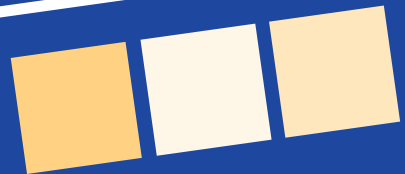




# TAYLORSVILLE

## STRATEGIC PLAN 2016



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



# INTRODUCTION



Looking to the future, the City of Taylorsville began to set a new course taking advantage of improving economic conditions. In doing so they sought the assistance of the Kentucky League of Cities Community Consulting Services (KLC CCS) to assist them with undertaking a Strategic Planning process.

The process began with an initial leadership meeting where community leaders discussed their ideas of how to improve the city, raised concerns related to future development, and expressed a desire to invite the general public to join the conversation in order to get buy in and support for future efforts. KLC CCS provided an overview which laid out a process and provided attendees an idea of what other cities have done to move initiatives forward.

With excitement, city leaders began talking with local residents, encouraging their participation and involvement in a series of forthcoming public meetings. The City of Taylorsville began the community engagement effort with the first community meeting held on March 31, 2016 with more than 100 local residents attending. The second meeting was held on April 25th with approximately 75 individuals attending. The third and final planning meeting was held on July 12, 2016.

The results of the input provided by the public, along with information drawn from personal interviews of local residents, and a review of several other planning documents from other endeavors, suggest the following strategic ideas, recommendations and specific steps of how the City of Taylorsville should approach community development in the next few years.

The following concepts were put forth as specific areas the community should focus its resources:

- ◆ Levee, river walk, trail, scenic byway, and sidewalk development
- ◆ Public art
- ◆ Tourism and marketing
- ◆ Reimagine Taylorsville
- ◆ Community and visitor center
- ◆ Organize a leadership program

# Interesting Tidbits About Taylorsville and Spencer County



Taylorsville was created when landowner and gristmill owner Richard Taylor first let it be known in 1799 that he wanted a town to be built on his property. The property, now Taylorsville, is nestled between Salt River and Brashears Creek, a land area that is surrounded on three sides by water.

Taylorsville was named the seat of government for Spencer County on December 30, 1824, by the Kentucky General Assembly. The town was incorporated in 1829.

Spencer County became the home of beautiful Taylorsville Lake in 1983, the year the U.S. Army Corps of Engineers project was completed. During that year, Salt River was funneled into the new impoundment and Taylorsville Lake was formed. The body of water is 3,050 acres at summer pool, making the community a draw for outdoor enthusiasts.

Spencer County and its scenic lake region is bordered by five other Kentucky counties including Jefferson on the west; Shelby on the north; Bullitt on the southwest; Nelson on the south; and Anderson on the east.

The City of Taylorsville operates as a city commission form of government. The municipality provides police and fire protection along with water and sewer services. The city also supplies water to approximately 98% of the county and serves customers in neighboring counties.

## The Community's Core Values

- Downtown
- Young people
- Education
- Historic place
- Friendliness
- Country charm near an urban area
- Natural beauty

Main Street renovations have recently enhanced the downtown appearance, and the city has increased significantly in size over the last 10 to 15 years.

Taylorsville is home to the Kentucky Gourd Show each May.





# What We Heard

## Strengths



- ♦ Friendliness of the people
- Small town charm- country atmosphere
- Recreational activities
- Low crime rate
- Elite schools
- Main Street renovations
- Proximity to the lake
- Natural beauty

## Weaknesses



- ♦ Roadside trash
- Empty buildings
- Speak with one voice
- Need a specific attraction to draw people in
- Community greenspace
- Need to tap into lake as a natural resource

- More activities for young people
- Restart economic development efforts
- Scenic corridor from Nelson through Taylorsville

## Opportunities



- ♦ Main Street development
- Economic development
- Tie into the Parklands of Floyds Fork with horse or bike trails
- Improve infrastructure in the city and county
- Local government recognizing and addressing local needs
- Lodging and campgrounds – facilities
- Levee trail
- Community garden
- Need a walk over from the high school to the other side of the highway



- ◆ Walking trail around the levee
- Clean up the trash
- Write a check for the rehab of Stidger house
- Locate funding sources
- Fill empty buildings
- Speak with one voice
- Need a specific attraction to draw people in
- Community greenspace

- Need to tap into lake as a natural resource
- More activities for young people
- Restart economic development efforts
- Scenic corridor from Nelson through Taylorsville

