

4.8 LATONIA PLAZA REDEVELOPMENT

Latonia Plaza Area Concept Diagram

Throughout conversations with the Task Force, analysis of data by staff, and the market study the Latonia Plaza area was identified as an area that could benefit from a more detailed study of redevelopment concepts. Additionally, several comments were received from the public requesting more detailed planning for the area. Staff and the Task Force set out to create a vision of what could happen on the site with development that would seek to encompass the community's vision for the area. The initial step toward developing the vision for the area was to create a concept diagram for the site, which can be found in Figure 4.8.1 on page 85. A more detailed vision of how the area could look in the future was subsequently created from ideas that began with the conceptual diagram. This vision can be found in conceptual renderings beginning with Figure 4.8.2 on page 87.

Like the land use and transportation concepts described in Chapter 3, this concept diagram shows a general picture of how redevelopment could occur in the Latonia Plaza area. Black lines on the diagram show roadway enhancements and the creation of new roads to service redeveloped portions of the property. A primary consideration of the transportation network on the site was to replicate the urban grid street network that is found in the surrounding neighborhood. New internal streets should connect at existing intersections thus allowing for greater connectivity and provide options for increased pedestrian activity.

The Task Force had significant interest in creating a roadway that ran parallel to Winston Avenue and felt this road would help connect the Latonia Centre shopping area with the redeveloped area and Ritte's Corner. This roadway is depicted by the black and green line just to the west of Winston Avenue. A

secondary parallel road is also identified as redevelopment of the site reaches later stages as represented by the black dashed line. All of the proposed roadways inside the redeveloped area should contain sidewalk facilities for increased pedestrian use.

Another key theme of this concept diagram is that of building size and placement. The area today is characterized by larger commercial structures that are set back far from the roadway and are separated from the street by parking lots. Development patterns such as this tend to allow motorists to drive through an area very quickly without always noticing surrounding businesses and establishments. This development style also creates a barrier to pedestrians who must traverse wide parking lots between the street and businesses often without clearly defined sidewalks. Instead continuing to allow for this separation the Task Force chose to recommend smaller buildings in closer proximity to the street. This recommendation serves as a means of attracting pedestrians, replicating and transitioning to the Ritte's Corner area, and provides an effort to get motorists to slow down and think of Latonia as a place instead of a high-speed shortcut.

One of the most important themes to garner from the diagram is an attempt to tie the area together. Joining new street connections with existing neighborhood streets will provide a more seamless transition to the neighborhood. A pedestrian connection across the railroad near the Railway Museum of Greater Cincinnati will help connect west Latonia neighborhoods to new retail opportunities. Buildings that are located closer to the streets help to create more of a neighborhood feel than large parking lots with deep building setbacks. The concept diagram also works towards making the

shopping area more cohesive. While more auto-oriented land uses are currently found in both shopping centers the redeveloped Latonia Plaza area will ideally provide a transition area to the small-town atmosphere found in Ritte's Corner. Auto-oriented uses should remain in the Latonia Centre shopping area, transitioning to a new auto and pedestrian friendly development styles in the Latonia Plaza area, and finally weaving in more urban attributes as proximity to Ritte's Corner increases (indicated by maroon dashed lines on the diagram).

Crafting the Details

The redevelopment rendering outlined in this section was generated through the collaboration of staff and the study Task Force by consideration of the existing conditions report, the market study, as well as public input. Three concepts were presented to the Task Force for consideration and discussion. These discussions led to the creation of the phased redevelopment rendering found in this section of the document.

Phasing the redevelopment concept can provide two separate benefits to the community. It can create the opportunity to convey a long term vision for this area and provide an understandable path for how the redevelopment may come to reality over the course of time. Approaching such a large scale redevelopment project in phases also aids in identifying priority themes and elements for the community to focus on in carrying out the vision of this study. Information regarding all three redevelopment renderings presented and the Task Force's comments on the designs can be found in Appendix E Will be in final document layout with description of discussion.

