

APPENDIX B
2012 Mall Road
District Study

the
Mall Road
District Study

Prepared By:
Boone County Planning Commission
January 2012

Adopted By:

Boone County Planning Commission

Text and Map.January 4, 2012

City of Florence

Text and Map. March 13, 2012

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TABLE OF CONTENTS

Chapter 1	Introduction.	1.1
Chapter 2	Business Inventory.	2.1
Chapter 3	Strengths, Weaknesses, Opportunities and Threats	3.1
Chapter 4	Existing Conditions of the Eight Sub-Areas	4.1
Chapter 5	Overview of Land Use and Zoning	5.1
Chapter 6	Spatial Arrangement of District.	6.1
Chapter 7	Parking Inventory.	7.1
Chapter 8	Transportation Conditions and Utilities.	8.1
Appendix A	City of Florence Mall Road Fact Sheet	A.1
Appendix B	Business Inventory Table.	B.1
Appendix C	Mall Road Street Sections.	C.1

CHAPTER 1

INTRODUCTION

At the request of the Florence City Council, the Boone County Planning Commission has initiated The Mall Road District Study. This Study will be comprised of two volumes. This report is the first volume which documents existing conditions in the Study Area. The second volume will be the recommendations report which will outline goals and specific recommendations for achieving them. Additional existing conditions research may be conducted as part of the recommendations document. The end product will be a land use and zoning study for the Mall Road District which has a 20 year plan horizon.

The Study Area boundary is outlined on the Base Map and Aerial Photo Map that are on the following pages. The boundary includes all contiguous property along Mall Road between I-71/75 to the east, existing development to the west which is accessed from Hopeful Road and Hopeful Church Road, and that is between KY 18 to the north and US 42 to the south. It includes several vacant tracts along the west boundary that are not visible from Mall Road, including one tract at the north end of Utterback Creek Drive that is not within the City limits but was included for analysis purposes based on its commercial zoning and proximity to existing commercial development. There are a few smaller tracts along US 42 near the interchange that were not included in the Study Area do to their size and grade separation from the remainder of the district. The boundary used in this existing conditions report is for initial analysis purposes, and it could be changed in the forthcoming recommendations report.

The preparation of this Study coincides with the reconstruction of Mall Road. The road was designed in the 1970's with a highway style section, no sidewalks, and limited access. Mall Road is currently being reconstructed over two phases into a boulevard style street with two moving lanes in each direction, a raised landscaped center median, and 10 foot wide curb walks on each side of the road, along with landscaping and street furniture improvements.

The purpose of this Study is to document, evaluate, and make appropriate recommendations for the Study Area relative to land use, zoning and parking standards, architectural and landscape design, signage, transportation and circulation patterns, multi-modal transportation, and pedestrian environment. In addition to specific topics, the Study Area was broken into eight sub-areas for the purposes of compiling information on a site by site basis. The eight sub-areas are illustrated on the Sub-District Areas Map on page 4.2 and the detailed text is outlined in Chapter 4 Existing Conditions of the Eight Sub-Areas.

It is the initial intent of this Study to give substantial weight to qualitative and “live-ability”

matters to create a cohesive and active multi-dimensional district in the forthcoming recommendations report. These topics were emphasized in several past studies of the area and are discussed in the 2005 Boone County Comprehensive Plan for Mall Road.

To assure feasibility of the forthcoming recommendations, a financial analysis report with business incentive recommendations was conducted for this document. This analysis was prepared by DiSalvo Development Advisors, LLC on behalf of the Planning Commission. Additionally, TEC Engineering, Inc. was retained to advise the Planning Commission on transportation and circulation.

Several existing documents were consulted in the preparation of this report, and a portion of these are directly quoted or referenced. The documents consulted include:

- * Mall Road Study prepared by the Boone County Planning Commission (January, 1991)
- * "The Mall Road Corridor Study" prepared by Jordan Jones & Goulding (2002)
- * "Florence City Center" Study dated 9/8/04 by Beame Architectural Partnership
- * 2005 Boone County Comprehensive Plan
- * Boone County Transportation Plan 2030
- * Boone County Zoning Regulations
- * "City of Florence Mall Road Improvements, February 1, 2010" Technical Memorandum prepared by Burgess & Niple, Inc.
- * "City of Florence Mall Road Fact Sheet" prepared by the City of Florence (included in this Study as Appendix A)



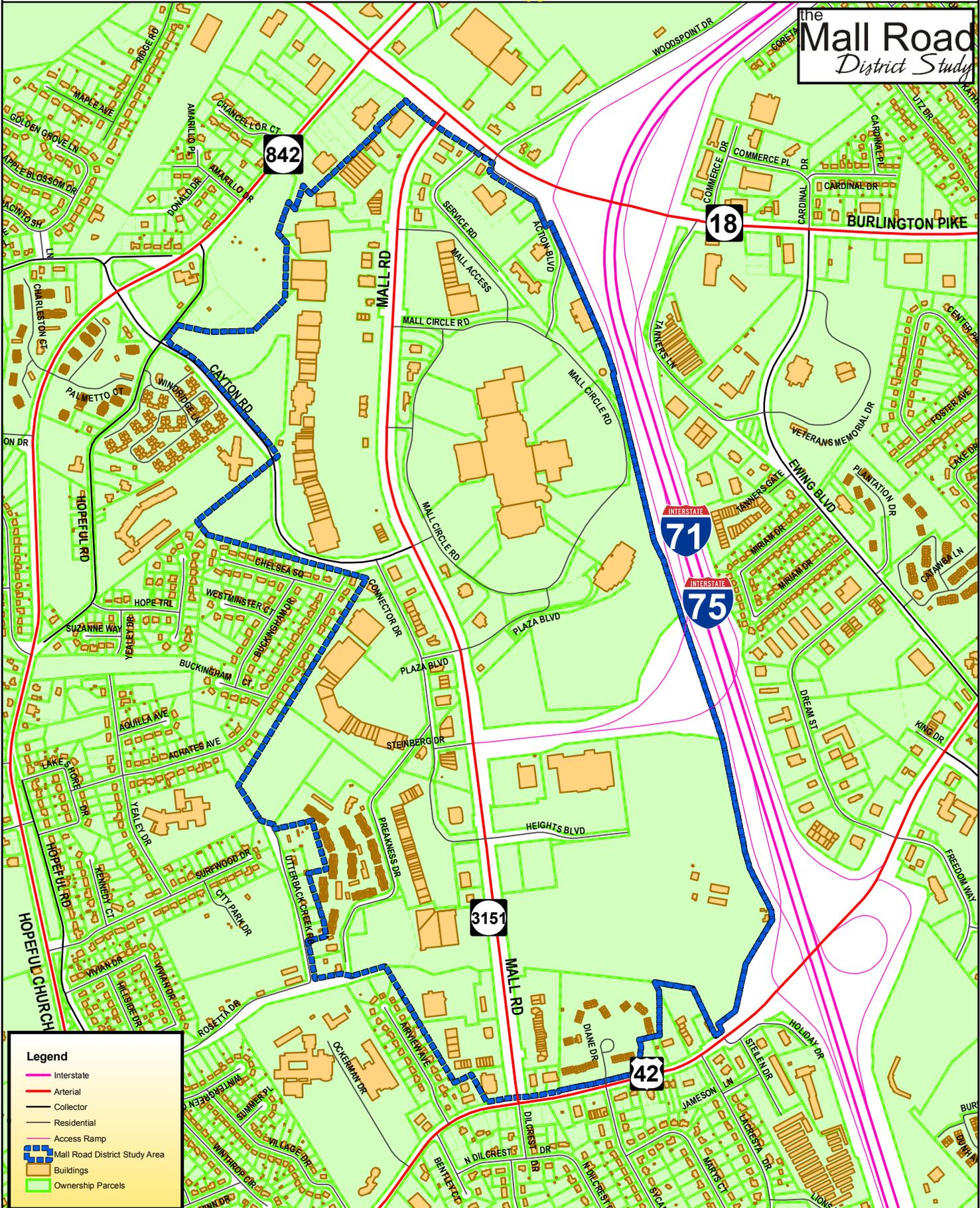
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1 inch = 1,000 feet

Mall Road District Study



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The Mall Road District Study



Legend

- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Buildings
- Ownership Parcels

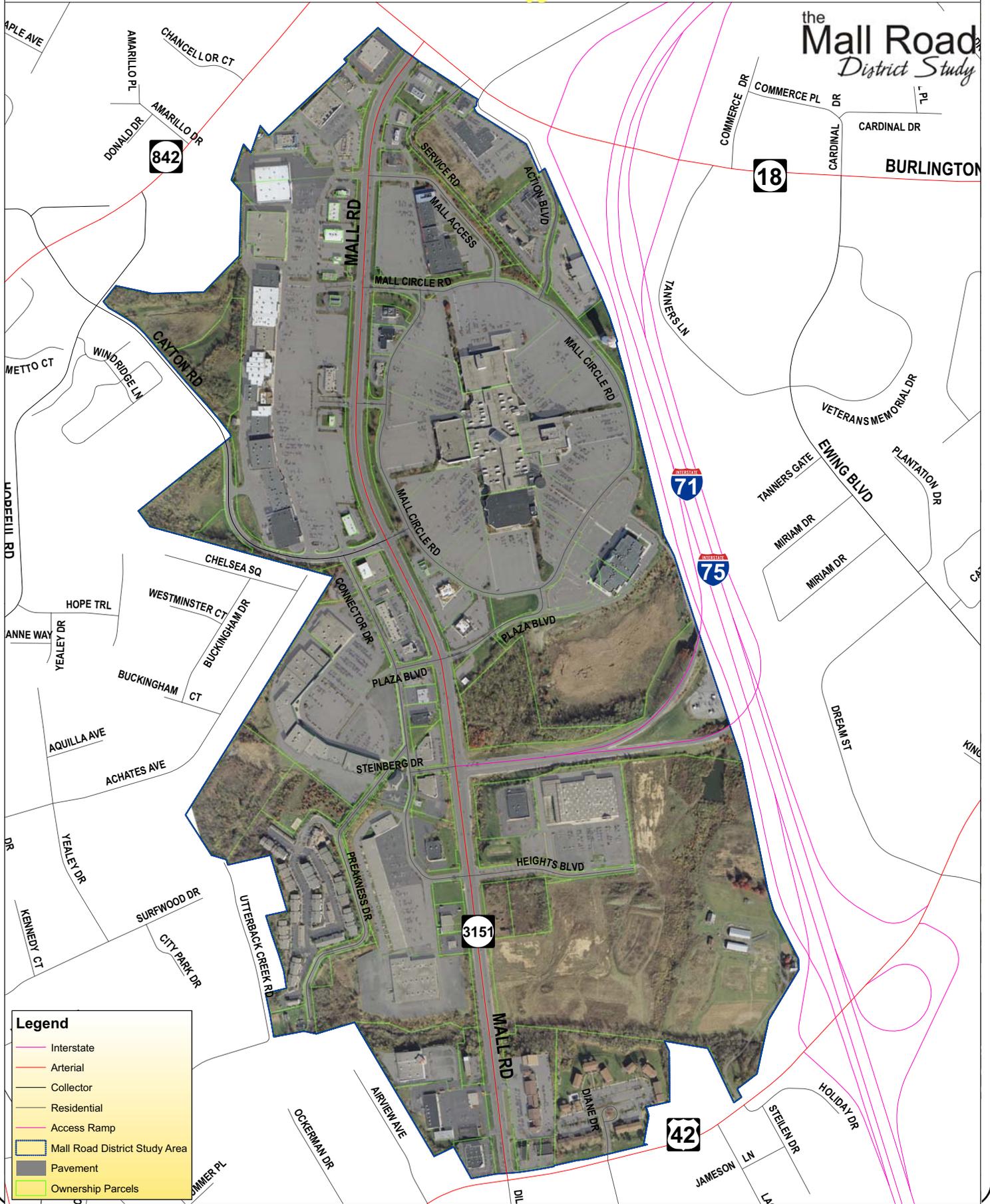


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1 inch = 200 feet

Mall Road District Study Aerial Photo



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CHAPTER 2

BUSINESS INVENTORY

Properties within the Study Area, excluding the Florence Mall proper, were inventoried and a master list was created including the identification and type of business(es) located on each property. This information was provided to the Planning Commission's Market Consultant for use in his analysis. The list notes the following:

- A. Number of businesses.
- B. Types of businesses.
- C. Vacancies

Properties are classified with the following land use designations:

- 1. Residential
- 2. Office/Service
- 3. Retail
- 3A. Automotive/Auto Sales
- 3B. Restaurants
- 3C. Apparel
- 3D. Electronics
- 3E. General Merchandise
- 3F. Recreation/Entertainment
- 3G. Furniture
- 3H. Education
- 3I. Groceries/Gasoline Sales

This list outlines the number of business establishments within the Study Area as follows:

1.	Residential	3*
2.	Office/Service	59
3.	Retail (3A through 3I combined)	112
3A.	Automotive/Auto Sales	8
3B.	Restaurants	23
3C.	Apparel	14
3D.	Electronics	9
3E.	General Merchandise	32
3F.	Recreation/Entertainment	3
3G.	Furniture	14
3H.	Education	3
3I.	Groceries/Gasoline Sales	6

* 2 multi-family developments in Areas 4 and 7 and 1 single family residence in Area 3.

The Paddock Club apartments have 200 units with an approximate 10% vacancy, and the Brook Run apartments have 146 units and did not disclose their vacancy rate.

The proportion of the number of business establishments in each use category is as follows:

1.	Residential	1.4%
2.	Office/Service	28.5%
3.	Retail (3A through 3I combined)	54.1%
3A.	Automotive/Auto Sales	3.9%
3B.	Restaurants	11.1%
3C.	Apparel	6.8%
3D.	Electronics	4.3%
3E.	General Merchandise	15.5%
3F.	Recreation/Entertainment	1.4%
3G.	Furniture	6.8%
3H.	Education	1.4%
3I.	Groceries/Gasoline Sales	2.9%
	Vacancies	15.9%

The information was collected in the summer months of 2010.

The Business Inventory Table is included as Appendix B. Additional analysis and demographic data is provided in the Market Consultant's report.

CHAPTER 3

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

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

Strengths

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

Weaknesses

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

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

Opportunities

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

Threats

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

CHAPTER 4

EXISTING CONDITIONS OF THE EIGHT SUB-AREAS

This chapter documents the existing physical conditions of the eight previously identified sub-areas in a detailed, site by site manner. They are illustrated on the Sub-District Areas Map on page 4.2. Each individual site and building in the Study Area was reviewed as part of this documentation. The topics recorded include land use, site arrangement, basic building design and materials, landscaping, signage, parking and vehicular ways, sidewalks, and other factors. Each sub-area is illustrated on two different maps as part of the existing conditions documentation and are included in this chapter. The first map includes building and parking coverage information, and the distances between structures and the adjoining roads. The second map includes a photograph of each structure that is graphically tied to its location.

Area 1

This area contains approximately 39 acres. It has approximately 1,550 feet of frontage along Mall Road to the west, approximately 850 feet of frontage along KY 18 to the north, and all of Action Boulevard which connects KY 18 to Mall Circle Road, a private ring road that encircles the Florence Mall.

The primary development in this area is the Village at the Mall, a multi-tenant building. The main tenants are Pier 1, Dollar Tree, Party City and The Tile Shop. This is a single story, multi-tenant development with channel letter signage for the tenants. An outlot exists on the southwest corner of the parking lot, but has yet to develop. Pier 1, although attached, has its own identity from the rest of the development. It has a blue standing seam metal roof and exposed timbers on the front facade. The remainder of the center is tan EIFS with flat and pitched roof elements with red standing seam metal. Parking is located between Mall Road and the building and lacks landscape islands. The site has trees and shrubs around the perimeter, though in less quantities than are required under the current requirements.

This Area includes the following 4 lots along Mall Road which contain smaller, single-user buildings. They consist of a gas/convenience store, specialty retail (health food), 1 drive-through bank, and 1 franchise style sit-down (high turnover, casual) restaurant.



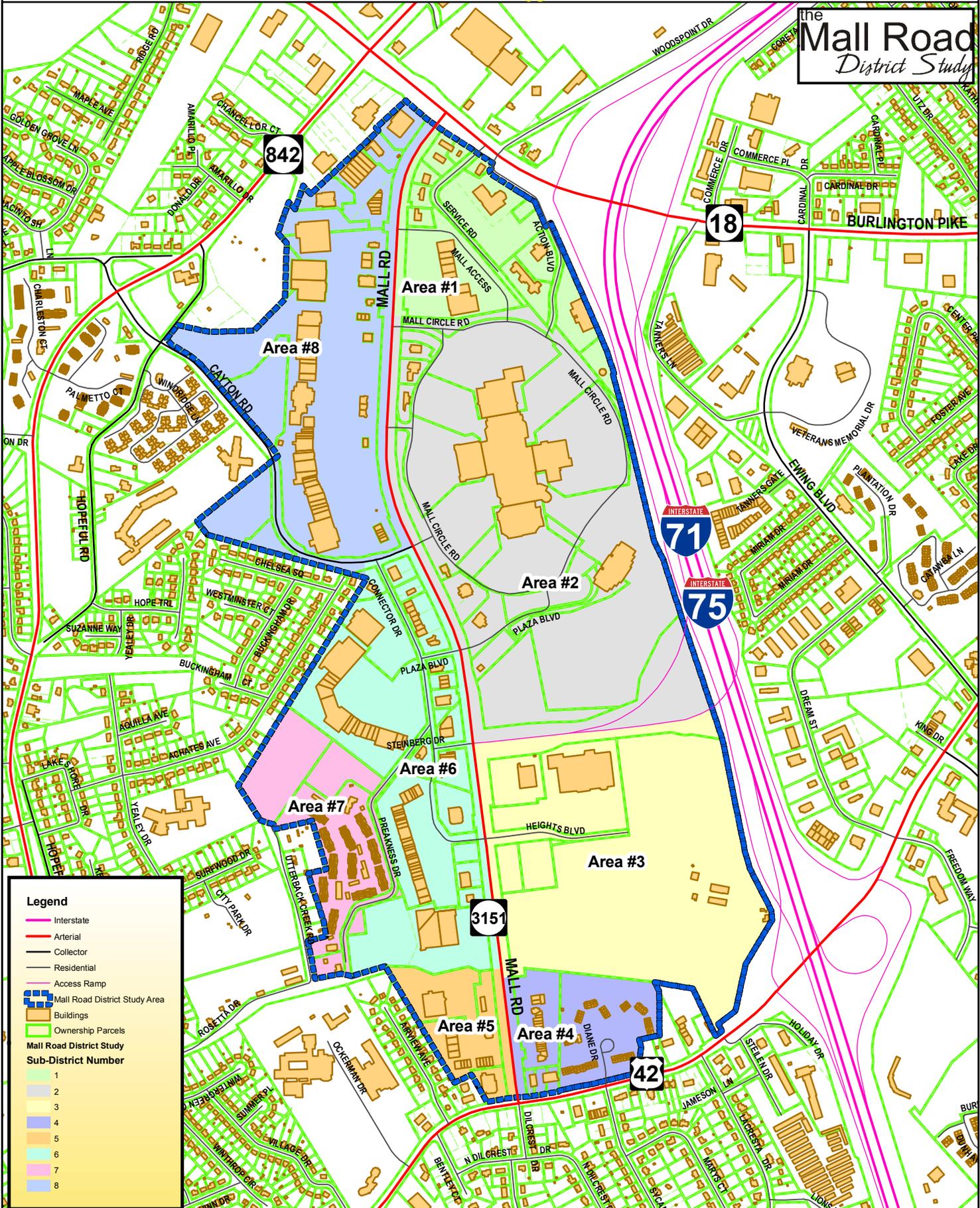
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1 inch = 1,000 feet

Mall Road District Study Sub-District Areas



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The Mall Road District Study



Legend

- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Buildings
- Ownership Parcels

Mall Road District Study Sub-District Number

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

BP: Access into this site is from curb cuts on Mall Road and KY 18. A secondary access is located on Service Road. This is an EIFS structure in lighter tones. It has a flat roof, parapet design as well as the canopy over the pump islands. The parking spaces are located in front of and on the Mall Road side of the building. The building mounted sign is cabinet style and the site has an architectural freestanding sign. The site has trees and shrubs per the contemporary requirements.

Vitamin Shoppe: The exterior walls are CMU and parapets are surfaced with EIFS in cooler, lighter tones. A curb cut at Mall Road and driveway connection into the Chipotle property to the south serve this property. A secondary access is located onto Service Road. The parking spaces are located in front of the building along Mall Road. Signage consists of building mounted cabinet signs and a freestanding sign. This site has some trees and shrubs.

Chipotle: This building has a brick facade with varying roof lines in natural/earth tones. Access into this site is from a curb cut on Mall Road as well as driveway connections into the Vitamin Shoppe property to the north and the Guardian Savings property to the south. The parking spaces are located in front of the building along Mall Road. The building mounted signage consists of individual channel letters. The site has trees and shrubs per the contemporary requirements.

Guardian Savings: This structure is constructed of EIFS and CMU exterior walls in earth tones. Access into this site is at 2 points located along the Mall Access road. The parking spaces are located along the Mall Road frontage and on the side of the building. The building mounted signs are cabinet style and the site has a pole sign. The drive-through canopy is located on the north side of the building. The site has trees and shrubs around the perimeter, though in less quantities than are required under the current requirements.

The Action Boulevard section of this area currently includes the following 5 individual developments located between KY 18 and the Mall Circle Road. They consist of 3 current or former car lots, an auto repair shop and an extended stay motel.

Surber's Auto Repair: This structure is the oldest in Area 1 and has wrap around plate glass windows with a CMU knee wall and a "cedar shake appearing" mansard roof. Access into this site is from curb cuts on KY 18 and Action Boulevard. A secondary access is located on Service Road. The parking spaces are located along the Burlington Pike frontage and on the side of the building. The building mounted sign is cabinet style and the site has an old freestanding sign and two poles of an even older freestanding sign. This site has no landscaping.

Airport Ford: The exterior walls and parapets are surfaced with EIFS in cooler, lighter tones with storefront windows on the front elevation. The auto repair bays are located on

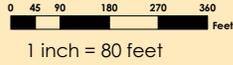
secondary elevations so as not to directly face the right-of-way. This site has 2 access points on Action Boulevard as well as a secondary access on Service Road. The majority of the parking for this facility is located along the Action Boulevard frontage however there are spaces all around the building. The building mounted sign is cabinet style and the site has an architectural freestanding sign. This site has some trees and shrubs. This site also includes an approximate 4 acre undeveloped tract behind the dealership.

Volkswagen: This is an EIFS structure in lighter tones with a flat roof, parapet design with storefront windows on the front elevation. This site has 2 access points on Action Boulevard. The auto repair bays are located on secondary elevations so as not to directly face the right-of-way. The majority of the parking for this facility is located along the Action Boulevard frontage however there are spaces all around the building. The building mounted sign is cabinet style and the site has an architectural freestanding sign. The site has trees and shrubs per the contemporary requirements.

Stay Lodge: The exterior walls are primarily lap siding with an asphalt shingle pitched roof. This site has 1 access point on Action Boulevard. There are parking spaces located around the perimeter of the property. The building mounted sign is cabinet style and a portion of the structure for the pole sign still exists in the parking lot. The site has trees and shrubs around the perimeter, though in less quantities than are required under the current requirements.

Champion Used Cars: The exterior walls and roof are metal. This site has 2 access points on Action Boulevard. The auto repair bays are located on secondary elevations so as not to directly face the right-of-way. The parking spaces are located along the Action Boulevard frontage and on the side of the building. The building mounted signs are cabinet style, there is an existing sign on the roof, and the site has an interstate sign as well as a monument sign. This site has some trees and shrubs. This building is currently vacant.

The focal point of this section is the Florence Y'All water tower that is located between Mall Circle Road and I 71/75.



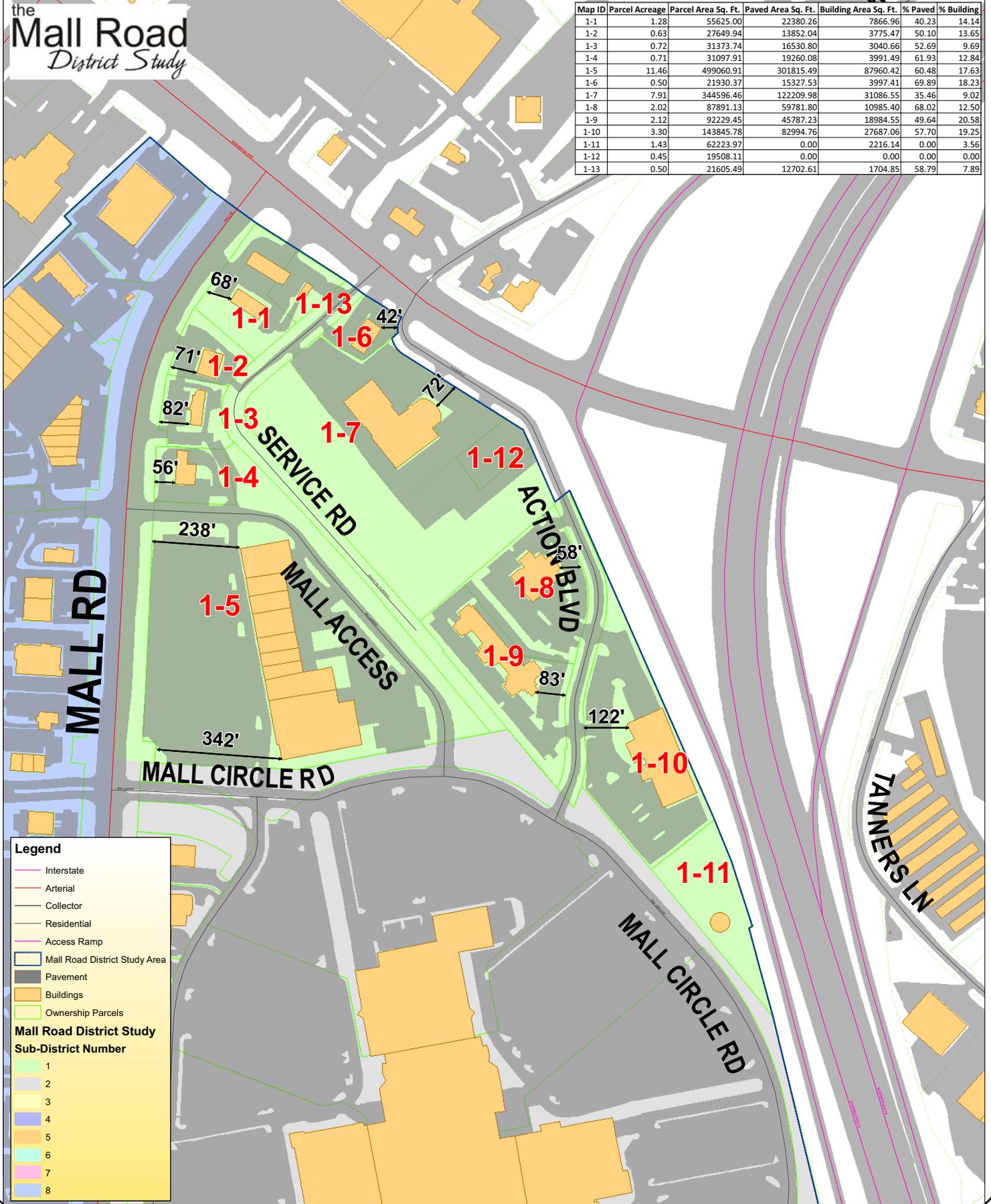
Mall Road District Study Area #1



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Map ID	Parcel Acreage	Parcel Area Sq. Ft.	Paved Area Sq. Ft.	Building Area Sq. Ft.	% Paved	% Building
1-1	1.28	55625.00	22380.26	7866.96	40.23	14.14
1-2	0.63	27649.94	13852.04	3775.47	50.10	13.65
1-3	0.72	31373.74	16530.80	3040.66	52.69	9.69
1-4	0.71	31097.91	19260.08	3991.49	61.93	12.84
1-5	11.46	499060.91	301815.49	87960.42	60.48	17.63
1-6	0.50	21930.37	15327.53	3997.41	69.89	18.23
1-7	7.91	344596.46	122209.98	31086.55	35.46	9.02
1-8	2.02	87891.13	59781.80	10985.40	68.02	12.50
1-9	2.12	92229.45	45787.23	18984.55	49.64	20.58
1-10	3.30	143845.78	82994.76	27687.06	57.70	19.25
1-11	1.43	62223.97	0.00	2216.14	0.00	3.56
1-12	0.45	19508.11	0.00	0.00	0.00	0.00
1-13	0.50	21605.49	12702.61	1704.85	58.79	7.89



Legend

- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Pavement
- Buildings
- Ownership Parcels

**Mall Road District Study
Sub-District Number**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8



0 45 90 180 270 360 Feet
1 inch = 80 feet

Mall Road District Study Area #1



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Area 2

This Area contains approximately 137 acres. It has approximately 3,300 feet of frontage along Mall Road to the west, approximately 1,750 feet of frontage along I-71/75 to the east (not including the water tower tract), and approximately 2,000 feet of frontage along the I-71/75 ramps to the south.

The primary development in this area is Florence Mall. This is a two story, indoor regional shopping mall which has approximately 1.1 million gross square feet. The building has a basic cruciform configuration in plan view, with a major department store tenant at each of the four ends. Each of the anchor wings is on its own separate lot. The building is largely constructed of textured CMU which has been painted in lighter colors and earth tones, and it has no fenestration except for at the public entrances and atriums on the roof. The JC Penney wing is constructed of brick and EIFS. Later improvements added glass and steel with the food court addition on the east side of the building. The overall design of the building is prototypical for regional malls constructed in the 1970's.

Rows of parking radiate outward from all sides of the building to Mall Circle Road, a private ring road that encircles the Mall. Landscaping is limited and includes foundation plantings, intermittent landscape islands at the very ends of parking rows, and planted slopes at the north, south, east, and west sides of the building where there are major grade changes. Aside from this landscaping, the areas between the building and Mall Circle Road are entirely paved. There are larger canopy trees along the property's Mall Road frontage, and some canopy trees along its freeway frontage.

There are four access points into the property from Mall Road. Action Boulevard connects to Mall Circle Road at the northeast corner of this Area. There are no pedestrian walks between this property and the adjoining areas except for a sidewalk connection between the food court and the freestanding cinema building to the southeast, with a crosswalk across Mall Circle Road. The main Mall tenants have channel letter building mounted signs, and the Mall proper has no freestanding sign.

A freestanding, multi-theater movie cinema is located to the southeast of the Mall by the southbound off-ramp. This is an approximate 69,000 square foot building constructed of EIFS with brick and decorative CMU knee walls in earth tones. This building has a patina green, standing seam metal hipped roof form over the public entrance. The majority of this site's 672 parking spaces are located to the south and west of the site, between the building and Mall Circle Road. Landscaping exists around the building, around the entire perimeter of the site, and within regularly spaced parking lot islands in accordance with contemporary standards in the zoning regulations. This structure has channel letter and cabinet style building mounted signs.

This Area includes 7 outlots along Mall Road which contain smaller, single-user buildings.

The first 6 include a cellular telephone store, 3 drive-through banks, and 2 franchise style sit-down (high turnover, casual) restaurants. The design and materials used in these buildings vary and include brick, stone, CMU, and lap siding. The ages of these structures span about three decades, with the most recent (Olive Garden) being constructed in 2008. All of these buildings are single story. From north to south, these buildings and sites have the following basic characteristics.

Verizon Wireless: This is a brick structure with precast concrete details in warm natural tones. It uses a flat roof, parapet design. Signage consists of building mounted channel letters. The site has trees and shrubs around the perimeter, though in less quantities than are required under the contemporary requirements.

First Federal Bank: The exterior walls are constructed with fluted CMU, and the parapets are surfaced with EIFS in lighter, colder tones. Signage consists of building mounted channel letter signs. This site has some trees and shrubs.

PNC Bank: This structure has fluted CMU exterior walls in lighter tones and a dark bronze metal fascia. Signage on the site consists of painted building signs and a pole sign. This site has some trees and shrubs.

Fifth Third Bank: This structure has red-brown, brick exterior walls and a dark bronze, low metal mansard style roof. The building mounted signs are cabinet style and the site has a pole sign. This site has some trees and shrubs.

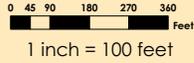
Olive Garden: The exterior walls of this structure are covered in a natural tone, stone veneer. The roof is a combination of pitched forms and a mansard surfaced with clay tiles. The building mounted signs are channel letters with a script style, and the site has a pole sign. Landscaping exists around the building, the perimeter of the site, and within the parking area in accordance with contemporary requirements. This site has a sidewalk connection to Mall Circle Road.

Smokey Bones: The exterior walls of this structure are covered with lap siding. The overall structure has a flat roof, the main entry point has a pitched roof covering with stone columns, and there is a secondary pitched roof massing facing Mall Road. This structure has cabinet style building mounted signs. Landscaping exists around the building, the perimeter of the site, and within the parking area in accordance with contemporary requirements.

All of these structures are oriented towards Mall Road and the drive-through canopies for all three banks are located to the sides of the buildings. All of these properties are accessed from Mall Circle Road. Parking for these six sites is generally, with some exception, located at the front and sides of the buildings.

The seventh outlot, which is located at the intersection of Mall Road and Plaza Boulevard, contains a small brick and block structure which has been vacant for several years, but had at one time housed an optical shop. This building has a single slope, shed style roof, storefront windows on the front, and a shed roof porch covering. The front of this structure is oriented towards Plaza Boulevard, and its access point is also located on this road.

The southern end of this Area is undeveloped. The approximate one third which fronts on Mall Road is a wooded hillside. The remainder is a large storm water detention basin surrounded by native vegetation. The basin area itself is approximately 11 acres in size. An electric substation is located in the southeast corner of this area between the I-71/75 on and off-ramps.



