

# Downtown--Industrial Economic Development Issues

## 1996 Visioning Project

- Natural environment and farmland as components of a rural landscape.
- Distinctive small communities and small town way of life.
- A distinctive planned community with a diverse economic base with an economically viable downtown.
- Diverse and quality community oriented services.

## 1997 Comprehensive Plan

### *Issues Related to Downtown Midway and Versailles:*

- Provide adequate space through planning actions to encourage governmental, commercial trade, and professional office and multi-family residential development within the central business district.
- Promote the historic character of downtown through the reuse of old buildings and new construction which accents that character.

### *Issues Related to Commercial Development:*

- Discourage strip commercial activities along major traffic arteries unless specifically designated in the Land Use Plan.
- Enhance the expansion and revitalization of commercial needs within the central business district of Midway and Versailles.

### *Issues Related to Industrial Development:*

- Cooperate with industrial development agencies in helping to provide suitable locations for industrial parks.
- Effectively buffer industrial activity from residential areas.
- Encourage the establishment of clean non-polluting types of industries that will constitute a long-range community asset.

### *Issues related to Tourism:*

- To encourage the increase of Woodford County's share of the Bluegrass area's tourist dollars.
- To encourage the development of tourism related businesses.
- To encourage cooperation among the various local interests that serve as attractions for visitors, i.e. hotels, motels, restaurants, museums, and bed and breakfast houses.
- To support and encourage the preservation of historic sites, archaeological sites, unique scenic areas, and horse farms that serve as "drawing cards" for the traveling public.
- To support new and innovative means to encourage tourism and to seek the assistance of state and local governments, as needed to help bring this about.

# Downtown--Industrial Economic Development Issues...continued

## 1999 Principle Centered Community Initiative

- Support farmer's market; promote farming to make it more profitable.
- Viable downtown district, encourage tourism as a for-profit business; fiscally sound, quality festivals to be known for promoting farming to make it more profitable.
- Diverse economic base with viable downtown district.
- Encourage tourism as a for profit business.
- Quality festivals.

## 1999 Midway Public Forum

### *Issues Related to Industry:*

- Corporate demonstration projects.
- Attract revenue producing business to generate funds for the city.
- Promote and attract to community.
- More jobs.
- Encourage new business that will compliment college.
- Retain and attract knowledge based business.
- Integrate residents into community.

### *Issues Related to Downtown*

- Support the downtown.
- Develop tourism.
- Address traffic issues.
- Fix sidewalks.
- Attract anchor business.
- Attract local use service businesses.
- Pursue grant and tourism money.
- Promote Mayberry image.
- Preserve history-restore downtown.
- Work towards common goals.
- Thoroughbred tourist Info center.
- Noise and animal control.
- Midway to be involved in 1-64 developments.



### 1999 Midway Public Forum continued

- Attract revenue-producing businesses to generate funds for the city.
- Center tourism, arts, history, humanities, not excessive tourism.
- Pizza place.
- Identify goals of property owners/tenants within the downtown.
- Retain and attract knowledge-based businesses.
- Preserve architecture.
- Create a vibrant community.
- Public laundromat.
- National chain restaurant to assist in drawing people downtown.

### **Midway Renaissance Committee**

- Build upon the economic foundations of the community by developing a business retention and attraction program, involving property owners, institutions, and civic organizations.
- Include in this strategy a market study that determines the reason for people to come to Midway and outlines what can be done to enhance our unique atmosphere.
- Investigate heritage and cultural tourism opportunities for the community.
- Assist in financial coordination of downtown development, establishing financial incentive programs for implementation of specified projects.
- Develop and implement a plan to ease traffic and parking problems downtown.

### **Woodford County Task Force:**

- Have a viable downtown with mixed uses
- Incentives to encourage existing business to expand but allows for it to stay in the Urban Service Boundary
- Create a fair and equitable funding mechanism to pay for services and facilities
- Solve traffic problems. Bypass and interconnection of streets
- Have diversity of employment opportunities. Attract higher technical type jobs, by allowing incentives to locate in Woodford County.
- Require mandatory sidewalks in residential areas and commercial areas
- Tourist friendly.
- Support local businesses.
- Development of mixed uses in the downtown area

# Downtown--Industrial Economic Development Issues...continued

## Task Force-Public Input

- \* Have more individually-owned businesses.

