

# **Madison Avenue Preference Survey Summary Report**

April 2008

Covington, Kentucky

## **Introduction**

The Area Planning Commission is assisting the City of Covington in the preparation of form-based zoning regulations to implement the Madison Avenue Corridor Redevelopment Plan, a 2005 urban renewal plan adopted by the City Commission. This 1.3 mile stretch of Madison Avenue (12th Street to the KY 16/KY 17 split) provides a significant point of entry to and exit from downtown Covington.

This joint effort's goals are to:

- maintain the corridor's commercial emphasis while creating new destinations/amenities to attract residents and customers;
- preserve the historic character of the area;
- improve vehicular/pedestrian movements;
- provide adequate off-street parking; and
- implement streetscaping standards for lighting, paving, furnishings, plantings, and way finding.

Form-based zoning is a method of regulating development to achieve a specific urban form. The regulations create a predictable public realm by controlling physical form primarily, with a lesser focus on land use. Form-based zoning should not be confused with design guidelines or general statements of policy. Form-based zoning is regulatory, not advisory. Since the City adopted its new zoning code, NKAPC staff recommended pursuing this project as an overlay zone with uses and signage to be regulated by the underlying zones.

Form districts provide a framework for high quality development and redevelopment. Covington is comprised of neighborhoods and districts that often have separate design characteristics. By emphasizing the form of development, these distinct places can help enhance the look of the City as a whole.

As a means of understanding the opinions and concerns of those affected by future development changes in the area, a 65-question preference survey was created. Its objective was to define a detailed vision for the Madison Avenue Corridor.

## **Acknowledgements**

For their participation with this project, the Northern Kentucky Area Planning Commission and the City of Covington thank:

- the METS Center;
- Holmes Junior/Senior High School;
- the Covington Housing Authority;
- neighborhood associations within and around the Madison Avenue Corridor; and
- the citizens of Covington.

## Preference Survey and Results

The value of this survey is in the range of opinions, the shared common ground, and the desires expressed by the public inasmuch as they give a sense of what citizens would like to see in the community.

The survey was presented initially to 27 attendees at two workshops held February 27, 2008 at Holmes High School. It was then made available online at the NKAPC website during the month of April, which yielded an additional 199 responses.

The majority of the survey utilized a seven point scale.



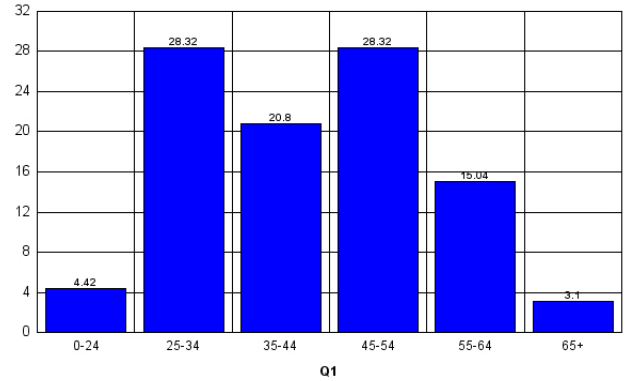
Participants were asked to rate their preferences for various construction and design options based on the images provided for each question. The few remaining questions requested demographic information or a yes/no response.

Accompanying each question and photo are graphs and tables which summarize all 226 responses gathered by the NKAPC. This total includes every “no response” answer and is represented as a period (.).

For more information regarding this report, contact NKAPC staff at [forddistrict2007@nkapc.org](mailto:forddistrict2007@nkapc.org).

1) What is your age?

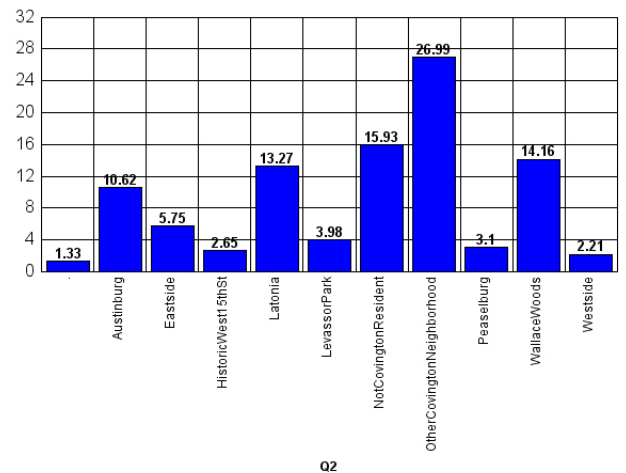
0 - 24  
25 - 34  
35 - 44  
45 - 54  
55 - 64  
65 and over



Q1	COUNT
0-24	10
25-34	64
35-44	47
45-54	64
55-64	34
65+	7
<b>TOTAL</b>	<b>226</b>

2) If you are a resident of Covington, in which neighborhood do you live?

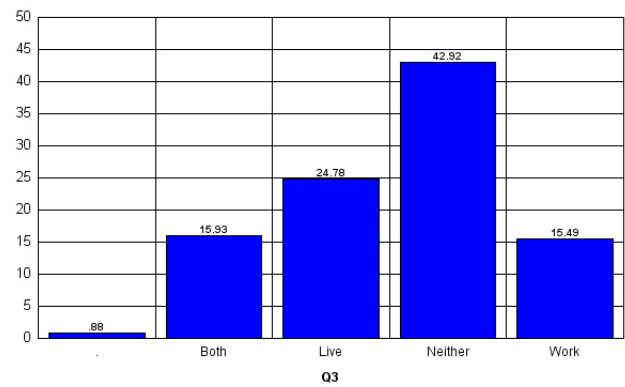
Austinburg  
Eastside  
Historic West 15th Street  
Latonia  
Levassor Park  
Peaselburg  
Wallace Woods  
Westside  
Other Covington neighborhood  
Not a Covington resident



Q2	COUNT
Austinburg	24
Eastside	13
Historic West 15th St	6
Latonia	30
Levassor Park	9
Not Covington Resident	36
Other Covington Neighborhood	61
Peaselburg	7
Wallace Woods	32
Westside	5
<b>TOTAL</b>	<b>226</b>

3) Do you live or work in the Madison Avenue Corridor?

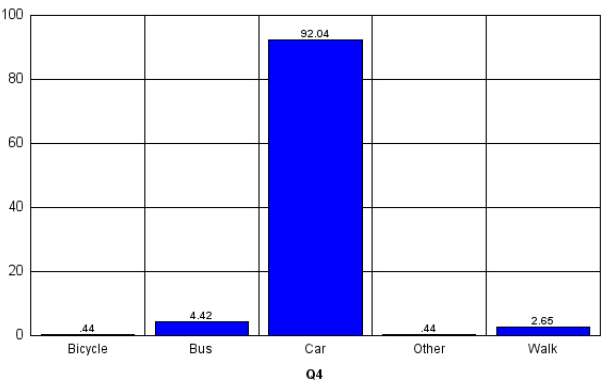
- Live
- Work
- Both live and work
- Neither live nor work



Q3	COUNT
.	2
Both	36
Live	56
Neither	97
Work	35
TOTAL	226

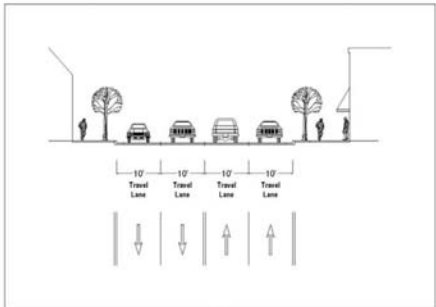
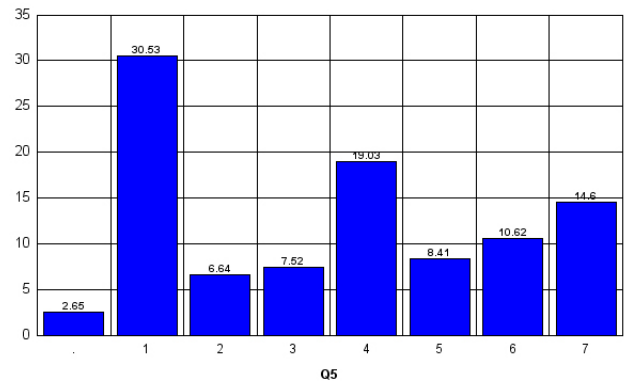
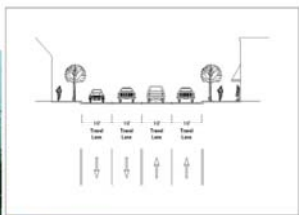
4) What is your primary method of transportation?

