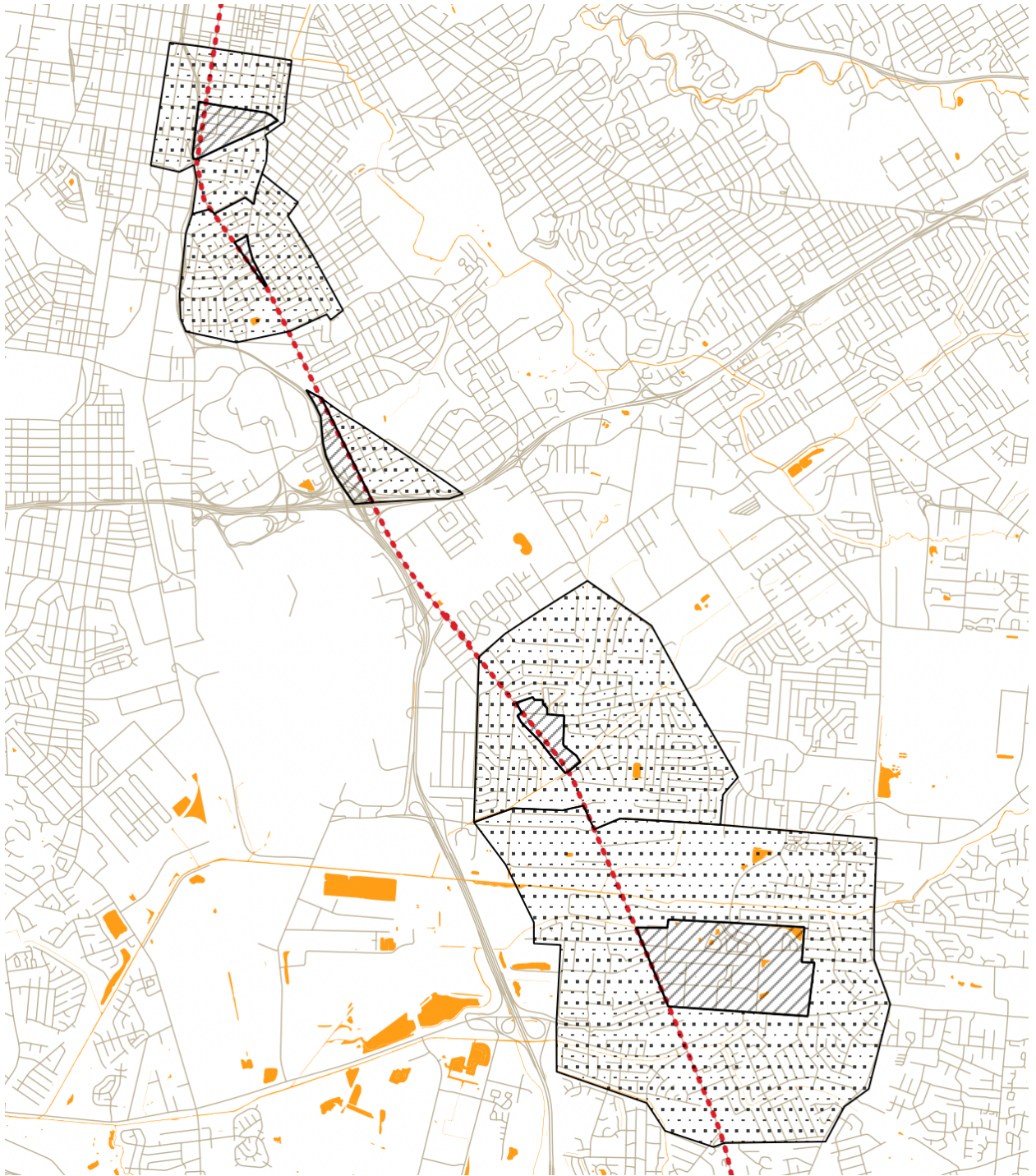mapshop

Preston Corridor, Louisville, KY

GEO509: Studio Louisville
Final Report
15 Dec 2021

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In this report, the students of GEO509, present their final analyses of the Preston corridor in
Louisville, Kentucky. The report is broken into five sites (north to south):
1. Shelby Park
2. Eastern Parkway
3. Prestonia
4. Indian Trail Square
5. Jefferson Mall