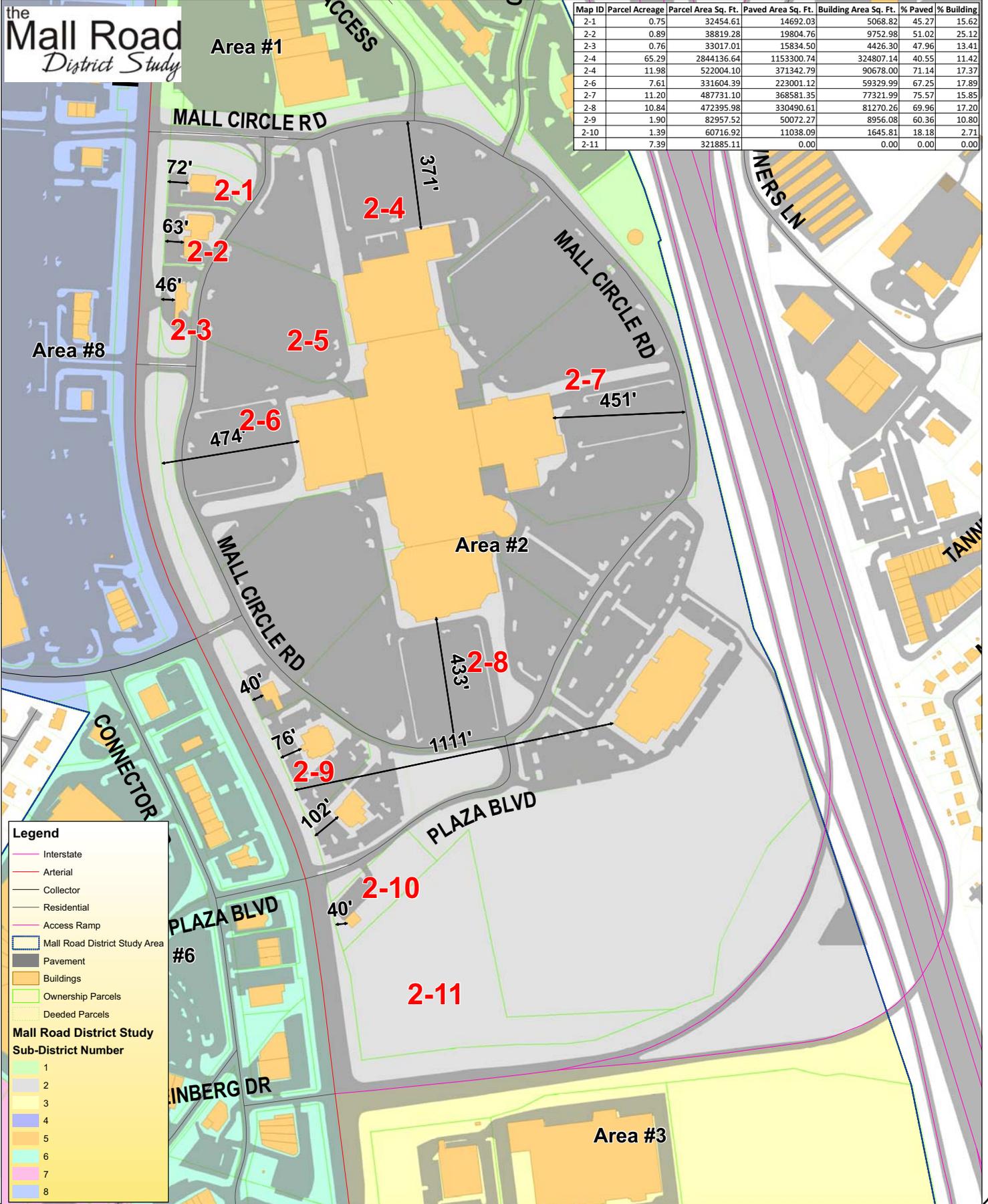
Mall Road District Study Area #2



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Map ID	Parcel Acreage	Parcel Area Sq. Ft.	Paved Area Sq. Ft.	Building Area Sq. Ft.	% Paved	% Building
2-1	0.75	32454.61	14692.03	5068.82	45.27	15.62
2-2	0.89	38819.28	19804.76	9752.98	51.02	25.12
2-3	0.76	33017.01	15834.50	4426.30	47.96	13.41
2-4	65.29	2844136.64	1153300.74	324807.14	40.55	11.42
2-4	11.98	522004.10	371342.79	90678.00	71.14	17.37
2-6	7.61	331604.39	223001.12	59329.99	67.25	17.89
2-7	11.20	487731.10	368581.35	77321.99	75.57	15.85
2-8	10.84	472395.98	330490.61	81270.26	69.96	17.20
2-9	1.90	82957.52	50072.27	8956.08	60.36	10.80
2-10	1.39	60716.92	11038.09	1645.81	18.18	2.71
2-11	7.39	321885.11	0.00	0.00	0.00	0.00





0 45 90 180 270 360 Feet
1 inch = 100 feet

Mall Road District Study Area #2



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Area 3

This Area contains approximately 94 acres. It has approximately 1,750 feet of frontage along Mall Road to the west, approximately 1,500 feet of frontage along I-71/75 to the east, approximately 1,900 feet of frontage along the I-71/75 ramps to the north, and approximately 1,075 feet frontage along US 42 and the adjoining I-71/75 off-ramp at the southeast corner of this Area.

The majority of this Area is undeveloped and has been farmed. It contains a historic residence and several agricultural structures in the southeast corner near the off-ramp. This cluster of buildings is accessed by a driveway that connects to US 42. There is also a historic cemetery in this same general area.

A high tension electric transmission line runs across the site in a southeast to northwest manner. A blue line stream (Rosetta Creek) and surrounding tree cover run along the southern boundary of this Area. There is a large pond in the northeast corner of the Area, and a drainage way runs north-south between this pond and the blue line stream.

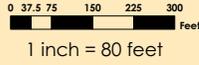
A two lot commercial subdivision (Heights Subdivision) exists in the northwest corner of this Area. It is accessed by Heights Boulevard, which is a divided roadway with a median near its intersection with Mall Road. The terminus of this street is currently a temporary dead end. The Heights Boulevard right-of-way contains street trees, except for under the high tension electric lines, and a sidewalk exists along the north side of the street. A fenced detention basin which is screened with evergreen plantings exists on the northeast corner of the Mall Road/Heights Boulevard intersection. A pylon style, multi-tenant freestanding sign for the subdivision is also located at this corner. Two vacant lots (approximately 1.6 acres and 2.4 acres respectively) exist on the southeast corner of this intersection.

The western lot in Heights Subdivision contains an approximate 22,000 square foot, single story retail auto parts store which also has auto repair bays along the east facade. This structure has natural tone CMU exterior walls and an awning over the main entry. Signage consists of back lit copy on the building mounted awning. Landscaping on the site includes natural vegetation along the Mall Road and off-ramp rights-of-way, additional trees around the perimeter of the paved areas, and trees within parking lot islands. The majority of this site's parking is between the building and Heights Boulevard, and there is additional parking along each side of the building.

The eastern lot in Heights Subdivision contains an approximate 122,000 square foot, big box style retail building which is currently vacant. The exterior walls of this structure are constructed of painted split-face CMU, and there is a gabled, pitch roof massing at the main public entry point. An outdoor storage area that is enclosed with chain link fencing exists along the west facade of the building, across from the repair bays at the adjoining

auto parts store. A large multi-tiered parking area exists at the front of the building, and there is additional parking along the east side of the building. The front parking area contains regularly spaced landscaped islands that contain trees (shrubs only under the high tension electric lines). Other landscaping on the site includes trees along the east property line, plantings in a linear bed along the west property line that is shared with the auto parts store, and natural vegetation along the north property line adjoining the off-ramp.

There are three curb cuts which serve the big box lot. The western curb cut is shared with the auto parts store. A sidewalk connection exists along the common drive which extends from this curb cut. The other two access points are placed in the approximate center and at the east end of the lot near the temporary dead end.



Mall Road District Study Area #3

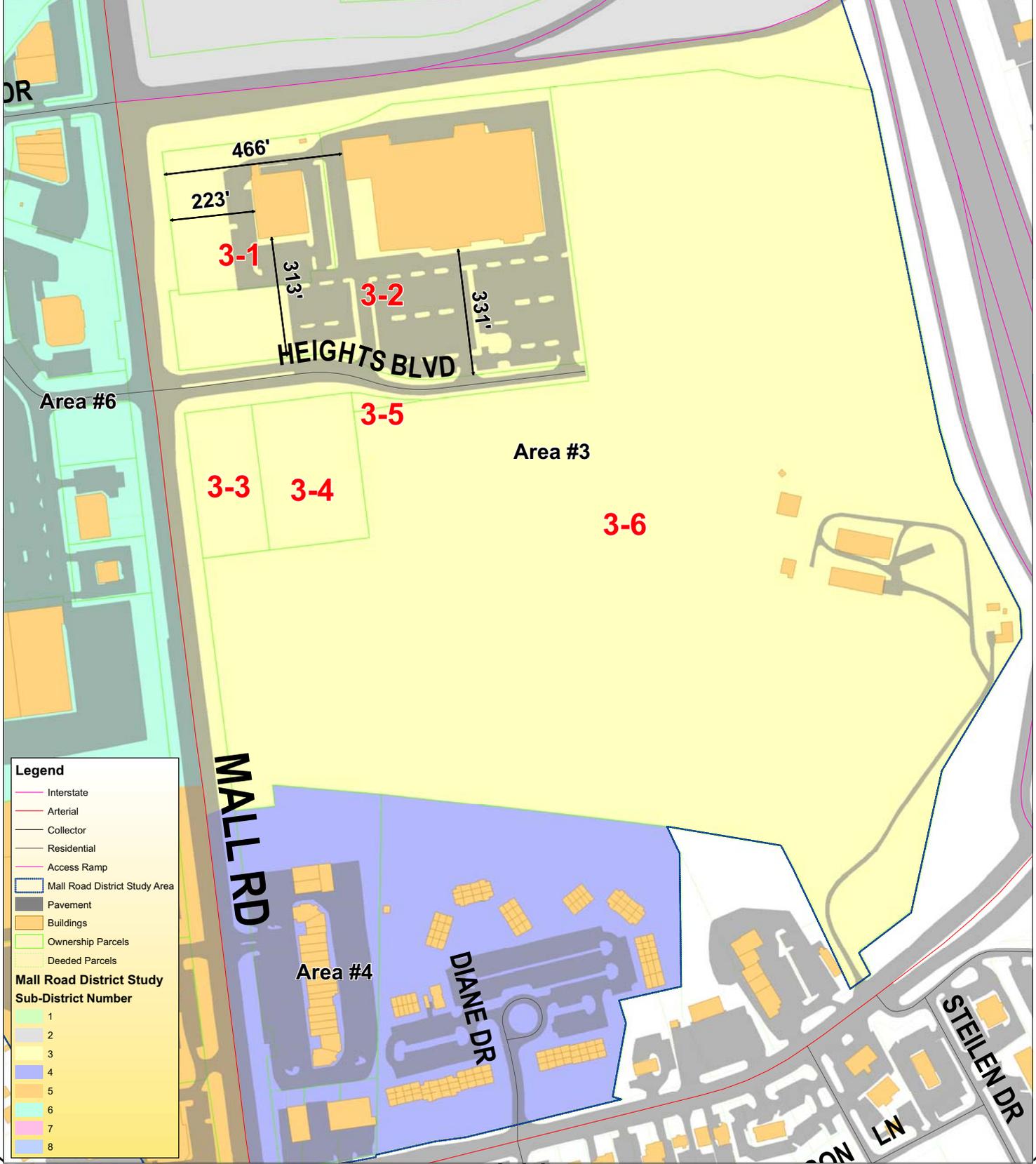


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Map ID	Parcel Acreage	Parcel Area Sq. Ft.	Paved Area Sq. Ft.	Building Area Sq. Ft.	% Paved	% Building
3-1	3.57	155595.43	53976.45	22724.79	34.69	14.61
3-2	11.88	517546.51	243700.48	131371.82	47.09	25.38
3-3	1.53	66732.94	0.00	0.00	0.00	0.00
3-4	2.29	99666.11	0.00	0.00	0.00	0.00
3-5	0.10	4342.69	0.00	0.00	0.00	0.00
3-6	64.48	2808929.41	35715.03	22074.08	1.27	0.79

Area #2



Area #6

Area #3

3-3

3-4

3-5

3-6

Legend

- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Pavement
- Buildings
- Ownership Parcels
- Deeded Parcels
- Mall Road District Study Sub-District Number**
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

MALL RD

HEIGHTS BLVD

DIANE DR

STEILLEN DR

Area #4



0 40 80 160 240 320 Feet
1 inch = 81 feet

Mall Road District Study Area #3



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the
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District Study



Area #2



DR

HEIGHTS BLVD

Area #6

Area #3

MALL RD

Area #5

Area #4

DIANE DR

STEILEN DR

Area 4

This area contains approximately 22 acres. It has approximately 940 feet of frontage along Mall Road to the west and 910 feet of frontage along US 42 to the south. Rosetta Creek is located in the northern extreme of the area. The area contains a shopping center, automotive repair facilities and an apartment complex.

Mall Road Center is a multi-tenant strip office/commercial center which is accessed from the east side of Mall Road. Two buildings are located on site and parking is located to the front and rear of each building. The exterior walls are constructed with red/brown brick and the pitched roofs are constructed with brown asphalt shingles. Sign cabinets are mounted above the tenant spaces and a large pylon sign advertises the shopping center and tenants near the entrance. The southernmost portion of the parking lot sits approximately 18 feet lower than Mall Road and due to the change of grade there is a guard rail along the entire street frontage. There is currently no street frontage landscaping or public sidewalks along Mall Road.

Midas and Tire Discounters share an access point on the north side of US 42. The curb cut is located approximately 185 feet from the Mall Road intersection. Midas is located on the corner of Mall Road and US 42 and is constructed predominately of painted brick and has a flat roof. Red siding is located over the glass store front and garage bays on the eastern side of the building. Tire Discounters is located immediately to the east of Midas and is constructed predominately of red/brown brick. The top of the building is constructed with EIFS panels and a flat roof. Shared parking is located to the front and western side of each building. Boone County G.I.S. shows that both buildings sit about 8 feet lower than US 42. The front parking lots adjoin US 42 and there is no street frontage landscaping. Public sidewalks do exist along the US 42 frontage. Both businesses have large pylon signs along US 42.

Brook Run Apartments is accessed from the north side of US 42. The complex has 12 matching three-story apartment buildings, which are predominately constructed of red/brown brick. The buildings also have some tan siding and pitched roofs with brown asphalt shingles. The five buildings which adjoin US 42 have a 100' plus setback from the road. The complex has a sidewalk system that runs in front of each apartment building, community swimming pool, and public sidewalks on US 42. The site has mature street frontage and perimeter landscaping and a small freestanding sign is located near the entrance.

Area 5

This area contains approximately 15 acres. It has approximately 1,020 feet of frontage along Mall Road to the east and 170 feet of frontage along US 42 to the south. Rosetta Creek is located in the northern extreme of the area. The area contains a retail pharmacy, an office/commercial center, and an automotive repair facility.

Walgreens is located on the southwest corner of the US 42/Mall Road intersection. The building is constructed with light brown brick, off-white EIFS panels, glass panels and a flat roof. The building's entrance is oriented towards the intersection and includes a Walgreens mortar and pestle sign that is visible from the building interior. Access to the building, parking lot, and pharmacy drive through are provided from two shared cuts located off-site. The first curb cut is located on the adjoining shopping center to the north and provides access to Mall Road. The second curb cut is located on the adjoining Shell gas station/convenience store to the west and provides access to US 42. The facility has mature street frontage landscaping along US 42 and Mall Road. Public sidewalks exist along the US 42 frontage. A large pylon sign with an electronic message center is located near the US 42/Mall Road intersection.

The Circuit City Center contains an office/commercial strip center (tenants include an Allstate office, Watson's, Schloemer's Furniture, etc.), Woodcraft Furniture, and the vacant Circuit City building. The property fronts on the west side of Mall Road and has two shared access points on Mall Road. The first access point is located on the north side of the property and provides access to strip center, Circuit City, and Sumerel Tire. The second access point is located on the south side of the property and provides access to the office/commercial strip center and Walgreens. A large nonconforming freestanding sign exists along the Mall Road frontage and advertises the shopping center and individual business. Public sidewalks currently do not exist along Mall Road.

The office/commercial strip center is comprised of three single-story buildings with flat roofs. The buildings are constructed predominately with painted concrete block but the storefronts have glass windows and applied stone and wood veneers. Buildings mounted signs are located on EIFS parapet walls, which are located above each tenant space. The buildings sit lower than Mall Road and the roofs are visible from the street. There is no street frontage landscaping along Mall Road to buffer the buildings.

The Woodcraft Furniture store is located in front of the three office/commercial buildings. The building is a single-story structure with fluted concrete, EIFS, glass store front units, and a flat roof. The building is light grey in color and has green trim.

The vacant Circuit City building is located to the north of the office/commercial buildings. The building is a single-story structure with textured and smooth face concrete block (light gray), gray metal panels, and a red metal panel entrance wall which projects higher than the rest of the building.

The Bob Sumerel Tire facility fronts on Mall Road and is located directly in front of the Circuit City Building. Access to the property is provided from a shared curb cut on the Circuit City Center lot. The building is a single-story structure which is constructed with red/brown brick and a flat roof. The building has six garage bays which are oriented toward Mall Road and the rear of the facility. A large freestanding sign is located near the Mall Road right-of-way line.



0 30 60 120 180 240
Feet
1 inch = 75 feet

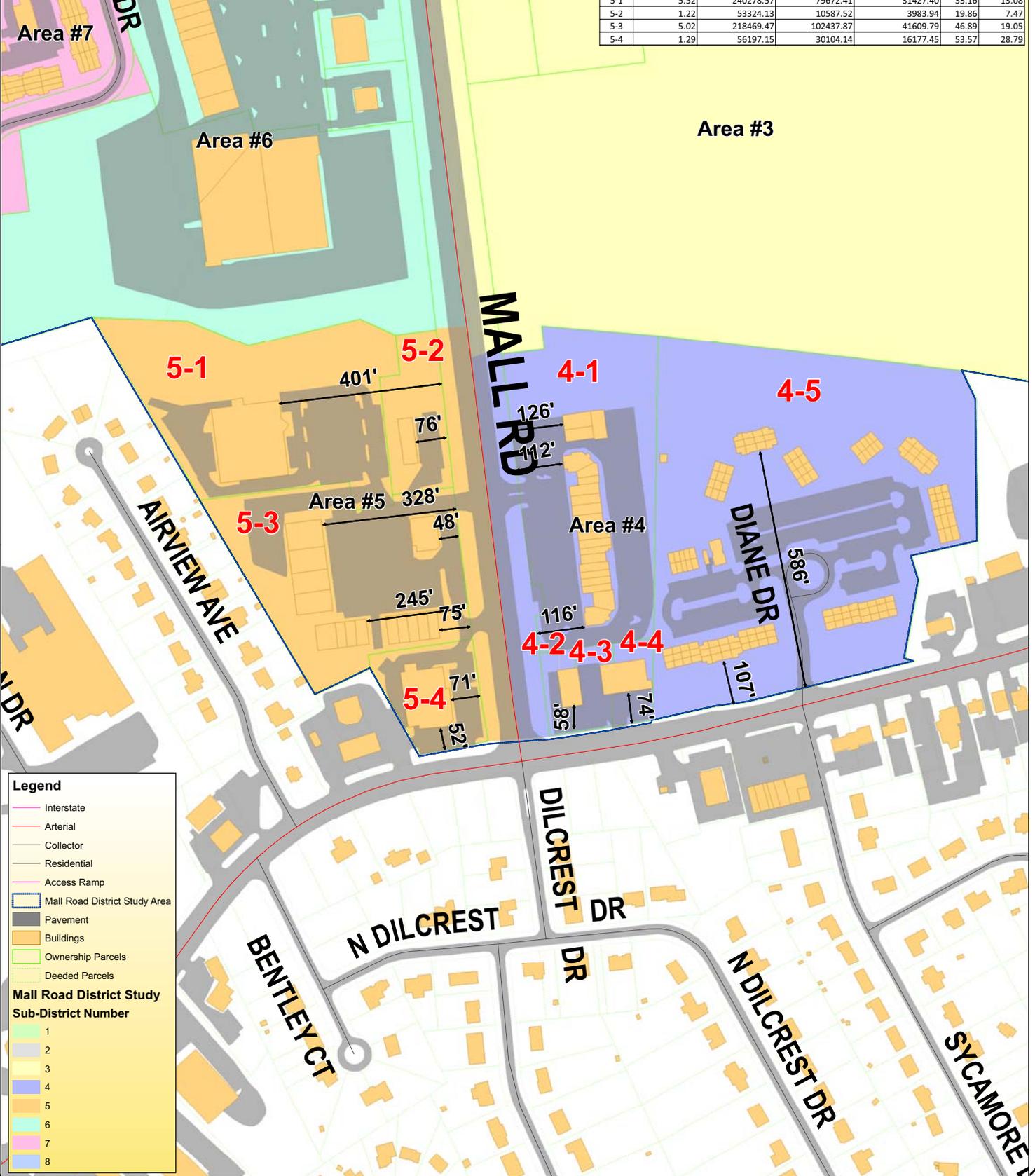
Mall Road District Study Areas #4 and #5



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Map ID	Parcel Acreage	Parcel Area Sq. Ft.	Paved Area Sq. Ft.	Building Area Sq. Ft.	% Paved	% Building
4-1	5.73	249591.39	116527.03	35389.24	46.69	14.18
4-2	0.34	14899.27	5512.75	3285.03	37.00	22.05
4-3	0.45	19736.48	7069.77	6263.80	35.82	31.74
4-4	0.44	19304.87	11452.82	3381.47	59.33	17.52
4-5	13.63	593923.00	113729.20	57311.64	19.15	9.65
5-1	5.52	240278.57	79672.41	31427.40	33.16	13.08
5-2	1.22	53324.13	10587.52	3983.94	19.86	7.47
5-3	5.02	218469.47	102437.87	41609.79	46.89	19.05
5-4	1.29	56197.15	30104.14	16177.45	53.57	28.79

the
Mall Road
District Study





0 30 60 120 180 240 Feet
1 inch = 75 feet

Mall Road District Study Areas #4 and #5



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Area 6

This area contains approximately 70 acres. It has approximately 3,400 feet of frontage along Mall Road to the east, and paralleling Mall Road to the west approximately 2,700 feet of frontage along Connector Drive.

The primary developments in this area are the Florence Plaza and the Yall Mall Subdivisions. These are single story, multi-tenant developments. The parking for these centers is located in front of the developments between the multi-tenant buildings and Connector Drive.

This Area includes 14 lots along Mall Road and Connector Drive which contain single user and multi-tenant buildings. All are outlots along Mall Road except the Florence Chiropractic Center. They consist of the following office, retail, and restaurant uses.

Florence Chiropractic Center: This site is located at the corner of Cayton Road and Connector Drive. This is a colonial style brick building with an asphalt shingle roof. A single curb cut on Connector Drive provides access to this site. The parking spaces are located in front of the building along Mall Road. This site has an older freestanding sign near the intersection. The site has trees and shrubs around the perimeter, though in less quantities than are required under the contemporary requirements.

Hollywood Video (vacant): This site is accessed from a single curb cut on Connector Drive. The parking spaces are located in front of the building along Mall Road. All signage was removed from the property. The site has trees and shrubs around the perimeter, though in less quantities than are required under the contemporary requirements. This is an EIFS building with large storefront windows and with signage scored into the parapets.

Skyline Chili: This building is constructed of brick and CMU with a metal parapet roof. A single curb cut, also shared with the neighboring development to the south (the Mall Road Shoppes of Florence) on Connector Drive provides access to this site. The parking spaces are located along the Mall Road frontage and on the side of the building. The building mounted signage is cabinet style and the site has a pole sign. The site has trees and shrubs per the contemporary requirements.

Mall Road Shoppes of Florence: Main tenants include Starbucks, Izzy's, FedEx Office, and Family Christian Store. This site consists of 2 multi-tenant buildings constructed with a combination of red-brown and lighter brick exterior walls with masonry detailing and varying roof lines, forms and materials. Access to this site is provided by 2 curb cuts on Connector Drive, the northernmost is shared with the neighboring Skyline Chili restaurant. The parking spaces are located in front of the building along Mall Road. The building mounted sign is a mix of both cabinet style and channel letters and the freestanding signage conforms to a Special Sign District approval. The site has trees and shrubs per the contemporary requirements.

AT&T: This structure has a flat roof, with white EIFS and CMU facades. Access to this site is provided by 2 curb cuts on Connector Drive. The parking spaces are located along the Mall Road frontage and on the side of the building. The site has a freestanding sign and the building mounted sign is a cabinet style. The building mounted sign is attached to a steel frame that is attached to the building. This site has some trees and shrubs.

Jimmy John's/Eyemart/Venus Nails: This multi-tenant building has a flat roof, newer brick front facade with the side and rear facades being CMU. Access to this site is provided by 2 curb cuts on Connector Drive. The parking spaces are located in front of the building along Mall Road. The building has both channel letters and cabinet style signs. The site also has a freestanding pole sign. This site has some trees and shrubs.

McSwain Flooring: This structure has split face CMU walls, a flat roof and a gabled front entry feature element with blue standing seam metal roofing. One (1) curb cut on Connector Drive provides access to this site. The parking spaces are located along the Mall Road frontage and on the side of the building. The building mounted sign is cabinet style and the site also has a freestanding pole sign. This site has some trees and shrubs.

Once Upon A Child Multi-Tenant Building: This building has CMU walls with a flat roof. Access is from 1 curb cut on Connector Drive and 1 curb cut on Steinberg Drive. The parking spaces are located in front of the building along Mall Road. The building mounted signage is channel letters and the site also has a freestanding pole sign. This site has some trees and shrubs, though not near the Connector Drive and Steinberg Drive frontages.

Mattress Warehouse Multi-Tenant Building: This building has brick on all 4 facades with decorative EIFS and stone accents on the front and side facades. Access is from a curb cut on Connector Drive and 1 curb cut on Steinberg Drive. The parking spaces are located along the Mall Road frontage and on the side of the building. This building has both channel letters and cabinet style signage and it also has a freestanding pole sign. This site has some trees and shrubs.

Recruiting Center Multi-Tenant Building: This building has CMU walls with an asphalt shingle pitched roof. A single curb cut on Connector Drive provide access to the site. The parking is located to the side of the building. The building mounted signs are non-illuminated panels and the site also has a freestanding sign. This site has some trees and shrubs.

Lay-Z-Boy: This building is located on the northwest corner of the signalized intersection of Connector Drive and Mall Road. The structure has EIFS facades on 3 sides in lighter tones with the north facade being landscaped to camouflage the receiving dock. Access is provided along Connector Drive. The parking spaces are located to the side and rear of the building along Connector Drive. The building mounted signage consists of individual channel letters. The site has trees and shrubs around the perimeter, though in less quantities than are required under the contemporary requirements.

Snuggly's: This building is constructed of CMU in lighter tones with a flat roof. The building has fabric awnings over display windows. Access is provided from the Florence Center driveway. The parking spaces are located along the Mall Road frontage and on the side of the building. This building has both channel letters and cabinet style signage. This site has some trees and shrubs.

Valvoline: This building has split face CMU walls and an EIFS parapet in warm earth tones. The building also has 2 tall overhead doors located on the north and south elevations. Access is through the Florence Center driveway. The parking spaces are located along the Mall Road frontage and to the rear of the building. The building mounted signs are painted on the roof parapet. This site has some trees and shrubs.

Southwest College Multi-Tenant Building: This building is light colored with split face CMU walls, covered front walkways, and EIFS parapets with a flat roof design. The main access into this development is at the signalized intersection where Connector Drive and Mall Road intersect. Landscape islands along the perimeter of the parking lot separate it from Connector Drive. This building has parking and loading areas around the entire structure. The Yall Mall subdivision has a multi-tenant freestanding sign that is shared with the Antique Mall multi-tenant building.

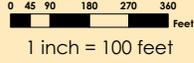
Antique Mall Multi-Tenant Building: This is a freestanding building connected by a breezeway to the Southwest College multi-tenant building. This building has split face CMU walls, covered walkways, EIFS and a flat roof design. Access is provided from Connector Drive. This site sits substantially lower than Mall Road. This building is surrounded by parking and loading areas. This building shares the multi-tenant freestanding sign on the Southwest College multi-tenant building/Yall Mall site.

Area 7

This area contains approximately 29 acres. It has approximately 1,740 feet of frontage along Preakness Drive to the east and approximately 300 feet of frontage along Rosetta Drive to the southwest. Rosetta Creek immediately adjoins the area 7 to the south. The area contains an apartment complex, a vacant commercially zoned lot, and a single-family residential dwelling.

The primary development in this area is Paddock Club Apartments, which is accessed from a single curb cut on Preakness Drive. The complex has eleven three-story apartment buildings, a leasing office, a maintenance facility, and parking garages. All the buildings are constructed with matching light blue siding, red brick knee walls, asphalt shingles and a cupola. The complex has mature perimeter and interior landscaping. The street frontage landscaping along Preakness Drive is framed with post and rail fencing. Sidewalks exist in front of the apartment buildings, leasing office, community swimming pool, sand volleyball court, and also tie into the pedestrian/bicycle path that is located on the eastern side of Preakness Drive. This blacktop path runs between Connector Drive and the terminus of Preakness Drive and contains landscaping, street lights, and a metal park bench. The northeast extreme of the apartment complex is currently undeveloped and has the potential to be further developed.

The area also contains a single-family residence which fronts on Rosetta Drive and an approximate 7.8 acre undeveloped commercial parcel which fronts on Utterback Creek Road. The commercially zoned parcel is heavily wooded and contains a power line easement which runs through the northern extreme of the lot. The parcel immediately adjoins Florence Plaza and is located in Unincorporated Boone County.



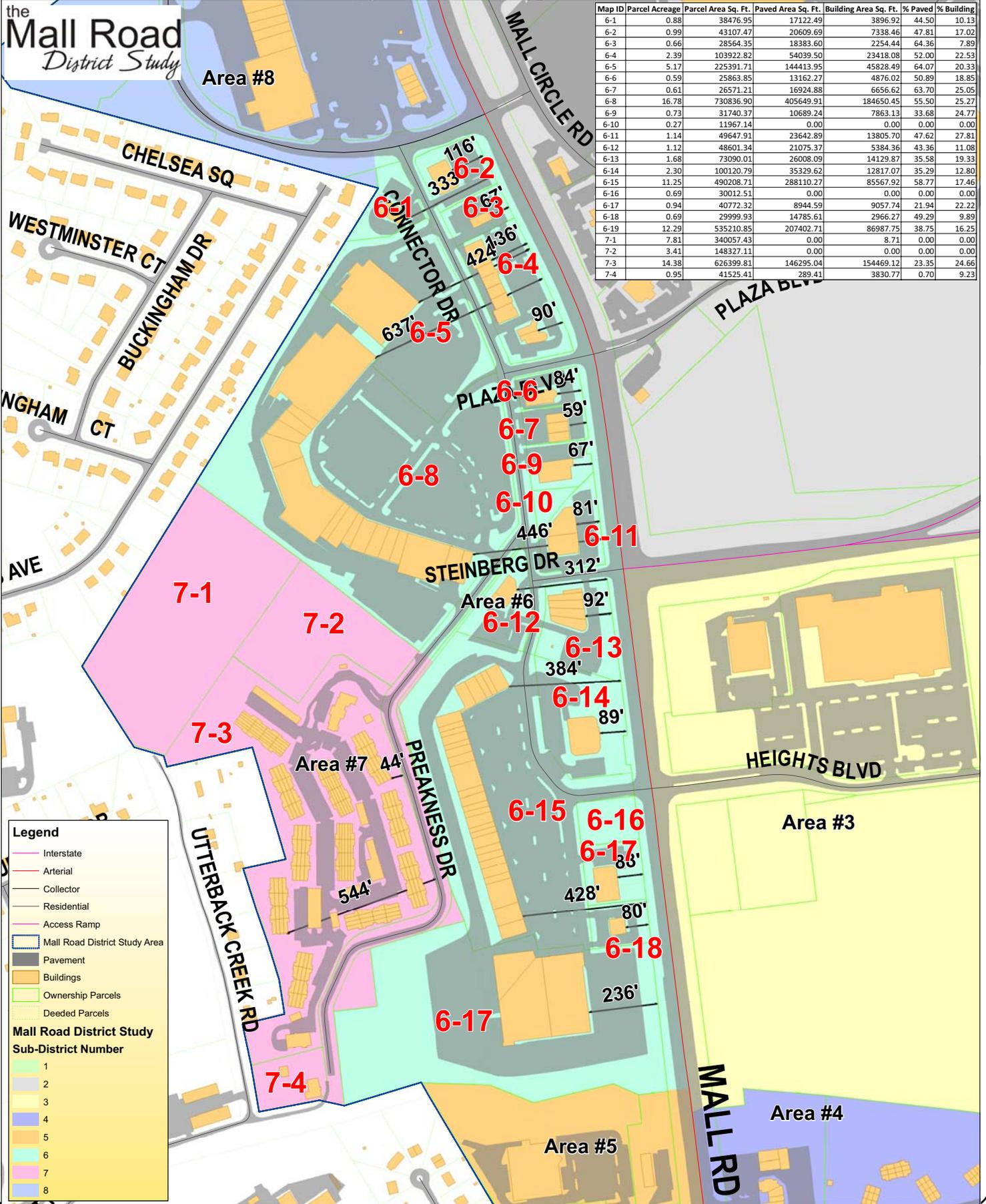
Mall Road District Study Areas #6 and #7



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the Mall Road District Study

Map ID	Parcel Acreage	Parcel Area Sq. Ft.	Paved Area Sq. Ft.	Building Area Sq. Ft.	% Paved	% Building
6-1	0.88	38476.95	17122.49	3896.92	44.50	10.13
6-2	0.99	43107.47	20609.69	7338.46	47.81	17.02
6-3	0.66	28564.35	18383.60	2254.44	64.36	7.89
6-4	2.39	103922.82	54039.50	23418.08	52.00	22.53
6-5	5.17	225391.71	144413.95	45828.49	64.07	20.33
6-6	0.59	25863.85	13162.27	4876.02	50.89	18.85
6-7	0.61	26571.21	16924.88	6656.62	63.70	25.05
6-8	16.78	730836.90	405649.91	184650.45	55.50	25.27
6-9	0.73	31740.37	10689.24	7863.13	33.68	24.77
6-10	0.27	11967.14	0.00	0.00	0.00	0.00
6-11	1.14	49647.91	23642.89	13805.70	47.62	27.81
6-12	1.12	48601.34	21075.37	5384.36	43.36	11.08
6-13	1.68	73090.01	26008.09	14129.87	35.58	19.33
6-14	2.30	100120.79	35329.62	12817.07	35.29	12.80
6-15	11.25	490208.71	288110.27	85567.92	58.77	17.46
6-16	0.69	30012.51	0.00	0.00	0.00	0.00
6-17	0.94	40772.32	8944.59	9057.74	21.94	22.22
6-18	0.69	29999.93	14785.61	2966.27	49.29	9.89
6-19	12.29	535210.85	207402.71	86987.75	38.75	16.25
7-1	7.81	340057.43	0.00	8.71	0.00	0.00
7-2	3.41	148327.11	0.00	0.00	0.00	0.00
7-3	14.38	626399.81	146295.04	154469.12	23.35	24.66
7-4	0.95	41525.41	289.41	3830.77	0.70	9.23



Legend

- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Pavement
- Buildings
- Ownership Parcels
- Deeded Parcels

Mall Road District Study Sub-District Number

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8



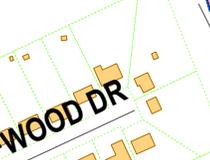
0 45 90 180 270 360 Feet
1 inch = 100 feet

Mall Road District Study Areas #6 and #7



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the Mall Road District Study



Area 8

This Area contains approximately 84 acres. It has approximately 3,460 feet of frontage along Mall Road, approximately 230 feet of frontage along KY 18, approximately 2,870 feet of frontage along Cayton Road, and approximately 150 feet of frontage along Hopeful Road.

This Area includes several strip type centers and intermittent outlot developments along Mall Road. Aside from the few exceptions noted, all buildings in this Area are flat roofed. The Area has interconnected driveways which allow a vehicle to travel between KY 18 and Cayton Road without going onto Mall Road. Two of these driveways run in continuous north-south alignments from HH Gregg to Cayton Road and function essentially as local streets. The first of these driveways is one outlot depth to the west of Mall Road and functions as a frontage road. The second runs immediately along the building frontages from HH Gregg and across Florence Square. Parallel sidewalks run along the building frontages in this same alignment. Additionally, a shared driveway which serves loading and service areas runs along the rear of the buildings between HH Gregg and Kroger. An access point on Cayton Road at the rear of Kroger serves this rear drive. Other access points in this Area include one on KY 18 which serves Furniture Row Center, four shared access points on Mall Road, and two access points on Cayton Road which serve the previously mentioned north-south drives. No individual lot or business in this Area has an exclusive access point on Mall Road. There are sidewalks on both sides of Cayton Road along the eastern section near Mall Road and Connector Drive, with a walk connection to Achatas Avenue in Buckingham Woods Subdivision. These walks transition to an asphalt multi-use path near the southwest corner of the Kroger Store, and it continues to Hopeful Church Road.

