



vision **2040**  
**RICHMOND**

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## Acknowledgements

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### **City of Richmond**

Robert R. Blythe, Mayor

Rob Minerich, City Manager

Lisa Cassity, City Clerk

### **Commission**

Mike Brewer, Commissioner/Mayor Pro Tem

Krystin Arnold, Commissioner

Ed McDaniel, Commissioner

Jim Newby, Commissioner

### **Steering Committee**

Scott Althausen

Mike Brewer

Chris Childers

Tyler Frazier

Mendi Goble

Tyler Johnson

John McIntosh

Rob Minerich

Erin Moore

Lori Murphy-Tatum

John Roden

David Stipes

Philip Williams

Ethan Witt

### **Consultants**

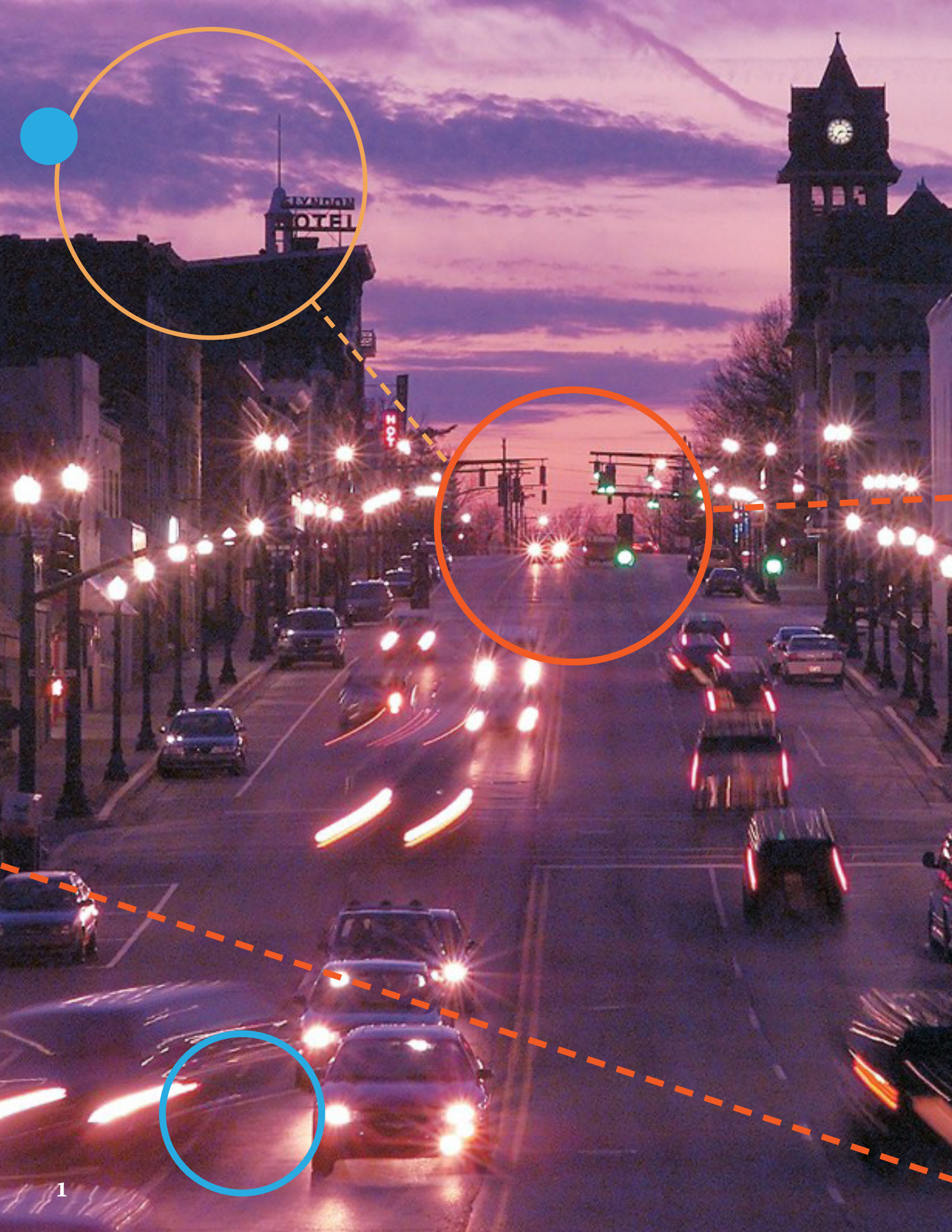
TAYLOR  
SIEFKER  
WILLIAMS  
design group





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# Section 1

## Introduction



### Purpose of the Plan

Our communities are constantly changing and shifting. As we look into the future, we can choose to merely react to change or anticipate and direct the changes that occur. When we engage in a comprehensive planning process, the community is both responding to changes that have occurred and planning for changes that will likely occur in the future.

Richmond faces development pressures as the surrounding areas continue to expand and as Richmond attracts more businesses, residents, and students. The city has a great deal of potential and this comprehensive plan strives to capture and build upon Richmond's positive qualities to ensure a successful future.

## Vision Richmond 2040 Comprehensive Plan

The primary purpose of a comprehensive plan is to articulate a broader vision and establish guiding principles and policies for future growth and development of an entire community versus the needs and desires of one property owner, business, or neighborhood. Comprehensive plans are intended to be broad in nature. This provides community leaders with the flexibility to implement the community-wide vision, goals, and objectives while responding to changing community conditions that are likely to occur over the life of the plan. A comprehensive plan should be used to guide the city's budgeting process and can be used to inform other planning processes and initiatives, such as a capital investment plan that align the community's funding with the goals of its comprehensive plan.

While the comprehensive planning process is an activity primarily undertaken by local government, the Commonwealth of Kentucky has established specific standards in the Kentucky Revised Statutes (KRS-100) including a requirement for and purpose of a comprehensive plan. Communities should prepare and adopt a comprehensive plan, that serves as a guide for public and private actions and decisions and ensures the development of public and private property occurs with limited land use conflicts. Each element is interrelated and descriptions are provided to further explain how one element relates to another. At a minimum, KRS-100 requires the following elements within a plan:

- A statement of goals and objectives for future physical, economic and social development;
- A land use plan element showing how the community should use its public and private land in the future;
- A transportation plan element showing transportation facilities for the circulation of persons and goods in the future; and
- A community facilities plan element showing public and semi-public buildings, land and facilities in the future.

### History / Setting

Richmond has a long and vibrant history as a successful city in the Bluegrass Region. The city was founded in 1798 by Colonel John Miller, a Revolutionary War soldier. During the same year, the Kentucky Legislature approved the move of the county seat from Milford to Richmond; this resulted in a fierce fight between two communities. Richmond was established as the county seat and named after Richmond, Virginia, Colonel John Miller's birthplace.

Today, Richmond is the home of Eastern Kentucky University, which was established in 1906 as Eastern Kentucky Normal State School to train teachers. Richmond is currently the sixth largest city in Kentucky and serves as a center for working and shopping for south central Kentucky. Many notable figures are from Richmond, including an Ambassador to Russia and five Governors.



## Process to Develop the Plan

The Richmond Comprehensive Plan was initiated by the Planning Commission, Board of Commissioners, and City Manager for the purpose of studying current conditions and issues effecting Richmond and determining strategies for growth over the next twenty years. Focused on public participation, the comprehensive plan incorporated the use of public workshops and online engagement to guide the decisions and recommendations set forth in this plan. These ideas and concepts were based on the community's input and desires for the future of Richmond. The public also had an opportunity to provide input during the adoption process with hearings before the Planning Commission and the Board of Commissioners. The result is a plan that identifies a clear vision and the necessary action steps for achieving Richmond's vision.

The plan elements are the story that residents of Richmond want to tell and serves as the foundation of the comprehensive planning process and final document. Relating directly to the plan's vision and goals, the plan elements are made up of layers that, when laid directly on top of one another, form the future land use, transportation, and community facilities plans.

This comprehensive plan was formed around four key questions that include:

1. **Where are we now?**
2. **Where are we going?**
3. **Where do we want to go?**
4. **How do we get there?**

The question of “Where are we now?” is addressed in Appendix A: Research and Analysis, which includes a demographic profile of the city's existing conditions. This data begins to frame the issues the city faces. The responses to this question are descriptive and based on public data and observed characteristics.

“Where are we going?” is the question we must answer to determine the current path the city is taking. This path is likely the outcome for the future of the community if no changes are made to current policy and programming. The size of the future population, the amount of new development that will be required to serve that population, and the location of new development are some indicators that determine the response to this question.

We also ask, “Where do we want to go?” to identify the desired community characteristics for the future. Responses to this question are a result of input from the public and elected/appointed officials. The response to this question informs the future land use plan, vision statement, goals, objectives and the planning principles.

Finally, responses to “How do we get there?” provide the city with tools to implement the comprehensive plan and shape the community in a way that is consistent with the desired vision for the future. They include action steps, time frames, potential funding sources, responsible parties, and other details that will assist the community in achieving the vision.

# How is the Plan Organized?

This document serves as the foundation and official guide for future growth and development in Richmond. As with most plans, the Richmond Comprehensive Plan is intended to be a working document which city officials, planning commissioners, residents, and business owners use to guide future development and land use decisions for the City of Richmond. Readers of the plan are encouraged to highlight, make notes, and check off sections of the plan as they are accomplished. Most importantly, users are encouraged to refer to the plan often, continually monitor the progress of the plan, and ensure that Richmond is growing and expanding in a manner consistent with the overall vision and elements set forth by the plan.

Below is a brief description of each chapter and how each section may be used:

- **Section 2: Vision and Goals** - This chapter provides the foundation for all future decisions regarding the Richmond Comprehensive Plan. The goals and objectives defined in this chapter should be used to find common ground as development and unexpected changes occur.
- **Section 3: Land Use** - The land use chapter is the central focus of a comprehensive plan. This chapter will outline the location and quantity of growth in Richmond. It includes the basis of land use decisions, a future land use map, and a description of each land use category.
- **Section 4: Transportation** - This chapter coordinates future state funded projects and local needs for all forms of transportation in Richmond. This includes roadway improvements as well as multi-modal projects.
- **Section 5: Community Facilities** - The community facilities element identifies the current inventory of facilities such as schools, emergency response, public buildings and other public or semi-public uses. These facilities are coordinated with the future growth pattern.
- **Section 6: Special Issues** - This chapter focuses on several special issues identified throughout the planning process: Economic Development and Promotion and Branding. While the comprehensive plan does not include a small area plan for these issues, it prepares for future discussions and planning processes by introducing the topic and documenting the discussions to-date.
- **Section 7: Implementation** - This chapter provides an action plan that should be used to identify and prioritize tasks necessary to accomplish the plan's overall vision.
- **Appendix A: Research and Analysis** - The appendix details demographic data such as population growth, housing, education and the economy in Richmond
- **Appendix B: Public Involvement** - This appendix contains topics discussed at the stakeholder committee meetings, public workshops, online survey and suggestions by the public for future goals, plan elements, and recommendations.



## Key Terms and Phrases

- **Action Plan:** Specific steps that are recommended by the document and are important to understand in order to effectively use the document and implement the plan's vision.
- **Goal:** A broad statement that supports the vision while adding a specific area of focus. Goals are intended to be lofty, but attainable within the planning horizon.
- **Key Person/Stakeholder:** An individual who is in some way responsible for implementing the plan, in whole or part, or has vested interest in the outcome of the plan, and whose input should be considered in the planning process.
- **Objective:** A statement that adds a level of specificity to the goal, without identifying the individual actions that must be taken for implementation. Objectives are generally measurable so that the community can monitor implementation progress.
- **Planning Horizon:** The period of time considered by the plan, a comprehensive plan general considers a twenty-year period. Review is required by KRS-100 every five years.
- **Policy:** A definite course or method of action to guide present and future decision. Policies may be legislative or administrative in nature.
- **Vision:** A broad statement describing the desired future of the city, as shared by members of the community.







# Section 2

## Vision and Goals

### Introduction

The Richmond Comprehensive Plan is intended to serve as a guide for decision makers on the location, quality, and quantity of future growth and its supporting infrastructures. Throughout the planning process, a cross-section of community stakeholders were involved in developing Richmond's vision. The following section provides the vision and outlines the specific goals and objectives for future growth and development in Richmond.

Before the vision, goals, and objectives are introduced, it is important to understand the purpose of each statement or set of statements. A vision is a broad statement which communicates where the city would like to be in the future. Goals, like vision statements, are broad in nature but usually provide a level of specificity which seeks to give purpose or define results. Goals should be lofty, but attainable within the planning horizon. For Richmond, the planning horizon is defined as twenty years, or 2040. Finally, plan objectives provide a level of specificity to each goal and often provide specific tasks necessary to reach certain goals.

Implementation or action steps put these goals and objectives in motion and name the specific task, responsible parties, and the appropriate time frames to complete each step. Action steps for Richmond can be found in Section 7: Implementation of this document.

## Vision Statement

A vision statement forms a forward-looking strategic framework that gives appointed officials the long-term perspective necessary to make rational and disciplined/tactical/incremental decisions on community issues as they arise.

“The vision for Richmond is one that balances the distinctive character of the community with innovative technologies and vibrant quality of life. We envision the City of Richmond to be full of diverse gathering spaces, attractive housing options, strong educational opportunities, and thriving commerce. As a safe community that is built on a strong employment and revenue base that celebrates the history and cultural assets of the region while fostering sustainable growth for tomorrow’s future.”

## Goals

Goals are lofty, but attainable and are also broad in nature but provide some level of specificity which seeks to give purpose or define a set of results.

- 1 Promote **Economic Development** and Create a **Vibrant Business Community**.
- 2 Provide a Safe and Functional **Multi-Modal Transportation Network**.
- 3 Increase **Quality of Life** and Promote Safe and Sustainable **Neighborhoods**.
- 4 Support Continuing **Life-Long Education**.
- 5 Advocate for **Sustainable Growth**.
- 6 Establish and Reinforce Richmond’s Distinctive **Character, Identity, & Sense of Place**.

## Objectives

Objectives provide an additional level of detail or direction to each goal and are typically action oriented. Each strategy will have one or more action steps that specifically relate to it.

**1**

### **Promote Economic Development & Create a Vibrant Business Community.**

1. Promote downtown as center for commerce and activity with adequate vehicular and pedestrian access and parking.
2. Enhance downtown through placemaking, infrastructure and aesthetic investments, while preserving the character and integrity of the historic district.
3. Support local and small business development and expansion.
4. Develop and provide incentives to attract and retain businesses and industries.
5. Support the expansion and enhancement of tourism attractions, including enhancing and expanding programming and marketing for unique local resources.
6. Strengthen economic partnerships and promote educational resources throughout the community.
7. Encourage infill/redevelopment and adaptive-reuse as means to strengthen the tax base and reduce infrastructure costs.
8. Attract public/private development opportunities for Eastern Kentucky University's emerging fields and technologies.
9. Increase Richmond's economic resiliency and response to existing and future economic disasters like the COVID-19 pandemic.

2

**Provide a Safe and Functional Multi-Modal Transportation Network.**

1. Develop and coordinate a holistic, long-range transportation plan to improve safety conditions, and access for all modes of transportation.
2. As new roadways or connections are planned or constructed, continue to implement access management best practices that provide safe roadways.
3. Improve and extend sidewalk connectivity to major destinations and neighborhoods throughout the City.
4. Plan and incrementally implement bike lanes and multi-use trails throughout Richmond that build upon the existing network.
5. Employ traffic calming features into transportation infrastructure projects to increase safety for all roadway users.
6. Continually maintain and improve infrastructure systems.
7. Integrate new technology advancements into transportation infrastructure upgrades.
8. Implement a wayfinding and gateway signage system in Richmond for motorists, bicyclists, and pedestrians.
9. Ensure all residents, including seniors, have viable access to public transit service.

3

**Increase Quality of Life and Promote Safe and Sustainable Neighborhoods.**

1. Maintain and enhance public safety in the City of Richmond.
2. Ensure all new development aligns or transitions appropriately with the existing character, scale, and density of nearby neighborhoods.
3. Ensure that housing developments are served by adequate amenities and infrastructure.
4. Encourage rehabilitation, beautification, and upkeep of all neighborhoods.
5. Increase homeownership rates while providing safe and affordable housing options for all residents.
6. Allow for the establishment of diverse housing types, including options for seniors, students, families, and young professionals.
7. Increase support for and the creation of neighborhood organizations which promote community enrichment and pride.
8. Support community and health services that serve the neighborhoods, including training, support and collaboration for human service providers.
9. Cultivate on-going relationships between the City and neighborhood groups to maintain and improve neighborhoods, leverage limited resources, and facilitate assistance to residents in need.

## 4

**Support Continuing Life-Long Education.**

1. Continue to strengthen the relationship between the City and Eastern Kentucky University, both culturally and physically.
2. Continue to provide a strong educational foundation for Richmond's youth (grades K-12, pre-kindergarten, Head Start and day care).
3. Promote the Training Resource Center at ECU and the Madison County Career & Technical Center as community resources.
4. Encourage lifelong learning through expanded adult education opportunities and facilities such as the Madison County Career & Technical Center.
5. Support the development and retention of young professionals in the community.

## 5

**Advocate for Sustainable Growth.**

1. Encourage future growth where current and adequate infrastructure and amenities exist in order to limit the negative effects of urban sprawl.
2. Focus new water and sewer services and other infrastructure in areas appropriate for and prime for growth.
3. Ensure new development does not impact water quality, and includes stormwater management best practices.
4. Support community-wide programs and policies for Renewable Energy, Energy Efficiency, Green Building, Waste Reduction, Reuse and Recycling.
5. Advocate for the use of sustainable materials and best practices in public and private development projects.

## 6

**Establish and Reinforce Richmond's Distinctive Character, Identity, & Sense of Place.**

1. Encourage future growth where current and adequate infrastructure and amenities exist in order to limit the negative effects of urban sprawl.
2. Focus new water and sewer services and other infrastructure in areas appropriate for and prime for growth.
3. Ensure new development does not impact water quality, and includes stormwater management best practices.
4. Support community-wide programs and policies for Renewable Energy, Energy Efficiency, Green Building, Waste Reduction, Reuse and Recycling.
5. Advocate for the use of sustainable materials and best practices in public and private development projects.







# Section 3

## Land Use



### Introduction

It is a primary objective of this plan to plan for future growth and development as well as improve the quality of life in Richmond. This can be done through the Future Land Use Plan, which guides the Planning Commission, Board of Commissioners, and other local decision makers with development-related decisions. Goals and objectives related to growth and development can be found in Section 2: Vision and Goals, and action steps can be found in Section 7: Implementation.



## Existing Land Use

### Existing Development Patterns

Richmond's Current land use patterns reflect a developed urban core with many suburban and rural land use types surrounding the city. The largest existing land use in Richmond is agricultural or open fields, which accounts for approximately 51% of the land within city limits in 2021. This has decreased significantly since 2010 as new development has occurred. The remaining land use categories are shown below.

Existing Land Use			
	2010	2017	2021
Agricultural/Open Space	68%	54%	51%
Single-Family Residential	11%	14%	16%
Multi-Family	5%	5%	6%
Mobile Home	N/A	N/A	0.7%
Commercial	8%	8%	8%
Industrial	5%	4%	4%
Public/Semi-Public	3%	15%	15%

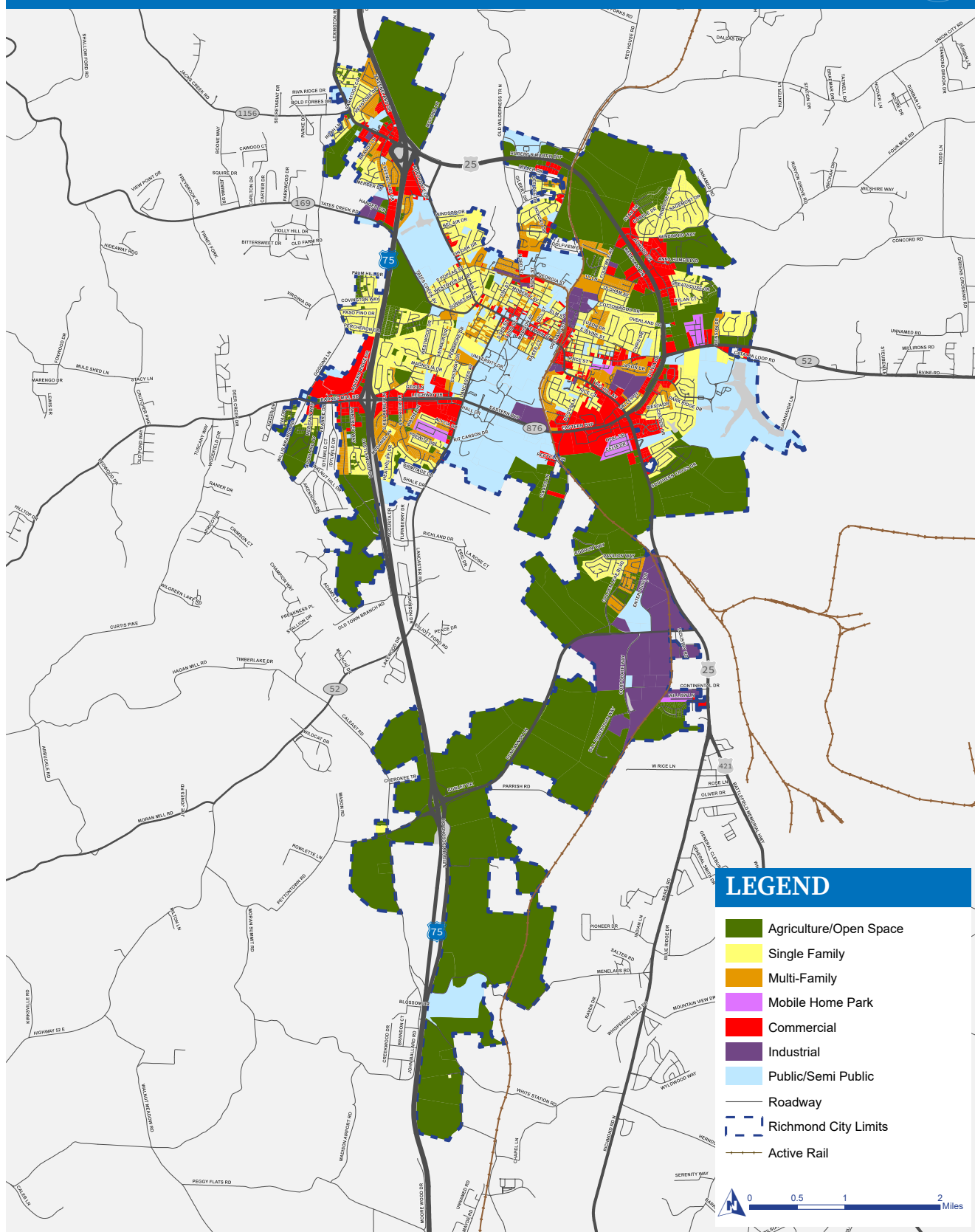
Many of the residential land uses are located near downtown, adjacent to Eastern Kentucky University or along the bypass. Existing commercial development is concentrated along the Eastern Bypass and downtown with new development occurring on the Robert Martin Bypass. Single-Family Residential has increased from 11% of the land area within Richmond in 2011 to 16% in 2021.

Many public or semi-public spaces exist within the city's core, such as government facilities and Eastern Kentucky University. Public/Semi-Public land uses have also increased significantly from 3% of the area within city limits in 2010 to 15% in 2021. Finally, the majority of Richmond's industrial land uses are concentrated in the Industrial Park in the southern portion of the city.



# EXISTING LAND USE (2015)

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## Future Land Use Plan

Madison County is projected to grow by 18.5%, or 16,000 people, by 2040. Richmond accounts for approximately 39% of the county's population, and based upon this, Richmond could absorb 39% (or 6,240 people) of the county's projected growth. This growth will require additional land for residential, commercial, and industrial uses.

### **Future Development Location Criteria**

The following illustrates the rationale behind the preferred location of land uses in the future land use plan. The location criteria should be used by members of the Planning Commission, Board of Commissioners, and/or staff in making decisions regarding rezoning of property, subdivisions of land, planned unit developments, and other approvals.

#### **All development should comply with the following location criteria:**

- New development should meet the land use and subdivision requirements and regulations.
- New development should avoid areas in the floodplain, environmentally sensitive areas or sites that are unsuitable for development; it should also protect natural areas, such as streams and riparian corridors.
- New development should meet federal, state and local rules and regulations regarding floodways and floodplains.
- New development should avoid the creation of multiple curb cuts along major highways by incorporating access management practices and encouraging cross-development connections (the ability to drive between developments without accessing the primary roadway).
- High traffic areas should focus on safety for all users, including acceleration/deceleration lanes, sidewalks, crosswalks, etc.
- New development should align with water and sewer infrastructure available to serve the project.
- New development should encourage infill rather than greenfield development and should be located adjacent to compatible land uses.
- Transitions in density and intensity of land use types should be used to avoid land use conflicts.
- New developments which exceed a set number of acres in size (as determined by the administrator) should be considered for Planned Unit Development designation.

#### **Residential:**

- Subdivisions should avoid designs with only one entry/exit point and connectivity between subdivisions should be encouraged.
- New subdivisions should allow for expansion and/or connection to adjacent developments with stubbed-out streets or by granting right-of-way.
- New subdivisions should provide a form of greenspace or shared public space for both residents of the subdivision and citizens of Richmond.
- Residential areas should be buffered from non-compatible land uses, such as industrial areas.
- A transition in housing density should be provided between single-family and multi-family housing.

**Commercial:**

- Frontage roads and cross-development access roads should be used on all major highways, especially along the Eastern Bypass and the Robert Martin Bypass.
- Commercial development should gain access from a collector or arterial roadway.
- A common point of access should be required for mid-to-large-scale development that generate high volumes of traffic.
- Shared parking for adjacent and well-connected developments should be utilized when appropriate.

**Industrial:**

- Industrial development should gain access from arterial roadways and railways, and shared driveways/access points should be considered.
- Expansion of the industrial park should be encouraged.
- Industrial development should be located near multiple forms of transportation to have a broader appeal for potential tenants.
- Industry should be encouraged in areas that are not visually intrusive such as existing industrial parks or adjacent to existing industrial or high-intense uses.
- Industries that produce hazardous materials should have proper separation from public uses and residential areas.

**Future Land Use Map**

The Future Land Use Map (as shown on the following page), identifies areas for future growth and defines where and what type of growth is appropriate. The previous future land use map was refined based on the current conditions and planning goals and objectives. New growth patterns were identified for areas currently undeveloped that would likely develop in the next twenty years. Very few areas were identified to remain agricultural or open space in the future. Additionally, growth or annexation areas were also identified on the map.

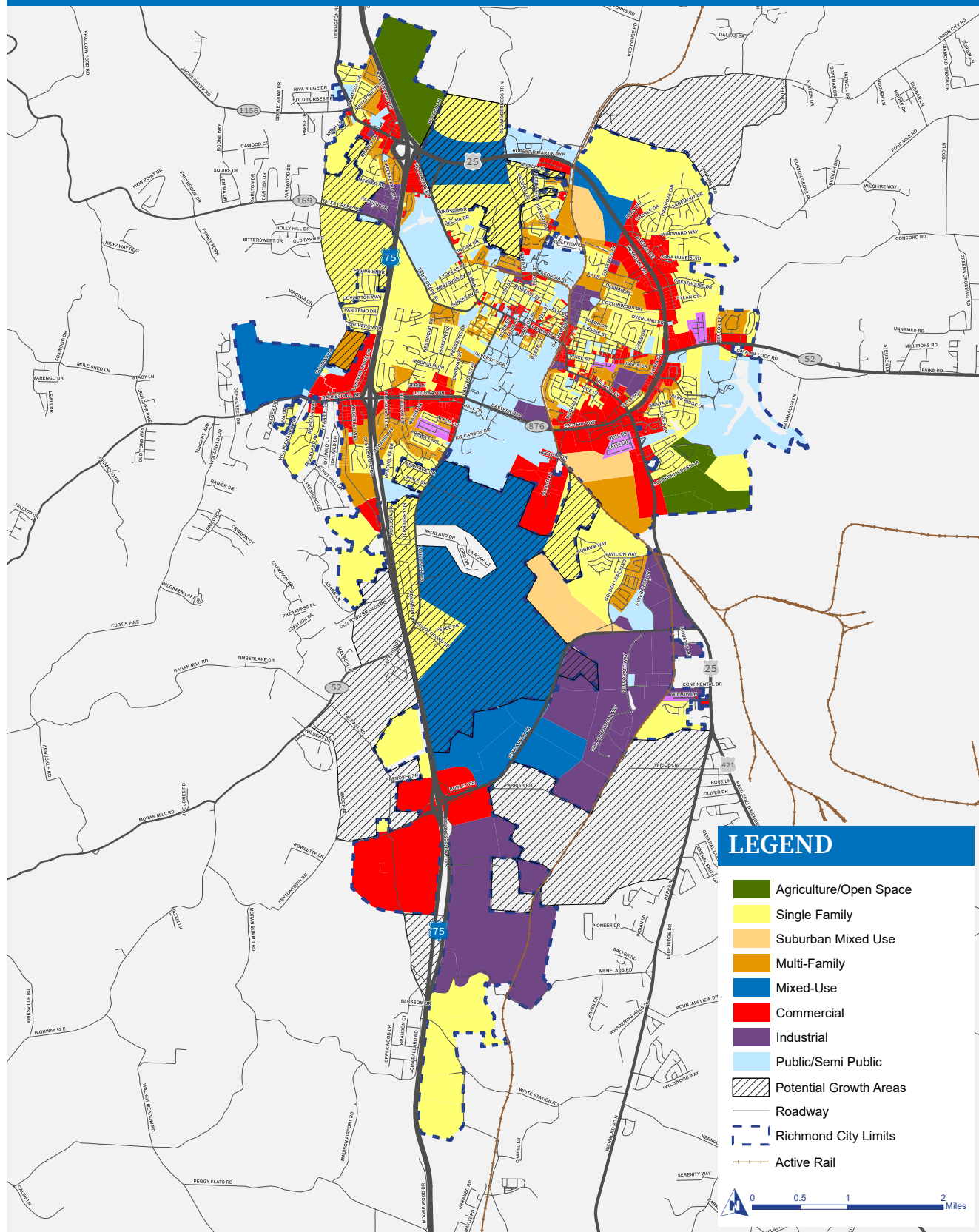
The future land use map should be reviewed in relation to the future transportation plan map and community facilities map to determine the most compatible zoning. As development occurs and market conditions change, this plan should be reviewed and updated at least every five years to ensure Richmond is developed in a manner that is desirable.

