



HOPKINS COUNTY COMPREHENSIVE PLAN

*Community  
Identity*

8

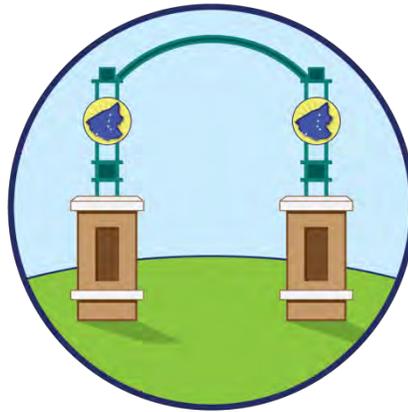
# CHAPTER 8

## COMMUNITY IDENTITY

### [INSIDE THIS CHAPTER]

This chapter identifies strategies that will enhance Hopkins County's identity and memorability.

- Gateways
  - Community Gateways
  - Local Gateways
- Wayfinding
- Historic Preservation
- Streetscape Improvements
  - Urban Streetscape Improvements
  - Rural Streetscape Improvements
- Photographic Inventory Of Community Identity



■ The quality of the public space makes a community livable and, equally important, memorable. Public space can depict a community's character and their values. Conversely, a lack of character and identity can tell residents and visitors that this community could be anywhere and isn't memorable. Public space is the easiest and usually most effective place to reinforce a community's identity and tell the community's unique story. Hopkins County is known for having outstanding schools, opportunities for higher education, the arts and being a work ready community.



Photo: Madisonville community sign

## GATEWAYS

Gateway monuments and signs can visually define major entrances into Hopkins County and each community. They allow visitors to associate Hopkins County with the geographic area and can also help to visually define the community's identity. A gateway could include structures, plantings, signage and/or lighting. Two types of gateways are proposed in Hopkins County, Community and Local.

### COMMUNITY GATEWAYS

Located at major entry points into the County, community gateways are primarily focused on encouraging visitors traveling through Hopkins County to stop. Each community gateway should be visually similar and generally reflect the county as a whole. Each city could also be reflected on signs at their respective exits. This plan recommends seven community gateways, identified on the community identity map on the following page. They are located where people traveling on the Pennyryle Parkway (I-69) and Western Kentucky Parkway (I-69) have the opportunity to exit the interstate for convenient goods or to explore the county. On the following page is a map showing the location of proposed gateways and streetscape improvements. There is grant funding available to enhance gateways in partnership with the Realtors Association. Efforts should be made to coordinate with this group to identify installation sites.

**Placemaking Micro-Grant:** To help plan, organize, implement and maintain projects to improve a neighborhood with small, inexpensive, incremental projects which will help to make the neighborhood a better place to live, work and play. Local associations can be approved for two grants per year, provided that the grants are for two different projects. Amounts can range from \$500 and up to \$2,500.

Example projects to use funds from Placemaking Micro-Grant on include:

- Community Gardens
- Parklets
- Farmer Markets
- Outdoor Seating
- Playgrounds
- Dog Parks
- Murals and Public Art
- Bus Stop Enhancements
- Park & Trailhead Improvements

**Smart Growth Action Grant:** For larger placemaking activities, such as Better Block and Main Street®, which supports land-use related activities. To enable a local association to make efforts to engage local land use issues with other stakeholders and elected officials. No donations are made to other organizations unless REALTORS® are substantially engaged in the activity. The maximum grant is \$5,000. These grants require program evaluation after 30 days and after six months.