- Car (including carpool)
- Bus
- Bicycle
- Walk
- Taxi
- Other



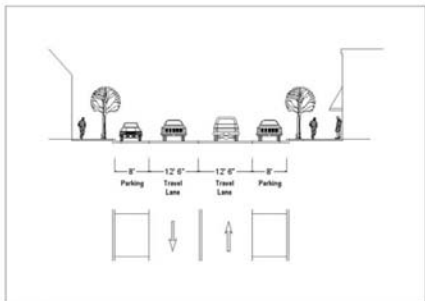
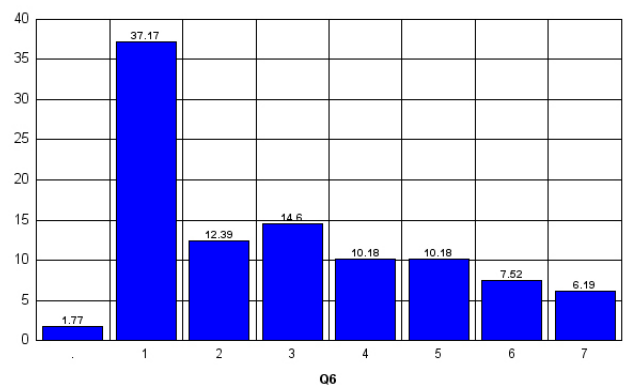
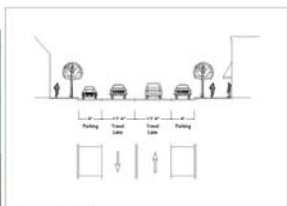
Q4	COUNT
Bicycle	1
Bus	10
Car	208
Other	1
Walk	6
TOTAL	226

5) Rate the following cross section designs for Madison Avenue



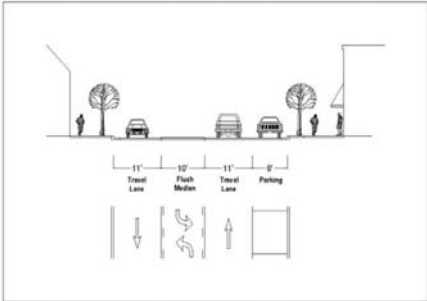
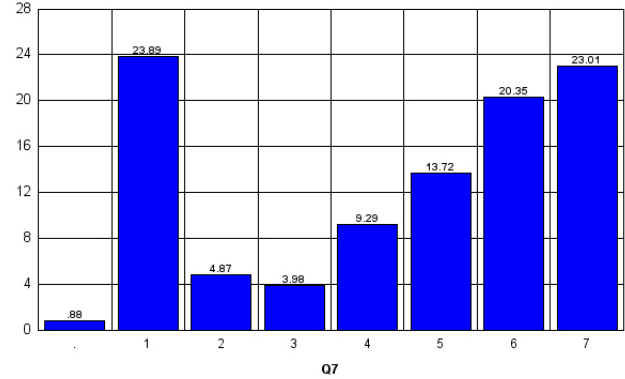
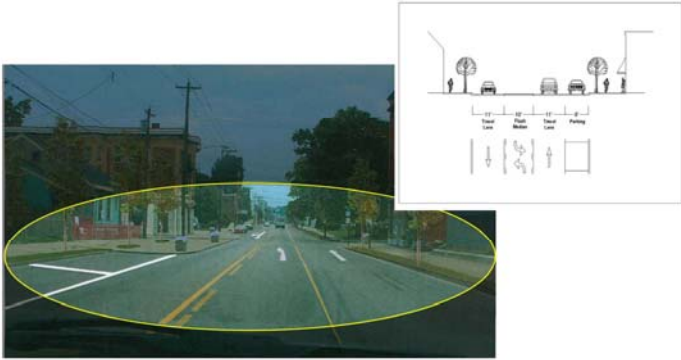
Q5		COUNT
.		6
1		69
2		15
3		17
4		43
5		19
6		24
7		33
TOTAL		226

6) Rate the following cross section designs for Madison Avenue



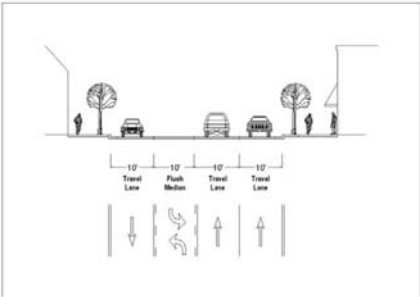
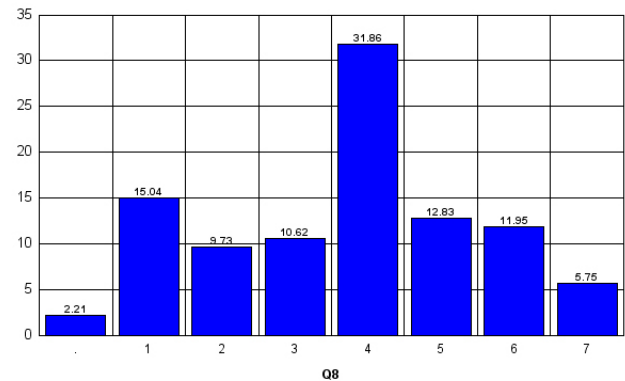
Q6		COUNT
.		4
1		84
2		28
3		33
4		23
5		23
6		17
7		14
TOTAL		226

7) Rate the following cross section designs for Madison Avenue



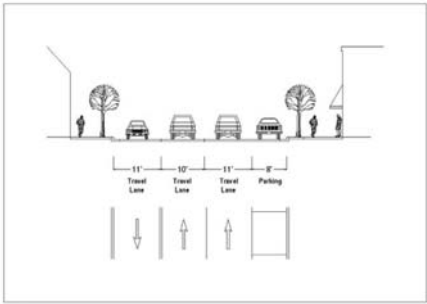
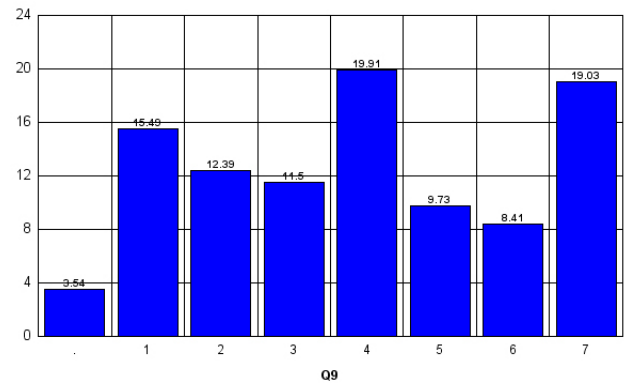
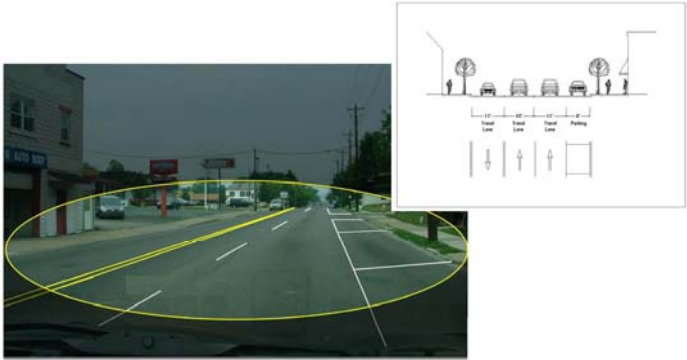
Q7	COUNT
.	2
1	54
2	11
3	9
4	21
5	31
6	46
7	52
TOTAL	226

8) Rate the following cross section designs for Madison Avenue



Q8	COUNT
.	5
1	34
2	22
3	24
4	72
5	29
6	27
7	13
TOTAL	226

9) Rate the following cross section designs for Madison Avenue



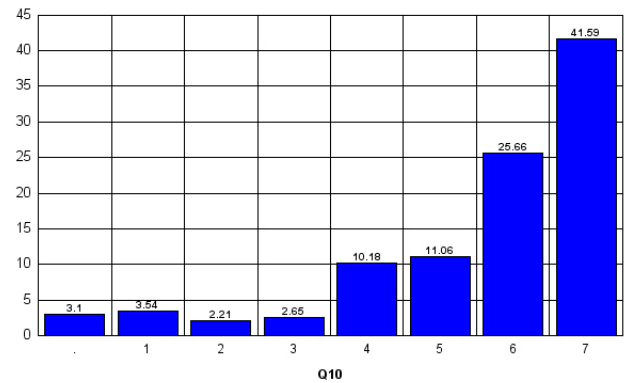
Q9	COUNT
.	8
1	35
2	28
3	26
4	45
5	22
6	19
7	43
TOTAL	226

10) Rate the following streetscape arrangement with a walking zone and buffer zone only



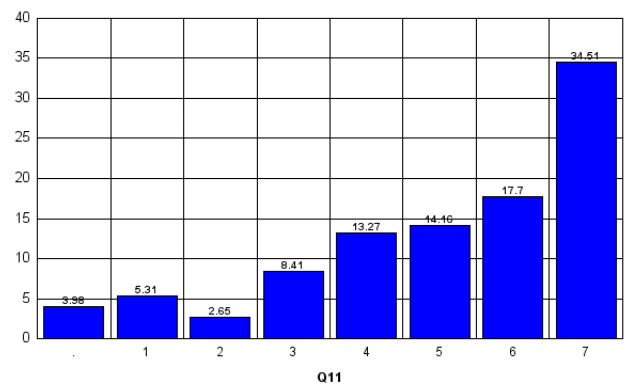
BUFFER ZONE

WALKING ZONE



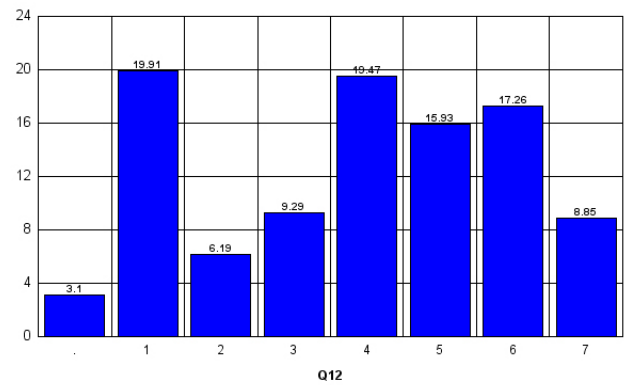
Q10	COUNT
.	7
1	8
2	5
3	6
4	23
5	25
6	58
7	94
TOTAL	226

11) Rate the following streetscape arrangement with a walking zone and buffer zone only



