	<b>Time Frame</b>
LU-11	Establish and rezone to a Planned Development District in Subarea 8 (see map in Land Use / Community Form chapter) with the goal of establishing an effective transition from Downtown to Traditional Neighborhood use and form via the integration of detached residences, business and industrial uses, and historic warehouse structures within the designated Shippingport Business District.	Louisville Metro Planning Commission	Medium 1-3 years
LU-12	Establish and rezone to a Traditional Neighborhood Zoning District (TNZD) in Subarea 9, (see map in Land Use / Community Form chapter). Increase the congruence of current and original use for the 26th and Portland "Town Center" and surrounding residential area while allowing existing offices and businesses to intermingle in a manner appropriate to the residential character of Portland Avenue.	Louisville Metro Planning Commission	Medium 1-3 years
LU-13	Rezone C-1 properties to UN in Subarea 10. (see map in Land Use/Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-14	Rezone R-5A properties to UN in Subarea 10. (see map in Land Use/Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-15	Change the form district from Traditional Neighborhood to Traditional Marketplace Corridor, in Subareas 3 and 5, along the Main/Market corridors. (see maps in Land Use / Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-16	Review the current zoning districts where boarding and lodging homes are permitted. Make appropriate changes based on the goal of increased compatibility within residential areas.	Louisville Metro Planning Commission	Medium 1-3 years
LU-17	Conduct a zoning study in SubArea 6 [22 <sup>nd</sup> Street Corridor only] to identify properties currently operating or viable as neighborhood corner commercial. Upon study completion, conduct an area-wide rezoning to the C-R District with the goal of precluding future package liquor stores.	Louisville Metro Planning Commission	Short <1 year
	<b>POLICY/PROGRAMMATIC</b>		
LU-18	The neighborhood association should work with Louisville Metro agencies to investigate outdoor storage uses on current R-6 zoned properties for possible code violations.	Portland Now, Louisville Metro Department of Inspections, Permits and Licenses	Short <1 year
LU-19	SubArea 2 - Consider Land Bank acquisition and demolition of substandard structures occupying 31 <sup>st</sup> St. properties adjacent old Kroger site.	Metro IPL, Land Bank Authority, Metro Economic Development Department	Medium 1-3 years
LU-20	SubArea 4 - Work with Portland Area Business Association to establish blockwatch program for 26th Street between Portland and Bank to monitor crime and code enforcement issues.	Portland Business Association, Metro Inspections, Permits & Licenses, Louisville Metro Police	Short <1 year
LU-21	SubArea 5 - Work with Metro agencies to evaluate outdoor storage for compliance with applicable local regulations. Recommend screening methods for mitigation.	Metro IPL, Portland Now	Short <1 year
LU-22	SubArea 7 - Promote mixed use redevelopment at former LG&E generating plant.	Metro Economic Development Department, Portland Now	Long >3 years
LU-23	SubArea 9 - Conduct a parking study to evaluate needs and potential for parking at 26 <sup>th</sup> and Portland "Town Center." Analyze 26 <sup>th</sup> & Portland center for general accessibility and public safety.	Metro Councilperson, Department of Public Works, Louisville Metro Police Dept., PARC	Medium 1-3 years



	<b>Recommendation</b>	<b>Responsibility</b>	<b>Time Frame</b>
LU-24	Renew Category 3 review for the Portland neighborhood until adoption by Metro Council of the land use and zoning provisions of this Plan. Alternatively, conduct an administrative review to measure the effectiveness of Portland's Category 3 experience. As a result, enact another citizen review mechanism, similar to Category 3, that will protect Portland against inappropriate and incompatible development prior to adopting and instituting land use and zoning measures recommended by the neighborhood plan.	Louisville Metro Council, Portland Now	Short <1 year
	<b>MOBILITY RECOMMENDATIONS</b>		
	<b>POLICY/PROGRAMMATIC</b>		
M-1	Reduce illegal dumping in alleys and vacant lots, such as through use of surveillance cameras at prime dumping sites. Enforce proper trash receptacle and junk placement to keep alleys and sidewalks safe, clean and accessible. Reduce and eliminate illegal outdoor storage.	Department of Public Works, Portland Now, Metro Councilperson, Metro Dept. of Inspections, Permits & Licenses	Ongoing
M-2	Improve bicycle safety with youth cycling clubs/classes, in partnership with the Bike-Ped Coordinator (Public Works), Metro Police and Metro Health and Wellness.	Metro Police, Metro Health and Wellness Department, Portland Now, Department of Public Works (Bike-Ped Coordinator)	Ongoing
	<b>INFRASTRUCTURE / CAPITAL IMPROVEMENTS</b>		
M-3	Conduct a series of walkability surveys to identify issues and priorities for the pedestrian network. Use SubAreas (and their addressed issues) identified in this plan as sections to survey with an overall strategy for Portland. The focus should be on improving curb ramps, crossings, sidewalk conditions, pedestrian overpasses and general access to the existing River Walk and waterfront (SubAreas 1 and 7) Of note: sidewalks in SubArea 1; I-64 pedestrian overpass at 24th St.; train crossings in SubArea 3; broken curbs and sidewalks (damaged by intensive truck traffic) along 16th between Bank and Main.	Portland Now, Department of Public Works, Planning and Design Services Mayor's Healthy Hometown Movement Built Environment Committee	Medium 1-3 years
M-4	Identify and prioritize streets and intersections that serve elderly and disabled residents for sidewalk repairs and wheelchair cuts to improve Portland streets, curbs and sidewalks for pedestrian safety and handicap access.	Metro Councilperson, Louisville Metro Department of Public Works	Medium 1-3 years
M-5	Minimize traffic accidents and maximize flow through the neighborhood with appropriate and attractive signage that directs traffic across and through Portland on the straightest routes to points of local interest. See Mobility Chapter for suggested "Points of Interest".	Metro Councilperson, Louisville Metro Department of Public Works	Medium 1-3 years
M-6	Identify recurrent accident locations for design changes and/or placement of stop signs or traffic lights, especially 22nd and Main and the 22nd St. island at Owen St.	Metro Councilperson, Louisville Metro Department of Public Works	Short <1 year
M-7	Repave streets and alleys as needed, especially for increased use as bike paths and for City services. Save and repair brick streets and alleys wherever possible.	Louisville Metro Department of Public Works	Ongoing



	<b>Recommendation</b>	<b>Responsibility</b>	<b>Time Frame</b>
M-8	Add attractive and efficient design for streetscapes and parking, especially along high-traffic through-streets such as 22nd, 26th, 31st, Portland, and Bank Streets.	Metro Economic Development Department, Metro Councilperson, Public Works	Long >3 years
M-9	Solve 26th Street parking problems and sidewalk disintegration with indented curb cuts for residential parking.	Metro Councilperson, Louisville Metro Department of Public Works	Short <1 year
M-10	Acquire vacant lots for landscaped parking at 26th and Portland and along 22nd St. in vacant lots. Add parking along East Portland Avenue by securing land from the state right-of-way for landscaped, diagonal parking.	Parking Authority of River City (PARC), KYTC, Metro Council, Public Works, Metro Economic Development Department	Long >3 years
M-11	Improve street and alley lighting to increase public safety. Repair existing streetlights and consider installing historic-style streetlights with banners, such as along Portland Avenue between 22nd and 30th.	Metro Councilperson, Department of Public Works	Medium 1-3 years
M-12	Save limestone curbs wherever possible, and consider inverting worn curbs to expose the opposite, less-worn side.	Metro Councilperson, Department of Public Works, Portland Now	Ongoing
M-13	Place trash receptacles along major pedestrian routes, especially 26th and 22nd at Portland, Bank, Main, and Market Streets.	Metro Councilperson, Division of Solid Waste Management	Short <1 year
M-14	Improve access to eastbound I-64 from southbound 22nd St.	Division of Public Works, KYTC	Short <1 year
M-15	Design, create and establish "gateway" entrances to Portland at (1) 22 <sup>nd</sup> & I-64; each major intersection of 22nd St., especially at Northwestern Parkway or proposed riverfront boulevard [see M-33]; Portland Ave.; Bank St.; the 22nd/21st St & Owen Island; Main and Market Streets, 22 <sup>nd</sup> /23 <sup>rd</sup> /Market/Main. (2) 15th Street at the new River Road extension/ Riverfront Parkway; 15th & Rowan St "Point" as the threshold of a residential/mixed-use neighborhood west of Shippingport; and W Main, (3) 26th Street at Main and Market streets, (4) Bank St. Exit from I-264 east, into Portland.	Metro Councilperson, Planning and Design, Department of Public Works, Portland Now	Long >3 years
M-16	SubArea 1 - Clean up and repair alleys (N. 26 <sup>th</sup> St.).	Metro Councilperson, Public Works, Port. Now	Short <1 year
M-17	SubArea 1 - Improve fencing around I-64.	Kentucky Transportation Cabinet (KYTC), Portland Now	Medium 1-3 years
M-18	SubArea 1 - Upgrade pedestrian overpass over I-64 @ 24 <sup>th</sup> St.	Kentucky Transportation Cabinet (KYTC), Metro Councilperson, Dept. of Public Works	Medium 1-3 years
M-19	SubArea 1 - Improve wayfinding and access to Lannan Park and RiverWalk.	Dept. of Public Works, Metro Parks, MSD, Metro Councilperson	Long >3 years
M-20	SubArea 2 - Study 33 <sup>rd</sup> & North Western Parkway intersection for frequency of accidents and pedestrian safety. Possible redesign (e.g. roundabout).	Metro Councilperson, Department of Public Works	Long >3 years
M-21	SubArea 3 - Study mobility issues related to accessibility through train yard.	Metro Planning and Design, Public Works	Medium 1-3 years
M-22	SubArea 4 - Develop and implement a streetscape plan, including sidewalk inventory and repair, precast pavers for parking areas, traffic calming devices.	Metro Councilperson, Metro Planning and Design, Dept. of Public Works	Medium 1-3 years





