

Section Three - Recommended Land Use

The recommended land uses for the study area were developed from a concept plan that was discussed and approved by the Task Force in August 2009.

Concept Plan

The concept plan for the study area is based on several elements as described in **Chapter 5** and illustrated in *Figure 6.11*:

- Vision for the area
- Market Study
- Adjacent land uses
- Resident input at public meetings
- Land availability
- Connectivity and walkability

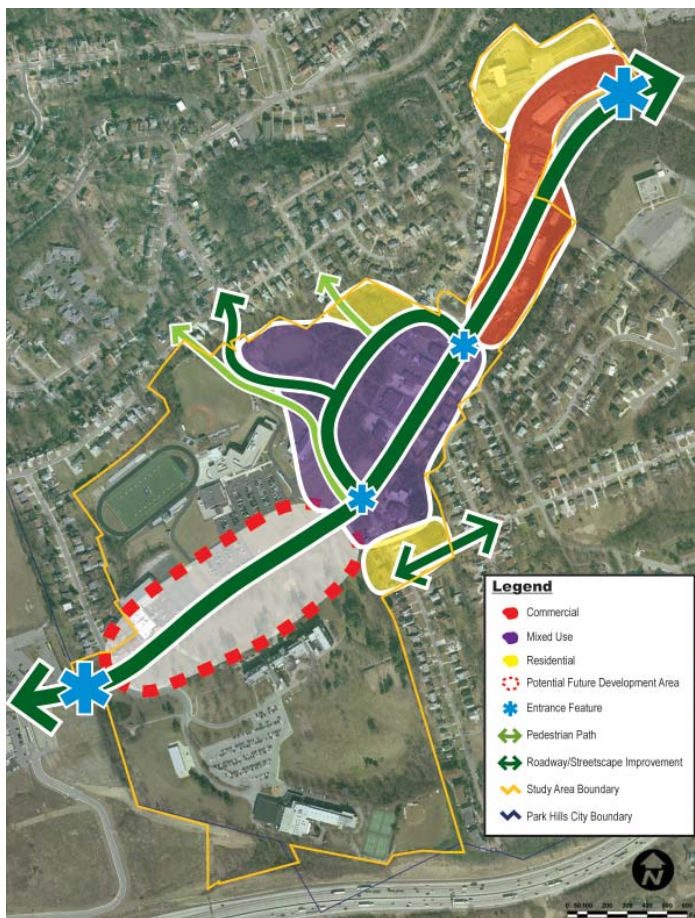


FIGURE 6.11
CONCEPT DIAGRAM

Land Availability

A majority of the land adjacent to Dixie Highway is currently developed with a variety of land uses including institutional, retail sales and service uses, residential and office uses. While all of these are anticipated to redevelop in the future, there are pockets of substantial vacant land available for new development along the corridor. Redevelopment of the corridor is anticipated to occur in two phases as explained in **Section 1** of this Chapter.

For discussion purposes the Dixie corridor in the City of Park Hills has been divided into three sections - South, Core, and North as described below:

South Area

The land immediately adjacent to Dixie Highway, approximately 14 acres on Covington Catholic High School and Notre Dame Academy's properties, is anticipated to develop as part of Phase Two. Development of these areas is not anticipated in the near future and priority should be given to redevelopment of the Core and North Areas as discussed in this section. It should be noted that, if development were to occur significant topographic issues on the Notre Dame property and appropriate relocation of some parking on the Covington Catholic High School property will need to be addressed. These areas have great visibility along the corridor but the land foreseen to be available for redevelopment is fairly narrow and long, thus lending itself to strip development patterns, which are less than desirable.

Core Area

Significant amounts of vacant land, approximately 8 acres, is located in the Core Area behind the commercial development that includes Reality Tuesday; Snappy Tomato Pizza, Loschiavo's Produce and Deli, and Zachary and Lauren Jewelers. Adjoining land to the south yields approximately 2.2 acres of vacant land, 1.65 acres of which is owned by the City of Park Hills, on the west side of Dixie Highway immediately adjacent and north of Covington Catholic High School. The total land area within the Core section is approximately 23 acres. This land is anticipated to be the focus of initial redevelopment efforts in Phase One along the corridor as described in **Section 1** of this Chapter.