- ◆ Require strong leadership
- Serve local residents first
- Attract local patrons
- Deserve to succeed
- Build on natural resources
- Fulfill a local need
- Stand the test of time





# BIG IDEAS – Small Steps



## **The Levee and Taylorsville Lake State Park**

Taylorsville has two things that most other cities do not have, namely, the levee and the Taylorsville Lake State Park. Otherwise, Taylorsville is much like most every other town – a nice rural town with good people, an historic downtown and a bedroom community. Taylorsville lives in the shadow of Metro Louisville and Shelbyville. Residents feel isolated from the region and dislike the perception that the city doesn't have access to the interstate and other major modes of transportation. Do you know how many other Kentucky cities would like to be as close to I-64 as Taylorsville? Dozens of cities would trade places for the kind of access to the interstate that Taylorsville has. Not only that, Taylorsville has “two somethings” that no one else has.

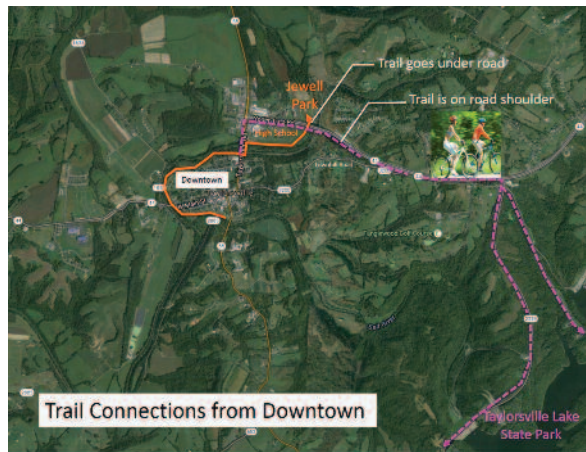
Taylorsville has the levee and Taylorsville Lake State Park. These are tremendous assets that no one else can claim or leverage as their own, and Taylorsville must own them if the city wants to make a big splash in the region.

We propose two bold ideas – and a hundred small steps – to enable Taylorsville to drive a stake in the ground as the owners of these two assets. The journey to fulfill this vision will be long and arduous. But if Taylorsville wants to survive and thrive, it already has the ticket.

## **WHAT TO DO**

**No one is going to hand success to Taylorsville.** The leaders and residents of Taylorsville hold their fate in their own hands. If the city is ready to go, then the path to success is contained within the next few pages!

# Levee and Scenic Byway Development



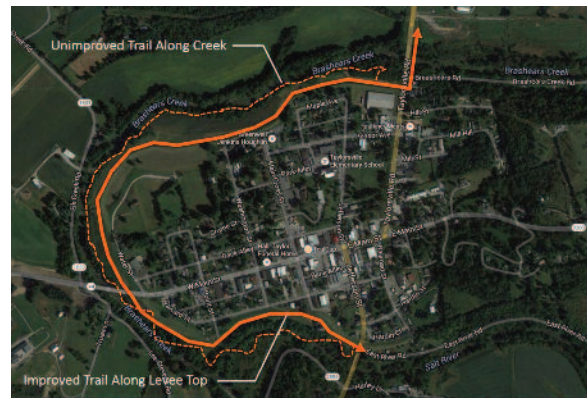
## Desired Outcomes

Plan and implement a trail system throughout the city and connect the downtown to Taylorville Lake State Park.

## Recommendations

Working with community partners and professionals in trail development, develop a levee, river walk, trail, and scenic byway plan. This plan should address:

- ♦ A levee trail on top and around the levee
- ♦ Incorporate public art to create interest and more user groups
- ♦ Connect to the National Scenic Byway
- ♦ Build sidewalks to connect the downtown to the Taylorville Lake State Park
- ♦ Create connector routes (unimproved) such as mown grass trails to link neighborhoods to parks and schools
- ♦ Brand the levee by creating a tag line, such as "Meet Me at the Levee"



Levee Trail

## Steps to Implementation – Levee Trails

- ♦ Plan a "walk the levee" outing to help locals get acquainted with the levee and to see the possibilities.
- ♦ Invite residents from each of the four sections of the city to assist in trail planning – find ways to connect neighborhoods.
- ♦ Ask members of the Corps of Engineers and the Levee Commission to explain areas of concern that will need to be addressed.
- ♦ Identify properties and other locations which would provide interactive space. This could potentially include the Stidger House, the former waterworks buildings, the new public



Pre-Civil War-era Stidger House

# Levee and Scenic Byway Development

library, or natural and scenic locations. These spaces will provide access points for water stations, map distribution, entertainment, and exercise stations. Also seek opportunities to incorporate Internet “hotspots.”