	<b>Recommendation</b>	<b>Responsibility</b>	<b>Time Frame</b>
M-23	SubArea 4 - Investigate vacant lot adjacent to old pharmacy building at 26 <sup>th</sup> and Bank for possible purchase and conversion to parking.	Portland Now, Metro Planning and Design, Dept. of Public Works, Metro Economic Development Department	Medium 1-3 years
M-24	SubArea 4 - Study potential for reopening alleyways behind properties fronting 26 <sup>th</sup> St. , wherever such alleys do not exist, have been abandoned, are inaccessible or are of inadequate width or condition.	Metro Councilperson, Dept. of Public Works, Portland Now	Medium 1-3 years
M-25	Develop and implement streetscape plans for: the recommended Traditional Marketplace Corridors along Main and Market streets, Portland and Bank streets between 22nd and 33rd Streets, the 22nd / 23rd Street corridor and between I-64 and Market Street and the 26th Street corridor between Portland Avenue and Market Street.	Metro Councilperson, Department of Public Works, Planning and Design Services, Portland Now	Medium 1-3 years
M-26	SubArea 6 - Discourage sidewalk parking through restoration of adequate street paving and curbs. Install appropriate signage and increase enforcement efforts, e.g. ticketing.	Metro Councilperson, Portland Now, Dept. of Public Works, LMPD, PARC	Short <1 year
M-27	Improve walkability and general accessibility from Portland to the River Walk and waterfront, with focus on existing and potential access points, e.g. I-64 underpass @ Northwestern Parkway; 19th Street pedestrian bridge.	Metro Councilperson, Portland Now, Dept. of Public Works, MSD	Long >3 years
M-28	SubArea 6 - Emphasize access to Marine Hospital through coordinated upgrading of walkways, signage and vehicular circulation. Refer to Marine Hospital Conceptual Master Plan drawing developed by Louisville Community Design Center (now Center For Neighborhoods) ca.2003	Metro Councilperson, Portland Now, Metro Health and Wellness	Medium 1-3 years
M-29	SubArea 7 - Improve access and connections: I-64 underpass at North Western and 19 <sup>th</sup> St. pedestrian bridge by upgrading paving, lighting and landscaping to make connectors more pedestrian-friendly.	KY Transportation Cabinet (KYTC), Metro Councilperson, Portland Now	Medium 1-3 years
M-30	SubArea 7 - Provide better visual and physical connections with the Portland Canal and Riverwalk.	Metro Councilperson, Dept. of Public Works, Metro Parks, Portland Now, Brightside	Long >3 years
M-31	SubArea 7 - Upgrade gateway to 22 <sup>nd</sup> Street Corridor from I-64 ramp.	Metro Councilperson, KYTC, Dept. of Public Works, Portland Now	Long >3 years
M-32	Improve walkability and general accessibility from Portland to the River Walk and waterfront, with focus on existing and potential access points. Investigate strategies for re-establishing connection to Ohio River/Portland Canal and Riverwalk via a new connector, either an overpass or underpass, in the vicinity of Rowan and 13th Street.	Metro Councilperson, Shippingport Business Association, Downtown Development Corporation, Portland Now, Waterfront Development Corporation	Long >3 years
M-33	Explore extending River Road west from Seventh Street to connect past 15th Street to Bank Street, Portland Avenue, or Northwestern Parkway, completing the riverfront boulevard proposed by the 1931 Bartholomew Plan and increasing the number/accessibility of "gateway" nodes to Portland from downtown and points east [see M-15].	Metro Councilperson, Metro Department of Public Works, KYTC, Downtown Development Corporation, Shippingport Business Association, Portland Now	Long >3 years



	<b>Recommendation</b>	<b>Responsibility</b>	<b>Time Frame</b>
	<b>HOUSING RECOMMENDATIONS</b>		
	<b>POLICY/PROGRAMMATIC</b>		
H-1	Establish a neighborhood-level committee, or several sub-committees, working with Metro agencies to identify targeted priorities and coordinate efforts to address the goals of increasing home ownership; protecting current and potential new home owners from predatory lending practices; strengthening the enforcement of existing housing codes; and encouraging reinvestment and rehabilitation of residential structures.	Portland Now, Metro Dept. of Housing, Metro Dept. of Inspections, Permits and Licenses, Metropolitan Housing Coalition	Ongoing
H-2	Enhance the quality of residential properties by monitoring the management and upkeep of both privately-owned and publicly-assisted rental properties, conducting a "Rehabilitation Needs" area survey with a "repair and maintenance needs" component, and strengthening the neighborhood's coordination with Metro Inspections, Permits and Licenses to eliminate illegal dumping, install screening of permitted outdoor storage areas and enforce property maintenance standards of absentee landlords.	Portland Now, Metro Councilperson, Metro Dept. of Housing, Metro Dept. of Inspections, Permits and Licenses	Ongoing
	<b>HISTORIC PRESERVATION RECOMMENDATIONS</b>		
	<b>POLICY/PROGRAMMATIC</b>		
HP-1	The neighborhood association should work with property owners within Subarea 5 (Boone Square specifically), Subarea 8 (housing along Rowan, Bank, and Lytle), and Subarea 10 (existing National Register district) as mapped within each subarea; with the goal of establishing a Local Preservation District for each of these areas in accordance with Landmarks Commission regulations. The local districts should develop guidelines that are less restrictive than the norm, focusing on facades and architectural details but allowing for less expensive siding on sides and backs of structures.	Portland Now, Landmarks Commission	Medium 1-3 years
HP-2	Create a "Heritage Marketing Program" for Portland. Create and install historic markers for buildings and places. Establish an annual Portland Preservation Awards program.	Portland Preservation Alliance, Metro Councilperson, Kentucky Heritage Council	Medium 1-3 years
HP-3	Identify and promote preservation of important Portland landmarks e.g. Nelligan Hall, historic pharmacy @ 20th & Portland. Identify other underutilized, neglected and abandoned historic properties at risk of abandonment or imminent demolition. Establish a "mothballing" program to stabilize at-risk structures for future use.	Portland Now, Portland Preservation Alliance, Landmarks Commission	Medium 1-3 years
HP-4	Facilitate the process for eligible properties to be individually listed on the National Register of Historic Places. [See Table I.4.] Encourage owners of eligible Portland properties to participate.	Landmarks Commission, Kentucky Heritage Council	Short <1 year
HP-5	Develop an incentive-based program to promote the revitalization of Portland's historic structures. Establish loan and grant programs for rehabilitation of historic residential structures, and for the restoration of historic facades. Institute state and local tax incentives for rehabilitation of historic structures. Make available affordable replacement parts (e.g windows, door hoods, façade trim) to facilitate historic rehabilitation. Develop a Portland Pattern Book to guide historic façade restoration and new development (e.g. materials, texture, scale, setback).	Portland Preservation Alliance, Portland Museum, Landmarks Commission, Metro Councilperson, Kentucky Heritage Council	Medium 1-3 years



