Winchester Road Corridor Study

PLANNING COMMISSION WORK SESSION

Engagement & Existing Conditions Review
August 20, 2026

LEXINGTON

AGENDA

1.0 COMMUNITY ENGAGEMENT

2.0 LAND USE CONTEXT

3.0 TRANSPORTATION & SAFETY CONSIDERATIONS

4.0 MARKET ANALYSIS

COMMUNITY ENGAGEMENT

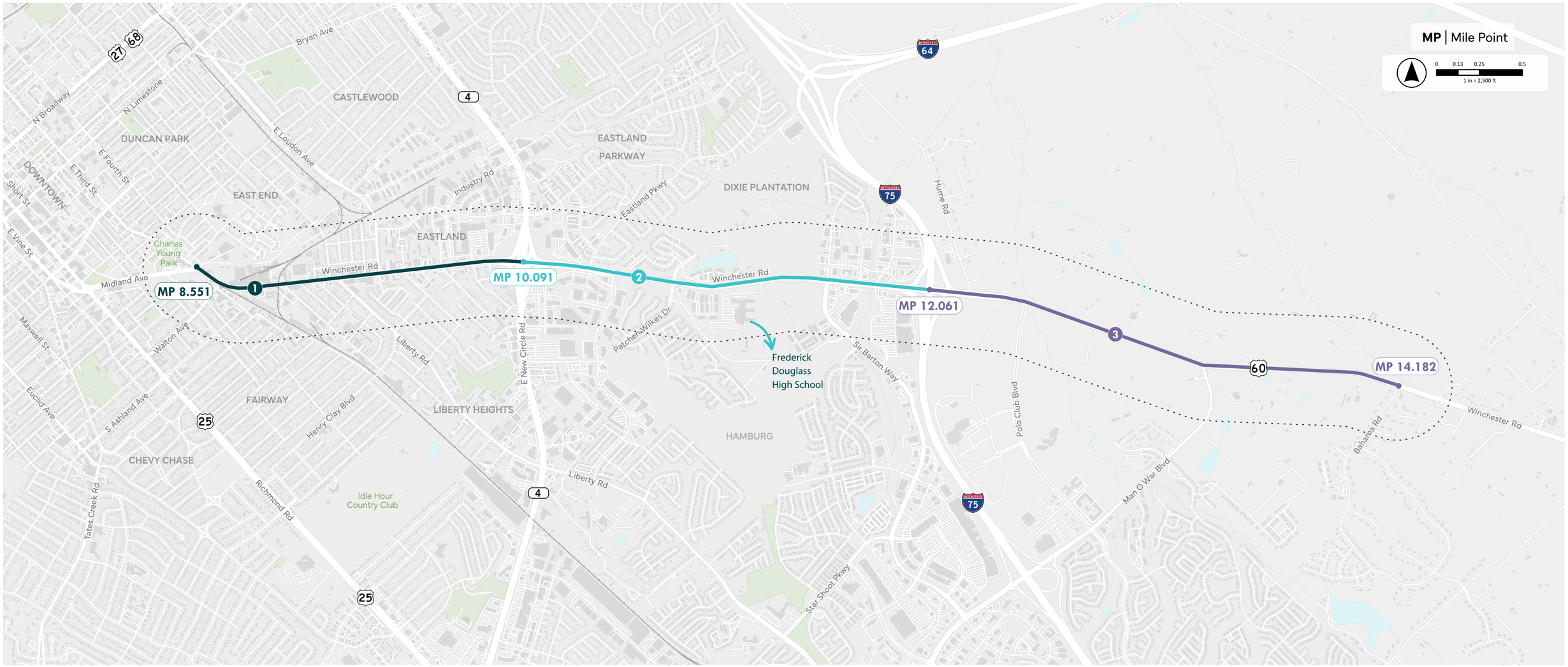
PUBLIC SURVEY

DOOR-TO-DOOR CANVASSING

PRESS RELEASE & MEDIA COVERAGE

SOCIAL MEDIA

STAKEHOLDER ROUNDTABLES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MP 8.551
MP 10.091
MP 12.061
MP 14.182
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2
3
Frederick Douglass High School
Charles Young Park
Idle Hour Country Club
DOWNTOWN
DUNCAN PARK
CASTLEWOOD
EAST END
EASTLAND
EASTLAND PARKWAY
DIXIE PLANTATION
FAIRWAY
LIBERTY HEIGHTS
HAMBURG
CHEVY CHASE
Bryan Ave
N Broadway
N Limestone
E Loudon Ave
E Fourth St
E Third St
Short St
E Vine St
Industry Rd
Eastland Pkwy
Midland Ave
Winchester Rd
Maxwell St
Walton Ave
Liberty Rd
E New Circle Rd
Patchen Wilkes Dr
Sir Barton Way
Hume Rd
Polo Club Blvd
Man O War Blvd
Bahama Rd
Euclid Ave
S Ashland Ave
Henry Clay Blvd
Richmond Rd
Tates Creek Rd
Star Shoot Pkwy
27
68
4
64
75
25
60

COMMUNITY ENGAGEMENT

669 Survey Responses Received

548 Map Pins Placed

36 Stakeholders Engaged *from* **29** Local Organizations *during roundtable meetings*

90 Businesses Visited

10 Pop-Up Engagement Events

KEY TAKEAWAYS

Balancing Transportation & Land Use

Engagement efforts revealed Winchester Road as a **multi-use corridor, acting both as a high-volume arterial and a place where people live, work, and play**. Balancing these uses will be essential in creating an inclusive, livable corridor as the surrounding area continues to develop.

Prioritizing Safety for all Users

Respondents felt that Winchester Road was **primarily auto-oriented** and expressed interest in **improved infrastructure for walking and biking**, especially areas for safe crossings. Respondents also expressed concerns about speeding vehicles and challenging intersections with long queue times and difficult turning movements.

Conscious, Community-Oriented Development

While some respondents expressed hesitance about the impacts of increased development, there was **support for reinvestment** into existing development; inclusion of **new community spaces**, like the construction of parks; expansion of **local business presence**; and improved **transporation infrastructure to support new development**.

CORRIDOR LAND USE CONTEXT

Segment 1
Midland Avenue to New Circle Road

- Mix of commercial, industrial, residential land uses
- Area is largely car-oriented
- Walking and biking are possible, but connections are incomplete and environment is not comfortable
- Little to no trees/shade
- Opportunities for redevelopment and new investment

Segment 2
New Circle Road to I-75

- Area connects urban and suburban neighborhoods and major roads
- Most development is already in place, with growth opportunities coming at Patchen Wilkes development
- Need for more places where people can gather and connect

Segment 3
I-75 to Bahama Road

- Mostly rural with nearby residential growth
- Area 2 expected to have a dense mix of homes, businesses, and institutions
- Future Area 2 development can be coordinated with transportation improvements

Winchester Road @ Liberty Road

Winchester Road @ Fortune Drive

Winchester Road near WKYT

TRANSPORTATION & SAFETY IMPLICATIONS

Segment 1
Midland Avenue to New Circle Road

- 35 to 40 mph speed limit
- 43 mph - 85th percentile speed
- Mid-to-high volume (25,000-30,000 AADT)
- Unprotected buffered bike lanes, sidewalks
- Many access points/driveways
- **4 pedestrian/cyclist fatalities in past 5 years**

Survey Highlight:
Difficulty crossing the road

Segment 2
New Circle Road to I-75

- 45 to 55 mph speed limit
- 47 mph - 85th percentile speed
- High volume (42,000 AADT)
- No bike lanes, limited sidewalks
- **2 pedestrian/cyclist fatalities in past 5 years**

