

Cherokee Triangle Association Newsletter



Weigh in on a New Logo for the Cherokee Triangle Association!

By Nancy Moore

The Cherokee Triangle Board appointed a Rebranding Committee, chaired by Kristen Miller along with Waller Austin, Jenny Johnston, Pete Kirven, Dawn Knight, Susan McNeese Lynch, and Kiera Murphy to work on the development of a new logo for the association, since the former logo featured the Castleman statue which has been removed. The Committee developed a Creative Brief to provide a design team with a solid understanding of the values and priorities of the neighborhood. Following a member survey, they identified the top priorities of survey respondents as:

- oTrees, parks and green spaces
- oNeighborhood design (streets, sidewalks and alleys)
- oHistoric preservation

The goal was to create a positive, forward-looking logo that will serve to reunite the neighborhood, express the Triangle's shared priorities, and serve the CTA for decades to come.

The association was fortunate to have a talented, creative neighbor willing to help with the project. Dawn Knight, Division Vice President of Creative Services at Kindred Healthcare, volunteered her services and the enthusiastic assistance of her team, who initially generated more than fifty logos. Presented here are the three final designs, with special thanks to team members Jason Laughlin, Kendall Herdelin, and Vincent McCullough.

From the Design Team:

Our Thinking: The biggest conceptual foundation we worked from was that this logo, like the CTA, isn't only about buildings and preservation. It's about community and building something for the future. Preservation is important, but the neighborhood is more than just buildings. It is art shows and potlucks, porticos and gables. We are aiming for a mark that can stand the test of time.

Our Design Inspiration: The founding of the neighborhood in the late 1800s and boom in the early 1900s is square in the Belle Époque era of art and design. We will lean into that inspiration while also bringing in a slightly more modern aesthetic with a touch more geometry linked with the era's more humanist flourish.

An Anchor Conceptually and for the Neighborhood: The anchor for the neighborhood has been and always will be Cherokee Park. It represents all the things we believe the logo should represent for the CTA. You will see that it also weighs in heavily in our logos.

Color: The CTA has equity in the green it's been using, both in the environment but certainly on the cups from the art fair. That equity needs to be built on. It will be the predominant color used here. We've also built out a color palette built from colors of the era that would be used on exteriors.

Option One: Bringing History Forward



Featuring a custom era-specific logotype and a geometric icon that should last well into the future, this mark fulfills what the designers hoped to do. Its simplicity should aid in its flexibility for use, while the logotype reaches for what the neighborhood association seeks to preserve.

Symbolically, this logo can represent both the Triangle’s tree canopy and the layout of streets. It also has the ability to build out a more robust identity through pattern and can work easily with photography. One of the strengths of this approach is that it features two very ownable and recognizable elements. The mark and the logotype can be broken apart and still hold up on their own, which is unique.

Option Two: A Window from the Past



The neighborhood offers architectural elements that the CTA can build an identity with, and yet representing the symbolism of community and the proximity to Cherokee Park may be sometimes difficult to achieve. The image of the stained glass in the homes of the era already lives in the world of symbolism.

This mark takes advantage of both the triangle (that the CTA virtually has to use) and the symbolic and more organic imagery of a stained-glass window. This logo works graphically and has the ability to extend into a larger identity system. The shapes in the mark can hold photography or illustration, and it takes advantage of the CTA’s wider color palette easily.

Option Three: Weaving a Community



In some ways, this mark appears as the most high concept. The logo uses the base symbolism for the Triangle’s park-like setting while working to include the idea of the fabric of a community. The interwoven leaf leads the viewer through the use of pattern. Language can reinforce the notion of neighborliness.

The designers also explore what happens when the triangle operates as the boldest element rather than the icon it contains. This choice works quite well visually, as it is very sturdy and helps offset the more organic and whimsical leaf illustration.

Please vote to express your preferences! <https://cherokeetriangle.com/logosurvey>

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A Message from Our Metro Council Representative

I'm feeling hopeful this spring. It's been a long winter—and a long year. Now, vaccination rates are rising, and Covid cases are declining. I feel like a return to normalcy is at least in sight. We still need to wear our masks and practice social distancing, but I am optimistic that we are headed in the right direction.

