



City Of Versailles

Downtown Revitalization Public-Private Partnership Request For Proposals

SITE VISIT & PRE-PROPOSAL MEETING

June 4, 2021
10:00 a.m. Eastern Time
110 Court Street
Versailles, KY 40383

PROPOSAL DUE DATES

June 25, 2021
4:00 p.m. Eastern Time

PROPOSAL DELIVERY ADDRESS

Versailles City Hall
C/O Downtown Revitalization P3 RFP
196 South Main Street
Versailles, KY 40383

RFP POINT OF CONTACT

Councilman Aaron Smither
VersaillesProject@versaillesky.com



VERSAILLES
est. 1792

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I. PROJECT OVERVIEW

A. Executive Summary

The City of Versailles (“Versailles” or “the City”) is accepting proposals (“Proposals”) to enter into a public-private partnership (“P3”) agreement (“P3 Agreement”) to revitalize the downtown Versailles experience (the “Project”). The scope of the Project includes the following components: (1) refurbish a historic building from a police station into a restaurant and bar, tourism center, and office space, (2) building an outdoor performance venue and event space, (3) building a water feature that incorporates the site’s bourbon history, (4) connecting the Project Site with downtown Versailles, Big Spring Park, and the surrounding neighborhoods, (5) improving the downtown infrastructure, and (6) any other innovative ideas for revitalizing downtown Versailles with a tourism and community focus.

The City is accepting multiple types of Proposals, to include (a) Designing and Building the Project components (“Design-Build Proposals”), (b) Financing the Project (“Financing Proposals”), (c) Operating any or all of the components (“Operations Proposals”), and (d) Maintaining any or all of the components (“Maintenance Proposals”). Respondents (“Respondents” or “Private Partners”) may submit multiple types of Proposals and alternative Proposals.

B. Purpose & Vision

The City of Versailles is accepting proposals for the services of a qualified Private Partner to revitalize downtown Versailles, KY. The purpose of this RFP is to provide all interested parties the project objectives and goals, and to provide the interested candidates with the submittal guidelines and criteria against which they will be evaluated ***in order that a fair evaluation can be conducted of all candidates.***

A revitalized downtown Versailles has the potential to be THE gathering place for residents and visitors alike, and we welcome proposals that consider what is special about our downtown and then reimagine it in new and exciting ways as a premier destination for Woodford Countians and visitors. Interested teams of architects, engineers, designers, and developers should incorporate the unique physical features between the former Versailles Police Station, Big Spring, and Big Spring Park into a plan that envisions a breathtaking space where all persons feel welcome and safe; a place where there is something for everyone.



C. City Objectives

Versailles seeks to accomplish the following objectives with this Project:

1. Generate sustainable economic development and capital investment in downtown Versailles;
2. Inspire community unity;
3. Create a regional tourism destination;
4. Connect downtown Versailles with Big Spring Park;
5. Maintain the character and small-town charm of Versailles;
6. Promote innovative solutions;
7. Provide facilities with quality design and construction;
8. Develop and maintain a streamlined project schedule;
9. Provide the City with a single point of accountability and collaboration for the Project's performance; and
10. Achieve an optimal balance of risk allocation between the City and Private Partner.

II. PROJECT SPECIFICATIONS

This Project provides a unique opportunity to revolutionize the downtown Versailles experience by adaptively repurposing existing, unused public space. Until recently, the Versailles Police Station sat right in the middle of downtown Versailles, next to a bourbon bar, restaurants, specialized retail stores, the City's Visitor's Center, a parking lot, and above Big Spring Park. The police have since vacated the historic building (located in Zone 1 in the map below), which has created potential for new economic development in a strategic location. The City is highly motivated and interested in partnering with a team who is willing to invest time and energy into redesigning and reimagining the former Police Station into something more fitting for tourism and economic growth in the years to come.

It is important to note that the parking lot behind the Police Station (Zone 2) offers additional opportunities to possibly expand the building's footprint, increase parking options, or provide other innovative methods of revitalizing downtown Versailles.

Additionally, downhill from the parking lot sits what used to be the old public pool (Zone 3). The old pool house was converted into the Police Evidence Building and a small parking lot. The Evidence Building is a stand-alone structure with utility connections. This structure holds no historical significance and can be adapted or removed in its entirety.

Finally, the historic Big Spring Creek (Zone 4) flows from a cave North of the Police Station parking lot and runs between the Evidence Building and Big Spring Park. As explained in more detail below, Big Spring served an important role in bourbon and Versailles' history.

For reference, Versailles has deliberately studied its options to revitalize its downtown for decades and has received broad public input. Two key documents explored many of the concepts in this RFP: a 2001 Versailles-Woodford County study (*Attachment A: Preserving Town & Country Plan, pages 11-18*) and the 2014 Strategic Plan (*Attachment B: 2014 Strategic Plan*). The City also developed a preliminary

design for the project (*Attachment C: Preliminary Project Design*). The preliminary design should only serve as a general concept of the City’s goals and is not intended to restrict Respondent’s ideas or creativity in any way.

The aerial image and rendering below and this [link](#) provide a visual of where these buildings and sites are located relative to one another and the City.



DIAGRAM OF FORMER POLICE STATION, PARKING LOT, AND EVIDENCE BUILDING



A. Project Scope

1. Design-Build Proposals

Component 1: Police Station/Adaptive Reuse

Versailles desires the former Police Station building to be used to promote tourism and the hospitality industry and further the City’s objectives. In order to fully explore its options and make the best decision for its citizens, the City will consider proposals that include the City retaining ownership of the building as well as those that involve transferring ownership to a winning Respondent as part of a comprehensive Project. The City may also consider selling the building separate and distinct from the remaining Project components in a separate sealed-bid process, subject to certain deed restrictions.

FORMER POLICE BUILDING



FORMER POLICE STATION SQUARE FOOTAGE ESTIMATES

Left Building		Right Building	
Main Floor	900	Main Floor	2800
Upper Floor	900	Upper Floor	900
Basement	0	Basement	1475
TOTAL	1800	TOTAL	5175

Proposals to Design and Build the improvements to the former Police Station building must meet the following requirements:

General Building Information and Requirements

- a. A 2018 structural evaluation report is attached as *Attachment D: Structural Evaluation Report*.
- b. The building is not currently located in a historic tax district or listed on the National Register of Historic Places. However, the building may be eligible and much of the surrounding property is in a historic tax district, see *Attachment E: Historic District Map*. If Proposals would benefit from historic tax credits, the City is open to providing developers with reasonable assistance in applying for the appropriate status.
- c. Designs must maintain the historic character of the exterior façade but may add tasteful improvements or additions.
- d. The building must be ADA accessible and up to current building code standards. It must be compatible with current advanced technology capabilities. Entrances to the building should account for the accessibility needs of tenants and customers.
- e. The City highly values energy efficiency.
- f. Proposals impacting the parking lot must maintain or increase the number of parking spaces available.
- g. **Proposals may include additional uses of the building not listed in the RFP in furtherance of the City's objectives, to include additional revenue-generating uses.**

First Floor

- a. The design must include space for at least a Tourism Center and a restaurant with indoor and outdoor seating options.
- b. The City contemplates the Woodford County Tourism Commission operating the Tourism Center to provide information on bourbon, horse farm, winery, and other tours and community events, serve as a starting point for tours, and sell merchandise.
- c. Designs may include white boxing the restaurant space for further refinement in the future after a specific restaurant tenant has been identified. Alternatively, if Respondents are submitting an Operations Proposal for a restaurant, the Design-Build Proposal can include specific restaurant interior designs.
- d. Proposals must include modern public bathrooms.
- e. Proposals may include meeting space or public event space to display community art.

Second Floor

- a. Proposals must include office space for at least the Woodford County Tourism Commission and the Woodford County Chamber of Commerce, with the potential to include space for additional public agencies or non-profit entities in the future.
- b. The Woodford County Tourism Commission has one employee and the Woodford County Chamber of Commerce has two employees.
- c. The overall office layout can include an open concept and shared workspace experience. Designs must include a shared conference room large enough for at least 15 people.

Basement

- a. At a minimum, the basement should be cleaned and capable for storage.
- b. Proposals may include alternative uses for the basement.

Component 2: Entertainment Space & Stage Area

Versailles desires a performance venue for live music, community theater productions, watch parties, and other community events. The event space could also be used by the local farmer’s market and potentially include a Bourbon and Equine Experience Center.

The stage’s design should be large enough for the City’s desired uses, include electric hookup options and stage lighting, and account for music-friendly acoustics. Designs should include an option to have overhead coverage at least over the stage during inclement weather. The overhead coverage may be temporary or permanent. Designs should also include signs to market events at the venue.

The City is flexible on the venue’s location and welcomes ideas on where to place the stage to maximize the public benefit. Potential locations could include next to the former Police Building near the Courthouse Square or the adjacent parking lot in Zone 2 or the Evidence Building in Zone 3. Proposals impacting the parking lot must maintain or increase the number of parking spaces available.

FORMER EVIDENCE BUILDING



FORMER EVIDENCE BUILDING SQUARE FOOTAGE ESTIMATE	
Main Floor	1275
Lower Level	1275
TOTAL	2550

Component 3: Big Spring Water Feature

Big Spring, an early water source for creating bourbon, flows from an underground spring adjacent to the Project site in downtown Versailles. In 1812, Captain Elijah Peppers built one of the first bourbon distilleries in Kentucky along Glenn’s Creek, 7 miles from its source of Big Spring. In 1838, Elijah’s son, Oscar, built the Old Oscar Pepper Distillery building on the same site as his father’s distillery. Oscar hired the famous Dr. James C. Crow as his Master Distiller, who mastered the art of the sour mash process and revolutionized bourbon as we know it. The Old Oscar Pepper Distillery building is a National Historic Landmark and is still in use today to house Woodford Reserve Distillery’s iconic three pot stills.



BIG SPRING SOURCE UNDER COUNTY COURTHOUSE ANNEX



BIG SPRING SOURCE



BIG SPRING DOWN HILL



Not only is Big Spring a key component of bourbon's history, but Big Spring was also a deciding factor in why the City of Versailles developed in its current location. Big Spring Park was also the location of a historic African American community called the "Bottoms."

This Project can capitalize on this site's historic importance and key location along the Kentucky Bourbon Trail, attracting bourbon enthusiasts, tourists, and locals to downtown Versailles. Woodford County is working on partnerships with Woodford Reserve and Horse Country to make Versailles Trail Heads for bourbon and horse farm tours.

As we reimagine downtown as an entertainment district and a trail hub home-base for bike/car/bus tours of the Woodford County horse farms, wineries and distilleries, a stunning water feature that embraces and enhances the existing stream is desired to help tie in Downtown Versailles with Big Spring Park.

The goals are to:

- **Feature the historic Big Spring** which brought the first distillery to this part of Central Kentucky.
- **Create a Bourbon History Experience** for both citizens and tourists to learn of the pivotal role Big Spring played in the start of the bourbon industry and the story of the "Bottoms."

We envision the Tourism Center and Big Spring serving as the starting point for many of Central Kentucky's iconic tours.



Component 4: Connecting the Project Site with Downtown and Big Spring Park

Connectivity is described in three respects here, from (a) how the Project fits into the existing downtown aesthetic, to (b) how well people move into and about the Project site, to (c) our shared view of our community as a special place to live and visit.

Versailles maintains its proud, small-town charm by preserving much of the historical aesthetic found immersed in our downtown cityscape. Although we appreciate new, we value tradition. Designs should take into account the historic nature of the downtown and its architecture to create something that is modern in most respects but looks and feels traditional.

As teams begin to imagine the possibilities for revitalizing the Project area, we ask that discussions include thoughtful, intentional consideration of all ages and stages so we can fully connect with our neighbors and community, as well as visitors, across the lifespan. A parent pushing a stroller has similar challenges as an older person who uses a walker or wheelchair. Age, disability (temporary or permanent) and mobility issues should never be reasons for not coming downtown. Considerations to connect people with downtown throughout all Zones include, but are not limited to:

- Paved walkways (without steps) with gradual slopes.
- Ramps to building or facility entrances.
- Handrails, where possible.
- ADA-compliant ramps.
- Benches and other places to reflect/rest.
- These features should be beautiful and so seamlessly woven into the Project area that everyone of all ages and abilities appreciate their aesthetics and usability and no one feels separated by them.
- Teams should consider creating spaces for events and activities within the Project Site that are appropriate for people of all ages. Casual gathering spaces that foster social interaction – like placing benches opposite each other to promote conversation – are ideal for connecting people who have known each other for years and people who have just met for the first time. We are interested in the evolving concept of “play” where the young and the young-at-heart are captivated by pop-up art installations, water features, and functional art that feels like fun. By creating a space for community to happen, we strengthen our ties to one another and make Versailles a more vibrant, inclusive, healthier, happier place for everyone.



At a minimum, Proposals should improve accessibility and beautify the downhill path between Downtown and Big Spring Park alongside Big Spring in Zone 3. This should be an intergenerational space, keeping in mind child safety and ADA compliance. For example purposes only, the renderings below imagine a “green ribbon” of interactive landscaping along the hillside.

DOWNHILL PATH ALONG BIG SPRING



AREA NOW



AREA REIMAGINED



WATER FEATURE AREA NOW



AREA REIMAGINED WITH WATER FEATURE TYING INTO A SITTING/REFLECTING AREA



The Connectivity Component can also incorporate the Evidence Building or its adjacent parking lot or any area within Zones 2 through 5.

Component 5: Infrastructure

The City desires to improve the supporting infrastructure in the vicinity of the Courthouse Square and Big Spring Park in Zones 2 through 5 to promote tourism and economic development.

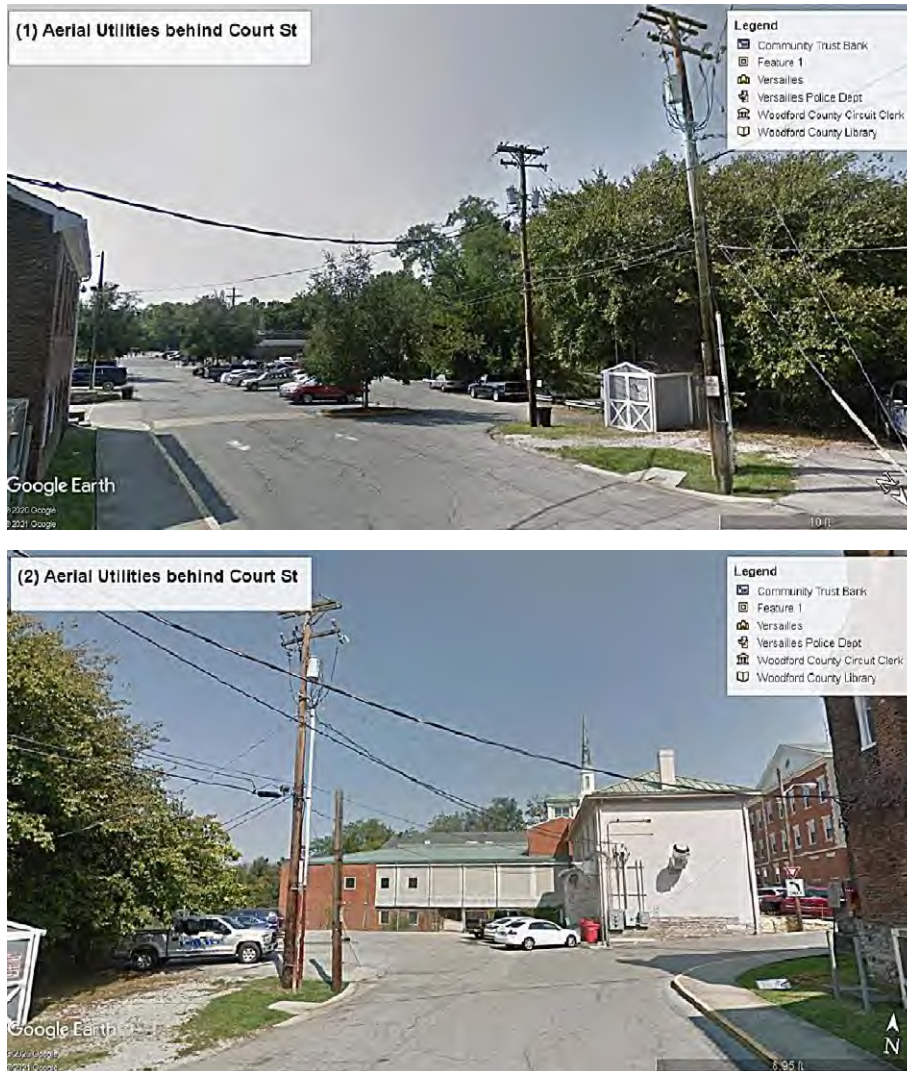
Proposals must meet the following infrastructure requirements:

- a. Designs must incorporate additional public restrooms with handicap access at a convenient location.
- b. Big Spring Park has an elevated and exposed sewer line that parallels Park Street. We are seeking creative solutions to obscure or blend in the line with surrounding park infrastructure. One such solution could be to depict a mural of a bourbon barrel rolling along the line.

- c. Proposals should enhance the downtown and park area experience with creative application of landscaping, lighting, signing, and other technology applications.
- d. Proposals must maintain or increase the number of parking spots available on site. Respondents should consider the following points to guide their planning and design of parking options:
 - › Designs should take into consideration space for loading and unloading tour buses and vans and walkability from the parking space to the Park and former Police Building.
 - › The areas adjacent to the former Police Building and park area in Zone 2 and the area around the Evidence Building in Zone 3 could be used for additional parking.
 - › A designated walkway should be incorporated to guide patrons to the former Police Building, outdoor spaces, and park areas.
 - › If Proposals include additional parking structures, designs must maintain Versailles' small-town charm. Respondents may submit alternative Proposals with and without an additional parking structure and clarify the respective costs. The City reserves the right to score Proposals and award a contract with or without inclusion of a parking structure.
- e. Creative and cost-effective solutions to address aerial utilities in the City parking lot behind Court Street and the former Police Station in Zone 2.

AERIAL UTILITIES LOCATION





Component 6: Innovative Ideas

Versailles will consider Proposals with other innovative ideas that may not fall under the other Components that further the City's objectives and goals.

Design-Build Proposal Special Terms

a. Potential to Independently Sell Former Police Building:

Versailles is inviting Design-Build proposals that include all six Components described above. However, the City may decide selling the former Police Building (Component 1) subject to certain deed restrictions better promotes tourism and economic development and is in the public interest. If the City decides to sell the building in a separate transaction, the City reserves its right to award a contract for the remaining Components of a Design-Build Proposal. Therefore, the City will score Component 1 separately from the remaining Components.

b. Administration Fee:

Design-Build Proposals should include a 3% Administration Fee in their cost proposals to offset the City's expenses for the professional services associated with this Project at financial closing. The City may adjust this amount in the final contract.

c. Impact of Federal Funds on Project:

The City prefers not to allocate federally sourced funds toward this Project, such as from the American Rescue Plan Act. However, in the event the City does, some federal requirements may impact the project costs and timeline, such as complying with American Iron and Steel and Davis-Bacon wage requirements, among other requirements. Respondents should indicate the differences in the Project's costs and timeline if the City were to utilize federally sourced funds toward this Project compared to other sources of funds.

d. Feasibility Study:

In the event the Project is delivered as a P3 under KRS 65.028, the Private Partner must pay for a feasibility study that addresses all requirements in 200 KAR 5:355(2)(2). The City retains final approval authority over which entity conducts the study. The study must be complete within 21 days after negotiations are completed. Design-Build Proposal cost proposals and schedules should account for the P3 study.

2. Financing Proposals

The City is accepting Proposals to finance the Project. Versailles welcomes creative Proposals that take full advantage of all applicable financial incentives, tax credits, and arrangements and will score the Proposals' entire capital stack. Respondents may propose financing for a range of amounts and terms or for a maximum amount and term.

Respondents should assume the City will provide no funds up front and the City will make payments to the Private Partner from City appropriations and from the Woodford County Tourism Commission. Respondents are encouraged to propose revenue-generating uses of the Project site to offset the costs of the project.

If the scope of the best value P3 Proposal includes optional elements, then the City reserves the right to increase the amount financed, subject to agreement with the selected Financing Respondent.

If the Respondent submits multiple types of Proposals, whereby the Respondent will recover the costs of design, construction, financing, etc. over a term of years via an annual or regular payment by the City, either through a lease or similar arrangement, then the City understands and expects that the Respondent may desire some sort of a termination fee as part of any such arrangement, whereby its full unamortized capital costs can otherwise be recovered. If a Respondent submits a Proposal offering such an arrangement via a lease or other whereby the City makes payments over a number of years, the Respondent should include in its Proposal a proposed term, payment schedule, and proposed termination fee, including a provision for the reduction of such fee over the life of the term.

The Selection Committee will score Financing Proposals separately from the other types of Proposals, even if a Respondent submits a Design-Build-Finance(+) Proposal. The City reserves the right to substitute a standalone Financing Proposal for the Financing portion of a more comprehensive P3 Proposal. The City also reserves the right to substitute its own financing options for any portion of a Financing Proposal. Respondents who submit multiple types of Proposals are welcome to articulate the benefits to the City of selecting those Proposals from the same Private Partner team.

3. Operations Proposals

Versailles welcomes Proposals that include the Private Partner assuming operations responsibility for part or all of the Project components. Respondents are encouraged to be creative in how they assume and share risk with the City. Although Operations Proposals will be evaluated independently, Respondents who submit multiple types of Proposals are welcome to articulate the benefits to the City of selecting those Proposals from the same Private Partner team.

4. Maintenance Proposals

The City also seeks Maintenance Proposals for part or all of the Project components. Maintenance Proposals will be evaluated independently, however, Respondents who submit multiple types of Proposals are welcome to articulate the benefits to the City of selecting those Proposals from the same Private Partner team.

B. Duties and Responsibilities of the Private Partner

The Private Partner will engage in the following duties and responsibilities, as applicable to the types of Proposals agreed to by the parties:

1. The Private Partner shall procure all necessary permits and licenses and abide by all applicable laws, regulations, and ordinances of all Federal, State, and local governments in which work under this contract is performed. The contractor shall maintain certification of authority to conduct business in the Commonwealth of Kentucky during the term of this contract. Such registration is obtained from the Secretary of State, who will also provide the certification thereof. However, the contractor need not be registered as a prerequisite for responding to the RFP. Additional local registration or license may be required. The contractor shall pay any required sales, use, and personal property taxes arising out of this contract and the transaction contemplated hereby. Any other taxes levied upon this contract, the transaction, or the equipment or services delivered pursuant hereto shall be borne by the Private Partner.
2. Provide performance and payment bonds on the design and construction portions of the agreement as required under KRS 45A.435 and KRS 65.028(5)(b).
3. Provide maintenance bonds, warranties, guarantees, and letters of credit in connection with the Private Partner's activities in the forms and amounts satisfactory to the City, as required under KRS 65.028(5)(b).
4. Provide City with access to the Private Partner's personnel, documents, and the Project sites for the purpose of monitoring construction progress and operational and maintenance performance, as agreed to be the parties and required under KRS 65.028(5)(d).
5. Maintain public liability insurance or self-insurance in a form and amount satisfactory to the City and reasonably sufficient to insure coverage of tort liability to the public and employees and to enable the continued operation of the Project, as required under KRS 65.028(5)(e).
6. Respond to contractual operational or maintenance requests within an agreed upon time.
7. Participate in scheduled reviews of the Project's performance with the City and its designees.
8. Reasonably respond to the City's requests for information on the Project's status.
9. Coordinate all Project press engagements through the City's designee.

C. Methods of Oversight to be Employed by Versailles

1. City employees, representatives, and other designees, to include outside consultants, will monitor the Project's progress and performance.
2. The City will request information from the Private Partners, inspect the Project sites, and interview personnel as necessary to ensure the Private Partner is meeting its obligations.
3. The City will hold regularly scheduled reviews of the Project's performance with the Private Partner.

D. Duties and Responsibilities of the City

The City will assume the following duties and responsibilities:

1. Oversee the Project as outlined in Section II.C.
2. Coordinate with the Private Partner to apply for and secure any necessary permits, licenses, financial incentives, or tax credits, and meet any other local, state, or federal requirements.
3. Coordinate with the Private Partner and utility companies regarding relocating overhead utility lines.
4. Reasonably provide information as necessary for the Private Partner to meet its duties and responsibilities in Section II.B and the P3 Agreement.

III. SUBMISSION PROCESS

A. Proposal Contents

Proposals should be prepared in such a way as to provide a straightforward, concise presentation adequate to satisfy the requirements of this RFP. Emphasis should be concentrated on completeness and clarity. Respondents must sign and submit complete packages including the following in the order indicated to be considered:

1. Cover Letter

Include a cover letter which outlines the overall capability of the development team, including any partnerships considered for the project and a succinct summary of their collective ability to design, build, finance, operate and/or maintain the Project components as described above or other innovative plans to revitalize downtown Versailles.

2. Private Partner Information

Include a summary statement highlighting the Respondent's respective key qualifications and experience.

Clearly identify the proposed Private Partner Team members and their respective roles and the individual team members to be dedicated to the Project. Identify the principal point of contact/ Project manager who will be authorized to make representations on behalf of the Respondent.

3. Private Partner Team Members

Identify the Private Partner entity, each member of the Private Partner entity, each member's percentage of ownership of the Private Partner entity, each member's respective roles and responsibilities, mission statements, and the individual who represents each member. Indicate the managing member of the Private Partner, the financial partner, etc.

Provide an organizational chart that illustrates the members of the Private Partner entity.

Identify the person who will represent the Private Partner in meetings with the Public Parties, Shareholders, and the community, and provide description of position within the Private Partner Team.

Identify professional consultants, to the extent they are known at the time of submission, collaborating with the Private Partner Team.

4. Experience and References

Provide a description of projects that highlight the Private Partner Team's experience in comparable or analogous projects and projects where team members have collaborated together in the past. Selected projects should include photographs to best communicate the project vision. Please list references familiar with Private Partner's work.

Provide at least three (3) references, within the past five (5) years/seasons, of clients for whom services have been performed that are comparable in quality and scope to that specified in this RFP. The references shall include names, addresses and telephone numbers of the clients for whom the prior work was performed, and include an explanation of the services provided to these clients. Negative references may result in a reduction of points to Proposals.

5. Financial History

Indicate whether any member of the Private Partner Team or any partnership, joint venture, and/or LLC has ever declared bankruptcy or participated in a restructuring of debt commitments of a distressed property. If applicable, describe the project(s) and circumstance(s).