Survey Highlight:
Long queue times

Segment 3
I-75 to Bahama Road

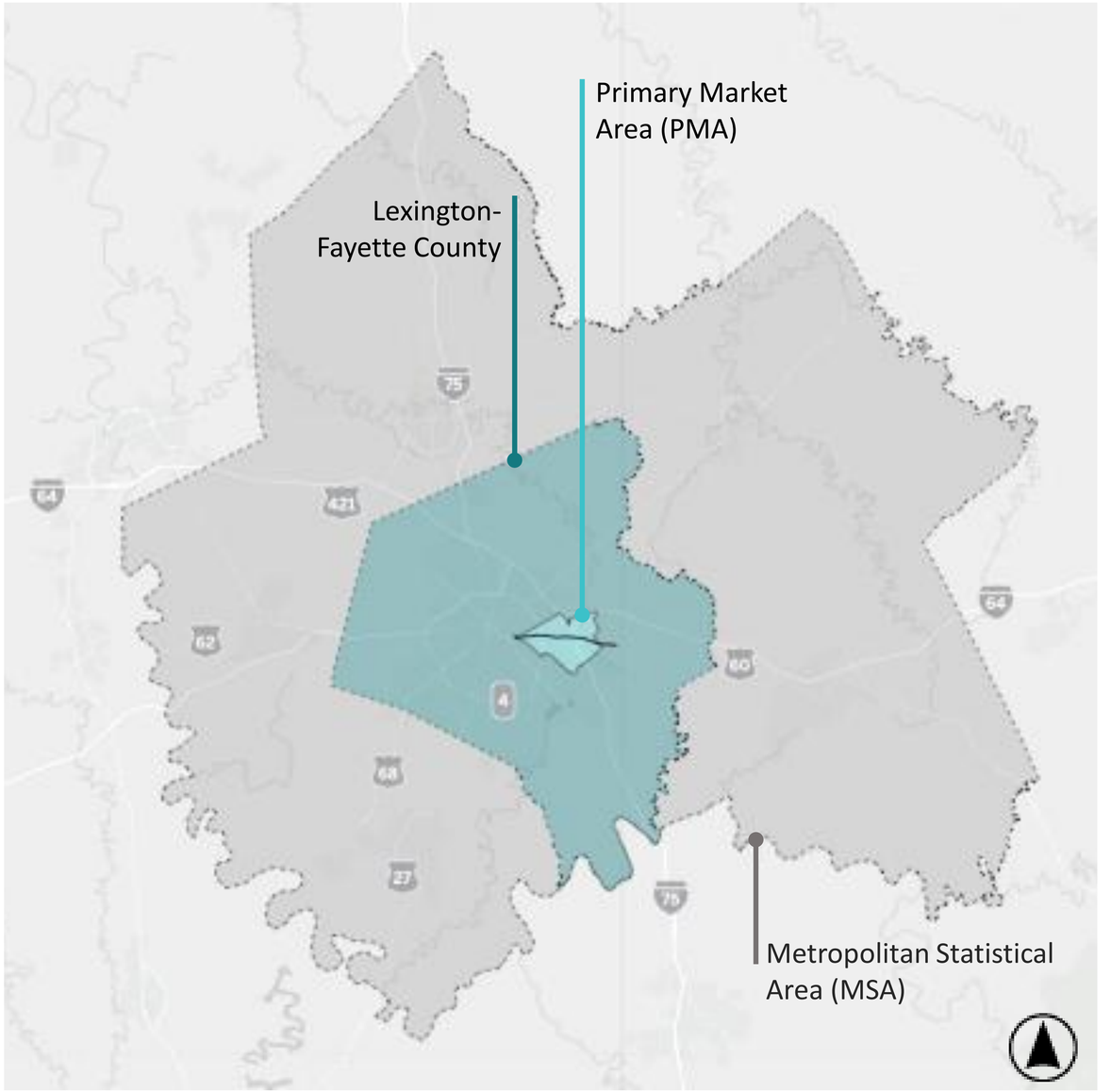
- 55 mph speed limit
- 51 mph - 85th percentile speed
- Mid volume (15,000 AADT)
- No bike lanes or sidewalks
- **1 fatality in past 5 years**

Survey Highlight:
Challenging turning movements

WHAT IS THIS MARKET ANALYSIS?

	PMA	County	MSA
Total Population Growth (2010-2025) *2025 Population*	+36% *17,100*	+10% *326,000*	+12% *528,400*
Average HH Size	2.12	2.27	2.36
Median HH Income	$66,200	$69,600	$72,100
Median Home Value	$357,000	$322,000	$300,000
Share of HHs Earning <$25k/yr	17%	16%	16%
% Residents with a Bachelor's Degree or Higher	44%	49%	43%
% Single-Family Detached Housing	57%	58%	64%

Source: Esri 2025



WHERE ARE THE SUBMARKET AREAS?

The corridor is not one uniform place

Winchester Road should be understood as three distinct planning environments rather than a single uniform corridor

	Section 1	Section 2	Section 3
Total Population Growth (2010-2025) *2025 Population*	-1.2% *3,100*	+44% *13,400*	+469% *570*
Average HH Size	2.17	2.10	2.23
Median HH Income	$50,900	$71,600	$99,400
Median Home Value	$231,000	$369,000	$350,000
Share of HHs Earning <$25k/yr	19%	17%	4%
% Residents with a Bachelor's Degree or Higher	25%	47%	77%
% Single-Family Detached Housing	68%	57%	7%*

Source: Esri 2025

*Note: this number is likely higher today (2026) with recent single-family development over the last two years; apartments and senior housing units off Polo Club Blvd account for a large share of existing units within this area

WHERE ARE THE MARKET AREAS?

The corridor is not one uniform place

Winchester Road should be understood as three distinct planning environments rather than a single uniform corridor

Section 1
Midland to New Circle Road:
Western Reinvestment Area

Opportunity:
Primarily infill development

Approach:
Validate potential demand and how much development is possible in this area through conventional and psychographic demand analysis.

Section 2
New Circle Road to I-75:
Established Suburban Area

Opportunity:
Limited land for development

Approach:
More limited development-focused analysis and more focus on street right of way improvements.

Section 3
East of I-75:
Eastern Growth Area

Opportunity:
Largely greenfield, but master planned through the Urban Growth Master Plan

Approach:
Rely on population growth projections to understand the volume of future development to plan how to best allocate the land.

DEMOGRAPHICS
KEY TAKEAWAYS

Growth Area

The population has **grown 36%** between 2010 and 2025 in the PMA, which is faster than Lexington's 10% over the same period

Declined 1.2% in Section 1, and increased 44% and 469% in Sections 2 and 3, respectively.

Differing Economic Opportunities

Over one-third (37%) of households in Section 3 earn **$150k+** annually, compared to 8% in Section 1 and 22% in Section 2

Cost Burden

An estimated **57%** of renter households are cost burdened (paying over 30% of income on housing) in Section 1, while 52% and 32% are cost burdened in Sections 2 and 3, respectively

Education Shifts

A quarter of residents hold a bachelor's degree or more in Section 1 (compared to 47% and 77% of residents in Sections 2 and 3, respectively)

Lexington-Fayette County: 49%

Residential Demand

The UGMP identifies **housing as the primary driver** of new development, and suggests higher densities be explored to support a mix of uses and create vibrant places

Small Households

76% of households contain one- or two-persons in PMA area; higher than Lexington-Fayette County's 69% (average household sizes have declined, too)

Single-Family Housing Shares

Overall, **57%** of homes in the PMA is single-family detached, which aligns with the City's 58%

Multifamily Housing Shares

Due to low single-family construction, Section 3 has an **82%** share of multifamily units that make up available housing

Section 1: 26%
Section 2: 24%
Lexington: 26%

Commuter Area

87% of residents in the PMA drive to their jobs (either alone or by carpooling) while 9% work from home (similar to Lexington)

Winchester's corridor has three defined sections… and **three very different stories.**

Source: Esri 2025, ACS 2019-2023, ACS 2020-2024

ECONOMICS
KEY TAKEAWAYS

Lexington is Projected to Grow

Lexington is projected to add roughly **48k new residents** between 2023 and 2045…

… and needs an additional **25k households** to support the new residents

Job Growth

The number of jobs in Lexington-Fayette County have **increased 20%** between 2010 and 2023

Overall Wage Increase

The share of jobs **paying more than $40k a year increased** from 38% in 2010 to 56% in 2023

Inflow-Outflow Dynamics

96% of the PMA's workforce lives outside of the area

Shifting Retail Market

The UGMP highlights that retail and commercial development is shifting to meet **local employment and residential needs**

Industry Shifts

There was a **decline** in manufacturing jobs from 2012 to 2021 in Lexington

The UGMP suggests that the City may still lose manufacturing jobs in the future

Projected Growth Industries

The Kentucky Center for Statistics Occupational Outlook projects the largest growth in healthcare, computer and mathematical, and community and social services occupations by 2032 for the Bluegrass area

Stability in the Study Area

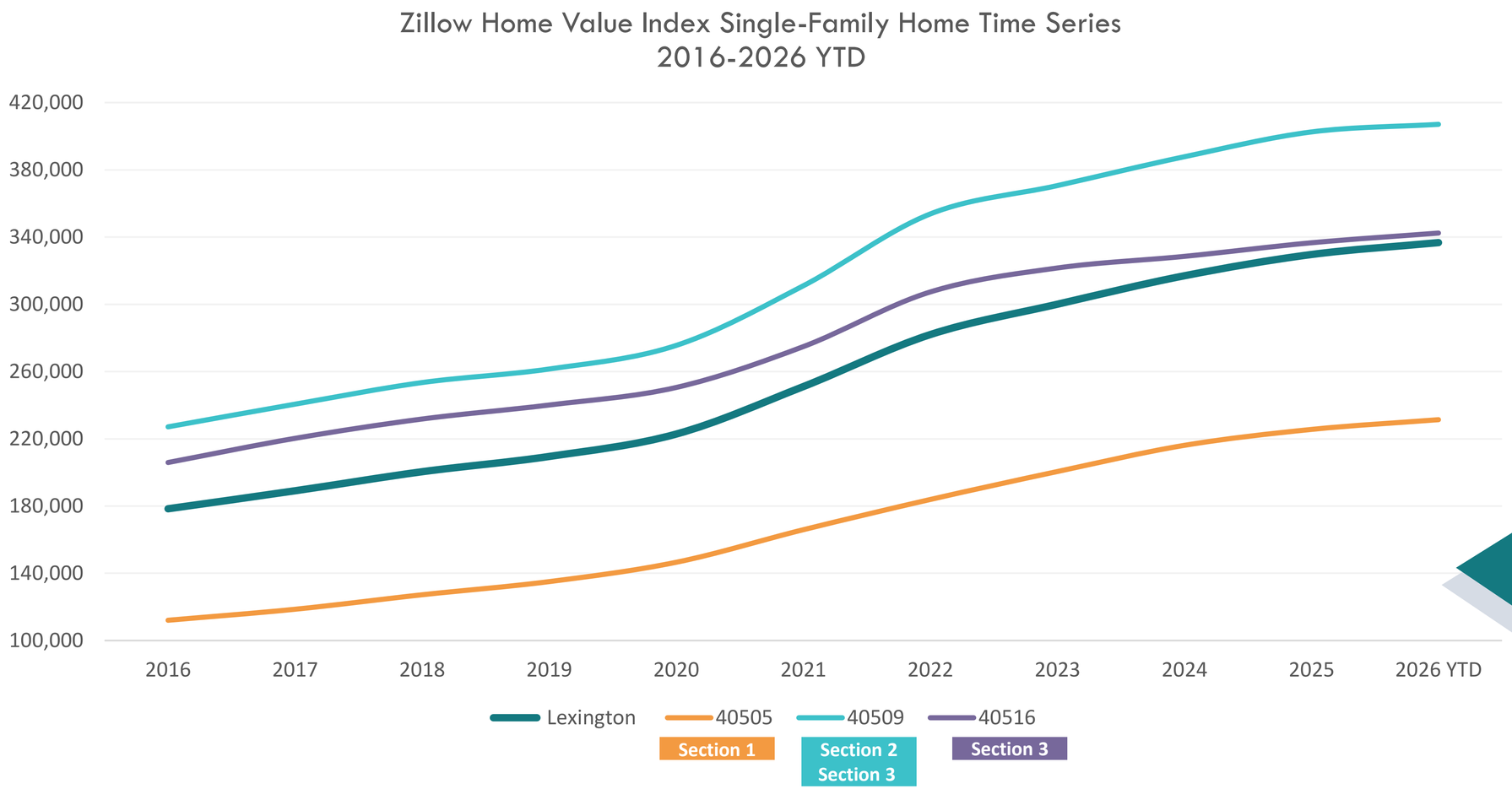
Transportation and warehousing show more promising job growth in "blue collar" sectors