Q11	COUNT
.	9
1	12
2	6
3	19
4	30
5	32
6	40
7	78
TOTAL	226

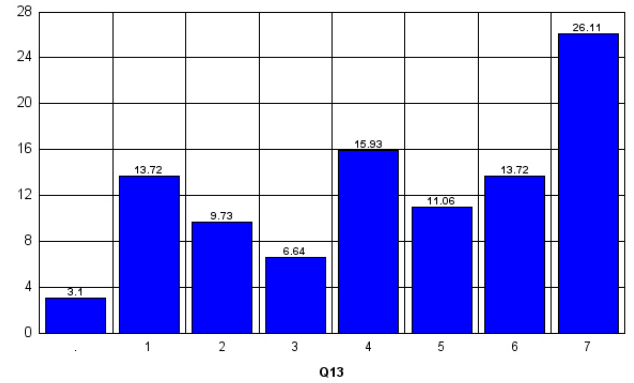
12) Rate your preference for single story commercial buildings



Q12	COUNT
.	7
1	45
2	14
3	21
4	44
5	36
6	39
7	20
TOTAL	226



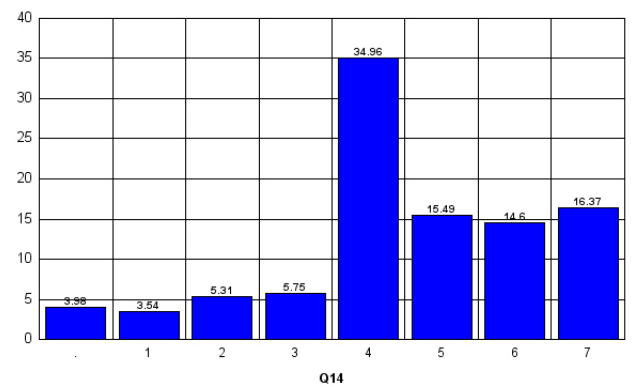
13) Rate your preference for single story commercial buildings



Q13	COUNT
1	7
2	31
3	22
4	15
5	36
6	25
7	31
7	59

**TOTAL 226**

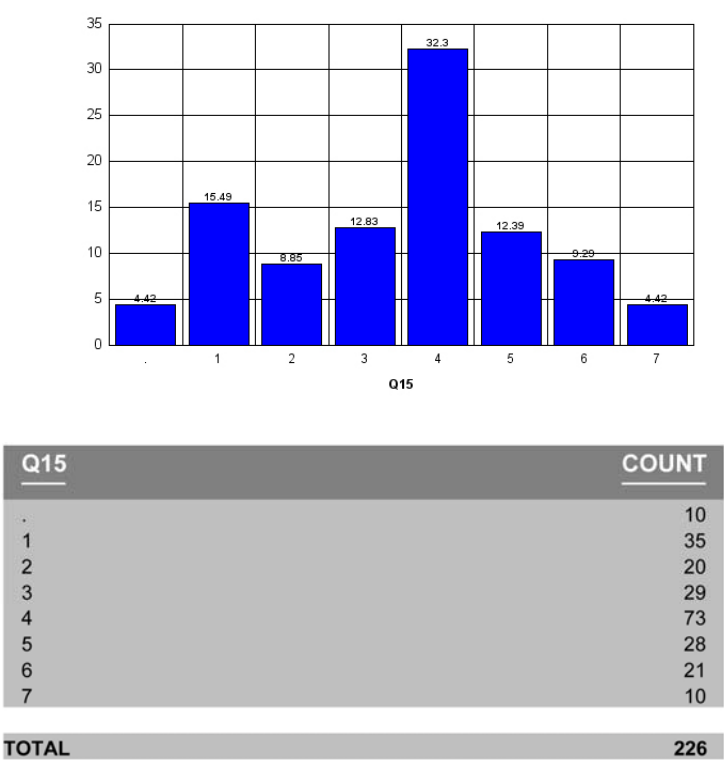
14) Rate your preference for single story commercial buildings



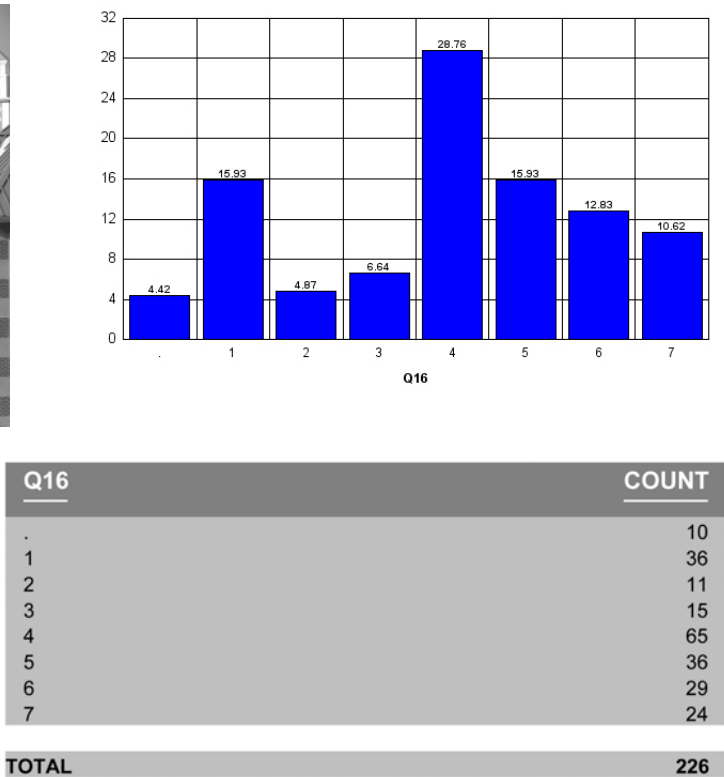
Q14	COUNT
1	9
2	8
3	12
4	13
5	79
6	35
7	33
7	37

**TOTAL 226**

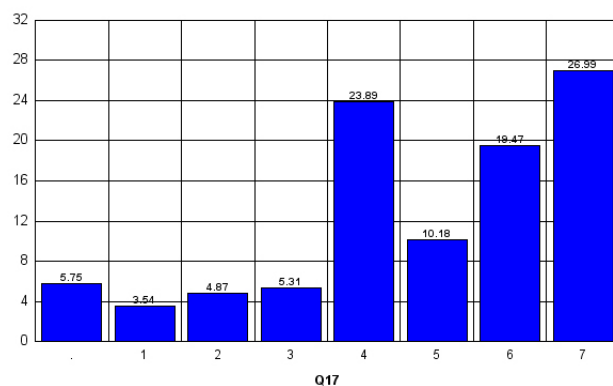
15) Rate your preference for multi-story commercial buildings



16) Rate your preference for multi-story commercial buildings

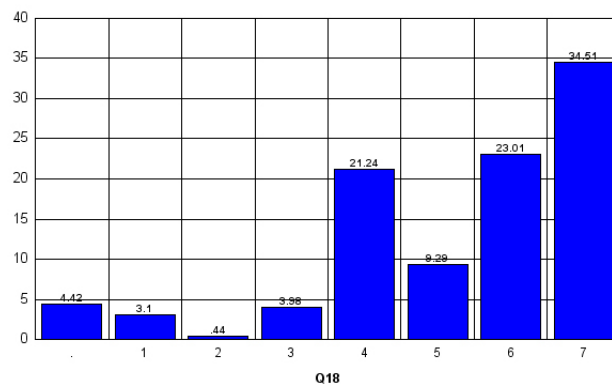


17) Rate your preference for mixed use buildings with two stories



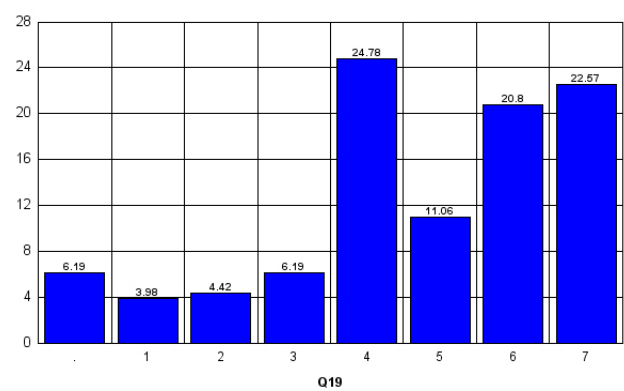
Q17	COUNT
.	13
1	8
2	11
3	12
4	54
5	23
6	44
7	61
<b>TOTAL</b>	<b>226</b>

18) Rate your preference for mixed use buildings with three or more stories



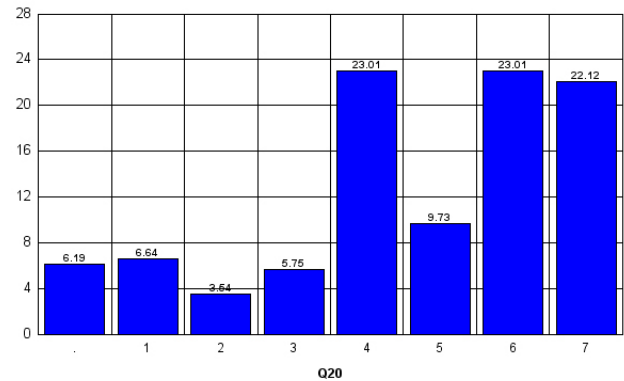
Q18	COUNT
.	10
1	7
2	1
3	9
4	48
5	21
6	52
7	78
<b>TOTAL</b>	<b>226</b>

19) Rate your preference for mixed use buildings with two stories placed side by side



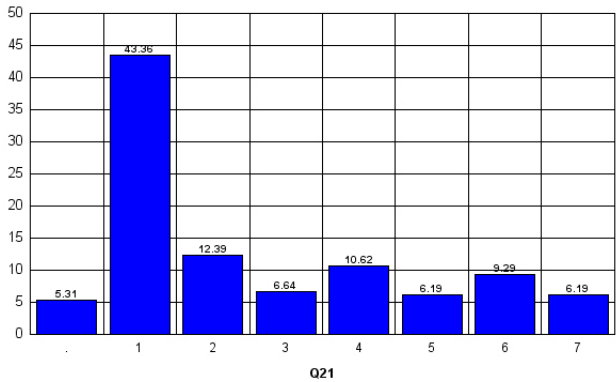
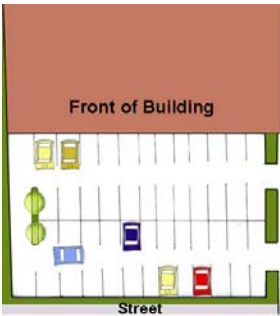
Q19	COUNT
1	14
2	9
3	10
4	14
5	56
6	25
7	47
TOTAL	226

