
DATE: April 9, 2025

TO: Mayor Anzevino and City Council

FROM: Greg Hannan, Community Development Director

CC: Thom Sheridan, City Manager
Brian Griffith, Asst City Manager

SUBJECT: Downtown Development

The 2024 Comprehensive Plan established a framework for development of the city owned downtown site. Commencing implementation in the near term could be beneficial while the Comprehensive Plan is active/relevant and has community support. Implementation could be advanced with the city taking the lead as applicant for the preliminary plans and community engagement processes prior to engaging with a developer.

Staff has provided the following information and requests Council direction on:

1. Interest in advancing development of the site
2. High level feedback on the conceptual ideas for implementing the Comp plan
3. Proposed city led preliminary plan design prior to development engagement.

2024 Comprehensive Plan

The 2024 Comprehensive Plan established a framework for development of the site:

- Continue to support the economic health of downtown
- Commercial, intense residential, mixed use, and office were not desired for the area
- Medium density housing: typology that matches the sounding context (Owen Brown St)
- Increase foot traffic to downtown businesses, maintain character/charm
- Implement Veterans Trail
- Provide recreational spaces
- Rec Center or Senior Center could be considered (Plan notes South Main preference)



Development concepts to consider

- a. Housing: focus on detached units compatible with the Historic District. Unit count, site placement, and design to be established as part of the preliminary plan creation. The attached concept plans provide generalized layouts of how the comprehensive plan could be implemented. The plans depict a step-up in unit count from Concept #1 up to Concept #3.
- b. Public/Semi Public space: The Comprehensive Plan does not set specifics on the proposed public/semi-public spaces. This could be active greenspace or more developed indoor space available for community use. The attached concept plans provide ideas that could advance the Comprehensive Plan. The three concepts depict an increasing level of activity proposed for the public/semi-public space.
 - a. Concept #1: Public Park focus (public ownership)
 - b. Concept #2: Community Facility (public ownership/partnership)
 - o Large gathering space for winter farmers market, special events
 - o Space for weddings, family events, business/corporate events.
 - c. Concept #3: Market Hall with Community Facility (private owner/operator)
 - o Market Hall w/ food/drink vendors, outdoor patio, and gathering space
 - o Entrepreneur and/or coworking space above market hall
 - o Large gathering space for winter farmers market, special events
 - o Space for weddings, family events, business/corporate events.

Concept	Housing	Pubic/Semi-public
Concept #1	20-30 units	Public Greenspace
Concept #2	30-40 units	Reduced Greenspace area Community Facility 10K-12K sf
Concept #3	40-60 units	Reduced Greenspace area Community Facility 10K-12K sf Market Hall ~20,000 sq ft

Each Concept from #1 to #3 steps up in the number of housing units proposed and the level of activity proposed within the Public/Semi-Public spaces. The concepts would generate varied levels of costs and potential revenues.

	Public Capital Cost	Public Operational Cost	Public Revenue
Greenspace	\$-\$\$	\$-\$\$	--
Community Facility (public ownership anticipated)	\$-\$\$	\$\$-\$\$\$	\$
Market Hall and Community Facility (private/public partnership anticipated)	\$-\$\$	\$-\$\$	\$\$

Implementation

Commencing implementation in the near term could be beneficial while the Comprehensive Plan is still active/relevant and has community support.

Implementation could be advanced with the city taking the lead as applicant for the preliminary plans and community engagement processes prior to engaging with a developer.

An architectural design firm would be contracted to advance the Comprehensive Plan idea into a preliminary plan suitable for submission to the Planning Commission and City Council as an anticipated Planned Development. The firm would complete a design charrette with City Council representatives, engage with the community, and establish a city led design framework rather than partnering with a developer at the beginning. A developer(s) would be selected later in the process to implement the city created plan.

