



HENDERSON VISION PLAN

crafting our future



COMPREHENSIVE PLAN

Adopted 4|14|15



COMPREHENSIVE PLAN

March 2015

TOC

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acknowledgments

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acknowledgments

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FOCUS GROUPS

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Medium Employers

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Larry “Ox” Townsend	Accuride-Henderson Operations
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acknowledgments

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enabling a civic vision

WHAT IS A VISION PLAN?

A vision plan is a community-defined direction that everyone is working towards. It is forward-looking and strives to be far-reaching to help the community realize future goals.

A vision plan does not contain all of the answers or solutions but rather creates the “Big Ideas” by bringing all of the community’s desires for the future together. These community-wide ideas and vision will guide investment and how the community develops over the next fifteen to twenty years.

Equally important to defining the community’s vision is having a plan for implementing that vision. The *Henderson City-County Comprehensive Plan* will define the strategies and action steps needed to implement this vision plan.

PROCESS

Local residents and business owners came together to identify community issues, big ideas and aspirations for the future. This process to identify the vision involved numerous forms of engagement. Overall, the visioning process has had a broad reach, with over 2,000 contacts through four public meetings, a three-day charrette, four steering committee meetings, eight “meetings in a box,” seven focus groups, 14 stakeholder interviews, four social media outlets, and a project website. Additional publicity was provided to numerous residents through a information display that was placed at twelve locations in the community as well as numerous newspaper articles in the *Gleaner*, two radio appearances, and two news appearances.

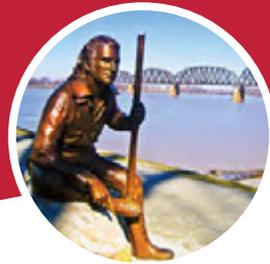
WHY A VISION IS IMPORTANT TO HENDERSON

A vision is important for any community; without a defined direction based on community support,

actions and projects, efforts are not fully capitalized upon. Many groups, organizations or departments can be working diligently to implement projects or plans but without working together as one community, the impact is diminished. With a “shotgun” approach of trying to complete numerous small, unconnected projects at once, it is less likely that a larger vision can be realized.

While Henderson has previously crafted a vision statement for the community, this is the first time that the entire community has come together to truly define where Henderson should be headed and how the community should be defined. This bold step is the first in building upon and bringing together the many successful projects that have recently or are currently occurring.

Multiple projects have been undertaken by various groups, organizations, non-profits, or departments to improve the community over the past few years. While this is an exciting time for the community, it is also a starting point for Henderson’s future potential. With capital improvement projects such as new sidewalks and other infrastructure projects being constructed throughout the community to create new affordable housing options in the East End and install new wayfinding signs for visitors, Henderson has been steadily making progress one step at a time. Henderson has also been making steps toward progress downtown with the recent water and sewer upgrades and sidewalk improvements. These efforts, while important steps, have been viewed as individual projects rather than viewed within the context of a larger community-wide vision. Because of this, residents might not realize the magnitude of what has or could be implemented. This vision plan will tell the community’s story on where Henderson wants to go and how the community wants to be defined.



B | History Snapshot

appreciating the past guides the future



In order to determine the pathway for the future, it is important to recognize where the unique character came from. Therefore this section recognizes the history of Henderson to respect and honor how it came to be.

EARLY BEGINNINGS

Historic Henderson, home of four Kentucky governors, occupies part of a 200,000 acre land grant deeded in 1778 to the Richard Henderson Land Company by the state of Virginia. Originally, Colonel Henderson and others had purchased from the Cherokee Indians the territory containing some 17,000,000 acres of land, which included most of the area that is now Kentucky. This purchase was voided by the Virginia legislature. Subsequently, the 200,000 acre tract was granted to Richard Henderson & Company in recognition of the \$50,000 paid by the original land company to the Cherokee Indian in the Treaty of Wata-gua. Land in that grant is included in the present boundary of Henderson County.

The area comprising Kentucky, originally known as the great hunting and fishing mecca of American Indians, was first seen by a group of

history snapshot

men including Thomas Walker and Daniel Boone, who found their way into the area through the Cumberland Gap. Boone reported to Colonel Henderson and his associates that this virgin timberland crisscrossed with navigable streams, was excellent for the development of agriculture, with access to foreign markets through New Orleans via the Ohio and Mississippi Rivers.

GENERAL HOPKINS

Henderson was founded by Revolutionary officer General Samuel Hopkins. His vision for Henderson, when he platted the town, was to provide public access to the land all along the Ohio River. General Hopkins acting as an agent for Colonel Henderson, and Thomas Allin, surveyor, laid out the City of Henderson. They completed the plan on April 6, 1797, which is now considered the city's birth date. His vision is responsible for the current parks and walking paths along the river and to that we owe him a debt of gratitude. In his vision he also wanted to provide a public park, now known as Central Park. He also is responsible for the wide downtown streets, that were originally put in place to prevent fires.

After Hopkins death, ownership of his land, which included their family cemetery, now known as Spring Garden Cemetery was removed from the family. For a number of years the cemetery was inaccessible and overgrown, located in the middle of a farmer's field until 2007 when the City purchased the property, along with other land along Zion Road. Most of the acreage was sold, but the city retained possession of the cemetery. Thanks to a heroic effort by the city, county, the Henderson County Detention Center and many non-profit civic groups, the cemetery was restored and the final resting place for the founder was protected. On September 16, 2011 over 250 people joined the City in its dedication program for the restored cemetery.



Pioneer reenactment along the riverfront.



Spring Garden Cemetery & final resting place of Gen. Hopkins.



Audubon State Park Museum

A CITY GROWS

Henderson was incorporated as a town in 1810, with an initial population of 183 citizens. The first private school, Henderson Academy, was established in 1813. The first bank opened for business in 1818, and the first regularly established church (Old Union Church) was founded in 1825. The first Henderson County Court House was erected in 1814, was replaced in 1842, and again in 1965. Henderson reached the status of a city in 1867, and in 1922, a commission form of government was adopted. This was replaced by the present City Manager form of government in 1966.



Downtown Henderson Today

By mid 19th century, Henderson was a major tobacco producer and was reported to be the largest dark tobacco producer in the world. Large tobacco warehouses and stemmeries were located along the downtown Henderson area. Some processors in Henderson became wealthy, accumulating considerable fortunes.

However a high tariff imposed on tobacco wrecked the city's export market of tobacco and the last tobacco facility, the Soaper Tobacco Warehouse, closed in 1984.

HENDERSON TODAY

Henderson's regional center continued into the 20th center, with businesses that were located in a downtown area. The city also had recognizable neighborhoods that included Audubon, Audubon Heights and Weavertown. Some parts of Audubon and Weavertown were labeled as the "East End." The East End housed the second-largest business area in Henderson, other than downtown.

Notable resident John James Audubon plays another critical role in Henderson's history. Today you can see his influence in John James Audubon State Park, located on U.S. Route 41, Audubon Museum, Audubon Mill Park, and neighborhoods named after him in Henderson. John James Audubon, born in 1785 was an American ornithologist, naturalist, and painter. He is famous for his studies and documentation of all types of birds, as well as his detailed illustrations that depicted the birds in their natural habitat. He identified 25 new species, in what is considered one of the finest ornithological work ever completed, in his color-plate book, "Birds of America." Thousands of people annually visit Audubon State Park and Museum located at the northern limits of the city.

Henderson continues to honor its rich past in the folk and blues era with the annual Handy Blues & Barbecue Festival. Held in mid-June, the week long musical event features blues and Zydeco bands from across the United States and honors blues legend, "Father of Blues" W. C. Handy, who was a decade-long resident of Henderson. Bluegrass in the Park Folklife Festival is another annual community event held every August. This festival is the oldest on-going music festival that celebrates local culture with displays on recreational folklife, functional folklife, oral traditions, folk music, folk traditions and foreign cultures.

Source: History summary material provided by City of Henderson and Mary Alice Springer.



C | Outreach

community identifies their aspirations



To ensure the vision defined in this plan represents the communities desires, an extensive public outreach process was extended to the residents, business owners, community leaders, and local officials. The public was asked to participate in a variety of meetings and activities both in person and online.

The result of this process was a high level of engagement from local residents and business owners who came together to identify community issues, big ideas and aspirations for the future. This journey to discover the vision involved numerous forms of engagement and many facilitated exercises to capture the community’s vision for their future.



outreach

COMMUNITY OUTREACH: CHARRETTES, MEETINGS & MORE

The community outreach efforts for this Vision Plan included the formation of a Community Visioning Steering Committee and a variety of public meetings and workshops. An outline of these meetings and the exercises follows.

COMMUNITY VISIONING STEERING COMMITTEE

A Steering Committee of nearly 30 members (listed in the opening of this document under Acknowledgements), representing a cross-section of the community's residents, government and local organizations and business owners, was formed to guide the visioning process and overall direction of the Vision Plan. The Steering Committee met four times throughout the planning process to engage with the feedback received from the public meetings as well as provide their own feedback. The schedule and activities of the Steering Committee meetings was as follows:

- **September 16, 2014 - Kick-off Meeting:** This meeting served as an administrative kick-off

that discussed the roles and responsibilities of the Steering Committee, consultant and City and County staff. An overview of the planning process, project tasks and schedule was also discussed. The Steering Committee members were also asked to submit pictures of places and things they liked and disliked within the community.

- **September 29, 2014 - Emerging Trends & Visioning Exercises:** This meeting first discussed the “likes” and “dislikes” that were submitted by the Steering Committee. Many photo submissions of places or things members liked included parks and open spaces, public buildings, downtown / local businesses, education, infrastructure and community spirit. Dislikes included unappealing corridors, traffic / parking / safety, empty buildings, infrastructure repairs / lack of maintenance, lack of services, downtown / lack of dining and shopping and attitude / perceptions.

An overview of the physical conditions was also presented in addition to the national, regional and local demographic trends. Finally, input



Steering Committee Kick-off Meeting

from the Steering Committee members was documented through the following exercises:

- *Visioning Exercise #1: Our Future & Our Values* - This exercise instructed the committee to place a sticky note on the board telling what “big idea” or “dream” they had and what is missing today. They were also asked what they valued most about Henderson currently, as well as wished Henderson to be in the future.
- *Visioning Exercise #2: Extra, Extra Read All About It!* - A mock front page of a newspaper 20 years in the future was presented and the committee was asked to write the headlines, draw pictures or author stories as if they were the newspaper editor in 2035.
- *Visioning Exercise #3: What’s Most Important?* - The committee was asked to individually list what they considered the most important or most pressing issue for multiple topics then, as a group, determine the most pressing issue for each element.

- **December 1, 2014 - Public Input Review & Overview of Themes & Goals:** This meeting reviewed the public input received from the Visioning Charrette, Stakeholder Interviews, Focus Groups, Visioning Workshops, information display and online (website and social media). An overview of the five “vision themes” that were developed during the public input process were also explained and feedback was solicited for each theme through the following:

- *Exercise #1 - Themes Feedback:* This exercise instructed the committee to place a sticky note on the board for each theme to record any additional comments related to the theme.
- *Exercise #2 - Goals Assessment:* This exercise asked the committee to vote using sticker dots if they agreed or disagreed with each goal for the themes and use a sticky note on the board to record any additional comments related to the goals.



Steering Committee Meeting #2



Visioning Charrette Idea Sketches

down one-on-one with members of the design team to think through and sketch big ideas.

PUBLIC WORKSHOPS

Three public workshops were held that invited the public to give their feedback on the vision themes developed during the visioning charrette, learn more about the vision process and provide new ideas.

About 72 people attended the three workshops. The schedule of the public workshop included:

- November 5, 2014: Public Open House 5:00 pm - 7:00 pm;
- November 6, 2014: Public Open House 11:30 am - 1:30 pm; and
- November 6, 2014: Public Open House 5:00 pm - 7:00 pm.

A series of displays were placed around the room where the public could engage in exercises and learn about the process. A series of facilitated exercises were used to gather input from the public during the workshop. Following this is a summary of those exercises and the responses.

- *Station 1: Overview & Process* - This station included a board explaining the process and a board on how to stay connected with the project. Finally, a board explained how the Vision Themes were crafted from the community identified Big Ideas.
- *Station 2: Demographic Trends* - This station displayed the emerging trends in the community including a demographic, housing, and economic overview.
- *Station 3: Vision Themes & Big Ideas* - This station displayed the five themes developed by the planning team through organizing the visioning charrette feedback into major themes or over-arching topics. Each theme was explained on a board including stating the theme definition with more detail and the big ideas submitted by the public.

Accompanying each theme board was a comment board and the theme maps developed in the visioning charrette. The comment board allowed the public to submit additional big ideas to include, items to change, or provide other comments.

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Visioning Charrette Public Ideas Workshop



Visioning Charrette Public Ideas Workshop



Visioning Charrette Public Ideas Workshop



Visioning Charrette Public Ideas Workshop



Visioning Charrette Public Ideas Workshop



Visioning Charrette Public Ideas Workshop





Visioning Charrette Public Ideas Workshop



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Visioning Charrette Public Ideas Workshop



Visioning Charrette Public Ideas Workshop

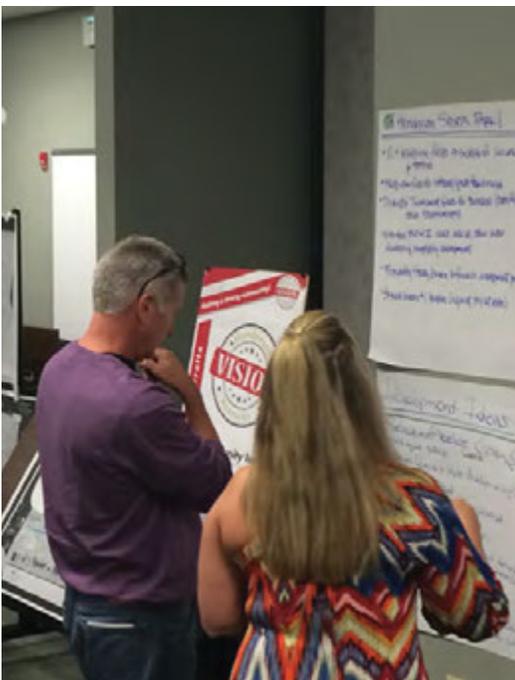


Visioning Charrette Public Ideas Workshop

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Visioning Charrette Public Open House



Visioning Charrette Public Open House



Visioning Charrette Public Open House



Visioning Charrette Public Open House



Visioning Charrette Public Open House



Visioning Charrette Public Open House

outreach



Public Workshop



Public Workshop



Public Workshop



Public Workshop



Public Workshop



Public Workshop



Public Workshop



Public Workshop



Information Display



Information Display

outreach

- *Station 4: Prioritizing Ideas* - This station included an exercise that asked the public to identify which of the five themes was most important to them by placing a dot in the column of the selected theme.
- *Station 5: Growing Henderson* - This station was focused on a land use exercise that asked the public where growth and redevelopment should occur using colored sticker dots to vote on large scale maps. They were asked to identify areas that should be single-family residential, multi-family residential, commercial, industrial, institutional, parks / recreation, and agricultural / natural.

MOBILE DISPLAY

A six panel mobile display that included multiple informational and engagement boards that was placed in a number of locations around the community. The purpose was to capture feedback from community residents not reached by other meetings.

The locations of the display included:

- City Municipal Center Lobby - November 5th to November 8th
- First Methodist Church – November 9th
- HCHS and North Middle School – November 10th to November 14th
- Holy Name Church – November 16th
- Henderson Community College – November 17th to November 21st
- Henderson County Library – November 22nd to November 28th
- First Baptist Church - November 30th
- Henderson County Court Clerk’s Area - December 1st to December 5th
- One Life Church - January 7th, 2015
- Methodist Hospital - January 8th to 12th
- Bennett Memorial Church - January 14th
- South Middle School - January 15th to January 19th

The boards on display included:

- **Process Board:** Outlining the schedule of the project and giving an overview of what was involved in the visioning process including public outreach, background information, vision plan creation and comprehensive plan updates.
- **Connect Board:** Displaying ways the community could stay connected with the project and engage with the planning process including the project website, email, Twitter, Facebook, Instagram.
- **Value Board:** Instructing the community to place a sticky note on the board telling what they valued most in Henderson.
- **Future Board:** Instructing the community to place a sticky note on the board telling what the most important issue was for the future success of Henderson.
- **One Big Idea Board:** Instructing the community to place a sticky note on the board describing what their one big idea was for Henderson.
- **Issues Board:** Instructing the community to place a dot inside the circle of the most important issue (neighborhood enhancement, economic development, recreational, public services, cultural, transportation, and community programming) this plan should address.
- **Map Board:** Displaying Henderson County and the City of Henderson and asking the community to indicate the places they love.