**Existing Development and Infill**

An overriding principle of the future land use plan includes infill development within city limits. It is preferred that development should occur at sites where infill is viable. The future land uses within the existing urban core should reflect and be compatible with surrounding land uses. Appropriate consideration should be given to transitions between varying land uses and single-family housing and multi-family/student housing. Future privately owned residential housing that is typically rented to students near Eastern Kentucky University should be developed in a manner that contributes to the established single-family neighborhoods in the surrounding area.

# FUTURE LAND USE MAP

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### **Voluntary Annexation**

There are multiple areas adjacent to Richmond's city limits that should be considered for voluntary annexation; these areas are identified on the Future Land Use Map. As with any annexation, the fiscal benefits and constraints of annexation need to be examined as part of the annexation process. Voluntary annexation of these areas would begin to fill gaps that are considered "Richmond" but are otherwise governed by the county. Residents of these areas currently utilize city services and infrastructure in some manner. Voluntary annexation of these areas would allow development of these areas to be consistent with this plan. Regardless, desired development patterns of these areas should be coordinated between the city and county to ensure advantageous development. Finally, if any areas are voluntarily annexed into Richmond, the future land use of the annexed land should be considered and included in future updates of this plan.

### **Land Use Descriptions**

The siting of future land uses should support the collective, long-term vision of the plan. It is important to recognize that the future land use plan and the descriptions of those categories do not indicate any concurrent changes in zoning, nor are these category descriptions intended to reflect the descriptions of any specific zoning district. The following descriptions are provided as a general guide to help decision makers better understand the intent of this plan.

It is important to understand that the future land use map is used in conjunction with the other sections of the Future Land Use Plan (Section 3). The following describes the different land use recommendations in detail and should be consulted when making land use and zoning decisions.

#### **Single Family Residential**

These areas are intended to be developed to include single-family dwellings (detached). The location of the residential uses is based in large on the availability of land and character of surrounding development. The purpose of this classification is to create an attractive, stable, and orderly residential environment for residents who desire single-family lots. Other uses in this classification should be limited to public and semi-public uses which are normally associated with residential neighborhoods, such as a school or community center. Another potential appropriate use may be neighborhood or very-small scale commercial development that provide convenience goods to nearby neighbors. They can include, but are not limited to, individual offices, banks, day care centers, convenience stores, churches, and small restaurants.

This classification should include various densities of single-family residential growth, averaging four units per acre, six units per acre, or eight units per acre. Within each classification, some development will occur with a density less than the target density while other development occurs great than the target density. However, the overall area should be similar to the target density. Development in the highest density single-family residential classification (eight units per acre) is generally intended to serve as a buffer between the lower density residential classifications and multi-family or non-residential development.

#### **Multi-Family Residential**

This land use category includes multi-family residential and single-family attached residential, including duplexes, townhomes, or apartments. This land use is typically located in areas adjacent to similar land uses or as a transition in density from non-residential to single-family residential land uses. This is the highest density housing within the city. Other uses in this classification should be limited to public and semi-public uses, such as schools or recreation facilities, which are normally associated with multi-family residential development.



### Commercial

Commercial is a broad land use category and is planned to include those uses which are not appropriate in the downtown district due to scale and suburban mixed use areas. This area is most appropriate for larger commercial buildings and those uses which produce greater volumes of vehicular traffic. The location of this land use allows access point(s) on a major roadway and provides development sites with high visibility and improved accessibility. It may include commercial that is less compatible with residential as a result of their size, character, lighting, noise, and/or automobile/truck activity. Developments in this classification are encouraged to have cross-development access and utilize access management measures to ensure adequate traffic access and flow.

### Suburban Mixed Use

This land use category allows for flexibility for future development to include a mix of residential development, such as single-family and multi-family, with limited areas for commercial development. As the name suggest, this classification will not reflect a downtown nature but rather neighborhood uses that serve the daily needs of nearby residents. Neighborhood commercial uses should be located with proper access and accessibility to roadways with adequate capacity.

The purpose of allowing neighborhood commercial to be located in an otherwise residential area is to reduce the number of trips on the community's primary arterial and collector streets. Neighborhood commercial uses should be limited to small shopping centers or free-standing buildings which provide convenience retail or services to the adjacent neighborhoods rather than the larger city. Examples of appropriate uses of neighborhood commercial include dry cleaners, day care centers, ice-cream shops, carry out pizza restaurants, and coffee shops. Some examples of non-compatible uses could include gas stations (well lit, high traffic, and open late hours), drive-thru restaurants (high traffic, open late, high speaker noise), car washes (high noise, high traffic), or other uses that include offensive lighting, noise, or traffic. Within this land use category, attention should be paid to transitions in densities between single-family and multi-family residential.

### Mixed Use

Different from Suburban Mixed-Use, this future land use category is intended to allow flexibility between multi-family development, single-family development, large-scale commercial, or light manufacturing. Density in this category is intended to be greater than suburban mixed use and include higher intensity uses based on its proximity to the interstate or major highways.

The purpose of designating mixed use in relatively undeveloped areas with prime access is to allow greater flexibility for decision-makers as the market directs the final value and desired designation of this land. Prime access and availability of utilities make it efficient for any land use, however, development may also need a market demand for that particular use. Development in these areas should provide interconnectivity and include access management and transportation safety measures.

### Industrial

The goal of this land use category is to provide future development capability near the existing industrial parks. While some industries depend on rail access, others rely on close proximity to interstate access. Providing additional growth near current industrial areas capitalizes on both rail and interstate access. This can include both small and large scale business as well as public or semi-public uses that are normally associated with industrial development.

### Agricultural/Open Space

This land use category is provided to designate agricultural areas that are to remain in their current use or where no urbanization has occurred or is planned to occur. The intent is to direct development to more appropriate areas until additional land is needed to support the future population.









# Section 4

## Transportation



### Introduction

The transportation network and land use of a community are inextricably linked. In many ways, the transportation network determines the type of development that occurs in a community. Sometimes a specific land use, such as an industrial park or retail center, can drive the need for transportation system upgrades or improvements to ensure adequate access and mobility. Thus, it is important for the comprehensive plan to assess the current transportation network in and around Richmond and reflect the needs of future land uses served by this system. This chapter defines the city's transportation needs as it relates to the existing conditions and proposed future land use.

## Functional Classifications

The functional classification of a roadway describes how it balances the two primary functions of all roads: (1) carrying through traffic and (2) providing direct access to adjacent property. Roads that are primarily used to accommodate through traffic (typically for longer trips) are referred to as arterials, while roads primarily used to directly access individual properties are referred to as local streets. Collector roads link local streets with arterials and often serve to balance demands for travel and access to property. The existing functional classification map for Richmond, as created and defined by the Kentucky Transportation Cabinet (KYTC), reflects the current functional classifications as determined by KYTC (page 27).

The functional classification of a road guides development through lane requirements, design standards, cross section elements, right of way, and access management components. The functional classification also has implications for the funding of roadway improvements; most types of federal function are not available for roads that are classified as “local.”

Functional classification should be defined in the context of the overall roadway network to provide a balanced system that meets both travel and access requirements. Failure to provide a well-planned network of streets with a variety of functional classifications can result in congested streets that were not designed for high traffic volumes, cut-through traffic on neighborhood streets, high crash rates, and other interrelated problems.

The following describes the various roadway functional classifications. The 2015 Richmond Access Management and Roadway Manual further outlines the functional classification of roads in Richmond.

### **Freeways/Expressways: I-75**

- Highest operating speeds, greatest traffic volumes, and longest trips.
- Divided highways with a minimum of two travel lanes in each direction.
- Intended solely for through traffic and provide no direct access to adjacent property.

### **Major Arterials: Eastern Bypass, Dr. Robert R. Martin Bypass, US 25/Berea Road, and Duncannon Lane**

- High traffic volumes.
- Intended primarily for through traffic movement with limited access to adjacent properties.
- Partial control of access is desirable.
- In rural areas, these facilities serve substantial statewide or interstate travel.
- Within urbanized areas, these facilities serve both through trips and longer intra-city trips.
- Serve major through movements between important activity centers in an urbanized area and a substantial portion of trips entering and leaving the area.

**Minor Arterials:** Lancaster Avenue, US 25/Main Street, and SR 338/N Second Street/Red House Road

- Intended to serve through traffic, with some access to adjacent land.
- Connect with and supplement the major arterial system.
- In rural areas, these facilities serve both interstate and inter-regional travel.
- In urban areas, they provide major intra-community connections.
- May carry local bus routes but they should not penetrate neighborhoods.
- Provide lower travel speeds and accommodate shorter trips than principal arterials, while providing more opportunities to access adjacent properties.

**Collectors:** Barnes Mill Road, Irvine Street, N Third Street, and Tates Creek Avenue

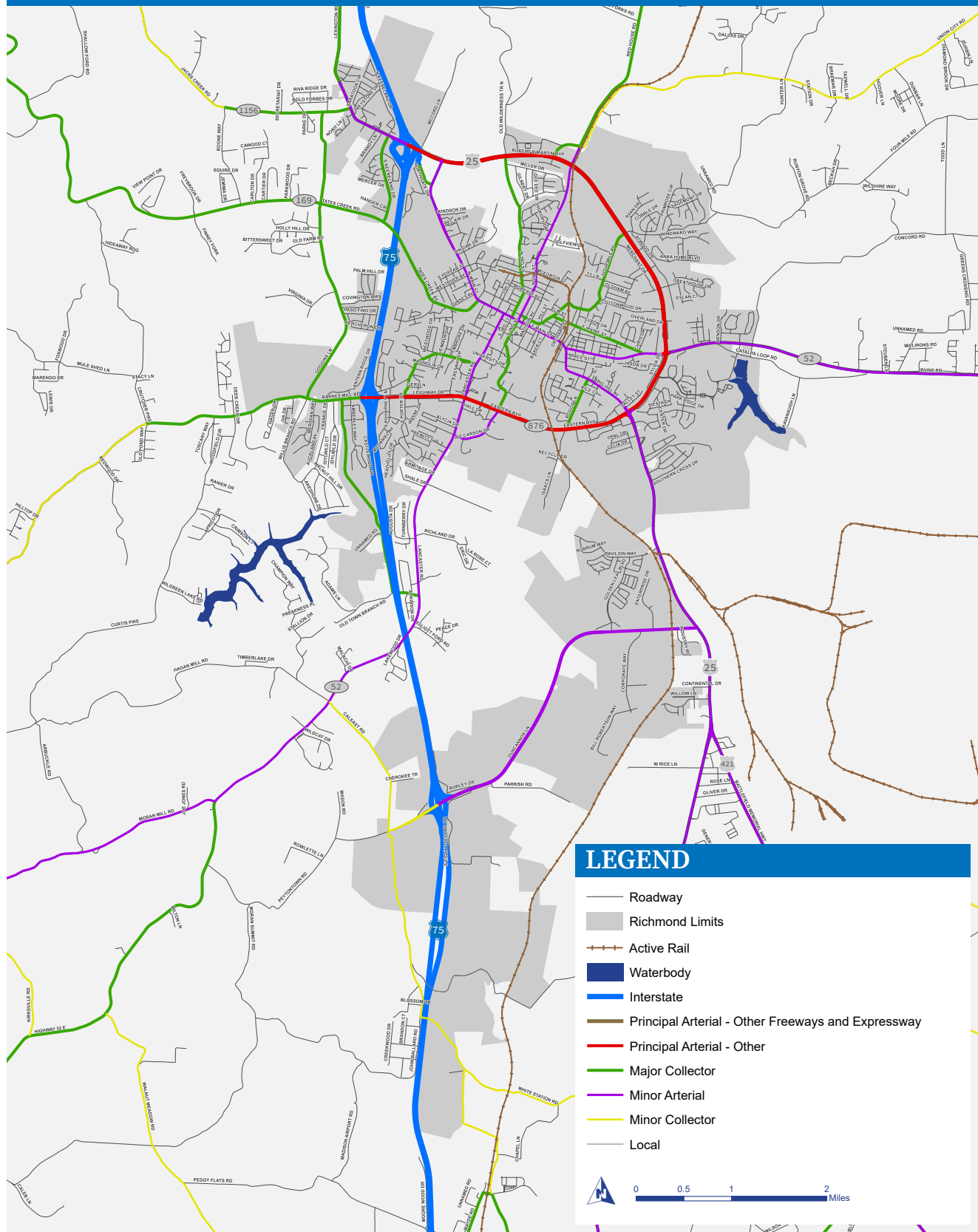
- Provide access to land uses and traffic circulation within residential, commercial, and industrial areas.
- May penetrate residential neighborhoods, providing a connection between the neighborhoods and higher volume arterials.

### Local Roads and Streets

- All public roads and streets not classified as arterials or collectors are classified as local roads and streets.
- Provide direct access to abutting properties and are intended to primarily serve local traffic movement.
- Traffic speeds and volumes are generally low and through traffic is discouraged.

# ROAD FUNCTIONAL CLASSIFICATIONS

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# Transportation Plan

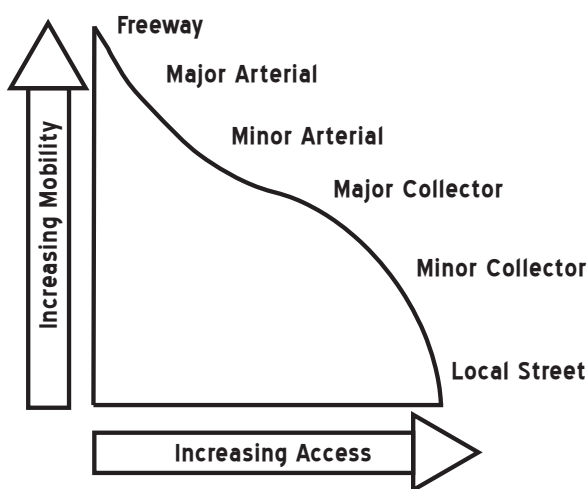
The Transportation Plan incorporates the future plans of KYTC as well as future needs of Richmond based on input from public meetings and city departments. While this plan does not propose any changes to the functional classification of roadway network, the transportation plan includes recommendations for access management improvements, safety/capacity improvements, new roadway enhancements, and non-vehicular improvements that are described in this chapter.

The map on the page 29 describes the communities future transportation improvements.

## Access Management Improvements

Access management is simply proactively managing how private property and developments access public roads. Examples could include the location, spacing, and design of driveways; spacing between driveways or intersections; median treatments; frontage or service roads; and land use policies.

Best practices in access management can foster well designed transportation systems that improve the safety and function of a roadway. They can also advance economic development by encouraging a more efficient use of the land and infrastructure and preventing sprawling development from destroying open space. To achieve a more complete assessment of the current status of roadways and how to mitigate for inefficiency and traffic conflicts, it will be necessary for the City of Richmond to develop an updated Access Management and Roadway Manual from the 2015 plan. This is important because the lack of access management typically leads to a continuous investment in roadway improvements that chases development and attempts to address the traffic problems after the fact. Effective access management translates into fewer conflict points, reduced traffic delays, higher travel speeds, and improved roadway capacity.

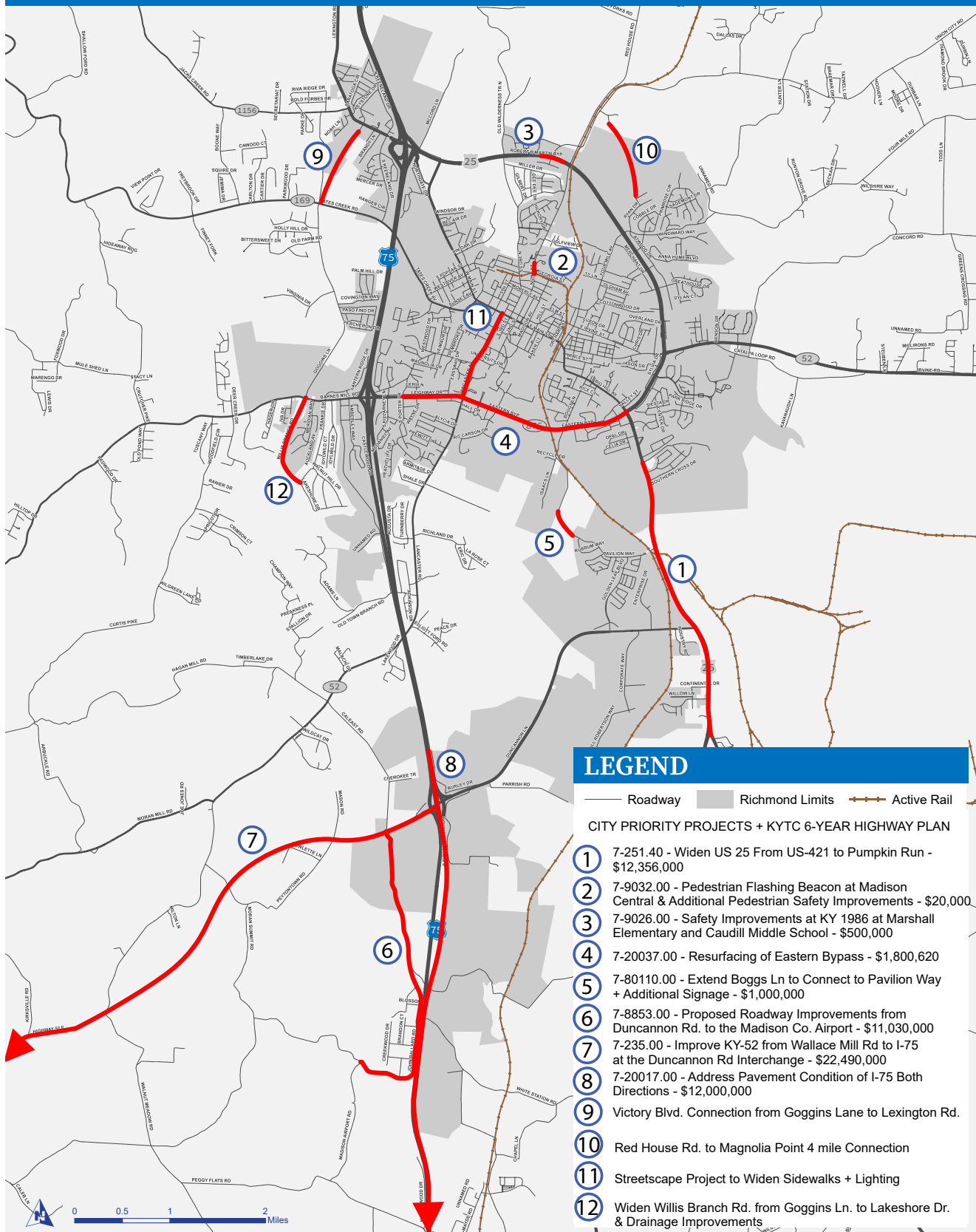


Future access management improvements were identified by the public along the Eastern Bypass, Dr. Robert R. Martin Bypass, Lancaster Avenue, Lexington Road, and KY 388/Red House Road. The Eastern Bypass from I-75 to Lancaster Avenue has a great deal of congestion currently, as well as Lancaster Avenue from Main Street to the Eastern Bypass. If the Dr. Robert R. Martin Bypass develops without proper planning, it could become congested as well. Proper access management measures, such as service drives, cross-development access, limited curb cuts, and signal timing, should be analyzed to improve or maintain an adequate level of service on these roadways. While it is more difficult to reconstruct the site access with

limited curb cuts or service drives in areas already built-out, other access management measures should be implemented to improve roadway function. Evaluating signal timing, reducing the number of conflict points, consolidating driveway locations, and requiring interconnected parking should also be considered.

# FUTURE TRANSPORTATION IMPROVEMENTS

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For underdeveloped areas, new development should be required to increase driveway spacing and use shared driveways, utilize internal access roads, and incorporate cross-development access/interconnected parking areas to aid in reducing congestion and traffic conflicts.

### **Safety and Capacity Improvements**

The analysis of crashes showed the safety deficiencies were mostly related to a combination of speed, winding roads, and congestion. That is, high crash locations were concentrated in areas where traffic volumes were highest combined with high turning activity at intersections and along roads with numerous driveways. This was confirmed through examination of actual crash records at high crash locations.

Safety and capacity improvements were identified on several streets such as the Eastern Bypass from Exit 87 to Highway 52, North 2nd Street/Red House Road from Main Street to the Dr. Robert R. Martin Bypass, and US 25/Berea Road. US 25/Berea Road is currently identified by KYTC as a project on the State's Six Year Plan; the design and geometric configuration of this roadway should be analyzed to increase safety as well as reduce traffic speed and safely accommodate pedestrians. The identified improvement is to widen US 25 from US 421 North to KY-876. Other roadway improvements are also identified on the transportation map.

### **Land Use-Transportation Relationship**

Peak hour congestion is compounded by the relationship between land use and transportation, especially along some principal arterials. Along the EKV Bypass/KY 876 corridor, land use is heavily oriented toward commercial retail. Not only does this area "capture" a lot of weekday commuter pass-by traffic, the area also attracts primary trip destinations from throughout the region, particularly on evenings, weekends, and major shopping holidays.

### **New Roadway Improvements**

The 2015 Richmond Access Management and Roadway Manual identifies areas for future roadway improvements and sets minimum standards for construction and placement of future infrastructure. The Future Transportation Needs Map (page 28) illustrates a conceptual corridor and locations.

### **Future Multi-Use Path System**

A system of multi-use paths can reinforce a pedestrian environment and provide outdoor recreation for residents. Through input gathered from the public, there was a large desire to make Richmond more pedestrian and bicycle friendly. As a result, a multi-use path system is proposed to connect destinations and favorable routes for non-motorized traffic movement. This system should include, paved path (10 to 12 feet in width) as indicated in the 2015 Access Management and Roadway Manual on various streets throughout Richmond. Where there is limited right-of-way, such as downtown, the path width could be reduced. In addition, the careful planning of safe pedestrian crossing would improve safety for users.



### Primary Sidewalk Improvements

A well-defined and connected sidewalk network can also aid in pedestrian mobility and recreation; sidewalks can also be an important infrastructure improvement for increasing the quality of life in Richmond. While smaller in width than a multi-use path, sidewalk improvements contribute to the larger network and improve access and connectivity. The sidewalk improvements proposed within this plan, which are also included in the 2015 Richmond Access Management and Roadway Manual, would provide a safe connection and crossing points for pedestrians and an alternative mode of transportation for shorter trips. The proposed sidewalks also include connections to all schools in Richmond. The primary sidewalk improvements identified in this plan do not constitute all future sidewalks in Richmond but rather it identifies the priority projects from a city-wide perspective. Additional sidewalk connections and safe crossings to neighborhoods, schools, and other destinations should be considered on an as needed basis. The Sidewalk Improvements Map to on page 32 highlights these areas of concern, especially those neighborhoods and major corridors that lack any sidewalks at all.

### Streetscape Improvements

The physical elements or amenities included in or along a street can visually define and create an identity for Richmond. Streets and corridors welcome visitors to Richmond, providing an overall image for the city. Streets should include aesthetic and functional enhancements that provide a unified image through design elements, such as street lighting, landscaping, street trees, signage, and street furniture as appropriate. These elements will visually define the city and reinforce the established land uses within these areas. Guidelines, as set in the 2015 Richmond Access Management and Roadway Manual and the Recreation and Landscape Manual, should be applied to future road design and redevelopment of existing streets.

### Complete Streets

The concept behind a complete streets policy is to provide corridors that are designed for safe access for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages. A complete street that accommodates all user types could include sidewalks, bike lanes, or a wide paved shoulder, bus lanes, transit stops, frequent crossing opportunities, median islands, accessible pedestrian signals, curb extension, and more. However, a complete street in a city, suburb, and rural area will not all contain the same components or look the same. Each community needs to balance safety and convenience for everyone use the road.

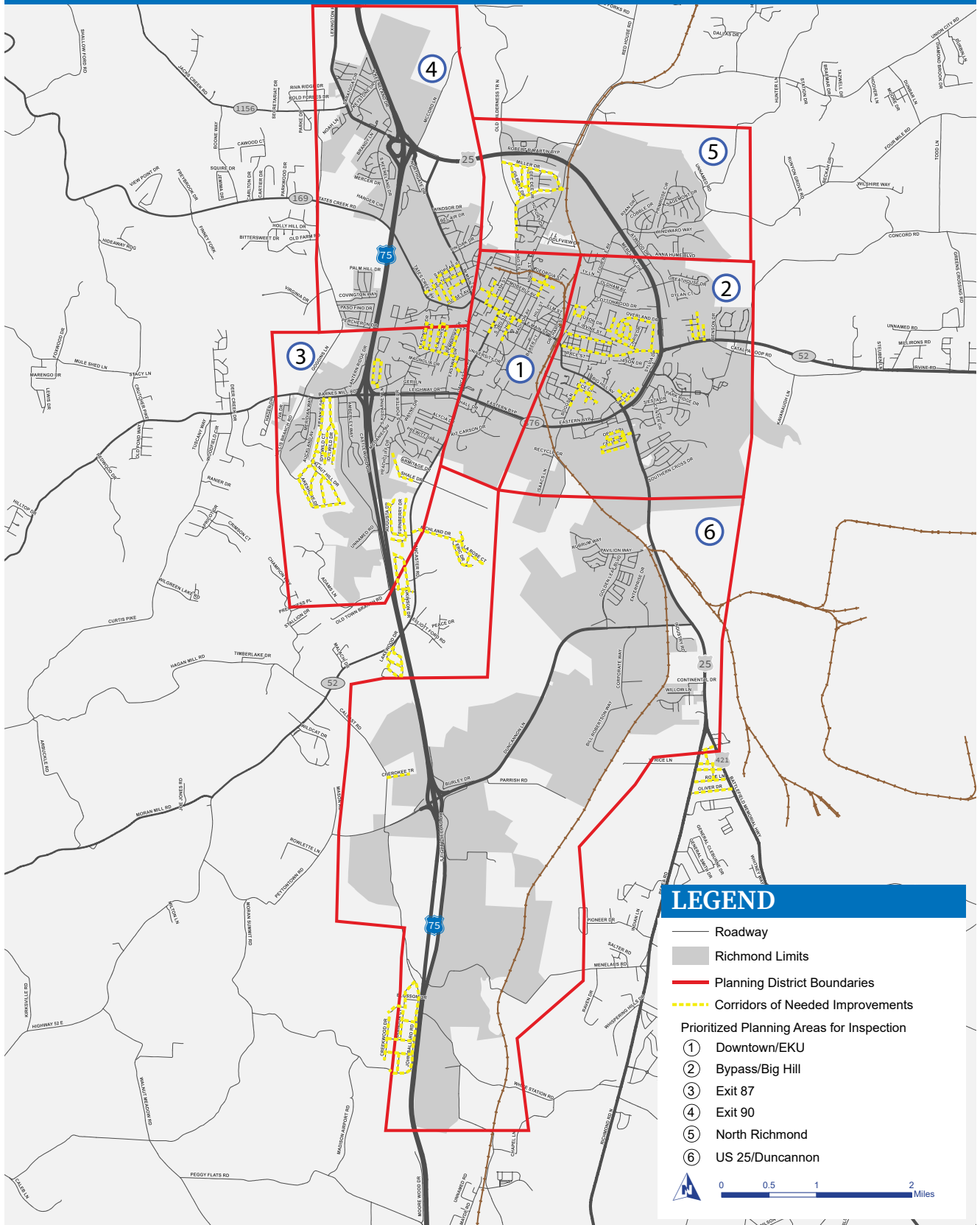
By enforcing a complete street policy that is reflects Richmond's needs, the city can improve safety for all users and encourage a more livable community that allows for choices in transportation. Complete streets can also help children and families by allowing safe routes to schools throughout the community. Finally, by integrating these facilities into the community's infrastructure, Richmond can reduce traffic and congestion by removing shorter trips made by car.

