

1.28.09

Latonia Small Area Study

# Tonight's Agenda

2 of 16

1. Study Progress Update
2. Changes in Latonia Presentation
3. SWOT Analysis
4. Vision, Goals & Objectives Discussion
5. Branding the Study
6. Choosing the Chair & Vice Chair
7. Next Meeting's Tentative Agenda

# Study Progress Update

1.28.09

Latonia Small Area Study

# Study Progress Update

4 of 16

- Currently working on researching and writing Existing Conditions report
- Conducting mapping analysis of property conditions analysis
- Wrapping up first round of key person interviews for Existing Conditions report

# Changes in Latonia

1.28.09

Latonia Small Area Study

# Changes in Latonia

## Latonia - 1962

6 of 16



# Changes in Latonia

## Latonia - 1989

7 of 16



1.28.09

Latonia Small Area Study

# Changes in Latonia

## Latonia - 2007

8 of 16



1.28.09

Latonia Small Area Study

# Changes in Latonia

## Howard Litzler Drive - 1989

9 of 16



1.28.09

Latonia Small Area Study

# Changes in Latonia

## Howard Litzler Drive - 2007

10 of 16



1.28.09

Latonia Small Area Study

# Changes in Latonia

## Boron Drive Industrial - 1989

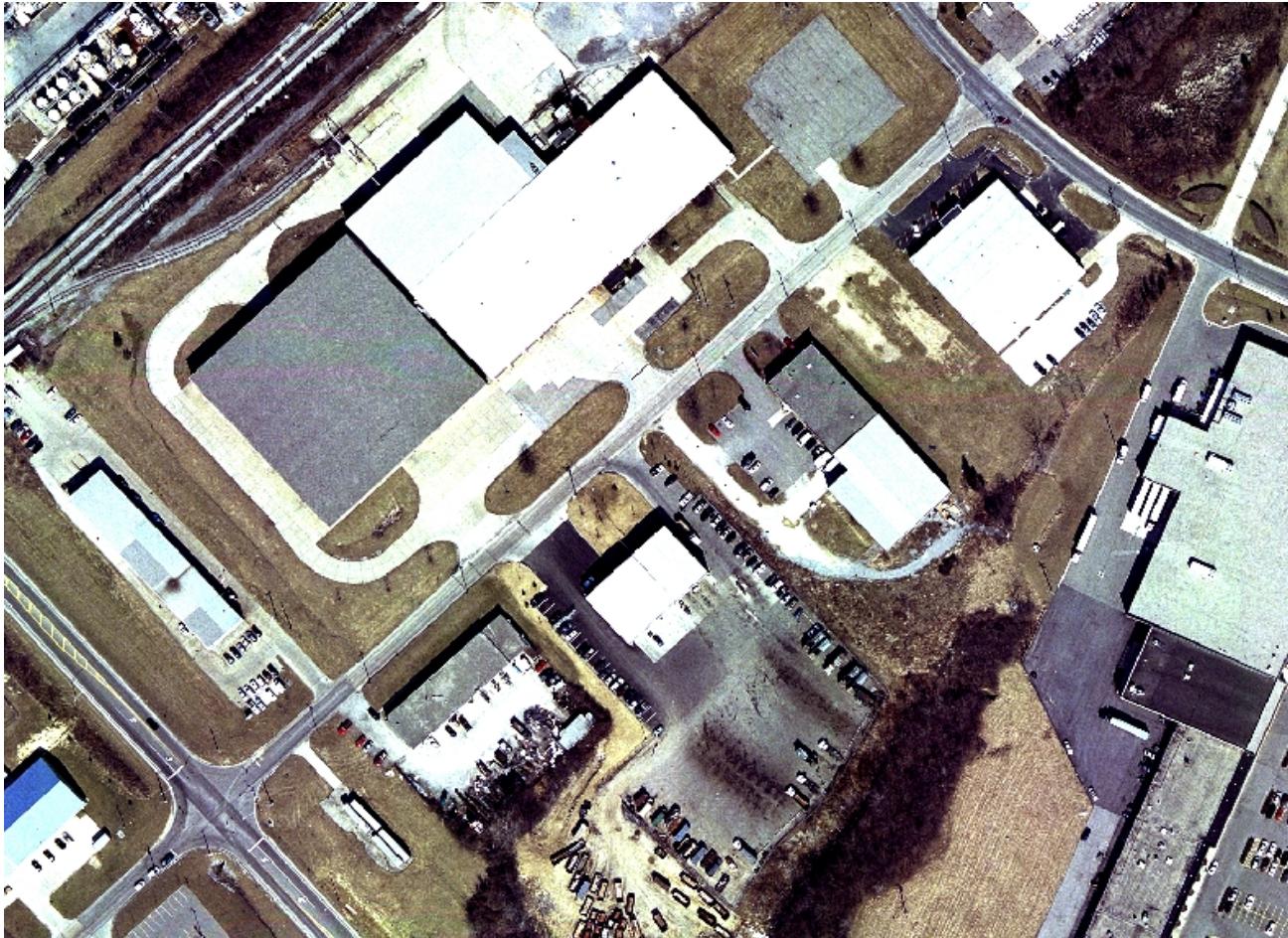
11 of 16



# Changes in Latonia

## Boron Drive Industrial - 2007

12 of 16



1.28.09

Latonia Small Area Study

# Changes in Latonia

## Johnny's Toys - 1989

13 of 16



# Changes in Latonia

## Johnny's Toys - 2007

14 of 16



1.28.09

Latonia Small Area Study

# Changes in Latonia

## Cappel Sports Complex - 1989

15 of 16



# Changes in Latonia Cappel Sports Complex - 2007

16 of 16



1.28.09

Latonia Small Area Study

# Changes in Latonia

## Rosedale Manor - 1989

17 of 16



1.28.09

Latonia Small Area Study

# Changes in Latonia

## Rosedale Manor - 2007

18 of 16



1.28.09

Latonia Small Area Study

# Changes in Latonia

## Latonia Center - 1989

19 of 16



# Changes in Latonia

## Latonia Center - 2007

20 of 16



# Changes in Latonia

## Ritte's Corner - 1989

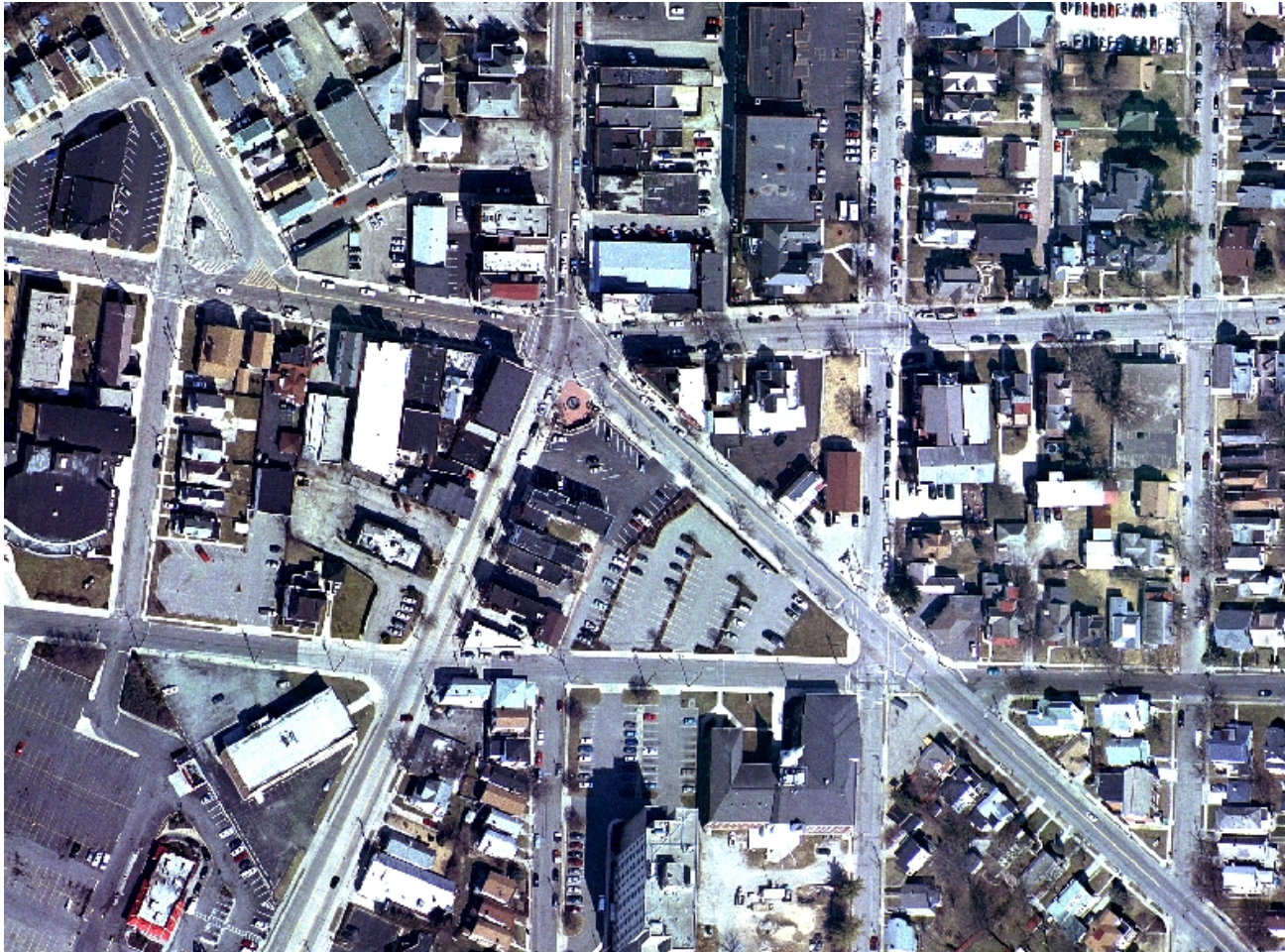
21 of 16



# Changes in Latonia

## Ritte's Corner - 2007

22 of 16



1.28.09

Latonia Small Area Study

# Changes in Latonia

## Latonia - 1989

23 of 16



1.28.09

Latonia Small Area Study

# Changes in Latonia

## Latonia - 2007

24 of 16



1.28.09

Latonia Small Area Study

# SWOT Analysis

1.28.09

Latonia Small Area Study

# Vision, Goals & Objectives

1.28.09

Latonia Small Area Study

