WINCHESTER ROAD CORRIDOR STUDY

Iris Dooling

General Government & Planning Committee

September 8, 2026

LEXINGTON

Study Foundation

2045 Comprehensive Plan
Theme D: Improving a Desirable Community
Pillar II: Placemaking

PLACEMAKING POLICY #12

ANALYZE UNDERUTILIZED COMMERCIAL PROPERTY THROUGH CORRIDOR LAND USE & TRANSPORTATION STUDIES.

The goals and objectives of Imagine Lexington very plainly call for an intensification of the major corridors. Other proposed policies throughout the document have taken aim at the regulatory side of the equation. Another critical aspect of this policy framework is to engage the public along these corridors about these issues and what forms these intensifications may take. The Division of Planning has already begun meeting with various commercial landowners, developers and property managers about their visions for their sites and how they can take advantage of the already modified zoning tools.

Since the adoption of the 2018 Comprehensive Plan, corridor plans have been an ongoing partnership between the Division of Planning, the Metropolitan Planning Organization, the Kentucky Department of Transportation and the respective corridor's numerous stakeholders about future land uses and transportation needs.

Winchester Road
Corridor Study

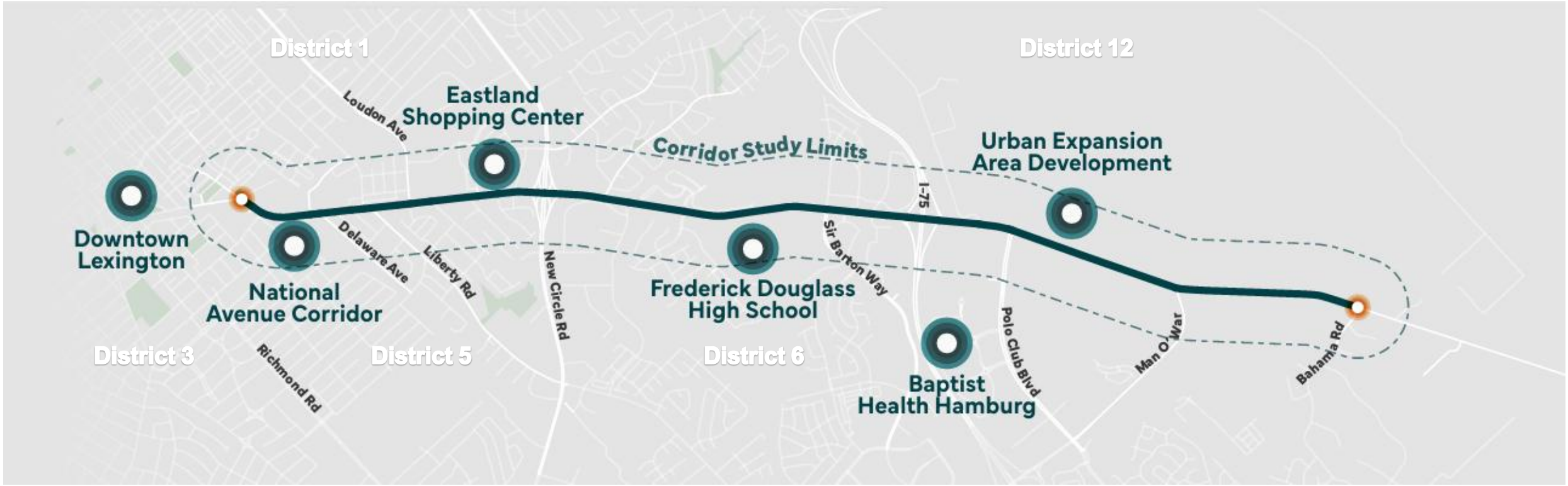
Corridor Study: *A project that analyzes the relationship between a transportation route and its surrounding land use. Identifies transportation deficiencies, future needs, and provides a prioritized list of multi-modal improvements.*