While all of these components of a complete street are not applicable to Richmond, particular elements of the complete streets policy can be adapted for the needs of Richmond's residents and visitors. These could require sidewalks and/or bike lanes (where speeds are not too fast) on all major roads and sidewalks on all new roads. Richmond's complete street policy can be found in the 2015 Richmond Access Management and Roadway Manual.



# SIDEWALK IMPROVEMENT AREAS

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### Green Streets

A green street, through a variety of design and operation treatments, provides a balanced approach to meet the transportation needs of pedestrians, bicyclists, and motorists while incorporating stormwater quality and quantity best management practices. As a permitted community under the Kentucky Pollutant Discharge Elimination System (KPDES), the City Richmond is required to meet certain water quality provisions in the US Environmental Protection Agency (EPA)'s Clean Water Quality Act of 1987. Green streets can provide a practical and cost-effective option to address Richmond's permitting obligation. Green streets reduce stormwater runoff by diverting stormwater from the sanitary sewer system, reduce basement flooding and sewer backups, and reduce combined sewer overflows (CSOs) which ultimately improves general water quality.

A green street performs the following functions: handles stormwater on site through the use of vegetated facilities; provides water quality benefits and replenishes groundwater (if an infiltration facility); creates attractive streetscapes that enhance neighborhood livability by enhancing the pedestrian environment; meets broader community goals by providing pedestrian and, where appropriate, bicycle access; and serves as an urban greenway segment that connects neighborhoods, parks, recreation facilities, schools, etc. The goal of a green street should be to create synergy within Richmond's infrastructure by enhancing and expanding the public open space, preserving or improving the character of the surrounding land use, and providing water quality and quantity benefits for the community.

The design and function of green streets should vary based upon the surrounding land use and community activities. Urban, campus, and suburban streets should each respond to their environment and develop unique solutions to stormwater. A green street can integrate a number of treatments that may include accessible sidewalks, traffic calming, road diet, rain gardens, vegetative swales, street trees within stormwater filter units, and other pedestrian-scaled features. The implementation of a green streets program should be a part of an overall Stormwater Low Impact Develop (LID), Green Infrastructure, Smart Growth policy that offers mixed-use development options with multi-functional infrastructure which reduce the demand for increased infrastructure capacity, while meeting general water quality requirements.

The City of Richmond Recreation and Landscape Manual and Stormwater Manual identifies additional acceptable forms of LID and Green Infrastructure.











# Section 5

## Community Facilities



### Introduction

Community facilities play an important role in the future development of a city and, therefore, an important element in a comprehensive plan. Public facilities include amenities and services such as emergency response, water and wastewater infrastructure and services, public schools, parks and recreation, in addition to government owned and operated properties such as City Hall.



### Current Facilities

The city currently provides or has partnerships to provide multiple public services and amenities (map of existing facilities is on page 38), each of which are briefly described below:

#### Hospital

Richmond and the immediate surrounding area is currently served by one hospital, Baptist Health Richmond. The hospital is part of a renovation and expansion project to provide advanced health care to the community. Founded in 1892, it was formerly known as Pattie A. Clay Regional Medical Center. It is a 105-bed, acute care healthcare provider primarily serving Madison, Estill, Garrard, Jackson and Lee counties. Services include cardiac surgery, orthopedics, spine care, sleep disorders center, a full range of women's services including obstetrics, cancer care, diabetic treatment and a retail pharmacy. The hospital has earned Pathway to Excellence designation for excellence in nursing services by the American Nursing Credentialing Center.

#### Law Enforcement Facilities

Four law enforcement facilities exist within the city limits, including the Richmond Police Department, Madison County Sheriff's Office/Detention Center, Kentucky Department of Criminal Justice Training (DOCJT), and the Kentucky State Police Post.

The Richmond Police Department is a full-service police agency serving the Commonwealth Of Kentucky and the Citizens of Richmond. The department has 71 total employees, 62 sworn police officers (which includes 2 School Resource Officers), 1 non-sworn Public Safety Officer, 3 non-sworn Park Security Officers, and 6 administrative personnel. Currently the Interim Police Chief is Rodney Richardson.

#### Emergency Response

The Richmond Fire Department has four fire stations/EMS locations through the city and one training facility on Four Mile Avenue. Madison County Emergency Management is also located within the city limits and provides a combined location for multiple emergency management agencies including 911 Telecommunications and Madison County Fire Department.

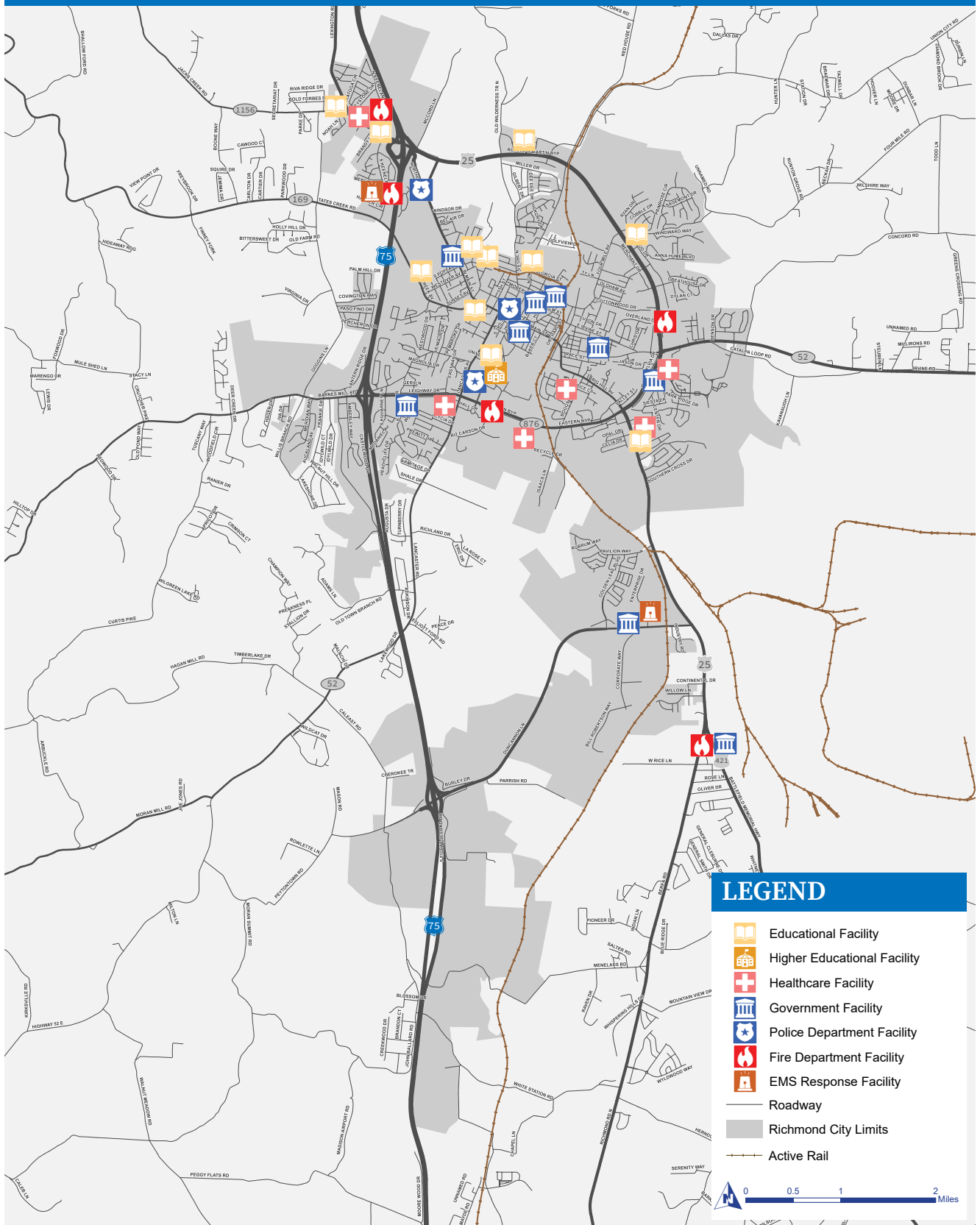
The Richmond Fire Department's Public Information and Education Division reaches out to the community in various forums to educate the public with regard to fire safety and other safety issues. Presentations are made throughout the community on a variety of safety issues including: home and workplace fire safety, disaster preparedness, and proper use of fire extinguishers.

#### Library

The library system in Richmond consists of the Madison County Public library in downtown and the John G. Crabbe Library on Eastern Kentucky University's campus. These facilities are open for public use and offer a variety of services and programs for the community.

# COMMUNITY FACILITIES

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### Primary Schools

Richmond is served by the Madison County School district. The school district currently has 11 elementary schools, five middle schools, and two high schools. The district has one alternative school, a day treatment center, and preschools programs. Richmond was identified in the 2015 Madison County School District Comprehensive Plan as an area of growth. Many schools within the district are reaching capacity and future residential growth should be coordinated with the school district. Richmond is served by the following schools within the larger district:

#### Elementary

- Daniel Boone Elementary School at 73% of capacity
- Kirksville Elementary School at 84% of capacity
- Kit Carson Elementary School at 78% of capacity
- Madison Kindergarten Academy at Mayfield School at 75% of capacity
- Waco Elementary School at 73% of capacity
- White Hall Elementary School at 65% of capacity
- Glenn R. Marshall Elementary School at 73% of capacity

#### Middle

- Clark Moores Middle School at 99% of capacity
- Madison Middle School at 79% of capacity
- B. Michael Caudill Middle School at 97% of capacity
- Farristown Middle School at 91% of capacity

#### Secondary

- Madison Central High School at 125% of capacity
- Madison Southern High School at 97% of capacity

Madison Central High School is also in the process of building a new vocational school, the Madison County Career & Technical Center. In addition to the schools listed above, there are also private schools within Richmond including La Fontaine Preparatory School, Saint Mark Catholic School, and Model Laboratory School at ECU.

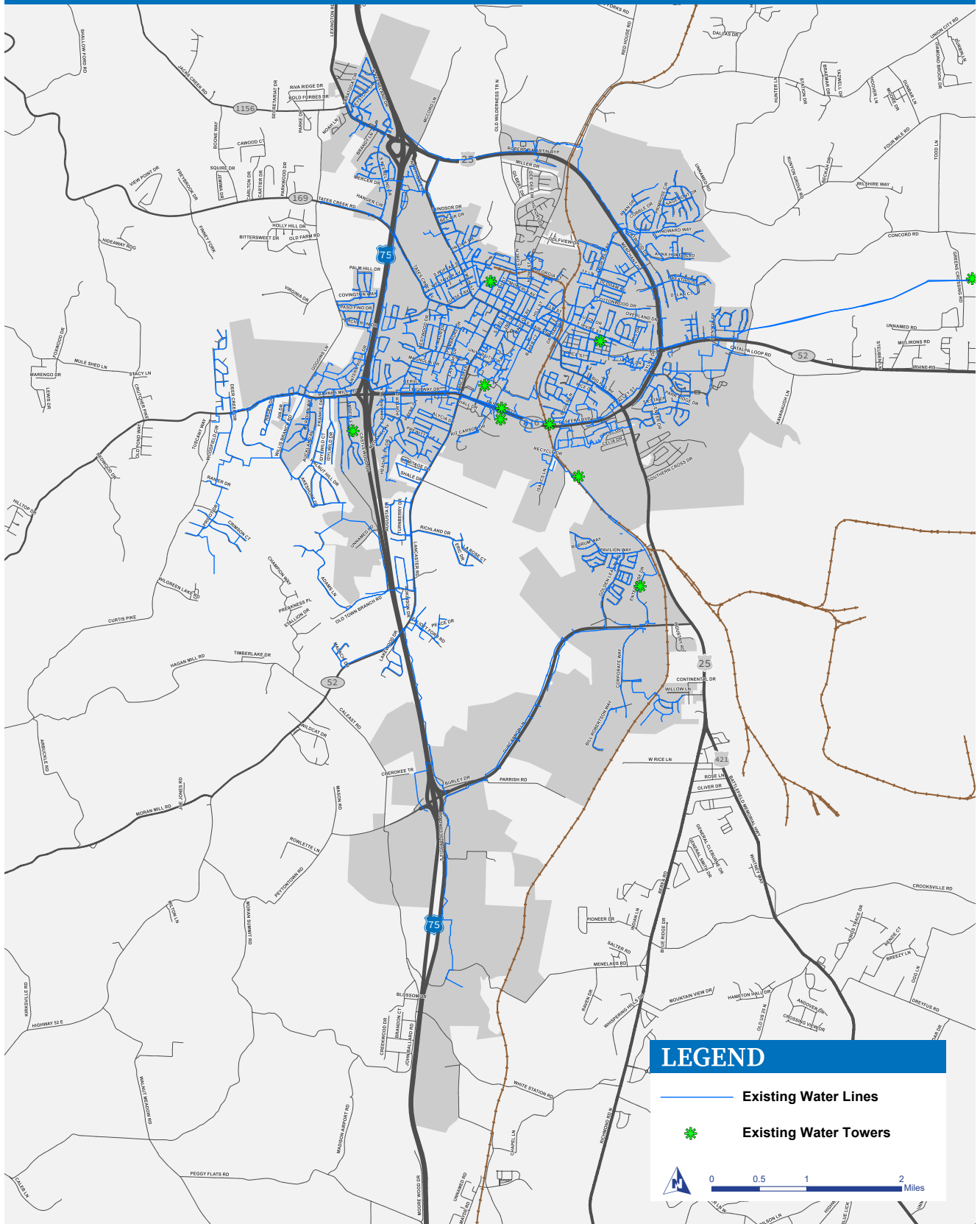
### Utilities

Richmond Utilities provides water, sanitary sewer and natural gas services in Richmond and the surrounding areas. Natural gas is also available from Columbia Gas of Kentucky, Inc. Delta Natural Gas Company, in certain annexed areas not covered by the Richmond Utilities Board. For electric service Richmond depends on Eastern Kentucky Power Cooperative, which includes Blue Grass Energy Cooperative Corp., Clark Cooperative, Jackson Co RECC), and LG& E Energy Corp./Kentucky Utilities (K.U.). A water treatment plant is located on KY 977 also Otter Creek Sanitary Sewer Wastewater Treatment plant is located on KY 388 and the Silver Creek Wastewater Treatment Plant is located south of Duncannon Lane. The bulk of basic telephone service is available through Kentucky Utilities while cellular service is available through all major national and local providers. Television service is furnished by Spectrum in some areas of the County and by several companies that provide satellite dishes.

The map on page 40 shows existing water infrastructure within the city.



## EXISTING WATER INFRASTRUCTURE

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### Communications

All standard means of communication available in Richmond; television, radio, newspapers, cable/ internet, and telephone services. Radio stations include Richmond-based WCBR Christian Radio, WEKU - a local affiliate of National Public Radio, and music stations WEKY and WKRI-LP. Richmond has television stations WBON Channel 9 and WUPX-TV. The very popular Richmond Register is just one of the numerous local newspaper publications.

### Recycling Center

Richmond has a 10,000 square foot recycling center off Boggs Lane that offers curbside pickup for residential and commercial needs. It also offers 24-hour drop off service. The Recycling Center works in cooperation with the Bluegrass Regional Recycling Corporation.

### Sewage Disposal

In Richmond, sewage disposal is by means of a municipal treatment plant. A new Regional Sewage Treatment Facility that was constructed by Fiscal Court through the North Madison Sanitation District (NMSD) to serve Terrill, Battlefield Estates, Battlefield Place and Twin Lakes Estates. The Greens Crossing area is now the municipal sewer system provided by the City of Richmond.

NMSD: Sewage collected in the northern region of Richmond near Exits 95 and 97, is transported to the Regional Wastewater Treatment Plant (WWTP). The sewage collected by NMCSO in the areas along KY 52 east of Richmond, are transported to the Muddy Creek WWTP. The Battlefield Park subdivision is serviced by the Battlefield WWTP while the wastewater from the Executive Park subdivision is processed at the Executive Park WWTP. The existing wastewater infrastructure can be seen on page 42.

### Parks and Recreation

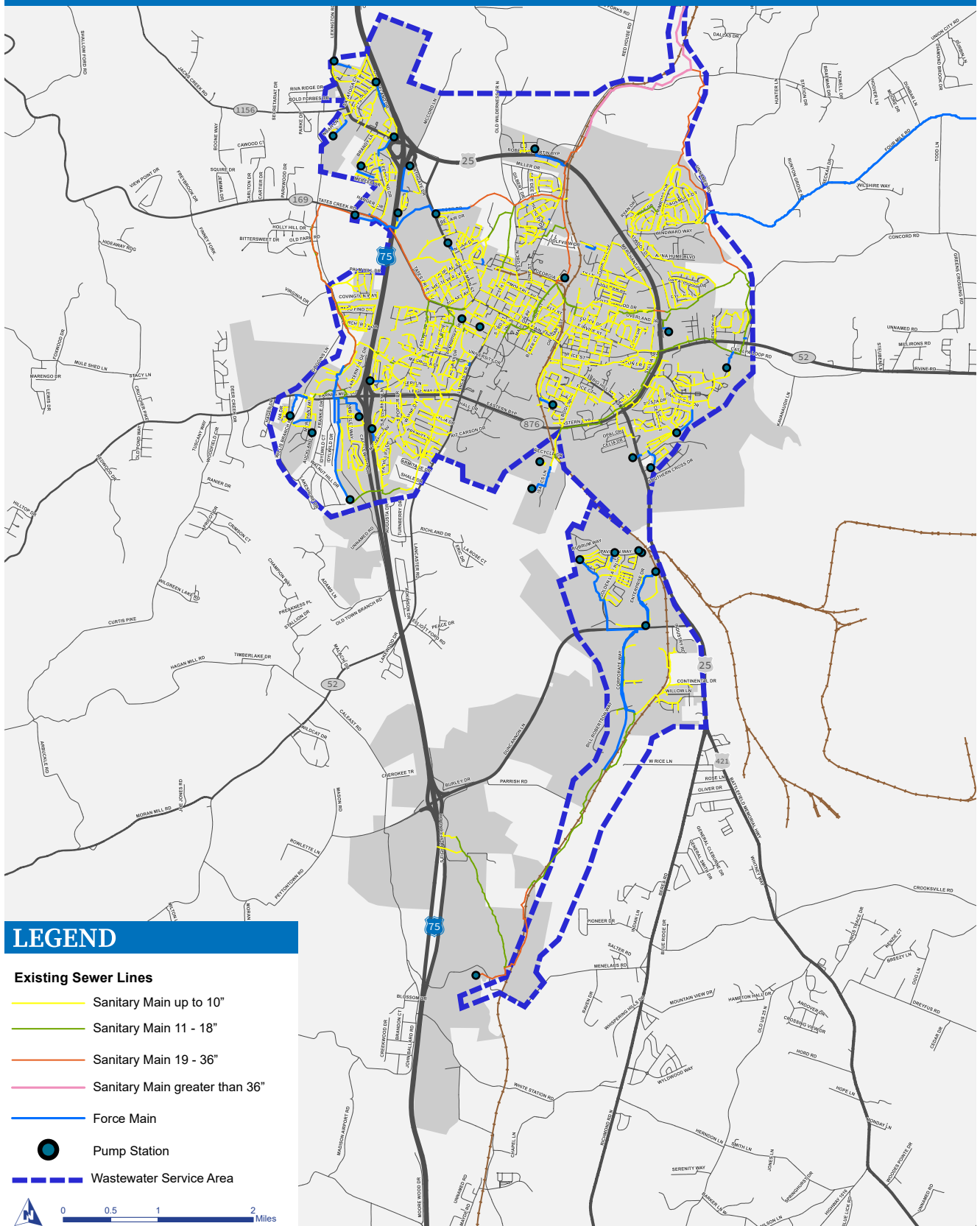
The Richmond Parks and Recreation Department provides a variety of recreational opportunities in Richmond. The current facilities include:

- Lake Reba Recreation Complex, including Lake Reba and Gibson Bay Golf Course (405 total acres, 102 park acres, 78 lake acres, 225 golf course acres)
- Camp Catalpa (26 acres)
- Irvine McDowell Park (12 acres)
- E.C. Million Park (6.5 acres)
- Betty Miller Park (2.2 acres)
- Richmond Recreation Center (1.4 acre)
- Dillingham Heights Parks (0.34 acres)
- Millstone Park (0.25 acres)

The Richmond Parks and Recreation Department has multiple facilities available for rental, and the department offers numerous adult and youth athletic leagues and youth/community programming activities and events (camps, holiday programs, etc.). The Richmond Parks and Recreation Master Plan outlines the improvements needed and long-term direction for park within Richmond.

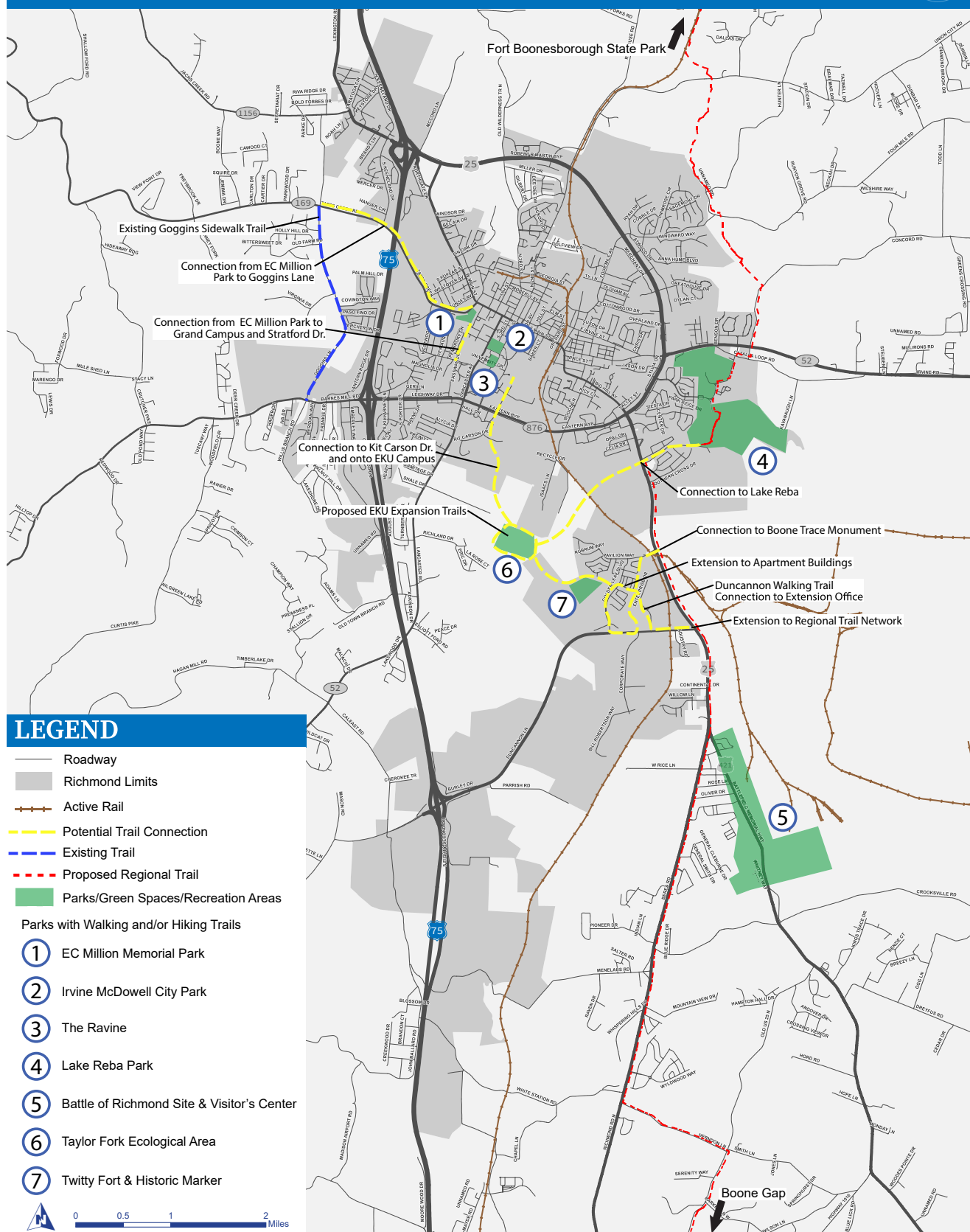
# EXISTING WASTEWATER INFRASTRUCTURE

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# RICHMOND AREA PARKS & TRAILS

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The Richmond Area Parks and Trails Map to the right highlights existing parks in the Parks and Recreation system as well as recreation areas in and around Richmond not affiliated with the Department like:

- Fort Boonesborough State Park (352 acres)
- White Hall State Historic Site (14 acres)
- The Ravine on ECU's Campus (5.5 acres)
- Battle of Richmond Site and Visitor's Center (2.5 acres)
- Battle Field Park (66 acres & 1.7 miles of walking path)
- Taylor Fork Ecological Area (55 acres)
- Twitty Fort & Historical Marker (potential 49 acre park)

In addition to the multiple park spaces within and surrounding Richmond, there are also private amenities such as the YMCA and ECU Recreation Center which serve the population and offer unique programming within the city. The Future Park Needs Map (page 46) also shows future plans to connect these recreational areas via hiking, biking and/or walking paths/trails.

### **Eastern Kentucky University**

Eastern Kentucky University is a full-service regional university with a wide range of programs available. In addition to the main campus in Richmond, the university has additional campuses in Corbin, Manchester, Ft. Knox, Hazard, Somerset, and Danville. The university has a total enrollment of 15,961 students. A number of students who attend ECU also work as interns with the county and the City of Richmond. With its athletic teams, planetarium, and meeting facilities, the university plays an important role in attracting tourists. Of special interest in economic development are, 1) the Small Business Development Center which offers a variety of counseling, training and informational programs and services to the small business owner at little or no cost, and, 2) The Center for Economic Development, Entrepreneurship and Technology which provides assistance in New Economy Business Assistance, Rural Business Development, Entrepreneurship Development, and Strategic Planning.

### **Senior Citizen Center - Active Living Center**

The Richmond Senior Citizens Center provides socialization, recreation, exercise programs, and nutritious meals managed by Kentucky River Foothills Development Council, Inc (KRFDC). Other services offered by KRFDC include information and assistance, transportation, advocacy, counseling, homemaker, outreach, and legal assistance.

### **Post Office**

The United States Postal Service has a main retail location in downtown Richmond on Madison Avenue, with a carrier annex on Water Street. Multiple collection boxes and approved retail postal providers are located within the city limits.

### **Center for the Performing Arts**

The Performing Arts Center at Eastern Kentucky University includes a 2,000 seat Broadway and concert quality theater. It also features availability for smaller events in multiple formats.

### **Domestic Violence Shelter and Assistance Locations**

The Hope's Wings facility and Liberty Place are domestic violence shelters for women and children located in Richmond. Additionally, the Salvation Army, God's Pantry, and a variety of soup kitchens provide assistance to those in need.



### Future Facilities Needs

The future needs of community facilities are a strong concern for continued positive growth and development for the city and its residents. As growth occurs, plans need to be put in action to accommodate increased need. The continual development of community facilities, as outlined in this chapter and supporting plans, will help forward movement over the next 20 years.

Future investments in community facilities (new construction or renovation) should take into account reducing life-cycle costs and improving energy efficiency. While capital investments might be slightly higher up front, the benefits to the life-cycle costs usually outweigh the initial investments and provide for long term savings and better resource management. Striving for more energy efficient facilities could also serve as an example for Richmond residents to improve their quality of life by relying less on non-renewable sources of energy. A map showing future facility needs can be seen on page 50.

#### Supporting Plans

Many, if not all, of the community facilities within Richmond have drafted and adopted plans to determine the needs, expansion, and maintenance of a specific community facility. This comprehensive plan strives to support these plans by incorporating their efforts, recommendations, and implementation plans rather than recreate them. Throughout this planning process, comments were received from the public that supported these other plans.

#### Parks & Trails

There is a desire from the community and stakeholders to develop a wilderness trail along US 25, while also connecting existing parks and historical areas/markers to one another. Providing access to different modes of transportation, i.e. walking, hiking, biking, or any combination of these would be the goal. With a rich cultural historic there is a unique opportunity for Richmond to take advantage of these valuable historic resources for public education and preservation of these sites. The location of future parks and trails needs can be seen on page 46.