North Area

There is no significant vacant land for development within this section along the Dixie Highway corridor. Redevelopment of this area is likely to entail a longer time frame than the Core area because most sites involve redevelopment. The Gateway Community and Technical College land located off of Old State Road and the Northern Kentucky University property located adjacent to the study area within the City of Covington both offer prime redevelopment opportunities.

Recommended Land Use

This section outlines the land uses recommended for the study area. A redevelopment concept plan for the study area is outlined in **Chapter 6: Redevelopment Concept**.

South Area

The south section includes Covington Catholic High School and Notre Dame Academy, the vacant property located on the south side of St. James Avenue and three properties immediately north of St. James Avenue and west of Dixie Highway which is currently occupied by Chef Barone's Catering and The Gardens of Park Hills (Figure 6.12).



FIGURE 6.12
GARDENS OF PARK HILLS

A change in land use is recommended for the property located on the south side of St. James Avenue from residential at 4.1 to 7.0 dwelling units per net acre to other community facilities. This property is currently vacant and is envisioned to be improved with gateway features into the City such as signage, landscaping and possibly an area for TANK busses to pull off as described in **Section 1** of this Chapter.

The recommended land use for the three properties immediately north of St. James Avenue and south of the access drive to Covington Catholic High School will remain as commercial retail/service use as identified in the *Comprehensive Plan Update: 2006-2020*, however as previously noted offices will be included in this land use category.

As illustrated in *Figure 6.13*, both the schools will continue to be identified as other community facilities as they were in the *Comprehensive Plan Update: 2006-2026*. This plan, however, identifies that in the long term areas immediately adjacent and on either side of Dixie Highway in front of these schools may transition to commercial retail/service uses that also include offices as a component. As discussed in **Section 1** of this Chapter, the initial focus of redevelopment along

the corridor is recommended to be in the Core Area. The market analysis cautions the City of Park Hills in attracting or promoting any more intense retail development in the City and concludes that there is a delicate balance of supply and demand to maintain. It is therefore critical that the City focus its initial redevelopment efforts in the core area, where there is potential land available is about the amount, eight acres, suggested by the market analysis. It is strongly recommended that this south area be targeted for redevelopment only after the core area has been established in order to avoid the overabundance of retail which the market analysis cautions against.

