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STRATEGIC PLAN
FOR THE
CITY OF BOWLING GREEN

VISION

PLAN

EXECUTION
VISION 2020

The City of BOWLING GREEN
is a DYNAMIC REGIONAL CENTER\(^{(A)}\)
which is a HOMETOWN FOR FAMILIES\(^{(B)}\)
and
HOME OF WESTERN KENTUCKY UNIVERSITY\(^{(C)}\)
a nationally recognized university.
It has a VIBRANT DOWNTOWN AND RIVERFRONT\(^{(D)}\)
and a STRONG, GROWING ECONOMY\(^{(E)}\).

Our DIVERSE BOWLING GREEN RESIDENTS\(^{(F)}\)
have access to TOP QUALITY EDUCATION\(^{(G)}\)
can enjoy an ACTIVE LIFESTYLE WITH CULTURAL,
RECREATIONAL AND LEISURE OPPORTUNITIES\(^{(H)}\)
and live in LIVABLE NEIGHBORHOODS\(^{(I)}\).

We take PRIDE IN OUR GREAT COMMUNITY\(^{(J)}\).
Bowling Green Plan 2004-2009

BOWLING GREEN 2009: OUR GOALS

More Jobs, More Diverse Economy

- Improved Traffic Flow

Regional Hub for South Central Kentucky

- Strong Neighborhoods

Thriving Downtown and Riverfront

- Sustainable City Government
GOAL 1:  MORE JOBS, MORE DIVERSE ECONOMY

- **Objectives**
  - **Objective 1:** More New Businesses to Bowling Green
  - **Objective 2:** Development of Transpark
  - **Objective 3:** Increased Personal Income
  - **Objective 4:** Attracting More Young, Diverse Professionals
  - **Objective 5:** Development of a Labor Pool on a Regional Basis

- **Actions 2004**
  - **Policy**
    1. Transpark Development
  - **Management**
    2. South Central Industrial Park: Development (Southwest Parkway Connector – ROW Acquistion)
    3. Annexations:
       a. Cemetery Road Interchange Area
       b. 231/Scottsville Road
       c. Greenwood Interchange Area
GOAL 2: IMPROVED TRAFFIC FLOW

Objectives

Objective 1: Improved Traffic Patterns and Flow
Objective 2: Reduced Congestion on Scottsville Road
Objective 3: Maintained Quality Streets
Objective 4: Reduced Traffic Accidents, Safer Streets
Objective 5: More Pedestrian-Friendly Community

Actions 2004

Management
1. Downtown Traffic Pattern Analysis and Plan
2. Houston Court/Gary Development: Access Road
3. Thoroughfare Plan: Development

Major Projects
4. Alvaton Road: Construction
5. Shive Lane Improvements

Intergovernmental
6. I-65 Interchange (32)
7. Loop Road: Lobbying State
8. I-66: Funding, Planning, Alignment
GOAL 3: REGIONAL HUB FOR SOUTH CENTRAL KENTUCKY

- **Objectives**
  - **Objective 1:** More Reasons for People to Come to Bowling Green
  - **Objective 2:** Increased Presence at State Level – Regional Center in the Commonwealth
  - **Objective 3:** Development at Airport (New)
  - **Objective 4:** Entertainment Opportunities – More Things to Do
  - **Objective 5:** People Moving and Living Here

- **Actions 2004**
  - **Management**
    1. Houston Court/Gary Farms: Access Roads
    2. Olde Stone Development
  - **Intergovernmental**
    3. I-66
GOAL 4: STRONG NEIGHBORHOODS

Objectives

- **Objective 1:** Improved Neighborhood Infrastructure
- **Objective 2:** Enhanced Code Enforcement
- **Objective 3:** Strengthen Neighborhood Associations
- **Objective 4:** Development of Programs to Support Neighborhood Revitalization
- **Objective 5:** Creation of a “Greek” Village

Actions 2004

- **Management**
  1. Code Enforcement: Enhancement
  2. Nuisance Code: Enforcement (Repeat Offenders)
  3. Residential Rehabilitation: Program and Funding
GOAL 5: THRIVING DOWNTOWN AND RIVERFRONT

▶ Objectives

- **Objective 1:** Useable Riverfront for Citizens
- **Objective 2:** More Investment in Downtown
- **Objective 3:** More Jobs in Downtown through Commercial Development
- **Objective 4:** Development of Downtown Projects
- **Objective 5:** More Owner-Occupied Housing Units

▶ Actions 2004

**Policy**
1. Downtown Housing Study and Direction: Completion

**Management**
2. Quick Lincoln Mercury Building: Renovation
3. Lee Square Development: Clearance, Housing
4. Circus Square Development
5. Elderly Housing Project: Acquisition, Phase I
6. New Daycare Facility Replacement: Location
7. Riverfront Park Expansion: Design
8. Commercial/Retail Development Adjacent to Riverfront Park
9. Downtown Property Acquisition (50+)
GOAL 6: SUSTAINABLE CITY GOVERNMENT

- **Objectives**
  - **Objective 1:** Adequate Revenues and Resources
  - **Objective 2:** Resources to Support Current Services, Infrastructure and Facilities
  - **Objective 3:** Top-Quality Workforce: Motivated, Professional and Adequately Compensated
  - **Objective 4:** Cost-Effective Delivery of Core Services
  - **Objective 5:** Well Informed Citizens

- **Actions 2004**
  - **Policy**
    1. Federal/State Lobbying Program
    2. Convention Center: Resolution
  - **Management**
    3. Compensation and Benefits Next Step: Direction
    4. Employee Development and Training: Programs and Funding
    5. Diversifying City Workforce Strategy and Action
  - **Major Projects**
    6. Police Headquarters: Construction
    7. Public Works Facility: Renovation
Bowling Green: Action Agenda 2004

POLICY AGENDA 2004

TOP PRIORITY

Transpark Development

Federal/State Lobbying Program

Convention Center Resolution

Downtown Housing Study and Direction
Management Agenda 2004

**TOP PRIORITY**

- Code Enforcement/Nuisance Code
- Lee Square Development
- Downtown Property Acquisition
- Residential Rehabilitation
- Circus Square Development
- Commercial/Retail Development

**HIGH PRIORITY**

- South Central Industrial Park
- Annexations
- New Daycare Facility Replacement
- Houston Court/Gary Farms Access Road
- Riverfront Park Expansion
- Elderly Housing Project
- Olde Stone Development
Management Agenda 2004 (continued)

MODERATE PRIORITY

Compensation and Benefits Next Step
Downtown Traffic Pattern Analysis and Plan
Thoroughfare Plan
Diversifying City Workforce Strategy and Action
Quick Lincoln Mercury Building Renovation
Employee Development and Training Programs and Funding
Major Projects 2004

1. Alvaton Road: Construction

2. Shive Lane Improvements

3. Police Headquarters

4. Public Works Facility
Intergovernmental Agenda 2004

1. Loop Road: Lobbying State

2. I-65 Interchange (32)

3. I-66: Funding, Planning, Alignment