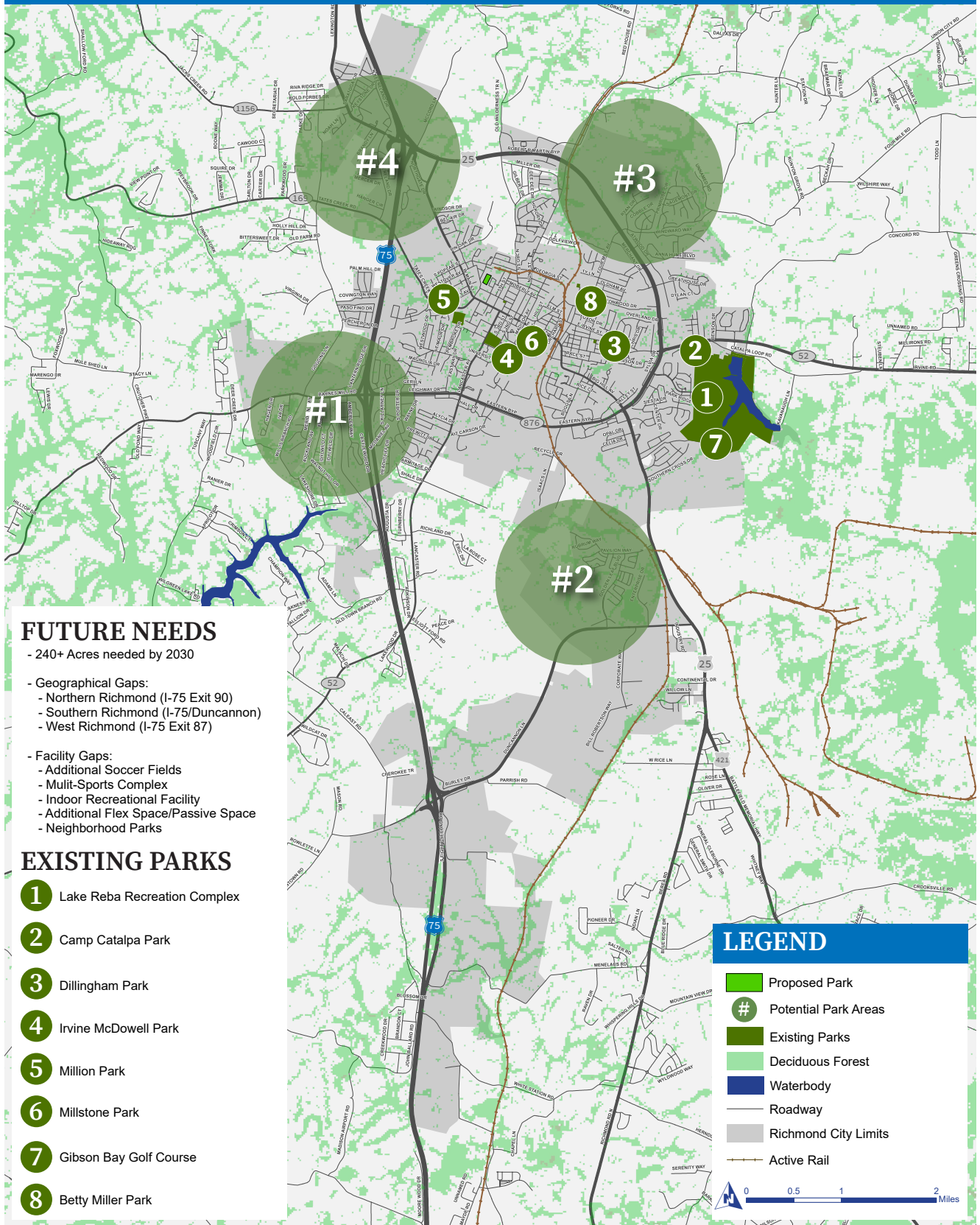
#### Development Policies and Regulations

While the community is relatively well served by large and regional parks, there is a strong local desire for additional small, pocket parks that are designed to serve nearby neighborhoods. Amendments to the city's subdivision control ordinance should be considered that requires new residential subdivision to include small scale park or open space.

#### Schools

School capacities and future demands need to be coordinated between the future land use plan and the Madison County School district. If development is coordinated with the school system during the subdivision and development process, the school district can better anticipate growth and impacts to individual schools. The Madison County Schools District Facilities Plan approved June 2015 outlines the growth needed and projected development to serve the county.

# FUTURE PARK NEEDS

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## **Vision Richmond 2040 Comprehensive Plan**

Richmond desires to retain students who study and receive diplomas from ECU. The goal is to continue to support the University to maintain the highest undergrad retention in the state as well as to continue to employ graduates in the state of Kentucky. There is a 75% retention rate of graduates who work in Kentucky, and continuing to advocate for this retention is of utmost importance.

### **Fire Department**

As additional development occurs, close coordination with the Richmond Fire Department needs to occur to ensure proper service. If growth continues, an additional station will be needed to cover the areas west of I-75 near the Richmond Centre and water pressure for fire suppression in some areas will need to be evaluated. If increased development occurs in southern portion of the city, including Duncannon Lane and the Industrial Park, the re-opening of Fire Station 5 should be evaluated.

### **Wastewater Improvements**

The following projects are planned wastewater improvements for Richmond going forward as 2020.

#### **Walnut Street Stormwater Improvement**

Relieve overland flooding conditions along Walnut Street from 1st to 3rd Street, Broadway and 3rd, and 4th and Moberly Avenue and other locations within the watershed. Project would upgrade existing pipe network and add more surface inlets. Design alternatives include the addition of detention basins if sites can be found. Construction of detention basin would have both water quantity and water quality benefits. Construction of curb and gutter may also be considered if feasible. A water quality treatment that will be explored is to remove the existing large diameter pipe in the downstream portion of the watershed and replace it with a restored stream channel. A computer simulation model of the watershed will be developed to evaluate the various alternatives that would solve the stormwater flooding problems.

#### **Walnut Street Stormwater Improvement, Phase 2**

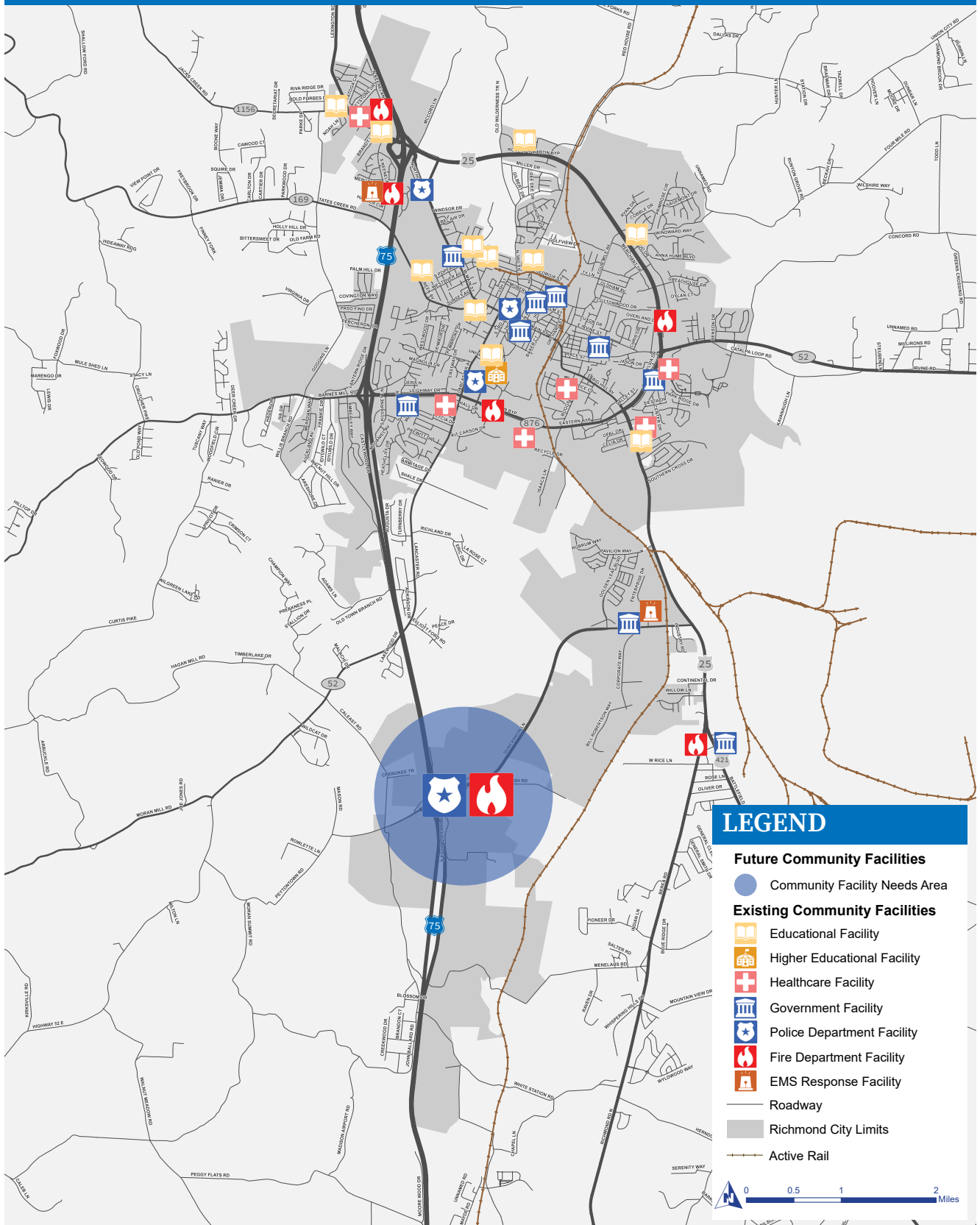
The Eastern Kentucky University campus is located at the headwaters of this branch of Otter Creek. Runoff across the Irvine McDowell Park fields has created erosion problems at the east end of the park, where there is a significant grade change from field level to street level. The project includes an update of the watershed study and model from Phase 1 of this project, and construction projects at two locations in the upper watershed.

The first location of work will include purchase of two residential properties that have flooded in the past several years, restoration of the floodplain and creation of a small detention basin on the site. The second location of work will include construction of a water harvesting and irrigation project in McDowell Park, about one block higher in the watershed than the proposed detention basin site. The harvested water will be used to provide irrigation services to the park, including well-used baseball fields and playgrounds. This project also includes rehab of existing pipe. Very dense urban development has increased runoff in the watershed, causing flooding when intense storms pass over the area. In a storm during the summer of 2012, emergency crews were called to the area when ECU students were forced to flee their apartments due to rising waters that flooded the two structures. Increasing the storage volume of the watershed will reduce the adverse health and safety effects of street flooding that occurs during and after intense rainfall. The completion of this project will also reduce the maintenance required for the park as well as city personnel time for emergency crews during flooding events.



# FUTURE COMMUNITY FACILITIES NEEDS

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### **Hanover Street & Rice Court Stormwater Improvement**

The project includes the development of a computer simulation model of stormwater events to guide the sizing of detention outlet structures and other stormwater infrastructure to reduce localized upstream flooding at Boggs Lane and Hanover Street, and downstream flooding near the Eastern Bypass and Catalpa Loop neighborhoods; possible construction of a bioretention basin in the upper end of the watershed; replace existing storm sewer pipes near and along Rice Court, including possible restoration of stream and floodplain near the intersection of Hanover and Rice; installation of a water quality treatment unit near Hanover Street. Limited flood control facilities in the watershed, with large amounts of impervious roofs and pavement areas upstream, that result in residential and commercial flooding, and major street flooding on Boggs Lane and on Rice Court and Hanover Street, due to inadequate storm sewer system, in a very old part of Richmond. The project will reduce the surface flooding conditions in and around a number of residential structures, reduce the potential for street flooding, and provide the possibility of restoring floodplain and creating open space within a very densely developed neighborhood.

### **Otter Creek Outfall Area**

Sewer system evaluation of the approximately 2.5 square mile otter creek drainage basin to identify and reduce excessive flows in the transportation and treatment system Identify I/I sources to be corrected. Extraneous flows will be reduced thereby lessening Load on WWTP and transportation system.

### **Irvine Road Area Stormwater Improvements, Phase 1**

The project consists of two components. The first is the development of a computer simulation model to guide the sizing of pipes, detention structures and other stormwater infrastructure to reduce localized upstream flooding, including flooding near the Eastern Bypass and Catalpa Loop neighborhoods. The second component includes construction of biofiltration basins and upgrading pipe infrastructure in the area of Big Hill Road and Altamont Street. The project location will have high visibility along Big Hill Road and has the potential to become the upstream anchor for future stream reconstruction projects that could ultimately become a 2+ mile stream/trail educational project from near downtown Richmond out to the Lake Reba Recreation complex. Old maps show there was a pond upstream of Big Hill at one time in the past, thus this project would recreate the old stream infrastructure. This proposed project will be the first phase of a multi-phased project. Significant flooding of residential and commercial areas in the watershed are due to an inadequately designed and constructed storm sewer system. Flooding occurs in the Catalpa Loop, the Eastern Bypass, Patsy Drive, Keri Ann Drive, Steep Street, Big Hill Ave, Hanover and Boggs Lane areas. The area is a mix of residential, commercial and small industrial properties with the potential for industrial pollutants to get into the stream. Project completion will reduce property and street flooding, create open space, provide educational opportunities to large numbers of residents, reduce exposure to dirty stormwater, and improve water quality..

### **Silver Creek Outfall Sewer, Phase 1**

In 2009, soon after the construction of the Otter Creek WWTP, two existing WWTP's (Dreaming Creek and Tates Creek) were taken off-line with flows directed to this new large WWTP. The other large WWTP (Silver Creek), was built in the summer of 1999 to treat waste generated on the south side of Richmond, primarily the area along Duncannon Road and the new industrial park. This project will eliminate this KPDES discharge and convey flows through the existing conveyance system to the

## Otter Creek WWTP.

- Division A: Silver Creek WWTP to Existing Pavilion Force Main. The existing Silver Creek WWTP will be used as an equalization basin to store wet weather flows. A new 1,500 gallon per minute (gpm) pump station will be built at the Silver Creek WWTP site along with 14,500 linear feet (lf) of 16 - Inch force main that will discharge into an existing 14 - inch force main for approximately 10,500 lf to a point of discharge at the existing Pavilion pump station. The Pavilion pump station will be de-commissioned and all flows will be diverted to the new Taylor Fork gravity Sewer (Division B).
- Division B: Taylor Fork Gravity Sewer Flows. The Silver Creek and Pavilion pump stations will be diverted to approximately 3,500 lf of 30 - inch, 11,500 lf of 24 - inch gravity sewer and approximately 49 manholes along Taylor Fork. This line will discharge into the existing Wilgreen pump station on the west side of Interstate 75.
- Division C: TC-15 Collector Sewers. The TC15 drainage basin of the Richmond Utilities Sanitary Sewer Collection System is subject to frequent wet weather induced overflows at three primary locations: TC15-M4- 11, TC15-M8-18, and TC15-M10-3. This division of the project will replace approximately 1,500 lf of 15 - inch and 2,550 lf of 12 - inch gravity sewer along with 25 manhole replacements.
- Division D: Wilgreen Parallel Force Main. The existing Wilgreen pump station is capable of pumping a peak flow of approximately 2,500 gpm through the existing 12 - inch force main. This project will extend a second 12 - inch force main parallel to the existing force main for approximately 4,900 lf. The new force main will add approximately 1,100 gpm of peak capacity to the Wilgreen pump station for a total peak flow of 3,600 gpm.

The most recent edition of the Richmond Utilities Board (RUB) Facility Plan was approved in March 2017. A large area of farmland along Duncannon Road was purchased by a developer with plans to construct residential and commercial units along Duncannon Road and the new Interstate exit. The Silver Creek Wastewater Treatment plant serves the southern portion of the planning area. Currently the plant is operating at 0.366 mgd or 36.6% of the rated capacity of 1.0 mgd. The facility has failed to meet regulatory requirements for BOD and biomonitoring on several occasions. In addition to the plant several portions of the existing collection system have become increasingly problematic and are prone to heavy sources of inflow and infiltration. Part of the work moving forward for the RUB will be to conduct extensive Sanitary Sewer Evaluation Surveys (SSES) and rehabilitation in the suspect areas in an attempt of quantifying problems and pinpointing areas to correct.

Degrading systems are not the only basis of need. The planning area has experienced increases in population; an expansion of retail, commercial and industrial businesses; an influx of federal facilities; and improvements to non- wastewater infrastructure. Growth along Duncannon and the surrounding area is expected to increase flows well more than the rated capacity of the existing facility. This growth creates a need for expansion of the system.

The TC15 drainage basin of the Richmond Utilities Sanitary Sewer Collection System is subject to frequent wet weather induced overflows at three primary locations: TC15-M4- 11, TC15-M8-18, and TC15-M10-3. During the previous year, wet weather overflows in these locations have occurred at least 10 times. The cause of the overflows is not limited to inflow and infiltration in the collection system. There are confirmed deficiencies in the infrastructure that includes six 90 degree turns

in the alignment; the presence of larger diameter gravity collectors feeding into small diameter collectors; and parallel line installations.

### **Terrill Wastewater Collection System Extension**

Construction of new gravity sewer and force main sewer lines to serve homes and businesses north of existing collection system. Improvement of environmental conditions throughout the area by eliminating surfacing sanitary wastewater.

### **Industrial Park South 3 Sanitary Sewer Expansion**

Extension of sanitary sewers to serve the remaining lots of Richmond Industrial Park South III. Remaining lots include the following:

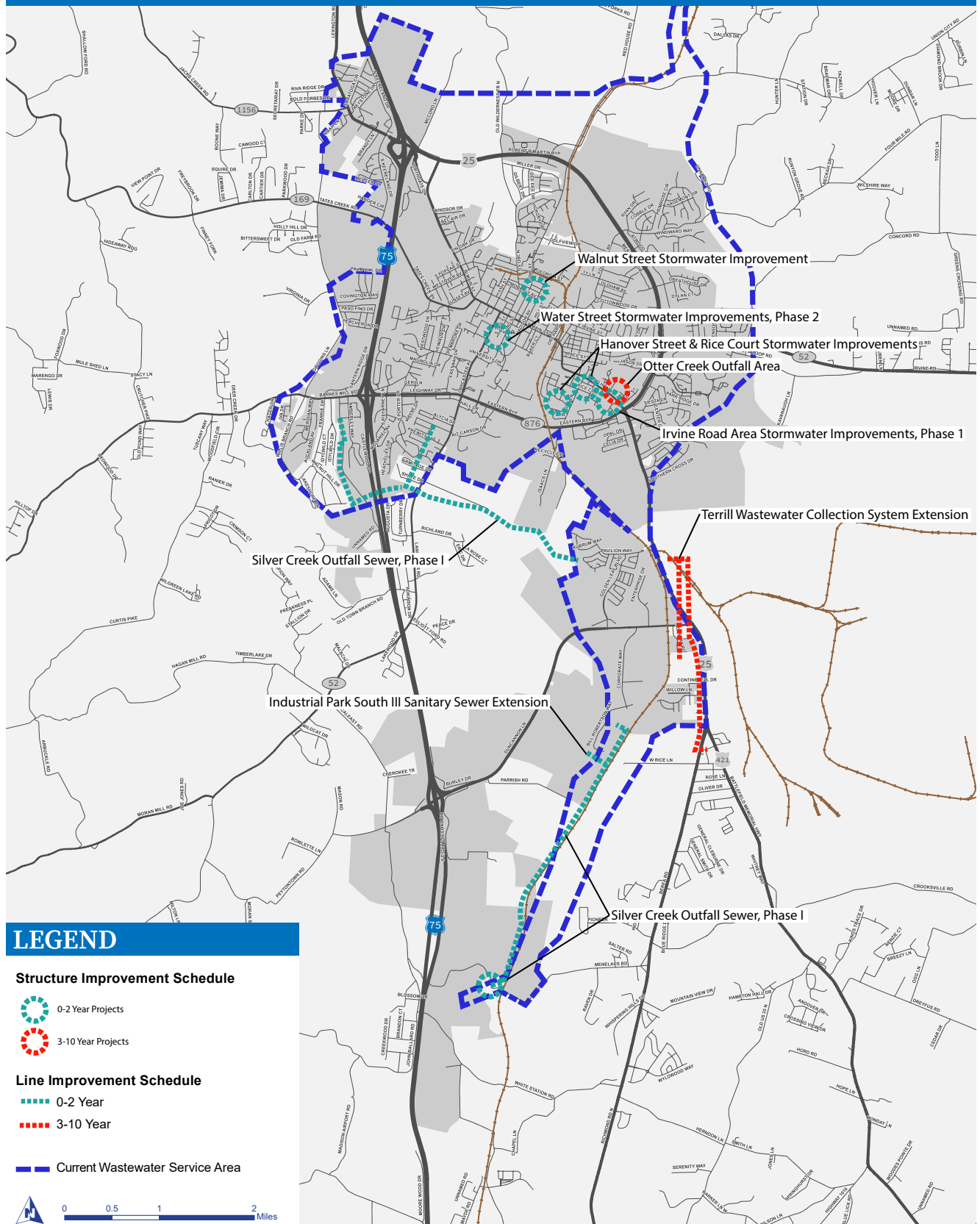
- Tract A -12 - 43.8 Acres
- Tract 10 - 18.11 Acres
- Tract 11 - 12.94 Acres
- Tract A-13 - 13.86 Acres

Sanitary sewer service is needed to make lots in Richmond Industrial Park South III ready for potential industries which will increase employment in the City of Richmond.



# FUTURE WASTEWATER IMPROVEMENTS

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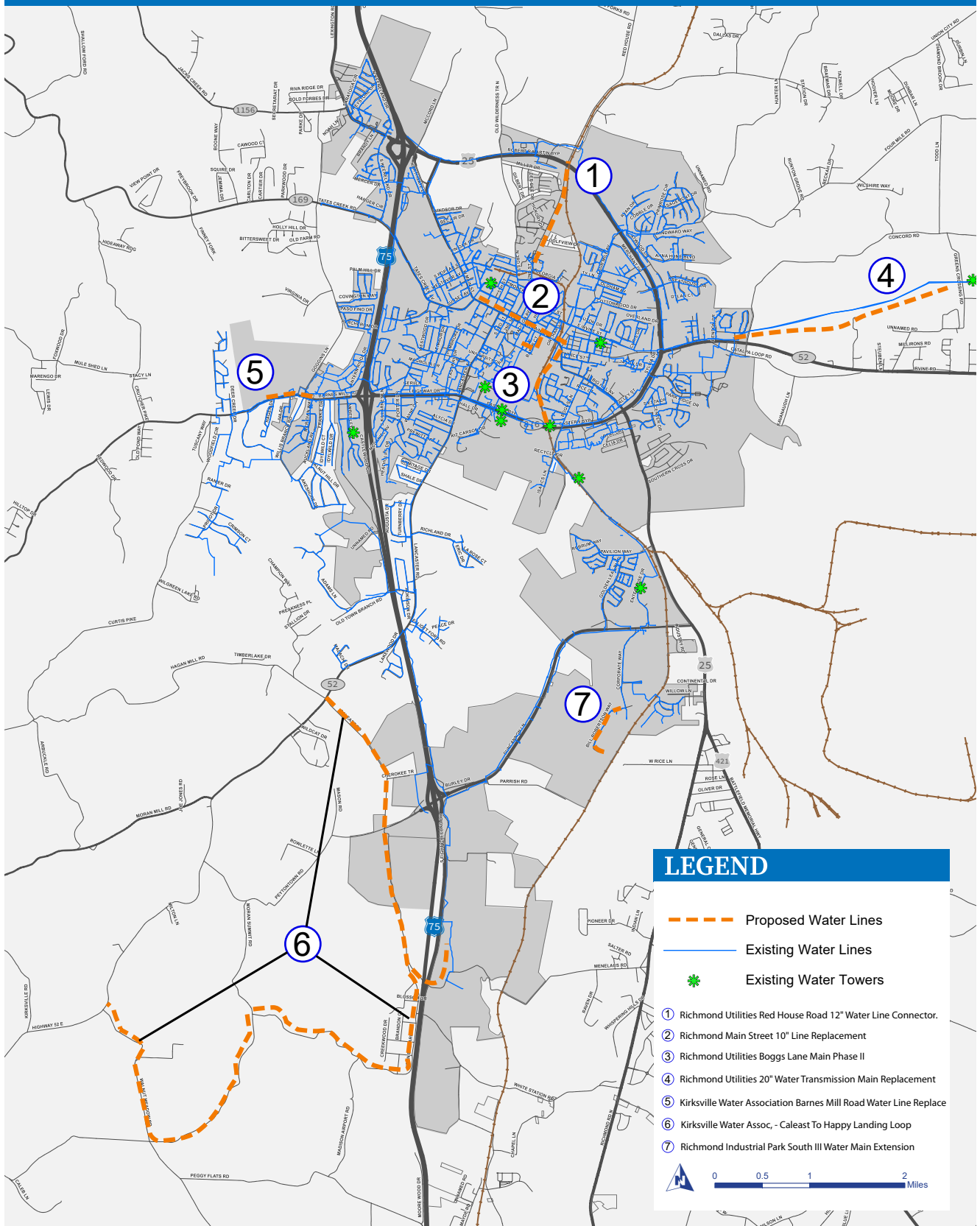
### Water Pipeline Improvements

The following highlights the planned water pipeline improvements for Richmond going forward as of 2020:

- Richmond Utilities Red House Road 12" Water Line Connector - Install 6,000 feet of 12" ductile iron water transmission main from Madison Central High School to the Robert Martin bypass. This main will enhance flows to the Daniel Boone Elementary School, Madison County high school, Madison Hills Country Club, and various existing commercial operations. In addition, this main will provide primary service to a proposed new middle school on the bypass.
- Richmond Main Street 10" Line Replacement - Replacement of 5,600 linear feet of cast iron water main along Main Street in Richmond. The age of the pipe and congested utilities in the area make this a critical main, difficult to repair with a significant risk of public property damage at failure.
- Richmond Utilities Boggs Lane Main Phase II - Install 10,500 feet of 12-inch D.I. Strengthening Main to correct flow and low pressure problems. Old DWSRF number: 37. This line enhances service to the Richmond community church, the Mayfield Elementary School, the Madison County health department, various tobacco warehouses and the Eastern portion of the city.
- Richmond Utilities 20" Water Transmission Main Replacement - Project will replace 13,100 linear feet of 20" cast iron water main with a new 24" ductile iron water main. The existing main is an aging and critical part of the potable water transmission system serving the City of Richmond and Madison County.
- Richmond Industrial Park South III Water Main Extension - Extension of approximately 3300LF of 12" DI water main to serve the remaining lots in Richmond Industrial Park South III. Remaining lots include the following:
  - Tract A -12 - 43.8 Acres
  - Tract 10 - 18.11 Acres
  - Tract 11 - 12.94 Acres
  - Tract A-13 - 13.86 Acres

# WATER PIPELINE IMPROVEMENTS

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# Section 6

## Special Issues

### Introduction

Over the course of the comprehensive planning process, several themes have emerged relating to Land Use, Transportation, and Community Facilities in addition to others. These additional themes include Economic Development and Promotion & Branding. While some projects are still in the idea phase, it is important for this plan to acknowledge their role in the city's ability to realize its vision. The inclusion of these topics in the plan provides a measure of accountability for these items.

In order to ensure the orderly development of these strategic initiatives, Richmond leaders must be actively involved in the planning and development of each project. By taking a proactive approach to planning, intergovernmental coordination, and public-private partnerships, Richmond can address critical steps in determining the long-term success of these special issues.

## **Economic Development**

### **Business Attraction, Retention and Expansion**

The Richmond Industrial Development Authority is driving the attraction, retention, and expansion of major employers in the city. They manage two industrial parks, the Richmond Industrial Park South and the Richmond Industrial Park South III. These industrial parks are located in close proximity to I-75 (Exit 83) and include rail service, low electric rates, and are AT&T fiber ready. Together, the industrial parks include 624 acres, with 152 shovel-ready acres available. Roadways, curbs, and gutters are installed, and the environmental, archaeological, wetland, geo-technical, karst and other due diligence assessments have been completed.

Economic development not only includes major employers which may or may not be located in an industrial park, it also includes all other businesses within the city such as service-oriented, professional, retail, restaurant, and other businesses that vary from small to large scales.

To support economic development, the city must create incentive packages and tools that not only attract businesses but support efforts in business retention and expansion. A thriving local business economy brings products and services to citizens, generates taxes to support the local government and public services, and provides employment opportunities and income. Growing communities like Richmond continually recruit new business growth and help market sites and buildings to prospects. Existing businesses (retail, commercial, industrial, service and other types) often have the potential to create the majority of new jobs on a regular basis.

