



# **Information Boards**

**Displayed at:  
Public Meeting 2  
January 4, 2017  
6:30 p.m. to 8:00 p.m  
River Ridge Elementary School**

The following pages contain information displayed at the second public meeting of the Villa Hills Study. These boards were grouped in stations (as identified in this document by section breaks) and included staff and Task Force members at each station to answer questions.

# Station 1

# Study Highlights

- 240 Acres
- 13 month study
- 9 Task Force meetings
- Comprehensive review of study area
- 2 Public meetings (May 2016, January 2017)
- Key person interviews
- Independent market analysis
- Traffic analysis
- Expert interviews





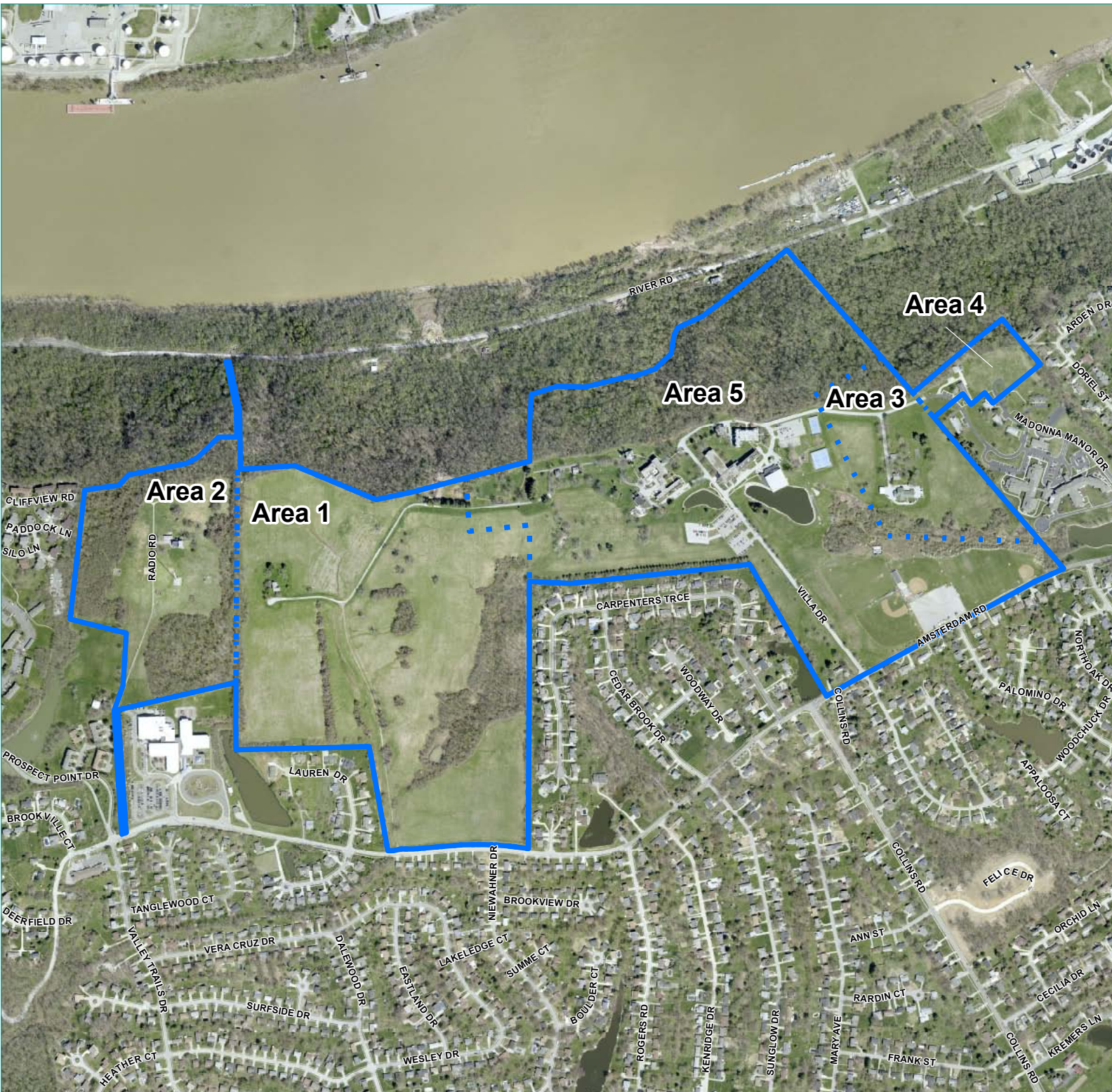
# Study Area

## Legend

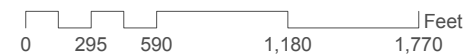


Study Area

Detail Areas



1 inch = 200 feet



Parcel data provided by CCPVA,  
PCPVA and LINK-GIS.