1. Shelby Park

Based on our analysis of Shelby Park and its surrounding neighborhoods, we concluded that Smoketown Jackson, Shelby Park, and Merriweather are the most vulnerable to gentrification. Figure 1 shows orange parcels, which are above the average percent increase between the Zillow estimate and PVA assessed value, represent opportunities for property developers to maximize profit due to the large rent gap. We see that the overwhelming majority of orange parcels are located in the neighborhoods of Smoketown Jackson, Shelby Park, and Merriwhether, with only two being located in the other neighborhoods of Old Louisville, Germantown, and Snitzleburg. These same neighborhoods also have higher rates of non-white residents (Figure 4), poverty rates (Figure 3), and vacant property rates (Figure 2). Major job centers and food banks are also concentrated in the northern half of our site, specifically in Old Louisville and Smoketown. There are many schools of all levels in this site, including two elementary schools, being Shelby Traditional Academy (Merriwether) and Englewood Elementary (Old Louisville), that are classified as Comprehensive, Support, and Improvement (CSI) schools due to low performance.
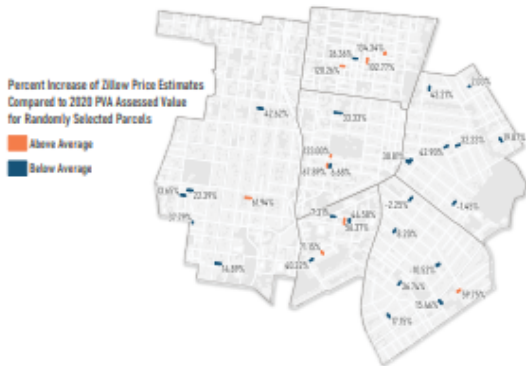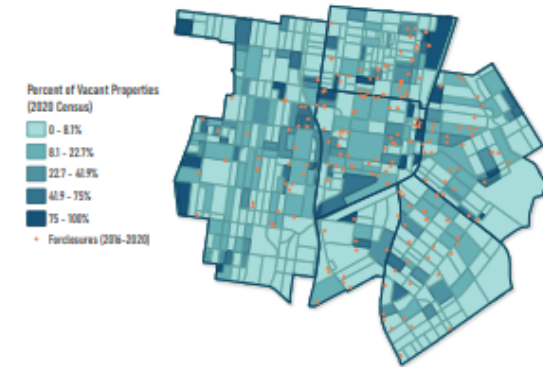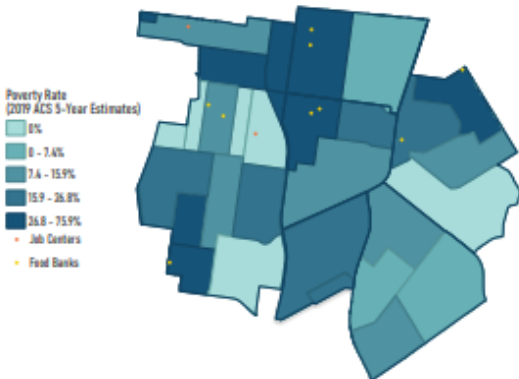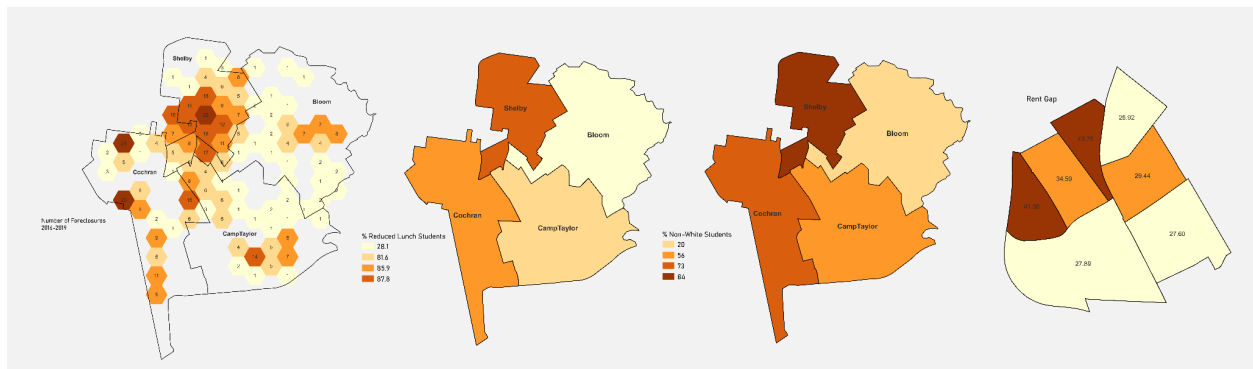
Figure 1

Figure 2

Figure 3

Figure 4

2. Eastern Parkway

The Eastern Parkway and Preston Street intersection is the site of multiple school district borders, as well as being the first neighborhood south of the Preston Street split. This area is highly residential, with an established neighborhood to the east and a growing apartment market to the west. These school districts also had varied demographics. This analysis looks at several datasets to explore a broad interpretation of the Preston Street intersection with Eastern Parkway. These data sets include foreclosure data published by the Jefferson County Circuit Court Commissioner's Office (2016-2020), Elementary School data from Jefferson County Public Schools (JCPS), and rent gap data calculated from a combination of Zillow and American Community Survey (ACS) data. The foreclosure data, aggregated to 2km hexagons, showed a concentration to the north of the intersection as well as pockets to the west in the University of Louisville. Elementary school data showed demographic and economic differences between these districts, with higher reduced lunch rates in districts with a larger non-white population. The rent gap showed the areas at the Preston-Eastern intersection and to the west near the university to have higher rent gaps than the south and eastern areas.