Winchester is an industrial/distribution jobs corridor which may face **economic shifts and challenges** in the future

Source: Urban Growth Master Plan (UGMP) 2024, U.S. Census Bureau OntheMap 2023, Kentucky Center for Statistics, BLS

HOME VALUES HAVE INCREASED ACROSS THE CORRIDOR

AVERAGE HOME VALUES OVER THE LAST DECADE

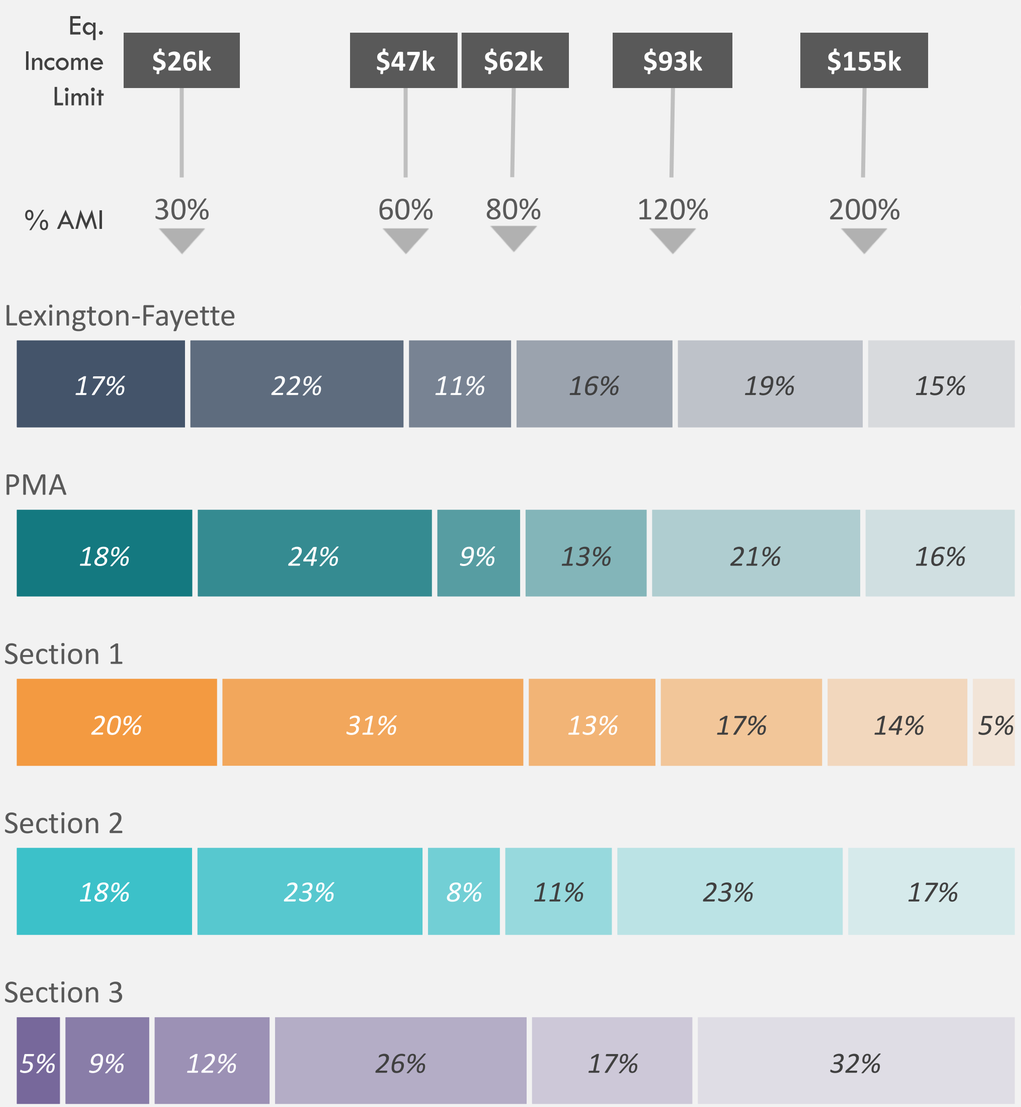


Home values have increased across all three market areas over the last decade, reflecting broader regional growth and continued demand for housing. However, values and affordability vary substantially across the corridor.

Rising home values reinforce demand for housing across the corridor, while also increasing the importance of preserving and expanding attainable options.

AFFORDABILITY BY MARKET AREA

HOUSING AFFORDABILITY VARIES SIGNIFICANTLY ACROSS THE CORRIDOR



New investment in the Western Reinvestment Area **could improve housing choice and quality** while respecting the area's existing role as a **source of attainable housing.**

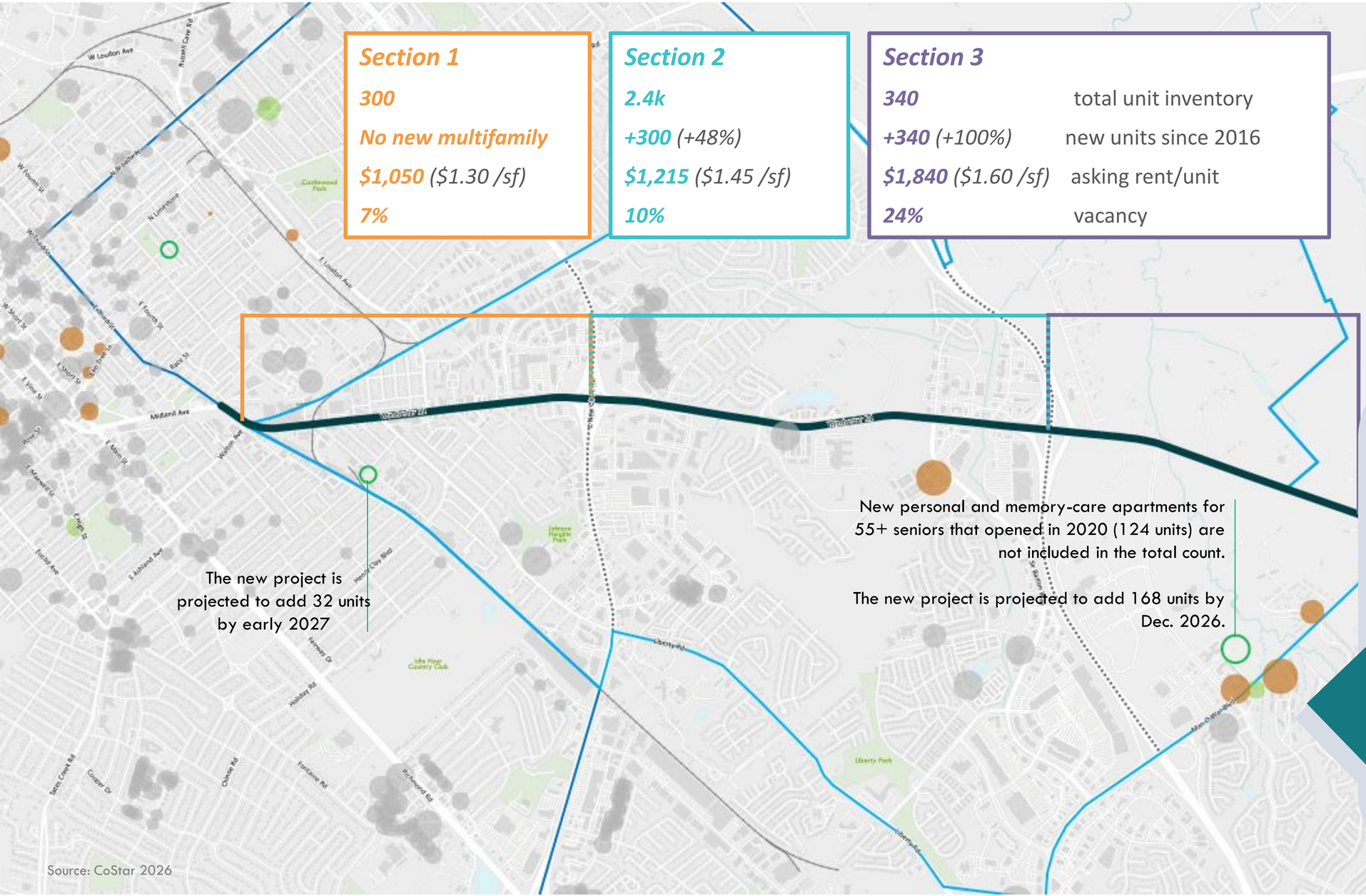
The Western Reinvestment Area contains a greater concentration of lower-income households, while the Established Suburban and Eastern Growth Areas include a substantially larger share of higher-income households.