In Richmond, a Business Retention and Expansion (BR&E) strategy is implemented across multiple economic development sectors. This strategic effort continually explores ways to support the growth and expansion of existing local businesses and industries. The strategy utilizes the latest communication technologies and virtual tools to market the community to business prospects. The BR&E is a team effort that relies on leadership in the community to plan and otherwise communicate effectively in response to the needs of local businesses. This BR&E strategy helps to promote and market the City of Richmond as being a great place to live, work and play!

Finally, a coordinated effort between the local schools and Eastern Kentucky University can improve retention of students in the area or attraction efforts of local businesses by focusing on industries that align with degree or certificate programs.

### **Small Businesses & Downtown**

Small business support in Richmond can come from investment in the downtown, as well as supporting land use decisions, providing tax abatement, and/or supporting infrastructure investments that support business. While most of the downtown consists of private property, infrastructure and aesthetic investments in downtown can create an attractive environment for people, and a demand for the local businesses. These investments could include upgraded sidewalks, trails, lighting poles, banners, planters, benches, and art installations as well as a matching program for facade improvements. Parking enhancements, such as parking wayfinding signage or parking agreements with private businesses who operate during different business hours, may also be a potential solution to the perception that downtown lacks parking.

Another resource for small businesses that should be better promoted is local access to a regional Small Business Administration (SBA) office. The SBA is a national organization that provides technical resources to entrepreneurs or small businesses looking to start or expand. They also help businesses connect to lending institutions.

### **Tourism**

Tourism was identified as another major component that can support a strong local economy. Several large cities throughout Kentucky and the nation have capitalized on scenic, historic, cultural, and/or sports destinations that result in money being spent at local business by visitors. This can result in a large economic advantage, attracting tourism-related businesses such as hotels, restaurants, shopping options, or businesses that feed upon the tourism industry.

The city is in a convenient geographic location surrounded by several scenic, historic, and cultural attractions. However, the city is looking to expand opportunities for sport tourism. More specifically, the city wants to develop a local sports complex that would be a destination for youth sports tournaments, bringing thousands of patrons to the city for each tournament while also supporting the facility needs of local sports teams.



## Promotion and Branding

Another major component of the Comprehensive Plan that was discussed, yet outside the traditional plan elements, was a need to create a strong brand and image for the city that can be used with marketing materials. As part of this initiative, the city is working on developing a new city logo that would include brand standards to unify all agencies and departments and send a positive and uniform message to residents and visitors.

After developing a unified brand and brand standards, it should be utilized by all personnel and departments, including city letterhead, website, email signature, gateway or wayfinding signage, vehicle signage, clothing, and facilities or building signs.

The second promotion and branding initiative to consider is how information is communicated. Utilizing the city's website and social media platforms for communicating information or important news to its citizens will help residents understand where information can be found or requested from the city. It can also serve as a way to market activities offered through parks and recreation, incentives for businesses or entrepreneurs, or other programs or initiatives the city offers.







# Section 7

## Implementation

### Introduction

In order to realize the vision and goals established within this plan, a direct and clearly focused implementation plan must be established. The vision and goals of the Richmond Comprehensive Plan are further defined with action steps. This chapter calls for commitments by numerous public and private sector entities.

Because implementation requires many partnerships including various public, private, and not-for-profit entities, it is important that the Board of Commissioners, Planning Commission, and other departments or agencies provide guidance to interested parties when bringing stakeholders to the table and in the ongoing execution of the action steps. If those charged with implementing the recommendations of this plan are diligent in identifying and removing barriers to success, the opportunity to realize the vision will be greatly enhanced. Multiple programs and tools are also outlined in this chapter and provide an overview of funding programs and means of implementing this plan. While the city may currently be utilizing some of these tools, connecting them to the actions within this plan can help with organization and determining tools for future projects.



# Action Step Overview

The action steps tables on the following pages provide detail for the completion of plan recommendations and are presented in a standard format. Throughout the planning horizon, these tables should be reference and revised. As circumstances change within the community, it is expected that action steps may be re-evaluated or updated. The action tables presented in this plan are identified as ongoing, high-priority, moderate-priority, or low-priority action steps. The descriptions below explain the organization of the action tables.

### Potential Partners

While the city is responsible for implementation of the plan, some tasks will be most successful if implemented by or in partnership with others. This section calls for coordinated efforts and collaboration from local leadership, public, non-profit, and private organizations. It also calls for these groups to effectively identify and remove barriers to increase success throughout the life of the plan. A foundation of strong partnerships throughout the city increases the city's capacity to successfully implement this plan. Ultimately, this plan should not be viewed as a plan implemented by just the city but a combination of local, regional, and state-wide partners. The lists on the right identify a list of potential partners for implementation. This list is not intended to be an exhaustive list of all potential partners. The partner of responsible organization that should lead each individual action step should be identified prior to starting an action step. They should take responsibility for implementing and tracking progress for the particular action step identified.

### Tools & Resources

Although it is not exhaustive, a list of potential funding or technical resources has been provided for each action step as a starting point. Many funding or technical resources will vary over time and will be influenced by the number and type of parties involved. Other resources provided often include human capital (i.e. manpower, or labor) from volunteers, donated supplies, materials, equipment, or media coverage. It can also include professionals who have been hired by the city or partners due to their expert knowledge in a particular area.

### Public Partners

- City Department Heads
- Madison County
- City of Berea
- Richmond Industrial Development Corporation
- Visit Richmond/Tourism
- Madison County Schools
- Eastern Kentucky University (EKU)
- Kentucky River Foothills
- KYTC
- Team Kentucky
- Visit Kentucky
- Richmond Chamber of Commerce
- Kentucky Department of Fish & Wildlife

### Private Partners

- Local Businesses
- Property Owners
- Lending Institutions
- Developers

### Other Partners

- Faith-Based/Service Organizations
- Neighborhood Organizations
- Madison County Historical Society
- Downtown Richmond Association
- Richmond Area Arts Council
- Human Rights Commission



## Ongoing Action Steps

	Action Step	Related Goals	Partners	Tools & Resources
1	Establish and annually update a Capital Improvement Plan to identify and develop funding strategies for capital investments in infrastructure and quality of life projects.	<ul style="list-style-type: none"> <li>• Goal 1</li> <li>• Goal 2</li> <li>• Goal 3</li> <li>• Goal 5</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Parks &amp; Recreation</li> <li>• Planning &amp; Zoning Staff</li> <li>• Richmond Utilities</li> <li>• Roadway Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• City Staff/ Department Heads</li> </ul>
2	Develop monthly or quarterly collaboration meetings with Eastern Kentucky University.	<ul style="list-style-type: none"> <li>• Goal 1</li> <li>• Goal 4</li> </ul>	<ul style="list-style-type: none"> <li>• Eastern Kentucky University</li> <li>• Madison County Schools</li> <li>• Richmond Industrial Development Corp.</li> <li>• Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>• N/A (Coordination Only)</li> </ul>
3	Continue to coordinate with Berea and Madison County for land use related decisions that may impact other jurisdictions.	<ul style="list-style-type: none"> <li>• Goal 2</li> <li>• Goal 5</li> </ul>	<ul style="list-style-type: none"> <li>• City of Berea</li> <li>• Madison County</li> </ul>	<ul style="list-style-type: none"> <li>• N/A (Coordination Only)</li> </ul>
4	Continue to identify and purchase land for future parks.	<ul style="list-style-type: none"> <li>• Goal 3</li> <li>• Goal 5</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Parks &amp; Recreation Department</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Fish and Wildlife</li> </ul>
5	Continue to review and revise the economic incentive package that the City offers to large and small businesses.	<ul style="list-style-type: none"> <li>• Goal 1</li> </ul>	<ul style="list-style-type: none"> <li>• Chamber of Commerce</li> <li>• Richmond Industrial Development Corp.</li> </ul>	<ul style="list-style-type: none"> <li>• Team Kentucky - Economic Development Cabinet</li> </ul>
6	Continually improve and maintain sidewalks.	<ul style="list-style-type: none"> <li>• Goal 2</li> <li>• Goal 3</li> <li>• Goal 5</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Roadway Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• KYTC</li> </ul>
7	Establish bi-annual coordination meetings with Kentucky River Foothills to advance transit services in Richmond.	<ul style="list-style-type: none"> <li>• Goal 2</li> <li>• Goal 3</li> </ul>	<ul style="list-style-type: none"> <li>• Kentucky River Foothills</li> </ul>	<ul style="list-style-type: none"> <li>• N/A (Coordination Only)</li> </ul>
8	Encourage neighborhoods to establish neighborhood organizations and local neighborhood plans.	<ul style="list-style-type: none"> <li>• Goal 3</li> </ul>	<ul style="list-style-type: none"> <li>• Neighborhood leadership</li> <li>• Planning &amp; Zoning Staff</li> </ul>	<ul style="list-style-type: none"> <li>• American Planning Association - Kentucky Chapter</li> </ul>
9	Allow and encourage voluntary annexation of property if it is fiscally responsible.	<ul style="list-style-type: none"> <li>• Goal 5</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Planning &amp; Zoning Staff</li> <li>• Richmond Utilities</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Advisor</li> </ul>
10	Continue to work with local partners in the creation of a youth sports complex and future facility expansions.	<ul style="list-style-type: none"> <li>• Goal 1</li> <li>• Goal 3</li> <li>• Goal 5</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Chamber of Commerce</li> <li>• Commissioners</li> <li>• Regional Schools</li> <li>• Parks &amp; Recreation Department</li> <li>• Planning &amp; Zoning Staff</li> </ul>	<ul style="list-style-type: none"> <li>• City Staff/ Department Heads</li> <li>• Kentucky Tourism</li> </ul>

## High-Priority Action Steps (1-5 Years)

	Action Step	Related Goals	Partners	Tools & Resources
1	Review existing land use regulations and subdivision regulations to rectify deficiencies, changes in case law, and align with the comprehensive plan.	<ul style="list-style-type: none"> <li>• Goal 1</li> <li>• Goal 5</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Planning &amp; Zoning Staff</li> <li>• Planning Commission</li> </ul>	<ul style="list-style-type: none"> <li>• American Planning Association - Kentucky Chapter</li> </ul>
2	Complete and implement a new brand and logo for the City of Richmond.	<ul style="list-style-type: none"> <li>• Goal 1</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Consultant</li> <li>• Visit Richmond/Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Local Artists</li> </ul>
3	Secure land for a future sports complex, complete design for the facility, and determine a funding and phasing strategy for implementation.	<ul style="list-style-type: none"> <li>• Goal 1</li> <li>• Goal 3</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Parks &amp; Recreation</li> <li>• Planning &amp; Zoning Staff</li> <li>• Visit Richmond/Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Eastern Kentucky University</li> </ul>
4	Consider undergoing an economic resiliency strategy that would identify strategies to withstand economic disasters.	<ul style="list-style-type: none"> <li>• Goal 1</li> </ul>	<ul style="list-style-type: none"> <li>• Chamber of Commerce</li> <li>• City of Berea</li> <li>• Madison County</li> <li>• Richmond Industrial Corporation</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Development Consultant</li> <li>• Eastern Kentucky University</li> </ul>
5	Install placemaking, aesthetic and minor infrastructure improvements downtown (benches, planters, lighting, improved sidewalks, art, etc.)	<ul style="list-style-type: none"> <li>• Goal 1</li> <li>• Goal 3</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Downtown Merchants Group (if established)</li> </ul>	<ul style="list-style-type: none"> <li>• Kentucky Main Street</li> <li>• Kentucky Arts Council</li> </ul>
6	Create a long-range transportation plan for roadway and sidewalk upgrades.	<ul style="list-style-type: none"> <li>• Goal 2</li> <li>• Goal 3</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Planning &amp; Zoning Staff</li> <li>• Roadway Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• KYTC</li> </ul>
7	Create a PR and marketing strategy for the new city brand and tourism that also includes a community calendar or central location for news.	<ul style="list-style-type: none"> <li>• Goal 1</li> <li>• Goal 3</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Consultant</li> </ul>	<ul style="list-style-type: none"> <li>• Kentucky Tourism</li> </ul>
8	Coordinate with Madison County on the creation of new trails linking the city to regional destinations.	<ul style="list-style-type: none"> <li>• Goal 2</li> <li>• Goal 3</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Madison County</li> <li>• Parks &amp; Recreation Department</li> <li>• Planning &amp; Zoning Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Interior/National Parks Service</li> <li>• Kentucky Tourism</li> </ul>
9	Identify locations for new emergency services (fire, police, EMS) which will extend coverage to new developments occurring on the northern and southern edge of the community.	<ul style="list-style-type: none"> <li>• Goal 3</li> <li>• Goal 4</li> <li>• Goal 5</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Planning &amp; Zoning Staff</li> </ul>	<ul style="list-style-type: none"> <li>• N/A (Coordination Only)</li> </ul>

## Moderate-Priority Action Steps (6-10 Years)

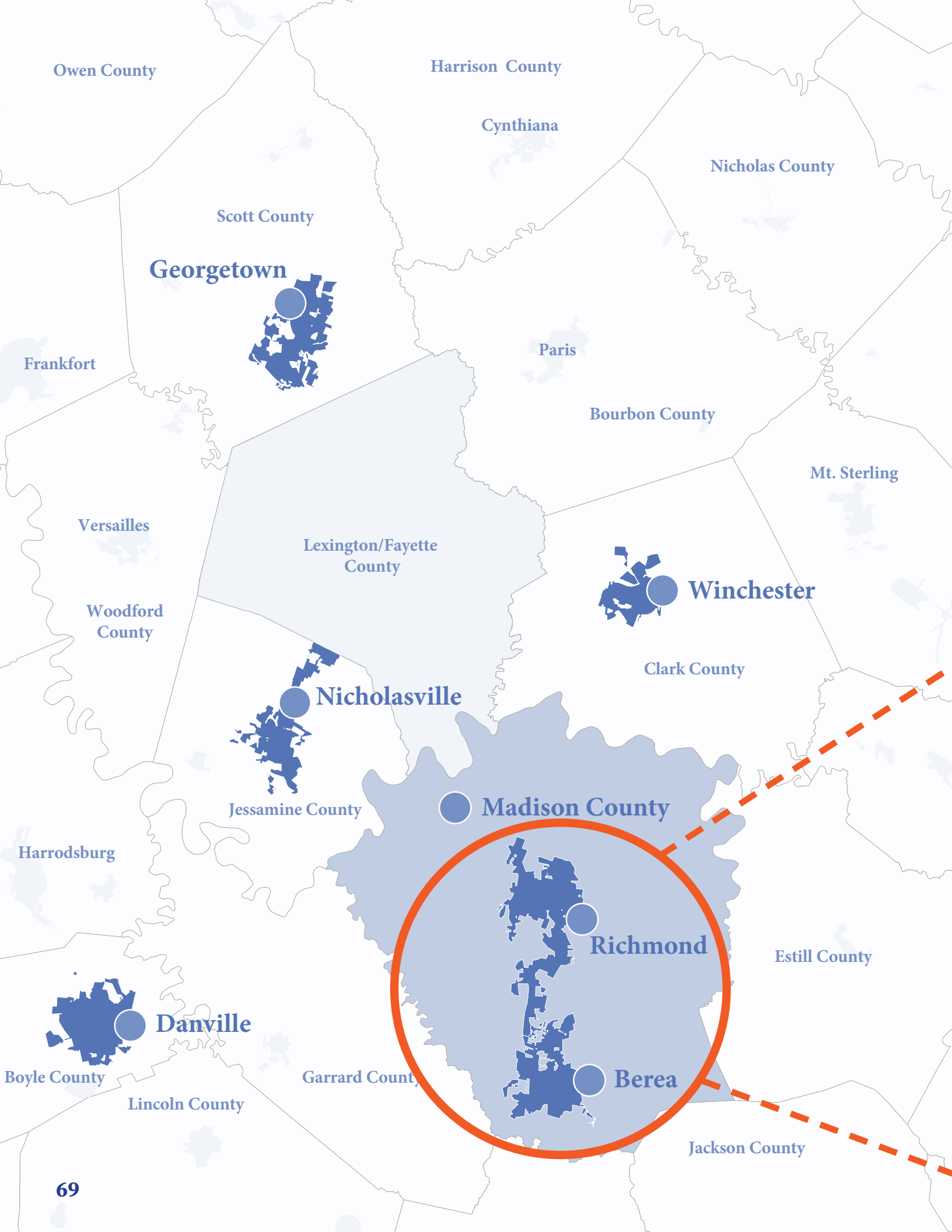
	Action Step	Related Goals	Partners	Tools & Resources
1	Install new gateway and wayfinding signage that aligns with the new city branding.	<ul style="list-style-type: none"> <li>• Goal 1</li> <li>• Goal 2</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Planning &amp; Zoning Staff</li> <li>• Roadway Dept.</li> <li>• Urban Design Consultant</li> <li>• Visit Richmond/Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Kentucky Arts Council</li> <li>• Kentucky Tourism</li> <li>• KYTC</li> </ul>
2	Work with the County to improve Goggins Lane.	<ul style="list-style-type: none"> <li>• Goal 1</li> <li>• Goal 2</li> <li>• Goal 5</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Madison County</li> <li>• Roadway Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• KYTC</li> </ul>
3	Implement aesthetic and safety enhancements along prominent corridors (Lexington Rd/Main St, Duncannon, and SR 52)	<ul style="list-style-type: none"> <li>• Goal 2</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Roadway Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• KYTC</li> </ul>
4	Establish a public arts program that ties into the historic, arts, and scenic character of the region and City.	<ul style="list-style-type: none"> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Local Artists</li> <li>• Planning &amp; Zoning Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Kentucky Arts Council</li> <li>• Visit Richmond/Tourism</li> </ul>
5	Update and re-evaluate park and recreational needs in Richmond.	<ul style="list-style-type: none"> <li>• Goal 3</li> <li>• Goal 5</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Parks &amp; Recreation</li> <li>• Planning &amp; Zoning Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Eastern Kentucky University</li> </ul>
6	Consider establishing a historic renovation or facade improvement program to improve historic districts or neighborhoods.	<ul style="list-style-type: none"> <li>• Goal 3</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Architectural Review Board</li> <li>• Commissioners</li> <li>• Planning &amp; Zoning Staff</li> <li>• Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Interior/National Parks Service</li> <li>• Madison County Historical Society</li> </ul>
7	Reference the Future Transportation Plan within this document when beginning infrastructure improvement projects.	<ul style="list-style-type: none"> <li>• Goal 2</li> <li>• Goal 3</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Planning &amp; Zoning Staff</li> <li>• Roadway Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• KYTC 6-Year Highway Plan 2020-2021</li> </ul>
8	Implement the future water/wastewater infrastructure improvement projects as outlined in this plan.	<ul style="list-style-type: none"> <li>• Goal 2</li> <li>• Goal 3</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Planning &amp; Zoning Staff</li> <li>• Richmond Utilities</li> </ul>	<ul style="list-style-type: none"> <li>• Kentucky Infrastructure Authority - Wastewater &amp; Water Mapping</li> </ul>
9	Work with Madison County School District to implement their facilities plan	<ul style="list-style-type: none"> <li>• Goal 4</li> </ul>	<ul style="list-style-type: none"> <li>• Madison County School District</li> </ul>	<ul style="list-style-type: none"> <li>• N/A (Coordination Only)</li> </ul>

## Low-Priority Action Steps (11-20 Years)

	Action Step	Related Goals	Partners	Tools & Resources
1	Consider developing additional public parking in downtown if demand justifies the need.	<ul style="list-style-type: none"> <li>• Goal 1</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Planning &amp; Zoning Staff</li> <li>• Roadway Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• Kentucky Main Street</li> </ul>
2	Install incremental trails and bike lane connections between ECU, the parks system, and other destinations.	<ul style="list-style-type: none"> <li>• Goal 2</li> <li>• Goal 3</li> <li>• Goal 6</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Parks &amp; Recreation</li> <li>• Planning &amp; Zoning Staff</li> <li>• Roadway Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• DNR</li> <li>• Eastern Kentucky University</li> <li>• KYTC</li> </ul>
3	Work with KYTC to improve traffic congestion and safety at I-75 interchanges.	<ul style="list-style-type: none"> <li>• Goal 2</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Madison County</li> <li>• Planning &amp; Zoning Staff</li> <li>• Roadway Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• KYTC</li> </ul>
4	Make necessary updates to the existing Access Management Plan and Roadway Manual.	<ul style="list-style-type: none"> <li>• Goal 2</li> </ul>	<ul style="list-style-type: none"> <li>• Planning &amp; Zoning Staff</li> <li>• Roadway Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• American Planning Association - Kentucky Chapter</li> <li>• KYTC</li> </ul>
5	Begin integrating complete streets or green streets during infrastructure improvement, new development, or redevelopment projects.	<ul style="list-style-type: none"> <li>• Goal 2</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioners</li> <li>• Planning &amp; Zoning Staff</li> <li>• Roadway Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• American Planning Association - Kentucky Chapter</li> <li>• KYTC</li> </ul>







# Appendix A

## Population Features

### Introduction

The following section includes key statistics and demographics that give Richmond's decision makers a greater understanding of the City's existing conditions at the time of the plan's adoption. It is important to have a high level of understanding of Richmond's past trends and where the City is today in order to accurately plan for the City's future. The following existing conditions will be used to form the foundation of this plan, identifying areas of strength and weakness within the community, and where future resources should be focused. This analysis will be used in the development of Richmond's vision, goals and objectives, and strategies of this plan.

Simply analyzing Richmond alone will not be enough to accurately build the foundation of this document. To fully gauge how Richmond has progressed over the last decade, data from similar communities was used to better highlight atypical trends. The comparison communities used for this plan were Berea, Danville, Georgetown, Nicholasville, Winchester, and Madison County. Statistics for Kentucky and the United States were also used to determine how Richmond compares state and nationwide.

One note to keep in mind while reading and analyzing the following data is that it may not accurately reflect current conditions in the City due to the COVID-19 virus of 2020. The quarantine and stay at home measures, which effected the entire United States and vast majority of the world, will leave lasting impacts not easily seen by currently available data. It will be important for Richmond and its decision makers to update this plan as new data is released, which will ultimately help the community understand how it was affected by the virus and how to adapt to still meet future goals.

*Source: 2018 ACS 5-year estimates and 2010 Decennial Census*

## Population

Richmond's population was 34,566 people in 2018, which accounts for 38.5% of the county's total population. The City saw an increase of 2,932 people since 2010 (9.3%), and an overall growth of 7,414 people since 2000 (27.3%). Since 2010, Richmond has seen similar rates of growth as Madison County (8.2%), but is slightly behind surrounding communities such as Berea (12.0%) and Georgetown (13.1%). The City is outpacing both Kentucky (3.0%) and the U.S. (6.3%) in terms of growth. Overall, Richmond has experienced healthy growth over the last decade and should continue to be proactive in planning for an increased population by 2040. The table below shows the changes in population seen within each comparison community since 2010.

Part of Richmond's growth could be contributed more to domestic migrations than natural increase (births). It is estimated that 25.9% of the 18- to 24-year-old population within the City have moved from a different county within Kentucky. Eastern Kentucky University could be a major contributor to this migration, and will continue to attract young adults to the City for educational purposes.

Community	2010	2018	Population Change
Georgetown	29,098	32,902	13.1%
Berea	13,561	15,188	12.0%
<b>Richmond</b>	<b>31,634</b>	<b>34,566</b>	<b>9.3%</b>
Madison County	82,916	89,700	8.2%
Nicholasville	28,015	29,977	7.0%
Danville	16,128	16,685	2.9%
Winchester	18,368	18,413	0.2%

Source: 2018 ACS 5-year estimates and 2010 Decennial Census



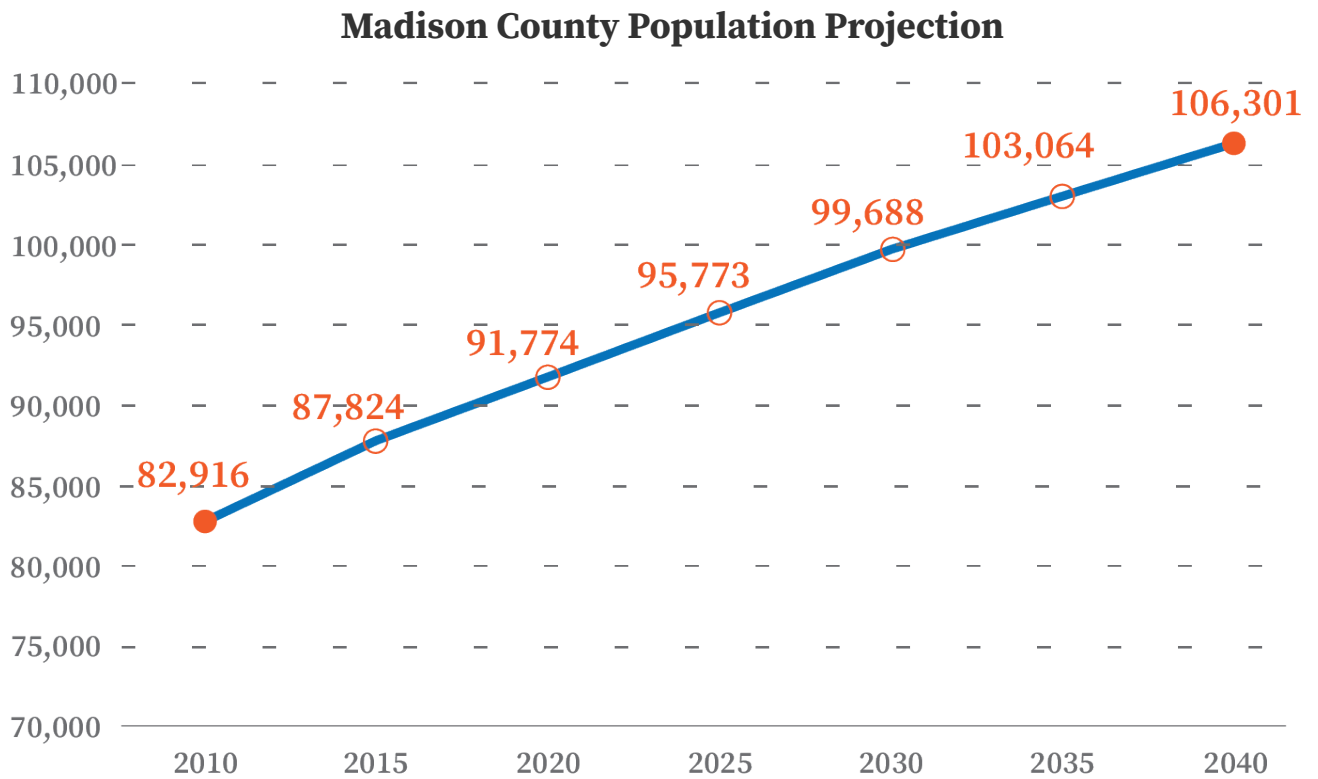
# Population Projection

According to the Kentucky State Data Center based out of the University of Louisville, Madison County's population is expected to continue growing for the next twenty (20) years. The data is based upon the 2010 census, and shows the county growing to an estimated 106,301 residents by 2040, an increase of 18.5% from the county's 89,700 residents in 2018. The chart below shows the expected increase over the thirty (30) year period. Based on Richmond's current percentage of the county's total population (38.5%), the City could expect to see a population of approximately 40,926 people by 2040, growing by 6,360 people.



**9.3%**

**Population Growth  
Rate (2010-2018)**



Source: 2010 to 2040 Population Projections for Kentucky by County



## Age

Richmond has a median age of 26.3, the lowest of any comparison community and is much lower than Winchester (38.2), Kentucky (39.1) and The United States (38.1). The table below shows how Richmond's median age compares with its comparison communities.