MEETING IN A BOX

The “Meeting in a Box” toolkit facilitated additional public input through nine additional meetings. A set of presentations, facilitator guides and participant exercises were developed for use in group meetings with the public and community interest groups. The Meeting in a Box presentations included:

- Builders Association
- Gathering Place
- Healthy Henderson
- Henderson County Schools - Principals
- Henderson Parks and Recreation
- Henderson Rotary
- KYNDLE
- Ohio Valley Art League (OVAL)
- Pastors Association
- Rotaract

Through this form of outreach, over 170 people were able to learn about the project and provide input.

ONLINE SURVEY & MAILED SURVEY

A survey was created to capture anonymous feedback from anyone in the community with an internet connection. The survey was designed to be completed in under 10 minutes and capture information about where people live, entertain, shop, and dine. It also provided a way for the public to provide input on the vision.

The input on the survey helped guide the recommendations developed as part of this planning effort. In total, 202 surveys were completed for this plan.

The same online survey was mailed in paper form to 400 randomly selected addresses for feedback as well. Responses to the mailed surveys were entered online and included in the total surveys above.

COMMUNITY CONVERSATIONS

STAKEHOLDER INTERVIEWS

Stakeholders from 15 key individuals (listed in the opening of this document under Acknowledgements) were interviewed individually for input from their perspective on specific issues.

COMPREHENSIVE VISION PLAN
 Visit us at www.VisionofHenderson.org

INSTRUCTIONS: This survey is part of the Henderson County Vision Plan and Comprehensive Plan Update. Your input on this survey will help guide the recommendations developed as part of this planning effort. This survey is also available online at www.VisionofHenderson.org/survey.

1. Please indicate the area of town/County you live in:
 Downtown (Henderson) South End (Henderson) Corydon
 North End (Henderson) East End (Henderson) Unincorporated Henderson County
 Other (Please Specify) _____

2. Please indicate the zip code of your place of work: _____

3. What is your primary reason for living in Henderson/Henderson County?
 Native or Family Ties Cost of Living Quality of Life
 Proximity to Work Low Cost of Utilities Good School System
 Other (Please Specify) _____

4. How long have you lived in Henderson/Henderson County?
 0-2 Years 3-5 Years 6-10 Years 10-20 Years More than 20 Years
 Do not live in Henderson/Henderson County

5. What are the top three things you love about Henderson County?
 Cost of Living / Affordable Unique Neighborhoods Events
 Family / Friends Arts / Cultural Opporine Education / School Quality
 Manageable Size Parks / Greenways Downtown
 Time / Commute Time Neighborhood / Local Shops Safety
 History / Charm / Unique Location Walkability
 Housing Options Other (Please Specify) _____

6. What are the top three things you would want to see in your neighborhood?
 Sidewalks / Trails Mix of Housing Type Improved Streets
 Parks / Open Space Mix of Housing Prices Better Drainage
 Schools Events and Festivals Other (Please Specify) _____
 Shopping / Dining Youth Sports

7. If you had to move out of your current home, where would you move?
 Different home in the same neighborhood Unincorporated Henderson County Other Kentucky City/Township
 Somewhere else in Henderson Other Indiana City/Township

8. Where do you go for most of your:
 Entertainment? Shopping? Dining?
 Henderson Henderson Henderson
 Henderson County Henderson Co. Henderson Co.
 Evansville Evansville Evansville
 Other _____ Other _____ Other _____

Mailed Survey

FOCUS GROUPS

Seven focus groups, consisting of 57 people, were created and comprised of stakeholders from departments within local government and organizations, the education system, public utilities, public safety, economic development agencies, and local employers (listed in the opening of this document under Acknowledgements). Each focus group was interviewed as a group for input from their perspective on specific issues.

RADIO, TV & NEWSPAPER COVERAGE

The Mayor, steering committee members, and the social media consultant were part of numerous outreach efforts in local radio, TV and newspaper

outreach

media promoting the public to engage in the visioning process.

The following is a list of media engagements during the visioning process:

- Speak Up on WSON (two appearances)
- Life Styles segment on Eyewitness News
- Mid-Day with Mike segment on 14 News
- Multiple stories with The Gleaner newspaper (www.courierpress.com/gleaner)

SOCIAL MEDIA OUTREACH

In addition to the community input gathered through traditional means (i.e. Steering Committee meetings, Public Charrette, Public Workshops, “Meeting In A Box”, surveys, etc.), social media platforms were employed to facilitate a wider outreach effort. The planning process documented meetings on-site and promoted upcoming meetings / events to provide community input through social media outlets. All of the accounts utilized a common name – “Vision Henderson” (#VisionHendersonKY) – and are listed below:

-  - [Twitter.com/VisionHenderson](https://twitter.com/VisionHenderson) (124 followers)
-  - [Facebook.com/VisionHenderson](https://www.facebook.com/VisionHenderson) (245 followers)
-  - [Instagram.com/VisionHenderson](https://www.instagram.com/VisionHenderson) (25 followers)
-  - [Youtube.com Channel - Vision Henderson](https://www.youtube.com/channel/VisionHenderson) (63 views)
- [Gmail- VisionHenderson@gmail.com](mailto:VisionHenderson@gmail.com)

CONNECT CARD

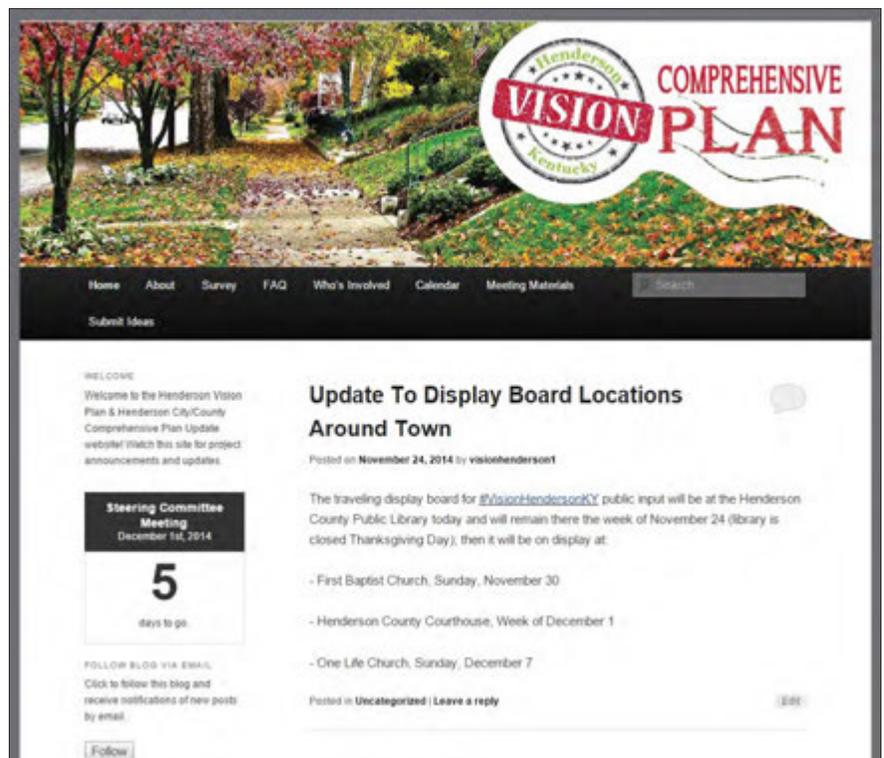
During the public meetings “connect cards” were distributed to participants and they were encouraged to share the visioning process with friends, family, co-workers to spark additional input from the public.

The card contained ways the community could stay connected with the project and engage with the planning process including the project website, email, Twitter, Facebook, and Instagram.

PROJECT WEBSITE

The public was also kept informed of the current status of the visioning process and progress being made through the Vision Henderson website (www.VisionHenderson.org). Overall, the website had 2,919 hits from 843 visitors (as of 12/31/14). The website contained a variety of information including:

- **Homepage:** Displaying the most up-to-date release of information regarding upcoming meetings and ways to engage, feeds from Instagram and Twitter, a countdown to the next meeting, a subscription box to get updates on the blog via email, and links to HCCPC and consultants.
- **About:** Describing what the community is



Project Website

undertaking and what information a Vision Plan and Comprehensive plan contains.

- **Survey:** Providing a link to the online survey.
- **FAQ:** Answering common questions on how to become involved and the completion of the plan.
- **Who's Involved:** Listing the leaders and other members of the public involved in the planning process.

- **Calendar:** Displaying the important dates of meetings in the community.
- **Meeting Materials:** Displaying the materials used in the public and steering committee meetings.
- **Submit Ideas:** Displaying contact information and a submission form to give ideas and comments to the design team.



Project Twitter Feed



Project Instagram Page



Project Facebook Page



Project You Tube Channel



D | Vision Building Blocks

building on community aspirations



A visioning process must consider all of the ideas from the community. It is important to listen to all ideas presented by the public to ensure the vision is authentic to the community's desires but it is also important to translate these into a useful, easy to use form that helps Henderson achieve success.

This chapter builds on the many ideas and community aspirations presented during the visioning process and uses these ideas as building blocks to create the overall vision for Henderson.



Public Defining the Future & Values



Public Defining the Future & Values



Public Defining the Future & Values



Public Defining the Future & Values



Public Defining the Future & Values

vision building blocks

OUR BIG IDEAS

After defining the values that should be embodied in the future, the community was asked to identify the big ideas and dreams for the future. The community was challenged to think big and not to be constrained by past obstacles or road blocks. The result was that hundreds of ideas were heard! From small projects to monumental initiatives, residents were able to document their “Big Idea” as they dreamed about the future.



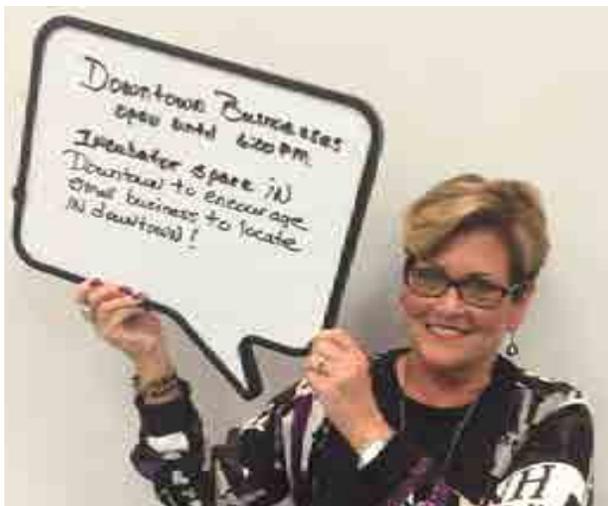
Documenting the “Big Ideas”



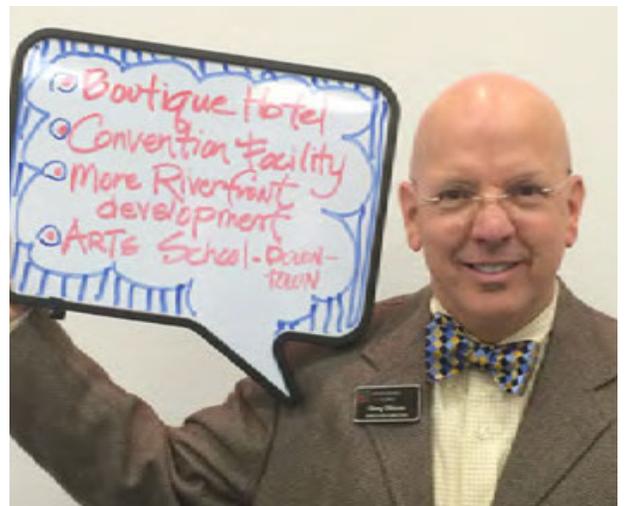
Documenting the “Big Ideas”



Documenting the “Big Ideas”



Documenting the “Big Ideas”



Documenting the “Big Ideas”

FROM BIG IDEAS TO BIG VISION

Lists with hundreds of big ideas can be overwhelming without some sense of organization or over-arching guidance. In order to move from list of big ideas to a defined vision, five community-wide themes were developed to provide organization and focus. These themes form the basis of the Vision Plan.

CRAFTING THE VISION

Using the many community identified issues, big ideas and aspirations for the future, the planning team organized this feedback into major themes or over-arching topics. The five themes that comprise the vision include:

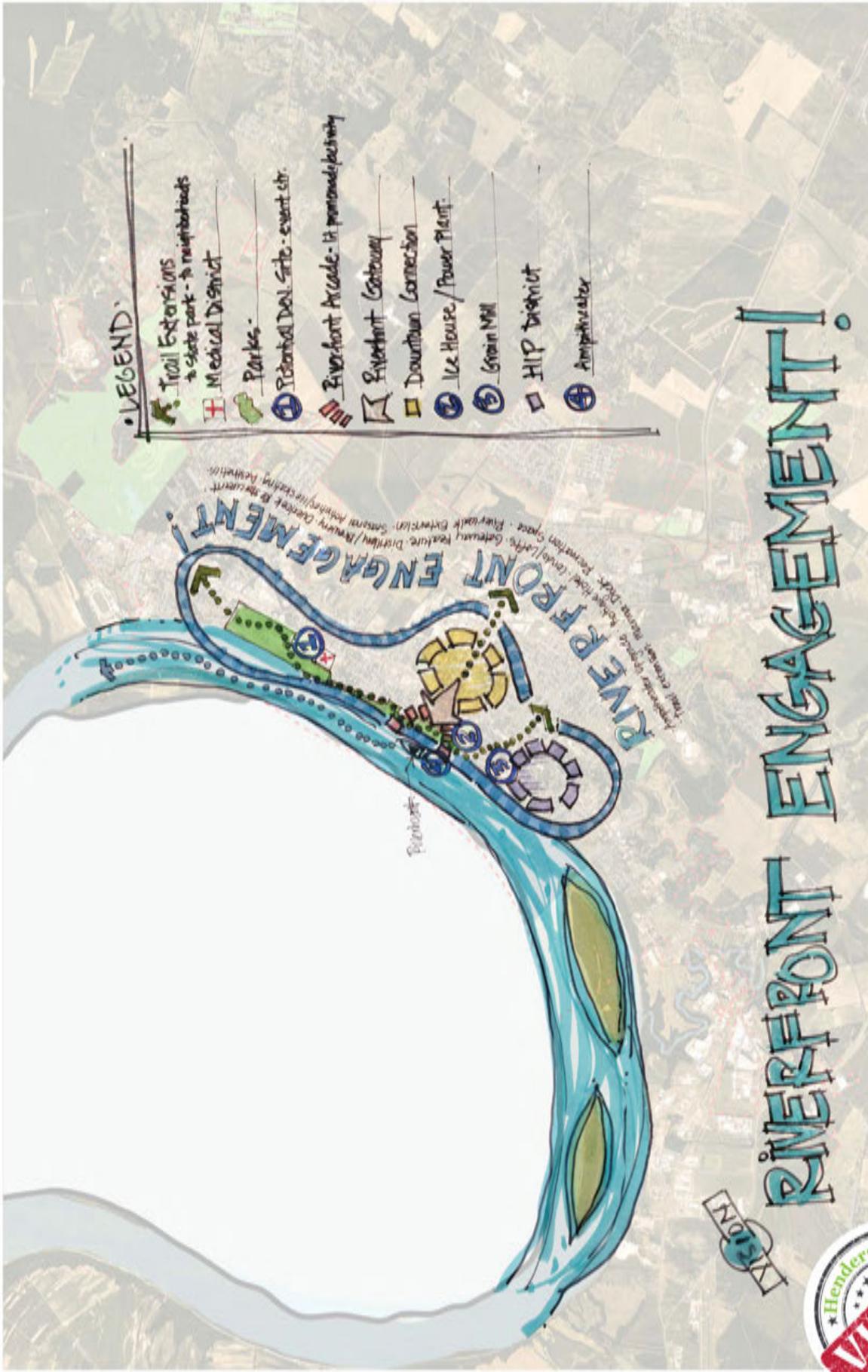
- 1 Riverfront & Downtown Engagement**
- 2 Community Investment**
- 3 Community Viability**
- 4 Access & Mobility**
- 5 Landmarking & Sense of Place**

THE VISION ILLUSTRATED

Following the graphic summary of the charrette process, each of the five themes are explained in more detail in the following five chapters. For each theme, these sections provide:

- A defining statement that explains what the theme means;
- Images displaying some of the existing conditions related to the theme;
- Individual goals to achieve the ideas behind the theme;
- An inventory of the “Big Ideas” heard from the community during the visioning process;
- Precedent images representing how other communities have implemented some of the ideas heard; and
- A pullout map displaying areas within the community where the big ideas are proposed to occur.





