

BEREA COLLEGE LAND USE PLAN



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A VISION FOR BEREA
BY JOHN B. STEPHENSON

Berea should be seen as a quiet place; a place of contemplation, but nonetheless a place of intense purposefulness. It should invite residents and visitors alike to become a part of its values, if not directly a part of its work. Those values are ones of reflection, purpose, service in meeting the needs of others, recognition of the dignity and worth of all people, opportunity and wholesome activity. Berea as a place should speak of the endurance of things that are truly valuable in American and regional life.

One image by means of which this set of values can be projected is that of the American village. The village emphasizes pedestrians over vehicular traffic. It emphasizes trees, shrubs and grass over macadam. It emphasizes small shops over large malls. It emphasizes a mix of retail establishments and residences in proximity. The village concept brings to mind an architectural style which limits the height of buildings to two stories and which strives for architectural consistency around a single period and style. The most appropriate and feasible image and style for the community of Berea and for the Boone Tavern square area is American small town and village architecture from the period of 1880 and 1920.

The goal in emphasizing the American village theme in Berea is not recreation or restoration for museum-type purposes, as in Williamsburg or Shakertown, but the aesthetic enhancement of a living working community which is already in existence.

The impression to be created is not one of artifice, but design and care. That is to say, a visitor to Berea should sense, whether consciously or not, that this is a place where people have recognized the importance of their history, have taken remarkable care of their surroundings, have made a conscious attempt to make the best use of buildings, space, landscapes and views to create an environment which is something important and pleasing in and of itself.

Berea College is distinctive from other colleges and universities not only because of its unique beginning, but also because the college owns a large amount of land beyond its traditional campus setting. For this reason, the development of college properties can greatly influence the type and direction of development occurring within the City of Berea and Madison County. In addition, the development of non-college owned properties within the city and adjacent areas of Madison County can also effect the character and visual appeal of the Berea College campus. Although each entity has specific developmental policies, each must recognize that land within their jurisdiction or ownership functions as part of a complete land use system. This land use system must be coordinated to a certain degree so that it promotes development that enhances and complements the character and efficiency of the other components. Without this coordination, development is potentially destructive to the unique qualities of each. For these reasons, any study on land use must incorporate and consider all elements of the land use system. Land use regulations or guidelines for each entity should function well together to ensure that the land use patterns, images, and quality of life that they are creating truly reflect the community and values of its citizens. In addition, each must recognize that development decisions are far reaching and can significantly impact the community's built and natural environments, as well as enhance or severely limit land use choices for future generations.

The Berea College Land Use Plan is intended to supplement and update the existing Berea College Master Plan. While the master plan tends to focus solely on college and campus needs, the college's land use plan focuses upon college properties located beyond the traditional campus setting. In addition, the plan considers the land use needs and development priorities of the City of Berea and Madison County. Significant similarities and differences in land use policies are discussed in order to identify policies that should be modified or planning issues that must be resolved in order to develop an effective and efficient land use system. Wherever possible, the vision and needs of the City of Berea and Madison County have been integrated into the college's plan to enhance coordination of the overall land use system and increase opportunities for cooperation between these entities to ensure that the individual land use systems can function well together.



Introduction

In addition to identification of various city and county land use initiatives, several aspects of the Berea College Master Plan have been integrated into the land use plan. The following goals and objectives were formulated in the master plan and have been integrated into this document (Note: italicized text denotes language added as part of the college's land use planning process):

- Improve the quality of campus life *and that of the Berea Community.*
- **Simplify** and enhance campus *and community* organization.
- Establish a positive and unified identity.
- Improve efficiency in operations *and promote* the effective use of campus *and community resources.*
- Identify flexible strategies for accommodating *positive* future development.

As reiterated from the master plan, the planning principles in both documents shall provide a basis for short-term decisions with the confidence that they will reinforce long term goals of both the college and community.

