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)

Mall Road District Study

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

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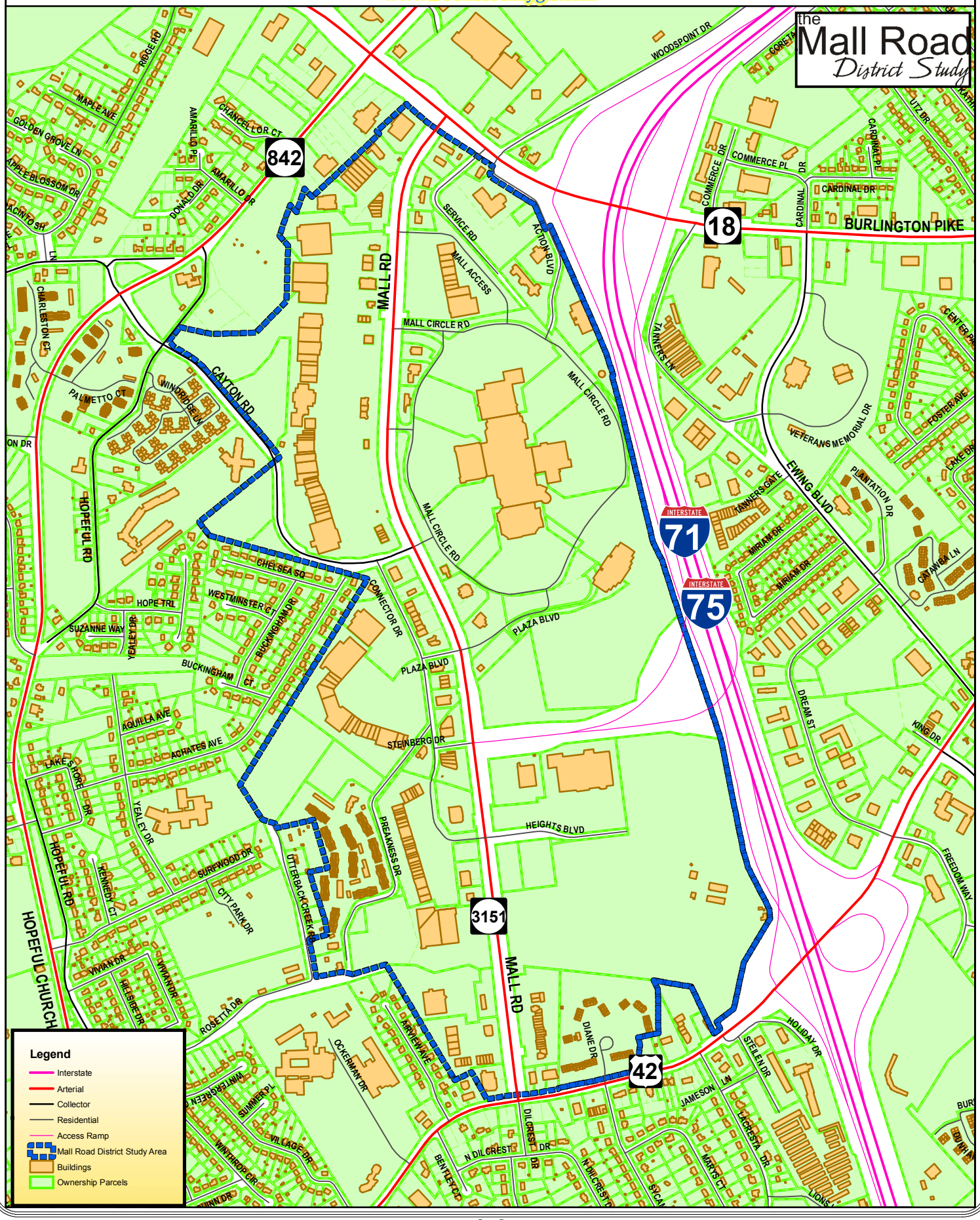