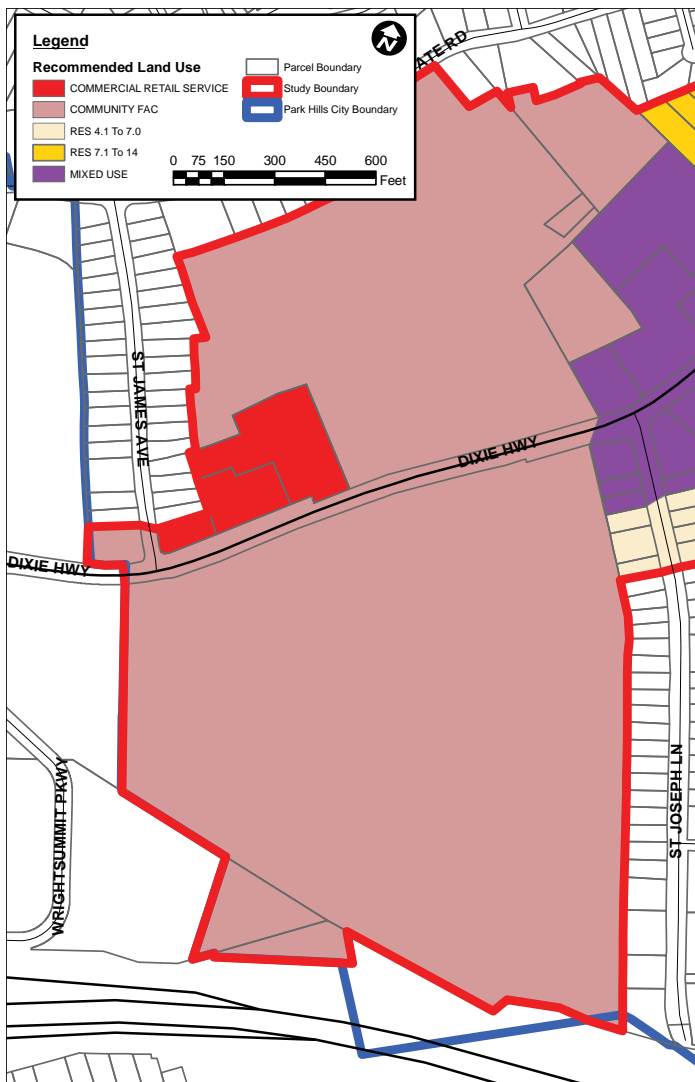


FIGURE 6.13
SOUTH AREA – RECOMMENDED LAND USE

Core Area

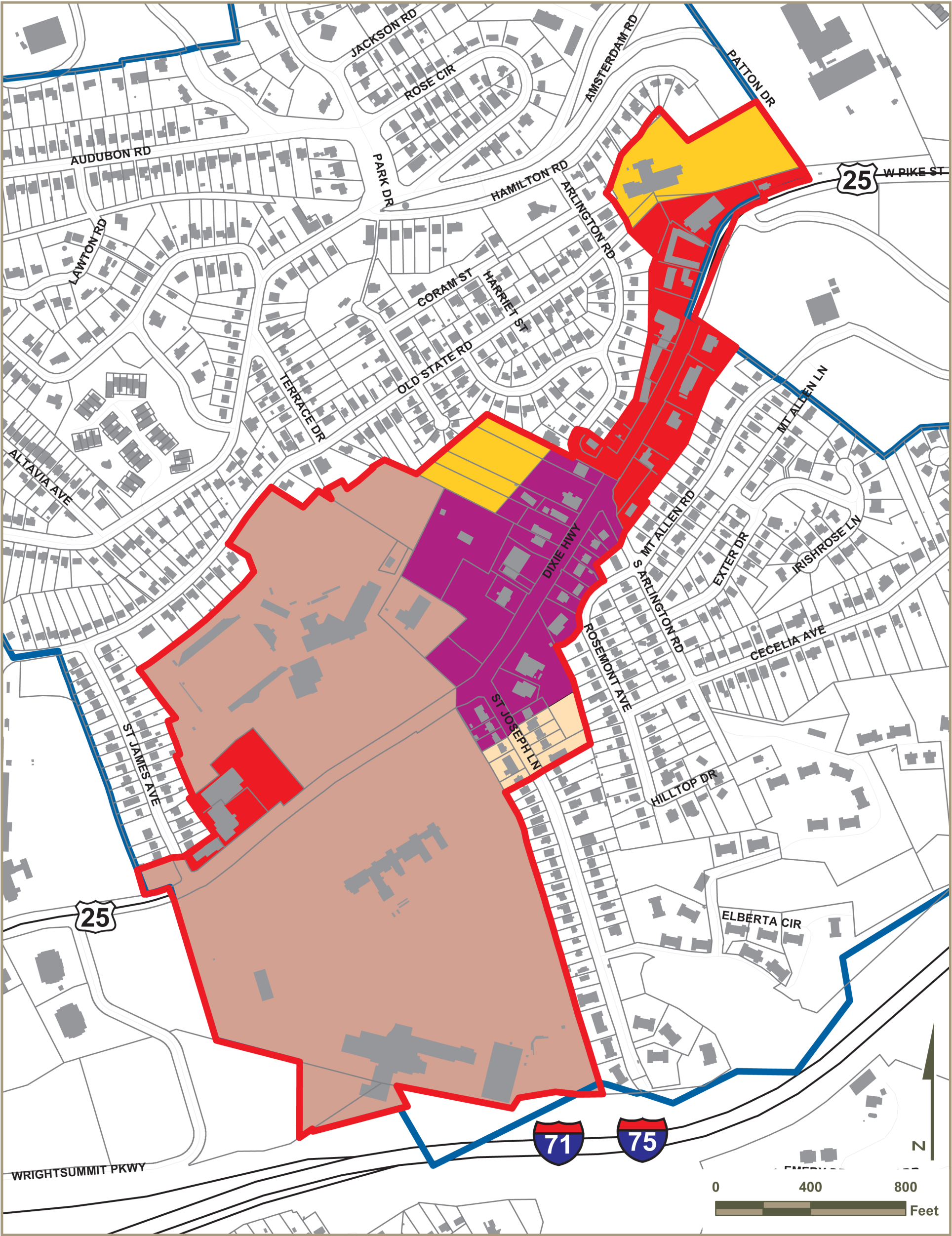
The section encompasses properties on either side of Dixie Highway, generally between St. Joseph Lane and Arlington Road, as shown in Figure 6.14.

