

Building Change

Public Private Partnerships – Developing a More Lively Downtown Business Climate (4 groups)

What's your vision? *What the initiative would look like if completed.*

- 1. Great signage/Street level-more retail/Parking, green space, parks space, residential, historical properties, hotel/convention space/Create environment that tells region we want you and appreciate you.**

Building blocks: *The action steps the Lexington community needs to take to complete the vision.*

- Policies in place for best use of street-level real estate.
 - Reconfigure Vine St. corridor.
 - Legislative action on both state and local levels.
 - Incentives for residential/commercial businesses.
 - Get better preparation of businesses—Counties—Frankfort.
 - More convention center space, hotels and air service to attract convention/tourism dollars.
 - Events downtown that help retail rather than hurt (Parades, etc) Also, parking is critical for retail.
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What's your vision?

- 2. Downtown area that is the center and focal point of the community-reflecting our culture.**

Building blocks:

- Water-hard to do, but everyone wants something.
 - Events-One stop shop-web-easy to find. Consolidating events-larger venue-help retail, not hurt.
 - Easy of parking-more parking-easy to get downtown.
 - Retail-keep people downtown
 - Transportation-car/walking/hiking/trolleys. Linking our assets-historical.
 - Residential-determine segments-young, seniors, family, rent, condo.
 - Ownership-people care
 - Triangle park, Thoroughbred park, 5/3 pavilion working together
 - One vision that everyone is behind
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What's your vision?

3. Define lively downtown-bring Lexington residents downtown, create affordable housing downtown, create more family friendly events.

Building blocks:

- Creation of “one stop shop”-a place to find out what is going on downtown-WEB-no newspaper.
 - Educate community on safety of downtown.
 - Develop more retail places to keep folks downtown longer.
 - Determine the different segments that want to visit downtown (young, family, seniors) and build businesses around attracting these segments.
 - Marketing significant campaign about businesses already downtown.
 - Encourage med/large corp. offices to open offices in available downtown buildings.
 - Use current office buildings for mixed used places-refurbish old buildings.
 - Think of future-more offices are going virtual-think forward and plan for what to do with those spaces/offices.
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What's your vision?

4. Downtown area that is the center and focal point of the community. Must be reflecting our culture.

Building blocks:

- Consolidate events (by date and weekends) that could be at larger venues and more noteworthy events.
- Improve parking downtown-ease.
- Encourage retail-much greater appeal to residents and visitors.
- Further investigation of one way-two way streets to encourage development.