Include a sworn statement with the following text: "By signing this response to the Request for Proposals, I certify that I am in compliance with all state, federal and local laws and am not delinquent in paying any assessed and unprotested taxes levied by the federal, state or local government." If all members of the Private Partner Team cannot agree to this statement, explain why in a sworn statement.

6. Financial Statements

Respondents must provide either annual financial statements audited by independent certified public accountants demonstrating a viable going concern, or if not available, other financial statements, demonstrating to the satisfaction of the City, sufficient financial backing and ability to perform the Project.

Respondents must provide bank references for the Private Partner members. It must include name, address, and current telephone number of the given financial institution(s). This should include a signed authorization for release of financial information from each bank listed.

Respondents must disclose and explain any liens or lawsuits that have been filed against them within the past five (5) years.

7. Eligibility for Preferences

Respondents must indicate whether they are eligible for the Small Business, Reciprocal Resident Bidder, and Qualified Bidder preferences and include any required affidavits as outlined in Section IV.C.

8. Proposal Description

Submit a detailed description of how the Private Partner would address the Components. Respondents may include alternative Proposals for the City's consideration.

9. Design Elements/Architectural Renderings

Submit a description of the design elements of the Proposal in compliance with Section II.A. Submit preliminary architectural renderings of the Private Partner's Proposal.

10. Timeline

Provide a detailed Project timeline.

11. Budget

Provide a detailed budget that clearly identifies the costs associated with each individual Component of the scope. Clearly indicate the differences in costs, where applicable, if the project were to be financed with federally sourced funds, to include any differences caused by American Iron and Steel and Davis-Bacon requirements. Design-Build Proposals should include the 3% Administration Fee and Feasibility Study as separate line items.

B. Distribution of Responses

In order to be considered for selection, Respondents should submit a complete response to the RFP. One (1) original, ten (ten) copies, and one (1) electronic copy of each response must be submitted. Proposals must be formatted as an 8.5" x 11" document, typed and arranged/divided in the sequence as indicated in Section III.A to facilitate evaluation. The Respondent shall make no other distribution of the responses.

The Responses should be placed in a sealed envelope or package for submittal marked "Versailles Downtown RFP." All responses shall be received and time-stamped in the Versailles City Hall no later than 4:00 p.m. (Eastern Time) on June 25, 2021. Proposals received after this time will not be opened.

1. Proprietary or Confidential Documents or Trade Secrets

If a Proposal contains documents the Respondent believes are proprietary, confidential or trade secrets, Respondents should identify the exempt information and the basis for such exemption under the Kentucky Open Records Act (KRS 61.870 to KRS 61.884) and submit an additional copy of the Proposal with the confidential or proprietary information redacted.

2. Disposition of Proposals

All Proposals become the property of the City. The City reserves the right to use any and all of the ideas presented in any reply to this RFP. The successful Proposal shall be incorporated into the resulting contract by reference. Disposal of unsuccessful Proposals shall be at the discretion of the City.

3. RFP Shared with Commonwealth Agencies

Copies of this RFP will be submitted to the Commonwealth of Kentucky’s Finance and Administration Cabinet and the Department of Local Government in accordance with KRS 65.028(9).

C. Communications and Schedule

1. Restrictions on Communications

The RFP Point of Contact named on the Cover Sheet shall be the sole point of contact throughout the procurement process. All communications, oral and written (regular, express, or electronic mail, or fax), concerning this procurement shall be addressed to the RFP Point of Contact.

For violation of this provision, the City shall reserve the right to disqualify the Respondent’s Proposal.

2. Anticipated Schedule

The anticipated dates for this Project are as outlined herein. The City may revise these dates as it deems necessary or appropriate.

Issuance of RFP:	May 14, 2021
First Written Questions Due:	May 28, 2021
Site Visit and Pre-Proposal Meeting:	June 4, 2021
Final Written Questions Due:	June 11, 2021
Versailles’s Final Response to Written Questions:	June 18, 2021
Private Partner Proposal Due:	June 25, 2021
Oral Presentations:	Week of June 28, 2021
Selection of Private Partner	Week of July 5, 2021

3. Site Visit and Pre-Proposal Meeting

In order to provide each Respondent with as much information as necessary to produce a thoughtful and complete proposal, the City will host a site visit and a pre-proposal meeting at the former Police Building. The City will have representatives available to answer any questions related to the building and potential opportunities in connection with the RFP.

All relevant questions submitted in writing before the First Written Questions due date will be answered at this time. The City will make a good faith effort to answer additional questions asked

at the pre-proposal meeting, although it may need to wait to answer in written Addenda. All participants interested in submitting a Proposal are invited to attend. Respondents must register for the site visit by emailing VersaillesProject@versaillesky.com and indicating how many attendees the City should expect.

4. Written Questions Regarding this RFP

Respondents are encouraged to submit written questions to the RFP Point of Contact via email at VersaillesProject@versaillesky.com. No questions shall be accepted after the date listed in Section III.C.2 unless the question(s) is considered material to the procurement.

The City shall respond to salient questions in writing by issuing an addendum to the solicitation. Addenda shall be posted to the City website at <https://Versailles.ky.gov/Pages/Announcements.aspx>. Respondent agrees that Versailles will not be responsible for any oral responses to questions.

5. Access to Solicitation, RFP, and Addenda

The City wants each prospective Respondent to have full and complete information on which to base a Proposal response. Respondents should only rely on the written information in this RFP, attachments, and addenda and not on any oral responses. The solicitation, addenda, and attachments shall be posted to Versailles's RFP site at <https://Versailles.ky.gov/Pages/Announcements.aspx>. In the event of any conflict or variation between the solicitation or modification as issued by the City and the Respondent's response, the version as issued shall prevail.

6. Acknowledgment of Addenda

It is the Respondent's responsibility to check the web site for any modifications to this solicitation. Respondents are encouraged to acknowledge each addendum by signing and submitting the latest addendum with their response. However, signing the face of the solicitation constitutes the Respondent's acknowledgement of and agreement to be bound by the terms of all addenda issued.

Failure to specifically acknowledge addenda will not excuse the Respondent from adhering to all changes to the requirements of the solicitation set forth therein nor provide justification for any pricing changes.

7. Protest Policy

Any actual or prospective Respondent, who is aggrieved in connection with solicitation or selection for award of a contract, may file protest with the Versailles City Clerk/Treasurer pursuant to the City's Bid Protest Policy (*Attachment F: Bid Protest Policy*).

IV. SELECTION AND EVALUATION PROCESS

A. Selection Process

Respondents are asked to submit a detailed response to the RFP outlining their Proposal, along with specific information on their experience in operating similar projects and the expected elements of their development team.

It is anticipated that upon receiving the RFP responses, the City's Selection Committee will review submissions and select a set of finalists for competitive negotiations based upon best value, determined by the extent to which those submissions meet the standards and qualifications contained in the Evaluation Criteria. At the conclusion of that process, the Selection Committee will recommend one of the finalists or multiple finalists as the Private Partner(s) for this Project.

1. Initial Review

The Selection Committee will conduct an initial review of all submittals received for completeness. Proposals shall be completed in all respects as required by this RFP. A Proposal may be rejected if it is incomplete, contains any alterations or other irregularities of any kind, and will be rejected if any such defect or irregularity can materially affect the quality of the Proposal. Proposals which contain false or misleading statements may be rejected. If, in the opinion of the City and Selection Committee, such information was intended to mislead the Selection Committee in its evaluation of the Proposal, and the attribute, condition, or capability is a requirement of this RFP, the Proposal will be rejected. The Selection Committee also reserves the right to waive minor technicalities or irregularities in Proposals if such action is in the City's best interest. Such waiver shall in no way modify the RFP requirements or excuse the Respondent(s) from full compliance with the RFP and applicable law. Statements made by a potential Private Partner shall also be without ambiguity, and with adequate elaboration, where necessary, for clear understanding.

The Respondent, in responding to this RFP, must submit Proposals in the format identified in this RFP. The Proposal must address all requirements of the RFP even if a "no response" is appropriate. Costs for developing Proposals or in connection with any interview or negotiation related to this RFP are entirely the responsibility of the Respondent and shall not be chargeable to the City.

2. Evaluation

The City's Selection Committee will evaluate complete submittals based on the evaluation criteria, the small business preference, the reciprocal preference for resident bidders, and the qualified bidder preference, as outlined below. The City reserves the right to request additional information from Respondents and may elect to visit Respondents' completed projects.

The City reserves the right to require Oral Presentations/Demonstrations to verify or expand on the Technical or Cost Proposals. The City reserves the right to reject any or all proposals in whole or in part based on the oral presentations/demonstrations. If required, the highest-ranking Respondents will be invited. The City reserves the right to not conduct oral presentations/demonstrations if they do not affect the final rankings.

The Selection Committee will evaluate the Design-Build, Finance, Operations, Maintenance, and Other Innovative Proposals separately, even if one Respondent were to submit multiple types of Proposals in one submission. When evaluating the Design-Build proposals, the Committee will score Component 1 (the former Police Building) separately from the remaining Components.

3. Selection of Private Partner

Following the interviews, the Selection Committee will recommend to the City the Respondent(s) for competitive negotiations. The City will select the final Proposal(s) that is most advantageous to the City.

B. Evaluation Criteria

1. Criteria for Design-Build Proposals and Innovative Proposals

The City will rely on the following criteria and corresponding weights to evaluate Design-Build Proposals and Innovative Proposals:

TECHNICAL PROPOSAL EVALUATION

Criteria	Maximum Points Possible
Private Partner Expertise and Experience	150
Technical Proposal/ Design Concept/ Work Plan	450
Maximum Points Possible	600

COST PROPOSAL EVALUATION

Criteria	Maximum Points Possible
Proposed Cost of Solutions	200
Maximum Points Possible	200

ORAL PRESENTATION

Criteria	Maximum Points Possible
Presentation	200
Maximum Points Possible	200

TOTAL PROPOSAL EVALUATION

Criteria	Maximum Points Possible
Technical Proposal	600
Cost Proposal	200
Oral Presentation	200
Maximum Points Possible	1000

2. Criteria for Financing Proposals

The City will rely on the following criteria and weight to evaluate Financing Proposals:

FINANCIAL PROPOSAL EVALUATION

Criteria	Maximum Points Possible
Financial Terms	1000
Maximum Points Possible	1000

The Selection Committee will consider several factors when scoring financing proposals, to include, but not limited to, the following:

- Amount proposer/lender is willing to finance;
- Interest rate;
- Length of term;
- Total of lease/debt service payments;
- Costs of issuance (lender fee, counsel fees, etc.);
- Prepayment provisions;
- Other terms and conditions; and
- Lender experience in financing similar projects.

3. Criteria for Operations Proposals

The City will rely on the following criteria and corresponding weights to evaluate Operations Proposals:

TECHNICAL PROPOSAL EVALUATION	
Criteria	Maximum Points Possible
Private Partner Expertise and Experience	150
Operations Plans	450
Maximum Points Possible	600
COST PROPOSAL EVALUATION	
Criteria	Maximum Points Possible
Proposed Cost of Solutions	200
Maximum Points Possible	200
ORAL PRESENTATION	
Criteria	Maximum Points Possible
Presentation	200
Maximum Points Possible	200
TOTAL PROPOSAL EVALUATION	
Criteria	Maximum Points Possible
Technical Proposal	600
Cost Proposal	200
Oral Presentation	200
Maximum Points Possible	1000

4. Criteria for Maintenance Proposals

The City will rely on the following criteria and corresponding weights to evaluate Maintenance Proposals:

TECHNICAL PROPOSAL EVALUATION

Criteria	Maximum Points Possible
Private Partner Expertise and Experience	150
Maintenance Plan	450
Maximum Points Possible	600

COST PROPOSAL EVALUATION

Criteria	Maximum Points Possible
Proposed Cost of Solutions	200
Maximum Points Possible	200

ORAL PRESENTATION

Criteria	Maximum Points Possible
Presentation	200
Maximum Points Possible	200

TOTAL PROPOSAL EVALUATION

Criteria	Maximum Points Possible
Technical Proposal	600
Cost Proposal	200
Oral Presentation	200
Maximum Points Possible	1000

C. Preferences and Conditions

1. Small Business Preference

Preference will be given to a plan that includes the involvement of small businesses as subcontractors, to the extent that small businesses can provide services in a competitive manner, unless any preference interferes with the qualification for funds, as required under KRS 65.028(5) (k). Proposals must include a statement explaining the involvement of small businesses in the delivery of the Project or lack thereof.

2. Reciprocal Resident Bidder Preference

If the Selection Committee awards the same score to a resident bidder and a nonresident bidder, preference shall be given to the resident bidder, as required under KRS 65.027(2), KRS 45A.490 to 45A.494, and 200 KAR 5:400. Any Respondent claiming resident bidder status shall submit along with its response a notarized affidavit that affirms that it meets the criteria to be considered a resident bidder as set forth in KRS 45A.494(2), available at the following link: <https://finance.ky.gov/services/forms/Documents/Affidavit%20for%20Claiming%20Resident%20Bidder%20Status.pdf>. Respondents not claiming eligibility for resident bidder status shall indicate its state of residence.

3. Qualified Bidder Preference

Preference shall be given to qualified bidders, as required under KRS 45A.470. Any Respondent claiming qualified bidder status shall submit a notarized affidavit that affirms that it meets the criteria, available at the following link: <https://finance.ky.gov/services/forms/Documents/Affidavit%20for%20Bidders%20Offerors%20and%20Contractors%20Claiming%20Qualified%20Bidder%20Status.pdf>.

4. No Contract Guaranteed

Versailles reserves the right to request necessary modifications, reject all Proposals of any or all types (Design-Build, Finance, Operations, Maintenance, or Other Innovative Proposals), reject any Proposal that does not meet any mandatory requirements under this RFP or applicable law, or cancel this process at any time prior to execution of the P3 Agreement, according to the best interests of the City.

5. Local Government P3 Board Review

The Commonwealth of Kentucky's Local Government P3 Board must review and approve any P3 Agreement with a total contractual value that exceeds 30% of Versailles's general fund revenues received in the previous year. The Local Government P3 Board is required to follow the procedures in KRS 65.028(12).

6. Legislative Approval Required

A P3 Agreement will only take full effect if approved by the Local Government P3 Board, if necessary, and executed by the Versailles City Council.

V. REQUIRED CONTRACT TERMS

By responding to this RFP, Respondents agree to the following terms in the Agreement:

1. Contract Components and Order of Precedence

The City's acceptance of the Private Partner's offer in response to the solicitation, indicated by signing the Agreement, shall create a valid contract between the Parties consisting of the following:

- Any written Agreement between the Parties;
- Any Addenda to the RFP;

- The RFP and all attachments;
- Procurement Statutes, Regulations, Policies, and Ordinances;
- Any Best and Final Offer;
- Any clarifications concerning the Respondent's Proposal in response to the RFP; and
- The Respondent's Proposal in response to the Solicitation.

In the event of any conflict between or among the provisions contained in the contract, the order of precedence shall be as enumerated above.

2. Final Agreement

The contract represents the entire agreement between the parties with respect to the subject matter hereof. Prior negotiations, representations, or agreements, either written or oral, between the parties hereto relating to the subject matter hereof shall be of no effect upon this contract.

3. Contract Provisions

If any provision of this contract (including items incorporated by reference) is declared or found to be illegal, unenforceable, or void, then both the City and the Private Partner shall be relieved of all obligations arising under such provision. If the remainder of this contract is capable of performance, it shall not be affected by such declaration or finding and shall be fully performed.

4. Modifications and Waivers

No modification, change, or waiver of any provision in the contract shall be made, or construed to have been made, unless such modification or waiver is mutually agreed to in writing by the Private Partner and the City, and incorporated as a written amendment to the contract.

Memorandum of understanding, written clarification, and/or correspondence shall not be construed as amendments to the contract.

If the contractor finds at any time that existing conditions made modification of the contract necessary, it shall promptly report such matters to the City for consideration and decision.

5. Changes in Scope

The City may, at any time by written order, make changes within the general scope of the contract. No changes in scope are to be conducted except at the approval of the City.

6. Contract Conformance

If the City determines that deliverables due under the contract are not in conformance with the terms and conditions of the contract and the mutually agreed-upon Project plan, the City may request the Private Partner to deliver assurances in the form of additional contractor resources and to demonstrate that other major schedules will not be affected. The City shall determine the quantity and quality of such additional resources and failure to comply may constitute default by the Private Partner. The City reserves the right to award any contract to the next highest scoring Respondent, if the successful Respondent does not execute within a specified deadline the contract after selection of a preferred Private Partner.

7. Assignment

The contract shall not be assigned in whole or in part without the prior written consent of the City.

8. Conformance with Laws and Regulations

This contract is subject to the laws of the Commonwealth of Kentucky and, where applicable, Federal law. Any litigation with respect to this contract shall be brought in state or federal court in Woodford County, Kentucky.

VI. CONCLUSION

We are excited at the chance to partner with an innovative team who understands our vision and can create a unique public space through private enterprise and collaboration. We hope visitors are delighted with their downtown Versailles experience and that residents will take even more pride in their community. The City stands ready to propel Versailles forward as a prominent Kentucky destination.

Thank you for your interest in this Public-Private Partnership. We look forward to receiving and reviewing your Proposal.



Preserving
Town & Country
in the Woodford County Bluegrass



May 2001

*“Preserving Town & Country”
is a master plan created under the direction of the
Woodford County Task Force,
with the support and participation
of innumerable Woodford Countians.*

The Woodford County Task Force

Geraldine Brown	Deborah Knittel	Donald Mitchell
John Creech	Stan Kramer	Brenda Richards
Michael Duckworth	John Lauderdale	Eddie Sellers
Joel Evans	Margaret Lewis	Peggy Sharon
Lori Garkovich	Duncan Lloyd	John Soper
Joe Graviss	Jeff McKinney	Frank Stark
Tom Greathouse	Barry Mangold	Ira Tufts
David Kain	Silas Mansfield	Tony Wilhoit
Ed Klee	Bob Matthews	Pattie Wilson
		J.D. Wolf

The Planning Team

Dover, Kohl & Partners and Ferrell Rutherford Associates	
Suzanne Irwin Askew	Dorcas Perez
James Dougherty	Summer Rutherford
Victor Dover	David Rodriguez
Geoff Ferrell	David San Roman
Joseph Kohl	Shawn Seaman
Carrie Osborne	Sergio Vazquez

For more information, contact Woodford County at (859) 873-2025 or visit www.woodforddesign.com

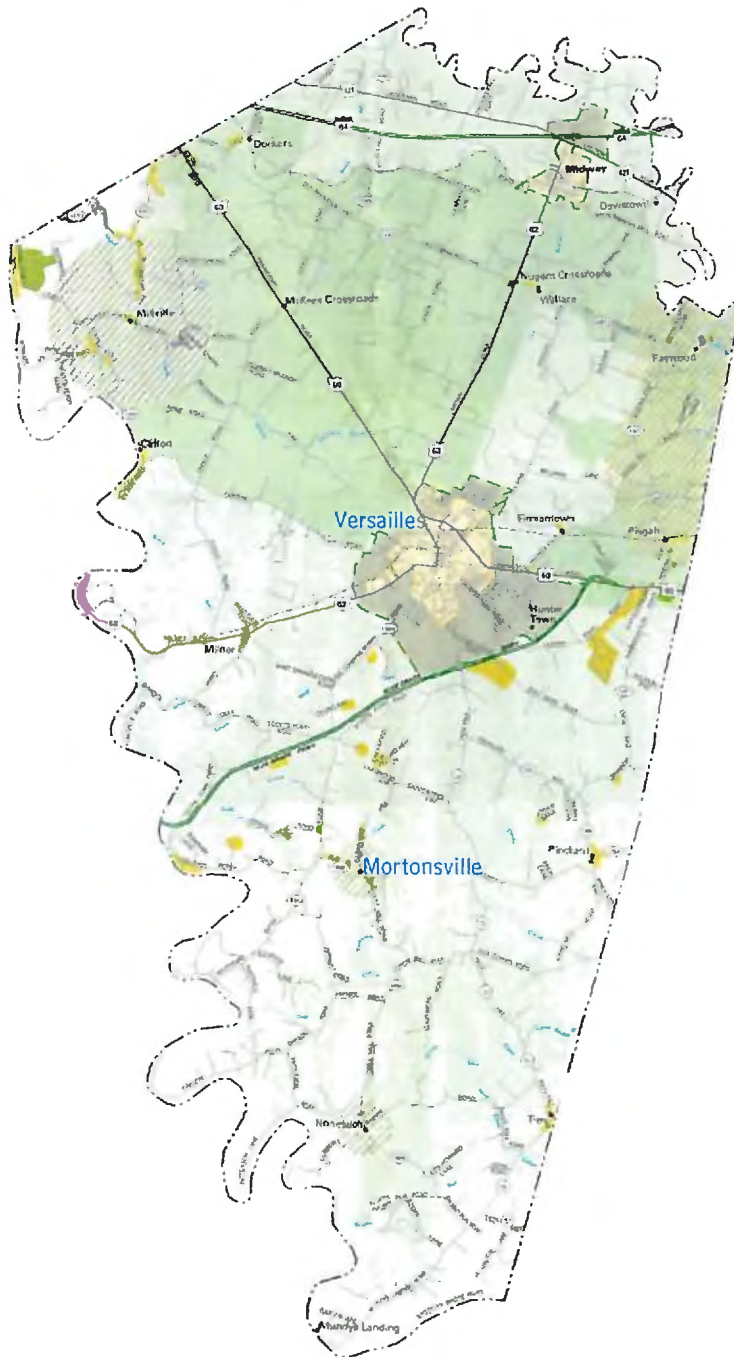


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Time to Decide

1



Woodford County is changing. What shall it become?

Like other counties in the Bluegrass region, Woodford is redefining itself to remain economically viable and at the same time a desirable place to live and work. This historic place offers a spectrum of ways and places to live, from the blend of urban life and small town charm in Versailles to the quiet rural communities such as Mortonsville. The Bluegrass beauty and lifestyle continues to attract more people to the area, but this growth pressure in turn makes inevitable the need to shape that growth positively.



Whose Side Are You On?

In recent decades, a battle has been waged in Woodford County between two entrenched camps, one decisively pro-growth and the other against it, period.

The unmistakable evidence, the development already built, creates an impression, shared by many in the no-growth camp, that growth automatically makes things worse. Who can blame them for this reaction? Almost all of the postwar development in the region has been built without regard for livability, the quality of the place, or the town-building traditions found throughout the Bluegrass. Conventional suburban sprawl has been eroding the character and setting that attracted families and investment to the region in the first place. It is transforming large stretches of this unique landscape into banal strip shopping centers and undistinguished subdivisions, adding traffic, and harming historic settlements in the process. This has given rise to the understandable, reflexive conclusion that all future growth is bad. Therefore a lot of local energy has been focused on finding ways of hindering growth, and of stopping developers, rather than arriving at creative solutions under which growth can occur in a responsible way. This exhausting approach is neither sustainable, fair, nor affordable.

The Geography of Nowhere

Eighty percent of everything ever built in America has been built in the last fifty years, and most of it is depressing, brutal, ugly, unhealthy, and spiritually degrading—the jive-plastic commuter tract home wastelands, the Potemkin village shopping plazas with their vast parking lagoons, the Lego-block hotel complexes, the “gourmet mansardic” junk-food joints, the Orwellian office “parks” featuring buildings sheathed in the same reflective glass as the sunglasses worn by chain-gang guards, the particle-board garden apartments rising up in every meadow and cornfield, the freeway loops around every big and little city with their clusters of discount merchandise marts, the whole destructive, wasteful, toxic, agoraphobia-inducing spectacle...

The newspaper headlines may shout about global warming, extinction of living species, the devastation of rain forests, and other world-wide catastrophes, but Americans evince a striking complacency when it comes to their everyday environment and the growing calamity that it represents...

Suburban streets invariably debouch into collector roads—that is, highways... If the housing developments in the area have been in place for more than ten years, then it is likely that the collector roads will have accumulated a hodge-podge of businesses: little shopping plazas, convenience stores, muffler shops, plus a full complement of fast-food emporiums...

Here there is no pretense of being a place for pedestrians. The motorist is in sole possession of the road. No cars are parked along the edge of the road to act as a buffer because they would clutter up a lane that might otherwise be used by moving traffic, and anyway, each business has its own individual parking lagoon. Each lagoon has a curb cut, or two, which behaves in practice like an intersection, with cars entering and leaving at a right angle to the stream of traffic, greatly increasing the possibility of trouble. There are no sidewalks out here along the collector road for many of the same reasons as back in the housing developments—too expensive, and who will maintain them?—plus the assumption that nobody in their right mind would ever come here on foot.

Of course, one could scarcely conceive of an environment more hostile to pedestrians. It is a terrible place to be, offering no sensual or spiritual rewards. In fact, the overall ambience is one of assault on the senses. No one who could avoid it would want to be on foot [here]... Any adult between eighteen and sixty-five walking along one would instantly fall under suspicion of being less than a good citizen.

Try to imagine a building of any dignity surrounded by six acres of parked cars. The problems are obvious. Obvious solution: Build buildings without dignity. This is precisely the outcome in ten thousand highway strips across the land: boulevards so horrible that every trace of human aspiration seems to have been expelled, except the impetus to sell. It has made commerce itself appear to be obscene. Traveling a commercial highway surrounded by other motorists, assaulted by a chaos of gigantic, lurid plastic signs, golden arches, red-and-white striped revolving chicken buckets, cinder-block carpet warehouses, discount marts, asphalt deserts, and a horizon slashed by utility poles, one can forget that commerce ever took place in dignified surroundings.

—Excerpted from *The Geography of Nowhere* by James Howard Kunstler
Reprinted by permission of the author

Many pro-growth advocates point to the need for economic vitality, employment, tax base stability, respect for the rights of property owners, and accommodation of the demand for housing and workplaces, but they do not sufficiently distinguish between one type of growth or another. This is a far cry from the discerning vision of the American leaders and developers who originally founded fine towns like Versailles. Developers were once the heroes of their communities. These were careful developers of real neighborhoods with high aspirations. The cherished heart of old Versailles exhibits the design conventions they followed to make lasting human settlements.

