

Midway Renaissance Action Plan 2000

Developed by the Citizens of
Midway, Kentucky

with assistance from

Hometown, KLC
a service program
provided by

Kentucky League of Cities



Mission Statement

“To assist in creating a vital downtown that integrates the needs of the community at large while maintaining Midway’s historic integrity”

Introduction

In August 1999, the City of Midway joined other Kentucky cities as pilot cities for a new service program being offered by the Kentucky League of Cities called Hometown, KLC. The program was created as an adjunct to Governor Paul Patton's Renaissance Kentucky Alliance. As a partner in the Alliance, KLC realizes that many cities need hands-on assistance to achieve the criteria outlined in the Renaissance Kentucky application. Hometown, KLC was designed to help each city develop a greater sense of community tied to its physical place, and to guide each city as it works toward the RK applications and as it develops into the next century.

Elected officials from the City of Midway knew that in order to achieve the goals in the Renaissance Kentucky program, they would need ongoing assistance focused on the downtown. They approved the hiring of a consultant from the Kentucky League of Cities and set to work.

The Mayor and City Council hosted a public meeting on May 10, 1999. Approximately 160 persons attended with over 100 people signing the register. Participants were asked to finish this sentence: "For the City of Midway to meet with success, we must..." Afterward, those attending were asked to prioritize the resulting list.

A Steering Committee was formed from attendees at the meeting, and they have created Midway Renaissance. The Committee and the City of Midway realize that planning is vital in order to protect the community's heritage and plan for the future.

The Steering Committee will endeavor to create a detailed plan and implementation strategy to fulfill the broad objectives recommended by the community and the goals to be incorporated into Midway's portion of the Versailles-Midway-Woodford County Comprehensive Plan. It has been clear to the committee that the plan needs to be proactive, connecting the downtown with the rest of the community, and it needs to be flexible, allowing the organization and the community to focus efforts and manage change.

For the planning process to be successful, long-term advocacy from the Steering Committee, the City of Midway, and the volunteers of the community will be imperative. Funding, ongoing management, and active implementation of the program will also be critical components of success.

To have a lasting impact on development trends, the Midway Renaissance Steering Committee meets on a monthly basis. With the assistance of Bobbie Smith, the consultant from the Hometown, KLC program, the Steering Committee developed the mission statement, objectives, and goals outlined in the following pages.

This document establishes the broad guidelines and timeframe of a full-scale planning effort for Midway. It is the Committee's hope that this report will provide a starting point for a usable plan that will allow the community to begin to fulfill the visions, hopes, and dreams that the citizens of Midway have for their city.

Objectives for Midway Renaissance

The following material is compiled from several different forums where citizens raised their voices about issues facing Woodford County.

- 1996 University of Kentucky's College of Agriculture Visioning Project
- 1997 Community Education Forum
- 1997 Comprehensive Plan Process
- 1999 Principle Centered Community Initiative Meeting
- 1999 Midway Public Forum
- 1999 Midway Renaissance Retreat
- 1999-2000 Woodford County Task Force

This final version of objectives has been created by the Midway Renaissance Steering Committee. They have also added the requirements of the Renaissance Kentucky Program so as not to overlook any element of community development. This material incorporates the efforts of the community into one document, addressing each concern that has been raised.

Growth Issues:

- 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.
- Determine how the I-64 interchange will be integrated into the Midway Renaissance Action Plan.
- Inventory building stock and existing infrastructure to recommend improvements. Consider historic components, signage, and natural resources in this process.
- Develop a sense of community pride by creating closer ties throughout the community. Utilize community organizations more effectively.
- Build upon the mutually beneficial relationship between Midway College and the City of Midway.

Greenspace:

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

Downtown and Industrial Development Issues:

- 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.

Objectives (cont.)

SpecialCare:

- 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.

Social and Cultural:

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

Impediments and S.W.O.T. Analysis

At a meeting held on October 19, 1999, the Steering Committee compiled lists of impediments to achieving the goals of the Midway Renaissance Committee, as well as lists of the strengths, weaknesses, opportunities, and threats for Midway's downtown. Some of these lists are shown below:

IMPEDIMENTS:

lack of money	lack of "need for elder care facility"
vague definition of "historic"	residents feel downtown inadequate
vague definition of "vital"	competing agendas
small town	lack of life-sustaining jobs
different visions among residents	no attraction/nothing to do
lack of communication	parking
sidewalks disintegrating	no pool or other recreation facilities
bedroom community/commuter town	disorganized leadership
business owners not residents	brain drain
cost of sewer system	apathy