The land use of properties immediately adjacent to and east of Dixie Highway are recommended to be changed from residential development at a density ranging from 4.1 to 7.0 dwelling units per net acre to mixed use, which includes commercial and residential uses. This area presently is comprised of single-family residential development. This area is topographically challenging as existing structures are located above Dixie Highway on a hillside that almost abuts the roadway. Mixed uses in this area are envisioned to

work with the topography of the area in terms of small scale structures similar to what is currently along this portion of the corridor. This could include small offices, retail or residential condominiums. Comments from the public indicate that in this area substantial residential uses are not desirable. Furthermore, the market analysis also projects very minimal increase in residential development within the study area in the next five years. It is important to note that while the market analysis identifies minimal demand in the near term for residential land uses, new high density and single-family units will be necessary to significantly “refresh” the City’s housing inventory. A few units as part of a mixed-use development in this area could serve to meet this need and still not add too many residential units where they are less desirable.

The land use of properties immediately adjacent to and west of Dixie Highway are recommended to be changed from commercial retail/service uses to mixed use. Expansion of the adjacent Community Facilities is also envisioned as a possible use on property which the study designates as mixed use and which is presently located in a residential zoning district. In addition, the land use of properties behind these Dixie Highway properties that lies between these properties and property facing Old State Road is recommended to be changed from residential development at a density ranging from 7.1 to 14.0 dwelling units per net acre to mixed use. This area is strongly recommended to be the focus of initial redevelopment efforts within the study area for a variety of reasons. Primarily because it contains a large area of vacant or sparsely developed land, is centrally located and with improved connectivity to surrounding neighborhoods can serve as a positive catalyst for redevelopment along the remaining length of the corridor. Its central location and the planned connectivity to adjoining residential areas is important to draw residents to the area. Changing the recommended land use of this area to mixed use will provide the flexibility to redevelop this area with a variety of uses that will contribute to the vitality of the area.

The intersection of St. Joseph’s Lane with Dixie Highway has been identified as a Village Center area where redevelopment could likely begin to occur early. The City currently owns a small parcel, approximately



Legend

- | | |
|-----------------------------|--------------------------|
| Recommended Land Use | Parcel Boundary |
| COMMERCIAL | Park Hills City Boundary |
| COMMUNITY FAC | Study Boundary |
| RES 4.1 To 7.0 | |
| RES 7.1 To 14 | |
| MIXED USE | |