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Date: 12/15/2016



# Where Are You From?

Other Kenton County

Other Northern Kentucky

Other Greater Cincinnati

Other

1 inch = 600 feet



**LINK·GIS**  
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# What's Next?

**Below are the anticipated next steps for the plan.**

**Task Force Review**

**January 11**

**Villa Hills Council Review**

**January 18**

**KCPC Public Hearing**

**March 2**

**These dates represent the anticipated timeline and are subject to change. Please visit [www.villahillsky.org](http://www.villahillsky.org) for the latest news on the study and timeline.**

# Station 2

# What we heard from you!

## What is your current impression of Villa Hills?

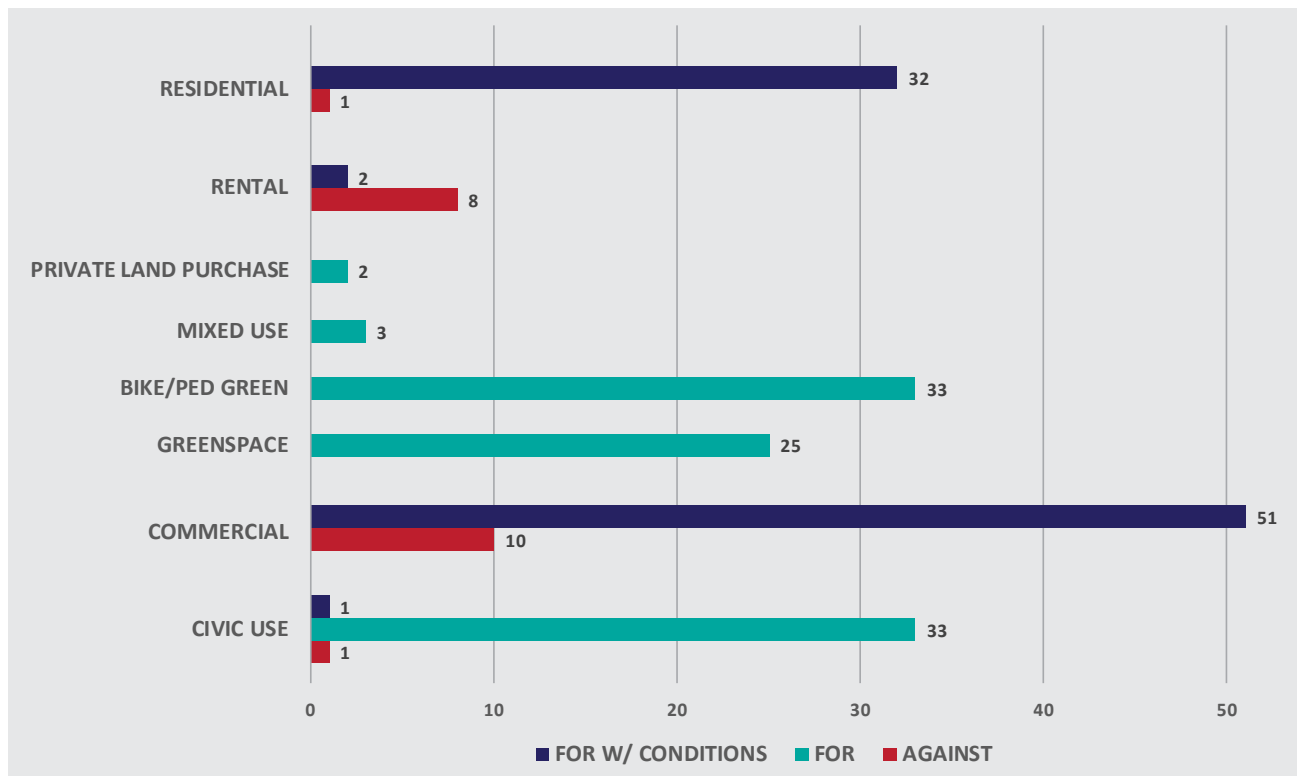
- Quiet
- Friendly
- Safe
- High quality of life
- Home to many long-time residents

