



Phase 1 Public Engagement Summary

Winchester Road Corridor Study

September 2026

1. Introduction

Community and stakeholder input is central to the Winchester Road Corridor Study and the development of a shared vision for the corridor's future. As Winchester Road continues to experience growth, redevelopment, and evolving transportation needs, the project team designed the initial engagement approach to ensure that community priorities, local knowledge, and lived experiences help shape the study's understanding of existing conditions and future opportunities from the outset of the study.

This report summarizes the initial engagement activities for Phase 1 of the study and will be included as an appendix to the final report. Engagement with the public and stakeholders is an important part of each of the three phases of the study progress (**Figure 1**) and activities associated with each phase will be documented.

Study Timeline: Spring 2026 - May 2027



Figure 1: Anticipated Community Engagement through the Three Phases of the Winchester Road Study

Engagement activities for **Phase 1: Establishing Corridor Context and Priorities** took place between May 13 and June 23, 2026, and were a combined effort of broad public outreach and targeted stakeholder engagement to gather input from people who live, work, travel, own property, and invest along the corridor.

Online engagement was driven by the study's [webpage](#), which included a public survey and an interactive map that allowed participants to identify specific issues, opportunities, and locations of concern throughout the corridor. To complement online engagement, social media outreach, and news coverage, the project team conducted a series of in-person outreach activities, including pop-up events, door-to-door business outreach, and stakeholder roundtables. These efforts were intended to reach a diverse range of corridor users and ensure participation from businesses, property owners, institutions, neighborhood representatives, developers, employers, and community organizations.

Collectively, these efforts generated extensive participation and provided valuable insight into community priorities for Winchester Road. The team received 669 survey responses and 548 interactive map comments. In addition, the project team directly engaged 36 stakeholders across 29 institutions and organizations through the roundtables. Through door-to-door outreach, the team contacted 90 businesses along the corridor and visited 116, of which 26



were closed. This feedback has helped establish a community-informed foundation for the study and will continue to guide the future phases of concept development and recommendations.

The engagement results demonstrate a strong level of community interest in the future of Winchester Road. Across all outreach activities, participants consistently expressed a desire for a corridor that is safer, better connected, and more responsive to the needs of residents, businesses, and travelers. The following sections summarize the Phase 1 engagement activities and the key themes that emerged from the input.

1.1 Timeline

Figure 2 depicts the progression of Phase 1 public engagement activities.

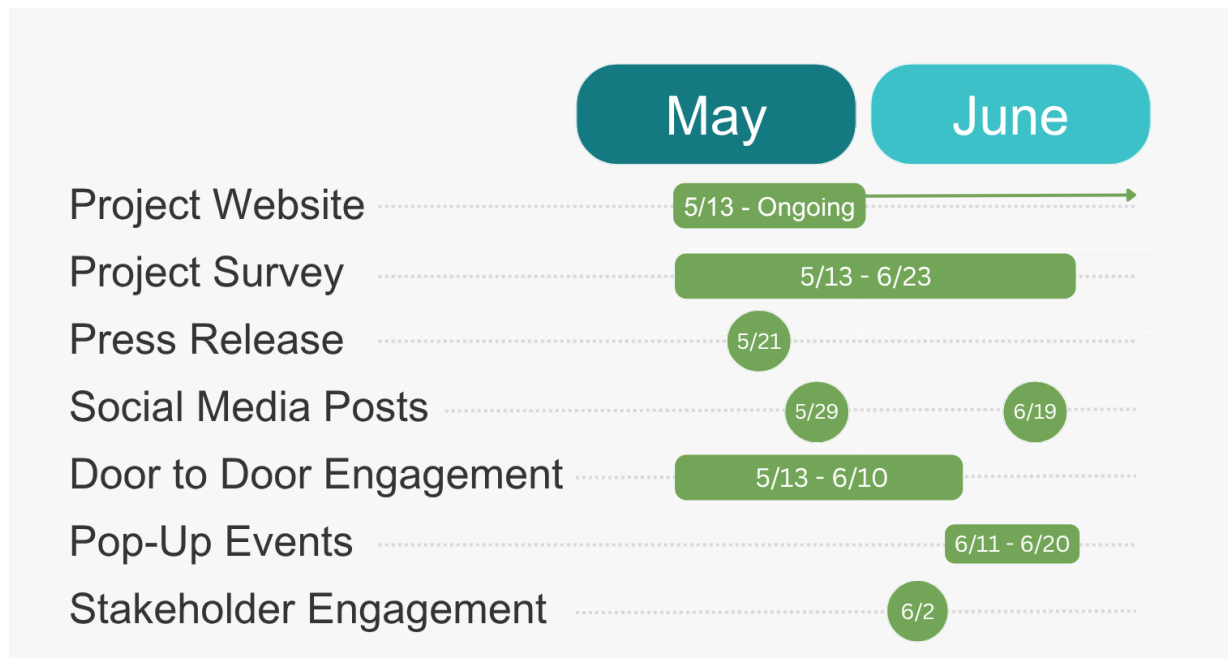


Figure 2: Phase 1 Engagement Timeline

2. Promotion and Outreach

Throughout Phase 1, the project team designed outreach activities to increase awareness of the study, promote participation in the online survey and interactive map, encourage engagement through pop-up events, and build relationships with corridor stakeholders. The project team utilized several communication channels and community partnerships to make engagement opportunities accessible to a broad and diverse audience (**Figure 3**). By combining online engagement, stakeholder coordination, business outreach, pop-up events, and roundtable discussions throughout the initial engagement period, the study maintained a consistent public



presence and provided multiple opportunities for community members to learn about the project and share their perspectives.

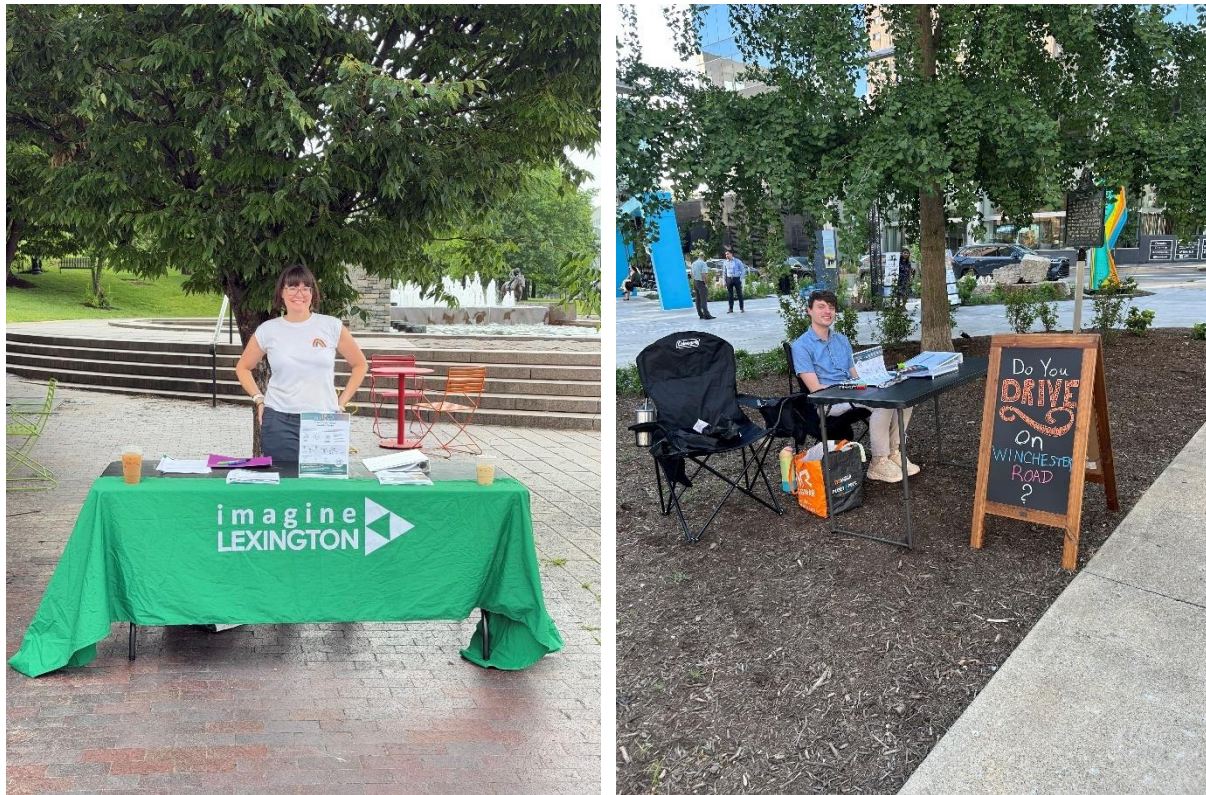


Figure 3: LFUCG Staff Conducting Pop-Up Tabling Events

Key messaging focused on the importance of community input in shaping the future of the Winchester Road corridor, the study's role in addressing growth and redevelopment pressures, and the need to improve safety, connectivity, mobility, and quality of life for corridor users. Outreach efforts emphasized that the study would evaluate both transportation and land use conditions to develop a shared vision for Winchester Road that reflects community priorities.

2.1 Webpage

The Winchester Road Study webpage, hosted on <https://wspengages.com/winchesterroad>, serves as the centralized hub for public-facing information on the plan (**Figure 4**). The webpage offers a brief description of the study, the anticipated timeline of major milestones, and opportunities to participate. People can sign up for study updates by providing their email address. The webpage will continue to serve as the primary online resource for the study, with updates and new materials added throughout the project lifecycle.



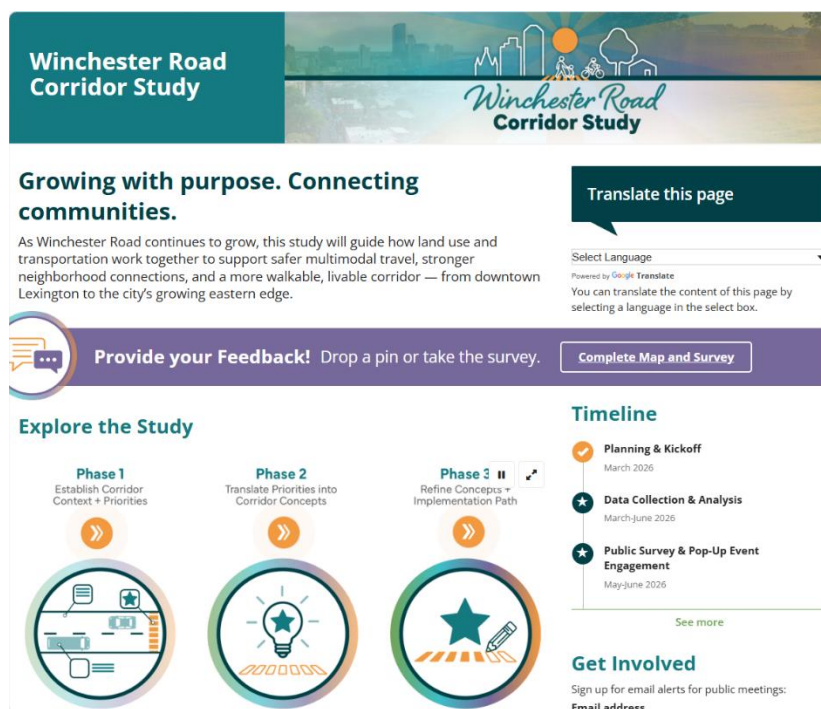


Figure 4: Winchester Road Study Webpage

2.2 Fact Sheet

The project team developed a fact sheet to serve as printed collateral for in-person outreach events throughout the study development. In addition to a description and timeline of the study, the fact sheet directs readers to the webpage for further information. During the live period of the survey, the project team handed out the fact sheet during tabling events and posted it at participating businesses. A copy of the fact sheet is included in **Appendix A**.

2.3 Social Media Posts

LFUCG used its social media accounts on Instagram, X, and Facebook to share information about the study and promote public participation (**Table 1**). The project team developed language and graphics to be shared across social media platforms. Social media content aimed to build project awareness and encourage survey participation by directing community members to the project webpage and online survey.