• LEGEND •

- Trail Extensions - to skate park - to neighborhoods
- Medical District
- Parks
- Potential Dev. Site - event site
- Riverfront Arcade - in promenade/footway
- Riverfront Gateway
- Downtown Connection
- Ice House / Power Plant
- Grain Mill
- HIP District
- Amphitheater

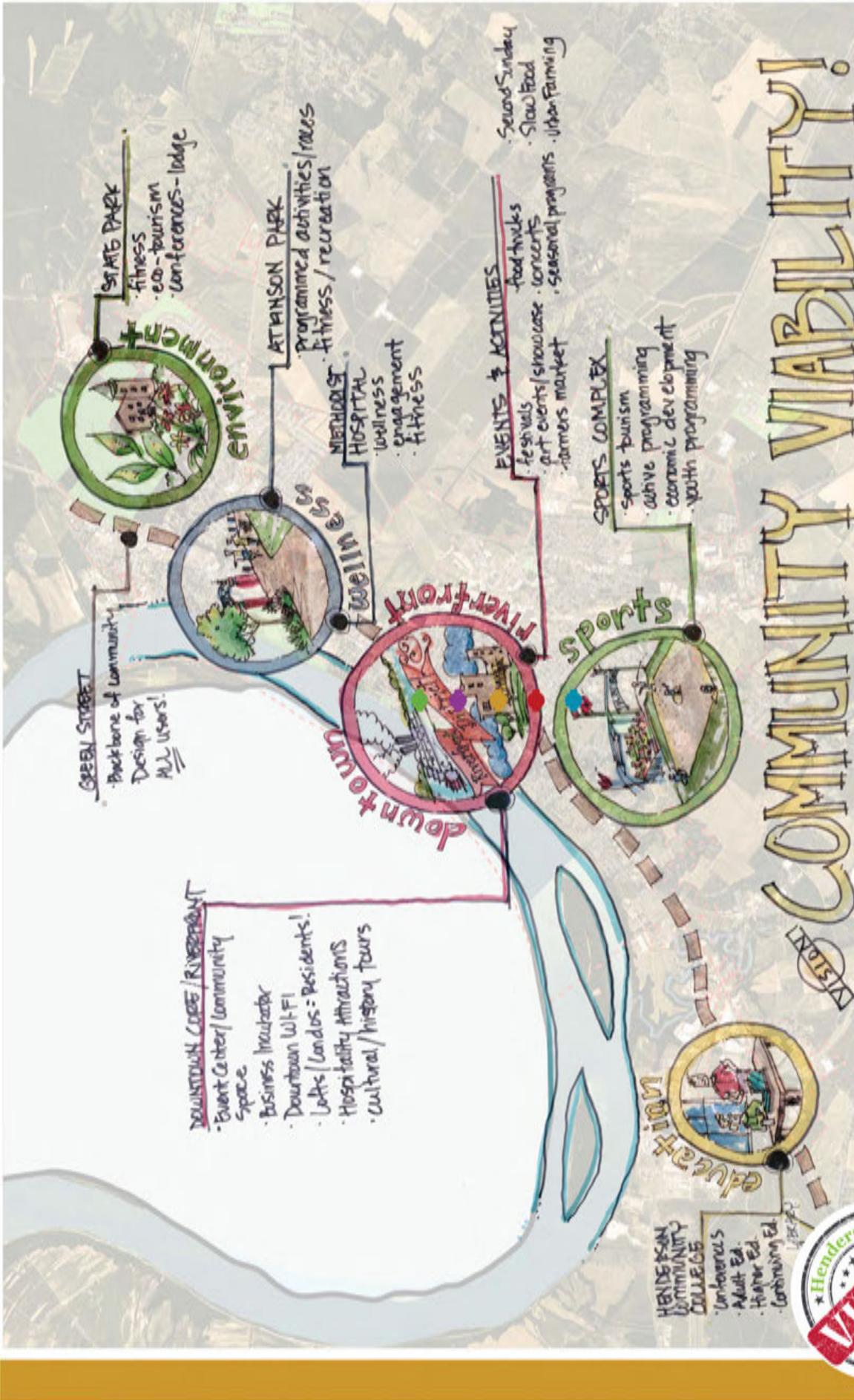
Legend

- Henderson County
- Corporate Boundary
- Roads
- Parks
- Trails

Theme 1: Riverfront Engagement







Theme 3: Community Viability



Legend

- Henderson County
- Corporate Boundary
- Roads
- Parks
- Trails

Theme 4: Access & Mobility





Theme 5: Landmarking & Sense of Place

Legend

- Henderson County
- Corporate Boundary
- Roads
- Parks
- Trails



E | Riverfront & Downtown Engagement

vision theme one



vision theme **1**
RIVERFRONT & DOWNTOWN ENGAGEMENT

WHAT DOES IT MEAN?

Riverfront & Downtown Engagement can be defined as elevating and reengaging the community with the Ohio River through diverse redevelopment and activities to become the community and social destination.



riverfront & downtown engagement

WHAT IS IT ALL ABOUT?

The theme of *Riverfront & Downtown Engagement* focuses on connecting the community and downtown Henderson with the Ohio River. This is accomplished through the placement of public spaces, private development and recreational areas along the riverfront. Especially important to this success of this effort is the redevelopment of under-utilized or vacant property along the river.

This theme will create a unique destination within the region for both activities and entertainment.



Steamboats periodically dock in downtown.



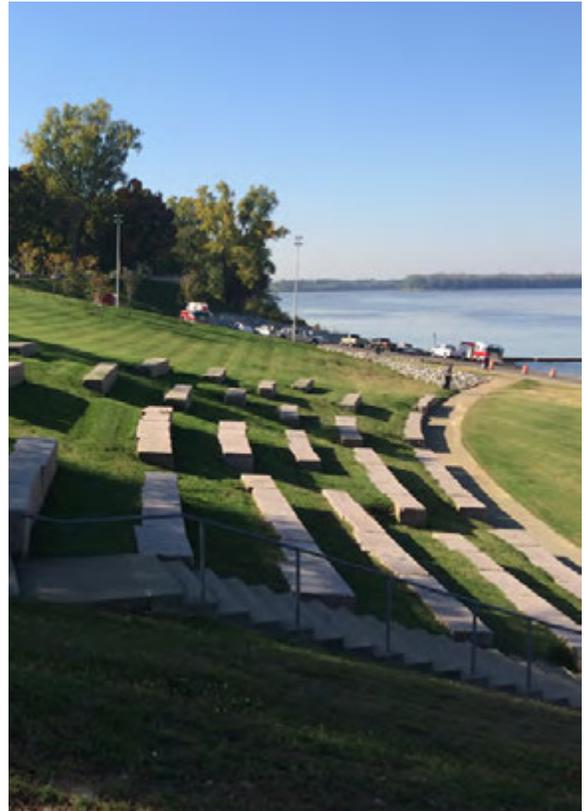
One of the many overlooks along the Ohio River.



Riverwalk approaching one of the bridges.

GOALS

- 1** Redevelop under-utilized or crucial vacant property along the Ohio River with uses that serve the community as a whole.
- 2** Support private development downtown that focuses on entertainment, arts, tourism, dining and living options to make the riverfront a regional destination for residents and visitors.
- 3** Strategically integrate community facilities into the riverfront while maintaining the open space character.
- 4** Embrace the Ohio River as a gateway to the community with enhanced access and connections from downtown, the river, medical district, state park and surrounding neighborhoods.
- 5** Encourage new innovative uses that create living and entertainment opportunities in the HIP District (Henderson Innovative Planning District).
- 6** Create programming and amenities in public spaces along the river that are highly used and support the needs of community events.



The downtown amphitheatre faces the Ohio River.

riverfront & downtown engagement

BIG IDEAS FROM THE COMMUNITY

Additional Downtown Parking: Additional street, surface or potentially a parking structure in key areas of downtown.

Alcohol Permits for Events: Permitting to allow alcohol sales in confined outdoor areas for events and festivals.

Amphitheatre Upgrade / Outdoor Performance Space: Upgrades or reconfiguration of the amphitheater to be more usable for outdoor performances.

Arts Focused Initiative (Facility): See *Landmarking and Sense of Place Theme 5* for description.

Atkinson Park Expanded Programming: Determining additional or new needs in Atkinson Park, including youth recreational fields, senior programming, and community events.

Downtown Hotel: A small-scaled hotel, built by a private developer, that could serve not only visitors but also events, festivals and conferences. Facility could be tailored to showcase local/regional Henderson community arts.

Dog Park: Create downtown / Riverwalk dog park where many families gather. This park would include amenities usable for dogs, such as fences, agility stations, or dog water fountain.

Downtown Events, Festivals & Programming (Kentucky Christmas, Blues & Bluegrass Festivals, Expanded Downtown Walking Tours, Additional Programming at Tennis Courts & Train Depot, Etc.): Building upon the strong events that are currently held downtown, additional events and programs could include both seasonal and year-round activities.

- A Kentucky Christmas – Annual tree lighting by the city with evening of programming that could be extended to the holiday season where people can view the lights, decorations, and shop.
- Additional Programming at Tennis Courts & Train Depot – With both of these uses being semi-public, additional programming could be encouraged that would invite and attract the public to these sites throughout the year.

Downtown Living Options: Condos / Lofts / Residential Infill (Serving both Young Adults and Seniors): Additional living options that are focused on upper-floor condos and lofts (owner and rental) in the downtown core as well as residential infill adjacent to the core. Living preferences could account for both young adults and senior citizens.

Downtown Trolley (Seasonal or Event-Based): A free or very low cost seasonal or event-based trolley that would travel around downtown Henderson. Specific evenings could be targeted where businesses stay open later and offer entertainment options, dining or shopping.

Entertainment & Arts District: A specific area of downtown (approximately 1 block) that focuses on entertainment options and the arts. This could include dining, pubs/social bars, art galleries, etc. as well as incorporating art into the physical design elements of the district (street, sidewalk, benches, light poles, crosswalks, etc.).

Events Center: A multi-use events center that could be used for activities such as state-wide conferences, weddings/receptions, graduations, family reunions, or other programming needs.

Hospital Engagement with Riverfront: As a large landowner near downtown and the riverfront, encourage the hospital to provide both physical connections to the riverfront as well as health and wellness programming that bring residents to the riverfront.

Hospital /Health Services: Facilities Identify and enhance services and facilities at hospital or downtown to support and attract speciality needs. This could be for a niche-market/service that is not currently offered in region, such as surgical Medi-spa for treatment & therapy, orthopaedics or so other speciality/niche service area that the hospital (or area downtown) could become “known” for regionally.

Main Street Tree Planting: Increase street tree plantings along Main Street in downtown Henderson.

Micro-Brewery / Distillery: Attract a micro-brewery or distillery as a dining and entertainment option.

Promenade / Boardwalk Development: Along the riverfront, capitalize on the unique recreational, entertainment and cultural activities with the development of an area that contains an architectural landmark, such as lighted sculpture or arcade feature, that could also host art shows, festivals, booths, food vendors or farmer market.

Redevelopment Opportunities (Power Plant #1/Ice House, Grain Mill): Capitalize on sites that are best suited for redevelopment including:

- Power Plant Station #1 and Ice House – Station #1 is currently scheduled for demolition and environmental remediation. This prime location along the riverfront in addition to the potential redevelopment or reuse of the ice house across the street allow for a large area that could reinvigorate downtown and reconnect the riverfront with a public use.
- Grain Mill – While this business is currently still operating at this site, it is an ideal location for redevelopment along the riverfront. Relocation of this use would also decrease truck traffic, noise and dust in the adjacent area.

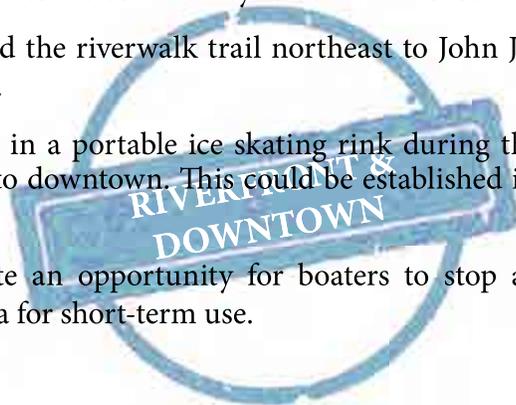
Restaurants & Retail (Speciality Stores, Art/Artisan, Entertainment, Etc.): Attract additional restaurants and retail establishments to downtown that appeal to people of all ages.

Riverfront Gateway / Landmark Feature: Create a landmark feature at the riverfront gateway (2nd/3rd Streets and Water Street) that defines the community to both land-based visitors and boat-based visitors.

Riverwalk Trail Extension: Extend the riverwalk trail northeast to John James Audubon State Park and further southwest along the river.

Seasonal Ice Skating Rink: Bring in a portable ice skating rink during the holiday/winter season as an entertainment option and draw to downtown. This could be established in an underused parking lot or other paved, flat area.

Transient Docks / Marina: Create an opportunity for boaters to stop and spend time in downtown Henderson with a dock or marina for short-term use.



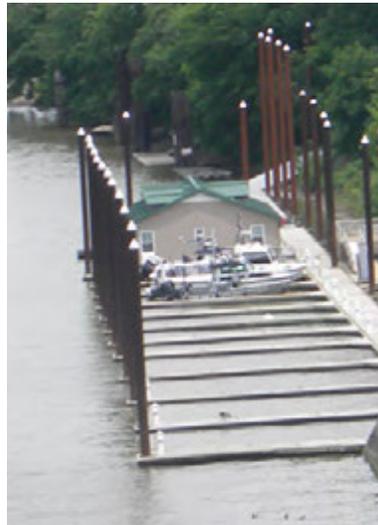
riverfront & downtown engagement

PRECEDENT IMAGES

The images below represent how other communities have implemented some of the ideas heard in the visioning process.



Events center.



Transient docks.



Riverfront gateway.



Boutique hotel.

Columbus Area Visitors Center



Residential infill.

GRAPHIC DOCUMENTATION

The pull-out map on the following page is an illustrative documentation of the Riverfront & Downtown Engagement vision theme.

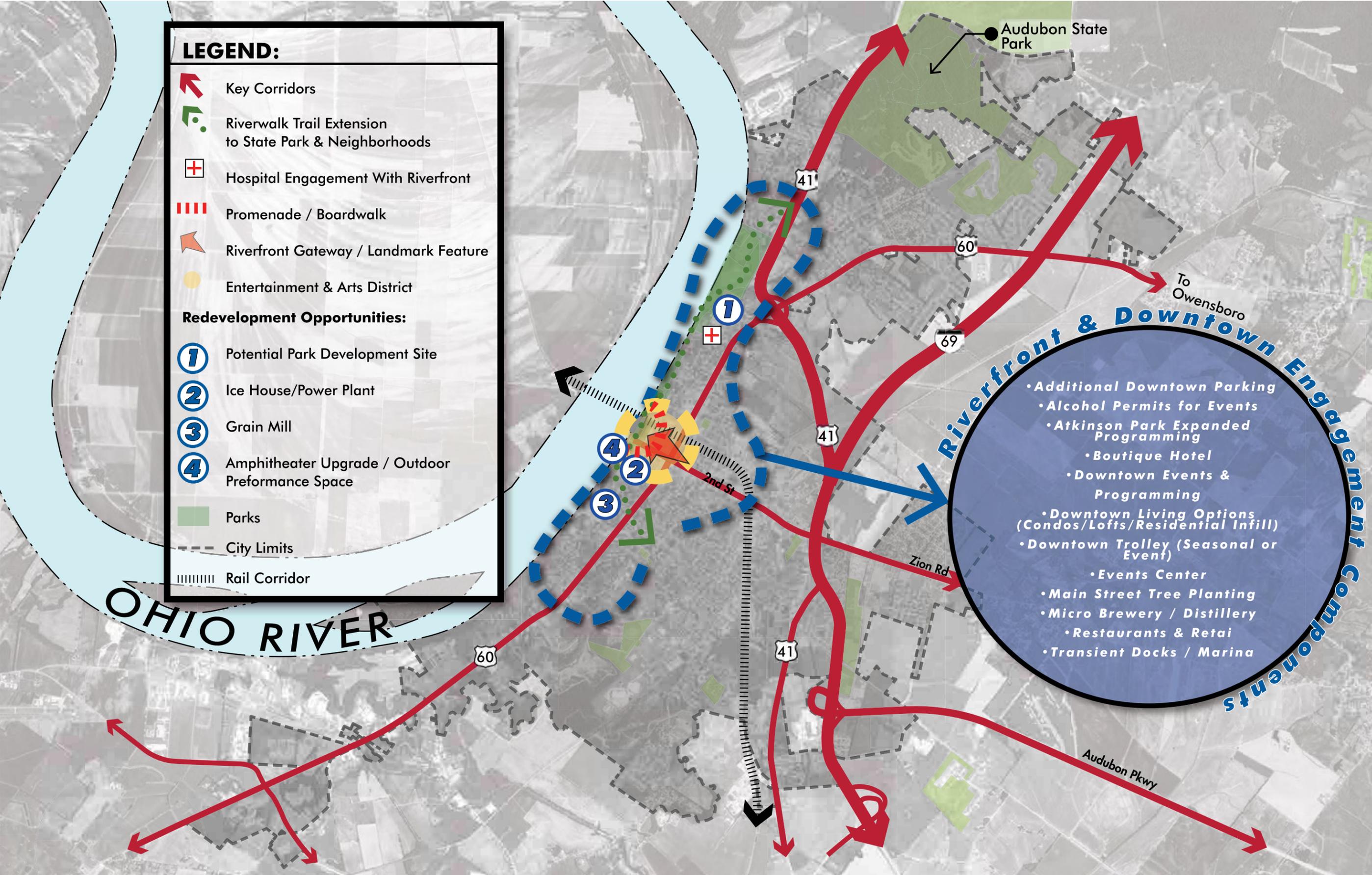
LEGEND:

-  Key Corridors
-  Riverwalk Trail Extension to State Park & Neighborhoods
-  Hospital Engagement With Riverfront
-  Promenade / Boardwalk
-  Riverfront Gateway / Landmark Feature
-  Entertainment & Arts District
- Redevelopment Opportunities:**
-  1 Potential Park Development Site
-  2 Ice House/Power Plant
-  3 Grain Mill
-  4 Amphitheater Upgrade / Outdoor Performance Space
-  Parks
-  City Limits
-  Rail Corridor

OHIO RIVER

Riverfront & Downtown Engagement Components

- Additional Downtown Parking
- Alcohol Permits for Events
- Atkinson Park Expanded Programming
- Boutique Hotel
- Downtown Events & Programming
- Downtown Living Options (Condos/Lofts/Residential Infill)
- Downtown Trolley (Seasonal or Event)
- Events Center
- Main Street Tree Planting
- Micro Brewery / Distillery
- Restaurants & Retail
- Transient Docks / Marina





F | Community Investment

vision theme two



vision theme **2**
COMMUNITY INVESTMENT

WHAT DOES IT MEAN?