	<b>Recommendation</b>	<b>Responsibility</b>	<b>Time Frame</b>
	<b>INFRASTRUCTURE / CAPITAL IMPROVEMENTS</b>		
HP-6	Create a grant program for Portland residential façade improvements.	Metro Councilperson, Landmarks Commission, Metro Dept. of Housing	Short <1 year
HP-7	Establish “mothballing” program to stabilize at-risk structures for future use.	Portland Preservation Alliance, Landmarks Commission, Metro IPL	Short <1 year
HP-8	SubArea 5 - Identify and promote preservation of landmark structures, e.g. Nelligan Hall, historic pharmacy @ 20 <sup>th</sup> & Portland.	Portland Now, Landmarks Commission	Short <1 year
HP-9	SubArea 9 - Develop a façade renovation program, and provide incentives for preservation, maintenance and rehabilitation.	Metro Councilperson, Metro Dept. of Housing, Landmarks Commission	Short <1 year
HP-10	SubArea 10 - Develop historic markers for buildings and places. See Historic Preservation Chapter for qualifying properties guidelines.	Portland Museum, Portland Preservation Alliance, Metro Councilperson	Short <1 year
HP-11	Conduct an inventory of historic infrastructure including brick alleys, curb stones, retaining walls, iron fencing and gates, front yard stone knee walls and sidewalks; for the purpose of preservation, repair and interpretation. Once complete, distribute inventory to public utilities (e.g LG&E, Louisville Water Company) for protection during underground utility repairs and installations.	Portland Museum, Portland Preservation Alliance, Landmarks Commission, Dept. of Public Works, Metro Councilperson	Medium 1-3 years
	<b>PARKS &amp; GREENSPACE RECOMMENDATIONS</b>		
	<b>POLICY/PROGRAMMATIC</b>		
PG-1	Create a “Friends of Portland Parks” to increase resident involvement and oversight.	Portland Now, Metro Parks	Short <1 year
PG-2	Portland Wharf Park: Amend existing Master Plan to address Public Education and Historic Interpretation.	Portland Museum, Metro Councilperson, Metro Parks	Medium 1-3 years
PG-3	Improve maintenance of Portland Wharf Park to include regular mowing of park land and maintenance of the Riverwalk for ease of public access, safety and accommodation of ongoing archaeological studies.	Metro Councilperson, Metro Parks	Short <1 year
PG-4	Ensure that Shippingport Island remains open to recreational use.	Metro Councilperson, Portland Now, U.S. Army Corps of Engineers	Long >3 years, ongoing
PG-5	Explore parks and “greening” strategies for central Portland (centered along 30 <sup>th</sup> St. railroad) to increase parks and playgrounds for active recreation.	Metro Councilperson, Portland Now, Metro Parks, Norfolk Southern RR	Medium 1-3 years
PG-6	Work with Metro Agencies and private entities to promote the establishment of a heritage park on Rowan between 10 <sup>th</sup> and 13 <sup>th</sup> , site of first Louisville mainland settlement (“Fort on Shore”).	Downtown Development Corp., Shippingport Business Association, Waterfront Development Corp., Metro Councilperson, Portland Now	Medium 1-3 years
PG-7	SubArea 1 - Increase programming in Portland Park to provide increased recreational opportunities for neighborhood residents of all ages.	Metro Councilperson, Portland Now, Metro Parks	Medium 1-3 years





	<b>Recommendation</b>	<b>Responsibility</b>	<b>Time Frame</b>
PG-8	Establish street tree program for greening and environmental education.	Portland Now, Portland Museum, Department of Public Works, Jefferson County Public Schools	Medium 1-3 years
PG-9	Portland Wharf Park: create Interpretive Master Plan	Portland Museum	Medium 1-3 years
PG-10	Improve maintenance of Portland Wharf Park	Metro Parks	Short <1 year
	<b>INFRASTRUCTURE / CAPITAL IMPROVEMENTS</b>		
PG-11	Ensure that Shippingport Island remains open to recreational use. Develop a plan for recreational facilities.	U.S. Army Corps of Engineers	Long >3 years, ongoing
PG-12	Explore parks and “greening” strategies for central Portland (centered along 30 <sup>th</sup> St. railroad) to increase parks and playgrounds for active recreation.	Portland Now, Metro Parks, Norfolk Southern RR	Medium 1-3 years
PG-13	Evaluate and determine the feasibility of restoring North Western Parkway to original Olmsted plan, or if research fails to find an authentic Olmsted Office plan, pursue the development of an improvement plan in keeping with Olmsted’s design principles.	Louisville Olmsted Parks Conservancy, Metro Parks, Department of Public Works	Long >3 years
PG-14	Increase landscaping at Portland gateways, i.e. 22 <sup>nd</sup> & Portland, Shawnee Expressway & Bank; Main St./Market St. corridor; 44 <sup>th</sup> & North Western Parkway.	Portland Now, Department of Public Works, Brightside	Short <1 year
PG-15	Coordinate efforts of Metro Parks, Public Works and Metro Council to ensure completion and success of Portland Wharf Park.	Metro Parks, Department of Public Works, Metro Council, Portland Now	Long >3 years
PG-16	Link Portland Wharf Park to other heritage sites through interpretive signs and thematic trails.	Portland Museum	Medium 1-3 years
PG-17	Increase pedestrian accessibility to Portland Wharf Park, such as through floodwall cut-through.	MSD, Metro Council, Portland Now	Long >3 years
PG-18	Increase landscaping at “park like” settings, such as schools, cemeteries and institutional grounds, throughout Portland.	Metro Parks, Department of Public Works, Brightside	Short <1 year
PG-19	Make Portland generally more hospitable to migratory birds via landscape improvements throughout neighborhood (e.g. schools, cemeteries, Marine Hospital grounds).	Portland Now, Brightside, Metro Parks, Public Works	Ongoing
PG-20	Improve drainage for Little League ball fields at Lannan Park.	Metro Parks	Medium 1-3 years
PG-21	SubArea 1 - Develop signage for parks and Riverwalk.	Dept. of Public Works, Waterfront Development Corporation, Metro Parks	Medium 1-3 years
PG-22	SubArea 3 - Develop signage for Westonia Park.	Metro Parks	Short <1 year
PG-23	SubArea 9 - Improve LaPorte Park via the creation of a master plan..	Metro Parks	Medium 1-3 years
PG-24	SubArea 9 - Work with railroad companies to promote maintenance, clean-up, visual buffering.	Portland Now, Norfolk Southern RR, Metro Council	Ongoing



