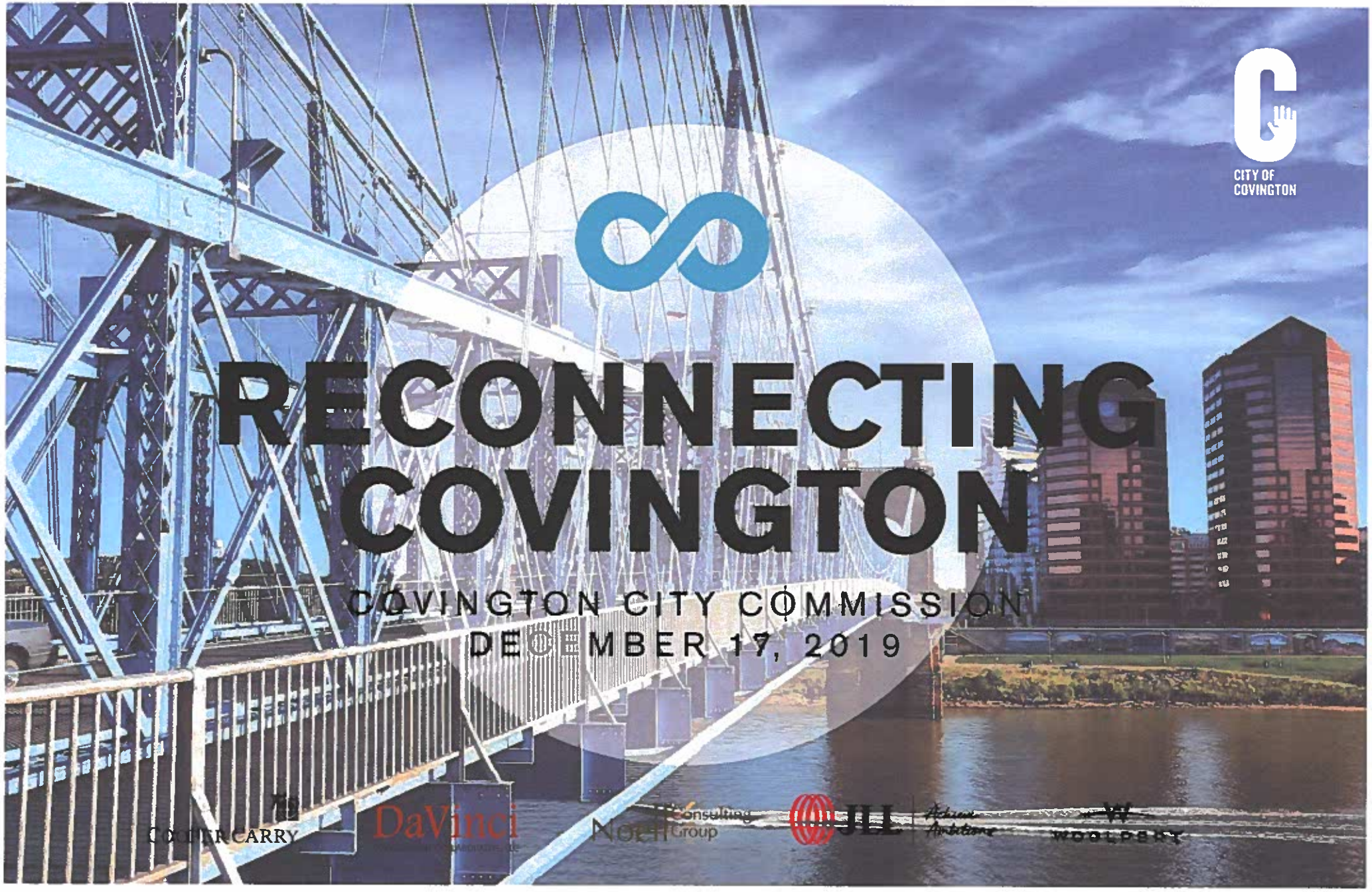

CITY OF COVINGTON
RECONNECTING COVINGTON
COVINGTON CITY COMMISSION
DECEMBER 17, 2019
COOPERCARRY
DaVinci
North Consulting Group
JLL
WOOLPERT

