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The master plan for the Park DuValle neighborhood, shown here, builds on the design features of Louisville's best urban neighborhoods. These include green spaces, tree-lined streets, front porches, sidewalks, private yards, and quality building materials. Each phase of the revitalization will use architectural styles that offer variety while still respecting the historic character of the neighborhood.

Southern Avenue is at the top of the map, along with Russell Lee Park. Algonquin Parkway is at the bottom, intersecting the Shawnee Expressway on the left and Wilson Avenue on the right. Studies are under way to revitalize the Wilson Avenue commercial corridor.



In the next New Vision...

- Who's doing the work
- Profile of Vikki Stone, project spokesperson
- The economic development piece of the puzzle



NewVision

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A Quarterly Report on the Transformation of the Park DuValle Neighborhood

(502) 574-3664

Construction begins! HUD Secretary Cisneros helps launch Phase 1

The weather was chilly at 37th and Southern, but spirits were warm Oct. 23, 1996, when construction officially began on the first homes in a revitalized Park DuValle neighborhood.

U.S. Secretary of Housing and Urban Development Henry Cisneros, Mayor Jerry Abramson, and other dignitaries presided over the start of what many cite as one of the leading neighborhood rebuilding projects in the nation—the eight to ten year, \$130 million revitalization of Park DuValle into a mixed-income community of more than 1,000 single-family homes, apartments, and townhouses.

"We need to drastically alter the incentives," Cisneros told about 150 friends gathered for the ceremony, "and generate a...different social dynamic that drives individuals and communities toward independence and self-sufficiency."

The first phase of the project includes 100 new rental homes which begin at the northern end of the neighborhood on Southern Avenue across from Russell Lee Park. The site of the new homes includes a portion of the Lang Homes housing development. Lang and nearby Cotter Homes are being demolished to accommodate the revitalization effort.



FROM LEFT: Henry Cisneros (Secretary, HUD); Mayor Jerry Abramson; Mary Tingertal (President, National Equity Fund); Keith Talley (Community Development Bank); John LeMaster (Chairman, Empowerment Zone Executive Board); Deborah Rattle (Chair, HAL Board of Commissioners); Lynn Loeffler (Executive Director, Kentucky Housing Corporation); Andrea Duncan (Executive Director, Housing Authority of Louisville); Betty Marshall (President, Lang Homes Neighborhood Association); and, former Congressman Mike Ward. Launch the first phase of the Park DuValle Revitalization.

"We are changing the structure of public housing," Cisneros continued, "replacing barracks-like buildings such as Cotter-Lang homes, with townhouses, single family homes and less dense, more humane housing, such as the revitalized Park DuValle neighborhood will provide."

continued page 2, column 1

Inside New Vision

Message from the Mayor . . .	page 2
Saturday and volunteers drive neighborhood park improvements . . .	page 2
Louisville hooks HUD dollars . . .	page 3
Relocation information available . . .	page 3
Message from Alderman Bentley . . .	page 3
A bird's-eye view of the new Park DuValle neighborhood plan . . .	page 4

continued from page 1



These new homes in Park DuValle, under construction at 35th and Young as part of the first phase of the neighborhood revitalization, will be available for lease beginning this spring.

The first apartments and townhomes will be available for families with a range of incomes. The second phase of the neighborhood revitalization will have a home ownership component.

Abramson said, "We are among the pioneers in using a public-private partnership and blend of attractive, affordable housing, business growth and education and job opportunities to attempt to turn a poverty-ridden neighborhood into an attractive, viable mixed income community where people want to live."

Chauncey Development Corporation, a non-profit organization, is the developer of the first phase. The revitalization of Park DuValle is a tangible example of the city of Louisville's Empowerment Zone strategy, an effort aimed at rebuilding several of the city's oldest and poorest neighborhoods.

Thanks, Saturn!

Mud turned into magic Sept. 7.