Responses obtained  
during Public Meeting 1  
**May 9, 2016 at River Ridge**  
Presentations / Small Group Sessions  
Over 250 Attendees

## What challenges need to be addressed in Villa Hills?

- Financial stability of the city
- Lack of step-down housing for seniors
- Lack of affordable housing opportunities for younger families and first-time buyers
- Existing traffic issues, especially during peak school hours
- Existing flooding issues on Carpenter's Trace

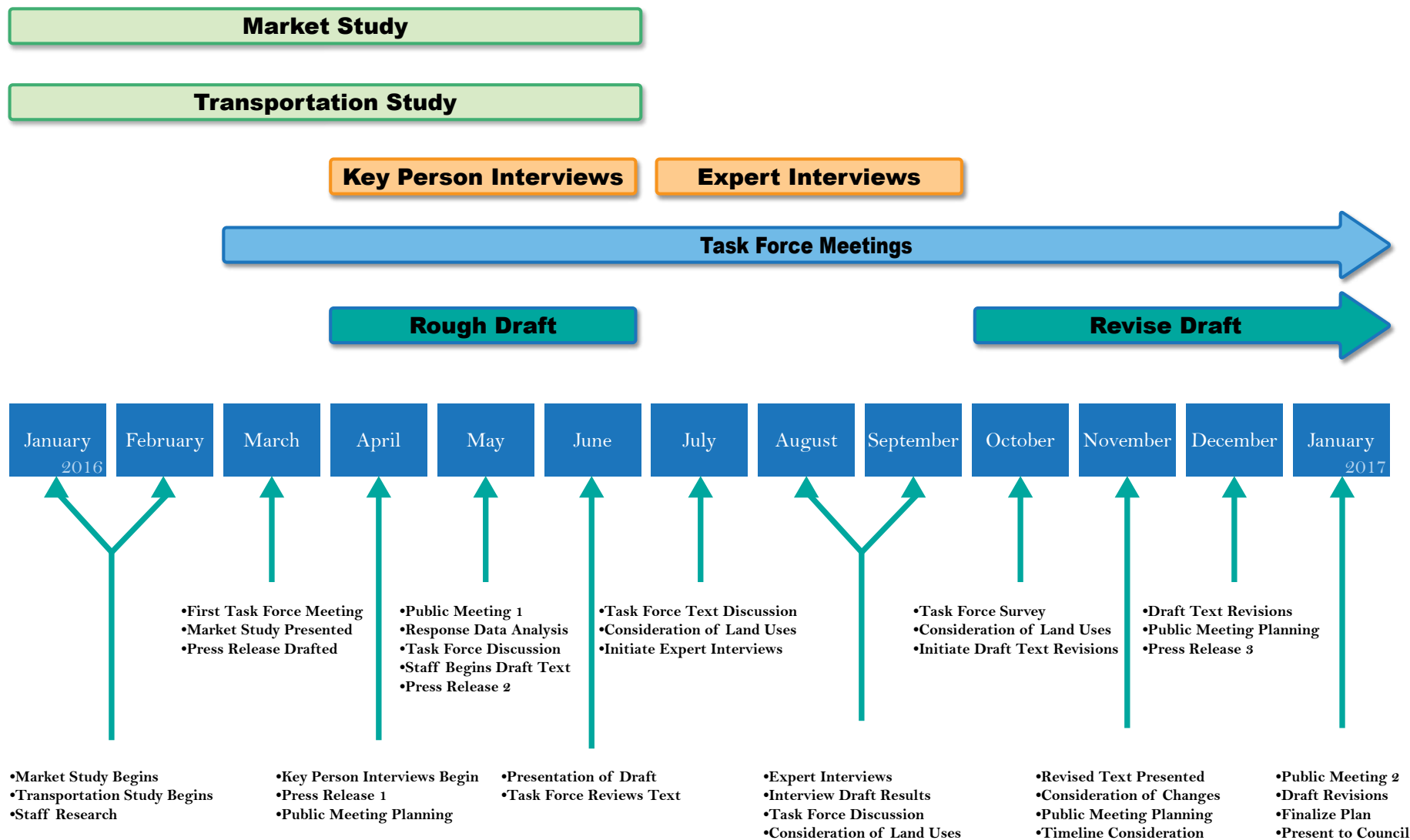
## What should the future include for Villa Hills?