- ♦ Connect with the Department of Transportation to get a scenic byway designation and incorporate into trail overall plan.
- ♦ Locate previous sidewalk plans, if available, specifically for Highway 55 at the intersection of 44.
- ♦ Work with local and state representatives to support the building and funding of sidewalks in this area as soon as possible.
- ♦ Include a trail network to link downtown with schools and parks.
- ♦ Develop an unimproved trail along the creek.

While the trail plan is being developed, move forward to:

- ♦ Build a Buzz: “Levee Walks” on Saturday evenings in the summer with a food and music festival downtown. Start now – don’t wait for full funding for a trail.
- ♦ By the time you get the money, you’ll have a dedicated following.
- ♦ This will give you the ability to introduce downtown to the world.
- ♦ This is levee “lite” which is the cheapest and quickest option to bring attention to the levee.
- ♦ Organize a Levee and Downtown 5k Fun Run.
- ♦ Partner with the Stidger House project to draw attention to both initiatives.

## Saturday Evening Levee Walk



Start now - don't wait for full funding for a trail.



By the time you get the money, you'll have a dedicated following.



# Public Art Program

## Desired Outcomes

Revive interest in local art and create spaces to introduce works of local artists. Connect art to the levee trail development in order to attract locals and visitor alike.

Begin a Public Art Program:  
"Levee Vistas" sculpture at the levee end of streets



## Recommendations

Generate interest in local art by connecting local arts to the levee trail development. Work with local schools to generate local student interest in visiting as well as participating in trail and artistic endeavors.

## Steps to Implementation

1. Investigate how other cities have implemented public art initiatives.
2. Generate a name for the arts program (such as Levee Vistas) to generate interest.
3. Create guidelines regarding appropriate art which would be accepted into the Levee Vistas program. Be sure to determine and assess factors such as:
  - ♦ Property/location availability (public space versus private property)
  - ♦ Length of time art will be on display
  - ♦ Ongoing maintenance of the space
  - ♦ Safety factors
  - ♦ Possible need for insurance
4. Identify locations (public spaces) where art would be appropriate as related to access points to the levee.
5. Seek options for permanent "Levee Vistas" sculptures at the levee end of streets.
6. Reach out to local artists and then to regional and introduce them to these spaces.

### Public Art Initiatives in Kentucky

- Louisville – "Gallopaloosa" Horse Project
- Lexington – "Horse Mania"
- Cadiz - "Meet the Pigs of Cadiz"
- Springfield – "In Sacred Union" Project
- Hodgenville – "The Boy Lincoln" Sculpture Project
- Frankfort - Transportation Cabinet Office Building Public Art Project
- Covington, Paducah, and Hickman - Floodwall Public Art Projects

# Tourism and Marketing

## Desired Outcome

Control the city's destiny as it relates to Taylorsville Lake State Park.



## Recommendation

The City of Taylorsville should consider extending its boundaries by annexing the state park.

## Steps to Implementation

- ♦ The city commission to work with the city attorney and the Kentucky League of Cities legal staff to fully understand the path to annexation.
- ♦ Identify the area to be annexed and identify each property owner within the designated area.
- ♦ Work with local property owners to discern their willingness to be annexed.
- ♦ If consensual, proceed with annexation process. If not consensual, proceed with the nonconsensual process.

## Focus and Capitalize on:

- Tourism
- Trails
- Lake development
- River – horseshoe around town
- Levee
- Local business development
- Dining, entertainment, arts and crafts
- Development and redevelopment of greenspace
- Housing
- Historic preservation
- Active living



# Tourism and Marketing

## Downtown Infill and Viewshed

- ♦ Work with regional partners to develop viewshed protection plans to protect your unique identity.
- ♦ Identify potential properties in the downtown which need infill development.
- ♦ Work with volunteer residents to identify what infill is desirable and build a list of possibilities.
- ♦ Determine if incentives are needed to encourage infill development and create them if necessary.
- ♦ Work with local realtors to begin recruiting new businesses by using the desirable infill list.

## Desired Outcome

Expand the quality of life opportunities within the City of Taylorsville and Spencer County.



## Build Upon Your Assets

- Natural setting – outdoor enthusiasts are a ready-made audience
- Culture and history – connect historic aspects to current opportunities
- Unspoiled authenticity – small town playground for city folks
- Reach of more than two million people

You have great assets:



## Recommendations

Work on cleaning up the community to be more attractive to locals and visitors alike.