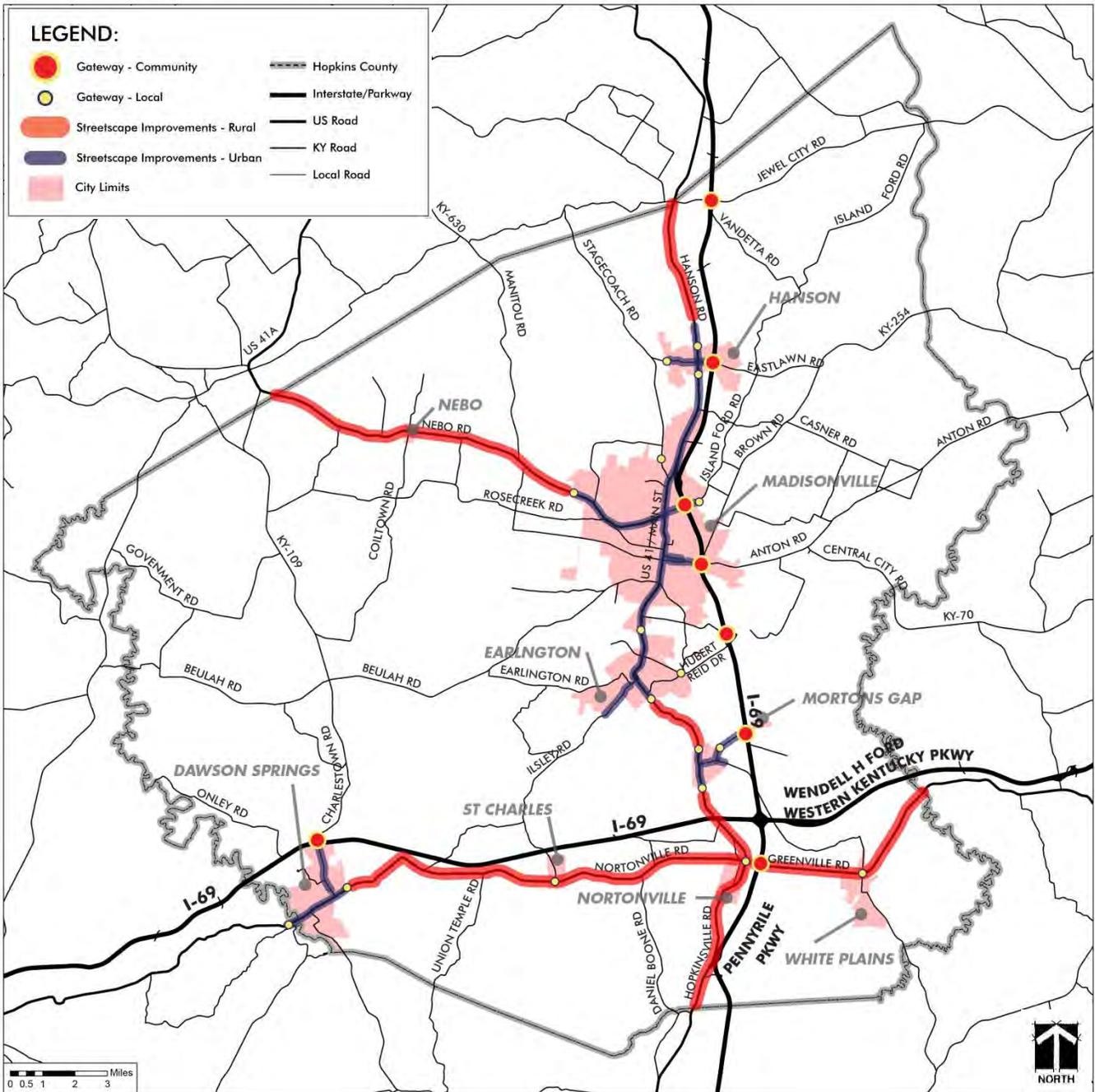
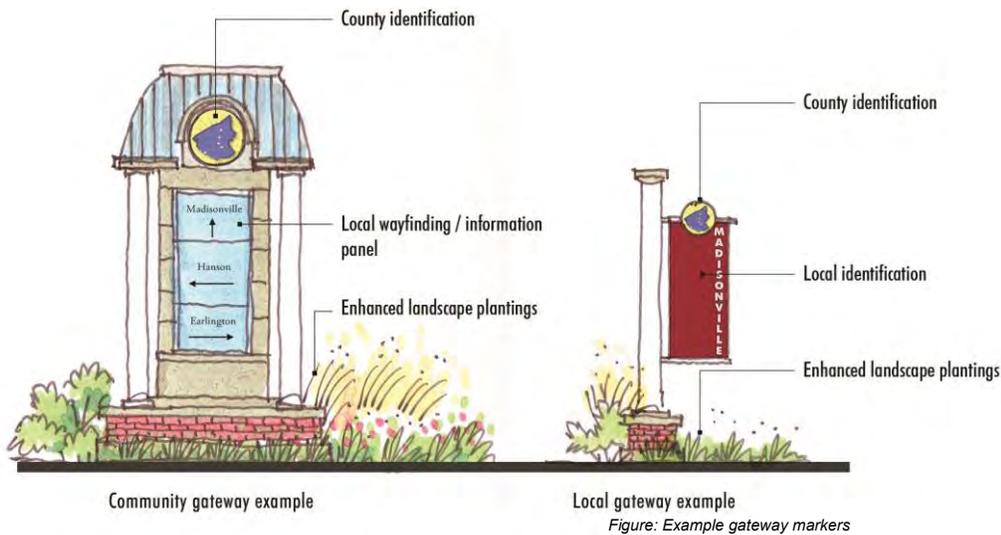