AGENDA

Process
Guiding Principles
Concept Alternatives
Preferred Plan
Temporary Site Activation

ENGAGEMENT

KICK-OFF
STAKEHOLDER MEETINGS
OPEN HOUSE
CIVIC DINNERS
WORKSHOPS
COVINGTON BUSINESS COUNCIL

GOALS & OBJECTIVES

CONVEYANCE PLAN

SPARK JOB CREATION and **INCREASED REVENUES**

MIXED-USE ENVIRONMENT and outdoor spaces for the **COMMUNITY**

ENHANCED CONNECTIONS to the River

COMMUNITY OF LOCAL DEVELOPERS and **ORGANIC DEVELOPMENT**

AUTHENTIC NEIGHBORHOODS

STAKEHOLDER FEEDBACK

1. CONNECTIVITY

2. JOB CREATION

3. MIXED- USE

In a perfect world, what would you like to see on the IRS site?

Mayor

- Resurrection of urban grid
- Mixed- use and human scale
- Adaptable to future needs
- Convention Center Expansion

Economic Development

- Neighborhood scale
- Expand Convention Center
- Open space but not on the full 23 acres
- Connection to the river and grid
- Incremental/ organic development

Commercial Developers

- Live, Work, Play Environment
- Connectivity & taking advantage of the river
- Variety of public space and activity
- What happens here is a larger regional Issue

Corporex

- is unique and creates a destination
- Incorporate unique water feature
- Mixture of Uses

Catalytic Fund

- Entertainment/ attractions
- Mix of uses
- Plan to increase jobs
- Park elements
- Connectivity

Regional Banks

- Extension of urban living
- Job creation
- Music destination
- Celebrate the river front
- Ease of obtaining financing
- Difficult market for office development
- Recognize the larger, regional reach of the site

- Town Center/ gathering place
- Entertainment
- Amenities for the neighborhoods
- Intown grocery

COMMUNITY FEEDBACK

52%

28%

8%

12%

*Walking is the preferred mode to get to and around the site

*Highest ranked words from Comment Cards

CIVIC DINNERS

Themes:

"If only I had a heart"

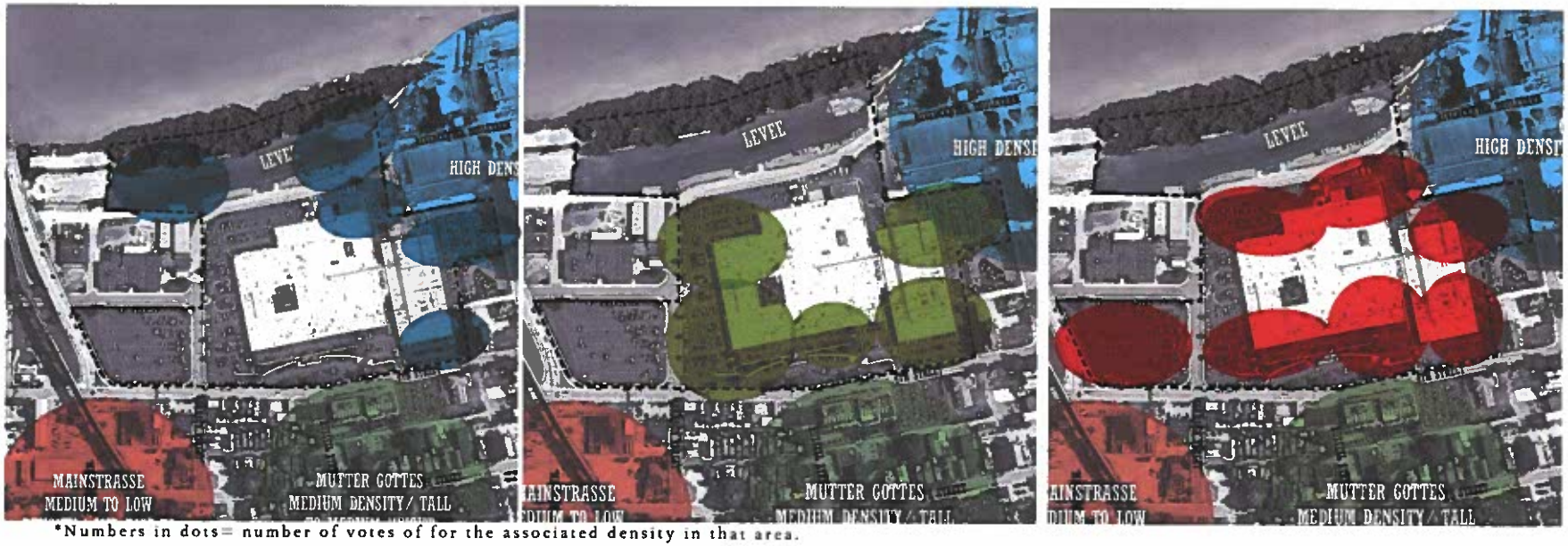
Commerce, culture or a place to call home

