

Neighborhood Snapshot

Phoenix Hill



Jerry E. Abramson
Mayor



Louisville
Metro Council

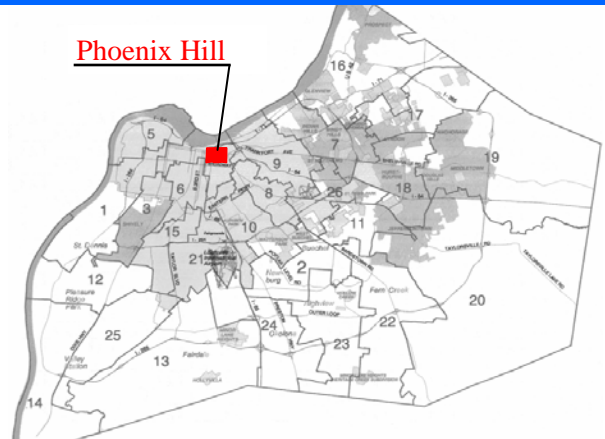
2005

Neighborhood Snapshot

The Phoenix Hill neighborhood is located east of downtown Louisville. It includes several blocks of residential areas as well as the majority of the Louisville Medical Center campus and the new Liberty Green housing development.

The neighborhood is bounded by Main Street on the north, Preston Street to the west, Broadway to the south and the Baxter Avenue—Broadway intersection to the east.

The Smoketown neighborhood is directly south across Broadway Avenue and the Butchertown neighborhood is to the north.



Neighborhood Highlights

- **Neighborhood size** - .52 square miles
- **Metro Council District 4**, Councilperson - David Tandy, Council District # 4
- **Adjacent Neighborhood Schools** - Lincoln Elementary, Mercy Academy, St. Boniface Nativity Academy
- **Civic Groups** - Phoenix Hill Neighborhood Association
- **TARC** - Bus routes #17, #19, #21, #23
- **Distance from Metro Louisville Central Business District** - .50 miles
- **History** - The majority of the area was once owned by Col. William Preston. This area was annexed to the city in 1827. St. Martin of Tours was an important place of worship. During the 1860's Phoenix Hill Park was a popular recreation area. Much of the Phoenix Hill triangle area was undeveloped until the 1890's. The Phoenix Hill Brewery was a popular attraction until Prohibition. Many of its beer storage caves were left intact. Before WWII the neighborhood was predominately German immigrants.



Prepared by:

Louisville Metro Department of Neighborhoods, 400 S. First Street, Louisville, KY 40202 (502) 574-3380
 Louisville Community Design Center, 333 Guthrie Green, Suite 412, Louisville, KY 40202 (502) 589-0343
 Metro United Way, Vital Neighborhoods, 334 E. Broadway, Louisville, KY 40204 (502) 583-2822, ext. 251



