

Latonia Small Area Study

Task Force Meeting 3 – Notes

Location: Latonia Christian Church

Thursday, January 28, 2010

6:00 p.m. – 7:30 p.m.

Task Force Attendance

Barry Coates	Kenton County Planning Commission Representative
Barb Cook	Neighborhood Watch
Rita Dreyer	Resident/West Latonia Neighborhood Association
Lisa Gillham	Resident/Ritte's East Neighborhood Group
Dirk Greene	Schottenstein Property Group
Lou Grout	C&L Auto Body
Donna Horine	Resident/Ritte's East Neighborhood Group
Kate Iadipaolo	Resident
Steve Kelly	Kelly Brother's Lumber
Rick Kennedy	Property Owner
Tom Mitchell	T&W Printing
Laurel Wilson	Resident/West Latonia Neighborhood Association

City Attendance

Suzann Gettys	Ombudsman
Larry Klein	City Manager
Jim Isaacs	Covington Police
Mildred Raines	City Commissioner

Other Attendance

James Fausz	NKAPC – Project Manager
Keith Logsdon	NKAPC – Staff
Sharmili Reddy	NKAPC – Staff

Butch Callery	Resident
Angela Cook	Executive Assistant

Absent

Denny Bowman	Mayor
Carlie Groneck	Covington Youth Commission
Londa Knollman	Rosedale Manor
Ethan Lambert	Covington Youth Commission
Jerry Stricker	City Commissioner

1. Welcome

Mr. Fausz started the meeting by welcoming everyone and asked that everyone sign in even if their name is not on the list. He also briefly presented the agenda for the evening's meeting and passed out printed copies of the PowerPoint presentation.

2. Study Progress Update

Mr. Fausz presented a quick update on the progress of the study. He mentioned that staff was currently working on researching and writing the Existing Conditions Report and that most of the next meeting would cover the findings of the research. He also discussed that staff was working on the mapping and analysis of the Property Conditions Survey conducted by the Center for Great Neighborhoods over the summer. He informed the group that all of the data had been entered from the field survey forms and that GIS analysis was underway.

Mr. Fausz went on to describe that staff was finishing the first round of key person interviews, which would serve as part of the basis for the Existing Conditions Report. He mentioned the second round of interviews would begin shortly and would likely be completed before the February meeting. Lastly, he informed the Task Force that staff was working on a survey for the study that would be available online and in printed form. He reported that staff anticipated the survey to be ready for distribution in early February.

3. Changes in Latonia

Mr. Fausz moved the meeting along to a presentation of a slideshow of aerial images that represented changes in Latonia from 1989 to 2007. He described the exercise as being important because it showed that items do change in an area over time and it is important to help guide the changes to shape an area. Some of the change areas included:

- The creation of Howard Litzler Drive
- New industrial developments along Boron Drive
- The construction of the newest Johnny's Toys facility
- Additions to the Bill Cappel Sports Complex
- Demolition and construction of a new facility at Rosedale Manor
- Construction of a new section of the Latonia Centre shopping complex
- Demolition of buildings in Ritte's Corner for parking

4. SWOT Analysis

Mr. Fausz began discussing the SWOT analysis by stating the session was a continuation of the Looking at the Neighborhood exercise that was introduced at the January meeting. He then turned the meeting over to Ms. Reddy to lead the discussion of the SWOT analysis activity.

Ms. Reddy led the group through a discussion of the areas strengths, weaknesses, opportunities and threats (or challenges) by asking for their input on each topic. Through input from the Task Force the following items were identified and recorded on flip charts at the meeting.

Strengths

- History and heritage
- Identifiable neighborhood
 - Existing mix of residential & commercial
 - Self contained commercial
- Small town feel
- Safe neighborhood (varies from place to place)
- Bill Cappel (variety in recreation)
- Availability of housing stock (variety and affordability)
- Ritte's Corner (good area)
- Twin Oak Golf Course
- Churches (anchors)
- Walkable/bikeable (flatter part of neighborhood)
- Public school/catholic high school (educational opportunities in neighborhood)
- Access and location (strong)
- Mature trees
- Architectural details in homes and homes are reasonably priced
- Access to public transportation
- Railroad museum
- Johnny's Toys
- Proximity to Fidelity
- Rosedale Manor/Senior Living
- The Colony
- Ritte's Corner (small main street area with a sense of place)
- Mix of different economic levels of houses
- Own post office

Weaknesses

- People
 - Living outside of their means
 - Not maintaining property
 - Breaking laws
- Absentee landlords
- Lack of upkeep in the housing mix
- Overabundance of smaller homes that do not allow for renovations
- Storm water (basements leaks)
 - Removal of downspout connection to storm sewer
 - Rock poured foundation
- Quality of public school system
 - Middle and high school
- Vacancies in shopping center
- Age of old shopping centers and lack of lighting
- No where left to build
- Litter

