

Berea Strategic Plan



Berea
KENTUCKY

WHERE ART'S ALIVE

What Residents Value

- **Compact and Safe**
- **Hospitable and Open**
- **Culture of Creative Minds**
- **Interested in Relevance**
 - Environment
 - Services
 - Access
 - Connectivity



What Residents Said

Strengths

- Berea College
- Established in support of racial equity
- Nonprofits helping others
- Highly engaged residents
- Diversity of ideas and demographics
- The Arts
- Kentucky certified trail systems
- Religious based community
- I-75
- Berea College Forest and the Pinnacles



What Residents Said

Challenges



- Need a convention center, gym or a multi-purpose center, activity center
- Better utilization of tourism money
- Lack of a bold vision for the future
- High percentage of rental housing
- Lack of gathering spaces
- Lack of grocery options
- Will we go wet?
- Deteriorating infrastructure
- Old Town and other empty buildings

Design Session

What People Envision

- Need a central gathering place
- Vocational school
- Conference - community center
- Trail development and connectors
- Affordable single family homes around the bypass
- Old Town development



Is Berea Growing?

BEREA POPULATION

2010: 13,561

2018: 15,787

15.5% Increase

2010-2018

Berea is the second fastest growing city over 10,000 population in Kentucky:

1. Georgetown: 17.8%
2. Berea: 15.5%
3. Bowling Green 15.3%
4. Shelbyville: 14.9%
5. Richmond: 13.3%

Source: Kentucky State Data Center

How will the city of Berea pay for the added infrastructure costs that residential development brings?

Finding revenue sources is vital for Berea City Government in order to accommodate growth.

MEMBER COLLEGES



Alice Lloyd College



Berea College



Bethany Global University



Blackburn College



College of the Ozarks



Paul Quinn College



Sterling College



Warren Wilson College

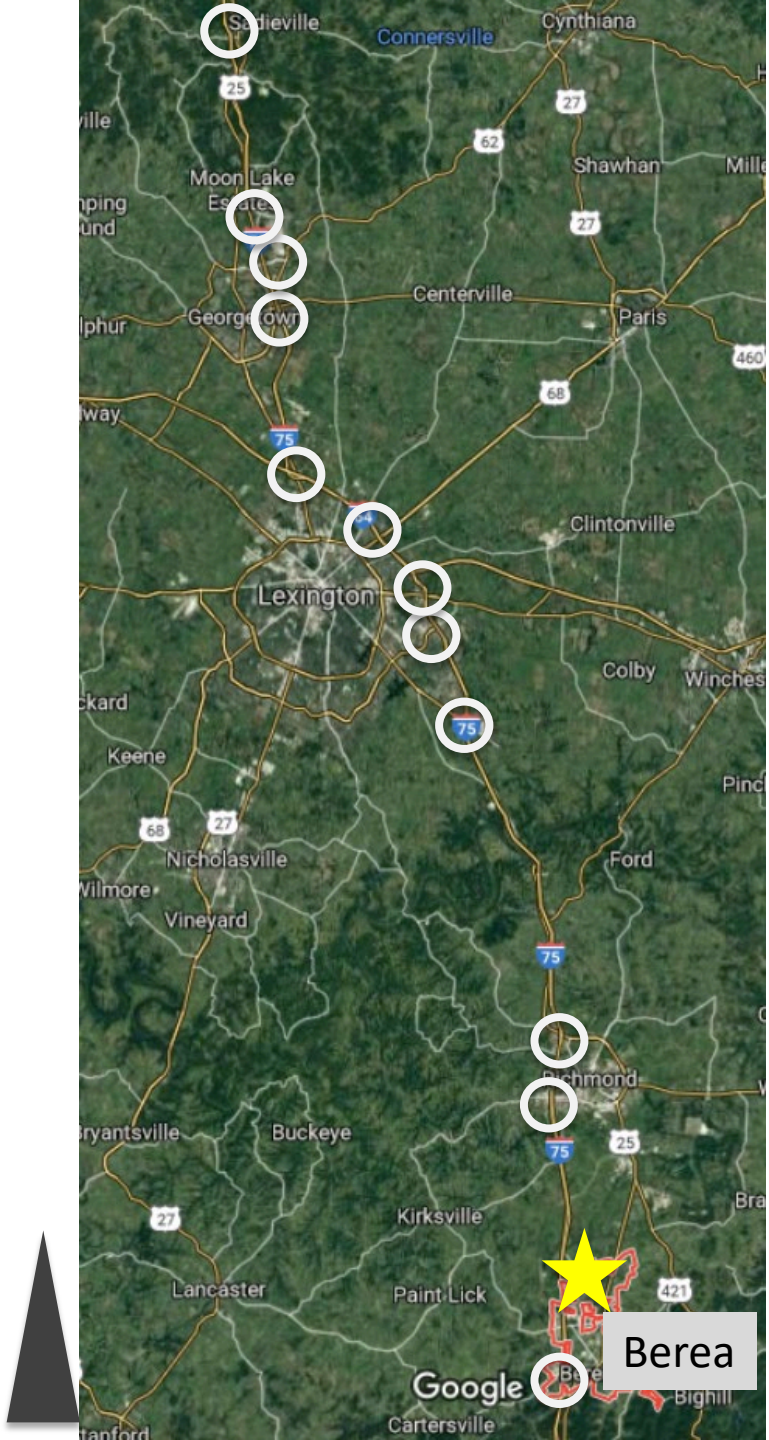
Berea is the fastest growing host city of a “Work College.”

