



Ray Whitener, Fall 2007

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New Cut Road Corridor

A Vision for the Iroquois/Auburndale/Fairdale
Communities



Objective

Interest in widening New Cut Road began nearly forty years ago and was realized in 2004 with completion of the Snyder Freeway-Southside Drive phase.

With the final link of the transportation puzzle in place, a gateway to the community is now possible.



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Foreword

Parks, rivers, trails, and greenways are traditionally recognized for their environmental protection, recreation opportunities, and aesthetic values. . . Such areas have the potential to attract visitors, create jobs, enhance property values, expand local businesses, attract new or relocating businesses and residents, increase local tax revenues, decrease local government expenditures, improve health and enhance a local community.

ECONOMIC IMPACTS OF PARKS, RIVERS, TRAILS AND GREENWAYS

Rebecca Ellen Nadel, University of Michigan January 2005



A Rich Tradition



- From the tops of Kenwood and Iroquois hills, Cherokee Indians once watched buffalo herds follow a trace, now Preston Street, to the Falls of Ohio.
- The neighborhood remained practically untouched residentially until the 1890s, when a few elegant homes and elaborate log cabins were built, primarily as summer homes.

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Community Attractions

Assets include Churchill Downs, the 700-acre Iroquois Park, the Little Loom House, Jefferson Forest and the 2400 seat Iroquois Amphitheater (designated state amphitheater).





Reasons Why

- Promote awareness of area attractions
- Create a themed destination point for local and regional visitors
- Provide greater opportunities for small business/entrepreneurial activities
- Stimulate the area housing market and investment through greater awareness.



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Critical Steps

- Determine cost
- Community buy-in





Challenges



- Scattered areas of poverty
- Aging population
- Overcoming the notion of the “forgotten south-end”
- Shopping areas in decline



Opportunities

- Nationally recognized destinations including Iroquois Park, Amphitheater and Churchill Downs
- Improved road system
- Unity in purpose through framework of Metro Government



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A Firm Foundation

Build Community Support

- Present preliminary concept to local government leadership
- Secure assistance from planning entities
- Seek buy-in from local neighborhood and business associations



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What are we talking about?

Where?

- Corridor scope – New Cut Road from Snyder Freeway northward to Southern Parkway
- Changes to Snyder Freeway signage
- Upgrade signage to various park activities



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Centers of Activity



- Develop anchor points at Snyder interchange
- Define, develop and promote specialized development clusters supporting recreational, arts and horse racing activities
- Economic development personnel to identify corridor areas suitable for investment

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Photo Tour

Directional Signage

- Snyder – New Cut Exit
- Snyder – Jefferson Forest





Along New Cut Road

Traveling North

- From Snyder Freeway exit
- Southbound and lot
- Southside Drive/Old Third Street Road intersection



Approaching Iroquois Park

Outer park boundary

- Park from New Cut Road





Approaching Iroquois Park





Traveling Southbound

- Park entrance at Southern Parkway
- Park attractions signage at Southern Parkway





Getting out the tool chest

- Vacant business – cleaners and Iroquois Gardens
- Colonial Gardens – New Cut and Kenwood Drive
- Vacant lots adjacent to businesses





A Phased Approach

- Road and Directional Signage
- Consistent Theme
- Areas for Development
- Fund Requirements
- Linkage to Fairdale