PARK HILLS
Dixie Study

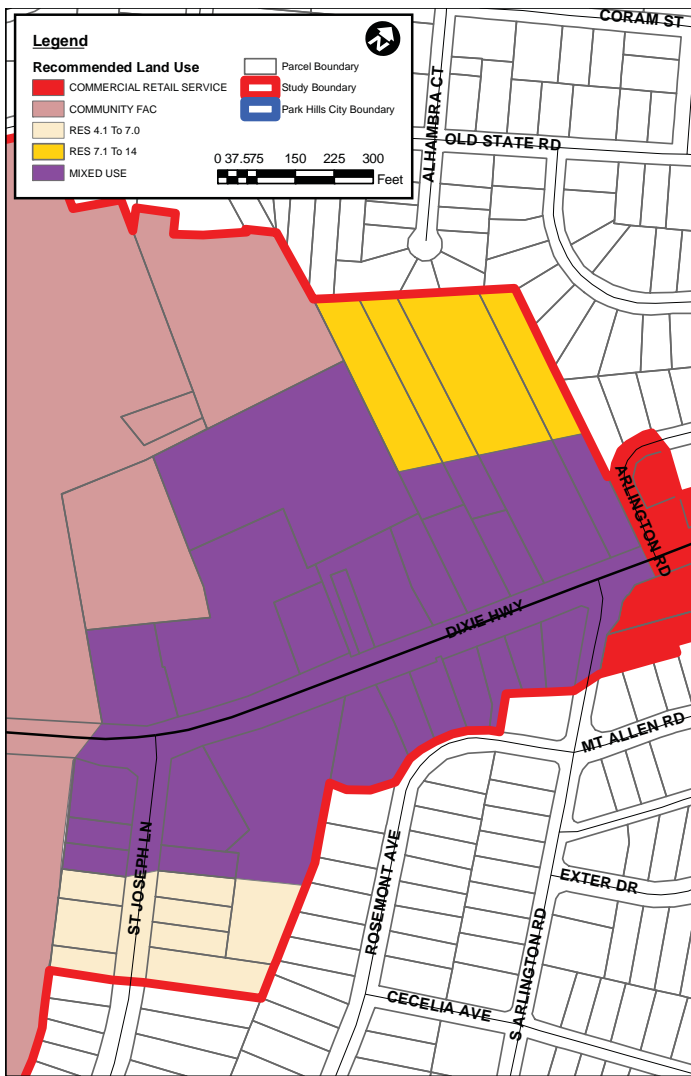


FIGURE 6.14

CORE AREA – RECOMMENDED LAND USE

1.5 acres; in this area and the recommendation to realign Covington Catholic High School's access as well as construction of the new loop road all prompt the idea to begin development in this area. New development in this area and incorporation of gateway/village center features such as special pavers or signage and landscaping features will help to draw passers by into the core redevelopment area. The existing residential uses and density of 4.1 to 7.0 units per acre are recommended to remain. The residential uses along St. Joseph's Lane will serve as a barrier limiting commercial activity from moving away from Dixie Highway.

According to the Market Analysis the office market appears to be the least developed of all of the three major land use groups. The study projects a demand

of approximately 13,000 to 24,000 square feet of office space if the City aggressively attempts to recruit employers in Health and Medical Services, Other Business Services, and Social Services categories of office based service businesses. Consumer services in specialized space or retail storeroom venues could contribute to demand for between 6,200 and 8,500 square feet of space in Park Hills.

As previously mentioned, the redevelopment of this core area is anticipated to have significant impact in revitalizing the Dixie Highway corridor. The goals for the redevelopment of the study area as determined by the Task Force and public meeting attendees is to ensure Park Hills' long-term economic success by creating a corridor that is attractive to new businesses and increase the growth opportunities for existing businesses. The goal is also to provide a variety of uses by including and balancing office, residential, retail, cultural and civic spaces within the study boundary and should include uses with activities which occur in both the daytime and the night.

Considering the goals set forth by the residents of Park Hills of creating a destination that people walk or drive to, it will be crucial to get the right mix of uses. The market analysis is projecting a market for both office and retail uses and so it is important that this area be developed with a mix of both of those uses. While a vertical mix of uses within a single structure could function well, horizontal mixed uses would also lend towards creating a synergy of uses within the core area. The key element for redevelopment of this area would be to obtain the mix of uses with businesses, particularly the retail businesses that provide products and services now underserved in the vicinity. For further information on market potential see the market analysis report that accompanies this plan.