Table 1: Social Media Analytics

Platform	Account	Posts	Likes	Reposts/Shares	Comments	Views
Instagram	@imagine_lex*	3	53	0	0	8,141
Facebook	City of Lexington, KY – Government**	2	9	7	2	

*The @lexingtonkygov and @lexbikewalk Instagram accounts were collaborators on two posts

** Imagine Lexington, Lexington Area MPO, and Lex Bike Walk were collaborators on both posts



Social media posts directed community members to the study webpage to participate in the online survey and interactive mapping activity (**Figure 5**).

Partner agencies and organizations assisted in promoting the public survey, including Lextran, city councilmembers, and neighborhood associations. On both Instagram and Facebook, LFUCG collaborated on posts with Imagine Lex, Lex Bike Walk, and Lexington Area Metropolitan Planning Organization to share with their followers.

Links to social media posts are included in **Appendix A**.



Figure 5: Winchester Road Survey Promotion on Facebook

2.4 Press Releases, Newsletters, and Media Coverage

LFUCG developed and distributed a press release to promote the Winchester Road Corridor Study and encourage participation in the online survey. The press release announced the start of the study, described the study's goals, and directed community members to the online survey and study's webpage. It emphasized that the study would evaluate land use patterns, transportation conditions, safety, accessibility, connectivity, and future development along Winchester Road.

The press release and related media coverage helped expand awareness of the study and encouraged community members to participate during the survey period. Coverage included the following items:

- **LFUCG Press Release, “Public invited to participate in Winchester Road Corridor Study Survey”**: Announced the Winchester Road Corridor Study, described the study goals, and invited the public to complete the online survey.
- **WKYT, “Public input needed for Winchester Road in Lexington”**: Shared information about the study, survey, and opportunities for the public to provide input on travel patterns, safety concerns, and desired improvements.
- **WKYT Video Segment, “Lexington seeks public input on Winchester Road safety improvements”**: Highlighted the study's focus on safety improvements and encouraged the public to participate in the survey.
- **WKYT, “Lexington seeks public input on Winchester Road development plan”**: Covered the study in the context of development activity, traffic patterns, stakeholder meetings, and the future of the corridor.
- **The Lexington Times, “Lexington seeks public input on Winchester Road improvements”**: Summarized the LFUCG announcement and noted that the study would evaluate safety, accessibility, connectivity, land use, and transportation conditions along Winchester Road.



- **Lexington Herald Leader, “Got thoughts on how to improve Winchester Road? The city wants to hear from you.”:** Summarized the study’s purpose and scope and invited the public to complete the online survey

Links to the press release and media coverage in full are included in **Appendix A**.

In addition to these press releases, Sounds Like a Plan, the LFUCG Division of Planning’s monthly newsletter, included a section about the study with a link to the public survey in its May 21st newsletter.

3. Stakeholder Engagement

The project team held a series of one-hour roundtables on June 2, 2026. The team hosted these roundtable sessions at the Charles Young Center, located near the Winchester Road Corridor study area (**Figure 6**).

The project team organized stakeholder roundtable meetings into six broad categories—Businesses & Property Owners, Developers, Major Employers, Neighborhood Associations, Public Entities, and Social Services/Religious Institutions, encompassing 36 attendees from 29 organizations along the corridor.



Figure 6: LFUCG Staff and Project Team Present Study Details at a Stakeholder Roundtable



Each roundtable started with a short presentation with an overview of the Winchester Road Corridor Study. Following the presentation, stakeholders participated in an 'Idea Sprint' where each participant came up with three Big Ideas for the Winchester Road Corridor and placed them on a decision matrix. After the 'Idea Sprint,' stakeholders participated in roundtable style discussions with a combination of general questions and specific, group-based questions.

Across all stakeholder groups, major themes and directions for the corridor involved safety, connectivity, and mobility. Specifically, stakeholders were interested in:

- Improving safety, especially in relation to high traffic volumes and pedestrian crossings
- The development of a cohesive corridor identity that is both transportation/connection focused and place-based
- Establishing balance between aesthetics and functionality along the corridor as density grows
- Reinvesting in aging businesses and neighborhood amenities, especially along the western portion of the corridor
- Identifying and managing growth and development pressure while mitigating traffic congestion on the eastern portion of the corridor

Summaries of each stakeholder roundtable are in **Appendix B**.

3.1 Pop-Up Events and In-Person Outreach

To complement the online survey, interactive map, and stakeholder roundtables, LFUCG staff and the project team conducted pop-up and in-person outreach activities during the survey's open period from May 13th to June 23rd, 2026. The team designed these activities to meet people where they were, including community events, local businesses, transit locations, commercial areas, and neighborhood gathering places, rather than relying on formal meetings or online participation alone. At each in-person outreach event, staff distributed flyers with a QR code linking to the study website, survey, and interactive map. Participants also had the opportunity to complete the online survey and interactive map using iPads provided by the project team.

In-person outreach activities were supplemented by yard signage advertising the survey placed in accessible locations along the corridor (**Figure 7**).





Figure 7: Yard Signage Advertising Public Survey

Pop-up outreach occurred at 10 locations throughout Lexington, listed in **Table 2**. At the downtown Lextran Transit Center, staff set up a table between Stations 5 and 6 to reach riders using routes connected to the Winchester Road corridor, including service to Hamburg, Sir Barton Way, and the Polo Club Boulevard area. The Transit Center outreach provided an opportunity to hear from riders who may experience the corridor differently than people who primarily drive.

Table 2: Pop-Up and In-Person Engagement

Event/Location	Date
Frontrunner's Event at Thoroughbred Park	May 25 th
Lexington Pride	May 30 th
Phoenix Park	June 11 th
Spalding's Bakery	June 12 th
Minton's	June 14 th
Eastland Shopping Center	June 16 th
Lextran Transit Center, Stations 5 and 6	June 17 th
Hamburg Shops	June 17 th
Neighborhood Voices Juneteenth Event	June 19 th
Sunshine Grow Shop	June 20 th

These conversations helped supplement the online survey by capturing shorter, informal comments from people who may not have otherwise participated in the study while also reinforcing the importance of addressing Winchester Road's changing character as it transitions from a more urban and commercial corridor to a higher-speed regional roadway and future growth area. Major themes from these conversations include the following:



- Participants identified several locations along Winchester Road as unsafe or uncomfortable for pedestrians and transit riders, with particular concern near the Sportsman's Motel area where people cross Winchester Road to reach the Amoco gas station.
- Participants noted that the elevation change, roadway layout, vehicle speeds, and lack of a comfortable crossing environment can reduce visibility between pedestrians and approaching drivers near the J.M. Smucker/JIF facility, Midland Avenue, and Walton Avenue area.
- Participants emphasized unsignalized mid-block crossings, closely spaced intersections, limited pedestrian comfort, and the need for safer access between bus stops, businesses, and nearby destinations, challenging turning movements in the rural section east of I-75, and signal timing concerns.

3.2 Door-to-Door Business Outreach

From mid-May through July, LFUCG staff conducted door-to-door outreach at 90 businesses along and near Winchester Road. Staff shared handouts about the study, promoted the online survey and interactive map, and invited business owners, employees, and property representatives to comment on transportation conditions, safety concerns, customer access, business visibility, and potential corridor improvements.

This outreach was especially important because businesses and employees experience Winchester Road on a daily basis and often observe recurring issues from a fixed location. Many business participants were able to identify specific driveways, intersections, bus stops, crossing locations, parking areas, and turning movements that create challenges for customers, employees, pedestrians, and drivers.

Recurring themes from door-to-door business outreach were largely concerned with transportation, corridor character, and the intersection of the two. Businesses identified:

- Traffic challenges, including difficult left turns, high speeds, and long peak-hour queues, limiting business access for patrons
- Unsafe mid-block crossings, especially near the J.M. Smucker/JIF facility and nearby businesses where people cross Winchester Road to access bus stops, stores, and services
- The need for a traffic signal or safer crossing treatment near Strader Drive and slower speeds closer to downtown
- A desire for improved pedestrian conditions near Midland Avenue, Walton Avenue, and the Eastland area
- Underinvested or unattractive portions of Winchester Road with an interest in improvements such as lighting, landscaping, better maintenance, cleaner sidewalks, flower planters, and reinvestment in aging commercial properties



Overall, door-to-door outreach provided location-specific input that was consistent with the broader survey and interactive map findings. It also helped identify practical issues related to customer access, business operations, site visibility, and the everyday experience of working along Winchester Road.

4. Public Survey

An essential component of Phase 1 of Public Engagement was ensuring that community voices informed the development of the Winchester Road Corridor Study. Using a public survey as the primary medium, the team was able to collect valuable input from community members and stakeholders along the corridor.

The project team hosted the survey online and publicized it both digitally and in print. The team presented the survey in English, but the survey website offers built-in translation software, enabling translation to 15 additional languages, including Spanish. The team also offered handheld mobile devices to facilitate survey responses at pop-up engagement events.

4.1 Participant Overview

The survey response period ran from May 13th to June 23rd, 2026, attracting a total of 669 unique responses.

The project team included demographic questions at the end of the public survey to gather further information about the community interested in potential changes on Winchester Road. The survey made all demographic questions optional. Most respondents were long-time residents, with more than 35% of respondents living in Lexington for 30+ years (**Figure 8**). Respondents were primarily 35 years of age or older (80.9%) (**Figure 9**) and White, non-Hispanic individuals (**Figure 11**). There was an even distribution of female and male respondents (**Figure 10**).

The majority of survey respondents self-identified as white (74.9%). In addition, 5.1% of survey respondents self-identified as black, 1.9% of survey respondents self-identified as two or more races, 0.9% of survey respondents self-identified as Asian, 0.6% of survey respondents self-identified as American Indian or Alaska Native, 0.1% of survey respondents self-identified as Native Hawaiian or other Pacific Islander, and 2.2% of survey respondents self-identified as other. Across 669 survey responses, approximately 14% of survey respondents chose not to disclose their race and/or ethnicity or chose to skip the question (**Figure 11**), limiting the full demographic analysis of the respondents. To supplement the survey data, the project team intentionally chose pop-up events to engage community members across a diverse range of backgrounds.

Survey respondents extended across Central Kentucky, with residents ranging from Jefferson County to Morgan County (**Figure 12**). Most survey respondents resided in Fayette County (93%) with the highest concentrations of respondents residing in ZIP Codes 40505 and 40509 adjacent to the study area.