VISION

Berea needs to innovate to manage growth, offer more economic and quality of life opportunities, and retain identity.

Strategy: The “last” frontier of the city is now the “New Frontier.”

Envision Exit 77, the last underdeveloped urban developed I-75 interchange between Berea and Sadieville, as the city’s New Frontier by planning for diverse, environmentally friendly, and quality growth that both retains and enhances Berea’s character.



BEREA'S NEW FRONTIER

- Last (relatively) undeveloped urban interchange between Berea and Sadieville
- An opportunity to define the last entrance into the City
- Sets the tone for the future growth of the city – diverse opportunities, environmentally friendly, local culture

BEREA'S NEW FRONTIER



Exit 77

Artisans Center

Hwy 595

Viewshed Protection Area
(Setbacks, architectural standards, sign regulations, etc.)

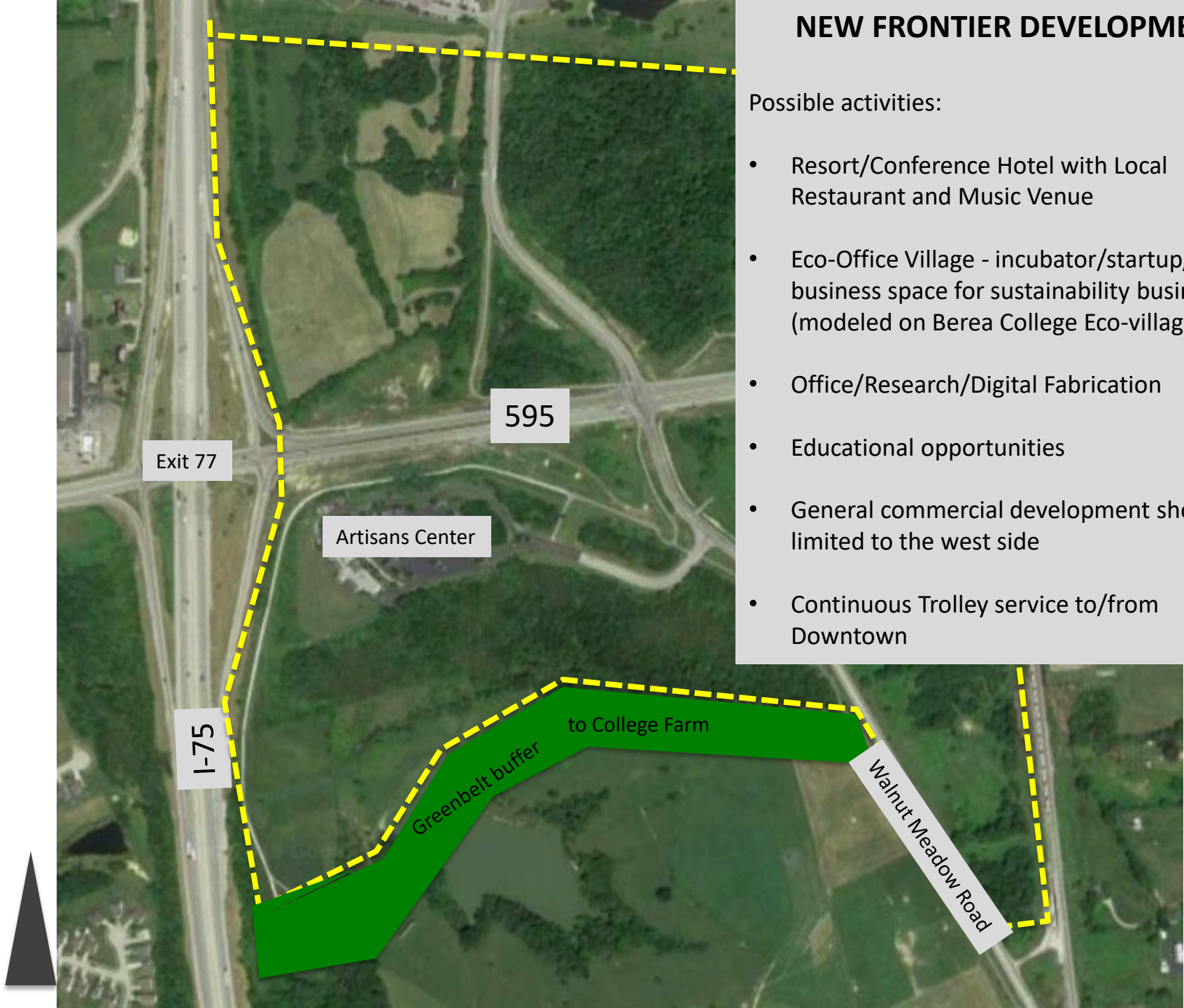
Walnut Meadow Road

I-75

NEW FRONTIER DEVELOPMENT

Possible activities:

- Resort/Conference Hotel with Local Restaurant and Music Venue
- Eco-Office Village - incubator/startup/small business space for sustainability businesses (modeled on Berea College Eco-village)
- Office/Research/Digital Fabrication
- Educational opportunities
- General commercial development should be limited to the west side
- Continuous Trolley service to/from Downtown



Exit 77

595

Artisans Center

I-75

Greenbelt buffer
to College Farm

Walnut Meadow Road

BEREA'S NEW FRONTIER

Benefits:

- Drives Berea's "Sustainability" and "Quality" brand
- Encourages small business development
- Provides new revenue opportunities
- Diversifies employment opportunities
- Increases entertainment/meeting/event hosting choices
- Requires ecologically appropriate developments
- Preserves greenspace entrance into the city



