

# ROEBLING POINT PLAN



2010

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COMMISSIONERS' ORDER/RESOLUTION NO. O/R-193-10

AN ORDER/RESOLUTION ADOPTING THE ROEBLING POINT PLAN AND AUTHORIZING AN APPLICATION FOR AMENDMENT OF THE KENTON COUNTY COMPREHENSIVE PLAN TO INCORPORATE THE PLAN.

\* \* \*

WHEREAS, In November, 2009, the Roebbling Point Planning Committee was formed at the request of the Covington City Commission following adoption of the HPO boundary extension into the area of Court and Park Streets; and

WHEREAS, the study boundary is located along Electric Alley from Tobacco Alley north to East Third Street; east along East Third Street to Scott Boulevard; north on Scott Boulevard to East Second Street; east along East Second Street to Greenup Street; south on Greenup Street to East Third Street; east on East Third Street to Sanford Alley; south along Sanford Alley to Tobacco Alley; and west along Tobacco Alley to Electric Alley; and

WHEREAS, the Planning Committee met nine times and held two public meetings during the planning process to review, analyze, and discuss issues in the study area related to land use, growth and development, architectural design, transportation, public amenities and streetscape, and connectivity and marketing; and

WHEREAS, the plan incorporates all the above elements and discusses existing conditions, past planning efforts, goals and objectives, recommendations, strategies, and implementation partners, along with a general timeline for achieving the goals of the plan.

NOW, THEREFORE,  
BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE CITY OF COVINGTON, KENTON COUNTY, KENTUCKY:

Section 1

That the adoption of the Roebbling Point Plan is hereby authorized. It is further authorized to submit an application for amendment to the Kenton County Comprehensive Plan to incorporate the Plan as a "Small Area Study."

Section 2

That this order/resolution shall take effect and be in full force when passed and recorded according to law.

  
MAYOR

ATTEST:

  
CITY CLERK

Passed: 9/7/10

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**The Roebling Point Plan**

**City of Covington, Kentucky**  
**2010**

Denny Bowman, Mayor  
Sherry Carran, Commissioner  
Shawn Masters, Commissioner  
Mildred Rains, Commissioner  
Jerry Stricker, Commissioner

Larry Klein, City Manager  
Larisa Sims, Assistant City Manager  
Frank Warnock, City Solicitor  
Beth Johnson, Preservation & Planning Specialist  
Andrew Juengling, Community Development Coop

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# Roebing Point Planning Committee

## Appointees

### City of Covington

Sherry Carran  
Larry Klein  
Beth Johnson

City Commissioner  
City Manager  
Historic Preservation Officer

### Kenton County

Kris Knochelmann

County Commissioner

### Residents

Lisa Sauer  
Gina Estes

### Center for Great Neighborhoods

Tom DiBello

### Property Owners and Developers

Martin Wade  
Dan Cronican  
Paul Shanley  
Chuck Eilerman  
Paul Sartori  
Arn Bortz

The Relish Group  
Keystone  
Molly Malone's  
Huff Realty  
Legacy Financial Advisors  
Towne Properties

### Supporting Interests

Darren Spahr  
Jeanne Schroer

Covington Business Council  
Catalytic Development Fund

### NKAPC Staff

Sharmili Reddy

### Kenton County Planning Commission

Marc Hult

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# SECTION 1: INTRODUCTION



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## **Section 1: Introduction**

### **Section 1.1: Purpose and Background of the Plan**

In July 2008, Progress with Preservation, the local Preservation Advocacy group and the group designated to implement the Preservation section of the Covington Strategic Plan, submitted an application to designate the area bounded by Scott Street on the west, Park Place on the north, Court Street on the west, 3<sup>rd</sup> Street on the north, Sanford Alley on the east, and 4<sup>th</sup> Street on the south as “Historic” and to extend the Ohio Riverside Historic Preservation Overlay Zone to the same area.

A public hearing was held on the issue of designating the area as “Historic” at both the October 20, 2008 and the December 15, 2008 Urban Design Review Board meetings. A public informational meeting was also held at the December 1, 2008 Progress with Preservation meeting. All property owners in the affected area were notified about these meetings.

At the February 24, 2009 Covington Board of Commissioner’s meeting, the area was designated as “Historic.” This designation simply means that the City finds that the area has architectural and historical value that should be preserved. At the same meeting the Board of Commissioners authorized the city to submit an application to the Kenton County Planning Commission for a map amendment to extend the HPO zone to the same area.

On April 2, 2009 the Kenton County Planning Commission held a public hearing regarding the issue. At this meeting the Staff recommended that the HPO zone should be extended to the area and the KCPC recommended that the application should be denied.

At the May 19, 2009 City Commission meeting another Public Hearing was held regarding the issue. On June 29, 2009 the City Commission had a first reading of an ordinance to establish the HPO zone over the original area minus the county building. June 30, 2009 the City Commission had a second and final reading of the ordinance and once this ordinance was signed the area was designated as a Historic Preservation Overlay Zone. At this meeting the City Commission also concluded that it was necessary to undertake a study and plan of the area addressing the development concerns and to determine if the Historic Preservation Overlay zone is the best avenue for addressing these concerns.

### **Section 1.2: Public Participation**

Many opportunities for public input and comment were made available throughout this planning process. Public participation was solicited through several avenues: the selection of a committee made up of stakeholders in the area; one on one stakeholder meetings with property owners, residents, businesses and other organizations; and two public meetings, open to the general public. Throughout the nine month process of creating the Roebling Point Plan, 9 committee meetings were held where various topics were discussed. The role of the committee was to: attend meetings; review materials and provide feedback and discussion; participate in public outreach and provide public input; build consensus for practical planning and implementation

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strategies; recommend the plan for adoption; and to work with city staff (and others as appropriate) to apply planning and implementation strategies.

The majority of the one on one stakeholder interviews took place in February and March. Information from these meetings were used to inform and guide the discussions of the Committee Meetings. Two public meetings were held to gather input and information and to present the draft findings and recommendations of the plan. Appendix A includes a list of the stakeholder interviews. All the Planning Committee meetings were announced through public notices in the paper, the City E-News or an E-Blast, on the City website, and were open to the public (in conformance with the open meetings law).

Final presentation and adoption of the plan to the City Commission was made on August 24, 2010.

Below is a discussion that gives an overview of the Roebing Point Planning Committee meetings and the Public Meetings.

**December 7, 2009 - Planning Committee:** This was the first official meeting of the Roebing Point Committee. At this meeting general discussion was held about the purpose, goals, and vision for this plan. Staff reviewed previous plans and planning efforts as well as current plans within the surrounding area, specifically in the Downtown Commercial District and along the Riverfront. The Committee discussed attributes that make the area unique as well as needs, challenges, and opportunities that they see in the area.

**January 11, 2010 - Planning Committee:** This meeting's discussion was centered on reviewing and confirming the scope, goals, objectives, and boundaries for the study. Staff also presented existing conditions related to land use, zoning, architectural design, historic preservation, and economic conditions. The Committee began to create a list of people that should be included in the Stakeholder interviews.

**February 17, 2010 - Planning Committee:** Staff reported on the stakeholder interviews to date and also continued the discussion on existing conditions including additional information on economic conditions that included results of a building conditions survey, vacancy rates, and demographics. There was also a review of projects and plans in the surrounding area that will affect the Roebing Point area.

**March 22, 2010 - Public Input Meeting:** The purpose of the Public Input Meeting was to gather ideas, thoughts, opinions, and input from the public concerning land use, massing, and design issues within the Roebing Point Area. Approximately 430 mailed notices were sent to property owners, tenants, and business owners within the boundaries of and in adjacent surrounding areas to the study area. The meeting was also announced via the City's E-News and E-blast, and on the City website. At the meeting there were approximately 40 people in attendance.

**May 3, 2010 - Planning Committee:** The Planning Committee discussed the results of the March 24, 2010, Public Meeting (See Appendix B). Staff presented the preferred options for

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design elements and different scenarios for development within the Roebbling Point area. Zoning issues and comparisons of different zoning classifications were also discussed.

**May 24, 2010 - Planning Committee:** Staff presented refined design and development scenarios. The Committee started discussing potential strategies related to land use, design guidelines, streetscape and transportation.

**June 21, 2010 - Planning Committee:** Staff presented a draft of recommendations for land use, growth and redevelopment, architectural design and implementation. The Committee reviewed the draft and proposed changes.

**June 28, 2010 - Planning Committee:** Staff presented a draft of recommendations for public amenities/streetscape, connectivity/marketing, and implementation. The Committee reviewed the draft and proposed changes.

**July 12, 2010 - Planning Committee:** Staff presented a draft of the existing conditions, public participation summary and revisions to the remaining chapters of the plan to the Committee for review and comments. The Committee also prepared for the next public meeting.

**August 2, 2010 - Public Meeting/Presentation of Plan:** Staff and the Planning Committee presented the Roebbling Point Plan to the public. Emails were sent to participants from the first public meeting and a meeting notice was also included in the City's E-News and E-blast. There were 32 people that attended the meeting.

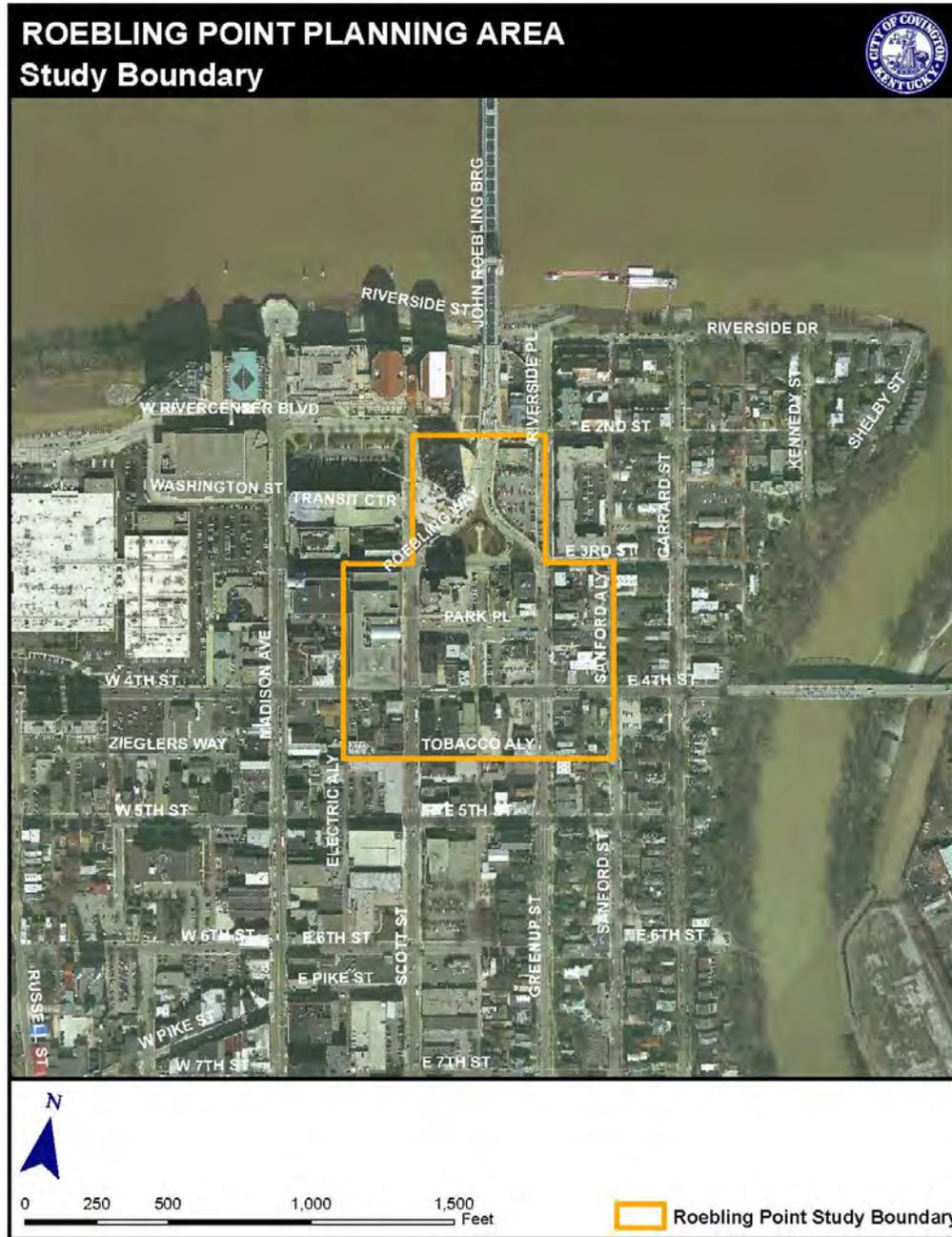
**August 16, 2010 – Planning Committee:** Staff presented the comments from the August 2, 2010 meeting and final changes to the document. The Committee recommended approval of this Plan to the Commission.

**August 24, 2010 – Board of Commissioners' Legislative Meeting:** Staff made presentation to the City Commission outlining the process, findings and recommendations of the Draft Plan. At this time, Commission voted to table the Plan in order to have more time to review the document.

**September 7, 2010 – Board of Commissioners' Legislative Meeting:** O/R-193-10, adopting the Roebbling Plan, was approved by City Commission.

### Section 1.3: Study Boundary

The committee was presented with several options for consideration of the boundaries of study for this plan. The group agreed on a two tiered approach to the process: 1) looking specifically at projects, design, and incentives in an the area including and surrounding the HPO expansion (See map below), and 2) taking a broader look at how this area and the activities within it relate and connect to other activities nearby in the city; Time Star Commons, for example (a review of these activities is provided in Section 2: Planning Efforts in the Roebing Point Area).



## ROEBLING POINT PLANNING AREA Surrounding Activities



### Section 1.4: Links to the Strategic Plan

Based on initial comments from the Committee, the City’s Strategic Plan was reviewed to identify commonalities and supporting strategies. Based on this initial input (below), the goals and objectives found in this plan were formed.

### **DEVELOPMENT/ LAND USE**

#### Steering Committee Comments

- Build on past efforts
- Provide framework for redevelopment
- Clarify actions of the County
- Incentives - Fill up the empty buildings
- Promote current incentives - Find out what is working, what is used and how often
- Public/Private partnership to accomplish tasks

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### Related Strategies from Strategic Plan

- Develop productive working relationships with the public and private sector organizations and share historic preservation objectives with them so they will adopt and promote the same objectives.
- Identify and recruit key businesses that are needed to improve residential living in downtown Covington and continue the expansion of the Madison Avenue and Covington Square entertainment districts.

## **ARCHITECTURAL DESIGN**

### Steering Committee Comments

- Need for guidelines with flexibility revolving around what is important for this specific area.
- Sense of Place
- Historic architecture with spaces for new development
- Identify what “uniqueness” we should protect
- Building scale considerations
- Programs such as façade lighting (grants)

### Related Strategies from Strategic Plan

- Apply for historic overlay zones for the historic areas of Covington for which an overlay does not currently exist, within interested neighborhoods.
- Apply for an historic overlay zone for the area between 3rd and 4th Streets, from Sanford to Madison.

## **PUBLIC AMENITIES/ STREETScape**

### Steering Committee Comments

- Public spaces
- Gathering Spots
- Public improvements at Park Street
- Bury the power lines
- Enhance sidewalks – pavers
- Trash receptacles
- Safety

### Related Strategies from Strategic Plan

- Improve the appearance and usability of downtown Covington through new infrastructure improvements, provide more resources to make downtown clean and safe, and create and maintain parks and other spaces in the downtown area that are inviting to the public.
- Create new greenspace and enhance existing parks/greenspace to better meet their intended purposes.
- Identify and address public safety, cleanliness, and maintenance issues in city parks.

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## **TRANSPORTATION**

### **Steering Committee Comments**

- Better east west access, but not increase congestion
- Slowing traffic to attract interest
- Enhance pedestrian facilities, access and pedestrian scale– walkability
- Install sidewalk bump outs for traffic calming and additional pedestrian enhancement

### **Related Strategies from Strategic Plan**

- Improve automobile traffic flow and its compatibility with pedestrians and bicyclists and make public parking for automobiles more attractive, easier to use, and easier to find.
- Design a systematic, multi-modal transportation network along rights-of-way.
- Plan for walking, biking, public transit, and automobile transportation modes and automobile parking throughout the city.

## **CONNECTIVITY/ MARKETING**

### **Steering Committee Comments**

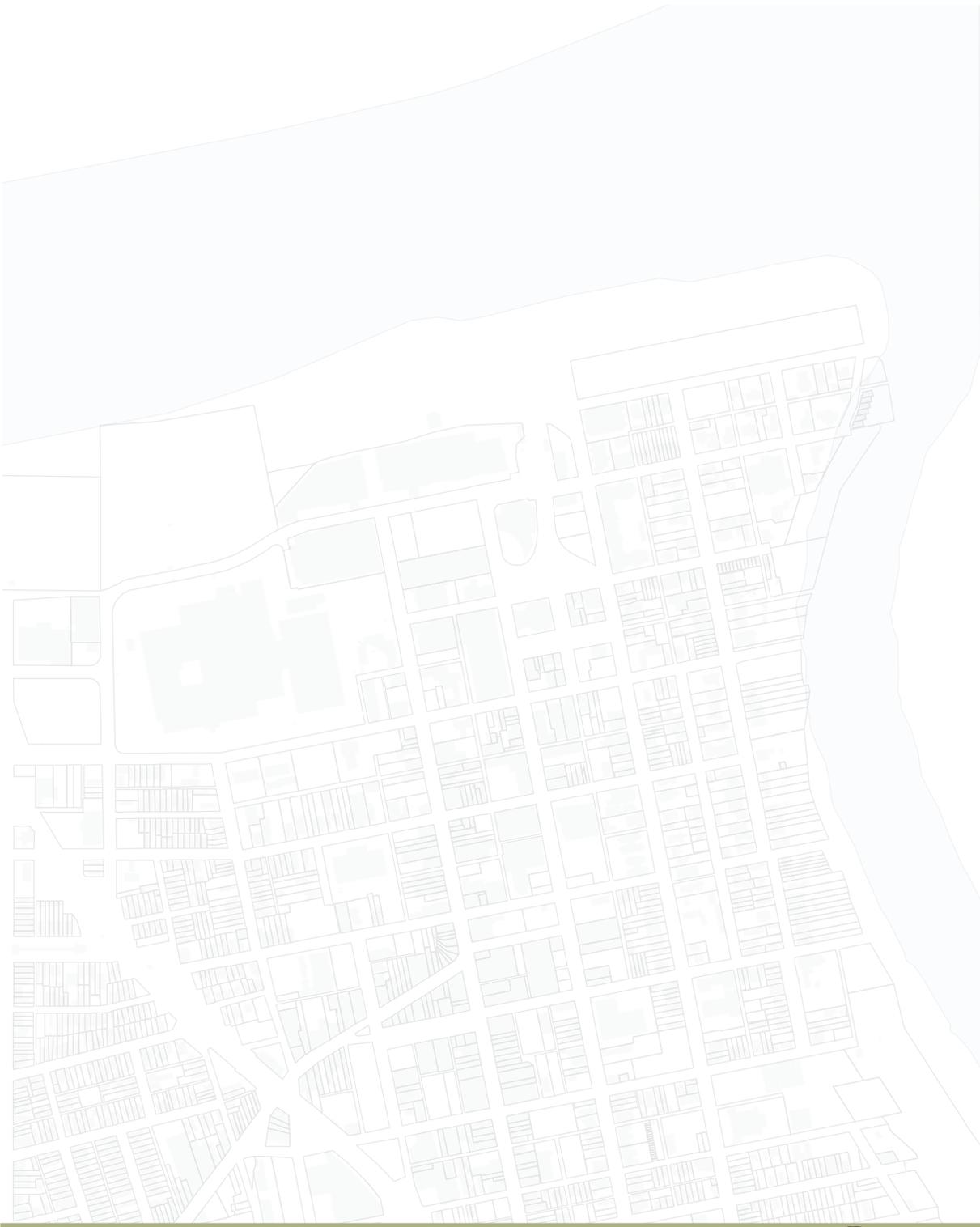
- Geographic location
- What relationship does this have with other things going on in the area?
- Connect to Time Star Commons and the Riverfront
- Relation to the river and “neat” spaces
- The Roebling Bridge!

### **Related Strategies from Strategic Plan**

- Create and sustain strong relationships with governments, civic groups, and businesses to develop a marketing effort, including the creation of a brand identity, which reflects Covington’s “soul” emanating from its uniqueness, including its architecture and heritage.
- Promote the downtown commercial districts and improve the positive image of downtown through concerted marketing efforts.
- Get people into Covington for safe and successful events.
- Bring people to the water’s edge by increasing the desirability of river corridors and increasing the opportunities for social gathering places and river-oriented recreational activities.

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SECTION 2: PLANNING EFFORTS IN THE ROEBLING POINT AREA



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## **Section 2: Planning Efforts in the Roebling Point Area**

In addition to the City wide strategic planning effort previously discussed, many other planning efforts have been completed in the Roebling Point area. The following brief summaries include general information from planning efforts that specifically discussed and made recommendations for the current planning area. Many strategies identified in these plans have been accomplished, many may still be valid, and many are no longer applicable.

**1973: Central Covington Development Plan:** This plan called for a civic center in the area, surrounded by general commercial and high density residential uses. General goals of the plan included linking the commercial core and riverside area, ensuring compatibility with adjacent areas and a prioritization of public open space. Permitted land uses included office, hotels and motels, and public and semi public uses.

**1980 Riverfront Development Plan: Addendum #5 1981 – Expired 2000:** Recommended land uses from this plan included public uses (the county building), ground floor office with residential on top floors, office, commercial and ground floor commercial with office on top floors. Considerations for this plan included that recommendations be implementable, that the historic character of surrounding areas was considered, that activities in the area work in conjunction with other commercial areas in the city, that parking, pedestrian and vehicular circulation and mass transit were considered and that all interested parties and stakeholders were taken into consideration. This plan also included schematics for design and scaling of buildings in the area, recognizing the transition from larger scale on the west to small scale (residential) on the east.

**1998 Southbank: Park Place Concept Plan:** This concept focused on creating public spaces, closing the street system, and adding greenspace and landscaping around “Park Place Square”. Restaurants and other businesses were to complement condominiums, and the park and public plaza.

**July 2001: Downtown Covington Core Planning Initiative (never adopted):** This plan included the concept for a Governor’s Square Entertainment District. Recommended land uses included restaurants and clubs, galleries and gifts, music stores, street vendors and entertainers. The plan focused on design elements such as pedestrian and streetscape enhancements, greenspace and infill development. Planning considerations included the recognition of Park Place as the home of the first public square, gateway enhancements such as adding greenspace, signage, landscaping and lighting, and the redevelopment of jail site to mid-rise mixed use. Programmatic efforts such as effective project management, design and development guidelines and economic development efforts were highlighted as important implementation activities.

**2006 Area Wide Comprehensive Plan:** The recommended land use map identifies the area for office and community facility uses, surrounded by high density residential to the east. The text identifies the area of “Covington Square” as bounded by 3<sup>rd</sup> street on the north, Greenup Street on the east, 4<sup>th</sup> Street on the south and Scott Street on the west. This area is recommended to be combined retail, office, and residential development. Specific recommendations for certain

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locations in the area are spelled out, including 100 Park Place being developed as a twelve story building with hotel, condominium and retail space.