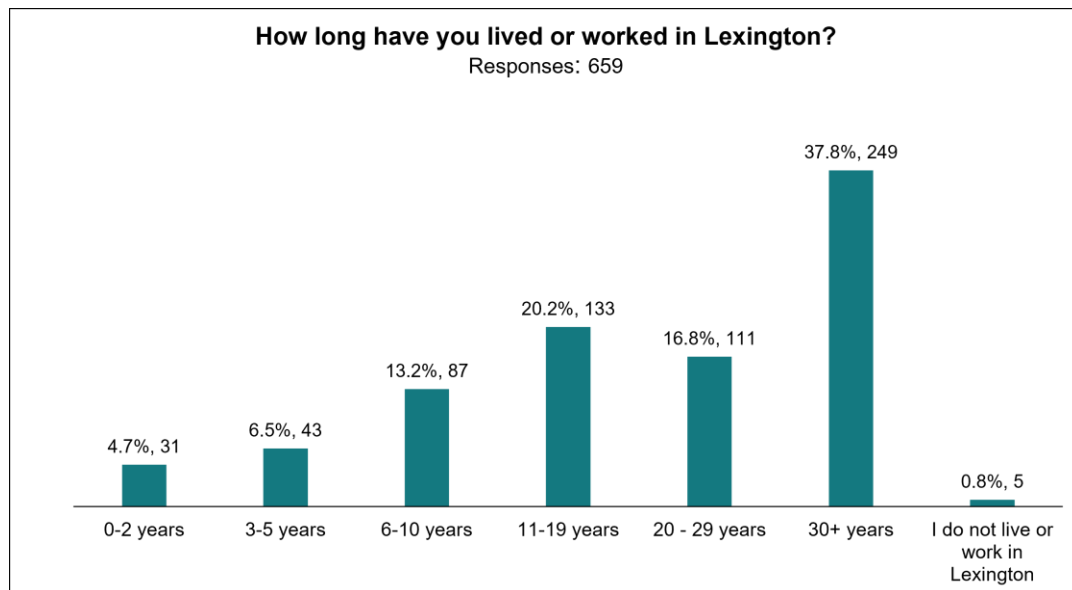


Figure 8: Length of Residence in Lexington

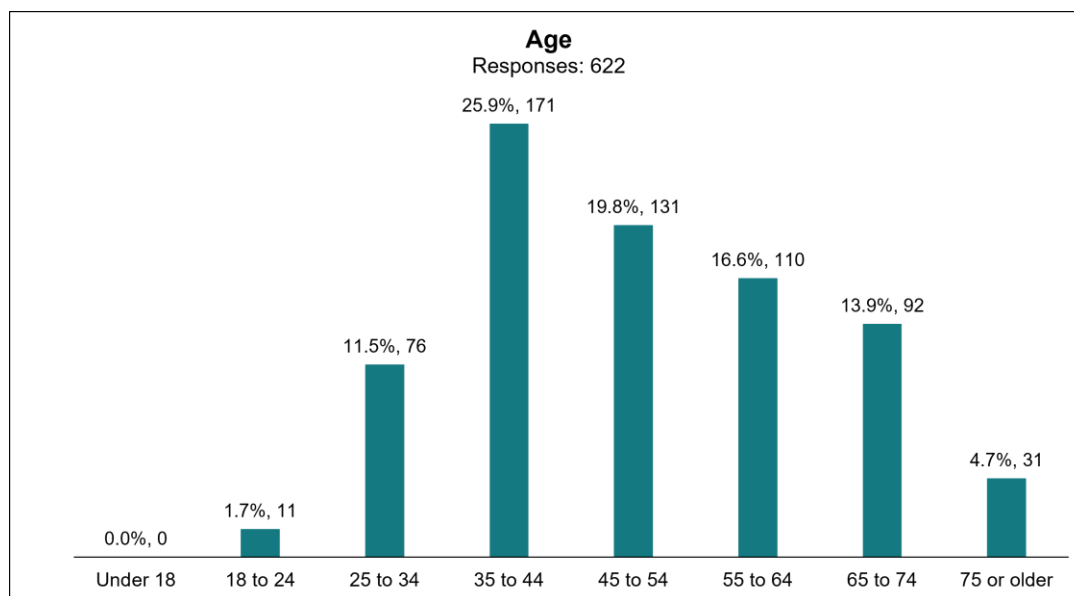


Figure 9: Age of Respondents



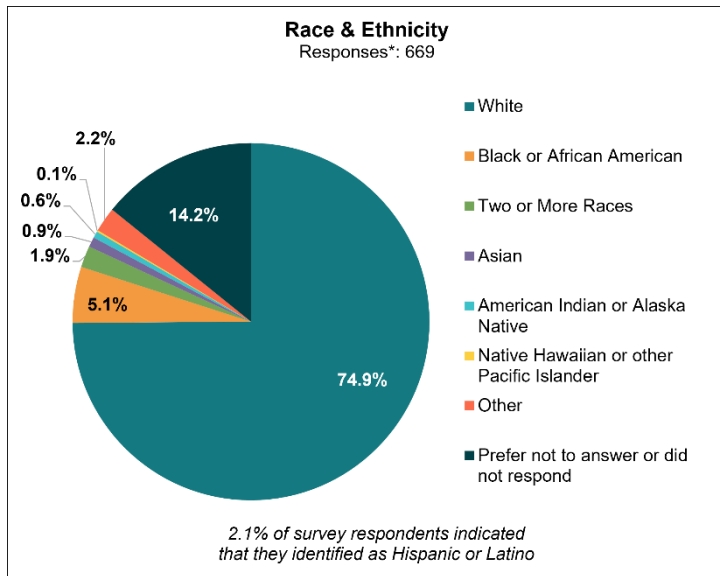


Figure 11: Race & Ethnicity of Respondents

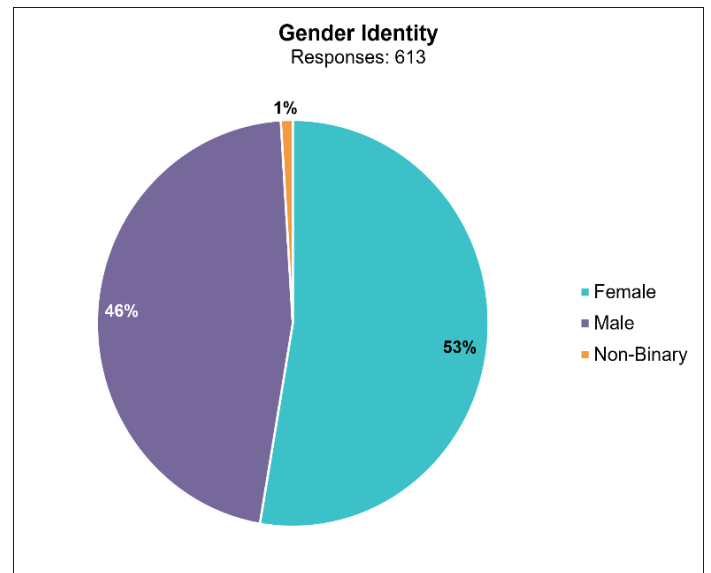


Figure 10: Gender Identity of Respondents

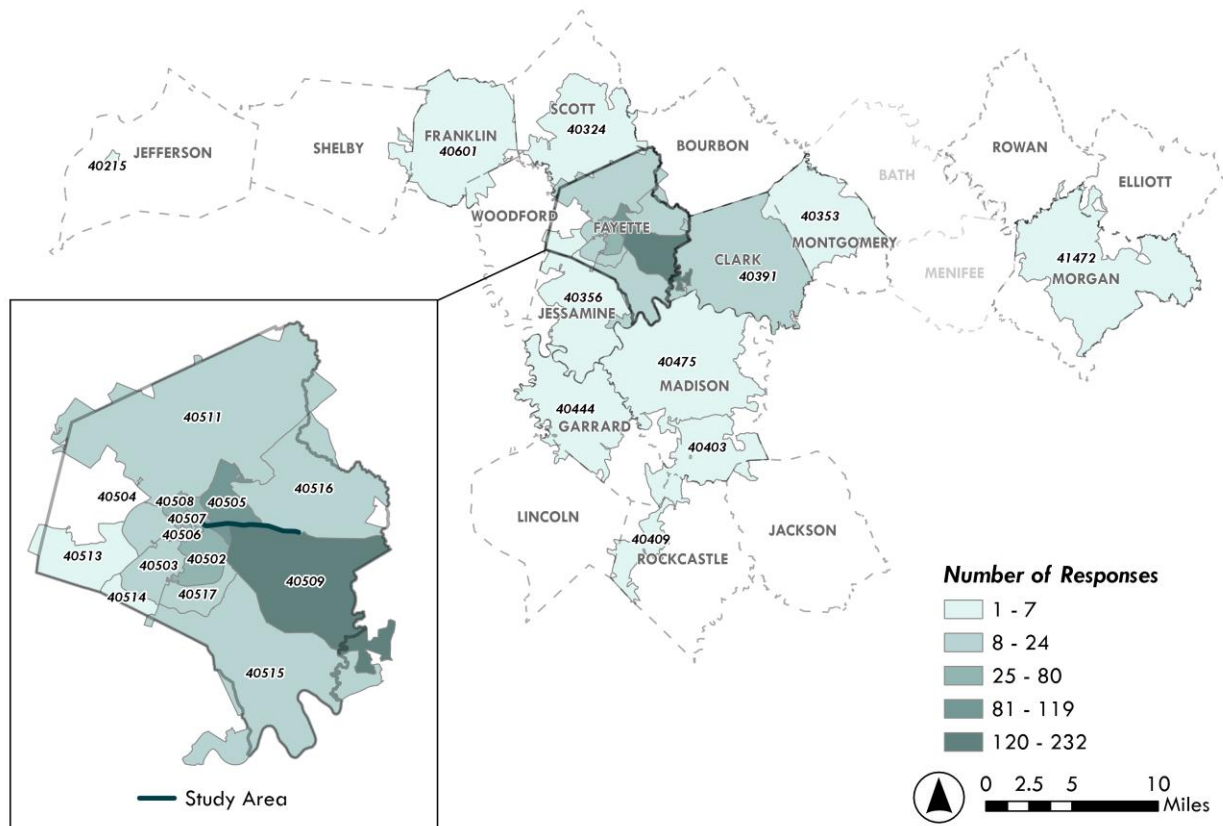


Figure 12: Distribution of Survey Responses by ZIP Code



4.2 Questions and Responses

The survey consisted of a mix of 18 multiple choice, multiple selection, and open-ended questions regarding transportation usage and frequency, safety, and development and implementation priorities.

4.2.1 How People Use Winchester Road

Winchester Road serves as a critical connection between Downtown Lexington, New Circle Road, and I-75, providing access to residential neighborhoods, employment centers, shopping destinations, and community services throughout the city. Nearly 70% of survey respondents reported using Winchester Road at least four days per week, reflecting the corridor's importance to mobility in Lexington (**Figure 13**).

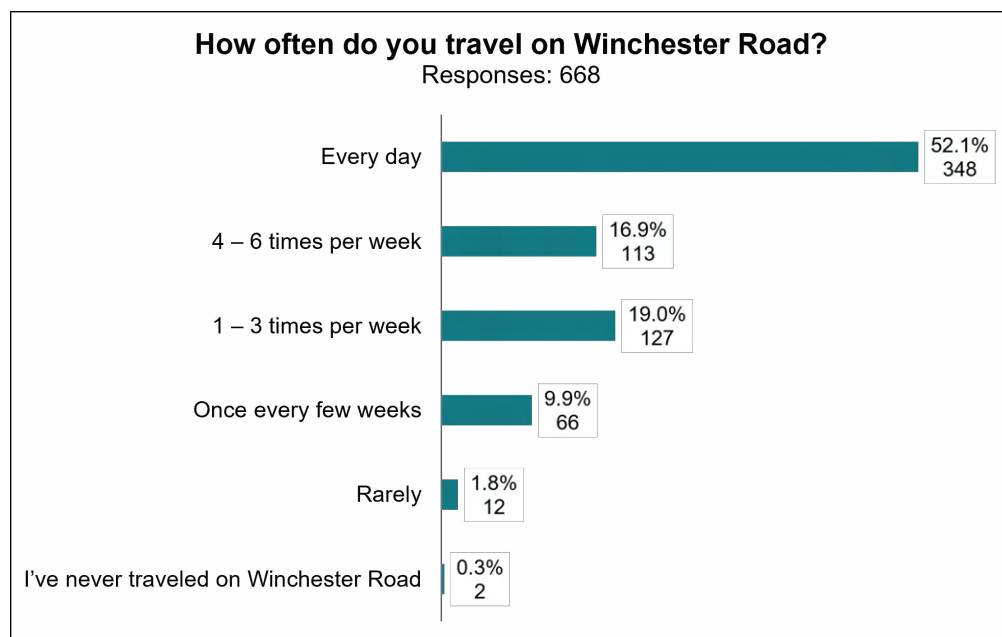


Figure 13: Frequency of Travel on Winchester Road

Responses indicate that Winchester Road functions as both a regional travel corridor and a local access route, supporting daily commuting as well as access to nearby destinations and amenities, particularly shopping and retail (**Figure 14**). Notably, Winchester Road functions as a multi-use corridor for the 21% of survey respondents who responded that they use the corridor for two or more purposes. Across all reasons for use, survey participants cited convenience, direct access to destinations, and connectivity to other parts of Lexington as key strengths of the corridor. In addition to listed reasons for travel along Winchester Road, respondents noted using the corridor to reach recreation and leisure destinations, like the YMCA.