Parks & Green Space

Thoughtful Design

156 Participants

COMMUNITY WORKSHOP



*Numbers in dots= number of votes of for the associated density in that area.

*High rise buildings were preferred near the CBD with mid to low rise facing the Neighborhoods

STIMULATE

LAND USE	2027 PROJECTIONS*
OFFICE:	175,000SF
HOTEL:	200-225 ROOMS
RETAIL:	70,000-80,000 SF
APT:	650 units
FOR SALE:	30-50 units

*Source: Noell Consulting Group

PROJECT GUIDING PRINCIPLES

CONNECT

Reconnecting Covington through visual and physical connections to the Ohio River, surrounding neighborhoods, and city at large.

STIMULATE

Stimulate Covington's job growth and recapture the tax base lost from the IRS closure while also encouraging a variety of development that will enhance the vitality of the area.

ACTIVATE

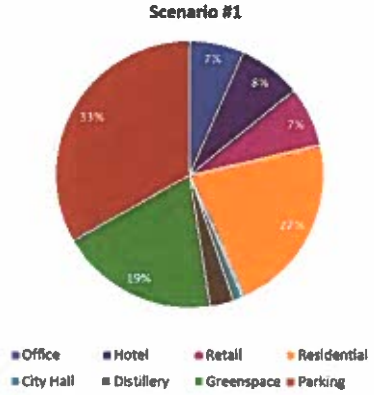
Activate Covington through programming and a mix of uses. Create a space for festivals, events, and community gatherings throughout the year.

CONCEPT ALTERNATIVES

2027 Framework Vision Plan

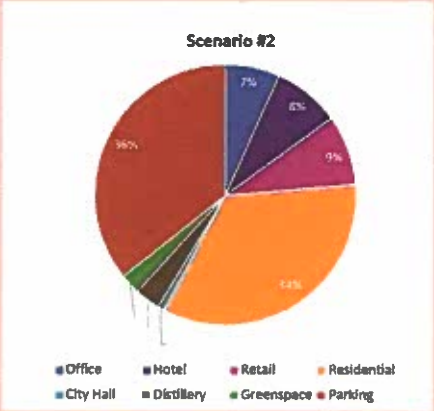
DEVELOPMENT FRAMEWORK PLAN

1



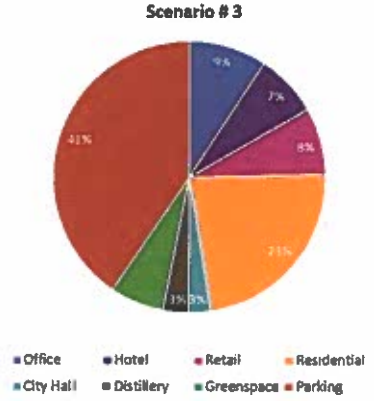
DEVELOPMENT FRAMEWORK PLAN

2



DEVELOPMENT FRAMEWORK PLAN

3



RESULTS

Green on the Levee

Love the Covline

Central Green

Elements:

#3 connection to mainstrasse (Green on the Levee)
20 votes

#5 sloped levee park (Green on the Levee)
17 votes

#9 levee level event space (Green on the Levee)
8 votes

#1 green boulevard (Love the Cove)
31 votes

#6 roof terraces and levee connections (Love the Cove)
16 votes

#7 city hall on the green (Love the Cove)
13 votes

#2 central plaza (Central Green)
23 votes

#4 large levee park (Central Green)
19 votes

#8 activated alleyway (Central Green)
9 votes

10- YEAR DEMAND (NOELL'S REPORT)

LAND USE	2027 PROJECTIONS*
OFFICE:	175,000SF
HOTEL:	200-225 ROOMS
RETAIL:	70,000-80,000 SF
APT:	650 units
FOR SALE:	30-50 units

*Source: Noell Consulting Group

KEY STRATEGIES

- CONNECTED, LIVABLE STREETS
- VARIETY OF OPEN SPACE
- MIXED USE ENVIRONMENT
- DIVERSITY OF WORKPLACE ENVIRONMENTS
- FLEXIBLE FRAMEWORK TO ACCOMMODATE MARKET DEMANDS

FULL VISION PLAN

2027 VISION PLAN

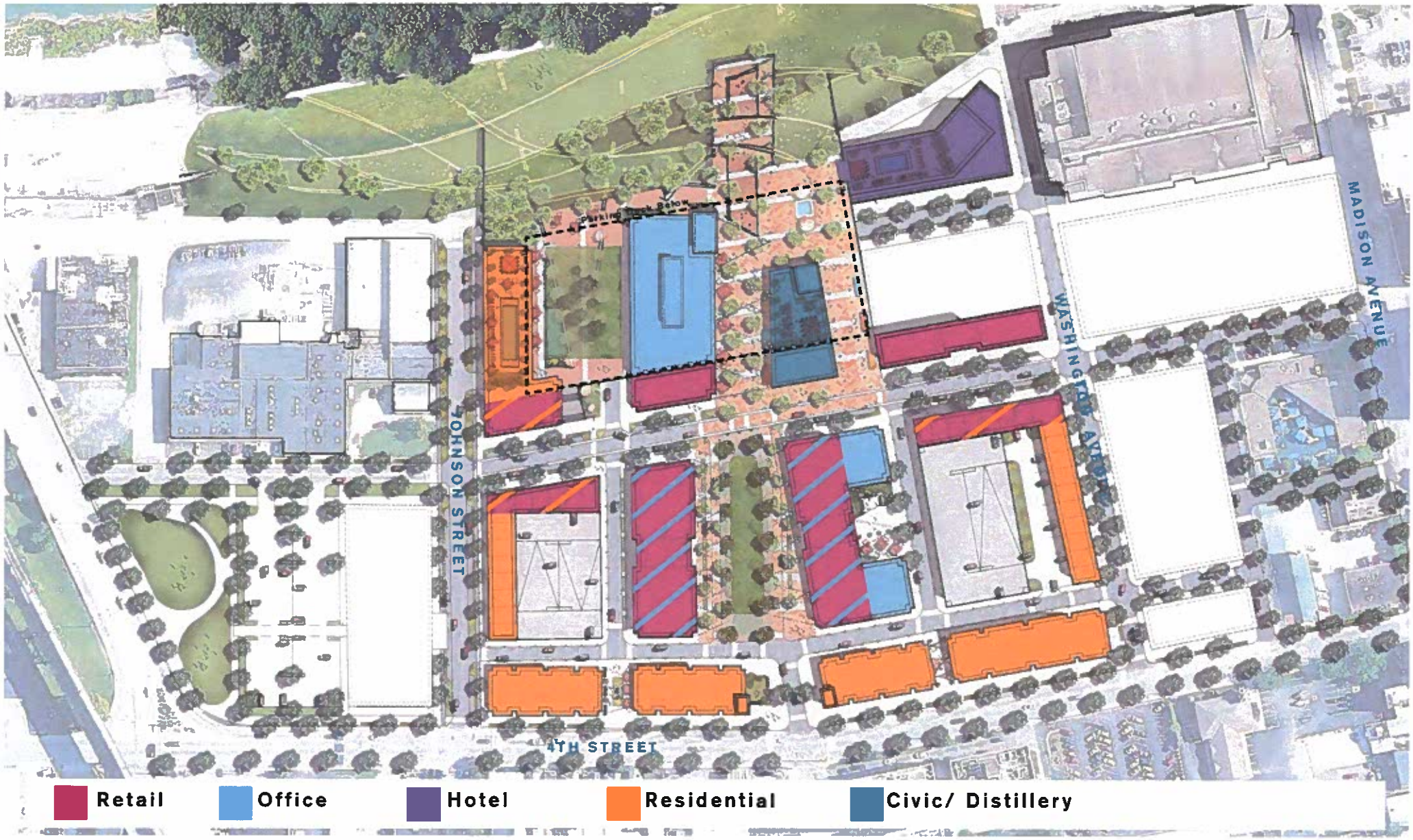
MASSING MODEL

MASSING MODEL

LEVEE PARK

FESTIVAL PLAZA

2027 LAND USE



STIMULATE - JOBS CREATION

	FULL- TIME JOBS	AVERAGE SALARY	PAYROLL TAX
OFFICE:	800 Jobs	$70,796	$1,415,380
HOTEL:	177 Jobs	$33,594	$148,411
RETAIL:	176 Jobs	$27,304	$119,865
APT:	6 Jobs	$55,000	$8,250

TEMPORARY CONSTRUCTION:

PUBLIC: 490 Jobs

PRIVATE: 1,161 Jobs

Total Full-Time Jobs: 1,159

Total Part-Time Jobs: 1,651

*Source: Noell Consulting Group

ACTIVATION STRATEGY

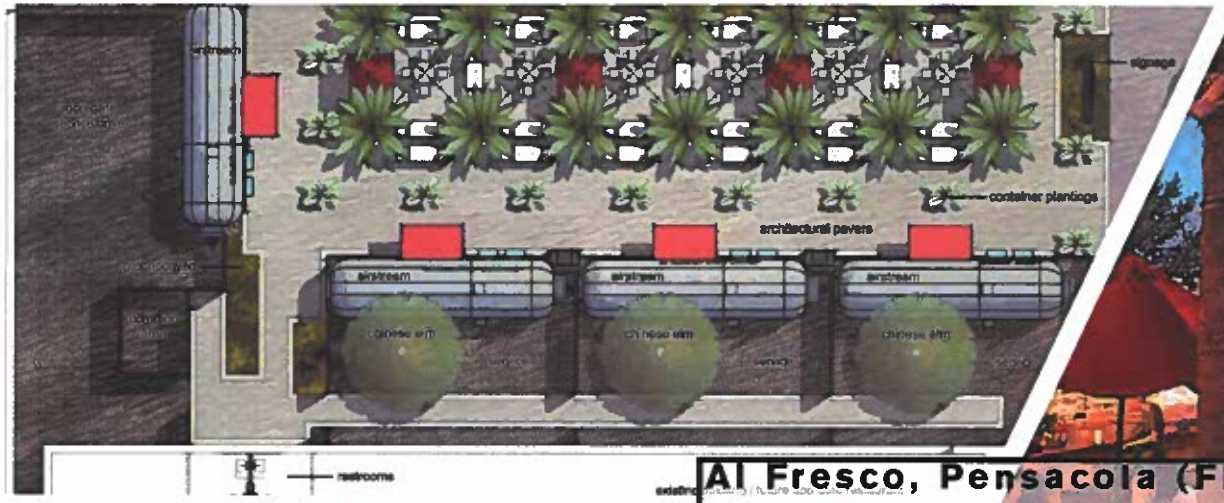
STRATEGIC TEMPORARY USES

- Foreshadow permanent uses to come
- Drive awareness, interest and activity
- Catalyze the development phases
- Engage with local retailers, restaurateurs, and artists
- Integrate seamlessly into completed projects

