

City of Berea
Listening and Design Session
March 7, 2019

Unique qualities of Berea – Why you love it!

- Size of the city
- Berea college
- Walkability
- Places established because of racial equity
- Number of nonprofits helping others
- Transportation node
- Highly engaged residents
- Safe neighborhoods
- The Arts
- Trails
- Environmental concerns
- Moist
- Religious based community

Strengths

- I-75
- Friendly, nationally known college
- Municipal utility
- Secure financial position
- 2 great libraries
- Hospitals
- People who live here, and those that choose to live here
- Diverse economy
- Religious community
- Berea College Forest and the Pinnacles
- Diversity of ideas and demographics
- Citizens are innovative
- Cooperation between the college and everyone else is better
- National and international reputation of Berea
- Industrial park and ED outlook
- Berea Community Independent School
- Small local business

- Natural resources and infrastructure
- Open city administration
- Receptive to Community opinions
- Local agriculture and people building local food security
- Arts community
- Intellectual property
- Citizen involvement
- Nonprofits such as FAHEE, MACED, etc.
- Very strong identity for tourism
- Arts and crafts capital
- Safe neighborhoods
- Parks and recreation
- Schools, elementary, children and high school
- Antiques
- Size
- Cool events such as concert series
- Ease of transit – buses
- Internet access
- Older adults – value our elderly
- Excellent city workers
- History of the community
- Home village – ability to age at home
- Certified KY trails
- Educated population
- Free classes in the Folk Center
- Leadership in the community
- Lively dance community
- Spoonbread Festival
- Weather

Weaknesses -Challenges

- Drug epidemic
- Location is an advantage and disadvantage
- Lack of sidewalks
- Limited availability of diverse products in stores
- Lack of grocery options
- Will we go wet?
- Deteriorating infrastructure

- Lack of vocational training for non-college bound
- Homelessness
- Public transit
- Empty buildings
- Broadening the tourism market
- Lack of parking
- No energy efficiency programs
- Need to Expand the industrial park
- Need to keep young people here, need a convention center, gym or a multi-purpose center, activity center
- Lack of fairness ordinance
- Breakdown in civil conversation with disagreements
- Old Town
- Economic activity is not tied together, segmented
- No strategic plan for next generation of artists
- Eradicating hate to build a better community
- Need volunteer opportunities for elderly
- Meeting needs of ADA accessibility
- Not wet
- Safe pedestrian crossings
- Lack of professional services that are normally found in a county seat (i.e. legal)
- Town/Gown syndrome
- Inadequate signage
- Well-regulated militia and shooting range
- Affordable housing, both rental and home ownership
- Better utilization of tourism money
- Vaping
- Lack of sensitivity working with the elderly and the disabled
- Consistency in police patrol
- Lack of recreation for teens and youth
- We only have at-large candidates for council seats
- Assisted living
- Loss of farm land regards to having farm land and not using it
- Lack of a bold vision for the future
- High percentage of rental, low home ownership
- Lack of gathering spaces
- Food insecurity
- Parks expansion
- Lack of tolerance between various groups

- No downtown group or initiative
- Transportation, multi-modal
- Not taking advantage of little things that will make Berea more appealing
- Permanent farmers market location
- Trash – roadside
- Beautification

Opportunities

- Expand industrial park
- Planned business development
- Federal grants
- Look at what other successful cities are doing
- Attract more artist and support those here
- Promote our trails and capitalize on tourism opportunities
- Energy efficiency programs
- Great collaboration and cooperation
- Promote tourism by expanding adventure tourism
- Further development of parks
- Human capital
- Utilize programs such as First Impressions – CEDIK
- Better communication between college and citizens
- Improve partnerships between units of government
- Affordable park and quality community center
- Recreation for youth
- Expanding by-pass creating a connector
- Increase water availability and quality
- Parker Seals building
- Utilize and seek out local talent
- To be more sustainable with recycling
- All nonprofits working together
- Jobs for youth
- National and international age-friendly movement
- Provide opportunities to be leaders and not followers
- Partner for education supporting our youth
- Capitalize on trends such as minimalistic lifestyles and people look for simple living
- Wet sales
- Helping small business start and grow
- Participate with the KY Main Street program

- Expand international opportunities
- Farmers market permanent pavilion
- More opportunities to shop locally
- College/city collaborative planning
- Airport integration
- Strategic use of city-owned properties
- More restaurants in Old Town
- East-West bike corridor to increase tourism
- Organize drug education and rehab
- Plan for affects of the Bluegrass Ordnance shutting down
- Create an historic district
- Develop mountain biking trails
- More festivals
- Advocate for a roundabout at 25 and Chestnut
- Creative placemaking
- Boone Trace Trail
- Tiny houses
- Renewable energy

Threats

- End of CSEPP funding
- To keep 5 G out
- Having an interconnected strategic plan among agencies – need to work together
- Loss of unique identity
- Water supply
- Changing buying habits and changing demographics
- Facilities, services to help an aging population
- Moving munitions for neutralization
- Economic crisis and loss of industry
- Global warming
- If Berean's don't shop in Berea, they will close tomorrow
- Insensitivity to the younger generation
- Opioid epidemic
- High risk retail environment
- Lack of viable employment for young people – brain drain
- Post De-chemicalization by products superfund
- Merged government
- Infrastructure degrading

- Closure of Depot
- Us versus them mentality and lack of health care opportunities
- City financial choices dealing with contracts
- Urban sprawl
- Too much reliance upon the arts and not enough on other economic opportunities to co-exist
- Vacancies and neglected properties
- Loss of small businesses
- Inaction, not taking bold risks
- Homelessness
- Lack of code enforcement
- Threat of no vocational school
- Liable posts on social media

Design Session

Table 1

- Attracting business
- Taking advantage of outside/nature
- Concentric circles
- Park in Old Town – Comprehensive Park & Rec Zone to include Farmers Market, etc.
- Do not have a downtown, but need a central gathering place, i.e. Old Town, Chestnut and College Town – connected area – Need a real downtown revitalization plan

Table 2

- Vocational school
- Youth recreation center
- Farmers market by Berea Community School

Table 3

- Old Town developed better
- Transportation from downtown, Old Town and Chestnut
- Conference community off exit 77
- No 5G anywhere

Table 4

- Roundabout in a couple of places-Circle K
- Focus on Old Town, B&B area for tourists in Old Town

- Small business development
- Staircases that go on the backside of Danforth – the landing pad should be wider where it meets the street

Table 5

- Trail development and connectors – See map
- Consider the use of commercial space at 77
- Revisit John G Fee Park

Table 6

- Affordable single family homes around the bypass
- Utilize commercial space at exit 77
- Trail of public art – Old Town

What's Next?

Your input can still be sent to us. Send comments and ideas to City Administrator Randy Stone at rstone@bereaky.gov or Mayor Bruce Fraley at bfraley@bereaky.gov. You can also contact them at city hall, 859.986.8528. Or, you can contact Bobbie Bryant or Tad Long at bbryant@klc.org or Tlong@klc.org, at the Kentucky League of Cities

Volunteer Opportunities

If you are interested in volunteering on a specific area of interest, please sign up – provide your name and contact information to serve as a volunteer on any topic you're interested in to the contacts listed above.