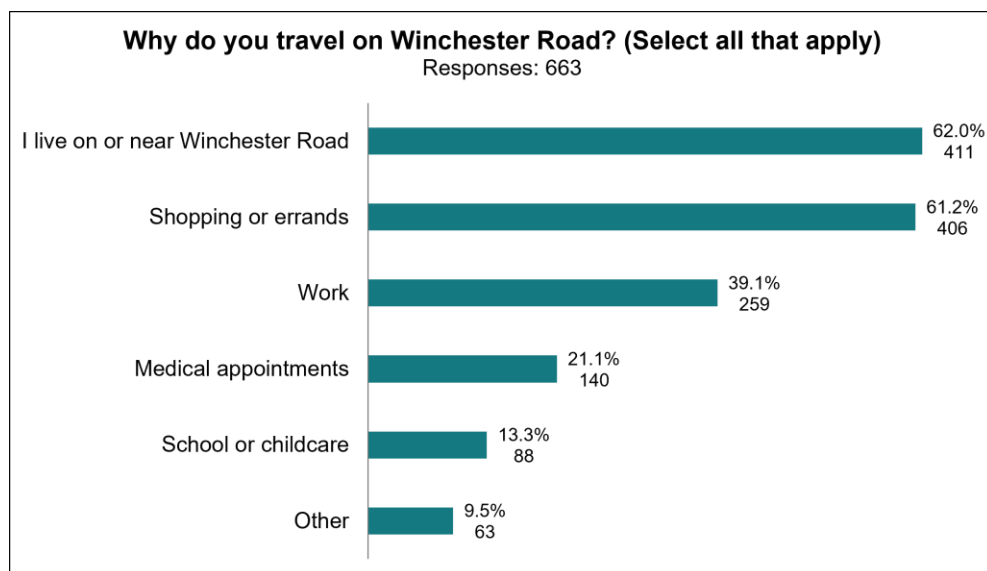


Figure 14: Reason for Travel on Winchester Road

Almost all respondents reported driving as a primary method of travel on Winchester Road (94%) (**Figure 15**). The majority of respondents relied on driving only (74%) while others reported a combination of modes, including driving. Only a very small percentage of respondents (6%) did not drive at all. However, feedback from respondents who walk, bike, or use transit suggests that user experience varies considerably by travel mode. While drivers generally value the corridor's accessibility and connectivity, pedestrians, cyclists, and transit users identified challenges related to comfort, safety, and connectivity, indicating opportunities to better accommodate a wider range of users as the corridor continues to evolve.

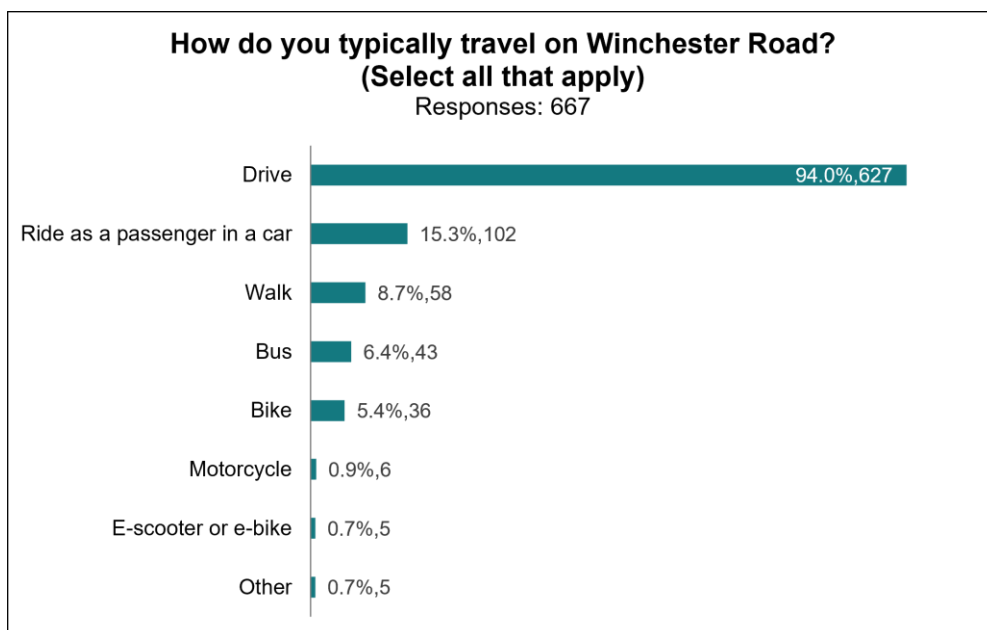


Figure 15: Mode of Travel on Winchester Road



4.2.2 Safety and Mobility Challenges

Transportation safety along Winchester Road was a primary concern and an important part of the corridor vision among survey respondents across all modes of transportation. When the survey asked respondents to rank perceived travel safety on the corridor, responses were relatively evenly distributed with a slight skew toward Somewhat Unsafe (29%) and Neutral (26%) rankings (**Figure 16**). However, these rankings differed across various modes of transportation such that drivers and transit riders felt the safest and pedestrians and cyclists felt the least safe (**Figure 16**, **Figure 18**).

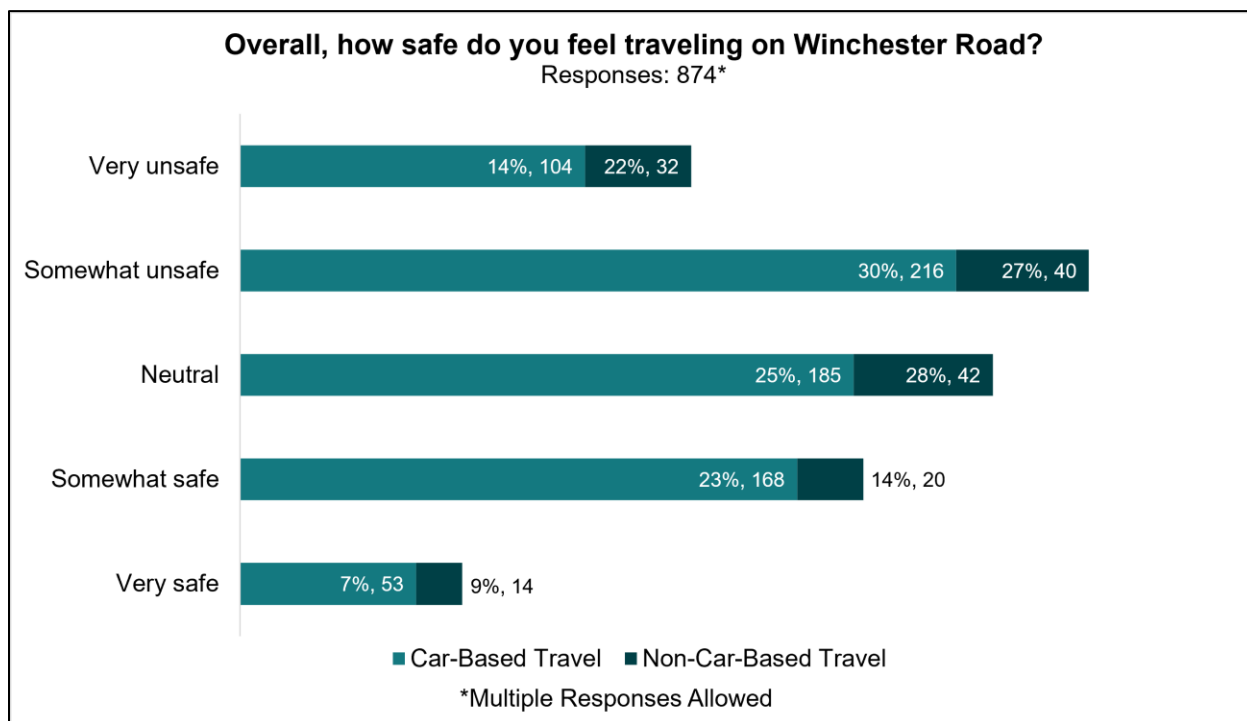


Figure 16: Perceptions of Safety on Winchester Road

When asked about specific conditions that felt unsafe, significant themes included lack of infrastructure for pedestrians and cyclists, pedestrians crossing in areas without crosswalks, high speeds, and difficulty turning at unsignalized intersections. Areas on the western portion of the corridor near Downtown Lexington have sidewalks and narrow bike lanes, but survey responses suggest that these facilities are too close to the road and generally in poor condition (i.e. dirty, cracked, non ADA-compliant). Overall, the primary concern among respondents was the limited signalized crossings, encouraging pedestrians to cross without crosswalks. The nature of this infrastructure makes some pedestrians and cyclists feel uncomfortable and vulnerable to the point of avoiding these areas altogether. On the other hand, drivers are concerned with predictability of pedestrian crossings and potential collisions, especially given the corridor's high speed and volume. These patterns were of particular concern near Strader Drive, Brown Avenue, and the Eastland Shopping Center. Beyond the New Circle Road interchange, pedestrian and cyclist infrastructure is not present, which exacerbates existing



safety concerns and limits connectivity and mobility for pedestrians, cyclists, and transit users. Given these challenges, respondents most frequently identified intersections (62%) and crossing opportunities and sidewalks (56%) as priorities for safety improvement when asked what changes to the street would most improve safety (**Figure 17**). Additional enforcement for pedestrian crossings in designated areas was also common suggestion. Multiple responses were permitted for this question.

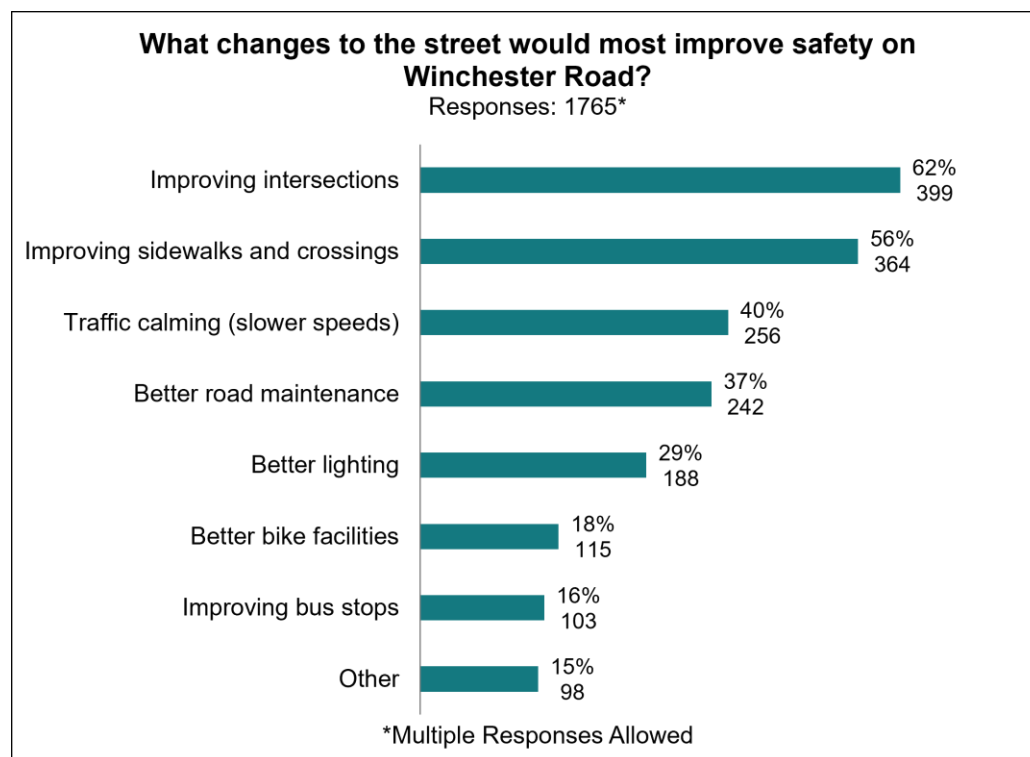


Figure 17: Suggested Safety Improvements on Winchester Road

Speed was another common safety concern for respondents, especially east of the New Circle Road interchange, where the speed limit increases from 45 miles per hour to 55 miles per hour. This shift occurs at the Fortune Drive intersection, which many respondents cited as an area of concern. Between Fortune Drive and Sir Barton Way, respondents suggested the speed limit was not appropriate to the area's context, especially with neighborhoods nearby. Some respondents were concerned with the impacts traffic speed had on turning movements, especially in areas without traffic lights, like Greenbrier Estates at Bahama Road. Specifically, several self-reported Greenbrier Estates residents cite that left turns onto Winchester Road feel dangerous due to fast-moving traffic. Many respondents were interested in traffic calming (40%) as a potential safety improvement for the corridor (**Figure 17**).