While the redevelopment rendering is more detailed than the Latonia Plaza Concept Diagram (Figure 4.8.1), it should be viewed as a guide for what could happen in the area, not necessarily a directive of exactly what must happen. Phased renderings found in this section are conceptual planning level drawings, not an engineered, architectural, or development ready site plans. It should also be noted that while the plan discusses this specific approach to phasing there could be other build out scenarios or phasing options that would allow for similar results while still achieving the overall vision and goals of this plan. Regardless of phase specificity, redevelopment is anticipated to be best suited for areas closer to Ritte's Corner and along Winston Avenue in the early phases of implementation. Redevelopment should then continue to include razing and reconstruction of existing retail buildings.

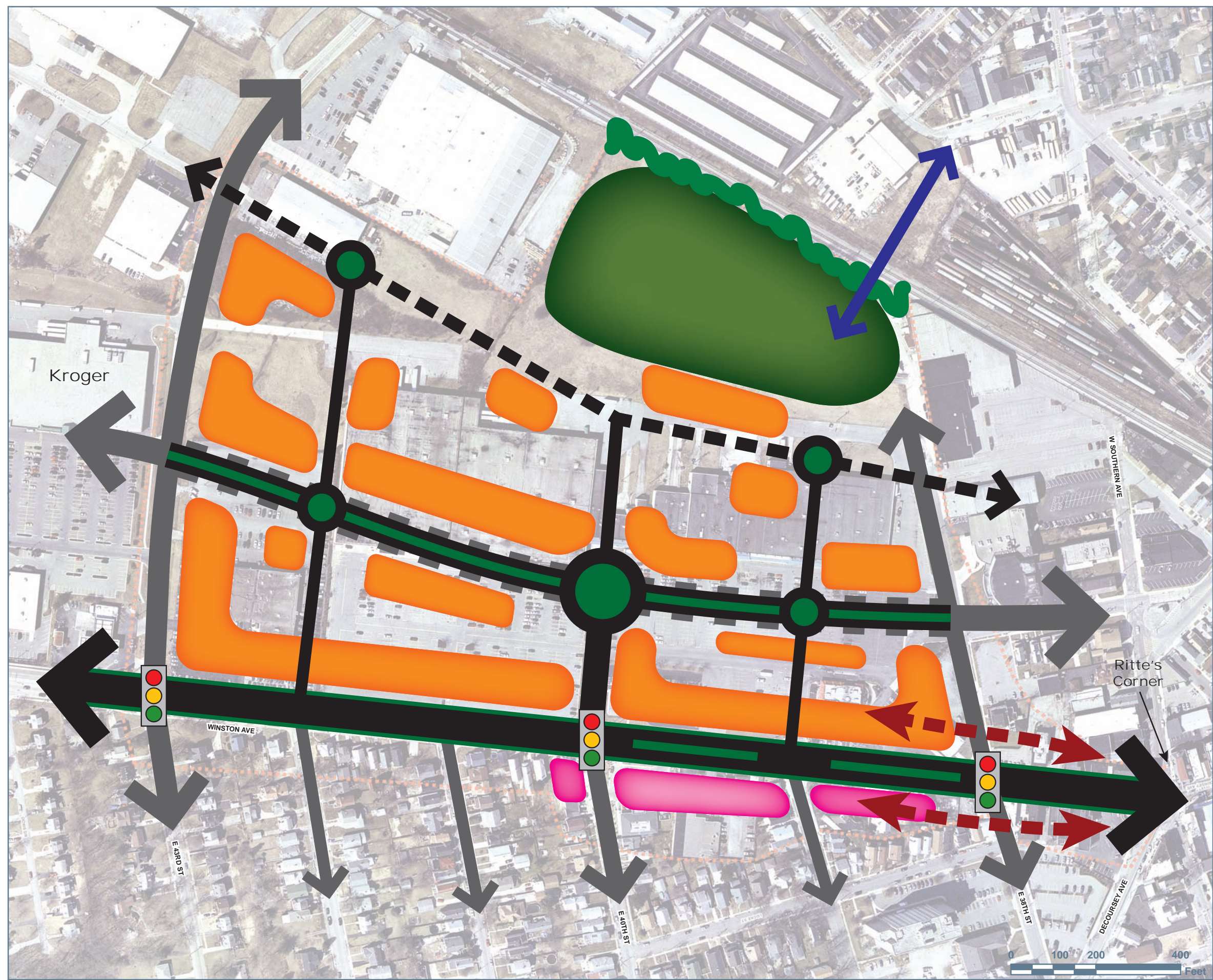
Another key consideration for the area is that of potential environmental constraints. An oil refinery once resided on the site before shopping facilities were constructed in the 1960s. Careful assessment of environmental issues may need to be addressed and mitigated before redevelopment of the site occurs.