Study Background

- Project Budget & Funding
  - $350,000
  - Funded by Lexington Area Metropolitan Planning Organization (LAMPO) & non-federal LFUCG match
- Selecting Winchester Rd.
  - Connection to completed and ongoing studies
    - Northeast New Circle Rd. Corridor Study
    - Downtown Area Master Plan
    - Urban Growth Master Plan (UGMP)
  - UGMP Area 2- Residential density
- Statistics & Challenges
  - Current
    - Regional commuter route
    - Gateway into downtown
    - High traffic volume
    - High Injury Network
  - Future
    - Increase in residential density
- Goals and Outcomes
  - Improve multimodal traffic safety and access by reducing conflicts and lowering speeds to prevent fatalities and serious injuries.
  - Encourage future redevelopment that is denser, mixed-use, and pedestrian-oriented in design.
  - Improve connectivity and maintain mobility for all modes of transportation.
  - Identify opportunities for infill and identify potential catalytic sites.
  - Utilize a multi-pronged approach to achieve meaningful engagement with stakeholders and the local community.
  - Develop a cohesive sense of place along each segment of the corridor.

Study Corridor

- Project Limits: East 3rd Street/Midland Ave to Bahama Road
- 5.8 Miles
- Council Districts:1, 3, 5, 6, 12



Study Team

- **Project Management Team**
  - LFUCG
    - Long-Range Planning
    - Outreach and Strategic Planning
    - Planning Services
    - Lexington Area Metropolitan Planning Organization (LAMPO)
  - Consultant Team

DEVELOPMENTSTRATEGIES

- **Steering Committee**
  - Lextran
  - KYTC
    - District 7
    - Strategic Planning Branch
  - LFUCG
    - Engineering
    - Traffic Engineering
    - Office of the Mayor
  - LAMPO
    - Bike Ped
    - Complete Streets
    - Vision Zero
  - Division of Planning
  - Bicycle & Pedestrian Advisory Committee

- **Internal Advisory Group**
  - Planning Commission
    - Commissioner Johnathon Davis
    - Commissioner Robin Michler
  - LFUCG County Council
    - Vice Mayor Dan Wu
    - Councilmember James Brown (at-large)
    - Councilmember Tyler Morton (1st District)
    - Councilmember Lisa Higgins-Hord (6th District)
    - Councilmember Hil Boone (12th District)

Study Timeline: Spring 2026 - May 2027

Phase 1
Analyze and Listen

- **May- June**: Public Survey

Phase 2
Test and Evaluate Ideas

- **Sept-Oct**: Open House

Phase 3
Recommend Implementation Plan

- **February**: Open House

COMMUNITY ENGAGEMENT

- PUBLIC SURVEY
- DOOR-TO-DOOR CANVASSING
- PRESS RELEASE & MEDIA COVERAGE
- SOCIAL MEDIA
- STAKEHOLDER ROUNDTABLES

Join Us at the First Public Meeting!

Thursday, September 10
5:30 p.m. - 7:30 p.m.
Charles Young Center (540 E. Third St.)