Several respondents also indicated safety concerns related to high volumes on Winchester Road contributed to severe congestion and queueing, especially during morning and afternoon traffic rush hours. Concerns noted by survey respondents include:



- Queues at traffic lights extended into intersections during morning and evening rush hours
- Long waiting times with significant queues contribute to drivers running red lights more frequently, particularly in the eastern section of the corridor, near housing and commercial areas, like the Summerville subdivision at Patchen Wilkes Drive and Sir Barton Way/Executive Drive
- Lanes end abruptly which contributes to congestion and safety concerns, including rear-end crashes
- The short merge lane from New Circle Road interchange onto East Winchester Road contributes to back-ups, even extending onto the ramp
- Congestion in high volume areas between New Circle Road and I-75, Eastland Parkway, Walton Avenue, and 3rd Street/Midland Avenue

4.2.3 Walking, Biking, and Transit Experience

Understanding the unique experiences of the variety of corridor users, especially pedestrians, cyclists, and transit users, can help to highlight the ways in which Winchester Road can become safer and more inclusive across all modes of transportation. Of the 877 responses to the question of “How do you typically travel on Winchester Road?” (respondents were able to choose more than one option), 148 (17%) indicated that they relied on walking, biking, or transit use at least some of the time (**Figure 18**). When not driving, these road users relied on a combination of walking, biking, motorcycle, e-bike, or e-scooter, making them Vulnerable Road Users (VRUs) due to their lack of protection by a personal vehicle. A small number of respondents (5%) indicated that they relied only on walking, biking, or transit, showing a potential lack of viability for these modes. Compared to the survey at large (**Figure 16**), VRUs had lower perceptions of safety along the corridor, tending toward ratings of Very Unsafe and Somewhat Unsafe (**Figure 18**).



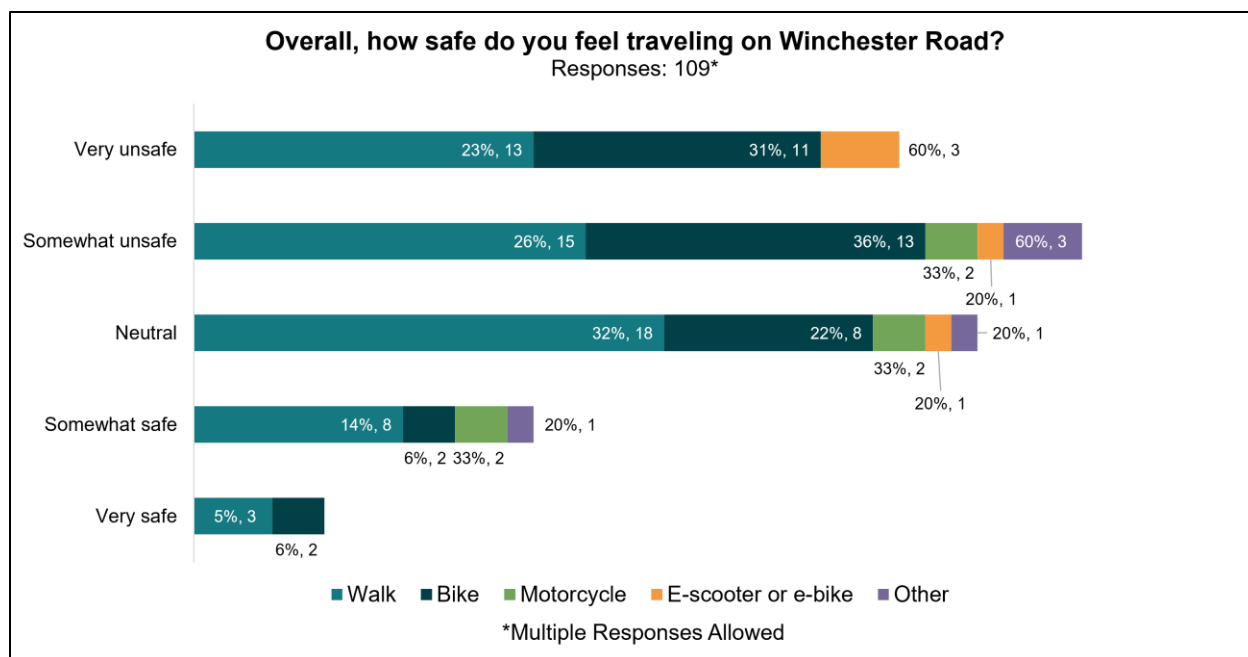


Figure 18: Perceptions of Safety for Vulnerable Road Users on Winchester Road*

*Vulnerable Road Users: Walk, Bike, Motorcycle, E-Bike/Scooter, Other

Pedestrian travel accounted for 58 survey respondents (9%) (**Figure 15**). Few walkers cited that they felt comfortable with existing conditions and pedestrian infrastructure along Winchester Road (2%) (**Figure 19**). Common concerns among walkers included narrow sidewalks with lack of separation from vehicles, high vehicle speed, and broken sidewalks. Most walkers indicated the need for more and safer places to cross the street (76%) and more sidewalks/shared paths (67%), aligning with primary safety and mobility challenges along the corridor (**Figure 19**). However, compared to those that primarily drove, walkers emphasized the importance of infrastructure along the corridor, rather than additional traffic safety enforcement.



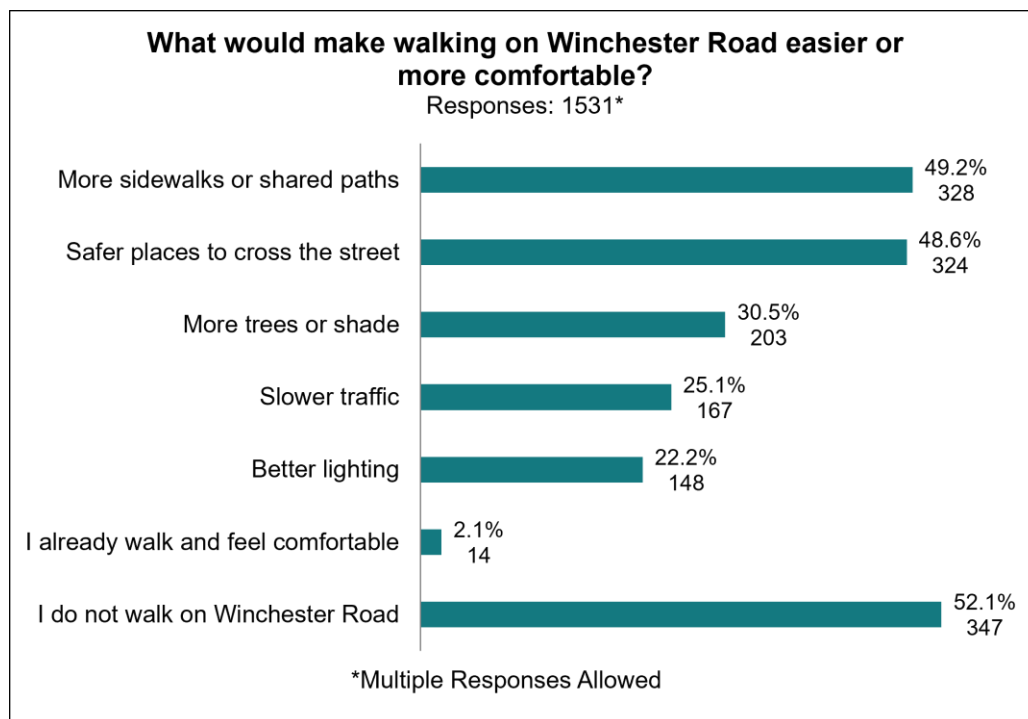


Figure 19: Suggested Improvements for Walking on Winchester Road

Transit use accounted for 43 of survey respondents (6%). Of the 43 respondents that used transit, 74% did not use or ride in a car. In addition, 21% of respondents that used transit felt very safe while using the corridor, which is higher compared to all other modes of transportation, including driving (7%). However, survey responses suggest that the most significant barriers to transit usage are conveniently located bus stops and routes, especially for those who don't have access to a vehicle (**Figure 20**). If these limitations are addressed, transit has incredible potential to improve safety and accessibility on Winchester Road.



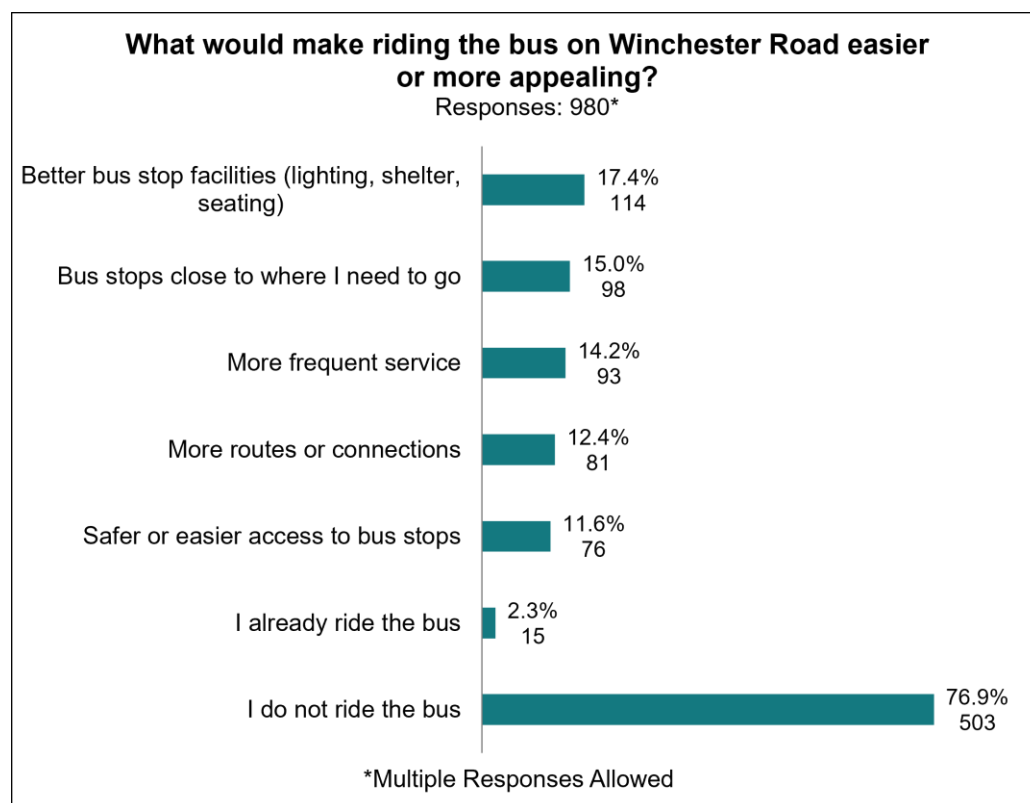


Figure 20: Suggested Improvements for Transit on Winchester Road

Cyclists on Winchester Road (5% of respondents) felt that their safety was significantly impacted by both speed and volume of traffic on the corridor, particularly because the existing bike lanes are unprotected. Survey respondents noted that bike facilities lack connectivity to Lexington's trail system, necessary amenities, and population centers, specifically the Hamburg area. Given these challenges, cyclists cited the need for widespread improvements, including the protection/separation of bike lanes (81%), the expansion and installment of bike lanes and shared use paths (72%), and traffic calming (75%) (**Figure 21**).



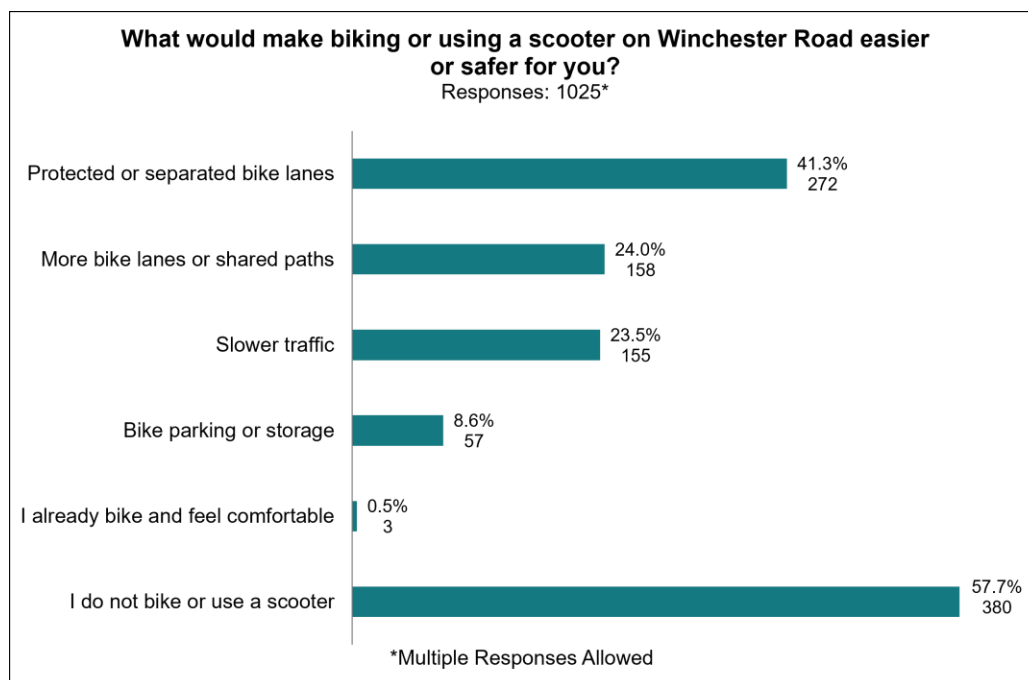


Figure 21: Suggested Cycling Improvements on Winchester Road

4.2.4 Growth, Development, and Corridor Character

Several survey questions provided insight on community values and priorities on growth, development, and corridor character along Winchester Road, including:

- What do you like about the Winchester Road corridor now? (Open response)
- What kinds of places would you like to see more of along Winchester Road? (Select all that apply)
- As change happens along Winchester Road, what should be the top 2 priorities? (Select up to two)
- In a few words, how would you like Winchester Road to feel in 10–20 years? (Open response)

Winchester Road has several land uses spanning the transition of Lexington from urban to rural. Survey respondents recognize the importance of economic growth and development along the corridor, particularly through the redevelopment and revitalization of existing land uses. The west end of the corridor is primarily industrial, and is home to the J.M. Smucker Co. Factory, which employs approximately 280 people. Respondents acknowledge the importance of the industrial nature of this area but suggested the need for beautification and landscaping.