Finally, it should be noted the redevelopment renderings displayed for phases one through three do not include depictions of street trees. Figure 4.8.6 on page 95 displays the final build out scenario and includes street trees, whereas the other phases do not. Street trees are not displayed in phases one through three to provide a clearer picture of how redevelopment might occur. While these trees were not shown in previous phases they should be added as redevelopment occurs within the area.

Figure 4.8.1 Latonia Plaza Concept Diagram

Legend

-  Roadway Enhancements
-  Pedestrian Corridors
-  Existing Roadway
-  Secondary Parallel Road
-  Tie to Ritte's Corner
-  Orient Buildings to Streets
-  Redevelop as Natural Turnover Occurs
-  Recreation / Open Space
-  Vegetated Buffer
-  Roundabout Intersection
-  Signalized Intersection



Source: LINK GIS Date: October, 2010

Short Term 0-5 Years (Figure 4.8.2)

Several individual steps are needed to realize the vision outlined by the Latonia Plaza Area Concept Diagram through the more detailed vision of the redevelopment rendering. Ideas such as encouraging neighborhood character, types of land uses, and creation of a new internal road network are explained in greater detail below. Each section of the phasing describes different steps that should be addressed within their appropriate timeframes.

Encouraging Neighborhood Character

One of the initial steps outlined is the encouragement of development of new structures and parking reconfigurations on land closest to Winston Avenue. In this location, land currently exists that can be redeveloped without

the necessity to remove and/or relocate existing uses. This approach could also help finance later phases of the redevelopment that entail building removal and reconstruction.

A primary goal of this redevelopment rendering is to tie together the character of Ritte's Corner with the existing neighborhood and carry it into redevelopment that occurs. Constructing new buildings that are set closer to Winston Avenue will help move toward a more cohesive character for the entire area by working toward the idea of tying into the character of the neighborhood. Efforts should be made to pick up characteristics of existing buildings in Ritte's Corner and take them further into the Latonia community, specifically into the redevelopment area.



Figure 4.8.2: Latonia Plaza Conceptual Rendering Phase One

Facade Reuse

Another recommendation of this concept rendering is to reuse the existing façade of the American Legion hall. This building is easily identifiable and fits with the goal of carrying the neighborhood character through the neighborhood via proper building placement. This is an important landmark building connecting Ritte's Corner with the redevelopment area and should be retained and reused if possible. The plan recommends only reusing the existing front façade of the building and building a new structure behind the façade to better accomplish the goals of tying the Latonia Plaza area to Ritte's Corner.

Creating a Destination

The Latonia Plaza area today has little that defines it from other strip retail developments that exist around the region. This plan proposes changing the area into an identifiable place that people outside the neighborhood know and utilize. One way to accomplish this goal is to get drivers to slow down and notice the built environment they are traveling through. Building placements in this rendering are designed to accomplish this goal of creating a destination by instituting a narrowing effect (i.e. gradually getting closer to Winston Avenue) as development approaches Ritte's Corner. Research has also shown that reducing roadway clear zone through decreased building setbacks, street trees, etc. causes drivers to feel uncomfortable and use more caution, i.e., drive slower in these areas.