Adding to my sense of hope-- so many good things are happening in our neighborhood in the coming weeks and months. My office along with the non-profit Trees Louisville is arranging to add 100 trees along Bardstown Road. We are gathering volunteers for a community-wide cleanup on April 24th, and the District 8 Advisory Board is brainstorming some fun, Covid-friendly community events for this summer. I hope that you all will participate in these different ways to build community. It takes all of us working together to move our district forward.

Great things are happening at the city level too. One that I'm particularly proud of is that we just passed a paid parental leave ordinance, which will give our Metro employees paid time off when they grow their families through birth or adoption. The ordinance also includes some paid time off available for those who receive a child through foster care or kinship care. This measure passed Metro Council unanimously because it's a smart, data-driven policy that will make a difference for the hard-working men and women who keep our city running. It's cost-effective, and it's the right thing to do.

I am confident that our city will continue to have good news in the coming months, as we start our budget cycle and wrap our heads around how we can spend the \$434 million that Louisville will receive as part of the American Rescue Plan. Please, as always, reach out with your thoughts, concerns, and questions. I consider it an honor to work with you to make our community stronger.

Best wishes,
Cassie Chambers Armstrong
District 8 Representative





Willow Park Summer Concerts

By Anne Lindauer

“I sure do miss those concerts!” said the nurse taking temperatures at the entrance to the doctor’s office. “When will the concerts start up again?” asked a fellow customer in Kroger. “We’re looking forward to the concerts returning in Willow Park,” said a security guard at Cave Hill as I came through on my walk.

CTA members hear these queries from people who live all around the neighborhood. We have become accustomed to masking up and socially distancing due to the pandemic, but naturally, people long to get back outside to meet up with friends in Willow Park during the Summer Concert Series. Concerts began on the grass of Willow Park in 1979, when CTA Board Member at the time (and my husband) Tony Lindauer played music for about forty neighbors. This group approached the CTA to request funding for more concerts in Willow Park, and they succeeded. From those humble beginnings, the Concert Committee has helped to develop one of our neighborhood’s signature events. These performances now attract people who love to come out to dance and experience a sense of community through music.

In the fall of 1980, the Gazebo was built at a cost of about \$5,000 so that musicians would have a stage to perform on. Nowadays, the concerts have become such a tradition that people plan their summers around which bands will perform.

The neighborhood association has hosted numerous notable musicians: including favorites like Tim Krekel, Lamont Gillespie, Another Mule, Delicious Blues Stew, Blair Carmen, Decades, Nervous Melvin, Appalatin, Hunt Butler, Louisville Brass & Electric, Will Cary, Joe Debow, Rick Bartlett, and The Ovation Orchestra.

In lieu of charging admission to this CTA activity, the Concert Committee has suggested that concert-goers donate canned goods, hygiene items, and school supplies to support Highland Community Ministries.

While the neighborhood has missed socializing, the musicians have suffered most from a lack of venues to play during the pandemic. The Cherokee Triangle neighborhood has enjoyed the Summer Concert Series, and we owe musicians a debt of gratitude for their contribution.

Please consider paying it forward to Musicians Emergency Relief Fund (MERF) in support of those who’ve been affected in their time of need. Here is the site to contribute, if you wish to chip in. <https://www.louisvillelivemusic.com>

A great big thank you to all of our musicians who have graced our gazebo stage over the years. It looks like the city may begin issuing permits again soon. The CTA can’t wait to restart the fun summer events.

Farewell to a Consistent Presence



By Peter Morrin

Madonna Hardin, the mail carrier for a portion of the Cherokee Triangle, retired on December 31st after outstanding service to our neighborhood for fifteen and a half years. Her route was eight and a half miles long, and she regularly walked 3,000 miles a year. Madonna had earlier worked for over five years in the main post office as a sorter, and she had worried that if she became a carrier her allergies would kick up. But she said: “being outdoors, I never felt better.”

Madonna always made an extra effort: she let the neighbors know if a letter that had been put out for pickup had insufficient postage; she rang the doorbell to alert a resident to a package delivery; and, she would deliver held mail after an absence from town so people on her delivery route did not have to go to the York Street facility to fetch letters held during suspended delivery periods. She had a real interest in her customers: the late Paul Sidebottom had a debilitating stroke and passed the time of day sitting on his front porch. Madonna befriended Paul, and after his passing, she took a vacation day to attend Paul’s memorial service in Willow Park.

Madonna loved working in the Triangle: She said, “the people were really nice, and I liked seeing babies grow up to go to high school.”