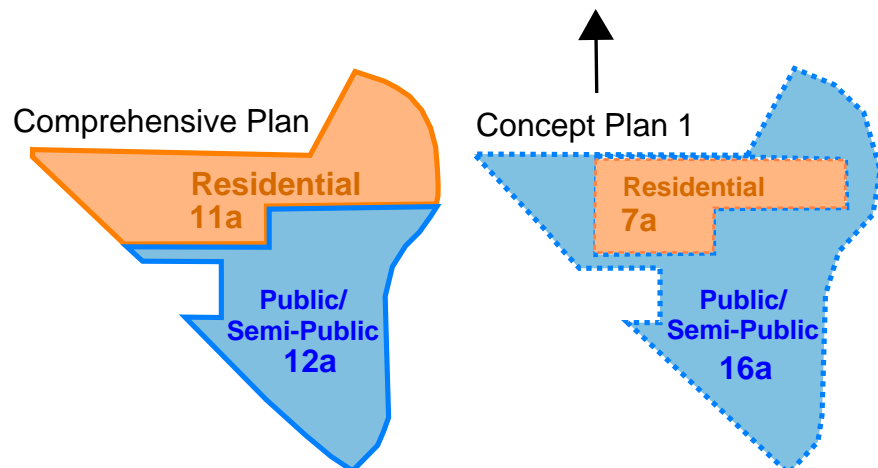
Timeline and Implementation process

1. City to hire design firm and complete master plan for housing, greenspace and a public structure/space. (July/Dec 2025)
2. City and design firm to proceed with Prelim Plan generation and approval through Planning Commission and Council as a city led application (January 2026-April 2026)
3. City to solicit developer to implement the city designed and approved preliminary plan for housing and semi-public space (April 2025-July 2026)
4. Developer(s) to advance the final plan review/approval with the design details on the housing and public space structure (Fall 2026-Winter 2027)
5. Construction (2027-2028)

Concept 1

Residential use limited to the layout indicated within the Comprehensive Plan.
Approximately 4 acres within the noted Residential area are undevelopable due to wetlands (northern area) and stormwater management (western area).

Housing Units: Approx. 20-30 (26 depicted)



Concept 1 (Notated)

House sizes, types, and lot dimensions approximately the same as neighborhood pictured below (same street view)



Separate driveways accessible via rear alley



Attached or detached garages; varying size houses and yards



Reference: Norton Commons in Prospect, KY

House sizes, driveways, and detached garages are comparable to Division St or Owen Brown



Public Greenspace w/ Path

18 Lots, ~0.16 Acres

8 Lots, ~0.13 Acres

4 Acre Green

5 Acre Green

Public Greenspace

Future Veteran's Trail

Approximately the size of the central downtown greens (Clocktower, Gazebo, and Park Lane)