Phase 1: Community Engagement by the Numbers

669 Survey Responses Received

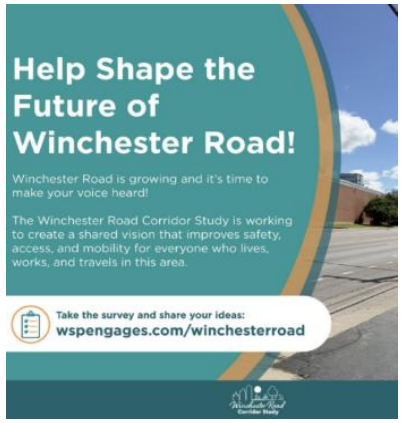
548 Map Pins Placed

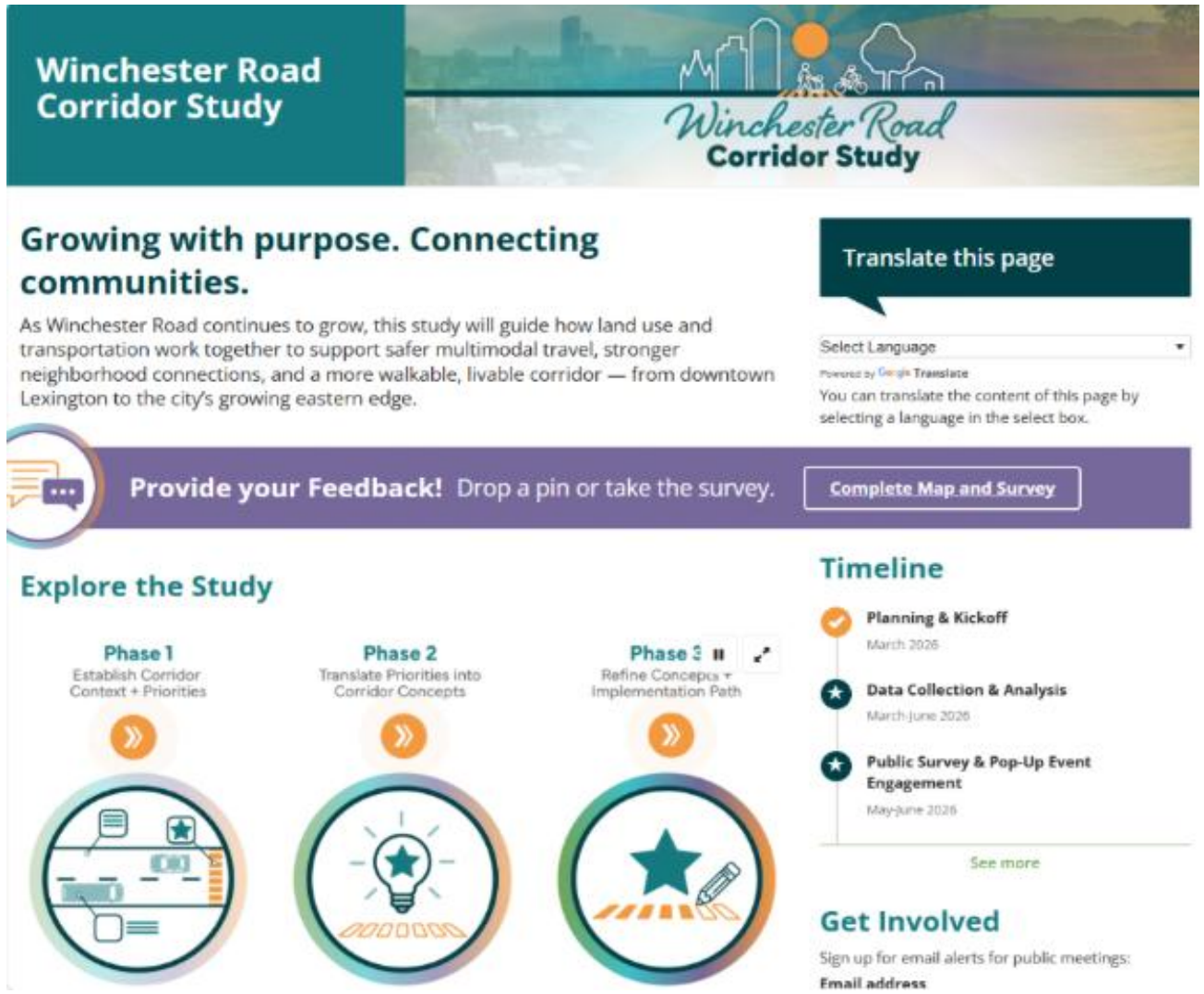
36 Stakeholders Engaged *from* **29** Local Organizations *during roundtable meetings*