East of the J.M. Smucker Co. Factory is a primarily commercial area. Respondents suggest this area seemed in need of investment. Some respondents noted that the current commercial development does not meet their needs, citing several loan shops, a vape/smoke shop, and the Sportsman Motel along with several vacancies. Many respondents stated that they felt unsafe being in these areas and that they detracted from the character of the corridor. The



redevelopment of these establishments to encourage a well-rounded and inclusive mixed-use landscape, along with beautification of surrounding areas, was a priority among respondents. Specifically, respondents wanted this area to become a vibrant hub for local businesses, restaurants, green space, and affordable housing that draw investment and activity to the area. Many respondents suggest that sidewalks, bike lanes, and similar infrastructure are integral to this vision.

As the corridor transitions into suburban-residential areas, respondents were concerned with increased new development along the corridor. While much of the land along Winchester has been included in the Urban Service Area for an extended period of time, there are several properties that have continued to be utilized for agricultural purposes. Residents highlighted opposition to future development, specifically citing concerns regarding new commercial development along the corridor. Recent changes to the area, including the construction of a Kroger grocery store, were referenced as being disruptive to the neighborhood and out of context to the previous agricultural land use. Respondents noted that the area should be considered a gateway to Lexington and should include beautification elements to highlight the historical aspects of the corridor. Respondents also noted a desire for community focused open and green spaces, including parks that would be available to residents.

As Winchester Road develops, implementation of improvements based on community vision is essential. When asked, “As change happens along Winchester Road, what should be the top 2 priorities?” survey respondents sought improved transportation safety, a more walkable and bikeable corridor, and the development of parks and green spaces (**Table 3, Figure 22**).

Table 3: Corridor Priority by Score*

Priority	Score
Improving transportation safety	4.23
Creating a more walkable and bikeable corridor	2.70
Adding parks and green space	2.67
Support and create opportunities for local businesses	2.13
Support established neighborhoods	2.08
Keeping things mostly the same	1.09
Adding housing options	0.70
Other	0.75
Increased public transportation options	0.66

* *Score: Sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions. Respondents were asked to rank their top 2 priorities while remaining priorities received a 0 ranking.*



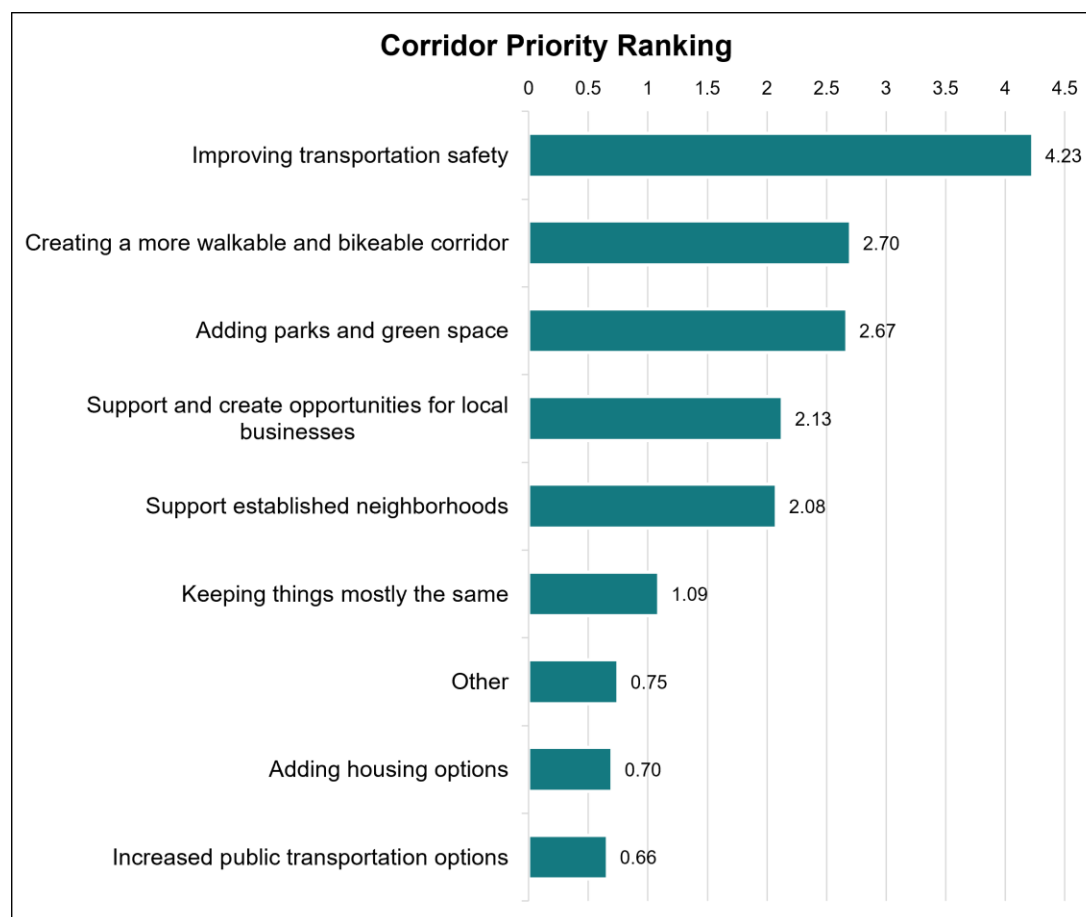


Figure 22: Corridor Priority Ranking for Winchester Road

Transportation safety was the most essential element of the community's vision for Winchester Road. Responses across the survey suggest that transportation safety is important across all modes of transportation and for a variety of corridor uses. Transportation safety ties into the vision for Winchester Road to become more walkable and bikeable, especially considering the experiences of those walking, biking, and using transit along the corridor. Many open-ended recommendations were related to both safety and walking and biking with suggestions for infrastructure improvements to promote walking, biking, and transit and slower speeds.

Survey respondents also noted that green space was needed along Winchester Road, including development of the urban street tree canopy and larger spaces, like parks. Respondents also suggested the need for more local businesses, especially in the western section of the corridor. These priorities tied into the desire for the development of local community spaces and the beautification of the community.

Ultimately, the desires for different types of development vary along the different segments of the corridor, however, survey responses reinforce the need to balance Winchester Road's function as a high-volume regional transportation corridor and the community's vision for a multi-use destination for residents, visitors, and tourists across all modes of transportation.



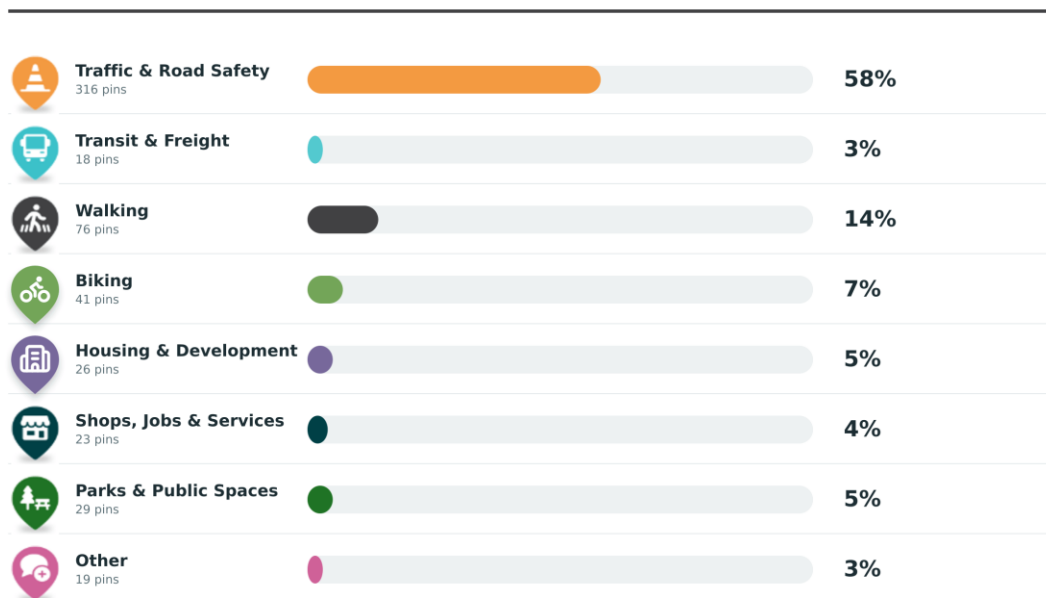
4.3 Interactive Mapping Activity

The interactive map provided a place-based opportunity for participants to identify specific issues, opportunities, and locations of concern along the Winchester Road corridor. Participants placed 548 pins across eight categories (**Figure 23**).

Traffic & Road Safety accounted for the majority of map activity (58%, 316 pins), followed by Walking (14%, 76 pins) and Biking (7%, 41 pins). Together, these three categories represented 79% of all map pins, indicating that safety, circulation, crossings, and comfort for pedestrians, cyclists, and transit users were the dominant place-based concerns. The remaining pins addressed Parks & Public Spaces (5%, 29 pins), Housing & Development (5%, 26 pins), Shops, Jobs & Services (4%, 23 pins), Other topics (3%, 19 pins), and Transit & Freight (3%, 18 pins). Across categories, feedback was concentrated at intersections, access points, and transition areas where Winchester Road changes character or multiple travel patterns overlap (Error! Reference source not found.). Each of these categories are further discussed in the following sections.

Interactive Map Pins by Category

Share of 548 total pins submitted across eight categories



Percentages are rounded to the nearest whole number and may not total 100%.