20) Rate your preference for mixed use buildings with three or more stories placed side by side



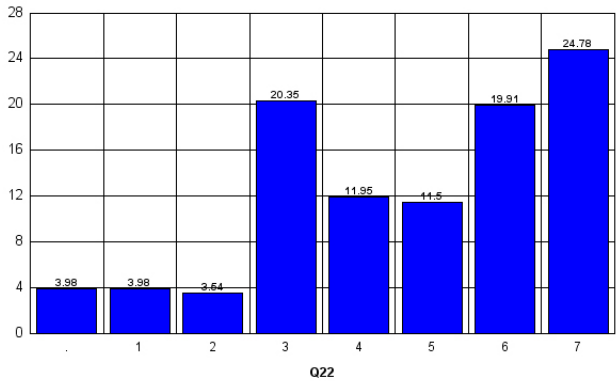
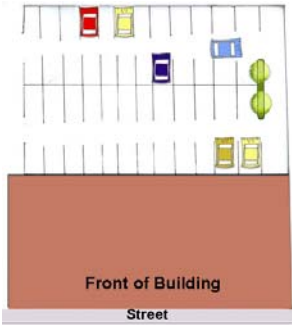
Q20	COUNT
1	14
2	15
3	8
4	13
5	52
6	22
7	52
TOTAL	226

21) Rate your preference for commercial parking in the front



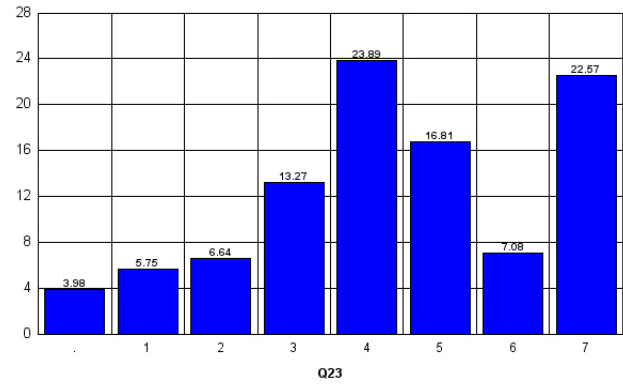
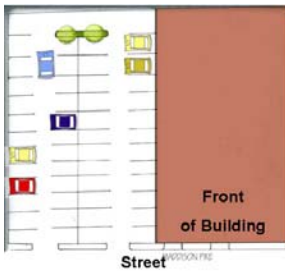
Q21	COUNT
.	12
1	98
2	28
3	15
4	24
5	14
6	21
7	14
TOTAL	226

22) Rate your preference for commercial parking in the rear



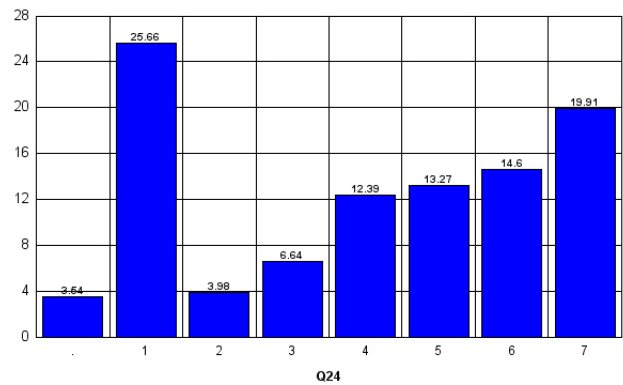
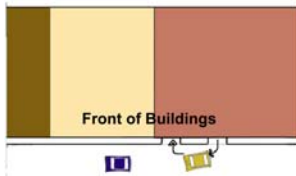
Q22	COUNT
.	9
1	9
2	8
3	46
4	27
5	26
6	45
7	56
TOTAL	226

23) Rate your preference for commercial parking on the side



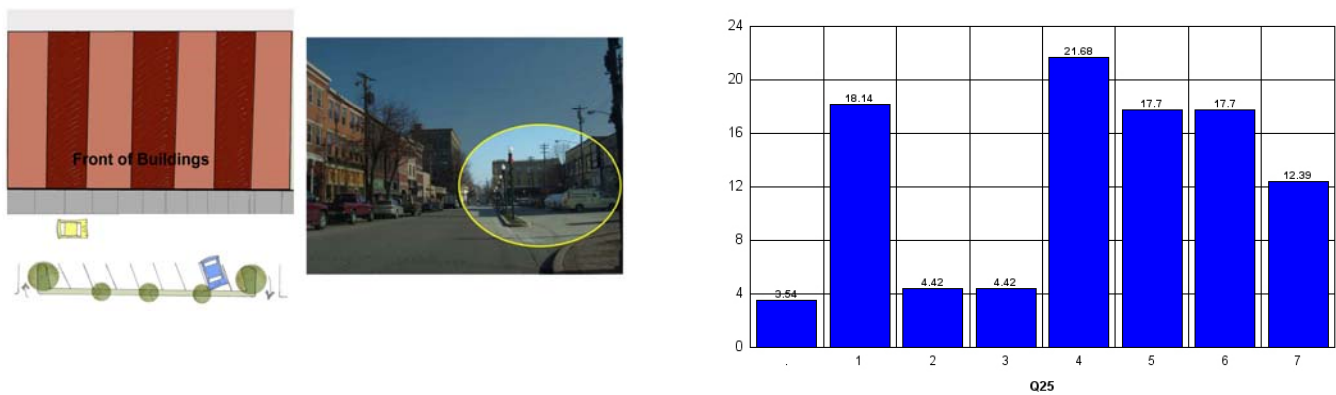
Q23	COUNT
.	9
1	13
2	15
3	30
4	54
5	38
6	16
7	51
<b>TOTAL</b>	<b>226</b>

24) Rate your preference for commercial parking in a garage



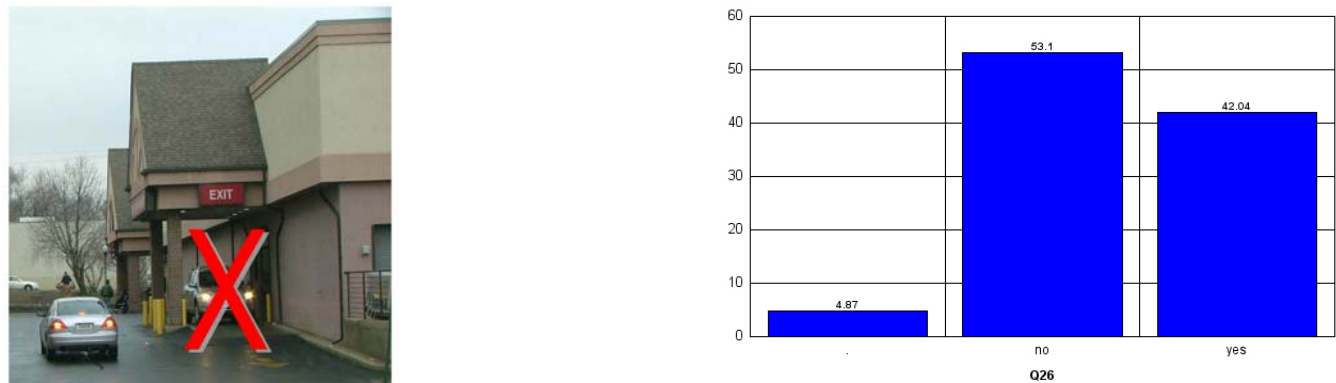
Q24	COUNT
.	8
1	58
2	9
3	15
4	28
5	30
6	33
7	45
<b>TOTAL</b>	<b>226</b>

25) Rate your preference for front divided commercial parking



Q25	COUNT
.	8
1	41
2	10
3	10
4	49
5	40
6	40
7	28
TOTAL	226

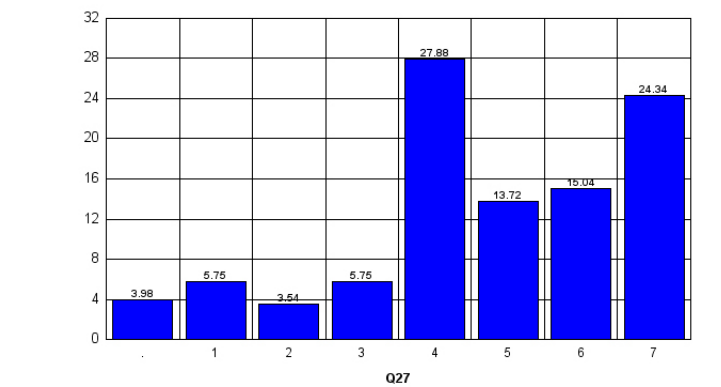
26) Do you prefer buildings without drive through windows?