Data compiled from public responses at May 9, 2016 Villa Hills Study Public Meeting.



# Timeline



# Station 3

# Expert Interviews

Interviews were conducted with representatives of the regional development community to help determine the potential future land use of the site. The goal of these interviews was to gain the expertise of developers who focus on different types of construction, get insight about the types of development they thought were suitable for the study area, and determine feasibility for the final recommended land uses in the site. Highlights of these interviews are provided below.

## Common themes for the study area



- All thought residential would be viable for the site.
- A mix of housing products and densities would ensure long-term viability.
- Housing options should include open floor plans.

## Quotes of Note

“Opportunities to build the center for a place that’s never had one are really rare so I wouldn’t squander this one if you think it has that potential.”

**-Out of Metro Region Based Neighborhood Developer**

“Sidewalks will be the walking trails that people will want to go on daily . People want to get outside of their houses and enjoy different things outside, whether that be a walk down to a friend’s house or a walk down to a restaurant or walk to a park. People want to be out and people want to take their time.”

**-Greater Cincinnati Metro Based Mixed Use Developer**

“Not to say we wouldn’t do trails in addition to [sidewalks] but don’t underestimate the pleasure of walking down a beautiful street.”

**-Out of Metro Region Based Neighborhood Developer**

“We want to be good stewards of the community and we’re willing to be adaptive if necessary but we still have got to make sure the sisters are taken care of and make sure we can come out on the project. You [won’t] find anyone else that would be more instrumental and more involved in the community.”

**-Northern Kentucky Based Residential and Commercial Developer**

*On the topic of developers making their case to cities for new development types:*

“Developers are exhausted from making good cases. There are enough municipalities out there that want excellent developments that they can pick and choose the good ones.”

**-Out of Metro Region Based Neighborhood Developer**

Holding on to a vision through the life of a development of this magnitude is sometimes difficult, even for owners. But that’s generally what keeps it going is that vision...And that’s what it takes on a project like this, so you’re in it for the long haul.”

**-Greater Cincinnati Metro Based Residential Developer**



# Key Person Interviews

Key person interviews seek to focus on a more direct approach for public involvement within the community. Task Force members and staff identified key persons and organizations that might have an interest in the development of the study area.



**WCKY - Radio transmitting facility is estimated to be viable for another 5-10 years, with the possibility of becoming part of a Phase II development.**

**A need for multiple entrances into any new development and desire for new access to Prospect Point was voiced in many interviews, including fire and EMS.**



**Assisted living will potentially increase EMS calls, but enough supporting staff and equipment is currently there.**

**River Ridge Elementary is about 300 students under capacity, but district middle and high schools are at or over capacity.**



# Key Person Interviews

Key person interviews seek to focus on a more direct approach for public involvement within the community. Task Force members and staff identified key persons and organizations that might have an interest in the development of the study area.

There is no need for electric upgrades to service new development. Any gas service upgrades would be assumed by Duke. The cost to bury utilities would be covered by developer.



Sanitation District No. 1 (SD1) encourages early stormwater planning with the future developer of the site. The District's plants have adequate sewer treatment capacity for new construction.

A small amount of locally oriented “lifestyle” or “neighborhood” commercial would likely be successful.



Added traffic on Amsterdam from new development was a frequently mentioned concern.

# Station 4



# Recommended Amenities

Amenities such as parks, open space, sidewalks, and paths provide necessary spaces for gathering, interaction, and recreational activities that helps shape the identity of a community. Responses heard at Public Meeting 1, some expert interview comments, and Task Force conversation all indicated a desire or need for public amenities to be included in the future of the study area.



## Encouraged amenities:

- Sidewalks and paths
- Community center
- City campus
- Public overlook
- Parks / public open spaces

“Streets you find in [our communities] are great for walking. Not to say we wouldn’t do trails in addition to them but don’t underestimate the pleasure of walking down a beautiful street.”  
-Out of Metro Region Based Neighborhood Developer



Tell us your thoughts on amenities! Please fill out a comment card and give it to the staff person at this station. Thank you!

# Recommended Commercial

Encouraging commercial uses on the site was carefully researched throughout the plan. The idea was scrutinized through the independent market study, public comments, staff research, Task Force discussions, expert interviews, and ultimately a Task Force survey. As a result of this research the plan encourages the mindful inclusion of commercial and office uses, of a neighborhood scale, that complement the site and add value to both the overall development and existing fabric of Villa Hills. Inclusion of these uses in the plan does not make commercial mandatory, but does provide flexibility should a developer wish to include them upon the site.