**2007 Southbank- Riverfront Commons:** Southbank Partners, a partnership of the five Northern Kentucky river cities including Covington, prepared the Riverfront Commons Master Plan. Riverfront Commons established the framework for an interconnected greenway spanning the riverfront from Ludlow to Dayton. The Southbank plan for Riverfront Commons focused on recreational, public access and regional economic development. Concerning Covington, the plan had a focus on riverbank stabilization. As discussions of the design and method of stabilization occur, stakeholders should stay involved and well informed to make sure that decisions that are made to support development in the Roebling Point area.

**2009 Covington Waterfront Debris Deflection and Bank Stabilization Master Plan:** The Covington Waterfront Stabilization and Debris Deflection Master Plan, funded by a USEPA grant, was one of the first steps in implementing the unified public greenway identified in the Riverfront Commons plan. The fundamental purpose of the master plan was to design a system of shoreline features that can be used in Covington and adapted for other locations to stabilize the embankment, protect public and private infrastructure and reduce damage and maintenance costs caused by debris deposits. The City's plan for the Riverfront focuses two major nodes of activity around the Roebling Bridge. The designs that were created include pedestrian and vehicular access from Roebling Point to the River front.

SECTION 3: INVENTORY AND ANALYSIS OF EXISTING CONDITIONS



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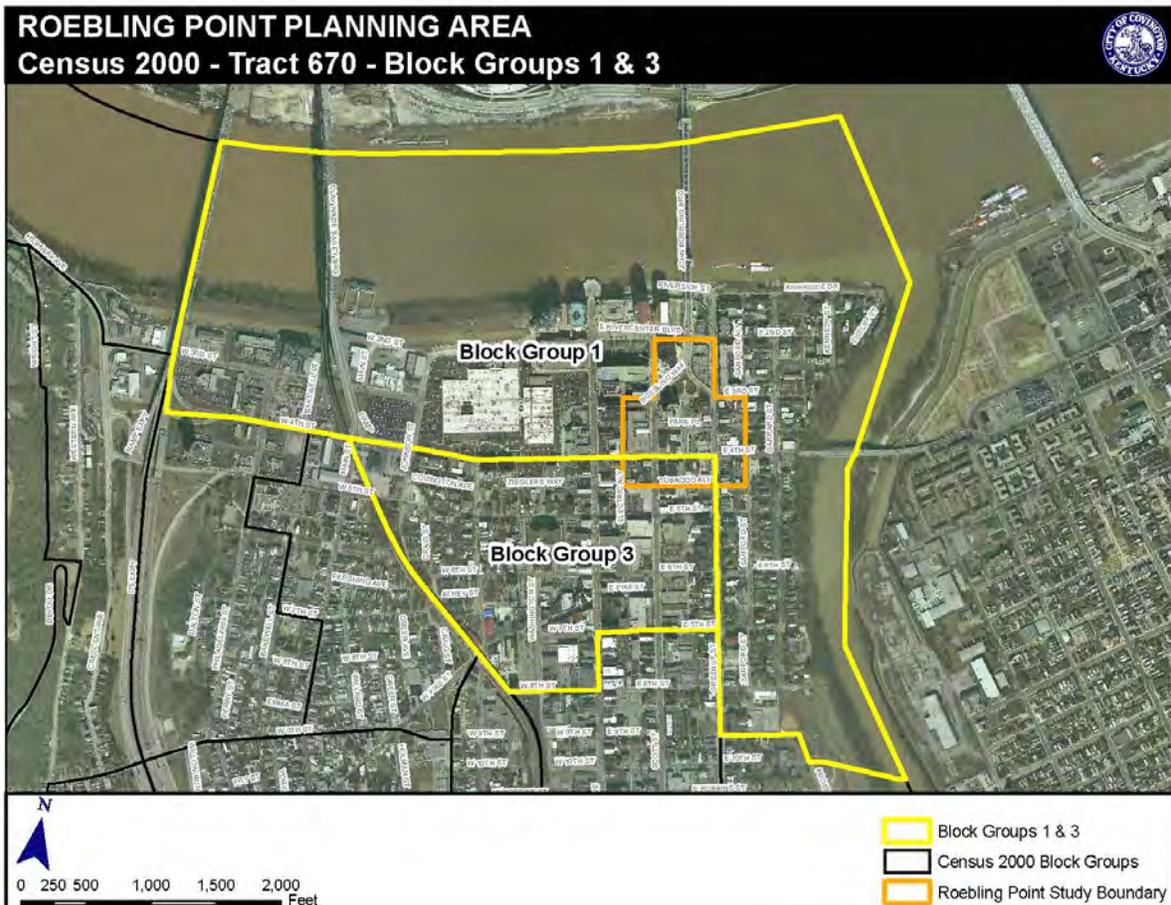
## **Section 3: Inventory and Analysis of Existing Conditions**

Data and analyses of existing conditions, including population, population projections, and population studies, are essential foundations for this Plan. Analyzing baseline data for the plan is necessary to establish a well-grounded plan.

All findings, conclusions, goals, objectives, and policies within this comprehensive plan are based upon relevant and appropriate data and analyses applicable to each element. This Plan does not include original data collection, but makes use of the best data from professionally accepted existing sources, such as information from the United States Census, the City of Covington, the Northern Kentucky Area Planning Commission, and LINK GIS.

### **Section 3.1: Demographics**

A review of the demographics of the area was complete using information from the 2000 Census. While the 2000 Census data is extremely dated information, it does provide a benchmark for this plan to compare the next census information when it becomes available. Census block groups 1 and 3 from Tract 670 were used (see map below). Block group 1 covers most of the riverfront and the Licking Riverside neighborhood. Block group 3 covers areas from Greenup westward to the railroad and from 4<sup>th</sup> Street, south to around 8<sup>th</sup> Street.

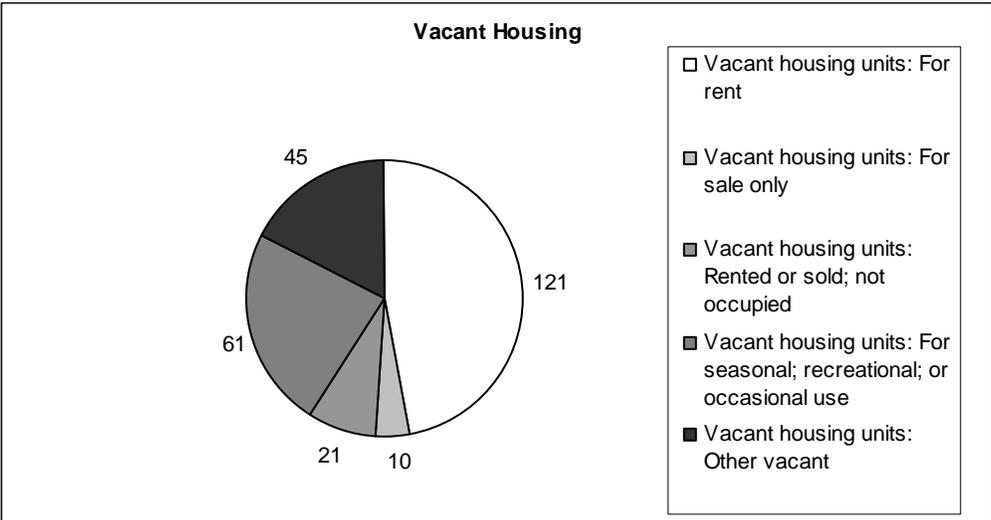
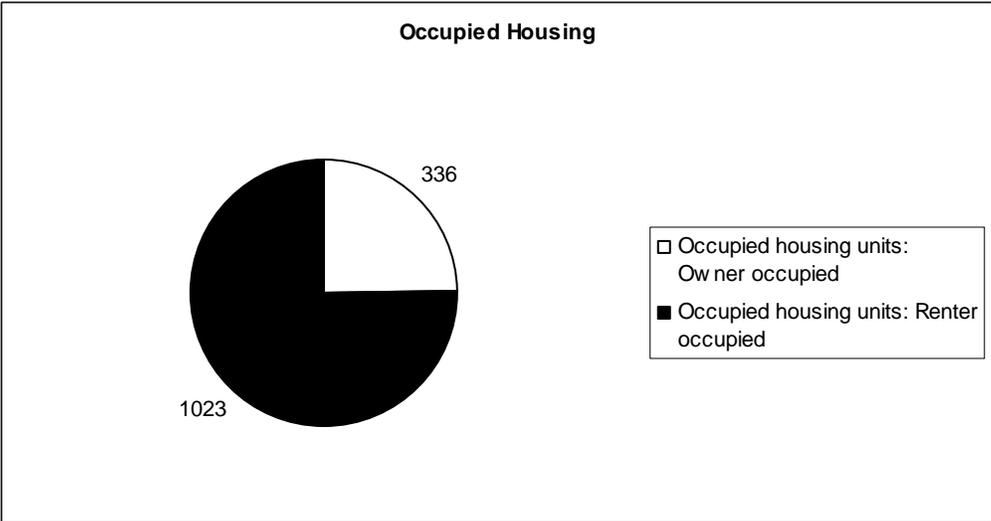
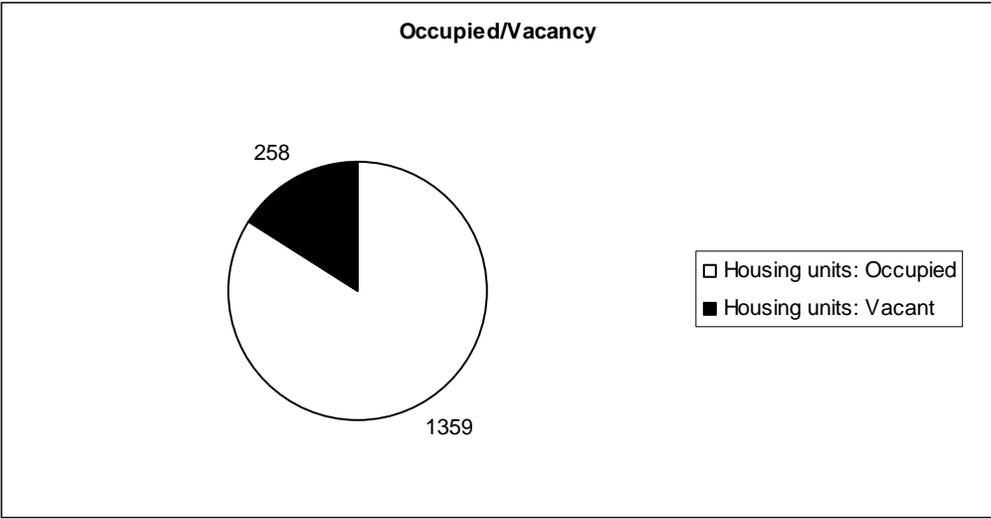


The following tables and charts include information about population size, make-up, median household income, number and type of housing units, and age breakdowns, and were gathered from the Census 2000 Summary File 3 (SF 3).

**Population and Housing Characteristics, 2000**

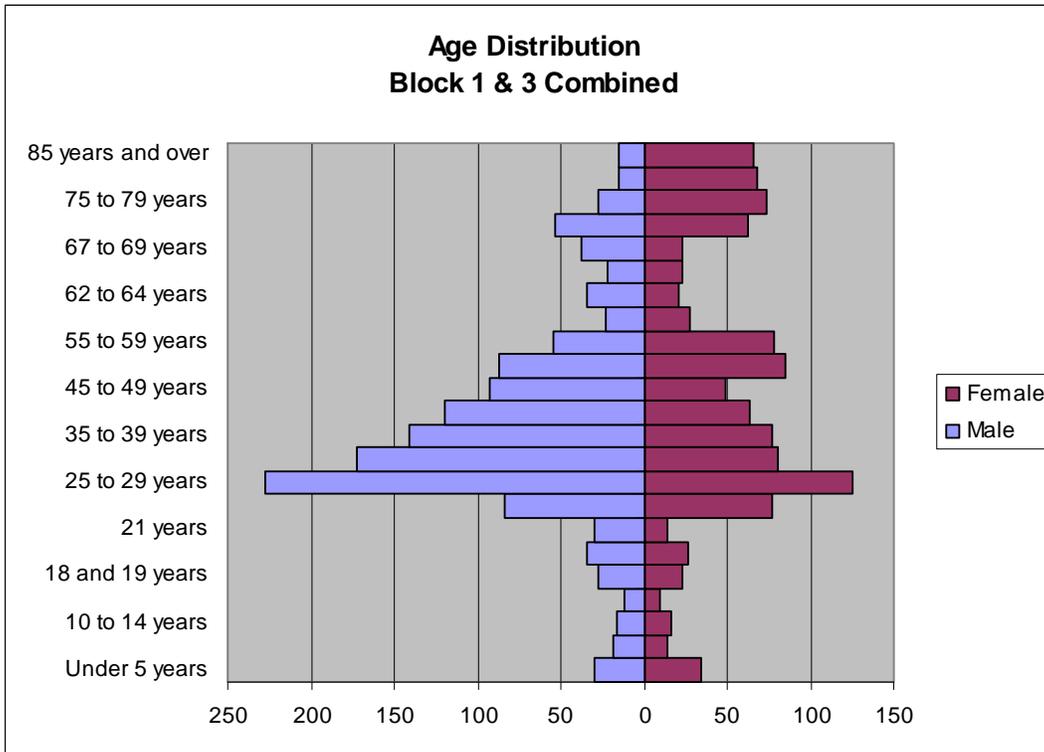
Geography	Block Group 1, Census Tract 670, Kenton County, Kentucky	Block Group 3, Census Tract 670, Kenton County, Kentucky	TOTALS
Total population: Total	1404	1031	2435
Total population: White alone	1137	904	2041
Total population: Black or African American alone	256	76	332
Total population: American Indian and Alaska Native alone	0	0	0
Total population: Asian alone	11	22	33
Total population: Native Hawaiian and Other Pacific Islander alone	0	0	0
Total population: Some other race alone	0	0	0
Total population: Two or more races	0	29	29

Households: Median household income in 1999	\$ 42,742.00	\$ 21,150.00	
Housing units: Total	767	850	1617
Housing units: Occupied	664	695	1359
Housing units: Vacant	103	155	258
Occupied housing units: Owner occupied	222	114	336
Occupied housing units: Renter occupied	442	581	1023
Vacant housing units: For rent	46	75	121
Vacant housing units: For sale only	4	6	10
Vacant housing units: Rented or sold; not occupied	7	14	21
Vacant housing units: For seasonal; recreational; or occasional use	31	30	61
Vacant housing units: Other vacant	15	30	45
Housing units: Median year structure built	1939	1949	



**Age Characteristics, 2000**

	<b>Block Group 1, Census Tract 670, Kenton County, Kentucky</b>	<b>Block Group 3, Census Tract 670, Kenton County, Kentucky</b>	<b>TOTALS</b>
Male & Female	1437	1071	2,508
Under 5 years	23	41	64
5 to 9 years	11	21	32
10 to 14 years	6	26	32
15 to 17 years	5	16	21
18 and 19 years	27	23	50
20 years	48	12	60
21 years	30	14	44
22 to 24 years	104	57	161
25 to 29 years	233	120	353
30 to 34 years	168	84	252
35 to 39 years	132	86	218
40 to 44 years	123	60	183
45 to 49 years	92	50	142
50 to 54 years	108	64	172
55 to 59 years	87	46	133
60 and 61 years	30	20	50
62 to 64 years	33	22	55
65 and 66 years	20	25	45
67 to 69 years	19	42	61
70 to 74 years	45	70	115
75 to 79 years	25	76	101
80 to 84 years	37	46	83
85 years and over	31	50	81



### Section 3.2: Land Use

Existing land use information was gathered using data from LINK GIS which reflects data from the Property Valuation Administrator. This data was manipulated into general land use categories of commercial, office, mixed use, multi-family residential, single- and two-family residential, parking, and vacant properties. Examples of commercial uses are restaurants, cafes, and gas stations. Mixed uses include those with multiple types of uses in the same building, such as office/retail or residential/retail, etc.

There are over 10 acres within the study area (not including rights-of-way). The majority of the area is currently occupied with commercial and office uses. The “Ascent” makes up a large portion of the multi-family residential acreage in the area. There are approximately 70 properties located in the study area. Similarly, the majority of those properties contain commercial and office uses.

Staff will be conducting building surveys to verify and gather additional land use information for the study area. The following maps and figures illustrate this datum.

# ROEBLING POINT PLANNING AREA

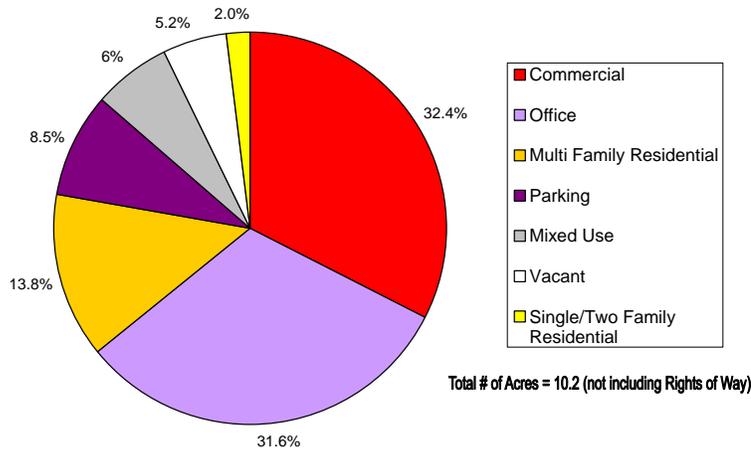
## Existing Land Use



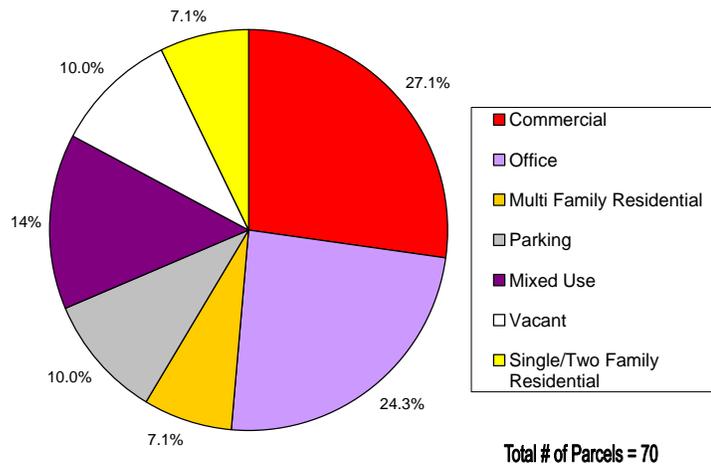
## Land Use Characteristics

Land Use Category	# of Acres	% Land Use (acres)	# of Parcels	% Land Use (parcels)
Commercial	3.53	32.4%	19	27.1%
Office	3.44	31.6%	17	24.3%
Multi Family Residential	1.50	13.8%	5	7.1%
Parking	0.92	8.5%	7	10.0%
Mixed Use	0.70	6%	10	14%
Vacant	0.57	5.2%	7	10.0%
Single/Two Family Residential	0.22	2.0%	5	7.1%
Total	10.89	100%	70	100%

Percent Land Use (By Acreage)



Percent Land Use (By Number of Parcels)



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### Section 3.3: Building Survey and Selected Economic Conditions

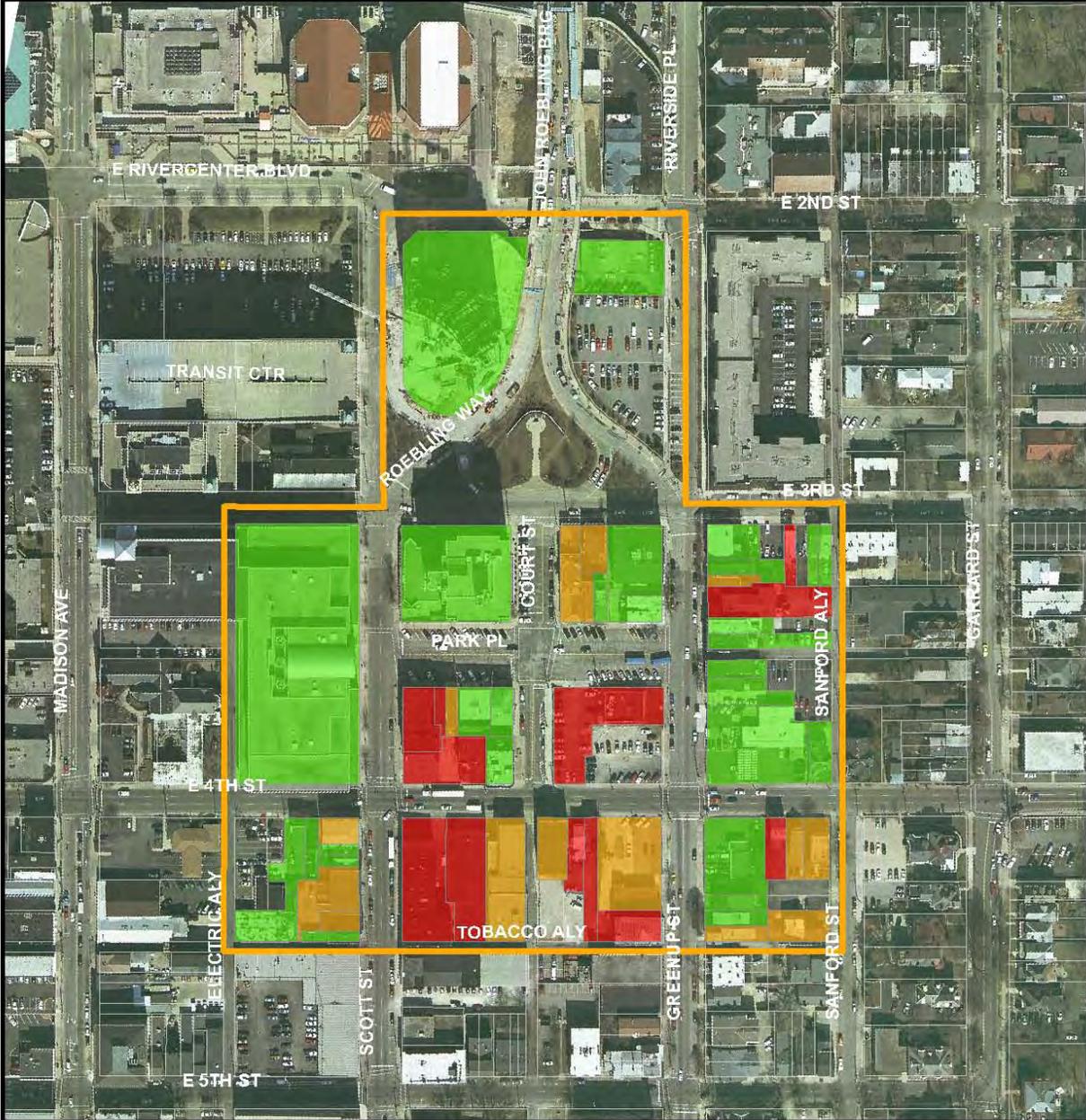
An exterior building survey was conducted for the area. The purpose of the existing conditions survey was to gather information based strictly upon physical appearance of the existing building stock in the study area. The purpose of the survey was not for structural evaluation or to determine code violations. Each building was rated on a scale from 1 to 6 (6 being the best condition) based upon appearance of the structure's foundation, stairs, rails, porches, exterior surface, window/doors, roof/roof elements, yard/landscaping, and out buildings (if present). Existing conditions were also based on the general upkeep of the property, this includes whether or not the structure and/or lot was vacant or partially vacant. The properties were then grouped into three categories; "Property needs major assistance," "Property needs minor assistance," and "Property in good condition."

