



CITY OF **PROSPECT**

2026 STRATEGIC WORKPLAN

Prepared by the Kentucky League of Cities
Community and Economic Development Team

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Photography provided by Ron Cundiff/City of Prospect.

Introduction



City of Prospect

- Doug Farnsley, Mayor
- John Clark, Councilmember
- John Evans, Councilmember
- Christian Furman, Councilmember
- Don Gibson, Councilmember
- David Holmes, Councilmember
- Sandra Leonard, Councilmember
- John Carter, City Clerk
- Tony Denham, Police Chief
- Ron Cundiff, Public Works Director

Executive Summary

Prospect is a suburban city founded in 1974 and located inside the City of Louisville Metro. The city is made up of families that appreciate the city's police officers and parks. Prospect's residents also value the city's community library and its art exhibitions, lectures, nature walks, summer concerts, and Shakespeare in the Park.

To further enhance the quality of life in Prospect, city leaders worked with the Kentucky League of Cities (KLC) to develop this strategic plan. The KLC Community and Economic Development team interviewed 50 individuals, including city

officials, city staff, and business and community stakeholders. The interviews helped the team and the city craft this plan.

Two underlying themes in the plan are the city's commitment to making US 42 safer and more efficient for vehicles and pedestrians and the city's commitment to guiding development so Prospect will be an even better place to live. With those thoughts in mind and with an eye on the future, the city looks forward to implementing the ideas outlined in this strategic plan.



Purpose of the Plan

The mayor and city council want to create a work plan with goals and priorities that will move the city forward over the next three to five years. These priorities were created with the future growth of the city and its surrounding region in

mind. The Kentucky League of Cities will provide the city with recommendations, action steps, and checklists. The city will evaluate its progress and modify priorities, as needed, to accomplish its goals.



Strengths of the Community

- Effective police force
- Beautiful parks
- Close-knit community
- Community library
- City programs and events
- Transparent and accessible city government



What Citizens Value in Prospect

- Safety
- Parks
- Village feel
- Community
- Connectivity
- Public amenities
- Artists

What We Heard

Challenges

- US 42
- Growth beyond what the city can manage
- Sidewalks and connectivity
- Managing change
- Continuing positive relationship with Louisville Metro
- Keeping identity
- Providing support for areas that want to be annexed into Prospect

Opportunities

- Developing a City Center
- Guiding new development
- Buy land next to city hall
- Annexation
- Growth can lead to good things for Prospect as a whole
- Modernization - develop a social media presence, promote sustainability, support new businesses



Focus on the Next 10 Years

- Economic and environmental sustainability
- Efficient land use
- Facilitating improvements to US 42
- Develop a 10-year plan for road maintenance
- Modernize messaging and communication
- Maintain a positive relationship between city officials in Louisville Metro and Prospect
- Create greater density – commercial and residential
- Manage and balance growth and development
- Develop ways to become a weather-resilient community
- Find the middle ground between handling new growth and maintaining the city's current identity



Focus Areas

1. Growth and development
2. Increased planning along US 42 and surrounding areas
3. Management of city personnel
4. Build community
5. Unified community identity
6. Police/safety
7. Parks and trails
8. Sustainability



Focus Areas

1. Future Growth & Development

Prospect is situated between the Ohio River and surrounding growing communities. Despite the city's previous measured development, increasing growth necessitates planning.

- Inventory Assessments
 - With new residents coming to the region, Prospect must take inventory of the city's ability to support additional growth.
 - This includes inventory of infrastructure, city personnel, property, and anticipated needs.
 - This will also include an inventory of vacant land in the city and in nearby areas that present opportunities for expanded private/public partnerships.
- Communication
 - Consistent communication with residents and community partners will prepare all parties for new development.
 - Louisville Metro, Kentuckiana Regional Planning Development and Agency (KIPDA), Oldham County,

private developers, business leaders, and city officials should all be involved to identify how best to work together.

- Preserving Prospect's Identity
 - Continue to be open and honest with residents of Prospect about expected change. This will help the city be prepared and actively involved in shaping development.
 - Utilize publications such as the city newsletter, a Facebook page, and signage to promote local businesses, community events, and gathering spaces in the community.
- Efficient Land Use
 - Explore opportunities for efficient land use such as mixed-use development and medium-density housing.
 - Identify areas in Prospect that are under-utilized, such as parking lots that remain mostly vacant or infill sites that may be opportunities for new business or housing.