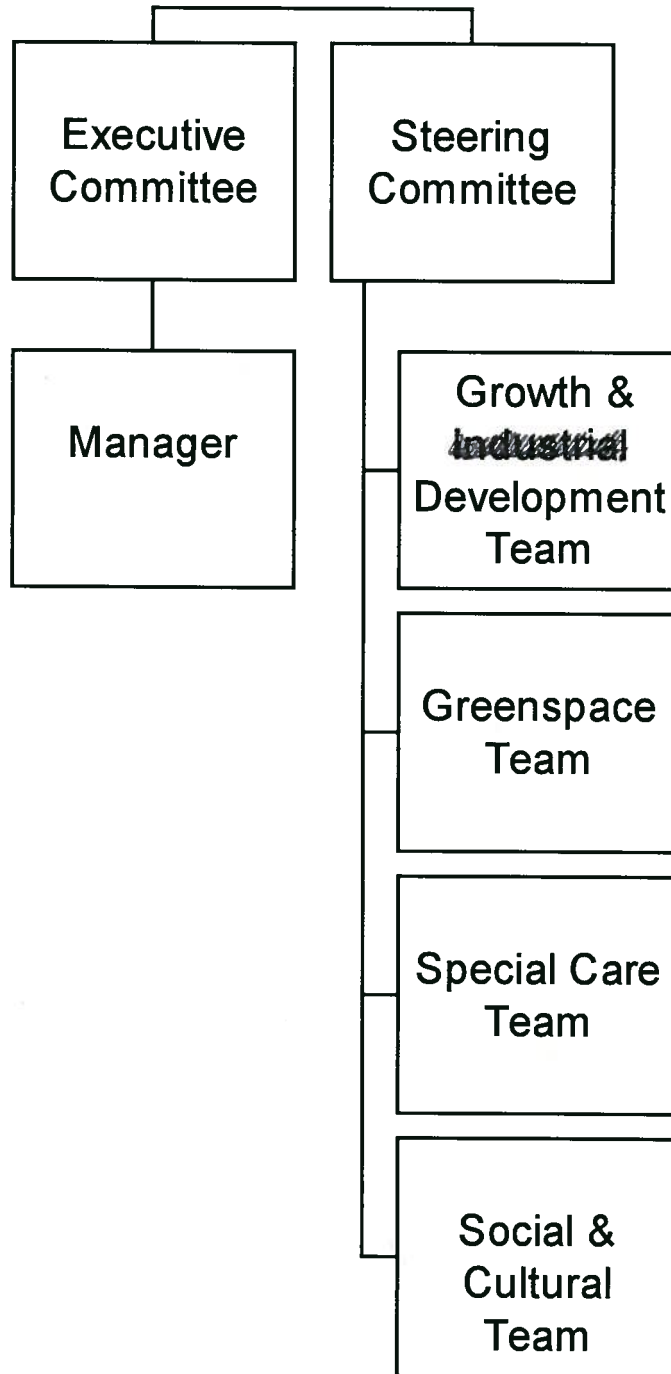
STRENGTHS:

small town	amphitheater
old and new folks involved	city park
proactive and involved college	horse farms and land
location	history
transportation	lunch rooms at Midway Apts and College
10 churches	safety
diverse population	railroad
independent businesses	banks
post office	school
neighborhoods	

OPPORTUNITIES:

airport	empty buildings
swimming pool	college
bus transit	commuter train
museum	city park
interstate development	bypass
horse farms and land	proactive clinic for equine studies
growth	carriage rides

MIDWAY RENAISSANCE



Growth & Industrial Development Team

Establish a community-driven work plan that builds upon the economic foundations in place and those envisioned by the Versailles-Midway-Woodford County Comprehensive Plan and establish a strategic economic development program to address business retention and attraction issues for the next 5 to 10 years.

- 1. Assist in financial coordination of downtown development. Establish financial incentive programs for implementation of specific projects.**
 - Identify funding sources -- grants, low-interest loan pool, local matching funds, banks, EDA members, state resources, merchants association, federal funds, etc.
 - Prioritize areas of development and develop project-specific targeting for funds.
 - Utilize Renaissance Kentucky funds to complete specific projects.
 - Include all interested and potentially contributing parties in the prioritization process. Make sure everyone is in agreement.
- 2. Conduct a market study to determine the reasons that people come to Midway and develop a strategy to enhance the unique atmosphere of downtown Midway. Integrate those findings into a marketing strategy to address the proposed development of the I-64 interchange corridor.**
- 3. Investigate heritage and cultural opportunities for the community utilizing community organizations and public-private partnerships. Identify and preserve the historic character of the downtown area.**
 - Downtown walking tours.
 - Bike trails.
 - Heritage/cultural festivals (folk art, music, crafts, food).
 - Newsletters.
 - Public forums.
 - Co-op advertising.
 - Merchant promotions.
- 4. Develop a sense of community pride. Build upon the historic yet progressive image of the community.**
- 5. Build upon the mutually beneficial relationship between Midway College and the City of Midway.**
- 6. Report regularly and often to the community. Focus on projects that can be completed easily in the beginning and media-blitz the success.**
- 7. Listen regularly and often to what the community is saying. Incorporate, evaluate, and adjust priorities accordingly. Nothing builds on success like more success.**



Greenspace Team

1. Create an ongoing beautification effort for the city.

- Expand recycling to include paint.
- Enforce trash ordinance-property maintenance.
- Clean up eyesores.

2. Incorporate greenspace issues in the overall planning process.

- Expand recreational opportunities for youth; Establish more community parks.
- Strive to protect recreation, tourism, unique natural areas, and cultural attractions by controlling any development that might harm the surrounding environment of such attractions.
- Keep uniqueness with regional planning, pastoral community identity, effective greenspaces.
- Continue development of recreation center, youth-oriented programs/facilities.
- Improve walking trail system.
- Preserve greenspace, create parks.
- Develop a marked walking trail.

3. Improve approaches, signage, and the overall image and presentation of the community.

- Develop standards for landscaping and buffering that will utilize techniques for the purpose of improving the aesthetic and functional quality of new development and continue to encourage the development of additional recreational facilities to serve the public.
- Support efforts to provide the downtown with a clean, uncluttered appearance.
- Effectively buffer commercial areas from nearby residential areas.



Special Care Team

1. Establish multiple levels of care to meet the needs of the elderly, physically challenged, and other special populations.

- Enhance the quality and diversity of community facilities and services.
- 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.

2. Connect with regional and state opportunities to obtain assistance and partner with Midway College.

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



Social & Cultural Team

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

- Enhance citizen participation and community life.
- Create a personal community of caring and concerned citizens.
- Build community participation and collaboration.
- Establish honest responsible government, encouraging minority leadership, shared community vision, accept new residents, and educate citizens on what there is to do in the community.
- Encourage 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.
- Support local library.
- Encourage minority participation.
- Improve emergency services.