Madonna’s husband Bill has already retired, and after the pandemic they look forward to travel, with an Ohio River trip already planned.

Neighbors on Bassett Avenue collected funds to give Madonna a lifetime CTA membership in honor of her years of service.

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Highland Community Ministries, Serving the Highlands

Troy D. Burden, Executive Director

Highlands Community Ministries (HCM) has been very busy during the pandemic! The mission of HCM is to build community through programs and activities that promote human and spiritual growth. It has proven challenging to build community while working to keep everyone safe, masked, and six feet apart. HCM has adapted every program to ensure the safety of our clients, staff, and volunteers.



Highlands Community Ministries

grow. heal. play.

HCM's food pantry has seen an increase in foot traffic since the pandemic. Dare to Care responded quickly to increase the amount of food available for folks. Highlands neighborhood associations, congregations, and individuals have provided food and monetary donations to the food pantry. Curbside dropoffs have become very successful, and HCM has served clients throughout the pandemic. Volunteers have worked tirelessly to keep the pantry open three days a week (Wednesday-Friday, 10:00-1:00). After the initial weeks, ValuMarket and the Highlands Kroger have provided produce and bread. Both stores allowed us to pick up donated food, and the community response has been overwhelming.

HCM delivers Meals on Wheels each week on Friday: however, these meals are now boxes of five frozen meals. HCM staff pick up the frozen meals, and a group of very dedicated volunteers deliver these boxes along with fresh milk to our clients. Red Cross Wheels is delivering a box of five frozen meals each week to the seniors and disabled folks, who prior to the pandemic, came to the two HCM Senior Activity Centers. Meals on Wheels and activity center clients have been called each week by HCM staff who check in to ensure that their needs are being met.

HCM, as part of the Association of Community Ministries, has tirelessly utilized our Emergency Financial Assistance program to pay rent, utilities, and medical expenses for people living in 40204, 40205, and part of 40218 zip codes. Through the Association of Community Ministries, HCM has received funds from FEMA, Louisville Metro Housing (CARES), the Community Foundation of Louisville, Ursuline Sisters, Louisville Gas & Electric, Louisville Water Foundation, Louisville Metro Utility Assistance Program, and Community Winterhelp as well as private donations to HCM. From March 2020 until March 2021, our non-profit has served 562 clients with \$325,369 from these sources.

HCM's three childcare centers have remained open (with the exception of the mandatory shutdown). Thankfully, HCM received both rounds of Payroll Protection Program (PPP) funding as well as several CARES grants. Our childcare workers have now been approved for the vaccine and recently the governor has allowed us to go back to full capacity. Currently HCM serves 189 children in our childcare centers, and we hope to get back to full capacity (with over 220 children), after K-12 schools resume in-person education and their younger siblings need childcare.

The outpouring of support for our neighbors in need has truly been heart-warming. Though we were unable to have any in-person fundraisers (Empty Bowls or Taste of the Highlands), residents of the Highlands have pulled through to support HCM with monetary contributions— in addition to food, personal hygiene, and cleaning supplies. Though budgets have been tight, donations, grants, PPP, and a lot of creativity have kept us serving our neighbors in need.

To make a tax-deductible donation, please visit our website at www.hcmlouisville.org. Thank you!

An Act of Kindness

By Susan Rostov, the Roving Reporter

We've all seen her, at least out of the corner of our eyes. Probably none of us has looked at her directly, actually made eye contact. Too painful and awkward. She's on Bardstown Road pretty regularly with at least one and sometimes two shopping carts filled to the brim. Sometimes, she seems to be talking to herself; sometimes she acknowledges the Roving Reporter as someone with whom she is familiar.

On this particular day at the northwest corner of Highland and Baxter, she sat on the ledge of the old Chase Bank building. The Roving Reporter was waiting for the light to change, when out shot an employee from Wick's Pizza. He called out and said, "Hey, I'm making pizza. Do you want one?" His offer was so gracious, respectful, and generous. She lit up and said, "Yes!" In other words, he and she made eye contact and interacted like two people with no stigma.

This moment was so touching and appropriate, especially during the winter, a particularly difficult holiday season. My wish is that all of us could have seen this interaction.

And now as I write this when temperatures are warming and sidewalks are starting to bloom, the homeless are being moved along. I ask myself, "Where did they all go?" And what is being done to help this marginalized population? What can just one person do to help diminish the transient population, which seems to be growing in numbers?

