Background

Our Client

Since 1969, Appalshop has been an arts and cultural organization, a place-based media and arts organization, and a community development organization, and a community development organization that uses the power of arts and culture to create meaningful change.

The BRIGHT Program

The project is a partnership with the BRIGHT program, a convening and research initiative of the Environmental Law Institute, that works with communities across the country to promote and implement holistic solutions to create blight revitalization strategies. This project is in partnership with the BRIGHT program, a convening and research initiative of the Environmental Law Institute. BRIGHT = Blight Revitalization Initiative for Green Healthy Towns. This project is in collaboration with the BRIGHT program, a convening and research initiative of the Environmental Law Institute. BRIGHT = Blight Revitalization Initiative for Green Healthy Towns. The BRIGHT Program

Appalshop is helping to reimagine the region by bringing the power of the arts and culture to create meaningful social and economic change.

Local Economy

Only half of Whitesburg’s population is in the labor force. Whitesburg has a diverse workforce with 70 percent employed in public sector jobs, while more than a quarter of those who are employed work for the government. Whitesburg is home to both Letcher County and Whitesburg’s Only half of Whitesburg’s population is in the labor force. More than a quarter of those who are employed work for the government. Whitesburg is home to both Letcher County and Whitesburg’s

Regional Context

Eastern Kentucky coalfield counties are among the most economically distressed in the nation. Since 1969, Appalshop has been an arts and cultural organization, a place-based media and arts organization, and a community development organization, and a community development organization that uses the power of arts and culture to create meaningful change.

Study Corridor

Downtown

Whitesburg has a distinct historic character and culture, but faces challenges with vacant buildings, commercial development, and pedestrian connectivity through the corridor. Overall, Downtown Whitesburg’s role as a local and regional, cultural, and economic destination.

Goals

• Improve water quality and public perception of the North Fork Kentucky River
• Create more opportunities for positive experiences along the riverfront
• Increase public park and green space
• Add public amenities and message boards along the river
• Add pedestrian-friendly pathways
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Strategies

• Establish a sense of place that speaks to Whitesburg’s history, culture, and natural environment
• Develop a strong and vibrant downtown commercial core
• Promote pedestrian connectivity through the corridor
• Residential development initiatives to enhance health and wellbeing

Brownfields

11 potentially contaminated sites identified within the BRIGHT study corridor

Recommendations

• Collaborative multi-stakeholder engagement framework for community Cooke County, and Whitesburg where residents are employed work for the government. Whitesburg is home to both Letcher County and Whitesburg’s

Problem Statement

Whitesburg community has shown a lack of trust in the North Fork Kentucky River due to long-standing poor quality. Multiple attempts have been made to improve water quality but achieving the multiple sources of transport pollution have not alleviated the problem. A local water advocates has been advocating for improving river’s water quality.

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