Government policy has confusing impacts on the debate as well. Officially, the County has endorsed a controlled-development philosophy in its Comprehensive Plan, Zoning Ordinances and Subdivision Regulations. Meanwhile, the state and federal governments have funded and built road-widenings, highway bypasses and other auto-oriented infrastructure projects that add powerful fuel to sprawl, essentially urging on developers.

It has become clear that “pro-growth versus no-growth” is a false choice, and nobody wins. Nobody likes the protracted court fights. Few Woodford Countians, on either side, express enthusiasm for the unmemorable developments that do squeeze through, albeit more slowly. Developers maintain that if the community would be clear about what they will accept, the industry will deliver it.

A Better Way: Good Growth

There is a third alternative: growth on the community's terms. Growth that makes things better rather than worse, that makes sense for developers, and that is coupled with a long-term preservation strategy *is* achievable.

This Plan rejects the old pro-growth versus no-growth dichotomy. This Plan is about *good growth*.



The community working together at tables

The Process

The debate about growth in Woodford County has moved at last to a solutions-oriented stage with the process that created this Plan. In 1999, the Woodford County Task Force was created and empowered through the Fiscal Courts and Versailles City Council to set goals for positive community growth and undertook a public process that epitomizes the new cooperative spirit in the community.

In May 2000, this Plan was created through an intense design event, called a “charrette.” Over the course of seven days, a series of hands-on workshops were held with the community and a team of design professionals. The team was led by town planners Dover, Kohl & Partners and assisted by Ferrell-Rutherford Associates. Community participants included property owners, neighbors, business people, developers, members of the Fiscal Court, the City Councils, the Task Force, the Planning and Zoning Commission, County staff and others. In this charrette, the participants worked to plan the more urban center of Versailles (both the existing downtown and emerging “uptown”) as well as the rural community of Mortonsville.



Two special sessions were held on separate days, one focused particularly on Versailles and the other on Mortonsville. Each of these events began with a presentation on traditional neighborhoods and basic urban design principles. The long-established neighborhoods of Woodford County were examined and compared to conventional subdivisions and peer communities around the nation. The presentations focused on the physical qualities that are important to foster true neighborhoods and a strong sense of community.

Citizens then began designing. More than 100 people at each table session, armed with markers and pencils, gathered around tables, rolled up their sleeves, and drew their ideas on large maps. Later in the day, a spokesperson from each table presented their main ideas to the larger group. Surveys were also distributed asking the community for further input, and a website was established for communication about the Plan.

Throughout the remainder of the week, meetings and interviews were held to gather more information. Several “pin-up” reviews of initial ideas were held as the work progressed. The designers combined all the input from the various meetings into a single plan for Versailles and for Mortonsville. A work-in-progress draft of the two master plans was presented for further input at the close of the charrette, using extensive visuals and examining both “big picture” ideas and technical issues.

Strong Opinions

There were many recurring themes that threaded through the citizen participants' comments. Memorable quotes from these conversations include:

- “Save the farmland”
- “Protect the sense of place & history and uniqueness”
- “No-mega-boxes”
- “I want a town center for sitting, walking, socializing”
- “No big ‘sea-of-asphalt’ parking lots”
- “When green space is gone, it’s gone forever”
- “Discount prices aren’t everything”
- “Let’s not be like Anywhere USA”
- “Promote arts & culture downtown”
- “I would like to be able to walk or ride a bike around”
- “I want my children to want to stay here”

The Main Ideas

As a result of the information gathering, several principles emerged:

1. Revitalize Downtown
2. Build & Restore Real Neighborhoods
3. Transform the Auto-Oriented Strip
4. Revive Yet Protect Small Communities

Based on the input of the community and the direction of the Woodford County Task Force, this report represents a synthesis of the community's desires and good planning practice. The final plan and design illustrations incorporate refinements made since the charrette.

Different Areas, Different Strategies

This report is divided into chapters that detail the physical areas of the Plan and strategies in four areas of Woodford County. Each chapter contains illustrations of the design details for the plan followed by policy statements and explanations. The four areas are:

Downtown Versailles: Revitalize and fine-tune the historic fabric

Lexington Street: Transform the auto-oriented strip

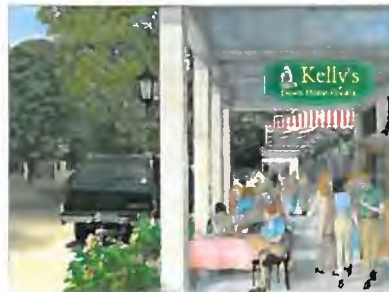
Uptown: Redevelop Versailles Center with mixed-use neighborhoods

Mortonville: Re-establish strong rural communities

A national model for vitality, preservation, and livability can be established in this exceptional place through investment, cooperation and persistence.



Downtown



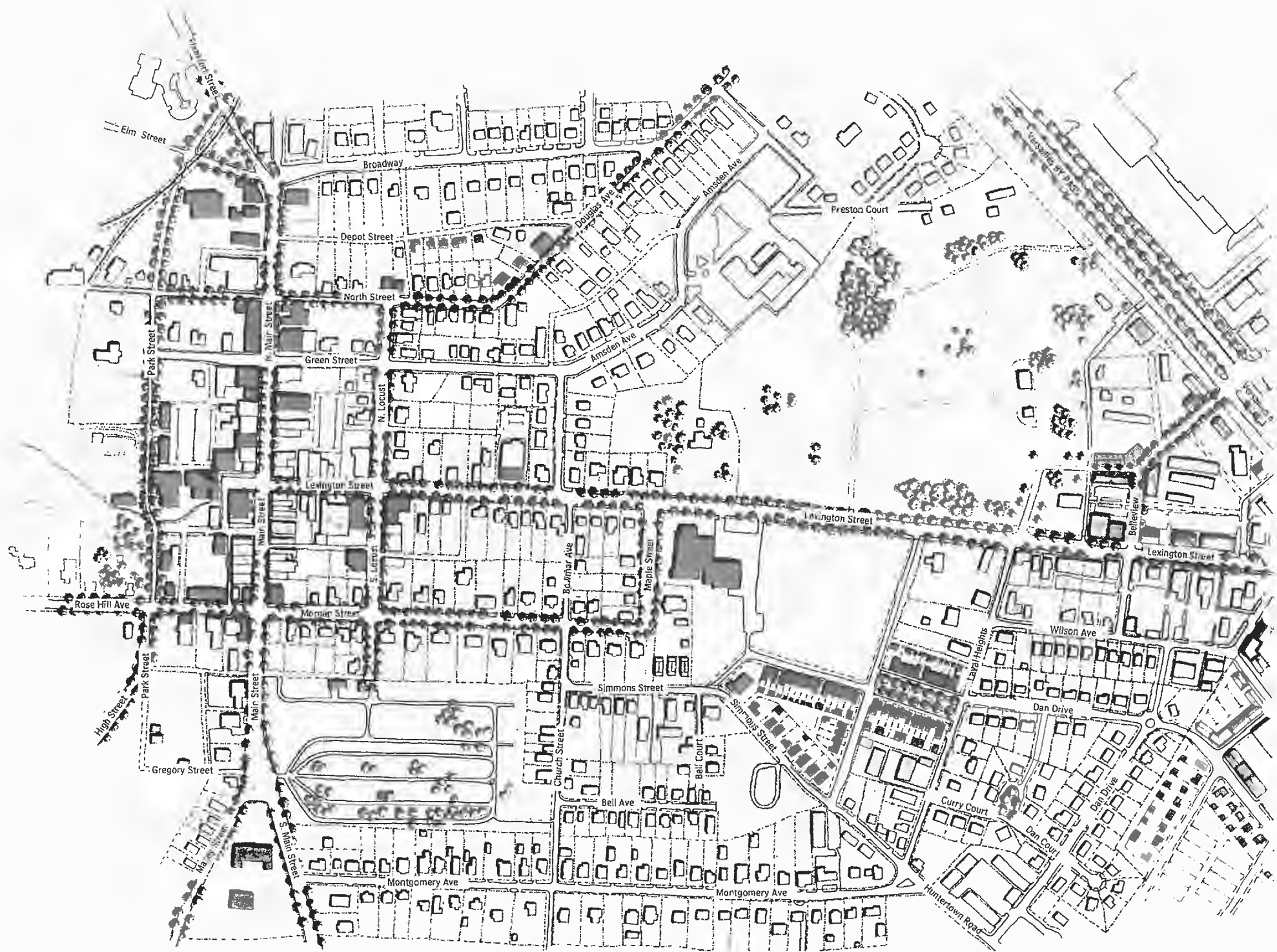
Lexington Street



Uptown



Mortonville



Downtown

Lexington Street



Downtown

2



Downtown Versailles is anchored at the intersection of Main Street and US 60 and spreads north and south for a few blocks in either direction. Churches and other civic buildings line the streets and impart a feeling of reverence and permanence. The architecture is exceptional and there is tremendous potential for re-establishing a thriving main street environment and robust surrounding neighborhoods. Historically, Downtown was a center of commerce, housing and civic activities. As automobile use increased, population spread out, and highways were built, stores and offices moved out along US 60 to take advantage of road improvements and abundant land available for parking.

Downtown vs. The Highway



Understanding the effect of commercial development along US 60 and the Bypass is key. A strategy for revitalizing and encouraging development downtown must then take into account the retail advantages strip commercial often has:

- common management regulates the mix of tenants and maintains the property
- readily available parking is perceived as a convenience
- existing zoning encourages strip development while impeding downtown redevelopment
- easy financing in the mortgage system currently encourages building at the edge
- highway-building redirects economic energy away from downtown

Creating the Downtown Advantage

Downtown Versailles has suffered from a pattern seen in many other downtowns across the country: market share has been lost to a nearby commercial strip because of unfair competition.

The contemporary strip sprang from highway subsidy, cheaper land, and a host of government policies (including zoning) that promoted sprawl and auto-oriented development. These factors, combined with unsound urban renewal practices which further weakened downtowns, created advantages that seem to give the strip an edge: lots of passersby and loud buildings to lure them, low rents, easy financing for development, and plenty of land for convenient parking. The shopping centers further leveraged their large scale with common management, control of tenant mix, and coordination between tenants.

In the typical pattern seen in the late twentieth century, local retail gradually abandoned downtown to a large extent and relocated to the strip-mall or succumbed to national chains in malls. Housing inventories in downtown declined, depriving merchants and restaurants of their traditional customer base. Office uses and service businesses, in search of low rent, began to take over once-prominent retail locations on the main street. Historic buildings were bulldozed for parking or left to fall down on their own, eroding the street scene and the sense of place.

But throughout the country, there are now many downtowns that are beating the strip and the mall at their own game. For example, Park Avenue in Winter Park, Florida; Downtown West Palm Beach, Florida; and Downtown Franklin, Tennessee. The lesson gleaned from these examples is that Downtown can compete with outlying commercial development if the playing field is leveled and if downtown leaders and merchants always keep the competition's advantages and disadvantages in mind.



In the heart of Downtown Versailles, a vacant lot provides the space for strategic infill.



A mixed-use building containing an office, boutique or salon could be located on the street. The only difference on the outside might be the sign attached to the building.



Rowhouses are a versatile building type that allow for a variety of uses inside, without changing the character outside. Residences could line the first and second floors.

Part of what will make downtown Versailles successful is to add housing that will create a market. The new residents of downtown can support the surrounding stores and businesses.



Since the environment created supports the pedestrian, the additional 'traffic' generated by a change in use would be mitigated.

Adding a corner store can serve the needs of the immediate population and the community at large.

Main Street in Galena, Illinois is the center of this historic Community. The Main Street has experienced a renaissance in the last decade. It is the center of the community as well as a regional destination for tourism. Galena's success is in part to a very active Chamber of Commerce. (www.galenachamber.com)



Main Street in Jonesborough is one of the original settlements in Tennessee. The street is the center of the community, providing daily needs and services. It is also a regional destination for tourism. Jonesborough hosts a National Storytelling Festival annually, which is a tremendous economic draw for the City. (Storytellingfestival.net/festival99/historic.htm)



Park Avenue, in Winter Park Florida is affectionately referred to as the 'street that beat the mall'. This Main Street has historically performed well against nearby mall, that has been redeveloped as the new 'Uptown'. (www.ci.winter-park.fl.us)



In order to compete, Downtown businesses should apply some of the lessons learned at other modern retail and mixed-use developments. This begins with better coordination between the many merchants and owners. Getting organized is the starting point for competitiveness with the newer outlying development. (Note that this does not mean that Downtown should adopt a "mall mentality" or try to physically reconfigure itself to more closely resemble a strip mall!)

The downtown community can also be competitive by building upon the existing business framework. Creation of additional retail stores and restaurants is basic, although an extreme amount of new square footage is unnecessary. What is required is to re-establish a loyal following of customers, drawn from both nearby and outlying areas.

Downtown's greatest competitive advantage is to continue to foster a satisfying, people-friendly environment. To put it another way, the typical strip development today offers a bland, disagreeable experience: stressful traffic, ugly parking lots, homogenized chain stores, and buildings that seem plastic and fake. How did this happen? The developers of the recent past traded away the sense of place to get convenience and expedience, and tenants and customers responded. If the strip commercial pattern hadn't made money, the developers would have dropped the experiment.

But after a couple of generations of this pattern, however, there has emerged dissatisfaction with the results out on the strip: Woodford Countians mourn the decline of the town's overall charm and character, the weakening bonds of community, the loss of uniqueness, and above all the rise in traffic. There is also evidence of a newly sophisticated marketplace, in which discriminating customers demand a better *experience* when they shop or dine. Also, the hundreds of citizens who participated in creating this plan were adamant that revitalization of Downtown is among their primary goals.

Therefore the timing is excellent for re-establishing Downtown as a vibrant center, based on *its* prime competitive advantage, its charm and physical sense of place.

Making downtown a more pleasant place to walk is a basic aim. The resulting environment will be sought after by, among others, "New Economy" businesses and their employees.

A new road will help pedestrian and vehicular movement.

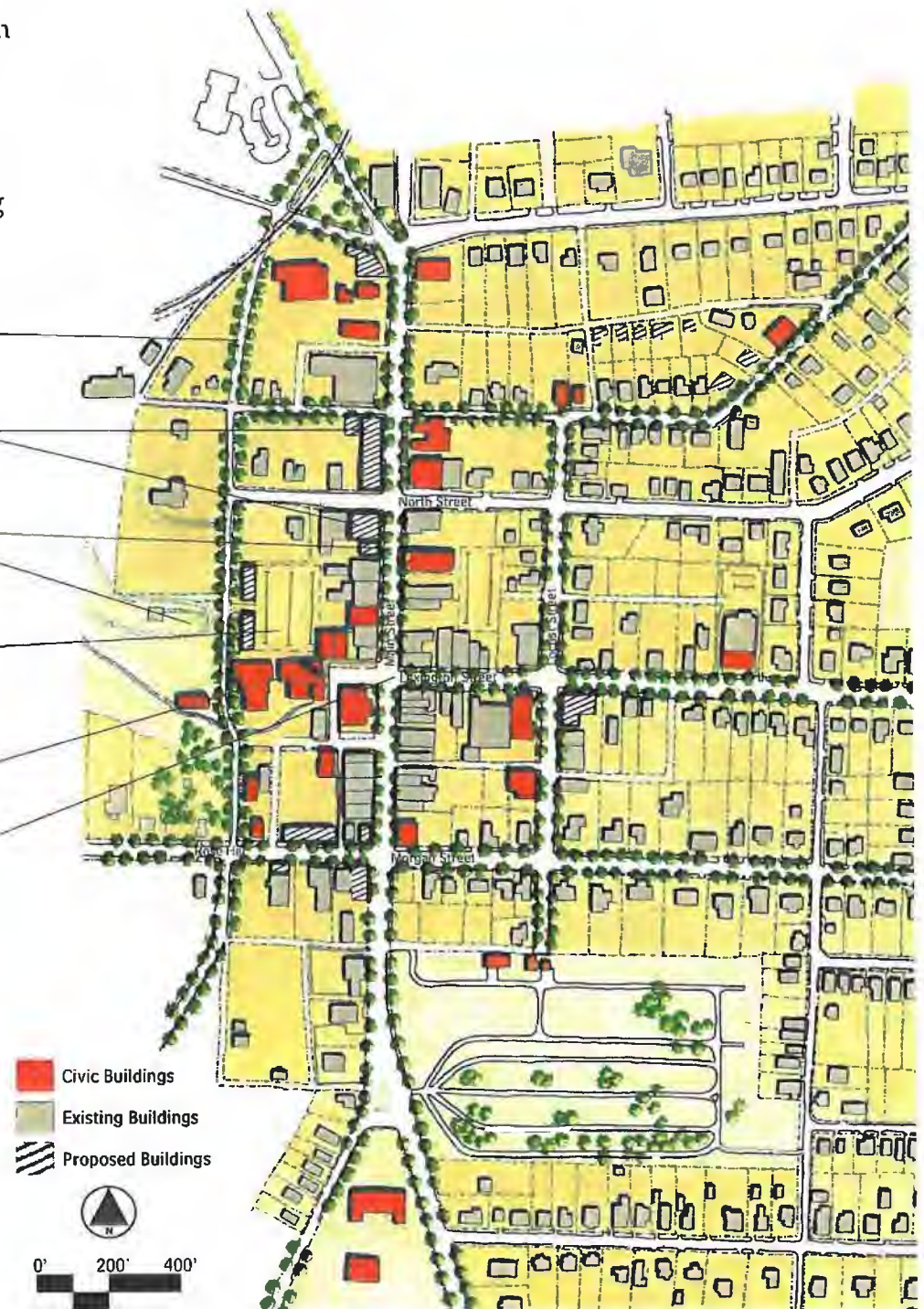
New buildings complete the street. They also provide opportunities for new homes, businesses and retail.

Adding street trees and landscaping will enhance the pedestrian experience.

Additional parking is provided behind buildings. Way-finding signage indicates parking throughout the Downtown.

Civic presence maintains the character of Downtown and ensures Downtown is a destination for the community.

Lexington Street is redeveloped as a safe, traffic calmed street.





Existing

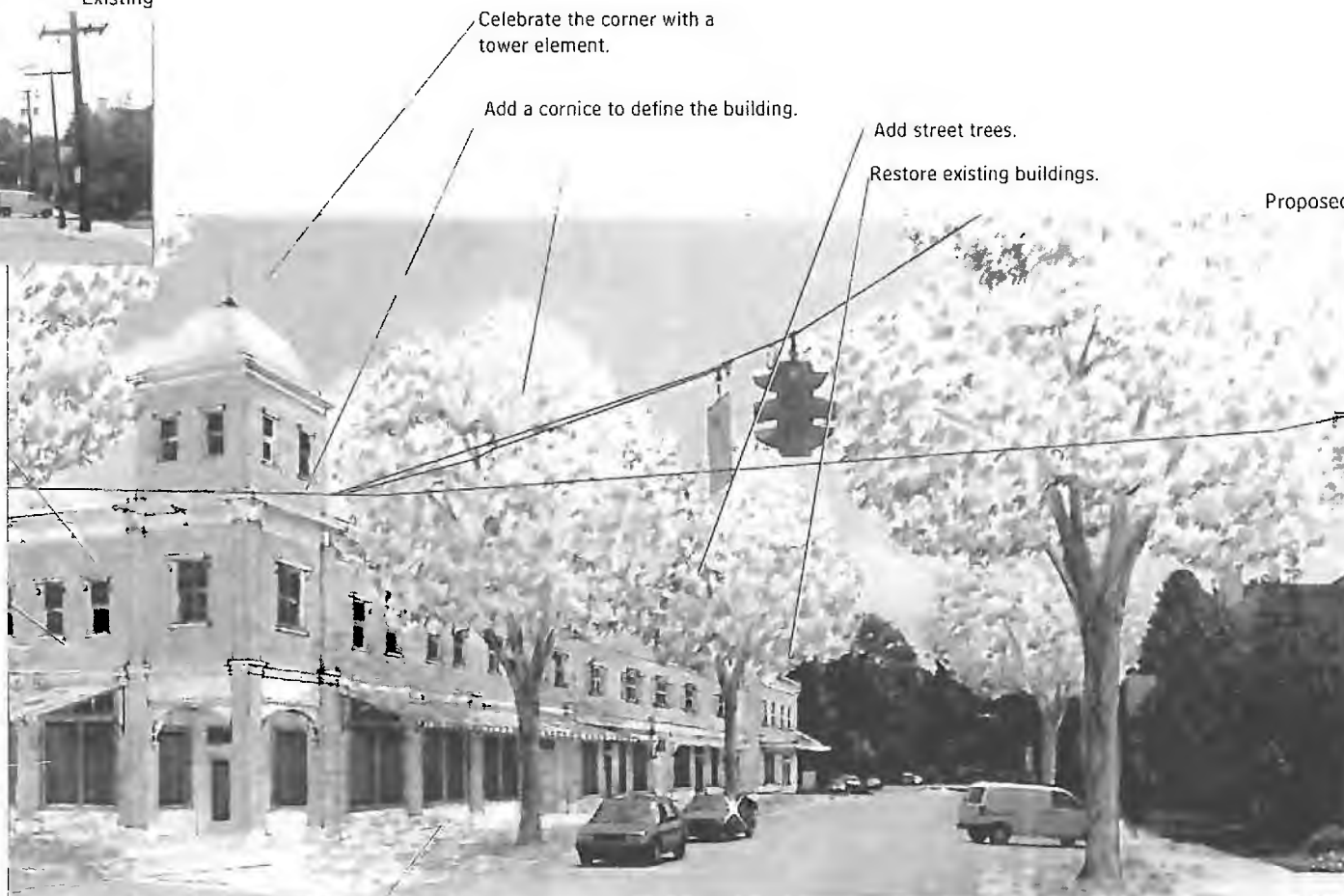
Windows provide natural surveillance, eyes on the street.

Expression Line adds architectural interests.

Awnings and Marquees

Plentiful Glass

Small Corner Radii calms traffic and enhances pedestrian



Proposed

Wide sidewalks encourage pedestrian activity.

On-street parking is essential for healthy retail, the parked cars also create pedestrian safety.

Selective infill is a key ingredient for the success of Downtown Versailles. As an example, this site is presently a gas station, and while serving a function, it does little else than be a gas station. The proposed building could be offices, stores, or apartments, and provide much more to the vitality of Versailles. Since the buildings are close to the street and provide shade and shelter, the area encourages pedestrian activity.

The Downtown Strategy for Success

1. Provide more opportunities for living downtown. Add new buildings as identified in the Master Plan. Encouraging a balance of people living and working downtown has several benefits:

- Merchants benefit from people living downtown because they will frequent and support the local businesses;
- Living and working in the same area removes daily trips that rely on the regional road network;
- New housing downtown can provide a greater variety of housing options in Versailles.

2. Maintain the safety and appearance of downtown streets. Keep the physical details of Downtown attractive and clean. This is an indicator to the community and those wanting to invest that this is a cared-for place. These details include:

- Regular maintenance of trees, benches, lights, awnings and sidewalks;
- Adding and replacing street furniture and trees where needed;
- Pressure cleaning sidewalks; and
- Repainting or pressure cleaning buildings when necessary.

3. Keep the street well merchandised. Merchants should work together to keep Downtown interesting. Attractive shopfront windows have traditionally been a way to advertise and entice people to enter the store. The fronts of retail stores and restaurants should be welcoming; pedestrians should be able to see inside. Retail shops should frequently re-arrange their windows and merchandise to keep interest. Merchandise in the display windows should be well lit both during the day and at night when stores are closed.

4. Eliminate the perception of a parking shortage. Provide signage indicating the way to all locations of off-street parking. Promotional brochures for the downtown should point out the locations of all available off-street parking. Update and keep implementing the parking plan.

5. Set and promote common operating hours. Downtown merchants should agree on particular evenings to stay open later and advertise these hours. Eighty percent of all retail purchases occur during the workweek after 5:00 pm and on Sundays (source: Gibbs Planning Group). These are precisely the hours that most of the stores are not open downtown. Participation in the common-hours program can be voluntary, but should be required for any businesses or landlords that wish to take part in incentive programs, such as funding for façade improvements or tax incentives.

6. Promote 'best of kind' businesses. Celebrate businesses that allow people from outside to enjoy the things that you cherish. The major advantage downtown has over the strip development is that it can provide a unique retail environment with local products and services that major chain retailers cannot. For example, Woodford County Reserve bourbon is a local product that could be showcased.

7. Promote tourism around unique qualities of Downtown Versailles and Woodford County. Use tourism as a revenue-producing industry that generates funds to be spent on downtown revitalization, historic preservation and acquisition of rural lands. A study by Bluegrass Tomorrow indicates that Woodford County is only promoting itself 1/100 as much as neighboring counties. Much more can and should be done. Stories are told of how, in the past, Woodford Countians deliberately avoided marketing to outsiders. Downtown Versailles needs the spending power of visitors, though, and has paid a terrible price for that policy. The cash spent by tourists is vital to bolstering Main Street businesses, and complements the income from local customers. Woodford

County should develop a marketing plan to embrace tourism as a legitimate tool for accomplishing its goals and set about establishing a tourism market position based on quality, history, and local values.

8. Encourage more businesses downtown. Make tax incentives, loans, and grants available to merchants and business owners in the downtown in order to encourage people to start or expand businesses downtown (e.g. rent for \$1 a month, property tax deferrals, etc). Clearly there will be more sales and success downtown if a “critical mass” is generated.

9. Create development incentives and fix the regulations. Create new architectural and design standards that can accelerate the development approval process. Faster permitting of specific development types can encourage the desired type of development. Relieve downtown properties of any burdensome parking requirements, lot-size minimums, lot-coverage or setback requirements, and impediments to mixed uses, while holding downtown developers to higher design standards, such as build-to lines and glazing criteria. Adopt “smart building codes,” like those recently made law in Maryland and New Jersey, to make renovation of old buildings feasible.

10. Foster civic presence. Ensure that civic buildings and their activities remain downtown; these draw people to Downtown and keep it part of normal community life. The presence of numerous civic buildings also fosters the sense of place and the special character of Downtown Versailles. Take whatever steps necessary to discourage the departure of churches and government functions from Downtown.

11. Ensure confidence. Invest in a market study, if it is needed to prove the vitality of Main Street shopping in Versailles to investors or the community at large. Nationally, the trend is that many retail stores and other businesses are rejecting malls and returning to main streets. A market

analysis, for example, can identify a retail tenant mix based on categories. The analysis can identify the types of retail that are supportable and those that are vulnerable to over competition.