Community Investment focuses on areas of physical development that create nodes of industry, business, neighborhoods and public use facilities.



community investment

WHAT IS IT ALL ABOUT?

The *Community Investment* theme identifies areas that are ideal for physical development. This includes both new and redevelopment initiatives throughout the community which will create nodes where industry, business, neighborhoods, and public use facilities will cluster.

The downtown core & riverfront, which is further defined in Theme 1: *Riverfront & Downtown Engagement*, is identified as an area for new and expanded redevelopment and new development. This may include attracting new and viable retail and commercial uses.

New residential development that is not currently available should be encouraged while existing neighborhoods should receive reinvestment to increase services, amenities & safety. Recreational facilities are another opportunity for new development. The expansion of the ball park facilities can provide increased entertainment while creating economic development opportunities through sports tourism.

Industrial expansion can be encouraged with attractive sites, low-cost utilities, and a strong workforce. Educational facilities can be expanded to respond to market needs to create a more diverse workforce.



The downtown power plant is slated for demolition.



Retail businesses cluster on this downtown block.



Existing recreational facilities include ball fields at Newman Park .

GOALS

- 1** Encourage redevelopment and strategic new development in the downtown core and riverfront.
- 2** Provide the needed educational facilities to not only support youth (early childhood to high school) but also create a well-rounded and diverse workforce.
- 3** Retain and attract new retail and commercial uses through investing in the infrastructure needed.
- 4** Encourage new residential development with a focus on single-family houses, condos, and senior living options that are not currently available.
- 5** Reinvest in declining neighborhoods with increased services, amenities and safety.
- 6** Provide new recreational facilities that support the needs the community's youth and creates economic development opportunities.
- 7** Focus capital investments on access points that build upon new or existing infrastructure as well as strengthen current infrastructure such as sidewalks and the bridge.
- 8** Support and provide resources for continued economic development initiative with expansion of the community's industrial base and preservation / enhancement of agricultural investment to encourage job creation.



Many green spaces exist between the riverfront and downtown.

community investment

BIG IDEAS FROM THE COMMUNITY

Agricultural Investment: Continue to support both traditional as well as unique crop and livestock production entities that contribute to the community and region's economic well being. Advance the start-up of other new and unique crop/products to help preserve, enhance and grow agricultural assets.

Audubon Park Enhancement: The expansion of this existing park will increase residential usage and tourism / economic growth. There is an opportunity to expand the facilities to include lodging, dining facilities and enhanced golf-course facility.

Disabled Youth Playground: Build a youth playground that accommodates disabled children. There are not currently any similar facilities available in Henderson County and it could be incorporated into South Heights Elementary.

Downtown Investment (See Riverfront & Downtown Engagement Theme): Capital investments that are needed in downtown Henderson to implement catalyst projects and other big ideas.

East End Reinvestment: Commercial & Affordable Housing: Continue efforts of removing abandoned and dilapidated housing, reinvesting in affordable housing and attracting new commercial uses in the East End Neighborhood.

East End Reinvestment: Youth Facilities: Continue partnership with City of Henderson, Engage Henderson, South Heights Elementary School and Raymond B. Preston Family Foundation on the creation of the Audubon Kids' Zone to provide childrens and youth programming in the neighborhood.

Expanded Library Facilities: Expand the current library facility downtown to include additional space for community events and programming; an events center could potentially be incorporated into this facility expansion.

Health Facilities: Work with local healthcare providers to offer high-level, quality and affordable care options. In the advent of corporate healthcare mergers / program changes, work with hospital to continue and provide Emergency Room (ER) Services in Henderson.

HIP District Reinvestment (Creative Industries, Commercial, Affordable Housing): Promote an urban, pedestrian-friendly, mixed-use development pattern along South Main Street.

Industrial Park Expansion (Existing Sites): Expand both industrial park locations as new industries and business are attracted and recruited to Henderson County.

Infrastructure Enhancement: Enhance existing infrastructure to promote safety and provide aesthetic improvements. Focus on items such as continuation of sidewalks installation program, street lighting, signage/wayfinding program, bridge lighting, bridge maintenance, etc.

Long-Term & Managed Utilities (Coal Production, Replacement Of Station #2 In Future): Determine a solution for decreased coal production in Henderson County and establish a long-term plan for maintaining "low-cost" utilities as Station #2 will need to be replaced in the future.

New & Renovated Educational Buildings & Facilities (Upgrades/Renovations, New Spotsville Elementary School, Improved Access to High School, Higher Education): Plan for upgrades, renovations or new schools to keep ahead of technology and learning needs from early childhood learning through higher education. Improve the physical access to Henderson County High School to improve traffic flow and safety.

New Fire Station: Construct a new fire station to improve response times, ratings and safety.

New Single-Family Residential Development & Infill (Affordable; Mid-Range): Focus on residential development that provides both affordable housing options as well as mid-range single-family houses (\$200,000-\$250,000 price range).

Neighborhood Improvement Initiatives & Investment: Continue to build and upgrade strong infrastructure, including sidewalks, utilities, internet capabilities, as well as maintain and grow community partnerships for housing restoration and development (such as Community One and similar partnerships).

Park Facilities Expansion & Improvements (Traditional Park Space, Basketball Courts, Dog Park, Shooting Range, Lighting At Volleyball Courts): Make improvements to existing parks as well as expand facilities to accommodate additional programming and needs.

Public Facilities & Spaces at Riverfront (See Riverfront & Downtown Engagement Theme): Capital investments that are needed along the riverfront to implement catalyst projects and other big ideas.

Public Safety Upgrades (E911, Emergency Response): Provide a plan to implement needed public safety upgrades over the long-term, including E911 upgrades and emergency response.

Senior Living Options: Expand senior living options including independent living through condos, lofts or other low-maintenance housing types.

Utilities & Infrastructure at I-69 Interchanges for Desired Growth: Expand needed utilities and infrastructure before development occurs to support the desired, planned growth at new I-69 interchanges.

Youth Sports Complex: Build or partner to attract a youth sports complex that can be used for regional tournaments and also capitalized on the economic benefits of “beds and heads” utilizing sports tourism as an economic growth development tool.



community investment

PRECEDENT IMAGES

The images below represent how other communities have implemented some of the ideas heard in the visioning process.



Education facilities.



Residential infrastructure.



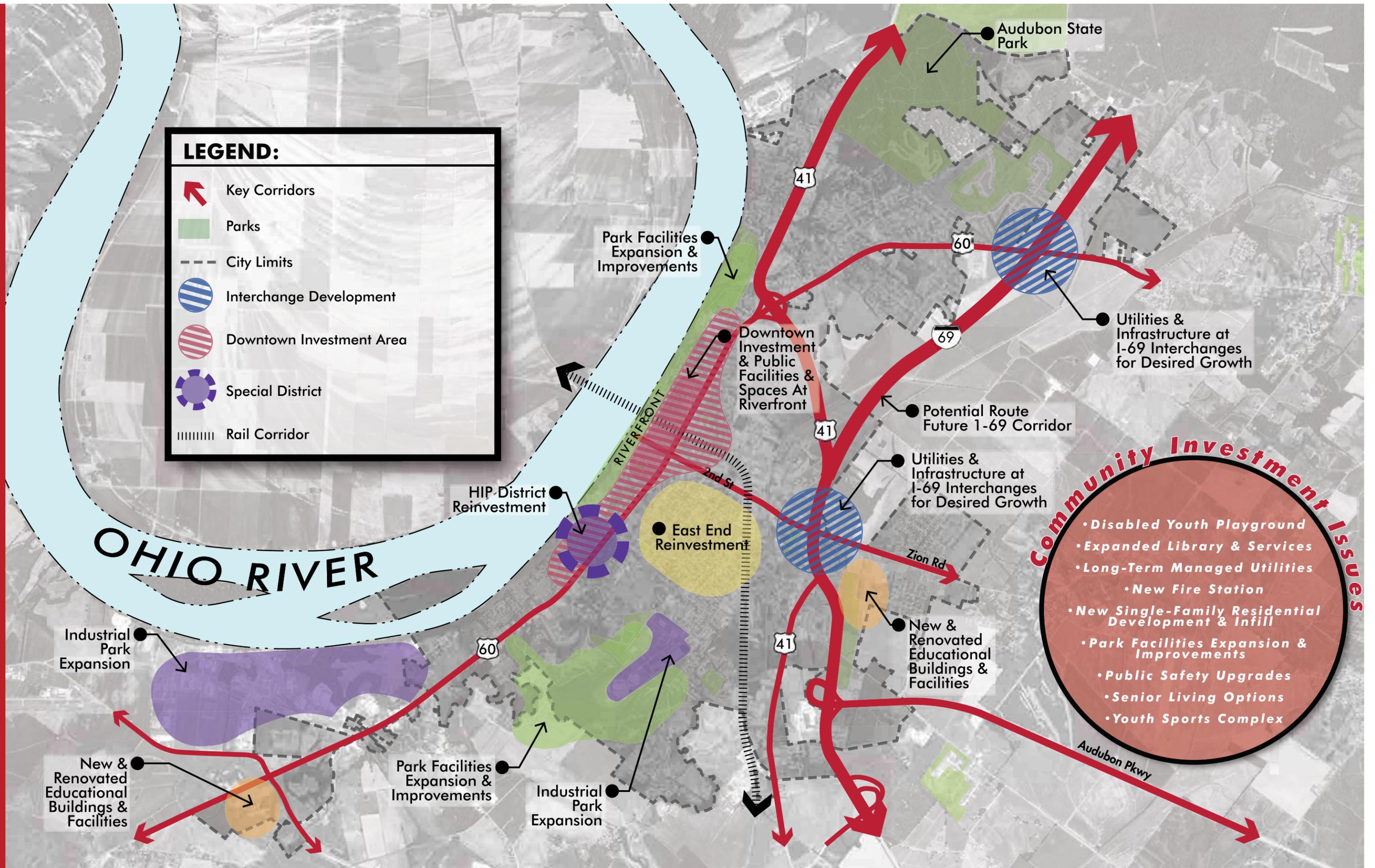
New retail development.



Industrial and office park.

GRAPHIC DOCUMENTATION

The pull-out map on the following page is an illustrative documentation of the Community Investment vision theme.





G | Community Viability

vision theme three



vision theme **3**
COMMUNITY VIABILITY

WHAT DOES IT MEAN?

Community viability focuses on programs and policy initiatives that support the physical investments within the local community for special events such as arts festivals, music events, outreach programs and educational classes to ensure a resilient Henderson.



community viability

WHAT IS IT ALL ABOUT?

The *Community Viability* theme concentrates on programming & strategic initiatives rather than physical development.

Henderson has a long history of focusing on the environment with the historical presence of John James Audubon. With the State Park, wetlands, and other natural areas, opportunities for programming around eco-tourism, agri-tourism and green infrastructure exist.

Community wellness for all ages is extremely important for living a quality life. There are opportunities to promote more healthy lifestyle activities and options in the community based on current and future amenities.

The festivals within the community have the ability to support downtown and to further encourage diverse arts & culture for an active place to work, live, and play.

Programming sports and service organization activities will provide entertainment and character building for community youth.



Eco-tourism at Audubon Museum & Nature Center.



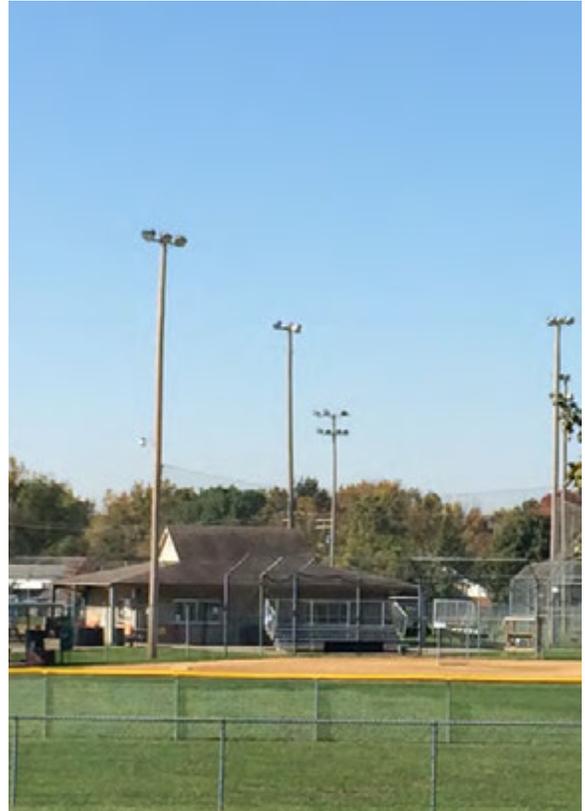
Downtown tennis courts are easily accessible.



John James Audubon State Park provides many opportunities for healthy lifestyle activities including trails and a golf course.

GOALS

- 1 Embrace the environmental assets of the community through agri-tourism, eco-tourism and green infrastructure.
- 2 Promote health and wellness with strategies and programming for healthy lifestyle activities and options that are available to all residents.
- 3 Showcase the community's diverse arts and culture with festivals, programming and the built environment.
- 4 Support educational programs for all ages that build a strong educational foundation, expand on the current opportunities and teach new skills.
- 5 Provide entertainment for youth through programs for sports, the arts and service organizations (scouts, FFA, etc.).
- 6 Provide a platform for new policy development and engagement of an active and diverse citizen base.
- 7 Support outreach opportunities that strengthen neighborhood growth, foster community activism and inclusion and promote healthy lifestyle choices.



Youth entertainment may include sports programming.

community viability

BIG IDEAS FROM THE COMMUNITY

Additional Entertainment Options (Youth, Young Adults, Families, Indoor “Fun” Zone): Attract entertainment options for youth, young adults, and families. Attractions could be either outdoors or an indoor “fun” zone that could have multiple activities year-round.

Additional Public Safety Training: Provide additional public safety training for various departments.

Additional Senior Center Programming: Increase programming for senior citizens through the current Senior Center and in satellite locations throughout the community.

Agri-tourism Marketing & Promotion: Increase the awareness and access to agri-tourism related entities in and around the Henderson County region.

At-Risk Population Support Services: Continue to be aggressive in providing outreach, counseling, care, education and services for at-risk population, including addressing drug abuse within region, drafting a Homeless Action Plan and teen pregnancy services.

Audubon Kids’ Zone: Continue to partner with Community One, City of Henderson, Engage Henderson, the South Heights Elementary School and the Raymond B. Preston Family Foundation to provide services and programming to the children of the East End.

Advocacy for Expanded Facilities at State Park (Lodge, Dining): Work with the State Park to expand facilities and services; this could include upgraded cabins, a new lodge and/or a restaurant.

Communication Clearinghouse to Coordinate & Advocate for Activities (Build Upon Existing Community Calendar): Create a communication clearinghouse to help coordinate efforts and events that are being planned in the community; build upon the tourism community calendar as a central portal for information.

Downtown Events & Programming (See Riverfront & Downtown Engagement Theme): Build upon existing and attract new events, festivals and programming in downtown Henderson.

Environmental Programming & Education for All Ages (Agriculture Preservation, Outdoor Learning, Eco-Tourism, Etc.): Increase environmental programming and education for all ages; this could include an outdoor learning center, promoting agricultural preservation, building an eco-tourism market or other efforts.