Connecting City Spaces



Old Town..to..College Square..to..Downtown

Bike and Pedestrian Connection Old Town to College Square

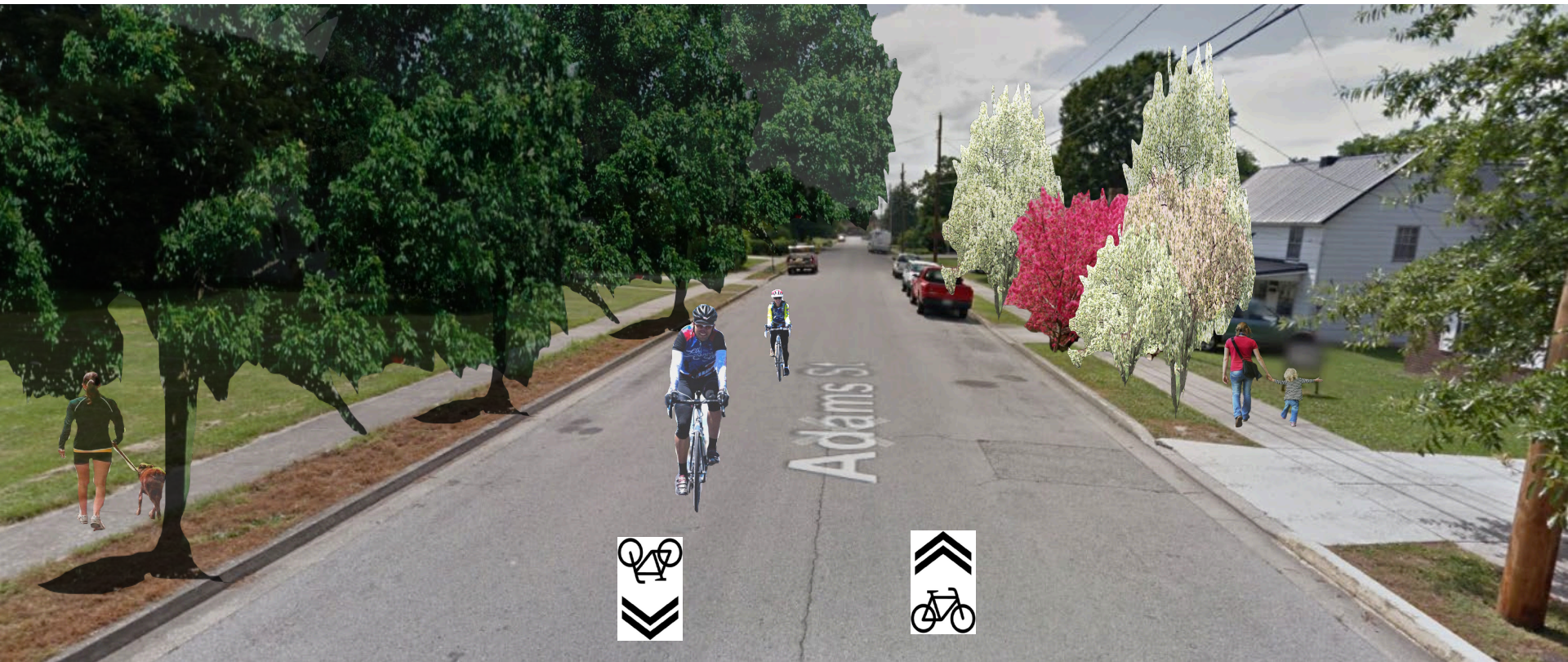


Bike and Pedestrian Connection Old Town to College Square



Improvements to Adams Street

Bike and Pedestrian Connection Old Town to College Square



Improvements to Adams Street

Bike and Pedestrian Connection Old Town to College Square



New Bike Lane Along Chestnut Street

Bike and Pedestrian Connection Old Town to College Square



New Bike Lane Along Chestnut Street

Bike and Pedestrian Connection Old Town to College Square



Bike and Pedestrian Connection Old Town to College Square



Chestnut Street Crossing – Potential for a Heritage Plaza

From Connecting Places to Connecting People



City government has the power to convene...

- People
- Ideas
- Action

Three Critical Convenings



**Economic
Development**



Three Critical Convenings

Arts & Tourism



Three Critical Convenings



**Communicating
with Citizens**

**This is our framework
for the strategic plan.**



What Questions do You Have?

What's Next?



Kentucky League of Cities

Contact

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