12. Use new buildings to fill in strategic locations. Capture lost space downtown by building upon strategic lots as they become available. Adding more places to live and work will ensure the viability downtown merchants. Note that retailers need not occupy all of the new buildings' downstairs levels, especially on the edges of the core area; most functional main streets are less than 1000 feet long.

General References

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Rediscovering Mainstreet USA: the Social Fabric that Binds Us by John L. Ecklein, Shopping Center World, July 2000 <http://www.scwonline.com>

For information on why downtowns are a good choice for redevelopment: <http://www.plannersweb.com/trends/8down.html>

Lexington Street

3



Lexington Street, from its western terminus at Main Street to Paynes Mill Road at its eastern end, changes character several times. Further away from Downtown Versailles, it is a rural road with horse farms on either side. Closer to Downtown, it passes a school campus and is more of an urban street. The few blocks that are directly north and south of the bypass have a very different look than the rest of the road, too. These few blocks have developed as a classic 1900s 'taxpayer strip'.

What is a “Taxpayer Strip”?

The term “taxpayer strip” comes from the fact that most of the buildings on Lexington Street date from a time when they were located at the edge of town. They were developed by speculators at an intensity adequate enough to generate sufficient income to pay taxes on the land, while waiting for the town proper to spread to the point where redeveloping to a higher and better use was justified. On many such strips, that evolution was stopped in its tracks, though, as the segment of road was passed by when new speculators, urged on by highway projects, just moved further out onto more cheap land with fewer constraints.

Yet three things exacerbate the situation. First, state level transportation entities are charged with making roads efficient for cars, and they have done so well with that limited goal that auto-oriented development is now almost too easy. In the past thirty years, the highway-building subsidy has created a syndrome where location on a newly improved roadway is perceived as a strong market advantage because more cars mean greater ability to capture sales. Second, lending policies have contributed to the problem by making it easier to finance new construction on the urban fringe and harder to renovate and restore within the heart of town. Third, the land development regulations are flawed; given the sprawl-type setbacks, parking ratios, and other details in the zoning rules, a disappointing urban form is going to result even when one follows the rules.

As the taxpayer strip corridors age, their original attractions decline and they lose their identity; they are neither town nor country, neither Main Street, nor state-of-the-art arterial shopping centers, neither new nor historic, neither completely broken but rarely fixed.

Parts of Lexington Street exhibit characteristics of the typical taxpayer strip. Since development spread further out, the taxpayer strips are often now located, ironically, toward the center of town. For years there was little incentive or pressure to redevelop and fill in older parts of the strip while there seemed to be plenty of developable land. Today, however, it is agreed that continual outward sprawl is unacceptable, so a redevelopment strategy for directing growth to recovering corridors like Lexington Street is particularly useful. Redevelopment along this corridor, while less critical than revitalizing Downtown or establishing Uptown, will enhance the character of Versailles and serve as a model for the region.

The current building and street design of Lexington Street is focused only on meeting the needs of through traffic, with an appalling disregard for pedestrian safety and needs. Even for residents in the immediate area, it is practically unthinkable to walk a few short blocks to get something from one of the stores because the street does not feel adequately safe or attractive for walking. Part of the reason is because these ‘blocks’ are built in typical strip format. One-story, single use buildings, generally located near the center of their lots, dominate the scene. Buildings are set back somewhat randomly, separated from the road by parking lots. The buildings do not form a defined street edge. Parking generally surrounds them. Curb cuts and driveways are unnecessarily wide, poorly defined, and excessive in number; as a result there is almost no sidewalk and no on-street parking. Cars can enter or exit almost anywhere on the street.

This section of Lexington Street is thus quite hostile to pedestrian-oriented development. But it is also becoming a magnet for the destructive, plastic, tacky development that springs up on such corridors, including boxy office buildings, standard-issue oil-change franchises, and off-the-shelf drive-through fast food places. It was made very plain during the public planning process that the citizen participants do not want this trend to continue. Given that the economic future of the County largely depends on preservation of its character, this trend is also out of sync with any plan for sustainable, long-term success.

Today there is an opportunity to change all three of these factors with coordinated public policy and private initiative. The funds for road projects - the same money that used to make the situation worse in the past - can be redirected to enhance and correct the street. Public financial instruments,

coupled with the tools already available to private lending institutions, can make smart growth eminently finance-able. With leadership, public/private initiative can spawn mechanisms like “location-efficient mortgages” that offer attractive financing for redevelopment that occurs where it is most needed. Last, the new Woodford Code will correct the shortcomings of the land development regulations.

The ultimate goal is to make Lexington Street an economically viable, pedestrian-friendly part of Versailles.

Central Park

While many parts of Lexington Street serve the automobile, one section has remained undeveloped. This urban greenspace was an important topic to many community members, who marked its preservation as one of their priorities. The preservation of the long views across the landscape is part of what makes Woodford County special. The proximity to both Downtown and the US 60 Bypass make preservation of this piece of land especially tricky. The likelihood of it remaining under private ownership for an extended period of time may wane as surrounding property values rise. Buying the property outright and putting it in public control to use as passive open space would be exceedingly worthwhile. Public purchasing of the land for storm water management is possible. If private ownership is necessary, then a passive, but revenue generating, use such as a horse farm museum or other eco-tourist venture would be a viable compromise.



No Access Management



8 points of entry and exit onto Lexington Street - each one a source of potential traffic conflict.

With Access Management



With only 2 points of entry and exit onto Lexington Street and shared parking, space is created for pedestrian access and street trees, and traffic conflicts are reduced.

Fixing Lexington Street through Public-Private Cooperation

Confidence to reinvest in the street begins with a capital improvement project. The rights-of-way can be rebuilt through state and county transportation funds. Redevelopment can also begin, through the coordination of businesses and property owners.

The ultimate goal is to make Lexington Street an economically viable, pedestrian-friendly part of Versailles. Redeveloping the street with mixed-use buildings that allow for a variety of uses will help the street adapt gracefully to the market. Whether these buildings have retail, office, restaurants, workshops, or apartments is not as critical as rebuilding in a coherent manner that creates a well defined street edge.

The first step is to shift the focus from meeting the needs of the automobile to creating an attractive, pedestrian-friendly street. A consistent sidewalk with on-street parking can be created within the public right-of-way. This can be accomplished through access management, consolidating the number driveway entrances and their widths. This will reduce the number of turns on and off the roadway, making a more continuous sidewalk and allowing for the addition of on-street parking.

Once sidewalks, landscaping, and on-street parking are added the street is perceived as an asset to the community and a desirable location. The public support for redevelopment will create investor confidence within the business community.

Existing conditions are dominated by the automobile because of wide travel lanes and abundant curb cuts.



No sidewalk, no shade, and no shelter creates a hostile environment for pedestrians.

On street parking is an important first step as it creates a buffer between the pedestrian and the traffic.



With this public initiative, the street serves both cars and people, but the buildings are still set back from the street. The area is still not complete.

Adding a sidewalk with shade trees provides shade and shelter for the pedestrian.



Constructing buildings at the street will encourage more pedestrian activity, creating a potential market for outdoor dining and cafes.

Colonnades, awnings and balconies create more shade and shelter for the pedestrian.

The Required Steps

1. Create an access management program. Reduce the number of curb cuts, by consolidating the number of driveway entrances to each business from the roadway. This will create a more defined place for automobiles. In addition to allowing the creation of a sidewalk, traffic will actually flow more efficiently, too.

2. Include Lexington Street on the project list of the Transportation Improvement Program. Make clear to all state agencies that improving Lexington Street is a priority.

3. Share the parking, and interconnect it. Businesses that have different peak times (e.g. a medical office and a movie theater) can then utilize the same parking spaces and reduce the total number of parking spaces needed. Create shared parking regulations. Shared parking will allow the land to be used more efficiently; more of the land can be used for income-producing buildings rather than parking. Consolidated driveways will also allow business to share parking spaces. Interconnecting the parking lots and assembling a network of alleys will allow motorists to circulate between nearby businesses without necessarily re-entering the traffic on Lexington Street.

4. Build a sidewalk. Add a sidewalk with street trees and other landscaping. The sidewalk should allow for safe and pleasant pedestrian access to the stores.

5. Add on-street parking. On-street parking will create a buffer between the pedestrians and motorists as well as providing easily accessible parking spaces for retail, restaurants and offices.

6. Nurture public-private confidence. Create a public improvement program that would construct sidewalks, repave lanes for on-street parking, and consolidate entrances.

Showing private developers that improvements are being made will generate a sense of commitment and stability necessary to stir investment.

Who pays for redeveloping streets?

Streets are improved and redeveloped through a range of financial resources. The spectrum includes public monies, bonds and self-taxing districts, to a totally privately financed undertaking. Quite often more than one revenue source will be used jointly to redevelop a street. As a hypothetical example, the community decides on a design that reduces curb cuts, and includes drainage and sidewalk improvements. The design of the street also includes trees, light posts, benches and bicycle racks. State Funding may only provide for the infrastructure improvements and minimal landscaping. A bond is created to pay for larger trees, a developer donates the light posts, and members of the community donate benches with memorial plaques. There is more than one solution.



Sunset Drive, South Miami Florida. A travel lane was removed, sidewalks widened and drainage improved. The redevelopment of the street was paid for by the developer who was building new mixed use buildings on the street.



Park Avenue, Winter Park Florida. Travel lanes were narrowed, sidewalks widened, sewer lines replaced, and communication lines added. The redevelopment of the street was paid with by a combination City Funds and a Bond Fund.

Uptown

4



Versailles Center, as it exists today, does not impart a positive impression of Versailles. A plain strip center of underutilized commercial buildings and parking lots, it nevertheless occupies a vitally important parcel. Versailles Center has an opportunity to be a tremendously positive feature of Woodford County. As one enters Versailles from the north and the east, Versailles Center is the first prominent feature that is visible from the road. By redeveloping its physical details, incorporating urban design principles, the owners can create a built form here that is both lucrative and reflects positively on Versailles.



A view down a mixed use street. The buildings contain a variety of uses that will support a wide variety of lifestyles.

Building Responsibly Keeps the Bluegrass Green

It is highly unlikely, given the current strip center condition of Versailles Center, that it will ever return to being a green space or farmland. Years ago, Woodford County leadership saw fit to permit commercial development to spread to this location astride the highway; now the task falls to the new generation of property owners and leaders here to redo it in a more lasting, contributive way. If this "Uptown" is rebuilt responsibly, within the Bluegrass building traditions of real neighborhoods, it will feature:

- A mix of jobs, housing and daily needs within walking distance of each other - This offers one an opportunity to live, work and get daily needs within the same area without relying so much upon car trips. This intermingling of uses will reduce the number of trips on the regional road network.

- A framework of walkable streets and buildings that can evolve - The particular uses of each new structure will probably change over time, but only if the buildings and streets are built to last and built to adapt.

- A model for more compact growth. Highly livable neighborhoods can be built on far less land than recent subdivisions, and this is the only way to aesthetically and profitably accommodate growth while preserving the rural character of the Bluegrass region. Uptown could illustrate to the development industry how compact growth works.

A Complete New Neighborhood

Versailles, like many cities in the Bluegrass, is growing. After a long period of declining occupancy and vacant stores at Versailles Center, there is now new pressure to redevelop this hodgepodge of a shopping strip. Yet, it is an understatement to say there has been controversy about proposed redevelopment here. Many citizens of Woodford are determined that, when the next wave of changes take place here, the mistakes of the past should not be repeated.

Some of the controversy about Versailles Center has been about competition with downtown. While it is inevitable that there will be competition between the two, this competition does not mean that one will 'beat' the other. Each area will succeed by capitalizing on its unique characteristics: Downtown will be a destination because of the civic uses and historic buildings. Uptown would be able to support national chains and/or entertainment establishments. Downtown will be able to support a market for local products in a setting that is full of historic character. Uptown will have advantages, but will never be able to replicate the historic feel of Main Street.

This new 'Uptown' will inevitably grow. The solution is for all new growth, both Downtown and Uptown, to be built in a responsible way, with a solid urban form of blocks, streets, and greens that include a mix of uses within walking distance of each other. Growing in a compact way helps preserve the open spaces surrounding the town, and both Downtown and Uptown are prime candidates for accommodating this kind of growth. In addition, offering a balance of jobs and housing within the same walkable area will help moderate the negative impacts of sprawl within the region and offset the growing reliance on roads.

The new Uptown, if built properly, can be a complete neighborhood, with a mix of uses and building types that provide a variety of places to live and work. Towards the

Build Towards the Plan

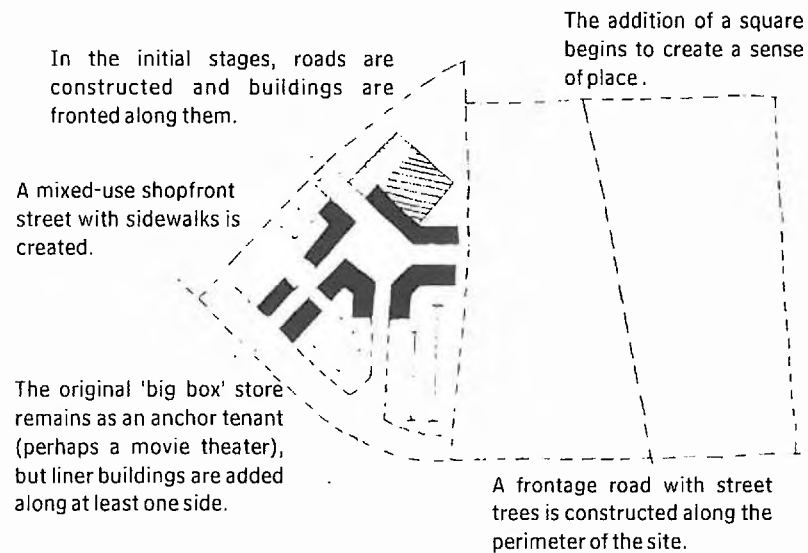
intersection of Lexington Street and the US 60 Bypass, at the heart of the new uptown, there should be multi-story buildings with retail, offices, and restaurants. Further away from the intersection and Lexington Street, the character of the streets should change; these streets will be quieter, lined with apartment buildings, attached rowhouses, and even some single-family homes on fairly small lots. Some of the rowhouses can be flexible “live-work” units that are ideal for telecommuters, home-based businesses, and startups.

The Master Plan illustrates what can occur through several decades of thoughtful growth. In the beginning, the first few streets will not appear perfect or complete. The main thing is to follow the plan; keep in mind the vision the community created and adhere to it. Build the network of streets, and orient the buildings towards the streets. Construct high-quality buildings that will last. The accompanying new Woodford code will assist in regulating the details.

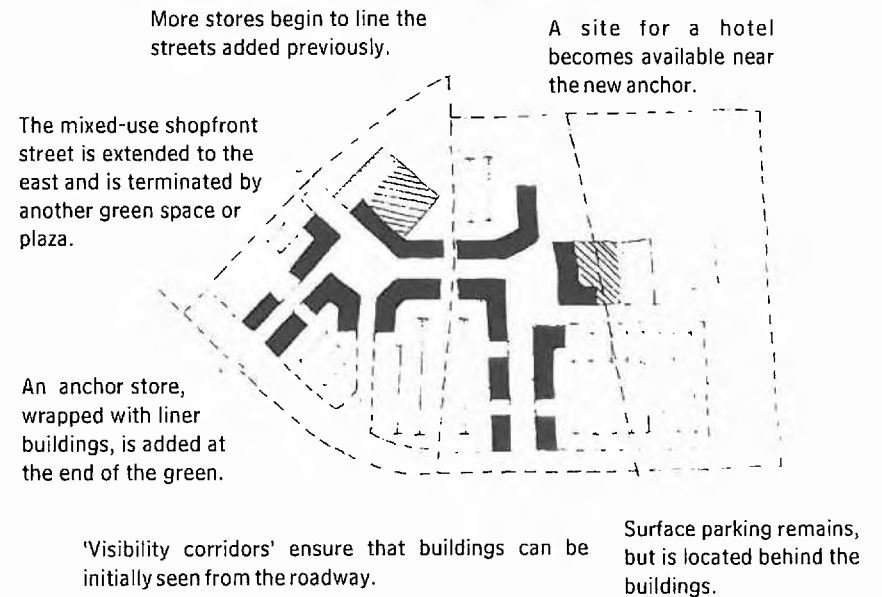


Development of Uptown can unfold in phases:

A



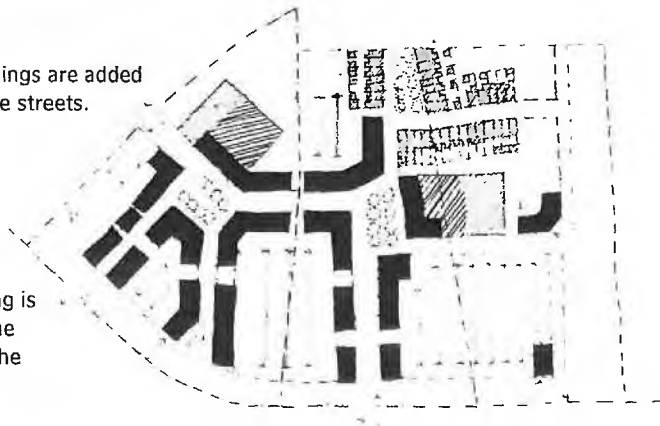
B



C

Residential buildings are added further lining the streets.

An office building is added toward the eastern end of the property.



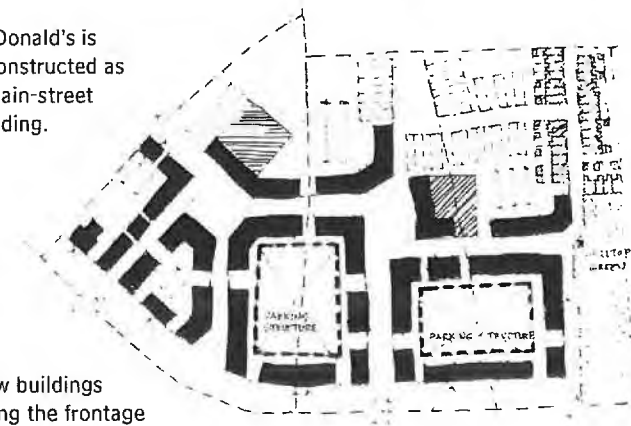
Prominent buildings along the frontage road occupy the landmark locations.

D

Surface parking replaced with parking structures.

McDonald's is reconstructed as a main-street building.

New buildings along the frontage road have high visibility.



More residential uses are added.

Getting the Details Right

1. Build for the long term. Learn from the past and build with a longer time horizon. In the last few decades, many buildings were built under the assumption that the developer would get a return on his or her investment within a time span of ten to fifteen years and would then desert the property. Create developments with a longer time horizon, with buildings that can be adapted and reused. There are a variety of financing mechanisms that can stimulate longer term development (i.e. city issued bonds, tax increment financing, special loans). Without these incentives or options, development will be forced into short term standards.

2. Build multi-story mixed-use buildings. In commercial areas, build multi-story buildings that will have a greater positive impact than a one-story building. Successful streets depend on the sense of spatial enclosure that is created when certain proportional relationships are achieved between the width of the street space and the height of the buildings on either side. Multi-story buildings can also adapt better to the changing market than large, single-story, single-use buildings because of the potential tenant mix. A multi-story building could easily hold one or more different tenants as each one could be located on a different floor, or one tenant on all floors. Also, there are only a few types of businesses that can take advantage of a large warehouse type building (i.e. Businesses that need lots of space). Land will also be conserved when buildings take up a smaller amount of land and are built taller than one story.

3. Add a frontage road that parallels the bypass. Design the new street to be pedestrian- and retail-friendly, with wide sidewalks, landscaping, and on-street parking. The median between the bypass and the frontage road should be designed as a generous linear park, with shade trees lining the streets.

4. Create a variety of building types and sizes. Add buildings in a variety of types and sizes, configured for incremental growth. The variety (including civic buildings, mixed-use shopfront buildings, apartment buildings, attached rowhouses, and single-family detached houses) will help create a stronger sense of place, a balance of places to live and work, and diverse prices. Variety adapts well to economic changes. This is in contrast to the idea of building one humongous building for lease to a single tenant, the real estate equivalent of putting all your eggs in one basket which might “go dark” in only a few years, bringing down everything else with it.

5. Build real streets. Streets are to be defined by buildings, with doors and windows that face the public right of-way. Parking lots should be located behind buildings. Provide on-street parallel parking adjacent to the sidewalk. Design the streets for pedestrians, bicyclists and motorists.

6. Build safe streets. Streets with narrow travel lanes and wide, gracious sidewalks are safest. Narrow travel lanes will calm traffic. Travel lanes 10 feet wide in commercial areas, and travel lanes 9 feet wide on the less-used residential streets, are appropriate.

-On-street parking lanes should be 7 feet wide.

-Sidewalks on commercial streets should be 12 to 15 feet wide. Sidewalks on residential streets can be 5 to 6 feet wide. (The proposed Woodford code will provide specifics on the design of street cross-sections.)

7. Manage parking. Create a variety of parking options that foster both pedestrian and vehicular access. Parking should be located behind buildings, with on-street parking next to the sidewalk. Locate parking behind buildings. Insist that the varied uses (retail, entertainment, civic, office, housing) share their parking supply efficiently. As Uptown is built out, a shift to structured parking will allow for the better use of valuable land. These practices will reduce the amount of land consumed needlessly for parking.



An entrance to Uptown, looking north from Lexington Street.

Rural Woodford County

5



Mortonsville's long history tells a story that mirrors many small towns across the United States. Like other rural settlements in the Bluegrass, Mortonsville lost the economic influences that created the center. As times changed, much of the town's historic built environment was abandoned or began crumbling away. Gone now are all but a few of the store buildings; the historic bank building is an empty shell; the school building no longer houses a school. Today Mortonsville is a rural community defined officially by a one-mile radius. In addition to older homes, there are two churches, a fire station, one roadside store, and a stream that crosses through the middle of the settlement. Farms mostly surround the community.



The historic bank in Mortonville



The historic center in Mortonville

In the nineteenth century, Mortonville played a significant role in the history and economy of Kentucky. One of the first banks in the state was located here. Mortonville was a true center in the region: five stores, a post office, a school, and the bank were all located along Delaney's Ferry Road. The 1870 Census reports a population of 744, although some significant number of those people probably lived beyond the one-mile radius we refer to today as the Mortonville Small Community. In those days, it took three hours by horse-drawn cart just to travel from Mortonville to Versailles.

Growth pressure has returned to Mortonville. Newer homes and non-descript subdivisions have begun to appear at its edges. The newer development is not in keeping with the character of Mortonville and has been offensive to many in the community. The soft, gentile quality of the older structures is missing in the newer development. Instead of following the rural village pattern of the original settlement, the new subdivisions have a suburban feel. This is reflected in the situating of the buildings on their lots and upon the land, the architectural style and landscape treatment.

Rebirth of the Rural Community

This situation is not unique to Mortonville. Millsville, Nonesuch, and other communities in rural Woodford County have experienced similar fluctuations in growth and prosperity. Pressure to grow exists throughout most of the Bluegrass, it is often found today in small communities like these that orbit thriving regional, urban centers. Why are these pristine rural lands becoming attractive places for new residents after all these years?

Our motorized freedom of movement is certainly one factor. The decrease in travel times realized by the car allows people to live in and enjoy Mortonville's quiet, rural character, but still work in Versailles, Lexington, or Frankfort. Mortonville, and towns like it, offer an alternative to people who are willing to drive farther to avoid living in the bland, sprawling subdivisions cropping up around the larger cities.

The risk, however, is that if more and more houses following the conventional suburban template are built here, the small towns will be deformed into a facsimile of the same subdivisions from which the newcomers are fleeing. Under this scenario each new homesite takes away from the original allure and sense of place. The solution? Channel growth into authentic traditional neighborhoods, re-establishing patterns in which each new addition makes the whole more complete. The neighborhoods should have an interconnected network of walkable streets; no cul-de-sacs. Houses should front the streets and have porches. Small neighborhood parks should be a short walk from all the houses.

It has proved extraordinarily difficult, legally, politically or practically, for a county government to stop growth, or to prohibit people from moving to certain sectors of the county. It is, however, much more realistic to use codes and standards to control the *character* and *quality* of future growth. Plans for new subdivisions prompted the no-growth camp to get unusual new zoning rules and subdivision regulations passed for development in the rural areas, but, there are flaws in that first generation of laws that are resulting in unintended consequences. It will be necessary to adopt a more refined set of codes and standards to achieve the balanced vision for creating stronger communities in rural Woodford County.



Existing
After years of urban and suburban expansion, the once-thriving center of Mortonville is little more than shells of old buildings.



Mortonville can become more complete. Adding a few buildings and houses, as well as restoring the historic buildings, can bring back a true center for the residents of Mortonville. Adding a general store and post office are just two of the many ideas that people suggested during the charrette. Stores that support agricultural needs, or a small café and restaurant were some of the others.

Comparing How to Grow

Mortonsville was selected as a Small Community within Woodford County which would be a model for a Master Plan. The planning principals and concepts are intended to apply to all Small Communities in Woodford County.

An analysis for Mortonsville examines growth under the existing and proposed regulations. Based upon population projections and breakdowns from the Versailles Comprehensive Plan, Mortonsville, (or any other Small Community for that matter), could expect to grow by 200 dwelling units in the next twenty years.

The first map illustrates the existing development. The second map illustrates the continuation of the recent pattern of growth, following the rules that say no new roads can be added. This scenario shows how, under the current regulations, Mortonsville will devolve into an ordinary subdivision, with little regard for maintaining the rural character or the landscape.

The third map illustrates a greater number of projected future homesites but the homes are configured in a more traditional, compact way of settling the land. This scenario emulates the time-honored settlement pattern used for the original homes and buildings along Delaney's Ferry Road. In this scenario, new development is intentionally designed in a way that preserves open space while creating a strong sense of place: buildings are close to the street on varied, moderately sized lots. As a result, the views to the rural landscape would be preserved.

