



Welcome Kentucky Transportation Cabinet!

October 2024



Agenda

- Ashland's Vision & Mission
- Ashland Fast Facts
- Downtown Redevelopment
- Investments
- Winchester Ave. Streetscape and Improvements Project
 - "Trifecta"
 - Benefits
 - Cost
- Project Challenges & Opportunities
- Questions



Ashland's Vision and Mission

Vision: Ashland is a thriving community of engaged residents with a mindset of creative growth.

Mission: In partnership with the community, provide efficient and effective public services that maintain and enhance the quality of life and opportunities for all.



Sky Blue

Lagoon



Ashland, Kentucky

Fast Facts

Historical population

<u>Census</u>	<u>Pop.</u>	<u>%±</u>
1870	1,459	----
1880	3,280	124.8%
1890	4,195	27.9%
1900	6,800	62.1%
1910	8,688	27.8%
1920	14,729	69.5%
1930	29,074	97.4%
1940	29,537	1.6%
1950	31,131	5.4%
1960	31,283	0.5%
1970	29,245	-6.5%
1980	27,064	-7.5%
1990	23,622	-12.7%
2000	21,981	-6.9%
2010	21,684	-1.4%
2020	21,625	-0.3%
2022	21,342	-1.3%

- AK Steel/ARMCO provided approx. 6,000 jobs over many decades
- Ashland Town Center Mall opened in 1989
- In the Huntington-Ashland metro area, referred to as the Tri-State area, home to 376,155 residents as of 2020.



AK Steel



Ashland Town Center Mall



Downtown Redevelopment

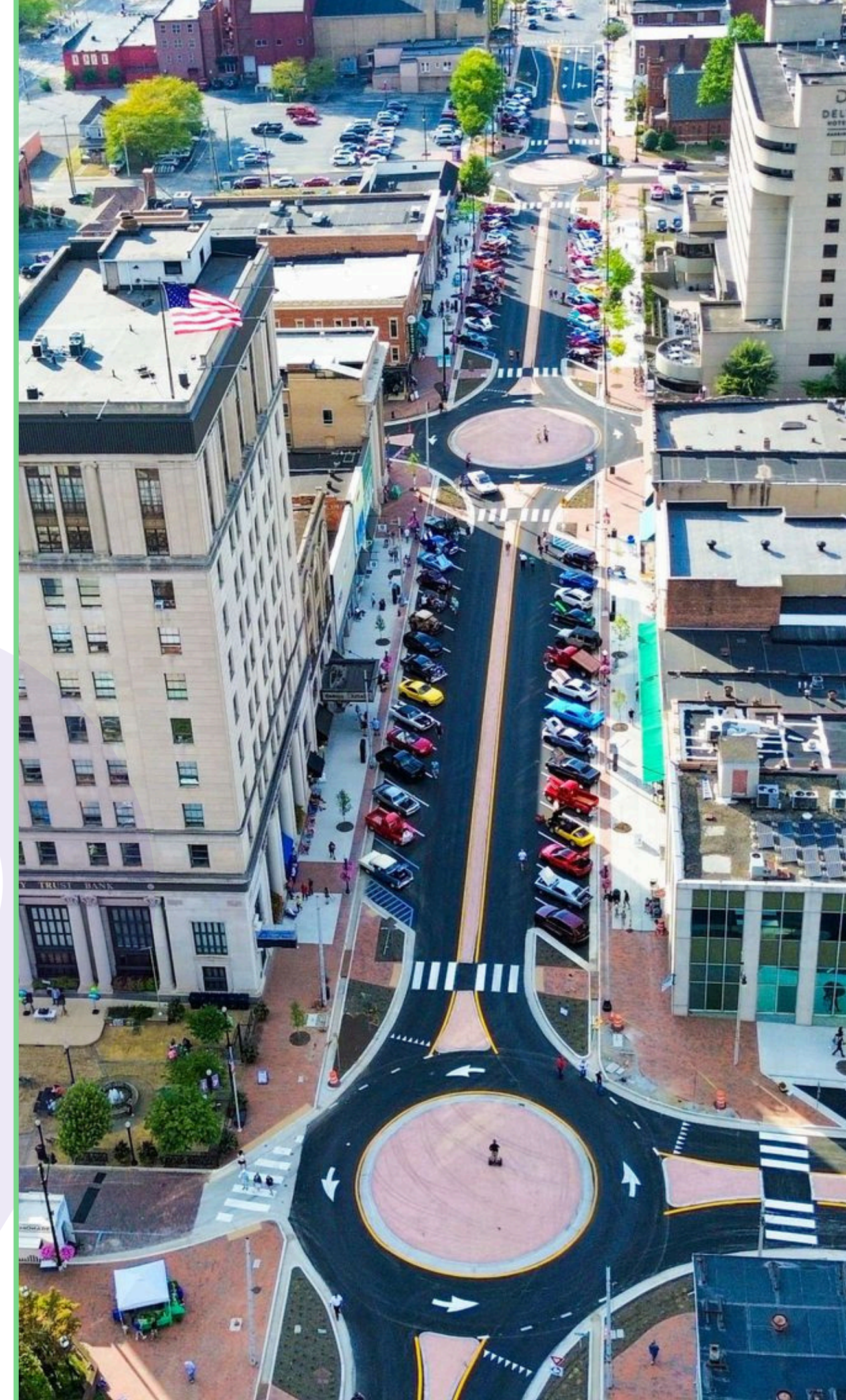
➤➤➤ Roger Brooks "Shift Happens"