Source: HUD, Esri, Development Strategies

Calculated based on household incomes of average household size (2.12) in the PMA for the MSA FY 2026 Income Limits

PMA MULTIFAMILY HOUSING

RECENT MULTIFAMILY DEVELOPMENT HAS BYPASSED THE CORRIDOR



There is very little multifamily in the corridor. New development has not been evenly distributed across the corridor, leaving the Western Reinvestment Area with limited recent housing investment while the Eastern Growth Area is positioned for the next wave of development.

Source: CoStar 2026

HOUSING DEMAND ANALYSIS

MATCHING THE METHOD TO THE MARKET

Housing Demand Analysis

estimates the market support for new housing: the households, preferences, and purchasing or rental capacity that can support different housing products.

Demand is different from need.

Demand identifies housing that households can and are likely to choose in the market. Housing need focuses more directly on the affordability challenges and housing conditions of people who live in an area today.

1. Conventional Demand/ Affordability Analysis
2. Growth Projection Analysis
3. Consumer Segmentation Analysis

No single demand measure tells the full story. Each method helps answer a different housing question in a different part of the corridor.

HOUSING DEMAND ANALYSIS

MATCHING THE METHOD TO THE MARKET

1 Conventional Demand/ Affordability Analysis

What it tells us:

Who lives in the area today, what they can afford, and where affordability gaps may exist.

Most useful for:

- **Western Reinvestment Area:** Understanding existing residents and the area's role as a source of attainable housing.
- **Established Suburban Area:** Estimating achievable housing price points in a largely built-out market, based on what people are able to afford today.

Less useful for:

- **Eastern Growth Area,** where there are relatively few existing households to represent the area's future market.

2 Growth Projection Analysis

What it tells us:

How much future housing demand the broader region may generate and what types of housing could be supported over time.

Most useful for:

- **Eastern Growth Area:** Estimating the scale and mix of housing that future growth could support.

Contextually useful for:

- **Western Reinvestment Area:** Demonstrating that regional demand may support reinvestment or redevelopment if the right conditions are created.

3 Consumer Segmentation Analysis

What it tells us:

Which households regionally may prefer different neighborhood types, housing products, and locations than the options currently available to them.

Most useful for:

- **Western Reinvestment Area:** Identifying potential regional demand for infill, walkable, and closer-in housing choice.

Less useful for:

- **Established Suburban Area:** Where limited available land constrains future development.
- **Eastern Growth Area:** Where long-range growth projections provide a more honestly high-level guide to future buildout.

HOUSING DEMAND IMPLICATIONS

HOUSING DEMAND DIFFERS BY AREA—AND SO SHOULD THE STRATEGY

Western Reinvestment Area

- Existing residents face the greatest affordability constraints.
- Reinvestment should preserve and improve attainable housing creating new housing and retail opportunities.
- Regional demand may support select infill or redevelopment opportunities if sites are well connected and the product is right.

Established Suburban Area

- The area is largely built out, and future demand will generally resemble existing market conditions.
- The focus should be on managing remaining development, selective infill, and better connections among established neighborhoods and services.

Eastern Growth Area

- Future demand is best understood through citywide growth projections rather than current resident demographics.
- The area provides an opportunity to plan for a broader range of housing types, densities, and affordability levels before development patterns become fixed.

The corridor can support different housing strategies in different places: stabilize and reinvest in the west, manage and connect the center, and shape inclusive growth in the east.

RETAIL PURCHASING POWER

What can existing residents spend on retail needs, and how much space can they support?

PMA

$189M

Resident Retail Purchasing Power (annual)

505k SF

Resident-Supportable Retail (SF)

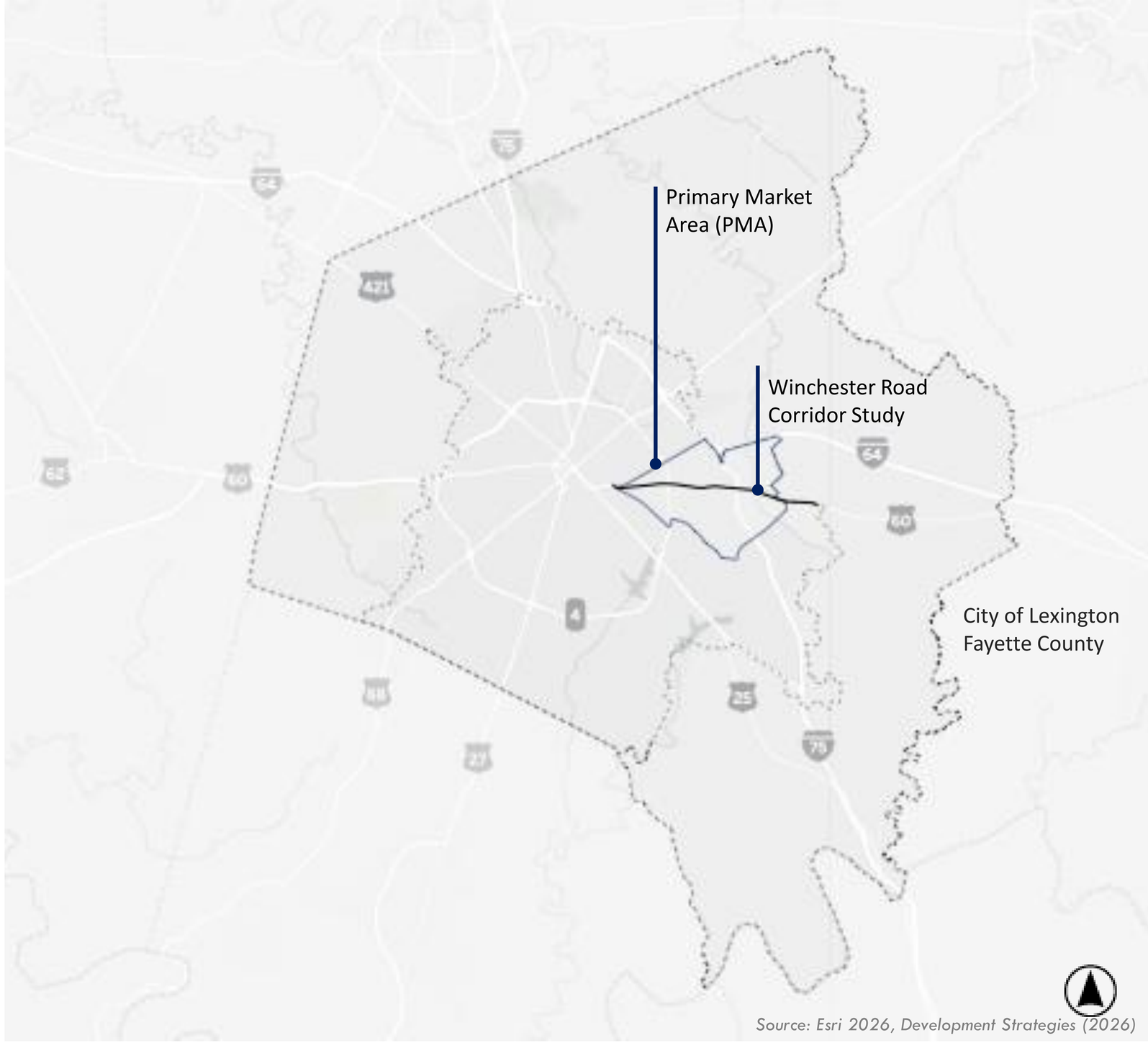
Lexington

$3.1B

Resident Retail Purchasing Power (annual)

