



Release Date: 5.23.2023

Engagement Recap

Business Canvassing 04.10.2023

In April of 2023, the consultant team conducted a second round of business canvassing to gather input on the proposed changes to NE New Circle Road. While canvassing, the team visited a combination of businesses that were originally canvassed in the initial data gathering process and some new businesses. The team visited 24 total businesses, including restaurants, grocery stores, retail establishments for workwear, home goods, cellular technology, car dealerships, auto repair shops, and other business locations. The goal was to describe four key features of the plan to business owners and employees: (1) making walking and biking safer and more comfortable, (2) improving public transportation, (3) encouraging different housing types, and (4) modifying the number of lanes. After describing each goal, the team documented reactions and suggestions to the plan. All businesses canvassed lay on New Circle Road, between Russell Cave Road and Richmond Road.

Some of the key themes we noticed in the reactions include:

- The most popular change suggested was better connectivity between non-car transportation options (sidewalks, bus stations, bike lanes) and businesses. Several business owners and employees described barriers between sidewalks or bus stops and business, including grassy hills, ditches, and puddles.
- The most concern expressed was towards suggested changes that require more physical space along the corridor, primarily adding a lane for traffic or adding a walking, biking, or multi use path. Many business owners and employees expressed confusion and concern that there would not be enough space for these additions on public land, and some had alternate suggestions for the use of the space that exists.
- Reactions to improvements for pedestrians and cyclists along the corridor were mixed - some were excited about increasing safety, but many expressed frustration about walkers and bikers.

Overall, most individuals interviewed felt positively about the suggested changes, and felt that any improvements or attention to the NE New Circle Road Corridor were better than nothing. Even when more negative reactions were expressed, including frustration with pedestrians and cyclists, or feeling unsafe at existing bus stops, the root causes of these concerns can be addressed by the proposed plan.



Questions or
comments?

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Imagine New Circle is a study initiated by the Lexington-Fayette Urban County Government (LFUCG) in partnership with the Lexington Area Metropolitan Planning Organization (LAMPO), Lextran, and the Kentucky Transportation Cabinet (KYTC). It is part of the implementation of the 2018 Imagine Lexington Comprehensive Plan.