4 Acres

Approximately the size of the Chapel Street Fields behind WRA's Morgan Hall

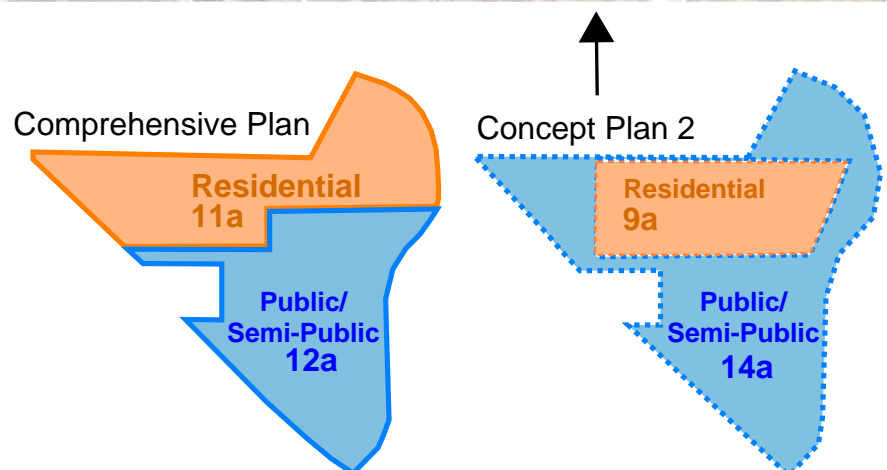
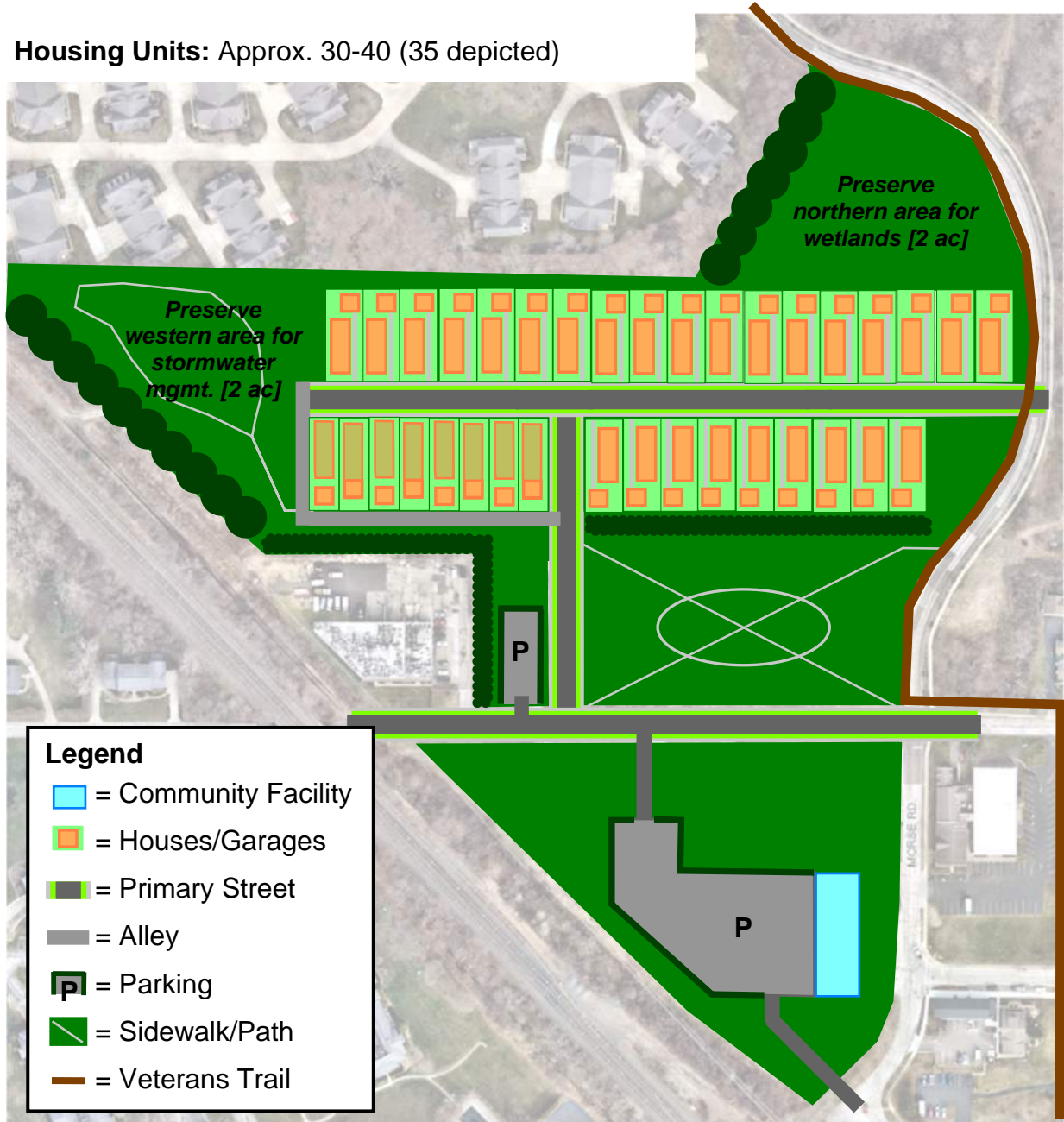


5 Acres

Concept 2

Residential use limited to the acreage indicated as 'Residential' within the Comprehensive Plan, but repositioned to regain the 2 acres that are undevelopable in the proposed area due to wetlands (northern area).

Housing Units: Approx. 30-40 (35 depicted)



Concept 2 (Notated)

House sizes, types, and lot dimensions approximately the same as neighborhood pictured below (same street view)