## RK Requirements Regarding Downtown Issues

### *Historic Integrity and Preservation Ethic:*

- Develop a draft historic preservation ordinance in partnership with the committee.
- Develop a local incentive program such as a low-interest loan pool; paint partnership program, façade grants or design assistance program.
- Develop draft design guidelines for both historic and non-historic resources.
- Prepare a written strategy for preservation education and promotion for the following groups: property owners, city and county government officials, contractors, architects, business owners and residents.
- Re-evaluate existing national register districts if necessary.

### *Financial Support:*

- Demonstrate moderate success of financial support from local banks, industry, government, community leaders, civic organizations, etc.
- Document specific initiatives under development or in the planning stage. Financial support must be in the form of a written commitment letter.
- Document firm commitment of funds for specific initiatives completed or under construction.
- Provide documentation that local officials and business leaders will make downtown revitalization a community-wide priority.

### *Market Study and Implementation:*

- Provide a downtown specific market study underway or in the implementation phase of an outdated study.
- Provide the implementation plan based on current information available and/or commit to update plan when extensive study is completed.

# Community Services--Housing-- Education--Special Care--Quality of Life

## 1996 Visioning Project

- To enhance the quality and diversity of community facilities and services.
- Enhance the educational system with more funding and planning for the future.

## 1997 Comprehensive Plan

### *Neighborhood Development:*

- Support strong, functional neighborhoods through planning and land use regulations designed to encourage the stability of existing neighborhoods.
- Plan the development of new residential areas around the neighborhood concept by developing new areas as a neighborhood within itself, or by integrating it into an established neighborhood.
- Ensure that neighborhoods have access to municipal services and facilities capable of supporting the population of the neighborhood.
- Provide an opportunity for more compact residential development, including townhouses and condominiums, as well as apartment buildings, inside the urban service area.

### *Housing Development:*

- Provide for adequate housing to meet the needs of all the county's population.
- Discourage residential subdivision growth that is scattered outside of the urban services area.
- Improve the environmental condition of blighted and deteriorating areas within the county.
- Accommodate mobile home development only in designated mobile home parks as an alternative form of single family homes.

### *Community Facilities:*

- Continue to encourage the improvement and upgrading of sewer treatment facilities and the extension of sewer trunk lines in a logical and cost effective manner.
- Continue to encourage the development of additional recreational facilities to serve the public.
- Continue to encourage the improvement of the water storage capacity and pressure characteristics of city and county water systems.

# **Community Services--Housing-- Education--Special Care--Quality of Life**

## **1999 Principle Centered Community Initiative**

- Top flight education-uniform higher standards.
- Schools challenging to all students and supportive of all students.
- Higher teacher salaries.
- Minority recruiting and hiring.
- Thriving non-profits
- More senior programs.
- Youth-oriented facilities and services.
- More interaction between diverse groups.
- Better relations between schools and industry.

## **1999 Midway Public Forum**

- Nursing home and elder care.
- Transportation for the elderly.
- Better schools.


## **Midway Renaissance Committee**

- Establish multiple levels of care to meet the needs of the elderly, physically challenged, and other special populations.
- Connect with regional and state opportunities to obtain assistance and partner with Midway College.

## **Woodford County Task Force**

- More consensus in building activities/opportunities. Use citizens rather than outside agencies.
- Housing for all income levels.
- Have a hospital.
- Improve education.
- Require more density in housing rather than urban sprawl.
- Build upon opportunities for youth.
- Opportunities for youth to return to the community after college.
- Community of Pride.

# **Community Services--Housing-- Education--Special Care--Quality of Life**

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- Balanced community.
  - Community who welcomes others-not critical of individuals. Focus on issues.
  - Diverse housing.
  - Community of trust.
  - Smart community by making smart decisions for the future.
  - Supportive of youth in decision making.