Auto-Oriented Businesses

Several comments received throughout the study indicated people wished for a more pedestrian-oriented environment in the redevelopment area. To achieve these desired businesses such as US Bank and McDonald's that are more auto-oriented will ideally move to the Latonia Centre shopping area as redevelopment occurs. These uses will likely be better suited in the vicinity of Latonia Centre as that section of the neighborhood is recommended to continue with

its current development pattern and these uses will be more appropriate there. While these businesses will likely remain in this early phase of redevelopment (represented in the rendering) they are encouraged to be phased out of the Latonia Plaza area over time.

Use

The redevelopment site rendering also provides for a mix of uses throughout the area. Office and retail uses (indicated in purple) would most likely locate along Winston Avenue because of higher land values in close proximity to the roadway. Residential uses should be included in either horizontal or vertical mixed use configurations. Horizontal mixed use describes the mixing of uses over several different buildings with different uses scattered on among them while vertical mixed use describes the mixing of uses within individual structures. Vertical mixed use buildings that could encompass retail, office and/or residential uses are depicted by red buildings on the redevelopment site rendering.

Residential in the Mixed Use Area

Working sessions with the Task Force revealed the group wished to allow for residential to be mixed throughout the redevelopment area in the form of either vertical or horizontal mixed use. The group felt that residential only areas that were separated from commercial and office uses would not be as successful as buildings that were interspersed throughout. This plan allows for residential to be collocated in commercial or office buildings as represented by the aforementioned red buildings. The plan also provides for residential only structures (displayed in orange) in buildings throughout the redevelopment area. While the redevelopment rendering displays these structures in certain locations on the site they should be viewed as conceptual and permitted anywhere on the site plan that would be deemed appropriate at the time of development.

Mobility Improvements

Construction of an internal roadway system should also begin in phase one. Specific transportation recommendations for phase one includes creating a more defined entrance from Winston Avenue. This segment of the internal network will change from its current driveway-like configuration to an established roadway complete with pedestrian facilities.

The initial parallel roadway that lies immediately to the east of the existing shopping centers should also be constructed early in the phasing. This segment of the network will help to further connect the Latonia Centre area to Ritte's Corner by providing an alternative to Winston Avenue and promotes one of the goals of this study to improve mobility. Early construction of these new roads will provide increased access into and across the redevelopment area, provide better access to new infill development, begin priming areas for future stages of redevelopment, and allow users to begin to familiarize themselves with the new circulation system early in the redevelopment.

The plan also recommends a large roundabout in the central area (please see final phase, Figure 4.8.6 on page 95) of the development. Final build out of the roundabout will not be complete until the final phase of the study; however key segments will be constructed during each of the phases. The conceptual design of this roundabout is intended to be reminiscent of a horseracing track to represent the site's heritage as the home of Latonia Race Track. Strategic closure of key intersections would allow for a pedestrian only area for large neighborhood events such as festivals or other community gatherings (Figure 4.8.3). Public input seems to indicate that the ability to hold large scale gathering of this nature is an amenity the community would be interested in seeing come to life in their community.

Parking

Parking is another attribute of design addressed in the concept redevelopment. Due to the requirements of zoning regulations in place at the time of construction but since revised; there is an overabundance of parking in the Latonia Plaza