Separate driveways accessible via rear alley

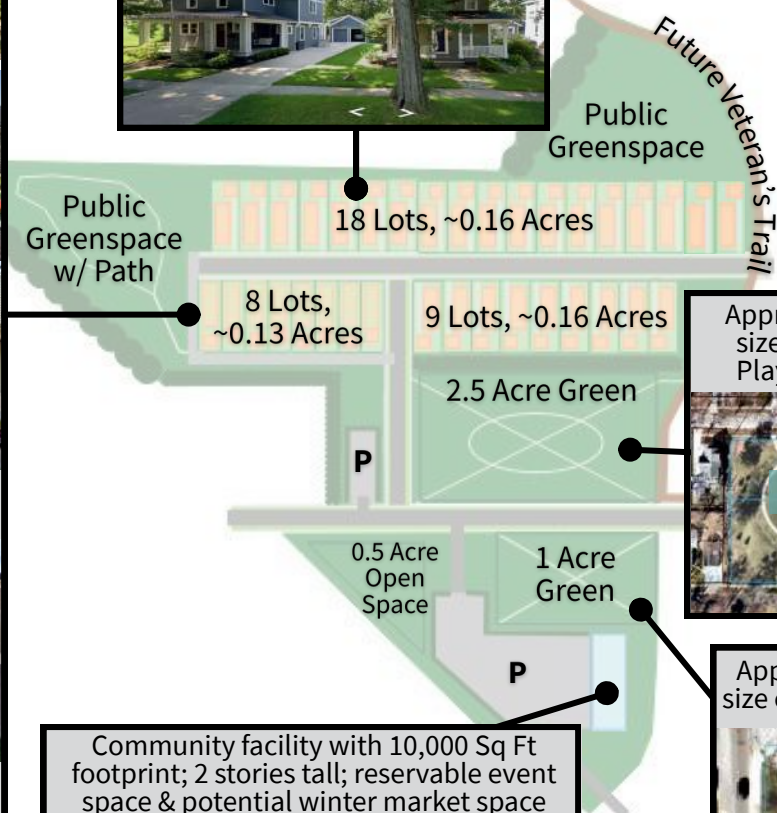


Attached or detached garages; varying size houses and yards




Reference: Norton Commons in Prospect, KY

House sizes, driveways, and detached garages are comparable to Division St or Owen Brown

Approximately the size of the Oviatt Playground Park



2 Acres

Approximately the size of Gazebo Green



1 Acre

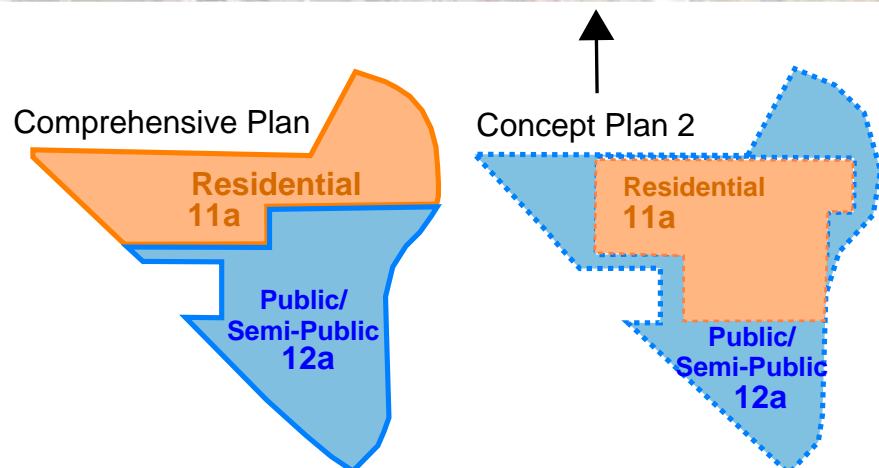
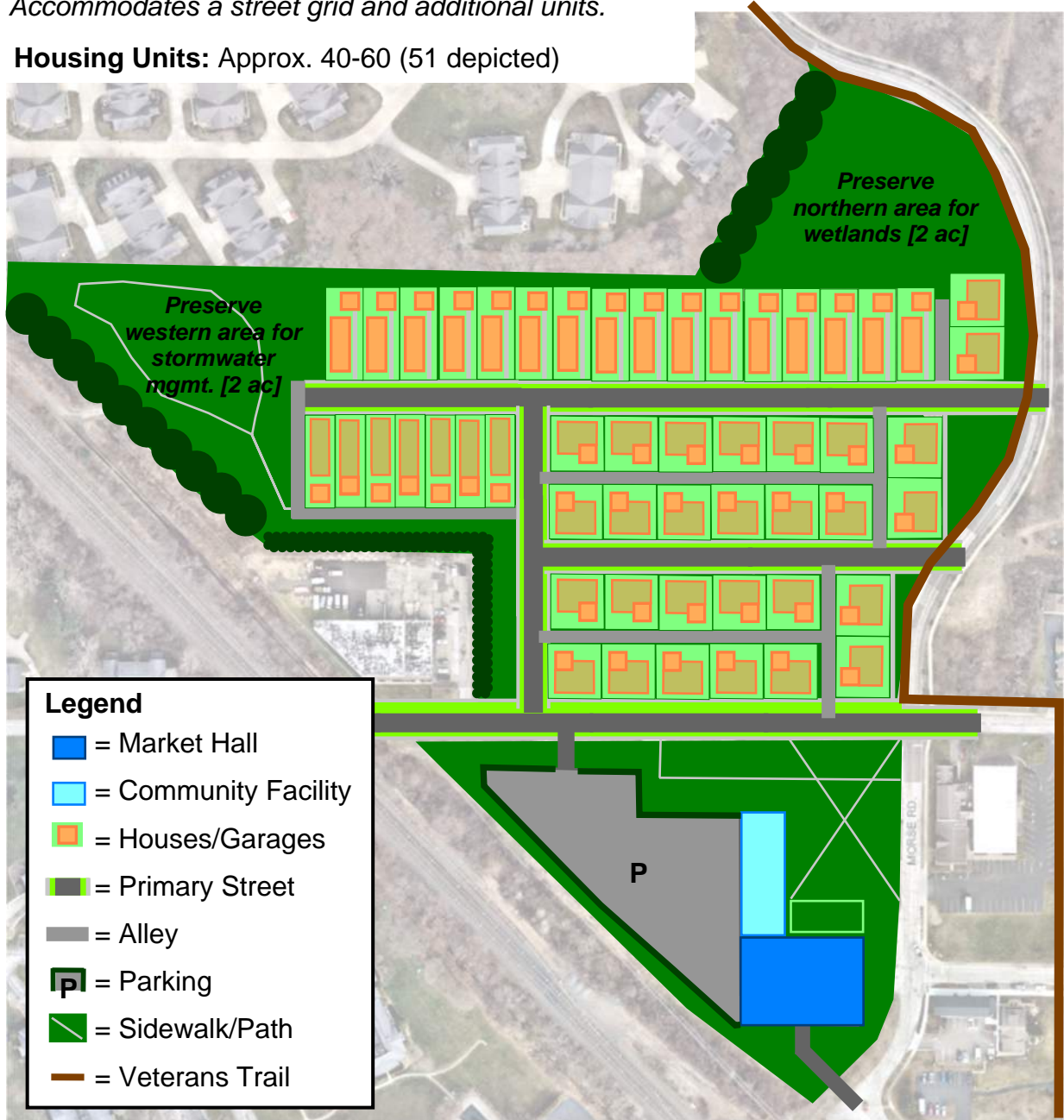
Community facility with 10,000 Sq Ft footprint; 2 stories tall; reservable event space & potential winter market space