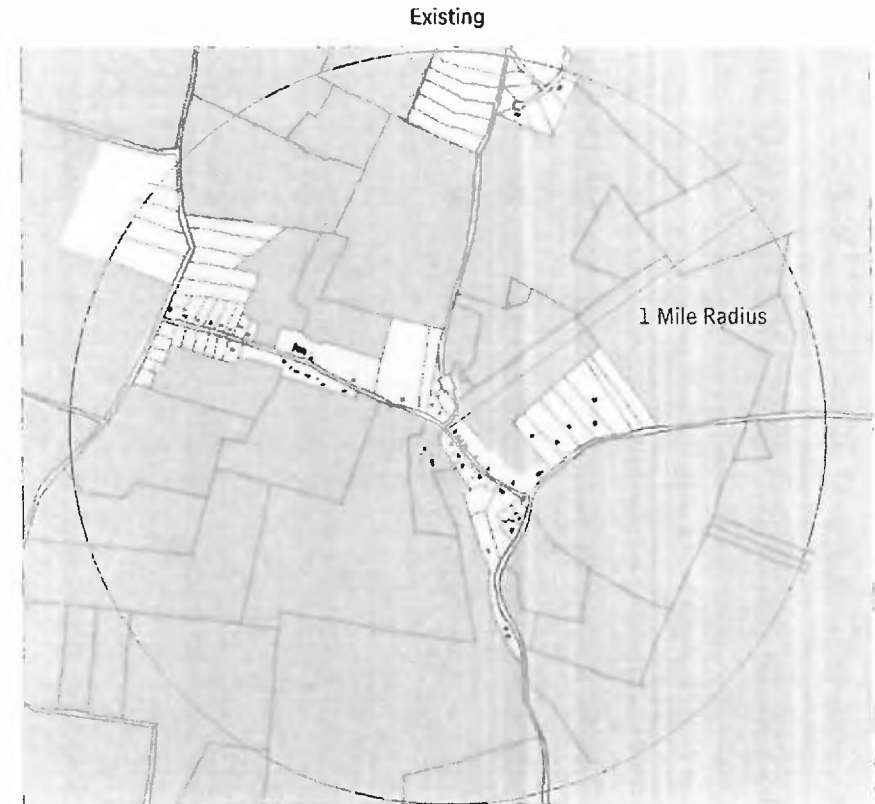


Diagram 1 shows existing development in Mortonsville. Note the historic growth at the center and more recent homesites added at the edges. The black "dots" represent many of the existing buildings.

Current Regulation Build-out

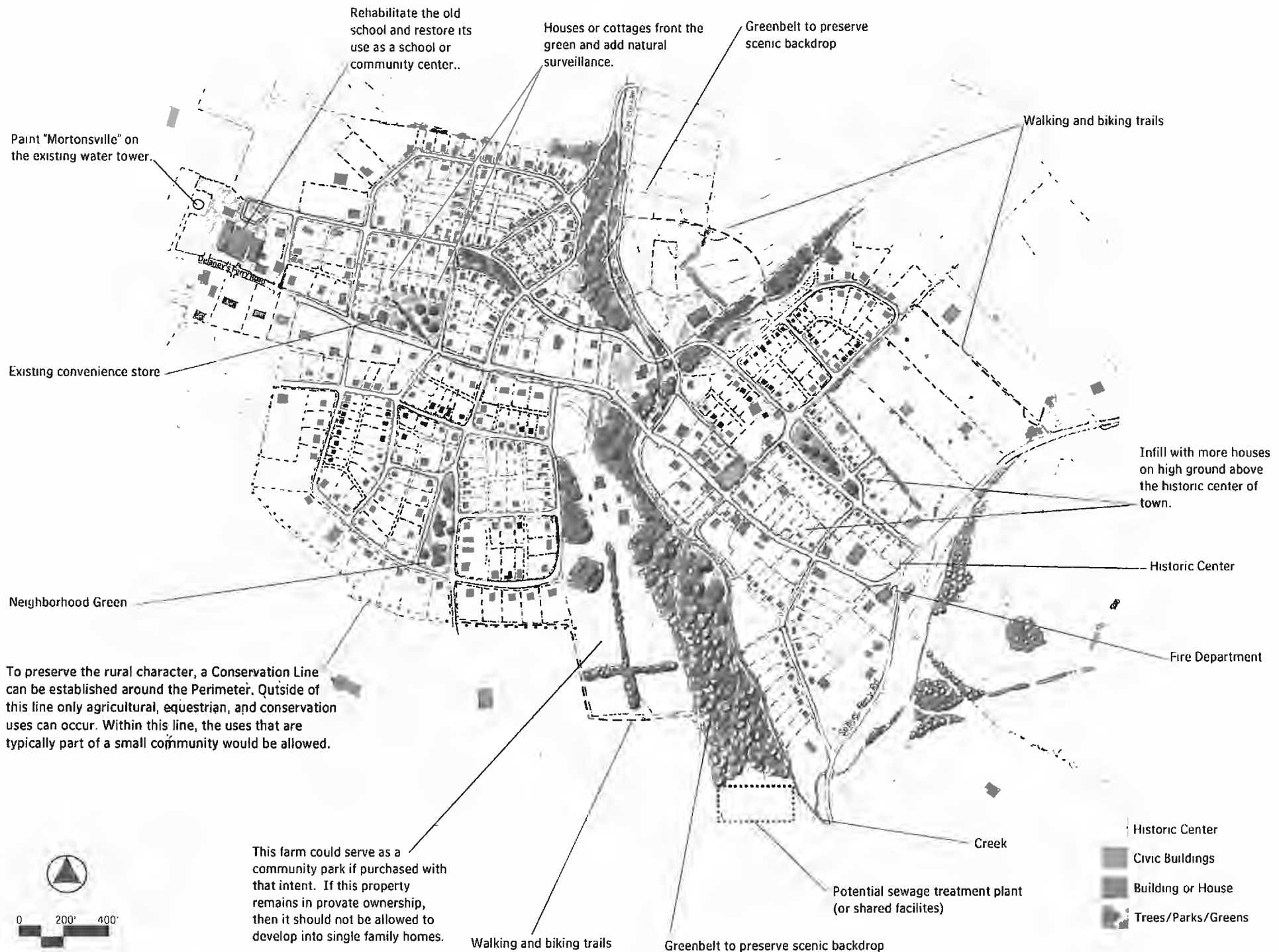


Diagram 2 shows a total buildout scenario according to the current regulations, which allow for 1-acre lots on existing roads (no new roads are permitted). By 2014, all of the expected 200 units will probably have been added. This scenario maximizes burden on the road network and consumes large amounts of land.

Proposed Build-out



Diagram 3 illustrates a greater number of dwellings, but using improved codes and a traditional settlement pattern. More compact development concentrates growth in the center, allowing for stronger identity and for larger, contiguous areas of land to be preserved.



Main Objectives for Mortonville and other Small Communities

These planning principals and concepts are intended to apply to all Small Communities in Woodford County.

In the long term, just limiting the number of roads does not necessarily preserve the rural landscape or the views to it. Also, current regulations do not prevent the development of large tracts of land. Therefore a more comprehensive look at long-term growth and the values and desires of the community formed the basis for the Mortonville Plan in this report.

The overall principle for the Plan is to focus growth into compact, walkable neighborhoods that include a mix of uses. The purpose of this type of neighborhood is twofold. First, keeping the neighborhoods small means that larger tracts of rural land can be preserved and/or used for agriculture. Second, a mix of uses can provide goods and services that residents need on a daily basis. It should be possible, again, to access at least some daily needs without having to drive to another town! When the neighborhoods are compact and interconnected, people can walk to the store, visit friends, or church; many automobile trips on the road network can be shortened or eliminated in this way. Beyond those practical advantages, this development pattern will be respectful to the historic character of the town and extend its charm.

This plan shows one hypothetical buildout for Mortonville. Variations to street and building location can occur and still meet the main objectives of this plan, which include:

The old buildings in the Historic Center should be renovated or restored and inhabited.

Commercial and business uses should be encouraged in the Historic Center and adjacent to the existing convenience store.

New streets should be interconnected to provide

multiple accesses to both the new and old neighborhoods. The new streets should form blocks for new lots.

Houses should face the new streets with front porches.

Each neighborhood or ward should have a small neighborhood park or green.

Future growth within Mortonville should be contiguous, it should be regulated to start at the historic center first and grow outward.

Mortonville is separated into two halves by the creek and the adjacent embankment. The creek and the embankment should be preserved as a greenway. Bike and walking paths should cross the greenway where possible to further connect the two halves of the village. These paths will provide safe routes for children, away from moving vehicles, to walk or bike to their friends' houses, to the convenience store, or to the much-needed future neighborhood school.

The water tower next to the old school should have "Mortonville" painted on the water tank, to enhance the sense of place.

To stay in character with existing houses, all new houses along Delaney's Ferry and Carpenter Pike should be sited 50 to 75 feet from the road, except for those within the Historic Center which should be closer to the road to enhance the sense of place.

Control light pollution by choosing lighting that is in scale with surrounding houses and roads.

The Big Ideas

These fundamental principles for the Mortonville Plan came from the community:

1. Build and restore real neighborhoods.
2. Revive, yet protect, the rural community.
3. Protect farms and scenic heritage.



An aerial perspective of Mortonville, showing how neighborhoods can fit into the rural landscape. Also, farm land is preserved by clustering neighborhoods at the center.

1. Revitalize the Center. Make the center of the community even more useful and meaningful for the community. The center of Mortonville should be a place of greater activity where a civic presence as well as daily needs and services are found. The historic character should also be preserved. It is critical to rehabilitate the remaining historic buildings before they lose their structural integrity. Combining private investment with grant funding and tax credits for restoration can be used to save historic buildings. Work with preservation trusts or set up a special not-for-profit organization if necessary.

Renovating the former school and bank can help maintain the original character of the town while providing practical uses for the neighbors. An ideal scenario would be to convert the old school back into a school, for example. Many Mortonville citizens expressed dismay at the loss of the school. Whether the revived school is located in the old building or built anew, this particular opportunity reflects the national reconsideration of mega-schools; there is a growing consensus that larger schools are not necessarily better ones, and a small school at Mortonville could be both a state-of-the-art example for educators and part of rebuilding the bonds of community.

2. Grow out from the center, but very carefully. New development should connect and relate to the existing settlement. Each new increment of growth should follow a traditional neighborhood pattern; new neighborhoods should have discernable center and edge, a mix of dwelling types, and interconnected streets. Concentrate growth in certain areas to allow for larger, significant tracts of farmland to be preserved (see diagrams on page 5.5).

3. Preserve historic and rural character. New development should complement the existing settlement. It should be very similar to the traditional character of the settlement pattern. The architecture of new buildings should repeat the scale of existing buildings, using simple proportions and roof pitches. New development should maintain existing hedgerows, preserve stands of trees, and respect the topography. Fences should be similar to those seen throughout Woodford County. The historic stone walls seen throughout should be emulated where possible. New development should be in keeping with the scale, siting and architectural character of the existing community

4. Conserve the natural features as part of the community. Natural features within and next to a Small Community are an integral part of defining the character of a rural community. Careful attention to topography, long vistas, and environmental features can help to determine the areas that should be conserved or maintained as open space for the well-being and enjoyment of the community's residents. For example, the creeks and the hills that define the creek can be preserved as a greenway or linear park. This land is not suitable for development in any event, but should be carefully incorporated into the design of the community to ensure the integrity of the features as well as their role in enhancing the sense of place. Several tools should be considered to accomplish the preservation of special lands and green spaces:

The County can establish a riparian zone as part of the Zoning Ordinance.

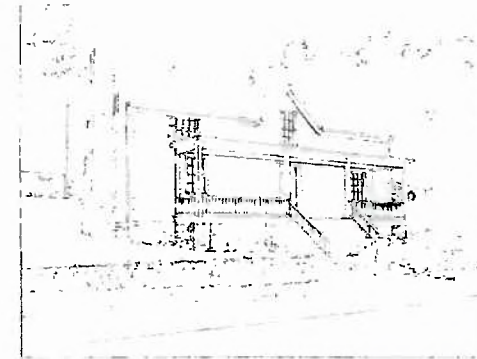
The County can purchase lands as County parks or open space.

The landowner can volunteer to maintain the area, perhaps with the help of a volunteer corps from the community.

The landowner can sell or donate the land to a civic organization as a conservation easement, thereby realizing a substantial tax break.

Keeping the Rural Character

Traditional houses in a rural landscape behave differently than recently built homes found in rural subdivisions. New homes, if thoughtfully designed, can be a pleasing neighbor in a rural community. The difference is in the details. As a comparison these two homes can



Traditional homes:

- are located close to the street, creating an interesting experience;
- often have deep, usable porches;
- have simple volumes and proportions;
- have an architectural style and details in keeping with the Bluegrass building tradition;
- and typically define their property with fences and knee walls.



Typical subdivisions:

- are generally set far back, the street is not defined, Creating an unwelcoming appearance;
- often do not have porches;
- have a convoluted volume and proportion;
- often have no architectural style that is part of the Bluegrass building tradition;
- and typically do not define their property.

One Pattern of Concentrated Growth



Neighborhoods are at the center. Resources are used efficiently.

Another Pattern of Concentrated Growth



Similar in concept - neighborhoods at the center - but pattern could be flexible dependent on private development and investment.

A Pattern of Random Growth



Concentrated neighborhoods, but separated from one another. This pattern increases long term infrastructure costs. There will also be more congestion and traffic.

5. Encourage and allow diverse agricultural uses. Rural lands can only remain countryside if they have economically viable uses or they are bought and preserved as open space. The farming and thoroughbred-raising trades are essential for maintaining the character of the rural community. Agricultural uses must be a realistic financial choice for the property owner. New agriculture-related uses and eco-tourism must be encouraged and allowed, including hunting or birding lodges. Bed-and-breakfast inns located on farms should be allowed to provide for and accommodate more than the current, unworkable limit of four guest rooms.

6. Allow neighborhood uses. Regulations should allow for small community businesses and services to help to meet daily needs of local residents. This can make the center of Mortonsville useful for the community and also reduce or shorten car trips. Stores and services that meet the needs of the residents within walking distance are part of the basic appeal of small town life. As the centermost neighborhood grows back together and perhaps a new neighborhood is added, the settlement will reach the stage where it can again support a small amount of retail, particularly if Mortonsville is promoted to visitors (and to local proprietors of eating places or antique stores that nurture a good regional reputation).

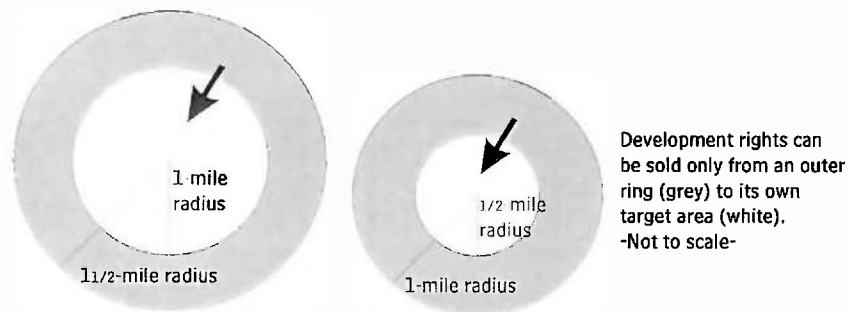
7. Consider tightening the one-mile radius to 1/2-mile while protecting the rights of the individuals within the one-mile radius. It is important to note that the City of Versailles fits within a one-mile radius. The intent has been to keep Small Communities— *small*. In light of the growth comparison exercise on page 5.4, which indicates the predicted 20-year growth, it is important to rethink the size of the radius that delineates Mortonsville as a Small Community.

8. Allow growth only when infrastructure is feasible.

Rethink how infrastructure works in Small Communities and rural areas. Ensure that the burden of new infrastructure, such as roads, utilities, water, sewer, schools, and other community needs are not born by the existing residents alone. New growth must help pay for the costs of new infrastructure.

9. Establish a County Sewer District. The Woodford County Fiscal Court should establish a county sewer district for that area outside the Urban Service Boundary of Versailles and Midway. The county sewer district should operate according to State regulations and guidelines including required maintenance of septic tanks every three years. The individual tanks and lines from each building should be on a public easement.

10. Establish a Development Rights Program. For all rural zoning districts, the property owner has certain development (density) rights vested under the current Zoning Ordinance. This Code assumes that those rights would remain intact. The use of these rights, however, can be more flexible than just building houses on the land where the rights reside. Under a type of free-market buying and selling program, property owners could sell rights for what the market will bear, or combine these rights in joint partnership developments. The County's role is to record the buying and selling so as to determine post-transaction zoning.



Property owners within the 1/2 to one-mile radius of Mortonville or Nonesuch, and within the one-mile to 1 1/2-mile radius of Millville shall have the option of:

1. Developing a Rural Residential Cluster with the density (development) rights vested under the current Zoning Ordinance; or
2. Transferring development rights into the one-half mile radius area of Mortonville or Nonesuch or the one mile radius area of Millville through voluntary sale to a public or private buyer (rights transferred within each locality). These rights are allocated according to the existing zoning districts. An incentive is given for the one acre lot density (development) rights along currently existing public roads: two additional density bonus rights per property can be transferred if the rest of the rights are all transferred. Rights are transferred in perpetuity.

11. Make other legislative strategies.

The Task Force recommends that the A-2 Ordinance be amended to strike residences as a permitted principal or accessory use.

With respect to the goal of encouraging rural and agricultural uses in the County, the Task Force recommends that the County adopt a Right-to-Farm ordinance modeled after the existing State law.

Implementation suggestions for specific areas of Versailles and Mortonsville are found in the appropriate chapters of this report. Listed below are countywide recommendations that are more global, outlining what should be done next to follow up on the Master Planning effort.

1. Adopt the Master Plan in Concept.

The Master Plan should be used as a supplement to or an amendment to the Comprehensive Plan. The Task Force and the Fiscal Courts should pass an Adoption-in-Concept resolution giving the Town and Country Master Plan official standing and adopt the Master Plan as an amendment. This will send an important message to property owners and residents that the Task Force, City Council members, and Fiscal Court all support the Plan and that the County intends to implement its principles. This resolution will give clear direction to County staff and the Planning and Zoning Commission that they are to instruct applicants to meet the goals of the Plan.

2. Re-examine the Comprehensive Plan.

There are no major conflicts, but the following points identify recommended changes for the next revision to the Comprehensive Plan:

- Reference the Master Plan and Urban Code where needed, identifying locations in the County where they apply.

- A new goal is needed encouraging smart growth practices that encourage mixing uses and requiring an integrated network of streets, variety in lot dimensions, and better pedestrian/bike amenities.

Similarly, in the text regarding the goal entitled “Industrial Development,” buffers between industrial areas and residential areas should be permeable so that people can choose to walk or bike from home to work without having to travel around long barriers.

In Chapter IV, Future Land Use Plan: Small Communities, pages 85-87, the text refers to one-acre lots within the small communities. Lots should be permitted to be less than one acre, provided adequate sewage treatment can be provided. The text seems to allow only one-acre lots and should be modified to allow smaller lots. The text should also reference the main design concepts from the Mortonsville Master Plan that apply to all the small communities.

Decrease the size of the Small Communities Radius to a maximum of a half mile Radius. As explained in Chapter 5, the existing Radius is too large.

The section on Small Communities, pages 85-87, the text should identify the strategy that future growth should start within the close proximity of the designated center and work outwards as opposed to occurring anywhere within the designated radius. This concept should override the suggestion that prime farmland should not be developed; however, this conflict will likely not occur in the real world. The historic centers of these small communities already have multiple ownerships and the prime farmland is likely to be farther away.

3. Consider Tightening the Urban Services Boundary.

The current 20-year Urban Service Boundaries (USBs) were established in 1997 with projections specified in the Comprehensive Plan. These boundaries will be reevaluated every five years as revisions to the Comprehensive Plan are contemplated. The proposed Woodford County Urban Code allows for a higher density than what is typically built in the urbanized areas of Woodford County today. If the existing urban areas are built in this more compact way with the current rate of growth, the actual land consumption for the increasing population should be lower than projected in the Comprehensive Plan. Therefore it is likely that increasing the USBs will not be necessary, making the lifespan of the current USBs last much longer than 20 years.

4. Adopt the New Urban Code for Woodford County, the City of Versailles and the City of Midway.

The New Urban Code, which has been drafted and is being revised at the time of this report, will be the main implementation vehicle for the Master Plan. The County and its citizens should review and refine this code and make it official as soon as possible. If the code is not adopted quickly, the community may be faced with hard decisions and disappointment as applicants come forward wanting to use the existing zoning and development codes.

This code is different from the existing rules, in that:

- It is focused on prescribing the physical form that is intended, instead of just specifying those aspects that are not permitted;
- It is graphic by nature, showing photographs and drawings to illustrate the intent;
- It uses Regulating Plans to specify street and lot patterns; and
- It uses Building Placement Standards to specify the basic parameters that govern building location, form, and size. It introduces Architectural Standards that specify basic parameters that encourages more fitting building form.

Because the new code is more specific about what the built results will be, the approval process can be streamlined to accelerate the time required for the applicants with compliant proposals. If an applicant is requesting variances, of course, then the approval process should require more scrutiny.

5. Confirm physical and regulatory conditions.

This Master Plan was created with limited information regarding rights-of-way, property lines, existing building locations, easements, utility limitations, and covenants tied to individual properties. As site-specific applications come forward and municipal improvements are undertaken, modifications will be necessary as accurate surveys and site analyses are conducted. It is best to implement a County-wide GIS system immediately to assist in this process.

6. Promote the Master Plans for Versailles and Mortonsville.

Secure press coverage of the new plan as well as any new projects completed in these cities under the guidance of the Master Plan. Spread the message that the Master Plan specifies the desired pattern of development and how these improvements are beneficial to the community. Parade the images of the first successful project in the press, at public meetings, at service clubs, on television, in traveling exhibits, and on posters and postcards. Provide realtors with handouts highlighting what's coming soon in Woodford County. Promote the plan so that it will take on a life of its own and continue to work for the County long after changes occur in government staff and elected officials. Regarding Downtown, for example, how many folks still refer to the 1979 BGADD plan entitled "Versailles ... A Step In The Right Direction"? Some of the recommendations in that plan are good, but they were not implemented.

7. Continue to promote tourism as directed by the Comprehensive Plan.

Some additional ideas include:

Get the Chambers of Commerce to update their brochures and distribute them at tourist centers around the State and elsewhere.

More and more vacationers use the Internet to get information about their destinations. Every effort should be made to improve and update Woodford County's presence on the World Wide Web.

Get the Woodford County Historical Society to organize more walking tours and excursions for visitors (and current citizens). Teach folks about the rich history of Versailles, Midway, the smaller communities, the old distilleries, and the working farms in the County.

Get the Woodford County Historical Society or one of the municipal departments to assist in obtaining funding for the historic downtown buildings in Versailles, Midway, and Mortonsville. Even though great strides have taken place in the last two decades, there is still much preservation work to be done. Several corner buildings that once had towers should have those towers restored. Façade reconstruction is needed for several buildings that have been covered over.

8. Continue working to insure a future for agriculture in Woodford County.

To insure the unique settings for the small and rural communities, the farms around those communities need to remain viable businesses, providing income for the owners, jobs for the local residents, and tax revenues for the County. The County should continue to assist the local agricultural associations with their programs for local farmers. This assistance is very important today, given that many say the future of farming looks bleak due to trends in the agricultural market. Although this outlook is largely blamed on outside forces like NAFTA and changes in the tobacco industry, the local government can help by:

Starting a program to purchase land to lease back to new farmers and to help agricultural incubator programs. Alternatively, land purchased by the County can be resold to farmers with restrictive easements on the property to permanently eliminate non-farm related uses. This program could be funded by a bond referendum. Many of the participants during the planning workshops ranked preserving open space and farmlands as a high priority.

Seeking federal and state grants to purchase lands or easements to keep productive farmlands in agricultural use.

Creating and implementing a Purchase of Development Rights Program(PDR) so that farmers and landowners can sell development rights to the County on a volunteer basis at prices determined by the market. This program could also be funded by a bond referendum. It is recognized that the purchased rights could either be "taken off the books" (never resold) or sold to other landowners or developers (at no profit to the County) should the County ever undertake a Transfer of development rights program. Working with the United States Department of Agriculture, the Kentucky Department of Agriculture, and the Cabinet for Economic Development to explore marketing or labeling programs to increase the awareness of Woodford County agricultural products, adding value through name recognition.

Encouraging the local agricultural and equestrian associations to have annual or semiannual Farm Tours to promote the needs and efforts by the agricultural and equestrian community to folks who are not accustomed to getting their boots dirty.

9. Continue the public-private dialogue.

Identify and address any remaining concerns the development community may have. Doing this will keep the regulators aware of current development trends and practices. It is also worthwhile to seek out relevant information from organizations such as the National Association of Home Builders on trends and economics of traditional neighborhoods. Take tours; sponsoring visits to peer communities and recent developments in the region can show local developers and elected officials both good and bad examples of growth, helping them make better decisions for the communities in Woodford County.

10. Offer financial incentives to follow the Plan.

Encourage private investment with public incentives: create low interest loan pools, waive fees, subsidize loans, offer city-owned or county-owned land, couple public improvements within the rights-of-way with private projects, provide free and pre-approved designs. Above all, cut red tape for developments which follow the plan. On the other hand, do not grant incentives such as these to developers that do not follow the plan.

Coordinate public capital improvements with adjoining private property owners. For example, expand the Renaissance City scope boundary to include Lexington Street so that as street improvements occur, the property owners on the street are encouraged to fix up existing buildings or build anew.

11. Adopt the use of “planning districts” for areas within the urban service boundaries.

Adopt planning districts for which the County can offer a fast-track approval process if applicants follow the Master Plan and Urban Code. The following requirements shall be provided:

a public process

an appropriate name for the district

a complete master plan indicating:

- the district boundary
- street locations and widths
- expected lot configurations
- intended building footprints
- parking locations for non-residential buildings (actual parking spaces need not be delineated).

a regulating plan similar to those included in the proposed Woodford County Urban Code. The intent is for the Urban Code to apply to these planning districts.

A planning district may be created by a public process similar to the planning effort for Versailles and Mortonsville used to create this book, or a planning district can be proposed by a developer. The purposes of allowing planning districts is to encourage coordinated development that is in keeping with the concepts explained in the Master Plan and Code.

To provide an incentive for developers to build what the community wants, design each district plan in a public process first, offering the developer free design services. To save them more money and further reduce the risk, create a specific “fast-track” approval process when they follow the master plan. The developers' savings can be spent on enhancing their project, providing more of a benefit to the whole community.

12. Building new streets and roads according to the Bluegrass Corridor Management Planning Handbook and the Master Plan.

The Bluegrass Corridor Management Planning Handbook is a Transportation Framework designed specifically for the region, build according to the Handbook.