The western-most parts of this Area adjoining Cayton Road are currently undeveloped. Several access points into these vacant sites were constructed as part of the Cayton Road project. The northern-most part of this section (north of HH Gregg) contains 5 buildings. From north to south, these include a furniture store, a franchise style sit-down (high turnover, casual) restaurant, 2 multi-tenant strip centers, and a music store. At least two of the buildings have had substantial remodels in the past. All of these five buildings are single story. From north to south, these buildings and sites have the following basic characteristics.

Furniture Row Center: This is a painted, textured CMU building with a curving, ribbed metal fascia in bright warm tones, and it has large storefront units on the facades that face both KY 18 and Mall Road. Parking is located to the front and sides of the building, with sidewalks adjoining each of these three building frontages. The parking area pavement extends approximately to the Mall Road and KY 18 rights-of-way. There is an access point on KY 18 and an access point on Mall Road that is shared with Lonestar Steakhouse. The site has low landscaping in the form of mostly shrubs along the front and sides of the lot, and tree cover along the rear of the lot. The parking area includes landscape islands at the ends of the parking rows. Signage on the site consists of building mounted channel letters.

Lonestar Steakhouse: This building is constructed of lighter toned horizontal lap siding and CMU. It has a gabled pitched roof with a “stage set” style parapet at the front. This site contains a small ATM building that is located near Mall Road. Parking is located to the front and sides of the building. The site has some trees and shrubs, with larger landscape islands in the front parking area. Signage on the site consists of building mounted channel letters and a freestanding pylon style sign.

Fitworks Multi-Tenant Building: This building is constructed largely of painted brick, and it includes a freeform EIFS fascia and storefront units along a covered walk at the front. Decorative corrugated awnings are mounted on the parapet. The building has a combination of natural and pastel tones. The building sits at the rear of the lot with a multi-tier parking lot at the front and a smaller parking area along the south side. This site includes a few landscape islands within the parking area. Signage on the site consists of varying styles of building mounted signs.

Goldstar/Quiznos Multi-Tenant Building: This building is asymmetric in plan and is constructed of light toned EIFS with storefront units along the front facing Mall Road and service doors along the rear facing the Fitworks building. An awning is mounted on the south facade. Parking is located along the front and the south side of the building, and driveways adjoin the remaining sides. The parking area pavement extends approximately to the Mall Road right-of-way. A multi-tiered auxiliary parking area is located to the west/rear, in front of the adjoining Willis Music site. A sidewalk is located along the front of the building. The site has some trees and shrubs with landscape islands adjoining the building. The site has a multi-tenant freestanding sign that is shared with the Fitworks building, and two other freestanding signs that are for Willis Music and HH Gregg.

Willis Music: This building sits at the rear of its site and is accessed through adjoining lots. This building is constructed with a combination of materials including light toned EIFS on the front facade and vertical wood siding along the side facades. There is an arcade at the front of the building that is covered with standing seam metal along and that is framed by a freestanding exposed metal entry feature. This structure has a mansard roof that is surfaced with asphalt shingles on the north side of the building and metal on the south side. Parking is located along the front, rear, and north side of the building, with a shared driveway running along the south side. A loading area and a telecommunications tower camouflaged as a flag pole are also located at the rear of the site. The site contains some landscaping in the form of parking lot islands that contain trees. Signage on the site consists of individual painted letters on the front facade of the building.

The middle part of this Area is located across Mall Road from the Village at the Mall shopping center and includes 2 big box style retail buildings which are placed behind a larger parking area, and 5 outlot developments along Mall Road. The northern big box houses an appliance/electronics store (HH Gregg), and the southern big box contains both a clothing store and a housewares/soft goods store (TJ Maxx and Home Goods).

The HH Gregg building is largely constructed of CMU. It has an earth tone EIFS parapet which overhangs the front sidewalk as an arcade, and is supported by round concrete columns. The building has a limited storefront area at the main entry door, and an overhead door for auto installation on the front facade. Signage on the site consists of building mounted channel letters. The TX Maxx/Home Goods building is constructed of natural tone textured CMU with EIFS at the public entry points. It has storefront units on the front facades and both businesses use building mounted channel letter signs. Both buildings also have loading/service areas to the rear, with natural vegetation along the rear property lines. These two buildings have a shared, multi-tiered parking area that has no landscaping aside from landscape islands that adjoin the main perimeter driveways that connect to adjoining sites.

The five outlots in the middle part of this Area include 2 drive-through, franchise style fast food restaurants, 2 small multi-tenant buildings, and a combination pizza restaurant/game arcade. All of these five buildings are single story. From north to south, these buildings and sites have the following basic characteristics.

Taco Bell: This building is constructed of largely EIFS in varying warm colors, along with a dry stacked stone veneer base and large pane windows. Parking is located along the front and north side of the building, with a drive-through lane that wraps across the rear and south side of the building. Sidewalks are located along the north and east sides of the building adjoining the parking area. Landscaping exists around the perimeter of the site in a manner that is generally consistent with contemporary requirements. Signage on the site consists of building mounted channel letters.

Mens Wearhouse Multi-Tenant Building: This building is constructed of natural tone split face CMU. It has large storefront units on the front of the building facing Mall Road which are covered by fabric awnings. The majority of the parking is located at the front of the lot, and there is a single tier of parking at the rear of the building. There is a sidewalk along the front of the building and a sidewalk link at the rear of the site that connects to the shared driveway. Landscaping exists around the perimeter of the site in a manner that is generally consistent with contemporary requirements. Signage on the site consists of building mounted channel letters.

Chuck E Cheese: This building largely has a light, paneled exterior (plastered finish with battens), with secondary massings that are finished in standing seam metal, including the main entry feature. The main entry is on the west side of the building, opposite from Mall Road. The main facade includes a storefront unit which is covered by an awning. Parking encircles the building, and the site is essentially entirely paved with the exception of small landscape areas at the front corners of the lot. There are few woody plants on the site. Walkways run along the perimeter of the building, and sidewalk links connect the main entry of the building to the shared driveway. Signage on the site consists of cabinet style building mounted signs.

J. Gumbos: This is a smaller EIFS building which has a structured awning. Parking is located along the north side of the building, and a drive-through lane is located along the

south side and wraps around to the front of the building. The site has a broad landscape island which separates the parking area from the drive-through lane at the rear, and has an approximate 50 foot wide grass lawn at the front, but contains few woody plants. Signage on the site consists of building mounted channel letters.

Subway Multi-Tenant Building: This building is constructed of natural tone, textured CMU. The tenant spaces are oriented towards the north versus facing Mall Road. Awnings are mounted over the doors into the individual tenant spaces. Parking is located at the front of the lot along Mall Road and along the north side. Landscaping in the form of trees and shrubs are located along the south boundary of the site, adjoining a main access drive into Florence Square from Mall Road. Signage on the site consists of building mounted channel letters.

The remaining portion of this Area is located between the intersection of Mall Road and the northern Mall Access drive and Cayton Road. It includes 4 outlots, which are all located at intersections with Mall Road, and the main collection of strip center buildings in the Florence Square development. Aside from the outlots, this section includes parking areas along Mall Road that are in between the outlots, and a large, central parking area that is located between the tier of outlots and the strip center buildings. Deciduous trees are located the Mall Road frontage of these parking areas. The large central parking area is approximately 1,900 feet across from north to south and approximately 300 feet across from east to west at the widest point. There is no landscaping in these parking areas aside from landscape islands that adjoin the main perimeter driveways.

The four remaining outlots include a jewelry store, a formal wear store, and two smaller multi-tenant buildings. All of these buildings are single story. From north to south, these buildings and sites have the following basic characteristics.

Stafford Jewelers: This building is finished with light colored EIFS, and it has a covered arcade on three sides. It is a flat roofed structure which has an applied decorative pitched roof form across the center. Parking is located at the front, rear, and south sides of the building. A wide sidewalk that extends beyond the arcade exists along the front of the building. Landscaping exists around the perimeter of the site and in parking lot islands in a manner that is generally consistent with contemporary requirements. Signage on the site consists of building mounted channel letters.

Q'Doba Multi-Tenant Building: This building is constructed of red-brown brick with stone accents. It also has a light toned EIFS fascia with several accent awnings, and a turret type feature at the southeast corner. This site has parking on all sides of the building, a loading area at the rear, a sidewalk link that runs along the adjoining access drive into Florence Square from Mall Road, and an outdoor seating area at the northeast corner of the building. Landscaping exists around the perimeter of the site and in parking lot islands in a manner that is generally consistent with contemporary requirements. Signage on the site consists of building mounted channel letters. A multi-tenant freestanding sign for Florence Square is located in the median of the adjoining access drive into the development.

Skeffington's: This building is constructed of beige textured CMU. The main entry is oriented towards the north versus facing Mall Road. A sidewalk exists along the north facade. The building has storefront windows on the north and east facades which are covered with fabric awnings. A single tier of parking is located along the Mall Road and north sides of the site, and driveways without parking spaces are located along the south and west sides of the site. Landscaping in the form of trees and shrubs are provided around the perimeter of the lot and in two parking lot islands. There is a substantial grass area along the west side of the building and a row of shrubs along the Mall Road facade. Signage on the site consists of building mounted channel letters.

AAA Multi-Tenant Building: This building is constructed with light textured CMU and EIFS. It has continuous storefronts, fabric awnings, and a sidewalk across the front of the building, and tower feature at the northeast corner at the AAA tenant space. Parking is provided at the front and sides of the building, with a small parallel loading space along the shared driveway at the rear. Landscaping exists around the perimeter of the site and in parking lot islands in a manner that is generally consistent with contemporary requirements. Signage on the site consists of building mounted channel letters.

The remaining strip center buildings in this Area are located along the rear of the lot. All of these buildings are single story. From north to south, these buildings have the following basic characteristics.

Staples: This building is constructed of cool gray textured CMU with a red metal fascia that has horizontal ribs. It has a central main entry door on the front facade and little fenestration. This structure has a building mounted channel letter sign.

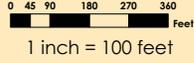
Barnes & Noble Multi-Tenant Building: This building is constructed of lighter/natural tone EIFS with a CMU base. All of the tenant spaces have storefront windows across the front, and several of these storefronts are covered with awnings. The building mounted signage consists of channel letters.

Cinema Building: This building was constructed as a movie cinema with multiple theaters and is currently vacant. It is constructed of a combination of varying types of CMU that are white or "natural." It has a large glass curtain wall across the front, and a large movie marquee sign for use with manually changeable copy over the main entry. This site has mature trees and shrubs around the front of the building.

Fuji Steakhouse: This building is one of the few pitched roof structures on Mall Road. It is finished with warm gray lap siding and it has accent awnings on the front. The roof is finished with asphalt shingles. The roof has mechanical equipment and a channel letter sign mounted on it. There is mature landscaping along the north side of the building between this structure and the Cinema Building.

Kroger/Old Navy Multi-Tenant Building: This building is constructed with textured CMU and an EIFS fascia in light, natural colors. It has a continuous arcade across the front, intermittent fabric awnings, and mostly continuous storefronts. The Kroger and Old Navy

facades have corporate prototype designs. The building mounted signage on this center consists of mostly channel letter signs. There is an “add-on” pharmacy drive-through on the south side of the Kroger space facing Cayton Road. The rear of the center, which is visible from Cayton Road, is constructed of plain face CMU with a utilitarian appearance, and it has some tenant signage mounted on it. There is landscaped berming along the rear Cayton Road frontage to screen the driveway and loading/service areas along the rear of the building.



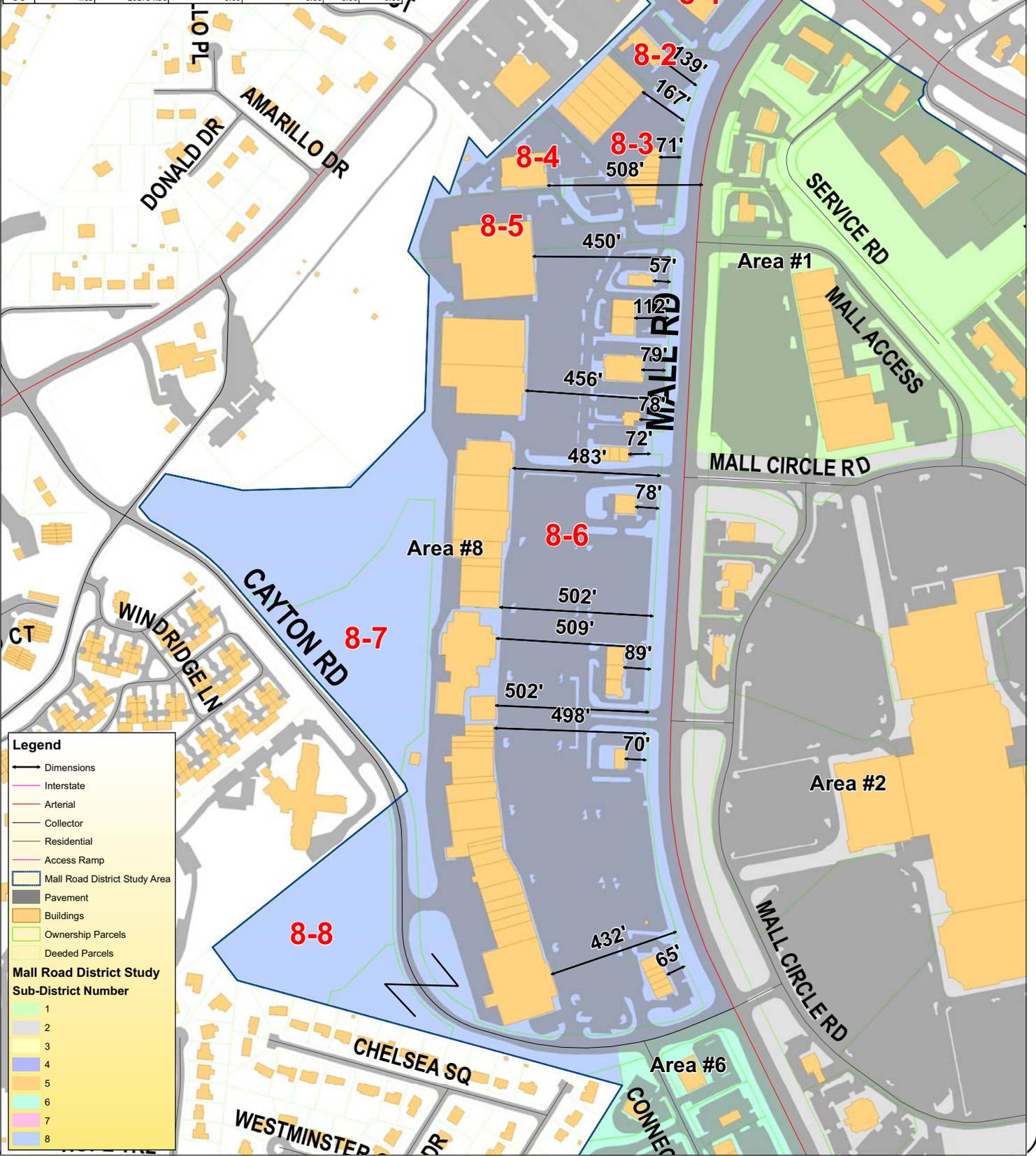
Mall Road District Study Area #8



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Map ID	Parcel Acreage	Parcel Area Sq. Ft.	Paved Area Sq. Ft.	Building Area Sq. Ft.	% Paved	% Building
8-1	1.94	84402.20	43528.59	24534.61	51.57	29.07
8-2	1.28	55796.25	37255.95	7853.96	66.77	14.08
8-3	4.31	187923.47	104348.57	54015.74	55.53	28.74
8-4	1.79	77862.84	46068.55	15891.74	59.17	20.41
8-5	2.53	110371.55	74251.38	24604.68	67.27	22.29
8-6	52.47	2285684.09	1193604.34	456088.68	52.22	19.95
8-7	5.62	244867.89	0.00	0.00	0.00	0.00
8-8	4.63	201734.50	0.00	0.00	0.00	0.00

the Mall Road
District Study



Legend

- Dimensions
- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Pavement
- Buildings
- Ownership Parcels
- Deeded Parcels

Mall Road District Study Sub-District Number

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8



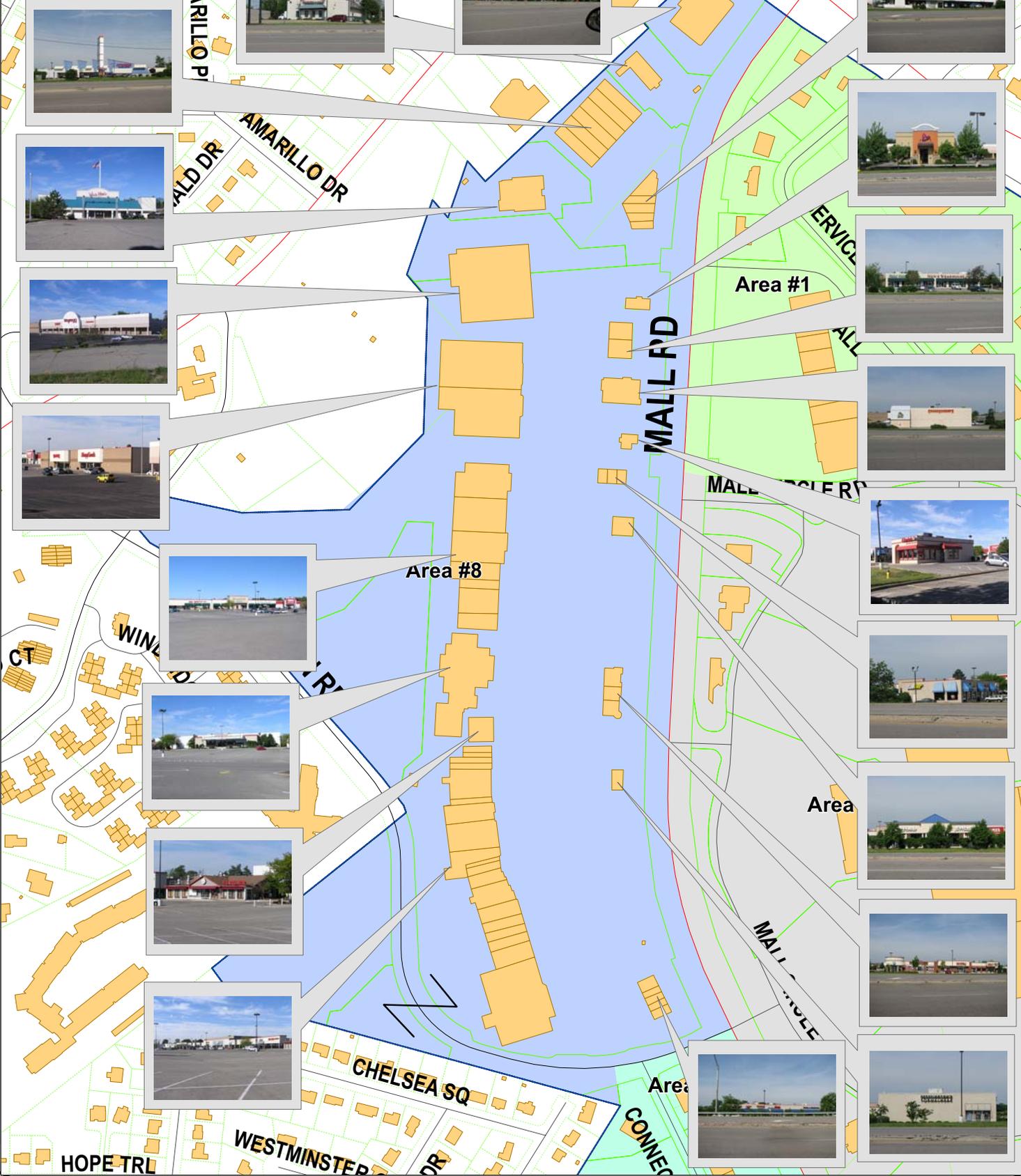
0 45 90 180 270 360 Feet
1 inch = 100 feet

Mall Road District Study Area #8



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the Mall Road District Study



CHAPTER 5

OVERVIEW OF LAND USE AND ZONING

Current Land Use

The land use in the Study Area is substantially comprised of varying types of commercial uses. Assorted types of retail uses are predominant, with restaurants and services uses making up a smaller yet still significant proportion of the whole. There are several larger single user retail buildings in the Area, several of which are currently vacant. Most uses in the Study Area are within multi-tenant and/or multi-building centers or clusters. The dominant commercial center is the Florence Mall itself. The one entertainment use of note is the movie theater that is located on the southeast part of the Mall property.

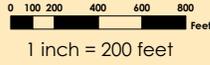
With the exception of a car dealer on Action Boulevard, the types of retailers in the Study Area do not have routine outdoor display or storage. The auto service uses tend to be located at the extreme north and south ends of the Study Area. Highway related uses (hotel and convenience store with gas sales) are located at the north end in proximity to the KY 18/I-75 interchange.

There are two multi-family residential developments in the Study Area. The first is the Paddock Club development along Preakness Drive in the southwest part of the Study Area. The second is the Brook Run Apartments located along the north side of US 42 in the southeast corner of the Study Area. None of the developments in the district are mixed use in the sense that there is a intermixed combination of commercial, office, residential, and/or entertainment uses in the same building or complex. The individual land uses throughout the district are discussed in detail in Chapter 2 Business Inventory and Chapter 4 Existing Conditions of the Eight Sub-Areas.

There are several vacant/undeveloped sites within the district. These are identified as “development sites” with their approximate sizes noted on the Potential Development and “Infill” Development Sites Map on page 5.2. This map also identifies several potential “infill” development sites. These “infill” sites are along Mall Road within existing parking/vehicular areas and could conceivably be actively developed without major demolition or reconfiguration of existing improvements. This map is not intended to limit development or redevelopment from occurring on other sites.

Future/Planned Land Use

The 2005 Boone County Comprehensive Plan’s “2030 Future Land Use Map” designates the vast majority of the Study Area for Commercial uses. This designation is described as “retail, corporate and professional office, interchange commercial, indoor commercial recreation, restaurants, services, etc.”

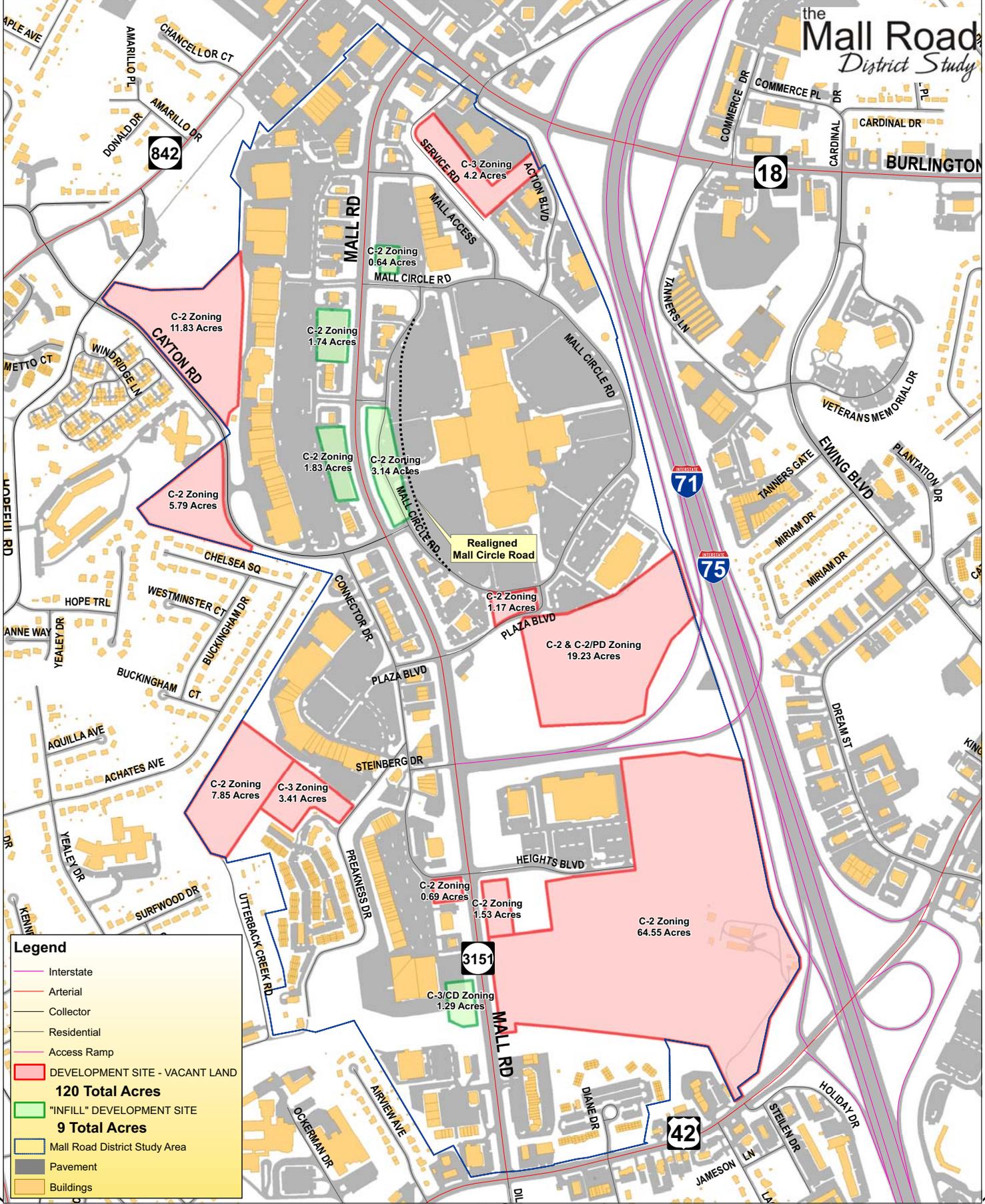


Mall Road District Study

Potential Development and "Infill" Development Sites



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Legend

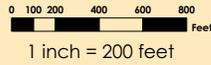
- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- DEVELOPMENT SITE - VACANT LAND
120 Total Acres
- "INFILL" DEVELOPMENT SITE
9 Total Acres
- Mall Road District Study Area
- Pavement
- Buildings

There are three areas which are designated as “Urban Density Residential.” These include the Paddock Club and Brook Run developments mentioned above, and a vacant area along the north side of Cayton Road that is to the west of the Florence Square development. The Urban Density Residential designation is described by the Comprehensive Plan as “attached housing, generally condominiums or apartments, of over 8 dwelling units per acre.” The undeveloped area that is to the west of Preakness Drive is designated as “Rural Density Residential.” This designation is described as “low density residential uses of up to one dwelling unit per acre.”

The portion of the Rosetta Creek valley that is to the west of Mall Road and to the north of the Circuit City development is designated as “Developmentally Sensitive.” This designation has the following description.

Areas that have an existing slope of twenty percent or greater for a height of 20 meters, or have unique soil or flooding characteristics which limit the ability of an area to support urban development, or contain significant wooded areas, creeks, wildlife habitat or other natural features that are important to a site's stability and visual character. In addition, developmentally sensitive areas may, in the future, be defined and protected due to historical or visual importance. Any development on land identified as Developmentally Sensitive must be carefully assessed by the developer and the Planning Commission to determine the ability of the land to support the proposed project. The land use priority for areas designated Developmentally Sensitive is preservation of the existing environment, as opposed to development of the land. This shall act as a guideline for any project proposed in Developmentally Sensitive areas; specific sites designated as Developmentally Sensitive require more detailed inventories of soil, slope, wildlife habitat, vegetation, and other possible physical constraints as part of the development plans. These inventories shall be used, along with engineering studies, to determine whether an area designated Developmentally Sensitive can be developed in a fashion which is sensitive to the existing site characteristics. The Developmentally Sensitive areas of Boone County have been identified by utilizing United States Department of Agriculture Natural Resources Conservation Service (formerly Soil Conservation Service) data and mapping, through the Boone County Geographic Information System (GIS). The degree of accuracy of these areas is intended to locate general areas of concern. Actual site assessments will determine the exact boundaries of Developmentally Sensitive areas in Boone County at the time of development, or through a detailed county-wide inventory.

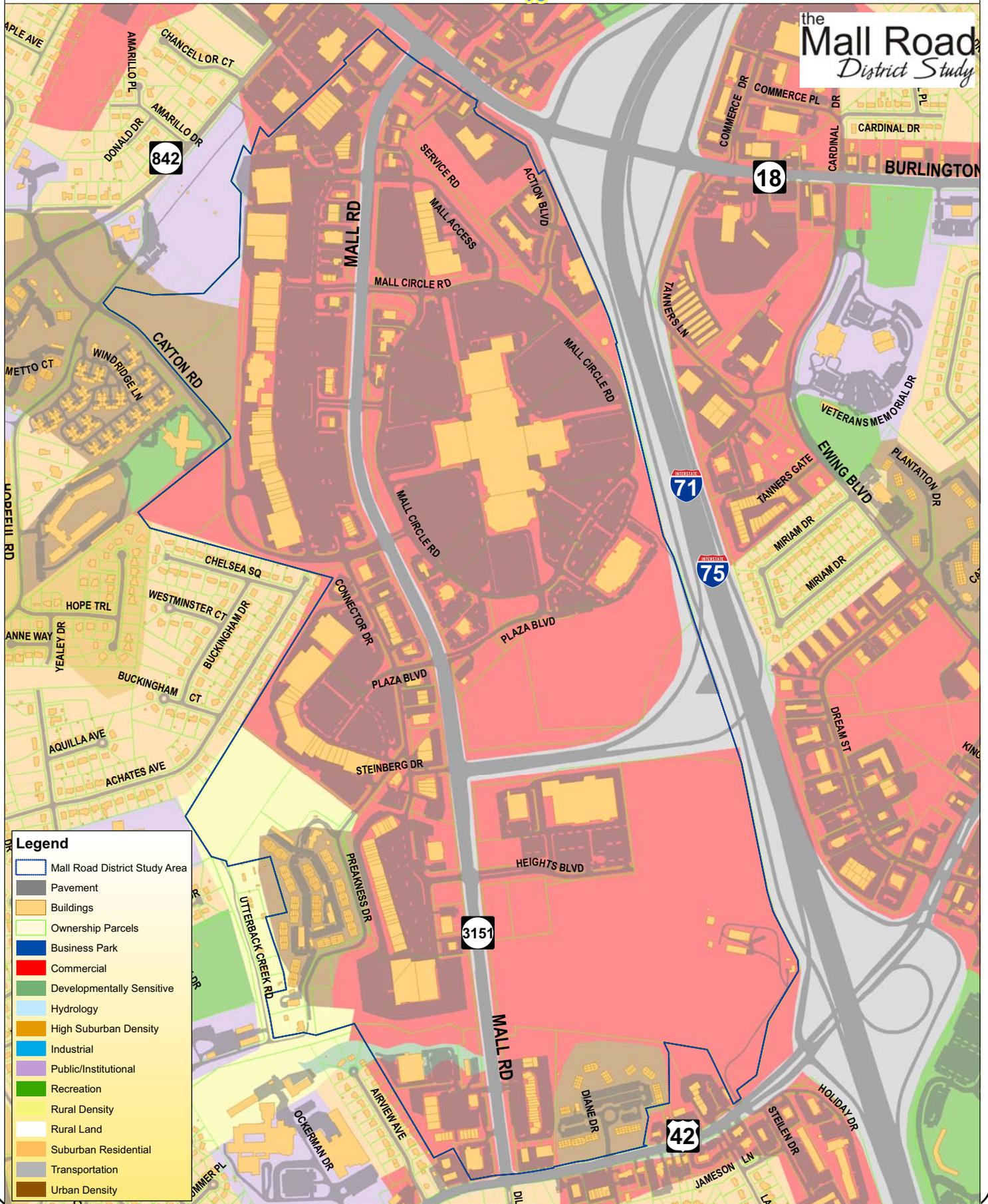
The existing land uses in the developed parts of the Study Area generally follow the planned land use designations on the “2030 Future Land Use Map.” The planned land uses for the district from the Comprehensive Plan’s “2030 Future Land Use Map” is shown on the Future Land Use Map on page 5.4 of this document.



Mall Road District Study 2030 Future Land Use



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Future development is discussed in the “Florence Commercial Area” section of the 2005 Boone County Comprehensive Plan’s Land Use Element (pp. 144 and 145). The Comprehensive Plan includes the following two quotations that pertain to the Mall Road area.

1. The Mall Road area has been recommended through the 2002 Mall Road Corridor Study to become a new urbanism corridor. The Study shows a dense, well designed, urban style of development that should occur over time. Residential development may be a part of this urban area, but should be located to minimize noise impacts from the interstate and airport. The entire area of Steinberg Drive, Rosetta Drive, Connector Drive, and the I-75 Mall Road ramps should be planned in detail to provide mixed use development that includes a good road connection and traffic circulation between the Pleasant Valley Road corridor and I-75. Regionally-oriented growth should be confined to Mall Road and Houston Road, and should not expand on to U.S. 42, KY 18 or Hopeful Church Road. However, the highway-scaled, automobile-oriented appearance of this growth should be minimized through the provision of pedestrian improvements, smaller facilities within outlots in conjunction with larger strip-style centers, multiple, scattered parking areas in lieu of large central parking areas, and street trees along Mall Road. This growth should also include multi-modal transportation amenities.
2. Regionally-oriented commercial development should be confined to Mall Road and the Houston Road area. A large tract of land with commercial and residential potential is only partially developed on Mall Road. This property, referred to as the Berkshire Farm, should be developed in a cohesive planned manner, both internally and as it relates to other developments in the area. Ingress to the site should be encouraged primarily from Mall Road, with access from U.S. 42 limited to right-turn-in only. To maintain the ease of traffic on Mall Road, frontage roads, common parking areas, and shared curb cuts should occur in the undeveloped areas. The visual appearance of commercial areas in general, and of Mall Road in particular, should be enhanced through the design of buildings, landscaping, signs, and arrangement of buildings. Attention to aesthetic impacts of proposed developments should be part of all phases of the review process. The 2002 Mall Road Corridor Study recommends a new direction for Mall Road and includes the potential for more entertainment uses, high rise condominium, mixed use, and residential development.

Additionally, the “Recommended Areas of Commercial Activity” section in the Comprehensive Plan’s Business Activity Element includes the following paragraph (pg. 63).

The City of Florence was the main sponsor of the Mall Road Corridor Study in 2002 and 2003. This study examined the market conditions for Mall Road, and developed a strategic plan based on demographic characteristics of the trade area, competition, and traffic patterns. During the process a week-long design charette was held to bring together citizens, public officials, planners, and designers to produce a master plan for the corridor. The Plan includes traffic improvements, bike and pedestrian improvements, parking lot design, street furniture, tree plantings, signage

recommendations, design standards, remedies for unsightly features, and drafted model changes to the zoning ordinance for the corridor. The overall goal of the Study was to re-design Northern Kentucky's largest commercial area into a strong mixed use, urban community with extensive new commercial, office, entertainment, and residential development. A major component of the plan is to develop new urban buildings within the existing large parking lots and implement a grid street system to create a dense, active, successful, focal point for Northern Kentucky. Since the completion of the Study, the City of Florence has moved ahead with the hiring of an Economic Development Coordinator, and has conducted meetings with area property owners and developers to begin implementation of the Master Plan. The City of Florence has become a catalyst in redeveloping this aging area. The major ramifications for land use planning are that increased commercial and office square footage should occur, and significant residential development may occur.

Current Zoning

The majority of the Study Area is within the C-2 zone and the Mall Road Commercial Sign District that is outlined in Section 3440 of the Boone County Zoning Regulations. The northeastern-most part of the district that includes Action Boulevard is within a C-3 zone. The area along the north side of the I-71/I-75 ramps that intersect with Mall Road at its approximate midpoint is zoned C-2/PD, but is not subject to an approved Concept Development Plan. Much of this C-2/PD area is owned by the Commonwealth of Kentucky. The Mall Road Shoppes development along the west side of Mall Road and the north side of Plaza Boulevard is within a C-2 zone and is subject to its own Special Sign District.