The land use for a portion of this area, to the rear of properties along Aberdeen Road, is also recommended to remain at residential 7.1 to 14.0 dwelling units per net acre. The market analysis suggests that higher densities and attached single-family will be needed to refresh the housing market. The analysis further concludes that medium to high density attached single-family housing units appears to be the only way to add

any significant numbers of new housing units to the inventory in Park Hills. Increased residential density in close proximity to the core area will increase the likelihood of residents walking to their destination for goods and services. Retaining a portion of this area for residential development also acts as a good buffer between the residential development on Old State Road/Aberdeen Road and the more intense mixed use development that is anticipated within the Core Area.

While the market analysis cautions very limited opportunities for any new housing, it states that it would be desirable to find ways to add new owner-occupied housing to the landscape in Park Hills. This will be increasingly important as the existing housing inventory ages. The market analysis further states that in order to introduce as many new owner-occupied housing units as possible, a medium to high density attached dwelling unit format would be the key; in essence, condominiums. A residential density of 7.1 to 14.0 dwelling units per net acre is hence recommended for a portion of the core area, to allow for condominium projects anticipated by the market analysis of 48 or more units. This would be attractive to younger as well as aging homeowners if the property is adequately supported by on-site management and maintenance personnel.

As stated previously, the core area is recommended to be the focus of initial redevelopment efforts within the study area. In order to create a destination with a sense of place that will be a synergy of activity, it is crucial to get the right mix of uses in a development with a character that is reflective of the City of Park Hills. To accomplish these goals, as explained in Chapter 7: Implementation, it is recommended that the development of form based zoning and/or design standards be considered for the area.

North Area

This section includes properties on either side of Dixie Highway north of Arlington Road to the study boundary as shown on *Figure 6.15*. The land uses recommended by the *Comprehensive Plan Update: 2006-2026* includes – commercial office, residential development at a density ranging from 7.1 to 14.0 dwelling units per net acre, commercial retail/service, and physically restrictive development area. The site of Gateway Community and Technical College is recommended for school park land uses.

Two land use changes are recommended for this area. The land use of properties on either side of Dixie Highway and immediately adjacent to it are recommended to be changed to commercial retail/service uses that will include offices. This study recommends residential land use at a density of 7.1 to 14.0 dwelling units per net acre for the Gateway Community and Technical College property located at the end of Old State Road.

Existing uses within this section of the Dixie Highway corridor are primarily commercial uses including offices and retail sales and service type uses. Intense development along a majority of this section is not anticipated due to the relatively low depth of lots and the adjacent topography. It is anticipated that this area will essentially remain and redevelop in its current form. However, a portion of this area closer to the northern boundary of the study area may have greater redevelopment opportunities due to the potential realignment of Dixie Highway at the curve of the hill as proposed in *The Dixie Fix* study. There is a good mix of office, retail and service uses within the northern area which with minimal improvements such as façade improvements and landscaping can significantly alter their presence along the Dixie Highway corridor.

The Market Analysis finds this portion of the corridor may be suitable for service type uses after redevelopment occurs. These service type uses are defined as businesses which serve the local needs of the community. Barber shops and package shipping businesses could be included with these types of businesses. These types of uses may work well for this area based on the minimal lot depths. Service uses are typically those which require a quick in and out and therefore parking is not usually a premium surrounding these businesses.

As explained in **Chapter 4**, it is anticipated that the Gateway Community and Technical College site will be sold in its entirety for some form of residential development. While a majority of residential development is anticipated in the portion of property that is in the City of Covington, the portion within the City of Park Hills also provides prime land for residential development. The concerns of the City of Park Hills regarding redevelopment of this site are