Phoenix Hill - Facts and Statistics at a Glance

Population Highlights

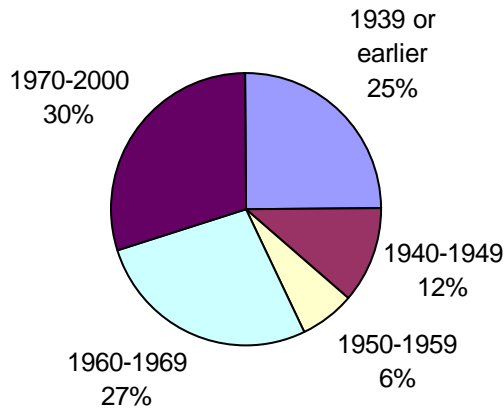
	Phoenix Hill	Louisville Metro	Metro Statistical Area*
Total population	4,385	693,604	1,025,598
Race			
White	1,096 (25 %)	563,462 (77.3 %)	849,362 (82.8 %)
Black	3,020 (69 %)	130,153 (18.8 %)	141,623 (13.8 %)
American Indian	25 (0 %)	1,625 (0.2 %)	2,633 (0.3 %)
Asian	86 (2 %)	9,043 (1.3 %)	10,227 (1.0 %)
Other race	5 (0 %)	4,308 (0.6 %)	5,756 (0.6 %)
Two or more races	153 (4 %)	11,741 (1.7 %)	15,694 (1.5 %)
School enrollment			
Elementary/Middle (1-8)	687	77,351	116,361
High School (9-12)	246	37,969	56,902
Commuting to work	1,175	329,091	492,821
Car, truck, alone	588 (50 %)	265,977 (80.8 %)	404,166 (82.0 %)
Carpool	126 (11 %)	36,332 (11.0 %)	53,769 (10.9 %)
Public transportation	214 (18 %)	10,096 (3.1 %)	10,898 (2.2 %)
Walk	211 (18 %)	6,556 (2.0 %)	8,485 (1.7 %)
Bicycle	25 (2 %)	737 (0.2 %)	924 (0.2 %)
Work at home	0 (0 %)	7,348 (2.2 %)	11,587 (2.4 %)
Occupation	1,213	334,938	501,258
Mgmt, professional	325 (26 %)	110,677 (33.0 %)	156,307 (31.2 %)
Service occupations	374 (31 %)	47,317 (14.1 %)	69,713 (13.9 %)
Sales and office	215 (18 %)	95,673 (28.6 %)	139,756 (27.9 %)
Construction, etc.	55 (5 %)	28,105 (8.4 %)	46,067 (9.2 %)
Production and transportation	244 (20 %)	52,620 (15.7 %)	88,144 (17.6 %)
Median household income <i>(in 1999 dollars)</i>	\$ 10,108	\$ 49,161	\$ 40,821
Poverty Status	2,567 (58 %)	84,143 (12.1%)	109,575 (10.7 %)

Housing Highlights

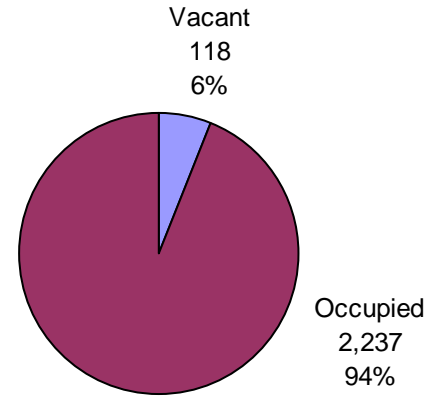
	Phoenix Hill	Louisville Metro	Metro Statistical Area*
Total housing units	2,354	305,835	438,235
Occupied housing units	2,237 (95 %)	287,012 (93.8 %)	412,050 (94.0 %)
Vacant housing units	118 (5 %)	18,823 (6.2 %)	26,185 (6.0 %)
Median home value	\$ 46,874	\$ 103,000	\$ 102,300
Owner-occupied	145 (4 %)	186,358 (65.0 %)	282,466 (68.6 %)
Renter-occupied	2,139 (96 %)	100,654 (35.0 %)	129,584 (31.4 %)
Year structure built			
1995 – 2000	63 (3 %)	23,272 (7.6 %)	43,187 (9.9 %)
1990 – 1994	16 (0 %)	16,065 (5.3 %)	29,527 (6.8 %)
1980 – 1989	300 (13 %)	26,369 (8.6 %)	45,334 (10.3 %)
1970 – 1979	304 (13 %)	53,928 (17.6 %)	81,702 (18.6 %)
1960 – 1969	622 (28 %)	56,326 (18.4 %)	72,875 (16.6 %)
1950 – 1959	147 (6 %)	54,813 (17.9 %)	68,367 (15.6 %)
1940 – 1949	263 (11 %)	28,392 (9.3 %)	36,608 (8.4 %)
1939 or earlier	570 (26 %)	46,670 (15.3 %)	60,635 (13.8 %)
Total	2,285 100 %	305,835	438,235