The Paddock Club development on Preakness Drive is zoned UR-1 and the vacant area to its immediate north is zoned C-3. The Florence Antique Mall site and an adjoining vacant outlot are zoned C-3 and are subject to separate conditional zone change approvals. The adjoining Circuit City site to the south is also within a C-3 zone. The Brook Run Apartments on the north side of US 42 are within a UR-2 zone.

The current zoning is shown on the Zoning Map on the following page.



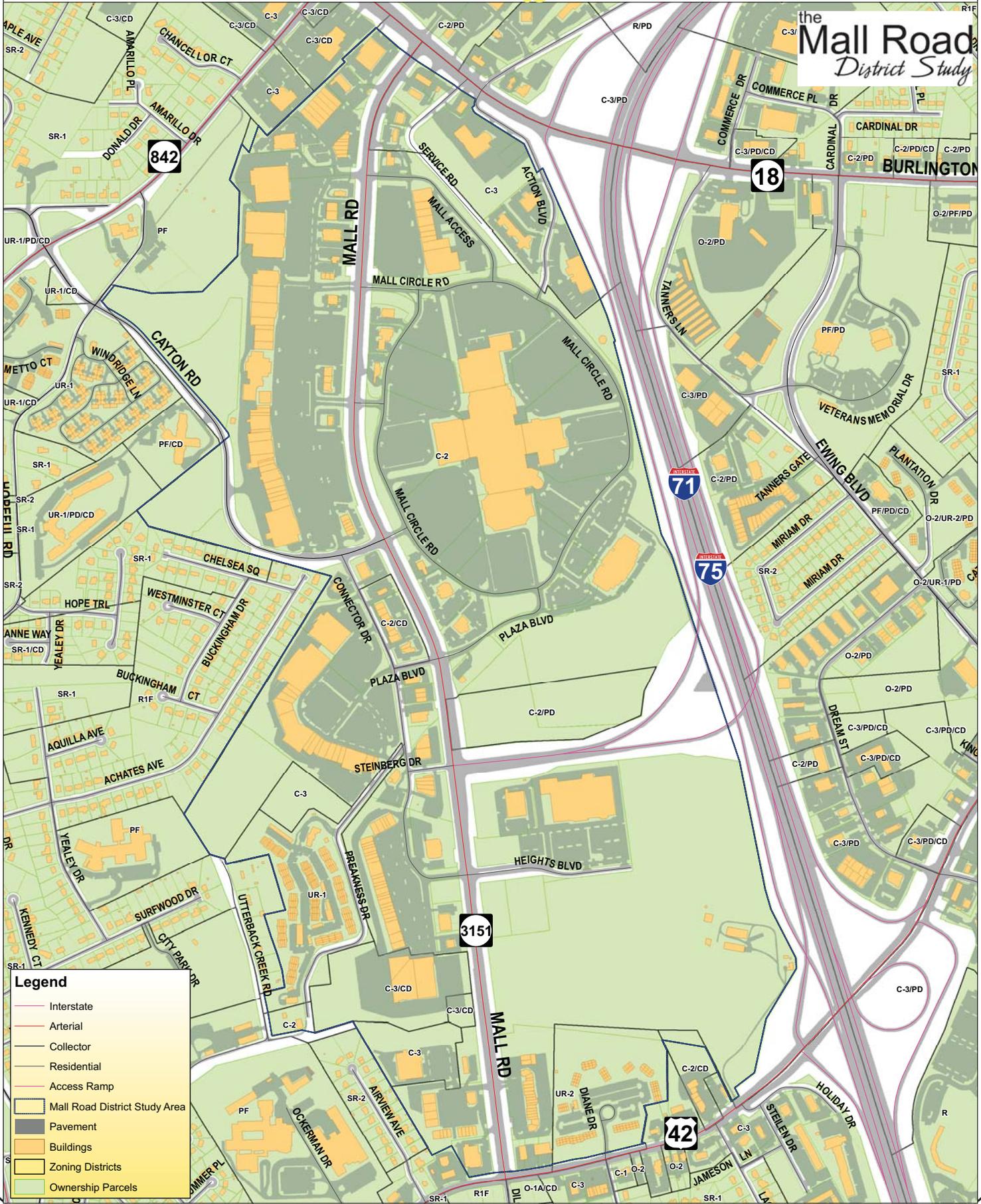
0 100 200 400 600 800 Feet
1 inch = 200 feet

Mall Road District Study Current Zoning Map



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the
Mall Road
District Study



Legend

- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Pavement
- Buildings
- Zoning Districts
- Ownership Parcels

CHAPTER 6

SPATIAL ARRANGEMENT OF DISTRICT

The overall arrangement of improvements in the district was evaluated, including the relationship of buildings, parking and vehicular areas, and streets to one another. This involved reviewing the building setback information and the building and parking coverage figures that are outlined on the individual Sub-Areas Maps in Chapter 4 Existing Conditions of the Eight Sub-Areas, and the Aerial Photo Map in Chapter 1.

This also involved the preparation of two figure-ground maps that are at the end of this chapter. The first is the True Figure-Ground Map which shows only the building footprints as solids and the road centerlines for orientation purposes. The second is the Modified Figure-Ground Map which shows paved areas in gray in addition to the building footprints.

The primary conclusion of this evaluation is that the district has developed over time into an auto-oriented, suburban style shopping district which has a “highway” scale. Aside from the water tower, this pattern is a defining characteristic of the Study Area. The pattern is evidenced by:

- * Substantial building setbacks from roadways and main development drives. Existing setbacks that are multiple times the minimum figure required by the zoning regulations are common, and many front yard setbacks are several hundred feet across.
- * Large, congregate parking fields in front of the primary buildings. In some instances parking areas are over 1,000 feet across.
- * Primary buildings developed as continuous strips at the rear of the site, or opposite from the street frontage.
- * Outlot development along Mall Road which is intermittent. Outlot development tends to follow the same basic pattern of relatively larger front yard setbacks with parking at the front of the lot.
- * Few multi-story buildings outside of the two multi-family residential complexes.
- * Parking and vehicular area coverage (horizontal improvements) which is substantially larger than the building coverage (vertical improvements).
- * Lack of pedestrian facilities including walks, storefronts, and public building entrances which are directly oriented to the street.
- * Lack of a “street wall” or enclosure effect or defined street/pedestrian scale due to the factors described above.

Additionally, existing building intensities for the commercial properties in the district tend to be substantially lower than the maximum figures permitted by the zoning regulations for the C-2 and C-3 zones. The zoning regulations permit a maximum of 15,000 gross square feet of floor per acre for C-2 zones which are larger than 4 acres in size, and a maximum

of 18,000 gross square feet of floor area per acre in the C-3 zone. For developments with single story buildings, which is typical in the Mall Road area, this equates to a maximum permitted building coverage of 34.4 percent for the C-2 zone and 41.3 percent for the C-3 zone.

There are a number of basic reasons for the pattern described above. The first is the zoning regulations themselves. Prior to 1996 the zoning regulations required a 75 foot minimum front yard setback in the C-2 zone that applies to most of the Mall Road area. To make effective use of a lot, this requirement compelled the placement of parking areas between buildings and the street. The current front yard setback requirement in the C-2 zone is 30 feet, which can lessen the effect but is not a remedy in itself because it only partly addresses one aspect of the overall issue.

The second reason pertains to the development approach, which is multi-faceted. The arrangement of typical sites on Mall Road is customary or conventional for suburban areas in North America, and generally has a track record of economic success. The rationale includes, among other reasons, visibility for merchants, customer convenience, and generally a lack of tangible access for travel modes other than the auto.

The suburban highway commercial pattern of Mall Road has been addressed in prior studies for Mall Road. Both the Jordan Jones & Goulding study (2002) and the Beame Architectural Partnership study (2004) proposed either a New Urbanist approach or included New Urbanist components which would create more of a “city” or “town” environment. The Jordan Jones & Goulding study included a charrette process that included property owners and public officials. Additionally, recommendations which would minimize “the highway-scaled, automobile-oriented appearance” of Mall Road are provided in the “Florence Commercial Area” section of the 2005 Boone County Comprehensive Plan’s Land Use Element (pg. 144).

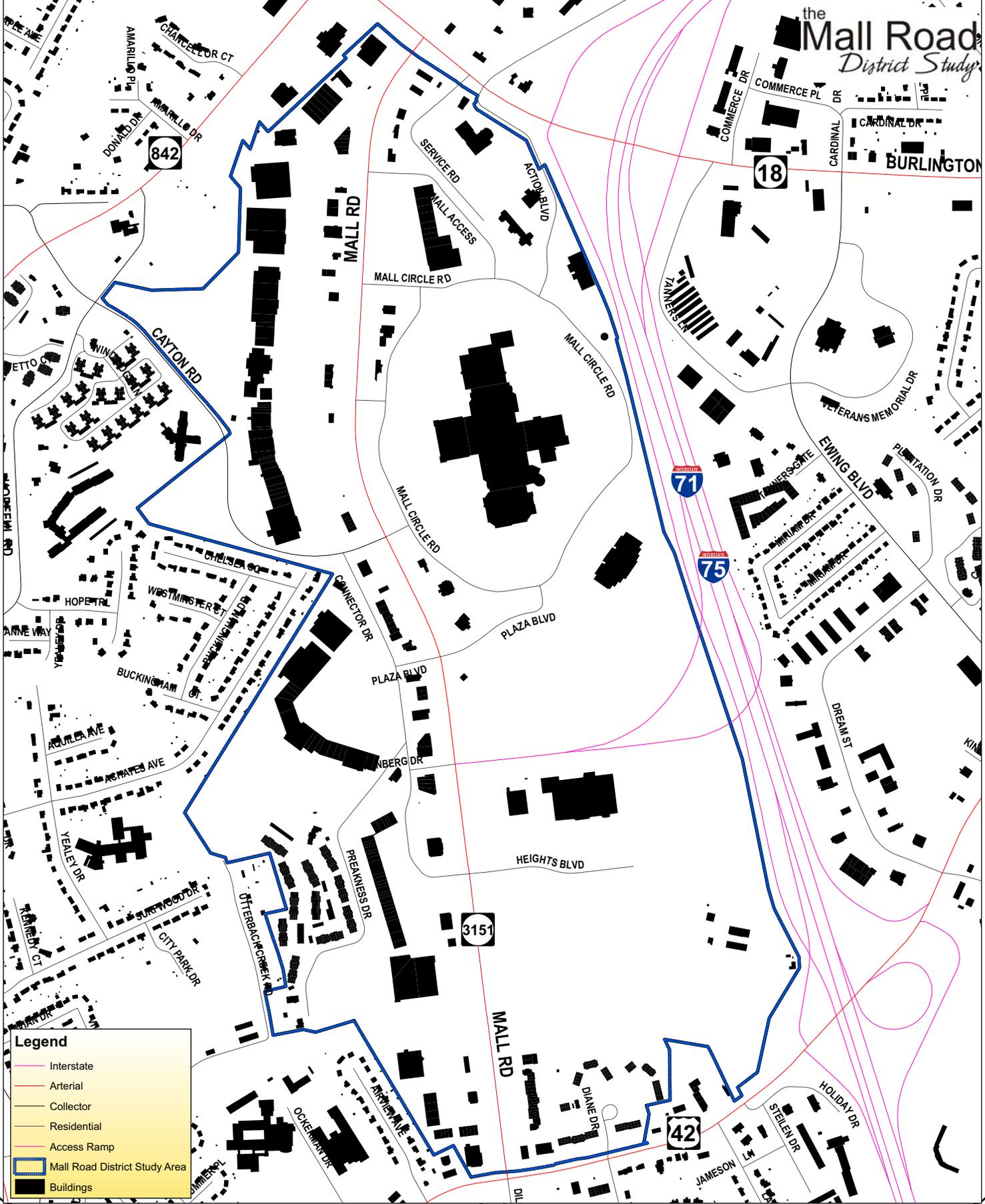


0 90 180 360 540 720
Feet
1 inch = 200 feet

Mall Road District Study True Figure / Ground Map

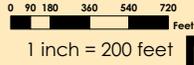


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Legend

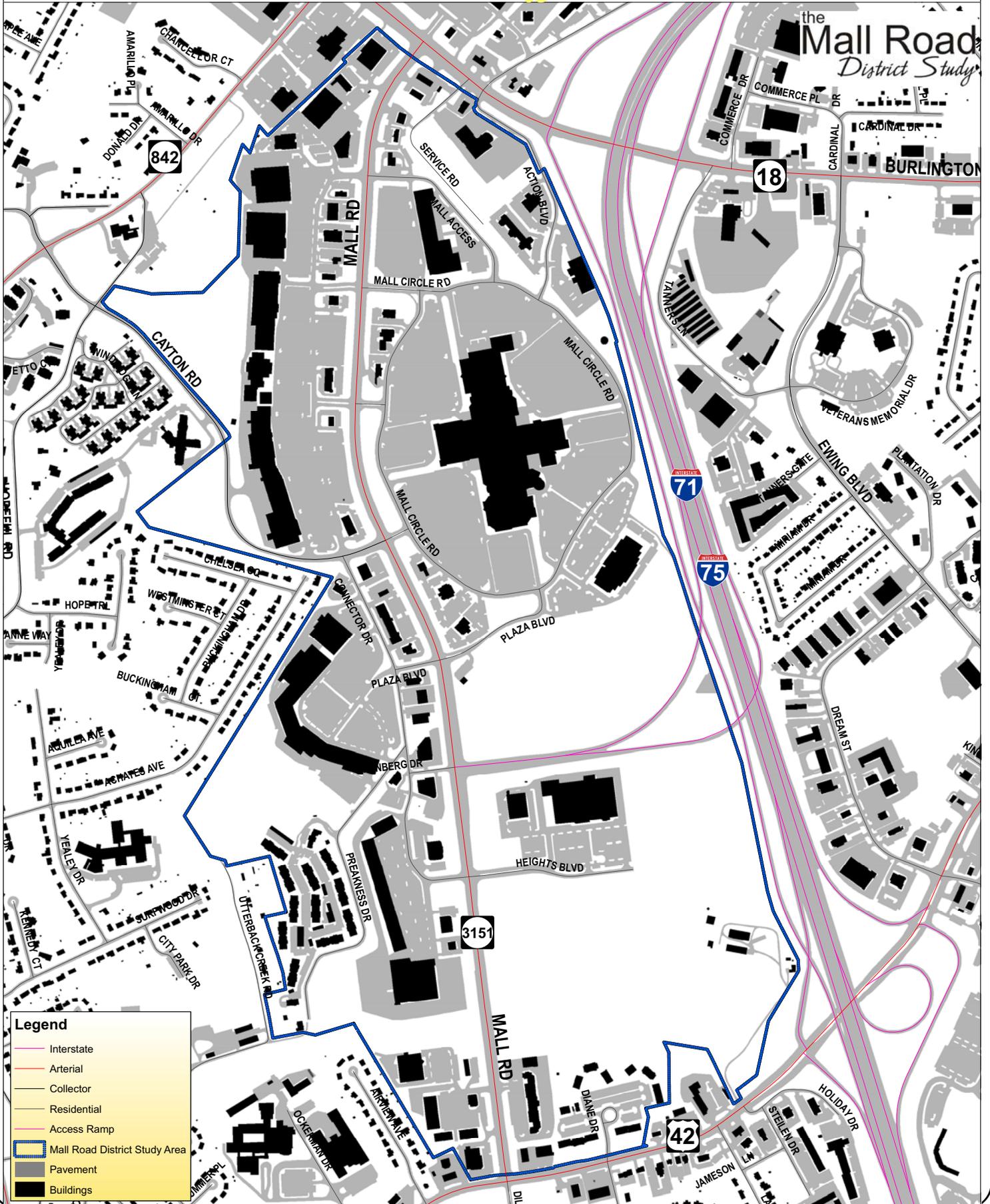
- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Buildings



Mall Road District Study Modified Figure / Ground Map



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Legend

- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Pavement
- Buildings

CHAPTER 7

PARKING INVENTORY

A parking inventory has been prepared for the 8 sub-areas to determine if there is adequate or excessive parking in the Study Area. The parking inventory analyzes the total commercial building square footage in each study area (excluding new and used car lots), provides the approximate number of parking spaces, and determines if the number of parking spaces complies with the Boone County Zoning Regulations. The zoning regulations typically require individual retail stores or retail centers to provide 1 parking space per 250 square feet of building and restaurants to provide 1 space per every 2 seats. Approximate building square footages were obtained from Boone County G.I.S. and approximate parking stall calculations were obtained by doing hand counts of individual parking lots from 2007 and 2009 aerial photographs. The “parking spaces required” column in the chart below is treating all buildings and tenant spaces as general office or retail uses and does not contemplate restaurant uses. Lastly, it is important to note that a change was made to the 2002 zoning regulations which imposed a maximum parking standard for developments. The maximum parking count on a site is now permitted to be up to 30% greater than the required number unless a parking study is approved by the Zoning Administrator. Most developments on Mall Road were constructed before the maximum parking standard was written into the zoning regulations.

SUB-AREA	TOTAL OFFICE/RETAIL BUILDING SQUARE FOOTAGE	NUMBER OF EXISTING OFFICE/RETAIL PARKING STALLS	RATIO OF EX. PARKING SPACES TO BUILDING SQ. FOOTAGE	PARKING SPACES REQUIRED PER ZONING REGS. (1 SPACE/250 SQ. FEET)
1	110,631	838	1:132	443
2	1,215,733	6,289	1:193	4,863
3	176,171	577	1:305	705
4	57,290	317	1:181	230
5	93,199	396	1:235	273
6	517,499	2,414	1:214	2,070
7	N/A	N/A	N/A	N/A
8	582,989	2,883	1:202	2,332
TOTAL	2,753,512	13,714	1:201	11,014

General Observations

1. With the exception of sub-area 3, greater parking is provided than is required by Article 33 of the Boone County Zoning Regulations.
2. With the exception of the Christmas holiday season, the larger commercial strip centers and Florence Mall seem to have a tremendous amount of parking available during business hours. Consideration should be given to revising the parking standards and shared parking requirements for these large multi-tenant buildings.

CHAPTER 8

TRANSPORTATION CONDITIONS AND UTILITIES

The primary transportation factor in the Study Area is the reconstruction of Mall Road itself. The road is currently being rebuilt over two phases into a boulevard style street with two 11 foot travel lanes in each direction, a raised landscaped center median, and 10 foot wide curb walks on each side of the road, along with landscaping and street furniture improvements (see street sections in Appendix C). These improvements will be constructed for the entire length of the road (KY 18 to US 42). Since this construction is currently underway, the planned road design will be considered an existing condition for the purpose of this Study.

Other main transportation conditions and information affecting the district are outlined below. Most of these conditions are illustrated on the Transportation Conditions Map on the following page.

Primary Roads

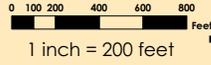
The primary roads in and around the Study Area include:

- * KY 18 - A multi-lane State maintained arterial roadway per Section 3210 of the Boone County Zoning Regulations with a speed limit of 45 MPH. It is classified as a urban minor arterial by the Boone County Transportation Plan 2030.
- * Mall Road - An arterial roadway per Section 3210 of the zoning regulations with a current and planned speed limit of 35 MPH. This road is currently being reconstructed as described above. It is classified as a urban minor collector by the Transportation Plan.
- * Cayton Road - A three lane collector roadway per Section 3210 of the zoning regulations with a speed limit of 35 MPH. It is classified as a urban minor collector by the Transportation Plan.
- * US 42 - A five lane State maintained arterial roadway per Section 3210 of the zoning regulations with a speed limit of 45 MPH. It is classified as a urban minor arterial by the Transportation Plan.

Sidewalks and Multi-Use Paths

Aside from the wide curb walks that are part of the Mall Road reconstruction, sidewalks and multi-use paths in the Study Area are intermittent. There are currently sidewalks on:

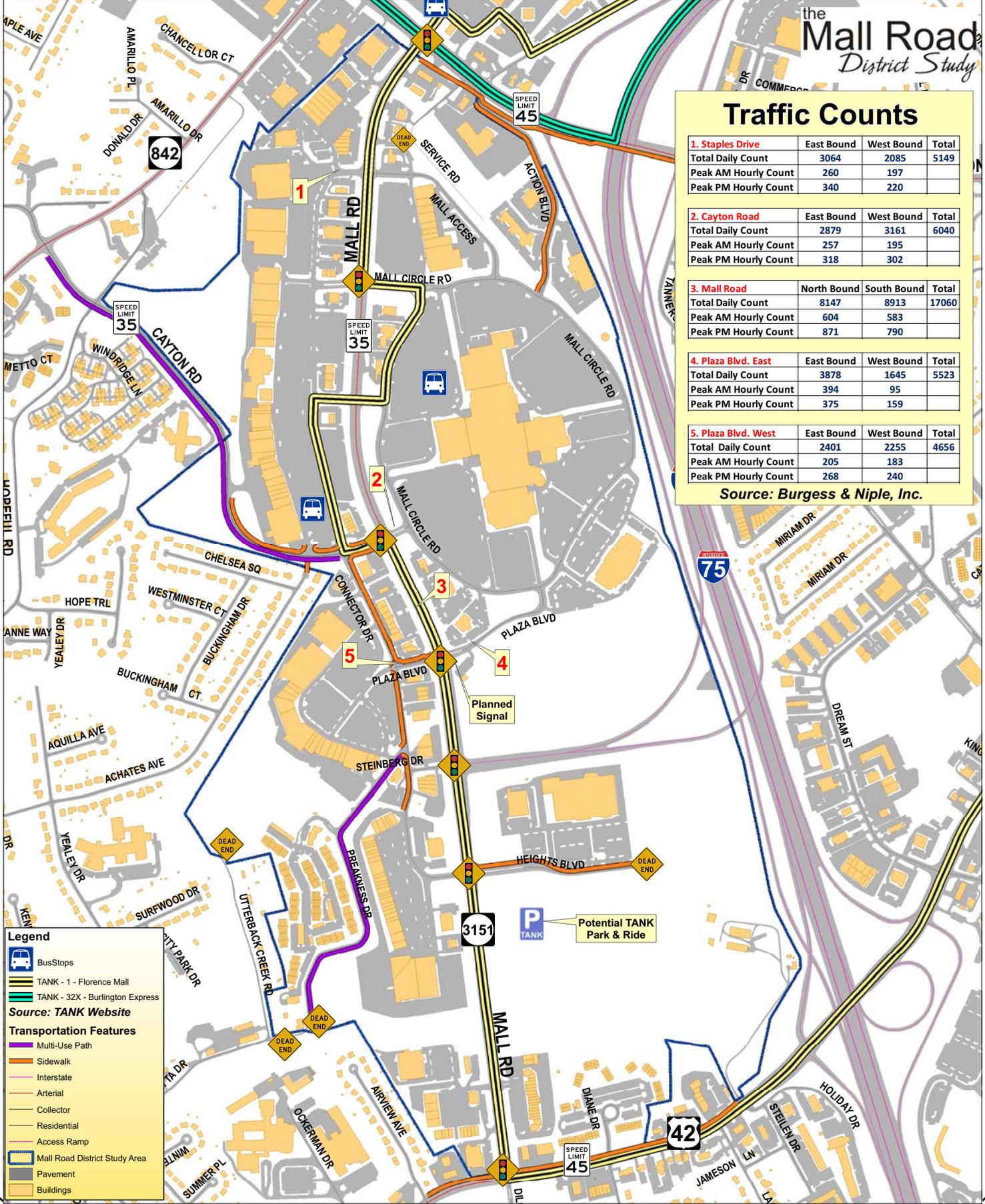
- * The south side of KY 18 from Mall Road eastward.
- * The west side of Action Boulevard from KY 18 to Mall Circle Road.



Mall Road District Study Transportation Conditions



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Traffic Counts

1. Staples Drive	East Bound	West Bound	Total
Total Daily Count	3064	2085	5149
Peak AM Hourly Count	260	197	
Peak PM Hourly Count	340	220	

2. Cayton Road	East Bound	West Bound	Total
Total Daily Count	2879	3161	6040
Peak AM Hourly Count	257	195	
Peak PM Hourly Count	318	302	

3. Mall Road	North Bound	South Bound	Total
Total Daily Count	8147	8913	17060
Peak AM Hourly Count	604	583	
Peak PM Hourly Count	871	790	

4. Plaza Blvd. East	East Bound	West Bound	Total
Total Daily Count	3878	1645	5523
Peak AM Hourly Count	394	95	
Peak PM Hourly Count	375	159	

5. Plaza Blvd. West	East Bound	West Bound	Total
Total Daily Count	2401	2255	4656
Peak AM Hourly Count	205	183	
Peak PM Hourly Count	268	240	

Source: Burgess & Niple, Inc.

Legend

- BusStops
- TANK - 1 - Florence Mall
- TANK - 32X - Burlington Express
- Source: TANK Website
- Transportation Features**
- Multi-Use Path
- Sidewalk
- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Pavement
- Buildings

- * Both sides of Cayton Road in the eastern section near Mall Road and Connector Drive, with a walk connection to Achates Avenue in Buckingham Woods Subdivision. These walks transition to an asphalt multi-use path near the southwest corner of the Kroger Store.
- * The west side of Connector Drive between Cayton Road to a point approximately one lot south of Steinberg Drive.
- * The north side of Plaza Boulevard between Mall Road and Connector Drive.
- * The north side of Heights Boulevard.
- * The north side of US 42.

Two multi-use asphalt paths exist in the Study Area. These include the path on Cayton Road mentioned above that transitions from concrete sidewalks at a point behind the Kroger Store. This path is located on the south side of the road and continues to Hopeful Church Road. The second path is located along the east side of Preakness Drive, between Connector Drive to the dead end at the street's terminus.

Traffic Signals

There are six existing traffic signals along Mall Road. These are located at the following intersections.

1. KY 18/Mall Road.
2. Mall Circle Road/Mall Road.
3. Cayton Road/Mall Road.
4. Steinberg Drive/I-75 Ramps/Mall Road.
5. Heights Boulevard/Mall Road.
6. US 42/Mall Road.

A seventh signal at the Plaza Boulevard/Mall Road intersection is planned as part of the Mall Road reconstruction project.

Dead Ends

There are currently five dead end streets in or adjoining the Study Area. These include the following.

1. The south end of Service Road. Service Road is accessed on the south side of KY 18 between Mall Road and Action Boulevard. This road formerly connected to Mall Circle Road.
2. The east end of Heights Boulevard. This was designed as a temporary dead end that would be connected to the adjoining property when it developed.
3. The north end of Utterback Creek Road in the southwest part of the Study Area.
4. The east end of Rosetta Drive in the southwest part of the Study Area.
5. The south end of Preakness Drive. This was designed as a temporary dead end that would be connected to the adjoining property when it developed.

Frontage Roads

Interconnections on both sides of Mall Road currently function as frontage roads of sorts. These alignments are comprised of a combination of parking lot connections, main development drives, private roads, and a public road.

On the east side of the road, there are driveway interconnections between the outlots near the north end of Mall Road, which further connect to the “Mall Access” drive and the main drive across the front of the Village at the Mall multi-tenant building. These two drives connect to Mall Circle Road, which encircles the Florence Mall and serves as the access drive for the outlots which adjoin the Mall. Mall Circle Road intersects with Plaza Boulevard, which connects to Mall Road.

On the west side of the road, there are driveway interconnections between the lots at the north end of Mall Road, from KY 18 and the main Florence Square frontage drive that intersects with Mall Road across from the “Mall Access” drive. The main Florence Square frontage drive runs southward to Cayton Road, and serves as the access drive for the adjoining outlots along Mall Road. This alignment continues southward as Connector Drive, a public street, from Cayton Road to the intersection with Mall Road at Heights Boulevard. The interconnections on the west side of Mall Road are more recognizable as a continuous alignment than the interconnections on the east side of the road.

Traffic Counts

Weekday average traffic count information for five points on and near Mall Road are outlined in a table on the Transportation Conditions Map on page 8.2. This information includes AM and PM peak hour counts and daily counts. This information was taken from a technical memorandum entitled “City of Florence Mall Road Improvements, February 1, 2010” that was prepared for the City of Florence by Burgess & Niple, Inc.

Bus Routes

There are currently two public bus routes that either run by or through the Mall Road District that are operated by the Transit Authority of Northern Kentucky (TANK). The first is Route Number 1 “Florence Mall.” In addition to other destinations through Florence, this route runs the length of Mall Road with stops at the Florence Mall by Sears and at Florence Square by Kroger. The second is Route Number 32X “Burlington Express” which runs along KY 18 and I-71/I-75 to the north of the KY 18 interchange. This route has a stop at K Mart. There is also a planned TANK park and ride lot (hub) along the south side of Heights Boulevard near Mall Road. TANK reports that minor changes to the existing routes are anticipated after the facility is operational.

Boone County Transportation Plan 2030

The Boone County Transportation Plan 2030 (dated 11/30/05) does not outline any major improvements for Mall Road in the Study Area. It does include options for an extension of Mall Road to the north of KY 18 “to improve connectivity between KY 3151 Mall Road and KY 842 Houston Road, while also relieving congestion on a section of KY 18 Burlington Pike” (pg. 6-1). This project is illustrated in Exhibit 6-2 on page 6-3 of the Transportation Plan.

The Transportation Plan includes several recommendations for operational improvements at intersections along Mall Road. These are identified as Map ID 17, 38, and 39 in Chapter 5 and were considered in the design of the Mall Road reconstruction. This Plan also includes the recommendation for a “KY 18 Access Management Study” between I-71/I-75 and Burlington. If conducted, the recommendations of this study could potentially affect the properties within the Mall Road district that have frontage along KY 18.

Exhibit 6-14 “Connector Streets and Roads” (pg. 6-22) shows a proposed “controlled access connector” between Hopeful Church Road and Connector Drive in the general alignment of Rosetta Drive and Preakness Drive. Exhibit 6-17 “Recommended Projects, 2002 Florence Pedestrian & Bike Plan” (pg. 6-28) illustrates proposed sidewalks along Mall Road, the south side of KY 18 in the Study Area, Connector Drive, and several connections to Mall Road.

Utilities

Water, sanitary sewer, and public storm sewer service in the incorporated part of the Study Area is owned and operated by the City of Florence. The Florence Public Services Department has confirmed that there are no known issues with City owned utilities for future development in the Study Area. The vacant site that was included in the Study Area for analysis purposes which is not in the City limits would likely require annexation to access City utilities. This site is to the west of Preakness Drive and to the north of Utterback Creek Drive. The water and sanitary sewer mains in the Study Area are shown on the Water and Sanitary Sewer Lines Map on the following page.



0 125 250 500 750 1,000 Feet
1 inch = 1,000 feet

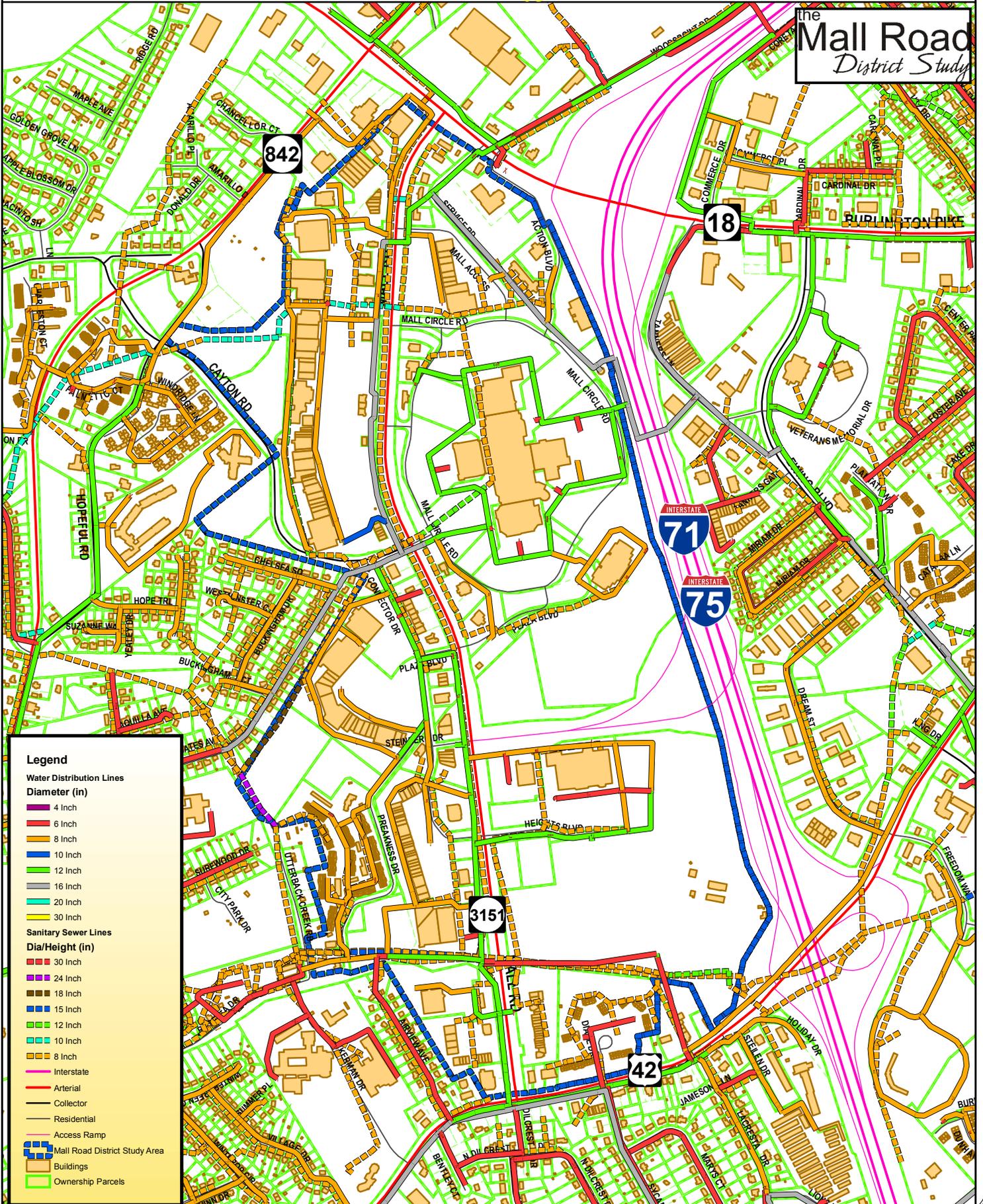
Mall Road District Study

Water and Sanitary Sewer Lines



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The Mall Road District Study



Legend

Water Distribution Lines

Diameter (in)

- 4 Inch
- 6 Inch
- 8 Inch
- 10 Inch
- 12 Inch
- 16 Inch
- 20 Inch
- 30 Inch

Sanitary Sewer Lines

Dia/Height (in)

- 30 Inch
- 24 Inch
- 18 Inch
- 15 Inch
- 12 Inch
- 10 Inch
- 8 Inch

Interstate

Arterial

Collector

Residential

Access Ramp

Mall Road District Study Area

Buildings

Ownership Parcels

APPENDIX A

**CITY OF FLORENCE
MALL ROAD FACT SHEET**



City of Florence Mall Road Fact Sheet

General Facts

- Mall Road was built in the 1970's by the City of Florence.
- Mall Road was built to the vehicular dependent standard that existed in the 1970's.
- KYTC assumed ownership in 1993.
- Mall Road/Houston Road is the largest retail district in the state with over 4 million square feet of retail space.
- Mall Road has only regional mall in Northern Kentucky.
- 11.8 million vehicles travel Mall Road annually.
- The new National Amusements Cinema de Lux is expected to generate 356,000 vehicle trips per year traveling on Mall Road compared to 92,000 vehicles per year patronizing the existing cinema on Mall Road.