- Destination Ashland
- "Create With Us" Rebrand
- Walkable downtown



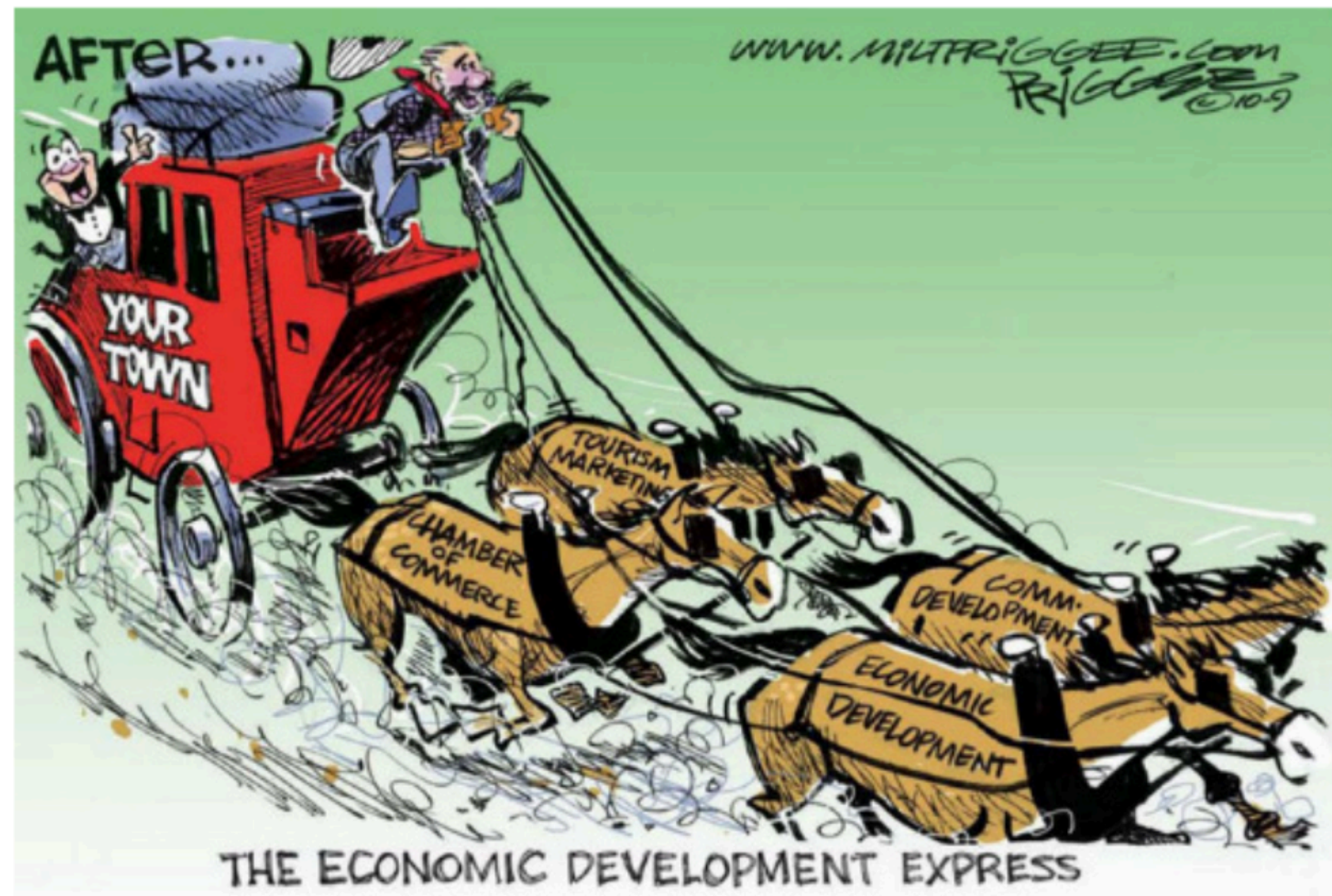
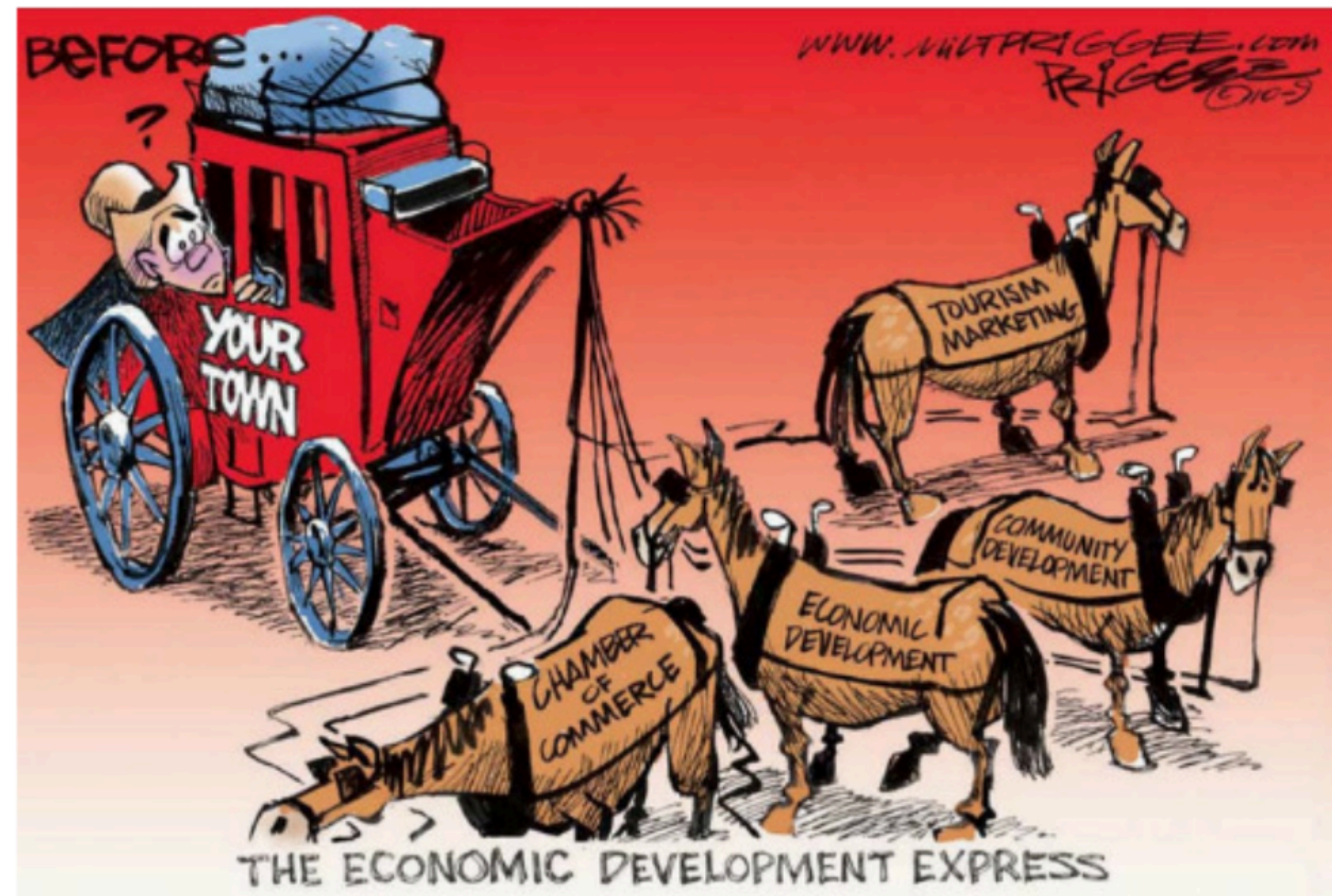
Scan for Shift
Happens video!