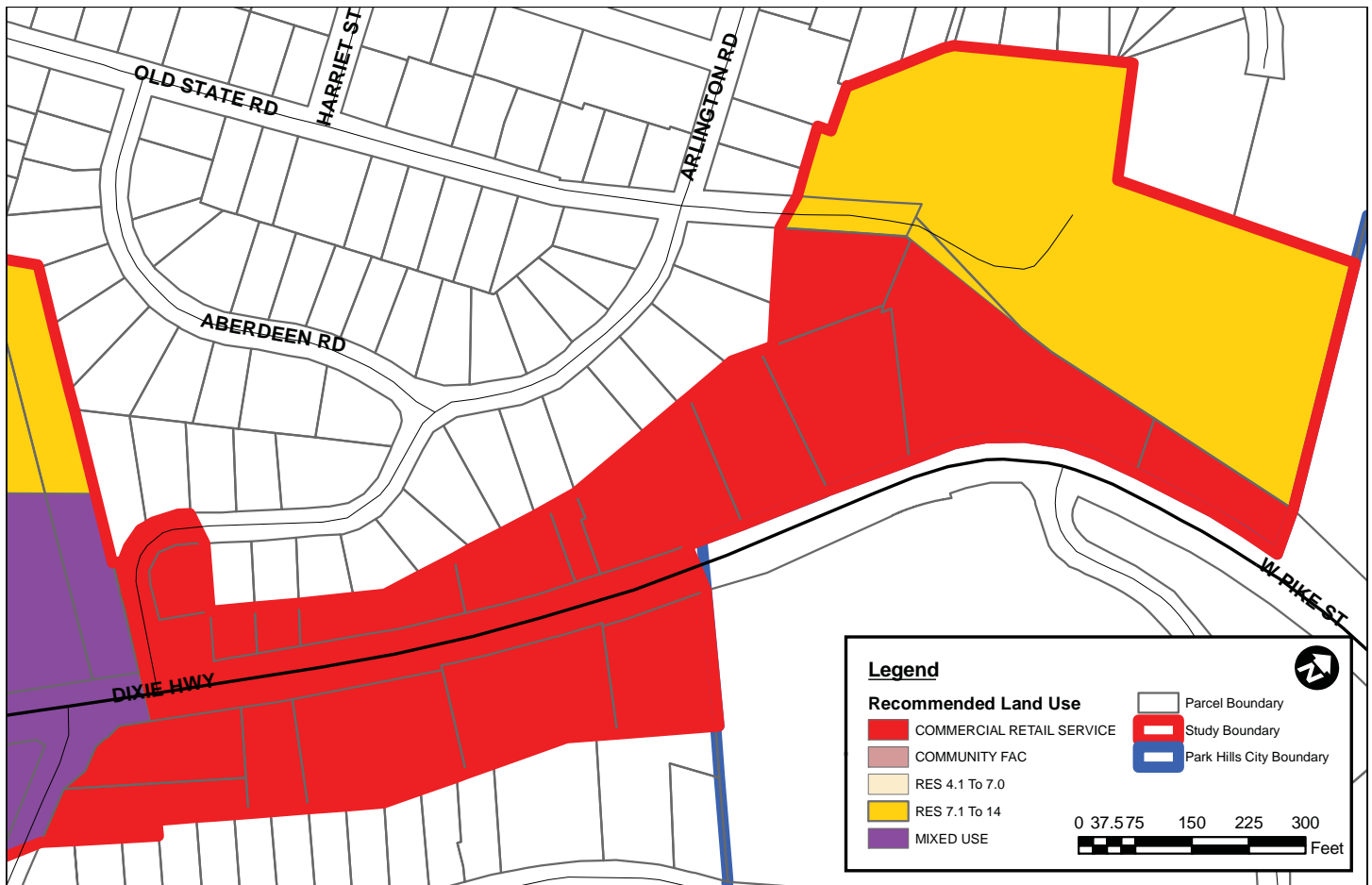


FIGURE 6.15
NORTH AREA – RECOMMENDED LAND USE

primarily focused on access to it and resulting traffic on City streets now lightly used by the existing school facilities. The City will maintain communication with the City of Covington and work with parties seeking to redevelop this site to minimize traffic impacts through existing low density residential neighborhoods. One approach that may be taken would be to locate any common community facility type land uses (e.g.

swimming pool, tennis and other recreation uses) that comprise common use areas for residents of the new development on this site so as to help alleviate traffic through Old State Road. There may be an additional opportunity for developers of this site to share the use and potentially the cost of community facility areas located in Park Hills with the city in some type of public/private joint effort to provide recreation space.