8.4M SF

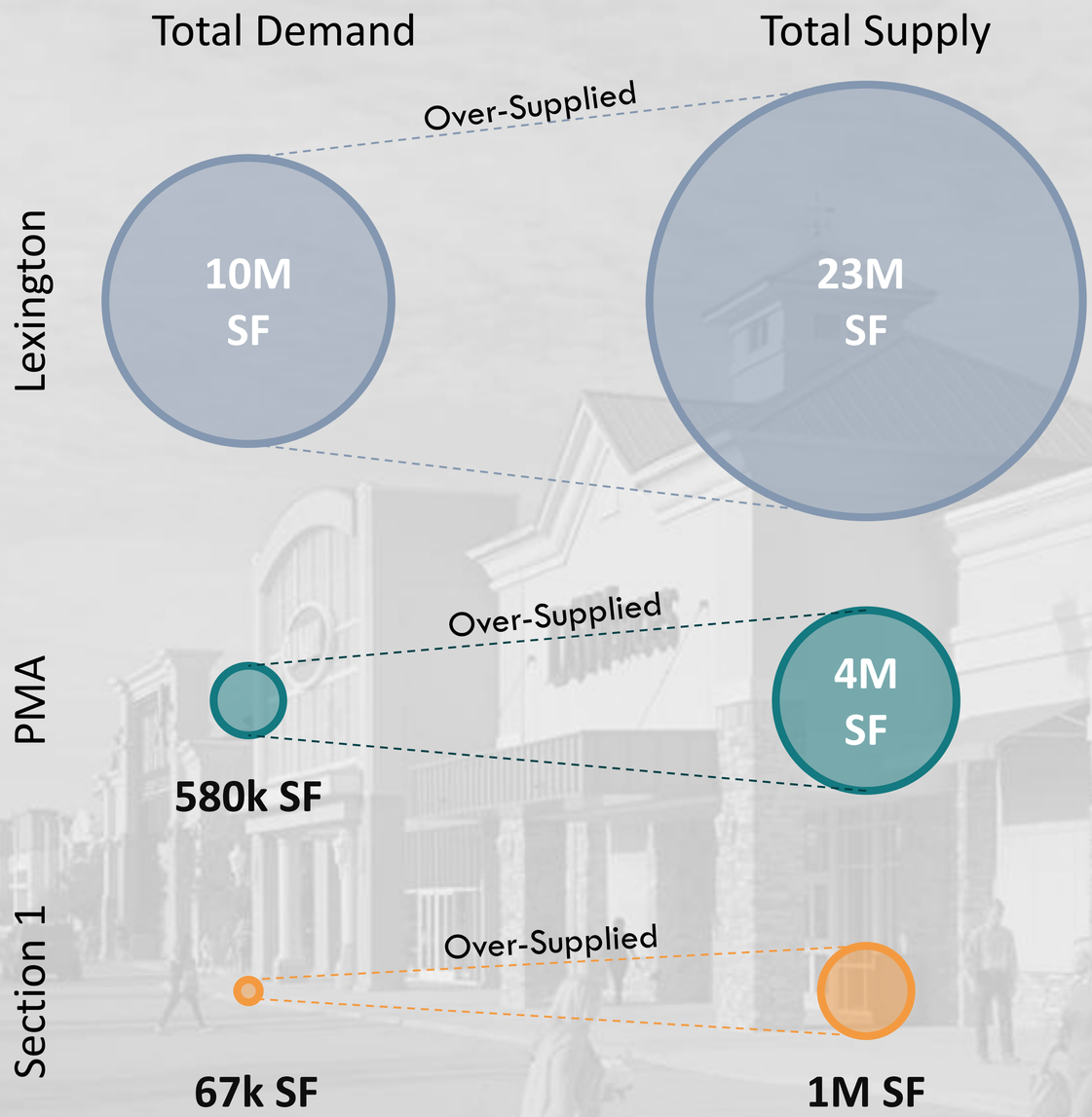
Resident-Supportable Retail (SF)



Source: Esri 2026, Development Strategies (2026)

RETAIL DEMAND & SUPPLY

PMA AND SECTION 1



Retail is oversupplied in Section 1, the PMA, and across Lexington.

This oversupply indicates that the **PMA is serving a significant number of residents from outside of the market area,** and that the Lexington region as a whole is serving a much larger geography in Central Kentucky.

In the case of Section 1, many properties that are classified as retail are **actually functioning as wholesale/business-to-business operations.**

Source: CoStar 2026, Esri 2026, Development Strategies (2026)

SUSTAINABLE OCCUPANCY

Conventional Occupancy

Measure of how many storefronts are currently filled with physical tenants.

Overall reported retail vacancy in the PMA ranges from 0% in the Eastern Area to 2.7% in the Western Reinvestment Area

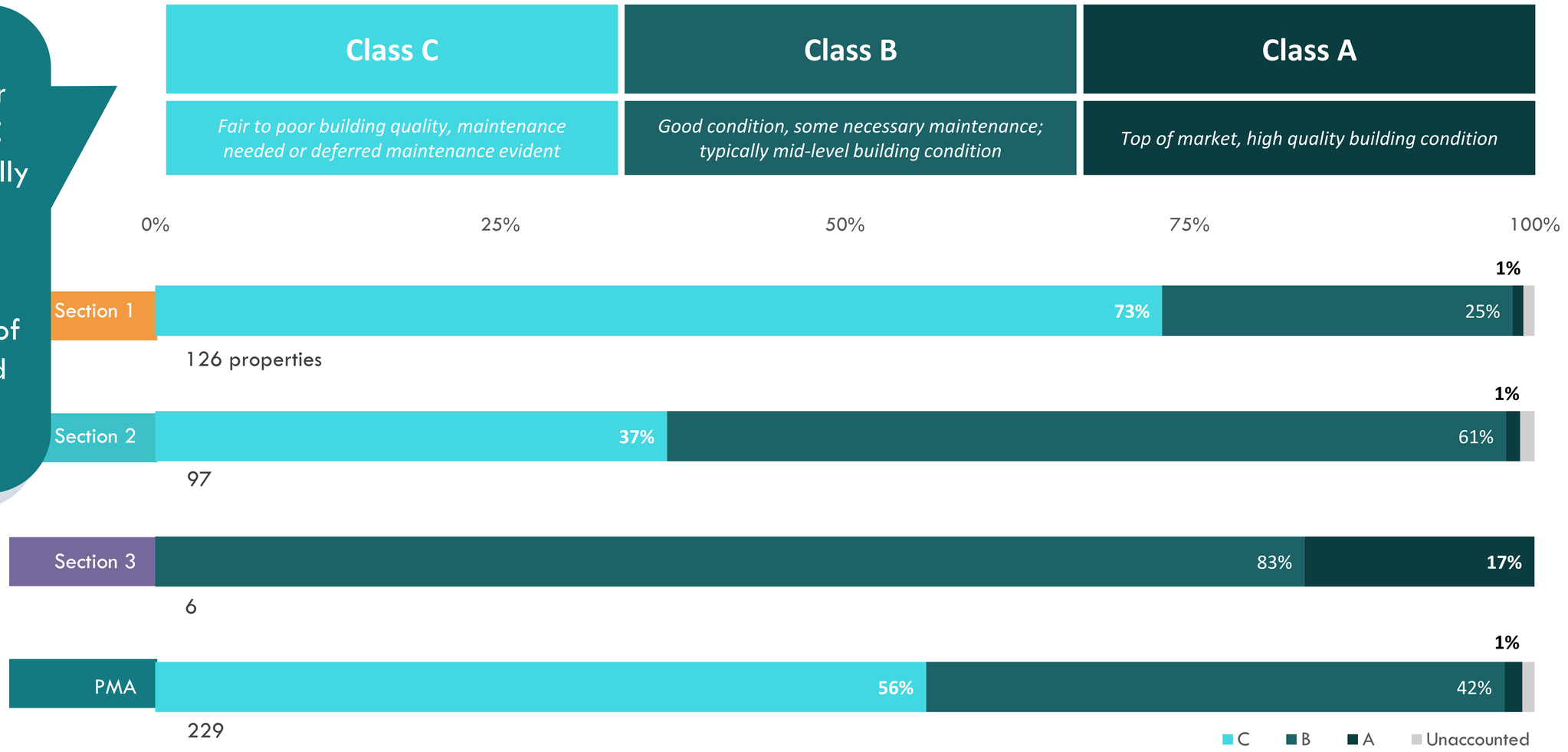
Sustainable Occupancy

A more nuanced understanding of occupancy that accounts for building conditions. Aging retail spaces currently being occupied at low rents cannot be adequately maintained, resulting in ongoing poor overall district conditions.

RETAIL SUPPLY

BUILDING CONDITIONS ACROSS THE PMA

Section 1 has a higher proportion of Class C buildings, which generally have lower building quality, suggesting a higher proportion of building stock in need of necessary or deferred maintenance.



Source: CoStar 2026, Development Strategies, 2026; data is limited to presently-marketed retail space, based on leasing activities and rent trends

