

Chapter Two

Vision and Goals

Mission Statement

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 collection 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 away 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 a way that will strengthen the City with a thriving business base while preserving the "small town" attributes enjoyed by our residents.

Goals

- Ensure multiple methods of access and connectivity as well as accessible public open spaces
 - Objective* - Create pathway linkages for both sides of Dixie Highway so that traffic is not limited to the automobile.
 - Objective* - Biking and walking should be just as much a focus as access by automobile.
- Incorporate green building principles into all designs while reinventing the historic core of Park Hills.
 - Objective* - Encourage green practices as part of redevelopment initiatives along the corridor.
- Ensure Park Hills' long-term economic success. Create a corridor that is attractive to new businesses and increase the growth opportunities for existing businesses.
 - Objective* - Create a public corridor that reflects the architectural culture of Park Hills and strengthens the sense of a destination within the boundary.
 - Objective* - Provide a variety of uses by including and balancing office, residential, retail, cultural and civic spaces within the boundary. These uses should be community based and compliment the neighboring uses in Ft. Wright and Covington on the City's borders. Uses should include activities which occur both in the daytime and the night.

The following mission statement and goals for the project were adopted by the Park Hills Dixie Study Task Force in February of 2009. The mission of this study is to guide the future development in a way that will strengthen the City with a thriving business base while preserving the "small town" attributes enjoyed by our residents.