Focus Areas

2. Increased Planning Along US 42

Continue to work closely with Kentucky Transportation Cabinet (KYTC) regarding the construction of roundabouts.

- Keep residents updated regarding changing road patterns and new construction.
- Ensure that the roundabout project takes into account the need for safe pedestrian travel.

Study opportunities for further changes along US 42, including:

- Metrics for speed data and observing changes in traffic patterns resulting from the roundabout project.

New business development is crucial for Prospect's growth.

Emphasize US 42's opportunities instead of highlighting its downsides.

- As the key thoroughfare in Prospect, US 42 brings in the majority of visitors to the city.
- If marketed properly, this will lead to new business development, increased population, and more revenue.
- Shifting perspectives to the positives that US 42 can bring will be beneficial for Prospect moving forward.



Focus Areas

3. Managing City Personnel

Public Safety. Prospect employs officers who make up the city's police department and who have responsibility for services typically performed by police. Prospect looks to its police to coordinate their efforts with Louisville Metro Police, other suburban police departments, Oldham County Police, and the state police. Prospect's growth will necessitate employing additional police officers.

Prospect relies upon the Anchorage-Middletown Fire Department and Oldham County for fire protection and ambulance service.

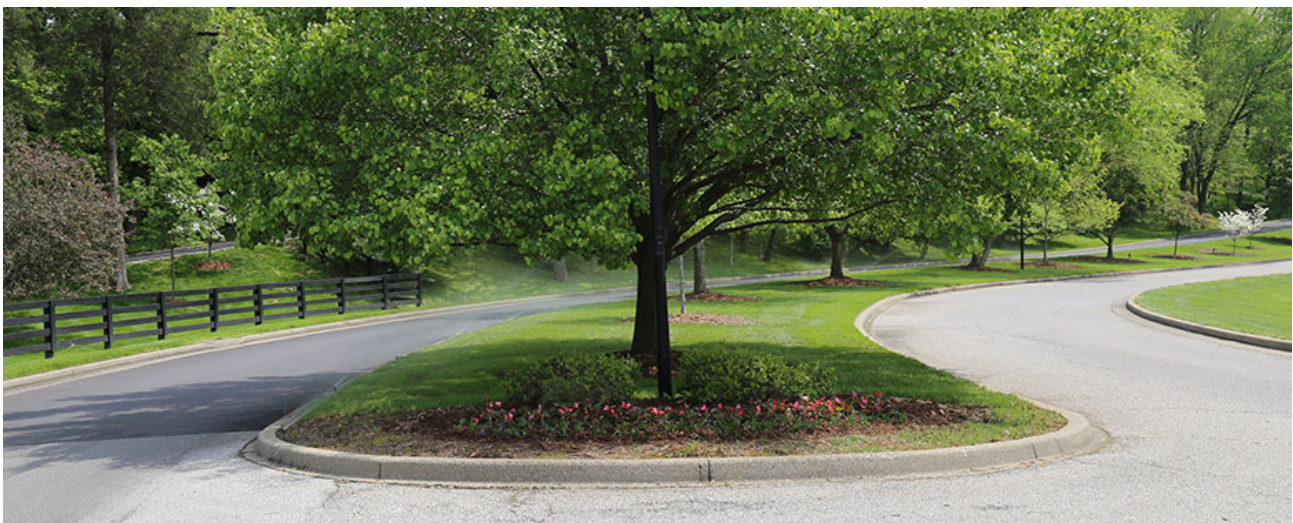
Public Works. Prospect employs a director of public works and two additional individuals to take the lead in maintaining the city's parks, city-owned land, and city hall.

Other Services. The city employs independent contractors to provide landscaping services, remove snow from city streets and around city hall, and collect solid waste.

Volunteers. The city relies on volunteers to staff its Forestation Board, Code Enforcement Board, and Parks Investments and Art in City Hall committees.

Future Planning

- Acknowledge the previous and ongoing efforts of city personnel to take on new developments and changes in the city.
- Allow city departments to handle succession planning and develop plans around future needs.
- Continue to build relationships with surrounding cities, Oldham County, and Louisville Metro that provide public services in Prospect.
- City Employee Retention & Expansion
- Plan for the increasing need for new city personnel in response to growth.
- Include the increasing needs for resources to sufficiently support city departments.