## Commercial uses are encouraged to:

- Add value to the proposed development
- Add value to the broader community of Villa Hills
- Be neighborhood scale, NOT big box
- Be a part of a cohesive design, NOT a stand-alone strip center.

## What does neighborhood commercial mean?

The results below were established and refined through the first public meeting, expert interviews, independent market study, and a Task Force survey. Examples of the most desired uses for commercial within the study area are below.

### Most Desired Uses

Coffee Shop  
Bakery  
Ice Cream Parlor  
Accountant Services  
Local Restaurant  
Book Store  
Barber Shop/Beauty Salon  
Florist  
Insurance Agency  
Financial Services

### Least Desired Uses

Car Wash  
Gas Station  
Movie Theater  
Arcade  
Video Game Store  
Drive-In Restaurant  
Drive-Thru Restaurant  
Tobacco Shop  
Hardware Store  
Contractor Office



Tell us your thoughts on commercial! Please fill out a comment card and give it to the staff person at this station. Thank you!



# Recommended Housing

Throughout the planning process, the need for a variety of housing options was voiced and the public identified a strong desire to introduce new housing options not currently available in Villa Hills. A diverse array of housing styles on the site will appeal to a broader market, increasing the long-term viability of the development.



Providing a variety of housing was frequently mentioned:

- Public Meeting One
- Task Force
- Expert Interviews
- Independent Market Study



Encouraged housing:

- Single-family
- Multi-family
- Patio and ranch
- Studios, lofts, and flats
- Enhanced interior mobility
- Varied sizes and prices



**Tell us your thoughts on housing!**  
Please fill out a comment card and give it to the staff person at this station.  
Thank you!



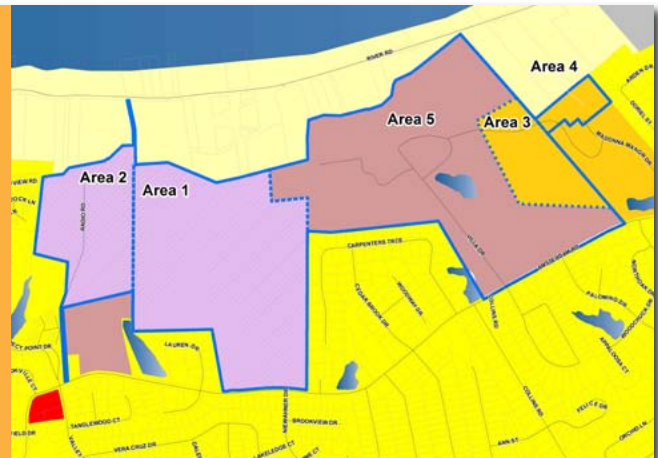


# Recommended Land Use

This study encourages mixed use in Areas 1 and 2. Mixed use is a land use designation that allows any of the following uses to occur: mixed-style residential, commercial retail, restaurants, entertainment, office, agricultural amenities, and/or civic, cultural, or recreational uses. Mixed-style residential can include detached single family residential, attached single family residential, landominiums, senior living options, step-down housing, flats, studios, and apartments among others. Incorporating different housing styles on the site is encouraged and can be used to meet the mixed use requirement of the zone.

**Mixed uses are encouraged to:**

- Give more flexibility
- Allow for creativity
- Provide options
- Include mixed-style residential, commercial retail, restaurants, entertainment, office, and/or civic, cultural, or recreational uses






















**Tell us your thoughts on land use!**  
Please fill out a comment card and give it to the staff person at this station.  
Thank you!



# Recommended Land Use

## Legend

-  Detail Areas
-  Study Area
-  Parcels
-  Residential Under 2.0
-  Residential 2.1 TO 4.0
-  Residential 4.1 TO 7.0
-  Residential 7.1 TO 14.0
-  Residential 14.1 TO 30.0
-  Residential Over 30.0
-  Agricultural and Rural Uses
-  Commercial
-  Mixed Use
-  Industrial
-  Small Study Area
-  Recreation and Open Space
-  Other Community Facilities
-  Water
-  Rail Road
-  Right of Way