# Heritage, Social, & Cultural Issues



## 1996 Visioning Project

- To enhance citizen participation and community life.
- A personal community of caring and concerned citizens.
- Build community participation and collaboration.
- Woodford's agricultural heritage.
- Natural environment and farmland as components of a rural landscape.
- Small town way of life.
- Distinctive small communities.

## 1997 Community Education

- Agree on common goals or priorities on economic health, development issues and Common vision for the future.
- Willing to accept change/compromise.
- Increase sense of responsibility to community.
- Reduce divisions within the community (economic stratification, social class, language and race.)
- Increase citizen knowledge of critical issues.

## 1997 Comprehensive Plan

### *Historic Preservation:*

- Protect historic building, districts and sites from destruction or harm from land use changes.
- Prepare and maintain a countywide list of all historic buildings, sites and districts of Woodford County.
- Encourage the productive use of old and historic buildings and sites through private ownership and restorative actions by adopting local codes and ordinances, which promote restoration rather than hinder it.
- Support the development of local programs, which will promote and encourage the restoration and tourism potential of local historic sites and landmarks.
- Encourage the cooperation between local interest groups, public and private, to encourage the recognition, restoration, and tourism potential of old and historic buildings, sites and districts within Woodford County.

# Heritage, Social, & Cultural Issues...continued



## **1999 Principle Centered Community Initiative:**

- Honest responsible government.
- Encouraging minority leadership.
- Shared community vision.
- Accept new residents.
- Educate citizens on what there is to do in the community.
- Thriving non-profits.
- More senior programs.
- Youth oriented facilities and services.
- More interaction between diverse groups.
- Better relations between industry and schools.
- More consolidation.
- Socially and civilly responsible.
- More family oriented.

## **1999 Midway Forum**

- Support local library.
- Encourage minority participation.
- Improve emergency services.

## **1999 Midway Renaissance Committee**

- Enhance the social and cultural life of the community, engaging all residents.

## **Woodford County Task Force**

- Opportunities for people to find out information regarding what is going on in Woodford County. Resource center.
- Balanced community.

## Greenspace & Recreation Team

1. Create an ongoing beautification effort for the city.
2. Incorporate greenspace issues in the overall planning process.
3. Improve approaches, signage, and the overall image and presentation of the community.

<i><b>Project List</b></i>	<i><b>Implementation</b></i>	<i><b>Possible Funding Mechanisms</b></i>
• Expand Recycling to include paint	90-120 days	Recycling Center, City, County
• Enforce Trash Ordinance	90 days	Code Enforcement, City
• Clean Up Eyesores	60 days	Volunteers
• Long Term Park Plan	12-24- months	City, County, Grants, ADD, MC
• Maintain uniqueness	12-36 months	City, County, ADD, DLG, grants
• Expand Trail System	24-36 months	City, County, ADD, DLG, grants
• Landscaping Plan	24-36 months	City, County, ADD, DLG, grants
• Entrance Beautification	30-60 months	City, ADD, KLC, DLG, grants
• Streetscape Plan & Impl.	36-60 months	City, ADD, KLC, DLG, TE-21, etc
• Buffer Areas	36-60 months	City, County, Private, grants, etc.

<i><b>5 Year Projected Budget:</b></i>	<i><b>2001</b></i>	<i><b>2002</b></i>	<i><b>2003</b></i>	<i><b>2004</b></i>	<i><b>2005</b></i>
• Expand Recycling -paint	\$500				
• Enforce Trash Ordinance	n/a				
• Clean Up Eyesores	n/a				
• Long Term Park Plan		\$1,000			
• Maintain uniqueness		\$2,500	\$2,500	\$1,000	\$1,000
• Expand Trail System		\$2,500	\$2,500	\$1,000	\$ 500
• Landscaping Plan			\$500	\$1,000	\$1,000
• Entrance Beautification			\$2,500	\$5,000	\$5,000
• Streetscape Plan & Impl.	\$6,000	\$25,000	\$30,000	\$50,000	\$75,000
• Buffer Areas			\$10,000	\$15,000	\$20,000

### Special Tools:

*Bluegrass ADD, KLC, University's, Volunteers, Department of Transportation, Private Property Owners, Grants, City, County, etc.*

## Growth Team

1. Establish a community-driven work plan of what downtown Midway will be like in ten to fifteen years. Incorporate the plan into Midway's portion of the Versailles-Midway-Woodford County Comprehensive Plan and continue to seek funding for future development projects.
2. Determine how the I-64 interchange will be integrated into the Midway Renaissance Action Plan.
3. Inventory building stock and existing infrastructure to recommend improvements. Consider historic components, signage and natural resources in this process.
4. Develop a sense of community pride by creating closer ties throughout the community. Utilize community organizations more effectively.
5. Build upon the mutually beneficial relationship between Midway College and the City of Midway.