Concept 3

Residential use limited to the acreage indicated as 'Residential' within the Comprehensive Plan, but repositioned to regain the 4 total acres that are undevelopable in the proposed area due to wetlands (northern area) and stormwater management (western area). Accommodates a street grid and additional units.

Housing Units: Approx. 40-60 (51 depicted)



Concept 3 (Notated)

House sizes, types, and lot dimensions approximately the same as neighborhood pictured below (same street view)



Separate driveways accessible via rear alley



Attached or detached garages; varying size houses and yards

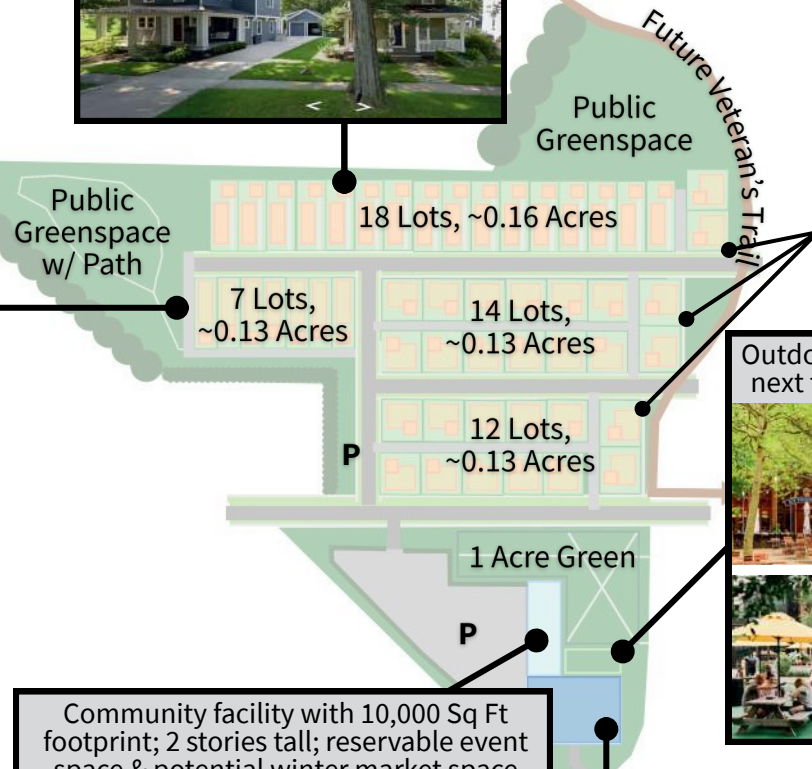


Reference: Norton Commons in Prospect, KY

House sizes, driveways, and detached garages are comparable to Division St or Owen Brown



Houses similar size as rest of neighborhood, lots wider



Outdoor dining patio next to green space



Community facility with 10,000 Sq Ft footprint; 2 stories tall; reservable event space & potential winter market space



Indoor market hall with 20,000 Sq Ft footprint; 2-2.5 stories tall; could include lofted co-working space