Figure 23: Interactive Map Pins by Category



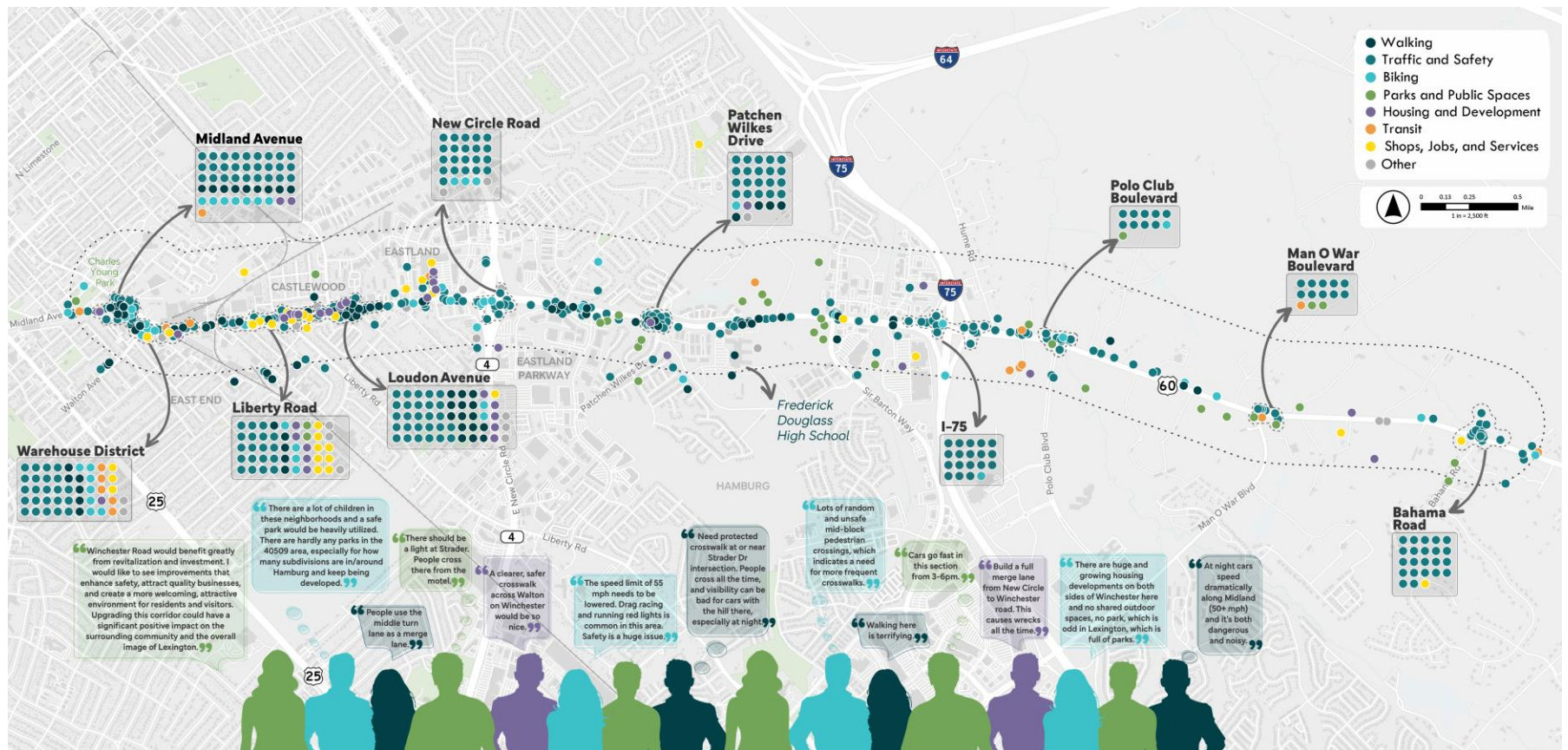


Figure 24: Map Comments

4.3.1 Traffic and Road Safety

Traffic and road safety comments accounted for 58% of the 548 pins submitted through the interactive map, making this the most frequently selected category. Comments were concentrated at the locations shown (**Figure 25**) and primarily addressed speeding, congestion, turning movements, signal timing, merge conditions, and access.

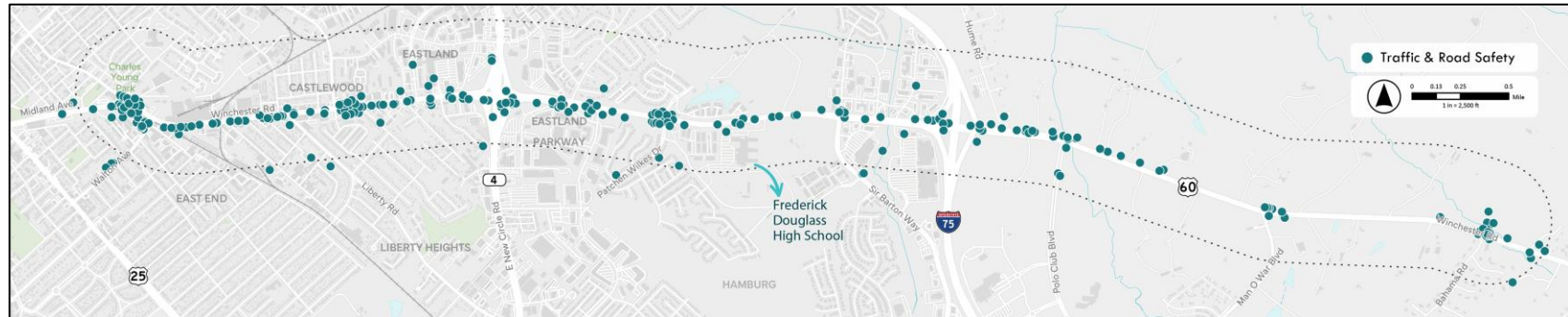


Figure 25: Traffic and Safety Road Map Pins

Key locations and concerns included:

- **Midland Avenue/Third Street and Walton Avenue/National Avenue:** Common themes include congestion, confusing traffic movements, speeding, red-light running, and conflicts among vehicles, pedestrians, cyclists, and turning traffic.
- **Strader Drive:** Participants identified the need for a safer crossing or signalized control, citing poor visibility, high vehicle speeds, people crossing Winchester Road, and vehicles entering or exiting nearby properties. At the time of this report, an active Highway Safety Improvement Program (HSIP) project is underway to install a pedestrian crossing at Strader Drive, with completion anticipated by October 2026.
- **New Circle Road and Fortune Drive:** Comments include congestion, backups, short merge distances, and signal coordination. Participants specifically described the eastbound movement from New Circle Road onto Winchester Road as difficult and sometimes unsafe.
- **Patchen Wilkes Drive, Sir Barton Way, Polo Club Boulevard, and Man O' War Boulevard:** Respondents noted high speeds, difficult turning movements, growing traffic demand, and challenges entering Winchester Road from neighborhoods and commercial areas.

- **Bahama Road/Greenbrier:** Respondents noted difficulty turning onto or crossing Winchester Road from nearby neighborhoods and rural side streets, along with concern about the traffic effects of continued development.

4.3.2 Walking

Walking comments accounted for the second most commented concern after traffic and road safety, with 14 percent of the interactive map feedback, and 76 pins submitted in this category. Comments were concentrated at intersections and mid-block crossing locations shown (**Figure 26**). Participants frequently described narrow or deteriorated sidewalks, limited separation from traffic, short pedestrian crossing times, missing crosswalks, and long distances between safe crossing opportunities.

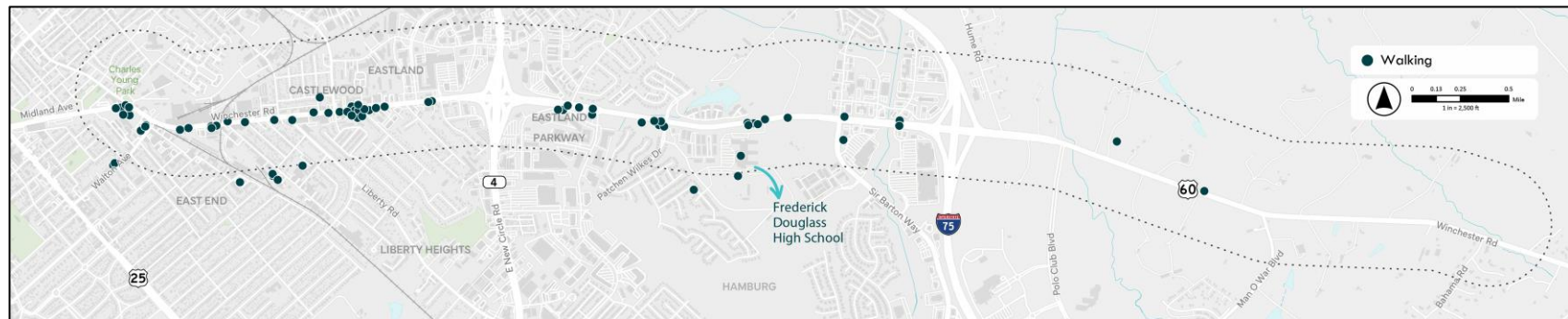


Figure 26: Walking Map Pins

Key locations and concerns included:

- **Midland Avenue/Third Street:** Speeding, red-light running, limited yielding, and short pedestrian signal timing made the intersection stressful for people walking. Participants also identified narrow, uneven, or deteriorated sidewalks and ADA accessibility concerns.
- **Strader Drive:** Participants specifically identified the need for a safer way to cross Winchester Road near the intersection, where high vehicle speeds and limited visibility create uncomfortable conditions.
- **J.M. Smucker/Jif area and the Amoco/Sportsman's Motel area:** Participants reported people crossing Winchester Road outside marked or signalized crossings to reach workplaces, businesses, lodging, and other destinations.

- **Eastland Shopping Center and Patchen Wilkes Drive:** Comments identified gaps in sidewalk continuity, limited separation from traffic, and a need for safer connections across and along the corridor.

These comments indicate that pedestrian demand exists in locations where formal crossing and sidewalk infrastructure is limited, deteriorated, or absent.

4.3.3 Biking

Biking comments accounted for 7 percent of the interactive map feedback, with 41 pins submitted in this category. Although fewer biking comments were received than traffic or walking comments, participants consistently raised concerns about comfort, continuity, and protection. **Figure 27** shows the distribution of biking-related pins across the corridor.

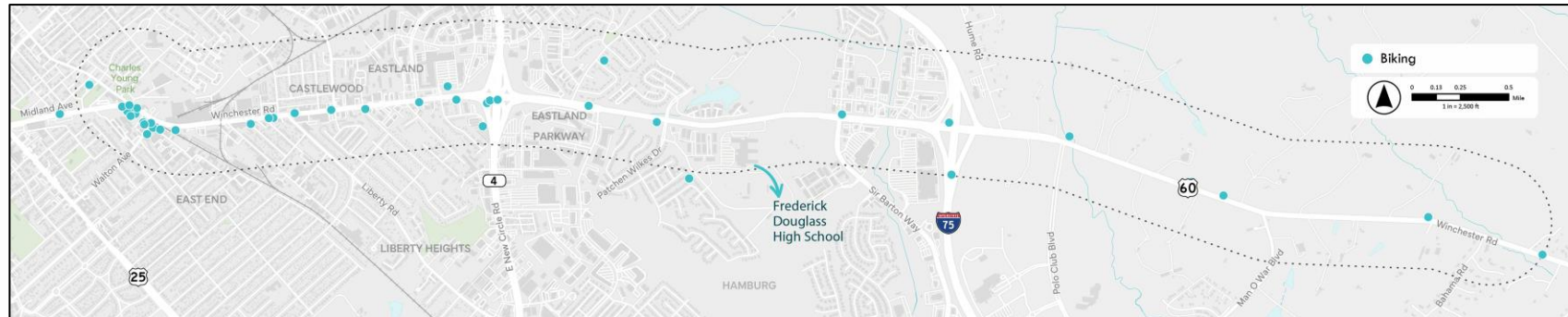


Figure 27: Biking Map Pins

Key locations and concerns included:

- **Western Winchester Road:** Existing bicycle facilities were described as uncomfortable because of their proximity to vehicle traffic and lack of physical protection.
- **New Circle Road:** Participants identified the interchange area as a barrier to comfortable east-west bicycle travel and connections between the western corridor and destinations farther east.
- **Hamburg and the eastern corridor:** Comments identified limited or missing bicycle facilities and a lack of comfortable connections to neighborhoods, schools, businesses, and other destinations.

- **Corridor-wide connections:** Participants supported separated bicycle facilities, shared-use paths, and stronger connections to Lexington's broader bicycle and trail network.

4.3.4 Transit and Freight

Transit and freight comments accounted for 3 percent of the interactive map feedback, with 18 pins submitted in this category. Transit-related comments focused on access to bus stops, pedestrian crossings near stops, and the difficulty of safely reaching destinations after getting off the bus. **Figure 28** shows the locations of transit-related pins.