The findings of the physical conditions survey demonstrated that of the 52 properties surveyed, 11 were in need of major assistance, 13 were in need of minor assistance, and 28 were in good condition. The findings were determined strictly by existing physical conditions from the exterior of the building. Generally, the final building condition correlated with the vacancy and occupancy status. The majority of vacancies occur south of Park Place between Greenup & Scott within the study area, and this correlates to this area having the highest concentration of properties that need major assistance.

Through existing land use condition observations, the study area is primarily commercial (retail and office) with residential to the east and southeast. There is opportunity for mixed use in many of the existing buildings due to vacancies on second, third floors, etc. In comparison to existing land use observations and previously recorded land uses (Kenton County PVA Records), the main differences occur between the types of commercial operation.

# ROEBLING POINT PLANNING AREA

## Overall Property Conditions



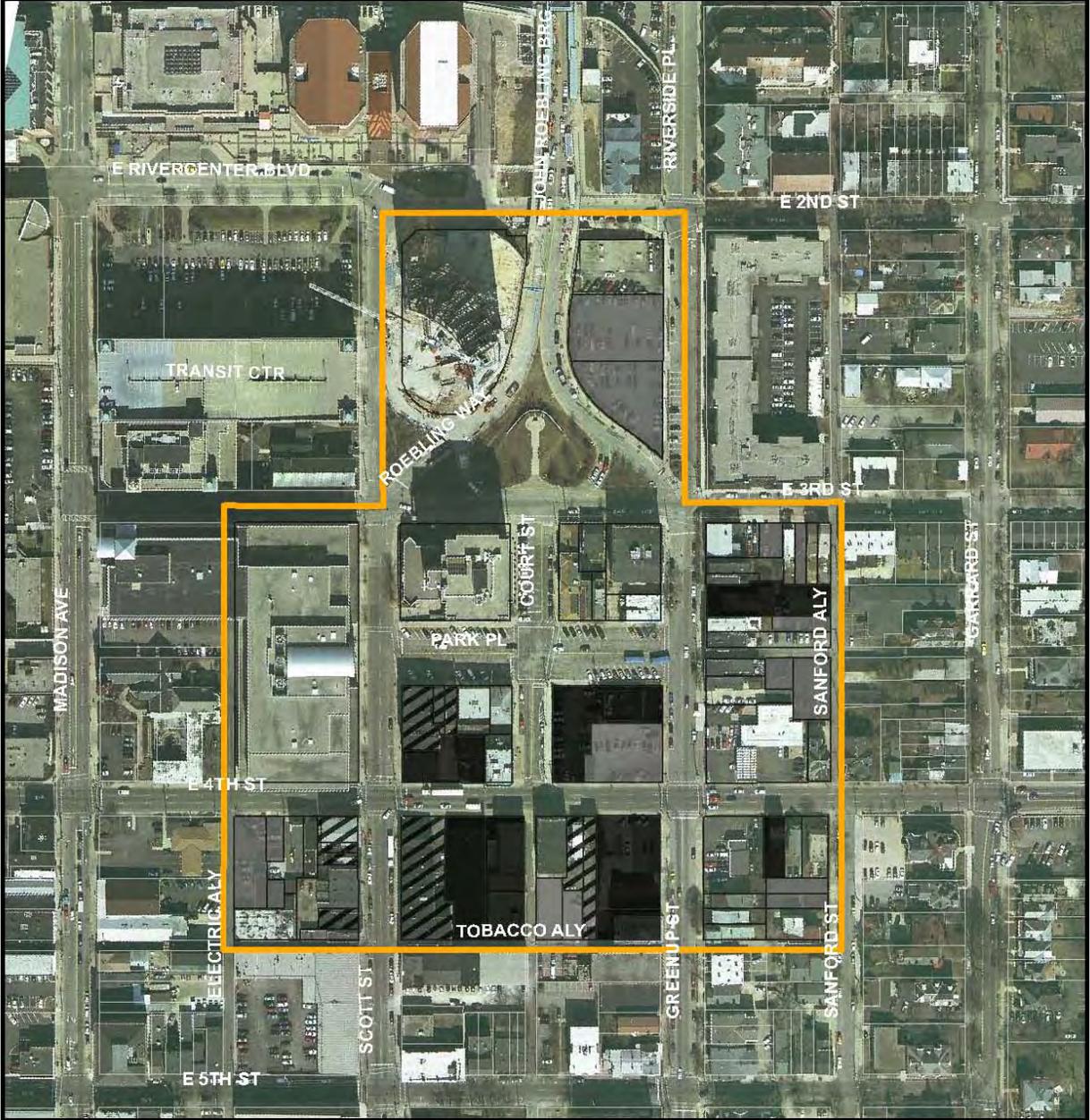
0 50 100 200 300 400 500 600  
Feet

### Overall Property Conditions

- Needs Major Assistance
- Needs Minor Assistance
- Property is in Good Condition

# ROEBLING POINT PLANNING AREA

## Existing Vacant Properties



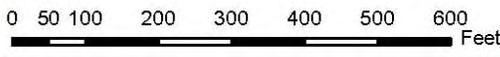
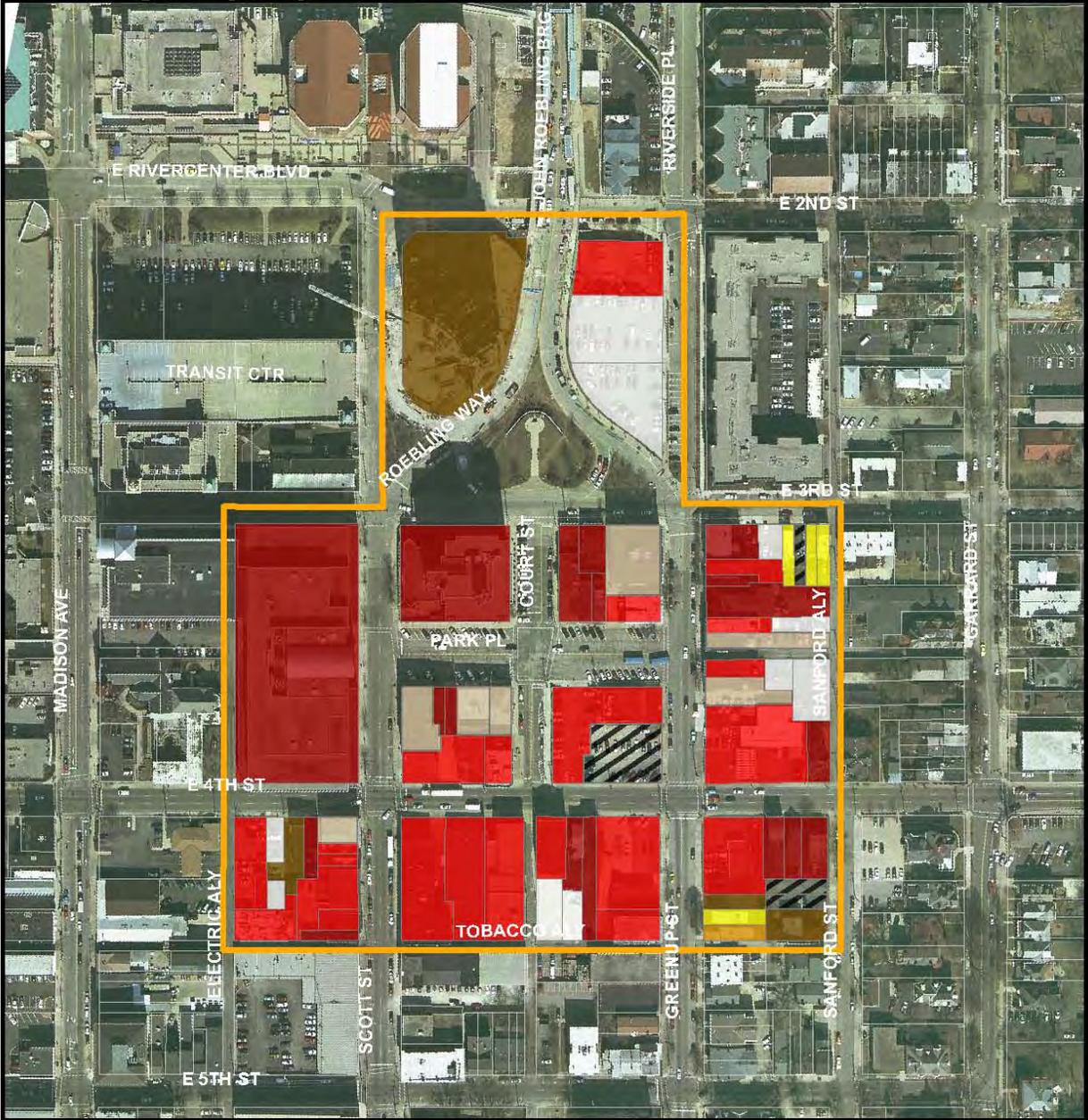
0 50 100 200 300 400 500 600 Feet

### Vacancy Type

- Vacant Lot
- Vacant Structure
- Partial Vacancy

# ROEBLING POINT PLANNING AREA

## Existing Property Use



### Property Use

- |  |  |
|--|--|
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #800000; border: 1px solid black;"></span> Commercial (Office)              | <span style="display: inline-block; width: 20px; height: 10px; background-color: white; border: 1px solid black;"></span> Other (Paved Lot)  |
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #FF0000; border: 1px solid black;"></span> Commercial (Retail)              | <span style="display: inline-block; width: 20px; height: 10px; background-color: #FFFF00; border: 1px solid black;"></span> Single Family  |
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #D2B48C; border: 1px solid black;"></span> Mixed Use (Retail/Office w/ Apt) | <span style="display: inline-block; width: 20px; height: 10px; background-color: #FFA500; border: 1px solid black;"></span> Two Family   |
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #8B4513; border: 1px solid black;"></span> Multi Family                     | <span style="display: inline-block; width: 20px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, black 2px, black 4px); border: 1px solid black;"></span> Vacant Land |

---

## Section 3.4: Transportation

A multi-modal transportation environment exists in the Roebling Point area. Sitting at the foot of one of the City's most notable transportation (and architectural) features, the Roebling Bridge, the area is complimented with an urban grid street pattern, sidewalks and transit access. Currently the Roebling Bridge is closed due to painting and maintenance, but will reopen to enjoy new transit access via TANK shuttles that are sized to fit the bridge.

Currently, however the Southbank Shuttle provides connections to the cities of Newport, Cincinnati and Covington, which stops at many area attractions, including stops along Park Place and Greenup Street within the study area.

The TANK Transit Center is located just west of the study area between Madison Avenue and Scott Street, just north of 3<sup>rd</sup> Street. TANK bus routes exist along Madison and Scott and Greenup as well.

The existing traffic circulation patterns in the study area consist of a series of both one- and two-way streets as follows:

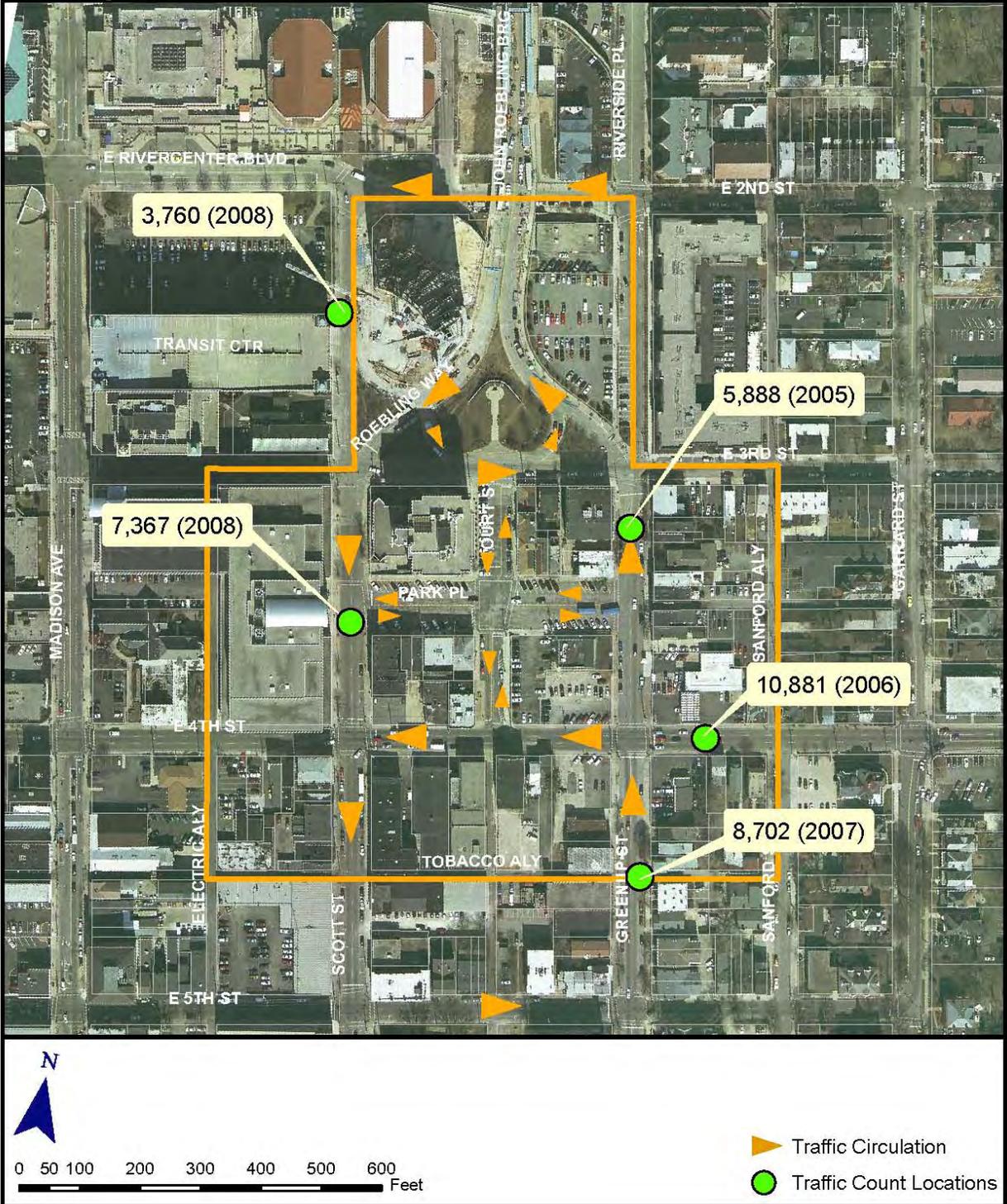
- Scott Street – two lanes, one-way, south
- Court Street, two-way, one lane each way
- Greenup Street – two lanes, one-way, north
- E. 2<sup>nd</sup> Street – two-way, one lane each way
- E. 3<sup>rd</sup> Street – one lane, one-way, east
- Park Place- two-way, one lane each way
- E. 4<sup>th</sup> Street – three lanes, one-way, west

Various traffic counts (Average Daily Traffic) have been taken at locations in the study area as follows:

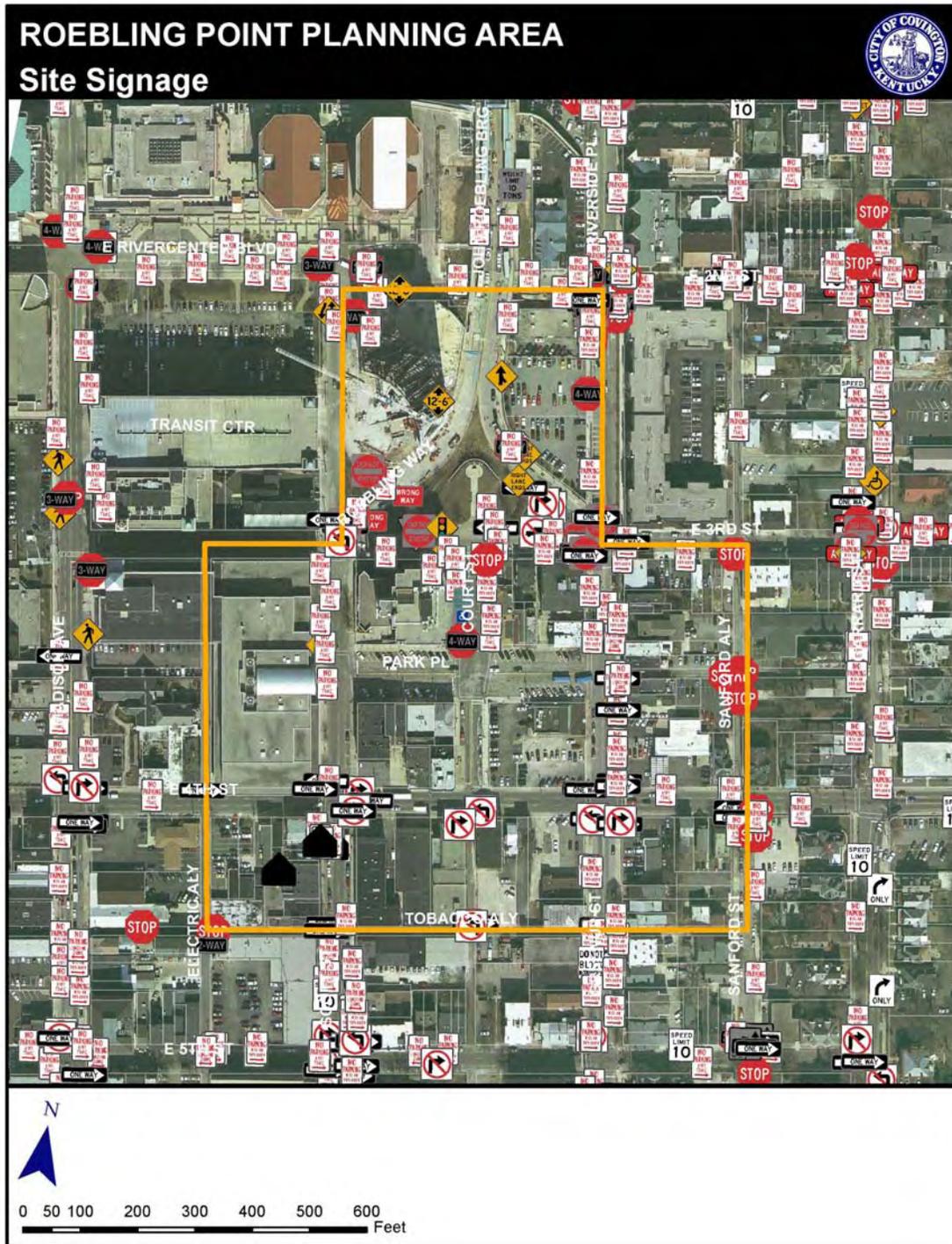
- Scott Street, between E 2<sup>nd</sup> and E 3<sup>rd</sup> Streets: 3,760 (2008)
- Scott Street, between Park Place and E 4<sup>th</sup> Streets: 7,367 (2008)
- Greenup Street, between E. 3<sup>rd</sup> and Park Place: 5,888 (2005)
- Greenup Street, between E 4<sup>th</sup> Street and Tobacco Alley: 8,702 (2007)
- E 4<sup>th</sup> Street, between Sanford Street and Greenup Street: 10,881 (2006)

# ROEBLING POINT PLANNING AREA

## Transportation

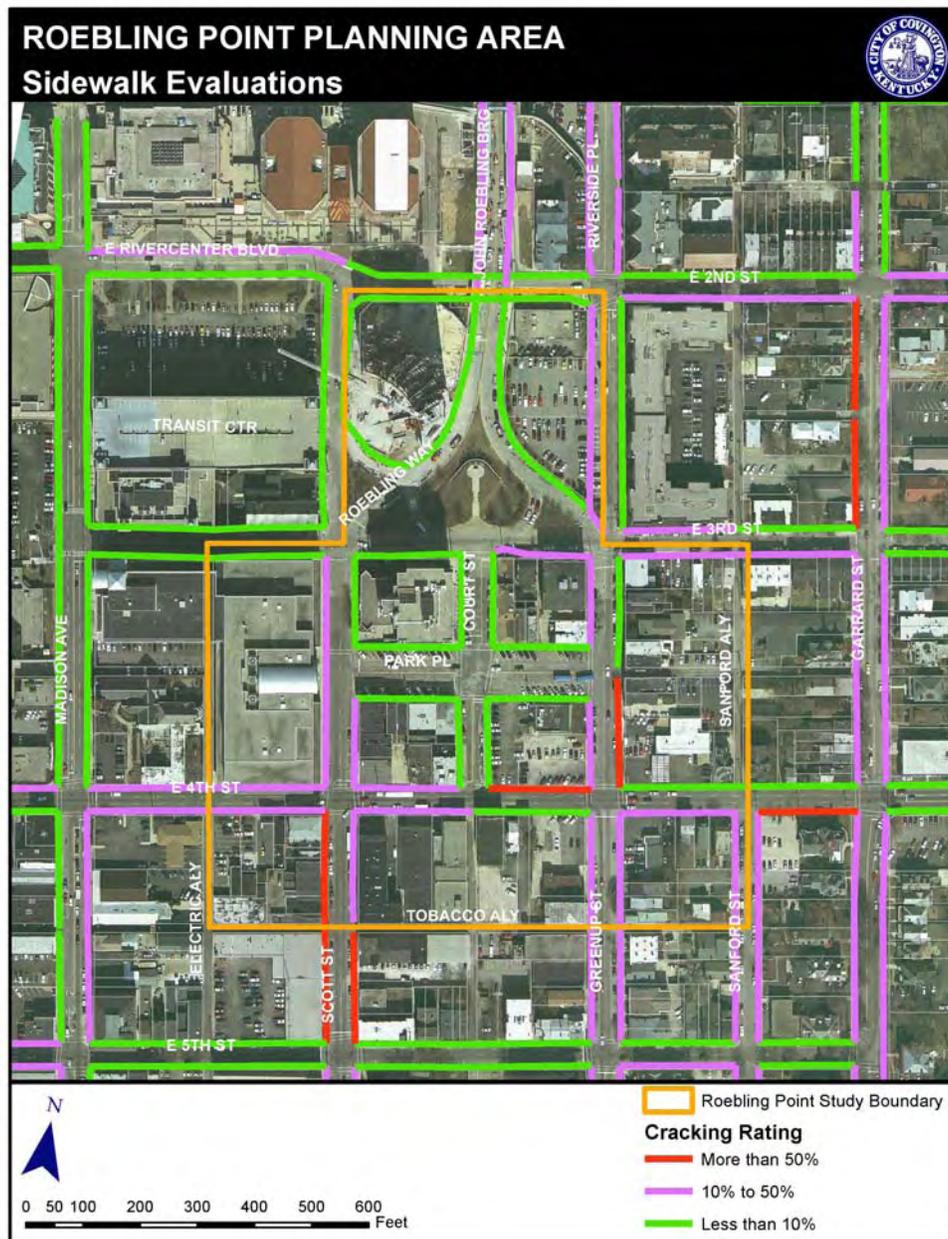


Signage in the study area was also noted as an issue. Currently signage in the area revolves largely around the automobile: parking, one way streets, stop signs etc. The map below depicts the existing signage situation. While much signage exists, there are few, if any signs to orient pedestrians or to direct traffic to parking areas. The signage map includes all roadway signs except street name signs at intersections. All regulatory, warning, and no parking signs were collected.