<u>Project List</u>	<u>Implementation</u>	<u>Possible Funding Mechanisms</u>
• Marketing Study	2000-02	College, Private, KLC
• Design Charettes	2000-01	City, County, Grant
• Maintain & Expand Building Inventory	2002-3	Teams, Volunteers, Hist. Soc.
• Bus. Retention Program	2002	Chamber, Teams, Ind. Authority
• Lodging & Dining Survey	2001-02	Chamber, Teams, Ind. Authority

<u>5 Year Projected Budget:</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
Market Study	\$2,500	\$2,500			
Design charettes	\$50,000				
Building Inventory		\$2,500	\$2,500		
Retention Program		\$2,500	\$2,500		
Lodging Survey	\$5,000	\$5,000			

### Special Tools:

*Bluegrass ADD, KLC, University's, Volunteers, grants, City, County, etc.*

## Downtown Industrial Team

1. Build upon the economic foundations of the community by developing a business retention and attraction program, involving property owners, institutions, and civic organizations.
2. Include in this strategy a market study that determines the reason for people to come to Midway and outlines what can be done to enhance our unique atmosphere.
3. Investigate heritage and cultural tourism opportunities for the community.
4. Assist in financial coordination of downtown development, establishing financial incentive programs for implementation of specified projects.
5. Develop and implement a plan to ease traffic and parking problems downtown

<u>Project List</u>	<u>Implementation</u>	<u>Possible Funding Mechanisms</u>
• Market Study/Analysis	Immediately	Volunteers, College, Tourism, etc.
• Tourism Plan	24-36 months	Volunteers, Private, Owners, etc
• Incentive Program	24-48 months	Banks, City, County, EDA, Grants
• Traffic Plan Update	36-60 months	ADD, DOT, City, County, etc.

<u>5 Year Projected Budget:</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
• Market Study	\$125	\$150	\$175		
• Tourism Plan		\$2,500	\$2,500		
• Incentive Program		\$10,000	\$25,000	\$50,000	\$100,000
• Traffic Plan Update				\$35,000	

### Special Tools:

*Bluegrass ADD, KLC, Midway College, University of Kentucky, Volunteers, Department of Transportation, Private Property Owners, Tourism Cabinet and Grants, etc.*

## Social and Cultural Team

1. Enhance the social and cultural life of the community, engaging all residents.

<i><b>Project List</b></i>	<i><b>Implementation</b></i>	<i><b>Possible Funding Mechanisms</b></i>
• Friday Night Event	Immediately	Midway College, City, Private, grants, etc.
• Adopt a Flower	36-60 months	Private, Students, Owners, City, Etc.
• Run, Walk or Bike	36-60 Months	Private, Students, Owners, City, County
• Portrait of Midway	24-36 months	Private, Owners, College, City, etc.
• Community Center	48-60 months	City, County, Grants, College, etc.
• Parade of Homes	36-60 months	Private, City, Chamber, Civic, etc.
• Old Movie House	60 months	Private, Grants, College
• Festival	36-48 months	College, City, Businesses, Etc.
• Web Site	12-36 months	College, Chamber, Industrial, etc.
• Museum	ongoing	Hist. Society, Mid. Ren, etc.