# Vision, Goals & Objectives

## What's the difference?

27 of 16

- Vision statement is most general
  - ▣ Directs the path of the plan
  - ▣ Broad
- Goals
  - ▣ More specific than vision
  - ▣ Tries to address known challenges
- Objectives
  - ▣ Answers to challenges raised by goals

# Vision Statement

28 of 16

- The inspired words that clearly and concisely convey the direction of the plan.
- “What would a perfect world (the study area) look like?”
- Both realistic and ambitious – in other words, it should be a challenge without being impossible.
- Broad enough to cover all essentials
- Focused enough to guide the city, land and business owners, and potential developers.

# Vision Statement Examples

29 of 16

- The Crescent Springs Gateway Study Area will redevelop into a mix of office, retail and interstate retail uses that will compliment one another and be harmonious in regards to site and architectural design. The use of imaginative and thoughtful design within this commercial center will give a unified and impressive entrance into the city. The area will be highly accessible and inviting for pedestrians, cyclist, transit riders, and automobiles. It is understood that the study area will redevelop slowly and each improvement, no matter how small, must be crafted with the long-term future in mind.

# Vision Statement Examples

30 of 16

- The Dixie Highway corridor in Park Hills has a unique history shaped by widespread use of the automobile in the 1920's. The area developed into what was known as “the gourmet strip,” a collections of restaurants and dinner clubs. Over time, the area lost much of its prominence with the closing of established businesses and the opening of I-71/75 which shifted much of the traffic from the Dixie Highway. The mission of the Park Hills Dixie Study is to guide the future development along the Dixie Highway corridor through Park Hills in away that will strengthen the City with a thriving business base while preserving the “small town” attributes enjoyed by our residents.

# Goals

31 of 16

- More specific
- Defines tangible results the vision statement is trying to achieve
- Geared toward known challenges
  - ▣ Aging housing
  - ▣ Difficult to navigate in the area
  - ▣ Home ownership declining
  - ▣ Etc.

# Examples of Goals

32 of 16

1. Redevelop the Study Area into well-planned, sustainable, economically viable and productive uses.