90 Businesses Visited

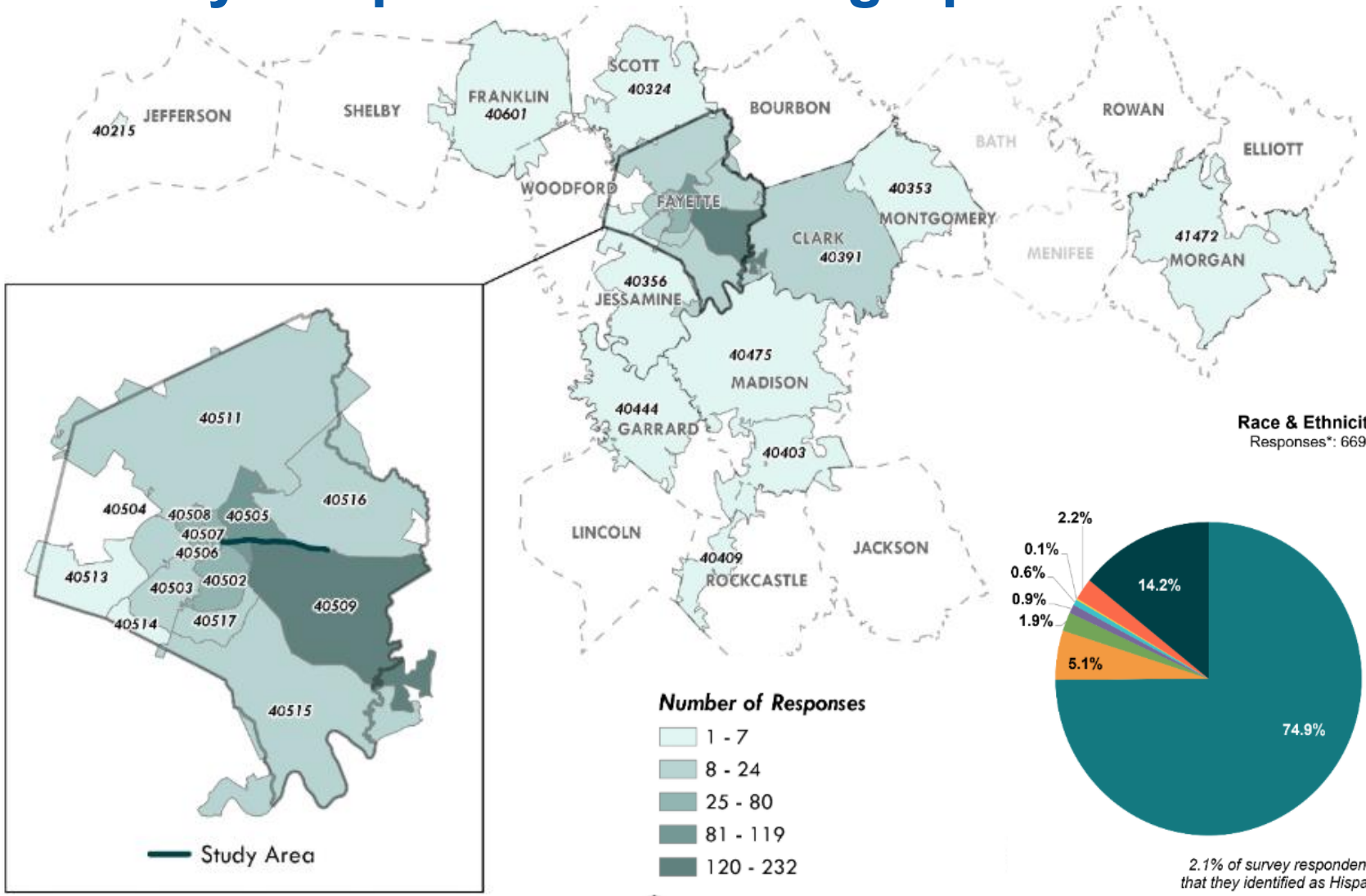
10 Pop-Up Engagement Events

Phase 1: Community Engagement





Public Survey Respondents' Demographics



2.1% of survey respondents indicated that they identified as Hispanic or Latino

Public Survey Data Summary

52.1%
Survey Respondents use Winchester Road everyday
with **21%**
using the corridor for more than one purpose