Q26	COUNT
.	11
no	120
yes	95
TOTAL	226

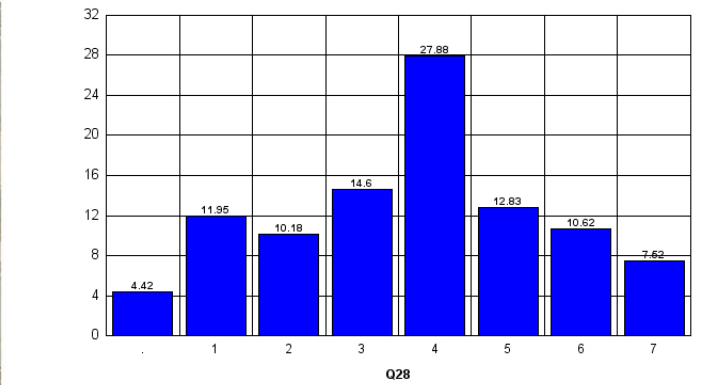


27) Rate your preference for drive through windows located in the rear of the building



Q27	COUNT
1	9
2	13
3	8
4	13
5	63
6	31
7	34
TOTAL	226

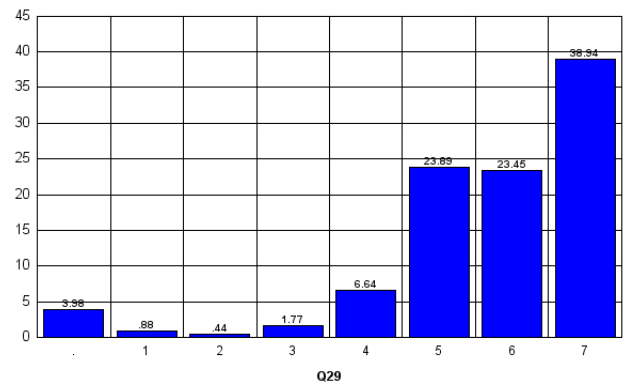
28) Rate your preference for drive through windows located on the side of the building



Q28	COUNT
1	10
2	27
3	23
4	33
5	63
6	29
7	24
TOTAL	226

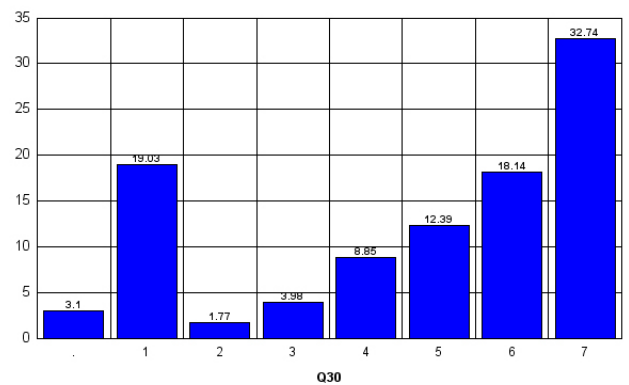


29) Rate your preference for landscaping used for screening



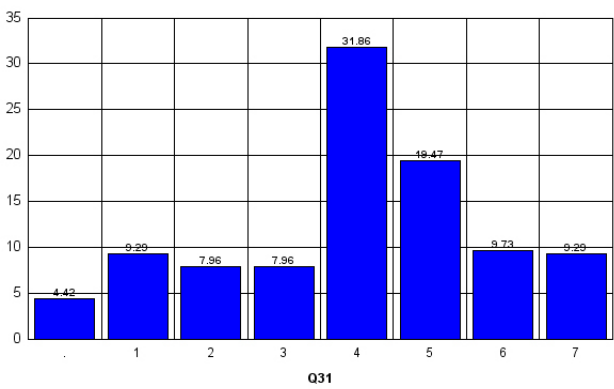
Q29	COUNT
.	9
1	2
2	1
3	4
4	15
5	54
6	53
7	88
<b>TOTAL</b>	<b>226</b>

30) Rate your preference for earth berms used for screening



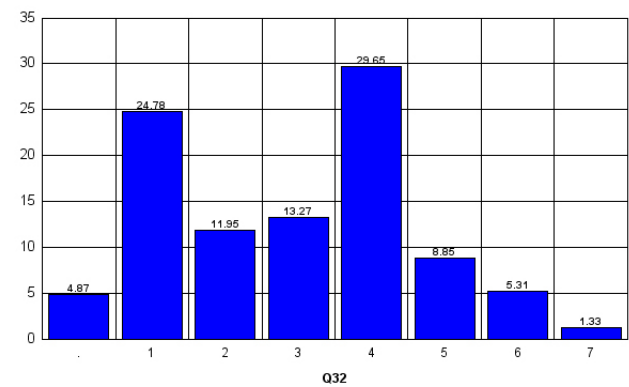
Q30	COUNT
.	7
1	43
2	4
3	9
4	20
5	28
6	41
7	74
<b>TOTAL</b>	<b>226</b>

31) Rate your preference for street walls used for screening



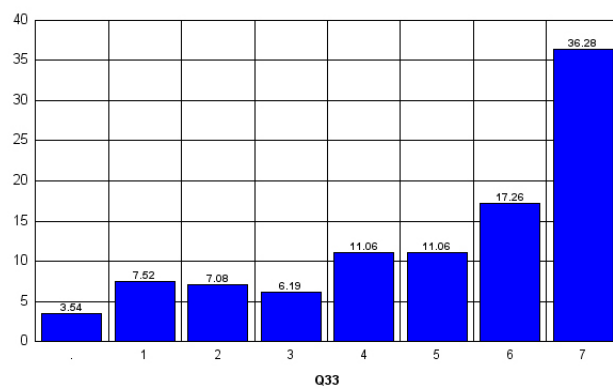
Q31	COUNT
1	10
2	21
3	18
4	18
5	72
6	44
7	22
8	21
TOTAL	226

32) Rate your preference for fences used for screening



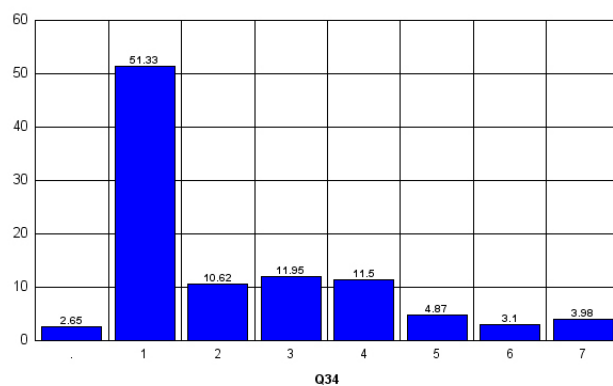
Q32	COUNT
1	11
2	56
3	27
4	30
5	67
6	20
7	12
8	3
TOTAL	226

### 33) Rate your preference for commercial ground signs



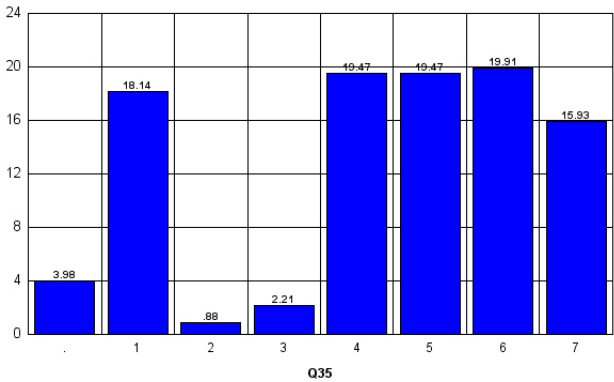
Q33	COUNT
1	8
2	17
3	16
4	14
5	25
6	25
7	39
8	82
<b>TOTAL</b>	<b>226</b>

### 34) Rate your preference for commercial pole signs



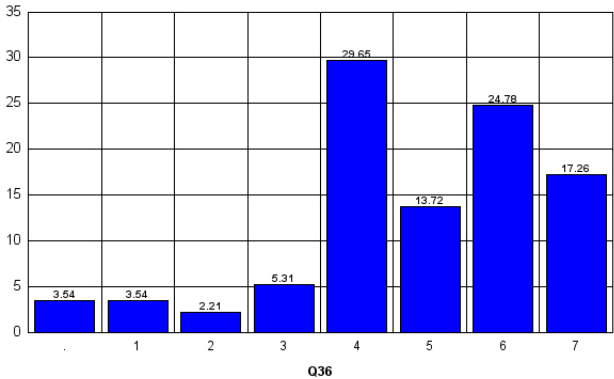
Q34	COUNT
1	6
2	116
3	24
4	27
5	26
6	11
7	7
8	9
<b>TOTAL</b>	<b>226</b>

35) Rate your preference for commercial individual letter signs



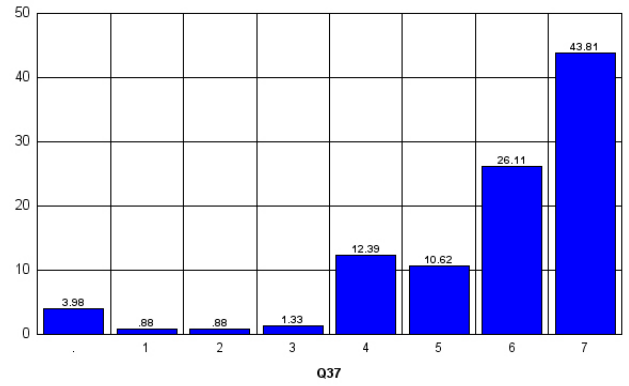
Q35	COUNT
.	9
1	41
2	2
3	5
4	44
5	44
6	45
7	36
TOTAL	226

36) Rate your preference for commercial projecting signs



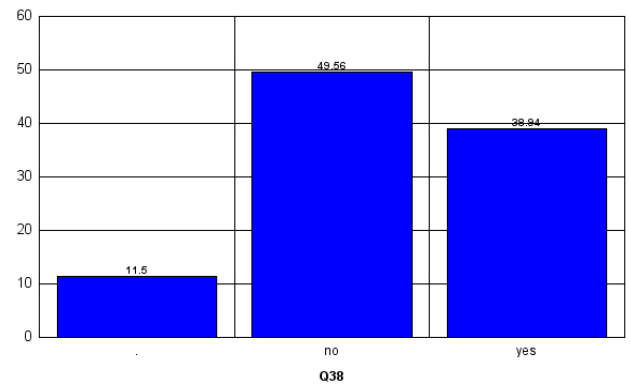
Q36	COUNT
.	8
1	8
2	5
3	12
4	67
5	31
6	56
7	39
TOTAL	226

37) Rate your preference for commercial window signs



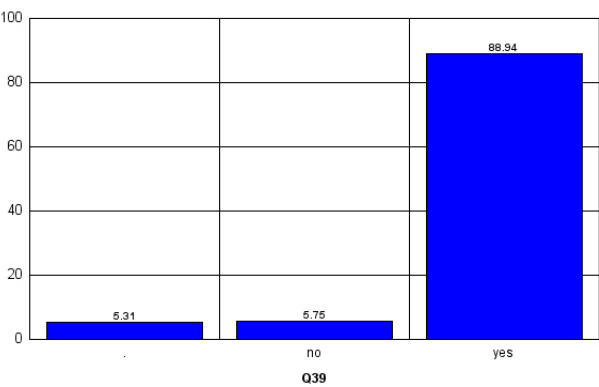
Q37	COUNT
.	9
1	2
2	2
3	3
4	28
5	24
6	59
7	99
<b>TOTAL</b>	<b>226</b>

38) Would you like to see more single family detached housing along the corridor?