2. Improve the appearance and functionality of the Study Area by placing buildings close to streets preferably with parking areas in the rear.
3. Use green infrastructure elements to improve infiltration of stormwater and improve air and water quality.
4. Redesign the intersections to insure maximum traffic capacity.
5. Improve connectivity within the Study Area and to adjoining areas by providing an optimal amount of sidewalks, and bikeways.
6. Design a street system that improves access to the entire Study Area while eliminating excess right of way.

# Examples of Goals & Objectives

33 of 16

- **Goal** - Ensure multiple methods of access and connectivity as well as accessible public open spaces
  - ▣ **Objective** - Create pathway linkages to and along Dixie Highway so that traffic is not limited to the automobile
  - ▣ **Objective** – Biking and walkability should be just as much a focus as access by automobile

# Examples of Goals & Objectives

34 of 16

- **Goal** – Encourage the use of green building principles into designs while reinventing the historic core of Park Hills.
- ▣ **Objective** - Encourage green practices as part of redevelopment initiatives along the corridor

# Steps to Creating the Vision

35 of 16

1. Major topic areas for vision
2. Goal statements
3. Objectives to address the goals

# Branding the Study

1.28.09

Latonia Small Area Study

# Branding the Study

37 of 16

- Visual identity that helps tie the plan together
- Can be used to carry the plan forward by marketing the implementation stage

# Self Promotion Concepts

38 of 16



# Ritte's Corner Concepts

39 of 16



1.28.09

Latonia Small Area Study

# Ritte's Corner Concepts

40 of 16



# Concepts Moving Forward

41 of 16



# Branding the Study - Discussion

42 of 16

- Thoughts on staff's conceptual designs?

# Chair and Vice Chair

1.28.09

Latonia Small Area Study

# Chair and Vice Chair

44 of 16

- What does the chair do?
  - ▣ Point of contact between Task Force and NKAPC staff
  - ▣ Works with staff to set meeting agenda
  - ▣ Helps run task force meetings
- What does the vice chair do?
  - ▣ Serves as the chair in their absence
- Looking for consensus tonight

# Next Meeting

1.28.09

Latonia Small Area Study

# Next Meeting's Tentative Agenda

46 of 16

- Wrap up of:
  - ▣ Vision, Goals & Objectives
  - ▣ Logo
- Discuss existing conditions findings