➤➤➤ Ashland Riverfront, Paramount Arts Center, Delta Hotel



You will be far more effective as ONE loud voice as opposed to numerous small voices!

Roger Brooks



Investments



- \$6.8M of state TIF Funds
- 2018 | CoA takes ownership of former Ashland Oil Building \$110k
- July 2019 | Delta Marriot opens in Downtown Ashland (\$23M assessment & \$4.5M local TIF)
- 2019 | Winchester Ave. 12th-13th Streetscape ~\$300K
- SEP-NOV 2019 | Destination Development Association Site Visit to Ashland (\$20k grant from AEP)
- Jan 2020 | Riverfront Sculptures Dedicated (~\$2M gift from private citizen)
- 2020-2021 | Downtown Ashland Feasibility/Transportation Study (\$200K KYTC PL-FAST (Fixing America's Surface Transportation) Act & KYTC Toll Credits)
- SEP 2020 | Broadway Square opens (\$1.3M CoA General Fund)
- 2022 | CoA acquires 418 space multi-level parking structure (KLC Property Valuation \$14M)
- 2022-2023 | Old Ashland Oil Building demo began/complete (\$2.3M + \$134K (Engineering) City of Ashland GF)

Winchester Ave.

Streetscape & Improvements Project

Trifecta Approach

- Traffic Dieting
- Mini-roundabouts
- Reverse angle parking



Winchester Ave.

Streetscape & Improvements Project

Benefits:

- Pedestrian-friendly
- Decrease traffic speeds
- Revitalize downtown
- Better accommodate activities & events



Winchester Ave.

Streetscape & Improvements Project

Cost:

- \$7.8M Total Project
- \$2.6M Highway Safety Improvement Program (Grant)
- \$4.0M Surface Transportation Block Grant Program
- \$1.2M City of Ashland General Fund
- 85% Grant



Challenges & Opportunities

Of a multi-echelon project

- **Expectations**

- Local business/residents perspective
- Remote management

- **Execution**

- Sequence changes and impacts (multi-block, block-by-block approach, multi-roundabout)
- Proper identification of existing conditions (i.e. basements, survey data)
- Sub-contractor sequencing
- Gantt chart

- **Communications**

- Internal: Weekly meetings, text threads, ensuring all impacted parties are included
- External: Long-term timeline expectations vs. day-to-day



Questions?