Expanded Higher Education Programs (Including a Four-Year Degree Options): Work with Henderson Community College, Murray State and other educational institutions to expand higher education programs with the long-term focus of attracting a four-year free-standing campus or institution. Research options for on-campus living options (small dormitory or converted downtown facility for student housing).

Expanded Arts in the Community (Art House Theater, Artist Co-Op): Increase arts in the community with programming, installations and exhibits; local artists could be promoted through an art house theater could be developed that shows prominent films or local productions and an artist colony co-op or arts center could provide workspace and retail space for local artists. *(See Landmarking & Sense of Place for further catalyst project description).*

Expanded High School Educational Opportunities (Focuses On Arts Magnet, Science, Technology): Work with the school system to expand both the arts and science/technology in the school system through either a “school within a school” concept or magnet school within downtown.

Expanded Library Services: Build upon existing programming and services offered by the library with a focus on additional educational and entertainment options for youth. Implement 2015 Strategic Plan being developed by the library.

Expanded Festival/ Events, Programming & Volunteerism: Build upon successful music events in Henderson with additional programming and events that highlight local bands or musicians; new programming could include small events that are coordinated and provide entertainment options for residents in addition to visitors. Explore opportunities to create more sustainable volunteer programs for major events and establishing an Henderson Festival & Events Executive Director to coordinate and manage the major signature events.

Increased Healthcare Options: Expand quality healthcare options and accessibility for all residents.

Increased Participation in Civic Groups & Volunteer Organizations: Encourage increased participation in volunteer and civic organizations that provide the volunteer base needed to carry out many community events and activities.

Public Communication & Outreach (Public Engagement, Notices, Social Media, Etc.): In addition to traditional media, use online platforms to engage residents as well as get notice out about projects and/or meetings.

Regulations for Rentals & Absentee Landlords: Implement regulations related to property maintenance and upkeep of rental units and absentee landlords.

Service & Activity Organizations for Youth (Scouts, Boys & Girls Club, FFA): Make commitments to increase entertainment options for youth through service and activity organizations such as the Boy or Girl Scouts, Boys and Girls Club or Future Farmers of America.

Skilled Workforce Attraction & Training: Align workforce training with market demands to increase attraction of employee, residents and business/industry.

Small Business Funding & Start-Up / Entrepreneur Support (Business Incubator, Small Business Loans / Micro-Loans, Revolving Loan Fund, Tax Incentives, Etc.): Continue to support and build upon the existing business incubator at Kyndle by adding an incubator retail space that allows those with inventories to sell their product.

Sports Programming For Youth: Increase sports programming for youth with a focus on baseball/softball.

Streamlined Development Process to Be Business Friendly & Easily Understood: Continue to streamline the development review process by working with businesses to determine most common delays in the process.

Support of Diversity & Disadvantaged (Race, Ethnicity, Gender, Income Level, Sexual Orientation, Etc.): Adopt policies to support diversity and disadvantaged citizens.

Sustainability Programs: Implement a variety of sustainability best practices, such as recycling, green building and strategies for air quality (pollution control) management and other programs that promote green practices and sustainability.

Wellness Programming & Education to Encourage Healthy Lifestyles (Sidewalk/Trails, Community Gardens, Paid Coordinator Position): Increase programming and education on wellness and health; programming could include promoting walking (sidewalks/trails), promotion of bicycling as means of transportation, recreation and exercise, establishment of community gardens or a paid coordinator position.

community viability

PRECEDENT IMAGES

The images below represent how other communities have implemented some of the ideas heard in the visioning process.



Youth sports.



Environmental education.



Wellness programming.



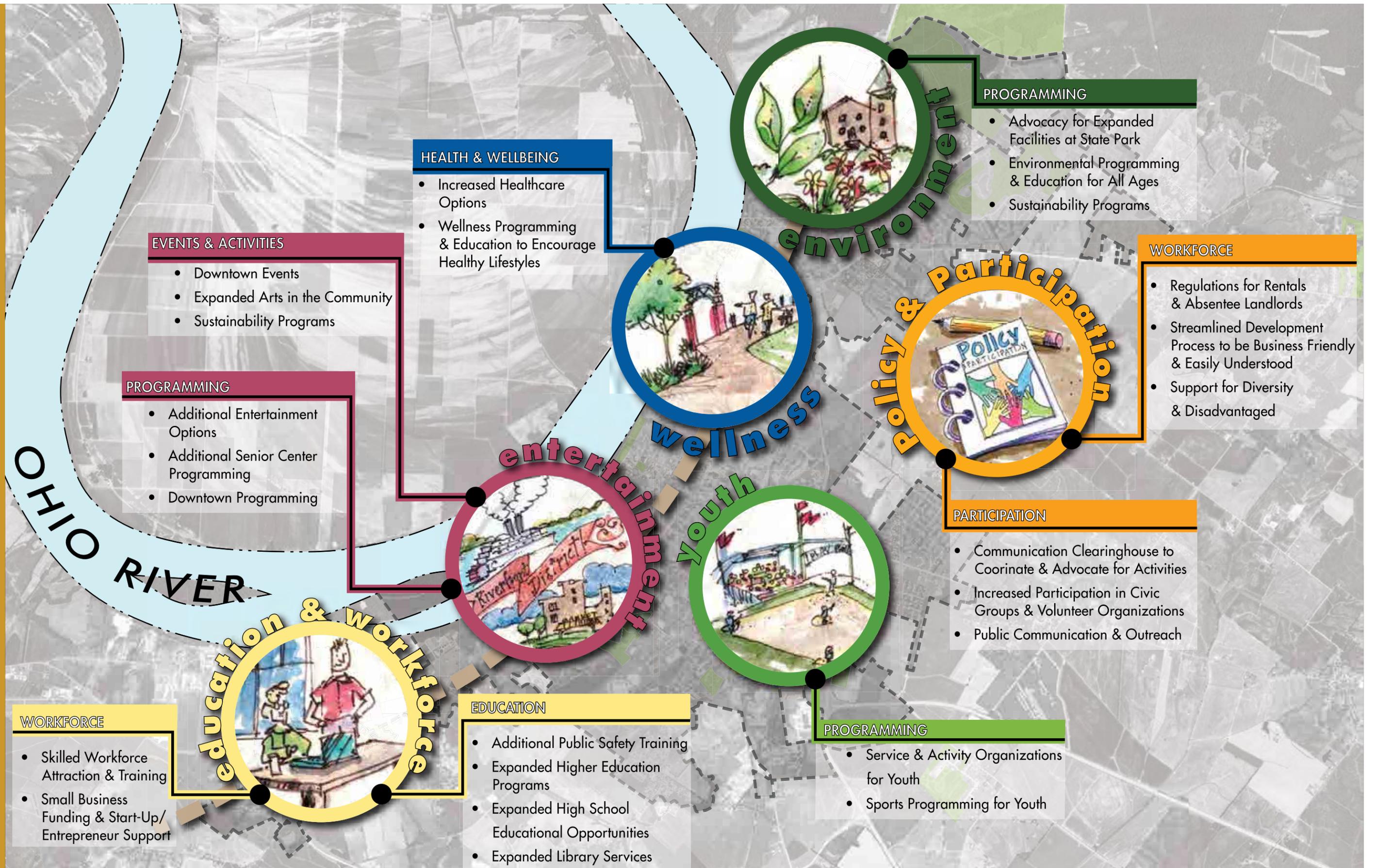
Farmers market and festivals.



Wellness programming.

GRAPHIC DOCUMENTATION

The pull-out map on the following page is an illustrative documentation of the Community Viability vision theme.





H | Access & Mobility

vision theme four



vision theme **4**
ACCESS & MOBILITY

WHAT DOES IT MEAN?

Access & Mobility means connecting landmarks, destinations and amenities through new multi-modal transportation infrastructure with considerations for iconic views, new interchanges and gateways.



access & mobility

WHAT IS IT ALL ABOUT?

The *Access & Mobility* theme links landmarks, destinations and amenities together in a holistic system.

This is achieved by making it easier to get around the community with new multi-modal transportation options such as sidewalks, bike facilities, greenways and other infrastructure.

Access by new multi-modal transportation options should compliment the community's impressive and iconic views of the Ohio River and downtown. These areas should be preserved and enhanced to provide strong character and gateways into the community.

The forthcoming introduction of I-69 will have a large impact on the access and mobility in the community. However, it also presents an opportunity to pro-actively plan for new interchanges and corresponding development around these interchanges.

Not only are hard infrastructure changes important for mobility and access but signs and wayfinding are also very important to help direct visitors to the community's destinations.



It is important to assess road facility safety & efficiency.



Multi-modal transportation options improve access.



New sidewalks help connect neighborhoods.

GOALS

- 1** Plan for all modes of transportation (car, bicycle, pedestrian, water) including the ability to access the community.
- 2** Connect destinations, community amenities and neighborhoods with sidewalks, trails and bike facilities.
- 3** Improve the efficiency of existing and new road facilities that increase safety and ease in getting around the community, specifically Green Street, US 41 and 2nd Street.
- 4** Pro-actively plan for new interchanges and corresponding development associated with I-69.
- 5** Continue to provide signs that orient and direct visitors to destinations throughout the community.



Pleasant streetscapes and gateways should define the community.

access & mobility

BIG IDEAS FROM THE COMMUNITY

2nd Street Functional Improvements (Sidewalks, Bicycle Lanes): Reconfigure 2nd Street to provide sidewalks and bicycle lanes. Project should be high priority in terms of evaluation for funding needs.

Evansville MPO Transportation Improvement Projects (TIP) (Green River Road Widening, North Elm Street Widening, Atkinson Street Curbs / Sidewalks / Storm Water / Paving Improvements, Van Wyk Road Paving / Connector Road from Kimsey Lane and 5th Street, Airline Road Traffic Signals / Turn Lanes, Clay Street Widening, Hwy 136 / Madison Street Widening): Implement the roadway projects that are identified and funded through the Metropolitan Planning Organization.

Green Street Functional Improvements (Sidewalks, Bicycle Lanes, Access, Safety): Reconfigure Green Street to increase safety, create defined entry points to private property (access management), and provide sidewalks and bicycle lanes. Project should be high priority in terms of evaluation for funding needs.

Henderson Area Rapid Transit (HART) Expansion: Increase HART service, routes and/or stop locations based on need in the community.

Improved Roadway Lighting: Provide improved roadway lighting in areas or corridors that are poorly lit, as well as along the bridge.

Increased Ohio River Access & Water Taxi: Increase access to the Ohio River by bicycle, foot or boat and explore the idea of a water taxi to downtown Evansville (seasonal or event-based).

Local Roadway Projects – Per Current Transportation Plan (Wathen Lane to Larue Road, Improved US 60 Interchange, Improved Kimsey Lane/Connection to 12th Street, Improved Larue Road/Connection to Gardenmile Road, Green Street Widening): Implement the local roadway projects identified as part of current transportation plan to provide increased access and mobility in the community.

Planned Development Around I-69 Corridor / Interchanges (Access, Curb Cuts, Etc.) and Stabilize US 41 Corridor (Land Uses, Local Traffic / Business, Etc.): As the alignment of I-69 is finalized, create a plan that will maintain the integrity of the roadway system near interchanges to reduce congestion and increase safety, including access management, limiting curb cuts and other best practices. Also stabilize the US 41 corridor with businesses that rely on local traffic as travel-related businesses (fast food, hotels, gas stations) are attracted towards the new interchanges.

Port Growth & Development: Attract new industry to encourage additional growth and development of the port.

Safer Access to Audubon State Park Entrance: Reconfigure the entrance to John James Audubon State Park to increase safety and make it easier to access from US 41.

Sidewalk Program: Continue to build sidewalks throughout the community with a focus on connecting neighborhoods and destinations.

Trail & Bicycle Network & Connections: Build a connected network of trail and bicycle facilities throughout the community to provide an alternative means of transportation and provide safe and accessible connections to civic places, parks and recreation facilities, and schools. Specific priority trail connections include:

- Expand Riverwalk trail;
- Provide trail/greenway connection to Henderson Community College;
- Provide downtown cultural/historic/interpretive trail;
- Connect trail/greenway to Audubon State Park;
- Continue to seek funding and implement recommendations (including creation of bike lanes and long-term regional connections to Corydon, Geneva and Niagara) from the 2014 Greater Henderson Bicycle and Pedestrian Plan

Transportation Share Programs (Bicycles, Uber, Etc.): Attract transportation share programs that focus on bicycle rental/sharing and/or car sharing.

US 41 Functional Improvements (Sidewalks, Bicycle Lanes, Lane Control, Access, Safety): Provide needed functional improvements along US 41 to increase safety, create defined entry points to private property (access management), and provide sidewalks and bicycle lanes. Also analyze the current and future demand for the existing land configuration and the potential of creating a planted median along US 41. Project should be high priority in terms of evaluation for funding needs. Future corridor planning for US 41 should be initiated as the finalization of the I-69 corridor is determined to best plan for and position the US 41 corridor post I-69 construction.



access & mobility

PRECEDENT IMAGES

The images below represent how other communities have implemented some of the ideas heard in the visioning process.



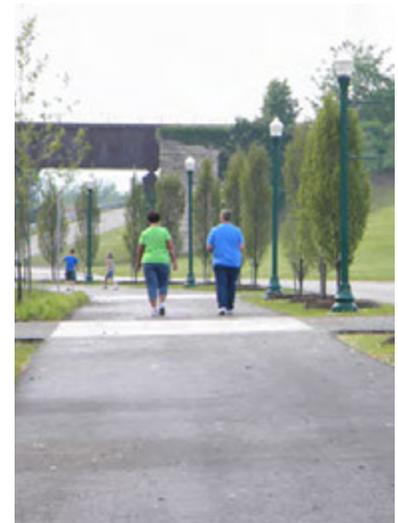
Sidewalks.



Wayfinding.



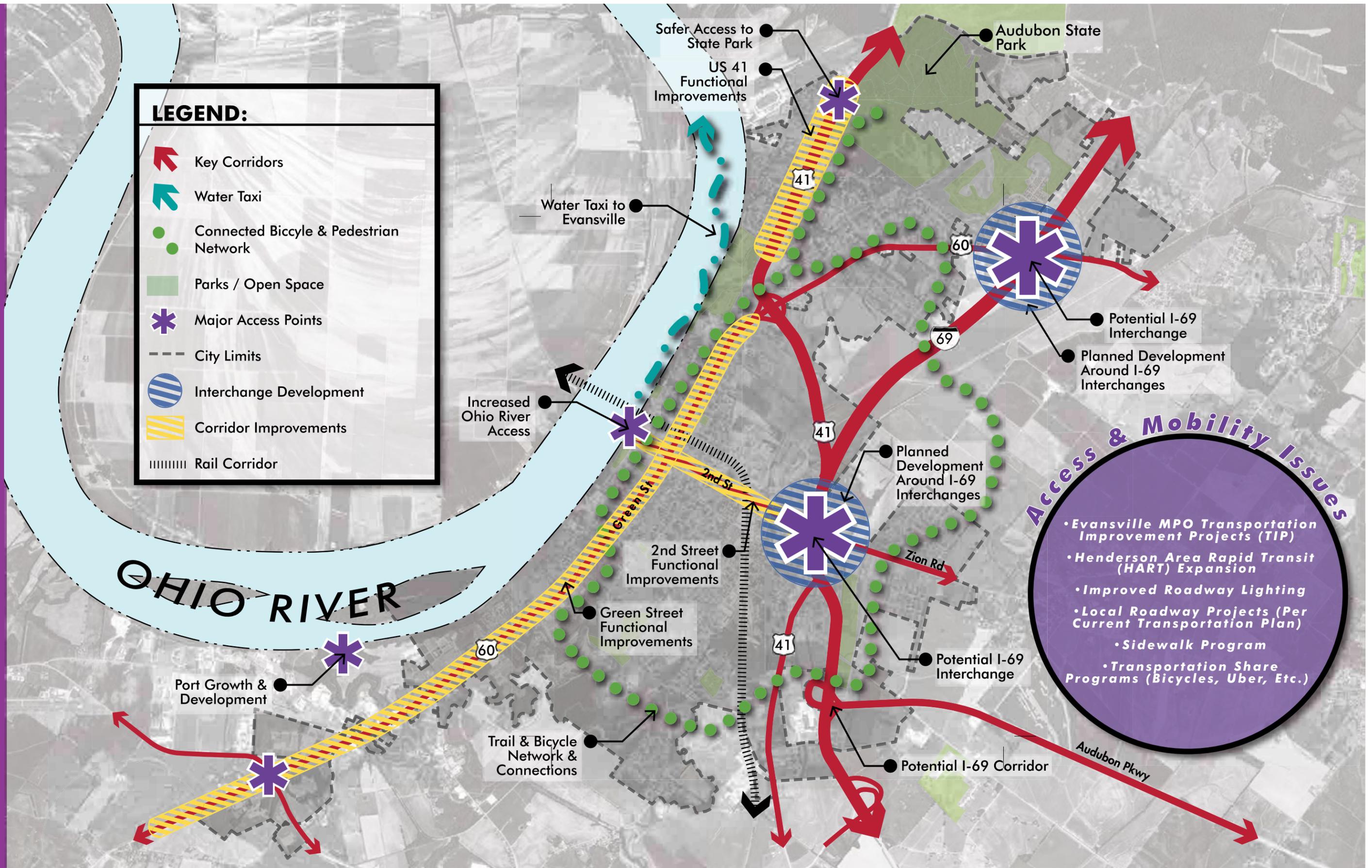
Corridor enhancements.