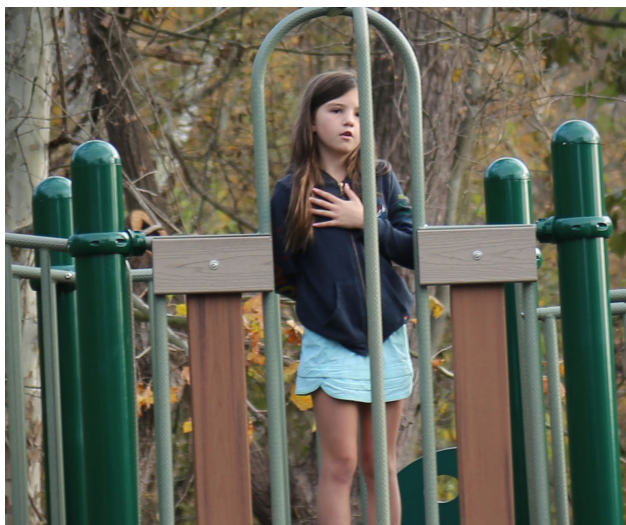


Focus Areas

4. Building Community

Prospect is a small-town community in a large metro region. The residents appreciate the convenient access to the amenities of Louisville but recognize the ability to be close to their neighbors as the city's strength.

- Building Connections
 - Prospect is divided into residential and commercial areas by US 42. Creating pathways to connect these areas can make the city more attractive to new residents and efficient for existing ones.
 - Consider utilizing city properties to create a trail system around the city that can connect to numerous facets in the community (grocery stores, neighborhoods, city hall, restaurants, and more).
 - Conduct a detailed study of residential areas to find potential points of connection between neighborhoods.
- Flashing lights and sign systems that can be controlled by pedestrians
- Speed gauges that inform drivers of their speed
 - Raise driver awareness of speed.
 - Increase police intervention.
 - Utilize within neighborhoods with high traffic and instances of speeding.
- Public meetings of HOA residents and leadership to discuss changes going on in Prospect
 - Allow these community stakeholders to voice their concerns and needs moving forward.
 - Open the door to possible collaborations across the community and new ideas.



Focus Areas

5. Unified Community Identity

Preserving Prospect's unique identity can be helped by efforts to make the city distinct from the surrounding region.

- Signage & Wayfinding
 - Utilize a unique design for city signage that can immediately signal to any traveler or resident that they can only be in Prospect.
 - Use signage to create wayfinding to direct visitors to key areas of the community, such as city hall, parks, the trail system, shopping centers, and local restaurants.
- Overlays & Structural Design
 - Institute city ordinances or overlay districts that dictate how new developments in the city are constructed to give the city a unique look and feel.
- This may include provisions for how integrated businesses are within the community, such as requiring parking spaces for EV vehicles and light vehicles (bikes and scooters) or specifying building design features for facades.
- Continue efforts to preserve and enhance the parks and recreation experience of Prospect.
 - Promote Prospect's parks.
 - Continue to host community events to engage with Prospect residents.
- Continue to promote other community gathering spaces such as the library, local restaurants, and the various neighborhood parks as areas where residents and visitors alike can enjoy one another's company.



Focus Areas

6. Police/Safety

The City of Prospect has effectively ensured the safety of its residents amid persistent changes.

- Continue support for ongoing training.
 - Continue to build on these efforts and look toward supporting future safety needs of the community.
- Prospect works closely with its surrounding communities to respond promptly to a variety of emergencies.
 - Maintain coordination and response efforts with other departments in Louisville Metro, Oldham County, and the Anchorage/Middletown Fire Department.
 - Effective communication with these agencies ensures that residents can rely on the city to help in times of crisis.