	<b>Recommendation</b>	<b>Responsibility</b>	<b>Time Frame</b>
	<b>ECONOMIC DEVELOPMENT RECOMMENDATIONS</b>		
	<b>POLICY/PROGRAMMATIC</b>		
ED-1	The neighborhood association should work in concert with Concerned Association of Russell Residents (CARR), Shippingport Business Association, and Louisville Metro Government to develop strategies to rejuvenate the Market and Main street corridors.	Portland Now, CARR, Shippingport Business Association, Louisville Metro Economic Development Department	Short <1 year
ED-2	Reconstitute and revive the Portland Business Association. Establish a task force to develop and monitor key indicators for economic development within Portland.	Portland Now, Community Resource Network, Making Connection Louisville	Medium 1-3 years
ED-3	Reduce unemployment rates of Portland residents. Raise the median household income. Develop strategic plans to increase educational opportunities and attainment. Collaborate with neighborhood partners and stakeholders to facilitate vocational skills training in needed local and regional career tracks. Support workforce development programs.	Greater Louisville Inc., Metro Economic Development Department, Portland Now, KentuckianaWorks, Portland Promise Center	Ongoing
ED-4	Develop a comprehensive marketing plan to promote business investment, cultural heritage tourism and home ownership in Portland. Research other cities' targeted neighborhood marketing programs. Raise funds and contributions to support the campaign.	Greater Louisville Inc., Metro Economic Development Department, Metro Department of Housing, Portland Now, Portland Museum	Medium 1-3 years
ED-5	Learn from existing businesses what they need to be more viable in Portland. Create an "opportunity profile" to recruit new businesses. Inventory existing commercial properties and sites; identify current and original uses.	Greater Louisville Inc., Metro Economic Development Department, Portland Promise Center	Medium 1-3 years
ED-6	Implement the Portland Heritage Tourism Strategy developed by the Louisville Development Authority, ca. 2001.	Metro Economic Development Department, Portland Museum	Medium 1-3 years
ED-7	Increase the number of Portland businesses by encouraging neighborhood-serving, locally-owned business development. Promote "neighborhood-friendly" commercial uses and scale. Recruit locally-owned banks and credit unions to locate branches in Portland. Support existing, locally-owned businesses. Recruit sit-down restaurants. Recruit "high-profile, locally-trusted businesses" to improve Portland's overall marketability.	Portland Now, Portland Business Association, Metro Economic Development Department, Portland Promise Center	Ongoing
ED-8	Encourage targeted reinvestment and housing & commercial rehabilitation along Portland Ave.	Metro Economic Development Department, Metro Department of Housing	Ongoing
ED-9	SubArea 5 - Coordinate with Metro Inspections, Permits and Licenses to eliminate dumping, outdoor storage, junk. Recommend appropriate screening mitigation strategies.	Portland Now, Metro Inspections, Permits & Licenses	Short <1 year
ED-10	SubArea 5 - At Boone Square, promote corner commercial and investment in housing with park frontage as a catalyst for neighborhood-wide redevelopment	Metro Planning and Design, Metro Economic Development Department; Portland Preservation Alliance	Medium 1-3 years
	<b>INFRASTRUCTURE / CAPITAL IMPROVEMENTS</b>		
ED-11	Provide façade design assistance and loans at key entryways and corridors	Portland Now, Portland Business Association, Economic Development Dept., Metro Planning and Design, Landmarks Commission	Medium 1-3 years

# Executive Summary



## Portland Neighborhood Vision Statement

The Portland Neighborhood of Louisville brings a rich heritage to its hopes for the future.

Portland enjoys a legacy born of its past as an independent river port town. It hugs the banks of the Ohio River on the western edge of downtown Louisville's business and industrial district. With its river connections, multi-cultural history, and immigrant spirit, Portland's close-knit community of extended families are centered around parks, churches, and locally owned businesses.

This historic and friendly neighborhood provides -

- ✓ affordable, architecturally distinct homes
- ✓ with deep yards to remind you there's still a little bit of small-town living in the city
- ✓ easy access to both sides of the river, as well as downtown Louisville
- ✓ social and economic diversity with a place for everyone.

These features - and bighearted, hard-working people - come together to make this an attractive and proud place to call home.

### ...A HOPEFUL FUTURE

Portland offers Louisville a vibrant, family-friendly, urban district with small town flavor. Well-maintained homes and landscaping welcome you to thriving locally-owned businesses, public parks, and neighborhood attractions.

In Portland, young families, singles, and retirees can find a supportive community for learning, dreaming, working, and playing.





## Cornerstone 2020/LDC Recommendations

	<i>Recommendation</i>	<i>Responsibility</i>	<i>Time Frame</i>
	CORNERSTONE 2020/LDC		
LU-1	For all areas within the Portland Traditional Neighborhood Form District, recognize mapped Activity Centers in accordance with Cornerstone 2020. Traditional Neighborhood Activity Centers shall be designated and limited to those shown on the map on Page 34.	Louisville Metro Planning Commission	Short <1 year
LU-2	Conduct a zoning study to identify current properties zoned R-6 and R-5A that have a current small-lot residential pattern. Those properties identified shall be rezoned to UN - Urban Neighborhood, to better reflect the small-lot single family residential pattern. Exclude existing large lot residential properties from any rezoning to the UN District. Allow future multi-family residential development on a case-by-case basis under the Planned Development Option only if the development is in accordance with the guidelines within the Portland Pattern book to ensure compatibility.	Louisville Metro Planning Commission	Short <1 year
LU-3	Conduct a zoning study of properties zoned M-2 to determine existing use and recommend appropriate zoning based on the current use of the property and the ability for future mixed-use redevelopment. After completion of the study, conduct an area-wide rezoning to reflect the results of the zoning study.	Louisville Metro Planning Commission	Short <1 year
LU-4	Conduct a zoning study to identify existing corner lot structures originally built as mixed use buildings. Review these lots and structures for appropriate zoning based on current use of the property, potential for future redevelopment, and compatibility with surrounding residential properties. For example, in subarea 6 rezone current corner commercial properties to C-R in order to preclude new package liquor stores.	Louisville Metro Planning Commission	Short <1 year
LU-5	Establish and rezone two (2) Planned Development Districts, at opposite ends of Portland Avenue between 22nd and 33rd streets within Subareas 6, 9 and 2, as mapped; with the goal of increasing diversity and integration of structures through flexible design standards in the mapped areas. On the west (Subarea 2), the PDD will replace a mix of obsolete and incompatible residential, commercial, and light industrial uses. On the east (within both Subareas 9 and 6), the PDD will establish a mixed-use node at the 22nd Street/I-64 "gateway" entrance to Portland Avenue -- such as that suggested by the 2007 CKC/AIA architects' charrette. (see Appendix)	Louisville Metro Planning Commission	Medium 1-3 years
LU-6	Rezone R-5A properties to UN in Subarea 2. (see map in Land Use / Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-7	Rezone C-1 properties to UN in Subarea 4. (see map in Land Use / Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-8	Rezone C-2 properties to C-1 in Subarea 4. (see map in Land Use / Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-9	Rezone C-1 and C-2 properties to UN in Subarea 6. (see map in Land Use / Community Form chapter) Properties are currently not in commercial use.	Louisville Metro Planning Commission	Short <1 year
LU-10	Rezone R-6 properties to C-2 in Subarea 6. (see map in Land Use / Community Form chapter) These properties were originally constructed for commercial use.	Louisville Metro Planning Commission	Short <1 year
LU-11	Establish and rezone to a Planned Development District in Subarea 8 (see map in Land Use / Community Form chapter) with the goal of establishing an effective transition from Downtown to Traditional Neighborhood use and form via the integration of detached residences, business and industrial uses, and historic warehouse structures within the designated Shippingport Business District.	Louisville Metro Planning Commission	Medium 1-3 years



	<b>Recommendation</b>	<b>Responsibility</b>	<b>Time Frame</b>
LU-12	Establish and rezone to a Traditional Neighborhood Zoning District (TNZD) in Subarea 9, (see map in Land Use / Community Form chapter). Increase the congruence of current and original use for the 26th and Portland "Town Center" and surrounding residential area while allowing existing offices and businesses to intermingle in a manner appropriate to the residential character of Portland Avenue.	Louisville Metro Planning Commission	Medium 1-3 years
LU-13	Rezone C-1 properties to UN in Subarea 10. (see map in Land Use/Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-14	Rezone R-5A properties to UN in Subarea 10. (see map in Land Use/Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-15	Change the form district from Traditional Neighborhood to Traditional Marketplace Corridor, in Subareas 3 and 5, along the Main/Market corridors. (see maps in Land Use / Community Form chapter)	Louisville Metro Planning Commission	Short <1 year
LU-16	Review the current zoning districts where boarding and lodging homes are permitted. Make appropriate changes based on the goal of increased compatibility within residential areas.	Louisville Metro Planning Commission	Medium 1-3 years
LU-17	Conduct a zoning study in SubArea 6 [22 <sup>nd</sup> Street Corridor only] to identify properties currently operating or viable as neighborhood corner commercial. Upon study completion, conduct an area-wide rezoning to the C-R District with the goal of precluding future package liquor stores.	Louisville Metro Planning Commission	Short <1 year
	<b>POLICY/PROGRAMMATIC</b>		
LU-18	The neighborhood association should work with Louisville Metro agencies to investigate outdoor storage uses on current R-6 zoned properties for possible code violations.	Portland Now, Louisville Metro Department of Inspections, Permits and Licenses	Short <1 year
LU-19	SubArea 2 - Consider Land Bank acquisition and demolition of substandard structures occupying 31 <sup>st</sup> St. properties adjacent old Kroger site.	Metro IPL, Land Bank Authority, Metro Economic Development Department	Medium 1-3 years
LU-20	SubArea 4 - Work with Portland Area Business Association to establish blockwatch program for 26th Street between Portland and Bank to monitor crime and code enforcement issues.	Portland Business Association, Metro Inspections, Permits & Licenses, Louisville Metro Police	Short <1 year
LU-21	SubArea 5 - Evaluate outdoor storage for compliance with Local Development Code. Recommend screening methods for mitigation.	Metro Planning and Design, Economic Development Dept.	Short <1 year
LU-22	SubArea 7 - Promote mixed use redevelopment at former LG&E generating plant.	Metro Economic Development Department, Portland Now	Long >3 years
LU-23	SubArea 9 - Conduct a parking study to evaluate needs and potential for parking at 26 <sup>th</sup> and Portland "Town Center." Analyze 26 <sup>th</sup> & Portland center for general accessibility and public safety.	Metro Planning and Design, Department of Public Works, Louisville Metro Police Dept., PARC	Medium 1-3 years
LU-24	Renew Category 3 review for the Portland neighborhood until adoption by Metro Council of the land use and zoning provisions of this Plan. Alternatively, conduct an administrative review to measure the effectiveness of Portland's Category 3 experience. As a result, enact another citizen review mechanism, similar to Category 3, that will protect Portland against inappropriate and incompatible development prior to adopting and instituting land use and zoning measures recommended by the neighborhood plan.	Louisville Metro Council, Portland Now	Short <1 year