45% Survey Respondents feel Very or Somewhat Unsafe

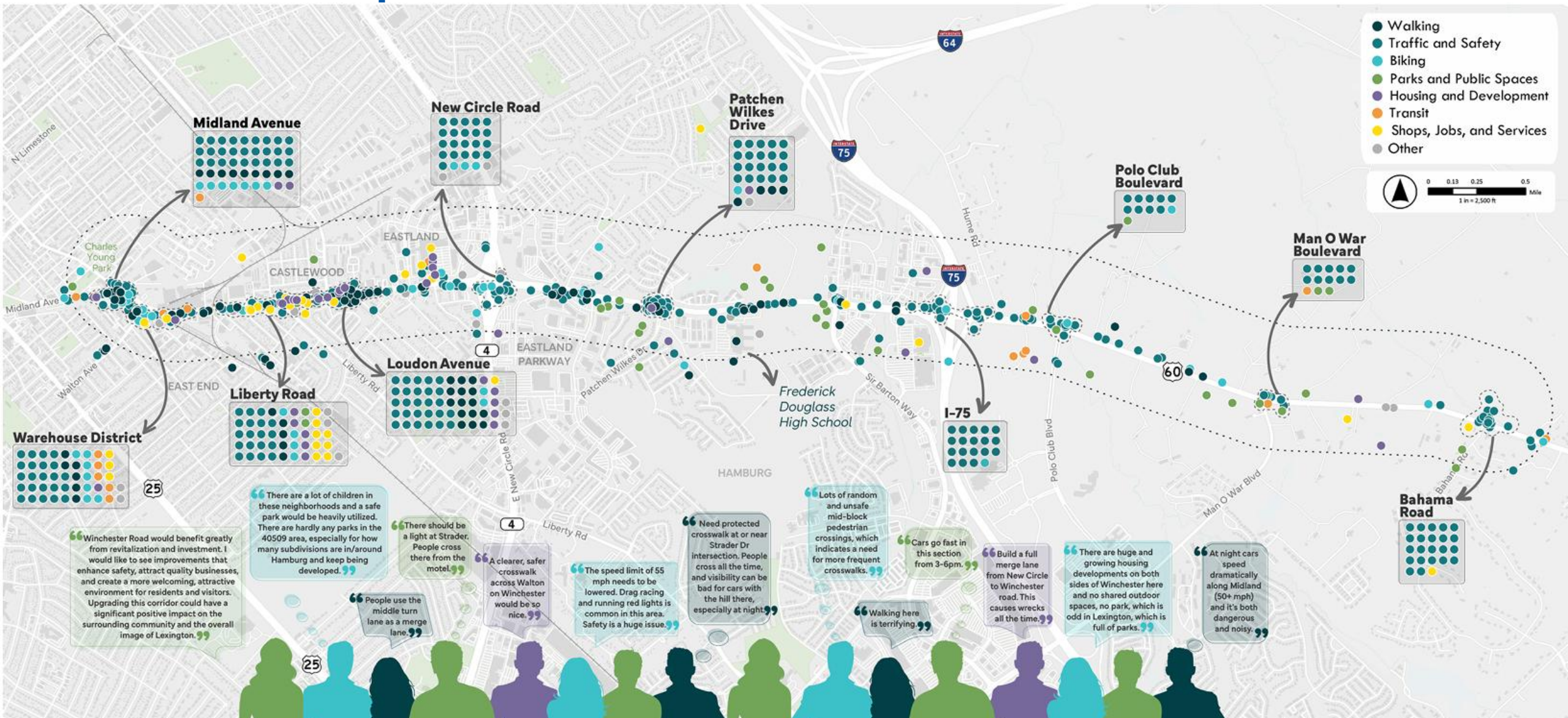
Drivers & Transit Riders felt most safe
Cyclists & Pedestrians felt least safe

94%
Survey Resposdents drive on Winchester Road at least some of the time

Top Priorities for Change include:

- Safety improvements
- Improved infrastructure for pedestrians and cyclists, including crossings and protected bike lanes
- More parks and green space

