

1st Impressions



Areas of Interest



- Community Aesthetics
- Downtown
- Government/Chamber
- Shopping
- Relocation
- Hospitality

1st Impressions

- Impressions of Hopkinsville before we went down
 - Not the safest town (high crime rate for Ky.)
 - Good sports town
 - Lots of community pride
 - Closely tied to Fort Campbell socially, culturally, economically
 - Older parts of town a little run down

Community Aesthetics



Community Aesthetics



- Initial impressions on quick drive-through
 - Much cleaner and neater than we remember
 - Development along the bypass is attractive, cool
 - Fort Campbell Blvd. vibrant, better kept than Henderson strip
 - Mall's struggles are much more noticeable
 - 41 has actually become quite a nice entrance to Hopkinsville

Community Aesthetics

□ ENTRANCE CORRIDORS:

- **PENNYRILE PARKWAY:** Great shape in Christian Co. Extension is impressive.
- **FORT CAMPBELL BLVD.:** Still busy and vibrant. It's about utility.
- **U.S. 41-A SOUTH:** Ironically, the old main entrance to Hopkinsville from the South has emerged as a very pleasant, nicely representative entrance corridor.
- **U.S. 41NORTH:** Not a primary entrance to county, but still important. Poor impression coming from the north. Burned out buildings in Mannington, Crofton have been there some time. Can county codes address this? North Main Street obviously aging but not off-putting.

Downtown

□ AESTHETICS:

- Potential is there. Not easy to find. The walking experience is pleasant, but public amenities lacking
- Downtown water feature a nice touch but needs maintenance. Riverfront looks underutilized. Water was at low ebb, looked stagnant.
- Love the look of the library, train depot, Alhambra.

□ ECONOMY:

- Few retail options, a major challenge. Development guidelines might be inhibitors (more on that later).
Locally owned eateries downtown a big plus.



Downtown



OUTREACH:

- Evidence of revitalization campaign not readily apparent, nor did “man on the street” queries indicate much knowledge of what’s going on downtown.

OVERALL:

- Downtown Hopkinsville could be revitalized, but it will take the collective will of all major players to get buy-in from residents.

Government/Chamber

□ CUSTOMER SERVICE:

- City/County employees very helpful, eager.
- Excellent online resources, e.g. Chamber website.
- Great Community brochure/guide and phone app.

□ AESTHETICS:

- Lack of readily available public amenities, such as drinking fountains, benches, public internet access, etc.
- Minimal downtown landscaping with poorly tended, overgrown planters and curbs in disrepair.



Government/Chamber

□ BUSINESS ENVIRONMENT:

- Local government offices were readily available to provide information regarding taxes, codes, zoning, incentives, etc, to potential new business owner.
- Plenty of commercial real estate options.
- Downtown Renaissance Program and financial incentives for new business to locate downtown are plusses, but local realtor said conditions for receiving grant money through Downtown Renaissance negated the benefits of the program. Local realtor discouraged locating downtown due to overregulation by the city.



Shopping

□ **AESTHETICS:**

- The mall and three strip malls visited were neat in appearance, had ample parking and were all very clean.
- Every sales clerk encountered was polite and helpful.
- From Exit 7 off the parkway the Bradford Mall looked closed.

□ **VARIETY:**

- Same sorts of merchandise in all stores. Not a whole lot of variety.
- Preponderance of chain retail establishments or big box stores.



Relocation

□ HOUSING:

- Homes in outer subdivisions are very nice, reasonably priced, of high quality and are well-maintained. But quality of “nice” homes available nearer to town center was disappointing.
- Lots of green spaces, which are a plus for home-seekers. But downtown parks lacked parking. Also, at Trail of Tears Park the restroom near playground was locked.



Relocation

□ HEALTHCARE:

- Overall the options for Hopkinsville are plentiful, even if residents do not agree.
- Most service lines are available. However, man on the street interviews show a consistent message of the grass being greener in Clarksville and Nashville.
- Jennie Stuart staff were pleasant, friendly. Lobbies and public spaces look really good. Medical unit toured had stained carpet and dingy wall coverings.



Relocation

□ EDUCATION:

- Options plentiful for public and private K-12 schools, as well as post-secondary. Facilities on all levels gave the appearance of being well-kept, and safe with a few exceptions. Lots of good info available online for newcomers. UHA has a great website.
- Residents had generally positive opinions about their school options.



Hospitality

□ CONVENTION CENTER

- A highlight of the city
- Very friendly and informative staff
- Beautiful facility with capacity for large events as well as outside events, which is very nice



Hospitality

□ HOTELS:

- Nice variety. Most had friendly helpful staff, with the exception of the one hotel we called and the voicemail said that he “may get back to us if he had time”
- The hotels were clean, nice and new and had easy access
- Downtown could use a nice bed and breakfast.



Hospitality

❑ RESTAURANTS:

- ❑ There are only a few good locally owned restaurants, but a good variety of chain restaurants
- ❑ Hopkinsville could use more local restaurants like Harper House and Ferrell's
- ❑ Blissful Cupcakes was also impressive. The place was quaint and had character



Final Thoughts

□ WHAT WE LEARNED:

- Hopkinsville has many things going for it, and in many ways has outpaced Henderson economically. We envy your forward thinking in building the convention center, the MSU campus, the Pennyrile extension, the bypass developments, etc. But a good portion of Hopkinsville residents don't see the positives and are startlingly eager to tell strangers why their town is deficient.
- Hopkinsville lacks a geographic heart, a place of pride that the community can point to and say "That's Hopkinsville." It could be downtown in the future. Such a community anchor could improve the town's self-image and common identity.
- The seeming lack of locally owned retail could point to problems identifying/encouraging entrepreneurs. It could also mean downtown development is too regulation-heavy.
- We came away with a much better impression of Hopkinsville than before we visited.