Walking trails.

GRAPHIC DOCUMENTATION

The pull-out map on the following page is an illustrative documentation of the Access & Mobility vision theme.





I | Landmarking & Sense of Place

vision theme five



vision theme **5**
LANDMARKING & SENSE OF PLACE

WHAT DOES IT MEAN?

Landmarking & Sense of Place is defined as highlighting existing as well as creating unique and distinguishing areas within Henderson that are focused on the aesthetic quality of public spaces, creating memorable places and celebrating distinctive areas.



landmarking & sense of place

WHAT IS IT ALL ABOUT?

The *Landmarking & Sense of Place* theme places an emphasis on highlighting, preserving and enhancing unique areas, districts, neighborhoods and spaces within the community.

By incorporating aesthetic quality through design elements into public spaces and corridors that reflect the community's history and culture, places will become memorable and welcoming to residents and visitors.

The celebration of unique areas, local landmarks, districts, neighborhoods, and spaces within the community will reinforce the community's identity and enhance the positive image of the community.



Steamboats are an intermittent landmark.



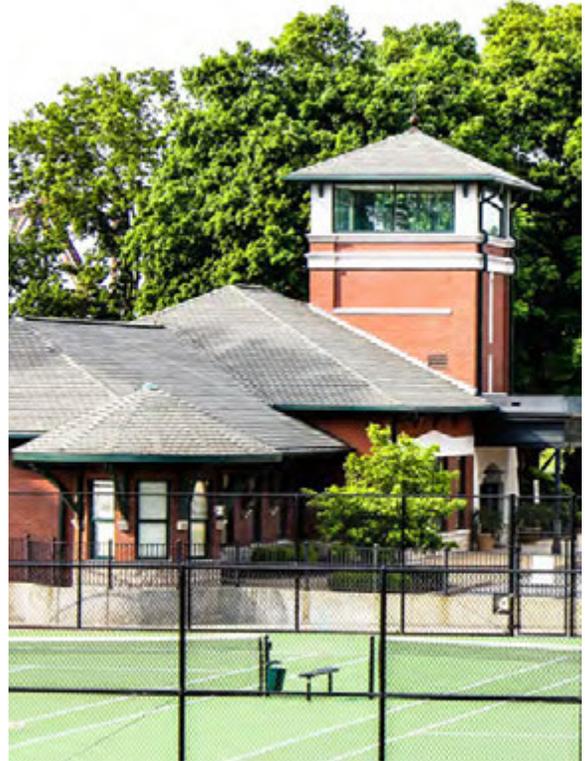
Interpretive signage celebrates community history.



An attention to design elements improves memorable sense of place.

GOALS

- 1** Celebrate unique areas, local landmarks, districts, neighborhoods and spaces within the community that reinforce the community's identity.
- 2** Incorporate design elements into public spaces and major corridors to create a sense of place and reflect the community's history and culture (arts, music, etc.).
- 3** Create public spaces that are memorable to residents and visitors and increase the quality of life.
- 4** Support economic development through reinvesting in commercial corridors that welcome visitors to the community, including enhanced amenities such as lighting, landscaping, art, signage, sidewalks, etc.
- 5** Preserve and enhance the character of the community by enhancing iconic views and vistas with streetscape improvements and promoting environmental stewardship with design sustainable initiatives.
- 6** Enhance and define the gateways into the community to reflect the character of Henderson.



Local landmarks help to reinforce the community's identity.

landmarking & sense of place

BIG IDEAS FROM THE COMMUNITY

2nd Street Enhancements (Lighting, Plantings, Curb/Gutter, Signage, Downtown/Riverfront View): Install enhancements along 2nd Street that promote a positive image of the community while reinforcing an overall brand or sense of place; enhancements could include decorative lighting, plantings, curb and gutter, wayfinding or directional signs, and preservation of the downtown/riverfront view as you approach the community.

Accent Lighting On Railroad Bridge & US 41 Bridge: Work with CSX and KYTC to add accent lighting to both the railroad bridge and US 41 bridge to add a distinctive image and memorable sense of place.

Arborist / Urban Forestry Initiative: Establish community arborist or urban forester position that promotes the appropriate urban/rural plantings, maintains status/database on vegetation within public realm to ensure the quality and quantity of the urban/rural vegetation cover is being appropriately managed and addressed.

Arts Focused Initiative (Facility): Create a signature space(s) that provide studios/creative environment to support a variety of arts related activities, such as fine arts, performing arts, digital/media arts, fashion and culinary arts. Retail associated with the artisan activities should be made available as well as educational and outreach classes/sessions. Providing some live/work spaces in combination with this arts center would also be desirable. Depending on feasibility study and organizational need, this could be structured as an Arts Magnet School, Co-op facility or other educational joint program facility. Space(s) could be located in the downtown area or throughout the community.

Arts & Music Destination Branding & Marketing (Art Installations, Arts District, Music Festivals / Events): Brand and market the community as a destination for arts and music through public art installations, the development of an arts district downtown, and music festivals and events.

Branding & Community Image (Overall Community, Specific Areas, Neighborhoods, Cultural Districts, Etc.): Create a distinct brand and image for the overall community in addition to particular neighborhoods, districts or areas of the community.

Ellis Park Promotion: Promote Ellis Park as a destination and build upon Kentucky's image as a "horse" focused state.

Expanded Wayfinding Signage: Expand the existing wayfinding system as needed.

Gateway Enhancements at Community Entrances & Destinations: Create distinctive and unique gateways at major entrances and destinations in the community; enhancements could include signs, monument structures, plantings, etc.

Green Street Enhancements (Lighting, Plantings, Curb/Gutter, Signage): Install enhancements along Green Street that promote a positive image of the community while reinforcing an overall brand or sense of place; enhancements could include decorative lighting, plantings, curb and gutter, and wayfinding or directional signs.

Market Community to Attract Residents & Workers (Internally & Externally): Create a marketing plan to promote the community not only to visitors and future residents and businesses but also internally to increase community pride.

Preservation & Enhancement of Views & Vistas (Major Roads, River, Agriculture, Etc.): Preserve and enhance the memorable or key views and vistas within the community, including views from major roads, the river and surrounding agricultural setting.

Public Art Initiative: Strengthen initiative that implements public art (commissioned by a local artist) into everyday lives such as sculptures, bike racks, lighting, etc.

Spring Garden Cemetery Promotion: Promote Spring Garden Cemetery, burial place of city founder General Hopkins, as a destination for children and tourists with creative programming.

US 41 Enhancements (Lighting, Plantings, Curb/Gutter, Signage, Median): Install enhancements along US 41 that promote a positive image of the community while reinforcing an overall brand or sense of place; enhancements could include decorative lighting, plantings, curb and gutter, wayfinding or directional signs or planted median.

US 60 Enhancements (Lighting, Plantings, Curb/Gutter, Signage): Install enhancements along US 60 that promote a positive image of the community while reinforcing an overall brand or sense of place; enhancements could include decorative lighting, plantings, curb and gutter, and wayfinding or directional signs.

Welcoming, Southern Atmosphere to Visitors & Newcomers: Promote a welcoming and southern atmosphere and attitude to visitors and new residents to make them feel like they are part of the community.



landmarking & sense of place

PRECEDENT IMAGES

The images below represent how other communities have implemented some of the ideas heard in the visioning process.



Public art.



Community gateway.



Tree lined streets.



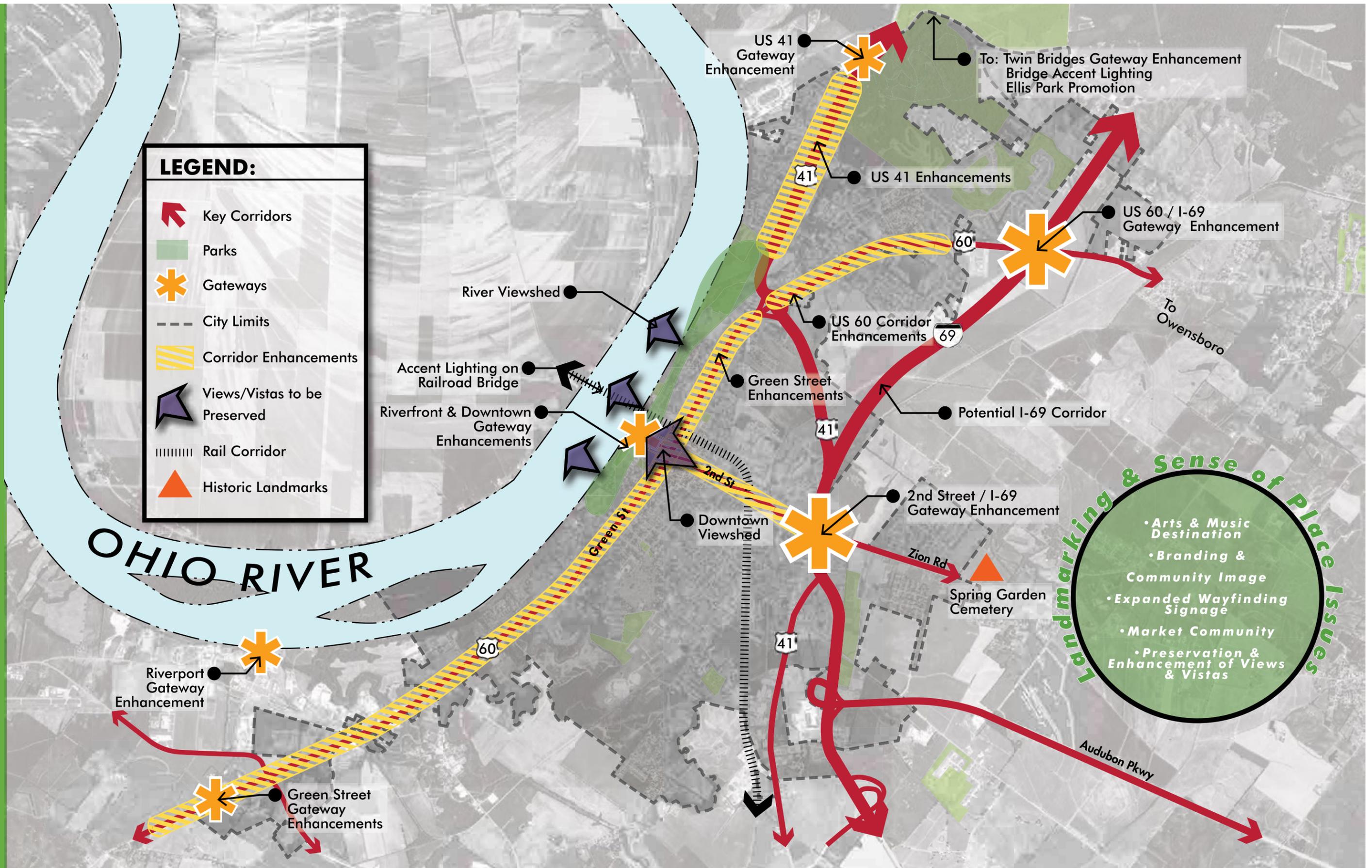
Landscaping.



Decorative lighting.

GRAPHIC DOCUMENTATION

The pull-out map on the following page is an illustrative documentation of the Landmarking & Sense of Place vision theme.





J | **Transformative Actions**

catalyst projects to transform the community



The community has expressed many ideas on how to make Henderson a successful place. In order to advance this process, it is recommended that the community focus on a selection of catalyst projects under each theme to transform the community into the vision the community has defined. These catalyst projects will often provide the stimulus that leverages other development that is supportive of the vision theme.



transformative action

WHAT IS A CATALYST PROJECT?

Some ideas inspire, influence or initiate other projects to happen. One project can sometimes spur two or three other ideas into motion. These projects that have the ability to build momentum, create excitement and serve as an anchor in the community are identified as catalyst projects. They are the ideas that are the first steps to achieving the larger vision.

BIG IDEAS MATRIX

A big ideas matrix was developed for each theme that compares how each big idea supports or helps to advance the theme goals. This allows the community to see how each idea fits into and serves to accomplish goals.

CATALYST PROJECTS

Each catalyst project is identified in the matrix in addition to being further discussed in this chapter. Following each matrix, catalyst projects are described in more detail and precedent / example images are included that represent how other communities have implemented a similar idea.

Catalyst project for each vision theme include:



RIVERFRONT & DOWNTOWN ENGAGEMENT

- Downtowne Hotel / Inn
- Downtown Events & Programming
- Downtown Living Options (Condos, Lofts, Residential Infill)
- Events Center
- Redevelopment Opportunities
- Transient Docks / Marina



COMMUNITY INVESTMENT

- East End Reinvestment
- Expanded Library
- Long-Term & Managed Utilities
- New & Renovated Educational Buildings & Facilities
- Youth Sports Complex



COMMUNITY VIABILITY

- Additional Entertainment Options
- Communication Clearinghouse To Coordinate & Advocate For Activities
- Skilled Workforce Attraction & Training
- Small Business Funding & Start-Up / Entrepreneur Support



ACCESS & MOBILITY

- Planned Development Around I-69 Corridor / Interchanges
- Sidewalk Program
- Trail & Bicycle Network & Connections
- US 41 Functional Improvements



LANDMARKING & SENSE OF PLACE

- 2nd Street Enhancements
- Arts Focused Initiative (Facility)
- Arts & Music Destination (Branding & Marketing)
- Gateway Enhancements At Community Entrances & Destinations
- Green Street Enhancements



RIVERFRONT & DOWNTOWN ENGAGEMENT - BIG IDEAS MATRIX

BIG IDEAS	THEME GOALS					
	Vacant Property	Entertainment Dining & Living Options	Community Facilities	Gateway	HIP District	Community Events
Catalyst Project						
Additional Downtown Parking		●		●		●
Alcohol Permits For Events		●				●
Amphitheater / Outdoor Performance Space	●		●			●
Atkinson Park Expanded Programming			●			●
● Down town Hotel/Inn	●	●			●	
Dog Park	●		●			
● Downtown Events & Programming		●				●
● Downtown Living Options: Condos / Lofts / Residential Infill	●	●				
Downtown Trolley		●				●
Entertainment & Arts District	●	●		●		●
● Events Center	●	●			●	●
Hospital Engagement With Riverfront				●		
Hospital/Health Service Facilities			●			
Main Street Tree Planting			●			
Micro Brewery / Distillery	●	●			●	
Promenade / Boardwalk Development	●	●				
● Redevelopment Opportunities	●	●			●	
Restaurants & Retail	●	●			●	
Riverfront Gateway / Landmark Feature				●		
Riverwalk Trail Extension		●	●			
Seasonal Ice Skating Rink	●	●	●			
● Transient Docks / Marina	●	●		●		●

downtown hotel/inn

CATALYST PROJECT 1 - DOWNTOWN HOTEL / INN

A downtown hotel or inn that could be a smaller speciality chain hotel focused on providing a more intimate setting for guests is desired for downtown. Often, these facilities are locally or independently owned but many national hotel chains are developing a smaller-scaled or boutique hotel brand within their larger national name. The location of the hotel should capitalize on other downtown activities, views of the river and support any other event or conference facility in the downtown area. The design of the hotel can capitalize on local artist to help provide a unique element on the property or in the actual design. The hotel should focus on Henderson's unique character and support its history and vision for the future. With limited options for visitors to stay in downtown Henderson, this type of destination hotel would provide a more local and unique experience for lodging. This hotel could serve not only visitors but also events, festivals, and conferences.



Hotel Indigo - Columbus, IN



DeSoto House Hotel - Galena, IL

downtown events & programming

CATALYST PROJECT 2 - DOWNTOWN EVENTS & PROGRAMMING

Current events should be strengthened and should not overextend existing sponsors. An updated alcohol policy might help with events. Building upon the strong events that are currently held downtown, additional events and programs could include both seasonal and year-round activities. Events and programming could be expanded to include:

- A Kentucky Christmas – Annual tree lighting by the city with evening of programming that could be extended to the holiday season where people can view the lights, decorations, and shop.
- Expanded Downtown Walking Tours – The existing downtown walking tours could be expanded in frequency and content to offer additional entertainment and educational opportunities. These could also be tied into higher traffic season or events.
- Additional Programming at Tennis Courts & Train Depot – With both of these uses being semi-public, additional programming could be encouraged that would invite and attract the public to these sites throughout the year.