<i><b>5 Year Projected Budget:</b></i>	<i><b>2001</b></i>	<i><b>2002</b></i>	<i><b>2003</b></i>	<i><b>2004</b></i>	<i><b>2005</b></i>
• Friday Night Event	\$250	\$500			
• Adopt a Flower			\$1,000	\$2,500	\$3,000
• Run, Walk or Bike		\$700	\$1,000	\$1,200	\$1,500
• Portrait of Midway		\$1,500			
• Community Center			\$25,000	\$500,000	\$300,000
• Parade of Homes		\$2,500	\$2,500	\$2,500	
• Old Movie House			\$500,000	\$250,000	
• Festival			\$5,000	\$7,000	\$10,00
• Web Site	\$1,200	\$500	\$500	\$500	\$ 500
• Museum	\$25,000	\$30,000	\$30,000	\$50,000	\$25,000

### Special Tools:

*Bluegrass ADD, KLC, University's, Volunteers, Department of Transportation, Private Property Owners, Grants, etc.*

## Special Care Team

1. Establish multiple levels of care to meet the needs of the elderly, physically challenged, and other special populations.
2. Connect with regional and state opportunities to obtain assistance and partner with Midway College.

<u>Project List</u>	<u>Implementation</u>	<u>Possible Funding Mechanisms</u>
• ADA Plan	12-48 months	State, Fed, Grants, HUD, etc.
• Child Care Center	48-60 months	Private, EDA, Grants, HUD
• Farmer Co-Op	48-60 months	Private, State, EDA, Fm Bureau
• Farmers Conference	36-48 months	Fm Bureau, Colleges, Growers, etc.
• Assisted Living	48-60 months	Private, State, Fed, EDA, etc.

<u>5 Year Projected Budget:</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
• ADA Plan	\$5,000				
• Child Care Center			\$25,000	\$1M	
• Farmers Co-op		\$5,000	\$50,000	\$50,000	
• Farmers Conference	\$2,500	\$5,000	\$10,000	\$15,000	
• Assisted Living		\$25,000	\$700,000	\$1.5M	

### Special Tools:

*Bluegrass ADD, KLC, Midway College, University of Kentucky, Volunteers, Department of Transportation, Private Property Owners, Housing Corporation, HUD, TE-21 and other Grants, etc.*

<u>Five Year Budget</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
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**Growth Team:**

Market Study	\$2,500	\$2,500			
Design charettes	\$50,000				
Building Inventory		\$2,500	\$2,500		
Retention Program		\$2,500	\$2,500		
Lodging Survey	\$5,000	\$5,000			

**Greenspace & Recreation:**

• Expand Recycling -paint	\$500				
• Enforce Trash Ordinance	n/a				
• Clean Up Eyesores	n/a				
• Long Term Park Plan		\$1,000			
• Maintain uniqueness		\$2,500	\$2,500	\$1,000	\$1,000
• Expand Trail System		\$2,500	\$2,500	\$1,000	\$ 500
• Landscaping Plan			\$500	\$1,000	\$1,000
• Entrance Beautification			\$2,500	\$5,000	\$5,000
• Streetscape Plan & Impl.	\$6,000	\$25,000	\$30,000	\$50,000	\$75,000
• Buffer Areas			\$10,000	\$15,000	\$20,000

**Downtown-Industrial**

• Market Study	\$125	\$150	\$175		
• Tourism Plan		\$2,500	\$2,500		
• Incentive Program		\$10,000	\$25,000	\$50,000	\$100,000
• Traffic Plan Update				\$35,000	

**Social & Cultural:**

• Friday Night Event	\$250	\$500			
• Adopt a Flower			\$1,000	\$2,500	\$3,000
• Run, Walk or Bike		\$700	\$1,000	\$1,200	\$1,500
• Portrait of Midway		\$1,500			
• Community Center			\$25,000	\$500,000	\$300,000
• Parade of Homes		\$2,500	\$2,500	\$2,500	
• Old Movie House			\$500,000	\$250,000	
• Festival			\$5,000	\$7,000	\$10,00
• Web Site	\$1,200	\$500	\$500	\$500	\$ 500
• Museum	\$25,000	\$30,000	\$30,000	\$50,000	\$25,000

**Special Care:**

• ADA Plan	\$5,000				
• Child Care Center			\$25,000	\$1M	
• Farmers Co-op		\$5,000	\$50,000	\$50,000	
• Farmers Conference	\$2,500	\$5,000	\$10,000	\$15,000	
• Assisted Living		\$25,000	\$700,000	\$1.5M	