The sidewalks in the Roebling Point area are also a concern. The map below depicts the condition of the sidewalks, which range from low to high percentages of “cracking”. Most of the Roebling Point area has less than 10% cracking with only a few areas with more than 50%, which are along 4th and Greenup Streets.

The process for documenting and creating this data started with identification of the width of each area of sidewalk that was cracking, settling, heaving, or spalling. The information was input into a database and then the total width of problems found was divided by the total length of the particular segment of sidewalk. This is where the less than 10%, 10-50%, over 50% numbers come from you see on the map. Cracking on the map encompasses any type of maintenance issue.



### Section 3.5: Zoning

The area is currently zoned CG (Commercial – General). The CG zone is intended to accommodate a very wide variety of commercial uses and development styles. Buildings typically are larger and more intensive than in neighborhood type commercial zone. The zone is intended to accommodate mixed-use buildings with residential dwelling units above the ground floor. The CG zone in this area is combined with the dash 3 intensity (lot and building standards) designations and with the “P” character designations. Zoning in portions of the area were recently amended to include a Historic Preservation Overlay (HP-O). The HP-O Zone is intended to preserve structures that are of importance for cultural, historical or architectural reasons. Alterations of appearance, new construction, demolitions and relocations must receive a Certificate of Appropriateness from the Historic Preservation Office.

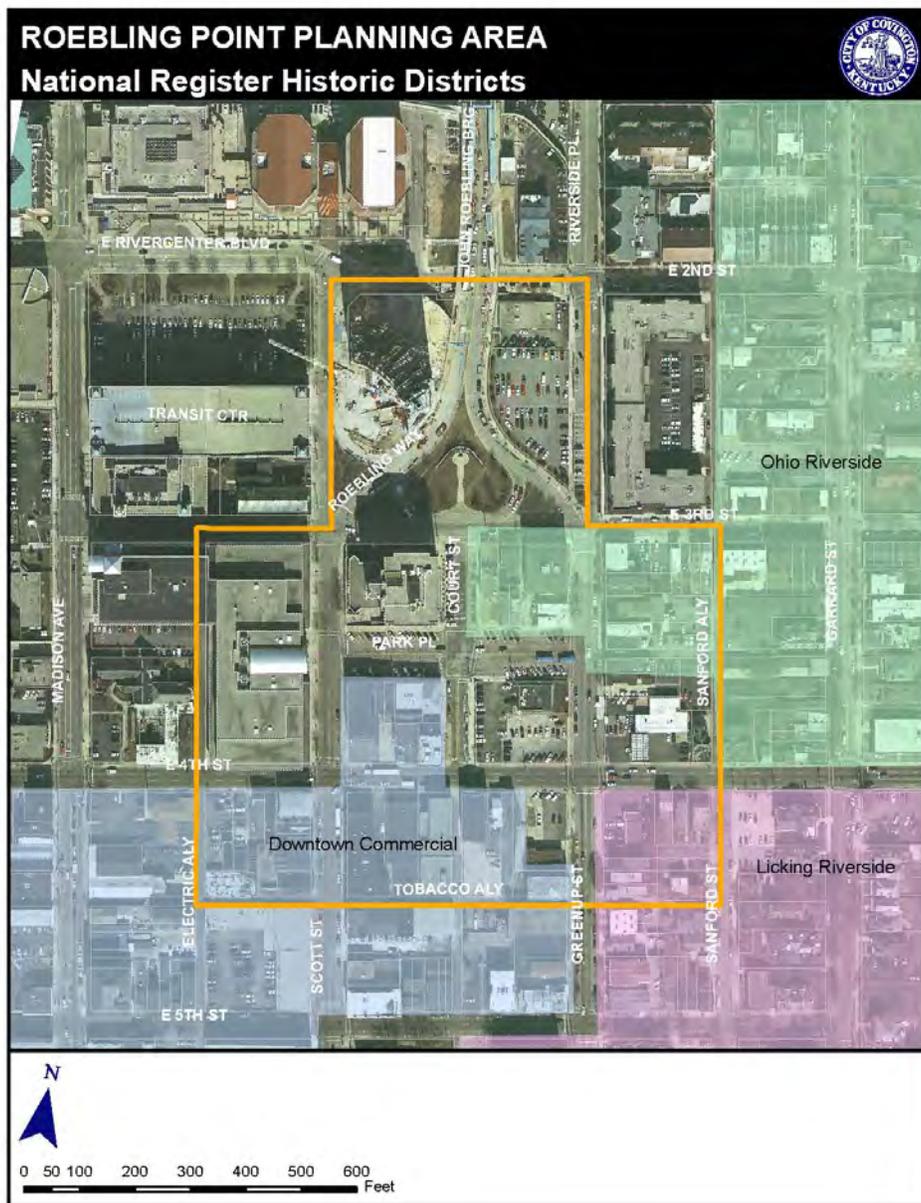


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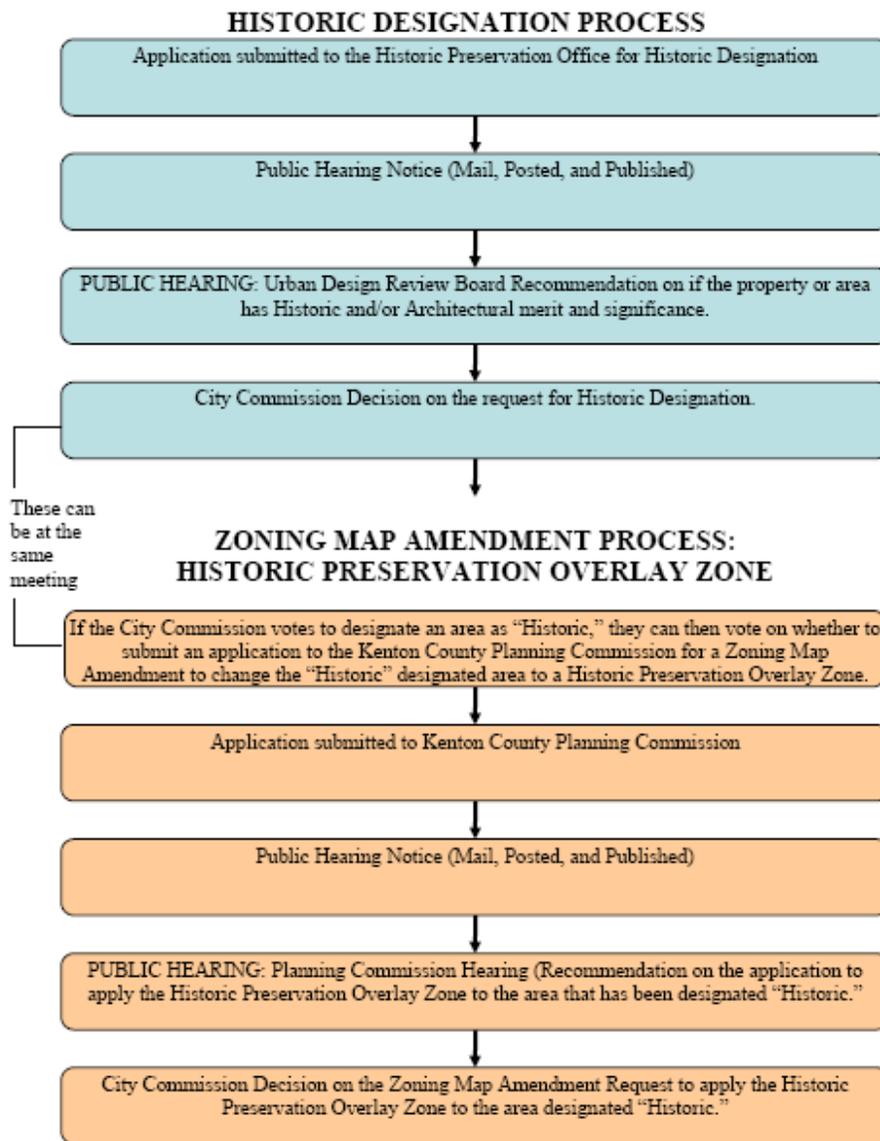
## Section 3.6: Historic Preservation

Two types of historic designations exist within the study area: the National Register of Historic Places and the local Historic Preservation Overlay Zone.

The National Register is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect our historic and archeological resources. Properties listed in the Register include districts, sites, buildings, structures, and objects that are significant in American history, architecture, archeology, engineering, and culture. The National Register is administered by the National Park Service, which is part of the U.S. Department of the Interior. There are no requirements or restrictions to changes or maintenance on the property unless federal money attached to a project that is affecting the site.



HPO (Historic Preservation Overlay) areas in the City of Covington are designated areas that are established to preserve structures, buildings, appurtenances, and places that are of basic and vital importance for the development of the culture, because of their association with history; because of their unique architectural style and scale, including color, proportions, form, and architectural details; or because of their being a part of or related to a square, park, or area of cultural, historical, or architectural importance to the city. The Historic Preservation Overlay is a zoning overlay, and as it is attached to zoning, non-compliance with the regulations of the zone have the same legal ramifications as other zoning and code laws. Within Historic Preservation Overlay Zones all exterior changes must go through the Certificate of Appropriateness process and must be in compliance with the *Historic Covington Design Guidelines*.



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To be designated as a Historic Preservation Overlay Zone an historic designation report must be filed with the Historic Preservation Office. Public notice is given prior to a public meeting at the Urban Design Review Board (UDRB) to review the application for historic designation. The UDRB makes a recommendation on the application for the area to be designated “historic”. This recommendation is based on guidelines outlined in the zoning code which state qualifications for an area to be considered architecturally and/or historically significant. The UDRB’s recommendation is then forwarded on the Board of Commissioners. At the Board of Commissioners meeting they make a final determination on designating the area “historic.”

If the Board of Commissioners designates an area as “historic,” they then have the option of starting the zoning map amendment process to place the Historic Preservation Overlay Zone on the area. If the Board of Commissioners decides to submit an application to the Kenton County Planning Commission, public notice is given again and a public hearing regarding the map amendment is heard at the Kenton County Planning Commission. The KCPC makes a recommendation about the map amendment to the Board of Commissioners and the final decision of the map amendment is made at the Board of Commissioner’s meeting. If the Historic Preservation Overlay Zone map amendment is passed by the Board of Commissioners, properties within the designated area will be required to follow the guidelines established in the *Covington Historic Design Guidelines*.

The *Covington Historic Design Guidelines* give detailed guidance to property owners contemplating alterations to structures and sites within Covington's Historic Preservation Overlay Zones. The *Covington Historic Design Guidelines* are used when making decisions regarding approval or denial for a Certificate of Appropriateness (COA). They were established in 1989 and have several updates including updates to the window section in 1994 and the sign section in 1992. The guidelines are based on the Secretary of the Interiors Standards for Historic Preservation, which is the nationally recognized standard for how historic properties should be treated.

Property owners only have to follow the *Covington Historic Design Guidelines* when they are doing exterior changes on a property. These guidelines are not retroactive and can only be applied to new work, not work that was performed before the Historic Preservation Overlay zone was established. The Guidelines include five sections: General guidelines, architectural details, new construction, public streetscape, equipment, utilities, and machinery, and demolition.

When there are exterior changes to a property located within the Historic Preservation Overlay Zone a Certificate of Appropriateness (COA) must be issued before work begins. There is no charge for this permit if the permit is issued before work begins and the permit remains valid for 6 months. Building and or zoning permits will not be approved for properties within the Historic Preservation Overlay Zones until a COA has been issued by the Historic Preservation Office.

A COA is not required for maintenance and repair if no replacement materials are necessary. Staff can review most applications, however if the work requested involved new construction, demolitions, major alterations, or work not consistent with the Covington Historic Design Guidelines then the application has to be heard by the Urban Design Review Board, which meets on a monthly basis.

In 2009 the City of Covington approved the expansion of the HPO into the Roebing Point study area. At that time an analysis of contributing and non-contributing buildings was completed. Any major alteration to buildings that are considered contributing must be consistent with Covington's Design Guidelines, and alterations to non-contributing buildings cannot make the building even more non-contributing.



## APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS (COA)

City of Covington- Historic Preservation Office  
Economic Development and Community Relations Department  
538 Madison Avenue- Suite 407, Covington, KY 41011  
Tel: (859) 292-2171 Fax: (859) 292- 2339 email: gjohnson@covingtonky.gov  
www.covingtonky.gov

PROPERTY IMPROVEMENT INFORMATION				
Property Designation	<input type="checkbox"/> Historic Preservation Overlay Zone	<input type="checkbox"/> Individual Landmark	<input type="checkbox"/> KRS Chapter 99 Development Plan	<input type="checkbox"/> Area Protection Overlay Zone
Property Address	Street Address		Covington, KY	Zip Code
Current Use				
Type of Improvement/ Work Description			Describe work proposed below and attach plans (ie, materials, design, placement). For additional room use second page.	
<input type="checkbox"/> Alteration (visible changes to exterior)				
<input type="checkbox"/> Demolition				
<input type="checkbox"/> Relocation				
<input type="checkbox"/> New Construction				
<input type="checkbox"/> New Building <input type="checkbox"/> Addition <input type="checkbox"/> Accessory Structure				
<input type="checkbox"/> General Maintenance				
<input type="checkbox"/> Re-Roofing <input type="checkbox"/> Wood Repair <input type="checkbox"/> Exterior Painting <input type="checkbox"/> Misc.				
<input type="checkbox"/> Other:				
<small>*Note: Electrical, Plumbing, Landscaping, Interior Work, etc.</small>				

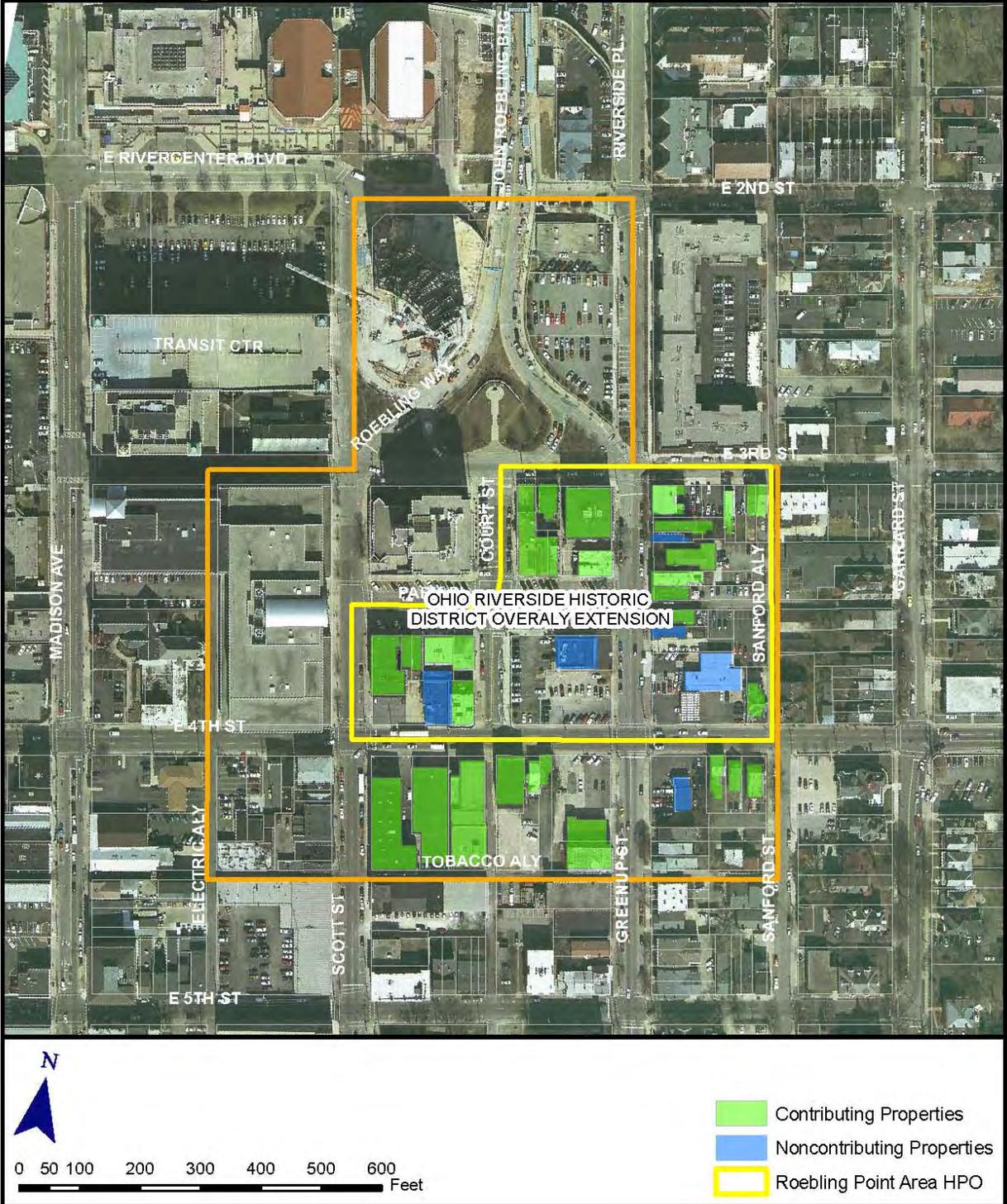
APPLICANT INFORMATION (PLEASE PRINT)	
Applicant is <input type="checkbox"/> owner <input type="checkbox"/> contractor <input type="checkbox"/> architect <input type="checkbox"/> consultant <input type="checkbox"/> other _____	
Owner's Name: _____	Applicant's Name: _____
Address: _____	Address: _____
City: _____ State: _____ Zip: _____	City: _____ State: _____ Zip: _____
Telephone: _____ Cell: _____	Telephone: _____ Cell: _____
Work: _____ Fax: _____	Work: _____ Fax: _____
Email: _____	Email: _____

- I have reviewed the Covington Design Guidelines
- I understand that if this application is retroactive (ie work has been done before a COA has been issued), I will be assessed an application fee per § 12.14.02 (D) and § 12.14.10 (B) of the Covington Zoning Code. The fees are \$50 for a Staff Only Approval, and \$100 if a UDRB Review is required.
- I or my representative will attend the UDRB meeting  
*If a representative is not at the UDRB meeting, it is not guaranteed that a decision will be made.*
- I am applying for Federal or State Historic Preservation Tax Credits

I HEREBY CERTIFY that I understand this application will not be accepted and processed until all the requested information has been supplied. I also understand this application may require a site visit/additional research by staff and a PUBLIC HEARING by the CITY OF COVINGTON URBAN DESIGN REVIEW BOARD. I hereby certify that I am the owner of this building / property and I will comply with all the applicable laws and codes and make the proposed improvement in accordance with the submitted plans and specifications.

SIGNATURE OF OWNER(S) \_\_\_\_\_ DATE \_\_\_\_\_ SIGNATURE OF AGENT(S) \_\_\_\_\_ DATE \_\_\_\_\_

# ROEBLING POINT PLANNING AREA Contributing/Noncontributing Properties



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### Section 3.7: Renaissance Covington

Renaissance Covington is a 501(c)3 non-profit organization created for the purpose of revitalizing downtown Covington. The goal is to make downtown economically viable by capitalizing on the rich stock of historic buildings while identifying ways to meet the needs of our contemporary society. Renaissance Covington is part of the State of Kentucky's 'Renaissance on Main' program and is guided by the principles of the National Main Street Program.

Renaissance Covington's mission is to stimulate the vitality of our downtown by fostering proactive community efforts and partnerships concentrating on organization, promotion, design, and economic restructuring to socially and economically revitalize downtown Covington for everyone.

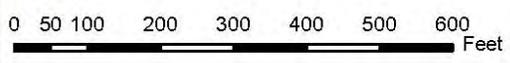
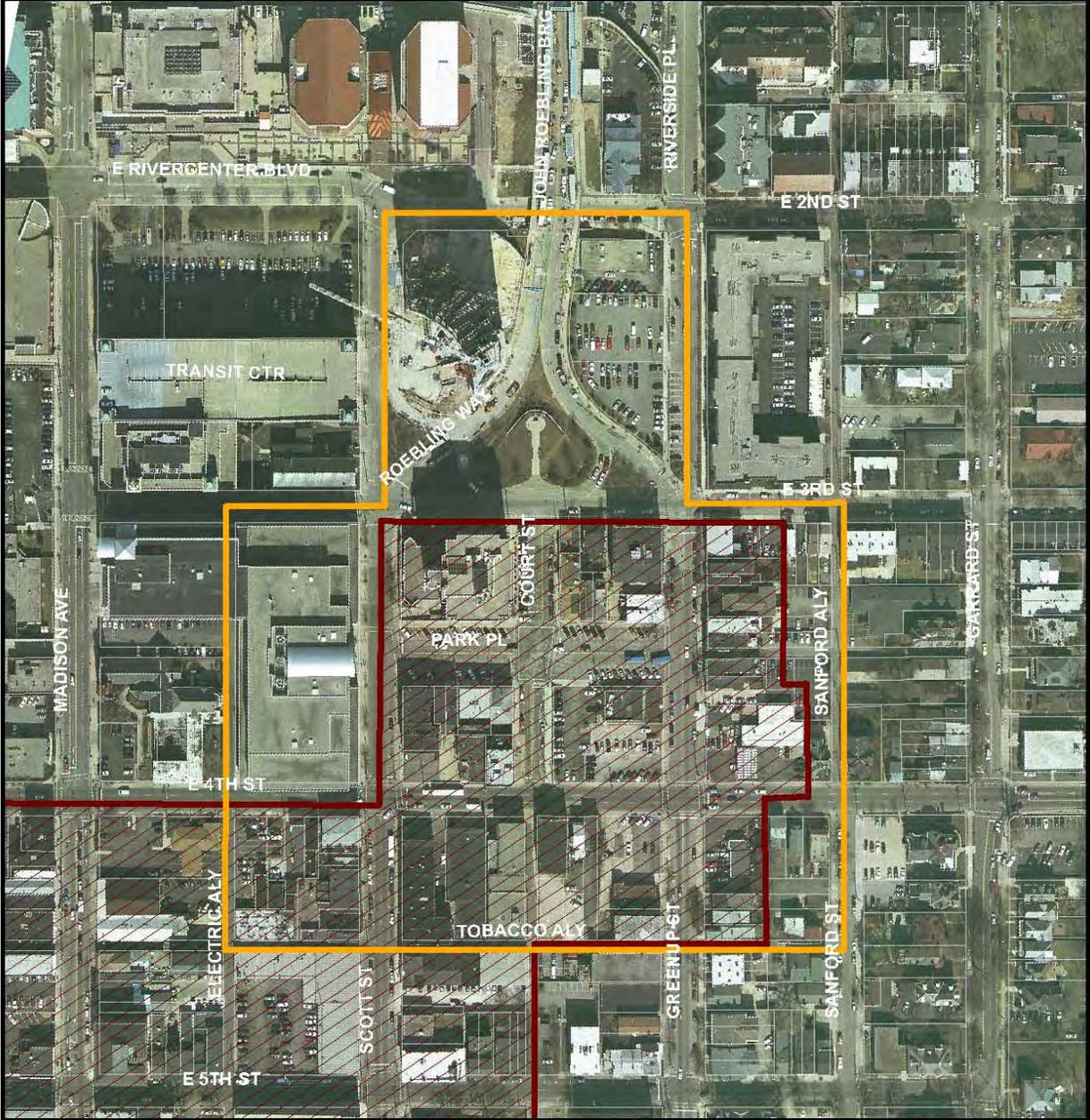
To get people interested in downtown, Renaissance Covington focuses on the Main Street four-point approach, which includes downtown design, promotion, organization, and economic revitalization. This four-point strategy has been proven nationwide to attract individuals downtown while encouraging renovation and preservation of buildings.

