

Land Use & Redevelopment

Opportunities and Challenges

Maintain historic charm

More diverse housing desired



More local shopping and dining

Enhance corridors



Economic Development & Marketing Strategy

Marketing and branding have been used in many instances to create logos and taglines for municipalities, but for economic growth, the strategy needs to do much more.

Together we can pursue a focused effort on marketing and branding to reintroduce the downtown, waterfront, and mixed-use corridors. Create a marketing strategy for economic growth, utilizing tools that can highlight investment opportunities within the Village.

AREAS FOR GROWTH

An overall assessment of Lexington points to three primary areas for growth throughout the community:

1. Retail
2. Industry
3. Housing



Downtown & Waterfront

Parks, Waterfront, and Downtown Improvements. *Concept only.*