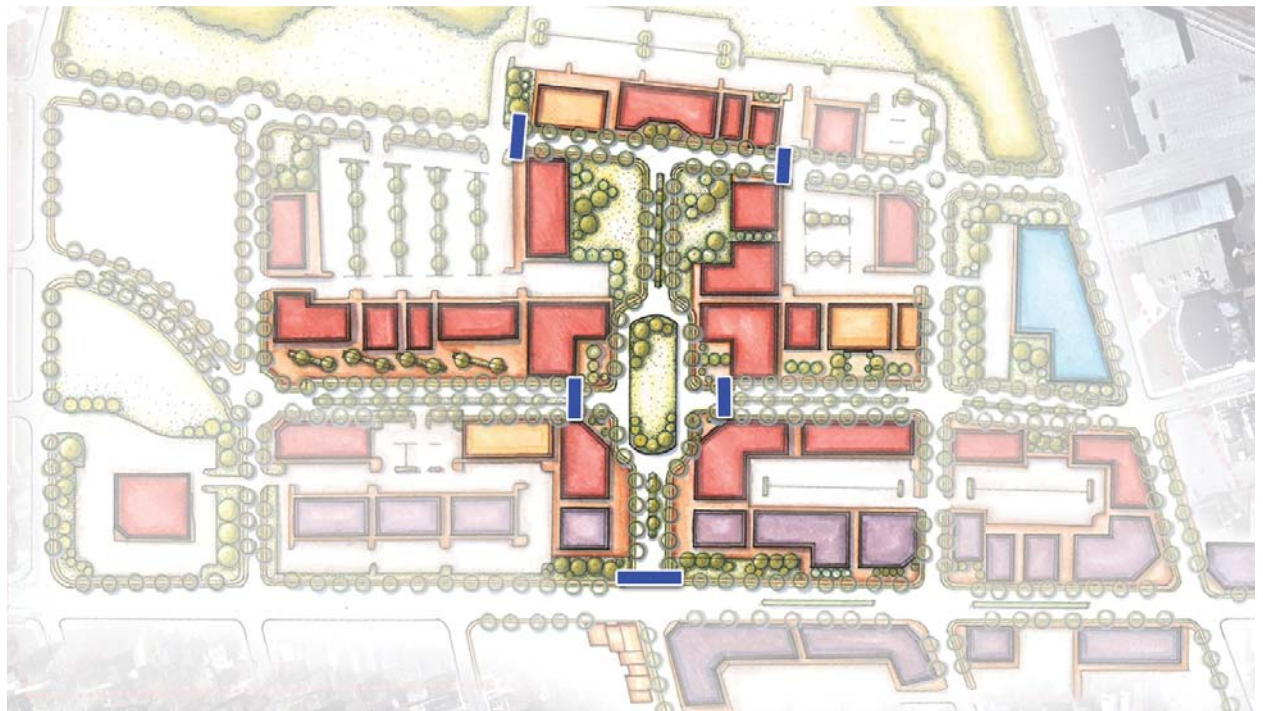


Figure 4.8.3: Potential Pedestrian-only Area for Special Events

area. The City of Covington's current ordinance, adopted in 2006, requires fewer parking spaces per square foot of commercial space than what can be seen today. Using some of the area that is currently devoted to parking for new structures, while reconfiguring other areas to serve needs of the businesses will be a fundamental step in developing the neighborhood's character within the redevelopment project.

Existing parking that lies on the west side of buildings proposed along Winston Avenue, would service these new infill buildings and existing shopping center tenants. Parking for the entire redevelopment scenario is designed at roughly 2.75 spaces per 1,000 square feet of space under roof. This number was calculated from an average of potential land uses as outlined in the Covington, Kentucky Zoning Ordinance. If additional parking is deemed necessary in the future, additional land could be devoted to surface lots or a parking structure could be built at an appropriate location on the site that would service both the needs of the development and surrounding community.

Greenspace

Increasing usable greenspace is another physical attribute that could begin early in redevelopment

process of the site. The parcel of land currently occupied by an AM radio station could be utilized as usable public open space, likely with little cost to remove structures. A tree buffer separating rail and industrial uses from the mixed use area should also be installed early in redevelopment of the site. Planting new trees at an early date will help to ensure a mature tree buffer in the completed site.

Aside from these larger greenspace initiatives, efforts should be pursued to increase greenspace throughout the site. The Latonia Plaza Concept Diagram (Figure 4.8.1 on page 85) calls for plazas to be implemented throughout the redevelopment area. These areas should be viewed as more than simply landscaped areas that are unused by the public. Instead, these greenspace amenities should be utilized for outdoor dining and passive recreation areas. They should also provide buffers from buildings and parking areas whenever possible. Finally, these areas will work towards realizing recommendations in the Green Infrastructure section that suggest retaining stormwater on site. Increases in greenspace should also be tied into the goals identified in the Green Infrastructure section (page 49) of linking into the neighborhood-wide and Licking River Greenway systems.