# Appendices

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## Appendix A

Portland Neighborhood Assessment - Composite Snapshot

AIA Charrette



# *Neighborhood Snapshot*

## *PORTLAND*



Jerry E. Abramson  
Mayor



Louisville  
Metro Council

2005

# Portland

2005

## Neighborhood Snapshot

The Portland neighborhood is located in the northwest corner of Louisville and is adjacent to the downtown business district.

The boundaries for Portland are generally the Ohio River on the north, 9th Street on the east, Market Street on the south and the Watterson Expressway, I-264, and West Bank Street on the west.

Surrounding neighborhoods are Russell to the south and Shawnee along the western boundary.



## Neighborhood Highlights

- **Neighborhood size** - 2.02 square miles
- **Metro Council District**, Councilpersons - # 5, Cheri Bryant Hamilton and #1, Leonard Watkins
- **Adjacent Neighborhood Schools** - Western Middle, Atkinson and Portland Elementary, Portland Christian School
- **Civic Groups** - Portland NOW, Inc., Portland Museum, Portland Business Association, Portland Planning Task Force
- **TARC** - Bus routes #12, 15, 22, 27, 43, 46, 69, 73, 99
- **Distance from Metro Louisville Central Business District** - 1.5 to 3 miles
- **History** - In 1811, 3000 acres were surveyed as Portland. Early settlers came to Portland from France in the early nineteenth century. In the 1850's Portland attracted many Irish settlers due to the potato famine. The first charter of Portland was in 1834 by the Kentucky legislature. Annexation with Louisville occurred in 1837 and independence again in 1842. In 1852 Portland voters agreed to annexation with Louisville once again. The 1937 and 1945 floods devastated Portland. Although a floodwall and interstate highway now separate Portland from its river bank, its history is rich with waterfront ties.



Prepared by:

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 Metro United Way, Vital Neighborhoods, 334 E. Broadway, Louisville, KY 40204 (502) 583-2822, ext. 251



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## Portland- Facts and Statistics at a Glance

### Population Highlights

	Portland	Louisville Metro	Metro Statistical Area*
<b>Total population</b>	12,979	693,604	1,025,598
<b>Race</b>			
White	9,479 (73 %)	563,462 (77.3 %)	849,362 (82.8 %)
Black	3,049 (23 %)	130,153 (18.8 %)	141,623 (13.8 %)
American Indian	26 (0 %)	1,625 (0.2 %)	2,633 (0.3 %)
Asian	48 (0 %)	9,043 (1.3 %)	10,227 (1.0 %)
Other race	86 (0 %)	4,308 (0.6 %)	5,756 (0.6 %)
Two or more races	278 (2 %)	11,741 (1.7 %)	15,694 (1.5 %)
<b>School enrollment</b>			
Elementary/Middle (1-8)	1954	77,351	116,361
High School (9-12)	719	37,969	56,902
<b>Commuting to work</b>	<b>4081</b>	<b>329,091</b>	<b>492,821</b>
Car, truck, alone	3108 (76 %)	265,977 (80.8 %)	404,166 (82.0 %)
Carpool	935 (23 %)	36,332 (11.0 %)	53,769 (10.9 %)
Public transportation	375 (9 %)	10,096 (3.1 %)	10,898 (2.2 %)
Walk	156 (.04 %)	6,556 (2.0 %)	8,485 (1.7 %)
Bicycle	34 (0 %)	737 (0.2 %)	924 (0.2 %)
Work at home	70 (.02 %)	7,348 (2.2 %)	11,587 (2.4 %)
<b>Occupation</b>	<b>3930</b>	<b>334,938</b>	<b>501,258</b>
Mgmt. professional	535 (14 %)	110,677 (33.0 %)	156,307 (31.2 %)
Service occupations	796 (20 %)	47,317 (14.1 %)	69,713 (13.9 %)
Sales and office	967 (25 %)	95,673 (28.6 %)	139,756 (27.9 %)
Construction, etc.	494 (13 %)	28,105 (8.4 %)	46,067 (9.2 %)
Production and transportation	1,120 (28 %)	52,620 (15.7 %)	88,144 (17.6 %)
<b>Median household income</b> <i>(in 1999 dollars)</i>	\$ 21,998	\$ 49,161	\$ 40,821
<b>Poverty Status</b>	4315 (33 %)	84,143 (12.1 %)	109,575 (10.7 %)

### Housing Highlights

	Portland	Louisville Metro	Metro Statistical Area*
<b>Total housing units</b>	5,332	305,835	438,235
Occupied housing units	4,610 (87 %)	287,012 (93.8 %)	412,050 (94.0 %)
Vacant housing units	722 (13 %)	18,823 (6.2 %)	26,185 (6.0 %)
<b>Median home value</b>	\$ 38,608	\$ 103,000	\$ 102,300
<b>Owner-occupied</b>	2,410 (52 %)	186,358 (65.0 %)	282,466 (68.6 %)
<b>Renter-occupied</b>	2,200 (48 %)	100,654 (35.0 %)	129,584 (31.4 %)
<b>Year structure built</b>			
1995 – 2000	220 (.04 %)	23,272 (7.6 %)	43,187 (9.9 %)
1990 – 1994	36 (0 %)	16,065 (5.3 %)	29,527 (6.8 %)
1980 – 1989	158 (.03 %)	26,369 (8.6 %)	45,334 (10.3 %)
1970 – 1979	161 (.03 %)	53,928 (17.6 %)	81,702 (18.6 %)
1960 – 1969	275 (.05 %)	56,326 (18.4 %)	72,875 (16.6 %)
1950 – 1959	476 (.09 %)	54,813 (17.9 %)	68,367 (15.6 %)
1940 – 1949	761 (14 %)	28,392 (9.3 %)	36,608 (8.4 %)
1939 or earlier	3215 (61 %)	46,670 (15.3 %)	60,635 (13.8 %)
<b>Total</b>	<b>5,332 100 %</b>	<b>305,835</b>	<b>438,235</b>

Source: U.S. Census Bureau 2000 Census

<http://factfinder.census.gov/>  
and its surrounding counties.