Economic Impact

- Mall Road businesses employ 3,400 people.
- Estimated annual wages of Mall Road employees - \$114,670,244.
- City annual payroll tax from Mall Road employees - \$2,293,244.
- County annual payroll tax from Mall Road employees - \$844,550.
- State annual income tax from Mall Road - \$5,116,583.

- In 2005, consumers spent \$1.5 billion shopping in Boone County generating \$89.4 million in state sales tax – more than any other N. KY county.
- Also in 2005, from only 122 of 236 businesses on Mall Road, State received more than \$15 million in sales tax. Due to consolidated returns from businesses with multiple KY locations, the total sales tax revenue figure was not available.
- Estimated state sales tax figures for all Mall Road businesses total \$30 million annually.
- According to ICSC research statistics, Kentucky retail sales total \$266 per square foot of retail space. The Florence retail district contains 4 million square feet of retail space which translates into \$1,064,000,000.00 in retail sales or \$63,840,000.00 in Kentucky sales tax.
- In contrast, a recent economic impact study indicates The Cincinnati/Northern Kentucky International Airport annually pumps \$3.9 billion into the local economy.
- Mall Road accounts for 2 million square feet of retail space which translates into \$532,000,000.00 retail sales or \$31,920,000.00 in Kentucky sales tax.
- In 2006 and 2007 more than \$30 million in development or redevelopment occurred along the Mall Road corridor.
- Greater Cincinnati Retail District Size Comparison:

Retail District	Estimate Size (In Square Feet)	Distance From Florence Retail District (In Miles)
Cincinnati Mills	1,500,000	33
Tri-County Mall District	3,300,000	30
Eastgate Mall Area	3,000,000	27
Kenwood Mall Area	1,650,000	24
Northgate Mall Area	1,350,000	20
Florence Retail District	4,000,000	-

Improvement Justification

- Today, the road infrastructure is old, tired and experiencing substantial deterioration.
- Other than maintenance, no improvements have been made to Mall Road since it was built while the road deterioration rate continues to accelerate rapidly.

- The Mall Road project (also known as the Florence City Center Revitalization Project) was adopted by the Northern Kentucky Chamber of Commerce Consensus Committee as a 2008 Northern Kentucky priority.
- Contemporary consumers demand a warm pedestrian-friendly, landscaped (green) environment currently lacking on Mall Road.
- Improvements to Mall Road must occur to ensure the retail corridor can retain its' dominant fiscal impact on Florence, Boone County, the N. KY region, and the State of Kentucky.
- The draft OKI Regional Transportation Plan currently being considered ranks Mall Road among the highest of all Kentucky OKI projects (Mall Road scored 71 with the highest KY OKI score being 72).
- Improvements Include: new road, including curb and gutter, storm water improvements, sidewalks, bike paths, landscape medians, and directional signage.
- Previous administration recommended that Mall Road should be placed in KYTC's Six Year Road Plan to become eligible for design/build funds.
- \$13 million requested to fund improvements to Mall Road.
- City of Florence will assume future maintenance responsibilities of Mall Road after project completion.

APPENDIX B

BUSINESS INVENTORY TABLE

PIDN	AREA	SUBDIVISION	OCCUPANT	USE CODE	SITE ADDRESS	CITY	STATE	ZIP	AREA (SQ. FT.)	STRUCTURE TYPE
061.00-00-121.00	1	AUTOMANAGE	MODULAR DEPOT	3E	8025 ACTION BLVD	FLORENCE	KY	41042	27,700	
061.00-00-121.01	1	AUTOMANAGE	CHAMPION VOLKSWAGEN	3A	8020 ACTION BLVD	FLORENCE	KY	41042	11,000	
061.00-00-121.02	1	AUTOMANAGE	STAY LODGE	2	8035 ACTION BLVD	FLORENCE	KY	41042	36,864	
062.00-25-003.11	1	FLORENCE MALL OUT LOTS	BP GAS STATION / AM PM MART	3I	8025 BURLINGTON PIKE	FLORENCE	KY	41042	8,968	
062.00-25-003.13	1	FLORENCE MALL OUT LOTS	VITAMIN SHOPPE	3I	7508 MALL RD	FLORENCE	KY	41042	3,775	
062.00-25-003.14	1	FLORENCE MALL OUT LOTS	CHIPOTLE RESTAURANT	3B	7516 MALL RD	FLORENCE	KY	41042	2,672	
062.00-25-003.15	1	FLORENCE MALL OUT LOTS	GUARDIAN SAVINGS BANK	2	7550 MALL RD	FLORENCE	KY	41042	2,300	
062.00-25-003.10	1	VILLAGE AT THE MALL	PIER ONE IMPORTS	3E	7606 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.10	1	VILLAGE AT THE MALL	DOLLAR TREE	3E	7614 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.10	1	VILLAGE AT THE MALL	SPRINT STORE	3D	7622 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.10	1	VILLAGE AT THE MALL	ORIGINAL MATTRESS FACTORY	3G	7630 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.10	1	VILLAGE AT THE MALL	CASUAL MALE BIG AND TALL	3C	7634 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.10	1	VILLAGE AT THE MALL	VACANT (BENEFICIAL FINANCE)		7638 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.10	1	VILLAGE AT THE MALL	HONEY BAKED HAM	3B	7642 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.10	1	VILLAGE AT THE MALL	PARTY CITY	3E	7646 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.10	1	VILLAGE AT THE MALL	THE TILE SHOP	3E	7654 MALL RD	FLORENCE	KY	41042	53,436	PLAZA
061.00-00-119.00	1		SURBERS SERVICE INC	3A	8015 BURLINGTON PIKE	FLORENCE	KY	41042	3,440	
061.00-00-120.00	1		AIRPORT FORD	3A	8001 BURLINGTON PIKE	FLORENCE	KY	41042	28,800	
062.00-25-001.00	2	FLORENCE MALL	FLORENCE MALL	3E	2028 MALL CIRCLE RD	FLORENCE	KY	41042	318,600	
062.00-25-001.00	2	FLORENCE MALL	SMOKEY BONES RESTAURANT	3B	7848 MALL RD	FLORENCE	KY	41042	6,020	
062.00-25-001.00	2	FLORENCE MALL	RAVE CINEMAS	3F	7860 MALL RD	FLORENCE	KY	41042	75,468	
062.00-25-001.07	2	FLORENCE MALL	FIFTH THIRD BANK	2	7840 MALL RD	FLORENCE	KY	41042	2,003	
062.00-25-001.01	2	FLORENCE MALL	SEARS AND ROEBUCK	3E	3000 MALL CIRCLE RD	FLORENCE	KY	41042	158,634	
062.00-25-001.02	2	FLORENCE MALL	MACYS HOME STORE	3G	5000 MALL CIRCLE RD	FLORENCE	KY	41042	113,000	
062.00-25-001.03	2	FLORENCE MALL	J C PENNEY	3E	6000 MALL CIRCLE RD	FLORENCE	KY	41042	139,000	
062.00-25-001.04	2	FLORENCE MALL	MACYS	3E	5000 MALL CIRCLE RD	FLORENCE	KY	41042	137,100	
062.00-25-001.05	2	FLORENCE MALL	FIRST FINANCIAL BANK	2	7690 MALL RD	FLORENCE	KY	41042	6,000	
062.00-25-001.06	2	FLORENCE MALL	PNC BANK	2	7700 MALL RD	FLORENCE	KY	41042	2,384	
062.00-25-001.15	2	FLORENCE MALL	VERIZON WIRELESS	3D	7688 MALL RD	FLORENCE	KY	41042	5,040	
062.00-25-001.08	2	FLORENCE MALL	OLIVE GARDEN RESTAURANT	3B	7844 MALL RD	FLORENCE	KY	41042	7,692	
062.00-25-001.09	2	FLORENCE MALL	VACANT (YORK OPTICAL)		7850 MALL RD	FLORENCE	KY	41042	1,552	
062.00-25-049.01	3	THE HEIGHTS	VACANT (OLD TIME POTTERY)		828 HEIGHTS BLVD	FLORENCE	KY	41042	131,400	
062.00-25-049.02	3	THE HEIGHTS	PEP BOYS	3A	832 HEIGHTS BLVD	FLORENCE	KY	41042	22,550	
062.00-09-006.00	4	MALL ROAD CENTER	ATM MACHINE	2	8130 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	TRI STATE PERIODONTIST	2	8140 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	ISLAMIC CENTER	2	8142 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	VINTNERS CELLAR WINERY	3I	8146 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	STATE FARM INSURANCE	2	8148 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	ARTHER MURRAY DANCE	2	8150 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	VACANT		8152 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	VACANT (TONY'S PHOTOS)		8156 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	FAST SIGNS	3E	8158 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	FAST SIGNS	3E	8160 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	VACANT (COPY WORKS)		8162 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	CBS PERSONNEL	2	8164 MALL RD	FLORENCE	KY	41042		PLAZA

PIDN	AREA	SUBDIVISION	OCCUPANT	USE CODE	SITE ADDRESS	CITY	STATE	ZIP	AREA (SQ. FT.)	STRUCTURE TYPE
062.00-09-006.00	4	MALL ROAD CENTER	CBS PERSONNEL	2	8166 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	KUMON LEARNING CENTER	3H	8170 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	SECOND FLOOR LOBBY	2	8172 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	FIRST COMMERCIAL REALTY	2	8174 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	H & R BLOCK	2	8176 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	BACK TO HEALTH CHIROPRACTIC	2	8178 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	THE CLEANING AUTHORITY	2	8180 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	VACANT (DIC LIFESTYLES MANAGEMENT)		8184 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	NAILS X	2	8186 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-006.00	4	MALL ROAD CENTER	HAIR STATION V	2	8188 MALL RD	FLORENCE	KY	41042	52,144	PLAZA
062.00-09-004.00	4		MIDAS AUTO SYSTEM	3A	8220 US 42 HWY	FLORENCE	KY	41042	4,700	
062.00-09-004.01	4		TIRE DISCOUNTERS	3A	8218 US 42 HWY	FLORENCE	KY	41042	8,512	
062.00-00-046.01	4		ROLLING RIDGE APARTMENTS	1	8134 DIANE DR	FLORENCE	KY	41042	153,880	
062.00-09-005.00	5	CIRCUIT CITY CENTER	SCHLOEMER MATTRESS OUTLET	3G	8129 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	SCHLOEMER FURNITURE	3G	8137 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	WATSONS	3E	8141 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	WRIGHT BROTHERS CYCLING	3F	8169 MALL RD	FLORENCE	KY	41042	18,240	PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	VACANT (GITFINANCIAL)		8167 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	VACANT (SPEEDY REFUND)		8173 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	VACANT		8175 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	BUDGET PRINT	2	8177 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	VACANT (FIVE AND DIME HAIR)		8179 MALL RD	FLORENCE	KY	41042	6,720	PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	CHECK EXCHANGE	2	8181 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	ALLSTATE INSURANCE	2	8183 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	GNET PC.COM	3D	8185 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	TAWAKAL HALAL GROCERY	3I	8187 MALL RD	FLORENCE	KY	41042	7,680	PLAZA
062.00-09-005.00	5	CIRCUIT CITY CENTER	WOODCRAFT FURNITURE	3G	8197 MALL RD	FLORENCE	KY	41042	5,304	
062.00-09-005.01	5	CIRCUIT CITY CENTER	BOB SUMEREL TIRES	3A	8127 MALL RD	FLORENCE	KY	41042	3,840	
062.00-09-005.02	5	CIRCUIT CITY CENTER	VACANT (CIRCUIT CITY)		8125 MALL RD	FLORENCE	KY	41042	32,328	
062.00-09-005.03	5		WALGREENS	3E	8193 MALL RD	FLORENCE	KY	41042	14,560	
062.00-25-005.03	6	FLORENCE CENTER	FLORENCE ANTIQUE MALL	3E	8145 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.03	6	FLORENCE CENTER	SUNRISE HOMES	2	8145 MALL RD	FLORENCE	KY	41042	85,000	PLAZA
062.00-25-005.05	6	FLORENCE CENTER	VACANT (APNA INDIA RESTAURANT)		8043 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	VACANT (AMERICAN HISTORICAL PAINT)		8045 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	INCHES AWAY	2	8047 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	CATHAY KITCHEN	3B	8049 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	FRIENDS CAFE & LOUNGE	3B	8069 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	RED WING SHOES	3C	8071 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	H&R BLOCK	2	8073 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	SPA 4 PAWS	2	8075 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	COINS PLUS & RC HOBBIES	3E	8077 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	JACKSON HEWITT	2	8079 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	WONDER HOSTESS OUTLET	3I	8085 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	SOUTHWESTERN COLLEGE	3H	8087 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	SOUTHWESTERN COLLEGE ADMINISTRATIVE OFFICES	3H	8095 CONNECTOR DR	FLORENCE	KY	41042		PLAZA

PIDN	AREA	SUBDIVISION	OCCUPANT	USE CODE	SITE ADDRESS	CITY	STATE	ZIP	AREA (SQ. FT.)	STRUCTURE TYPE
062.00-25-005.05	6	FLORENCE CENTER	ACAPULCO RESTAURANT	3B	8101 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	SKY NAILS	2	8103 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	RIP N STITCH	3E	8105 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	EMPLOYMENT PLUS	2	8107 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	CHIROPRACTOR	2	8109 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	NATIONAL GUARD	2	8111 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	THE KENTUCKY SHOP	3E	8113 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	HAIRSPRAY	2	8115 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	PERSONAL FINANCE	2	8117 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	VACANT (LIBERTY MUTUAL)		8119 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	NICOLAS FINANCIAL	2	8121 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	COSMO PROF	2	8123 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	STAFFMARK	2	8125 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	CINCINNATI TAN COMPANY	2	8131 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-005.05	6	FLORENCE CENTER	UNITY KITCHEN & BATH	3G	8133 CONNECTOR DR	FLORENCE	KY	41042	78,064	PLAZA
062.00-25-004.02	6	FLORENCE PLAZA	A T & T	3D	7911 MALL RD	FLORENCE	KY	41042	4,416	PLAZA
062.00-25-004.03	6	FLORENCE PLAZA	TOYS R US	3E	7960 CONNECTOR DR	FLORENCE	KY	41042	45,500	PLAZA
062.00-25-004.04	6	FLORENCE PLAZA	SKYLINE CHILI	3B	7899 MALL RD	FLORENCE	KY	41042	2,188	PLAZA
062.00-25-004.05	6	FLORENCE PLAZA	VACANT (HOLLYWOOD VIDEO)		7841 MALL RD	FLORENCE	KY	41042	7,488	PLAZA
062.00-25-004.06	6	FLORENCE PLAZA	FLORENCE CHIROPRACTIC CENTER	2	7830 CONNECTOR DR	FLORENCE	KY	41042	4,737	PLAZA
062.00-25-004.07	6	FLORENCE PLAZA	VENUS SPA	2	7921 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-004.07	6	FLORENCE PLAZA	EYEMART	2	7921 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-004.07	6	FLORENCE PLAZA	JIMMY JOHN'S RESTAURANT	3B	7921 MALL RD	FLORENCE	KY	41042	6,650	PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	MATTRESS & FURNITURE OUTLET	3G	7800 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	HEIGHTS FINANCIAL	2	7804 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	HARBOR FREIGHT TOOLS	3E	7816 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	VACANT (BARGAIN CITY USA)		7820 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	VACANT		7830 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	AMERICAN GENERAL FINANCE	2	7832 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	SCRAPS ETC	3E	7836 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	VACANT (EYEWEAR LTD OPTICAL)		7840 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	VACANT (WENDY'S BRIDAL)		7842 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	SPA NAILS	2	7844 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	OLIE'S BARGAIN OUTLET	3E	7864 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	DOLLAR GENERAL	3E	7888 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	BELLA SALON	2	7902 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	VACANT		7908 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	JENNY CRAIG CENTER	2	7916 CONNECTOR DR	FLORENCE	KY	41042		PLAZA
062.00-25-004.10	6	FLORENCE PLAZA	HOBBY LOBBY	3E	7932 CONNECTOR DR	FLORENCE	KY	41042	170,404	PLAZA
062.00-25-005.01	6	FLORENCE PLAZA	PLATOS CLOSET	3C	7941 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-005.01	6	FLORENCE PLAZA	ONCE UPON A CHILD	3E	7941 MALL RD	FLORENCE	KY	41042	15,000	PLAZA
062.00-25-004.01	6	MALL ROAD SHOPPES	STARBUCKS / IZZYS	3B	7905 MALL RD	FLORENCE	KY	41042	4,237	PLAZA
062.00-25-004.01	6	MALL ROAD SHOPPES	URGENT DENTAL	2	7901 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-004.01	6	MALL ROAD SHOPPES	HEARING PLUS	2	7901 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-004.01	6	MALL ROAD SHOPPES	GREAT CLIPS	2	7901 MALL RD	FLORENCE	KY	41042		PLAZA

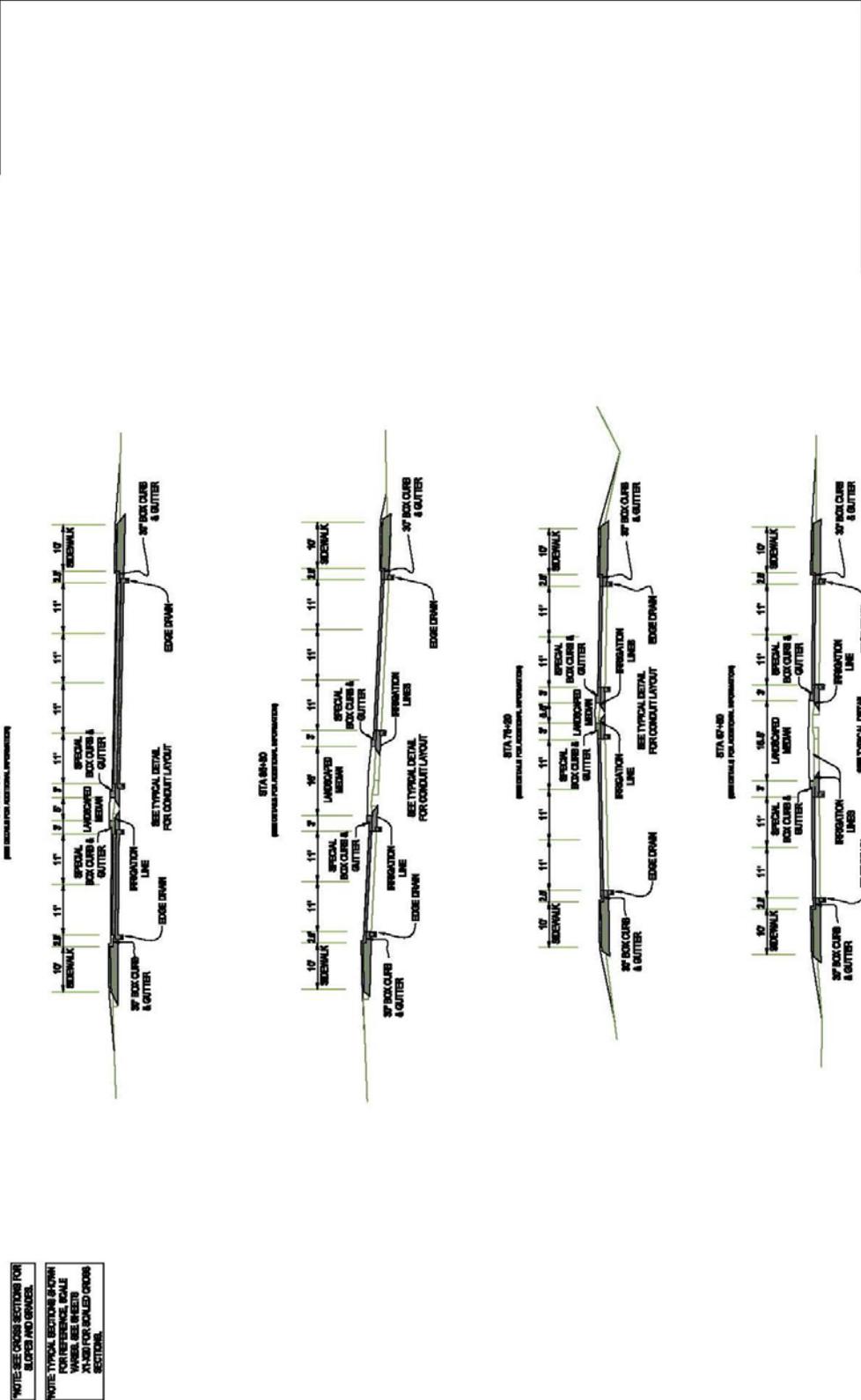
PIDN	AREA	SUBDIVISION	OCCUPANT	USE CODE	SITE ADDRESS	CITY	STATE	ZIP	AREA (SQ. FT.)	STRUCTURE TYPE
062.00-25-004.01	6	MALL ROAD SHOPPES	FED EX OFFICE	3E	7901 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-004.01	6	MALL ROAD SHOPPES	CRICKET COMMUNICATIONS	3D	7901 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-004.01	6	MALL ROAD SHOPPES	FAMILY CHRISTIAN STORE	3E	7901 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-004.01	6	MALL ROAD SHOPPES	COUNTERTOPS AND CABINETRY BY DESIGN	3G	7901 MALL RD	FLORENCE	KY	41042	18,128	PLAZA
062.00-25-005.02	6	STEINBURGS PLAZA	PIZZA HUT	3B	7951 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-005.02	6	STEINBURGS PLAZA	US CASH ADVANCE	2	7953 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-005.02	6	STEINBURGS PLAZA	CINCINNATI BELL	3D	7955 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-005.02	6	STEINBURGS PLAZA	MATTRESS WAREHOUSE	3G	7957 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-005.02	6	STEINBURGS PLAZA	MATTRESS WAREHOUSE	3G	7961 MALL RD	FLORENCE	KY	41042	24,600	PLAZA
062.00-25-005.10	6	STEINBURGS PLAZA	ARMED FORCES RECRUITING CENTER	2	8001 CONNECTOR DR	FLORENCE	KY	41042	6,000	
062.00-25-005.04	6	YALL MALL	LA Z BOY FURNITURE	3G	7991 MALL RD	FLORENCE	KY	41042	11,400	
062.00-25-005.06	6	YALL MALL	INSTANT OIL CHANGE	3A	8021 MALL RD	FLORENCE	KY	41042	2,401	
062.00-25-005.07	6	YALL MALL	SNUGGYS	3G	8011 MALL RD	FLORENCE	KY	41042	8,800	
062.00-25-004.09	7		PADDOCK CLUB APARTMENTS	1	9200 PREAKNESS DR	FLORENCE	KY	41042	231,564	
062.00-25-002.00	8	FIT WORKS PLAZA	FIT WORKS	2	7541 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-002.00	8	FIT WORKS PLAZA	VACANT (BOOT COUNTRY)		7545 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-002.00	8	FIT WORKS PLAZA	VACANT (FANTASTIC SAMIS)		7547 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-002.00	8	FIT WORKS PLAZA	VACANT (CARQUEST AUTO PARTS)		7549 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-002.00	8	FIT WORKS PLAZA	VACANT (AGAVES)		7551 MALL RD	FLORENCE	KY	41042	38,305	PLAZA
062.00-25-002.00	8	GOLD STAR PLAZA	VACANT (SIGN A RAM/A)		7553 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-002.00	8	GOLD STAR PLAZA	VACANT (INSTANT TAX SERVICE)		7555 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-002.00	8	GOLD STAR PLAZA	VACANT (WELLS FARGO FINANCIAL)		7557 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-002.00	8	GOLD STAR PLAZA	GOOD FEET	2	7559 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-002.00	8	GOLD STAR PLAZA	ORTHODONTICS SPECIALIST	2	7559 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-002.00	8	GOLD STAR PLAZA	QUINZOS SUBS	3B	7561 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-002.00	8	GOLD STAR PLAZA	GOLD STAR CHILI	3B	7563 MALL RD	FLORENCE	KY	41042	11,200	PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	FACTORY CARD OUTLET	3E	7657 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	STAPLES	3E	7659 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	SHOE CARNIVAL	3C	7661 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	BARNES AND NOBLES	3E	7663 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	ASIAN BUFFET	3B	7665 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	TAJ INDIA RESTAURANT	3B	7677 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	JACKS AQUARIUM AND PET STORE	3E	7681 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	VACANT (LOWES CINEMAS)		7685 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	FUJIS STEAK HOUSE	3B	7687 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	SUPER CUTS	2	7697 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	BOOK RACK	3E	7699 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	DOTS	3C	7701 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	JOANNIS FABRIC	3E	7709 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	JUSTICE FOR GIRLS	3C	7713 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	VACANT		7715 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	OLD NAVY	3C	7719 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	DAVIDS BRIDAL	3C	7721 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	VACANT (VOICE STREAM)		7723 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	T - MOBILE	3D	7725 MALL RD	FLORENCE	KY	41042		PLAZA

PIDN	AREA	SUBDIVISION	OCCUPANT	USE CODE	SITE ADDRESS	CITY	STATE	ZIP	AREA (SQ. FT.)	STRUCTURE TYPE
062.00-25-003.00	8	FLORENCE SQUARE	VACANT (FUNCOLAND)		7727 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	GOLF EXCHANGE	3F	7729 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	DRESS BARN	3C	7731 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	VACANT (AMBER'S ART)		7733 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	ANN'S HALLMARK	3E	7735 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	CATHERINES PLUS SIZES	3C	7739 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	KROGER GROCERY STORE	3I	7747 MALL RD	FLORENCE	KY	41042	206,265	PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	MATRRESS FIRM	3G	7683 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	COLD STONE CREAMERY	3B	7683 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.00	8	FLORENCE SQUARE	QDOBA MEXICAN GRILL	3B	7683 MALL RD	FLORENCE	KY	41042	8,525	PLAZA
062.00-25-003.01	8	FLORENCE SQUARE	TACO BELL RESTAURANT	3B	7619 MALL RD	FLORENCE	KY	41042	2,864	
062.00-25-003.02	8	FLORENCE SQUARE	MENS WAREHOUSE	3C	7623 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.02	8	FLORENCE SQUARE	PEARL VISION	2	7627 MALL RD	FLORENCE	KY	41042	8,120	PLAZA
062.00-25-003.03	8	FLORENCE SQUARE	CHUCK E CHEESE RESTAURANT	3B	7635 MALL RD	FLORENCE	KY	41042	10,000	
062.00-25-003.04	8	FLORENCE SQUARE	J GUMBOS	3B	7651 MALL RD	FLORENCE	KY	41042	1,572	
062.00-25-003.05	8	FLORENCE SQUARE	SUBWAY	3B	7653 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.05	8	FLORENCE SQUARE	ASSIST 2 SELL	2	7653 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.05	8	FLORENCE SQUARE	ADECCO	2	7653 MALL RD	FLORENCE	KY	41042	4,371	PLAZA
062.00-25-003.06	8	FLORENCE SQUARE	STAFFORDS JEWELERS	3C	7649 MALL RD	FLORENCE	KY	41042	2,160	
062.00-25-003.07	8	FLORENCE SQUARE	SKEFFINGTON'S FORMAL WARE	3C	7717 MALL RD	FLORENCE	KY	41042	2,040	
062.00-25-003.08	8	FLORENCE SQUARE	STRAUS TOBACONNIST	3E	7753 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.08	8	FLORENCE SQUARE	LIBERTY TAX SERVICE	2	7753 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.08	8	FLORENCE SQUARE	ORECK VACUUMS	3E	7753 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.08	8	FLORENCE SQUARE	GAMESTOP	3D	7753 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.08	8	FLORENCE SQUARE	AAA TRAVEL	2	7753 MALL RD	FLORENCE	KY	41042	8,040	PLAZA
062.00-25-003.09	8	FLORENCE SQUARE	HOME GOODS	3G	7607 MALL RD	FLORENCE	KY	41042		PLAZA
062.00-25-003.09	8	FLORENCE SQUARE	T J MAXX	3C	7629 MALL RD	FLORENCE	KY	41042	79,725	PLAZA
062.00-25-003.16	8	FLORENCE SQUARE	H H GREGG	3D	7601 MALL RD	FLORENCE	KY	41042	60,000	
061.00-00-117.00	8		FURNITURE ROW CENTER	3G	7531 MALL RD	FLORENCE	KY	41042	21,600	
062.00-25-002.01	8		WILLIS MUSIC	3E	7567 MALL RD	FLORENCE	KY	41042	12,582	
062.00-25-002.03	8		LONESTAR STEAKHOUSE	3B	7533 MALL RD	FLORENCE	KY	41042	6,912	

APPENDIX C

**MALL ROAD
STREET SECTIONS**

COUNTY OF	ITEM NO.	SHEET NO.
Beane	2009-08	233.00
		R2

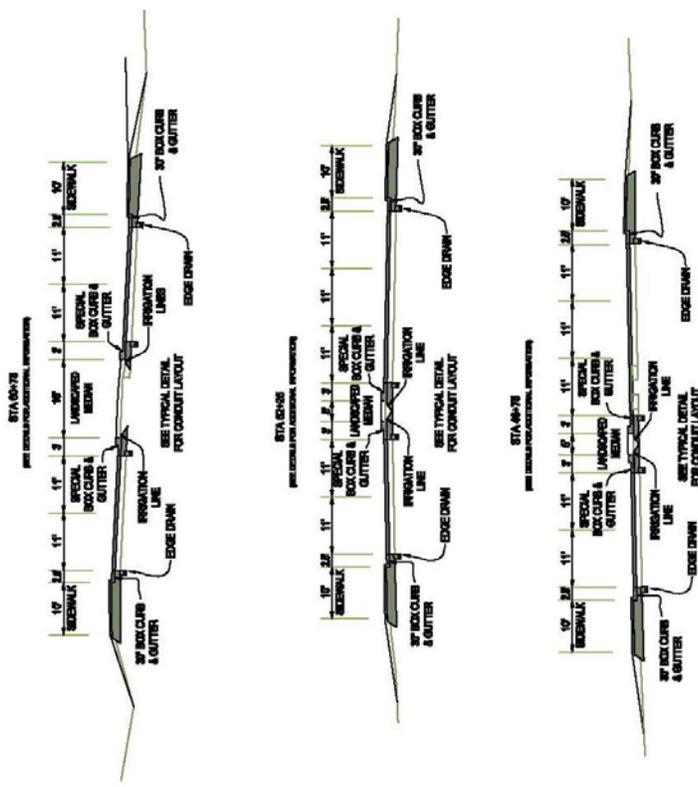


TYPICAL STREET SECTIONS

NOTE: SEE CROSS SECTIONS FOR SLOPE AND GRADER.

NOTE: TYPICAL SECTIONS SHOWN FOR REFERENCE SCALE. VARIATION IN SLOPE SHALL BE AS SHOWN IN THE CROSS SECTIONS.

COUNTY OF	ITEM NO.	SHEET NO.
Boone	2009-08	253.00
		F3

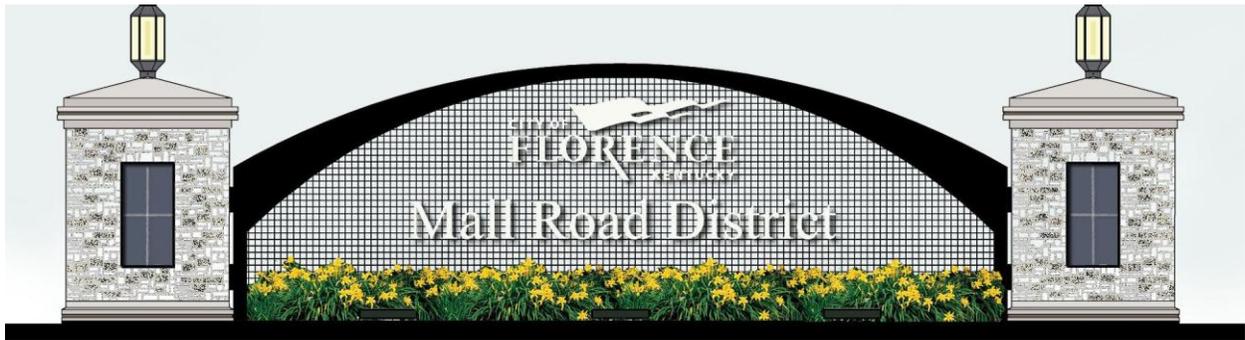


NOTE: SEE CROSS SECTIONS FOR SLOPES AND FINISH.

NOTE: TYPICAL SECTIONS SHOWN FOR REFERENCE. SCALE Varies. SEE SHEETS 253.00 FOR SLOPED CROSS SECTIONS.

TYPICAL STREET SECTIONS

the Mall Road *District Study*



PLAN RECOMMENDATIONS REPORT

Prepared by the Boone County Planning Commission
for the
City of Florence, Kentucky



the
Mall Road
District Study

Prepared By:
Boone County Planning Commission
January 2012

Adopted By:

Boone County Planning Commission

Text and Map.January 4, 2012

City of Florence

Text and Map. March 13, 2012

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TABLE OF CONTENTS

Chapter 1	Introduction.	1.1
Chapter 2	Recommended Development Concepts and Development Review Process . . .	2.1
Chapter 3	Development Standards.	3.1
Chapter 4	Design Requirements.	4.1
Chapter 5	Signage.	5.1
Chapter 6	Transportation and Connectivity Improvements.	6.1
Chapter 7	Business Incentives.	7.1
Appendix A	Recommended Text for Boone County Zoning Regulations.	A.1
Appendix B	Recommended Changes to Section 3440.	B.1
Appendix C	Public Actions.	C.1
Appendix D	Design Examples.	D.1

CHAPTER 1

INTRODUCTION

This Plan Recommendations Report is the second volume of The Mall Road District Study. The first volume is the previously completed Existing Conditions Report. The Planning Commission prepared The Mall Road District Study at the request of the Florence City Council.

This report is a land use and zoning study for the Mall Road District which has a 20 year plan horizon. The Study Area boundary is outlined on the map on the following page and is explained in Chapter 1 of the Existing Conditions Report. No changes to the overall Study Area boundary were made between the Existing Conditions and Plan Recommendations reports. The recommendations in this document are based on the information and conclusions in the Existing Conditions Report, prior documents discussed in the Existing Conditions Report, outside input, and the recommendations of the two consultants who were retained to advise the Planning Commission. These consultants include DiSalvo Development Advisors, LLC, who provided market feasibility, demographic, and future land use recommendations, and TEC Engineering, Inc., who provided recommendations on transportation and connectivity matters.

This Study outlines a new “Mall Road” (MR) Overlay District that is recommended to be incorporated into the Boone County Zoning Regulations as Article 26. Many of the Study’s recommendations would be accomplished through development and redevelopment created under the standards proposed for the MR overlay zone. To maintain flexibility and to seek higher quality development, this new overlay district will be used in conjunction with the Planned Development District (PD) that is outlined in Article 15 of the Boone County Zoning Regulations. Many of the results sought by Section 1514 “Planned Development Criteria” in Article 15 overlap with the recommendations in this Study.

The Mall Road (MR) Overlay District is recommended to be added to the entire Study Area except for the Paddock Club Apartment complex in Area 7, a residence at the end of Rosetta Drive, and the currently unincorporated area in the western part of Area 7. Consideration can be given to adding the Mall Road (MR) Overlay District to this unincorporated area’s zoning if and when it is annexed into the City of Florence. This report uses the same eight “sub-areas” as the Existing Conditions Report (Sub-District Areas Map is on page 1.4).