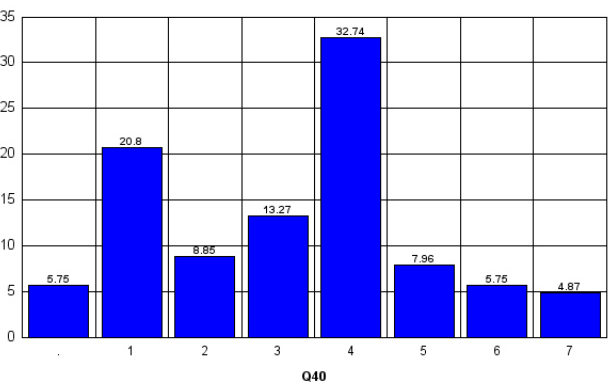
Q38	COUNT
.	26
no	112
yes	88
<b>TOTAL</b>	<b>226</b>

39) Would you like to preserve the existing historic homes as shown in the pictures?



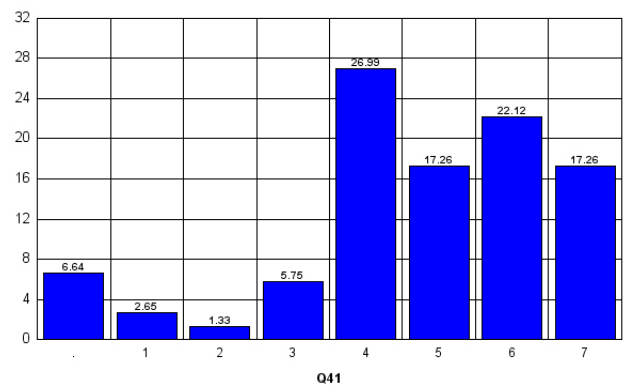
Q39	COUNT
.	12
no	13
yes	201
TOTAL	226

40) Rate your preference for single story single-family houses



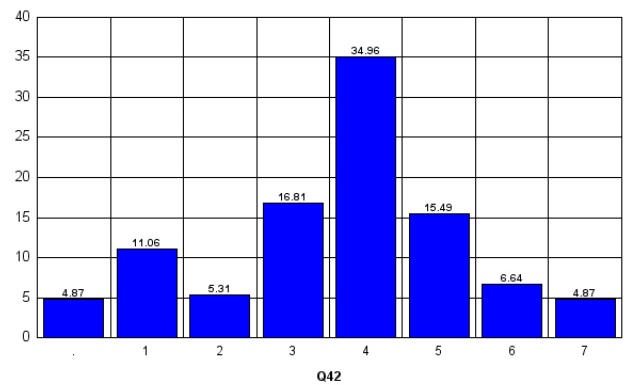
Q40	COUNT
.	13
1	47
2	20
3	30
4	74
5	18
6	13
7	11
TOTAL	226

41) Rate your preference for two story single-family houses



Q41	COUNT
.	15
1	6
2	3
3	13
4	61
5	39
6	50
7	39
<b>TOTAL</b>	<b>226</b>

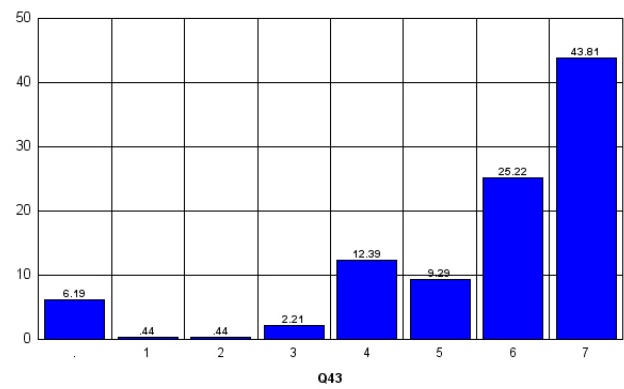
42) Rate your preference for wood exterior single-family houses



Q42	COUNT
.	11
1	25
2	12
3	38
4	79
5	35
6	15
7	11
<b>TOTAL</b>	<b>226</b>

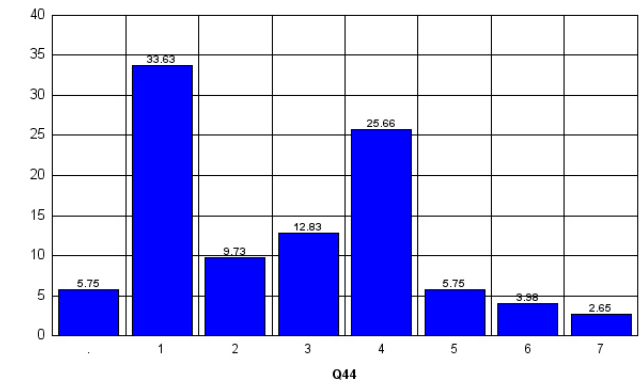


43) Rate your preference for brick exterior single-family houses



Q43	COUNT
.	14
1	1
2	1
3	5
4	28
5	21
6	57
7	99
TOTAL	226

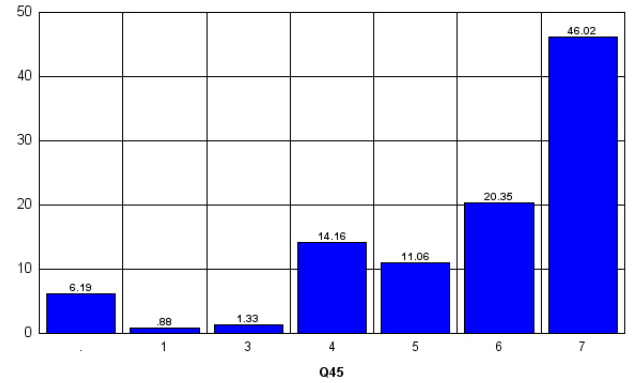
44) Rate your preference for vinyl exterior single-family houses



Q44	COUNT
.	13
1	76
2	22
3	29
4	58
5	13
6	9
7	6
TOTAL	226

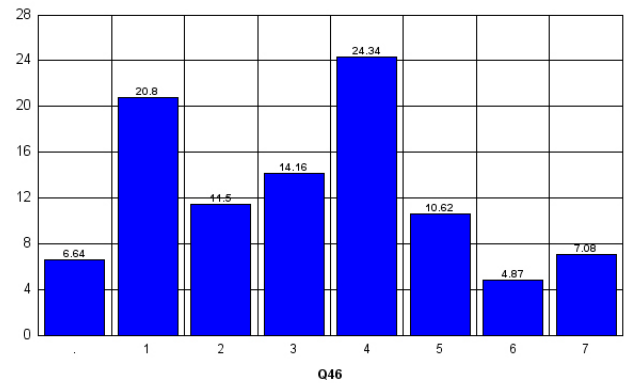


45) Rate your preference for single-family houses with porches



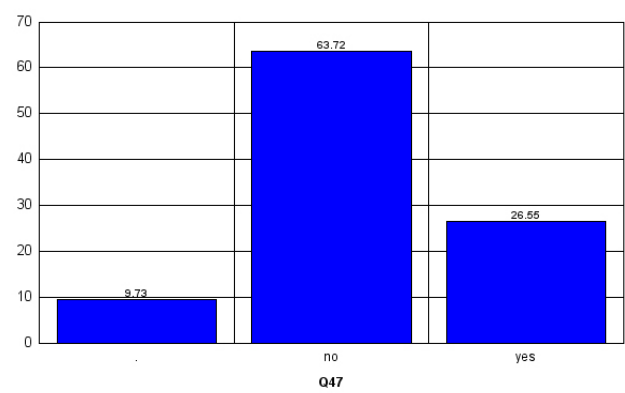
Q45	COUNT
.	14
1	2
3	3
4	32
5	25
6	46
7	104
<b>TOTAL</b>	<b>226</b>

46) Rate your preference for single-family houses without porches



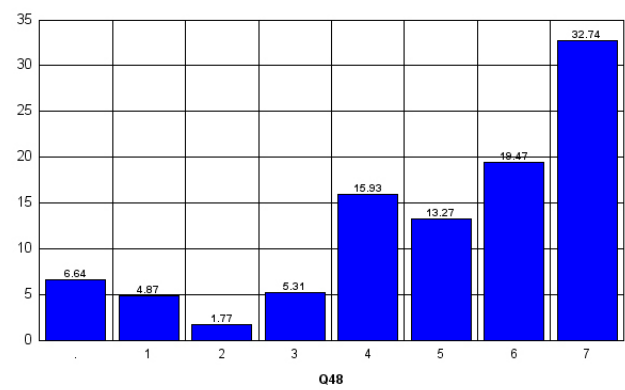
Q46	COUNT
.	15
1	47
2	26
3	32
4	55
5	24
6	11
7	16
<b>TOTAL</b>	<b>226</b>

47) Would you like to see more two-family houses along the corridor?