Opportunities

- Development of Banklick Creek and Licking River
- To remove, tear down, and rebuild some of the housing
- Old shopping center redevelopment
- Light industrial opportunity
 - Redevelop as something else
- Historic business district at 40th & Decoursey
- Reforest Latonia (planting strips)
- Undistinguished spaces-green space
- Capture surrounding market
 - Fidelity for residential and commercial markets
- Licking River Conservancy

Challenges

- Vacant shopping center
- Location of railroads
 - Bisepts the area
- Empty storefronts
- Undesirable uses coming in
- Controlling what uses can come in
- Economic decline of whole area
- Wal Mart in close proximity
 - Location and Access
- Lack of parking for business (Decoursey Avenue)
- Enforceable community standards
- Police/code enforcement-expanded (rental properties)
- One way streets
- Semis thru Ritte's Corner

After the discussion Mr. Fausz mentioned the information would be used to help create the Existing Conditions report and in the meeting's next agenda item; vision, goals and objectives.

5. Vision, Goals and Objectives

Mr. Fausz began the discussion of the vision, goals and objectives by clarifying the differences between the three items. He started by stating the vision statement is the most general of the three items and it works to broadly direct the general path of the plan. He continued by stating the vision statement reflects what the Task Force would like to see in a "perfect world" and that the statement should be ambitious and realistic. He also presented sample vision statements from other studies.

Mr. Fausz next discussed goals and objectives by stating that goals are more specific and that they are geared toward known challenges. He described objectives as statements that answer specific challenges raised by the goals. He finished the discussion by providing examples of goals and objectives from previous studies.

After providing details of the vision, goals and objectives, Mr. Fausz turned the meeting over to Mr. Logsdon to begin crafting these items with the Task Force. Mr. Logsdon asked the Task Force to keep the concepts in mind that were just discussed in the SWOT analysis as they thought of the vision, goals and objectives. Through interaction of the Task Force members the following general concepts were discussed and recorded on flip charts at the meeting.

Vision Statement Concepts

- Simple town area
 - Retain historic areas with creative revitalization (business & residential)
- Identity (Would like the area to be like a “Hallmark Greeting”)
- Pedestrian friendly
 - Traffic speed (two way streets)
- Clean community
- Convenient
- Senior Center/Facilities that support communities

Goals and Objectives Concepts

- Control Crime
- Keep overall historic character
- Improve housing stock
- Promotion/marketing
- Capitalize on Ritte’s Corner
- Redevelop Latonia Plaza
- More park space (passive)

After the conversation Mr. Fausz stated staff would work with the ideas generated and present a draft of the vision, goals and objectives to the Task Force by email in the near future. He asked the Task Force to read the draft text and reply to everyone in the group with their comments on the ideas. He mentioned that discussing the statements in this way would help with clarification in the hopes the items could be finalized at the February meeting.

6. Branding the Study

Mr. Fausz briefly discussed the idea of branding the study with a logo by stating the graphic would help tie all elements of the plan together and make the document instantly recognizable. He mentioned the intent was to brand the specific study, not necessarily the Latonia area; although branding the area might become one of the study recommendations later in the process. He showed the Task Force several ideas that staff had generated that could work to brand the study. The logos are displayed on the next page with a brief explanation of each concept group.

Self Promotion Concepts – Intended to simply state the name of the study and include a simple visual element such as the “L” or a color background.



Ritte's Corner Concepts – These concepts were intended to show the unique configuration of the Ritte's Corner intersection as viewed from above.



Moving Forward Concepts – These concepts were designed to show forward progress by the movement from left to right.



The Task Force discussed the concepts and their ideas after presentation of the logos. The conversation primarily focused on the issue that none of the logos presented ideas

associated with neighborhoods or family. Additional suggestions for future variations of the logo included creating a variation of the existing Latonia neighborhood sign, working in the idea of horses to tie with the area's racing heritage, or perhaps working with a skyline drawing of some sort. Mr. Fausz indicated staff would work on the logo before the next meeting and send new ideas for review.

7. Chair and Vice Chair

Mr. Logsdon reopened described the roles and responsibilities of the positions and asked if there were any volunteers or nominations. A nomination of Mr. Callery serving as the Chair was made from the floor. Ms. Gillham also volunteered to serve as the Vice Chair for the study. A suggestion was made to defer the decision to the next meeting to allow the nominee to consider the role. The group agreed to discuss the issue at the start of the February meeting.

9. Wrap-up

Mr. Fausz stated the next meeting would work toward finalizing the Chair and Vice Chair decision, work on wrapping up the vision, goals, and objectives, finalize the logo, and discuss the existing conditions findings. He also mentioned the meeting would likely be held in the Latonia Christian Church again and that he would let the group know for certain before the next meeting. He said the next Task Force meeting would be on February 25, 2010 at 6:00 p.m. The meeting ended at approximately 7:25 p.m.