That's when a couple dozen volunteers spent a long, very wet day in Russell Lee Park building a new playground provided by the Saturn motor corporation.

The city-county parks department thought of the Park DuValle Revitalization when Saturn offered the playground to the community—a big "jungle-gym" with slides, swings, ladders, bridges and other great places for kids to play. The playground was part of a national effort by the car maker to invest in parks.

It takes a newsletter

A message from the Mayor

Welcome to the first issue of **New Vision**, the quarterly newsletter of the Park DuValle Revitalization program.

The purpose of this new newsletter is simple, but important. It's intended to provide our community with the best information possible about one of the most important programs this city has ever seen. In fact, one of the most important programs that any city has ever seen!



Jerry E. Abramson
Mayor, City of Louisville

That's because the Park DuValle Revitalization is unique in the nation. A lot of cities have talked about rebuilding their oldest and poorest neighborhoods. But so far only three cities in the United States—Atlanta, St. Louis, and Louisville—have actually been able to put together a viable project such as ours; a project that rebuilds a neighborhood of mixed incomes by using a blend of Federal, state and local dollars with private dollars stimulated by investment tax credits.

And, of these three cities, only Louisville has a feature built into the financing package that ensures that people won't be left out just because of their income.

I'm proud of that and I hope you are, too.

Trust and good communication are big reasons why we've gotten this far. I hope you'll use this newsletter to keep in touch with what's going on...and to let us know what you think.

Let us know what you think.

Do you have a question about leasing? Or want to see what one of the single-family homes will look like? Or want a speaker for your group?

Then call the 24-hour Park DuValle Revitalization Information Line, **574-3664**. Just leave a message, and a representative will get back to you ASAP.

Your comments and suggestions are welcome, too.



Relocation information available.

Moving is never easy. That's why the Housing Authority of Louisville is eager to help anyone



moving from Cotter or Lang homes, including answering questions. The housing authority has published a **Relocation Guide** for residents of Cotter and Lang. Just call, **574-3435**, for a free copy...or if you want to talk to someone about relocation. Your questions and concerns are important to us, so please call.

Louisville lands big grants.

HUD dollars help fuel revitalization.

The city of Louisville went fishing last fall and caught its second big fish.

And, it was a whopper!

On Oct. 8, 1996, it was announced that the Park DuValle Revitalization project had been awarded \$20 million from the U.S. Department of Housing and Urban Development to further the development of single-family homes in Park DuValle and of support services in the neighborhood.

This grant—part of HUD's HOPE VI program—was added to a \$30 million HUD grant to Louisville in the summer of 1995. These earlier funds allowed the community to think beyond mere modernization of the Lang and Cotter public housing developments. The vision eventually became the comprehensive neighborhood reconstruction program now under way.

Here's what planners envision as the centerpiece of the revitalized Park DuValle neighborhood.



Carving, tree-lined boulevards like this one will cross Park DuValle, joining Russell Lee Park, Algonquin Parkway, Wilson Avenue, Algonquin Park, and the surrounding neighborhoods, bringing new life and spirit to the community. These new Park DuValle "parkways" will be lined with substantial, single-family homes, incorporating many of the features associated with Louisville's historic parks and older neighborhoods.

For information about leasing or anything else going on with the revitalization, please call **574-3664**.

The people have planted the tree

A message from Alderman Bentley

Someone wise once said, "All politics are local."

In the case of the Park DuValle Revitalization, I'll add something: "All solutions are local."

Park DuValle is the rebuilding of a neighborhood based on grass roots empowerment. The homes



Denise Bentley,
9th Ward Alderman

and services taking form right now build upon the strength, wisdom, and vision of the communities.

That's how it should be. It's no surprise to me that the "Park DuValle way" has captured the attention of the nation.

I'm proud and honored to be part of that process and I welcome your ideas and suggestions. Call my Aldermanic office, 574-3254, and let me know what you think.

Remember another wise saying: "A good word is like a good tree whose root is firmly fixed, and whose top is in the sky."