Mid Term 5-12 Years (Figure 4.8.4)

As with phase one of the redevelopment rendering, several steps are needed to fully realize the final goal of complete site redevelopment. Phase two focuses on changes such as beginning phases of building reconstruction, the addition of a community facility, and mobility improvements. Details of how these changes should move forward are outlined below.

Building Redevelopment

Phase two of the redevelopment concept will likely be the first opportunity for large-scale removal and reconstruction of existing structures. This phase includes removing the existing northern portion of the Latonia Plaza shopping center and constructing new buildings, parking, and plazas. Concurrently,

redevelopment of older out lot parcels would occur to better match the look and massing of the surrounding development and tie into development styles found in Ritte's Corner as described in Encouraging Neighborhood Character in phase one.

Auto-Oriented Businesses

It is during this phase and/or the long-term phase that existing users of out lots such as McDonald's and US Bank could be encouraged to move to the Latonia Centre. In earlier phases as the transition begins the conceptual redevelopment plans show these uses still in place. One likely way these will relocate might be when existing structures need replacement or major remodeling to remain functional is necessary for the intended uses.



Figure 4.8.4: Latonia Plaza Conceptual Rendering Phase Two

Community Facility

The redevelopment rendering identifies some space within the redevelopment area for community facility uses (indicated in blue). Included in the definition of this category are such uses as the community center and/or youth/senior center, government offices, libraries, museums, and other uses for the general public. These uses tend to attract a wide range of people to an area and can provide an excellent customer base for retail land uses. In some instances these uses can serve as an anchor to a shopping area because they are the draw attracting many people on a regular basis. The site's location near I-275, access from Winston and Madison Avenues, and proximity to major population centers in Kenton County such as the cities of Taylor Mill, Fort Wright and Independence make Latonia an ideal location for community facility services.

East Winston Avenue Neighborhood Redevelopment

It is during this phase of redevelopment that activity should begin extending across Winston Avenue to the east. Redevelopment of parcels immediately adjacent to Winston Avenue will help to connect the redevelopment area to the existing neighborhood east of the roadway and further north to Ritte's Corner. This redevelopment should occur with the natural turnover of properties.

Access to Winston Avenue

Access management controls should be instituted as redevelopment occurs east of Winston Avenue. Access management refers to limiting

curb cuts, or driveways, a property has onto a roadway. This plan recommends completely eliminating driveways onto Winston Avenue to increase the overall safety and efficiency of the roadway. Access should instead be provided from side streets as redevelopment occurs. This revised access will help to minimize left turn movements and reduce the likelihood of accidents in the well-traveled area.

Winston Avenue Pedestrian Safety

With the implementation of access management controls along Winston Avenue, a non-traversable median between 38th and 39th Streets would also be appropriate. A median would allow for greater pedestrian access into the site in the form a pedestrian refuge and allow for mid-block crossings, serves as a traffic calming mechanism, and could potentially include landscaping to allow for stormwater management techniques to be utilized.

Other Mobility Improvements

Transportation improvements in phase two include a pedestrian bridge or grade-separated pedestrian rail crossing. This connection would serve as a walkable link between the redevelopment area and the existing residential neighborhood to the west. This neighborhood is currently faced the challenge of a mobility barrier in the form of railroad tracks. This phase also includes a westward extension of the road from the existing intersection of Winston Avenue and 39th Street. Additionally, appropriate sections of the large central roundabout should also be implemented in this phase.

Long Term 12-20+ Years

(Figure 4.8.5)

Phase three of the redevelopment rendering is farther out into the future and should take place after a majority of the recommendations in phases one and two have been realized. This phase of the plan includes details on concepts such as building redevelopment, long term structure additions, and mobility. Specific details regarding recommendations for phase three are provided below.