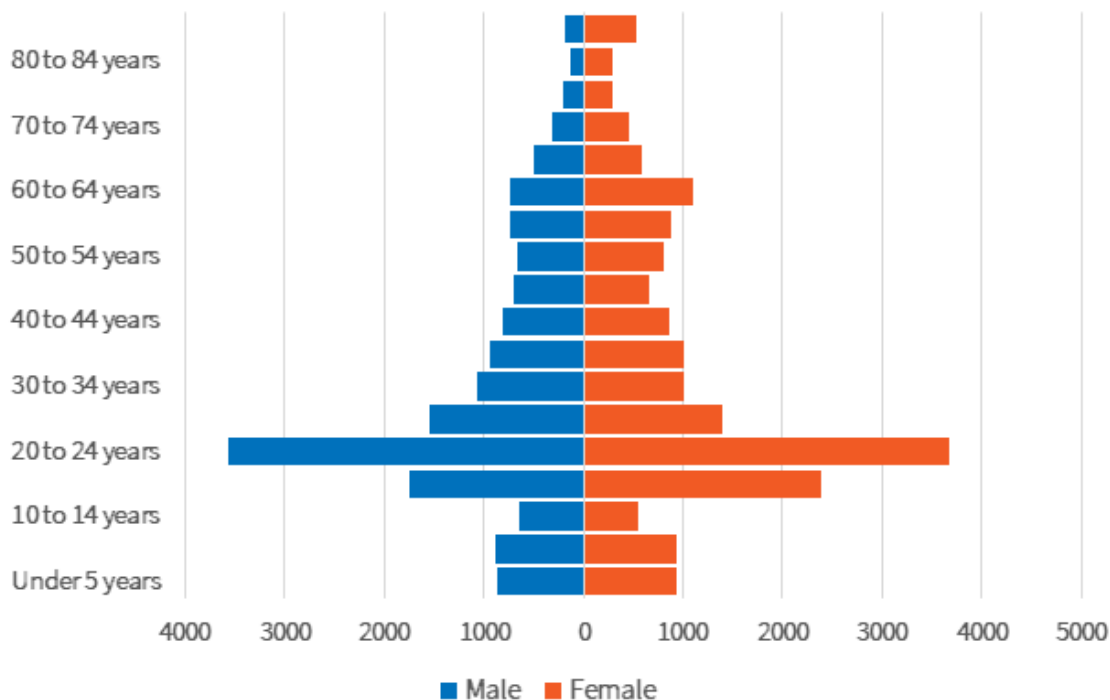
Community	Age
Winchester	38.2
Nicholasville	37.9
Danville	36.6
Madison County	34.5
Georgetown	32.8
Berea	30.6
<b>Richmond</b>	<b>26.3</b>



**26.3**  
Median Age

The City's low median age can more accurately be seen using the population pyramid below. A stable population generally has similar numbers in population for all age groups except the oldest, while a wide base indicates high birthrates (or growing population) and a narrow base represents low birthrates (naturally declining population). While most age groups in Richmond are similar in size, there is a largely disproportionate amount of those 20 to 24 years of age within the city. This may be largely influenced by the local college, Eastern Kentucky University.

**Population Pyramid by Age**



Source: 2019 ACS 5-year estimates

## Diversity

Richmond has a population that is 87.5% Caucasian, 7.6% Black or African American, 1.4% Asian, 0.5% Some other race, and 2.9% two or more races. The City's diversity falls in the middle of its comparison communities, with Danville having the highest diversity (83.2% Caucasian). Although Richmond may be less diverse than the state (87.1% Caucasian) and nation (72.7% Caucasian), the City's population has become more diverse since 2010 (89.0% Caucasian).

In addition, 2.1% of Richmond considers themselves Hispanic or Latino (of any race). Richmond residents who identified themselves as Hispanic or Latino, 55.9% identify as Mexican, 23.7% as Guatemalan, 3.6% as Dominican, and 16.8% from other Hispanic or Latino groups.



**87.5%**  
**White or Caucasian**

## Race and Ethnicity

Race and ethnicity are considered two separate and distinct characteristics. **Race** categories include White, Black/African American, American Indian/Alaska Native, Asian, Native Hawaiian/Pacific Islander, and Other Race. **Ethnicity** refers to a person's origin. Examples of Hispanic origin could include a person of Cuban, Mexican, Puerto Rican, South/Central American, or other Spanish Cultures. Understanding the racial and ethnic breakdown of a community can help officials in determining what services and amenities are needed for the residents.

*Source: 2019 ACS 5-year estimates*

## Households

There are a total of 14,530 housing units within Richmond in 2018 with 13,108 of those being occupied. Out of the occupied housing within the city, owner-occupied structures have an average household size of 2.49 persons, while renter-occupied units have an average size of 2.16. Richmond has a much lower number of family households (47.2% of occupied housing units) when compared to other communities such as Nicholasville (71.8%) or Georgetown (69.8%). Out of the family households within the city, 60.3% are married couples, 30.9% are single women, and 8.8% are single men.

Along similar lines, the number of householders living alone is also higher in Richmond than any of the comparison communities, with 37.9% of housing units being single-person households. These numbers could be influenced by Eastern Kentucky University, and the high percentage of 20-to-24-year old's living within the city.



**40.2%**  
**of Homes Built in**  
**Richmond**  
**(1990-2009)**

*Source: 2018 ACS 5-year estimates*

## Housing

Richmond makes up approximately 39.8% of Madison County's 36,499 total housing units. Berea, the next largest community within the county, accounts for 16.5% of the county's total housing. Richmond's vacancy rate (9.8%), while lower than the state (12.4%) and nation (12.2%), is the second highest when compared against the other communities. Georgetown (5.5%) and Nicholasville (5.7%) are the lowest, while Danville (11.9%) is more in line with state and national levels. A vast majority of Richmond's housing (40.2%) was built between 1990 and 2010, with 15.1% of all housing within the City being constructed prior to 1960.

Richmond has the lowest number of owner-occupied housing units (35.6%) when compared against the other communities (Berea is second lowest with 52.8%), the state (67.0%) and the nation (63.8%). This low percentage of home ownership could be once again influenced by the university and high number of young adults living in Richmond.

This low number of owner-occupied housing units can also be seen in the breakdown in types of housing units within the city. While single-unit, detached (40.0%) is still the most common type of housing within the city, it is a much smaller percentage when compared against communities such as Georgetown (68.1%) or Danville (62.3%). The higher amount of multi-unit structures within the City correlates with the high number of renters and students. The following table shows Richmond's housing structure breakdown.

Total Housing Units	
Single-unit, detached	40%
Single-unit, attached	2.3%
Two units	10.3%
3 or 4 units	13.8%
5 to 9 units	14.0%
10 to 19 units	9.6%
20 or more units	6.6%
Mobile home	3.5%

Although Richmond may have the lowest owner-occupancy rates, the City is towards the top in terms of median home value. Richmond's median home value in 2018 was \$145,800, only beaten by Georgetown (\$159,600) and Madison County (\$155,000). Opposite of the high home values in Richmond, the City has the lowest rent (\$664) out of all comparison communities including the state (\$741), the next lowest being Danville (\$692).



**35.6%**  
**Owner-Occupied**  
**Housing Units**



**\$145,800**  
**Median Home Value**



**\$664**  
**Median Rent**

Source: 2018 ACS 5-year estimate

Richmond is home to a large number of renters, and also boasts the lowest average renting costs when compared against similar communities in the area. Although the university no doubt plays an influence in these higher renter levels, that is not the only factor. High median home value, coupled with low renter household incomes, could be a reason the City is not seeing households make the transition from renting to homeownership. Encouraging more affordable, owner-occupied housing could help families make the transition to homeownership without causing greatly increased economic strain on the household.

## Building Permit Data

Based upon building permit information gathered from the City, a total of 616 New Build Residential building permits were issued between January 2018 and December 2020. If assuming all new units were built for owner-occupied housing, with an average owner-occupied household size of 2.48, this would have increased the City's population by 1,528 people since 2018. If assuming all new units built were renter occupied, with an average renter-occupied household size of 2.17, this would have increased the City's population by 1,337 since 2018.

Additionally, there were 125 building permits issued for Residential Additions and Residential Alterations. The following table shows the breakdown by year for all three types of residential building permits issued by the City between January 2018 and December 2020. Based on the building permit data, new build residential permits have increased each year since 2018. If new residential development coincides with new population growth, Richmond may outpace the population projections that anticipate the addition of approximately 6,000 people over the next 20 years. The number of new housing development in Richmond show the interest and the need for additional single-family development over the next several years.



**125**  
**Residential**  
**Additions and**  
**Residential**  
**Alterations Building**  
**Permits in 2018**

New Build Residential			
Year	Number of Permits	Median Value	Average Value
2018	205	\$120,000	\$130,727
2019	242	\$130,000	\$144,806
2020	323	\$140,000	\$144,019
Residential Additions and Alterations			
2018	70	\$7,200	\$12,950
2019	80	\$7,000	\$12,931
2020	82	\$7,750	\$17,373

Source: City of Richmond

## Educational Attainment

In Richmond, approximately 88.2% of the population over the age of 25 have a high school diploma or higher, which is higher than the state (85.7%), the nation (87.7%), and every comparison community except Georgetown (90.6%). Richmond leads all comparison community's in population with bachelor degrees or higher (32.5%), is higher than state levels (23.6%), and is on par with the nation (32.5%). Breaking down a community's educational statistics can help community decision makers determine what types of industries and businesses to incentivize, or to gauge the need for additional funding or programs to help strengthen existing institutions. Richmond's high educational attainment could be appealing to potential employers looking for an educated workforce, and is very likely influenced by the university and the professionals it attracts. The following table shows where Richmond falls when compared to its comparison communities.



**88.2%**  
**HS Degree or Higher**

**32.5%**  
**Bachelor's Degree or Higher**

**13.1%**  
**Graduate or Higher**

Community	High School Graduate	Bachelor or higher	Graduate or higher
Georgetown	90.6%	27.3%	10.5%
<b>Richmond</b>	<b>88.2%</b>	<b>32.5%</b>	<b>13.1%</b>
Danville	87.0%	23.9%	13.1%
Madison County	87.0%	30.5%	12.3%
Berea	85.8%	29.0%	11.0%
Nicholasville	83.2%	20.6%	6.9%
Winchester	82.9%	17.5%	4.7%



## Income

Richmond's median household income was \$34,532 as of 2018, lower than every other comparison community including the county (\$48,687) and state (\$48,392). Although Richmond falls behind the other communities, it could be explained by the difference between median household income for owner-occupied households (\$62,037) and renter-occupied households (\$24,279).

Richmond also has the lowest income per capita (\$20,450) when compared against the comparison communities, which could also be influenced by the low renter-occupied household incomes. The following table shows median household and per capita incomes for Richmond and the comparison communities.



**\$34,532**  
**Median Household**  
**Income**



### Median and Per Capita Income

**Median household income** is based off all available incomes in a household, while **per capita income** is the average income based on all community residents. Per capita income is frequently used in measuring a standard of living, but can be skewed because it does not reflect income distribution. These are both important indicators that measure the economic health of an area in comparison to others. High educational attainment may contribute to higher incomes for Richmond residents.

Community	Median Household Income	Per Capita Income
Georgetown	\$62,321	\$28,354
Madison County	\$48,687	\$24,533
Nicholasville	\$48,000	\$22,258
Berea	\$43,618	\$20,641
Winchester	\$42,273	\$24,486
Danville	\$37,451	\$22,329
<b>Richmond</b>	<b>\$34,532</b>	<b>\$20,450</b>

Source: 2018 ACS 5-year estimate

## Workforce and Unemployment

As of 2018, approximately 62.6% of Richmond's population of 16 years and over was in the workforce. Richmond is at a similar level when measured against the comparison communities, except it greatly exceeds Danville (51.4%) and falls behind Georgetown (72.0%). Richmond has a higher labor force participation rate than Kentucky (59.3%) and only slightly lags behind the national average (62.9%). The City makes up roughly 65.1% of Madison County's total workforce.

Richmond's unemployment was an average of 4.3% in 2019 according to the Bureau of Labor Statistics, on par with the state (4.3%), but higher than the national average (3.7%). When communities experience both high levels of labor force participation and unemployment it shows the need for supporting and attracting industries to help meet workforce demands. Due to Richmond's large population of young adults ready to enter the workforce, these numbers could point to a need to begin attracting new industries and occupations that can support the new workforce and keep them living within the City.

As anticipated, the impact of the COVID-19 Pandemic may have negatively affected unemployment and labor force participation in Richmond. While the first four (4) months of the 2020 year held unemployment levels similar to previous years, April (16.0%) and May (10.6%) held the highest levels of unemployment for Richmond since 1990. The amount of those unemployed throughout the 2020 year fluctuated by month, with October showing preliminary estimates of 7.4%.



**62.6%**  
in the Labor Force

Community	Labor Force Participation (16 years and over)	Unemployment (2019 annual average)
Georgetown	72.0%	3.6%
Nicholasville	63.7%	3.8%
<b>Richmond</b>	<b>62.6%</b>	<b>4.3%</b>
Berea	62.1%	4.0% <sup>1</sup>
Madison County	62.0%	3.9%
Winchester	60.1%	3.9% <sup>2</sup>
Danville	51.4%	4.8%
1- Based on Richmond-Berea, KY Micropolitan Statistical Area Unemployment Data		
2- Based on Clark County, KY Unemployment Data		

## Commuting

The mean travel time to work for those living within Richmond is 19.7 minutes. Out of those working, about 78.8% drive alone, 8.8% carpool, 5.9% walk, and 3.2% work from home. Richmond has a lower commute time than all comparison communities with the exception of Danville (17.4 minutes) and Georgetown (19.0 minutes). Every comparison community has a lower commute time than the national average (26.6 minutes). Low commute times can signal that most residents are employed within the City or within nearby communities, forgoing the need to travel outside the City or county for work.

According to the Kentucky Center for Statistics (KYSTATS) who provides county level statistics, Madison County exports more workers than it imports, signifying the need for job and industry attraction locally. Roughly 11,196 people are commuting outside the county for work (6,885 into Fayette County alone), while only 7,343 are traveling into the county (1,108 from Rockcastle County alone). Due to Richmond's close proximity to Fayette County, many of these commuters may be traveling from Richmond to Fayette County for work. Analyzing the commuting patterns such as this are important for officials because it can influence future housing and economic development. If a community is experiencing a large number of commuters coming into the community to work, that could be a sign that increased development in housing could attract new residents.



**19.7**  
**minutes**  
**mean travel time**



**11,196**  
**people commute**  
**outside of Madison**  
**County**

## Industries and Occupations

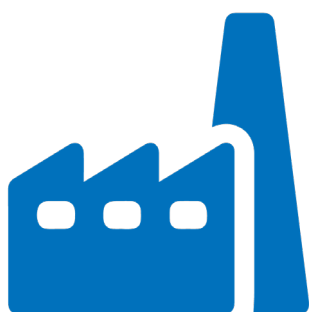
Richmond's largest industry sectors as of 2018 were educational services, and healthcare and social services (28.6%), arts, entertainment, recreation, and accommodation and food services (18.4%), and retail trade (15.2%). This closely mirrors Madison County's top industry sectors of educational services, and healthcare and social services (28.9%), manufacturing (13.5%), and retail trade (11.7%). The following table shows a full breakdown of the major industry sectors within Richmond.

Major Industry	Total Employment	Percentage of Population
Educational services, and health care and social assistance	4,821	28.6%
Arts, entertainment, and recreation, and accommodation and food services	3,095	18.4%
Retail trade	2,558	15.2%
Manufacturing	1,335	7.9%
Professional, scientific, and management, and administrative and waste management services	1,277	7.6%
Other services, except public administration	799	4.7%
Public administration	716	4.2%
Transportation and warehousing, and utilities	619	3.7%
Finance and insurance, and real estate and rental and leasing	586	3.5%
Construction	430	2.6%
Information	327	1.9%
Wholesale trade	206	1.2%
Agriculture, forestry, fishing and hunting, and mining	82	0.5%

The City does not have a single occupation type which dominates the labor force, but is spread out fairly evenly among management, business, science, and arts occupations (32.2%), service occupations (25.0%), and sales and office occupations (22.5%). Since Richmond has a balanced workforce that is spread out over multiple occupations, chances are the City can react better to sudden recessions that target specific industries. City officials should always strive to attract a variety of industries to supplement their workforce, instead of relying on a single type.

Source: 2018 ACS 5-year estimate

Although the City and county's largest industry sector is educational services, and healthcare and social services, the Bureau of Labor Statistics 2019 Employment and Wages data also shows Madison County has a high concentration of primary metal manufacturing jobs. Specifically, motor vehicle metal stamping which has a location quotient of 21.4. This concentration could be an influence for City officials when deciding what types of industries to attract, such as those that would directly relate and could benefit exiting places of employment within the City and county.



**28.6%**  
of Industry includes  
Educational  
Services, and Health  
Care and Social  
Assistance

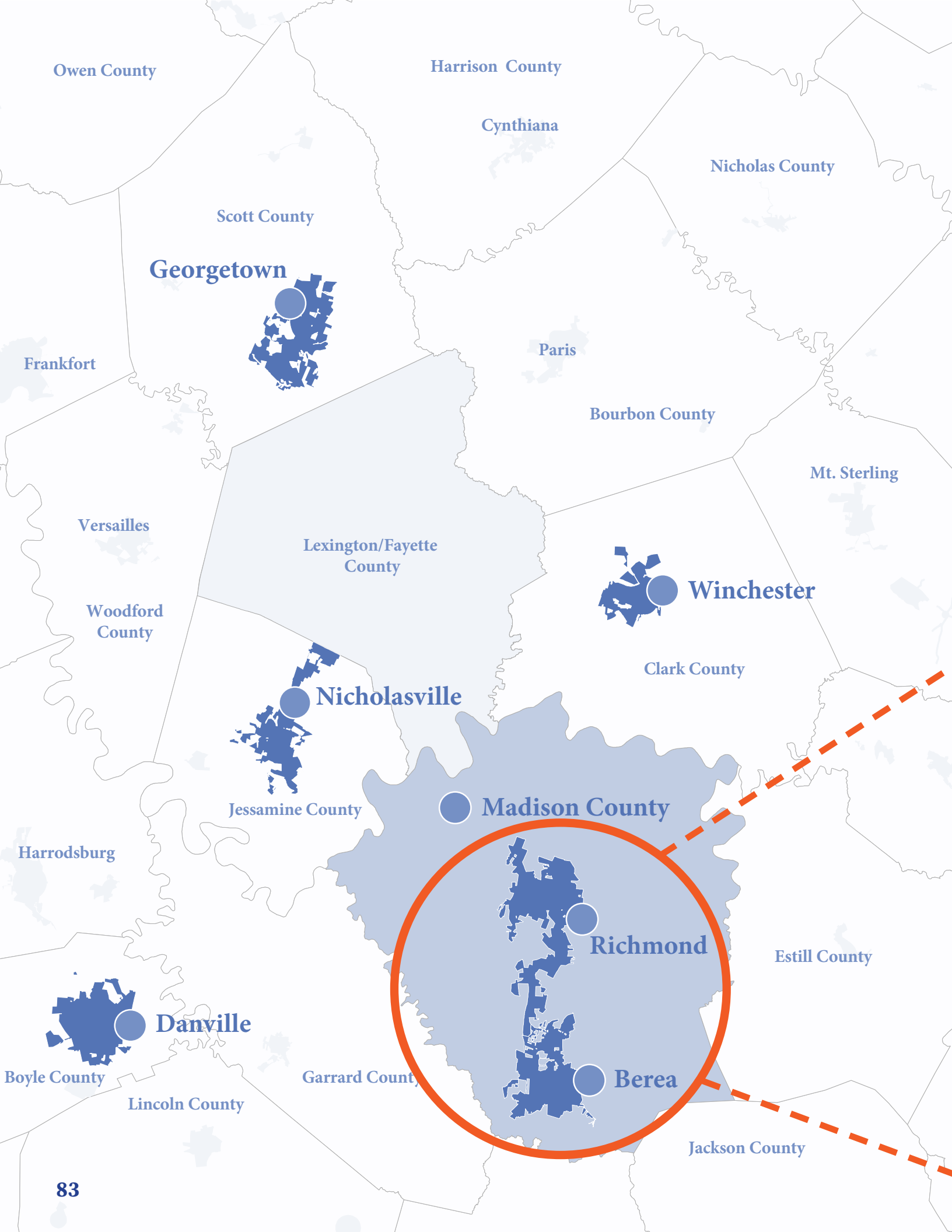


**32.2%**  
of Occupations  
include  
Management,  
Business, Science,  
Arts and Service  
Occupations

Occupation	Total Employment	Percentage of Population
Management, business, science, and arts occupations	5,423	32.2%
Service occupations	4,206	25.0%
Sales and office occupations	3,789	22.5%
Production, transportation, and material moving occupations	2,551	15.1%
Natural resources, construction, and maintenance occupations	882	5.2%

Source: 2018 ACS 5-year estimate







# Appendix B

## Public Participation



### Introduction

Appendix B includes summaries of input collected during the planning process. The Stakeholder Committee met four times throughout the duration of the project, providing guidance and feedback of each stage. An online survey and Facebook Live presentation were launched during the process and two in-person workshops were held to gather public input as well. The summaries of these opportunities can be found in this section.



### Stakeholder Committee

The Stakeholder Committee for the City of Richmond included 13 members; each member brought a unique background and interest to the committee. The group served as a diverse cross-section of Richmond and provided feedback throughout the development of the plan. The committee members and the organization they serve included:

- Scott Althaus, Richmond Utilities
- Mike Brewer, Commissioner
- Tyler Frazier, City Attorney
- Mendi Goble, Chamber of Commerce
- Tyler Johnson, Community Development
- John McIntosh, GIS Dept.
- Rob Minerich, City Manager
- Erin Moore, Parks and Recreation
- Lori Murphy-Tatum, Tourism
- John Roden, Kentucky River Foothills
- David Stipes, Richmond Industrial Development
- Philip Williams, Planning & Zoning
- Ethan Witt, ECU

## Stakeholder Meeting #1 Summary

Richmond officially kicked-off the process to update the Richmond Comprehensive Plan on Monday, February 8, 2021 with the first Stakeholder Committee meeting. The meeting was held virtually from 1:00-2:30 pm with 11 of the committee members.

The Agenda included the following:

1. Introductions & Roles
2. Planning & Process Overview
3. Existing Conditions Overview
4. Key Issues & Visioning
5. Next Steps & Schedule

The committee discussed the following key ideas and issues:

- The city hears that they currently have too many multi-family units and there is a strong desire for more single-family homes.
- The city currently has the infrastructure and capacity to support new businesses, but there needs to be a concentrated effort in determining where infrastructure should be extended to support new growth and development.
- The city is vastly underserved by parks and recreational assets of every type. This was discovered during the previous planning process for the Parks and Recreation Master Plan. This should be a priority for the future. A potential multi-sport outdoor sports complex was considered a big idea for the city that would support parks and recreation as well as tourism.
- Downtown should be revitalized and include upgrades to existing buildings and outdoor dining options that contribute to a strong sense of place, character, and identity.
- The city needs more options for entertainment, shopping, and dining to support tourism and overall quality of life.
- The use of technology will become more prevalent overtime and the city should anticipate more virtual meetings, revamping the city's website, and ensuring the existing internet infrastructure and providers keep up the good service.
- Workforce attraction for entry-level jobs is needed immediately in Richmond in addition to the need for skilled jobs. Currently entry-level positions are always open and can be very hard to fill.
- The city should continue to build and strengthen their relationship with ECU.
- Key assets in Richmond as described by the committee included proximity to Lexington, access to I-75, ECU, strong and supportive leaders, population size, and worker percentage.
- Top challenges related to land use as identified by the Committee included available land for sale near transportation centers for industrial that could take advantage of the rail line and limited land near rail lines in general.
- Challenges related to transportation included downtown congestion.
- Lack of park property was again identified as a challenge for quality of life. Lake Reba is currently overused and there needs to be more sports facilities, multi-use paths, playgrounds, etc. Residents are also looking for more places to walk, either a path or just sidewalks, especially as the demand for outdoor recreation will continue to increase.

## Vision Richmond 2040 Comprehensive Plan

- Other economic challenges mentioned included the increased use of illegal substances and addiction as well as difficulty in attracting local businesses/restaurants in Lexington to open a second location in Richmond.
- Big ideas included a convention center located adjacent to hotels, a venue similar to 4th Street Live in Louisville, and creating a charm and grandeur in Richmond that you see in other bustling tourism towns like Savannah, Charleston, etc.

### Stakeholder Meeting #2 Summary - 03/30/2021

On March 30, 2021 from 1:00-2:30 pm, the second Stakeholder Committee meeting was held to update the Richmond Comprehensive Plan with 11 members of the committee. The meeting included a brief recap of the planning process, an overview of the information collected to date from the focus group meetings and online survey, and discussed the updated vision, goals and objectives for the plan.

The following outlines the discussion and comments on the updated vision statement, goals, and objectives.

- An update to the vision statement suggested the removal of strong linkages, replace the word ideas with vibrant quality of life, revise vibrant gathering spaces to diverse gathering spaces, revise strong job and tax base to strong employment and revenue base, and revise 21st century to innovative.
- Goal One should be revised to exclude downtown as a priority for economic development and read, “Promote Economic Development and Create a Vibrant Business Community.” An objective underneath Goal One should be added to emphasize education partners and resources and their relationship to economic development.
- Goal Two and the related objectives were still appropriate.
- Public safety was identified by the committee as a priority and the group suggested adding it to Goal Three. It was also suggested that an objective be added to Goal Three regarding public safety. Additionally, it was suggested to add the word “safe” to the objective promoting affordable housing.
- Goal Four was still appropriate. The last objective describing new technologies to retain young professionals was revised as “Support the development and retention of young professionals.”
- Goal Five and the related objectives were still appropriate.
- For Goal Six, “Establish” should be added at the beginning of the goal statement since a brand has not yet been established for the city. The word “identity” should also be included within the goal statement.
- An objective related to responding to COVID should be added as well as economic resiliency related to future potential economic disasters.



### **Stakeholder Meeting #3 Summary - 04/29/2021**

On April 29, 2021 from 1:30-3:30 pm, the third Stakeholder Committee meeting was held to update the Richmond Comprehensive Plan. The meeting included a brief recap of the planning process, discussion of plan elements and mapping, and next steps for the plan.

The following outlines the discussion and comments on the plan elements and mapping.

- The committee suggested future growth areas should still consider the following areas:
  - Unincorporated Madison County bounded by US 25, Lexington Road, 3rd Street/Old Wilderness Trail and city limits, in addition to the north side of US 25 near the end of city limits.
  - Unincorporated Madison County in the Southern area of Richmond bounded by Interstate 75, Duncannon Lane, the rail line and existing city limits.
- The committee suggested changes to the future land use map, which focused on areas that were relatively undeveloped or identified for agriculture uses. The following changes were made.
  - Future land uses near Duncannon and the interchange at I-75 included a mixture of Commercial, Mixed-Use, Housing, and Industrial. Commercial uses were considered most appropriate near the interchange, with housing most appropriate furthest away from the interchange and near other housing developments. Residential areas between designated commercial uses and industrial uses along Duncannon was adjusted to be Mixed-Use, and industrial uses were identified as appropriate near the existing rail line.
  - Areas near Lexington Road, which would be a future growth area, was identified as an area appropriate for future residential growth.
  - Land closer to the Bypass (US 25) was identified as a potential for mixed-use development, especially in those areas closer to Interstate 75.
  - Residential property was considered appropriate near Berea Road behind Walmart, Kroger and other commercial development along the Eastern Bypass.

- Future transportation needs were discussed at length. The KYTC Six Year Highway Plan was highlighted and discussed. The committee stated that the widening of US 23 from 421 to Pumpkin Run was a priority for the community and that the pedestrian flashing beacon at Madison Central should also include additional pedestrian safety elements such as a sidewalk. The committee also discussed the following transportation-related projects that should be considered in the future:
  - Expansion of Victory Boulevard, connecting Goggins to Lexington Road.
  - Vehicular connection from Pavilion Way to Boggs Lane, in addition to signage that deters truck traffic from utilizing this route.
  - Roadway connection through new Magnolia Point Subdivision that would bridge Red House Road to Four Mile Road.
  - Streetscape enhancement project along Lancaster Avenue from the Bypass to Main Street that includes widened sidewalks and lighting.
  - Fully connecting sidewalks from East Main Street to Bypass.
  - Multi-Use Trail connecting Fort Twetty to Taylor Fork, then connecting to ECU.
  - Pedestrian Connection from Million Park to ECU retention pond/Grand Campus.
  - Pedestrian Connection from Million Park along Tates Creek Road to Goggins that would make a full connection to Barns Mill road through existing sidewalks.
  - Complete sidewalk inspections, inventory, and rating for repair throughout the City, with Downtown being the highest priority.
- Economic Development and Utilities were discussed. As the community considers industrial development outside of the city, other energy providers will need to be included as a partner and their existing capacities will also need to be considered.
- Future community facilities identified included a fire station along Duncannon as the density in that area greatly increases. It could potentially share space with a police unit in that location as well.
- Additionally, the group considered locations for future parks including:
  - Identification of a potential park along North Street that the City is currently looking to acquire.
  - Prioritization of potential park locations with northern Richmond being the highest priority, followed by West Richmond, Southern Richmond and north east of the Bypass near Red House Road.
- Special Issues such as Economic Development and Promotion/Branding was also discussed as a group. The city is currently working towards developing a new brand, logo, and style guide. It was also suggested that industrial and commercial development should be a focus of Economic Development in addition to business attraction and retention, small business support, downtown infrastructure & incentives, and tourism.

**Stakeholder Meeting #4 Summary - 08/09/2021**

The final Stakeholder Committee meeting was held on August 9, 2021 from 1:00-3:00 pm. This meeting was intended for the Stakeholder Committee to address any final comments they had for the document and to run through the plans action steps. The following outlines the suggestions presented by the committee, not including minor wordsmithing edits or comments.