Planning Objectives as stated in the Master Plan:

1. **Build upon and respect the traditions and character that make Berea College *and the city* unique.**
 - Emphasize the "Great Commitments" and recognize the educational philosophy existing at Berea.
 - Maintain the distinctive campus image of Berea College.
 - *Integrate city vision and goals into land use planning.*
 - Emphasize quality and visual continuity.
2. **Establish rational development patterns.**
 - Develop building guidelines to ensure respect for traditions at Berea College in terms of building materials, style, scale, color and fenestration.
 - *Work with the City of Berea to integrate these characteristics into their regulations or consider them when approving new development.*

- Establish compatible uses within defined areas of the campus *and city* to enhance the clarity of campus organization and to maximize operational efficiency and cost effectiveness *of both land use systems*.
 - Identify specific development opportunities in order to improve and strengthen campus *and community* character.
3. **Facilitate orientation and wayfinding.**
- *Provide consistent visual cues (signage and landscaping), especially in "campus/community arrival zones", in order to draw residents and tourists into the college campus and downtown areas.*
 - Simplify circulation and provide parking opportunities for an improved arrival experience.
 - Emphasize and encourage continuity and consistency in design treatments.
4. **Enhance the "people orientation" of the campus *and city*.**
- Maintain a sense of human scale *on all college owned properties and encourage the city to do the same.*
 - Enhance convenience for campus students, faculty and staff as well as residents of the community.
 - Develop settings and opportunities for social interaction.
5. **Address and respect town and gown relationships.**
- Respect established neighborhood edges.
 - Promote opportunities for campus and community linkages.
 - *Coordinate and cooperate land use decisions with the city.*

Berea College, in Being and Becoming, discusses several stated goals which apply to the future land use of college property. These goals are as follows:

- The Berea College of the 21st century can best be conceived as an integrated and continuous learning environment that is inclusive of all its workers, offices, programs, and physical spaces.
- We seek to understand the workings of our natural environment and the consequences of human interventions.



Land Use Planning Goals

- avoid excessive traffic congestion, reduce traffic interference with classroom use, and increase the availability of parking.
 - encourage developers to promote the village concept in Berea through setting aside greenspaces such as parks, children's gardens, and bikepaths.
 - establish appropriate planning and zoning regulations that create an aesthetically pleasing and healthy environment, discourage unplanned sprawl, and mitigate the negative impact of encroaching development upon livestock and wildlife.
3. Encourage the city and the county to pursue agriculture/conservation easement purchases.
 4. Explore the possibilities of establishing a greenspace between the county and city in order to provide a buffer between the two and maintain the character and uniqueness of each.

BEREA COLLEGE LAND USE PLAN EFFECTIVENESS

The Berea College Land Use Plan should:

1. provide a lasting, long-term framework for the use of Berea College properties by comprehensively anticipating potential developmental conflicts, but must remain flexible enough to accommodate changes that were not anticipated during the planning process.
2. encourage retention of ownership and maximize the use of all properties that are integral to college living and learning activities while enhancing the character of the campus and community.
3. ensure that Berea College maintains and develops land so that educational opportunities continue to be available for students and/or faculty. For example, biotech laboratories, technology, research, etc.
4. ensure that future land use of college property is compatible with the mission of the college and the "Great Commitments", and

5. proactively plan for college land use requirements while continually assessing the budgetary impact for new development and ongoing maintenance.

PRESERVATION OF GREENSPACE AND CHARACTER

1. Identify and maintain historic and cultural land uses such as open greenspaces, agricultural fields, forest, rural ambiance, plantings, and landscape.
2. Utilize college land holdings to retain greenspace, increase recreational opportunities, protect wildlife habitat and stream corridors, and encourage conservation of "production" land use (agriculture, wildlife, forestry, etc.). Berea College commits to adopting land use policies that, if practical, promote the no-net-loss of ecological function and will pursue the placement of permanent conservation easements on portions of farm and forest land.
3. Establish aesthetically pleasing and appropriate linkages with the community in regards to open greenspaces, recreation, parks, walking trails, bike paths, roadways, and landscaping.
4. Encourage the development of a variety of housing opportunities in order to avoid becoming an "elitist" community.
5. Establish commitment and ownership of the college's land use plan so that difficult decisions are met with consensus and are legally defensible.