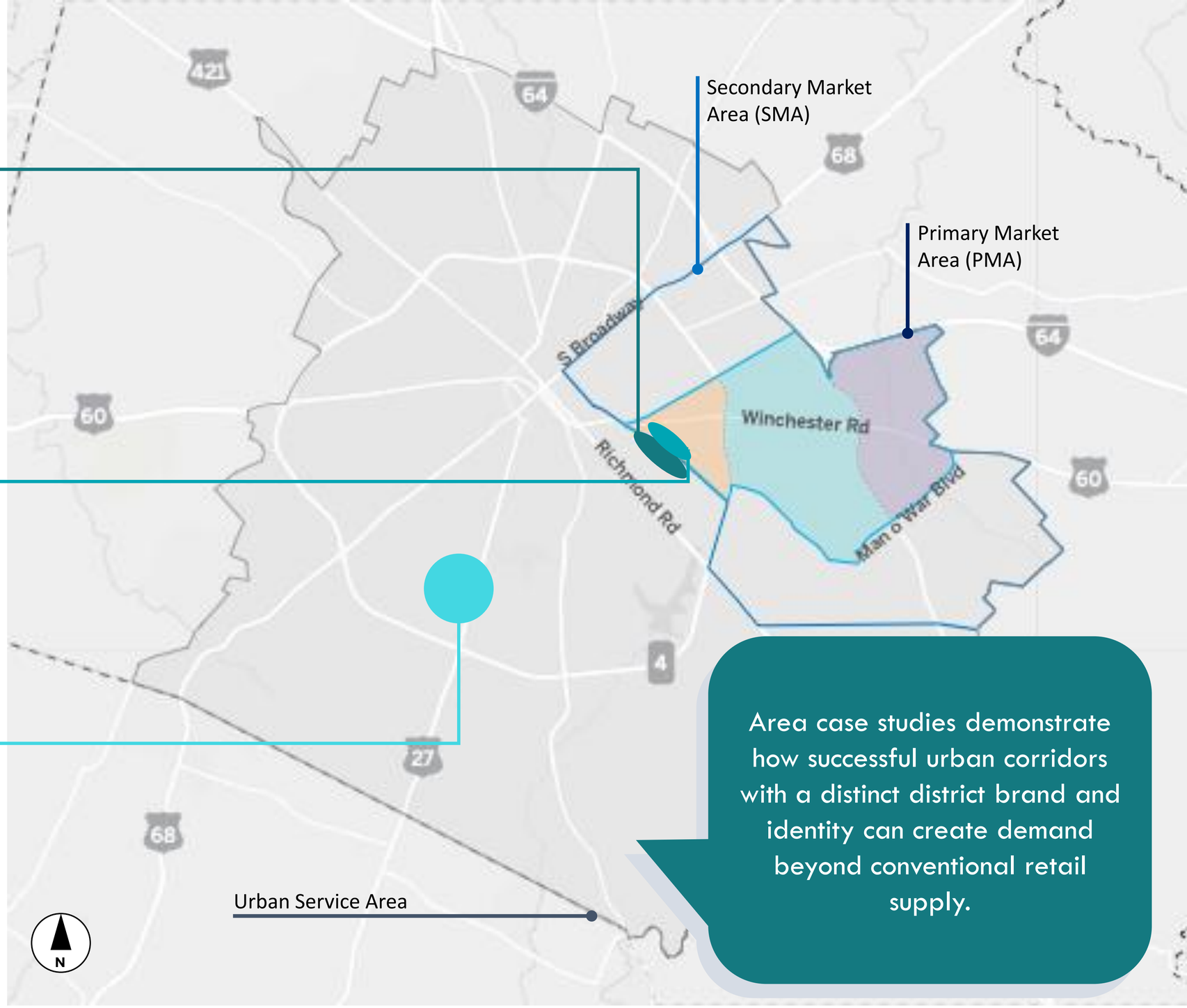
DISTRICT BRANDING & TENANTING

CASE STUDY AREAS

National Avenue

Delaware Avenue

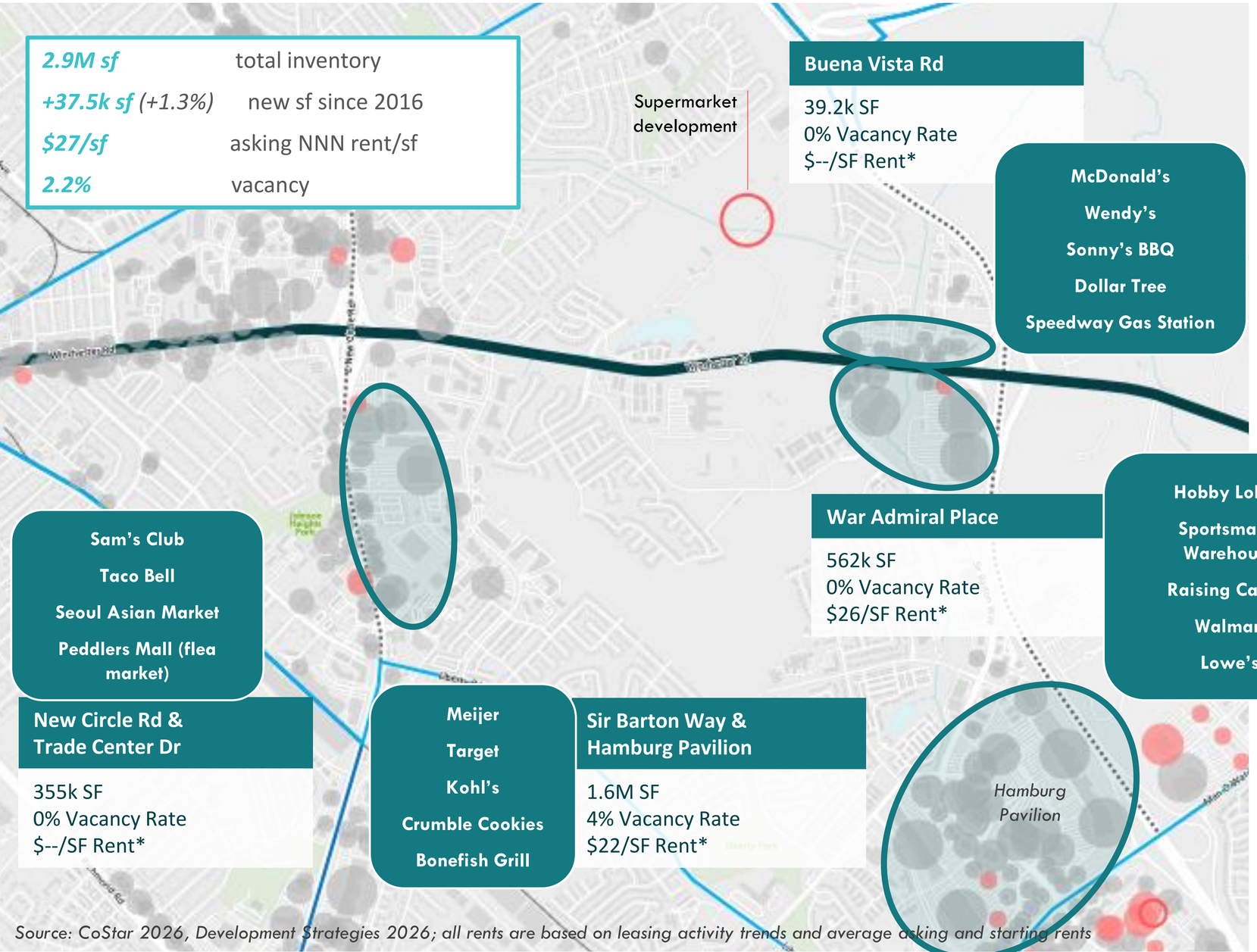
Southland Drive



Area case studies demonstrate how successful urban corridors with a distinct district brand and identity can create demand beyond conventional retail supply.

ESTABLISHED SUBURBAN AREA RETAIL OVERVIEW

DESTINATION RETAILERS



Hamburg Pavilion (at the I-75 and Man o' War Blvd intersection) is a 1M sf open-air shopping and lifestyle center, featuring over 70 big-box stores, specialty shops, and dining options. It is one of the largest retail hubs in Kentucky.

Section 2 is one of the strongest regional retail destinations in Lexington, drawing from well beyond a conventional market area.

Source: CoStar 2026, Development Strategies 2026; all rents are based on leasing activity trends and average asking and starting rents

EASTERN GROWTH AREA RETAIL OVERVIEW

PROJECTED FUTURE GROWTH

225.7k sf	total inventory
+7.7k *(+3.5%)*	new sf since 2016
$23/sf	asking NNN rent/sf
0%	vacancy

This area has just begun to build out, leaving a majority of the land undeveloped.

Costco was built in 2013, with Cabela's following in 2016, then the outlots in 2020 (Starbucks) and 2023 (Valvoline Instant Oil Change and Freddy's Frozen Custard).

With a comparatively small amount of retail today, Section 3 is poised to receive significant retail development in the upcoming decades.

Source: CoStar 2026, Development Strategies 2026; all rents are based on leasing activity trends and average asking and starting rents

RETAIL DEMAND CONCLUSIONS

While the PMA appears to be over-retailed, the reality is more nuanced:

1. Some shopping districts serve a **much larger regional market.**

2. **Future residential growth** will increase market support to the **west.**

3. **Retail dynamism:** New retailers will enter a crowded market if they believe they can beat existing retailers.

4. All categories are not the same in terms of opportunity.

5. Some submarkets could be underserved even as the overall market is overserved.

RETAIL SUPPLY CONCLUSIONS

Western Reinvestment Area

Area 1 currently has a significant amount of B-Street retail. Its best opportunities will involve adding a mix of residents, dining, and community services if it can establish a solid brand and secure a tenant mix to support it.

Established Suburban Area

Area 2 is a regional draw that can successfully attract "category killers" and regional comparison goods, as well as neighborhood services and dining establishments.

Eastern Growth Area

Area 3 has not fully taken shape yet. Commercial opportunities include developing a better mixed-use model that integrates community services and dining with residential uses.

Having oversupplied retailers does not mean "stop development". Rather, it means focusing on stabilizing the market, ensuring market support for continued development, and making sure that resident, employee, and visitor needs are met.

MARKETABILITY ASSESSMENT
ASSETS, CONSTRAINTS, AND OPPORTUNITIES

The ***Western Reinvestment Area*** has the corridor's most complex reinvestment conditions. Major employers, community-serving businesses, older commercial building fabric, and recent momentum around National Avenue provide a foundation for investment. However, rail barriers, superblocks, shallow parcels, and an uncomfortable pedestrian environment limit connectivity and make district-building more difficult.

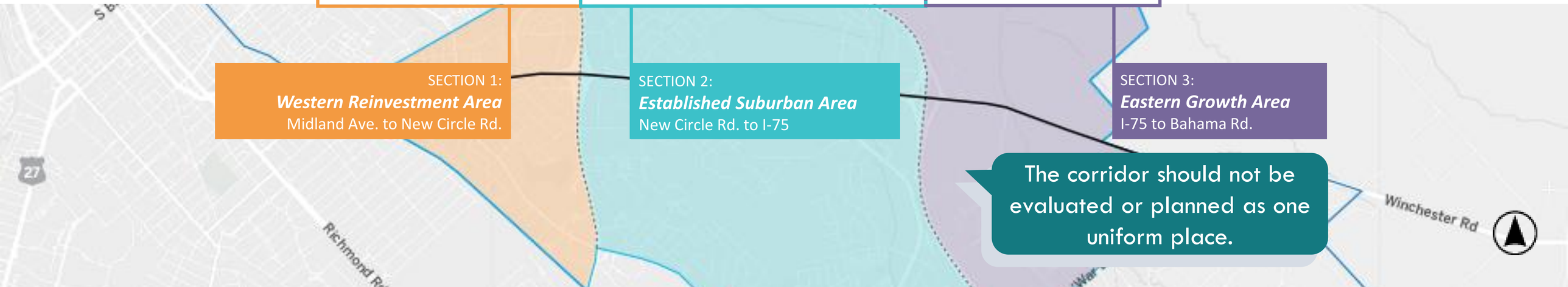
The western area has the corridor's strongest reinvestment potential, but success will depend on improving connectivity and creating a more complete district—not simply redeveloping individual sites.

