

Latonia Small Area Study

Market Study Meeting 2 – Notes

Location: Rosedale Manor

Thursday, December, 10 2009

6:00 p.m. – 7:30 p.m.

Task Force Attendance

Barb Cook	Neighborhood Watch
Rita Dreyer	Resident/West Latonia Neighborhood Association
Lisa Gillham	Resident
Donna Horine	Resident/Ritte's East Latonia Neighborhood Association
Steve Kelly	Kelly Brother's Lumber
Rick Kennedy	Property Owner
Kate Iadipaolo	Resident
Londa Knollman	Rosedale Manor
Ethan Lambert	Covington Youth Commission
Tom Mitchell	T&W Printing
Laurel Wilson	Resident/West Latonia Neighborhood Association

City Attendance

Suzann Gettys	Ombudsman
Larry Klein	City Manager
Jim Isaacs	

Other Attendance

James Fausz	NKAPC – Project Manager
Edward Dietrich	NKAPC - Staff
Doug Harnish	MarketMetric\$, LLC – Market Study Consultant
Dick Sullivan	Resident

Absent

Carlie Groneck	Covington Youth Commission
Dirk Green	Schottenstein Property Group
Lou Grout	C&L Auto Body
Jerry Stricker	City Commissioner

1. Welcome

James Fausz started the meeting by welcoming everyone and asked that everyone sign in even if their name is not on the list.

2. What is a small area study?

Mr. Fausz discussed the basics of what small area studies are. He mentioned the following points:

1. Part of the Comprehensive Plan
2. A more detailed look at a small area, examining the same items that make up the comprehensive plan and producing a more detailed plan for the study area.
3. This study will help create the vision for Latonia for the next 20 to 30 years.
4. This is your plan. The NKAPC is here to facilitate the process and give professional guidance, but it is your decisions that make up the plan.
5. Task Force members will be asked for their consensus on certain items
 - Goals and Objectives
 - Existing conditions report
 - Redevelopment scenarios
 - Recommendations
 - Implementation strategies
6. A formal vote will be taken on the final report. This report is then sent to the city council for their approval; then to NKAPC for their recommendation; and then to KCPC for their approval. KCPC's approval makes the study a part of the Comprehensive Plan.

3. Chair & Vice Chair

Mr. Fausz stated that a chair and vice chair need to be appointed at the next meeting and introduced the responsibilities of the positions. The chair is the point of contact between the NKAPC staff and the Task Force. They also help set up the agenda for the Task Force meetings and help run the meetings. The vice-chair takes on the role of the chairperson in case of an absence. Mr. Lambert stated he would be interested in being the chair. Another recommendation was made from the floor for Mr. Kennedy to serve as the chair. Mr. Kennedy said he would consider taking on the role. Mr. Fausz asked the Task Force members to think about the role before the January meeting and be prepared to make a decision then.

4. Attendance requirements

Mr. Fausz stated that other small area studies have used attendance requirements to help keep attendance and participation high at Task Force meetings. He mentioned these requirements help to reduce the scenario of a person having limited attendance and then wanting to vote on the final plan. He went on to describe that typically an attendance of 75% of the meetings has been used.

The Task Force agreed with creating an attendance requirement and decided that with 11 scheduled meetings, a person will have to attend eight to be eligible to vote on the final plan. The issue of unavoidable absence was also brought up. Mr. Fausz said that some provision for these absences could be made, and that ultimately it would be up to the chairperson to make the decision on enacting voting limitations if necessary. The Task Force members agreed this was a good idea and Mr. Fausz said he would put this into the meeting notes to become a rule for the study.

5. Future meeting dates

Mr. Fausz showed a slide of the future meeting dates. Meetings are scheduled for the fourth Thursday of every month running through October and there are two meetings scheduled for June. He described that these dates had been emailed to everyone and that he would email reminders about upcoming meetings approximately a week before the date. Right now it is assumed that the meetings will be at Rosedale Manor in the same room.

6. Looking at the neighborhood

Mr. Fausz passed out a form to each member with four questions. The four questions are:

1. What do you see in Latonia do you like?
2. What areas or items could be improved?
3. What outside influences affect Latonia in a positive way?
4. What outside influences affect Latonia in a negative way?

He asked the members to drive around and look at the area and answer the questions on the sheet. He also mentioned the exercise will be used to help with the SWOT analysis at the next meeting. Mr. Fausz stressed the importance of going out to look at the neighborhood rather than relying on memory as we may remember things differently than they actually are.