Interactive Map Public Feedback



Phase 1 Outreach Key Takeaways

Balancing Transportation & Land Use

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

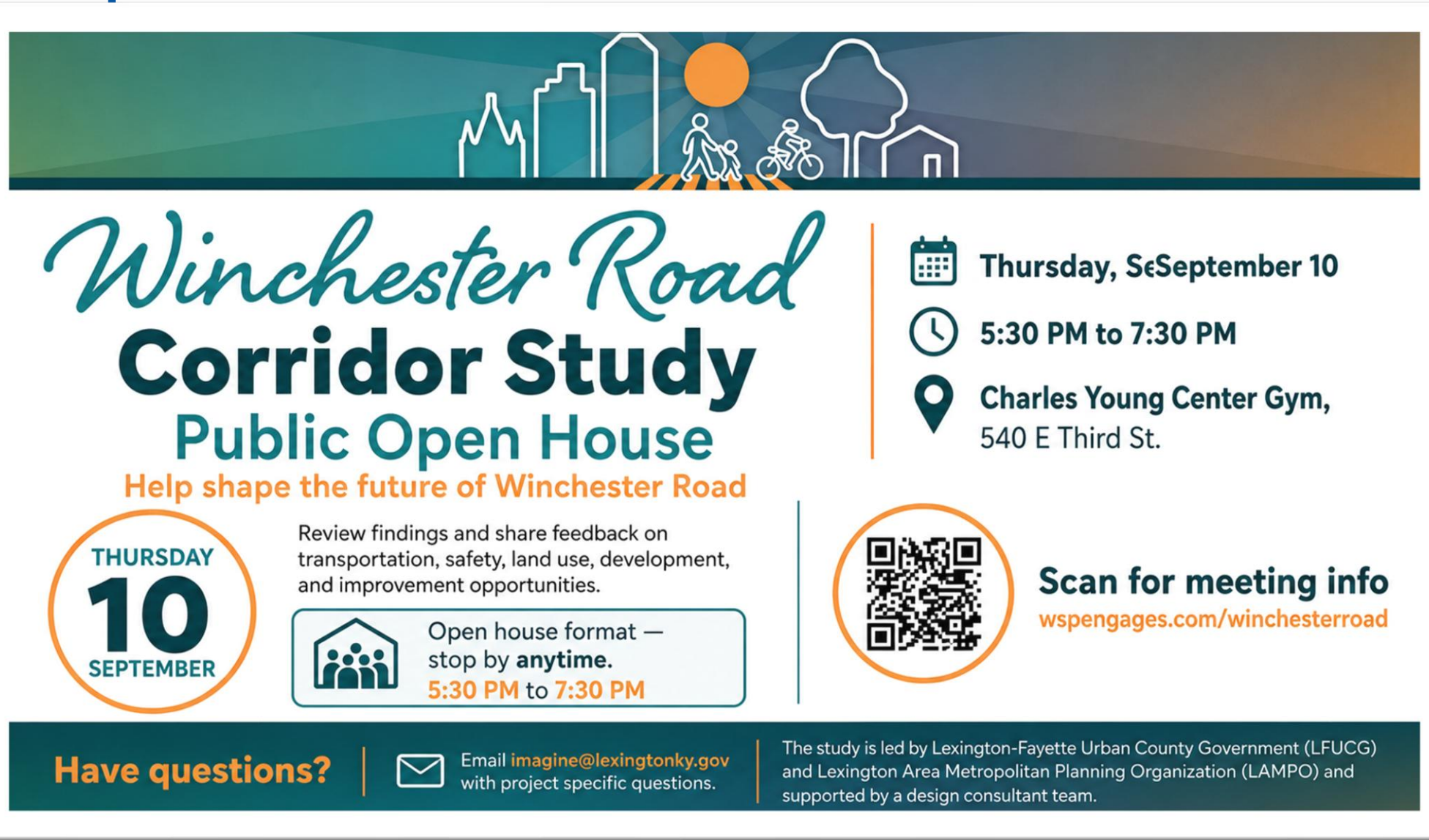
Prioritizing Safety for all Users

Respondents felt that Winchester Rd. 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.

Deliberate 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 **transportation infrastructure to support new development**.

Next Steps


Winchester Road
Corridor Study
Public Open House
Help shape the future of Winchester Road
THURSDAY
10
SEPTEMBER
Review findings and share feedback on transportation, safety, land use, development, and improvement opportunities.
Open house format — stop by anytime.
5:30 PM to 7:30 PM
Thursday, SeSeptember 10
5:30 PM to 7:30 PM
Charles Young Center Gym,
540 E Third St.
Scan for meeting info
wspengages.com/winchesterroad
Have questions?
Email imagine@lexingtonky.gov with project specific questions.
The study is led by Lexington-Fayette Urban County Government (LFUCG) and Lexington Area Metropolitan Planning Organization (LAMPO) and supported by a design consultant team.

QUESTIONS?

Contact Information

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www.wspengages.com/winchesterroad

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