Make no mistake, one person cannot eliminate the complex problem of homelessness. Drug addiction, poverty, and mental illness are often part of the equation.

In Councilmember Cassie Chambers Armstrong's first Town Hall meeting via Zoom, she addressed many of these issues. (<https://fb.watch/3Lv5T-9S-V/>) The recording is worth the time to watch. The comments of George Eklund from the Coalition for the Homeless particularly stand out. This organization has a website that answers many questions, and here is the Coalition's mission:

- **Educate** the community about homelessness
- **Advocate** for system changes and inspire action
- **Coordinate** the community response to homelessness through efficient use of resources and funding

Councilmember Armstrong shared her thoughts in an email to the Roving Reporter:

"In terms of moving forward, I'm currently taking all of the feedback I got from community members at the Town Hall and identifying all of the resources available to address those issues. I plan to put out a document in the next month or so laying out plans and priorities for moving forward. We also have several projects already underway, including a project to try to plant a significant number of sidewalk trees. As the pandemic lifts, my office will be coordinating several community volunteer events to focus on making the corridor cleaner, greener, and more vibrant. Once it's safe to do so, I hope that residents will join in these events, as they are able to lend their time to making our community better. This is a problem that affects us all, and it's going to take each of us using our unique skills and abilities to solve it."

Another organization that plays a role in helping those in need is Highlands Community Ministries. This organization's website describes its work and vision:

"Our vision is to create an inclusive community that continuously enriches the lives of those we serve—because by enriching them, we enrich one another."



Homeless Jesus by Timothy Schmalz at Saint James Catholic Church

It is impossible in this brief article to list all of the churches and non-profits that help to provide a safety net, but each of us can do something, and we must do something to help the Highlands be the community we want it to be. Be aware; be informed. For example, are you aware of the Giving Pantry located at The Loop. It looks like a book return stand, but in fact people are encouraged to fill it with food: sandwiches, fruit, anything that is easily opened and does not require preparation---perhaps just re-heating. It's always unlocked so you can put food in day or night. The offerings disappear quickly.



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The one program that the Roving Reporter has tried unsuccessfully for several years to bring to The Highlands is the Syringe Exchange sponsored by the Health Department—A PROVEN PRACTICE TO REDUCE THE SPREAD OF HIV AND BLOODBORNE DISEASES (<http://louisvilleky.gov/government/health-wellness/syringe-exchange-program>) THAT IS ANONYMOUS AND FREE. Yes, you read that correctly---anonymous and free.

So why doesn't this program exist in The Highlands? The Roving Reporter suspects it's fallen subject to NIMBY. Nothing like citizen lobbyists. Learn more about this program—lobby for it. The Highlands needs to take full advantage of the expertise of our Health Department with the Syringe Exchange Program.

It will take all of us pulling together to come anywhere near beginning to reduce the homeless and drug addiction problems---and others as well---in our beloved Highlands. But to round out this article, if you look around you WILL see acts of kindness that each of us can emulate! So say I! The Roving Reporter

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Happenings in The Highlands

By Nick Morris

Plenty of activity is happening along the main corridor of the Highlands. With over 600 businesses in the area, it's only natural that neighbors would witness a continuous ebb and flow of commerce.

Many businesses have been seeking an Overlay Permit for changes they plan to make to their property. As a quick reminder, Bardstown/Baxter is an Overlay District that requires approval from Metro Planning & Design Services for any physical changes to the exterior of a property.

One property seeking a Permit is located at 1279 Bardstown Road and was formerly operated as Time & Space bar. As a point of reference, MidCity Mall is directly across the street. Time & Space sits between Kashmir Restaurant and Taco City – with the proprietor of Kashmir owning all three buildings. Time & Space had suffered substantial fire damage, and the owner sought to raze the building and redevelop the property. The owner, Kashmira Singh, presented a plan for new construction that would include a two-story mixed use structure. The front portion that faces Bardstown Road would be available as commercial space, and the back portion (alley side) would consist of four apartment units of about 700 square feet each. The proposed development was approved by the Overlay District's committee members, with the Planning & Design staff having final review and approval of landscaping, lighting and signage. The new construction is expected to be up and running by late summer.