The recommendations in this Study are designed to meet the following objectives:

- A. Facilitate a mixed-use district which includes a realistic variety of 24 hour functions including retail, service, office, residential, and entertainment uses, while



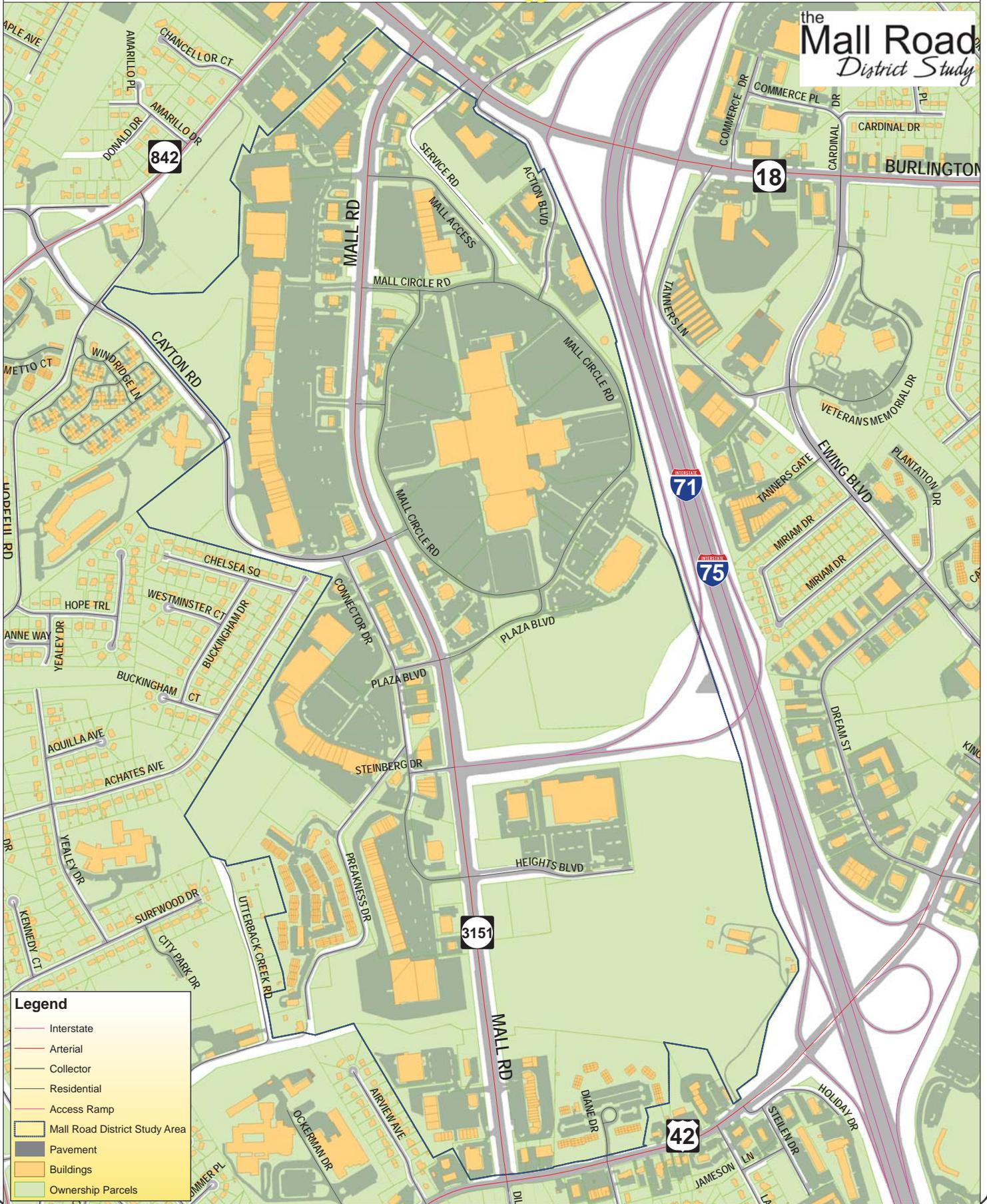
0 100 200 400 600 800 Feet
1 inch = 200 feet

Mall Road District Study Base Map



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the
Mall Road
District Study

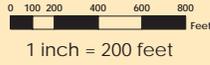


- Legend**
- Interstate
 - Arterial
 - Collector
 - Residential
 - Access Ramp
 - Mall Road District Study Area
 - Pavement
 - Buildings
 - Ownership Parcels

maintaining Mall Road as a local and regional shopping destination. Encourage redevelopment for sites with obsolete projects.

- B. Capitalize on the assets afforded by each of the eight sub-areas, and tailor the land use recommendations to the sub-areas when applicable.
- C. Include urbanistic qualities in all recommendation topics per the prior documents and conclusions outlined in the Existing Conditions Report, yet acknowledge that the overall Study Area must still effectively function as a suburban shopping area which relies on automobile travel.
- D. Create architectural standards which will establish high quality design and “timeless” aesthetic attributes to the built environment, and which will be adaptable to changing occupants and tenant needs over time.
- E. Rework the Mall Road Commercial Sign District to correlate to the recommended architectural standards, address contemporary signage issues, and provide appropriate scale and legibility.
- F. Create site design standards which correlate to the recommended architectural standards and the overall Study recommendations.
- G. Establish parking standards which effectively serve the District’s needs and do not result in large amounts of routinely unused surface parking.
- H. Enhance connectivity between sites and travel routes for all modes of transportation. Make non-motorized modes of transportation convenient for short trips.
- I. Recommend specific types of business incentives which would facilitate implementation of the Study’s recommendations.
- J. Provide an expedited review process for routine projects such as Tenant Finish applications, and development/redevelopment proposals which fulfill the objectives, recommendations, and standards recommended in this Study.

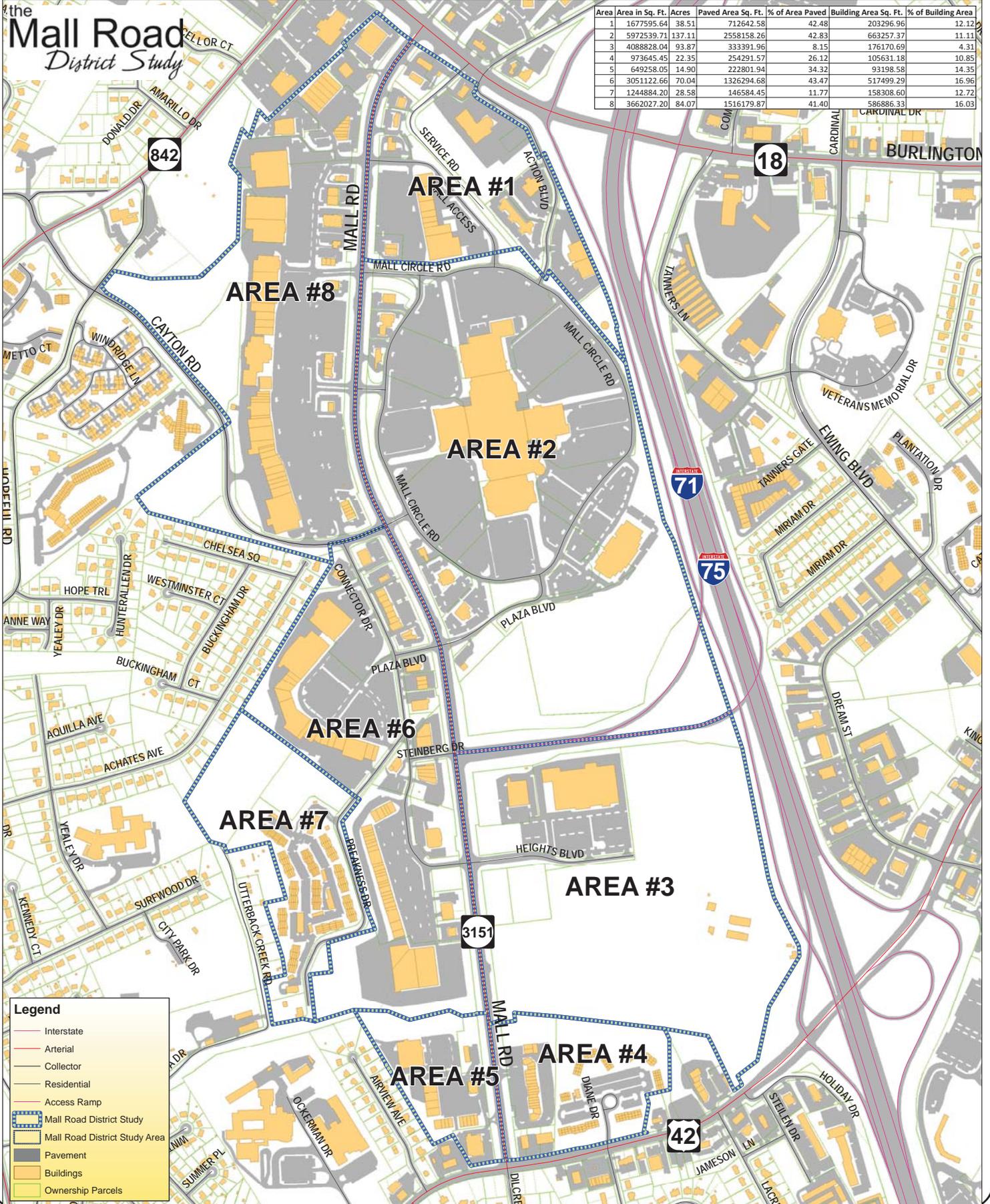
References are made to both the Boone County Zoning Regulations and 2005 Boone County Comprehensive Plan in this document. The version of the zoning regulations in effect at the time this document was prepared is the 2006-08 Boone County Zoning Regulations that was adopted by the City of Florence on October 28, 2008.



Mall Road District Study Sub-District Areas



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Area	Area in Sq. Ft.	Acres	Paved Area Sq. Ft.	% of Area Paved	Building Area Sq. Ft.	% of Building Area
1	1677595.64	38.51	712642.58	42.48	203296.96	12.12
2	5972539.71	137.11	2558158.26	42.83	663257.37	11.11
3	408828.04	93.87	333391.96	8.15	176170.69	4.31
4	973645.45	22.35	254291.57	26.12	105631.18	10.85
5	649258.05	14.90	222801.94	34.32	93198.58	14.35
6	3051122.66	70.04	1326294.68	43.47	517499.29	16.96
7	1244884.20	28.58	146584.45	11.77	158308.60	12.72
8	3662027.20	84.07	1516179.87	41.40	586886.33	16.03

CHAPTER 2

RECOMMENDED DEVELOPMENT CONCEPTS AND DEVELOPMENT REVIEW PROCESS

Establishment of Mall Road (MR) Overlay District

This chapter outlines development concepts and the zoning process recommended for the Study Area. A new overlay district entitled “Mall Road” (MR) Overlay District that will be used in conjunction with the Planned Development District (PD) outlined in Article 15 of the Boone County Zoning Regulations is proposed to be established. The Mall Road (MR) Overlay District is recommended to be added to the entire Study Area except for the Paddock Club Apartment complex in Area 7, a residence at the end of Rosetta Drive, and the currently unincorporated area in the western part of Area 7.

For the portions of the Study Area where the PD/MR overlay district combination is proposed, the existing zoning district will serve as the underlying zone. For example, a particular area or site that is currently zoned C-2, and that will have the overlay district combination added to it, would be zoned Commercial Two/Planned Development/Mall Road (C-2/PD/MR). This basic approach has been used in several land use and zoning studies in the City of Florence in the past, including the Central Florence Strategic Plan, An Update of the Parkway Corridor Study, the Houston-Donaldson Study, and the Land Use Study I-75/Turfway Road Interchange Study. The recommended zoning is illustrated on the Recommended Zoning map on page 2.2.

Because the Study Area has a combination of developed, underdeveloped, and vacant land, and development scenarios will range from routine tenant changes within existing buildings to development on raw land and redevelopment of existing complexes, a basic two tier development review process is recommended. This process is outlined below and includes a “short review process” and a “long review process.” It is the same basic review and approval program that is used in the Central Florence Strategic Plan, An Update of the Parkway Corridor Study.

The Mall Road (MR) Overlay District is proposed to be formally incorporated into the Boone County Zoning Regulations as Article 26. The “Recommended Text for Boone County Zoning Regulations” for Article 26 is outlined in Appendix A of this document. The text in Appendix A is highlighted to indicate that it is proposed.

Development Review Process

Two basic review tracks are possible within the Mall Road (MR) Overlay District. Portions

of the Study Area that are outside of the Mall Road (MR) Overlay District shall follow the standard review procedures outlined in the Boone County Zoning Regulations and Boone County Subdivision Regulations. For the areas within the Mall Road (MR) Overlay District, an expedited “short” review process is available to encourage new development, new uses, physical alterations to a building and/or site, and redevelopment to comply with the Study’s recommendations. A “long” review process is available for proposals that do not comply with the Study’s recommendations. These two review tracks are as follows:

Short Review Process: Administrative site plan review and subdivision review as applicable per Article 30 of the Boone County Zoning Regulations and Article 2 of the Boone County Subdivision Regulations upon the Zoning Administrator determining that the Short Review Process Criteria outlined below have been fulfilled. Certain use changes that are subject to the Tenant Finish procedure, certain Minor Site Plans, and projects which are developed in accordance with a previously approved Concept Development Plan may follow the Short Review Process as described further below.

Long Review Process: Prior to the administrative site plan and subdivision review processes, the development proposal must be approved through the Concept Development Plan or Zoning Map Amendment process per Article 3 “Amendment” and/or Article 15 “Planned Development District” of the Boone County Zoning Regulations. Both processes involve a Public Hearing before the Planning Commission, a recommendation by the Planning Commission to the Florence City Council, and a final decision by the City Council.

Review Processes Overview

Step One - Pre-application Meeting: Applicant meets with staff for a pre-application conference. Applicant presents proposed uses or project to staff and is informed of The Mall Road Study requirements.

Step Two - Zoning Administrator Determination: Zoning Administrator determines whether the proposal follows the Short Review Process per Step Three or Long Review Process per Step Four, based upon the submittal information. This determination is given in written form and is based upon the “Zoning Administrator Criteria for Determining Review Process” outlined below.

Step Three - Short Review Process: If the determined process is the Short Review Process, then the applicant applies for Major Site Plan or Minor Site Plan review based on Article 30 of the Boone County Zoning Regulations and/or subdivision review. Both of these reviews are conducted by staff. The Short Review Process represents action taken by the Planning Commission staff within 30 days.

Step Four - Long Review Process: If it is determined that the applicant follow the Long Review Process, then the applicant submits an application through the either Concept

Development Plan or Zoning Map Amendment procedure. This includes public notification, a public hearing before the Planning Commission, committee review and action, full Planning Commission action, and final action by the City of Florence. This review process requires action within 180 days from the date of application to final action by the City of Florence. The Planning Commission shall act within 90 days and the City of Florence shall also act within an additional 90 days. When the Long Review Process is required, the administrative site plan and subdivision reviews outlined in Step Three occur after approval of the Concept Development Plan or Zoning Map Amendment application.

Zoning Administrator Criteria for Determining Review Process

1. Tenant Finishes for Principally Permitted Uses: Proposals that only involve a change to a use that is Principally Permitted in the underlying zone, and which will occupy space in an existing building with no physical alterations or additions to the building or site (excluding signage) are subject to the administrative Tenant Finish procedure.
2. Minor Changes or Additions to Building or Site: Proposals that involve a use that is Principally Permitted in the underlying zone and that involve changes or additions to an existing building, or parking additions, that qualify as a Minor Site Plan as described in Article 30 of the Boone County Zoning Regulations are subject to said process.
3. Previously Approved Concept Development Plans: Concept Development Plan approvals that were granted prior to the adoption of The Mall Road District Study are valid as originally approved, including any supplemental conditions of approval. Projects proposed to be developed pursuant to a previously approved Concept Development Plan may follow the Short Review Process.
4. New Development, Site Redevelopment, Changes or Additions to Building or Site Subject to Major Site Plan, Other Use Changes: The Short Review Process may be followed provided the Zoning Administrator determines that:
 - A. The proposal follows the recommendations in the “Recommended Land Use and Development Concepts for the 8 Sub-Districts” section in this chapter as they relate to the specific site and surrounding vicinity. Proposed uses that are not listed in the underlying zone text may still qualify for the Short Review Process if they follow the recommendations in this section. Proposed uses that are listed in the underlying zone text (Principally Permitted Uses or Conditional Uses) may not necessarily qualify for the Short Review Process if they do not follow the “Recommended Land Use and Development Concepts for the 8 Sub-Districts” section. The objectives outlined in Chapter 1 “Introduction” and the current Boone County

Comprehensive Plan may also be consulted in this determination.

- B. The proposal follows all applicable standards and requirements in Chapter 3 “Development Standards” and Chapter 4 “Design Requirements.” The proposal also follows any applicable provisions in Chapter 6 “Transportation and Connectivity Improvements.”
- C. The proposal does not present unknown or undue impacts on infrastructure or public services based on the recommendations in The Mall Road District Study, such as water, sanitary and storm sewer, traffic impacts, public schools, and emergency services.

If the Zoning Administrator determines that any of the above criteria is not met, then the proposal must follow the Long Review Process.

Recommended Land Use and Development Concepts for the 8 Sub-Districts

This section outlines both the recommended land uses and broad-scope development design concepts for each of the Study Area’s 8 sub-districts as shown on the Sub-District Areas Map on page 1.4. The text of this section shall be used in determining whether a development proposal qualifies for either the Short Review Process or Long Review Process as described under the “Zoning Administrator Criteria for Determining Review Process” outlined above. The text of this section shall also be considered by the Planning Commission and Florence City Council for any proposal that is subject to the Long Review Process.

Area 1

Commercial and office uses that are Principally Permitted in the respective underlying zone are recommended provided they do not include outside storage or display (including motor vehicle dealer display) along KY 18 or Mall Road, and all business functions occur indoors. Motor vehicle dealers that are Principally Permitted in the underlying C-3 zone are appropriate for sites whose primary frontage is Action Boulevard. Additionally, residential uses are appropriate in this Area, except for on ground floors.

Service Road is recommended to be either: 1.) upgraded and extended as a combination connector road between KY 18 and Mall Circle Road and an access road for the adjoining properties, or 2.) altogether removed with driveway interconnections provided between sites. If upgraded and extended, which is the preferred option from a planning perspective, it should include a defined and channelized right-in/right out intersection at KY 18, and the current right-of-way alignment may need to be adjusted for optimal roadway geometrics. It should also include sidewalk and street tree improvements along the entire alignment. Integral curbswalks are recommended along Service Road.

The existing small car dealer site along KY 18 between Service Road and Action Boulevard is recommended to be redeveloped in accordance with the standards outlined in this document. Outlots/frontage buildings are appropriate along the entire length of Mall Road in this Area, and along a reconstructed Service Road. New development or redevelopment should site buildings in closer proximity to the street with the majority of the parking and vehicular areas placed at the side and rear of the buildings. An interconnected pedestrian system should be provided throughout this Area with obvious pedestrian links between individual sites and the larger circulation system. Shared access points should be provided where possible. Direct access onto Mall Road or KY 18 should be avoided if feasible with access into individual sites provided from internal drives and secondary roads.

The southeast corner of the Mall Road/KY 18 intersection is an “Impact Site” per the Impact Site Map on page 2.16. Any redevelopment of this site should: place the building immediately at the road intersection without any intervening vehicular areas; include a multiple story building (or high parapet or other means to provide additional height to a single level building) to create a larger scale and to anchor the building to the intersection; include broad storefronts or other form of substantial fenestration on both street frontages; and include unique, high quality signature architectural design which uses visually substantive building materials.

Area 2

Further development is recommended to occur throughout this Area to increase density, increase activity levels, shorten distances between activities, and decrease the amount of open surface parking. This Area, combined with Area 8 across Mall Road, should be reinforced as the main activity center in the overall Study Area. In addition to commercial and office uses that are Principally Permitted in the underlying C-2 zone, entertainment, recreation, hospitality, and other uses which help to diversify functions and create a 24 hour environment are sought. Additionally, residential uses are appropriate in this Area, except for on ground floors. Development design must be responsive to the view into this Area from I-71/75. A formal landscaping scheme with large trees and seasonal color is recommended to be added around the water tower site.

The Mall itself is anticipated to remain, however, building additions and cosmetic facade improvements to the Mall are recommended. In particular, additions which house new entertainment and recreation functions are encouraged, as are building improvements which help to further define and emphasize the main pedestrian and vehicular entrances, particularly those on the east side and west side facing Mall Road. Facade improvements which help reduce the apparent scale of the overall building, add architectural detailing, and help create the appearance that the structure is a combination of multiple zero lot line buildings are encouraged. Amenities such as water features, sculptures, flag pole arrangements, and/or landscaping with bright seasonal color within civic “square” type

settings are encouraged at the main entry points to the Mall. The addition of a green space or square in the Mall parking area is encouraged to reduce the amount of surface parking and to create a space for an outdoor event venue as discussed in Chapter 3. These spaces would be “civic space plazas” as outlined in Chapter 4. Additions to the Mall should be sited so that they bridge the span between the Mall, new development around Mall Circle Road, and Mall Road into a comfortable walking distance. Defined, separate pedestrian paths should be provided to new development around Mall Circle Road and Mall Road, with the main pedestrian spines being covered with arcades. A interconnected pedestrian system around Mall Circle Road which also links new outlet development is also recommended. The use of multi-level parking structures is particularly encouraged, as are shared parking facilities in general. Active business functions may occur on the lower level(s) of a parking structure.

Additional development around the perimeter of this Area including along Mall Circle Road, Plaza Boulevard, and Mall Road, is recommended. Multi-story buildings are encouraged for this additional development, as are shared parking facilities including parking structures. For development along Mall Road, this will entail relocating the portion of Mall Circle Road that is parallel to Mall Road eastward to provide sufficient depth for new outlots. No direct access for individual lots should occur from Mall Road. Mall Circle Road itself should be redeveloped as a shared private development street/driveway per the standards in Chapter 3, or similar approach which creates the effect of an urban “street,” even if this occurs incrementally as additional development occurs. Development or redevelopment immediately along Mall Road should be sited in close proximity to said road to create a “street wall” effect with the primary facades facing Mall Road. Separate turn lanes need to be provided at the main intersections within this Area, including along Mall Circle Road. Other new structures around the perimeter of this Area should be sited in close proximity to Mall Circle Road or Plaza Boulevard. Access to any development in the southern-most portion of this Area that is currently vacant should occur from Plaza Boulevard or other internal route and not from Mall Road.

The corners at the intersections of Mall Road with Mall Circle Road at the northwest corner of this Area, and the Mall connector drives at the approximate midpoint along Mall Road and across from Cayton Road, are “Impact Sites” per the Impact Site Map on page 2.16. Any redevelopment of these sites should: place the building immediately at the road intersection without any intervening vehicular areas; include a multiple story building (or high parapet or other means to provide additional height to a single level building) to create a larger scale and to anchor the building to the intersection; include broad storefronts or other form of substantial fenestration on both street frontages; and include unique, high quality signature architectural design which uses visually substantive building materials.

Area 3

Because this Area is large and substantially undeveloped, several options are appropriate. Development of this Area can occur as a single-purpose, multi-use, or mixed-use district, although any development should be interconnected with an integral neighborhood or campus style layout with a common architectural theme for either the overall Area or recognizable phases within it. Development design must be responsive to the view into this Area from I-71/75. At least one formal public gathering space which serves the overall Area is recommended. Options for this Area include:

- Commercial uses per the underlying C-2 zone requirements. Commercial uses should generally be placed in closer proximity to Mall Road.
- Entertainment, recreation, hospitality, and/or civic uses. A large destination facility(ies) such as an ice center, bowling center, multi-purpose recreation center, concert venue, hotel, convention center, museum, IMAX theater, church, educational facility such as a school, business or community college, et al are recommended. The design of any major facility of these types should be as an iconic, stand-alone structure which includes an over-scaled public entrance with a formal civic space between the entrance and the street (a “civic space plaza” per Chapter 4). “Clean” public facilities which do not include operations such as outside storage, vehicle fleet parking, vehicle maintenance/shop functions, larger scale transmission antennas, etc., are also appropriate under this option. Any regional destination or attraction should be placed where it is recognizable from I-71/75.
- Residential uses. These may be intermixed within multi-use/mixed-use buildings or freestanding. Any type(s) of freestanding residential structures may occur within a close knit traditional neighborhood setting provided the density is at least twelve (12) units per acre. Residential development should include neighborhood support or service type businesses. The physical layout should front buildings close to internal streets, include integral curb walks, street trees, and separate parking lanes along the streets. Parking and vehicular areas should largely be placed to the rear of buildings along alleys or driveways which serve a comparable function.
- A combination of the options outlined above.

The existing auto parts store which includes auto repair services is anticipated to remain. A TANK transit hub is planned to be constructed along the south side of Heights Boulevard on the second lot eastward from the intersection with Mall Road. The former Old Time Pottery building is being renovated for a church. If vacated in the future, it could be reused for entertainment/recreation purposes, a civic/public assembly use, or a destination boutique big box user. This site could also be redeveloped with a project that was

integrated into the overall development of this Area. If feasible, the existing dwelling near the US 42 interchange is recommended to be retained and incorporated into any development of this site. The existing cemetery should be retained in accordance with the cemetery requirements in the zoning regulations and subdivision regulations.

The provision of transportation connections (vehicular and pedestrian) which can be readily navigated through this Area and to the surrounding sites and major street network is critical. These are also mentioned in Chapter 6 and should include:

- A connection to Mall Road Center, the extension of Diane Drive into this Area, and a connection to the site along US 42 that is immediately to the east of Area 4 and outside of the Study Area, provided they are feasible due to the creek crossing and grade issues.
- Streets which interconnect between the temporary dead end of Heights Boulevard, US 42 near the interchange across from Holiday Drive, and Mall Road at the approximate midpoint between Heights Boulevard and Mall Road Center in Area 4. The new intersection at US 42 should be restricted to either right-in only or right-in/right-out only. This interconnecting system should include the Diane Drive extension if it is feasible.
- A frontage road parallel Mall Road. No direct access for individual lots should occur from Mall Road. The south end of this frontage road could serve as the connection to Mall Road Center.

Area 4

Commercial and office uses that are Principally Permitted in the underlying C-2 zone are recommended provided they do not include outside storage or display and all business functions occur indoors. Additionally, residential uses are appropriate in all office/commercial buildings in this Area, except for on ground floors.

The auto repair uses on the northeast corner of the Mall Road/US 42 intersection are recommended to be redeveloped with an office/commercial building. This corner is an “Impact Site” per the Impact Site Map on page 2.16. Any redevelopment of this site should: place the building immediately at the road intersection without any intervening vehicular areas; include a multiple story building (or high parapet or other means to provide additional height to a single level building) to create a larger scale and to anchor the building to the intersection; include broad storefronts or other form of substantial fenestration on both street frontages; and include unique, high quality signature architectural design which uses visually substantive building materials.

The Brook Run Apartments site is recommended to be further developed or redeveloped.

The recommended options for this site include the following:

- Any type of residential use(s) with a density of at least twelve (12) units per acre.
- * Office and/or commercial uses that are Principally Permitted in the C-2 zone.
- Any type of residential use(s) with a density of at least twelve (12) units per acre, plus a tier of office/commercial buildings along US 42 which contain uses that are Principally Permitted in the C-2 zone.

Regardless of the specific use(s) opted for the Brook Run site's US 42 frontage, the buildings should be oriented towards US 42 and placed in closer proximity to the street. Likewise, the physical layout should front buildings close to internal streets/drives, include integral curb walks, street trees, and separate parking lanes along the streets/drives. Parking and vehicular areas should largely be placed to the rear of buildings along alleys or driveways which serve a comparable function. Diane Drive should be extended northward as an interconnection with Area 3's road system under any redevelopment scenario, provided it is feasible as discussed in the Area 3 text.

The Mall Road Center development is anticipated to remain. A connection between this property and Area 3 should be made, such as to the recommended frontage road, provided it is feasible as discussed in the Area 3 text. Vehicular and pedestrian connections should be made between each of the three properties in this Area.

Area 5

The existing Walgreens on the northwest corner of the Mall Road/US 42 intersection is anticipated to remain. If the site is vacated, it should be redeveloped with a commercial/office building. This corner is an "Impact Site" per the Impact Site Map on page 2.16. Any redevelopment of this site should: place the building immediately at the road intersection without any intervening vehicular areas; include a multiple story building (or high parapet or other means to provide additional height to a single level building) to create a larger scale and to anchor the building to the intersection; include broad storefronts or other form of substantial fenestration on both street frontages; and include unique, high quality signature architectural design which uses visually substantive building materials.

The remainder of the sites in this Area, particularly the multi-tenant retail center and the former Circuit City site, are recommended to be assembled and redeveloped as a single project with either of two options.

- This site could be redeveloped as a tight-knit residential project with at least ten (10) units per acre. Because the site is relatively small and confined, any

residential project should have attached and/or multi-family units.

- The site could be redeveloped for commercial and office uses that are Principally Permitted in the C-2 zone provided they do not include outside storage or display and all business functions occur indoors. Under this option, residential uses are appropriate except for on the ground floors of buildings that immediately front Mall Road. Additionally, buildings will need to be arranged so that a direct viewshed from Mall Road is provided for commercial building frontages that are not located immediately along the road.

The physical layout of either option should front buildings close to Mall Road and the internal streets/drives, include integral curb walks, and street trees. Parking and vehicular areas should largely be placed to the rear of buildings and away from Mall Road. Existing tree cover along the north boundary, west boundary, and at the southwest corner of this Area, should be maintained as part of the required buffering.

A connection between this Area and the sites at/near the northeast corner of the US 42/Airview Drive should be evaluated as part of any redevelopment. A combination vehicular and pedestrian connection should be made between this Area and Area 6 to the north as an extension of the Connector Drive alignment, provided it is feasible due to the creek crossing, and grade and alignment issues. These connections are also mentioned in Chapter 6.

Area 6

Substantial redevelopment is recommended to occur in this Area, especially to the north of the Florence Center property. This will involve widening Steinberg Drive into a two way, grand boulevard entrance, reconfiguring the streets and properties around the Armed Forces Recruiting Building into a regular grid, and providing a viewshed to the west from Mall Road and the I-71/75 off ramp. Steinberg Drive is initially envisioned to contain four lanes, at least for the section between Mall Road and Connector Drive, with sidewalks that are at least 8 feet wide on both sides of the street, regularly spaced decorative street lamps, and matched street trees. The area north of Steinberg Drive is recommended to be redeveloped or further developed with a combination of office and commercial uses that are Principally Permitted in the underlying C-2 zone along Mall Road and Connector Drive, provided they do not include outside storage or display and all business functions occur indoors. Residential uses are also appropriate in these office/commercial buildings, except for on ground floors. These office and commercial uses should transition westward through a tier of multi-use or mixed-use buildings and to attached and/or multi-family residential structures in the west part of this Area. This section should include at least one formal public gathering space which can be used for outdoor events and which can provide a viewshed into the site from Mall Road (a “civic space plaza” per Chapter 4).

This portion of Area 6 should be arranged in a grid or grid-like configuration which extends into the undeveloped portions of Area 7. If public streets are not used, shared private development streets/driveways should be provided for the main internal access corridors. Existing tree cover along the west boundary of this Area should be maintained as part of the required buffering. At least one hard surfaced pedestrian connection with substantial lighting should be provided between this Area or Area 7 and Achatas Avenue. A common architectural theme for either the overall Area or recognizable phases within it should be provided.

The physical layout of the area north of Steinberg Drive should front buildings close to internal streets, include integral curb walks, street trees, and separate parking lanes along the streets. Parking and vehicular areas should largely be placed to the rear of buildings along alleys or driveways which serve a comparable function. Buildings will need to be arranged so that direct viewsheds from Mall Road are provided for commercial building frontages that are not located immediately along the road.

The existing Florence Center development is anticipated to remain. If redevelopment does occur on this site, it should follow the basic use and layout scheme recommended above for the area north of Steinberg Drive, and include multiple connections with Preakness Drive. Additional development and redevelopment of outlots along Mall Road is recommended, with storefronts and pedestrian entrances facing the street(s). Outlot buildings should be placed in close proximity to Mall Road with parking placed substantially to the side and rear of the lots. Pedestrian improvements such as gathering spaces, seating, low-scaled lighting, and street trees are recommended along public sidewalks. No direct lot access should occur on Mall Road. Shared access points should be provided, as well as vehicular and separate, defined pedestrian connections between adjoining lots and buildings.

The lots on both the northwest and southwest corners of the Steinberg Drive/Mall Road intersection are "Impact Sites" per the Impact Site Map on page 2.16, contingent upon the widening of Steinberg Drive as discussed above. Any redevelopment of either site should: place the building immediately at the road intersection without any intervening vehicular areas; include a multiple story building (or high parapet or other means to provide additional height to a single level building) to create a larger scale and to anchor the building to the intersection; include broad storefronts or other form of substantial fenestration on both street frontages; and include unique, high quality signature architectural design which uses visually substantive building materials.

The entire alignment of Connector Drive through this Area should be improved as a single identifiable alignment with one standard street section design, sidewalks on both sides of the street, and the elimination or drastic reduction in the amount of minor parking lot driveways that intersect with it. This standard alignment should span between Cayton Road at the north to the south boundary of this Area, and should be included within the

recommended vehicular and pedestrian connection to Area 5, provided it is feasible as discussed in the Area 5 text. This scope of work may also include reconfiguring the current southern-most alignment of Connector Drive between Florence Center and the Mall Road/Heights Boulevard intersection from a radial curve to a T intersection.

Area 7

The existing Paddock Club Apartment complex is anticipated to remain. The undeveloped section of the Area should be configured in a grid pattern which extends from Area 6 as discussed above. The eastern part of this undeveloped section is recommended to contain a transitional combination of multi-use or mixed-use buildings that house office, commercial, and potentially residential uses.

The western part of this undeveloped section is recommended for any type(s) of freestanding residential structures within a close knit traditional neighborhood setting, provided multi-story structures are provided. The physical layout of both sections should front buildings close to the internal streets/drives and include integral curb walks and street trees. Parking and vehicular areas should largely be placed to the side and rear of buildings.

A gated emergency access drive between this Area and Utterback Creek Road is recommended. A street connection for routine public use is not recommended at this point. A hard surfaced pedestrian connection with substantial lighting should be provided between this Area and the Yealey Elementary School campus to the west. At least one hard surfaced pedestrian connection with substantial lighting should be provided between this Area or Area 6 and Achatas Avenue. Existing tree cover along the common boundaries between this Area and the adjoining properties outside of the overall Study Area should be maintained as part of the required buffering.

Area 8

Substantial new development and/or redevelopment is recommended to occur in the Area, particularly from north to south between the Mall Access road at the north end of Florence Marketplace in Area 1 and Cayton Road. The Florence Square portion of this Area, combined with Area 2 across Mall Road, should be reinforced as the main activity center in the overall Study Area.

A combination of office and commercial uses that are Principally Permitted in the underlying C-2 zone are recommended, provided they do not include outside storage or display and all business functions occur indoors. Residential uses are also appropriate in these office/commercial buildings, except for on ground floors. These office and commercial uses should transition westward through a tier of multi-use or mixed-use buildings and to attached and/or multi-family residential structures in the west part of this

Area, with a combination vehicular/pedestrian connection to Cayton Road. If this area is developed in conjunction with the existing retail development to the east, it may be appropriate to allow for the continuation of retail in this area. Public facility/institutional/civic uses are also appropriate in the west part of this Area. This section should include at least one formal public gathering space which can be used for outdoor events and which can provide a viewshed into the site from Mall Road (a “civic space plaza” per Chapter 4). Existing tree cover along the common boundaries between the western part of this Area and the adjoining properties outside of the overall Study Area should be maintained as part of the required buffering. Also, landscaping along Cayton Road should include informal clusters of evergreen trees, hardwood trees, and berming versus a rigid street tree scheme.