3. Prestonia

For this site, we were looking at the Prestonia neighborhood which is east of the Exposition Center and North of I-264. This area is isolated due to I-264, I-65 and a railroad running to the east. This area mostly consists of single family homes and we were curious to see how the property value could be impacted by potential development within this area. Upon further investigation, we were able to understand that homes in the southern area of this site (as divided by Morgan Ave) are more vulnerable to gentrification and housing cost increases. Depending upon the type of development at this site, many families could be displaced by increased rents and home values. This would primarily have an impact on lower income families. Furthermore, many living in the southern portion of the site with lower prices per square foot would see increases in the home values causing displacement from the area. Since this is an area of primarily single family homes, providing family planning services, grocery stores, childcare facilities, and other resources to benefit the family focus of the area would be beneficial to maintaining the needs of the current population and retaining long-term residents.

4. Indian Trail Square
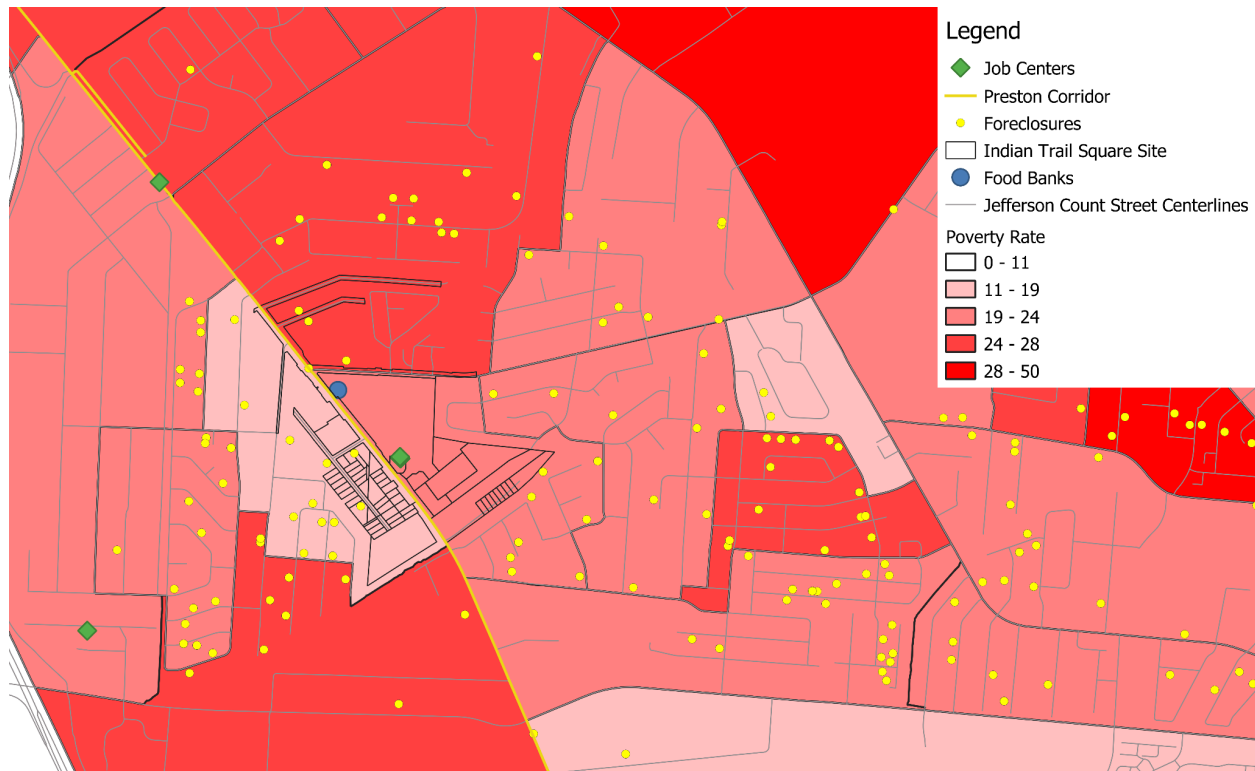
This map views an area of the Preston Corridor that is centered around the Indian Trail Square. This is an area with a small strip mall, some closed businesses and a large impervious surface parking lot right by the airport. This area has a high poverty rate and many foreclosures, so we wanted to understand how these two factors were linked and their distance from the food banks and job centers. With further investigation. We now understand that some neighborhoods located east and west of the Preston corridor have different housing values. Housing values are valued lower on the west side (Preston Park) and higher on the east side (Old Kentucky Home). This result is likely due to the different rates of poverty. There is a higher poverty rate located on the west side than the east side. Furthermore, the foreclosure data is more clustered on the east side as well. More research can be expanded on the availability of food banks and job centers. Newer construction of apartment buildings has occurred on the very close northern side of the Square. More research should look into the Latino population to the East side of the corridor that might be too far away from the Square to gain from improvements to the Square. The neighborhood between the Square and the airport should be investigated to understand why so many foreclosures are happening and how a transportation center at Indian Trail Square might affect this community.