The ***Established Suburban Area*** is a functioning, maturing market shaped by recent residential development, new grocery and service investment, schools, and nearby regional retail and hospitality uses. Much of the area is already developed or committed, so the opportunity is less about wholesale transformation and more about managing buildout, improving access and safety, and identifying selective infill or connection opportunities.

This is a largely established suburban market where the focus should be on managing growth and improving connections—not wholesale reinvention.

The ***Eastern Growth Area*** is positioned for significant future development, shaped by major medical investment, active residential growth, available land, and potential future connections toward I-64. Unlike the western area, the primary question is not how to reinvest in an established pattern, but how to organize growth before a disconnected suburban pattern becomes fixed.

The eastern area offers the corridor's greatest opportunity to shape future growth before development patterns become difficult to change.



MARKET CONCLUSIONS

10-YEAR PROJECTIONS

	Multifamily	For-Sale Housing	Retail	Office	Hotel	Flex/ Industrial
	Housing in Area 2 and 3 are based on regional growth projections for low, mid, and high-density housing. With limited sites in Area 2, most growth will likely flow to Area 3. Housing demand in Area 1 assumes suitable sites are identified and incentivized. In terms of economic feasibility, multifamily housing is a far more realistic growth opportunity.		Retail growth for Sections 2 and 3 are based on residential growth projections. A regional capture assumption doubles this amount. Area 1 is dependent on residential growth and assumes occupancy of existing buildings with higher rent-paying tenants.	Office demand is assumed to be largely driven by a capture of regional medical and medical office space.	Three 80-bed hotels are assumed, a modest increase in hotel development for Areas 2 and 3.	The Flex/Warehouse estimate is based on a reasonable capture of space based on historic trends and assumed new land designated in Area 3.
Area 1	1,350 units	1,100 units	50k sf	-- sf	-- rooms	-- sf
Area 2	3,100* units	5,200* units	250k sf resident serving 250k sf regional	250-300k sf medical office	250-350 rooms	100-150k sf
Area 3						
Total	4,350 units	6,300 units	550k sf	250-300k sf	250-350 rooms	100-150K sf

*estimated from Urban Growth Master Plan projections

UP NEXT

DEVELOP, TEST, & EVALUATE IDEAS

PUBLIC MEETING

September 10
Charles Young Center

STAKEHOLDER ROUNDTABLES

October

JOB SECTORS
PMA

Of the PMA's approximately 17,900 jobs, 70% are in the following sectors:

Retail Trade

4,600
26%
Lexington-Fayette Urban County: 10%

Administration & Support

1,800
10%
Lexington-Fayette Urban County: 7%

Accommodation & Food Services

1,800
10%
Lexington-Fayette Urban County: 10%

Healthcare & Social Assistance

1,800
10%
Lexington-Fayette Urban County: 21%

Construction

1,250
7%
Lexington-Fayette Urban County: 5%

Wholesale Trade

1,200
7%
Lexington-Fayette Urban County: 3.5%

Source: US Census Bureau, OntheMap 2023

JOB SECTORS
PMA

Growth in these sectors varies:

Retail Trade

+1.5%
growth by 2032

$15
hourly wage

Administration & Support

-3.3%
decline by 2032

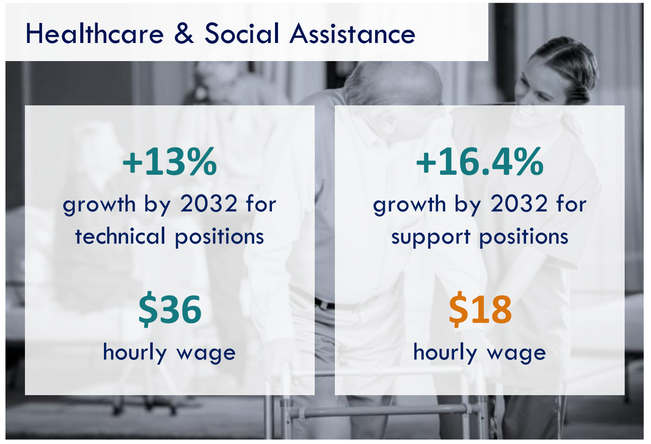
$19
hourly wage

Accommodation & Food Services

+6.2%
growth by 2032

$13
hourly wage

Healthcare & Social Assistance



+13%
growth by 2032 for technical positions

$36
hourly wage

+16.4%
growth by 2032 for support positions

$18
hourly wage

Construction

+4.6%
growth by 2032

$24
hourly wage

Wholesale Trade

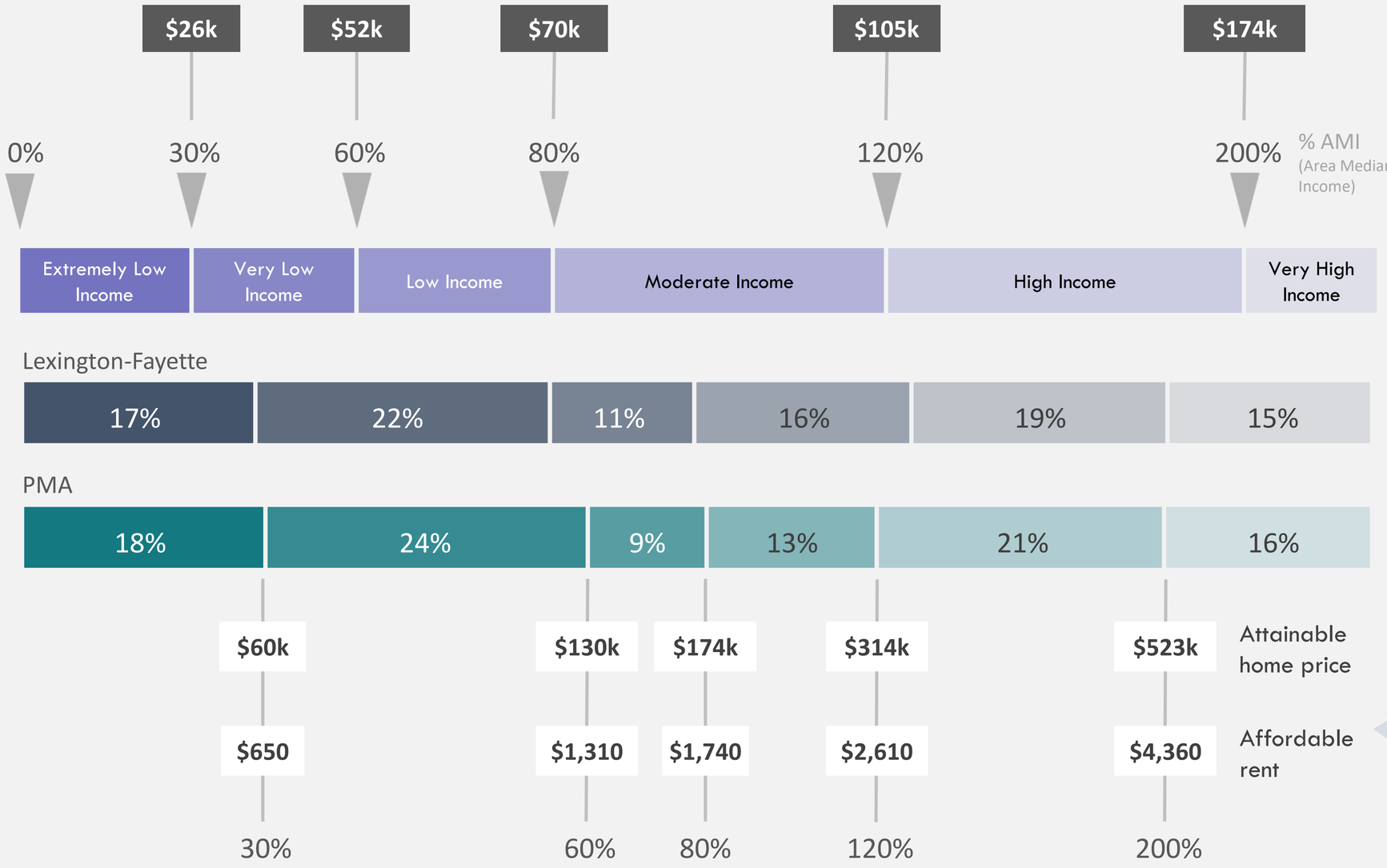
+5.7%
growth by 2032

$29
hourly wage

Source: US Census Bureau, OntheMap 2023

CORRIDOR AFFORDABILITY OVERVIEW

HOUSEHOLD INCOMES AND AFFORDABILITY ACROSS THE CORRIDOR



Source: HUD, Esri, Development Strategies

Calculated based on household incomes of average household size (2.12) in the PMA for the MSA FY 2026 Income Limits

This analysis compares the income distribution of households in the Winchester Road Corridor market area with Lexington-Fayette County and translates household incomes into attainable home prices and rents.

The corridor's overall income profile is broadly similar to Lexington-Fayette County, but includes a slightly larger share of both very low-income and higher-income households.