The Roebling Point area is within the Renaissance District boundary. In 2008 the boundary was changed to include the Court and Park areas as well as additional area to the east along Greenup Street and to the south along 4<sup>th</sup> Street.

The Board of Directors met in early 2010 to identify strategic planning efforts and identify measurable outcomes based around the four elements of the Main Street approach. These strategies are highlighted, as appropriate, throughout the recommendations of this document.

# ROEBLING POINT PLANNING AREA

## Renaissance Covington District



-  Renaissance Covington District Boundary
-  Roebling Point Study Boundary

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## Section 3.8: Available Incentives

A number of incentives are currently available in the Roebling Point Area. The following programs are offered either by the local, state or federal government for businesses and property owners who meet eligibility requirements

### **Historic Tax Credits**

If a property is currently listed on the National Register of Historic places as an individual listing or part of a district, or a property is eligible to be listed on the Register, the property owner may be eligible to receive tax credits on qualified rehabilitation expenses. Tax credit programs are available through both the State of Kentucky and through the Federal Government.

A tax credit differs from an income tax deduction. An income tax deduction lowers the amount of income subject to taxation. A tax credit, however, lowers the amount of tax owed. In general, a dollar of tax credit reduces the amount of income tax owed by one dollar. To be eligible for a tax credit the project has to be a certified *rehabilitation*, which is a rehabilitation of a *certified historic structure* that is approved by the National Park Service as being consistent with the historic character of the property and, where applicable, the district in which it is located. A *certified historic structure* is a structure that is listed on or eligible for listing on the National Register of Historic places.

The federal Rehabilitation Tax Credit program provides a 20% tax credit for a substantial rehabilitation on an income-producing property. A substantial rehabilitation is when during a 24-month period selected by the taxpayer, rehabilitation expenditures must exceed the greater of \$5,000 or the adjusted basis of the building and its structural components. The adjusted basis is generally the purchase price, minus the cost of land, plus improvements already made, minus depreciation already taken. A 10% tax credit is available for the rehabilitation of *nonhistoric, non-residential buildings* built before 1936.

A state rehabilitation tax credit is also available to encourage home-owner occupied buildings to be rehabilitated. For Historic owner-occupied residential properties a 30% state income tax credit is available for certified rehabilitations of a certified historic structure. A minimum investment of \$20,000 is required with the total credit not to exceed 60,000.

The state also offers a 20% credit for certified rehabilitation for all other historic properties; however the minimum investment is \$20,000 or the adjusted basis of the property, whichever one is greater. The total credit for these properties is not to exceed \$400,000. "Other" properties include commercial and industrial buildings, income-producing properties, historic landscapes and properties owned by governments and non-profit organizations.

Currently the amount of historic preservation tax credits allowed for all taxpayers for each calendar year is \$5 million. If that limit is exceeded by approved projects, an apportionment formula will be applied to determine the amount of the credit that will be awarded per project. As a result, the final credit awarded to each project may be less than the entire percentage for which the project is eligible.

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### **Small Business Revolving Loan**

On a case by case basis, the City provides loans to small businesses for working capital, inventory, leasehold improvements, or fixed asset purchases. To be eligible, a business must create new jobs, increase the City's tax base or eliminate blight. Terms are negotiable and available for commercial projects only.

### **Vacant Property Payroll Tax Reimbursement Program**

Property owners who rehabilitate vacant property for commercial reuse are eligible to apply for the City's vacant property payroll tax reimbursement program. Fifty percent of the 2.5% payroll tax collected from the new jobs created in the previously vacant building is paid annually to the property owner for a period of five years. Twenty five percent of the 2.5% payroll tax collected from any existing Covington jobs relocated to the previously vacant building also qualifies for the reinvestment program. This reimbursement will be paid for five years. The property must have been substantially vacant for the previous 36 months and be at least 50 years old.

### **Architectural Assistance Grant**

A \$2,000 grant is available, through the City, to pay for the assistance of a registered architect in mixed-use buildings located in downtown Covington. Architectural assistance should address obstacles related to converting upper floors of downtown commercial buildings for residential use. This is available for mixed-use projects.

### **Assessment Moratorium (Property Tax Freeze)**

The City of Covington has the ability to freeze City property taxes at the pre-rehab level for a period of five years. Applications must be made 30 days before any work has begun on a building. The program is available for the repair, rehabilitation or restoration of existing commercial and residential buildings 25 years or older.

### **Grow Covington Fund**

The Grow Covington Fund is designed to provide financing for small businesses that need expansion capital. This fund is a unique partnership between the City of Covington and the Grow America Fund, Inc, the non profit lending arm of the National Development Council. The Grow Covington Fund can make loans ranging from \$35,000 to \$2 million at or below market rates, for terms up to 25 years depending on proposed use of funds. All loans must be adequately collateralized. This program does not fund start up businesses.

### **Low Interest Loan Program - Commercial**

The City of Covington has created a low interest loan program to encourage substantial rehabilitation of commercial buildings in the City's three business districts, Downtown, Latonia and MainStrasse, for commercial and residential use. The intent of the program is to encourage substantial rehabilitation that reinforces the city's goals. The maximum loan per building is \$50,000. The loan is secured by a mortgage that is subordinated to the primary lender. Generally, the city's loan is approximately 15% of the total rehabilitation cost. The loan is for rehab costs only, and not for purchase. The interest rate is below market, fixed, and negotiable. The term of repayment is negotiable, generally 10 to 15 years. This loan is subject to conditions.

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### **Covington Jobs Development Incentive (Minimum new payroll of \$2 million)**

This incentive is available to businesses that create a minimum new annual payroll of \$2,000,000 that is subject to the Covington occupational license fee withheld from employees within the first year of locating in the City. This incentive will be offered for up to five successive years if the applicant maintains or exceeds the new payroll. If a business creates new annual payroll of at least \$20,000,000, this incentive may continue for an additional five years for a total of 10 years if the business maintains or exceeds \$20,000,000 each year. The incentive is a 1% rebate paid per annum to the business of the City of Covington's 2.5% payroll tax.

### **Facade Grants**

When available, the City of Covington offers a matching facade grant program in the Renaissance Covington District. All buildings that receive this incentive must follow the Covington Historic Design Guidelines. Varying caps of the amount of grant awarded depends on funds available. This grant is funded by the Department of Local Government and the Kentucky Heritage Council Main Street Program.

### **U.S. Small Business Association (SBA) Loans**

The 7(a) Loan Program is SBA's primary program to help start-up and existing small businesses obtain financing when they might not be eligible for business loans through normal lending channels. SBA itself does not make loans, but rather guarantees a portion of loans made and administered by commercial lending institutions. 7(a) loans are the most basic and most commonly used type of loans. They are also the most flexible, since financing can be guaranteed for a variety of general business purposes, including working capital, machinery and equipment, furniture and fixtures, land and building (including purchase, renovation and new construction), leasehold improvements, and debt refinancing (under special conditions). Loan maturity is up to 10 years for working capital and generally up to 25 years for fixed assets. Eligibility requirements apply.

### **HUBZone**

Properties south of 4<sup>th</sup> Street within the study area are within the SBA HUBZone. According to the website "Small businesses in high-unemployment, low-income areas can receive an economic boost from the HUBZone contracting program. The HUBZone program provides contracting assistance to small businesses located in economically distressed communities, referred to as Historically Underutilized Business Zones, or HUBZones, to promote job growth, capital investment and economic development in these areas, including Indian reservations.

The program's benefits for HUBZone-certified companies include competitive and sole source contracting, a 10 percent price evaluation preference in full and open contract competitions, as well as subcontracting opportunities. The Federal government has a goal of awarding 3 percent of all dollars for Federal prime contracts to HUBZone-certified concerns.

<http://www.sba.gov/hubzone/aboutus/index.html>

SECTION 4: LAND USE, GROWTH, AND REDEVELOPMENT



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## **Section 4: Land Use, Growth, and Redevelopment**

### **Goals:**

- 1. Building on past efforts, provide a framework for development and redevelopment that takes advantage of existing and potential incentives, unique opportunities and attributes of the area, and public/private partnerships.**
- 2. Provide for development opportunities that promote the area as a destination point for residents and workers of the city and the surrounding region the city.**

### *Land Use Objectives:*

- 1. Identify areas for future potential new development and potential areas for rehabilitation and renovation.*
- 2. Provide for a mix of uses that will support businesses and make use of the existing residential market and grow the residential base.*

During stakeholder interviews several common themes emerged related to land use. It was generally recognized that the Roebling Point Area is a commercial area with some mixed uses. Complimentary office and retail uses should be encouraged. Specifically, area residents recognized the need for a market to serve the neighborhood. Many suggested that the County building should also be mixed use to include either residential or office above retail on the first floor. Market rate rental units are also attractive, similar to Roebling Row. Businesses and development should be pedestrian oriented, in order to get a mass of people to visit multiple venues in the area. Finally, due to the unique nature of the buildings and lots in the area, facilitated discussion should be held with current property owners and developers to discuss how their future plans will be able to support each other and the area. These recommendations were generally consistent with those revealed during the public meeting (see Appendix B: Public Meeting Results for more detail).

After reviewing stakeholder response, public meeting summaries and much discussion the Roebling Point Planning Committee also recommends that land uses in the study area generally serve area residents and businesses, and should strive to expand to the regional market where specific opportunities exist. This core area of the city should be considered a gathering place, with mixed use (residential, retail and office) at a moderate to small scale. Parking is a major issue identified by some parties in the area, especially for any additional residential development. While on street parking, nearby surface lots and structures exist, on street parking is limited, many lots are private or they are not clearly signed and are somewhat disconnected from the immediate area. Many of the land uses currently existing in the area are entertainment oriented (restaurants and bars). These uses serve the surrounding area well and additional outdoor activity (wider sidewalks, outdoor dining, etc) would benefit the businesses and their clientele.

The City's Renaissance Board also has adopted a set of strategies for the Renaissance Area (that extends into the study area):

- Develop funding/financial incentive program for commercial real estate development

- Publicize existing incentive programs
- Connect with local financial institutions (CBC, CDFC, banks) to add new incentives and source other state-funded programs
- Identify target buildings
- Advocate for new city incentives with Administration and the incoming Community Development Director
- Create incentive program for existing businesses
- Use existing information collection tools, use benchmarks, think outside the box for incentives.
- Create a Merchants Association in the downtown corridor to better involve the local businesses that deal with the shopping and dining public.

The following specific recommendations for the area support this plan’s goals and objectives. Any sketches provided are examples only, and no elements should be construed as requirements for future development.

### **Land Use Strategies**

Currently in the study area there are many vacancies and underutilized properties that have potential for rehabilitation or infill development. This plan recommends the following land use strategies for the study area.

#### **West side of Scott Street between 3<sup>rd</sup> and 4<sup>th</sup> (Gateway Building)**

No significant change to this building. The structure is an appropriate scale to buffer the taller, larger scale buildings to the north and west, and incorporates well designed features for pedestrian scale. Uses encouraged in this building should be retail or office on the ground floor, with office above.

#### **Southwest corner of Scott and 4<sup>th</sup> Street**

This block is part of the Times Star Commons Public Space Plan. The Project for Public Spaces report recommends the preservation of the existing historic building, including the Times Star Building, and the redevelopment of the J&R auto repair that is on the corner of E. 4<sup>th</sup> Street and Electric Alley and some potential opportunities for parking. All of these structures should be rehabilitated for reuse.

#### **The Ascent at Roebling Bridge**

This residential development is high density and high design. No change is recommended for this space.

**Block bounded by 3<sup>rd</sup> Street to Park Place and Scott to Court Street (County Building)** Currently, County offices and the County jail are located in this building. Current discussions at the County level are taking place regarding the use of this facility after the new jail comes on line. The County will be evaluating their space needs, and likely looking for another location within the City of Covington.



Existing County Building

Were these offices to move, this plan would recommend one of two alternatives:

1. If the building stays, it is preferable that, if feasible, changes be made to the façade of the building and that the addition on the west side of the building be removed to create better pedestrian scale and public space. Recommended use of this building is residential, or office (should the market exist);
2. If the building were to be razed, the design of the building should be creative, and incorporate opportunities for open spaces and pedestrian amenities midblock. Buildings ranging in heights that are in context with the surrounding area should be constructed to provide transition from the larger scale taller buildings to the west to the smaller scale buildings and residential neighborhood to the south and east. Any new construction should be respectful of the smaller scaled buildings to the east and south. Again, use of this building is recommended (should the market exist) to be residential, or office, with retail opportunities on the first floor.



County Building Block Exploration (Looking North)

**Block bounded by Park Place to 4<sup>th</sup> Street and Scott to Court Street (Bradford Building and Molly Malone’s)**

Much discussion and debate was held about this particular block. The discussion mainly revolved around the need for parking versus the need for infill development of non-contributing buildings. While attractive, well landscaped parking opportunities may be a valuable interim use in an area perceived to have parking needs, longer term redevelopment of the corner of 4<sup>th</sup> and Scott east toward (but not including) the “Molly Malone’s” building (110-112 E. 4<sup>th</sup> Street) should be encouraged



Existing Molly Malone’s



Bradford Building and Molly Malone’s Block Exploration (Looking NE)

to include a mix of uses with heights that are in context with the surrounding buildings. Consensus was to maintain and rehabilitate the remaining historic



Existing Bradford Building

structures on the block with the Bradford building being a target for reuse. Land uses in this area should be a mix of residential, office and retail.

**Block bounded by 4<sup>th</sup> Street and Tobacco Alley and Scott to Greenup Street (“the Boone Block,” Monarch Building, Legacy Financial, and Parking Lot)**

Properties along this stretch of the study area are largely in need of reinvestment and rehab. With the exception of Legacy Financial, at 117 E 4<sup>th</sup> Street, the remaining structures and properties on

the block are underutilized or vacant. Unique challenges and opportunities exist with the renovation and rehabilitation of these properties. Currently, the building on the southeast corner of Scott and 4<sup>th</sup> Street (the Boone Block) is occupied by a liquor store on the first floor with storage on the above floors. This is an attractive location for offices, being located close to the



Existing Boone Block



Existing Monarch Building

justice center/ parking, the mid-town garage and along two main thoroughfares of the City and should be targeted for reuse. The buildings at 103-107 E. 4<sup>th</sup> Street and 111-113 E. 4<sup>th</sup> Street (the Monarch) are in need of rehabilitation and reuse.

### City Parking Lot at Roebling Row

Parking has been identified as a need for the continued redevelopment of this area. The lot on the northwest corner of 3<sup>rd</sup> and Greenup Street seems to be underutilized, likely due to poor signage. There are 75 spaces in this lot, with rates currently at \$1.50 an hour, or \$45 a month. Parking here is free from 6pm to 6am daily (see additional detail in Section 7: Transportation). Additional landscaping and a kneewall would be proper and desirable for the lot. Should the need for additional parking arise, this area should be studied for the feasibility of an underground parking structure with greenspace on top to maintain the openness and views to the Ohio River and the Roebling Bridge from surrounding areas. Better signage is also needed.



City Parking Lot with landscaping and kneewall

### The “Yoke”



The “Yoke” with recommended ramp closures and increased access

The Yoke is discussed further in Section 7: Transportation and Section 8: Connectivity. Generally, recommendations include beautification and the closure of the ramps that currently separate the islands from the Police Memorial to provide safer access to the area.

### Block bounded by 3<sup>rd</sup> Street to Park Place and Court to Greenup Street

The structures on this block should remain with improvements to the sidewalks to promote outdoor activity. The structures at 302 Park (the Telephone building) should be renovated for future activity.



Existing Telephone Building

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### **Block bounded by Park Place to 4<sup>th</sup> Street and Court to Greenup Street (“Barton’s” Block)**

This block is the most ripe for redevelopment. With one small one story building situated on the block, and only two property owners (at the current time) it has the highest potential for redevelopment. This plan calls for redevelopment of this site into mixed use residential/retail/office incorporating parking, outdoor spaces and pedestrian amenities. The redevelopment of the site should incorporate contextual design to compliment the surrounding historic structures and should be scaled at 3 to 4 stories in height. The corner of Greenup and E. 4<sup>th</sup> Street serves as a gateway for the Roebling Point area and should also be identifiable at this corner with signage and/or small scale greenspace.



Existing Barton's Block (Looking NW)



Existing Barton's Block (Looking SW)

Should Times Star Commons' farmer's market initiative not move forward, this block is also a good location for an indoor/outdoor market. With some minor improvements the parking areas could serve as the outdoor market, with the existing structure to be used as a flexible, food-oriented market building. The building could incorporate complimentary uses such as a restaurant or café and fresh food businesses (e.g. bakery, fish shop) or a flexible market hall/event space. Parking could be provided at the Midtown garage, the Roebling Row Parking Lot (or structure) and the Transit Center. Some parking could continue to remain on the site, as well. This market area could also be attractive to residents across the river in “The Banks” project, given the ease of access and proximity. This use would also compliment the focus on outdoor dining/public

space discussed in Section 6: Public Amenities/ Streetscape. Further study and public input is needed to determine the feasibility of this use and the appropriate size of the market space.



Barton's Block Exploration (Looking NW)

### **East Side of Greenup Street, from 3<sup>rd</sup> to Tobacco Alley**

This stretch of Greenup Street contains a unique blend of residential and neighborhood office and retail businesses. Some improvements could be made along the area; however, the use mix and scale of development is generally appropriate. The south eastern corner of Greenup and 4<sup>th</sup> Streets should be considered further for its potential to provide additional access to properties in that block.



Roebing Point Study Area with recommendations

### Growth and Redevelopment Objectives

3. *Identify strategies to grow/enhance existing businesses and residences.*
4. *Identify and promote incentives for new businesses to locate in the area.*
5. *Identify and promote incentives for rehabilitation of properties in the area to fill up empty buildings.*

The City of Covington has a number of incentive programs available for business and development projects. The City should be more proactive at marketing and evaluating these incentives and continue to work directly with property owners and businesses interested in expanding or locating in the area. In addition, the city and partners within the study area should investigate additional incentives that would be beneficial to the area, grant opportunities, marketing and other public private partnerships to move the recommendations of this plan forward.

### Financial Implementation Strategies

In addition to the financial incentives currently available through the City of Covington, the following lists potential additional methods for financing public and private investment in the study area. A number of additional incentives are available, and listed below, from other state and federal programs that could benefit businesses and property owners in the area. These are not directly overseen by the City, but City staff is available to assist with the process.

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### **HUD Section 108 Loans**

The HUD Section 108 Loan program is the loan guarantee provision of the Community Development Block Grant (CDBG) program. Section 108 provides a source of financing for economic development, housing rehabilitation, public facilities, and large-scale physical development projects. It is one of the most potent and important public investment tools that HUD offers to local governments. The City of Covington is in the process of applying for a “Loan Pool” through this program. Under this program, guidelines will be set for awarding loans to “transformative” economic development and housing projects. These loans will be attractive because of the current slow credit market and gaps in financing opportunities for economic development projects.

### **Public Works and Economic Development Initiative**

The Federal Economic Development Administration offers grants to local governments to help revitalize, expand, and upgrade physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and support the generation or retention of jobs and investments. Rehabilitation of historic buildings is an eligible activity.

[www.eda.gov/AboutEDA/Programs.xml](http://www.eda.gov/AboutEDA/Programs.xml)

### **Economic Adjustment Assistance Program**

The Federal Economic Development Administration offers grants to local governments and nonprofit organizations in communities that have experienced or are under threat of serious damage to their economic base. Implementation Grants can be used to rehabilitate buildings as part of a Comprehensive Economic Development Strategy.

[www.eda.gov/AboutEDA/Programs.xml](http://www.eda.gov/AboutEDA/Programs.xml)

### **Save America’s Treasures**

Save America's Treasures grants are available for preservation and/or conservation work on nationally significant intellectual and cultural artifacts and nationally significant historic structures and sites. Projects must meet the program selection criteria.

Grants are awarded through a competitive process to eligible applicants. A dollar-for-dollar, non-Federal match is required. Eligible activities include preservation and/or conservation work on nationally significant intellectual and cultural artifacts and nationally significant historic structures and sites. Intellectual and cultural artifacts include artifacts, collections, documents, sculpture and works of art. Historic structures and sites include historic districts, sites, buildings, structures and objects.

### **Revolving Loan Fund Pilot**

The City should investigate the usefulness and feasibility of creating a revolving loan fund for specific large scale improvements to contributing historic properties within historic preservation overlay zones. The City should work with Progress for Preservation to identify high priority structures that are in need of rehabilitation and provide non-profits and neighborhood associations with the opportunity to apply for loans that can be used toward the purchase and/or restoration of endangered historic properties. Priority should be given to structures on the

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National Register of Historic Places and properties that will include protective covenants as part of the deed.

### **Other Incentives**

Other smaller scale incentives that would be helpful for the study area and should be considered by the City include allowing businesses who invest in significant sidewalk improvements to have a “discount” or special rate for outdoor dining permits and reduced rates for parking in City lots.

### **The Catalytic Development Funding Corporation of Northern Kentucky**

The Catalytic Fund is a 501(c) (3) private sector revitalization plan implementer. It provides financial assistance for residential and commercial real estate projects in Northern Kentucky’s urban core cities through facilitating site control, financial analysis and packaging, recruiting qualified developers, and investing patient capital. This organization should be considered for potential redevelopment project implementation within the study area.

### **Tax Increment Financing**

Tax increment financing is a financing and development tool that permits local governments to capture future increases in property and other taxes generated by new development within a specified development area. The captured value of the increase in tax revenues is used to finance public improvements within the area in order to attract private investment.

A tax increment is the difference between the amount of property tax generated before creation of a development area and the amount of property tax revenue generated after creation of a development area. Taxing districts continue to receive the base tax amount while tax increments are used to fund the public costs of development. Growth is used to pay for growth.

TIF is primarily used to help local governments jumpstart improvements in declining or underperforming urban areas where development would not otherwise occur. A development area can be established for 20 years or more. At the end of the term, all new tax revenues belong to the usual taxing districts.

Examples of public costs that can be funded by tax increment financing include the following: sewer expansion and repair, water supply, storm drainage street construction, environmental remediation, park improvements, flood control, land acquisition, demolition and clearance work, utilities, landscaping, parking structures, street lighting, sidewalks, and traffic control.

