

CHAPTER 3

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

Strengths, weaknesses, opportunities, and threats of the Study Area were identified in an effort to make proactive use of positive and negative aspects inherent in the overall district. These traits are qualitative and nominal observations and conclusions which were used to reinforce or elaborate on the existing conditions, and which will be considered when the plan recommendations are formulated. The traits identified include:

Strengths

- a) Substantial amount of freeway frontage and visibility.
- b) Interstate accessibility with full freeway interchanges exist at both the north and south ends, and a partial interchange “mid block.”
- c) District is anchored by two major arterial roadways.
- d) Mall Road itself is being reconstructed as a divided boulevard with wide pedestrian walks.
- e) Much of the district has substantial visibility.
- f) Contains the largest indoor shopping mall in Northern Kentucky, which is recognized as a regional attraction.
- g) History of attracting new tenants in existing spaces.
- h) Substantial employment and tax bases.
- i) Many development and redevelopment opportunities.
- j) Several sites have recently completed quality redevelopments (Olive Garden, Chipotle)
- k) Presence of public transit system.
- l) Water tower is a recognizable icon.

Weaknesses

- a) Existing commercial uses are fairly homogenous, with mostly retail and restaurant uses.
- b) Many of the developments are dated, especially the larger centers.
- c) Lack of design is prevalent; many of the buildings do not have “timeless” qualities and/or are not readily adaptable to new users.
- d) “Mid block” interchange does not include a southbound on-ramp or northbound off-ramp.
- e) Substantial amount of parking which is not routinely used, generally in the front along Mall Road, with minimal landscaping.

- f) Traffic congestion at the major intersections.
- g) Lack of pedestrian orientation on Mall Road, and pedestrian and bicycle facilities in general.
- h) Lack of design queues which define the area as a “district.”
- i) Poor visibility in specific parts of the district.
- k) Several buildings/tenant spaces are vacant or in a state of decay.
- l) The Mall itself has several vacancies.
- m) Little activity outside of routine retail hours.
- n) Various signage issues.

Opportunities

- a) Substantial undeveloped vacant areas and potential infill sites within several of the developed areas providing development and redevelopment opportunities, particularly mixed use.
- b) Highly visible historic home at the US 42 interchange.
- c) Vacant movie theater building/site in the Florence Square development.
- d) Pending park and ride facility.
- e) Potential to create theming and more effective signage.

Threats

- a) Economic uncertainty.
- b) General trend of businesses migrating to other major retail areas (Houston Road or Crestview Town Center).