The Florence Square portion of this Area should be arranged in a grid or grid-like configuration which extends into the undeveloped portion to the west near Cayton Road. This extension would involve at least some level of demolition of existing structures. The vacant movie theater is assumed to be a reasonable candidate for demolition due to its apparent functional obsolescence, although a direct alignment from one of the existing Mall Road access points is preferred. If public streets are not used, shared private development streets/driveways should be provided for the main internal access corridors and include integral curb walks and street trees.

Buildings are recommended to be provided immediately along the main east-west vehicular corridors, especially those which extend from the intersections of Mall Road with Mall Circle Road and the Mall connector drive at the approximate midpoint of the Mall property in Area 2. Buildings may face each other across the intervening spaces in the grid, and buildings will need to be arranged so that direct viewsheds from Mall Road are provided for commercial building frontages that are not located immediately along the road. A common architectural theme for either the overall Area or recognizable phases within it should be provided.

Should the area between the Mall Access road at the north end of Florence Marketplace in Area 1 and Mall Circle Road be redeveloped, the grid configuration and the same basic development concepts recommended for office/commercial structures in Florence Square should be followed. Should the area between the Mall Access road at the north end of the Village at the Mall center in Area 1 and KY 18 be redeveloped, the individual sites should be reconfigured to have recognizable, continuous vehicular and pedestrian interconnections which extend from the basic grid configuration recommended for the remainder of this Area. A hard surfaced pedestrian connection with substantial lighting should be provided between the northern portion of this Area and Hopeful Church Road in the proximity of Chancellor Drive. A vehicular connection in this same area which aligns with Chancellor Drive at Hopeful Church Road is recommended if the car dealership at this point along Hopeful Church Road should redevelop.

Development or redevelopment immediately along Mall Road should site the buildings in close proximity to said road to create a “street wall” effect with the primary facades facing Mall Road, with parking placed substantially to the side and rear of the lots. Pedestrian improvements such as gathering spaces, seating, low-scaled lighting, and street trees are recommended along public sidewalks. No direct lot access should occur on Mall Road. Shared access points should be provided, as well as vehicular and separate, defined pedestrian connections between adjoining lots and buildings.

The lots on the southwest corner of the Mall Road/KY 18 intersection, the northwest and southwest corners of the Mall Road/Mall Circle Road intersection, and the northwest and southwest corners of the Mall Road/Mall connector drive intersection at the approximate midpoint of the Mall property in Area 2, are “Impact Sites” per the Impact Site Map on page 2.16. Any redevelopment of these sites should: place the building immediately at the road intersection without any intervening vehicular areas; include a multiple story building (or high parapet or other means to provide additional height to a single level building) to create a larger scale and to anchor the building to the intersection; include broad storefronts or other form of substantial fenestration on both street frontages; and include unique, high quality signature architectural design which uses visually substantive building materials. The buildings at the Mall Road/Mall Circle Road and Mall Road/Mall connector drive intersections would establish the approximate building lines for additional building development along the main east-west vehicular corridors recommended for this Area.

There are two main north-south shared vehicular drives which run through this Area. The first alignment acts as a frontage road to Mall Road and runs between the site on the southwest corner of the Mall Road/KY 18 intersection and Cayton Road (includes individual parking lot connections), and aligns with Connector Drive at the intersection with Cayton Road. The second alignment runs across the strip center building frontages between HH Gregg and Cayton Road. These two routes should be improved as single identifiable alignments with one standard street section design throughout the Area, sidewalks on both sides of the street, and the elimination or drastic reduction in the amount of minor parking lot driveways that intersect with them. The shared private development street/driveway approach outlined in Chapter 3 may be used for these routes. Minimizing the number of minor intersections is particularly important for the first alignment which most closely parallels Mall Road (Connector Drive extension). Separate turn lanes need to be provided at the main intersections within this Area. Additionally, the section of the north-south frontage road that parallels Mall Road (Connector Drive extension), will need to be moved to the west at the HH Gregg entrance drive from Mall Road, with the appurtenant intersection at the northwest corner of the Taco Bell lot being reconfigured into a T fashion.



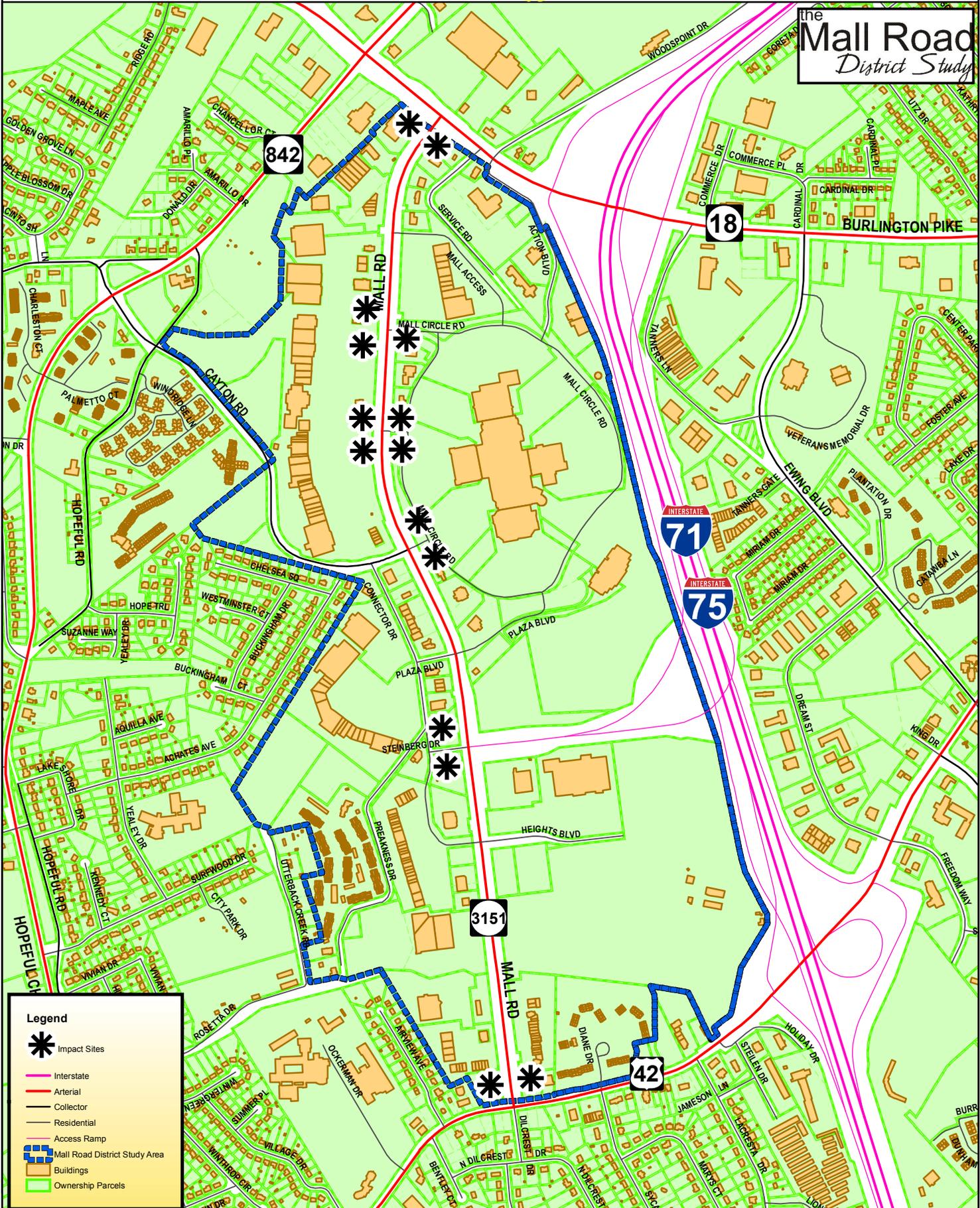
0 125 250 500 750 1,000 Feet
1 inch = 1,000 feet

Mall Road District Study Impact Sites



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The Mall Road District Study



Legend

- Impact Sites
- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Buildings
- Ownership Parcels

CHAPTER 3

DEVELOPMENT STANDARDS

Development proposals in the Mall Road (MR) Overlay District shall follow the standards outlined in this chapter. These standards may be adjusted by the Zoning Administrator if necessary to better meet the recommendations discussed in the other chapters of this document. Additionally, variances may be requested for the dimensional standards outlined in this chapter per the Board of Adjustment procedures that are outlined in Article 2 of the Boone County Zoning Regulations. For topics not addressed in this document, the standards set forth in the Boone County Zoning Regulations shall be followed.

Building Setbacks

Front and Corner Side Yards: 30 feet minimum along KY 18 and US 42, 15 feet minimum along Mall Road, and 10 feet minimum all other street frontages. For residential units, the minimum setback is 20 feet where a parking pad or driveway is provided between the building and street or other vehicular way.

25 feet maximum for outlot or frontage buildings along all streets, except KY 18 and US 42, when parking is not provided between the building and the street. When parking is provided between an outlot or frontage building and the street, the building may be setback far enough from the street to provide the required minimum street frontage and building landscaping, one two-way driveway that is double loaded with parking spaces, and a walkway and/or covered arcade across the front of the building, but no further.

Front and Corner Side Yards for Impact Sites: The minimum front yard and corner side yard for “Impact Sites” as discussed in the “Recommended Land Use and Development Concepts for the 8 Sub-Districts” section in Chapter 2 and identified on the Impact Sites Map on page 2.16 is 5 feet. The maximum front yard and corner side yard for these “Impact Sites” is 15 feet.

Side Yards*: 5 feet minimum when adjoining another development site within the Mall Road (MR) Overlay District. Zero lot line (0 feet minimum) is permissible when the adjoining development along the same property line is also zero lot line.

10 feet minimum when adjoining a shared private development street/driveway or other main circulation drive. 50 feet minimum when adjoining a residential use or district that is outside of the Mall Road (MR) Overlay District.

Rear Yards*: 5 feet minimum when adjoining another development site within the Mall Road (MR) Overlay District. Zero lot line (0 feet minimum) is permissible when the adjoining development along the same property line is also zero lot line.

10 feet minimum when adjoining a shared private development street/driveway or other main circulation drive. 50 feet minimum when adjoining a residential use or district that is outside of the Mall Road (MR) Overlay District.

*NOTE: With the exception of buffer yards required between properties within the Mall Road (MR) Overlay District and properties outside of the MR zone, in instances where the landscape areas required by Article 36 of the Boone County Zoning Regulations are wider than the building setbacks required herein, the required width for such landscape areas shall not exceed the building setback dimensions stated in this document.

For proposed building additions to pre-existing structures that do not meet the current setback requirements, refer to Section 271 “Single Non-Conforming Lots of Record and Subdivisions, and Non-Conforming Setbacks” of the Boone County Zoning Regulations.

Height

The maximum permitted building height in this district is 80 feet.

Intensity

There is no maximum intensity or density of building area per acre provided that all other applicable standards and requirements are met. Where applicable, minimum residential densities are outlined in the “Recommended Land Use and Development Concepts for the 8 Sub-Districts” section in Chapter 2. The minimum recommended residential densities may be reduced through either the Zoning Administrator Determination review, Zoning Map Amendment, or Concept Development Plan process as applicable if a specific proposal otherwise achieves the land use and design character recommended for the specific Area or Sub-District, and meets the objectives outlined in Chapter 1 introduction.

Underground Utilities

All utility lines shall be placed underground. Existing overhead utility lines shall be placed underground when a site develops or redevelops.

Shared Private Development Streets/Driveways

There are currently several driveway interconnections which function as frontage roads of sorts in the Study Area. These are described in Chapter 8 “Transportation Conditions and Utilities” in the Existing Conditions Report and do not directly serve parking spaces,

but function as vehicular connections or “mini-streets” between adjoining parking areas, sites, and public streets.

As new development or redevelopment occurs along these alignments, or new shared private development streets/driveways are developed, they shall be designed or redesigned to appear as actual “streets,” even if they are in fact private driveways. Such shared private development streets/driveways serve as interconnections between two or more properties and/or parking areas and a public street(s), or function as a main access into a multi-building or multi-tenant center, and do not immediately serve parking spaces.

The design of a shared private development street/driveway shall include raised box curbs, a 5 foot wide integral curb walk on at least one side (both sides were indicated in Chapter 2 for specific sites), formal marked crosswalks at intersections, consistent architectural grade street lights, and street frontage landscaping per Section 3620 of the zoning regulations. The integral curb walk’s width may be included in the minimum required width for the street frontage landscaping, and this landscaping shall be credited as the required street frontage or buffer yard plantings per Section 3620 or 3645 as applicable for the adjoining site/lot. Sidewalk connections shall be provided between each adjoining development site and the integral curb walk. The pavement width shall be per the driveway standards in Article 33 of the zoning regulations, and a formal shared access easement shall be recorded. These improvements shall be made as development or redevelopment occurs, including on an incremental site by site basis along existing alignments, unless incremental construction is demonstrated to be unfeasible or unsafe. Shared private development streets/driveways must follow the Manual on Uniform Traffic Control Devices (MUTCD).

Outdoor Event Venues in Commercial or Office Developments

Commercial or office developments which contain at least 100,000 gross square feet of building area may use surplus parking or other hard surfaced areas (such as a civic space plaza as discussed in chapter 4) for outdoor events such as music or theater performances, festivals, carnivals, and similar entertainment or “public square” events which do not primarily involve the sale of goods. The event location shall not detract from the minimum amount of parking required for the development combined with the maximum number of estimated spaces needed for the outdoor event. The event location shall also not be within any landscape area.

The event location shall be approved through the Site Plan procedure per Article 30 of the zoning regulations. A Temporary Commercial Display (TCD) Permit per Article 35 is not required. This provision does not alleviate the need for any other permits or licenses, or compliance with other regulations, which are outside of the zoning regulations.

Parking

The amount of parking spaces provided shall be in accordance with Section 3325 of the zoning regulations, with the following differences to the minimum required amount of spaces for the Mall Road (MR) Overlay District.

- Freestanding single user office/commercial buildings.
 - 3 spaces per 1,000 gsf.
- Office/commercial/eating and drinking establishments in multi-tenant/multi-building developments or freestanding single user buildings which have a formal shared parking agreement with at least one other site. Formal shared parking agreements must be recorded in the Boone County Clerk's office.
 - 25,000 total gsf or less: 3 spaces per 1,000 gsf of office/commercial floor area plus 1 space per 2 seats for eating and drinking establishments.
 - 25,001 to 50,000 total gsf: 3 spaces per 1,000 gsf of office/commercial floor area plus 1 space per 4 seats for eating and drinking establishments.
 - 50,001 total gsf and over: 3 spaces per 1,000 gsf.
- The minimum number of required parking spaces can be further reduced by 10 percent for spaces that are specifically provided in multi-level parking structures. For example, if a minimum of 1,500 parking spaces is required for a large development and 800 spaces are provided in surface lots, the remaining 700 required spaces could be reduced to 630 if they were provided in a multi-level parking structure ($700 \times 10\% = 70$; $700 - 70 = 630$).

The following provisions stated in Section 3325 of the zoning regulations regarding the maximum number of permitted spaces still apply to the Mall Road (MR) Overlay District:

- The maximum number of parking spaces which may be provided, for all uses except for single family dwellings, is thirty (30) percent greater than the required minimum number, unless a parking study acceptable to the Zoning Administrator is provided which demonstrates that a specific use or proposal has a greater parking need or demand.

Landscaping

Landscaping shall be provided in accordance with Section 3605 "Landscape Review Procedure" of the zoning regulations. Several alternate requirements or options to the normal Article 36 requirements are stated in this document. Compliance with these

alternate requirements or options shall be deemed to be in compliance with the stated sections from Article 36. Other provisions specific to the Mall Road (MR) Overlay District include:

Street Trees: The installation of street trees is recommended or specified in several instances in this document, including along public streets and private drives or shared private development streets/driveways which function as “streets.” In such instances, the trees selected shall be limbed and matched along each specific street or lot frontage where they are installed. The trees selected shall be regularly placed with an average spacing of 35 feet to 40 feet on center. Acceptable street trees include: Elm (American or Patriot), Autumn Gold Ginkgo (male), Honeylocust, Littleleaf Linden, London Planetree, Maple (Autumn Blaze or Red), and Japanese Zelkova. Where space does not permit these trees, smaller trees including Akebono Yoshino Cherry, Canada Red Chokecherry, Crabapple, Kousa Dogwood, Ivory Silk Japanese Tree Lilac, or other smaller trees with comparable characteristics may be substituted. The smaller trees shall be regularly placed with an average spacing of 25 feet to 30 feet on center. The minimum installation size for street trees shall be 2 inch caliper.

Landscaping for Impact Sites: Additional provisions apply for the landscaping required by Section 3620 “Landscaping Along Street Frontages” for “Impact Sites” as discussed in the “Recommended Land Use and Development Concepts for the 8 Sub-Districts” section in Chapter 2 and identified on the Impact Sites Map on page 2.16. The trees and shrubs required by Section 3620 shall be regularly spaced in a formal linear arrangement in the area between the building and the adjoining streets. The arrangement of the plantings shall correlate to the spacing or width of windows and/or bays on the adjoining building facades. At least one half of the selected shrubs shall have a vibrant seasonal color.

I-71/75 Streetscape: The pavement surface of any parking or vehicular area which adjoins the I-71/75 right-of-way shall be at least 3 feet lower than the highest point in the adjoining right-of-way or on-site landscaped area adjoining the right-of-way; this shall be accomplished by either depressing the grade of the vehicular area or by constructing berming as part of the required landscaping. Any right-of-way fencing along the I-71/75 right-of-way shall be a white post and rail type fence.

NOTE: With the exception of buffer yards required between properties within the Mall Road (MR) Overlay District and properties outside of the MR zone, in instances where the landscape areas required by Article 36 of the Boone County Zoning Regulations are wider than the building setbacks required herein, the required width for such landscape areas shall not exceed the building setback dimensions stated in this document.

Street Frontage Plazas

In lieu of the street frontage landscaping required by Section 3620 of the zoning regulations, a hardscaped plaza may be substituted for the area immediately between the building and street or shared private development street/driveway, provided there is no parking in this area. The plaza shall be surfaced with decorative pavers, or concrete treated to appear as such, and shall include benches or seats, and a noncommercial focal point such as a sculpture, fountain or other water feature, and/or raised planter(s) with landscaping. Bollards or other decorative obstructions shall be used where needed to separate the plaza from vehicular areas. Aside from the focal point, the minimum landscaping required in the plaza is three large canopy trees per 100 linear feet of width. These trees shall be from Plant List A in Article 36 of the zoning regulations and they may be planted within wells. A sidewalk connection shall be provided from the plaza to any adjoining public sidewalk, integral curb walk along a shared private development street/driveway, or an abutting plaza or sidewalk on a neighboring site.

The plaza may be used for outdoor seating and serving for eating and drinking establishments. Any portion used for seating/serving area may be enclosed with a maximum 4 foot high architectural grade metal railing which has an open design.

CHAPTER 4

DESIGN REQUIREMENTS

This chapter outlines the aesthetic or cosmetic design requirements that apply to all buildings and sites in the Mall Road (MR) Overlay District, including parking structures, except for those which are exclusively detached or attached single family residential. These requirements are not intended to create or replicate any specific architectural style, although they are reflective of commercial and office structures which were customarily constructed from the late 19th through the mid 20th century. The design requirements are intended to create structures which are visually interesting and substantive, have “timeless” aesthetic characteristics, and which are adaptable over time. They are also intended to help establish more “urban” aesthetic qualities and human scale in the context of a regional, suburban shopping district, and establish design consistency without replication between sites. Based on these objectives, standardized corporate franchise/chain style architectural designs shall not be used unless they meet the design requirements set forth and can be reasonably adapted for future users without leaving earlier “trademark” features behind. It is recognized that there may be instances when corporate architecture is considered appropriate or even preferred for specific reasons. In these situations, deviation from these requirements may be considered.

These requirements supercede the normal requirements of the Boone County Zoning Regulations. When specific development standards or requirements are not outlined in this document, the normal requirements of the Boone County Zoning Regulations shall apply. Specific, individual requirements in this chapter may be modified by the Zoning Administrator provided the proposal will create an equivalent or superior solution to the requirement in question, and the proposal does not diminish the design character which would otherwise be created by the normal requirement.

For additions or exterior modifications to existing buildings, these design requirements shall be followed to the extent that they will produce a cohesive overall design in which the new improvements and original structure are compatible with one another when viewed from public vantage points. If compatibility between the new improvements and original structure is not feasible based on these requirements, retrofit design concepts prepared by KZF Design may be used. These design concepts are available at the Planning Commission office.

Compliance with the design requirements in this chapter shall be determined through the applicable Site Plan process as required by Article 30 of the zoning regulations. Architectural elevations and sufficient design details which demonstrate compliance with these requirements shall be submitted as part of the Site Plan application in addition to the materials listed in Article 30. Architectural plans shall be stamped or sealed by a

registered architect licensed by the Commonwealth of Kentucky.

Architectural Design

Building Materials: The primary exterior wall materials shall include brick, architectural grade CMU, stone, tile, or concrete which is formed to have a unit masonry appearance. These materials shall have an integral color. Other materials such as EIFS/stucco, architectural grade metals, wood or cement board siding, glass block, and precast concrete may be used for trim, detailing, and incidental or secondary wall areas.

Only architectural grade materials shall be used. Flimsy or synthetic appearing exterior wall materials, such as ribbed, industrial style metal siding, T-111, EIFS systems with visually pronounced joints (not including designed scoring or reveals), plain faced CMU, vinyl siding, or hard board type materials are not permitted. Snap-in grids or applied mullions are not permitted in windows; only mullions which physically separate window glass into multiple panes shall be used for divided light type windows.

Materials for any pitched roof shall be architectural grade, three dimensional shingles or tiles, slate, or standing seam metal. Other types of decorative metal roofing can be evaluated on a case-by-case basis and approved if they are integral to the overall design of the structure.

Exterior Wall Colors: Exterior walls shall primarily use colors which are reflective of rich, natural tones such as those in the red, red-brown/terra cotta, brown, clay, beige/tan/blond, mustard, and/or warm gray ranges. White or exceptionally dark colors are not permitted. Other colors may be used for trim and detailing.

Facade Composition: Facades shall be designed to have a defined base, mid section, and top or cap. This can be accomplished by differentiating the material, finish, and/or color of the wainscot or knee wall (or entire ground floor for multi-story buildings) from the upper portion of the exterior wall. Additionally for multi-story buildings, a change in the fenestration pattern between the ground floor and the upper floors can be employed. The top or cap effect should be created through the provision of a three dimensional detail(s) which breaks or jogs the wall plane from the roof such as a defined cornice, brackets, corbels, projecting eave, exposed rafter tails, et al.

Tangible masonry detailing shall be provided such as defined window sills and lintels, quoins, soldier courses, herringbone or tile detailing, or medallions. Windows and storefront units shall be recessed within their openings (“punched” openings) to create shadow lines and three-dimensional relief. Windows/openings other than storefront type units shall have a vertical height to width orientation. Transoms and main/public entrances which are recessed behind the exterior facade are preferred. For office/commercial buildings, broad storefronts which allow direct visibility into the building interior shall be provided for building frontages along public sidewalks, streets, and private access drives

which function as “streets.” Facade projections, such as simple fabric awnings and roof awnings/canopies at street level, and shingle/blade style projecting signs, are encouraged for building frontages along public sidewalks, streets, and private access drives which function as “streets.” Firmly structured awnings with an “inflated” or plastic appearance shall not be used.

For “Impact Sites” as discussed in the “Recommended Land Use and Development Concepts for the 8 Sub-Districts” section in Chapter 2 and identified on the Impact Sites Map on page 2.16, at least one type of facade projection is required along both of the street/access drive frontages at the intersection corner where the building is located. Multi-story buildings are preferred on “Impact Sites.” If one story, they shall use a taller ceiling height with an extended parapet to create height and scale commensurate with a multi-story building to anchor the structure to the intersection corner. The arrangement of bays and openings on the primary facades of buildings on “Impact Sites” shall align with the landscaping along the adjoining street frontages as discussed in the Landscaping section of Chapter 3.

For large scale structures such as anchor style retail buildings, parking structures, and civic/institutional buildings, the amount of detailing and fenestration will need to be adjusted to match the scale and function of the building. The exterior walls of larger office/commercial buildings can be designed to appear as a collection of multiple zero lot line buildings or tenants. No exterior wall for large scale structures should exceed 150 feet in length without being interrupted by a minimum 5 foot horizontal change or jog in the footprint.

Public Entry Points: The main public building entrances for all buildings, except for the individual doorways into in-line multi-tenant spaces or bays, shall be placed along the adjoining public street frontages or private access drives which function as “streets.” Public entrances may be placed on other frontages as well. These main public entrances shall be emphasized in the facade design by methods such as recessing the entrance behind the exterior facade, providing an over-scaled entrance feature which projects outward from or above the exterior facade, placing the doorway within a three dimensional archway, providing an awning or roof awning/canopy, and/or a changing the building materials, detailing, or color around the entrance opening.

For “Impact Sites” as discussed in the “Recommended Land Use and Development Concepts for the 8 Sub-Districts” section in Chapter 2 and identified on the Impact Sites Map on page 2.16, at least one main, emphasized pedestrian entrance should be placed at the corner of the intersection where the building is located or along the primary street frontage. For civic/public/institutional uses, the main entrance(s) should be placed symmetrically on the primary facade(s) with over-scaled features which emphasize or highlight it as discussed above; formal plazas or squares which align with the main entry points in an axial manner may also be employed (refer to civic space plazas below in this

chapter).

Roof Shape: Parapet designs which have a defined cornice line and pitched roofs are permitted. Pitched roof forms shall be complete and symmetrical, and span the entire building massing on which they are placed. Mansard or other “stage set” type designs are not permitted.

Screening

Mechanical Equipment Screening: All mechanical equipment shall be screened. Ground mounted equipment shall be screened either with landscaping or enclosed with an enclosure structure which uses the same materials, colors, and design detailing as the principal building. If roof mounted, the equipment shall be screened by a parapet wall (for flat roofed buildings) which is designed and constructed as an integral part of the overall building; applied, “stage set” style mechanical equipment screens are not permitted. For roof mounted equipment on pitched roofed buildings, the equipment shall be wholly contained within roof structure.

Loading/Unloading/Service Areas: Loading/unloading and/or service areas shall be placed in the side or rear yard only, excluding corner side yards and along access drives which function as “streets” including shared private development streets/driveways. Any such area shall be enclosed with a screen wall which is at least 8 feet high and which uses the same materials, colors, and design detailing as the building which it serves. Alternatively, dense landscape hedging which will provide year round screening and that will grow to at least 8 feet high without routinely overtaking the planting space may be considered.

Trash Enclosures: Garbage storage areas shall be placed in the side or rear yard only, excluding corner side yards and along access drives which function as “streets” including shared private development streets/driveways. Garbage storage areas shall be enclosed per the requirements of Section 3151 of the zoning regulations. Additionally, the required enclosure structure shall be constructed with the same materials, colors, and design detailing as the principal building.

Site Features

Civic Space Plazas: The provision of civic space plazas is recommended for several areas in Chapter 2. These are larger scale plazas which generally serve multi-building developments as opposed to the smaller scale street frontage plazas described in Chapter 3. These spaces should be centrally located within the development they serve, and sited to create visibility for the adjoining businesses. They should be surfaced with pavers and/or decorative concrete in at least two different colors and/or textures. Fixed seating such as benches or combination bench walls/landscape planters should be provided.

Moveable seating, Identity Elements as described below, and formally arranged landscaping are also recommended for these spaces.

In addition to casual or informal use, civic space plazas may also be used for activities such as the following:

- Outdoor seating for adjoining eating and drinking establishments.
- Outdoor event venues in commercial or office developments as described in Chapter 3 provided the stated requirements for this purpose are fulfilled.
- Temporary commercial displays (TCDs) provided the requirements of Article 35 of the zoning regulations are fulfilled.

Identity Elements: Identity or “personality” features such as flag pole arrangements, water features, follies, monuments or walls, and public art are encouraged throughout the Study Area, especially along the street frontages of Impacts Sites as shown on the “Impact Sites Map” on page 2.16, the main vehicular entrances and building entrances in larger multi-building/multi-tenant developments, street frontage plazas as described in Chapter 3, and civic space plazas as described immediately above. There are no prescribed setbacks for identity elements, however, they may not be located in vision triangles as prescribed by Article 32 of the zoning regulations, or within required buffer yards as outlined in Section 3645. Identity elements which contain any type of “sign” as defined by Article 40 of the zoning regulations will need to conform to the requirements of Article 34, which may include obtaining a Sign Permit.

Site Furniture: Site furniture includes items such as benches/seating and outdoor tables, light fixtures and masts, waste receptacles, bollards, bicycle racks, railings around outdoor seating areas, and street/regulatory signage. There are no proprietary specifications or requirements for site furniture, or prototypes which must be followed. Rather, site furniture must be architectural grade and the various items selected for any given site must visually correlate to one another as components of an overall design system. Also, site furniture must use neutral or dark colors, and shall not use wood or wood products.

CHAPTER 5

SIGNAGE

This chapter outlines permitted signage within the limits of the Mall Road (MR) Overlay District. The Mall Road Overlay Sign District replaces the prior Mall Road Commercial Sign District outlined in Section 3440 of the Boone County Zoning Regulations. The differences between the proposed text and the version that is in the zoning regulations adopted by the City on 10/28/08 are shown in Appendix B.

Signage in the Mall Road Overlay Sign District is subject to the Sign Permit procedure outlined in Section 3405 of the zoning regulations. Signage is not subject to architectural/design review through the Site Plan procedure as discussed in Chapter 4.

Mall Road Overlay Sign District

The Mall Road Overlay Sign District applies to those properties which are within the Mall Road (MR) Overlay as part of the Mall Road District Study. The purpose of the sign district is to promote the mixed-use district that is visualized by the study with high quality construction materials and to follow the recommendations of the 2005 Boone County Comprehensive Plan. The Land Use Element found in the 2005 Comprehensive Plan states that “the minimal use of signs is encouraged; signage should be adequate to identify a specific development, but should not be used as a means to compete for motorist attention. The objective is to avoid the confusion and/or distraction of motorists, and to avoid the potential negative impacts of signs on the visual appearance of a development or corridor” (Future Land Use Development Guidelines - Design, Signs, and Historic Preservation, pg. 142).

For the purpose of the Mall Road Overlay Sign District, the following standards shall apply:

1. All sections of Article 34 not otherwise replaced below;
2. A density of one (1) architectural freestanding sign which identifies a shopping center, mixed use commercial, commercial subdivision, planned development, or single-use commercial development and its major access point shall be permitted in accordance with the following standards:
 - A. The sign shall not exceed 20 feet in height.
 - B. The maximum size of the sign shall be no more than one (1) square foot of sign area per lineal foot of road frontage along the street frontage where the sign is to be located. No architectural freestanding sign shall exceed two

hundred (200) square feet in area.

- C. The base of the sign shall be constructed of materials, colors, and design details which match or correlate to one of the principal buildings on site. A second option is for the pole structure(s) to have sculptural or artistic characteristics. Lastly, a monument sign may be substituted as the permitted freestanding sign. The base of the monument sign shall be constructed with materials, colors, and design details which match or correlate to one of the principal buildings on site. The top of the monument sign shall have an architectural feature or finish, such as a gable, arch, or pediment.
- D. Up to 50% of the area of any permitted architectural freestanding or monument sign may be used as manually changeable copy display. Proposed manually changeable copy display(s) shall be located beneath all fixed copy signs.
- E. One (1) electronic message board or electronic display screen which is used solely to advertise infrequently changing alphanumeric and numeric messages (e.g. - fuel prices, hotel room rates, etc.) shall be permitted on the architectural freestanding or monument sign as a Conditional Use. Such message signs must conform to Article 2, Sections 260-267, inclusive, of this order, and further shall be subject to the following minimum standards and requirements:
 - (1) The application for conditional use permit shall be accompanied by the following information:
 - a. All of the information required in Section 3405 of this Article;
 - b. Identification of all thoroughfares from which the sign will be visible; and
 - (2) Infrequently changing electronic message boards or electronic display screens as conditional uses, shall conform, at a minimum to the following requirements:
 - a. Such message boards and screens will be considered a part of the architectural freestanding sign; up to twenty percent (20%) or twenty (20) square feet (whichever is less) of the permitted sign area can be in the form of an electronic message board or display screen.

- b. All such message boards and screens shall meet the minimum standards of the Kentucky Transportation Cabinet and any other controlling local, state, or federal agency.
 - c. Apparent motion of the visual message, caused by, but not limited to, the illusion of moving objects, moving patterns or boards of light, expanding contracting, or rotating shapes or other similar animation effects, shall be prohibited. Such restriction applies to "scrolling", "running", or "flashing" messages.
 - d. The message displayed on the board shall not change more than three (3) times per day.
 - e. Messages shall be displayed in one color on a black background.
 - f. The sign shall be equipped with a dimmer and the message shall dim as the sky gets darker.
 - g. Off-premise advertising shall be prohibited on the sign.
3. Any parcel or outlot which is accessible from or marketed as part of a shopping center, mixed use commercial, commercial subdivision, or planned development (except for the lot where the above referenced architectural free-standing sign is located) shall be permitted a density of one (1) on-premises monument sign for the purpose of identifying the tenant(s) on the lot based on the following standards:
- A. The sign shall not exceed eight (8) feet in height.
 - B. The maximum size of the sign shall not exceed sixty (60) square feet in area.
 - C. The base and sides of the sign shall use construction materials and design details that match the outlot building.
 - D. The top of the sign shall have an architectural feature or finish, such as a gable, arch, or pediment.
 - E. Single panel plexi-faced cabinets shall not be permitted.
 - F. Up to 50% of the area of any permitted monument sign may be used for manually changeable copy. Any proposed manually changeable copy shall be located immediately on top of the sign base.

- G. One (1) electronic message board or electronic display screen which is used solely to advertise infrequently changing alphanumeric and numeric messages (e.g. - fuel prices, hotel room rates, etc.) shall be permitted on the monument sign as a Conditional Use. Such message signs must conform to Article 2, Sections 260-267, inclusive, of this order, and further shall be subject to the following minimum standards and requirements:
 - (1) The application for conditional use permit shall be accompanied by the following information:
 - a. All of the information required in Section 3405 of this Article;
 - b. Identification of all thoroughfares from which the sign will be visible; and
 - (2) Infrequently changing electronic message boards or electronic display screens as conditional uses, shall conform, at a minimum to the following requirements:
 - a. Such message boards and screens will be considered a part of the monument sign; up to twenty percent (20%) of the permitted sign area can be in the form of an electronic message board or display screen.
 - b. All such message boards and screens shall meet the minimum standards of the Kentucky Transportation Cabinet and any other controlling local, state, or federal agency.
 - c. Apparent motion of the visual message, caused by, but not limited to, the illusion of moving objects, moving patterns or boards of light, expanding contracting, or rotating shapes or other similar animation effects, shall be prohibited. Such restriction applies to "scrolling", "running", or "flashing" messages.
 - d. The message displayed on the board shall not change more than three (3) times per day.
 - e. Messages shall be displayed in one color on a black background.
 - f. The sign shall be equipped with a dimmer and the message shall dim as the sky gets darker.
 - g. Off-premise advertising shall be prohibited on the sign.