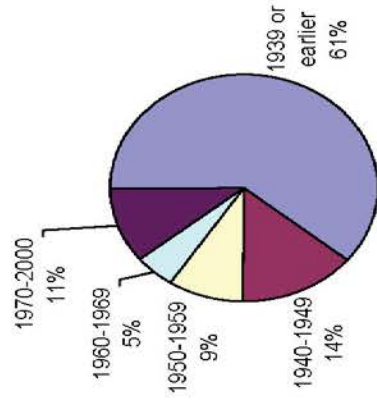
\*Geographic and population area of Jefferson County



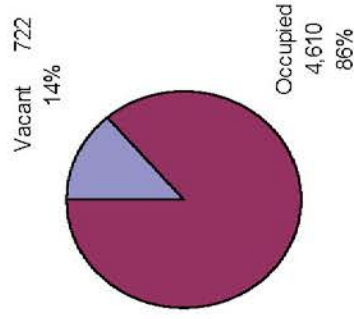
# Portland - Statistics Illustrated 2005

## Neighborhood

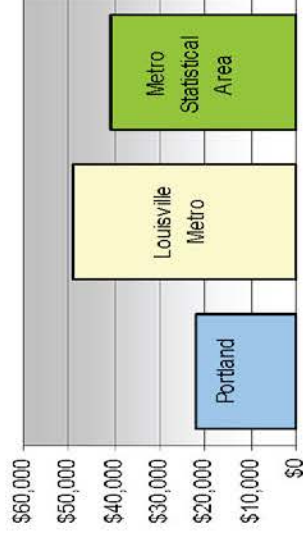
Housing stock history



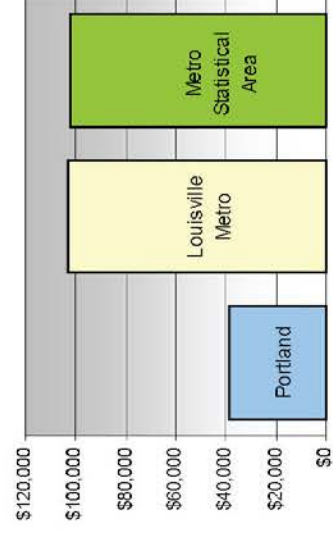
Housing occupancy



Median household income



Median home value



Source: U. S. Census Bureau 2000 Census <http://factfinder.census.gov/>

# Portland- Survey Results

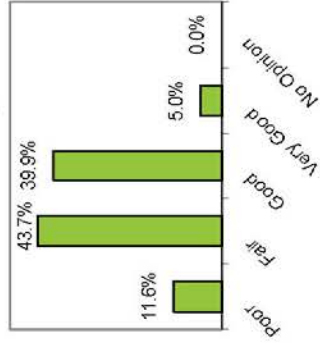
2005

## Survey Highlights

The following results highlight responses from 203 residents who participated in the Neighborhood Assessment Survey. Of the survey participants, 23.1% have lived in the Portland

neighborhood for 1-4 years, 18.3% for 5-15 years and 58.5% for more than 15 years. Participants ranged from 20 to more than 70 years of age.

Overall, how would you rate the quality of life in the Portland neighborhood?



You most strongly disagree with the following statements:

1. There are no illegal activities (such as drug dealing, prostitution, gang activities) taking place in my neighborhood.
2. There are no vacant or abandoned buildings in my neighborhood.
3. My neighborhood's streets are kept clean and are well-maintained.
4. My neighbors and I have met to do something about a neighborhood problem or to organize a neighborhood improvement project.

The following are the top three reasons you continue to live in your neighborhood:

1. The housing in this neighborhood is affordable.
2. It is close to where I work.
3. I have easy access to grocery stores and other retail services.

You most strongly agree with the following statements:

1. I feel at home in my neighborhood.
2. If someone on the street asked me for directions, I would stop and help.
3. If I really needed them to, one of my neighbors would provide some small immediate help, such as a ride to the doctor's office or loaning me \$10.00.
4. I can recognize most of the people who live in the neighborhood.

The following are the top three reasons that might make you consider moving away from your neighborhood:

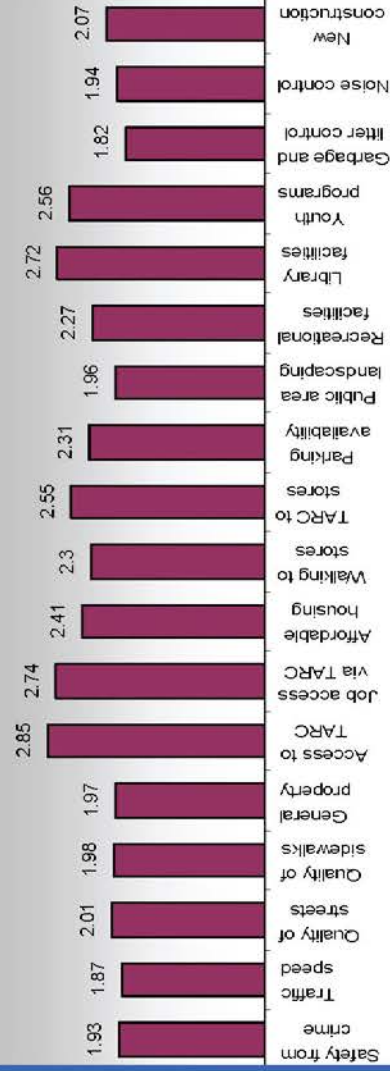
1. I don't feel safe here.
2. The neighborhood is dirty and unattractive.
3. Rent or housing costs are too high.

You would regularly use the following new establishments added to your neighborhood:

1. Grocery Store
2. Sit Down Restaurant
3. Coffee shop or Cafe

Rate the following aspects of life in the Portland neighborhood

Rating scale: 4.0 = Very Good 3.0 = Good 2.0 = Fair 1.0 = Poor



For a complete copy of the survey results, contact the Louisville Metro Department of Neighborhoods at 574-3380.



Portland Neighborhood Plan Public Open House  
Portland Community Center, June 19th, 2007



## AIA - Central Kentucky Chapter Portland Neighborhood Charrette

*excerpt from the AIA - CKC web site:*

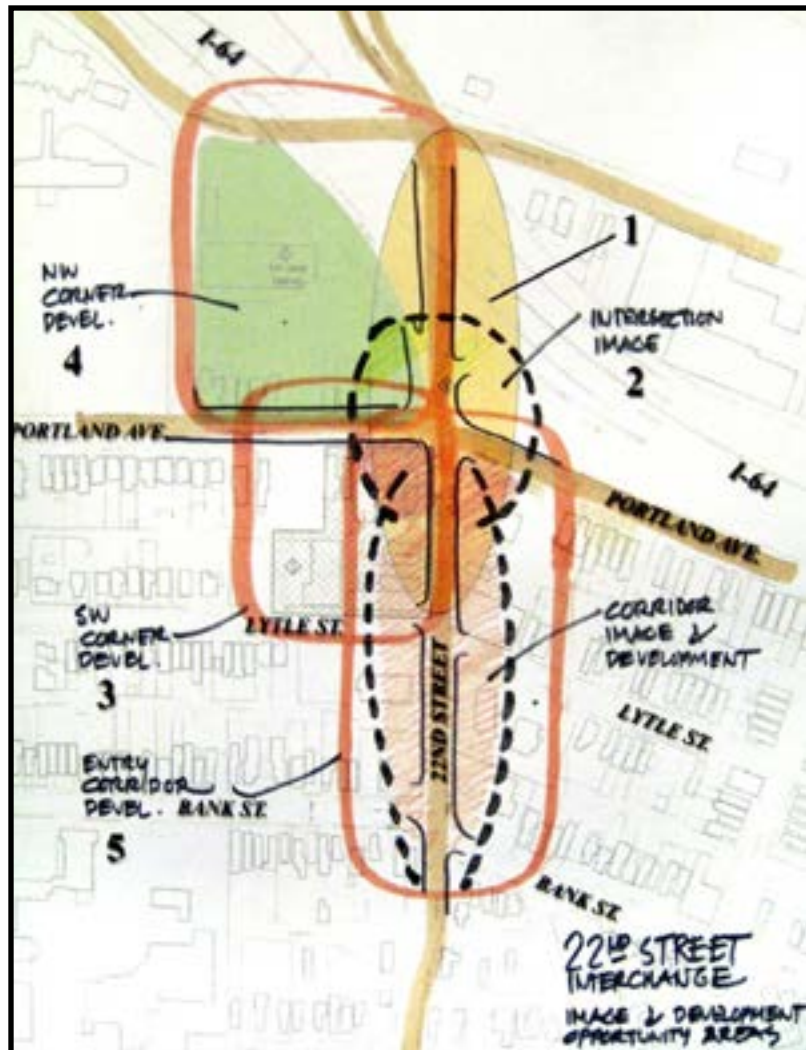
*As part of the national AIA 150 celebration, the Central Kentucky Chapter is conducting a multi-phase effort that will provide the residents of the Portland neighborhood assistance in visualizing their neighborhood development plan. This design assistance will provide the neighborhood the tools and resources to achieve their goal of inner-city revitalization, such as:*

- 1. Help the neighborhood develop the plans and ideas they have spent the past year outlining.*
- 2. Have the neighborhood maintain ownership of the plan, while encouraging them to think big and make long term goals.*
- 3. Offer development recommendations and feedback on under-utilized property.*

The images on this and the following pages are of some of the work generated so far by the AIA team and residents during the Fall of 2006 and Spring 2007.