WESTERN REINVESTMENT AREA HOME VALUES

NATURALLY OCCURRING AFFORDABLE HOUSING

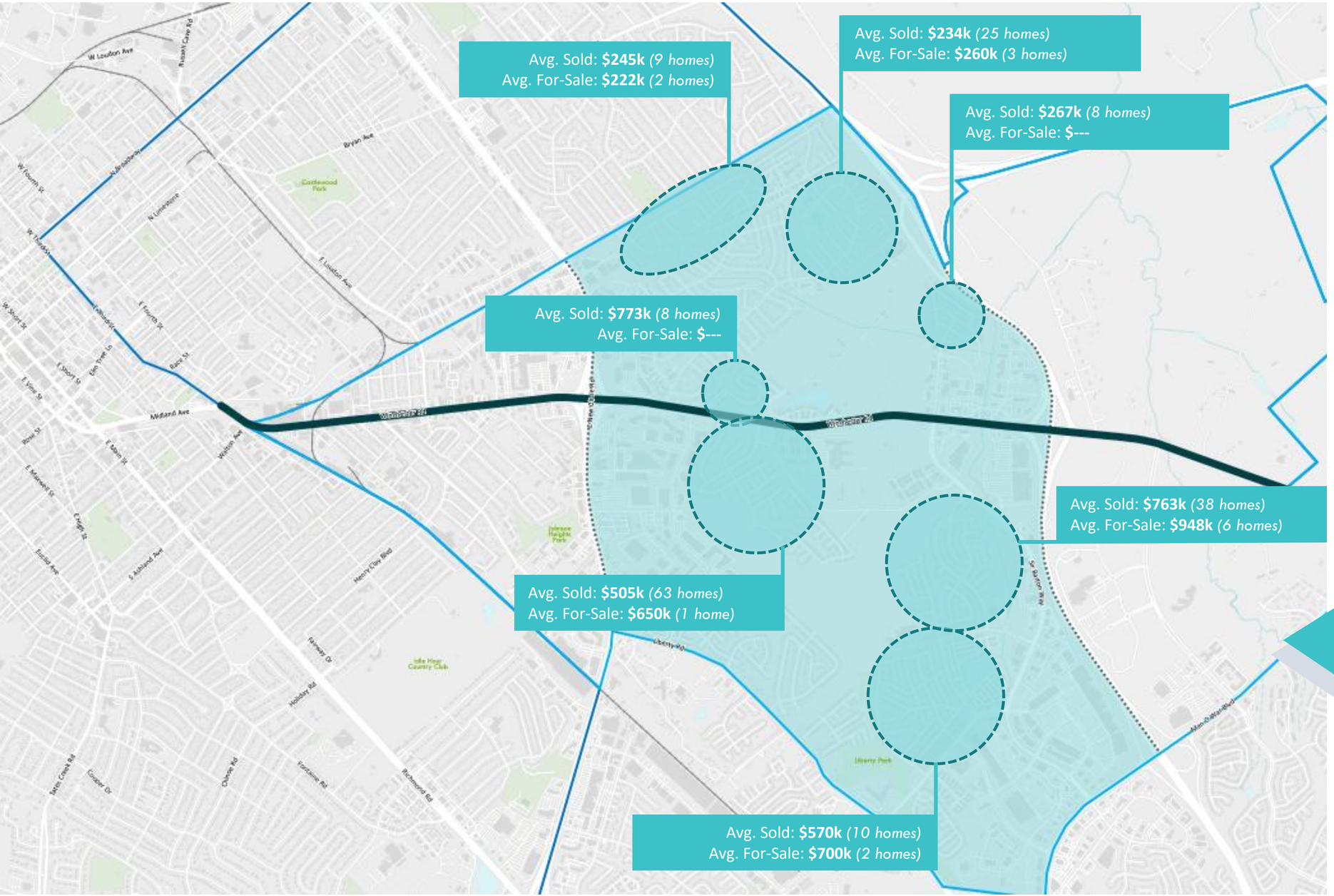
Average home values in the Western Reinvestment Area are substantially lower than in other parts of the corridor. This area contains some of the more attainable existing housing stock in the corridor and in Lexington more broadly.

Recent investment in neighborhoods to the south and west has improved housing conditions and strengthened values, but also illustrates the challenge of reinvesting in older housing without reducing affordability.

The Western Reinvestment Area is an important source of attainable existing housing, but reinvestment will need to balance improved housing quality with long-term affordability.

ESTABLISHED SUBURBAN AREA HOME VALUES

A DIVERSE BUT INCREASINGLY EXPENSIVE MARKET



The Established Suburban Area includes a wide range of housing conditions and values. Higher-value homes south of Winchester Road reflect more affluent suburban development, while neighborhoods north of the corridor include a broader mix of housing prices and more attainable options.

This area includes both high-value suburban neighborhoods and more attainable housing, but much of its development pattern is already established.

EASTERN GROWTH AREA HOME VALUES

POSITIONED FOR FUTURE HOUSING GROWTH

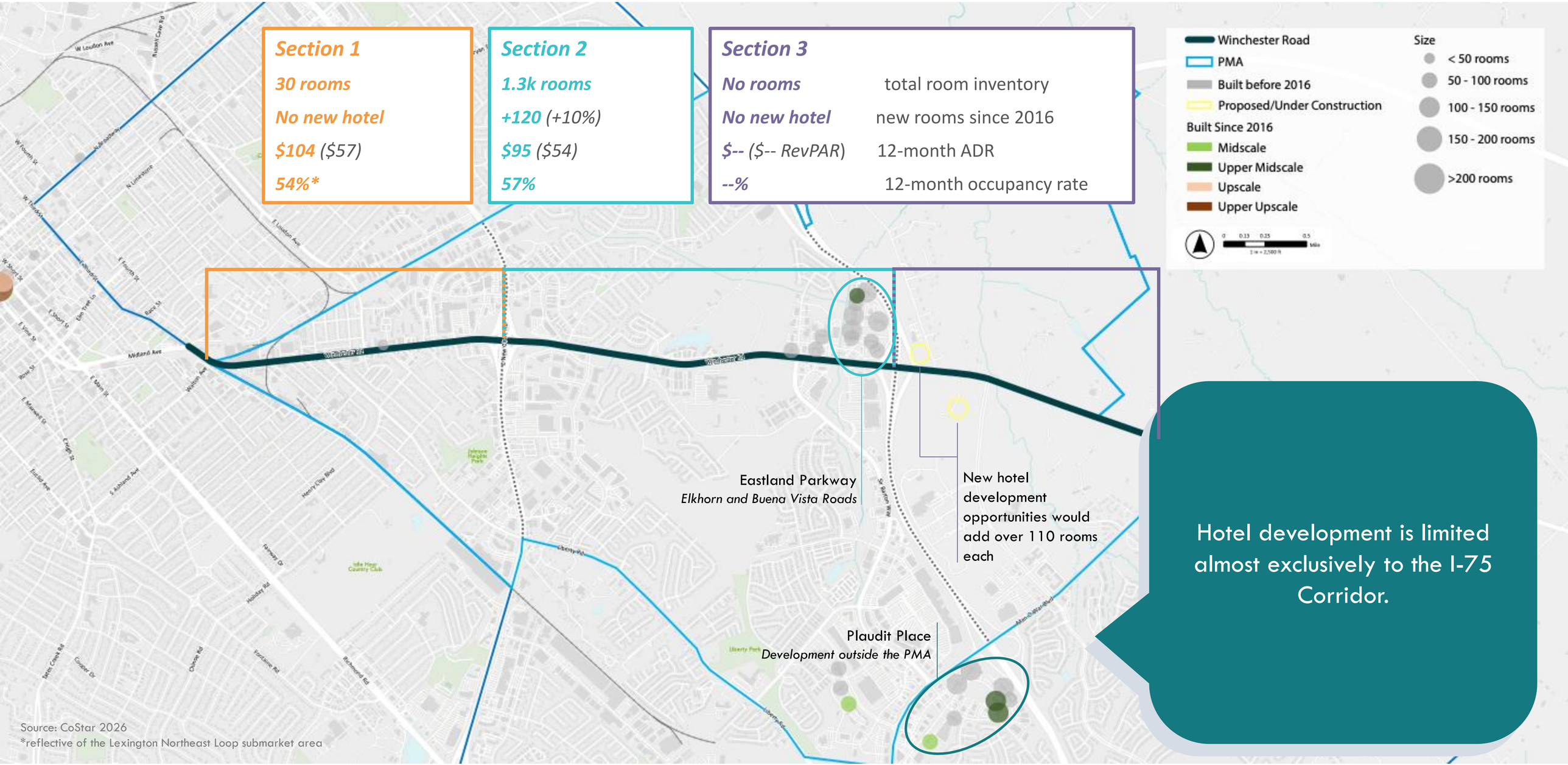
The Eastern Growth Area has seen relatively limited housing development to date, but available land, major medical investment, and planned growth infrastructure position it to capture a significant share of future housing demand.

Recent higher-value development suggests that the area may support a range of new housing products as growth continues.

The Eastern Growth Area is likely to become one of the corridor's primary locations for future housing growth.

HOSPITALITY OVERVIEW

NEW HOTELS BUILT SINCE 2016



Source: CoStar 2026

*reflective of the Lexington Northeast Loop submarket area

OFFICE OVERVIEW

NEW OFFICE BUILT SINCE 2016

Source: CoStar 2026

FLEX/INDUSTRIAL OVERVIEW

NEW FLEX/INDUSTRIAL BUILT SINCE 2016

Source: CoStar 2026