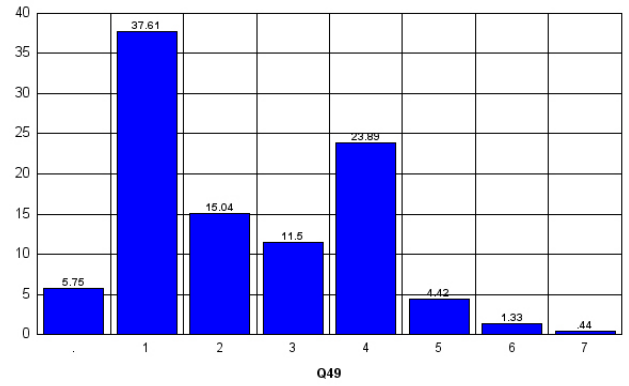
Q47	COUNT
.	22
no	144
yes	60
TOTAL	226

48) Rate your preference for brick exterior two-family houses



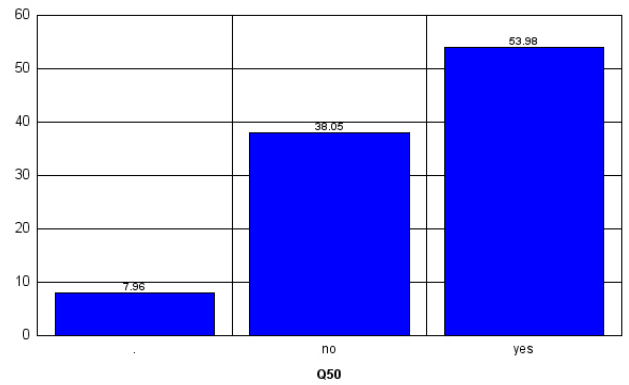
Q48	COUNT
.	15
1	11
2	4
3	12
4	36
5	30
6	44
7	74
TOTAL	226

49) Rate your preference for vinyl exterior two-family houses



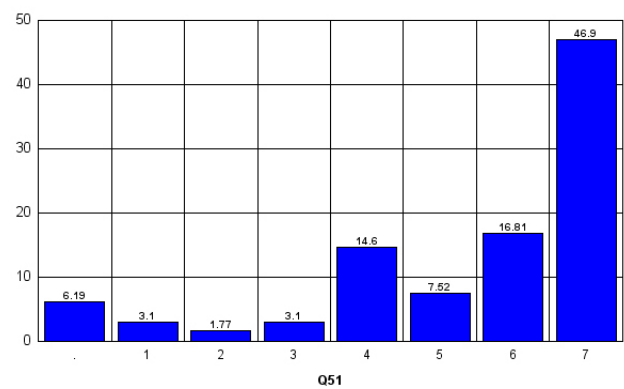
Q49	COUNT
.	13
1	85
2	34
3	26
4	54
5	10
6	3
7	1
<b>TOTAL</b>	<b>226</b>

50) Would you like to see more row housing along the corridor?



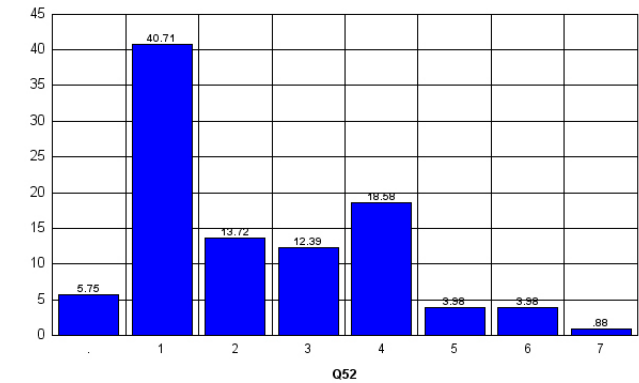
Q50	COUNT
no	86
yes	122
<b>TOTAL</b>	<b>226</b>

51) Rate your preference for row-houses with a brick exterior



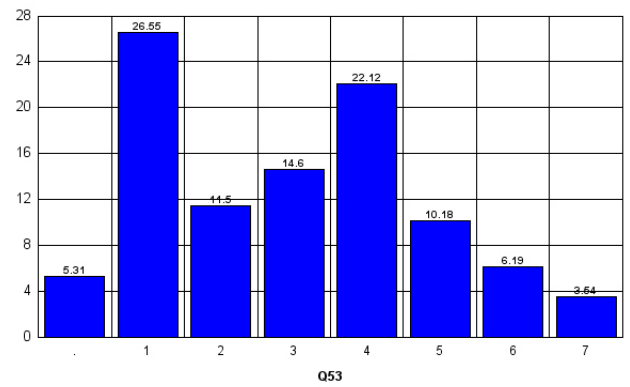
Q51	COUNT
.	14
1	7
2	4
3	7
4	33
5	17
6	38
7	106
TOTAL	226

52) Rate your preference for row-houses with a vinyl exterior



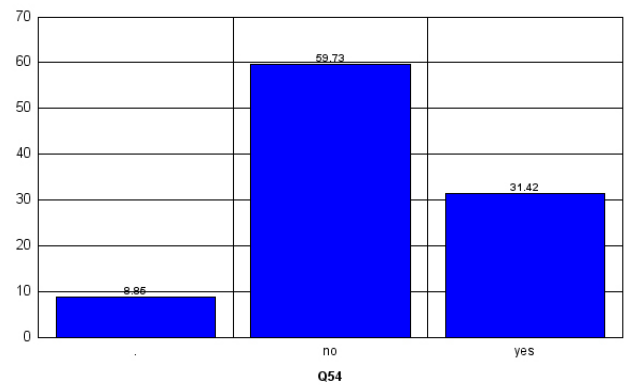
Q52	COUNT
.	13
1	92
2	31
3	28
4	42
5	9
6	9
7	2
TOTAL	226

53) Rate your preference for row-housing with combination exterior (brick and vinyl)



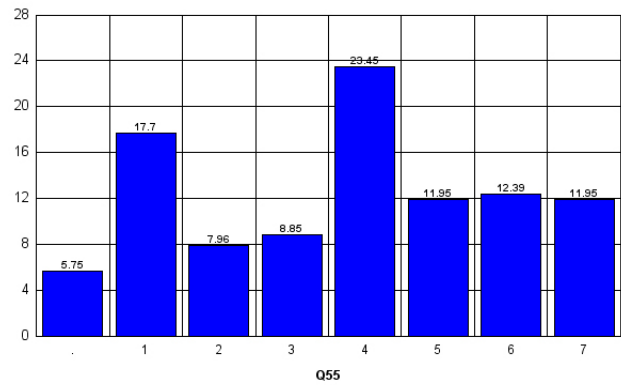
Q53	COUNT
.	12
1	60
2	26
3	33
4	50
5	23
6	14
7	8
<b>TOTAL</b>	<b>226</b>

54) Would you like to see more multi-family housing along the corridor?



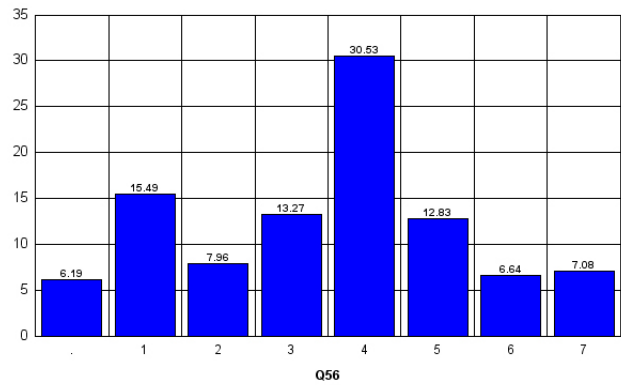
Q54	COUNT
.	20
no	135
yes	71
<b>TOTAL</b>	<b>226</b>

55) Rate your preference for multi-family housing in a mixed use building



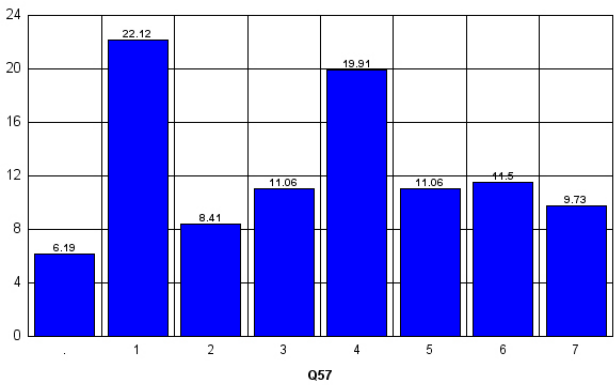
Q55	COUNT
.	13
1	40
2	18
3	20
4	53
5	27
6	28
7	27
TOTAL	226

56) Rate your preference for two story multi-family housing



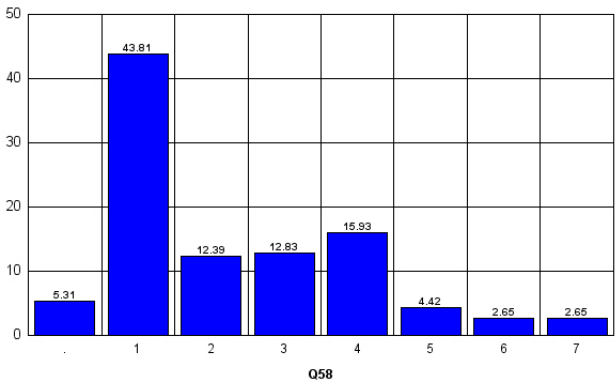
Q56	COUNT
.	14
1	35
2	18
3	30
4	69
5	29
6	15
7	16
TOTAL	226