At the busy intersection of Bardstown Road and Eastern Parkway, a new tenant will be taking over the former Comfy Cow that operated there for over six years. A "fast-casual salad restaurant" named Green District has announced it will offer its "health conscious" menu at this popular location. Quite a contrast from the decadent days of the ice cream parlor! The salad place will have more than 1,600 square feet of indoor space to work with as well as a large outdoor patio. The restaurant plans to open its doors in early May. With this recent Highlands opening, the Louisville-based company will have four locations in the Metro area.

The Baxter complex at the corner of Baxter and Broadway has recently signed a new tenant. Hi-Wire Brewing is headquartered out of Asheville, NC, just ½ mile from the Biltmore Estate. They are dedicated to brewing award-winning sour and wild ales that appeal to the craft beer drinker. Located at 642 Baxter Avenue, the 5,500 square foot "Louisville Taproom" seeks to be a gathering spot for the neighborhood. Hi-Wire will offer a variety of family-friendly game activities. Opening is expected to take place about mid-summer.

Sometimes, a threatened restaurant can be resurrected. Such is the case with the Uptown Café, having announced its closure this past November. However, in the 35 years of operation, strong customer loyalties were established. Tom and Lisa Drexler (of Drexler Plumbing) had frequented the restaurant for many years and now have taken their loyalty to the next level. They bought the business and plan to retain most of the Uptown staff as well as maintain many menu items. The goal is to be up and running by late April or early May—hopefully in time for Derby. Good to see this positive turn of events in the Highlands.



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**OLMSTED
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For those who walk the paved trails at Cherokee Park, you may be familiar with a trail near the wooden bridge that is badly eroded. With every hard rain, inches of mud are deposited on the paved trail. At one point, a drainage pipe was installed to address the problem, albeit unsuccessfully. Repairing the trail would not have been a long-term solution, the incline was too steep.

Thanks to a very generous donor, Olmsted Parks Conservancy has created an elegant solution to remediate this eyesore. E-Z Construction has built a new set of limestone stairs to replace this eroded trail. In the spring, we will plant native woodland hydrangeas on each side of the stairs to further help control the water runoff.

This is the power when advocates for better parks come together to make long-term improvements that benefit all of us. **Thanks to the donors, supporters, and volunteers of Olmsted Parks Conservancy for making sure Cherokee Park is more beautiful tomorrow than it was yesterday.**



Spring Cleaning of Your Historic Home

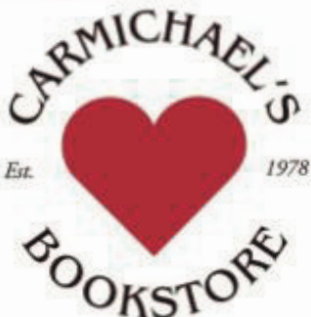


By Savannah Darr, Planning & Design Coordinator

As the days begin to get longer, the grass starts to green, and warmer temperatures become steady, there are important home maintenance projects that you can do that do not require a Certificate of Appropriateness (COA). The first is cleaning leaves and debris from your gutters and downspouts. This is critical to the structural integrity of your home. If the gutters are not functioning properly, your home can suffer from severe water damage.

Staining or sealing exterior wood work is also on many to-do lists. This can be anything from re-painting windows and trim to re-staining a privacy fence or deck. Keeping exterior wood products coated prevents rot and deterioration caused by exposure to the sun and weather. Preventative maintenance saves you money in the long run. Remember, painting wood does not require a COA, but painting masonry does.

Another popular project is the landscaping of beds near and or against homes. If you plan to remove sod or soil against the foundation of your home, please be careful. Unintentionally loosening the soil can allow for water to pool and penetrate the foundation. If you have a wood home, it's important to place a barrier between your mulch and your house. While most landscaping does not require a COA, bear in mind that front yard tree removal, retaining walls, and fences do.

As always, please feel free to contact Landmarks staff (502-574-6230) to see if your project may require a COA before you begin.

CARMICHAEL'S BOOKSTORE is really excited to be open again! We have been a proud member of the Louisville community for 42 years and remain committed to serving the community. In working through the current challenges, it is amazing to know that we are doing so together as one city, one community, and one people. Reading is essential right now and we hope it brings you joy.

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The CTA holds meetings the 3rd Monday of the month (except July and December) at 7:00 pm by teleconference. All are welcome to attend. Please contact digitalmarketing.cta@gmail.com for Meeting ID and Passcode.