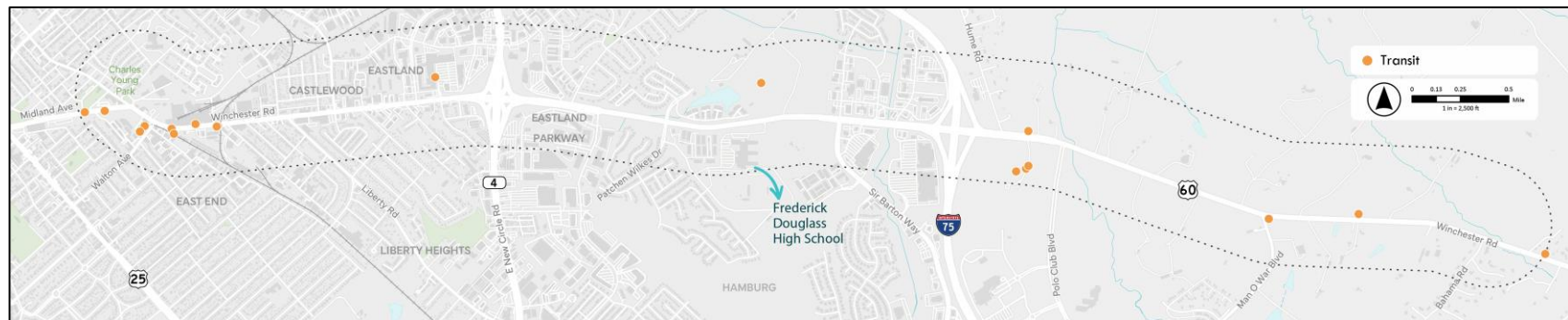


Figure 28: Transit Map Pins

Key locations and concerns included:

- **Midland Avenue and Walton Avenue:** Comments emphasized the importance of safe pedestrian access to transit stops and connections between transit service, nearby neighborhoods, and corridor destinations.
- **J.M. Smucker/Jif area:** Participants identified the need for safer crossings and more direct pedestrian connections between transit stops, workplaces, and nearby businesses.
- **Hamburg and Sir Barton Way:** Comments highlighted the importance of transit connections serving employment, shopping, and other destinations in the Hamburg area.
- **Western industrial and commercial areas:** Freight-related comments reflected Winchester Road's role as a working corridor and the need to balance truck movement, business access, transit service, and pedestrian safety where industrial, commercial, and neighborhood travel patterns overlap.

4.3.5 Housing and Development

Housing and development comments accounted for 5 percent of the interactive map feedback, with 26 pins submitted in this category. **Figure 29** shows that these comments were primarily concentrated in the western and central portions of the corridor, with additional comments near Hamburg and east of I-75.

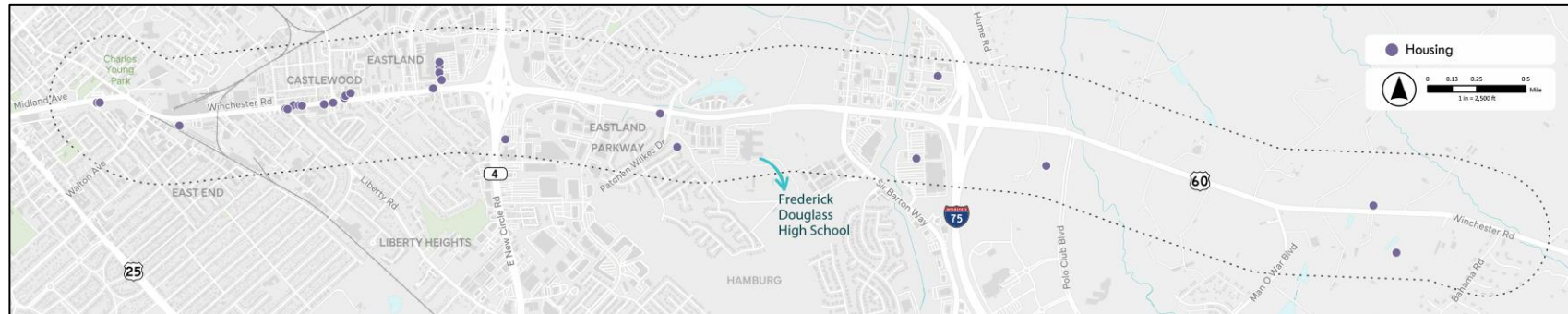


Figure 29: Housing and Development Map Pins

Key locations and themes included:

- **Western and central Winchester Road:** Participants identified opportunities for reinvestment, redevelopment, and improved property maintenance in established commercial and mixed-use areas.
- **Underused or aging properties:** Comments identified vacant, aging, or underused sites as potential opportunities for new development that could create more attractive and walkable destinations.
- **Hamburg and the area near I-75:** Participants emphasized the importance of coordinating future development with transportation access, intersection capacity, and connections to surrounding neighborhoods.
- **Eastern Winchester Road:** Comments expressed concern about the pace and character of future development, including its effects on traffic, neighborhood access, green space, and the corridor's rural gateway character.

4.3.6 Shops, Jobs, and Services

Comments related to shops, jobs, and services accounted for 4 percent of the interactive map feedback, with 23 pins submitted in this category. As shown in **Figure 30**, most comments were concentrated around established commercial and employment areas in the western and central portions of the corridor, with additional comments near Hamburg and along the eastern corridor.

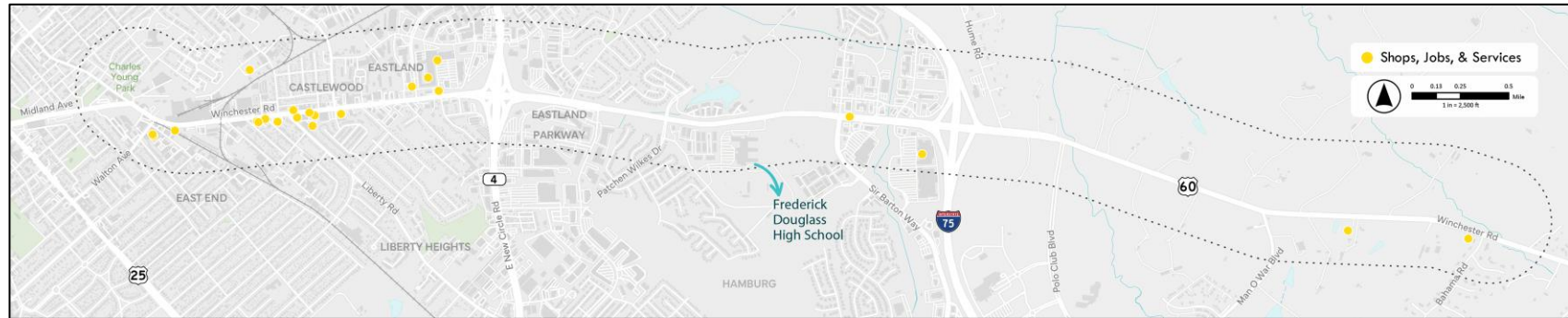


Figure 30: Shops, Jobs, and Services Map Pins

Key locations and themes included:

- **Midland Avenue, Castlewood, and Eastland:** Participants expressed interest in supporting existing businesses, encouraging reinvestment, improving property appearance, and creating a more welcoming commercial environment.
- **Established commercial properties:** Comments identified opportunities to reuse or improve aging and underused properties while expanding access to retail, restaurants, services, and employment.
- **Walking and biking access:** Participants noted that commercial and employment destinations should be easier and safer to reach by walking, bicycling, and transit.
- **Hamburg and the eastern corridor:** Comments supported continued access to jobs, shops, and services while also addressing traffic, turning movements, and the effects of future growth.

4.3.7 Parks and Public Spaces

Parks and Public Spaces comments accounted for 5 percent of the interactive map feedback, with 29 pins submitted in this category. **Figure 31** shows that these comments were distributed throughout the corridor, including the western neighborhoods, established commercial areas, Hamburg, and the developing eastern portion of Winchester Road.

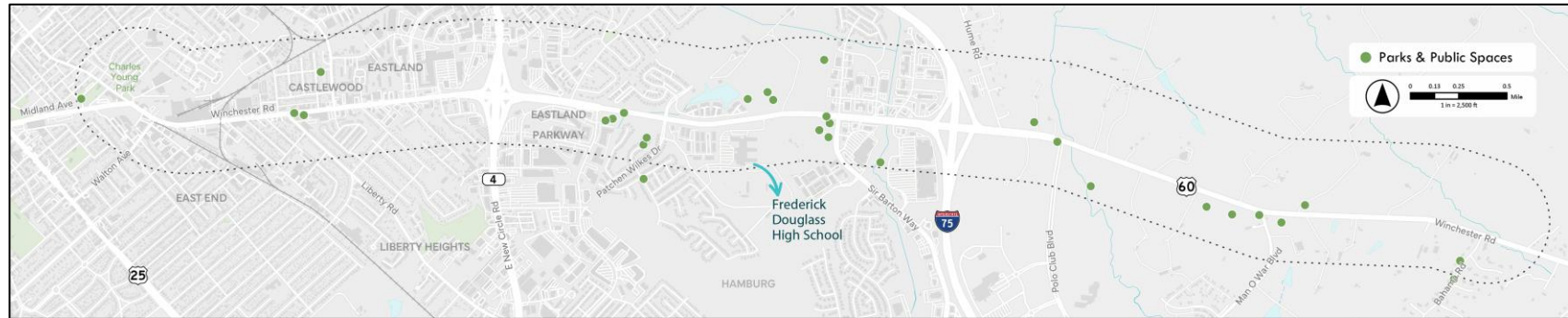


Figure 31: Parks and Public Spaces Map Pins

Key locations and themes included:

- **Western and Central Winchester Road:** Participants requested additional landscaping, trees, and streetscape improvements to create a greener and more welcoming public realm.
- **Commercial and auto-oriented areas:** Comments identified a need for community-serving open spaces and more comfortable places for people to gather, walk, and spend time.
- **Connections to parks and trails:** Participants supported stronger walking and biking connections between Winchester Road, nearby neighborhoods, parks, schools, and the broader trail network.
- **Eastern Winchester Road:** Comments emphasized preserving green space and maintaining the corridor's rural gateway character as development continues.

4.3.8 Other

Other comments accounted for 3% of the interactive map feedback, with 19 pins submitted in this category (**Figure 32**)**Error! Not a valid bookmark self-reference..** This category allowed participants to identify transportation or land-use needs and ideas that did not fit within the seven primary categories. Because these comments addressed a range of topics, they are considered alongside related transportation, development, business, and public-space themes summarized in the preceding sections.

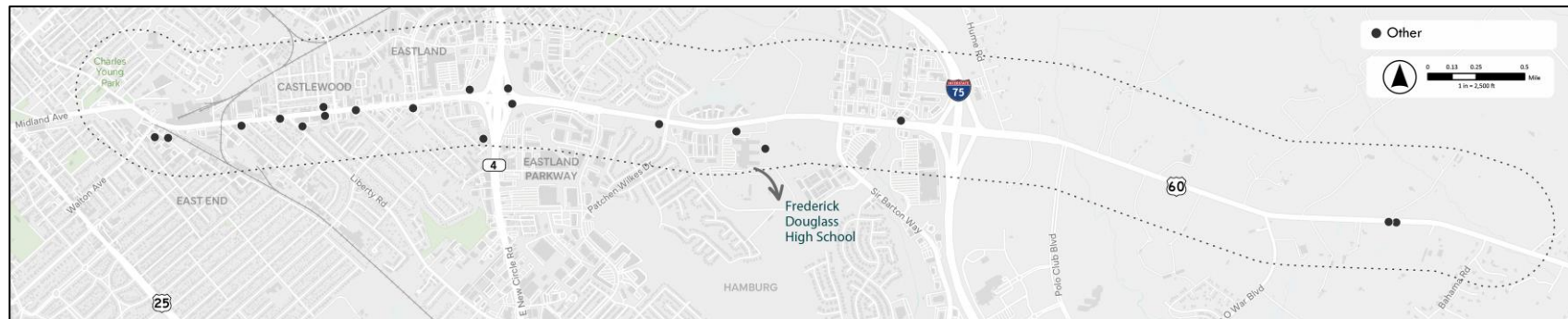


Figure 32: Other Map Pins

5. Conclusion

Throughout Phase 1 of the Winchester Road Corridor Study, the project team conducted a wide variety of engagement efforts, gathering input and data from residents, business owners, community leaders, and travelers along the corridor. Feedback throughout the Phase 1 Engagement Program helped to establish transportation safety, better connectivity, and a desire for redevelopment and green space as priorities for the corridor. As the Winchester Road Corridor Study moves forward into the conceptual development phase, the project team will use these priorities to inform the nature and locations of potential improvements, including but not limited to catalyst sites for community and economic development, traffic calming strategies and implementation, and multimodal transportation expansion.

Following the concept development phase of the corridor study, there will be further opportunities for public engagement to support the refinement of developed strategies.

Appendices

- Appendix A: Promotional Materials and Media Coverage
- Appendix B: Stakeholder Roundtables #1 Meeting Summary