Christmas Tree Lighting - Hanahan, SC



Downtown Walking Tour - White Bear Lake, MN

downtown living options

CATALYST PROJECT 3 - DOWNTOWN LIVING OPTIONS: CONDOS / LOFTS / RESIDENTIAL INFILL

A successful downtown has a mix of uses, including residential living options. By providing downtown living options, a city has a built in demand for evening entertainment and dining options. Residents not only provide this needed economic base but also increase safety since there are more “eyes on the streets” in the evenings.

Additionally, many young adults are seeking alternative living styles such as downtown condos or lofts that offer convenience and a more vibrant living environment. Retirees and seniors are also interested in this alternative option to a typical suburban house because of the location, typical downtown amenities and low maintenance. Downtown living also provides a stronger tie to the community.

Additional living options that are focused on upper-floor condos and lofts (owner and rental) in the downtown core should be a priority in downtown as well as residential infill adjacent to the core; with an influx of residents, it can create opportunities for additional amenities, dining and entertainment options for the larger community.

An artist colony housing option can provide a co-op living space that would provide retail/working space and living space for artists. It will help to set Henderson apart from the region and create an arts destinations. An artist community will help to support an additional schooling opportunity downtown for artists.



MLK Condos - Lexington, KY



Example of townhome development infill

events center

CATALYST PROJECT 4 - EVENTS CENTER

A center for community activities for both businesses and citizens, a new events center would provide a multi-purpose facility for social gatherings, business meetings, community functions (such as graduation), conferences, , artist exhibitions, community marketplace and learning center (providing the space for arts education/Henderson community college).

A desirable location for this type of facility would be in or near the downtown and riverfront area to promote the downtown/riverfront as a cultural destination and also support other businesses that would benefit from such a space adjacent or near to established businesses. The function of the facility should be multi-purpose with break-out rooms for smaller meetings / conferences as well as a larger space or ballroom for social receptions, community events and larger meetings.

Ongoing marketing and promotion for this type of facility will be critical for long-term success. It will provide a space not currently available in Henderson, and if located in the downtown/riverfront adjacent area, it can be a destination and signature architectural landmark for the community.



Riverpark Center - Owensboro, KY



Mercer Island, WA Community Events Center

redevelopment opportunities

CATALYST PROJECT 5 - KEY REDEVELOPMENT OPPORTUNITIES

There are key sites along the riverfront that have redevelopment potential that could create a new synergy for the downtown area, specifically Power Plant #1 / Ice House and the grain mill site. The end use of these sites should be carefully considered and vetted through public workshops. To maximize access to the riverfront, these sites should be public in nature and provide connections to adjacent sites.

- **Power Plant #1 / Ice House Site:** The existing structure on the power plant site will be torn down and the site will be remediated for environmental problems. This presents an enormous opportunity to reengage this key parcel along the riverfront. The old ice house and a parking lot also sit adjacent to this site (across Water Street); the building could be purchased and rehabilitated and the parking lot could be reconfigured for uses that support new development. Potential uses for these sites could include an events center, boutique hotel, arts center and/or park space. The site should provide connections to Sunset Park and Red Banks Park and create a pedestrian connection along Water Street.
- **Grain Mill Site:** This is an active grain mill that is accessed by both trucks and barges/boats. The site creates a higher number of truck trips along Main Street and also produces dust and noise in the immediate surrounding area. While this business can be a benefit to the community, its current location is not ideal. Other locations, such as the industrial park, should be considered and the property could be purchased by the city. Before redevelopment could occur, there is likely environmental remediation that would need to be done to make the site safe for future development. This site should be public in

nature and could be redeveloped as a unique park space, such as an interactive art park or riverfront sculpture park, or a more active use such as an events center, boutique hotel, and/or arts center.



Guthrie Theater and Mill City Museum in Minneapolis is an example of creative riverfront industrial property redevelopment.

transient docks/marina

CATALYST PROJECT 6 - TRANSIENT DOCKS / MARINA

River-based activities have a long history in Henderson and the surrounding river towns along the Ohio River. With this popular activity, there is a seasonal demand for access to the river. Many people travel up and down the Ohio River by boat for leisure and recreation. Transient docks and/or a small marina would allow visitors to temporarily dock in Henderson while they shop or dine in the city.

The docks could be as simple as a floating dock structure where boats could tie off for a short period of time or a small full-serve marina that provided fresh water, fuel, and parts/service, boat storage, allow foot traffic on weekends, and a dock house/restaurant; additionally it could be owned and operated by the city or leased to a private company for management and daily operations. The transient docks and/or small marina should be located downtown to capitalize on the economic impact and also provide the greatest number of options for dining and entertainment.



Ohio River Boat Dock - Guyandotte, WV



Transient Dock



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COMMUNITY INVESTMENT - BIG IDEAS MATRIX

THEME GOALS								
	Downtown Development	Education Facilities	Community Infrastructure	Residential Development	Neighborhood Reinvestment	Recreation Facilities	Access Points	Industrial Expansion & Economic Development
BIG IDEAS								
Catalyst Project								
Agricultural Investment			●					●
Audubon Park Enhancement		●				●	●	
Disabled Youth Playground		●				●		
Downtown Investment	●		●	●			●	
East End Reinvestment (Commercial & Housing)	●		●	●	●		●	
East End Reinvestment (Youth Facilities)		●			●			
Expanded Library	●	●						
Health Facilities			●		●			
HIP District Reinvestment	●		●	●	●		●	●
Industrial Park Expansion								●
Infrastructure Enhancements			●		●			
Long-Term & Managed Utilities			●		●			●
New & Renovated Educational Buildings & Facilities		●						
Neighborhood Initiatives & Investment					●		●	
New Fire Station			●		●			
New Single-Family Residential Development & Infill	●			●				
Park Facilities Expansion & Improvements	●		●			●		
Public Facilities & Spaces At Riverfront (See Riverfront & Downtown Engagement Theme)	●		●	●		●	●	
Public Safety Upgrades			●		●			
Senior Living Options	●			●				
Utilities & Infrastructure At I-69 Interchanges For Desired Growth			●				●	●
Youth Sports Complex	●					●		

east end reinvestment

CATALYST PROJECT 1 - EAST END REINVESTMENT

The East End has received a large focus over the past few years in terms of redevelopment and reinvestment. Many initiatives and programs are currently being implemented in the East End for affordable housing through the Housing Authority. Future efforts should make this reinvestment and priority and continue to focus on rehabilitating or replacing dilapidated housing units with affordable housing opportunities while involving input from the East End residents. Additionally, efforts should focus on reestablishing viable commercial uses that serve the local neighborhood and larger community.



New Housing Built by Housing Authority in East End



Businesses in East End along Green Street

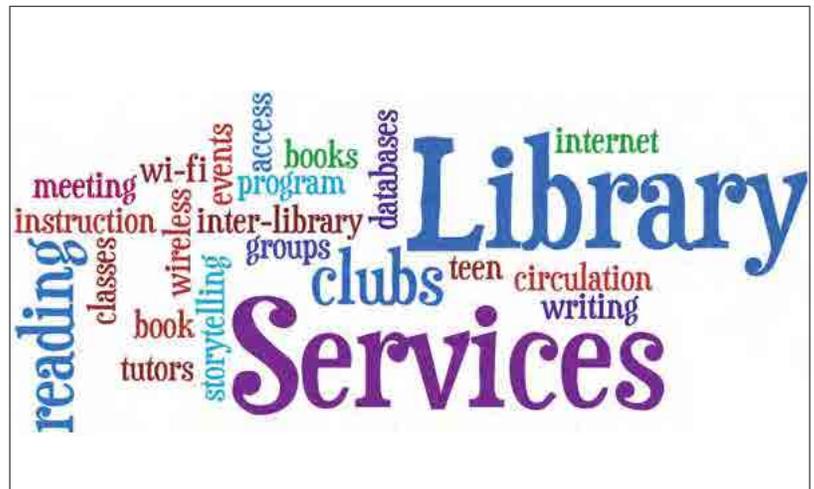
expanded library & services

CATALYST PROJECT 2 - EXPANDED LIBRARY & SERVICES

The Henderson Public Library is currently undergoing a strategic planning process to identify their future needs, including any potential new facilities. Through the public engagement process for this vision plan, many suggestions involved the idea of the library purchasing the adjacent property towards the river and incorporating events space and/or meeting facilities into their facilities. This type of space could serve not only the library's current and future programming needs but could also provide a needed space to the community. By bringing more people to the library, the community could also become more aware of services and programs offered. The expanded library and services could also pair with the proposed events center to create a community partnership.



Library Facilities



Library Services & Programming

long-term & managed utilities

CATALYST PROJECT 3 - LONG-TERM & MANAGED UTILITIES

As a part of Henderson’s long-term community resiliency, efficient management and maintenance of its public infrastructure will play a key role in Henderson’s future. During the utilities focus group interview the majority of the utility managers for water, wastewater, gas, electric and stormwater expressed confidence the infrastructure systems had the capacity to accommodate the future growth projected for Henderson. Recent and ongoing infrastructure replacements or upgrades will ensure the future stability of the utility services for Henderson.

The one area of concern was regarding Henderson Municipal Power and Light’s aging power station number two. Due to a number of factors including: environmental regulations and impacts, cost of energy production compared to new facilities, availability of coal and the environmental upgrades to the existing facility, the electricity generated from power station number two will need to be either replaced with a new power plant or augmented by other sources within this next generation. Future considerations regarding the replacement of Henderson’s power station number two should explore opportunities for a regional shared facility, the use of cleaner and lower cost fossil fuels and possible alternative energy resources. Moving forward from the visioning study, Henderson should develop a strategic plan to address the long-term energy demands and the power generation necessary to meet those demands.



Solar Energy Farm



Alternative Energy Farm

new & renovated educational buildings & facilities

CATALYST PROJECT 4 - NEW & RENOVATED EDUCATIONAL BUILDINGS & FACILITIES

Henderson County Public School District has a number of projects programmed for major renovation or new construction in the near future including two elementary schools and major renovation of the high school. Spottsville elementary and Jefferson elementary schools are scheduled to be replaced with new facilities in the next two years based on the District's facilities plan. In addition, according to the Henderson County public schools facilities plan major renovations to the high school are to take place along with the expansion of a technical school facility.

During the visioning workshops, there was significant support to develop an alternative specialized educational program for a second high school or a hybrid of a high school with a college credit academic-based program. As the dynamics of education changes in innovation, programming and physical space requirements, Henderson should explore the possibility of a combined program between secondary and postsecondary education facility. The partnership should expand the existing school systems and not create competition amongst them. This expansion should also include arts education. A task force should be formed to determine the feasibility, sustainability and spatial needs such a secondary/post-secondary education program.



Educational Programming



Training & Educational Facilities

youth sports complex

CATALYST PROJECT 5 - YOUTH SPORTS COMPLEX

The growth of youth sports – particularly by independent organizations, competitive travel leagues, tournament play etc. has increased dramatically over the past decade. This has resulted in increased economic impact as tournaments often involve multiple games or matches over a period of 2-3 days and typically large number of teams from a diverse geographic area. These type of events have been found to have significant economic impact, especially in the areas of consumer spending related to lodging, restaurants, groceries and fuel. Developing – or expanding existing sports facilities – to provide event spaces for not only local community youth but also to promote the complex as a destination sporting venue, would increase the marketability of Henderson to attract these types of programs and events to the community.

A feasibility study related to the specific sporting venue / fields that would be an appropriate and marketable mix as well as the necessary municipal infrastructure needed to accommodate these types of facilities should be completed. These facilities should be able to accommodate some form of tournament or league play that could attract a range of youth sporting activities and the associated consumer spending dollars associated. Access, visibility and ongoing marketing of the venue should also be taken into account when completing the feasibility study and ultimate recommendations for the sports complex build-out. Local benefits to this type of investment include not only the direct spending impact on businesses (lodging, retail, etc.) and the increased regional presence for Henderson, but it also the increases the opportunity for Henderson youth to participate in sports activities or field sporting programs. If the facility is located near or within downtown, it should be successfully integrated to fit into the existing context.



Grand Park - Westfield, IN

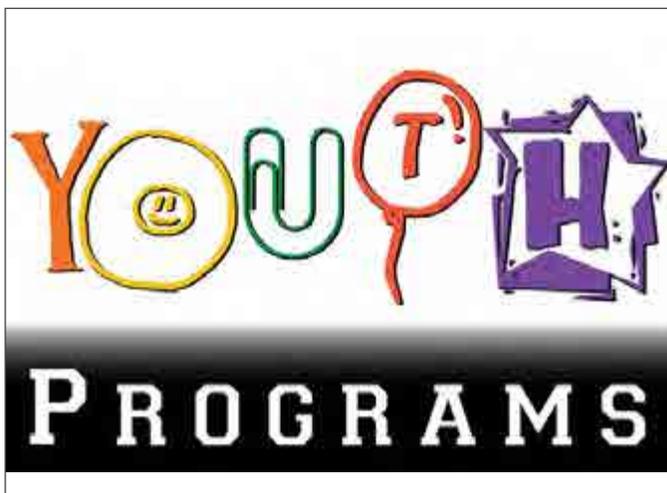
COMMUNITY VIABILITY - BIG IDEAS MATRIX

Catalyst Project	THEME GOALS					
	Environment Assets	Healthy Lifestyles	Arts & Culture	Educational Programs	Youth Entertainment & Programming	Policy & Engagement
Additional Entertainment Options - Targeted Youth, Young Adults & Families	●		●		●	
Additional Public Safety Training				●		
Additional Senior Center Programming		●		●		
Agri-tourism Marketing & Promotion	●	●	●			
At-Risk Population Support Services				●		●
Aubon Kids Zone				●	●	
Advocacy For Expanded Facilities At Aubon State Park	●	●	●		●	
Communication Clearinghouse To Coordinate & Advocate For Activities	●	●	●	●	●	●
Downtown Events & Programming (See Riverfront & Downtown Engagement Theme)			●	●	●	
Environmental Programming & Education for All Ages	●			●	●	
Expanded Higher Education Programs	●		●	●		
Expanded Arts In The Community			●	●	●	
Expanded High School Educational Opportunities	●		●	●	●	
Expanded Library Services & Programming	●			●	●	
Expanded Festival / Events Programming & Volunteerism			●	●	●	
Increased Healthcare Options		●				
Increased Participation In Civic Groups & Volunteer Organizations				●		●
Public Communication & Outreach						●
Regulations For Rentals & Absentee Landlords						●
Service & Activity Organizations For Youth					●	●
Skilled Workforce Attraction & Training	●			●		
Small Business Funding & Start-Up / Entrepreneur Support	●					●
Sports Programming For Youth					●	
Streamlined Development Process To Be Business Friendly & Easily Understood						●
Support of Diversity & Disadvantaged						●
Sustainability Programs	●			●		
Wellness Programming & Education To Encourage Healthy Lifestyles		●		●	●	

additional entertainment options

CATALYST PROJECT 1 - ADDITIONAL ENTERTAINMENT OPTIONS FOR YOUTH, YOUNG ADULTS & FAMILIES

The quality of life is a large factor in attracting both residents and businesses to a community. Many elements influence the quality of life including entertainment options. Henderson needs expanded entertainment options for youth, young adults and families; these could be both public and private uses. These audiences desire different types of entertainment and attention should be placed on the options the city should actively attract. Youth and family activities that have been suggested could include an indoor “fun” zone (indoor activity center), video game facility, arts center or other options specifically targeted a specific age groups. Many young adults have suggested a coffee shop downtown, unique / local dining, or a craft brewery. Local neighborhood projects, such as the Audubon Kids Zone, is an example of targeted youth activity center projects in the works, and similar neighborhood-based programs should be explored.



Continued investment and expansion in youth programming



Coffee shop and other gathering areas attract young adults

communication clearinghouse

CATALYST PROJECT 2 - COMMUNICATION CLEARINGHOUSE TO COORDINATE & ADVOCATE FOR ACTIVITIES

Based upon input during the visioning workshops, a number of programs, activities and facilities currently exist in Henderson to support some of the visioning programming suggestions from the Vision Henderson Workshops. The formation of a community clearinghouse would offer synergies for activities and programming throughout the Henderson county region. The development or expansion of a website, social media links and other digital media to facilitate this clearinghouse program should be established. The development of a community activities clearinghouse for Henderson would provide a single umbrella resource for both providers and end-users of services.