Location of Berea College Properties

Beyond the traditional campus core and campus service area, Berea College currently owns numerous parcels of land within the city limits of Berea. Of those properties in the city limits, the majority are located along KY 595 from north to south. Properties along this corridor are significant to the college because they are located along one of the primary entrances into the campus from Interstate 75 and provide the college with what is referred to as a "campus arrival zone". Several other college properties within city limits are concentrated on Ellipse Street and Richmond Road. These properties also form entrances into the campus and serve as the edge or boundary from the Richmond Road strip commercial area to a scenic, more refined college campus atmosphere. These properties are regulated by the city's comprehensive plan, subdivision regulations, and zoning ordinance.

A portion of the college's properties are located beyond the corporate limits of Berea but within the city's jurisdictional limits. These properties include the Berea College Forest property just south of the city along Logsdon Lane, KY 1617, and Blue Lick Road. Also within the city's jurisdictional boundary are three parcels located along Short Line Pike. Two of the parcels are divided between city limits and the jurisdictional limits. It is important to note that the land use regulations for the city (with the exception of zoning) also apply in this area.

In addition to the previously mentioned properties, Berea College has one forest property located in Madison County, one forest property located in both Madison and Jackson Counties, and two forest properties in Garrard County. Properties located within Madison County that are outside the City of Berea's Jurisdictional Boundaries are governed by the Madison County Comprehensive Plan, Land Use Management Ordinance and Subdivision Regulations. It is important to note that the county is currently implementing land use regulations similar to those included a typical zoning ordinance but does not claim to officially have "zoning".

A map showing the location of all college properties is included on the next page in Figure 1. Details regarding applicable planning and zoning requirements are included in the next section of the land use plan.



Factors Influencing Land Use

Prior to developing a plan for future land use it is necessary to understand the background of a community in regard to socio-economic trends, environmental conditions, areas of historic significance, availability of community facilities and services, transportation, and existing land use. Most of this information was recently compiled in the City of Berea Comprehensive Plan and does not directly impact the future use of college property. Therefore, this section of the plan will summarize general background data and socio-economic trends while specifically addressing factors which have the greatest potential to impact future land use. Some of these factors are internal to a property (such as environmental conditions), while others are external to the site but still have a significant impact to college properties (such as proposed transportation improvements). Internal factors influencing land use are described in general detail in this section of the plan, while more site-specific information on these factors is assessed in the *Future Land Use* section. External factors are covered in greater detail in the following paragraphs and generally referred to in the *Future Land Use* section of the plan. Existing land use will be discussed in the following chapter.

GENERAL BACKGROUND

Socio-economic information indicates that both the City of Berea and Madison County will continue to increase in population, become more racially diverse as immigration continues, and that there will be a greater need for housing for all income types. Future population growth is anticipated to occur within the Cities of Richmond and Berea with density significantly increasing in the unincorporated areas between the two. Growth is anticipated in these areas due to the proposals to construct a large industrial park, a new Richmond Sewer Plant (just north of Berea), an interchange at Duncannon Lane, and as widening occurs on I-75. As a result of these factors, sprawl (and resulting inefficient expansion of community facilities and services) is expected to occur at a rapid pace with the City of Richmond continuing to annex properties toward Berea. At this time there is a growing concern that the city limits of Richmond and Berea will eventually connect causing sprawl and indiscriminate development of scenic, prime agricultural land. As this agricultural land currently creates a buffer between the two cities, there is increasing concern that development of this area will diminish Berea's unique small town character and quality of life.



The rest of this document are detailed maps and are available on site at Berea College for any necessary review.