- Number the action steps to allow for easier referencing.
- Add Richmond Tourism as a partner for branding, gateway signage, and public arts initiatives.
- Add the Architectural Review Board to the historic renovation action step.
- Add the Chamber to the partners list and change DNR to Kentucky Fish and Wildlife.
- Update the FLU map with the recent annexations.
- Reference the Madison County Career and Technical Center in Goal 4, Objectives 3 and 4.

## Public Meetings

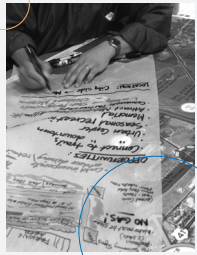
### Public Visioning Workshop / Facebook Live - March 11, 2021

On March 11, 2021 the City of Richmond held a Facebook Live input session in place of an in-person meeting due to Covid-19. The Facebook Live was roughly one hour long. The first part of the session included a brief presentation. The presentation included an overview of planning, description a comprehensive plan, overview of the planning process, and identification of the ways the community can participate. Following the presentation was a live Q&A session where viewers could ask questions.




### Planning is:

- A collaborative process to represent community values!
- A process that defines a community's **VISION** or direction for the future
- A process that prepares for the future by anticipating and directing growth
- A process that identifies needed policies, programs, and projects to improve Richmond



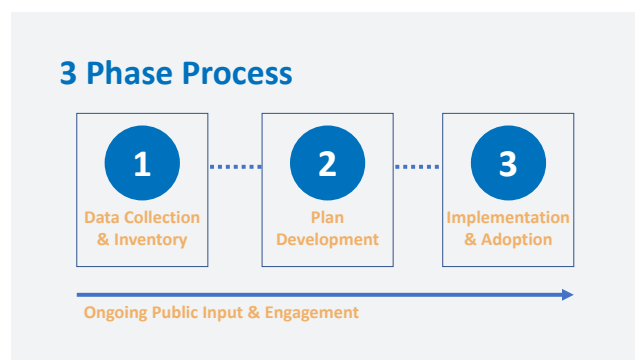
### KRS 100 Requirements

- Statement of Goals and Objectives
- Policy Statements and Objectives
  - Land Use Plan Element
  - Transportation Plan Element
  - Community Facilities Plan Element
- Any additional elements to further community needs and priorities



### A Comprehensive Plan IS:

- A legislative document that articulates a broad vision for the future
- An official policy statement for private development projects and community expenditures
- The foundation for land use decisions
- Includes a vision statement, overarching goals, objectives, and plan elements



### Engagement Opportunities

- Online Survey: **AVAILABLE NOW!**
  - <https://www.surveymonkey.com/r/richmondkycomplan>
- Additional Public Meetings
- Adoption Meetings

### Live Q & A Session

- Online Survey: **AVAILABLE NOW!**
  - <https://www.surveymonkey.com/r/richmondkycomplan>



## Public Open House Summary - June 2nd and June 10th

Richmond held two Public Open Houses from 5:00-7:00 pm on Wednesday, June 2, 2021 and Thursday, June 10, 2021. Approximately 33 people signed-in at the two meetings, although several other staff, consultants, and residents who didn't sign-in were present as well. There were three stations with information displayed at the meeting. Station One included a general overview of the comprehensive plan components, planning process, key demographic information, and identification of the study area. Station Two included the draft vision statement and goals. Participants were able to suggest revisions that should be made to the vision statement as well as identify whether they agree or disagree with any of the plan goals. Station Three included input on plan objectives and corresponding maps for each goal and plan element. Participants were able to identify if they agreed or disagreed with each goal as well as prioritizing the objectives. Participants were also asked to identify anything that might be missing from the objectives and maps provided. The following provides a summary of the input that was collected.

### Vision Statement Suggestions:

- How about a distinction when referring to “thriving commerce” between corporate commerce and small business commerce? Both are necessary for a city to thrive but we are much more saturated with corporate entities.
- What about infrastructure for walkers and bikers? What about digital infrastructure?
- Vision Statement should be more concise.

### Goals:

STATION

2

COMPREHENSIVE  
PLAN GOALS

INSTRUCTIONS

Review the following proposed goals. Use **GREEN** dots to indicate the goals that you agree are appropriate for Richmond, and use **RED** dots to indicate the goals you feel are not appropriate for Richmond.

DRAFT GOALS

AGREE/DISAGREE

1

Promote Economic Development and Create a Vibrant Business Community.

10

votes

0

votes

1

votes

2

Provide a Safe and Functional Multi-Modal Transportation Network.

7

votes

1

votes

1

votes

3

Increase Quality of Life and Promote Safe and Sustainable Neighborhoods.

12

votes

0

votes

3

votes

4

Support Continuing Life-Long Education.

4

votes

1

votes

0

votes

5

Advocate for a Sustainable Growth.

12

votes

0

votes

0

votes

6

Establish & Reinforce Richmond's Distinctive Character, Identity, & Sense of Place.

7

votes

0

votes

0

votes



# Vision Richmond 2040 Comprehensive Plan

## Objectives:

STATION	3	GOAL 1: PROMOTE ECONOMIC DEVELOPMENT AND CREATE A VIBRANT BUSINESS COMMUNITY.
<b>INSTRUCTIONS</b> Review the following objectives. Use <b>GREEN</b> dots to indicate the objectives and action steps that you agree with, use <b>RED</b> dots to indicate those you disagree with, and use <b>BLUE</b> dots to indicate the objectives you believe should be a priority for Richmond.		
<b>OBJECTIVES</b> Objectives provide an additional level of detail or direction to each goal and are typically action oriented. Each strategy will have one or more action steps that specifically relate to it.		
PROPOSED OBJECTIVES	AGREE/DISAGREE	PRIORITY
1. Promote downtown as center for commerce and activity with adequate vehicular and pedestrian access and parking.	3 0	3
2. Enhance downtown through placemaking, infrastructure and aesthetic investments, while preserving the character and integrity of the historic district.	6 0	8
3. Support local and small business development and expansion.	1 0	9
4. Develop and provide incentives to attract and retain businesses and industries.	1 0	5
5. Support the expansion and enhancement of tourism attractions, including enhancing and expanding programming and marketing for unique local resources.	6 0	4
6. Strengthen economic partnerships and promote educational resources throughout the community.	3 0	1
7. Encourage infill/redevelopment and adaptive-reuse as means to strengthen the tax base and reduce infrastructure costs.	3 0	4
8. Attract public/private development opportunities for Eastern Kentucky University's emerging fields and technologies.	3 0	3
9. Increase Richmond's economic resiliency and response to existing and future economic disasters like the COVID-19 pandemic.	0 0	1
	votes votes	votes

STATION	3	GOAL 2: PROVIDE A SAFE AND FUNCTIONAL MULTI-MODAL TRANSPORTATION NETWORK.
<b>INSTRUCTIONS</b> Review the following objectives. Use <b>GREEN</b> dots to indicate the objectives and action steps that you agree with, use <b>RED</b> dots to indicate those you disagree with, and use <b>BLUE</b> dots to indicate the objectives you believe should be a priority for Richmond.		
<b>OBJECTIVES</b> Objectives provide an additional level of detail or direction to each goal and are typically action oriented. Each strategy will have one or more action steps that specifically relate to it.		
PROPOSED OBJECTIVES	AGREE/DISAGREE	PRIORITY
1. Develop and coordinate a holistic, long-range transportation plan to improve safety conditions, and access for all modes of transportation.	0 0	2
2. As new roadways or connections are planned or constructed, continue to implement access management best practices that provide safe roadways.	3 0	1
3. Improve and extend sidewalk connectivity to major destinations and neighborhoods throughout the City.	7 0	2
4. Plan and incrementally implement bike lanes and multi-use trails throughout Richmond that build upon the existing network.	14 0	4
5. Employ traffic calming features into transportation infrastructure projects to increase safety for all roadway users.	1 0	0
6. Continually maintain and improve infrastructure systems.	2 0	2
7. Integrate new technology advancements into transportation infrastructure upgrades.	3 0	0
8. Implement a wayfinding and gateway signage system in Richmond for motorists, bicyclists, and pedestrians.	1 0	2
9. Ensure all residents, including seniors, have viable access to public transit service.	4 0	1
	votes votes	votes

STATION	3	GOAL 3: INCREASE QUALITY OF LIFE AND PROMOTE SAFE AND SUSTAINABLE NEIGHBORHOODS.
<b>INSTRUCTIONS</b> Review the following objectives. Use <b>GREEN</b> dots to indicate the objectives and action steps that you agree with, use <b>RED</b> dots to indicate those you disagree with, and use <b>BLUE</b> dots to indicate the objectives you believe should be a priority for Richmond.		
<b>OBJECTIVES</b> Objectives provide an additional level of detail or direction to each goal and are typically action oriented. Each strategy will have one or more action steps that specifically relate to it.		
PROPOSED OBJECTIVES	AGREE/DISAGREE	PRIORITY
1. Maintain and enhance public safety in the City of Richmond.	3 0	4
2. Ensure all new development aligns or transitions appropriately with the existing character, scale, and density of nearby neighborhoods.	2 0	0
3. Ensure that housing developments are served by adequate amenities and infrastructure.	0 0	0
4. Encourage rehabilitation, beautification, and upkeep of all neighborhoods.	4 0	7
5. Increase homeownership rates while providing safe and affordable housing options for all residents.	3 0	2
6. Allow for the establishment of diverse housing types, including options for seniors, students, families, and young professionals.	2 0	2
7. Increase support for and the creation of neighborhood organizations which promote community enrichment and pride.	2 0	2
8. Support community and health services that serve the neighborhoods, including training, support and collaboration for human service providers.	3 0	1
9. Cultivate on-going relationships between the City and neighborhood groups to maintain and improve neighborhoods, leverage limited resources, and facilitate assistance to residents in need.	5 0	1
	votes votes	votes

STATION	3	GOAL 4: SUPPORT CONTINUING LIFE-LONG EDUCATION.
<b>INSTRUCTIONS</b> Review the following objectives. Use <b>GREEN</b> dots to indicate the objectives and action steps that you agree with, use <b>RED</b> dots to indicate those you disagree with, and use <b>BLUE</b> dots to indicate the objectives you believe should be a priority for Richmond.		
<b>OBJECTIVES</b> Objectives provide an additional level of detail or direction to each goal and are typically action oriented. Each strategy will have one or more action steps that specifically relate to it.		
PROPOSED OBJECTIVES	AGREE/DISAGREE	PRIORITY
1. Continue to strengthen the relationship between the City and Eastern Kentucky University, both culturally and physically.	9 0	2
2. Continue to provide a strong educational foundation for Richmond's youth (grades K-12, pre-kindergarten, Head Start and day care).	4 0	10
3. Promote the Training Resource Center at EKVU as a community resource.	3 0	1
4. Encourage lifelong learning through expanded adult education opportunities and facilities.	3 0	2
5. Support the development and retention of young professionals in the community.	3 0	7
	votes votes	votes

**STATION 3**

## GOAL 5: ADVOCATE FOR A SUSTAINABLE GROWTH.

**INSTRUCTIONS**  
Review the following objectives. Use **GREEN** dots to indicate the objectives and action steps that you agree with, use **RED** dots to indicate those you disagree with, and use **BLUE** dots to indicate the objectives you believe should be a priority for Richmond.

**OBJECTIVES** Objectives provide an additional level of detail or direction to each goal and are typically action oriented. Each strategy will have one or more action steps that specifically relate to it.

PROPOSED OBJECTIVES	AGREE/DISAGREE	PRIORITY
1. Encourage future growth where current and adequate infrastructure and amenities exist in order to limit the negative effects of urban sprawl.	6 0	3
2. Focus new water and sewer services and other infrastructure in areas appropriate for and prime for growth.	0 0	5
3. Ensure new development does not impact water quality, and includes stormwater management best practices.	4 0	4
4. Support community-wide programs and policies for Renewable Energy, Energy Efficiency, Green Building, Waste Reduction, Reuse and Recycling.	8 0	3
5. Advocate for the use of sustainable materials and best practices in public and private development projects.	2 0	2
	votes votes	votes

**STATION 3**

## GOAL 6: ESTABLISH & REINFORCE RICHMOND'S DISTINCTIVE CHARACTER, IDENTITY, & SENSE OF PLACE.

**INSTRUCTIONS**  
Review the following objectives. Use **GREEN** dots to indicate the objectives and action steps that you agree with, use **RED** dots to indicate those you disagree with, and use **BLUE** dots to indicate the objectives you believe should be a priority for Richmond.

**OBJECTIVES** Objectives provide an additional level of detail or direction to each goal and are typically action oriented. Each strategy will have one or more action steps that specifically relate to it.

PROPOSED OBJECTIVES	AGREE/DISAGREE	PRIORITY
1. Establish and promote a long-term community brand across multiple community, department, and digital channels.	0 0	1
2. Actively pursue the expansion of the existing park acreage in Richmond to best serve all areas and users of the city.	4 0	15
3. Expand the current park system to include both active and passive recreational facilities and programs for youth, families, and seniors as identified in the Parks and Recreation Master Plan.	13 0	30
4. Market and provide strong support for arts, cultural, and historic attractions in Richmond.	4 0	4
5. Enhance and establish events and festivals that celebrate Richmond's unique character.	5 0	4
6. Advocate for quality design, unique places, and historic preservation as a way to enhance the distinctive character and identity of Richmond.	3 0	2
7. Implement aesthetic enhancements at key gateways, destinations, and corridors that reinforce Richmond's character.	8 0	5
	votes votes	votes

### What's Missing?

- Outdoor Sports Complex (not just soccer) with more practice fields and public use.
- Could Richmond Mall become an indoor recreation facility- climbing gym, indoor bike/walk?
- We need a youth sports complex; soccer, baseball/softball, football. I'm tired of driving to E-town.
- Where are the indoor facilities for basketball and volleyball? Winter sports for kids.
- Would love to see a natural playscape park with creek/water feature(s)
- Community wide sidewalks. Many folks walk along sidewalks on Bypass and its dangerous!
- Clean up downtown. Broken glass on every sidewalk. There are dirty, dilapidated buildings on every street. Make it pretty and the businesses will come.
- Indoor soccer (sports) complex for kids and adults sports league.
- Accessible and affordable internet for all. Jackson Co. has fiber, why can't we?
- Look into using the Richmond Mall as a possible sports complex.
- Soccer Complex
- Sporting Complex is needed. We had one, but it was poorly managed. Parks and Recreation would be great with it.
- Soccer Complex "state of the art" as advertised in news. Large enough to contribute to expanding economic growth/attract outside travel. Large enough to facilitate largest youth organization.
- How do included important issues like racial equity in community planning?
- Please invest in additional parks for our community. Specifically, Sports/Soccer Complex for future growth and revenue
- More sports complex – it's for the kids!
- Sports Complex for all sports but focus on soccer. Madison County is central right off I-75 – excellent position.
- Accessible soccer complex!
- Soccer complex is needed.
- Have bus routes along main street for commuters to travel for work and/or school.
- How could we improve on community involvement to clean our neighborhoods?
- Indoor athletic facilities for year-round use of youth and adults. The track at ECU is now locked in evenings and spaces are not accessible.
- Soccer Complex is needed!
- Downtown, downtown, downtown! It should be the representative heart of your town, not an inconsistent, barren, wasteland. There is no aesthetic, no flow, no prioritization of enhancement and it feels as if there's no hope.

**General Comments:**

- Twelve individuals wrote on comment cards. The following is a summarization of the comments made.
- Several comments included support the Soccer/Sport Complex not just for the value it will bring to the soccer community and kid's activities, but the economic development and tourism impact it will bring as well.
- Specific facility needs for the sports complex included a turf field and indoor soccer field for MUSA. Would also like to see properly drained fields, more fields, plenty of parking, and restrooms/concessions. A walking trail would be welcomed as well.
- Need a teen center to support kids after school hours.
- There needs to be a way to figure out how to keep property values from sky rocketing.
- There are concerns about traffic improvements around the Goggins Lane multi-use development.
- An increase in the sense of community is needed.
- Needs to be a focus on the maintenance and up keep of existing housing and buildings in all of the downtown area – not just those in historic areas.
- Where is the historic district or historic district overlay? There is currently a Board of Architectural Review that dictates what is/is not acceptable but there is no recourse and nowhere to have questions answered regarding upkeep of houses in this area.

## Focus Group Meetings

### **Economic Development Focus Group - March 24, 2021**

On March 24th from 11:00 am - 12:00 a small group met to discuss economic development in Richmond. Attendees included representatives from Richmond Industrial Development, Richmond Parks and Recreation, ECU, President of SLS and Madison County Live, and Richmond Planning & Risk Management. The following includes a summary of topics that were discussed during this focus group meeting.

#### **What do you believe is most important to the overall economic strategy of Richmond?**

- Industries are having issues finding potential employees?
  - There is a 13-county pool Richmond is drawing workers from, but a large amount of people are commuting out of the city to Lexington as well.
- Parks Department is looking to expand amount of park land, helps attract new residents who want to work and live within Richmond.
- How can the county capitalize on two major universities within the county?
  - There needs to be career opportunities within Richmond for those graduating and wanting to work within the city/county.
- Take the ideas from the different meetings during the process and find locations, in or out of city limits, that could fulfill future development needs.

#### **Are there specific targeted industries/businesses that the City is looking to attract?**

- Automotive industry has a large presence in Richmond, there are multiple assembly plants in the region (this is supported by the city's LQ statistics).
- Food related industries. AppHarvest has recently come to the area and could be an attraction for related industries or those which support greenhouses (glass manufacture) and agriculture.
- Electric vehicles sector. Berea has a plant that is currently expanding.
- Over 70% of graduates from ECU stay to work in Kentucky, over 80% of current students are originally from Kentucky.

#### **What type of incentives are currently being offered? How are they being promoted?**

- Nothing currently for small businesses, although ideas were presented to the commission for small businesses support downtown or wanting to relocate downtown.
- There are several incentives on the industrial side the city uses to attract new industries.
  - Kentucky Business Incentive – A certain percentage of the occupation tax comes back as rebates, if they hire Kentucky residents and pay over a certain amount in wages.
- Industrial parks can be an incentive, they can be in high demand depending on their location (have railroad access, close major highways, etc.)
- The local universities can act as an incentive because they supply an educated workforce.



- Marketing is always an ongoing effort in Richmond, they are actively working with other municipal groups on city-wide promotion.
  - Marketing outreach is key for attracting new businesses and residents. Need specific branding that everyone can get on board with and support.
  - Any quality of life departments, the chamber, the university, all need to come together on the marketing/branding efforts.

### **Is there adequate space available or zoned for new large employers/industries?**

- As the cities within Madison County continue to grow, there needs to be coordination between the county and cities on what should be annexed and what stays in the county.
  - New growth should also include an increase in greenspace.
- There is a difference between land that is zoned and land that is shovel ready.
  - On I1 and I2 zoning, the city needs to make sure there are available industrial zoned areas for companies looking to come to Richmond. Prospects want to make sure they are safe to build that won't be pushed back against down the road.
  - Is utility infrastructure in place? If utilities have been laid down for industrial development, we don't want residential to be built on that site.
- In their industrial park, they have shovel ready sites that are already zoned for heavy industrial.
  - There is a subdivision going in the county (city?) next to a Richmond industrial park, but there is a railroad and wooded buffer between the two.
- How can the city integrate buffer zones into industrial development?
- Duncannon Corridor can support any type of industry development, which can include buffer zones.
  - North and South Keeland supports residential and industry.
  - There are other corridors ready for new development that can support greenspace buffers.

### **Any roadway, internet, rail or utility infrastructure needed to help in attraction of targeted businesses?**

- There are 7 major exits along I-64 in Madison County, some are more built out than others.
- Railway connections are always an incentive for industrial development.

### **What are the obstacles related to downtown businesses locating in downtown?**

- The city has recently taken a larger interest in downtown, has set aside \$100,000 dollars for cleanup and visual improvements.
- There are many empty buildings downtown, rent transparency is needed.
- The downtown is missing some anchor store, need more diverse businesses that aren't just law offices and government buildings.
- There is a chicken and egg situation, the city has realized they need to put an effort into building up and investing in the downtown, but don't have groups willing to come in and lead the charge.
- Issue with landlords? Need better enforcement?

## Vision Richmond 2040 Comprehensive Plan

- There is a perception that there is not enough parking downtown, and a negative outlook on the downtown's walkability.
- "Feet on the street" campaign, let people know that there is adequate parking downtown.

### **Is there anything else that we haven't discussed that you think should be considered as part of the economic strategy for Richmond?**

- How do the multiple governments within Madison County coordinate their efforts and get on the same page? How do we get to the point where a new industry coming to Richmond is also a win for Berea and the rest of the county?
- Richmond (David) has coordinated and worked with the county on attracting new industries to the area, either in the city or county.
- As new industries come in, can the school systems support the new families? They need to be part of conversations when talking about growth and new business development.

### **Parks Focus Group - March 24, 2021**

A second focus group meeting was held on March 24th from 1:00 pm to 2:00 pm to discuss parks and recreation in Richmond. This group included Richmond Parks and Recreation, ECU, the City Manager, Richmond Tourism, and Richmond Planning & Risk Management. The following includes a summary of the topics that were discussed during this focus group meeting.

### **What do you believe is most important to improve the overall parks system in Richmond?**

- Indoor gym space is needed.
- Would like to see more park areas downtown for people to visit.
- Identify areas the city would like to see parks located in the future, so they can be added into new plans and set aside for future use.
- Need increased outdoor recreation space and trail connectivity, also looking for splash pads, pickleball courts, etc.
- Need a plan for future trails to increase trail connectivity.
  - One issue the city has is with private trails/greenways is maintenance and funding. Many are built as part of larger developments, but the original developers don't always take care of them.
  - All residential developments require sidewalks, and a certain amount of greenspace set aside. The long-term maintenance needs to be addressed on this because the greenspace is not absorbed by the city, but is on the developers to maintain it.
    - This needs to be dealt with on the front end of a development, so it isn't an issue later on.
  - Fort Twitty, the property has the opportunity for trail systems to connect to nearby residential developments, which are in the works.

### **The park acreage deficit is expected to reach 241 acres by 2030 and will increase as the population increases – what efforts are being made to acquire land or identify land to be future park space?**

- There needs to be a focus on the southside of the city, acquiring land and giving the southside park access. Would like to make use of current property owned by the City.
- In the city, North Street and Oak Street have properties with the potential to become park space.

Elm Street may be a possibility. Oak Street may be owned by ECU.

- Move the softball fields to a new location from downtown and use the existing space as a family fathering/event space. Move it to where the little league park or Reba Park. Move the soccer fields to a new, larger, location as it is the fastest growing sport in the City.
- There is space to move softball to old soccer area if they move some of the soccer fields away.
- Partnership between the city and ECU to create a multi-sport complex.
- There is a need for small, turf soccer fields (there was a specific name for these) that allow for practice. Soccer is the largest growing sport; they are forced to practice and play games on the same fields.
- Expensive land costs are a large barrier to park development.
- Property near industrial park, off Keeneland, could be a possible location for park space, however city-owned property is primarily reserved for the Industrial Park.
- Hanger farm property has potential to become park space.
- Need to get decision makers of the community out into these potential locations to see if a park/recreation space could work there.

**There are three big ideas for recreation listed in the Master Plan – what is the progress on these – what do you think is the time frame that is feasible to implement each – and which is the priority?**

- Sports Park/Partnership with ECU.
- Indoor Recreation Facility
- City is most deficient in basketball courts, with indoor baseball and soccer next on that list.
- There is an interest in indoor playground equipment.
- Large-scale park (25-50+ acres) (Duncannon 187 acres already owned by the City).
- A 50-acre park would not have many extra amenities if a soccer complex went in. Need about 40 acres for soccer alone, so need over 100 for a true multi-use complex.
- There are talks about acquiring a property that is large enough to hold amenities such as a splash pad, dog park, trails, etc., but may be too small for sports fields.
- If the city could acquire a large property potentially 240 acres for all active recreational amenities, they would be fine with phasing in different uses over a longer period of time.
- Addition park space of the 25-50 acre size could be separate from active recreational spaces and include passive recreational spaces.
- How can connectivity to existing parks be improved (multi-use paths)? Which connections are most important or a high priority?
- From Dillingham park (on east side of Main St. by YMCA) the road connects out to Lake Reba and Camp Catalpa. The road is very busy and would highly benefit from a safe path for pedestrians. There are some sidewalks, but connections could be improved. Also, would like a safe path over the bypass – could be a potential pedestrian bridge.
- Another connection from Lake Reba to a nearby Dairy Queen along Gibson bay Drive.
- Would rather see larger, multi-use paths built instead of bicycle only paths.
- Possible connections between Duncannon Lane along US 25, up to Kroger, if connection with Duncannon Trail and ECU Trail near Fort Twitty is made. Additional connection between Walmart,

Baptist and ECU could be made as well.

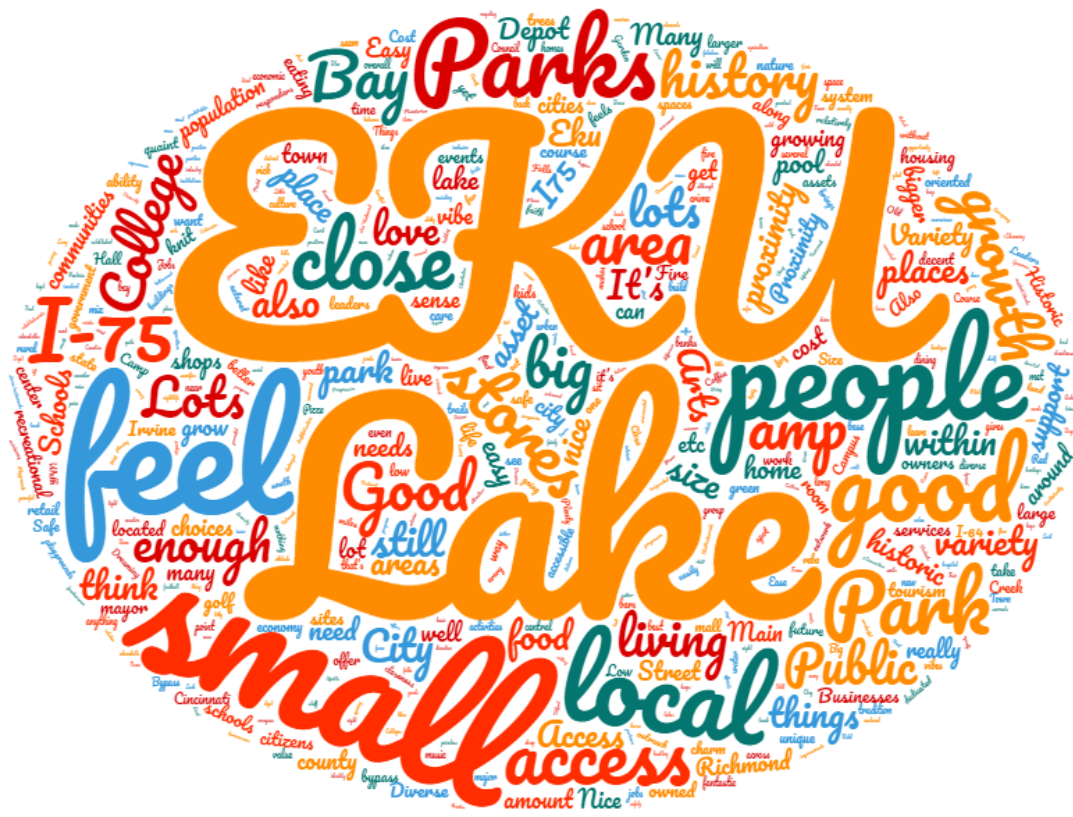
- In the 6-Year Plan, there is a multi-use path planned for Boggs Lane to connect to Duncannon and planned to go through Golden Leaf Subdivisions. This connection to the subdivision is undesired.
- Could connect 21 to Four Mile, then can further connect Four Mile to Red House Rd. There are annexations about to occur in these locations and could piggyback off collector roads and develop multi-use trails. This is part of the previous plan.
- Erin will provide the Pedestrian Master Plan completed a few years ago by the City.
- Is there a larger greenways system that we can begin to highlight/connect very broadly in Richmond?

**Is there anything else that we haven't discussed that you think should be considered as part of the parks and recreational strategy for Richmond?**

- Had a TAP Grant for the west Main Street project, they pulled the plug on a four-phase project, but that type of grant could be used for new trail connections.
- From a tourism standpoint, sports tourism is a major draw for the city and brings in thousands each year. They are not as affected by weather, COVID, or other factors that could inhibit other tourist draws.

The online survey was launched in January of 2021 and was closed May of 2021. The city posted the online link on multiple media sources including the city's website and Facebook, as well as multiple steering committee member's personal or organization accounts. In total, there were 830 collected surveys. The following shows a brief summary of those responses.