RAYBACK COLLECTIVE

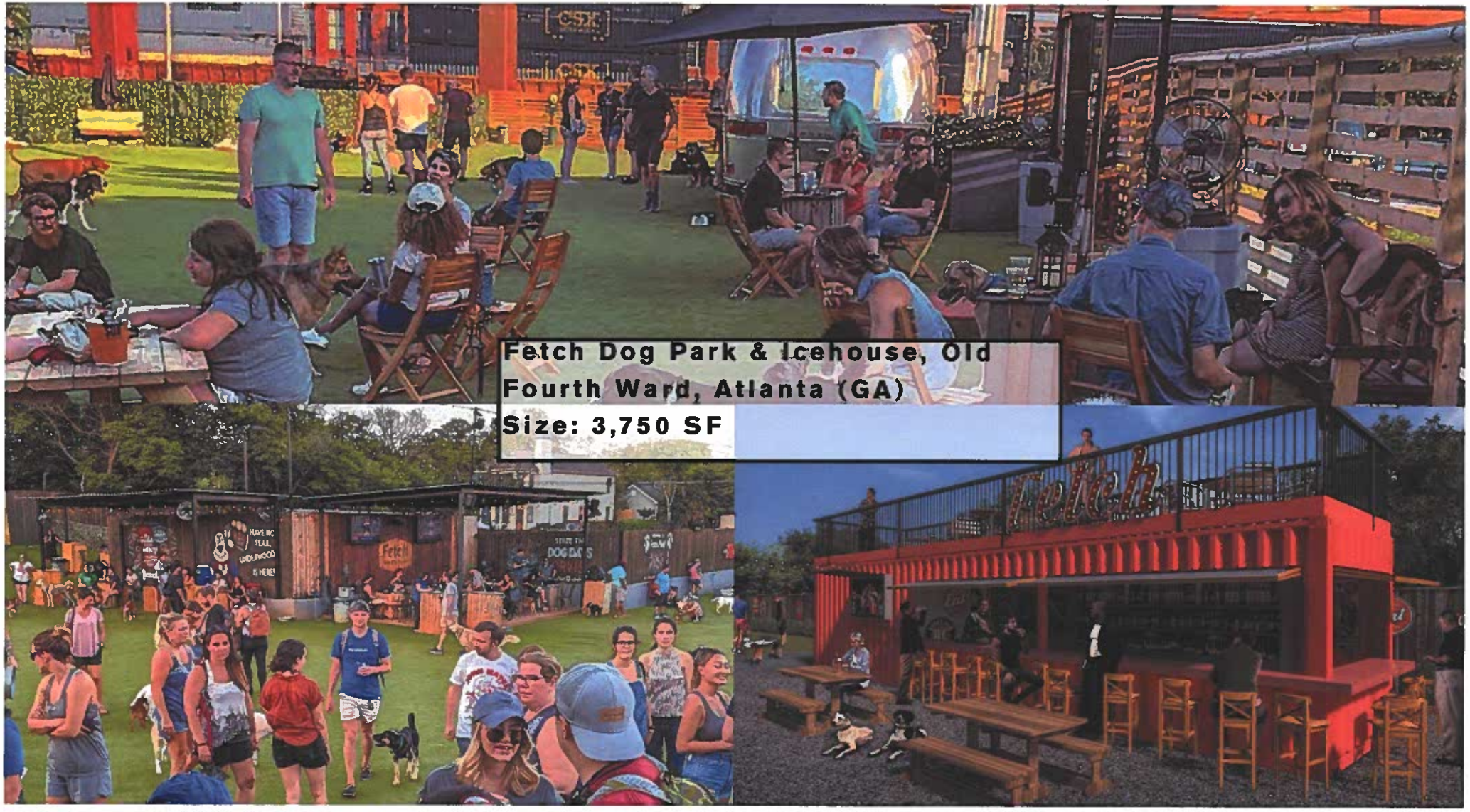
IVILLAGE @MLK

AL FRESCO



Al Fresco, Pensacola (FL)
Size: 4,000 SF

FETCH DOG PARK



NEXT STEPS

DISTRICT NAMING
ZONING
SITE WIFI
EXPLORE TEMPORARY USE & PROGRAMMING OPPORTUNITIES

THANK YOU