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## CHAPTER 6

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### PLAN CONCEPTS

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This section outlines the initial planning concepts and recommendations for the Study Area as a whole as well as for various sub-areas. These concepts are based upon the existing conditions documentation and analysis, evaluation of socio-economic data, relevant data and findings from other timely studies, input from public officials, and other observations. These are also the basic concepts presented at the two initial public workshops. These initial concepts are further "operationalized" and refined by the later sections of this Study which detail specific methods and procedures for implementation.

#### **Overall**

- a) Create integrated signage system where individual neighborhoods/districts are given identity with place names; various signs should use the same basic design elements but not the same design at each location – these can include follies and sculpture.
- b) Provide stylized design improvements at major intersections (traffic signal hardware, crosswalk surfacing, light standards, etc.) – Dream/U.S. 42, Industrial/U.S. 42, Ewing/U.S. 42, Ewing/KY 18, and perhaps Ewing/Dream Street; use such improvements at Dream/U.S. 42 intersection to bridge the barrier created by U.S. 42 between Dream Street and the stadium district to the south and to create a gateway into the city from the interchange (some of these improvements have already been initiated).
- c) Provide a streetscape plan along the I-75 right-of-way to enhance/frame business frontages (not screen), but provide screening by the Miriam Drive/Coreta Drive neighborhoods.
- d) From a zoning perspective, allow projects which implement the plan recommendations and standards by right, but require Concept Development Plan approval otherwise.

#### **Commerce Drive (Area 1)**

- a) Encourage low to moderate turnover commercial uses, or those whose peak hours don't coincide with the street network; except where adjoining residences, a strictly controlled use list is not necessary.
- b) Building designs should use "natural" materials and colors; following the normal street frontage landscaping requirements is appropriate for this area.
- c) Provide a master sign district for this area along KY 18 (coordinate with major intersection facelift); could provide at the KY 18/Commerce intersection to display business names with very brief instructions for access at Cardinal Drive.
- d) Promote idea that Cardinal Drive should become the main entrance due to the traffic light.

#### **KY 18 (North Side – East of Cardinal; South Side – East of Glen) (Areas 1 & 2)**

- a) Encourage local consumer services and retail with interconnected parking lots; discourage car sales lots and other uses with large open lots and outdoor display.
- b) Promote idea that redevelopment in this area should include the consolidation of parcels.

### **Tanners Lane Area (Area 3)**

- a) Open up” the Tanners Gate site into a higher profile site; currently has poor visibility and clandestine access – needs a pronounced access point on Ewing w/ lighting, monuments, landscaping, fountains, et al, and some sort of identity element on I-75.
- b) Goodwill/TJs sites could benefit from a façade improvement program (for facades that face both Tanners and I-75; KY 18 sites could benefit from such a program as well) or it could be a good site for redevelopment for office use.
- c) Provide street frontage landscape and sidewalks on Tanners if current development remains.
- d) Advocate the redevelopment of the TA site into an office headquarters due to truck traffic congestion with access onto Ewing Blvd. – this would be a unique, signature building designed by a renowned architect/firm; this site could be expanded to include the mini-warehouse, Goodwill and TJ’s sites and could involve the vacation of Tanner’s Lane; this redevelopment could also include the Waffle House and former Social Security sites (currently occupied by Family Nurturing Center), although these lots do not appear critical for such a project.
- e) Encourage the removal of the industrial looking buildings and promote new office development to go with the existing office uses. Perhaps open the area up for office (destination) uses.

### **Dream Street (Area 5)**

- a) Maintain interchange business orientation of the southern section of Dream Street, and further create/emphasize low turnover commercial and local services in the northern section of Dream Street. Encourage the redevelopment of sites, particularly the uses or existing buildings that have located on Dream Street for over 25 years.
- b) Create design standards which define basic building envelopes (roof styles, materials, and colors); allow fairly liberal use of corporate identity in signage and trim/accent colors in the southern section, and a more reserved approach in the northern section (use same basic building design guidelines in both sections, just different detailed requirements).
- c) Monohan property to the east of Dream Street is developed using just Ewing for access versus a through street (through street is preferred), a “pedestrian boulevard” with a 10 foot wide surface and street tree-like plantings should be provided to link Dream Street and the Monohan development.
- d) Redevelopment of tobacco shop with interchange type business.
- e) Follow Dream Street Study signage recommendations and provide other mechanisms/incentives for removal of pylon signs.

### **Miriam Drive (Area 5)**

- a) Develop the Miriam Drive area into a more secluded residential enclave; provide entry monuments along Ewing, sidewalks along at least one side of the street, and improve the landscape buffer around the perimeter.

### **US 42 East (Area 6)**

- a) Further develop the intermixed office and multi-family theme existing in the area; encourage multi-story buildings with smaller setbacks from U.S. 42, full brick structures with masonry detailing and complete, simple pitched roofs (gabled or hipped), with parking provided at the sides and rear.

- b) Provide street frontage landscaping via “naturally” arranged hardwood and evergreen trees versus a formal street tree scheme.
- c) Allow National Register listed residences to be converted to office uses without demolition.

**Other Residential Areas (Areas 2, 4, and 6)**

- a) Plantation Apartments/Vineyard/Scott-Center Area/Kathryn Utz Area – Maintain viability through property and infrastructure maintenance and codes enforcement; finish sidewalk system within the single family area, use integral curbswalks where necessary due to grades and/or where there are narrow building setbacks; “bull nose” style parking lanes may be added where parking problems are identified to prevent/remedy where citizens have graveled/paved right-of-way for private parking; Promote Higher intensity; Upgrade amenities; Add a scenario for office redevelopment in area 6.

**Stadium District (Area 7)**

- a) Emphasize the stadium district as a year round entertainment district – a fun place; include a live music venue and at least one good quality restaurant; probably need at least three or four establishments to create a critical mass.
- b) Arrange development in stadium district as a tight-knit neighborhood allowing for easy pedestrian travel between establishments (avoid suburban style segregated projects on individual lots surrounded by parking); permit at least some shared parking with stadium.
- c) Promote little to no setback requirements, maximize building intensity, other public and private recreational uses.
- d) Create special signage and landscaping regulations for the entire district.
- e) Master Sign District to help advertise and direct traffic to recreational venues.

**Sussex Drive (Area 8)**

- a) Advocate the assembly of parcels and redevelopment of the area as a “back office”/service area (call centers, billing and claims offices, etc. – employment type centers that don’t need visibility or routine access for the public and customers); the Florence Bowl property is not critical to redevelopment – if it remains, reasonable access needs to be maintained.
- b) Redevelopment would create a campus of multi-story buildings; architectural controls appear only to be important for the first building or tier of buildings immediately visible from the Industrial Road for the Sussex Drive portion of this area.
- c) Provide a master sign for this area along Industrial Road, irrespective of whether a redevelopment occurs.
- d) Because of the close proximity to Northern Kentucky Industrial Park, some of this area could also be rezoned to industrial without large scale redevelopment. Widened roads will serve the industrial uses.
- e) Realign Columbia Drive so that there is direct access between Industrial Road and Sussex Drive.
- f) Promote Master Sign District to help advertise and locate “hidden” businesses.