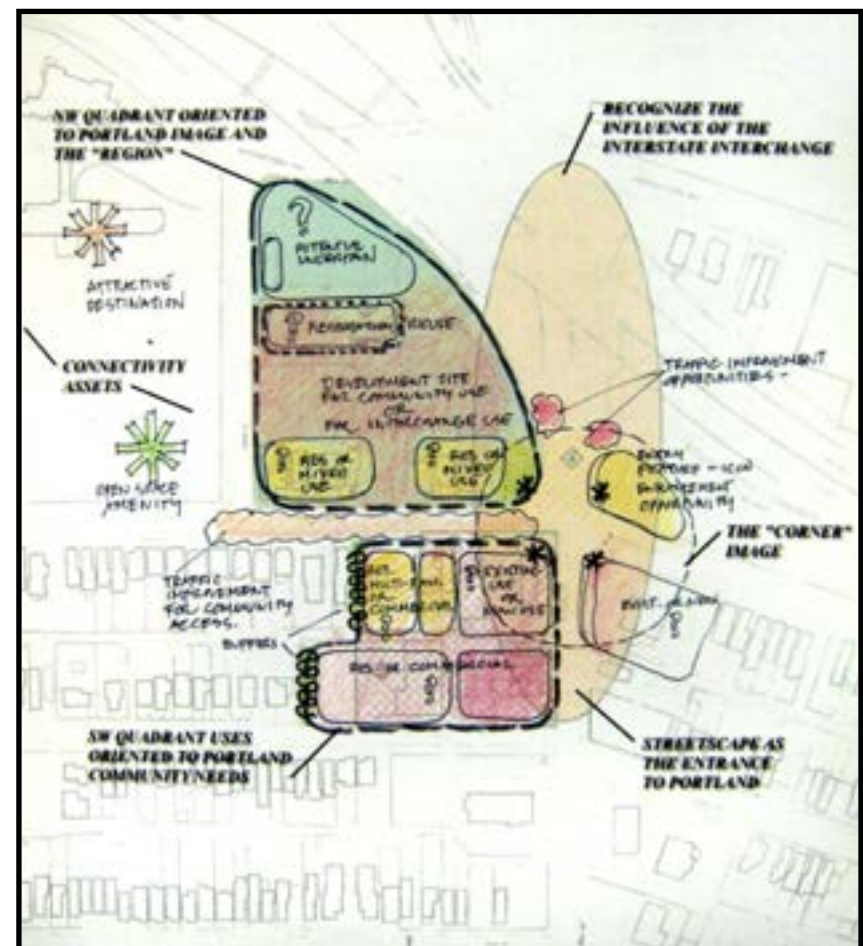
See the AIA-CKC web site at [aia-ckc.org](http://aia-ckc.org) for more information.



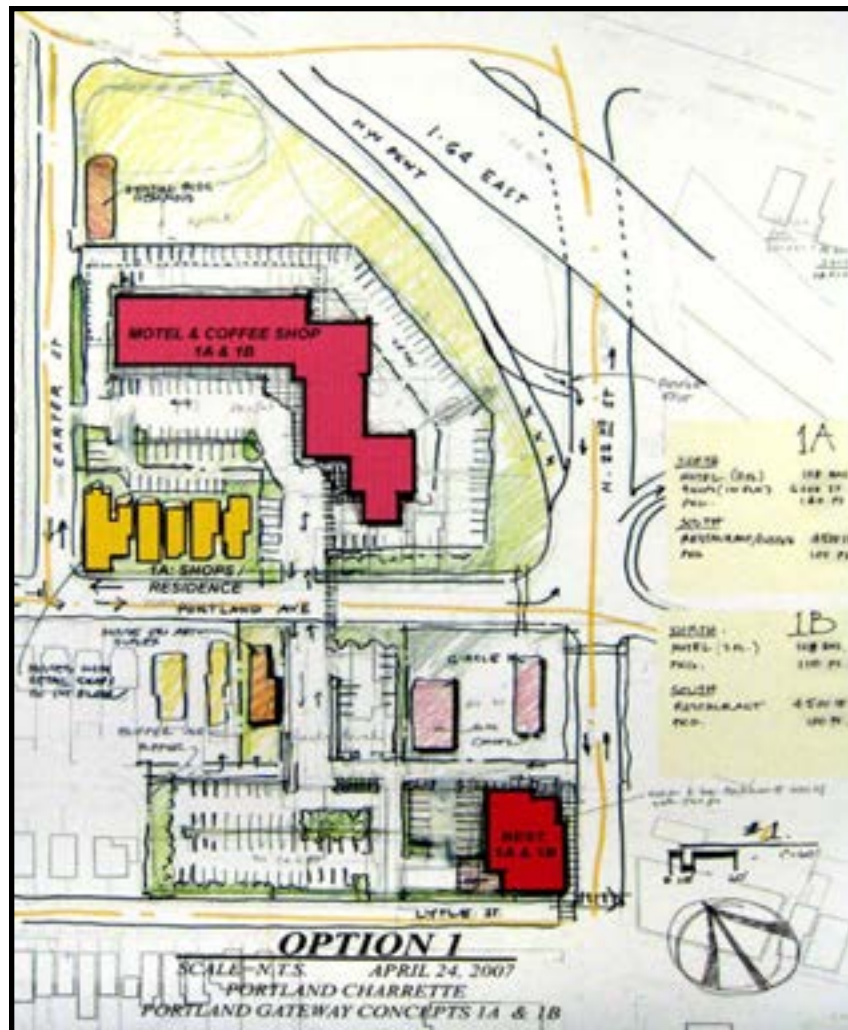


Initial concept diagram of Opportunity Areas at 22nd Street gateway.

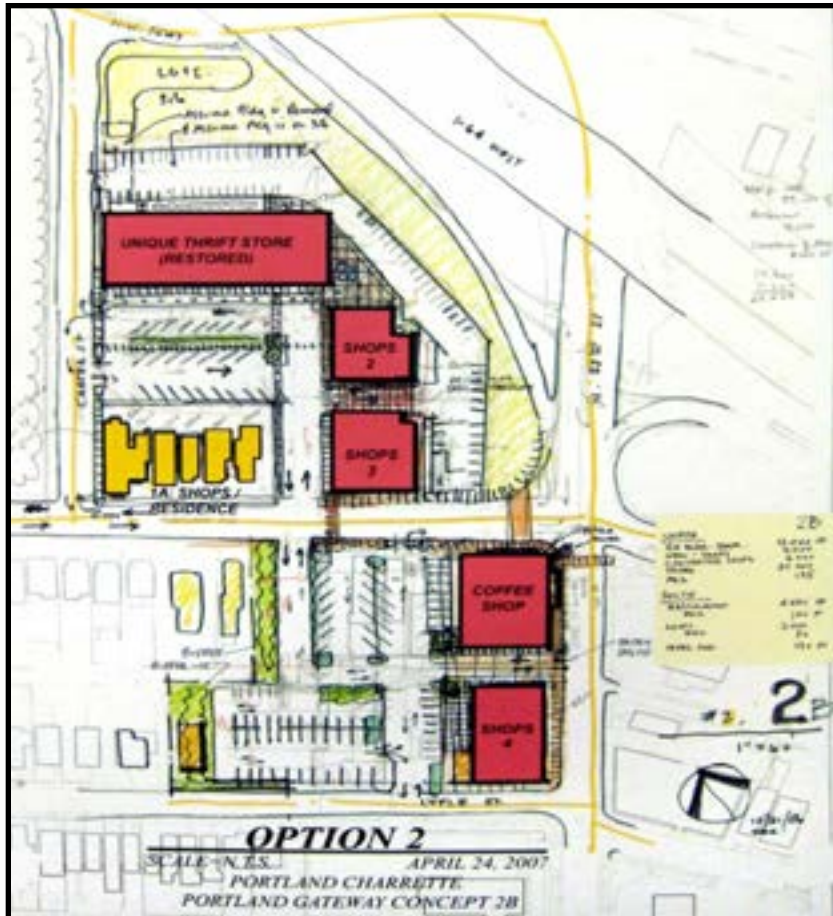
**The work and conceptual ideas illustrated here are part of an effort to investigate options for creating an appropriate and vibrant mixed-use redevelopment scheme and neighborhood “gateway” in the area of 22nd Street and Portland Avenue.**