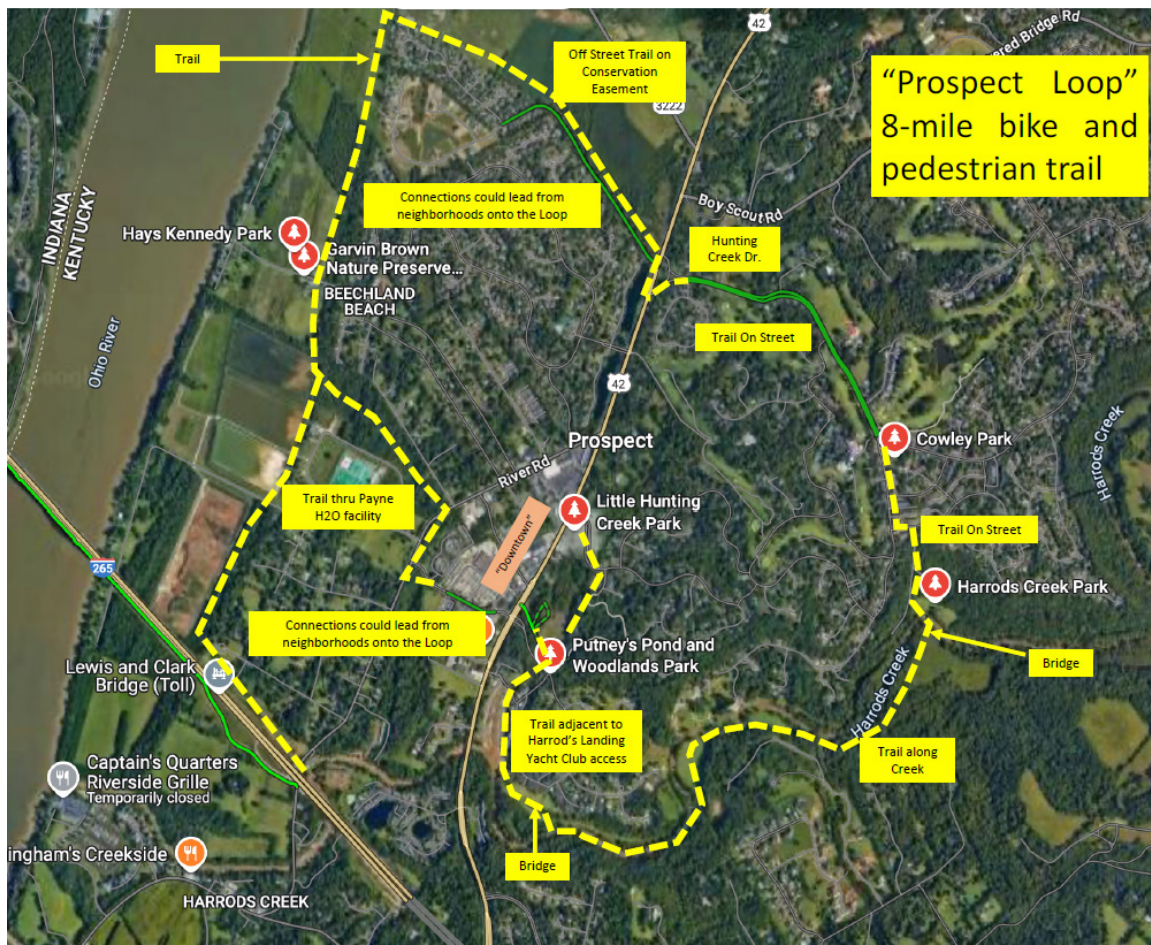


Focus Areas

7. Parks and Trails

The development of parks and trails systems in Prospect that began in 2009 has become a point of pride for the community.

- Continue to maintain and improve existing parks and trails to ensure that residents receive the full benefits of these amenities.
- Explore developing more extensive pathways in and around the community that can connect current and future residents to the greater region.
 - This could include the creation of a “Prospect Loop” that would encircle
- the city and become a connection to the 100-mile planned loop trail around Louisville Metro.
- Promote the parks and trails systems by hosting events throughout the year.
 - Continue to sponsor the summer concert series, Fourth of July celebration, lectures, nature walks, and similar activities.
 - Engage residents through different types of programs, such as run/ bike clubs and scenic photography groups.



Focus Areas

8. Sustainability

Explore opportunities for additional sidewalks, biking, and walking trails throughout the city to promote and encourage active lifestyles.

- This is benefited by better connectivity and the possibility for a “Prospect Loop.”

Continue to improve the city’s recycling program.

- Work closely with providers in the region to find the optimal program and methods that best suit Prospect’s needs.
- Promote the city as environmentally conscientious.

Review emergency/disaster plans to ensure they align with the city’s needs and ongoing changes in weather patterns.

- Develop new planning around city structures and services that may be impacted by severe weather events.
- Explore ideas for weather-resistant building styles for future developments.

Continue to develop and promote infrastructure for electric vehicles.