7. January meeting agenda

At the January meeting the agenda will consist of the following items:

1. Decision on the chair and vice chair
2. Short presentation on how Latonia has changed over the last 30 years
3. A SWOT analysis based on the *Looking at the Neighborhood* exercise
4. Branding the study
5. Start working on Vision and Goals

Note: The city of Covington is going to give everyone a binder with the spreadsheets from the first market study presentation.

8. Final market study presentation

Mr. Harnish of MarketMetric\$, LLC presented for the remainder of the meeting on findings from the market study. He began by stating the study looked at the four main land use groups: Residential, Commercial, Retail, and Industrial.

Residential land use is a foundation for Latonia. Vacancy rate is estimated to have risen from 6% in 2000 to 12% in 2009 and go to 18% by 2013. Mr. Harnish emphasized the rising vacancy rate is not a good trend. Owner households are dropping while rental housing has increased. However he anticipated this rate to fall slightly in the future. These indicators destabilize the market and are a primary issue that needs to be addressed. Mr. Harnish indicated the study needs to do the following:

1. Answer why vacancy is increasing.
2. Increase curb appeal
3. Rebalance the market of supply and demand by removing housing. It would be best if city could land bank the lots for future use.
 - a. How this looks depends on how the housing is removed.
 - i. In a concentrated area the removal would be better if those houses that remain were razed and the entire area was cleared.
 - ii. If removal occurs in a piecemeal fashion across the area, a plan for reuse of empty land will have to be devised.
4. Focus on home buyers over renters

Commercial land use – residential is important for this category because if the number of residences is falling there is less of a market for the commercial sector.

The study divided commercial use into location deficits and location surpluses, as well as market deficits and market surpluses. Latonia has several location deficits and location surpluses – meaning a use is available but not necessarily close and convenient, or there is a particular use in abundance close by. There was no real market deficit. This is typical in a major metropolitan market.

The study showed the employment potential for each use as well as the square footage needed and the potential for capturing particular commercial use.

Mr. Harnish went further by stating a building does not know what it is. Several types of uses can go into a building, i.e. a big box can be a medical center, a large day care or physical fitness center. Also a big box can be divided up for multiple of uses in one building.

A significant amount of commercial land uses are small, locally owned shops, which are good for smaller historical buildings. Focus should be placed on locally owned and operated businesses. These businesses are more likely to stick out rough times while a large chain operation may close a store that has had a few bad years. Local owners will put more effort into the business.

The type of business brought into Latonia can also help change the areas demographics. Commercial art & graphic design could attract young employees drawing them into the community.

Retail land use Only one use category is a market deficit; there are eight retail categories that are location deficits, and eight location surpluses. Employment potential and square footage requirements were given for those uses in deficit.

A discussion ensued on retail issues. The figures show that Latonia could possibly support 5 small local restaurants. Mr. Kennedy questioned this finding. He went on to say that for years he has heard that Latonia needs a large restaurant. Mr. Harnish said Latonia

will not get a large national chain because population and housing trends do not support a large restaurant.

He continued by stating the population trend needs to be stabilized and, if possible, turned around for the commercial/retail sector to grow and thrive. He also reiterated that knowing why the population of Latonia is falling is paramount in every aspect of improving Latonia's economic vitality.

Mr. Harnish indicated that buildings traditionally identified for commercial uses could be utilized today with other users such as churches or offices. Some members of the Task Force saw the change as a sign of decay while others saw using the shopping center for small offices was a way of bringing in jobs.

Industrial land use Most industrial use is from past generations. Many of the buildings are not reusable due to physical and environmental issues. Mr. Harnish indicated industrial uses would likely continue to decline in importance to the economic fabric of Latonia's future.

9. *Wrap-up*

Mr. Fausz stated that staff was going to work with the Center for Great Neighborhoods before the next meeting to create a neighborhood survey. He mentioned that staff would like to find out what residents think about Latonia and that the survey would likely be distributed online and in printed form. He also discussed that there will be three public meetings for public input outside of the survey process. An idea of interviewing people moving in and moving out of the area was also mentioned as a possible method finding out more information about Latonia.

Mr. Fausz reminded the Task Force the next meeting would be on January 28, 2010 at Rosedale Manor. The meeting ended at approximately 7:35 p.m.