Figure: Community identity map

## LOCAL GATEWAYS

Located at major entry points into the individual communities, local gateways can reflect an individual community rather than the entire county and are intended to function as a welcoming landmark. This plan recommends multiple areas for local gateways to be installed. As seen in the community identity map, local gateways are positioned at the intersection of major roads and corporate boundaries of communities within Hopkins County.

All gateways should follow a standard design and use similar materials (stone, masonry, metal) and design features. Keeping a unified theme when designing gateways will make entries both prominent and memorable for visitors. This does not prevent the use of distinct local identifiers to feature each community within the gateways. Distinction between communities can be achieved primarily through graphics (color variation, font, background images on banners, etc.)



## WAYFINDING

Wayfinding provides a cohesive design for a community's signage system and can be used to reinforce a local area's identity. Wayfinding signs enhance the image of a corridor and help organize destinations by providing directional information for local facilities, communities and attractions. A standardized treatment provides a uniform brand and can be implemented with vehicular, pedestrian and information signage panels. A system of wayfinding signs should be designed & coordinated with the gateway signs.

## HISTORIC PRESERVATION

Preservation of iconic elements that visually define Hopkins County is critical. Once these structures or buildings are destroyed they can never be reclaimed. The county should promote preservation of these elements that provide character to the community as well as promote historical elements or programming that will increase tourism (such as museums, historic tours, historical societies, etc.). Historic properties are identified and further discussed in *Chapter 3: Land Use*.

## STREETScape IMPROVEMENTS

A community's major corridors commonly become the image of a community; this can include both good and bad qualities. This area of the public realm is usually an afterthought and only once a corridor is congested, has no pedestrian scale or elements, is littered with multiple signs and has no character is it identified as an issue.

Non-interstate corridors are identified for streetscape improvements on the community identity map. Two distinct types of streetscape improvements are proposed in Hopkins County and are described below.

### URBAN STREETScape IMPROVEMENTS

Urban streetscape improvement areas are primarily focused on high-traffic corridors centrally located within the individual communities in Hopkins County. The two cross-sections on the following page show typical urban streetscape treatments depending on the development type adjacent to the corridor. The Urban Zone A treatment would be typical in areas where buildings are adjacent to the corridor (downtown areas), while the Urban Zone B treatment would be typical in areas where development consists of buildings separated from the corridors by parking lots and undeveloped land. Both of these corridors are within urban areas and are recommended to receive amenities including sidewalks, enhanced lighting, landscaping, wayfinding signs, identity signs, and other pedestrian amenities.