Kentucky’s tax increment financing statutes, KRS 65.7041 – 65.7083, establish guidelines for creation of development areas eligible for both local and state tax increments. Local TIFs can be established if general requirements are met related to redevelopment conditions in the area and if the area cannot be reasonably expected to be developed without public assistance and that the development’s public benefit justifies the public costs. The local TIF applies only to the incremental addition of local taxes (property or occupational) realized as a result of the development. Requests can be made for additional participation by state entities but stringent requirements apply. State participation requires significant capital investment (ranging from \$10 - \$200 million).

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## **Business Improvement Districts**

Business improvement districts (BID) is a public-private partnership in which businesses in a defined area pay an additional tax or fee in order to fund improvements within the district's boundaries. BIDs can provide services, such as cleaning streets, providing security, making capital improvements, and marketing the area.

The process for creating a BID generally includes three steps. First, businesses in the area petition the local government to create the BID. A petition must have "signatures and addresses of at least thirty three percent (33%) of the owners of real property within the proposed management district and a number of real property owners, who together are the owners of real property equal to at least fifty-one percent (51%) of the assessed value of property within the proposed management district" (KRS 91.754, 2005). Second, the local government determines that a majority of businesses want the BID. Third, the local government enacts legislation creating the BID.

A BID may be operated by a nonprofit organization or by a quasi-governmental entity. The governance of a BID is the responsibility of a board composed of some combination of property owners, businesses, and government officials. The management of a BID is the job of a paid administrator, usually called an executive director or of a management company.

Statute does not allow the legislative body to decrease the level of publicly funded services that were provided prior to the establishment of the district, unless services are decreased throughout the whole city at the same time. This is important because the amount of publicly funded services will remain the same, so there is a benefit of establishing a management district.

## **Land Acquisition**

As a last resource, the City may want to consider the option of land acquisition to remove redevelopment/reuse barriers. The City has a variety of tools that can be used when and if properties become blighted or underutilized.

### Comprehensive Plan Objectives

6. *Recommend changes to the County Wide Comprehensive Plan for the study area.*

Currently the Kenton County Comprehensive Plan identifies this area for future redevelopment as "Covington Square." The plan reflects significant redevelopment of the area between 4<sup>th</sup> and 5<sup>th</sup>, Greenup and Scott Streets. The development proposed in the Comprehensive Plan is not of appropriate scale and proportion for the area. Given the rich historic fabric in the area and the surrounding neighborhood and the existing businesses and opportunity for future business and residential redevelopment, the proposed development scenarios, which include 8 and 12 story buildings, are no longer ideal.

The Roebling Point Plan recommends that the Kenton County Comprehensive Plan be amended to reflect more appropriate scale and massing for redevelopment in this area, in the 3 to 5 story range. Mixed use buildings, investment in rehabilitation and infill development, and a focus on public amenities and outdoor activity are recommended in this plan. It is further recommended that the Roebling Point Plan be incorporated by reference into the Kenton County

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Comprehensive Plan and that the study area be shown as a “Small Area Study” to reflect the recommendations of this plan.

This Comprehensive Plan amendment would support the further investigation of needed amendments to the zoning code. Currently a wide mix of uses is permitted in this area, some of which may not be appropriate to fulfill the mixed use/specialized entertainment (restaurants, small entertainment venues) and public amenity goals that the area aspires to reach. For example larger scale, intensive uses currently permitted in the CG zone such as veterinary hospitals, manufacturing, building maintenance services, funeral and internment services, vehicle servicing, manufacturing, production and industrial service, warehouse and freight movement may not be appropriate to encourage the atmosphere and business mix desired in this area. The general consensus was to maintain the historic preservation overlay in this area with the recommendation to codify some of the flexibility that is currently exercised.

# SECTION 5: ARCHITECTURAL DESIGN



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## **Section 5: Architectural Design**

### **Goal:**

#### **1. Balance protection of historic architecture with appropriate new development**

##### *Architectural Design Objectives:*

1. *Identify design guidelines that protect historic architecture, context, promote sense of place and building scale, and allow flexibility for appropriate new development.*

In June of 2009, the Ohio Riverside Historic Preservation Overlay Zone was extended to the majority of the study area. The extension specifically encompassed the area bounded by Fourth Street on the south, Sanford Alley on the east, Third Street on the east, and Scott Street on the west with the exception of the block bounded by Scott, Third, Court and Park, also known as the County Building block. The establishment of a Historic Preservation Overlay Zone made the properties within the area subject to design review and the Certificate of Appropriateness process. This process requires that all exterior changes to properties, except for regular maintenance and repair, be consistent with the Historic Covington Design Guidelines.

Throughout the process of this planning effort and a Visual Preference Survey performed at a public meeting, the majority of people thought that the historic architecture was a strength of the area and should be maintained and built upon. However, there was also concern that with the establishment of the Historic Preservation Overlay zone that modern design and new development would be stifled. In the New Construction section of the Historic Covington Design Guidelines, it specifically states that “new buildings should be compatible with the historic and architectural character of the area yet should also be recognized as products of their own time.” Throughout the discussions and meetings of the Roebling Point Planning Committee a consensus was reached that the Historic Preservation Overlay Zone was beneficial to the area and would ensure that new development would compliment the existing properties that are in the area.

Even with consensus reached, there was a concern by the committee that the Historic Covington Design Guidelines can be vague and left up to interpretation. Currently the Historic Preservation Office interpretation facilitates a flexible interpretation and this flexibility should be codified to make sure it remains consistent even with staff turnover.

The following specific recommendations for the area support this plan’s goals and objectives.

- a. Keep the Historic Preservation Overlay zone in place in order to facilitate historically appropriate and compatible design.
- b. Update and amend the Historic Covington Design Guidelines to codify flexibility and consistent interpretation.
  - i. The Historic Covington Design Guidelines were adopted in 1989 and have been updated in 1999 and 2001.

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*Architectural Design Objectives:*

2. *Identify design techniques that enhance the pedestrian experience and encourage pedestrian activity.*

Throughout the planning process, stakeholder interviews, and a public meeting one of the most important aspects that was stressed was the pedestrian experience. A major goal of the area and this plan is to encourage pedestrian activity at the street level. This can be accomplished with a combination of architectural design elements as well as streetscape, which is dealt with in Section 6: Public Amenities/Streetscape of this plan.

This section will deal primarily with architectural details that can help enhance and encourage human scale and pedestrian activity.

Some of the elements that were identified through the Visual Preference Survey are the use of pedestrian oriented and projecting signage, prominent entrance features, displays in storefront windows, and building lighting.

- **Projecting Signs:** These signs help pedestrians know what businesses they are approaching as well as give them a destination point.
- **Prominent Entrance Features:** Having a prominent entrance helps guide pedestrian activity to a specific spot on a building. Having a substantial area of the entrance as glass helps pedestrians to feel invited into a building as they can see activity on the inside of the building.
- **Storefront displays:** Keeping pedestrians engaged should be a focus of display windows. When there is activity in a window and interesting displays, including merchandise or artwork, for pedestrians to look at as they pass by windows, they are encouraged to stay in an area and encouraged to return to an area.
- **Building Lighting:** Lighting on a building can make a building much more inviting. Highlighting the entrance and using spot lighting to highlight architectural elements along the façade will make pedestrians feel safer and more comfortable in the evening.

Other elements that make the pedestrian experience more pleasant include general maintenance. This includes litter abatement measures, removal of chipped or failing paint on facades, and organized elements, such as tables, chairs, and planters along the façade and sidewalk in front of the building.

The following specific recommendations for the area support this plan's goals and objectives.

- a. Keep the sidewalks free of clutter and trash
  - i. Work with "Keep Covington Beautiful" to do weekly litter abatement
  - ii. Have consistent placement of tables and chairs for out door dining
- b. Work with building owners to improve the appearance of empty storefront, such as through artwork and window displays
  - iii. Resource: Renaissance Covington Design Committee
- c. Work with the City of Covington Code Enforcement Office to reduce the negative clutter from unattractive signage.

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- d. Reevaluate the zoning and the appropriateness of the CG zone for the area and rezone the area if necessary. Any amendments to the text of the CG or a map amendment should consider allowing projecting signs in the area.
  - e. Take advantage of Renaissance Covington Façade Grant funds, when available, to enhance the store-front appearance and facade.

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SECTION 6: PUBLIC AMENITIES/STREETSCAPE



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## **Section 6: Public Amenities/ Streetscape**

### **Goal:**

- 1. Provide appropriate areas for additional greenspaces, public spaces and gathering spots, with a focus on safety.**

### *Public Amenities/Streetscape Objectives:*

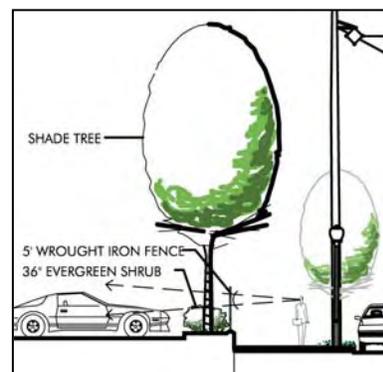
- 1. Identify locations and preferred methods for streetscape enhancements and pedestrian amenities.*
- 2. Identify areas for new public spaces.*
- 3. Use urban design methods for enhancing safety and cleanliness.*

During stakeholder interviews and public input meetings it was generally agreed that the area needs to be more pedestrian friendly and that better signage and wayfinding should be implemented. Issues such as lighting, greenspace, larger sidewalks, and parking were all seen as assets that could improve the area. The general use mix and proximity to the Roebling Bridge, the Ohio River, the Licking Riverside Neighborhood and RiverCenter makes it an attractive gathering place. The wide streets and small scale buildings lend themselves to an overall pleasant pedestrian oriented atmosphere.

After reviewing the public input and discussing alternatives, the Roebling Point Planning Committee also recommends that similar initiatives occur. Signage is a need, especially to and from surrounding parking lots and structures. Streetscape elements that create a sense of identity and continuity with the Renaissance District are also recommended. These elements would include additional lighting, signage, street trees, bike racks, benches, trash cans, larger sidewalks and additional outdoor dining where appropriate. Pavers or stamped concrete along sidewalks and at crosswalks should also be considered as appropriate, continuing the patterns and materials existing in the study area (around “Molly Malone’s”, for example). Utilities should also be placed underground where possible.

Specific improvements recognized to be beneficial are illustrated in the figures below and include:

- Install bumpouts along Park Street, making use of excess roadway, and maintaining parking.
- Design any new structures or parking to be inviting to the pedestrian, such as smaller scale “stepped back” structures, transparent first floor uses, wider sidewalks, street trees or landscaped buffers.
- Work with the Covington Urban Forestry Board to add street trees where appropriate. Trees should relate to the property in such a way to frame the structure and not block them
- Work with “Keep Covington Beautiful” and the City’s Code Enforcement office to keep streets clean.



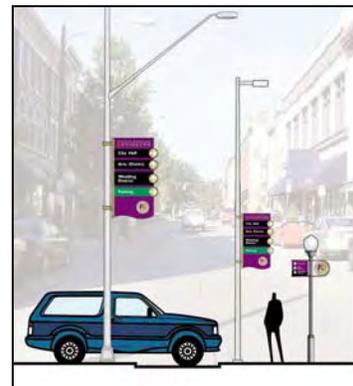
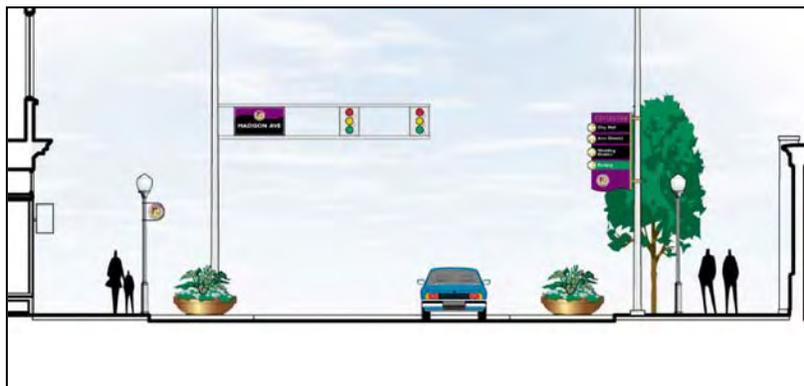
- Request Covington Police Department input on development patterns related to “Crime Prevention through Environmental Design”.
- Improved access to the Police Memorial, via closure of two ramps (See Section 7: Transportation) and additional pedestrian amenities (crosswalks).
- Identify an appropriate piece of art or focal point to install at the intersection of Court and Park.
- A gateway should be established at the corner of 4<sup>th</sup> and Greenup to distinctly mark the entrance of “Roebling Point”.
- Additional parking signage for the “Yoke” parking lot and the Transit Center, based on the Assessment conducted by Brownstone Design in 2007.
- Existing brick patterns and materials should be continued on the sidewalks throughout the



area areas as improvements are made, stamped concrete is acceptable.

- Add pavers or stamped concrete to make crosswalks well differentiated.
- Coordinate with Sanitation District #1 to identify appropriate green infrastructure opportunities.
- Make use of the alleys in the surrounding neighborhoods for walking and biking and safe vehicular traffic.
- Continue the theme of the Renaissance District into the area, including styles for seating, waste receptacles, signage, parking buffers and lighting.

- Bury utilities underground.
- Provide for bicycle racks where appropriate
- Provide additional pedestrian scale lighting throughout the study area.
- Use existing template for Renaissance Area to improve signage at both the vehicular and pedestrian scale.
- Support the Times Star Commons public space effort, to serve as a further catalyst development in the Roebling Point area.



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In order to determine more detailed needs for the Roebling Point area, this plan recommends a walkability audit as well as a wayfinding system audit to better determine placement of additional signs, and visual cues. Implementation of these items should be coordinated between the City, property owners, business owners, residents and developers. It is the City's policy that it is the responsibility of the property owner to maintain and improve sidewalks adjoining their property. However the City will review, approve and inspect all public improvements in the rights-of-way. This process generally includes a meeting on site between the property owner and City staff to define the scope of the project and determine if there are any red flags. The property owner then hires an engineer to develop plans and specifications for improvements (drainage, ADA requirements, etc. need to be considered). The City Engineering Department will review plans to ensure all City specifications are met and work with the City's legal department to draft revocable license agreement language. The Mayor and Commission approve or disapprove revocable licenses.

Streetscape elements such as trash cans, benches and planters can be placed in the area on an as needed basis as replacements. The City is in the process of replacing trash cans throughout the City. If a property owner wants to purchase an existing unit with a new one that is not in need of replacement, they may do so at their own cost and the City will install it. Street tree installation or replacement must be reviewed by the City's Arborist to determine feasibility, size and appropriate species.

Initial estimates for streetscape improvements along Court and Park Streets total approximately \$325,000. This would include standard lighting, sidewalk, curb and asphalt removal and replacement, brick pavers, ADA ramps, replacement of meters, catch basins, underground utilities, striping, planters, trees, benches, and trash cans.



Park Place Streetscape Exploration (Looking West)

Related to the replacement of brick pavers, restoration ordinances exist for utility work that requires streets to be restored to a like or better condition for any work occurring in the right-of-way. Once a street has been overlaid, the utility companies are no longer required to restore the underlying brick.

Grant funds from the Kentucky Transportation Cabinet can also be applied for to create and implement streetscape plans for the area. Transportation Enhancements (TE) funds are available, with a 20% match requirement for pedestrian and bicycle facilities, landscaping and scenic beautification projects, and historic preservation, among other activities.

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SECTION 7: TRANSPORTATION



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## **Section 7: Transportation**

### **Goal:**

- 1. Provide safe and appropriate vehicular and pedestrian enhancements that will attract people and increase access.**

### *Transportation Objectives:*

- 1. Identify locations for increased pedestrian access (crossings, etc), sidewalk improvements, and other amenities such as signage and lighting.*
- 2. Identify need for and availability of parking in the area for both current businesses and for potential new development.*
- 3. Identify necessary changes to traffic patterns, considering one-way versus two-way streets and possible street closures, and the use of appropriate traffic calming techniques.*

During stakeholder interviews and public input meetings mixed opinions were expressed about the need for additional parking. Many commented that sufficient parking was available in the area; however signage and visual connections, and lighting were insufficient. Additionally, many stakeholders felt that traffic along 4<sup>th</sup> Street should be calmed in some manner and that consideration should be given to changing traffic patterns associated with Route 8 (4<sup>th</sup> and Greenup Streets). Additional discussion was held around the potential to close 3<sup>rd</sup> Street to all traffic in order to better connect the Police Memorial (Yoke) with the surrounding activities.

### **Pedestrian improvements**

Many detailed recommendations for pedestrian improvements are outlined in the streetscape portion of this plan. In addition to those improvements related to signage and pedestrian access and sidewalk improvements, lighting details are recommended to be in congruence with those planned for other area of the Renaissance District. Pedestrian level lighting is located in few areas in the Roebing Point. During development, and as opportunities exist, additional pedestrian scale lighting should be implemented, especially along 3<sup>rd</sup> Street, Court, Park, Greenup and Scott Streets.

Additional lighting should invite pedestrian and create a feeling of safety, especially as they move from business to business, and to surrounding parking areas.



Lighting should be generally complimentary to the styles represented in the Renaissance District and/or the Licking Riverside Neighborhood. These photos illustrate examples that would also direct light downward for the pedestrian, but not upward to detract for upper floor businesses or residences. Any lighting that is not standard Duke Energy lighting would be more costly and must be maintained by the City, rather than Duke.

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## **Parking**

Lighting and signage for parking areas is also noted as a need by the City of Covington's Downtown Parking Study and Facility Condition Assessment, conducted by Desman Associates (the "Desman Plan") in 2009. This study notes that lighting is very poor in the Yoke Lot and two or three lights would be needed to bring the lighting up to acceptable levels. The Desman Plan also noted that a unified public parking signage system that included consistent and well designed parking signage would unify a parking system and make it more user friendly. The plan identified signage for the Yoke lot as "fair" in quality.

A Wayfinding Parking Lot Signage scheme was developed by Brownstone Design, paid for with Renaissance Covington grant funds. The recommendations in that plan are also incorporated into this plan, with the recommendation that signage include the name "Roebing Point" in order to reinforce a sense of place for visitors and parkers. The Desman Study further recommended that, where applicable, parking lots should have informational signs that define the parking rate, the parking rules and enforcement periods, towing authorizations and how to obtain a monthly parking permit.

Additional issues evaluated by the Desman Study including rating the pavement, striping, cleanliness, access control equipment and the ADA signage in the Yoke lot as fair. The landscaping and fencing/screening were rated as good and the curbs and trash receptacles are nonexistent. The Roebing Point Planning Committee also identified the need for additional well designed landscaping and a knee wall to better define the Yoke lot.

The Desman Study also looked at parking within the Roebing Point Study area. The information shows a high usage of the on street parking and low usage of the parking lots. Findings for the Yoke lot during its peak use hour (around noon) showed that the usage is at 47% of capacity. The weekend evening survey showed only one space being used.

Meter surveys in the Roebing Point area during peak periods usage showed the following rates:

- Ascent/Yoke/Yoke Lot area - 65%
- County Building Block - 92%
- Barton's Block - 94%
- Bradford Building Block - 91%
- Woodford Building Block - 92%

## **Traffic Patterns**

Initial discussion of stakeholders and the Steering Committee showed interest in closing 3<sup>rd</sup> Street between Scott and Greenup Streets. Upon further evaluation of traffic flows and safety concerns, it was determined that the best alternative would be to close the existing ramps that currently separate the islands from the Police Memorial. This would allow for clearer marking of pedestrian crossings and fewer conflict points to increase safety. This would also make better use of the island spaces, which are currently underutilized.



The "Yoke" at Roebing Row redesign.

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Traffic volumes and speed along 4<sup>th</sup> Street are concerns that came up multiple times during this study. Considerations were given to rerouting KY 8 Eastbound using Greenup rather than Garrard. While additional investigation may be conducted, this option is likely not feasible due to constraints of the project area such as:

- More traffic travels through the intersection of 5<sup>th</sup> and Greenup than 5<sup>th</sup> and Garrard.

Period	Intersection	
	5th & Garrard	5th & Greenup
AM (7:45-8:45)	392	1206
Lunch (12:15-1:15)	593	1110
PM (4:15-5:15)	524	1037

- At Garrard, the left turn currently acts as a “free flow” movement. This would not happen at Greenup and would cause delays.
- Approval would be needed from KYTC and from City Commission to make this change.
- Currently three lanes (2 through lanes and a parking lane) existing at 4<sup>th</sup> and Greenup Streets. The results of the traffic model show a need for a left turn lane to be added at 4<sup>th</sup> and Greenup Streets (using existing parking lane). A right turn lane would need to be added at 4<sup>th</sup> and Greenup Streets to provide a “right turn overlap”. This would require 4 northbound lanes at the intersection. Road would need to be widened 8 feet.
- Turning Radius at 4<sup>th</sup> and Greenup Streets would also need to be improved to accommodate truck traffic. There would be a significant cost associated with this improvement (Right of way acquisition, utilities, business signage)
- Providing only one east bound lane on 4<sup>th</sup> Street is problematic. If any vehicular movements were made left onto Garrard from 4<sup>th</sup> Streets, all vehicles behind would have to wait which would create additional delay.

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SECTION 8: CONNECTIVITY/MARKETING



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## **Section 8: Connectivity/Marketing**

### **Goal:**

- 1. Promote businesses and activities in the Roebing Point area and its relationship to surrounding node of activity**

### *Connectivity/Marketing Objectives:*

- 1. Identify ways to market the uniqueness of the Roebing Point area, including access to the River, the historic value of the Roebing Bridge, and other historic properties, and its connectedness with other actives in the city.*

As a result of local business promotions, the subject area has become known as Roebing Point. Efforts of cross promotion including coupons, have started to give the area an identity and name to business owners and residents alike. However, this identifying name is still young and during stakeholder interviews it was generally agreed upon that more marketing and wayfinding efforts should focus on solidifying this identity and name. One of the ideas presented through stakeholder interviews was creating signage to announce to the visitor that they have arrived in the Roebing Point area.

Many of the businesses have come together to create a 501(c)3 business association known as the Roebing Point Entertainment District. This group promotes the area as a whole aiming at bringing people into the district. For the past two years they have sponsored a block party, which in 2010 was combined with Roebing Fest, which is a festival that celebrates the history of the Roebing Bridge.

Another entity, The Relish Group, has created the Farmers Fair celebration which takes place at the end of the summer celebrating and supporting local food culture and sustainable living. This street fair also brings people into the Roebing Point Entertainment District.

Throughout the stakeholder interviews, as well as the discussion of existing conditions, it became obvious that there are many activities, proposed projects and plans for areas throughout the Central Business District that will be beneficial for the growth of the Roebing Point District. Business and property owners, as well as interested stakeholders should stay connected and updated of these plans and projects to make sure where connections (marketing, wayfinding, cross promotions, and events) can be made.

Some of the specific projects and plans in the surrounding area that the Roebing Point should connect with are listed below. Coordination is needed for implementation of this plan, along with other related plans for the City. Included is also a brief discussion of what the Committee noted as areas to focus on when creating connectivity with these projects.

- **The Yoke:** Currently pedestrian connections to the Yoke are unsafe and not easily identifiable. Traffic patterns should be adjusted and a more prominent pedestrian design should make this area more utilized. This is further discussed in Section 7: Transportation.