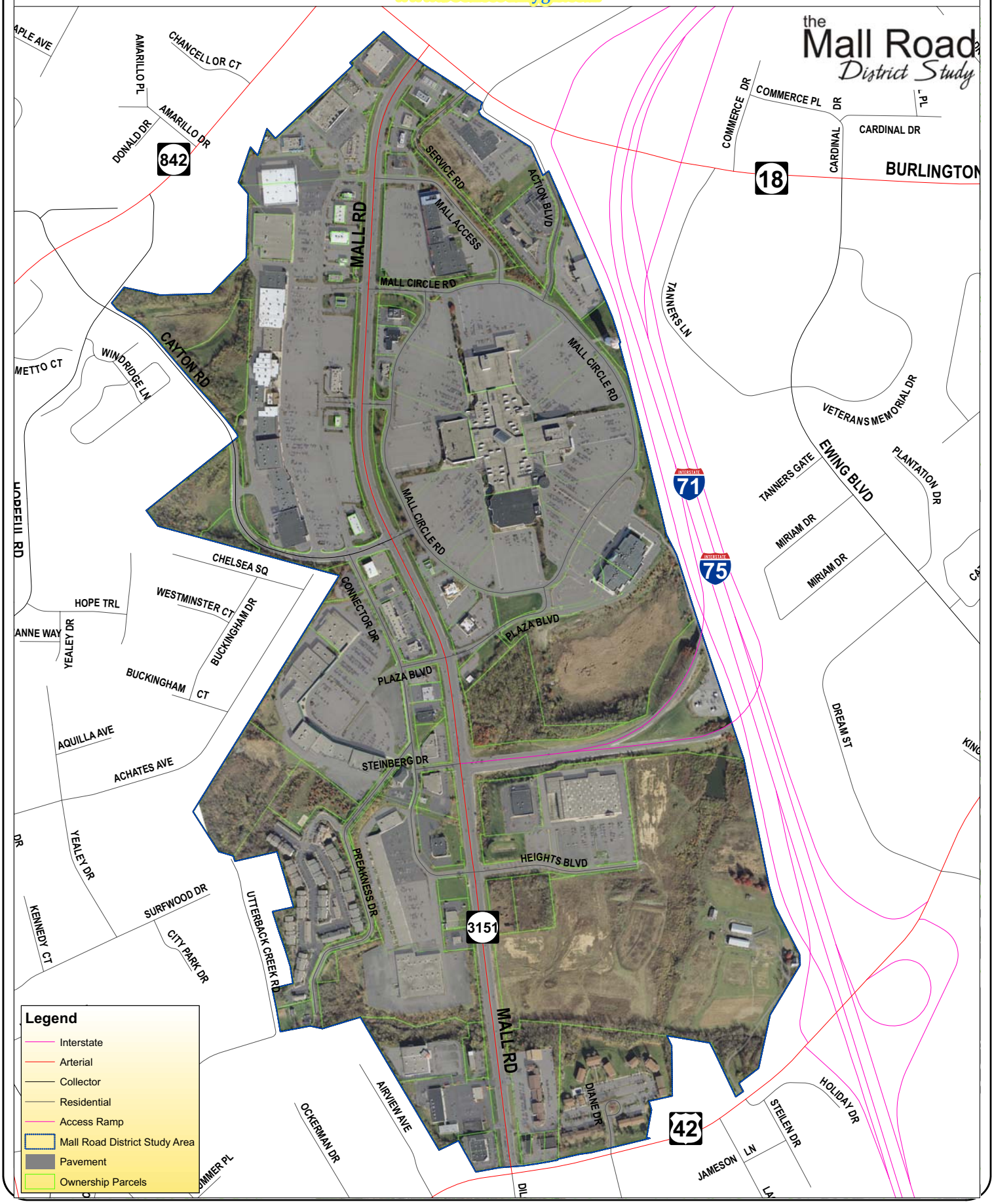


Mall Road District Study
Aerial Photo

0 100 200 400 600 800 Feet

1 inch = 200 feet

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