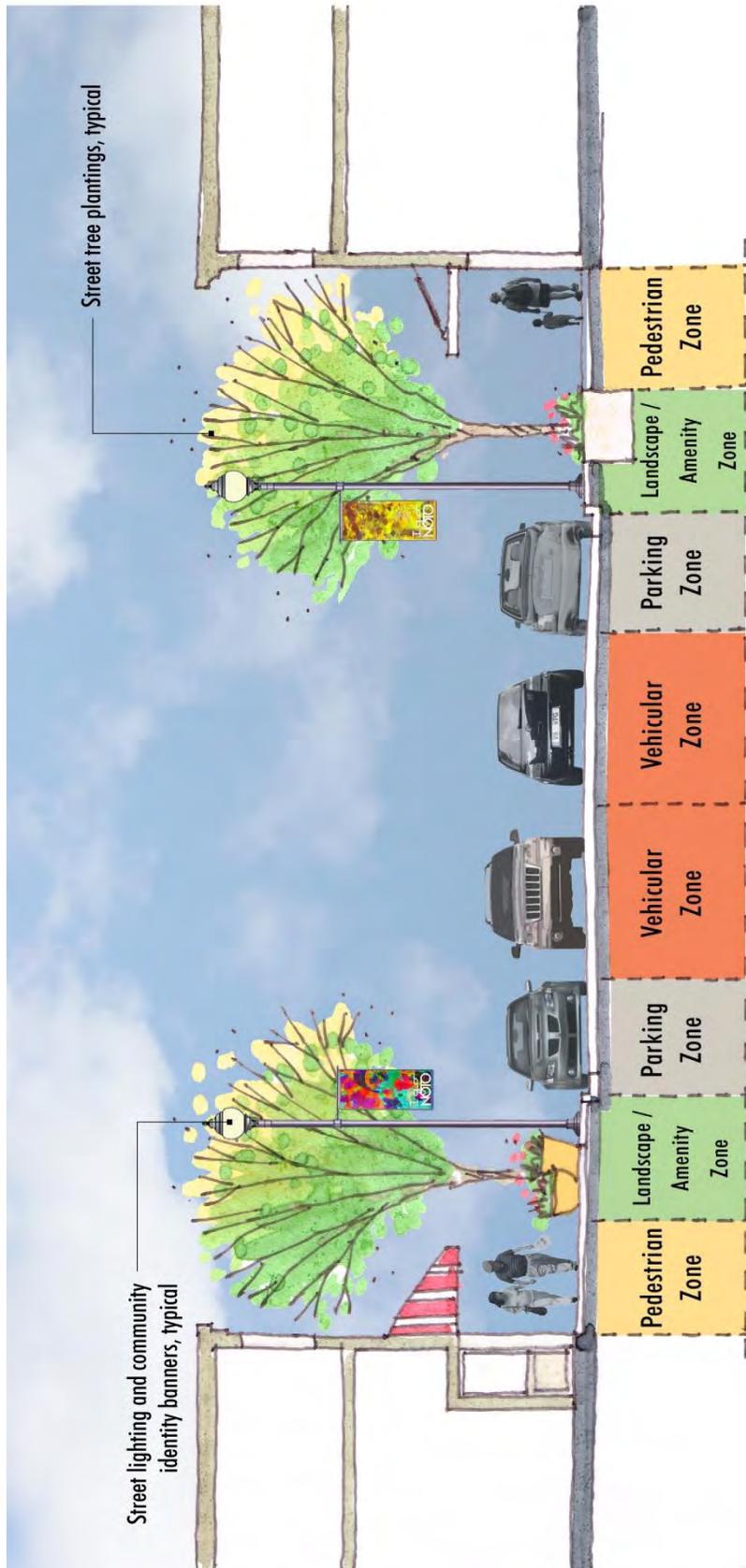


Figure: Urban Zone A: Cross-Section

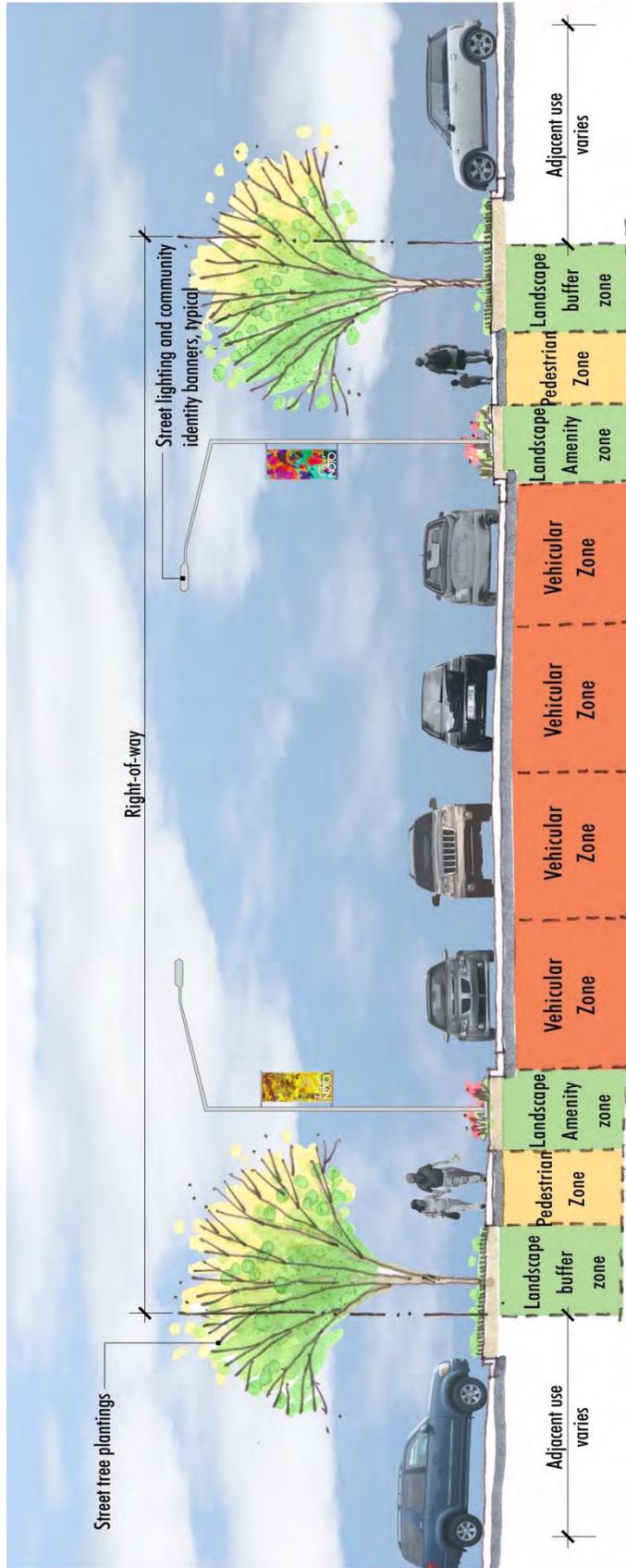


Figure: Urban Zone B: Cross-Section

## RURAL STREETScape IMPROVEMENTS

The rural streetscape improvements are focused on corridors that serve as connections between the communities in Hopkins County and are generally outside of city limits. The Rural Zone cross-section below shows a rural corridor where adjacent development is not typical. Corridors within the rural areas could include directional signs and preservation of the corridor's rural features.