- Eastern Kentucky University (EKU)
- Lake Reba and the regions parks
- Small town feel
- Location to amenities and large cities
- Richmond's downtown
- Places to shop and eat out.
- The city's history



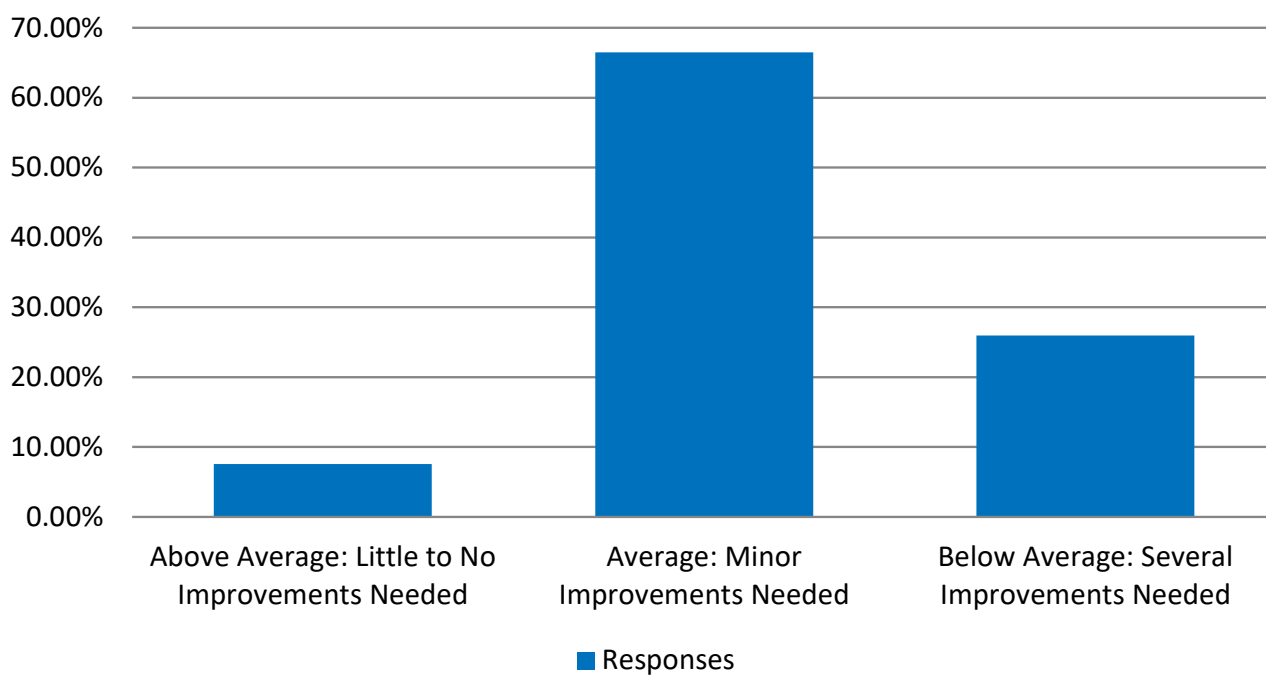


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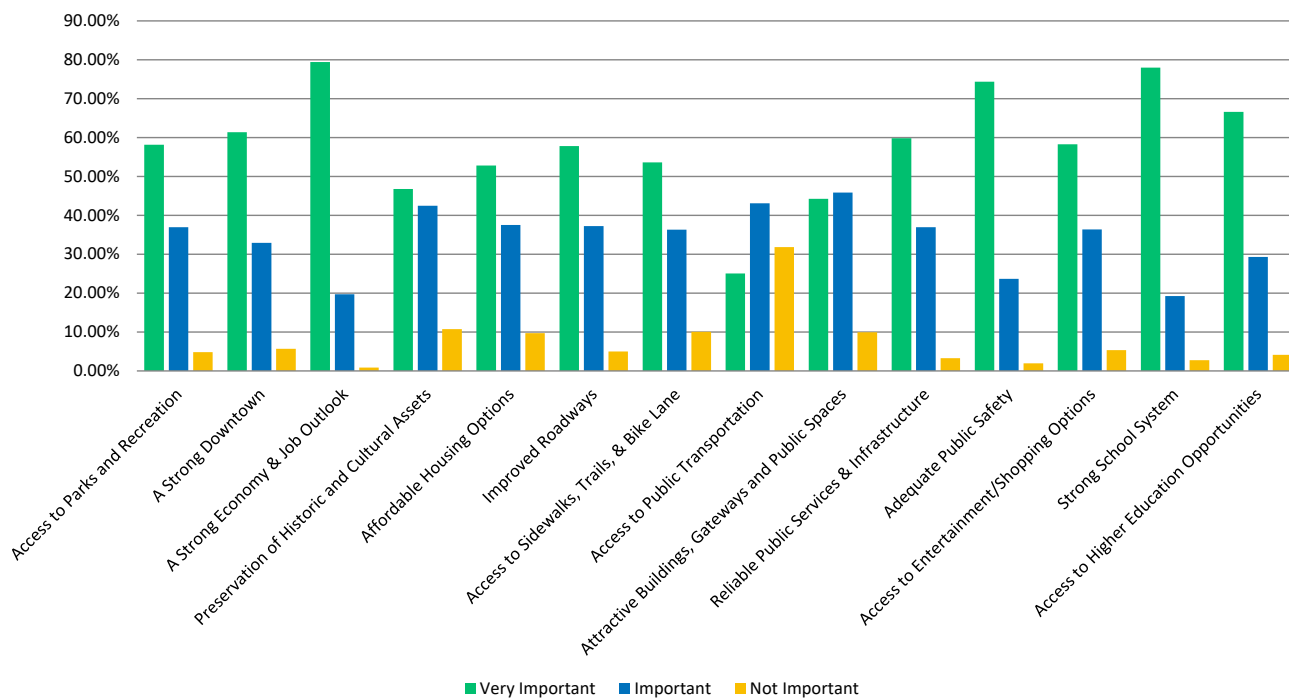
- Lack of businesses and business sustainability
- Low investment in the downtown
- Traffic and road conditions
- Few entertainment options that can compete with Lexington
- Perceived substance abuse issues
- Quality job opportunities



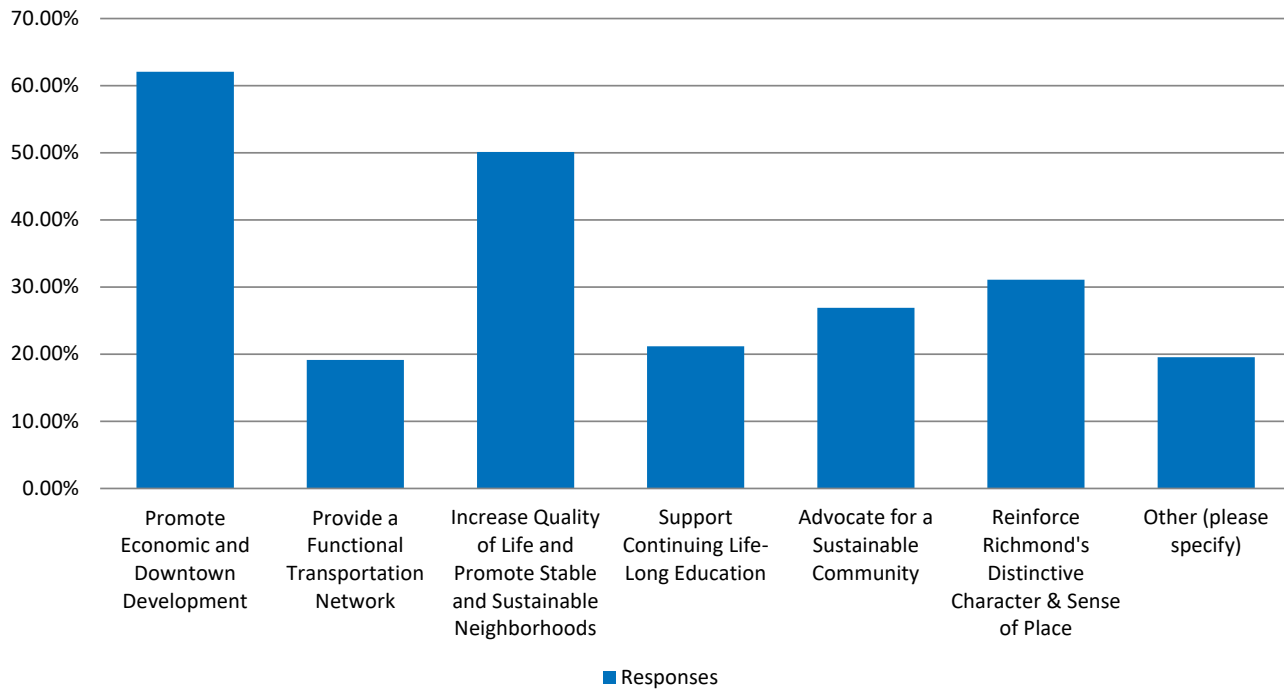
## How would you rate the quality of life in Richmond?



## For the following list, identify whether the topic is very important, important, or not important to YOUR quality of life in Richmond?



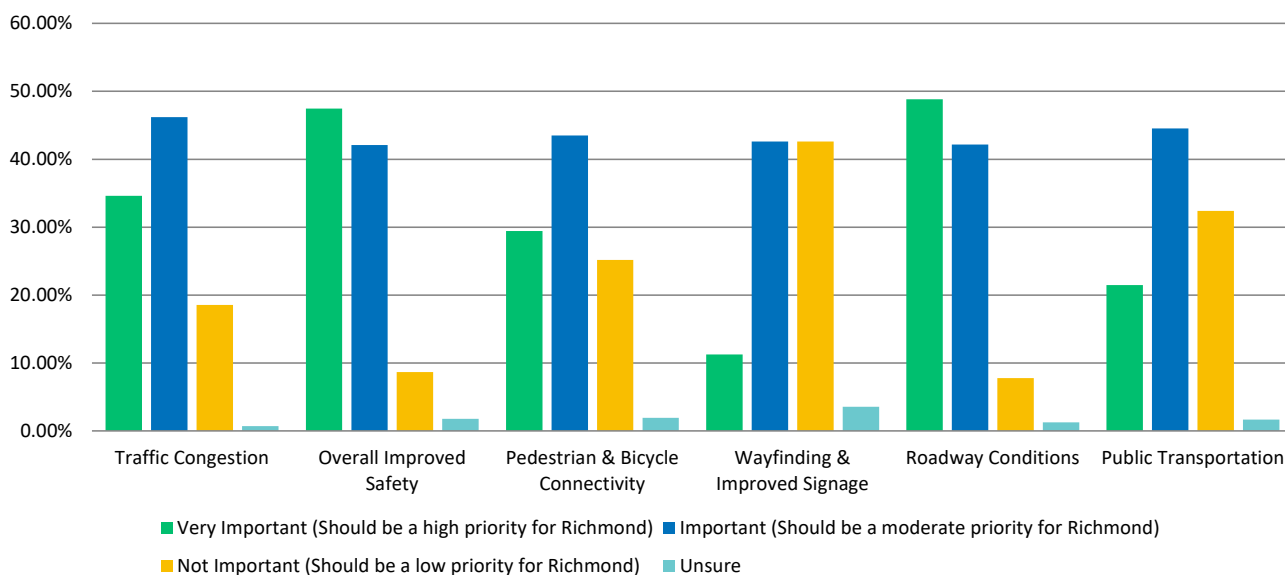
Over the next ten years, which of the following should be the highest priorities for the City of Richmond?



**List anything specific that should be a priority over the next 10 years.**

- Increased activities for youth
- More entertainment and tourism options
- Downtown investments
- Job growth
- Increased housing options
- Better bike and pedestrian connectivity

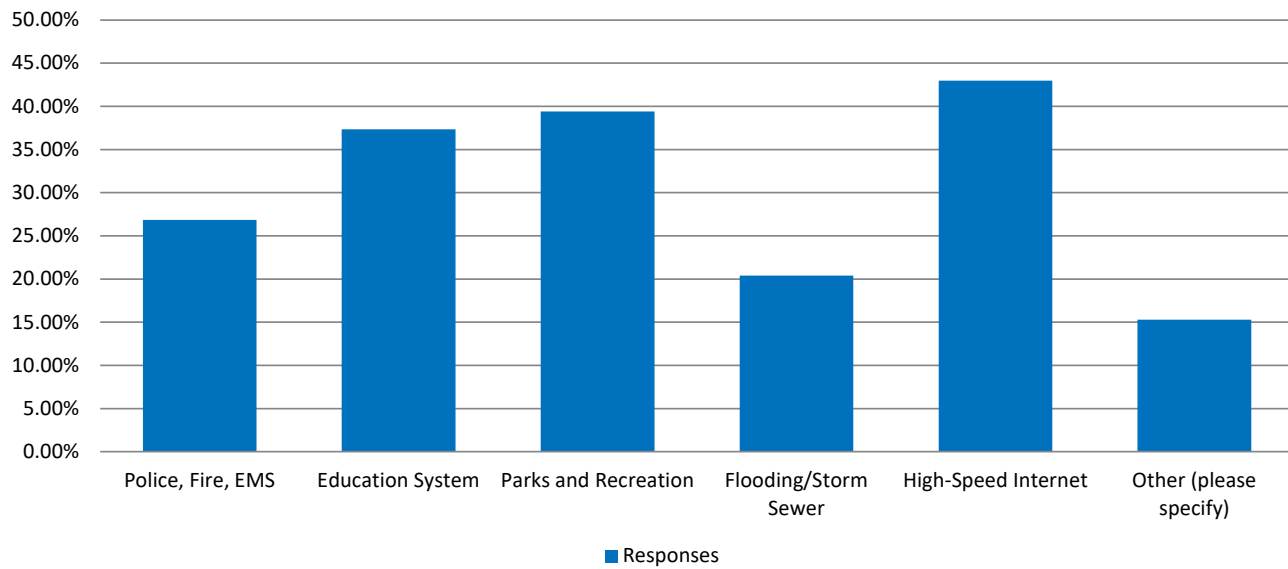
Rate the following transportation improvements that you believe are very important, important, or not important for the City of Richmond.



**List anything specific about Richmond's transportation system.**

- Better bike and pedestrian connectivity between destinations
- Traffic congestion at certain times of the day
- Potholes and degrading road conditions
- Need for public transportation or taxi options
- Clear signage for visitors and students entering the community

### Regarding community services and infrastructure, what needs the most improvement?

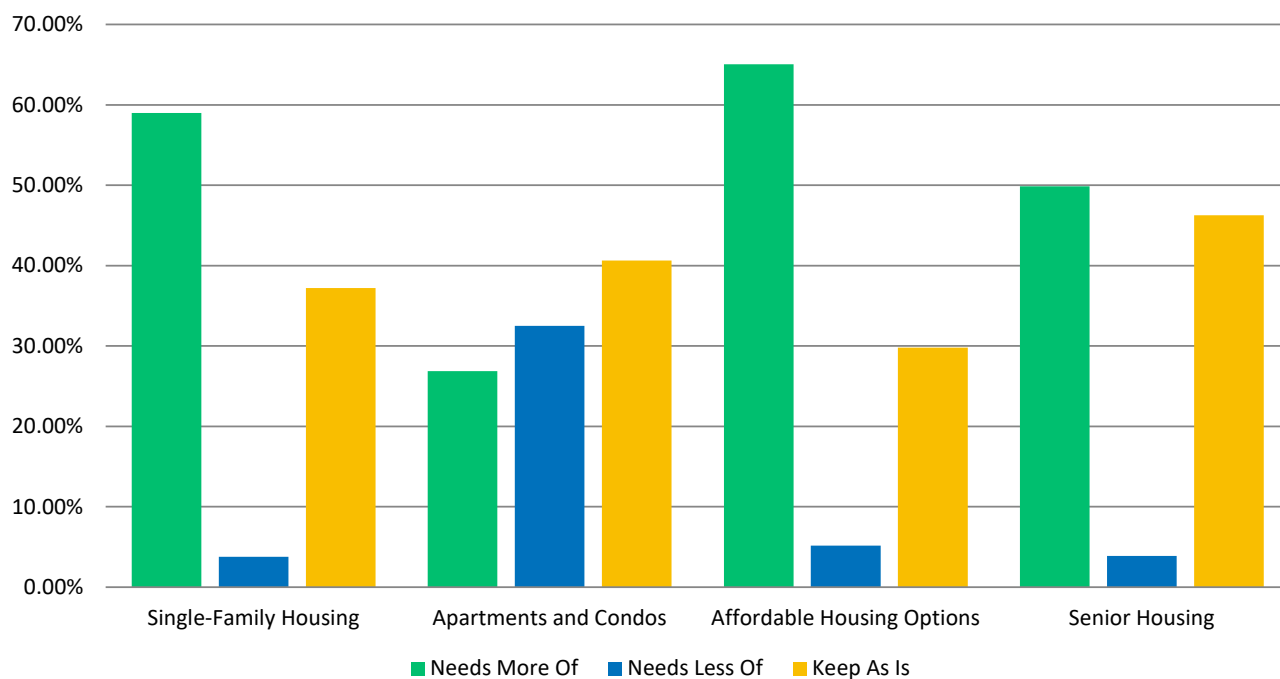


### List anything specific related to community services and infrastructure in Richmond.

- Improving road/sidewalk conditions
- Increased access to quality broadband
- Expanding youth/senior services and activities
- Safe and reliable pedestrian access to downtown
- Additional police, fire, and EMS
- Development of new sports facilities and park spaces
- Expansion and improvement of local school facilities and programs



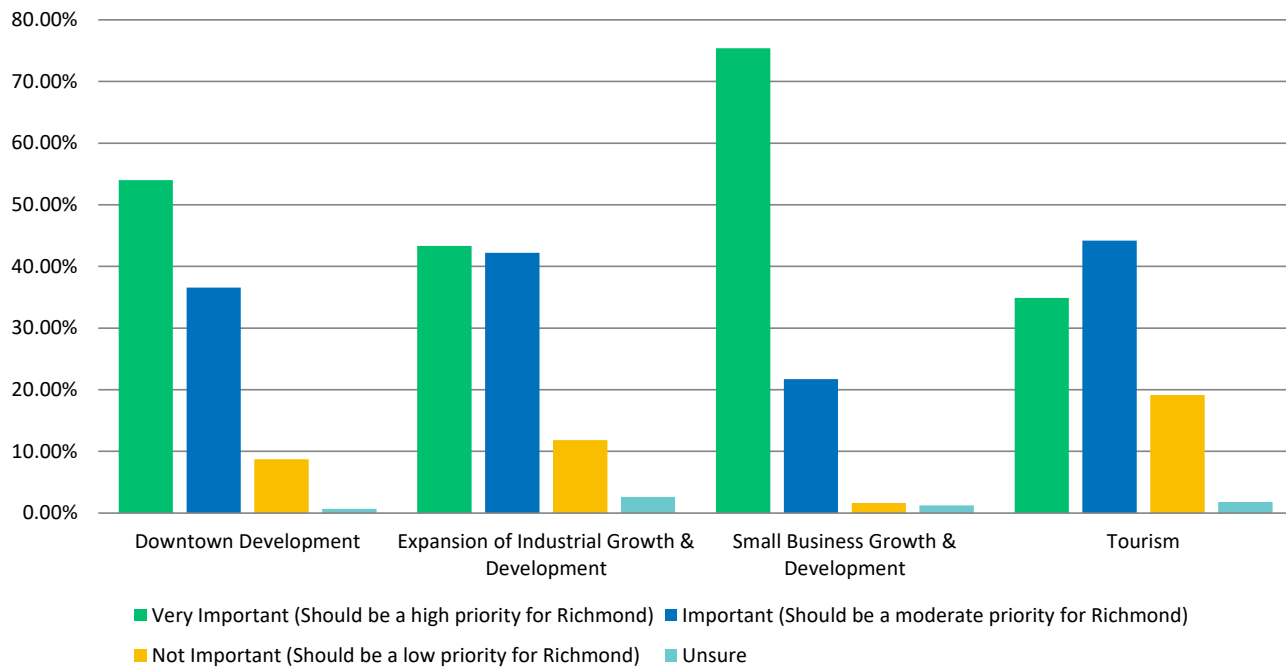
### What type of housing development does Richmond need?



#### List anything specific related to housing in Richmond.

- Less apartments and more single-family development
- Affordable housing options for young adults, families, and elderly
- Housing solutions for the homeless population
- Housing redevelopment incentives
- Housing prices and rent have risen faster than wages

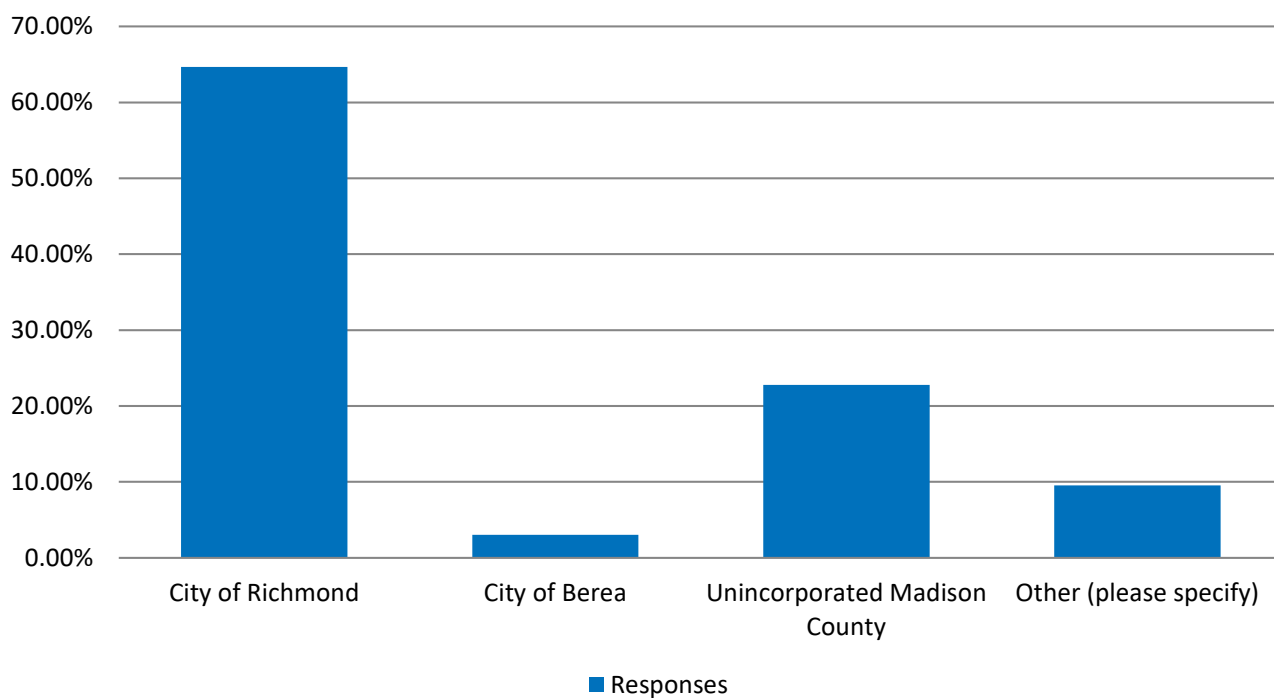
Rate the following economic strategies that you believe are very important, important, or not important for the City of Richmond.



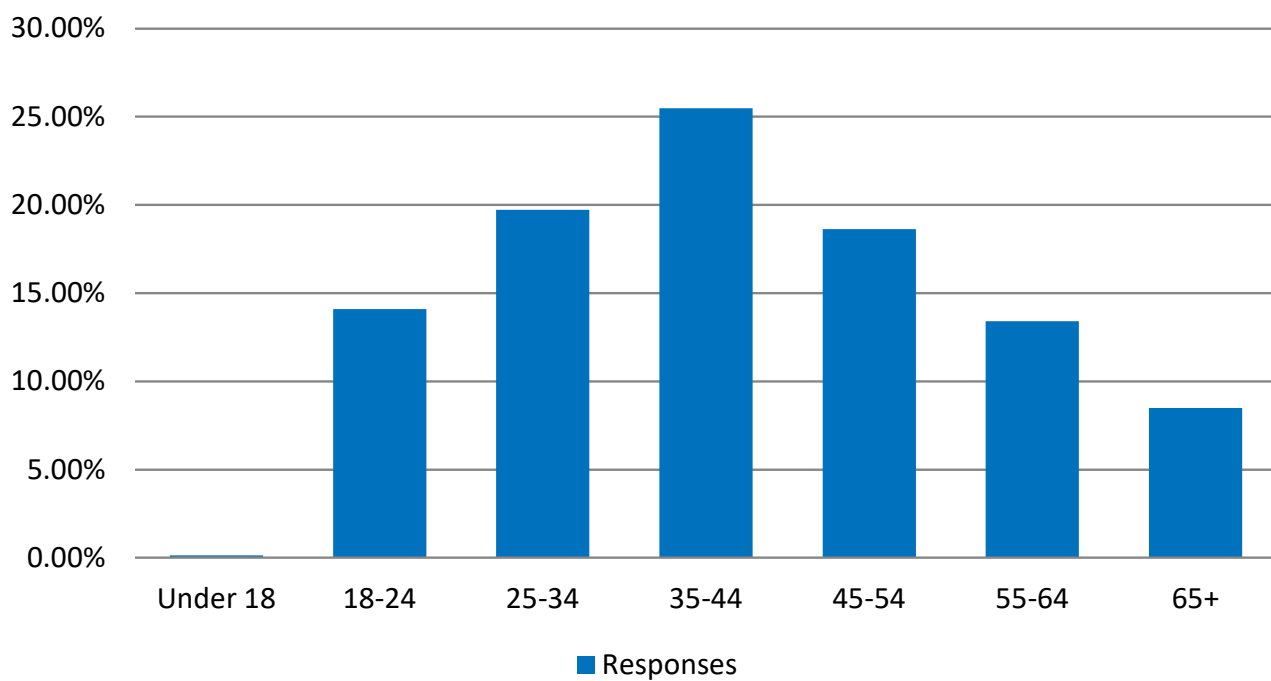
### List anything specific related to economic development in Richmond.

- New anchor businesses in the downtown
- A multi-use sports complex
- Partnerships with ECU, local tourism groups, etc.
- Job creation
- Small business support
- New community events

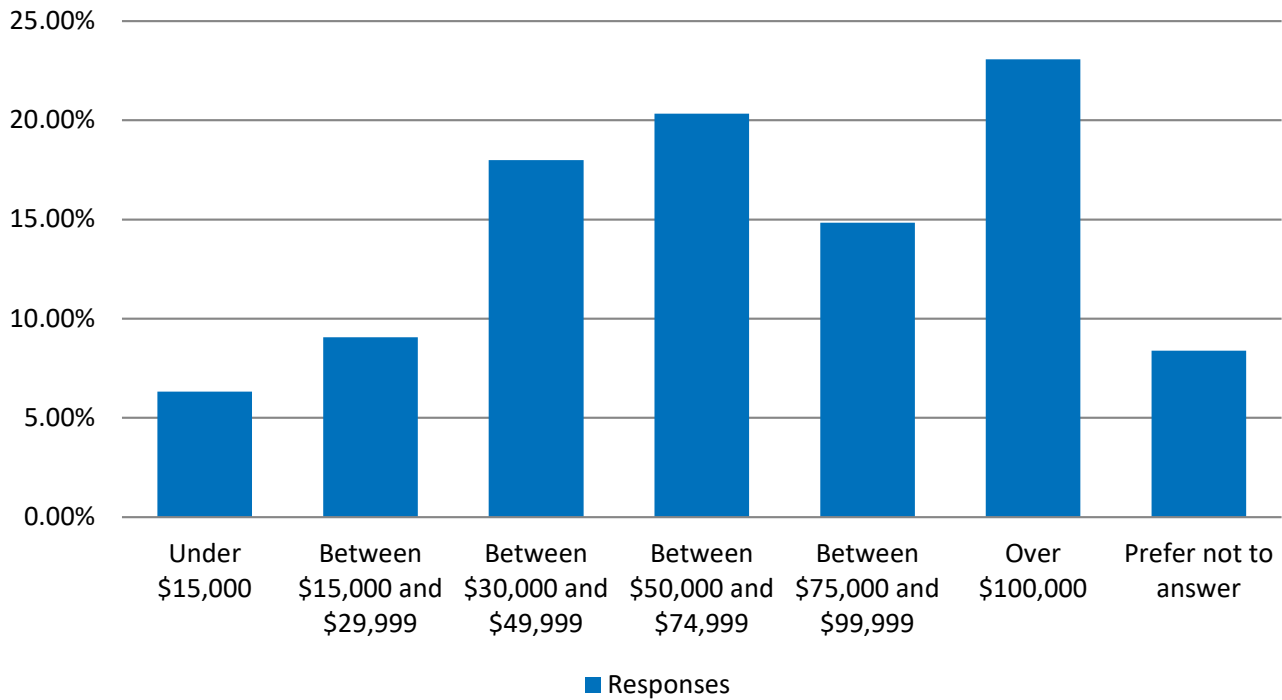
## Where do you live?



## What is your age?



### What is your annual income?



### Where do you work?