1 inch = 200 feet

0 200 400 800 1,200 Feet

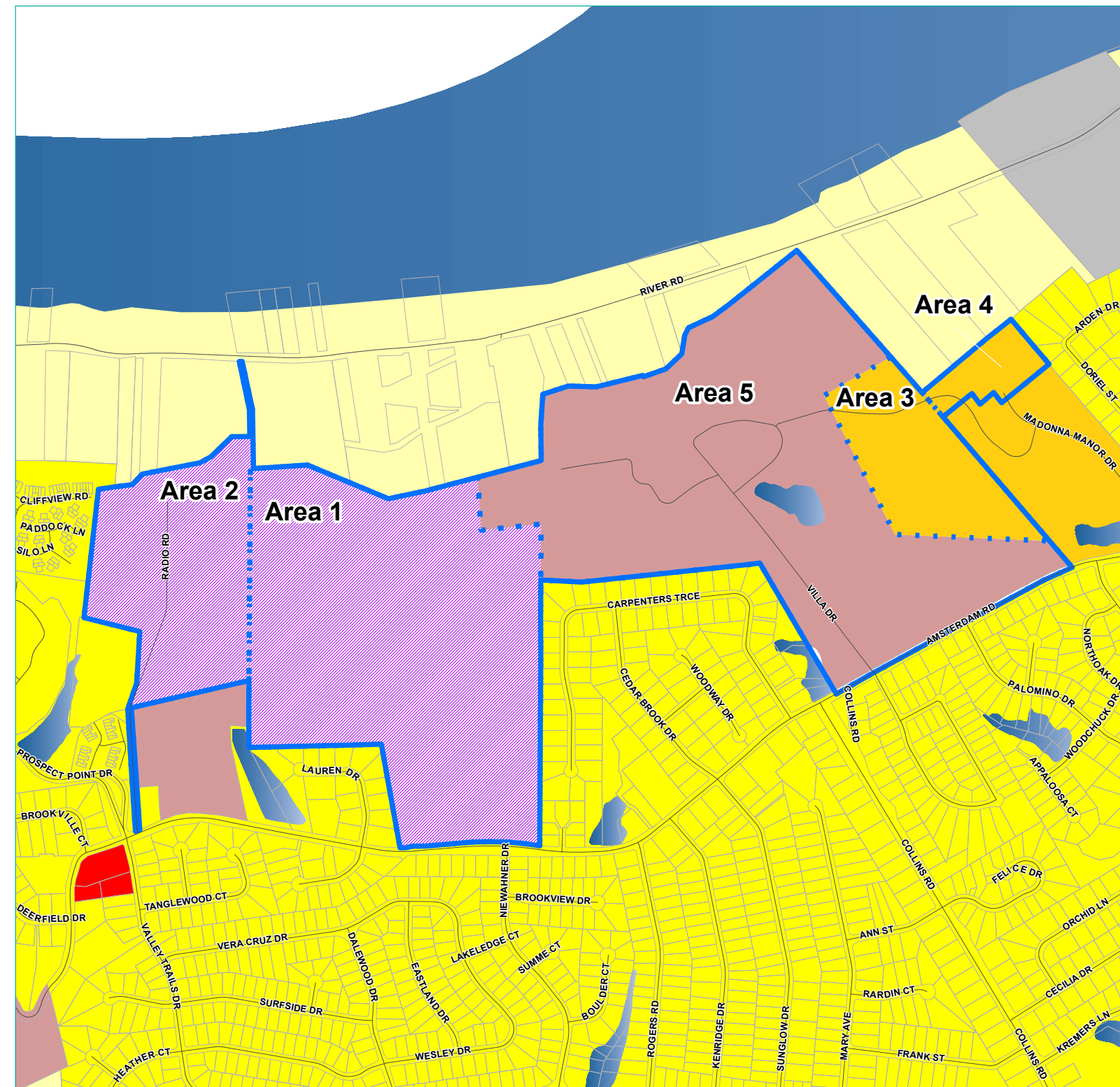


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# Station 5



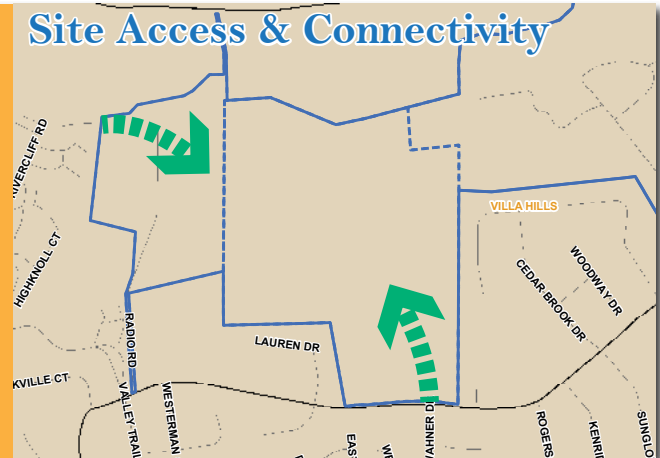
# Recommended Transportation

The Villa Hills Study included a detailed review of existing conditions and recommendations pertaining to transportation in and around the study area. The goal of this analysis was to examine the current transportation network and evaluate the potential impact new development within the study area might have on surrounding areas. Highlights of transportation recommendations are below.

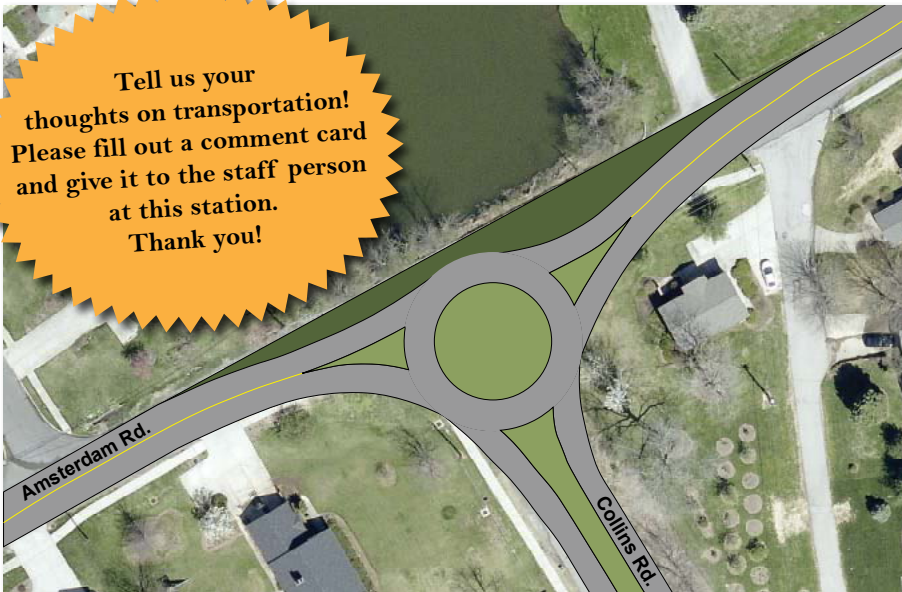
## Recommendations:

- Align primary access point to Area 1 with Niewahner Drive.
- Connect new development areas with Prospect Point.
- Utilize a roundabout at primary access point to Area 1.
- Improve Amsterdam Road from Prospect Point to Madonna Manor to provide 1-2 ft. shoulders.

## Site Access & Connectivity



Tell us your thoughts on transportation! Please fill out a comment card and give it to the staff person at this station. Thank you!