Neighborhood

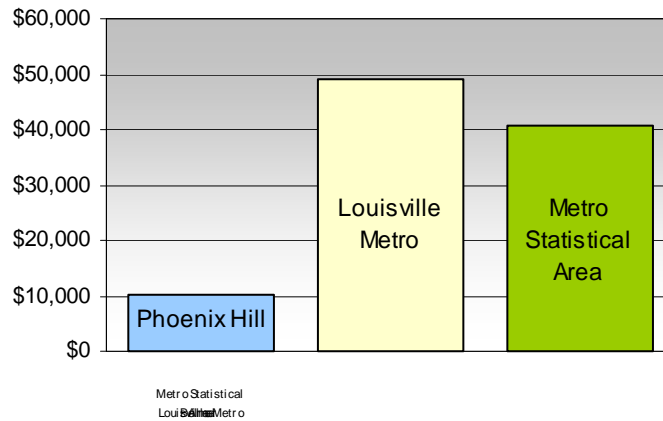
Housing stock history



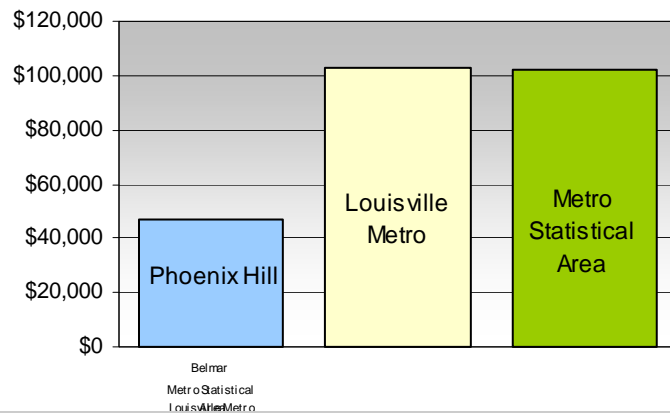
Housing occupancy



Median household income



Median home value



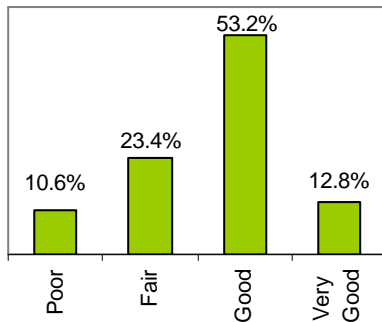
Source: U. S. Census Bureau 2000 Census <http://factfinder.census.gov/>

Survey Highlights

The following results highlight responses from 64 residents who participated in the Neighborhood Assessment Survey. Of the survey participants, 46.8 % have lived in the Phoenix

Hill neighborhood for 0-4 years, 10.6% for 5-10 years and 42.5% for more than 10 years. Participants ranged from less than 19 to more than 70 years of age.

How would you rate the overall quality of life in the Phoenix Hill neighborhood?



You most strongly agree with the following statements:

1. If someone asked me for directions, I would help.
2. I am satisfied with the trash collection services in my neighborhood.
3. I think that this neighborhood is a good place for me to live.
4. I can directly affect the quality of my 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. My neighborhood is a good place to raise children.
3. 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. It is close to where I work.
2. The housing in this neighborhood is affordable.
3. I am close to my child's school and/or daycare facility.