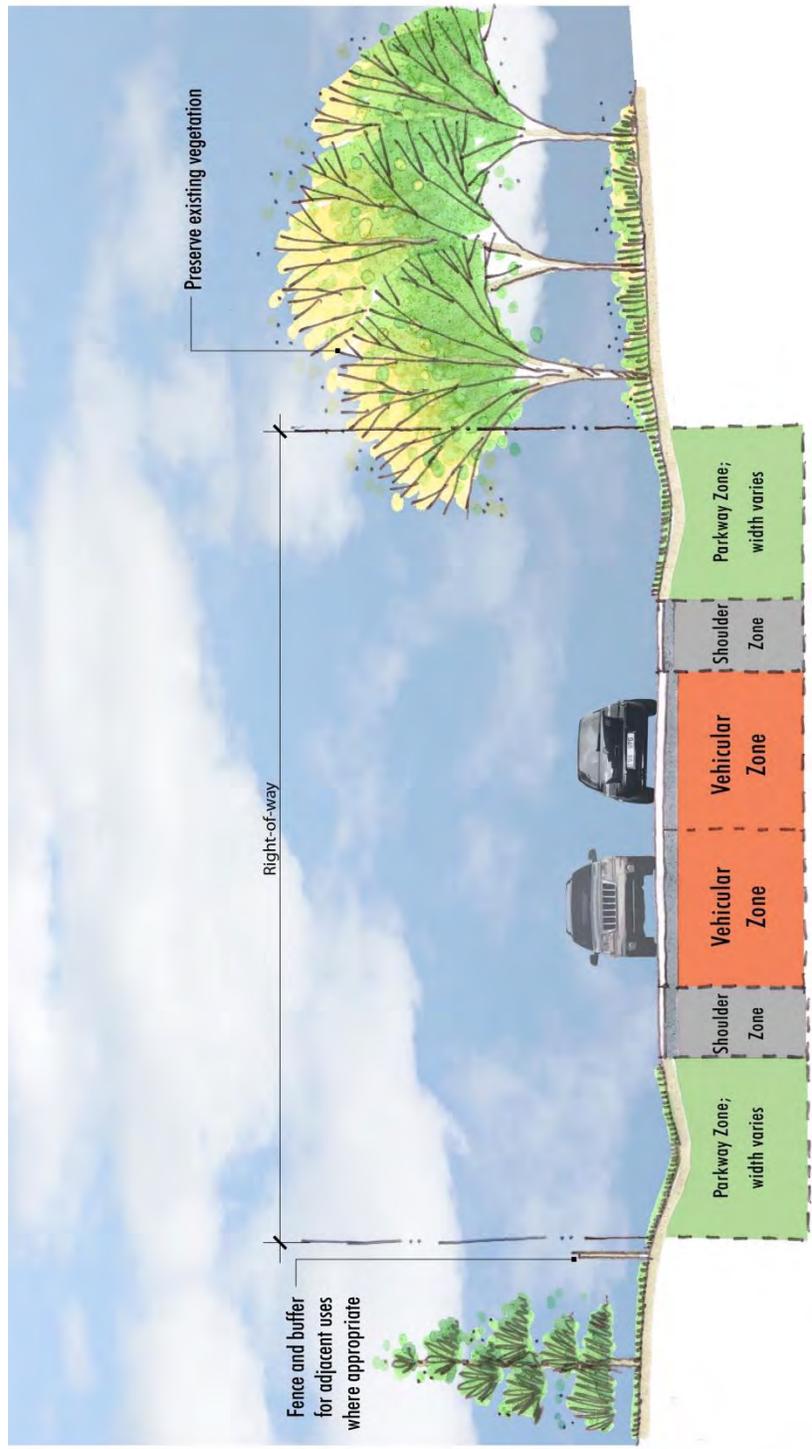


Figure: Rural Zone: Cross-Section

## PHOTOGRAPHIC INVENTORY OF COMMUNITY IDENTITY

The following selection of photographs portrays the elements that form Hopkins County's identity today.