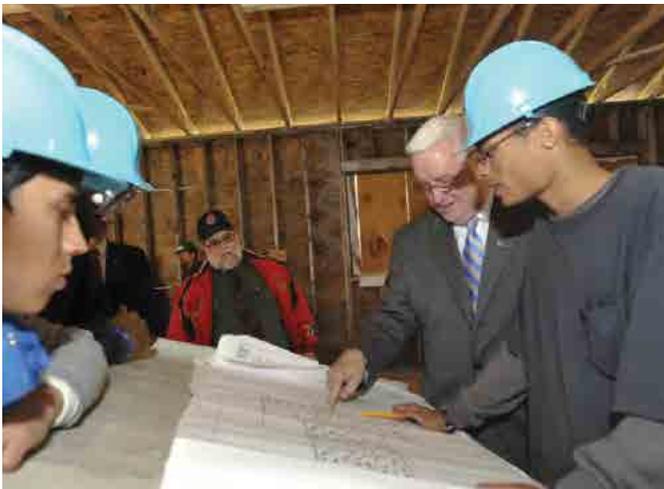


All social media and community communications should be coordinated under one civic “umbrella”

skilled workforce attraction & training

CATALYST PROJECT 3 - SKILLED WORKFORCE ATTRACTION & TRAINING

Attracting and training a skilled workforce is a priority and critical in attracting and retaining quality employers. Employers, Henderson County High School and Henderson Community College currently partner to provide training that can translate into providing a workforce that is skilled in a particular trade. Continued marketing and promotion of these - and other existing workforce training initiatives with other institutions/organizations - should be advanced. This partnership should continue to evolve to respond to the changing needs of the local economy to attract new businesses. Local employers have also suggested that efforts need to be made to attract not only trade-base workforce but also fields that require a four-year bachelor's degree. Local demand for jobs in the construction, healthcare, hospitality/tourism, information technology and transportation fields should be explored.



On-site job training



Lifelong learning & speciality program training

small business funding

CATALYST PROJECT 4 - SMALL BUSINESS FUNDING & START-UP / ENTREPRENEUR SUPPORT

Small businesses are a strong economic force and provide a strong base for economic development. Programs and initiatives that support the start-up and expansion of small businesses should be expanded.

The existing small business/entrepreneur incubator operated by KYNDLE that provides training opportunities for business owners as well as pooled resources for high overhead functions, such as copy room or conference facility, should continue to be supported and expanded on by adding a retail incubator that provides space for inventory or products to be sold. The retail incubator space will help to grow companies that have been using the existing incubator space but can't afford storefronts. This can also help to grow the arts community by providing space for artist to display and sell their products.

Securing the needed financial resources is a common challenge for a new or expanding business. Organizations that focus on lending for small businesses should be partnered with for lending opportunities. While these loans are typically through the Small Business Administration (SBA), information regarding qualifications, availability and limits is not always well publicized to small business owners. SBA loans provide a number of loan programs that are designed for business owners who may have trouble qualifying for a traditional bank loan. Non-profit organizations, such as Community Ventures Corporation, provide lending services for these types of loans and should be further engaged.

Other government-supported programs should also be considered, such as a revolving loan fund for new or expanding businesses that would contribute to the local economy and tax incentives.



Small business provide the backbone for a thriving downtown

ACCESS & MOBILITY - BIG IDEAS MATRIX

Catalyst Project	BIG IDEAS	THEME GOALS				
		All Modes of Transit	Connections	Efficiency & Safety	Planned Development	Orient & Direct Visitors
	2nd Street Functional Improvements	●	●	●	●	●
	Evansville MPO Transportation Improvement Projects (TIP)	●	●	●	●	
	Green Street Functional Improvements	●	●	●	●	●
	Henderson Area Rapid Transit (Hart) Expansion	●		●		
	Improved Roadway Lighting			●		
	Increased Ohio River Access & Water Taxi	●	●			
	Local Roadway Projects – Per Current Transportation Plan	●		●		
●	Planned Development Around I-69 Corridor / Interchanges	●		●	●	●
	Port Growth & Development	●				
	Safer Access To State Park Entrance			●		
●	Sidewalk Program	●	●			
●	Trail & Bicycle Network & Connections	●	●			●
	Transportation Share Programs	●				
●	US 41 Functional Improvements	●	●	●	●	●

planned development around I-69 corridor / interchanges

CATALYST PROJECT 1 - PLANNED DEVELOPMENT AROUND I-69 CORRIDOR / INTERCHANGES

The I-69 Corridor has the potential to impact the city of Henderson either in a positive or negative direction. A proactive and comprehensive planning approach ensures the land-use development surrounding the I-69 Corridor occurs in a manner consistent with the ideas and values of Henderson. As discussed during the vision workshops, the I-69 Corridor will impact the surrounding landscape but will also establish new gateways into Henderson and impact the existing activities along the urban section of US 41.

A small area plan should be developed in concert with the preferred I-69 Corridor alignment. This plan should address not only the zoning and infrastructure related to the interchanges, but the character, scale, function and relationship to the rest of the city. Small area plan should also look at US 41 and the function of this corridor in light of the changing dynamics of the I-69 interstate.



Commercial development at proposed interchanges



Hotel and lodging at proposed interchanges

sidewalk program

CATALYST PROJECT 2 - SIDEWALK PROGRAM

One third of our nation's population do not have access to automobiles for their transportation needs due to age, health, income or choice. Sidewalks provide a safe, cost efficient and healthy means of transportation for individuals. In the past few years, the City of Henderson has begun a sidewalk program to construct new sidewalks and replace deteriorating existing sidewalks. In March 2014, the Henderson bikeway advisory committee completed a bike and pedestrian plan for the greater Henderson area. The plan identified the majority of sidewalks are located within the downtown of Henderson and in neighborhood subdivisions within the city and county.

The plan also identified a number of destinations including: schools, shopping districts, park and recreational areas, community and regional facilities that should have connectivity between them for pedestrians to travel safely. The City should continue the implementation of sidewalk program, as well as provide annual funding while addressing accessibility issues through the City's ADA Transition Plan. Sidewalks should be considered for all new and renovation transportation projects. New sidewalks should be a minimum of 5 feet wide and major corridors, such as Green Street, Second Street and downtown streets, should receive enhanced sidewalk improvements.



Infrastructure and corridor improvement enhancements



Sidewalk construction project - Henderson, KY

trail & bicycle network & connections

CATALYST PROJECT 3 - TRAIL & BICYCLE NETWORK & CONNECTIONS

The Henderson bikeway advisory committee completed a bike and pedestrian plan for the greater Henderson area this past March. The plan developed recognized the existing bicycle infrastructure and provided recommendations for connecting destinations within Henderson County, such as Henderson Community College, Audubon State Park, commercial destinations, Downtown Riverwalk and school facilities. The plan identified bicycling as a means of transportation as well as for recreational opportunities. Bicycling provides an alternative and healthy way for citizens in Henderson to connect with destinations throughout the city. A trail and bicycle network also provides opportunities to attract tourism to the region.

As with sidewalks, bicycle facilities should be considered for all new and renovation transportation projects. The bicycling and pedestrian master plan identified key corridors to receive bicycle facility enhancements. A number of these corridors have been identified during the visioning charrette process including Green Street, Second Street and US 41. Future transportation corridors should reflect a complete streets model incorporating pedestrian bike transit and automobile movement.



Protected bike lanes and pedestrian trail in Indianapolis, IN



Bicycle infrastructure includes designated bike lanes

US 41 functional improvements

CATALYST PROJECT 4 - US 41 FUNCTIONAL IMPROVEMENTS

As the I-69 corridor is implemented, the function and character of urban section of US 41 will transform from a urban arterial to a urban collector street. I-69 will dramatically change the function of US 41, for this reason the future planning efforts for I-69 should include plans for the transformation of US 41. During the visioning workshops, a number of comments concerning the future of US 41 were discussed. The current function of this street is a hybrid between local commercial combined with interstate businesses. After I-69 is constructed, US 41 in traffic counts will most likely diminish offering the opportunity to re-envision the corridor.

As one of the catalyst projects for Henderson, a study of US 41 urban corridor should be a part of the small area plan connected with I-69 project. This study should examine the function of the street, incorporating pedestrian and bicycle infrastructure, access management and overall safety, in short a Complete Street model.



Complete streets include accommodations for bicycles as well as pedestrians and transit activities

LANDMARKING & SENSE OF PLACE - BIG IDEAS MATRIX

THEME GOALS						
	Community Identity	Sense of Place	Quality of Life	Reinvesting for Economic Development	Character (Views & Vistas) & Environmental Stewardship	Define Gateways
BIG IDEAS	2nd Street Enhancements	●	●	●	●	●
	Accent Lighting On Railroad Bridge & US 41 Bridge	●	●	●	●	
	Arborist / Urban Forestry Initiative		●	●		
	Arts Focused Initiative (Facility)	●	●	●	●	
	Arts & Music Destination (Branding & Marketing)	●				
	Branding & Community Image	●		●		
	Ellis Park Promotion	●		●		
	Expanded Wayfinding Signage	●	●	●	●	
	Gateway Enhancements At Community Entrances & Destinations	●	●	●	●	●
	Green Street Enhancements	●	●	●	●	●
	Market Community to Attract Residents & Workers	●	●	●	●	●
	Preservation & Enhancement of Views & Vistas	●		●	●	
	Public Art Initiative	●	●	●		●
	Spring Garden Cemetery Promotion	●	●			
US 41 Enhancements	●	●	●	●	●	
US 60 Enhancements	●	●	●	●	●	
Welcoming, Southern Atmosphere To Visitors & Newcomers	●	●	●	●	●	

Catalyst Project

2nd street enhancements

CATALYST PROJECT 1 - 2ND STREET ENHANCEMENTS

During the charrette workshops and focus group interviews, Second Street was universally identified as the main connector between the future I-69 interchange and downtown Henderson. Second Street should not only serve as a connector between I 69 and downtown but also as a gateway, a district and a greenway. Streets should explored for more than simply transportation linkages but also as social gathering spaces and a part of the connective tissue of an urban holistic environment.

Currently, plans are in the works to improve 2nd Street Corridor with new street lighting from the railroad overpass into the downtown area. These improvements should be considered the first step in transforming this linear automotive corridor into a shared environment for pedestrians, cyclists, transit, automobiles, commerce and recreation.



Green infrastructure enhancement potential



Pedestrian amenities

arts focused initiative (facility)

CATALYST PROJECT 2 - ARTS FOCUSED INITIATIVE (Facility)

The arts focused initiative would include both programming and the creation of a facility(s) to support and foster the education of emerging artists with a diversity of backgrounds as they develop technical skills related to the creative arts. The areas of study could include the performing arts (dance, music theater); visual arts (creative writing, fine arts), digital arts (media, photography & technology) and culinary arts. Initially, the initiative would probably be independent with a limited curriculum and outreach programs offered. Over time, it could grow to become a satellite campus of local higher-educational facility, Co-op program, or magnet / speciality school program within the local school system. Space(s) to accommodate the arts initiative could be focused or centered around the downtown/riverfront area or throughout the community. The course work should provide high-level training in technical skills - offering students of all ages to create works of their own design, perform or exhibit those works to others and evaluate this work. Creative centers for public outreach and engagement with the arts should be a core mission component of the center with immersive learning activities for the students engaging with the local community.



Savannah College of Art & Design - Savannah, GA



Ceramics class at Indianapolis (IN) Arts Center

arts & music destination (marketing)

CATALYST PROJECT 3 - ARTS & MUSIC DESTINATION (Branding & Marketing)

Through events such as the W.C. Handy Blues & Barbecue Festival, Breakfast Lions Club Tri-Fest, Sandy Lee Songwriters Festival, and Bluegrass in the Park Folklife Festival, Henderson has built a reputation as a destination for arts and music within the region. This reputation can be further reinforced by maintaining these current events but also expanding the current programming with art installations and the creation of an arts district or artist colony.

Art installations can be coordinated on a community-wide basis with local artists and private donors to implement art into daily life. Art should be reflective of the local culture, history and reinforce Henderson as an arts and music destination. Similarly, an arts district can be established in downtown that provides a vibrant area with artist lofts, trendy restaurants and bars, diverse retail shops, art galleries, and live entertainment venues. In addition to, or separate from an arts district is the growing support of an artists community to provide co-op live and work space options for local artists.



Festivals & event programming add “life” to the community



Maintain and expand existing cultural arts programming

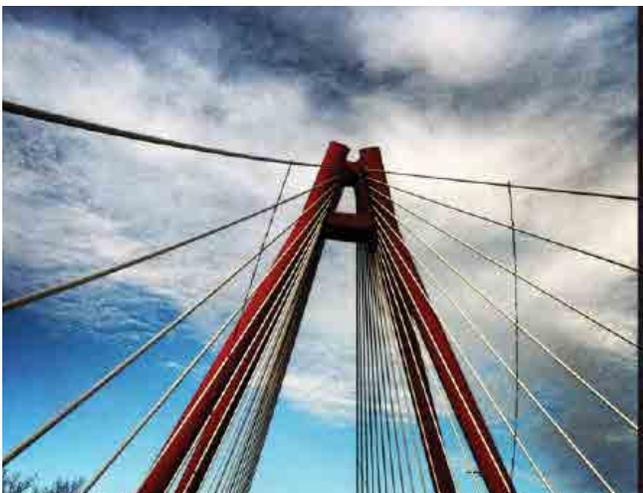
gateway enhancements

CATALYST PROJECT 4 - GATEWAY ENHANCEMENTS AT COMMUNITY ENTRANCES & DESTINATIONS

A gateway can define a community and provide a first impression for visitors. Henderson has many current and future opportunities to define the community through gateway enhancements. Specific gateway locations include the following:

- US 41 (East Gateway)
- Green Street (West Gateway)
- Riverfront (Downtown)
- Riverport
- I-69 Interchange at US 60
- I-69 Interchange at 2nd Street

The scale of each gateway can vary but the overall design and character should be consistent. Also, the future interstate interchanges can be enhanced with design features, such as the overpasses / bridges, that further let visitors or those travelling along the interstate to identify Henderson.



Signature architectural features become iconic gateways



Downtown and riverfront district gateway example

green street enhancements

CATALYST PROJECT 5 - GREEN STREET ENHANCEMENTS

As Second Street serves as the east-west connector to the downtown, Green Street serves as the north-south connector for Henderson. Green Street also serves as a major commercial and industrial corridor through Henderson. Like Second Street, Green Street was identified during the visioning workshop as a prominent road that should receive further attention and study.

In Henderson’s bike and pedestrian Master Plan, Green Street was identified as a prime street to receive bicycle infrastructure. As the main north-south connector, a plan to redevelop Green Street into a complete street with the ability to eliminate the perceived and physical barriers that currently exist along the road. Green Street should become a street which balances pedestrian, bicycle and vehicular traffic in a harmonious and commerce friendly manner. Green Street and Second Street should also incorporate the concepts of “Green Infrastructure” into the overall “Complete Street” model to address water quality from storm water runoff.



Bioswales catch street stormwater runoff



Center islands and street trees help curb heat island effects



K | Moving Forward

next steps



Without an over-arching vision it is difficult to make progress toward milestones of success in the community. This Vision Plan organizes the Big Ideas from the community and creates areas of focus that will promote increased impact from local efforts. It is the communities responsibility to use this document to help guide future development and planning efforts. This document outlines a synthesis of the communities vision, to help ensure a more successful future.



moving forward

COMMUNITY VISION

The *Henderson Vision Plan* has told the community's story on where Henderson wants to go and how the community wants to be defined. Thousands of residents identified hundreds of big ideas that were organized into five community-wide themes that form the basis of the Vision Plan. As the community moves forward with a unified vision, it will be able to capitalize on the accomplishments of the past, build upon current efforts and make great strides for the future.

WHAT'S NEXT?

Henderson City-County Comprehensive Plan

Defining the implementation methods will be just as important as defining the vision itself. To implement elements identified as part of this Vision Plan, one of the next steps is the update of the Henderson City-County Comprehensive Plan. This plan should incorporate initiatives, ideas and programs identified as part of the community's vision, and outline the strategies and action steps needed in order to realize the vision defined in this plan. The comprehensive plan will address specific elements, including land use, transportation, utilities / facilities, economic development and housing as well as the identification of key partners, implementation steps / timeline and funding strategies.

Partnerships

Partnership coalition and building should also remain strong and continue to utilize the social media following to keep the community engaged, educated and informed about activities and progress. Continuing to build upon the existing strong community relationships, both locally, regionally and state-wide, with public, private and not-for-profit organizations is crucial in order for

the elements highlighted as part of this community visioning initiative to succeed. While visionary, there is a recognition that there is a fiscal reality that must be recognized if this plan is to become a reality. Key to this will be the creation and nurturing of a number of other partners to assist in implementing various aspects identified in this vision plan.

Community Vision Committee

It is also recommended that the Steering Committee that was organized as part of this visioning effort continue to remain a viable advisory group regarding the implementation of the vision plan. This diverse range of stakeholders represents a variety of local interests, and could have sub-committees or plan element working groups put together to provide regular updates or progress reports regarding their area(s) of focus. These "check-in" meetings to assess the progress or update of various plan elements progress could also incorporate additional community listening sessions that continue to allow new or fresh ideas be identified and potentially incorporated into the vision.





COMPREHENSIVE PLAN