- 
- **Gateway Community and Technical College:** The committee would like to continue to discuss decisions regarding issues such as way finding and parking and the impact these will have on Roebing Point Area as plans continue to develop for Gateway.
  - **Times Star Commons:** The committee commented that connecting the green spaces, pathways, both pedestrian and vehicular (including walkways and alleys) in proposed Times Star Commons with the Roebing Point area was needed. Wayfinding is also necessary between the two projects. The activities that both generate should be additive and a draw for different crowds and purposes and should not be competing against each other. For example the greening of Park and Court might be competitive if it focuses on active recreation, but would be complimentary if it was more passive activities such as wider sidewalks, outdoor dining, etc.
  - **Community Gardens in the surrounding neighborhoods:** Many of the surrounding neighborhoods are starting community gardens. Some of the restaurants that use local produce are currently working and should continue to work with these community gardens to use their produce in their businesses. Further if a local, fresh market happens as part of the redevelopment of the Barton's Block, an attempt should be made to incorporate these community gardens.
  - **Licking River Greenway:** The committee found that this activity was a compliment to the area and that as the project progresses, wayfinding should be included. Further since this project will be encouraging bike and pedestrian activities, Roebing Point should continue to make pedestrian and bike activities an essential component of the area.
  - **Southbank- Riverfront Commons:** Southbank Partners, a partnership of the five Northern Kentucky river cities including Covington, prepared the Riverfront Commons Master Plan. Riverfront Commons established the framework for an interconnected greenway spanning the riverfront from Ludlow to Dayton. The Southbank plan for Riverfront Commons focused on recreational, public access, and regional economic development. Concerning Covington, the plan had a focus on riverbank stabilization. As discussions of the design and method of stabilization occur, stakeholders should stay involved and well informed to make sure that decisions that are made support development in the Roebing Point area.
  - **Covington Waterfront Debris Deflection and Bank Stabilization Master Plan:** The Covington Waterfront Stabilization and Debris Deflection Master Plan, funded by a USEPA grant, was one of the first steps in implementing the unified public greenway identified in the Riverfront Commons plan. The fundamental purpose of the master plan was to design a system of shoreline features that can be used in Covington and adapted for other locations to stabilize the embankment, protect public and private infrastructure, and reduce damage and maintenance costs caused by debris deposits. The City's plan for the Riverfront focuses on two major nodes of activity around the Roebing Bridge. The designs that were created include pedestrian and vehicular access from Roebing Point to the Riverfront.

Businesses in the area are also encouraged to partner with other organizations, such as Renaissance Covington and Covington Business Council to get connected to marketing opportunities and other activities. For example, the City's Renaissance Covington Board has adopted a set of strategies for the Renaissance Area (that extends into the study area) and businesses, properties owners, and interested parties should partner with Renaissance Covington to highlight the Roebing Point Area throughout these strategies.

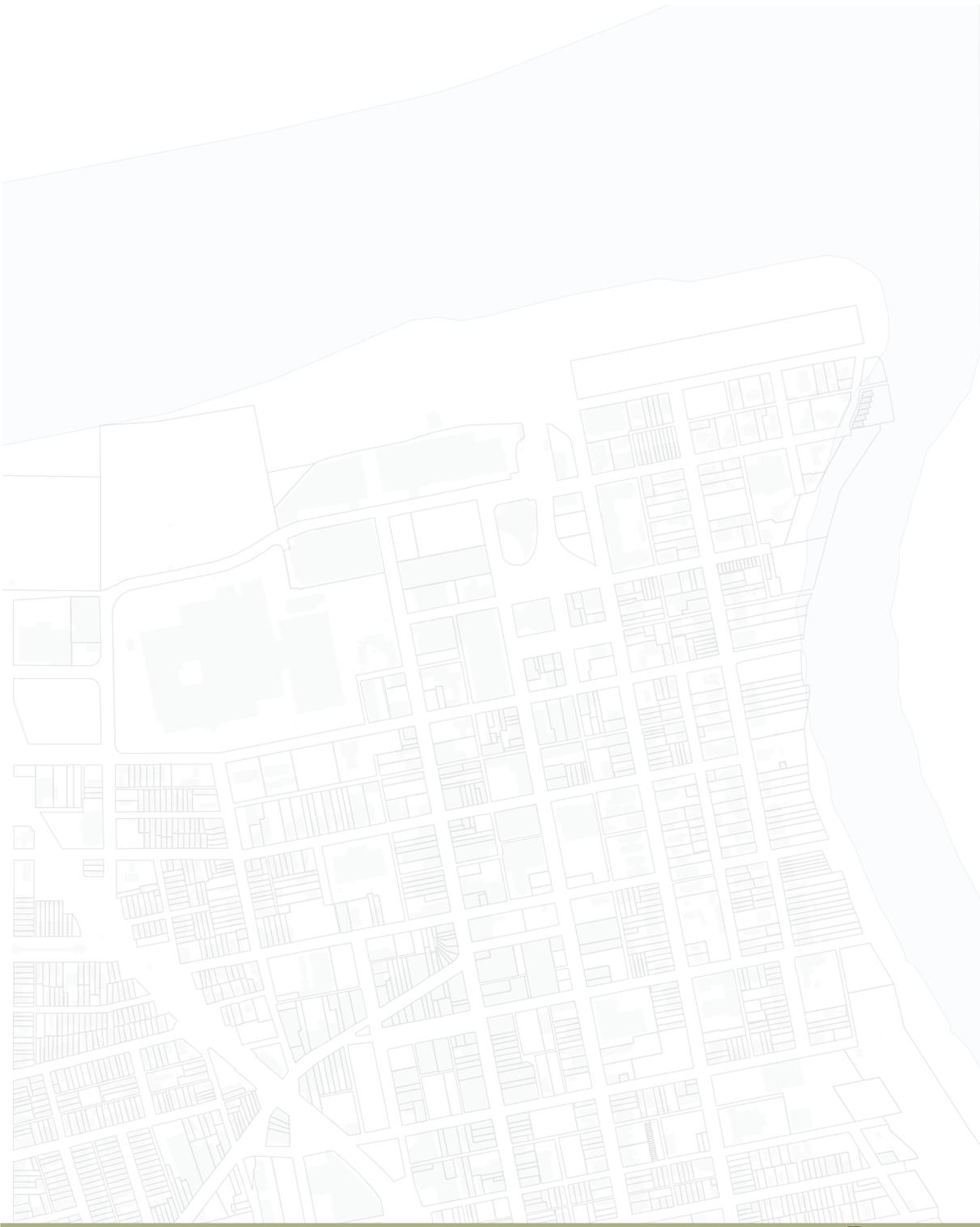
- 
- Market Renaissance Covington through a regularly produced Newsletter, including
    - Success stories
    - District events
    - Highlighted Available Property. 1 per issue of the Newsletter
    - Local businesses, Gateway, Library events
    - Start quarterly
  - Create a clearinghouse for available properties in the Renaissance District
    - Maintain Renaissance Covington website with up-to-date properties listing
    - Strengthen relationship with Realtors' Roundtable
    - Cross promote with MLS through web links
    - Promote incentives, façade program
    - Establish structure for updates
    - Include sort feature

The following specific recommendations for the area support this plan's goals and objectives.

- Design and install Roebling Point signage. Work with the City of Covington and Renaissance Covington to guarantee the placement of the signage is appropriate. This signage should focus on announcing to the visitor that they are in Roebling Point, rather than wayfinding signage. An example would be a sign similar to the neighborhood mosaic signs.
- Encourage all businesses to participate in existing Roebling Point activities and create new opportunities, including festivals, beautification efforts, and other joint activities.
- Continue to encourage cross promotion efforts among the businesses within Roebling Point and surrounding business, including coupons, fairs/festivals, and other specials.
- Continue to discuss and partner with stakeholders from the following projects to make connections
  - The Yoke
  - Gateway Community and Technical College
  - Times Star Commons
  - Community Gardens
  - Southbank Riverfront Commons
  - Licking River Greenway
  - Covington Waterfront Debris Deflection and Bank Stabilization Master Plan
- Partner with Renaissance Covington in their strategies and utilize the marketing of Renaissance Covington to promote the Roebling Point Area.
- Include Roebling Point in marketing efforts that market the entire city of Covington as well as in universal marketing plan.

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# SECTION 9: IMPLEMENTATION



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## **Section 9: Implementation**

The following implementation chart gathers the recommendations from various elements of this plan into a matrix, outlining specific objectives, recommendations, responsible parties, expected timeframes and status. This chart will be useful to track implementation of the plan and to make adjustments based on future opportunities and challenges.

Implementation of this plan will necessitate the group effort of many different groups. Involvement of stakeholders like businesses, property owners, residents, special districts (Renaissance and Roebling Point), and the alignment of this plan with the City's Strategic Planning Action Teams is the key to success. The City has many objectives and activities in other areas of the City that must be balanced and prioritized, along with the recommendations included in this plan.

It is recognized that many of the recommendations include costs to the City and/or property owners/businesses. Cost of implementation items related to construction or incentives will need to be addressed on a case by case basis to determine the need and extent to which funds are available. The costs for streetscaping as recommended in this plan have been estimated, however, all activities will be contingent on the availability of funds.

The following time periods are included in the implementation chart below:

Immediate: within a few months to 1 year after adoption (August 2010)

Short: 1 to 2 years

Mid: 2 to 5 years

Long: 5 years or longer

## Implementation Chart

<b>Land Use, Growth and Redevelopment</b>			
<b>Objectives</b>			
<ol style="list-style-type: none"> <li><b>1. Identify areas for future potential new development and potential areas for rehabilitation and renovation</b></li> <li><b>2. Provide for a mix of uses that will support businesses and make use of the existing residential market and grow the residential base</b></li> </ol>			
<b>Recommendations</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Status</b>
Work closely with the County to assist with redevelopment of the County Building/Jail	<ul style="list-style-type: none"> <li>• City (Admin)</li> </ul>	Ongoing	
Continue public discussions about the potential location of the City's Farmer's Market in Roebling Point	<ul style="list-style-type: none"> <li>• City (Community Development)</li> <li>• Property/Business Owners</li> <li>• Renaissance Board</li> <li>• Preservation Action Team (Strategic Plan)</li> </ul>	Immediate	
Facilitate property owner/developer discussions on how to support area initiatives	<ul style="list-style-type: none"> <li>• City (Admin &amp; Community Development)</li> <li>• Property Owners/Realtors</li> <li>• Progress for Preservation</li> <li>• CBC</li> <li>• Downtown Action Team (Strategic Plan)</li> </ul>	Ongoing	
<b>Objectives</b>			
<ol style="list-style-type: none"> <li><b>3. Identify strategies to grow/enhance existing businesses and residences</b></li> <li><b>4. Identify and promote incentives for new businesses to locate in the area</b></li> <li><b>5. Identify and promote incentives for rehabilitation of properties in the area to fill up empty buildings</b></li> </ol>			
<b>Recommendations</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Status</b>
Continue to meet one on one with potential businesses and developers regarding the use of City incentives	<ul style="list-style-type: none"> <li>• City (Community Development)</li> <li>• CBC</li> <li>• Downtown Action Team (Strategic Plan)</li> </ul>	Ongoing	

Market the City's incentive package, focus on business expansion and recruitment	<ul style="list-style-type: none"> <li>• City (Community Development)</li> <li>• Property Owners/Realtors</li> <li>• CBC</li> <li>• Downtown Action Team (Strategic Plan)</li> </ul>	Immediate	
Continually evaluate and update City incentive packages	<ul style="list-style-type: none"> <li>• City (Community Development)</li> <li>• Property/Business Owners</li> </ul>	Immediate	
Evaluate potential sources of funding for a Revolving Loan Fund Pilot program for historic preservation projects and other incentives	<ul style="list-style-type: none"> <li>• City (Admin &amp; Community Development)</li> <li>• Progress for Preservation</li> <li>• Preservation Action Team (Strategic Plan)</li> </ul>	Mid Term	
Undertake creation of a local TIF district, including the Roebling Point Area	<ul style="list-style-type: none"> <li>• City (Admin &amp; Community Development)</li> <li>• Property/Business Owners</li> </ul>	Short Term	
Work closely with the Renaissance board on the creation of a Business Improvement District	<ul style="list-style-type: none"> <li>• City (Community Development)</li> <li>• Renaissance Board</li> <li>• Downtown Action Team (Strategic Plan)</li> </ul>	Short Term	
Continue to identify and apply for grants to implement	<ul style="list-style-type: none"> <li>• City/Stakeholders</li> </ul>	Ongoing	

**Objective**

**6. Recommend changes to the County Wide Comprehensive Plan for the study area**

<b>Recommendations</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Status</b>
Change County Wide Comprehensive Plan to include Roebling Point Plan	<ul style="list-style-type: none"> <li>• City (Admin)</li> </ul>	Immediate	
Continue Roebling Point Planning work to include evaluation and recommendations for zoning amendments	<ul style="list-style-type: none"> <li>• City</li> <li>• Roebling Point Planning Committee</li> </ul>	Immediate and Ongoing	

## Architectural Design

### Objective

**1. Identify design guidelines that protect historic architecture, context, promote sense of place and building scale and allow flexibility for appropriate new development**

Recommendations	Responsibility	Timeframe	Status
Keep the Historic Preservation Overlay Zone in place in order to facilitate historically appropriate and compatible design	<ul style="list-style-type: none"> <li>• City</li> <li>• Kenton County Planning Commission</li> </ul>	Immediate	
Update and amend the Historic Covington Design Guidelines to codify flexibility and consistent interpretation	<ul style="list-style-type: none"> <li>• City (Historic Preservation/UDRB and committee)</li> <li>• Preservation Action Team (Strategic Plan)</li> </ul>	Short Term	

### Objective

**2. Identify design techniques that enhance the pedestrian experience and encourage pedestrian activity**

Recommendations	Responsibility	Timeframe	Status
Keep the sidewalks free of clutter and trash	<ul style="list-style-type: none"> <li>• City</li> <li>• “Keep Covington Beautiful”</li> <li>• Property Owners</li> <li>• Downtown Action Team (Strategic Plan)</li> </ul>	Immediate and Ongoing	
Work with building owners to improve the appearance of empty storefronts, such as through artwork and window displays	<ul style="list-style-type: none"> <li>• Renaissance Covington</li> <li>• Property Owners</li> <li>• Downtown Action Team (Strategic Plan)</li> </ul>	Short Term and Ongoing	
Work with the City Code Enforcement Office to reduce the negative clutter from unattractive signage	<ul style="list-style-type: none"> <li>• City (Code Enforcement)</li> <li>• Property Owners</li> </ul>	Immediate and Ongoing	

Amend the Zoning Code to allow projecting signs within the zone	<ul style="list-style-type: none"> <li>• City</li> <li>• Kenton County Planning Commission</li> </ul>	Short Term	
Take advantage of Renaissance Covington Façade Grant funds, when available, to enhance the storefront appearance	<ul style="list-style-type: none"> <li>• Renaissance Board</li> <li>• Property/Business Owners</li> <li>• Downtown Action Team (Strategic Team)</li> </ul>	When Available	

### Public Amenities/Streetscape

#### Objective

#### 1. Identify locations and preferred methods for streetscape enhancements and pedestrian amenities

Recommendations	Responsibility	Timeframe	Status
Identify funding mechanisms (such as TE Grant) to design and implement a streetscape plan	<ul style="list-style-type: none"> <li>• City</li> <li>• Renaissance Board</li> <li>• Property/Business owners</li> <li>• Downtown Action Team (Strategic Plan)</li> </ul>	Short Term	
Install benches, waste receptacles and lighting that are consistent with the theme throughout the Renaissance District	<ul style="list-style-type: none"> <li>• City</li> <li>• Property/Business Owners</li> </ul>	Mid Term (as funds are available)	
Install brick pavers or stamped concrete along the sidewalk.	<ul style="list-style-type: none"> <li>• City</li> <li>• Property Owners</li> </ul>	Mid Term (as funds are available)	
Conduct a wayfinding system audit (including other surrounding area activities)	<ul style="list-style-type: none"> <li>• Roebbling Point Planning Committee</li> <li>• Renaissance Board</li> <li>• Downtown Action Team (Strategic Plan)</li> </ul>	Immediate	

Use existing template for Renaissance Area, improve signage at both the vehicular and pedestrian scale	<ul style="list-style-type: none"> <li>• City</li> <li>• Renaissance Board</li> <li>• Downtown Action Team (Strategic Plan)</li> </ul>	Mid-Term (as funds are available)	
Place additional pedestrian scale lighting throughout the study area.	<ul style="list-style-type: none"> <li>• City</li> </ul>	Long Term (as funds are available)	
Implement additional parking signage for the “Yoke” parking lot and the Transit Center	<ul style="list-style-type: none"> <li>• City</li> </ul>	Mid Term (as funds are available)	
Conduct a walkability audit to identify additional pedestrian needs/ infrastructure improvements	<ul style="list-style-type: none"> <li>• Roebling Point Planning Committee</li> </ul>	Immediate	
Add pavers or stamped concrete to make crosswalks well differentiated	<ul style="list-style-type: none"> <li>• City</li> </ul>	Long Term (as funds are available)	
Ensure that new buildings and parking areas are pedestrian friendly (transparent first floor uses, wider sidewalks, street trees or landscaped buffers)	<ul style="list-style-type: none"> <li>• City</li> <li>• UDRB</li> </ul>	Immediate and Ongoing	
Provide for bicycle racks where appropriate	<ul style="list-style-type: none"> <li>• City</li> <li>• Property/Business Owners</li> </ul>	Mid Term (as funds are available)	
Bury utilities	<ul style="list-style-type: none"> <li>• City</li> </ul>	Long Term (as funds are available)	

<b>Objective</b>			
<b>2. Identify areas for new public spaces</b>			
<b>Recommendations</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Status</b>
Discuss opportunities for green infrastructure in the planning area with SD1	<ul style="list-style-type: none"> <li>• City</li> <li>• Property/Business Owners</li> </ul>	Long Term (as funds are available)	
Plant appropriate species of trees in appropriate areas	<ul style="list-style-type: none"> <li>• City</li> <li>• Urban Forestry Board</li> <li>• Property/Business Owners</li> </ul>	Long Term (as funds are available)	
Install bumpouts along Park St., making use of excess roadway and maintaining parking	<ul style="list-style-type: none"> <li>• Property/Business Owners</li> </ul>	Mid Term (as funds are available)	
Improve access to the Police Memorial via closure of two ramps (see Section 7: Transportation) and additional pedestrian amenities (crosswalks)	<ul style="list-style-type: none"> <li>• City</li> <li>• Committee for the Gateway Roebling's Bridge</li> <li>• KYTC</li> </ul>	Mid Term (as funds are available)	
Identify an appropriate piece of art or focal point to install at the intersection of Court and Park	<ul style="list-style-type: none"> <li>• Roebling Point Planning Committee</li> <li>• Arts and Culture Action Team (Strategic Plan)</li> </ul>	Short Term	
Establish a gateway at the corner of 4 <sup>th</sup> and Greenup to distinctly mark the entrance of "Roebling Point"	<ul style="list-style-type: none"> <li>• Property Owners</li> </ul>	Long Term (as development occurs)	
Support the Times Star Commons public space effort, to serve as a further catalyst development in the Roebling Point area.	<ul style="list-style-type: none"> <li>• Roebling Point Planning Committee</li> </ul>	Short Term	

<b>Objective</b>			
<b>3. Use urban design methods for enhancing safety and cleanliness</b>			
<b>Recommendations</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Status</b>
Request Covington Police Dept. input on development patterns related to “Crime Prevention through Environmental Design”	<ul style="list-style-type: none"> <li>• City</li> </ul>	Immediate and Ongoing	
Work with “Keep Covington Beautiful” and City Code enforcement office to keep streets clean	<ul style="list-style-type: none"> <li>• City</li> <li>• Property/Business Owners</li> <li>• Residents</li> </ul>	Immediate and ongoing	

<b>Transportation</b>			
<b>Objective</b>			
<b>1. Identify locations for increased pedestrian access (crossing, etc.) sidewalk improvements and other amenities such as signage and lighting</b>			
<b>Recommendations</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Status</b>
Install pedestrian lighting	<ul style="list-style-type: none"> <li>• City</li> <li>• Property/Business Owners</li> <li>• Residents</li> <li>•</li> </ul>	Long Term	
See Section 6: Public Amenities/Streetscape			

<b>Objective</b>			
<b>2. Identify necessary changes to traffic patterns, considering on-way versus two-way streets and possible street closures and the use of appropriate traffic calming techniques.</b>			
<b>Recommendations</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Status</b>
Continue to monitor and evaluate options to address speed and volume along 4 <sup>th</sup> Street	<ul style="list-style-type: none"> <li>• City</li> <li>• Property/Business Owners</li> <li>• Residents</li> </ul>	Immediate and Ongoing	
Identify methods and financing to enable the Yoke ramp closing	<ul style="list-style-type: none"> <li>• City</li> <li>• Property/Business Owners</li> <li>• Residents</li> </ul>	Mid Term	
<b>Objective</b>			
<b>3. Identify need for and availability of parking in the area for both current businesses and for potential new development.</b>			
<b>Recommendations</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Status</b>
Improve signage, appearance and accessibility of the Yoke lot	<ul style="list-style-type: none"> <li>• City (Engineering Dept)</li> </ul>	Short Term	
Install signage directing visitors from the Court and Park area business to the Yoke lot	<ul style="list-style-type: none"> <li>• City (Engineering Dept)</li> </ul>	Short Term	
As development occurs, continue to evaluate parking needs and opportunities to provide additional parking	<ul style="list-style-type: none"> <li>• City (Engineering Dept)</li> </ul>	Immediate and Ongoing	

**Connectivity/Marketing**

**Objective**

**1. Identify ways to market the uniqueness of the Roebling Point area, including access to the River, the historic value of the Roebling Bridge and other historic properties, and its connectedness with other activities in the City**

<b>Recommendations</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Status</b>
Design and install Roebling Point Neighborhood signage. Work with the City and the Renaissance Board to guarantee the placement of the signage is appropriate. This signage should focus on announcing to the visitor that they are in Roebling Point rather than wayfinding signage. An example would be a sign similar to the neighborhood mosaic signs	<ul style="list-style-type: none"> <li>• City (Admin/Preservation Specialist/ Engineering)</li> <li>• Roebling Point Entertainment District</li> <li>• Renaissance Board</li> <li>• Downtown Action Team (Strategic Plan)</li> </ul>	Short Term	
Encourage all businesses to participate in existing Roebling Point activities and create new opportunities, including festivals, beautification efforts, and other joint activities	<ul style="list-style-type: none"> <li>• Businesses</li> <li>• Roebling Point Entertainment District</li> <li>• Downtown Action Team(Strategic Plan)</li> </ul>	Immediate and Ongoing	
Continue and encourage cross promotion efforts among the businesses within Roebling Point and surrounding businesses, including coupons, fairs/festivals, and other specials	<ul style="list-style-type: none"> <li>• Businesses</li> <li>• Roebling Point Entertainment District</li> <li>• Renaissance Board</li> </ul>	Immediate and Ongoing	