57) Rate your preference for three to five story multi-family housing



Q57	COUNT
.	14
1	50
2	19
3	25
4	45
5	25
6	26
7	22
TOTAL	226

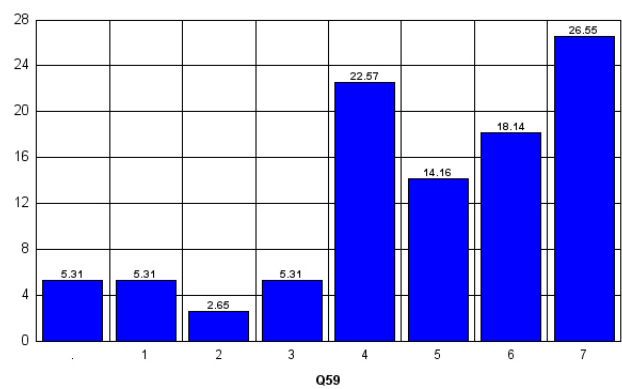
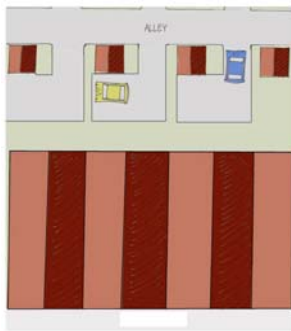
58) Rate your preference for six or more stories for multi-family housing



Q58	COUNT
.	12
1	99
2	28
3	29
4	36
5	10
6	6
7	6
TOTAL	226

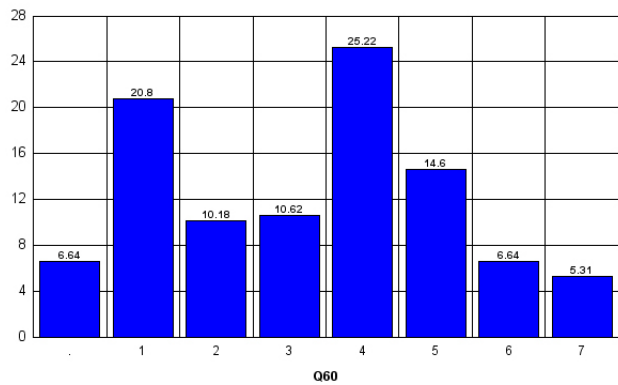
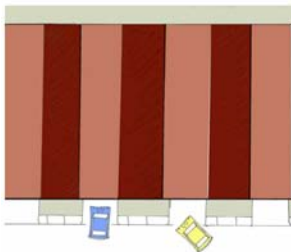


59) Rate your preference for residential alley parking



Q59	COUNT
.	12
1	12
2	6
3	12
4	51
5	32
6	41
7	60
TOTAL	226

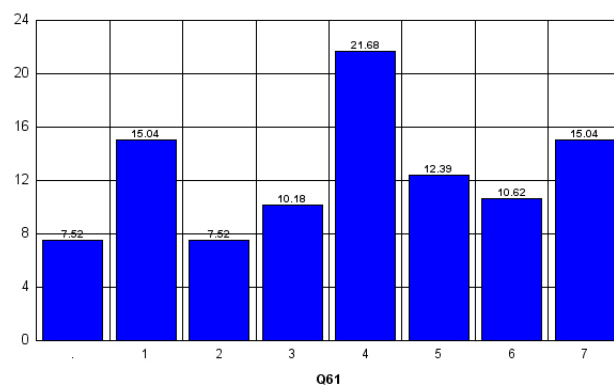
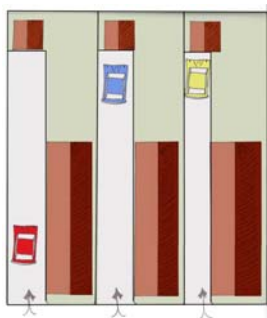
60) Rate your preference for residential front garage parking



Q60	COUNT
.	15
1	47
2	23
3	24
4	57
5	33
6	15
7	12
TOTAL	226

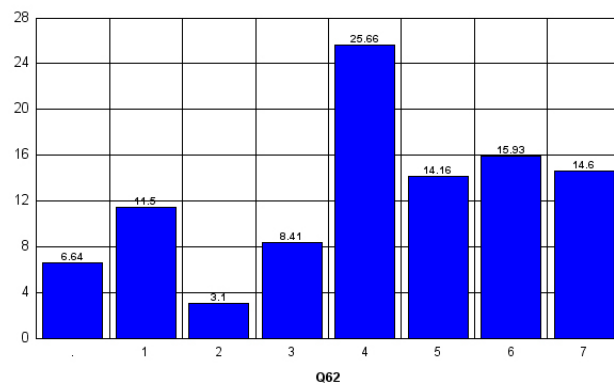
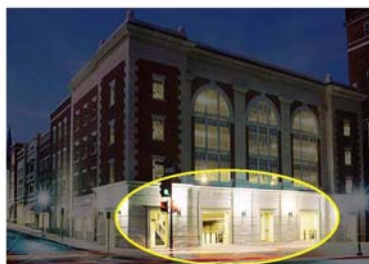
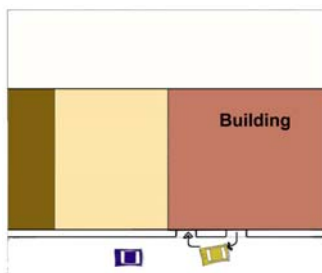


61) Rate your preference for residential driveway parking



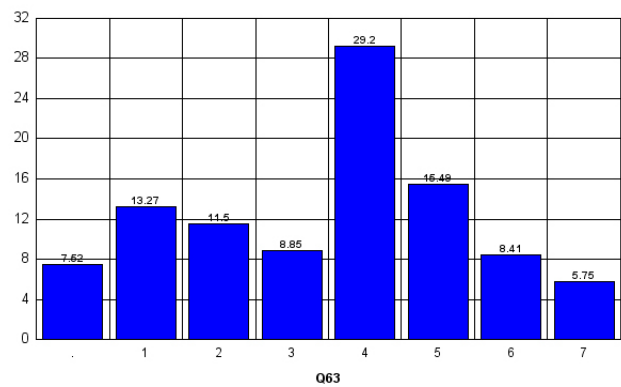
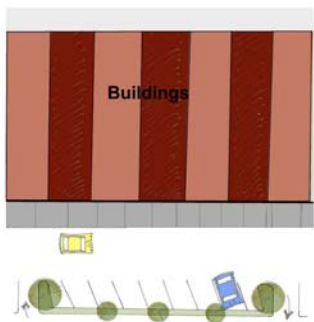
Q61	COUNT
1	17
2	34
3	17
4	23
5	49
6	28
7	24
TOTAL	226

62) Rate your preference for residential parking garage parking



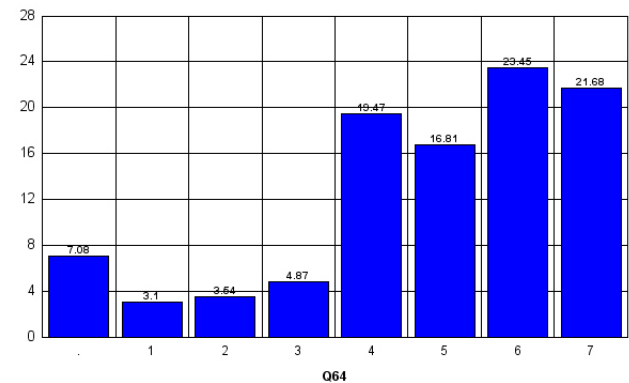
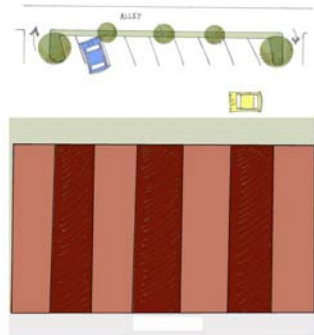
Q62	COUNT
1	15
2	26
3	7
4	19
5	58
6	32
7	36
TOTAL	226

63) Rate your preference for residential front divided parking



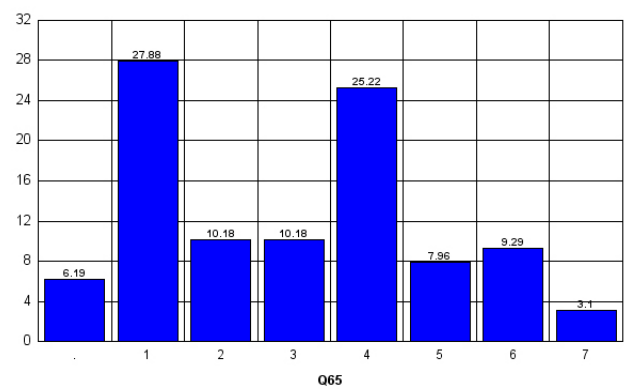
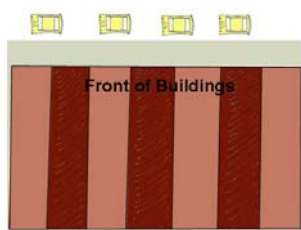
Q63	COUNT
.	17
1	30
2	26
3	20
4	66
5	35
6	19
7	13
TOTAL	226

64) Rate your preference for residential rear parking



Q64	COUNT
.	16
1	7
2	8
3	11
4	44
5	38
6	53
7	49
TOTAL	226

65) Rate your preference for residential on-street parking



Q65	COUNT
.	14
1	63
2	23
3	23
4	57
5	18
6	21
7	7
TOTAL	226