13. Create a Woodford County Capital Improvements

Plan and prioritize its projects.

A schedule of capital improvements will identify all projects and improvements that are linked to development. These include, but are not limited to, purchase of rights-of-way, under grounding of overhead utility lines, sewer extensions, water line extensions, road improvements, sidewalk construction, landscape enhancements, etc. Each project should include an estimated funding source (either public or private), a time schedule, and the person or entity responsible for implementation.

Part of a Bigger Picture Stay the Course

Our team has worked in a variety of North American cities and towns during the past decade; the Woodford Bluegrass is clearly exceptional. We realized that you have allowed us to participate in a historic process in your community.

The *Design for Tomorrow* Master Planning efforts and the accompanying Code used specific places as models. We realize the Master Plan is of regional relevance. The Master Plan is about how Woodford County can continue to grow in the Bluegrass Tradition of *Town and Country*-- on different scales, with Cities, such as Versailles and Midway, Small Communities such as Mortonville, Nonesuch and Millville among others, and Rural Villages. The plan addresses how to grow in a responsible way that reduces undue growth pressure on the surrounding countryside and restores energy to the historic centers. The strategies presented in the individual chapters and this implementation section identifies specific regulatory changes as well as necessary future actions through public/private cooperation.

The Task Force and Citizen Leaders made it clear this was to be a model for sustainability. Now your efforts will be put to the hard test of implementation. Woodford Countians are surely up to continuing to the task. The extra persistence to realize the plan faithfully will pay off by revitalizing the historic centers and creating new places that are true neighborhoods in the Bluegrass tradition of community.

Victor Dover
October 2000

“Town and Country must be married, and out of this joyous union will spring new hope, a new life, a new civilization.”

Ebenezer Howard

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Thanks to the Kentucky League of Cities, Bluegrass Tomorrow and BluegrassArea Development District.



VERSAILLES

STRATEGIC PLAN 2014



Created by the residents of Versailles, Kentucky with assistance from the Kentucky League of Cities.



BRIEF HISTORY OF VERSAILLES

Versailles is the county seat of Woodford County and is located on U.S. 60 and U.S. 62. The town was established on June 23, 1792 following the settlement of Woodford County in 1788.



After Versailles was incorporated in 1837, the town government was organized, and a county court of justice was formed. The current (fourth) court house was erected in 1970.

The rich farmlands surrounding the town make it a vital agricultural trading center. Many impressive homes were built in the nineteenth century, making Versailles one of the most architecturally interesting communities in Kentucky.



Former Kentucky Governor John J. Crittenden was born near Versailles, and the best-known resident of Versailles was two-time Kentucky Governor A. B. "Happy" Chandler who moved to town in 1922, and lived there the rest of his life. He once stated, "It's one of the most beautiful small towns I've seen in my life. And it's a great place to retire."



Introduction to the Versailles Strategic Plan



Recent economic developments have created a unique opportunity for elected leaders of the City of Versailles to step up and develop intentional strategies that are focused on the best interests of the City of Versailles. The mayor and members of the city council convened in a work session on March 27, 2014, where they discussed their ideas, concerns and the numerous efforts already underway. Emboldened by recent developments and community outcry, the council moved to convene a steering committee and host community meetings to garner citizen input for a strategic planning process which would be led by community development advisors of the Kentucky League of Cities.

A steering committee was selected and convened by the City of Versailles on May 6, 2014, to assist in a strategic planning process. The steering committee met after each of the public meetings to assist the facilitators in developing strategic recommendations for the city council and community leaders to consider for future growth and development.

On May 22, 2014, more than 180 persons attended the first public meeting held at the Kentucky Community and Technical College campus. From the information gathered during the public meeting, the steering committee, and that of

the city council, the following Core Values were identified for the city of Versailles:

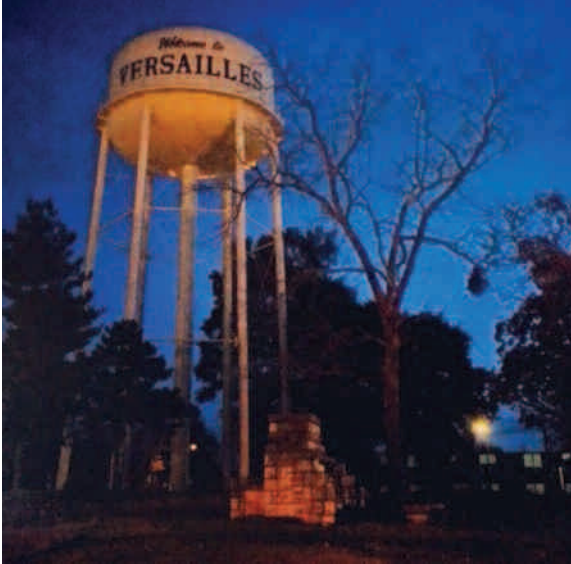
- ♦ Small town atmosphere with urban access
- ♦ The people – kind, compassionate, and caring
- ♦ Safe
- ♦ Beautiful
- ♦ Hospitality and culture

The steering committee reconvened on July 14, 2014, to review the results of public comments. A special presentation was also made by Phil Holoubeck regarding potential opportunities for housing development in the city. KLC Community Development Advisor Tad Long provided an outline of strategic recommendations. Based upon the input of local citizens and input from the steering committee, a second public meeting was held on August 25, 2014.

At the public meeting on August 25, 2014, the initial draft of the strategic plan was presented to the public. In general, the ideas and concepts were well received. The residents asked many questions and provided useful suggestions that made the plan stronger and more focused. With this valuable additional input from community leaders, the public and steering committee, the plan was presented to the public on October 28, 2014.

Core Values

The citizens expressed optimism about the future of their city. Based upon their comments, these Core Values emerged and set the stage for moving forward.



Small town atmosphere with urban access

Residents of the community greatly value their sense of place and the quality of life it offers. The idyllic location that so-enticed early pioneer settlers continues today with a close-knit, small-town feel, surrounded by beautiful farmland, and closely aligns to the urban aspects of the greater Lexington area.

The people are kind, compassionate, and caring

When asked what they valued most about the community, one of the most frequent responses related to the people. The friendliness of the

people is largely the appeal that many associate with a small town family-oriented atmosphere and it is highly valued.

Safe

That same small-town atmosphere also fosters a deeply held sense of safety, very important to families raising children in the community. This attribute also helps residents feel like they belong to the community and are not just another face in the crowd.

Beautiful

Various words were used to describe the ambiance and attractiveness of Versailles and Woodford County. There is no doubt that the visual appeal of the community is a huge draw for locals and visitors alike.



Hospitality and Culture

Much work has been accomplished in the community to promote the rich history and beautiful landscapes. There is great interest in continuing to shine a light on these positive aspects in order to attract additional economic prosperity.



What We Heard

Strengths

- ◆ Beauty of downtown
- ◆ Location
- ◆ Horse industry
- ◆ Thoughtful growth
- ◆ Work-ready community
- ◆ Natural tourism attractions
- ◆ Low cost of living
- ◆ Hospitality and culture
- ◆ World-class farmland
- ◆ Agricultural heritage
- ◆ Good parks and recreation
- ◆ Strong arts and crafts community
- ◆ KCTCS is headquartered here
- ◆ Good hospital
- ◆ Bluegrass Railroad Museum
- ◆ Good jobs
- ◆ Police, fire & EMS
- ◆ Award-winning schools

Weaknesses

- ◆ Downtown business needs to grow
- ◆ Traffic congestion
- ◆ Sprawl
- ◆ Lack of hotels/motels
- ◆ Lack of cooperation
- ◆ Vacant buildings
- ◆ Vacant houses/buildings
- ◆ Limited youth activities
- ◆ Lack of connecting infrastructure
- ◆ Fear of change
- ◆ Lack of low income housing
- ◆ Need for technical training/professional opportunities
- ◆ No visitor or community center
- ◆ Lack of communication
- ◆ Poverty and underserved population
- ◆ Lack of restaurant choices



Opportunities

- ◆ KCTCS partnership
- ◆ Lots of empty space to develop
- ◆ Workforce development
- ◆ Teen center
- ◆ Develop nightlife
- ◆ Micro-distilleries and breweries
- ◆ Farmers market permanent location
- ◆ Activities for young people
- ◆ Trail development – locally and regionally
- ◆ Reimagine vacant space that is available
- ◆ Streamline government services
- ◆ Insure incoming businesses respect local values
- ◆ Beautify downtown core and city entrances
- ◆ Empower young people to be involved
- ◆ Downtown housing

Threats

- ◆ Lack of a development manager
- ◆ Too dependent on volunteers
- ◆ Vacant storefronts
- ◆ Uncontrolled growth
- ◆ Sprawl
- ◆ Lack of open forums
- ◆ Lack of business incentives
- ◆ Lack of entry level jobs
- ◆ Loss of green spaces
- ◆ Not listening to each other

Realities



As the county seat of Woodford County, Versailles is the focal point of commerce, education, economic activity, and government. Versailles is also the self-proclaimed "Horse Capital of the World." In recent years, the area has seen an explosion of interest in tourism as a result of the development of the Bourbon Trail which connects the region's world-famous distilleries.

The conundrum facing Versailles is one of establishing its own distinct identity that leverages these "attractors" while balancing the need to improve and uplift the quality of life for Versailles full-time residents. The city should address the realities that exist and forge a plan to move all of these priorities forward in an effective manner. A few of the realities include:

- ♦ Several plans/studies on the table – Currently, the community is undertaking the creation of a community foundation; a bike/trail master plan connecting the city, county and region; the Mayor's Task Force on Commercial Retention and Recruitment; a countywide rebranding effort; and "Beyond the Legacy" created by the University of Kentucky Department of Landscape Architecture
- ♦ Branding effort in motion – Uniquely Woodford – The current initiative to reimagine and brand Woodford County, Versailles and Midway seeks to create a unified vision for the county. The challenge for Versailles is determining its own role within the vision and clearly defining its own identity.

- ♦ Public is focused on Wal-Mart, merger and growth – Shaping and defining growth in Versailles and Woodford County has always been about balance. Many battles have been waged between those who want more growth and those who are just as adamant about preserving the land. Are these interests mutually exclusive or can common ground be found?
- ♦ Leadership focused on broader view – Without question, the leaders of the city want to see long-term sustained growth (economic activity) and immediate impact (tactical implementation). Distilling the broad view goals into short-term tactical strategies is challenging for any community. Versailles is no different in this respect.

With so many plans on the table and a multitude of competing interests, the reality is that **Versailles stands at a crossroads. How can all of these interests be satisfied?** What are the ways to address local needs that build a sustainable local economy while respecting the broader community's desire to project a more global image of horses, natural beauty, farmland and bourbon? Choices made today will impact the city for the foreseeable future.



We Recommend: Seven Prescriptions for Success

For Versailles to be successful in achieving its vision for the future, we offer seven prescriptions for success. Each of these prescriptions is centered on creating and sustaining local jobs and work in tandem. They are the keys to unlocking the pent up energy that pervades this city.

While Versailles is at the epicenter of the horse and bourbon industries, the city itself must create a robust and authentic local economy to reap the benefits of these county-centric attractions. We believe that Versailles is underutilizing its capacity to leverage these assets. As examples, consider the following questions:

1. Where do people find lodging in Versailles?
2. Where do most people begin their tours?
3. Where do people go for entertainment, events and the nightlife in Versailles?
4. Where do people find things to do in order to extend their stay?
5. Where do people shop?

The **obvious answer** to retaining all of those dollars that are flowing out of Woodford County "after the experience." Give folks a reason to visit and stay in VERSAILLES! This is the ultimate local job creator.

Seven Prescriptions for Success

- ◆ Connect
- ◆ Attract
- ◆ Include
- ◆ Enhance
- ◆ Empower
- ◆ Reimagine
- ◆ Educate



Rx #1: Connect

Connections are about so much more than a slick brochure. Connections are about real community amenities that empower people to easily access the entire city, county and region. These physical connections include the following

Physical Connections

- ♦ Local trail links between parks in Versailles as well as the Town Square Quilt Trail
- ♦ Link neighborhoods to downtown
 - Wayfinding signage
 - Complete streets
 - ID key streets
- ♦ Regional bike/hiking trail links – Versailles **could be** at the center of this activity
 - UK Landscape Architect Study – “Beyond the Legacy Study”
 - Link to Midway
 - Link to Georgetown and then to the Legacy Trail
 - Link to Lawrenceburg
- ♦ Consider a “Backyard Harvest” type organization to connect the farmers market to residents
- ♦ Mobility – Enhance pedestrian access and reduce vehicular traffic. Address the issue of traffic congestion in the downtown. Consider all options including a limited access connector road.

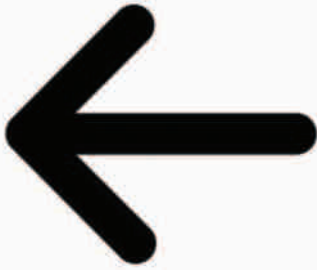
♦ Partners

- Woodford County, Midway, Lawrenceburg, Anderson County, Georgetown and Scott County
- Community Foundation
- Kentucky Adventure Tourism and Trail Town partners at the state level – work is already underway to connect the region. Efforts include the Versailles Town Square Quilt Trail, Woodford County Bike Trail, the Woodford County Quilt Trail and the Woodford County Park Trail. Potential funding is available through the Department for Local Government, Kentucky Department for Tourism (Adventure Tourism and Trails) and other agencies.
- Regionally for marketing, preservation and environmental issues
- Federal grants through the Department for Local Government Community Facilities CDBG sources.



Rx #1: Connect

Versailles Wayfinding System



Wayfinding helps people navigate the community's key sights and locations.

Wayfinding can also serve as an effective branding agent for both visitors and residents alike.



Rx #2: Attract



Redeveloping downtown was mentioned several times as a concern and an opportunity for the City of Versailles. Phil Holoubeck of Lexington provided the steering committee with some insight on how Versailles might successfully implement a downtown development strategy. Some of the highlights of his discussion included the following points.

Great cities have thriving downtowns. Know your market! The newest economic model focuses on attracting knowledge-based companies that attract young professionals. To attract and retain this demographic, cities need to have the amenities that they want including abundant restaurants/nightlife, mixed-use buildings with lots of cool housing across all price points and ample greenspace. Some of the specific amenities include outdoor cafes, disguised parking garages, a variety of retail, and places to buy food and daily needs downtown.

Mixed-use development provides these amenities as well as these benefits:

- ♦ Urban mixed-use creates hundreds of thousands of revenue dollars (and taxes) per acre, per year
- ♦ Mixed-use urban development pays off infrastructure in about 3 ½ years as opposed to suburban development which takes 42 years, on average.
- ♦ Downtowns should include infill development, residential development, maximized density and great urban entrances.
- ♦ Incentives are needed. Many mixed-use projects fail due to razor-thin or nonexistent margins as well as a risk/reward equation that is out of balance
- ♦ Utilize the revised Kentucky Investment Act incentives. Identify eligible areas for New Market Tax Credits, TIF, property tax abatements, creation of a retail establishment fund and a workforce housing fund.

Incentives are needed! The risk/reward equation for downtown must be brought into balance; both supply side and demand side incentives are needed. There is no “one magic bullet.” Return on Investment for the public sector can be less than a year. Keep these points in mind as you consider the right mix for downtown Versailles.

Rx #2: Attract



BEFORE

Market and Music Barn



AFTER



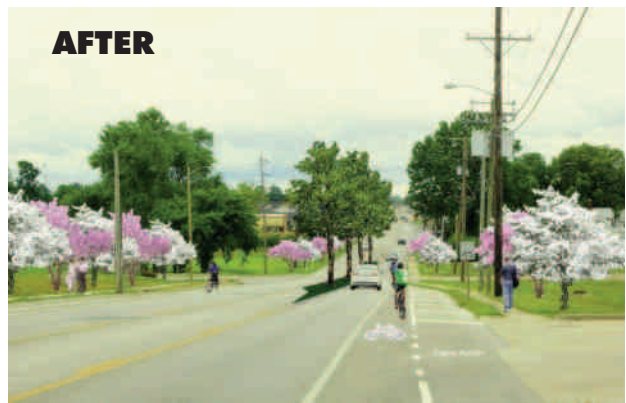
Build a Better Block Pop-up Cafe

Attractors

- ♦ Food, Music and Bourbon Tourism Strategy – Consider creating a fun pass to use in both electronic and physical media that features a QR symbol that defines Versailles as the place to have a great experience after touring the county's horse and bourbon attractions.
- ♦ Create a Market and Music Barn as a gathering place for the sale of local goods and as an entertainment venue. Potential sites include all along Park Street from Green Street to Rose Hill Avenue. The advantage of using the lots on Park Street is that the venue could be built first, and the construction of a future parking structure could easily be added.
- ♦ Address housing needs.
- ♦ Recruit value-added agriculture business.
- ♦ Become the "Beginning and End" destination for regional tourism.
- ♦ KCTCS Campus – Professional training in business management, as well as trade and certificate programs built around "Food, Music and Bourbon."
- ♦ Chefs, musicians, artists.
- ♦ Downtown developers.
- ♦ Build a Better Block – Engage students in utilizing tactical urbanism strategies such as pop-up parks and pop-up businesses.

Rx #3: Enhance

- ♦ Beautification
 - City gateways
 - U.S. 60 corridor
 - Downtown
 - Lexington Street
- ♦ Housing
 - KY Housing Rehab Grants
 - Identify affordable, market-rate housing build sites in Versailles
 - Layered/tiered approach with KY Housing and Federal Home Loan Bank
 - Build out Wi-Fi infrastructure
- ♦ Community Gardens – Assess the Need
 - Locate appropriate space – school food service professionals can access information that pinpoint locations of neighborhood census tracts where children who receive free and reduced meals.
 - Work with the Foundation for a Healthy Kentucky for best practices, models and potential grant funds to address local food and healthy lifestyle needs. Funding to create and implement health and wellness strategies may also be available. Grant County in northern Kentucky is implementing an ambitious plan that could be a model for Versailles and Woodford County.
 - County produce to local restaurants and farmers market.
- ♦ Potential Funders
 - Kentucky Housing
 - Kentucky Foundation for a Healthy Kentucky
 - Kentucky Housing Corporation
 - Federal Home Loan Bank
 - Private Investors
 - Venture Capitalists
 - Place Matters Foundation
 - Playful Cities/KaBoom Grants



Rx #4: Include

- ♦ Government and public agencies need to communicate more effectively to the public and among themselves. With so many initiatives and plans underway, a unified one-stop information center needs to be established.
- ♦ Enhancing the tourism position to provide information to locals and visitors alike.
- ♦ Youth and minorities in planning and action – performances at Lexington Dinner Train turn around, for example, or the Market and Music Barn
- ♦ Address affordable housing, vacant lots, infill, upper-floor development in downtown, rehab of existing structures.
- ♦ Range of housing – especially in the downtown low income residents with jobs. Versailles needs a one-stop assistance office.
- ♦ Facilities and activities for youth.
- Community activity center for youth in vacant strip mall.
- Establishing safe environment for youth to gather.
- Create community youth clubs with supervision for activities such as biking, hiking, performing arts and theatre. The Swamp Gravy program (www.swampgravy.com) in Georgia is an excellent model geared toward creative writing, storytelling and performance. Other Kentucky communities have successfully implemented this initiative that involves adults and youth.
- Create a mayor's youth council to work with city government and community civic organizations to provide opportunity and a voice for youth to share their ideas. Greensburg, Kentucky is an excellent model.

Rx #5: Empower

- ♦ Youth and minorities in identifying community needs.
- ♦ Activate potential volunteers through outreach particularly with the faith-based community.
- ♦ Local entrepreneurs – gap analysis – some information contained in Mayor's Task Force Report – more study needed.
- ♦ Artists consortium.
- ♦ Focus intensely on the local artists and craftspeople already in city – incubate into something more effective – master classes, identify new talent.
- ♦ Develop a business incubator, micro-industry and spinoff companies – critical mass exists – has not been unlocked yet.
- ♦ Make it easier to do business in the city by creating a one-stop shop for information about permits, regulations and potential business sites.
- ♦ Create/leverage a Community Foundation.



Rx #6: Reimagine

- ♦ Growing a locally based economy.
- ♦ Open up Big Spring Park to provide easy access from Main Street.
- ♦ Downtown as an entertainment district. Many cities are focusing on developing specific niche markets including Paducah's Artists Village and Louisville's Smokehouse initiative and redeveloping downtown and low vacancy housing areas to attract artisans and craftsmen. This strategy would complement the local artists and crafts community that already exist in Versailles and build a critical mass.
- ♦ Strip malls as incubators, education and entertainment spaces.
- ♦ Utilizing vacant big box store for city government departments such as fire, safety, and emergency services.
- ♦ City limits should match the Urban Service Boundary. Further study is necessary. Benefits may include:
 - Residents will have a voice in issues that affect them directly
 - Better fire protection
 - Clarity
- ♦ Local lodging – build on the B&Bs in place and explore the possibility of building a locally owned hotel, motel or resort.
- ♦ Versailles as a trail hub home base for bike/car tour of wineries, farms and distilleries.



Big Spring Park Enhancement Before/Big Spring Park Enhancement After



Rx #6: Reimagine

Big Spring Park Enhancement



Inspired by the Kentucky River Palisades

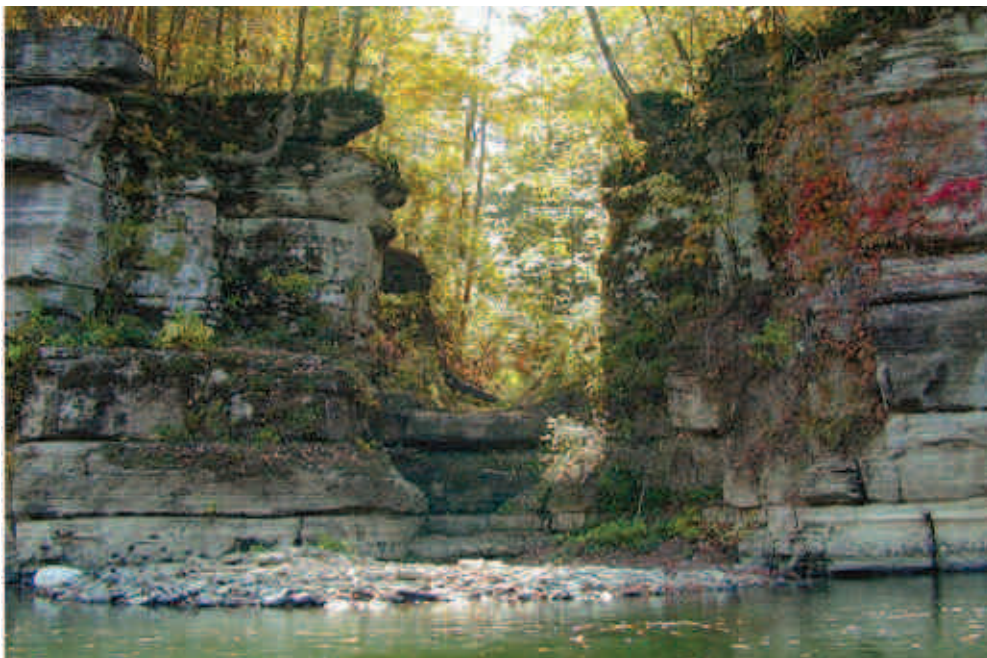


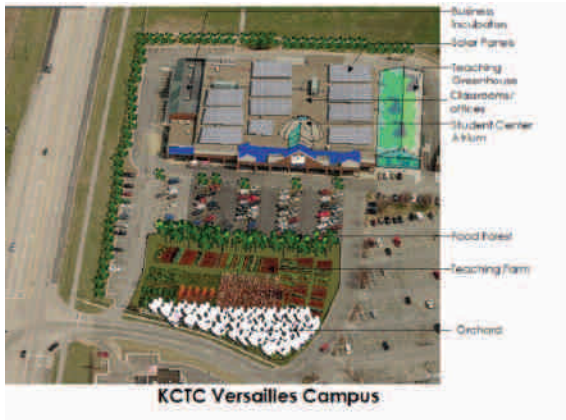
Photo Credit: www.destinationjessamine.com

Rx #7: Education



The Kentucky Community and Technical College System (KCTCS) is headquartered in Versailles. More than 90,000 students (both

full-time and part-time) are enrolled in classes across 70 campuses statewide. The city and KCTCS should partner to create a unique community college campus in Versailles for local students. The city already has an entity in place to facilitate the purchase of a soon-to-be vacant big box store which could then be sold or transferred to KCTCS. A similar transaction facilitated the purchase of a vacant manufacturing facility which KCTCS converted into its present-day headquarter.



The KCTCS Versailles Campus could become the linchpin to implementing many of the city's economic development and workforce training initiatives. This arrangement would train local students in the fields of culinary arts, business management, hospitality services and vital certificate programs necessary to the economic vibrancy of the community. Walla Walla, Washington, is a great example of these ideas in practice. A case study of their success is included in this plan as a potential model for Versailles.



- ♦ Forge a partnership between the city, local businesses and KCTCS.
- ♦ Create a vision of economic development focused on local jobs.
- ♦ Base it on adding value to local products – tourism, culinary arts, and hospitality.
- ♦ Invest in local people – many of the jobs are entry-level, but could grow into management opportunities and startup companies.
- ♦ KCTCS can actually facilitate Versailles' desire to chart its own course for the next several decades.
- ♦ Professional level training for business management.
- ♦ Forge relationship between the excellent local school system and KCTCS to enhance education opportunities.
- ♦ Develop dual credit and transfer to four-year college or community college programs.

APPENDIX 1: A Case Study

The policy and decision-makers have an incredible opportunity to enhance the business and economic opportunities for the residents of Versailles. One of the most effective resources is KCTCS. This brief case study describes how the leaders of Walla Walla, Washington, and its community college harnessed and then unleashed the pent up potential of the community. It is a successful model that Versailles could adapt for its own purposes.



Case Study: Walla Walla, Washington

Examining the Role of a Community College on Local Economic Development

Walla Walla, population about 32,000, is located in far southeastern Washington State, four hours drive from the nearest large city. The area is very dry, but soils are fertile and there are scenic mountains nearby.

Fifteen years ago, Walla Walla was in a funk. Jobs and people were leaving town, farming was a money-losing proposition, and downtown was becoming a wasteland. Fast forward to 2014. Today, Walla Walla has a thriving 21st century economy, a downtown booming with art and food attractions, and a national reputation as the little town that could.