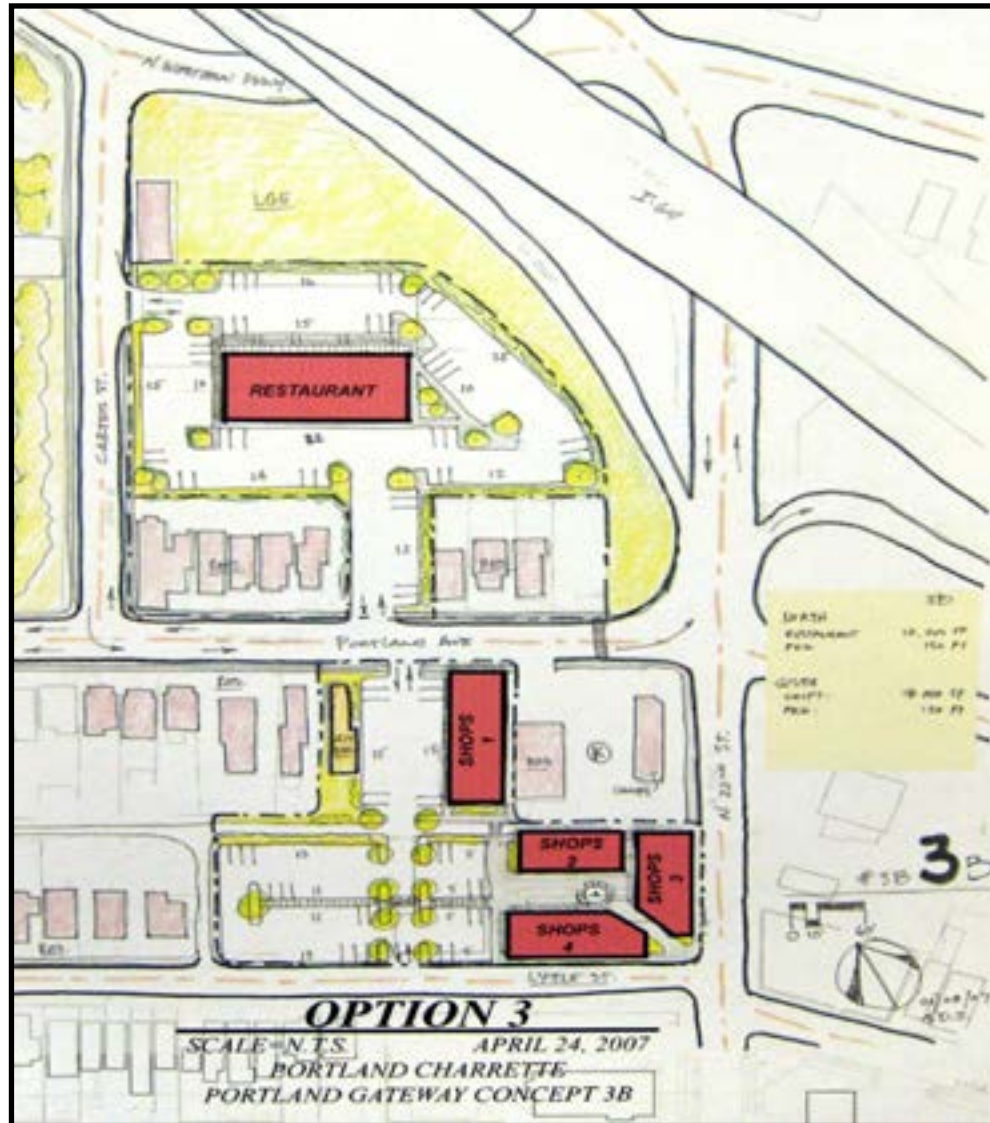
**Refined Opportunity Areas diagram.**







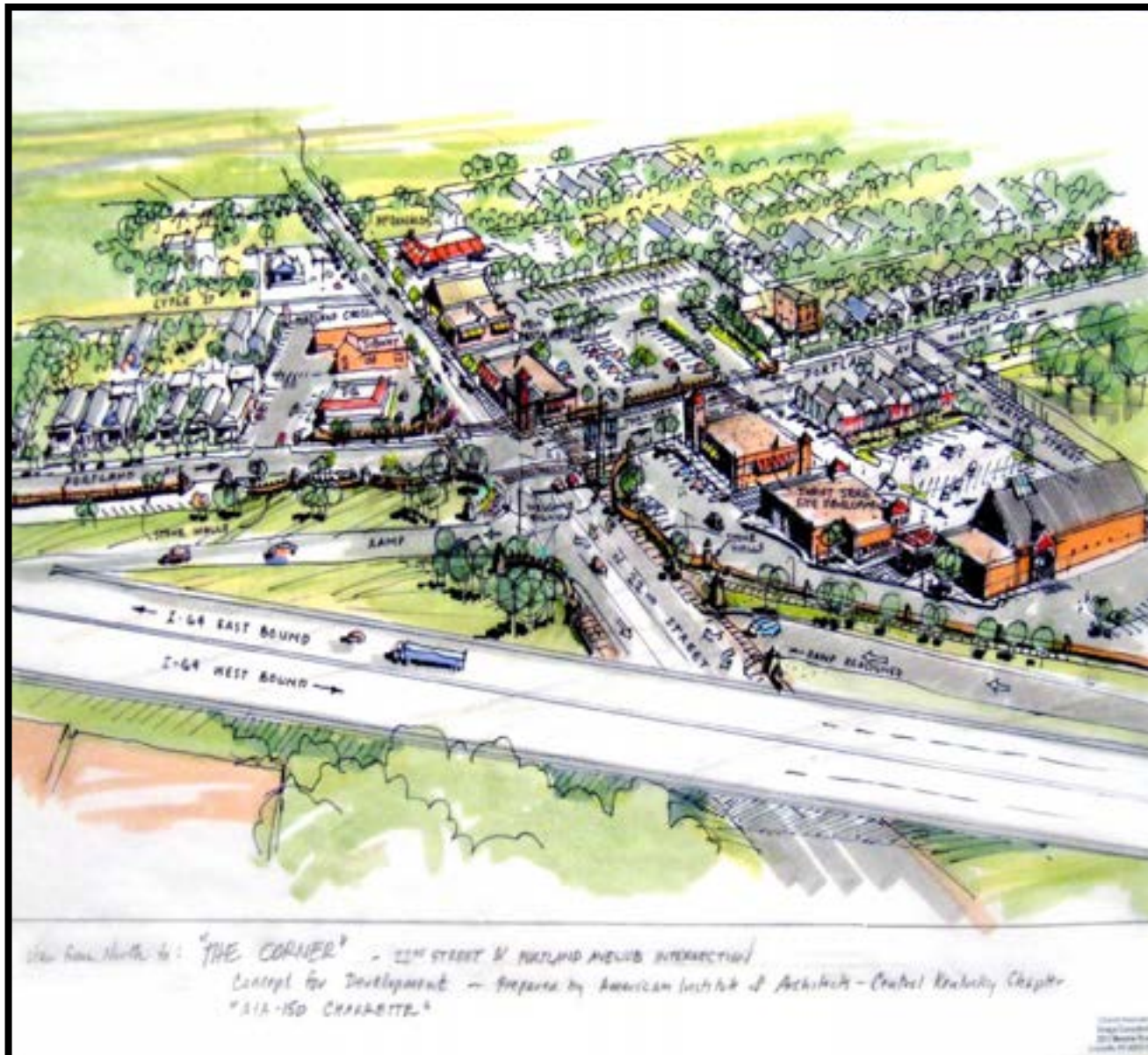




On the evening of June 19, 2007 residents of the Portland neighborhood were able to review the draft Neighborhood Plan and the latest versions of the AIA-CKC Charrett documents, ideas and sketches.

The AIA charrette team is dedicated to continuing their involvement with the Portland neighborhood throughout 2007 and 2008. Their efforts will include monitoring the progress of the plan and advising and assisting in possible implementation of significant plan components.





Bird's-eye view of development concept for 22nd Street & Portland Avenue intersection/gateway.

(based on Option 2B, above)

# Acknowledgements

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Thanks to the Staffs of the following neighborhood organizations for providing support and meeting space throughout the Portland Neighborhood planning process:

**Portland Museum**

**Portland Promise Center**

**Portland Community Center**