Building Redevelopment

This third phase of the overall redevelopment rendering illustrates the completion of the overall vision of this plan. The most dramatic change seen in the long term vision is the final changeover from retail buildings with large footprints and considerable parking areas

separating them from the street, to smaller scale structures with plaza gathering areas and pockets of parking. Infill development should also occur on land that was once dedicated to parking.

Mobility Improvements

The final phase of this redevelopment rendering also depicts the roundabout in its complete form. This roundabout is designed to be added through steps included in each phase and finalized in phase three of the redevelopment rendering. An additional section of non-traversable median between 39th and 40th Street should be implemented as curb cuts are closed on this block during reconstruction. This median will work towards increasing pedestrian mobility



Figure 4.8.5: Latonia Plaza Conceptual Rendering Phase Three

in the area and provide for green infrastructure capacity as mentioned in phase two. Finally, adding a secondary parallel roadway during the later phases of reconstruction could provide service to structures along the western portion of the development; provide greater connectivity in the area, and further work towards replicating the existing grid network.

Long Term Structure Additions

New structures and parking areas are shown to the west side of a secondary parallel roadway in this scenario. It should be noted that additional structures west of the secondary parallel roadway are likely to occur after the completion of most of the other redevelopment on this site.

East Winston Avenue Neighborhood Redevelopment

As with phase two, reconstruction of new mixed use structures across Winston Avenue should be pursued in phase three. These structures are recommended to be added between 39th and 40th Street in this phase of redevelopment and should be subjected to the same access management controls as outlined in phase two. New mixed use structures will further help tie the redeveloped area to residential neighborhoods surrounding the redevelopment area and to Ritte's Corner.

Single Family Attached

Single family attached housing is also identified as a probable use on the east side of Winston Avenue and is depicted on the southern side of 40th Street. These dwelling structures should be of an architectural style that will complement existing homes in the neighborhood. Residential units in this area will also serve as a buffer that

should help prevent commercial development from stretching farther south along the east side of Winston and into the neighborhood. Figure 4.8.14 on page 100 provides an example of how these single family attached structures may look in the redevelopment area.

Reducing Noise Pollution

The addition of a sound barrier wall between the railroad and tree buffer previously mentioned in the Greenspace section of phase one may significantly impact the quality of life within the redevelopment area. This wall will help reduce the amount of sound heard in the redevelopment area, an attribute that will become additionally important as structures are constructed closer to the rail line.

Final Rendering (Figure 4.8.6)

Figure 4.8.6 represents what final build out of how the redevelopment area could look. The rendering displays all steps from phases one through three and includes street trees to show how the area could look after redevelopment occurs.

Figures 4.8.7 through 4.8.14 contain conceptual images of a 3D model created to convey various potential viewpoints of how the redeveloped area may look and feel after the vision of this plan is achieved. These renderings are intended to help the community visualize how design features such as building placement, landscaping, and access management might look upon completion. Please note these renderings are intended to provide examples of how the area could look, not necessarily exactly how it will look in the future. The Latonia community should use these images to help further define their wants and needs for the future.

**Figure 4.8.6
Latonia Plaza
Redevelopment
Conceptual
Rendering
Final**



-  Retail/Office/Residential Structure
-  Retail/Office Structure
-  Residential Structure
-  Single Family Attached Structure
-  Natural Plaza
-  Open Space / Tree Buffer



Figure 4.8.7: Latonia Plaza Potential 3D Rendering - Looking South on Winston Avenue



Figure 4.8.8: Latonia Plaza Potential 3D Rendering - Looking South on Winston Avenue



Figure 4.8.9: Latonia Plaza Potential 3D Rendering -Looking North on Winston Avenue



Figure 4.8.10: Latonia Plaza Potential 3D Rendering - 40th Street and Winston Avenue



Figure 4.8.11: Latonia Plaza Potential 3D Rendering - Looking West at 40th Street



Figure 4.8.12: Latonia Plaza Potential 3D Rendering - Primary Parallel Roadway



Figure 4.8.13: Latonia Plaza Potential 3D Rendering - Community Facility



Figure 4.8.14: Latonia Plaza Potential 3D Rendering - Single Family Attached Residential