What happened? Primarily, this economic and cultural renaissance was forged by a partnership between the city and Walla Walla Community College. By creating a vision of economic

development based on adding value to local products and by investing in local people, the community has been able to chart its own course. The *National Review* recently said of this effort, "the nation would do well to consider Walla Walla, which seems to have cracked the code on how to get mid-skill workers back into the labor force while revitalizing an economy. If the country needs a model, this could be it."

The community vision was encapsulated by the theme of "Wine. Food. Art." All primary economic and cultural improvement efforts were based on these three interrelated tenets. The plan was to link development of human talent with entrepreneurship and investment and the necessary infrastructure to enable growth to occur.

The role of the Walla Walla Community College is to offer the education necessary to develop human talent as well as to help provide the needed infrastructure. So, the College created what has become nationally renowned curriculum in all facets of wine making and business, culinary skills, and the arts. The College invested in a \$5 million viticulture facility, which is involved in not only teaching but also the making of its own College Cellars label.



Today, as the *National Journal* reports, "The College's graduates populate the fields, wine laboratories, cellars, and tasting rooms that unfurled like tendrils across the county. As the industry grew, so did the city's tourism business, its restaurants, and its hotels."

The Community College's effort was focused by the typical conundrum of higher education. "Many students were coming to college for retraining," says Walla Walla Community College President Steve

APPENDIX 1: A Case Study

VanAusdle. "Our question was, 'Retraining for what? Are we just training them to leave this area?'" By instituting a local first approach, VanAusdle turned the conundrum inside out: "Then our vision grew, and it was not just wine, but wine, food and art, the creative community."

The role of local government has been to help provide the support, the physical infrastructure, and regulatory environment, including protecting farmland from development, to allow these efforts to flourish. Examples of government action include brokering public and private investments in downtown for building renovation, creating a local film and television commission, and working on regional cooperation toward common goals.



Results

In 1999 there were fewer than 15 vineyards in the entire region. Today, there are over 170. This has led to the opening of at least 20 wine tasting rooms in downtown. In turn, this has helped foster a world-class culinary scene and a progressive small farm culture has evolved in response. In addition to wine and food-related tourism, Walla Walla has also become a hub for outdoor activities like hiking and bike tours. Locally owned hotels and B & B's are prospering.

Other aspects of the creative economy have also flourished. The Intelligent Community Forum (ICF) recently named Walla Walla as one of 21

communities worldwide that are positioned to prosper in the broadband economy. Art businesses like the Walla Walla Foundry have earned an international reputation. A go to for renowned artists like Maya Lin, Dale Chihuly and Jeff Koons to produce work, the Walla Walla Foundry is the largest contemporary art foundry in the nation, specializing in traditional casting along with digital 3-D technologies. It employs more than 100 artisans and workers.

Walla Walla Community College recently won a \$400,000 Aspen Prize for Community College Excellence, as only one of two winners out of the nation's 1,200 community colleges. The College is now expanding into renewable energy and environmental protection areas. Overall, Walla Walla Community College provides an impressive display of the power of higher education to help transform an economy.

The Walla Walla area has won several awards and recognition including one of 24 best places to live and work by *Sunset Magazine* in 2014, one of 10 best wine travel destination in 2014 by *Wine Enthusiast* magazine, Fodor's list of 10 best small towns in America in 2013, Tonique named Walla Walla as the most Authentic wine region in America in 2012, and 2011 they were named as one of the best small and friendliness towns in America by *USA Today*, as well as several other awards and recognition.

Walla Walla Chamber of Commerce President/CEO David Woolson recently said, "I want Walla Walla to be a poster child. One that shows you can have commerce and a wonderful lifestyle because of technology. Being in the middle of nowhere ain't what it used to be!"

Oh, about the name. Walla Walla is both the name of a tribe of Native Americans, but also means "many waters." Going forward, it just might also mean "success."

APPENDIX 2: What's Next?

The next steps for any community are always a challenge. We recommend "Pick One. Do One." Form working groups around each strategy and create mini-strategic plans. We have created an implementation guide for you to follow with a sample plan.

Immediate Project Implementation

1. Identify your project/issue. Describe it in detail.
2. What needs to be done?
 - a. What does the end product look like?
 - b. How will you know you've been successful?
3. Who needs to be on board with the project? (Stakeholders)
4. How much will it cost? (Budget)
5. Who will pay for it? (Funding sources)
6. What is the first step? And then what?
7. Who will lead and do each step? (Take action)
8. When will it be done? (Time line and accountability)
9. How will you tell the story? Who do you want to hear the story? (Marketing)

SAMPLE IMPLEMENTATION PLAN

Project	Planning Entity	Funding	Implementation
Parks and recreation plan	Advisory board, rec department and board	Grant requests, city match, fundraising	2 years
Remove outdated signs	Advisory board and public works leadership	n/a	6-9 months
Establish dialogue with business owners	Volunteer committee members	n/a	Ongoing
Tree ordinance	Advisory board	n/a	4-6 months
Streetscape design	Advisory board and volunteer committee	Grant, TEA-21, city	1 year plus
Blight control	Volunteer committee and code enforcement	Recycling funds	ongoing

ACKNOWLEDGEMENTS

City of Versailles

Brian Traugott, Mayor
Mary Ellen Bradley, Councilmember
Michael Coleman, Councilmember
Carl Ellis, Councilmember
Ken Kerkhoff, Councilmember
Ann Miller, Councilmember
Owen Roberts, Councilmember

Steering Committee Members

Bob Blankenship
Jim Calvery
Mike Lawson
Governor Martha Layne Collins
Dr. Gloria McCall
Ann Miller
Adrian Teegarden
Brian Traugott, Mayor
Tony Wilson

The great citizens of the City of Versailles and the students
of Woodford County High School.

KCTCS and Woodford County High School for the use of
their fine facilities for the public meetings.

Phil Holoubek, Lexington Real Estate Company
Steve Austin, JD ASLA Land Planning and Design



Kentucky League of Cities

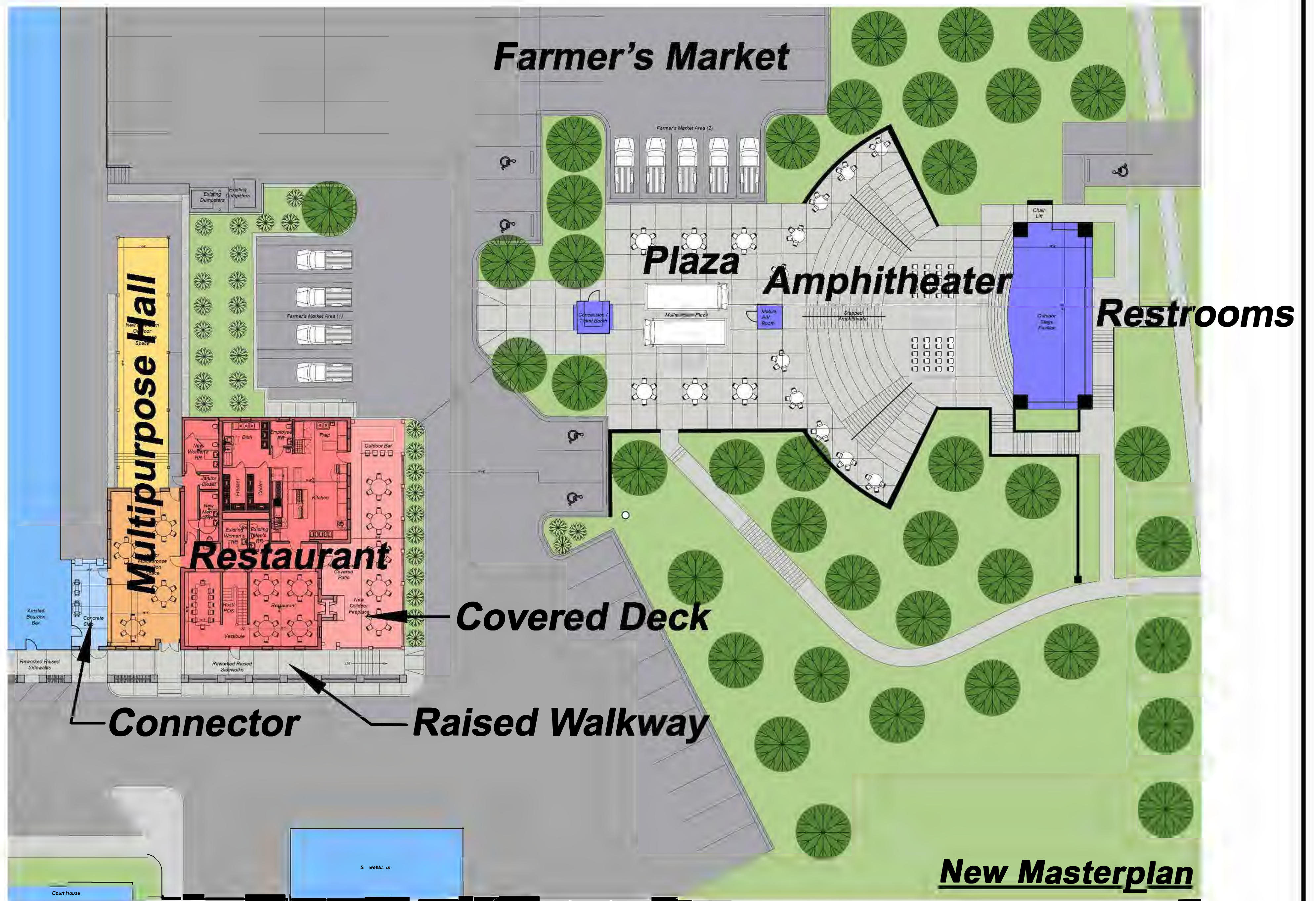
Created by the residents of Versailles, Kentucky
with assistance from the Kentucky League of Cities
2014.



The Versailles Police Station Adaptive Reuse

***Presented by: Myers Architecture, PLLC
For: The City of Versailles
Brian Traugott - Mayor***





Versailles Police Station - Adaptive Reuse



Existing Police Station - side elevation (at corner)



Proposed multipurpose space and restaurant with continuous elevated walkway & covered porch (at corner)

Versailles Police Station - Adaptive Reuse



Existing Police Station - side elevation (facing park)



Proposed covered porch (facing park)

Versailles Police Station - Adaptive Reuse



Police Station (front)



Police Station (rear)

Versailles Police Station - Adaptive Reuse



Existing Police Holding Station (facing park)



Proposed Amphitheater (salvage existing building, plumbing and foundation)

Versailles Police Station - Adaptive Reuse



Existing Police Holding Station - rear elevation (at park)



Proposed Amphitheater - rear elevation (restroom entrance)

Versailles Police Station - Adaptive Reuse



Amphitheater (front)



Amphitheater (rear)

Versailles Police Station - Adaptive Reuse



Police Station (interior view of multipurpose hall)



Police Station (interior porch view)

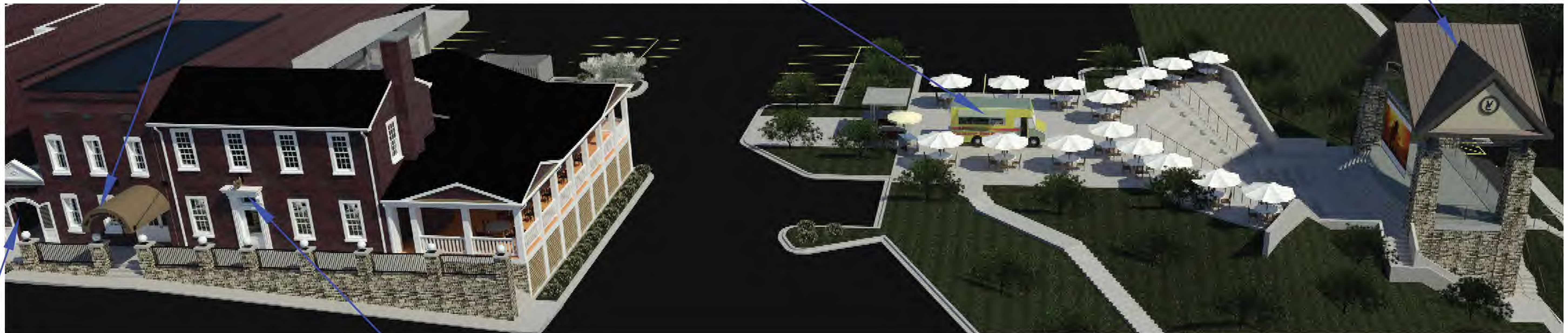
Versailles Police Station - Adaptive Reuse



Conversion of the existing Versailles Police Station into a proposed multipurpose space “Horseshoe Hall” with barrel vault entrance canopy & expanded pole barn structure in the rear

Proposed multipurpose event plaza and reworked parking

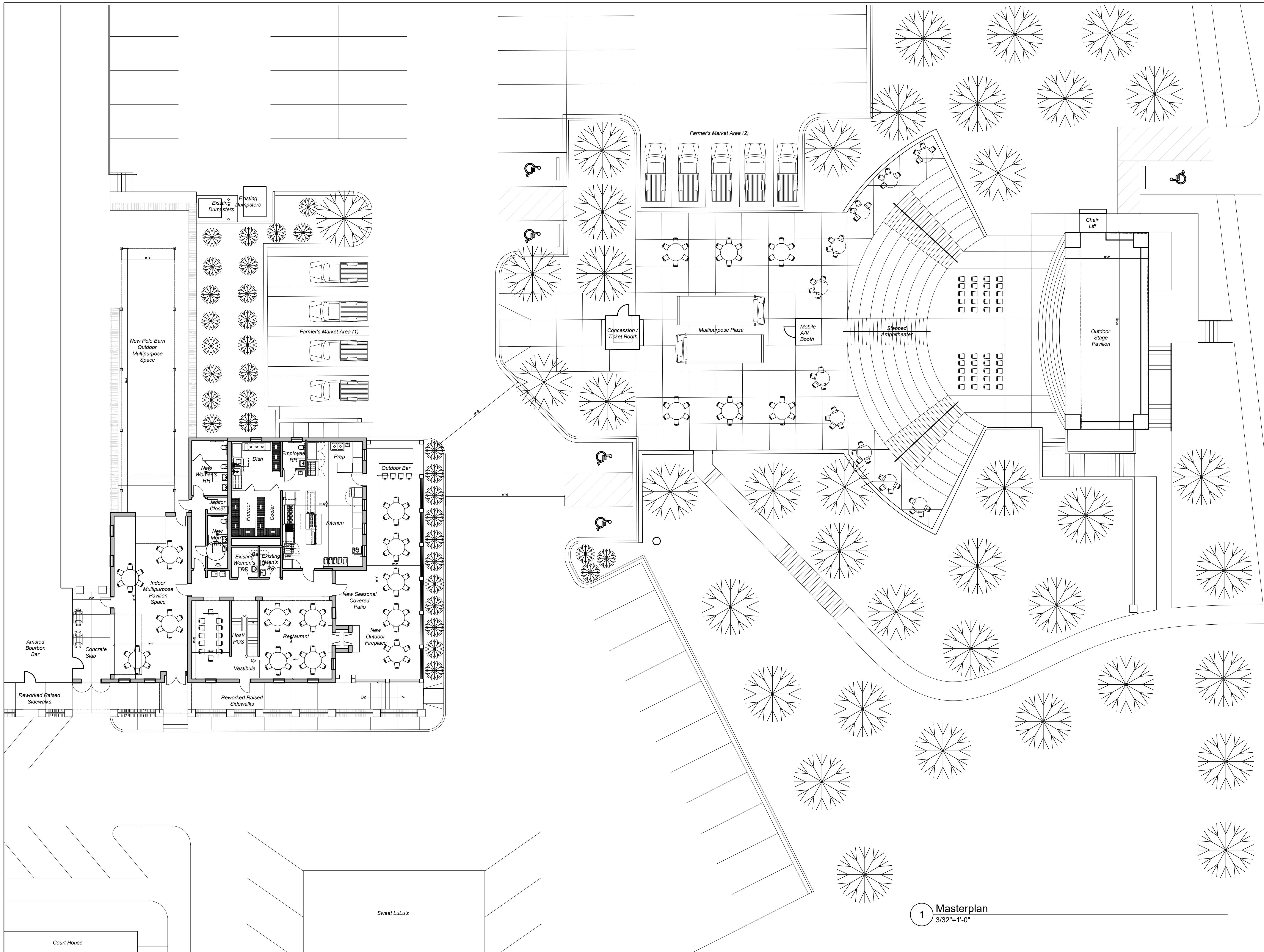
Proposed amphitheater constructed over existing Versailles Police Holding Station. Reuse existing obsolete shower rooms as public restrooms



Proposed “Slammer Alley” outdoor alley connector with screen-wall facade

Conversion of the existing Versailles Police Station into the proposed “Precinct” restaurant with new covered side dining porch, leveled / raised walkway and merchantile / retail shops

Versailles Police Station - Adaptive Reuse



1 Masterplan
3/32"=1'-0"

Stamp:

Project:

Architect:

Sheet info:

Sheet No:

VERSAILLES POLICE STATION ADAPTIVE REUSE

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Architect:

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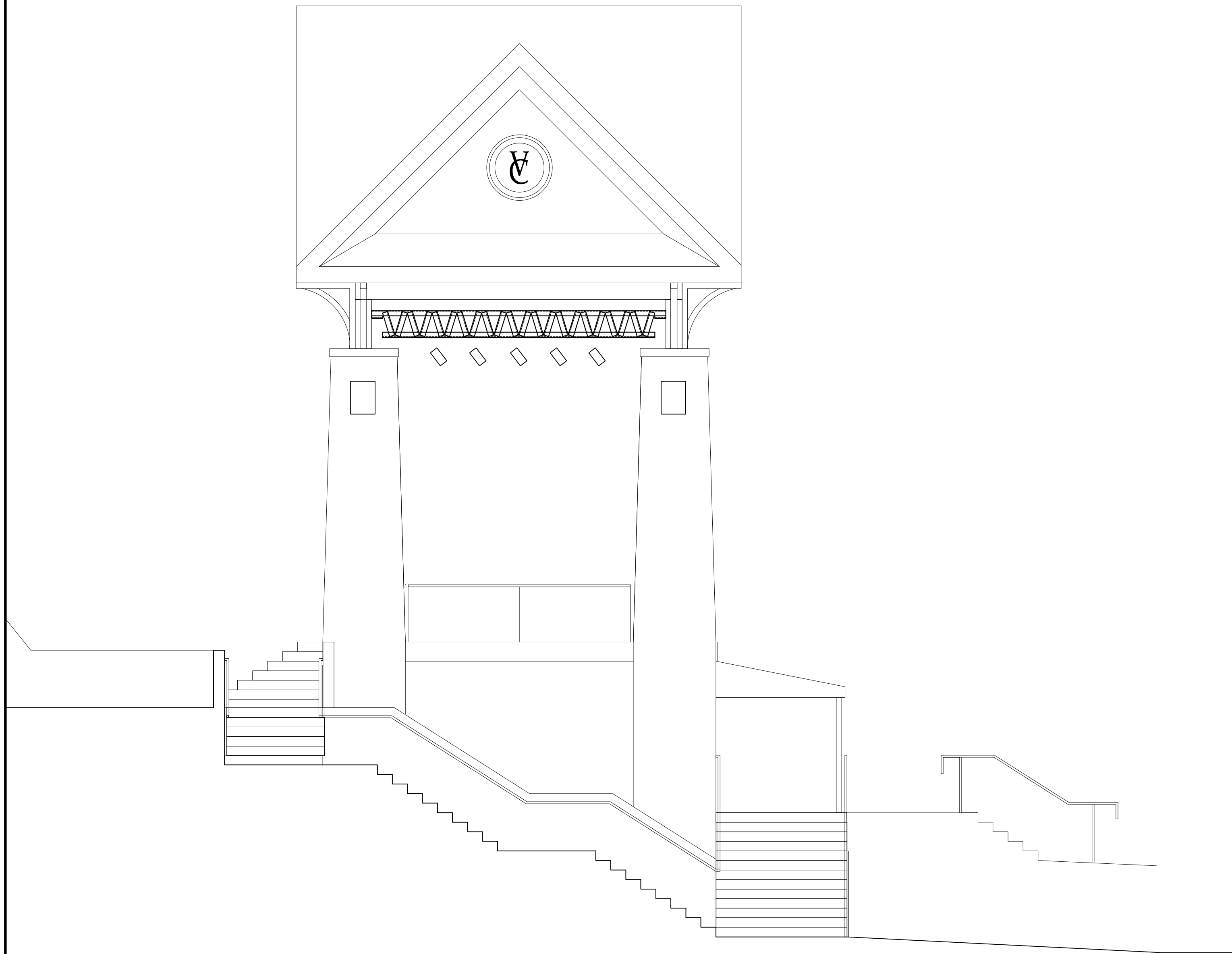
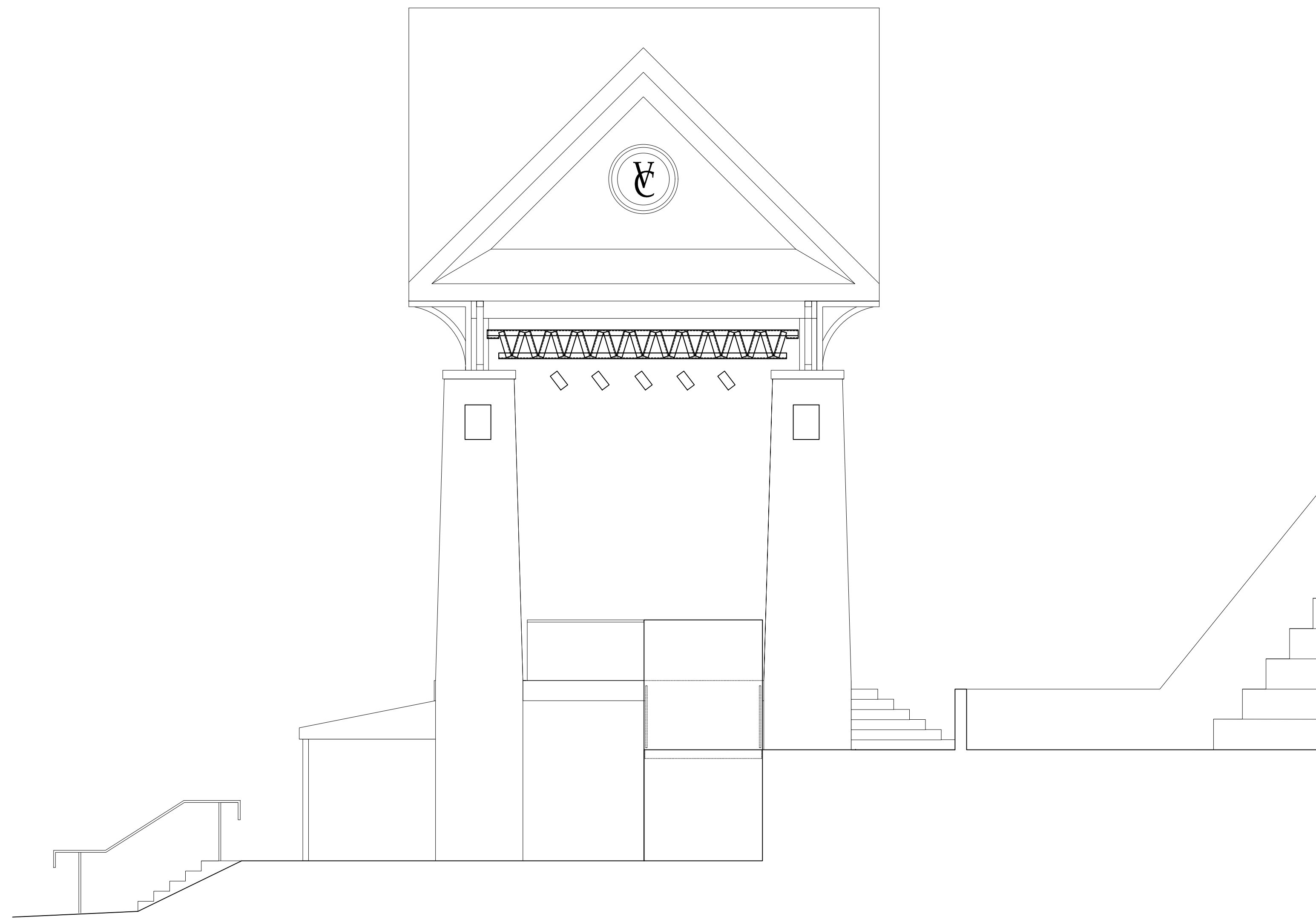
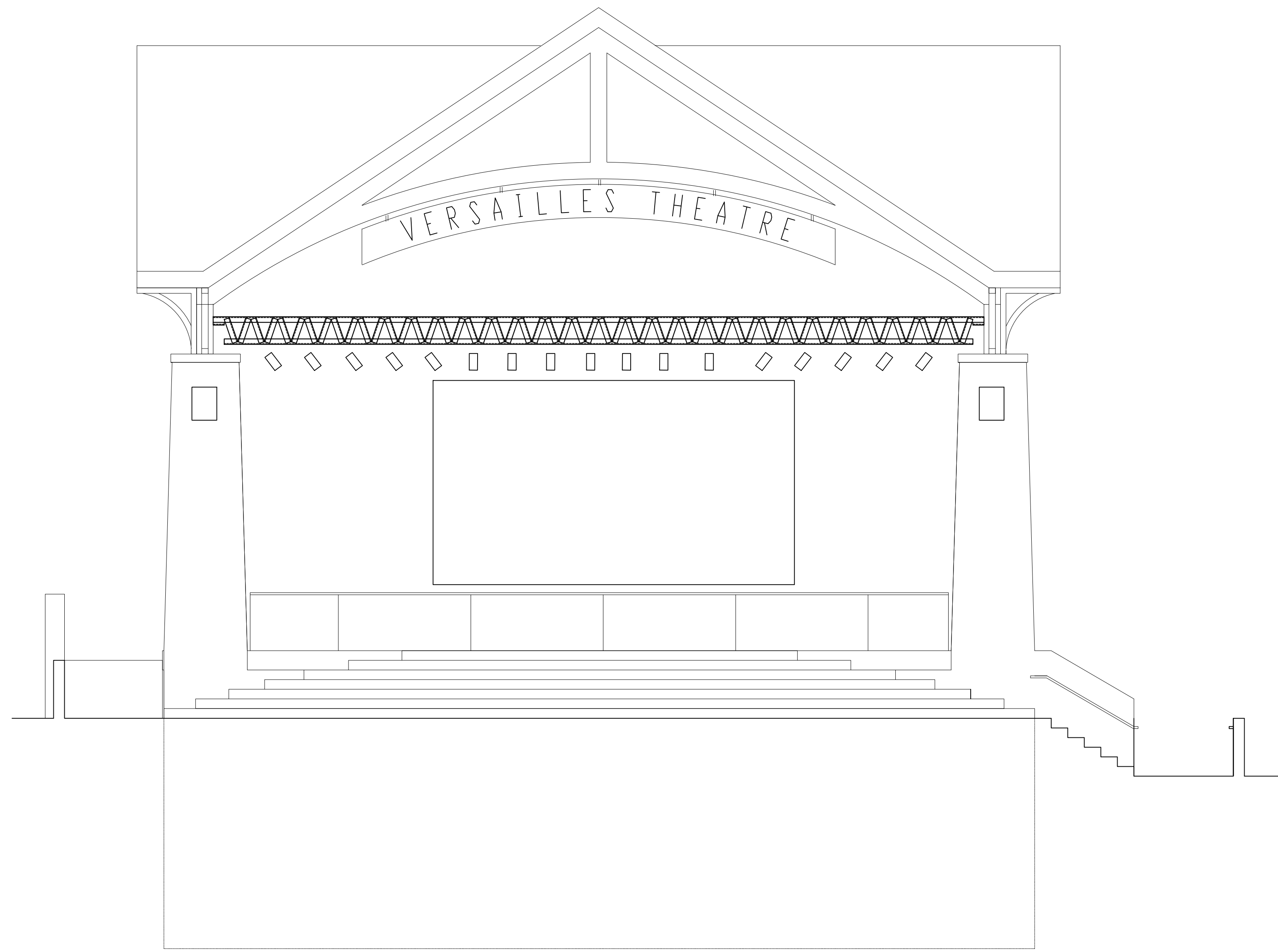
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Project:

VERSAILLES
POLICE STATION
ADAPTIVE REUSE

177 Main Street
Versailles, KY 40383
ph: 859.321.4223
www.myersarchitecture.com

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Architect:



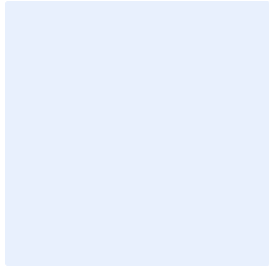
MYERS / Architecture, PLLC

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6/27/18

CITY OF VERSAILLES

Existing Police Department Building
110 Court St., Versailles, KY 40383

STRUCTURAL EVALUATION - REPORT



GRW Project No. 4702-01
20 June 2018



Purpose:

GRW, Inc. was engaged to provide Structural Engineering services in the form of inspection, evaluation and report services for the existing buildings at 110 Court Street, Versailles, KY 40383 which currently house the Versailles Police Department. The intent of the associated Structural evaluation will be to determine future allowable use characteristics that the property as a whole or in parts may be used for without activating the full extent of the 2018 Kentucky Building Code that would require the buildings to be brought fully up to code upon enacting any renovation initiatives to the existing buildings and for the express purpose of minimally impacting the existing structural elements for any strengthening measures required by code.