- Promote opportunities for private businesses to install EV charging stations.
- Explore potential for charging stations to be installed on city properties.
- Ensure new developments and infrastructure can support these new vehicles.

Implementation Steps

Immediate Priority (Within 1 Year)	Level of Importance
Citywide inventory assessment of vacant land/properties that can be utilized for future developments	Important
Inventory assessment of city department resources and personnel to determine current and future needs	Important
Continue to foster conversations and relationships with partners in the region (Louisville Metro, KIPDA, Oldham County) around growth and development	Critical
Engage with local business leaders and community stakeholders to address needs and concerns around new growth in and around Prospect	Important
Utilize city-based publications and messaging to keep residents informed of new developments that may impact the city	Wish List
Create a day/week of acknowledgement for city departments for their efforts and successes in handling new changes in Prospect	Important
Convene a meeting of community stakeholders and HOA boards to discuss opportunities for collaboration and address concerns around new development	Wish List
Continue to work closely with KYTC to ensure the completion of US 42 roundabout project and further improvements to US 42 pedestrian travel	Critical
Keep residents informed and up to date on US 42 progress and any changes to ongoing traffic patterns	Critical
Continue to improve and expand the parks & recreation offerings in Prospect	Important
Promote and highlight community events being hosted at gathering spaces such as neighborhood parks, the library, and local businesses	Important

Implementation Steps

Intermediate Priority (3 – 5 years)	Level of Importance
Explore opportunities for mixed-use development projects in Prospect to allow for efficient use of limited space	Important
Identify underutilized property, such as parking lots that are often vacant or commercial spaces that sit empty, as potential areas for new business/gathering spaces in the community	Important
Have city departments develop plans for succession and assessments around current and future needs for resources to support new growth	Critical
Continue to build relationships with Louisville Metro, Oldham County, and surrounding communities that help provide public services in Prospect	Critical
Ensure pedestrian travel within Prospect and across US 42 is safe and accessible	Important
Utilize traffic control strategies such as flashing pedestrian lights and speed gauges to improve traffic safety	Important
Explore opportunities for updated traffic studies to track how changes to US 42 and new developments are impacting travel within the city	Wish List
Develop a wayfinding signage system for Prospect that can direct visitors and residents to points of emphasis in the community and allow the city to stand out from the region	Wish List
Conduct feasibility and design studies for new sidewalks, biking, and walking trails in Prospect, including possibilities for the “Prospect Loop”	Wish List
Continue to improve recycling programs in Prospect and market the city as being environmentally conscientious	Wish List
Review existing plans for emergency/disaster preparedness and update them to meet future needs	Important
Promote and develop infrastructure for electric vehicles, such as charging stations and improved roadway designs that fit shifting public sentiment for EVs	Important

Implementation Steps

Long-Term Priority (5+ years)	Level of Importance
Continue to work with KYTC and Louisville Metro to monitor US 42 and its impact on the community	Critical
Develop a “Prospect Loop” around the city as an effort to increase connectivity within the city and to the greater region	Wish List
Conduct a detailed residential study of Prospect neighborhoods to identify areas of opportunity to connect neighborhoods and create a stronger sense of community	Wish List
Craft city ordinances and/or overlay districts to dictate the design and aesthetics of new development in Prospect to allow the city to have a say in that development	Wish List
Emphasize the opportunities available from US 42 for new development, visitor and business attraction, and a point of pride for Prospect	Important
Explore options for weather-resilient building design that can be utilized for future developments in the city	Important

Conclusion

A Word from Prospect's Mayor

One of Prospect's great strengths is our sense of community. On Nov. 28, 2025, more than 50 of us gathered for breakfast at Hunting Creek Country Club to thank and celebrate our city's employees and volunteers. The breakfast underscored that Prospect is a city whose residents care about each other and who contribute to our quality of life.

Other events that permit our residents to see their friends and make new friends include our summer concert series, Shakespeare in the Park, wildflower and nature walks, art exhibition openings, ArborFest, the trail bash, landfill and recycling facility tours, lectures in city hall, and the library's book sale.

Our parks, Charlotte's Playground, the John Evans Pavilion, the new boardwalk, and our planned downtown, that is based on the principles of New Urbanism, support — and will continue to support — our sense of belonging to this community.

Doug Farnsley, Mayor

Feb. 25, 2026





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