Work with the local Main Street program, the Historical Society and other community partners to identify areas of interest to locals and tourists and create ways in which to draw people into the community.



# Tourism and Marketing



## Steps to Implementation

Clean up and fix up.

Outdoor enthusiasts want to participate in fun activities and they want to feel safe. A clean and welcoming town is the image Taylorsville must provide. If you plan to roll out the red carpet to visitors, you must put your best foot forward.

In the short term, work on initiatives in the downtown that are easy to accomplish such as:

- Divide volunteers among each street in town. Arm them with camera phones and notepaper. Ask them to document every unsightly element they see. Bring information together and create a plan to conquer the blight over time.
- Pick up trash.
- Wash windows and decorate empty storefronts if permission and access are possible.
- Clear weeds from sidewalks.
- Identify where sidewalks may need repair – work with the city to repair and upgrade over time.

If possible, work with students during the school year to initiate a town cleanup campaign. Use classroom instructions to educate students about the importance of town centers. Organize an annual cleanup event such as “Tailoring Taylorsville” where each class is given a section of town to work on. Offer prizes for different elements such as most improved, most innovative or most citizen involvement. Invite the media, take lots of before and after pictures, and say thank you.

Develop a promotions plan for the community to include a:

- calendar of events;
- placement of electronic messaging signs at strategic locations;
- list of attractions (historic sites, art displays, visitor center, businesses, lake and the like);
- work with partners to leverage funding options and pool finances; and
- develop an overall promotions plan and campaign.

As you develop the promotions plan, remember:

- there are two distinct audiences: local citizens and tourists;
- there is a need to report back to the local community in an ongoing way;
- to identify which tourist audiences are most important, such as fishermen, history buffs, families, artists, boaters, campers, motorcyclists, adventure tourists and genealogists; and
- develop outreach strategies aligned with each audience.

For local audiences, check out KLC’s Reach Alert, a communications tool that cities can use to contact residents via text messaging.

Use other modes of communications such as Facebook, Twitter, bulletin boards, and kiosks as a means of regularly communicating with residents.

Coordinate community events, entertainment, festivals, etc., to connect residents as well as tourists to the downtown and the Taylorsville Lake State Park.

Work with local farmers to find a permanent location in the downtown area for the farmers market.

Encourage businesses to operate with a “mall mentality.” This may include coordinating hours, advertising, and entertainment.

Encourage residents to shop local.

# Reimagine Taylorsville

## Four Critical Areas to Leverage Assets

### Location

- ♦ Close to amenities yet rural in setting
- ♦ A natural water feature
- ♦ In the middle of bourbon country
- ♦ Opportunities waiting to happen
- ♦ History is a draw, connect it to other amenities

### Local

- ♦ Take care of your own residents first
- ♦ This plan addresses local needs and quality of life
- ♦ Provide opportunity for local entrepreneurial efforts
- ♦ Give everyone access to entertainment and health/wellness options

## Leverage

- ♦ Citizens and elected leaders must figure out how to leverage the local resources and opportunities
- ♦ Local governments must find ways to:
  - Attract willing volunteers (seek out former Leadership Spencer County alumni)
  - Locate and apply for grant funds
  - Match ideas to local donors and workers – seek partners to assist in funding

## Leadership

- ♦ The community has leaders that want to lead, yet it seems there is a lack of knowing how to lead in order to get things accomplished
- ♦ With no one “hired” to do the work, someone must pick up the work and get started



# Downtown - A Must Visit Destination

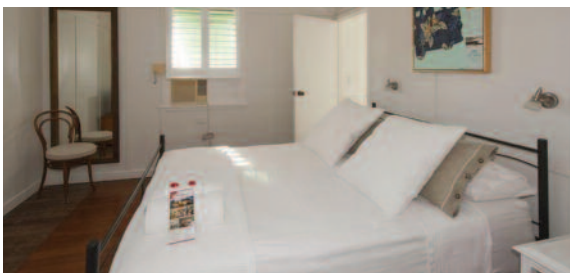


## **Downtown as the Must Visit Location in the County**

A place to play and shop for Taylorsville residents as well as lake visitors.

Invite and welcome overnight visitors.

## **Places to stay**



## **Places to eat**



## **Places to have fun**



## **Encourage Appropriate Mixed-use Infill Development in Downtown**

Partner with the farmers market to locate in a permanent downtown location, and strive for year-round operations. Visit facilities in Bardstown, Mt. Washington, Powderly and elsewhere to see how other cities have created this type of market.