Investigation:

Jon R. Marcum, SE, and Cody Lyvers, EIT arrived on site at 8:00 AM Friday June 15, 2018 to investigate the existing exterior masonry and interior wood and structural steel conditions. Exterior dimensions defining the openings in the load bearing and non-load bearing masonry walls were taken. Interior structural members that were accessible to view were documented and measured to determine the sizes of members. Locations of interior load bearing walls, piers and beams were noted to document main zones of structural support for documentation of load paths to the foundation from floors above. Roof pitches were measured for rooves accessible to measurement.

The following information was noted during the site visit:

- The exterior brick walls were in good working condition.
- Cracks in the exterior masonry were minimal, and no out of plane movement in the masonry systems were noted or noticed that would be cause for wall movement concerns structurally.
- Foundation bearing stratum is assumed to be soils for the 70's addition, and rock for the 1800's original structure and the later additions.
- The original structure and the north east addition were load bearing clay masonry construction with wood joists spanning from wall to wall at the first second and roof elevations.
- The south east addition was fully constructed of light framed wood construction.
- The south west addition was constructed of load bearing CMU walls from foundation to first floor supporting load bearing wood stud walls supporting prefabricated wood trusses.
- All four buildings were currently housing the Versailles police department.
- Each building section seemed to have previously installed ceilings above the current drop ceiling. One section in the current training room had a total of three ceilings that could be seen.
- Measurements of the exterior openings and out to out dimensions were taken to review some of the existing structural conditions of the masonry systems and determine overall span conditions of floors.

Structural Evaluation for Future Use of Existing Buildings:



Structural evaluations of existing building systems just as the design of new building systems focus on several specific areas of concern for the service life of the building. The materials used for construction need to be checked for the following design characteristics: strength of materials, serviceability of materials, compatibility of materials, connect ability of materials, and constructability of systems. The basis of any structural system that has been designed well will meet all five of these criteria and produce a structure that has the required strength to support the intended loads of the building while not deflecting vertically or horizontally such as would create serviceability issues in internal or external finishes, while being mindful that certain materials may not be compatible in terms of having material connection issues, or construction issues.

The 2018 Kentucky Building Code reference the 2015 International Existing Building Code for the governance of existing buildings and their repair or renovation. The following is a summary of 2015 IEBC code sections that address the repair, alteration, change of occupancy, addition and relocation of existing buildings regardless of occupancy and apply to this project:

- “Chapter 1, Part 1, Section 101.4.2 **Buildings previously occupied** – The legal occupancy of any building existing on the date of adoption of this code shall be permitted to continue without change, except as is specifically covered in this code, the International Fire Code, or the International Property Maintenance Code, or as is deemed necessary by the code official for the general safety and welfare of the occupants and the public.”
- “Chapter 1, Part 1, Section 101.7 **Correction of violations of other codes** – Repairs or alterations mandated by any property, housing, fire safety maintenance code or mandated by any licensing rule or ordinance adopted pursuant to law shall conform only to the requirements of that code, rule or ordinance and shall not be required to conform to this code unless the code requiring such repair or alteration so provides.”
- “Chapter 1, Part 2, Section 115.1 **Conditions** – Buildings, structures or equipment that are or hereafter become unsafe, shall be taken down, removed or made safe as the code official deems necessary and as provided for in this code.”
- “Chapter 1, Part 2, Section 115.5 **Restoration** – The building or equipment determined to be unsafe by the code official is permitted to be restored to a safe condition. To the extent that repairs, alterations, or additions made or a change of occupancy occurs during the restoration of the building, such repairs, alteration, additions, or change of occupancy shall comply with the requirements of this code.”
- “Chapter 2, Section 202 **General Definitions**”
 - “**ADDITION**. An extension or increase in floor area, number of stories, or height of a building or structure.”
 - “**ALTERATION**. Any construction or renovation to an existing structure other than a repair or addition. Alterations are classified as Level 1, Level 2 and Level 3.”
 - “**CHANGE OF OCCUPANCY**. A change in the use of the building or a portion of a building. A change of occupancy shall include any change of occupancy classification, any change from one group to another group within an occupancy classification or any change in use within a group for a specific occupancy classification.”
 - “**REPAIR**. The reconstruction or renewal of any part of an existing building for the purpose of its maintenance or to correct damage.”
- “Chapter 3 **PROVISIONS FOR ALL COMPLIANCE METHODS**”



- Chapter 3, Section 301.1.1 **Prescriptive compliance methods** – This method requires compliance with Chapter 4 of the 2015 IEBC for buildings that comply with the International Fire Code. Since these buildings may or may not fully comply with the latest fire code, this method will be avoided during our evaluation.
- Chapter 3, Section 301.1.2 **Work area compliance method** – This method requires compliance with Chapters 5 through 13 of the 2015 IEBC.
- Chapter 3, Section 301.1.3 **Performance compliance method** – This method requires compliance with Chapter 14 of the 2015 IEBC.
- Chapter 3, Section 301.1.4 **Seismic evaluation and design procedures** – This section requires compliance with either 100% or a reduced level of the current seismic portion of the code.

With any of the compliance methods for repair, alteration, change of occupancy, addition or relocation of all existing buildings for this project, Chapter 3, Section 301.1.4 would be required that would require a seismic evaluation. Typically unreinforced masonry structures similar to the ones present on this project site have not been designed for seismic forces as those forces were not part of the building code until the mid to late 80's. Therefore, for any of the compliance methods we would need some level of structural upgrade the structural components to comply with the applicable seismic requirements.

Structurally we would want to start with ASCE 41 per chapter 3 of the 2015 IEBC, since these provisions are typically less stringent. When we utilize ASCE 41 to preform our seismic evaluation we find via a Tier 1 evaluation that the existing structures do not comply with the Tier 1 evaluation since the wood joists in the diaphragm are typically not connected to the clay masonry with metal clips that would keep the joists from pulling away from the clay masonry wall. If we also check a Tier 3 evaluation, we also find that the existing buildings do not meet that level of evaluation either. Therefore, we would conclude that the masonry walls would need to be brought up to full code compliance. This is very difficult to perform and includes adding either carbon fiber strips to the interior and exterior of the building's unreinforced load bearing masonry wall system, or structural steel framing in structurally strategic locations. Neither option being necessarily less expensive, and both specifically dependent upon the load shared at the location installed.

Conclusions:

Since the existing structures are not currently in compliance with the Tier 1 and 3 evaluations that would have required lower lateral forces to comply with the seismic requirements, the existing structures would need to comply with 100% of the seismic loads of the current 2018 Kentucky Building Code if and when the structures undergo a repair, alteration, change of occupancy, addition or relocation.

Recommendations:

Since the existing buildings would need to be brought up to code for full structural compliance under the actions of any repair, alteration, change of occupancy, addition or relocation, it is our recommendation that the structures either remain in their current Risk Category and Use group as they currently are so that the requirements of the 2015 IEBC code are not activated, or incorporate into the existing building



structures new framing that would be designed to resist the full 100% of the seismic forces required by the 2018 KBC, and utilize the existing masonry elements as a “façade only” element. Please note to do this would take great coordination by the contractor and field time for the engineer when issues arise that may not be as designed due to unforeseen conditions. Both additional times for the engineer and contractor will have additional costs to the owner when these conditions arise.



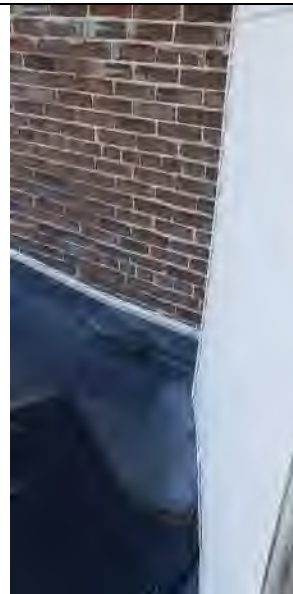
Photograph 1: South East Addition looking south.



Photograph 2: South East Addition looking south.



Photograph 3: North West Structure looking west.



Photograph 4: North West Structure looking north.



Photograph 5: North east structure looking east.



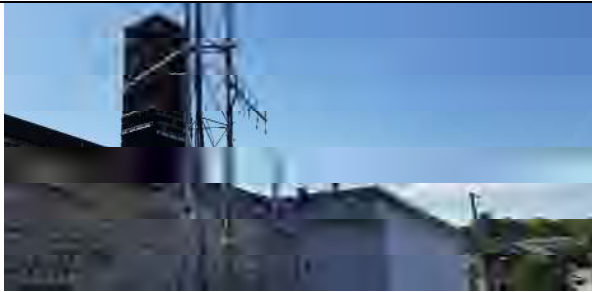
Photograph 6: North east structure looking east.



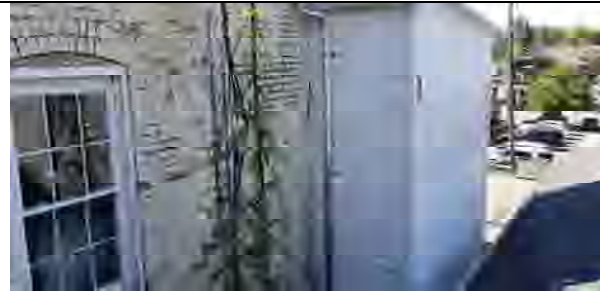
Photograph 7: North east structure looking east.



Photograph 8: North east structure looking east.



Photograph 9: North east structure looking south.



Photograph 10: North east structure looking east.



Photograph 11: South east structure looking west



Photograph 12: South east structure looking west



Photograph 13: South east structure looking west



Photograph 14: South east structure looking west



Photograph 15: North east structure looking west



Photograph 16: North east structure looking west



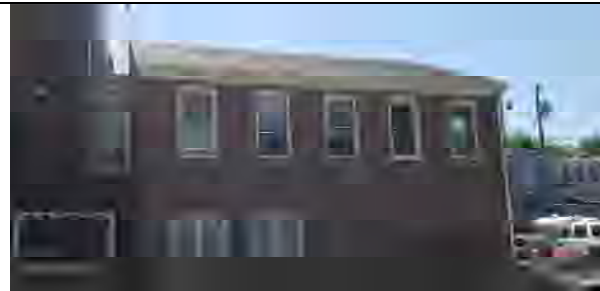
Photograph 17: North Building face looking south.



Photograph 18: West building face looking east.



Photograph 19: West building face looking east.



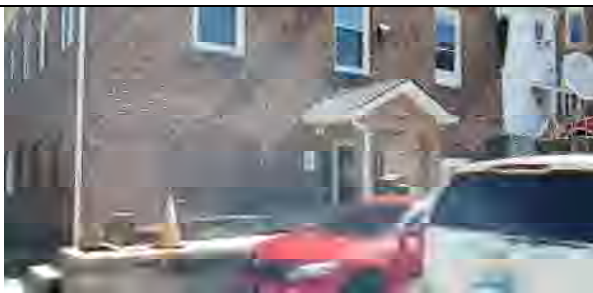
Photograph 20: West building face looking east.



Photograph 21: West building face looking east.



Photograph 22: South building face looking north.



Photograph 23: South building face looking north.



Photograph 24: South addition looking west.



1 inch = 76 feet

**Addendum 1: City of Versailles Downtown Revitalization P3 RFP
Response to Questions- June 4, 2021 Site Visit**

1) Proposal for apartments on 2nd floor vs offices?

- Page 7 of the RFP states the minimum requirements of the 2nd floor

Second Floor

- a. Proposals must include office space for at least the Woodford County Tourism Commission and the Woodford County Chamber of Commerce, with the potential to include space for additional public agencies or non-profit entities in the future.
- b. The Woodford County Tourism Commission has one employee and the Woodford County Chamber of Commerce has two employees.
- c. The overall office layout can include an open concept and shared workspace experience. Design must include a shared conference room large enough for at least 15 people.

2) Is the Head Start garage area located between the Park Street and the back of the Courthouse Annex included in the project?

- Respondent could include this in their response if critical to their design, however the city would need to acquire (buy) the property and help relocate them. The Project Site Map on Page 5 of the RFP shows a portion of the Head Start driveway is included in Zone 4, but does not include any part of the Head Start building or garage. *However, the City is looking for creative solutions to enhance the spring area leading to the Big Spring Park and Proposers are encouraged to present concepts that could incorporate or alter the Head Start facility in a way that maximizes the Big Spring Water Feature and connectivity to the Big Spring Park*

3) What is the City's expectation for parking capacity in the lot behind the old Police Station?

- Respondents should maintain the existing space count or expand where possible.

4) Does the City have an estimate for anticipated capacity of pavilion?

- Designs should focus on flexibility for personalized seating for a variety of events. The parking lot and pass through traffic would be closed during regular events, therefore the entire lot would be available.

5) What material was used to backfill the old swimming pool next the Evidence Building?

- Gravel, likely dense grade.

6) What is the function of the Alley beside the old Police Station, and could this be repurposed?

- The alley cannot be totally closed off; however, it could partially be during events (pop up seating/tables etc., art work on walls, lighting, etc. could be incorporated during events).

7) Are there Historic tax credit possibilities with the project?

- The building is not currently located in a historic tax district or listed on the National Register of Historic Places. However, the building may be eligible and much of the surrounding property is in a historic tax district, see [Attachment E: Historic District Map](#).

8) Would the City consider extending the RFP submittal deadline?

- While the City wants to accommodate all potential respondents, at this time, we're not inclined to change the schedule as stated in the RFP.

Attachment A to Addendum 1 - Site Visit Attendee Roster

Name	Organization	Phone	Email
Debbie Winn	Brandstetter Carroll	859-327-9889	dwinn@bciaep.com
Ben Brandstetter	Brandstetter Carroll	859-268-1933	ben@bciaep.com
Eric Carrico	The Woodford Hotel	502-415-8529	ericcarrico@gmail.com
Brigido Garcia	The Woodford Hotel	502-442-4803	garcia@bggconstruction.com
Jake Schirmer	The Walker Company	859-539-5005	jschirmer@thewalkercompany.com
Megan Nieman	N3D Group	859-338-4722	mnieman@n3dgroup.com
Jonathan Banks	Luckett & Farley	248-302-0079	jbanks@luckett-farley.com
Nike Olaode-Ari	Bozville Construction	502-294-4493	nike@bozvillehomeservices.com
Becky Norton	Trio	502-639-6421	bnorton@triocpg.com
Jim Hayes	Marrillia Design	859-631-0904	jhayes@marrillia.com
Richard Grier	Rising Sun	859-333-2811	richard@rsdinc.com
John Oliva	Hagerman, Inc.	502-737-3003	joliva@hagermangc.com
Amanda Schoonover	Lynn Imaging	502-376-9860	amanda@lynnimaging.com
Andy Knight	MKSK	859-5597337	zknight@mkskstudios.com
Rachel Harman	Concept Architects	270-823-4647	rachel@conceptarcs.com

Addendum 2: City of Versailles Downtown Revitalization P3 RFP Response to Written Questions

Overview

The Request for Proposals (“RFP”) issued on May 14, 2021 is clarified and modified as set forth in this Addendum and Addendum 1. The original RFP Documents remain in full force and effect, except as modified by this Addendum and Addendum 1, which are hereby incorporated into the RFP. Respondents shall take these Addenda into consideration when preparing and submitting their Proposal. This Addendum addresses some of the questions the City of Versailles (the “City”) has received in writing or during the site visit. The City anticipates answering further questions it receives in future addenda.

Questions and Answers

9) Would the City be willing to extend the response deadline?

- Yes, the RFP schedule will be extended 4 weeks as follows:

Final Written Questions Due:	July 9, 2021
Versailles’s Final Response to Written Questions:	July 16, 2021
Private Partner Proposal Due:	July 23, 2021
Oral Presentations:	Week of July 26, 2021
Selection of Private Partner:	Week of August 2, 2021

10) Instead of expanding parking opportunities in downtown Versailles, would the City consider responses that propose supplementing parking demand through leveraging a dedicated transit system?

- The City is not considering a comprehensive public transit system at this time. However, Respondents are encouraged to be creative in their Proposals and may submit “Other Innovative Proposals” that further the City’s objectives.

11) Would the City consider an availability payment or master lease structure for any or all of the portions of the design-build features?

- Yes.

12) Could the City provide copies of the annual budget summaries for the City and Tourism Commission?

- The City’s FY2022 budget is attached as Attachment A to Addendum 2. The City’s line item budgets, financial reporting, and audits may be found at <https://versailles.ky.gov/government/Pages/financial.aspx>. The Tourism Commission’s FY2022 budget is attached as Attachment B to Addendum 2. All addenda and attachments will be uploaded to <https://versailles.ky.gov/Pages/Announcements.aspx>.

13) Could the City provide a list of potential tenants and their current lease rates and office space needs?

- The Woodford County Tourism Commission and the Woodford County Chamber of Commerce currently share approximately 1,800 square feet of office space and pay a combined \$2,300 per month for rent, to include utilities. This amount of office space is adequate for their anticipated needs.

14) Is the City or Tourism Commission capable of event planning for the public areas, or would that be part of an Operating Proposal by a Private Partner for that purpose?

- The City and Tourism Commission are able to plan the City's standard community events. However, the City would be interested in Operating Proposals that included the Private Partner planning additional events, to include revenue-generating activities, or Proposals that complemented the City's events. The City's standard events include the following:
 - Art in the Park
 - Versailles Merchants Association Friday Night Summer Block Parties
 - Fourth of July Celebration
 - Twilight Festival
 - Versailles Halloween Boo Bash
 - Versailles Christmas Open House
 - Versailles Tree Lighting Ceremony
 - Versailles Christmas Parade

15) Would the City consider and be comfortable with private naming/branding rights for any of the design-build features? Would the City be willing to provide reasonable assistance in securing those rights – limited to attending meetings with potentially interested rights purchasers/lessees that the Private Party would source?

- Yes.

16) Under Section III "Submission Process", the RFP asks for "each member's percentage of ownership of the private partner entity." Are you asking for each entity to provide their ownership percentage or each member to provide their ownership in the overall development team?

- Proposals should include the percent ownership each member entity has in the overall development team.

17) Will this Project create new jobs for the Woodford County Tourism Commission and Woodford County Chamber of Commerce? If so, how many?

- The City does not anticipate this Project directly creating any new jobs for these two organizations in the near future.

18) Regarding the existing, do any businesses pay for monthly parking? If so, what is the rate per space?

- The City does not currently charge businesses to use the parking lot. However, the City is open to monetizing approximately 20 parking spots through potential arrangements with the Woodford County Fiscal Court and the adjacent businesses. Proposals that monetize parking must provide free public parking for at least 20 spots at all times.

19) Is the City currently working with a commercial leasing company?

- No.

20) What are the requested dimensions for the stage?

- The City plans to use the stage for a variety of types of performances, to include live music, Woodford Theatre performances, and watch parties. The Woodford Theatre typically performs on a stage that is approximately 30' x 24'. Proposals can include stages with reasonable adjustments to these dimensions or modular or adjustable stage designs.

**CITY OF VERSAILLES
ORDINANCE NO. 2021-7**

**TITLE: AN ORDINANCE APPROVING AND ADOPTING THE
CITY OF VERSAILLES, KENTUCKY
ANNUAL GENERAL FUND BUDGET FOR THE FISCAL YEAR
JULY 1, 2021 THROUGH JUNE 30, 2022 BY ESTIMATING REVENUES
AND APPROPRIATIONS FOR THE OPERATION
OF CITY GOVERNMENT SERVICES**

WHEREAS, the Versailles City Council has reviewed the proposed Fiscal Year **2021-2022** General Fund budget and recommends that the proposed revenues and appropriations be approved and adopted by said Versailles City Council; and **NOW, THEREFORE**, be it ordained by the City of Versailles,

SECTION 1: That the proposed General Fund budget for the Fiscal Year beginning July 1, 2021 and ending June 30, 2022 hereby be approved and adopted as follows:

GENERAL FUND

ESTIMATED REVENUES

Property Taxes	\$ 730,000
License and Permits	6,381,000
Intergovernmental Revenues	3,502,236
Charges for Services	112,000
Other Income	97,000
911 Operational Revenues	926,000
TOTAL ESTIMATED REVENUES	\$11,748,236

ESTIMATED OPERATING EXPENSES

General Government

City Council	\$2,962,694
City Clerk	409,109
Mayor	83,509

General Public Service

Police	4,694,173
Asset Forfeiture	30,000
911 Operations	1,107,246
Fire	1,712,150
Street	1,039,669
Cemetery	342,158

TOTAL ESTIMATED OPERATING EXPENSES	\$12,350,708
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ESTIMATED CAPITAL EXPENSES

Council	\$ 55,000
Clerk	23,000
Police	256,000
911	35,000
Street	265,400
Cemetery	13,500
Fire	734,000
 TOTAL ESTIMATED CAPITAL EXPENSES	 \$ 1,381,900
 ESTIMATED EXPENSES (OPERATING/CAPITAL) (OVER)/UNDER REVENUES	 (\$ 1,984,372)
 PROJECTED FUND BALANCE AT JUNE 30, 2021	 \$ 8,551,780
 PROJECTED FUND BALANCE AT JUNE 30, 2022	 \$ 6,567,408

WHEREAS, this ordinance shall become effective upon passage and publication as required by law.

INTRODUCED and given first reading at a meeting of the Versailles City Council on the 1st day of June, 2021 and fully adopted after the second reading at a meeting of said Council held on the _____ day of _____, 2021.

APPROVED:

BRIAN TRAUGOTT, MAYOR
CITY OF VERSAILLES, KENTUCKY

ATTEST:

ELIZABETH C. REYNOLDS, CITY CLERK

**Tourism Commission
Fiscal Year 2021/2022
Proposed Budget**

	Proposed Budget 2021-22	Notes
INCOME		
		Bed tax revenue as of 5/21 is \$64,873.22
		Total cash collected for FY 20-21 is \$98,550.12
Transient Room Tax	\$ 83,200.00	
Matching Funds	-	
Carry Over Balance	123,594.15	
City of Versailles	25,000.00	
COV Art Funds	7,500.00	
Other (Gift sales/Sponsorships)	7,500.00	
TOTAL INCOME	\$ 246,794.15	
EXPENSES		
Admin. Expenses		
Rent	\$ 18,000.00	
Office Supplies	7,000.00	New office completed
Executive Director	42,500.00	Cost of Living Adjustment
Executive Director Business Expenses	2,000.00	
Intern	6,000.00	Midway University Intern (40 hrs a month at \$10/hr plus employer responsibility)
Accounting Services	1,000.00	
Building Insurance	900.00	
O & D insurance	1,000.00	
Conference Fees	1,200.00	
Registration/Fees	1,500.00	
Bluegrass Tourism membership	600.00	
Total Admin Expenses	\$ 81,700.00	
Programming		
Brochures/Maps	\$ 2,500.00	
COV Art Project	7,500.00	
COV Event	15,000.00	
What's Up Woodford	6,000.00	
Photography	4,000.00	
Sponsorships	10,000.00	
HEI Conference	2,000.00	
FAM Tours	5,000.00	2 Influencer FAM tours
Merchandising	5,000.00	
Social programming	31,500.00	
Print/Online advertising	1,000.00	
Total Print/Online Advertising	\$ 89,500.00	
TOTAL EXPENSES	\$ 171,200.00	
NET DIFFERENCE/CARRYFORWARD	\$ 75,594.15	