4. Sections 3402 and 3413 of the Boone County Zoning Regulations shall be used in determining permitted locations and the amount of building mounted signage that is permitted on a business. Permitted exceptions to Section 3413 are noted in Subsection 2 below.
 - (1) The following standards shall apply to building mounted signage in the Mall Road (MR) Overlay Sign District:
 - A. Channel letters, sandblasted redwood, individual pin mounted letters, neon copy, neon or L.E.D. accent bands, fabric awnings, and similar signs as determined by the Zoning Administrator shall be permitted.
 - B. Manually changeable copy, electronically changeable copy, board signs, plexi-faced panels, internally illuminated awnings, firmly structured awnings with an “inflated” or plastic appearance, and similar signs shall not be permitted unless they are replacing an existing sign of like kind that is the same size or smaller.
 - C. Building mounted signage shall not be permitted in residential developments. Exceptions are professional name plates, addresses, and building numbers.
 - (2) Permitted Exceptions to the building mounted signage regulations found in Section 3413 of the Boone County Zoning Regulations are as follows:
 - A. Projecting, shingle, or blade signs shall be permitted when a main building entrance is in close proximity to a street, private access drive, or shared private development street. Projecting signs will not be treated as one of the three permitted sign areas on a primary or secondary facade but the sign area shall be factored into the total square footage that is permitted on that given facade. The maximum size of a projecting sign shall not be more than 32 square feet in size. Projecting signs shall have a minimum clearance of 10 feet over sidewalks and shall not be permitted to project over vehicular ways.
 - B. Restaurants and entertainment uses (limited to night clubs and live performance venues) shall be allowed to have neon or L.E.D. accent banding along cornice lines and main entrances. The accent banding shall not be treated as one of the three permitted sign areas on a primary or secondary facade but the sign area shall be factored into the total square footage that is permitted on a given facade. The neon or L.E.D. banding shall be limited to 2 inches in height.

5. Section 3410 of the Boone County Zoning Regulations shall be used in determining the location, height, area, and number of entrance signs that are permitted for a residential development. The following standards shall apply to residential entrance signs:
 - A. The base and sides of the sign shall use construction materials and design details that match or correlate to the residential structures on the lot.
 - B. The top of the sign shall have an architectural feature or finish, such as a gable, arch, or pediment.
 - C. Single panel plexi-faced cabinets shall not be permitted.
 - D. Electronically changeable message boards, electronic display screens, and manually changeable reader boards shall not be permitted.

6. Seasonal non-commercial banners for the advertising of holidays and special community events shall be permitted without the issuance of a Temporary Advertising Display Permit but are subject to the following standards:
 - A. The banner shall be located on permanent brackets on a light standard.
 - B. The light standard shall be located in close proximity to Mall Road or a shared development private street.
 - C. The banner shall be no larger than sixteen (16) square feet in area and shall not obstruct sight distance.

CHAPTER 6

TRANSPORTATION AND CONNECTIVITY IMPROVEMENTS

This chapter provides a summary of specific transportation and connectivity improvements that are recommended to be undertaken in the Study Area. They are based on the recommendations provided by TEC Engineering, Inc., who was retained to advise the Planning Commission on transportation and connectivity issues, and the information compiled in the Existing Conditions Report. Most of these improvements are also discussed in the “Recommended Land Use and Development Concepts for the 8 Sub-Districts” section of Chapter 2. These improvements are indicated on the Transportation Improvements map on the following page.

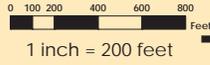
Realignment of Mall Circle Road (Map ID 1)

The portion of Mall Circle Road that is parallel to Mall Road is recommended to be relocated eastward to provide sufficient depth for new outlots. No direct access for individual lots should occur from Mall Road. Mall Circle Road itself should be redeveloped as a shared private development street/driveway per the standards in Chapter 3, or similar approach which creates the effect of an urban “street,” even if this occurs incrementally as additional development occurs. This realignment is discussed in the Area 2 text of the “Recommended Land Use and Development Concepts for the 8 Sub-Districts” section of Chapter 2.

Connector Drive (Map ID 2)

This roadway is recommended to be better delineated and separated from the existing parking lots, including the private section of the alignment which extends northward from Cayton Road. This could be accomplished with curbing, different pavement, type or color, and eliminating or drastically reducing the amount of minor parking lot driveways that intersect it. Chapter 2 discusses the use of a single identifiable alignment with one standard street section design for each area where the roadway is located. Chapter 2 also discusses the use of a shared private development street/drive for the section north of Cayton Road.

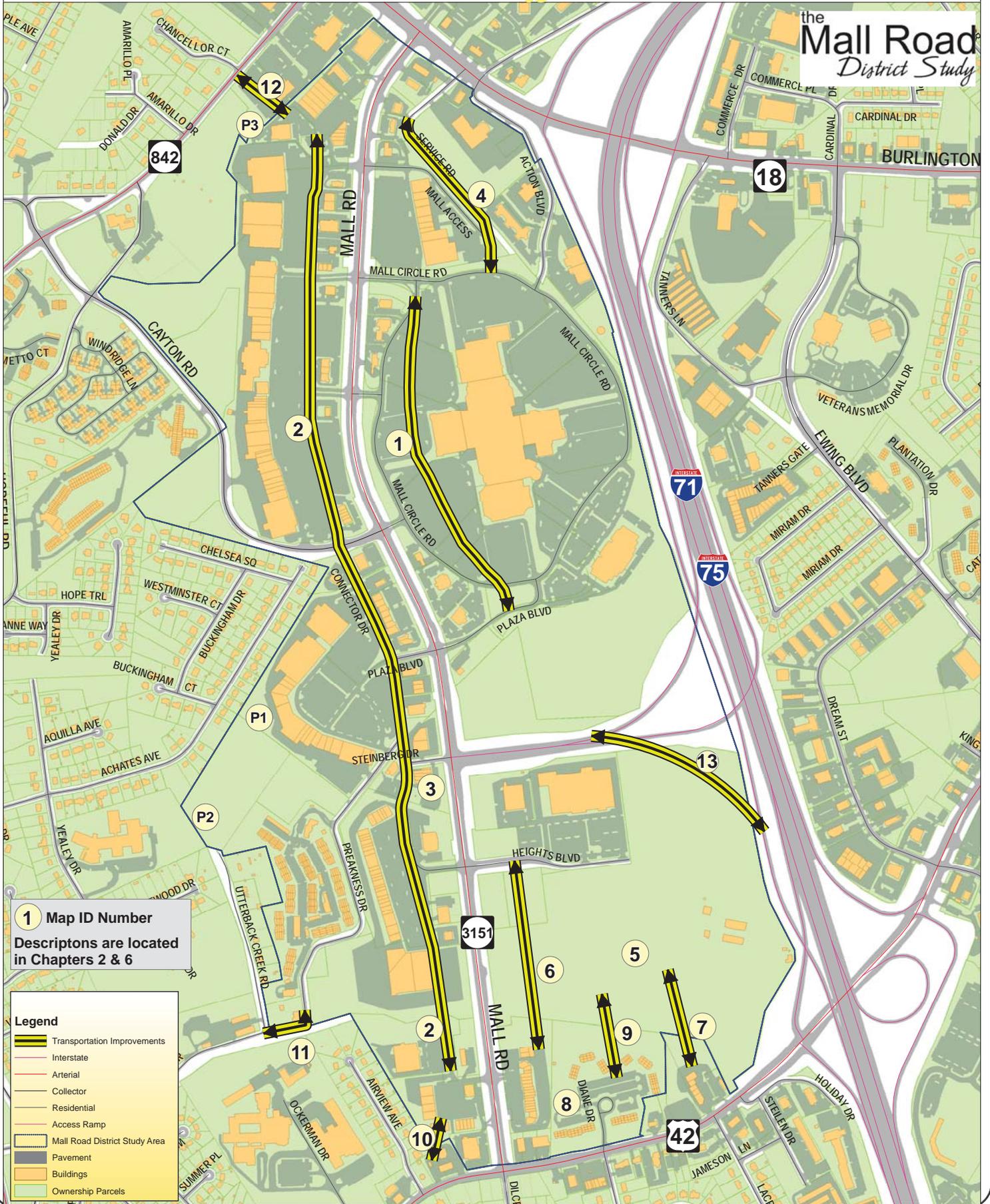
The private section of this alignment which extends northward from Cayton Road is recommended to be extended to the site at the north end of the Study Area in a defined, continuous alignment. The south end of Connector Road is recommended to be extended southward to Area 5, provided it is feasible due to the creek crossing, and grade and alignment issues. Additionally, improved traffic control needs to be evaluated and



Mall Road District Study Transportation Improvements



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addressed for the intersection of Connector Drive and Cayton Road.

Steinberg Drive at I-71/I-75 Off Ramp and Mall Road Intersection (Map ID 3)

Recommended improvements are outlined in the Area 6 text of the “Recommended Land Use and Development Concepts for the 8 Sub-Districts” section of Chapter 2.

Street/Vehicular Connections and Extensions

Service Road to Mall Circle Road (Map ID 4): Service Road is recommended to be upgraded and extended as a combination connector road between KY 18 and Mall Circle Road and an access road for the adjoining properties, or altogether removed with driveway interconnections provided between sites if the extension is not feasible. Recommended improvements are outlined in the Area 1 text of the “Recommended Land Use and Development Concepts for the 8 Sub-Districts” section of Chapter 2.

Area 3 Interconnections (Map ID 5): Streets which interconnect between the temporary dead end of Heights Boulevard, US 42 near the interchange across from Holiday Drive, and Mall Road at the approximate midpoint between Heights Boulevard and Mall Road Center in Area 4 are recommended. The new intersection at US 42 should be restricted to either right-in only or right-in/right-out only. This interconnecting system should include the Diane Drive extension if it is feasible.

Mall Road Parallel Frontage Road in Area 3 (Map ID 6): A frontage road parallel to Mall Road is recommended to extend between Heights Boulevard and Mall Road Center in Area 4. No direct access for individual lots should occur from Mall Road.

Area 3 to Site East of Area 4 Along US 42 (Map ID 7): A vehicular connection is recommended between the southeast part of Area 3 and the site along US 42 that is immediately to the east of Area 4 and outside of the Study Area, provided it is feasible due to the creek crossing and grade issues.

Area 4 Interconnections (Map ID 8): A vehicular connection is recommended between the Mall Road Center development and Diane Drive. Vehicular and pedestrian connections are recommended between each of the three properties in Area 4.

Diane Drive Extension (Map ID 9): Diane Drive is recommended to be extended from Area 4 northward as an interconnection with Area 3’s road system under any redevelopment scenario, provided it is feasible due to the creek crossing and grade issues.

Area 5 to Northeast Corner of US 42/Airview Drive Intersection (Map ID 10): A connection between Area 5 and the sites at/near the northeast corner of the US 42/Airview Drive should be evaluated as part of any redevelopment.

Preakness Drive/Rosetta Drive Connection (Map ID 11): Both streets currently dead end near each other and are recommended to be connected into a continuous alignment. The need for any additional right-of-way and potential flooding issues/storm water management will need to be further evaluated.

North End of Area 8 to Hopeful Church Road at Chancellor Drive (Map ID 12): A vehicular connection is recommended if the car dealership at this point along Hopeful Church Road should redevelop.

Construct New I-75 Southbound Entrance Ramp (Map ID 13)

In order to alleviate traffic congestion during peak times at the KY 18 and US 42 intersections, it is recommended that a I-75 southbound entrance ramp from Mall Road be constructed. This would provide full access to and from Mall Road from three separate I-75 interchanges. Such an improvement also allows for “mid-block” access to I-75 south from Mall Road without having to travel to KY 18 and US 42, thus preserving these intersections or corridors for more local traffic use. This improvement is also being recommended in the update of the State’s Six Year Transportation Plan.

Pedestrian Improvements

Overall: Recommendations and requirements for pedestrian circulation and connectivity are outlined in several sections of this document. An overview depiction of these recommendations and requirements is shown on the Concept Pedestrian System map on the following page.

Specific pedestrian connections recommended in this document include:

Area 6 or Area 7 to Achatas Avenue (Map ID P1): At least one hard surfaced pedestrian connection with substantial lighting between Area 6 or Area 7 and Achatas Avenue.

Area 7 to the Yealey Elementary School Campus (Map ID P2): A hard surfaced pedestrian connection with substantial lighting between Area 7 and the Yealey Elementary School campus.

Area 8 to Hopeful Church Road at Chancellor Drive (Map ID P3): A hard surfaced pedestrian connection with substantial lighting between the north end of Area 8 and Hopeful Church Road in the proximity of Chancellor Drive.



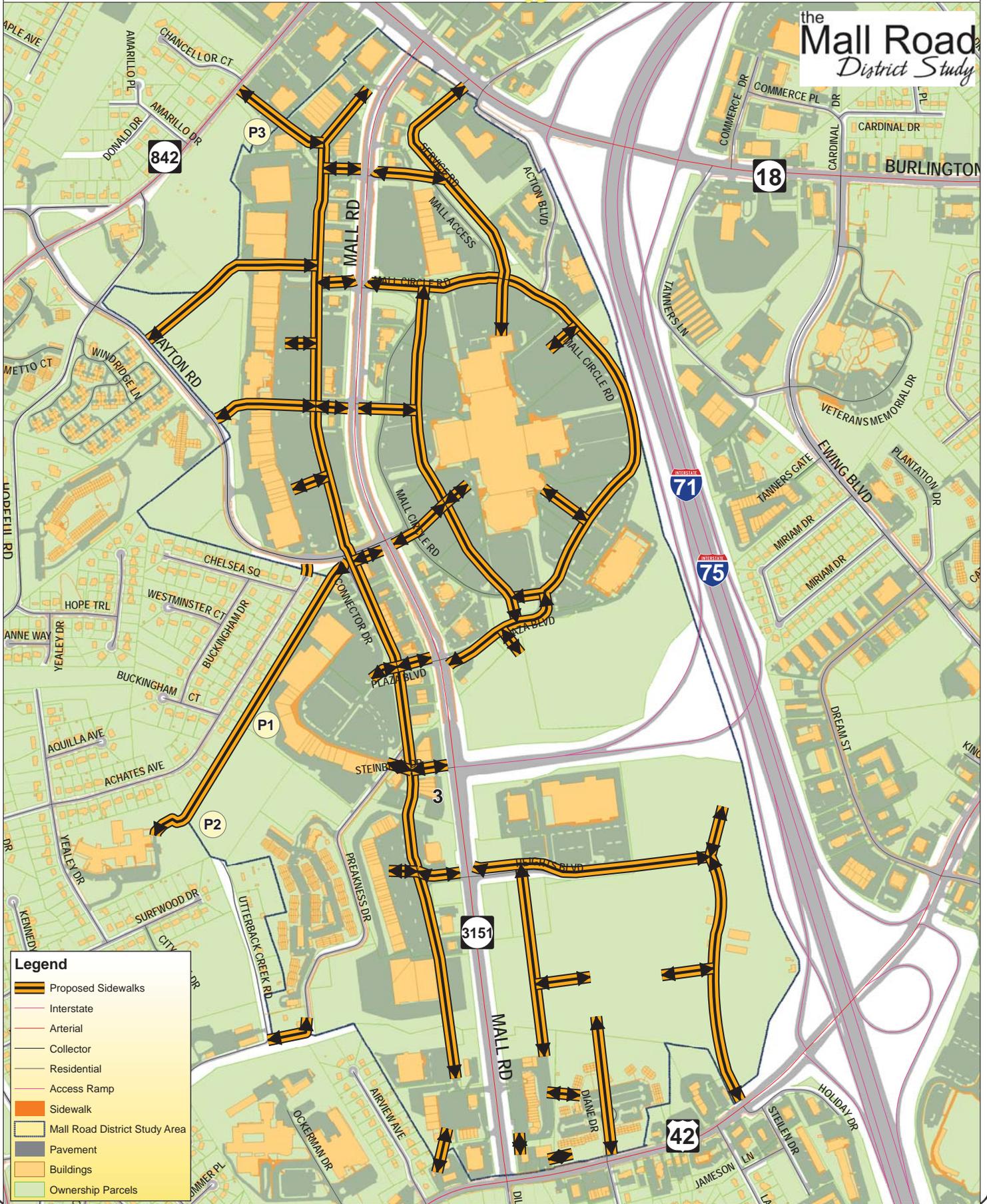
0 105 210 420 630 840 Feet
1 inch = 200 feet

Mall Road District Study Concept Pedestrian System



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the
Mall Road
District Study



Signage and Wayfinding

A uniform wayfinding signage system is recommended for the Study Area. In addition to identifying the locations of major destinations, it should advocate the use of the main secondary streets and frontage roads including Connector Drive, a realigned Mall Circle Road, the Mall Road parallel frontage road and interconnections recommended for Area 3, and should direct drivers to the US 42 interchange (especially for northbound traffic).

CHAPTER 7

BUSINESS INCENTIVES

In order to achieve the goals of The Mall Road District Study, the City of Florence may consider offering business incentives to attract certain types of development, such as entertainment/recreational uses, office uses, a retrofit of Florence Mall, etc. Such incentives could involve the redevelopment of existing sites as well as undeveloped sites. In addition, it is also recommended that if the City of Florence decides to offer business incentives, then it could be done on a project-by-project basis or by identifying a specific geographical area in the Study Area. Both options give the City a certain amount of flexibility.

One possible type of business incentive that could be offered by the City is the proposed Florence Business Growth and Development Incentive for service and technology entities. This type of incentive would require a minimum of \$2 million in new taxable wages. If approved, an applicant would be eligible for a rebate of a percentage of the employee's withholdings generated by the new jobs in the service or technology industries for a period up to 5 years. The maximum percentage that could be approved and retained would be 50% or 1% of the employee's earnings. This type of incentive could be used to attract office or professional uses within The Mall Road District Study.

A second type of business incentive that could be offered is tax increment financing (TIF). It is a financing and development tool that permits local governments to capture future increases in property and other taxes generated by new development with a specified development or redevelopment area. The captured value of the increase in tax revenue is used to attract development or to finance public improvements like roads, parks, utilities, sidewalks, parking garages, streetscape, street lights, etc. for economic development projects. A tax increment is the difference between the amount of occupational tax and property tax generated before the creation of a development area and the amount of tax revenue generated after the 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. TIF districts are primarily used to help local governments jump start development in urban areas that are underperforming or are in a stage of decline. They are also used to provide economic vitality in suburban areas. The use of a TIF district may be able to be used in The Mall Road District Study to retrofit large retail centers, expand the Florence Mall or to complete infill projects. Kentucky's tax increment financing statutes, KRS 65, establish guidelines for the creation of development/redevelopment areas eligible for local and state increments.

A third type of business incentive that could be used in The Mall Road District Study is Industrial Revenue Bonds (IRB). They may be issued by the City to help finance industrial

buildings as defined in KRS 103.200. “Industrial” is defined as uses related to manufacturing, transportation, health care, education, recreation and culture. Bond funds may be used to finance the total project costs, including engineering, site preparation, land, buildings and equipment. Generally, the issuer or the City, serves as a conduit to provide a lower interest rate to the borrower, but the City is not obligated for debt repayment. KRS 103 requires the issuer to hold title to the improvements financed with IRB proceeds. Because of this, the improvements are not taxable. Communities may negotiate for payments by tenants to replace portions of local property taxes lost through public title to the property. This is referred to Payments in Lieu of Tax (PILOT) agreements.

Incentives could also be offered for residential developments which meet objectives defined by the City. Such developments could be wholly residential or mixed-use/multi-use with a residential component.

APPENDIX A

RECOMMENDED AND ADOPTED TEXT FOR BOONE COUNTY ZONING REGULATIONS

ARTICLE

26

MALL ROAD OVERLAY DISTRICT (MR)

SECTION 2600

Intent

The purpose or intent of this district is to assist in the implementation of the Boone County Comprehensive Plan and The Mall Road District Study. The Mall Road District Study is comprised of two separate documents entitled the Existing Conditions Report and the Plan Recommendations Report. The Mall Road (MR) Overlay District is to be used in conjunction with an underlying zone and the Planned Development overlay district per Article 15 of this order as described in Chapter 1 of the Plan Recommendations Report.

The Mall Road District Study and the resulting Mall Road (MR) Overlay District are intended to fulfill the following objectives that are outlined in Chapter 1 of the Plan Recommendations Report.

- A. Facilitate a mixed-use district which includes a realistic variety of 24 hour functions including retail, service, office, residential, and entertainment uses, while maintaining Mall Road as a local and regional shopping destination. Encourage redevelopment for sites with obsolete projects.
- B. Capitalize on the assets afforded by each of the eight sub-areas, and tailor the land use recommendations to the sub-areas when applicable.
- C. Include urbanistic qualities in all recommendation topics per the prior documents and conclusions outlined in the Existing Conditions Report, yet acknowledge that the overall Study Area must still effectively function as a suburban shopping area which relies on automobile travel.
- D. Create architectural standards which will establish high quality design and “timeless” aesthetic attributes to the built environment, and which will be adaptable to changing occupants and tenant needs over time.
- E. Rework the Mall Road Commercial Sign District to correlate to the recommended architectural standards, address contemporary signage issues, and provide appropriate scale and legibility.
- F. Create site design standards which correlate to the recommended architectural standards and the overall Study recommendations.

A.1

- G. Establish parking standards which effectively serve the District's needs and do not result in large amounts of routinely unused surface parking.
- H. Enhance connectivity between sites and travel routes for all modes of transportation. Make non-motorized modes of transportation convenient for short trips.
- I. Recommend specific types of business incentives which would facilitate implementation of the Study's recommendations.
- J. Provide an expedited review process for routine projects such as Tenant Finish applications, and development/redevelopment proposals which fulfill the objectives, recommendations, and standards recommended in this Study.

SECTION 2605

Location and Definition

The Mall Road (MR) Overlay District is an overlay zoning district shown on the Boone County Zoning Map to which it is applied; the rights and obligations herein as set forth, in addition to those specified by Article 15 of the Boone County Zoning Regulations and the underlying zoning district, are described in the Plan Recommendations Report of The Mall Road District Study. The boundaries or location of the MR overlay zone are described and identified in Chapter 1 "Introduction" and the "Establishment of Mall Road (MR) Overlay District" section of Chapter 2 "Recommended Development Concepts and Development Review Process" of The Mall Road District Study Plan Recommendations Report, and shall be designated by the suffix "MR". The current zoning of the overlay district shall also be identified on the Boone County Zoning Map.

SECTION 2610

Applicability and Review

The Mall Road (MR) Overlay District shall be applied to all properties identified in Chapter 1 "Introduction" of The Mall Road District Study Plan Recommendations Report. Detailed review procedures, which work in tandem with the requirements of Article 15 "Planned Development District," are outlined in Chapter 2 "Recommended Development Concepts and Development Review Process" of The Mall Road District Study Plan Recommendations Report, as well as other appropriate articles in this zoning order. Specific land uses, zoning, design, development, and signage standards are outlined in the The Mall Road District Study Plan Recommendations Report.

APPENDIX B

RECOMMENDED AND ADOPTED CHANGES TO SECTION 3440

Mall Road Overlay Sign District

The Mall Road Overlay Sign District applies to those properties which are within the Mall Road (MR) Overlay as part of the Mall Road District Study. The purpose of the sign district is to promote the mixed-use district that is visualized by the study with high quality construction materials and to follow the recommendations of the 2005 Boone County Comprehensive Plan. The Land Use Element found in the 2005 Comprehensive Plan states that “the minimal use of signs is encouraged; signage should be adequate to identify a specific development, but should not be used as a means to compete for motorist attention. The objective is to avoid the confusion and/or distraction of motorists, and to avoid the potential negative impacts of signs on the visual appearance of a development or corridor” (Future Land Use Development Guidelines - Design, Signs, and Historic Preservation, pg. 142).

For the purpose of the Mall Road Overlay Sign District, the following standards shall apply:

1. All sections of Article 34 not otherwise replaced below;
2. A density of one (1) architectural freestanding signs which identifies a shopping center, mixed use commercial, commercial subdivision, planned development, or single-use commercial development and its major access point shall be permitted in accordance with the following standards:
 - A. The sign shall not exceed 20 feet in height.
 - B. The maximum size of the sign shall be no more than one (1) square foot of sign area per lineal foot of road frontage along the street frontage where the sign is to be located. No architectural freestanding sign shall exceed two hundred (200) square feet in area.
 - C. The base of the sign shall be constructed of materials, colors, and design details which match or correlate to one of the principal buildings on site. A second option is for the pole structure(s) to have sculptural or artistic characteristics. Lastly, a monument sign may be substituted as the permitted freestanding sign. The base of the monument sign shall be constructed with materials, colors, and design details which match or correlate to one of the principal buildings on site. The top of the monument sign shall have an architectural feature or finish, such as a gable, arch, or pediment.
 - D. Up to 50% of the area of any permitted architectural freestanding or monument sign may be used as manually changeable copy display. Proposed manually changeable copy display(s) shall be located beneath all fixed copy signs.
 - E. One (1) electronic message board or electronic display screen which is used solely to advertise infrequently changing alphanumeric and numeric messages (e.g. - fuel prices, hotel room rates, etc.) shall be permitted on the architectural freestanding or monument sign as a Conditional Use. Such message signs must conform to Article 2, Sections 260-267, inclusive, of this order, and further shall be subject to the following minimum standards and requirements:

- (1) The application for conditional use permit shall be accompanied by the following information:
 - a. All of the information required in Section 3405 of this Article;
 - b. Identification of all thoroughfares from which the sign will be visible; and
- (2) Infrequently changing electronic message boards or electronic display screens as conditional uses, shall conform, at a minimum to the following requirements:
 - a. Such message boards and screens will be considered a part of the architectural freestanding sign; up to twenty percent (20%) or twenty (20) square feet (whichever is less) of the permitted sign area can be in the form of an electronic message board or display screen.
 - b. All such message boards and screens shall meet the minimum standards of the Kentucky Transportation Cabinet and any other controlling local, state, or federal agency.
 - c. Apparent motion of the visual message, caused by, but not limited to, the illusion of moving objects, moving patterns or boards of light, expanding contracting, or rotating shapes or other similar animation effects, shall be prohibited. Such restriction applies to "scrolling", "running", or "flashing" messages.
 - d. The message displayed on the board shall not change more than three (3) times per day.
 - e. Messages shall be displayed in one color on a black background.
 - f. The sign shall be equipped with a dimmer and the message shall dim as the sky gets darker.
 - g. Off-premise advertising shall be prohibited on the sign.
3. Any parcel or outlot which is accessible from or marketed as part of a shopping center, mixed use commercial, commercial subdivision, or planned development (except for the lot where the above referenced architectural free-standing sign is located) shall be permitted a density of one (1) on-premises monument sign for the purpose of identifying the tenant(s) on the lot based on the following standards:
 - A. The sign shall not exceed eight (8) feet in height.
 - B. The maximum size of the sign shall not exceed sixty (60) square feet in area.
 - C. The base and sides of the sign shall use construction materials and design details that match the outlot building.
 - D. The top of the sign shall have an architectural feature or finish, such as a gable, arch, or pediment.
 - E. Single panel plexi-faced cabinets shall not be permitted.

- F. Up to 50% of the area of any permitted monument sign may be used for manually changeable copy. Any proposed manually changeable copy shall be located immediately on top of the sign base.
- G. One (1) electronic message board or electronic display screen which is used solely to advertise infrequently changing alphanumeric and numeric messages (e.g. - fuel prices, hotel room rates, etc.) shall be permitted on the monument sign as a Conditional Use. Such message signs must conform to Article 2, Sections 260-267, inclusive, of this order, and further shall be subject to the following minimum standards and requirements:
 - (1) The application for conditional use permit shall be accompanied by the following information:
 - a. All of the information required in Section 3405 of this Article;
 - b. Identification of all thoroughfares from which the sign will be visible; and
 - (2) Infrequently changing electronic message boards or electronic display screens as conditional uses, shall conform, at a minimum to the following requirements:
 - a. Such message boards and screens will be considered a part of the monument sign; up to twenty percent (20%) of the permitted sign area can be in the form of an electronic message board or display screen.
 - b. All such message boards and screens shall meet the minimum standards of the Kentucky Transportation Cabinet and any other controlling local, state, or federal agency.
 - c. Apparent motion of the visual message, caused by, but not limited to, the illusion of moving objects, moving patterns or boards of light, expanding contracting, or rotating shapes or other similar animation effects, shall be prohibited. Such restriction applies to "scrolling", "running", or "flashing" messages.
 - d. The message displayed on the board shall not change more than three (3) times per day.
 - e. Messages shall be displayed in one color on a black background.
 - f. The sign shall be equipped with a dimmer and the message shall dim as the sky gets darker.
 - g. Off-premise advertising shall be prohibited on the sign.
- 4. Sections 3402 and 3413 of the Boone County Zoning Regulations shall be used in determining permitted locations and the amount of building mounted signage that is permitted on a business. Permitted exceptions to Section 3413 are noted in Subsection 2 below.
 - (1) The following standards shall apply to building mounted signage in the Mall Road (MR) Overlay Sign District:

- A. Channel letters, sandblasted redwood, individual pin mounted letters, neon copy, neon or L.E.D. accent bands, fabric awnings, and similar signs as determined by the Zoning Administrator shall be permitted.
 - B. Manually changeable copy, electronically changeable copy, board signs, plexi-faced panels, internally illuminated awnings, firmly structured awnings with an “inflated” or plastic appearance, and similar signs shall not be permitted unless they are replacing an existing sign of like kind that is the same size or smaller.
 - C. Building mounted signage shall not be permitted in residential developments. Exceptions are professional name plates, addresses, and building numbers.
- (2) Permitted Exceptions to the building mounted signage regulations found in Section 3413 of the Boone County Zoning Regulations are as follows:
- A. Projecting, shingle, or blade signs shall be permitted when a main building entrance is in close proximity to a street, private access drive, or shared private development street. Projecting signs will not be treated as one of the three permitted sign areas on a primary or secondary facade but the sign area shall be factored into the total square footage that is permitted on that given facade. The maximum size of a projecting sign shall not be more than 32 square feet in size. Projecting signs shall have a minimum clearance of 10 feet over sidewalks and shall not be permitted to project over vehicular ways.
 - B. Restaurants and entertainment uses (limited to night clubs and live performance venues) shall be allowed to have neon or L.E.D. accent banding along cornice lines and main entrances. The accent banding shall not be treated as one of the three permitted sign areas on a primary or secondary facade but the sign area shall be factored into the total square footage that is permitted on a given facade. The neon or L.E.D. banding shall be limited to 2 inches in height.
5. Section 3410 of the Boone County Zoning Regulations shall be used in determining the location, height, area, and number of entrance signs that are permitted for a residential development. The following standards shall apply to residential entrance signs:
- A. The base and sides of the sign shall use construction materials and design details that match or correlate to the residential structures on the lot.
 - B. The top of the sign shall have an architectural feature or finish, such as a gable, arch, or pediment.
 - C. Single panel plexi-faced cabinets shall not be permitted.
 - D. Electronically changeable message boards, electronic display screens, and manually changeable reader boards shall not be permitted.
6. Seasonal non-commercial banners for the advertising of holidays and special community events shall be permitted without the issuance of a Temporary Advertising Display Permit but are subject to the following standards:
- A. The banner shall be located on permanent brackets on a light standard.

- B. The light standard shall be located in close proximity to Mall Road or a shared development private street.
- C. The banner shall be no larger than sixteen (16) square feet in area and shall not obstruct sight distance.

APPENDIX C

PUBLIC ACTIONS

The following is a synopsis of the primary actions necessary by public entities to implement the recommendations in this document which are not directly or completely related to zoning or private development actions.

- A. Add landscaping to the water tower site (refer to Chapter 2).
- B. Facilitate the design and reconstruction of Service Road between KY 18 and Mall Circle Road (refer to Chapters 2 and 6).
- C. Facilitate the design and construction of the street connection between Rosetta Drive and Preakness Drive (refer to Chapters 2 and 6).
- D. Facilitate the design and reconstruction of Steinberg Drive into an entrance boulevard and improvements to the adjoining street system (refer to Chapters 2 and 6).
- E. Facilitate the design and reconstruction of Connector Drive (refer to Chapters 2 and 6).
- F. Design and construct a new “mid-block” I-75 southbound entrance ramp from Mall Road (refer to Chapter 6).
- G. Facilitate the design and construction of the following pedestrian connections (refer to Chapters 2 and 6):
 - i. Area 6 or Area 7 to Achates Avenue.
 - ii. Area 7 to the Yealey Elementary School campus.
 - iii. Area 8 to Hopeful Church Road in proximity of Chancellor Drive.
- H. Design, install, and manage a system of wayfinding signs for the major destinations and routes in the Study Area (refer to Chapter 6).
- I. Administrate the business incentive programs as recommended in this document (refer to Chapter 7).

APPENDIX D

DESIGN EXAMPLES

This appendix provides illustrative examples of specific design features and characteristics sought under the requirements of Chapter 3 “Development Standards,” Chapter 4 “Design Requirements,” and Chapter 5 “Signage.” The examples provided are taken from the local community. The specific design features or characteristics to be used as examples are noted on the individual photographs. Some of the photographs include many appropriate aspects or qualities sought by this Study, while others include only one or two.

BRICK FAÇADE, MASONRY DETAILS, THREE PART FAÇADE COMPOSITION, DEFINED CORNICE LINE, DEFINED ENTRY POINT, SIMPLE ONE COLOR AWNINGS, CHANNEL LETTER BUILDING MOUNTED SIGNS, INTEGRAL CURB WALK



BRICK FAÇADE, MASONRY DETAILS, THREE PART FAÇADE COMPOSITION, PUNCHED OPENINGS, ENTRY POINT WITH FAÇADE PROJECTION, CHANNEL LETTER BUILDING MOUNTED SIGNS, ARCHITECTURAL GRADE LIGHTING, INTEGRAL CURB WALK



FAÇADE PROJECTIONS OVER ENTRY POINTS, ARCHITECTURAL GRADE LIGHTING



BRICK FAÇADE, MASONRY DETAILING, VERTICAL WINDOW ORIENTATION, DEFINED ENTRY POINTS WITH FAÇADE PROJECTIONS



BRICK FAÇADE, MASONRY DETAILING, THREE PART FAÇADE COMPOSITION, VERTICAL WINDOW ORIENTATION, CHANNEL LETTER BUILDING MOUNTED SIGN



BRICK FAÇADE, MASONRY DETAILING, THREE PART FAÇADE COMPOSITION, DEFINED CORNICE LINE, PIN MOUNTED LETTERS FOR BUILDING MOUNTED SIGN



BRICK FAÇADE, MASONRY DETAILING, THREE PART FAÇADE COMPOSITION, SIMPLE ONE COLOR AWNINGS, DEFINED ENTRY POINT, HIPPED ROOF FEATURE, CHANNEL LETTER BUILDING MOUNTED SIGN



MASONRY DETAILING, THREE PART FAÇADE COMPOSITION



DEFINED ENTRY POINT, CHANNEL LETTER BUILDING MOUNTED SIGNS



MASONRY DETAILING, ARCHITECTURAL GRADE LIGHTING



SIMPLE ONE COLOR AWNING OVER SERVICE ENTRANCE



OUTDOOR SEATING AREA



OUTDOOR SEATING AREA WITH ARCHITECTURAL RAILING, CHANNEL LETTER BUILDING MOUNTED SIGNS



MASONRY TRASH ENCLOSURE WITH STEEL GATES



MASONRY TRASH ENCLOSURE WITH STEEL GATES



CHANNEL LETTER BUILDING MOUNTED SIGN



CHANNEL LETTER BUILDING MOUNTED SIGN



CHANNEL LETTER BUILDING MOUNTED SIGN



DISTRESSED PAINTED BRICK BUILDING MOUNTED SIGN



MONUMENT STYLE SIGN EXAMPLE



ARCHITECTURAL FREESTANDING SIGN EXAMPLE



ARCHITECTURAL GRADE SITE FURNITURE



ARCHITECTURAL GRADE SITE FURNITURE



ARCHITECTURAL GRADE LIGHTING