Consider ways in which the city's gazebo might be incorporated as a centerpiece of the community.



# A Center of Activity

## Desired Outcomes

A community gathering space that addresses the need for locals as well as visitors and serves as a connector to tie the downtown to Taylorsville Lake.

## Recommendations

Create a community center for locals to use and make it a hub for youth, seniors and others by offering:

- ♦ free Wi-Fi
- ♦ day care
- ♦ workout space
- ♦ gym
- ♦ rock climbing wall
- ♦ small room meeting space

Create a community center for locals to use and make it a hub for trail and lake access by offering:

- ♦ clean restrooms
- ♦ trail maps

- ♦ free Wi-Fi
- ♦ parking
- ♦ space for entrepreneurs to open a gift shop, café and/or refreshment stand

Consider ways in which the new Spencer County Public Library can serve as a community center for residents and visitors, connecting the downtown to Taylorsville Lake State Park.

## Steps to Implementation

1. Local leaders should visit the City of Inez where they have leveraged a community center to focus on locals and is inviting to tourists as well.
2. Use these successful venues to generate ideas then develop a strategy for Taylorsville.
3. Identify the best location for a community center that will connect the downtown and Taylorsville Lake State Park.
4. Seek partners who can assist in funding and developing a community center.



# Organize a Leadership Program



## Desired Outcome

An annual program of work that encourages local residents of all ages to volunteer for community initiatives.

## Recommendations

Identify successful programs in Kentucky and obtain best practices to incorporate into Taylorsville's program.

## Steps to Success

Network with leaders from the following programs and learn what works and what doesn't.

- ♦ Paducah Ambassadors – a tourism initiative (<http://www.paducahky.gov/paducah-ambassadors>)

- ♦ Leadership Shelby (<http://www.leadershipshelby.com/>)
- ♦ Leadership Kentucky (<http://leadershipky.org/>)
- ♦ Leadership Rockcastle County ([http://rockcastlecountydevelopmentboard.com/wp/?page\\_id=13](http://rockcastlecountydevelopmentboard.com/wp/?page_id=13))

Connect the leadership initiative to the strategies and recommendations within this strategic plan.

Ask participants to choose which effort they want to work on and get them connected.

When attendees within the program are about to "graduate," invite them to identify an immediate community need they want to help with and get them started.

# Steps to Implementing the Strategic Plan



Establish, if none already exists, a team, task force, city committee, or some form of organized effort for each area of focus:

- ◆ Levee, trail, scenic byway, and sidewalk development
- ◆ Public art
- ◆ Tourism and marketing
- ◆ Reimagine Taylorsville
- ◆ Community and visitor center
- ◆ Organize a leadership program

Work with leaders of partnering organizations such as the Spencer County Fiscal Court, Chamber of Commerce, Main Street, state park, school system, churches, civic organizations and clubs, to assess who will take the lead on each initiative.

Identify a leader to organize and lead each team.

Develop team guidelines, goals, objectives, action items, and determine reporting system to the city commission.

Perform a “gap analysis” to determine what services are needed – that people have to currently leave town for or bring in.

Determine the new opportunities that will come with this strategic plan.

Link local youth to the opportunities through high school, college and vocational education partnerships.

Establish a timetable and hold yourselves accountable.

## What is Your Part of Taylorsville's Future?

- Identify the part of the plan that is yours.
- Think of ways that you can help your community and your city.
- Volunteer your time as your contribution to the effort.
- Invite your friends to participate with you.



# Implementation Plan Template

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)

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



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# Acknowledgements

The Kentucky League of Cities Community Consulting Services staff wish to express a very special thanks to all residents that attended the public meetings, emailed, called, met or talked individually with us to share your ideas, voice your concerns, and express your willingness to work towards collaborative solutions for your community.

We also extend our thanks to the following:

## **City of Taylorsville**

Mayor Don Pay

Commissioner Ellen Redmon

Commissioner Kathy Spears

Commissioner Beverly Ingram

Commissioner Jack Proctor

Steve Biven, City Clerk

City Administrative Staff

Chuck Adams

Steve Austin, JD, ASLA

Bill Drury

Senator Jimmy Higdon

KIPDA

Debra Lawson

Main Street Committee

Lynette Mason

Arnie Mueller

John Shindlebower

Spencer County Extension Office

Spencer County Judge-Executive John Riley and Fiscal Court

*The Spencer Magnet Newspaper*

Tea Cup

Representative James Tipton

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**Kentucky League of Cities**

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

**2016**