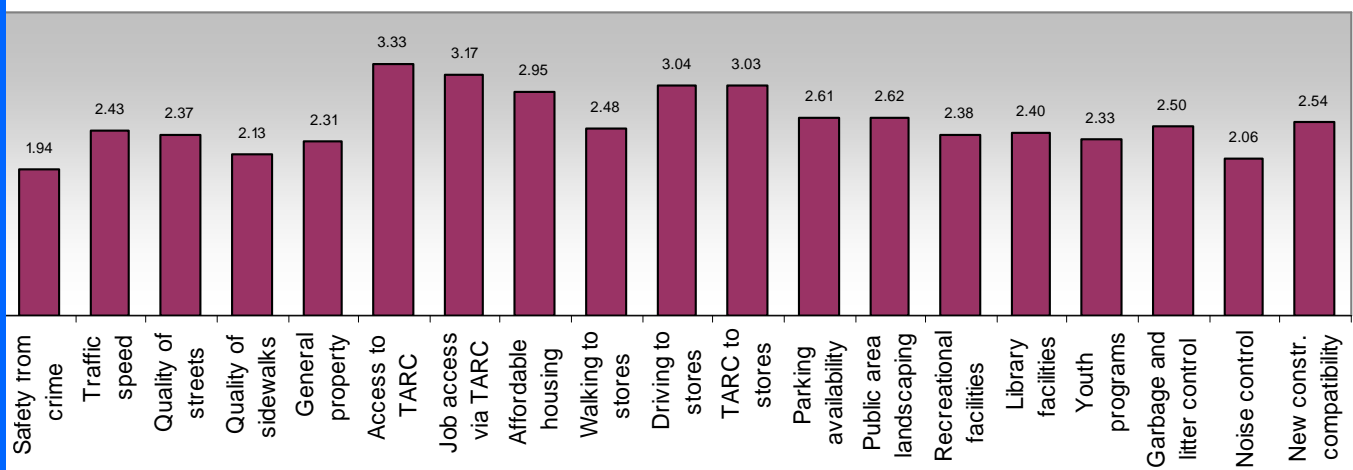
The following are the top three reasons that might make you consider moving away from your neighborhood:

1. I don't feel safe here.
2. It is too far from grocery stores and other retail services.
3. The neighborhood is dirty and unattractive.

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

1. Grocery store
2. Sit-down restaurant
3. Specialty retail shop (clothing, antiques, bookshop, etc.)

Rate the following aspects of life in the Phoenix Hill neighborhood using a scale: 4.0 = Excellent 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.

Summary

Resident Survey and Public Workshop

Residents of the Phoenix Hill neighborhood submitted responses to the Quality-of-Life Self-Assessment Survey, the major results of which are shown on the earlier “Survey Results” page of this snapshot. Additionally, an energetic and enthusiastic group of 32 neighbors braved heat wave temperatures to attend a resident workshop on June 9, 2005. The meeting brought together Phoenix Hill residents, representatives of the Louisville Metro Department of Neighborhoods and planners and workshop facilitators from the Louisville Community Design Center

The primary result of this public workshop and the residents’ energies is the Action Matrix.* In addition to being a “to-do” list of neighborhood improvement projects, this document outlines sustainable partnerships between Phoenix Hill and all the identified entities, such as Louisville Metro agencies and private business organizations, who can continue to help each other realize their common goals of a healthy and prosperous neighborhood with an ever-improving quality of life.

** Action Matrix is the table of projects, potential partners and implementation schedule for neighborhood goals.*

Phoenix Hill neighborhood residents who took part in the Quality-of-Life Survey and Public Workshop and who gave generously of their time and ideas include:

Michael Lenhart
Brenda Thompson
Alevé Douglas
Geri Morgan
Jeffrey Ellis
Casey Mathias
Al Mortenson
Rob Haynes
Lois Ramsay

Shawn Fridenstine
Perry Change
Oliver Windgatter
Mike West
L. B. Hooker
Luther Brown
Jessie Gatchel
Sue Fridenstine
Aliethea Watson

Gordon Stoudemire
Todd Rine
Michael Pope
Brenda Pearson
Cindy Brown Kinloch
Cleve Gatchel
Pamela Ashby
Doug Magee

Residents participate in “dot-voting”



Resident engagement in action.



Phoenix Hill residents study the demographics of their neighborhood provided in the snapshot.



Thanks

In addition to the dedicated Phoenix Hill neighborhood residents who participated in the Neighborhood Assessment Project, “Thanks” are extended to:

The Phoenix Hill Neighborhood Association (for graciously participating in the resident workshop)
New Directions Housing Corporation (for providing ample space for the resident workshop)
Louisville Metro Department of Neighborhoods (for sponsorship, leadership and guidance)