5. Jefferson Mall
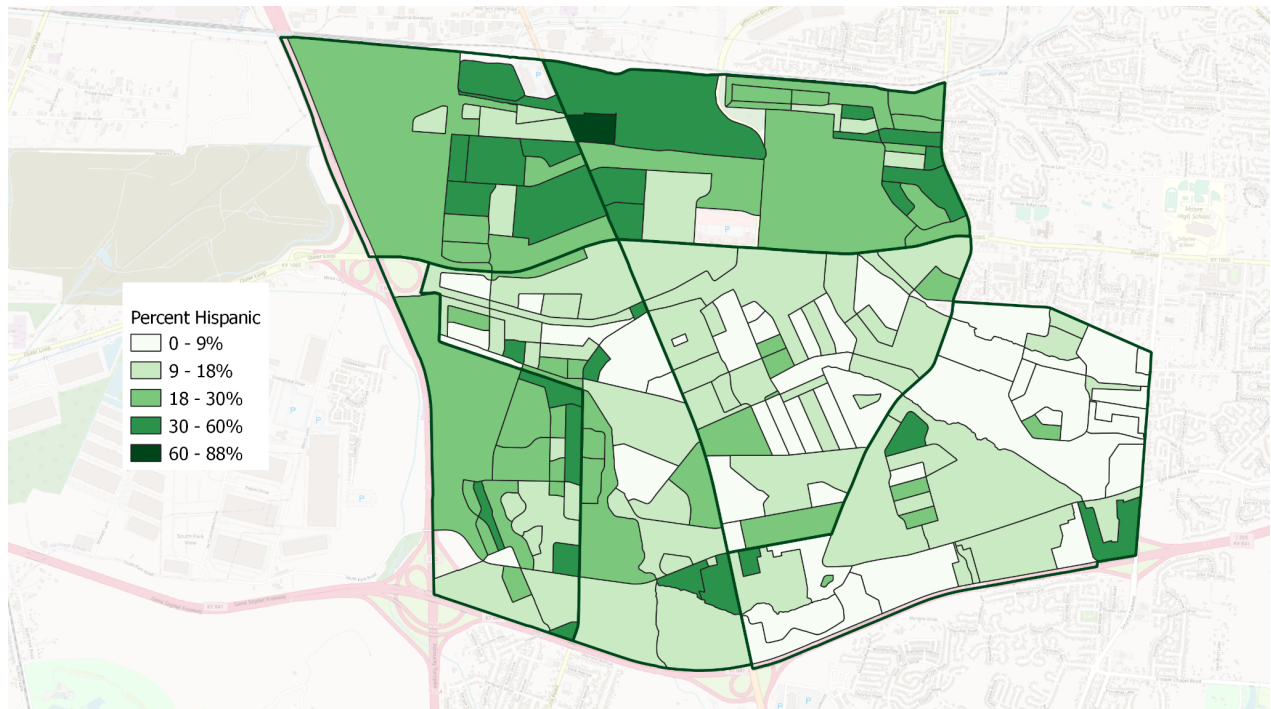
For the Jefferson Mall site I decided to focus on the demographics of the area. I looked into the Hispanic population because during our mid review I noticed that the entire southern part of the Preston Corridor had a significantly larger Hispanic population than the rest of the corridor. In fact, if you look at the 2020 census data for all of Jefferson County the Hispanic population seems to be largest in the entire southern part of the county. I broke down the Jefferson Mall area to six census tracts and their census blocks within them. The Jefferson Mall is located in the North East tract in the below map and as we can see within this tract and the surrounding tracts there are a significant amount of blocks with 30% and higher Hispanic population. Not pictured in the map is the amount of Hispanic businesses in this area. There are a few taquerias, panaderias, supermercados, and a llantero. Going forward, I hope that developers will take into account the large and growing Hispanic population and have plans to include them and their businesses with these future developments.