Continue to discuss and partner with stakeholders from The Yoke	<ul style="list-style-type: none"> <li>• City (Engineering)</li> <li>• Businesses</li> <li>• Property Owners</li> <li>• Yoke Design Committee</li> </ul>	Short Term	
Continue to discuss and partner with stakeholders from Gateway Community and Technical College	<ul style="list-style-type: none"> <li>• City</li> <li>• Gateway</li> <li>• Businesses</li> <li>• Property Owners</li> </ul>	Mid Term	
Continue to discuss and partner with stakeholders from Times Star Commons	<ul style="list-style-type: none"> <li>• City (Admin and Community Development)</li> <li>• Businesses</li> <li>• Property Owners</li> <li>• Downtown Action Team (Strategic Plan)</li> </ul>	Immediate and Ongoing	
Continue to discuss and partner with stakeholders from Community Gardens	<ul style="list-style-type: none"> <li>• Businesses</li> <li>• Property Owners</li> <li>• Neighborhood Groups</li> <li>• Covington Farmer's Market</li> <li>• Renaissance Board</li> </ul>	Short to Mid Term	
Continue to discuss and partner with stakeholders from Southbank Riverfront Commons	<ul style="list-style-type: none"> <li>• City (Parks and Rec)</li> <li>• Businesses</li> <li>• Property Owners</li> <li>• Vision 2015</li> </ul>	Mid Term	
Partner with Renaissance Covington in their strategies and utilize the marketing of Renaissance Covington to promote the Roebling Point Area	<ul style="list-style-type: none"> <li>• Renaissance Covington</li> <li>• Businesses</li> </ul>	Immediate and Ongoing	

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## Appendix A: Stakeholder Interviewees and Summary Notes

### Stakeholder Interviewees

Dr. Barry Applegate, Applegate Dentistry  
Donald Bahr, Bank of Kentucky  
Arn Bortz, Towne Properties  
Dan Cronican, Keystonbe Bar and Grill  
Greg Depenbrock, Dicks Wine and Liquor  
Tom Dibello, Center for Great Neighborhoods  
Chuck Eilerman, Huff Realty  
Gina Estes, Progress with Preservation and Historic Licking Riverside Association  
Craig Gossman, KKG Architects  
Mark Hult, Kenton County Planning Commission and Historic Licking Riverside Association  
Scott Kimmich, Kenton County Fiscal Court  
Kris Knochelmann, Kenton County Fiscal Court  
Fritz Kuhlmann, Citizen  
Amy Kummler, Down Under  
Jack Moreland, SouthBank  
Rob Petersen, Adjacent Property Owner, Resident  
Sharmili Reddy, Northern Kentucky Area Planning Commission  
Michael Ricke, Anchor Properties  
Paul Sartori, Legacy Financial  
Lisa Sauer, Progress with Preservation and Historic Licking Riverside Association  
Bill Scheyer, Vision 2015  
Jeanne Schroer, Catalytic Development Funding Corporation  
Shannon Sexton, Attorney  
Paul Shanley, Molly Malone's  
Deb Vicchiarelli, Corporex  
Martin Wade, The Relish Group  
Bernie Wessels, Wessels Construction and Development

### Summary Notes from Stakeholder Interviews

#### Streetscape and Way finding

- The area needs to be more pedestrian friendly this can include
  - Better lighting
  - More green space
  - Bumpouts and nice sidewalks for both walking and outdoor seating
  - The use of brick pavers and other materials
  - Better use of the Yoke
    - Closing down 3<sup>rd</sup> Street to make the Yoke more pedestrian oriented is a good option
- There needs to be better signage and way finding in the area for
  - Parking
  - Business locations
  - Traffic routing
  - Bringing people from Riverfront into the City

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## Land Uses

- The area is a commercial area with some mixed uses.
- Need uses that compliment existing businesses both office and retail
- Grocery Store on Barton Block
- Mixed Use on County Building block (this includes either residential or office above retail on the 1<sup>st</sup> floor)
- Market Rate Rentals
- Pedestrian oriented businesses- Get feet on the street.
- Current property owners/developers need to be brought together to discuss how their future plans will be able to support each other and the area

## Design

- Mixed feelings on HPO
- Agreement on the need for good design and good contextual infill development on Barton's and County Building site
- Fairly good consensus on the need to keep the character of the area, however some major concerns about the cost of required materials and energy efficiency
- Tax credits should be taken advantage of on rehabilitations

## Traffic and Parking

- Mixed opinions if parking is an issue. Many feel that there is plenty of parking in the area but not enough signage or visual connections to the lots
- Some traffic issues in the area
  - 4<sup>th</sup> Street traffic is too fast and needs to be slowed down
  - Should consider possible rerouting of Route 8, especially if 3<sup>rd</sup> street is closed with the Yoke

## Appendix B: Public Meeting Results

### Roebling Point Scenario Survey Summary

A result of a community design public meeting conducted March 22nd, 2010

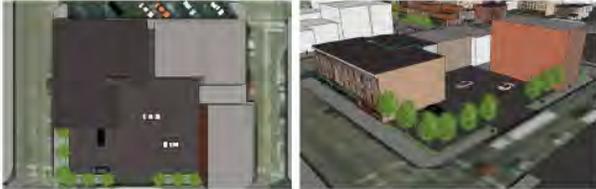


City of Covington, Kentucky  
638 Madison Avenue  
Covington, KY 41011  
Economic Development Department



1	Score	Rank
Scenario 1	55	3
Scenario 2	85	4
Scenario 3	44	2
Scenario 4	36	1

### Demolition Examples



- Landmarks
  - Contributes to streetscape
- Selective demolition of buildings not contributing to the historic fabric of the block and replaced with additional surface parking



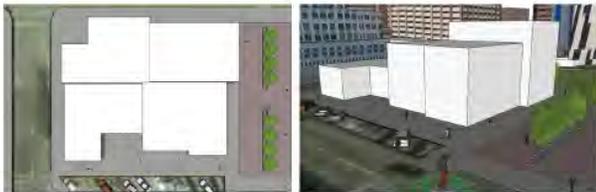
- Park Place remains open for festivals
  - Water feature focal point
  - Park & court pavement change
- Extend existing bump outs and add more where outdoor dining is desirable along Park Place (# of parking spaces stays the same)

### Park Place

2	Score	Rank
Scenario 1	78	4
Scenario 2	53	2
Scenario 3	27	1
Scenario 4	68	3

3	Score	Rank
Scenario 1	87	4
Scenario 2	58	3
Scenario 3	47	2
Scenario 4	28	1

### County Building



- Creates clearer view into Covington.
- Building is demolished, site is redeveloped with buildings ranging from three to four stories in height with larger setbacks from the street and additional pedestrian space



- Adds to visual character
  - Provides view of Roebling Bridge
- Close Court Street from Park Place to 3rd Street for dedicated plaza/greenspace (# of parking spaces reduced by 20)

### The Yoke

4	Score	Rank
Scenario 1	76	5
Scenario 2	52	2
Scenario 3	43	1
Scenario 4	56	3
Scenario 5	70	4

5	Score	Rank
Scenario 1	56	3
Scenario 2	29	1
Scenario 3	72	4
Scenario 4	54	2

### City Parking Lot



- Green roof provides passive recreation area
  - Additional parking
- Redevelop with additional parking and greenspace on the top level.



- Visual introduction to area
  - Mixed use
  - Welcome foot traffic
- Redevelopment of entire block, multiple buildings, larger setbacks from the street, additional greenspace (gateway), and varying stories in height

### Barton's Block

6	Score	Rank
Scenario 1	75	4
Scenario 2	67	3
Scenario 3	42	2
Scenario 4	27	1

Visual Preference Survey

<p><b>1</b> Fits character of the building and blends well.</p>	<p><b>2</b> Fits character of the building. Historic appearance.</p>	<p><b>3</b> Not appropriate and poor relationship to the building.</p>	<p><b>4</b> Not attractive and cheap looking. Nothing special and doesn't relate to the building.</p>
<p>Windows</p>			

- |          |                             |   |
|----------|-----------------------------|---|
| Option 1 | <b>Aluminum Clad Window</b> | <p>Nice replacement window; scale of sill seems to be off; needs to be beefier</p> <p>Is #1</p> <p>Best of 4</p> <p>This example seems to fit in with the character of the bldg and detailing</p> <p>All cases deal with exist or replacement; okay with metal and wood double hang</p> <p>Very appropriate to bldg</p> <p>Good blend of modern and historic</p> <p>Like this; fits well with bldg</p> <p>Replacements give historic bldg updated appearance</p> <p>Like</p> <p>Best; good mix of new window in historic frame</p> <p>Large and reduced number of panels</p> <p>Nice; like; looks good; appropriate; looks original</p> |
| Option 2 | <b>Historic Wood Window</b> | <p>Good windows; large but quaint</p> <p>Best of the windows</p> <p>Nice; fits bldg</p> <p>Like; can't tell if original or not...which I think is good</p> <p>Very suburban look</p>  |

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		Well done; looks original Historic appearance; indicate high level of owner maintenance and poor thermal insulation
Option 3	<b>Window that doesn't fill opening</b>	Poor replacement; no relationship to bldg details Hate! Horrid! Unfortunate Not appropriate Bad example Like the opening treatments, but, need to fix panels Obviously bad What? Poor at best
Option 4	<b>Vinyl Windows</b>	Just not right Not attractive; cheap vinyl look Do not like; looks plastic and white color does not work; color should have some warmth to go with brick Too small; no personality; looks cheap Too modern; not in keeping with age of bldg Nothing special Replacement windows do not fit historic nature of bldg; obviously cost cutting

1 No Style, no detail, but it fits the building

2 Missing Cornice that doesn't look good

3 Too Plastic and cheap looking

4 Great cornice detailing and good scale and craftsmanship

# Cornice Detailing



- Option 1 Simple Modern** Ugly Lack of detail  
 Cornice detail is boring and totally lacks detail  
 Cornice not even part of the design, apparently, but does fit the building's style  
 No style, cheap  
 No depth; ribbon window bad  
 Building has enough character to work
- Option 2 Missing Cornice** Something fell off! Fix it!  
 Like  
 No cornice-bad; there is only the use of a drip edge  
 Like  
 This distracts from the visual beauty of downtown; some work needed  
 Cornice appears to be missing or removed; looks rundown  
 Cornice detailing: Simple detailing but adds character to building  
 Forgets to relate cornice above entrance; windows are equally bad
- Option 3 Modern- no cornice with a little detail** Technically no cornice, but, there is use of dimensional detailing that helps; addition of cornice may have helped appearance  
 Too plastic  
 Not attractive; does not blend with other buildings  
 Looks cheap as if an afterthought  
 Do not like vinyl siding

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Looks contrived  
Cornice: Ugly and cheap

Option 4 **Historic**

Excellent! Authenticity is hard to reproduce  
Like  
Cornice scale: Love style, quality  
Perfect scale. Quality craftsman  
Best modern and historic. Like  
This is beautiful; appropriate to the area  
Yes  
Cornice detailing; great detailing. Even though the detailing is different on each building, they fit well together  
Important to maintain historic look  
My fan; well done for district  
Well maintained; brings out the historic feel of the city; warm colors-nice  
Lots of detail-nice  
Best of the lot; detailing stands out  
Great cornice; great detailing; great window details; everything works



1  
Not too pedestrian friendly.  
Too big and needs more of a transition.



2  
Too suburban and it doesn't relate to the street.



3  
Pedestrian friendly and takes from the historic elements surround it. Good use and mix of modern and historic.

## Infill Architecture



- Option 1 Tall glass modern** Not appropriate for historic context  
 No; too much  
 Need more transition in scale; make pedestrian friendly  
 Okay but boring; can see it becoming a vacant white elephant  
 Too cold distant; removed from all walkability and approachability  
 Glass is okay; kind of melts into background; could be worse; love, love structure in lower left corner  
 Okay; not inspired  
 No blank walls on street like the Government office bldg)  
 Too big  
 Tall glass bldg not bad for infill, but, would like to see less height to relate more to surroundings and appears there is no streetscaping
- Option 2 Suburban brick** Nice use of material and scale is good; also, good pedestrian or gathering areas  
 Keep infill contemporary and clean; think of maintenance  
 General; poor examples  
 Dislike; might fit next to current Convention Center; too "smallish"  
 Depends on location; has a "New England seaside" look-not here  
 Too suburban  
 Sad; trying to be things that are gone; but for new, it could be worse  
 Seems to turn it's back to the street; mass also way too large

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Don't like the design, but, if executed better, could work

Option 3 **contextual row**  
**house**

Better, but, roof line is ugly

Very nice pedestrian scale; lots of windows; bldg height is appropriate to street

Good infill for residential or commercial; could be nice for transition area

Good modern interpretation; large windows look good; detailed storefronts also look good

Love; looks historic; fits in well next to residential

Right type

Like

Like this example; takes the elements of historic Covington and used in the infill context

Favorite; most visually interesting and compelling

Best; good mix of modern and historic

Looks too much like phase 3 of 10

Best of three choices

Like this ;would fit with neighborhood

Would fit in well

Best of the three

			
<p>1 It is a bit bland but fits in with the neighborhood</p>	<p>2 Unattractive and cold. Too industrial</p>	<p>3 This would work well near the Ascent and could work in the district but needs more warmth</p>	<p>4 Nice contrast with the brick in Roebling Point but needs more reference to historic materials.</p>

# Building Materials



**Option 1 Red Brick**

Nice color! Varied brick pattern  
 O.k.; a little bland, but nice  
 O.k. Like texture and contrast of brick  
 Best modern and historic feel  
 Monotonous application of brick but window and door treatments are good  
 I get tired of red brick, but, this example has nice use of detail and contemporary materials  
 Nice!  
 Keep materials light

**Option 2 Concrete block**

Poor detailing makes the material blah  
 Too industrial  
 Nope  
 Concrete is functional but has no aesthetic valve; no color  
 STD concrete block; looks too low  
 Too much blank wall; not interesting for pedestrians  
 Ugly  
 Yuck  
 Unattractive; no depth; bland  
 Dislike! Horrible look; cheap; no character; nothing redeeming  
 Cement block can sometimes look good, but not this  
 Shabby; not even worthy of a park restroom or maintenance bldg.  
 Too industrial looking; no interesting features

**Option 3 Metal and Glass**

I like it. But lacks warmth; streetscape needed

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Material(glass)not so bad but design is sterile; leaves bldg cold in appearance  
Very cool; again not in true historic area, but near Ascent would be great  
This works; doesn't try to mimic historic architecture; appropriate  
Need to fit the context(near Ascent maybe)but, overall, the contemporary character looks good  
Looks cheap, like it might blow away in strong wind. They tried to have style, but didn't pull it off  
Modern materials; glass/steel create dramatic contrast with historic brick  
No references to historic architecture; interesting shape/design  
Like  
I like it! I would have to measure the content to measure it's success

Option 4 **Glass**

This example of glass is not bad because of the interest of seeing  
Use of glass is important for the area; the Ascent can be the cornerstone for good glass and lighting  
Modern materials; glass/steel create dramatic contrast with historic brick  
Okay; don't mind; works for contrast  
Very cool; doesn't match historic, but, does the Ascent  
Like; very interesting  
Love it!  
Glass; do not like in context of this area  
No references to historic architecture; un-interesting shape/design



1  
Mixed opinion. Some like the simplicity and modern look but some wanted a more historic look.



2  
Mixed opinion. Many like the historic but some felt that it was overdone.



3  
Not appropriate for Roebing Point.

## Street Lighting



### Option 1 **Modern**

Strange  
Like  
Okay; like the simplicity  
I like the non-traditional fixture; it does not have to be a historic reproduction fixture  
Okay, but, would not want  
Too non-descript  
Mid-block light; like something unique/unusual  
Okay, but, not great  
Would like a non-traditional fixture, but, not this one  
Far better given historic district  
Not appropriate style; rusty signs  
Not bad, but, not best; has style, but, I'm not wild about it

### Option 2 **Historic**

Like this choice the best, but, would still like additional choices of this style  
The scale and type of fixture appears to fit into the content of the Roebing area  
Favorite look on this panel; good looking; historic feel; can hang planters  
Okay; if you are going for historic look, they should match Licking Riverside  
Good; within context as long as flowers are well kept  
Light goes with bldg, but, not for Roebing  
Too much of a theme; very residential in character; like the idea of vegetation  
Flower basket-nice; attractive; fits area with peaks on bldg

---

Fits the context; would be better if combined with other landscape features such as planters, ect.to accentuate the historic feel and look

No; been there, done that

Best historic feel

Far better given historic district

I'm tired of these!

Flowers hanging are nice if not too many; Maintenance; don't particularly like the pointiness

**Option 3 Pole Lighting**

I don't like this example; this is a commercial light fixture used on hallways; this would not fit in with the character of the neighborhood

Gives off great light, but, doesn't fit with "Covington look"

Contemporary with ease of maintenance

Not appropriate for pedestrian area; more for interstate and vehicles

Are we putting an expressway in?

Looks like interstate lighting

Dislike; not at all pedestrian friendly; boring; way too cheap looking

Does not fit the image of a historic area

Horrible; not even suitable for expressways; no charm

Not bad; like simple; not for Roebling Point

Do not like

Not appropriate for a district; looks like highway lighting

Should have pedestrian scale; reinforced with façade lighting

Does not fit the context of the historic area; this is fit for suburban scale and highways

Suitable for street/intersection lighting



1

Too dark and unfriendly



2

The fixtures are nice and how it highlights the building is nice.



3

Great lighting but need to be careful about uplighting



4

Like this and it would fit in with many styles



5

This would be good on historic buildings.

## Building Lights



### Option 1 **No lighting**

Seems to be lack of lighting

Blah

Too dark and dim; does not highlight the bldg's architectural features; dislike

Poorly lit

Nice bldg, but, dark; don't add anything without light

Not enough lighting; looks like nothing is going on except traffic

### Option 2 **on Building highlighting the storefront**

Would like to see lighting focused more on walkway; light fixtures are good

Not enough lighting; seems unsafe

Like!! In keeping with goal to appropriately illuminate to attract attention

Like

Light scheme should highlight appropriate features

Nice treatments of down lighting and emphasizing storefront

Effective lighting without light pollution

Warm lighting creates nice night time atmosphere; beautiful bldg is worth lighting at night

Like "grazing" effect; brings out arch detail

Still a bit dark at sidewalk, but, I like the effect of the lighting on the bldg;like

Cozy residential feel for a business

Sets a great mood

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Option 3	<b>Decorative lighting</b>	Lighting is excellent; celebrates the bldg and space lighting very nice and very important Like; nice and bright; really highlights a wonderful structure Shows off architecture quite well Nice, but, need to be careful about up lighting Makes beauty of bldg work for night time too
Option 4	<b>Modern</b>	Contemporary with easy maintenance Like; visually interesting Fixture is good, but, depends on context Like it; would fit with several styles Reflector fixture keeps light focused where needed; prevents glare; light pollution Like the fixture
Option 5	<b>Historic</b>	Would be nice for church-like bldg Trite Like this design better than #4 Okay; kind of boring; I like it in the right place Best; good mix of modern and historic

			
<p>1 Clean, simple and functional</p>	<p>2 Not good and too many signs. Looks cheap</p>	<p>3 Good mix of modern and historic. Favorite of the choices. Very classy and elegant.</p>	<p>4 Nice contrast Too much structure and industrial looks.</p>

Signs



**Option 1 Modern Sign**

Keep signs contemporary and consistent  
 Like; clean, clear, easy to read  
 Works for me ;like contemporary feel  
 Functional  
 Like; simplicity  
 Too contemporary  
 Signs not bad; modern ;simple  
 Too contemporary; bland; May not fit into the context of Roebing  
 Not bad for contemporary sign

**Option 2 Cluttered Signs**

Bad joke; example of what not to do/allow  
 Bad signs; addition of clutter signs destroy appearance  
 Add more signs  
 Not Good  
 Too much signage on "buy-wise market"  
 Terrible  
 Hate "brand" signs(Pepsi, Coke, Budweiser, ect.)  
 Obviously not attractive  
 Visual clutter gives bad impression; that area doesn't quite have it's act together

Awful!! Looks cheap  
 Yuck; really cheap; really distracting from the structure  
 Cluttered; monotone  
 Very bad

---

Option 3 **Historic Sign**

Best; fits  
Like ironwork frame and sign styling; classy and can fit with both historic and modern  
Right period; sign attractive  
Good looking sign; probably expensive, but, good detailing  
Like ;should select a theme of framing to be carried throughout district like Worthington, Oh  
Classy; well designed  
Best of the bunch; good mix of historic and modern  
Good  
Excellent and contemporary  
Like the detailing  
Classy  
Nice sign; nice bracket  
Classy; rich  
Nice; no complaint

Option 4 **Roof  
top/Structural  
Sign**

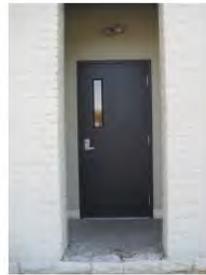
Too much structural material but intriguing placement design  
Too industrial  
Nah, don't care for it; don't mind different styling, but, don't think this works with this particular bldg  
Sign fits scale of bldg  
I like it; goods scale; reduce structure  
Great on the right kind of bldg  
Bad



1  
Like the material and it looks historic but a bit bland.



2  
Fits well with historic building but could also fit in a modern use.



3  
Too industrial and not good for a front entrance but could be used in a rear or service.



4  
Modern feel, but nothing unique.

## Entrances



Option 1 **Wood Paneled Door**

Like the wood door but poor light and lack of side elements; could be planters  
 Attractive  
 Rough looking like an urban feel and all, but, really don't like it  
 Okay; somewhat unique  
 Okay, like the wooden look and corbelling  
 Appears to be punched in as an afterthought  
 Okay  
 Basic materials of wood and stone-appropriate for historic area  
 Very nice and classy

Option 2 **Full glass door-wooden in a storefront**

Very nice and classy  
 Good; fits historic structure  
 I like the attention to quality of materials of the storefront; the awning seems out of character  
 I like this example because of the extension of visibility into the building beyond the doorway by display windows.  
  
 Like it; well done; good detail  
 Best sort of historic and useful for modern businesses  
 Contemporary with glass and a lot of light  
 Nice detailing; good combo of door, windows, and awning  
 Suitable for residential bldg.  
 Needs a "shelter" to provide transition from public to interior.

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	<p>Attractive; good attention to detail</p> <p>Well maintained; clean look; awnings could have been better treated</p> <p>Suits office in historic structure</p> <p>Best; lots of glass wraps corner of bldg</p> <p>Great</p> <p>Beautiful; classy</p>
Option 3 <b>Steel door</b>	<p>Boring; industrial</p> <p>Ugh</p> <p>Set back too far</p> <p>Looks like a good spot for muggers to hide out</p> <p>Doors taken out of context are hard to judge; industrial can work if done right</p> <p>Hidden; not add to pedestrian experience</p> <p>Back door?</p> <p>Dislike; no style; no presence; no warmth; least favorite</p> <p>Really? In this district? Very service oriented look</p> <p>Looks industrial</p> <p>I do not like this example because the door is almost hidden; the entrance is dark and would seem unsafe at night</p> <p>Cold; foreboding</p>
Option 4 <b>modern full light doors</b>	<p>Nice; recess is not too deep; overhang is nice touch</p> <p>Very good; this could make a historic bldg have a more modern feel</p> <p>I like the non-traditional metal awning</p> <p>Okay, but, not special</p> <p>Typical of new construction for office/retail</p> <p>Dislike; don't hate it, but, not much style; #2 pick on this board</p> <p>Looks too much like office</p> <p>The best of the four, but, still unwelcoming</p>