## Preferred Alternative:

Convert Amsterdam and Collins into a roundabout.

- Operates more freely than traditional controlled intersection.
- Would improve congestion by reducing peak delay to 10 seconds or less.
- Minimizes impacts to southwestern parcel.
- Shifts impacts to city owned property to the east.

## Nearby Traffic Counts:

- River Rd. at Amsterdam Rd. 1,837 in 2013
- Amsterdam Rd. at Dry Creek Rd. 864 in 2015
- Amsterdam Rd. at Collins Rd. 5,169 in 2014
- Amsterdam Rd. at Woodchuck Dr. 4,019 in 2014
- Amsterdam Rd. at Highwater Rd. 3,470 in 2015
- Collins Rd. at Felice Dr. 7,874 in 2013
- Buttermilk Pk. at Rosewood Dr. 15,800 in 2009

## Secondary Alternate:

Addition of turn lanes and traffic signal at Amsterdam and Collins.





- Reduces efficiency by requiring traffic to stop for lights.
- Would operate at 26.9 seconds of delay at peak times when constructed.
- Higher land impact to southwest parcel.
- Adds traffic signal.





# Sidewalk & Biking Opportunities

## Legend

-  Potential Connections to Villa Hills
-  Existing Sidewalks
-  Study Area
-  Detail Areas



1 inch = 200 feet



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