

**Park Hills**  
**Economic Development Committee Meeting**  
**March 29, 2017**

**Committee Members Present:** Councilmembers Jason Reser and Karl Oberjohn, Sean Cottengim, Anthony Conrad, Howard Nemeroff, Lisa Stamm, Dominic Froelicher, Kent Wessels, Jon Hembree

**Community Present:** Mayor Matt Mattone

- Minutes from the 3/1/2017 meeting were unanimously approved.
- Anthony Conrad volunteered to be secretary.

### **New Business**

- Next City Business Meeting is 4/10. It was suggested that Kent Wessels present the committee report.
- K.O. mentioned that the Historic Preservation Committee has recommended that Park Hills work on branding itself, perhaps with a catchy slogan.
  - Committee members are encouraged to think of a brand or slogan for the city.
  - S.C. reminded the group of his suggestion, “Live Here. Work Here. Love Here.”

### **Mission & Vision Statement Discussion**

- Committee members are compiling potential statements to adopt for the committee.
  - Top three list to be voted on at the next meeting

### **Land Use Plan Discussion**

- S.C. presented an example of a land use plan prepared for the Northside neighborhood of Cincinnati, and suggested that we look at UC Planning Students to create a planning project benefitting Park Hills.
- J.R. presented an example of a land use plan prepared by the Kentucky League of Cities
- D.F. suggested that we consider partnering with NKU to have business students conduct a marketing study for the city
- Mayor Mattone indicated that PDS had an open call for small area study applications, deadline was 3/31

- Opportunities include former Gateway property, former NKU Chase Law School, Dixie Corridor, Covington/Park Hills/Devou Park entrance to city
- Perhaps UC students could conduct a tree survey of the city; our current tree study is several years old
- S.C. also presented a copy of the Bylaws of Northside
- Consider TIF district (tax increment financing)
- Connect with/restart Park Hills Business Association
- Cost of small area studies are in the \$30k range, may be cost prohibitive to commission an outside firm to conduct a study for the city
- H.N. suggested that if a 3<sup>rd</sup>-party study is cost prohibitive, we need to identify the next-best alternative to come up with a plan, start with prioritizing opportunities.

## Granite World Discussion

- The committee discussed the positives and negatives of Mr. Joe Nienaber's application for a zoning text amendment that would allow him to relocate his Granite World store to the current Complete Appliance building on Dixie Highway
- NKAPC will have a public hearing to review this and other text amendment applications on 4/6
- Reasons in favor:
  - We should reward entrepreneurs.
  - With the stock of historic houses in Park Hills, there is a healthy need for rehabbing.
  - Too risky to hold out for a better tenant. Only opportunities to make a positive change are when an owner sells his property.
  - Proposed building and site improvements are attractive. Will encourage better businesses to move in.
  - Inaction creates a risk of more of the same types of businesses moving in, locking us in to the same streetscape for years to come.
  - Maybe we can make the "light industrial" motif a positive thing, like Northside does.
  - Mr. Nienaber is an experienced business owner and elected official and has experience developing Dixie Highway. He could be a key partner in our efforts to revitalize the Dixie Corridor.
- Reasons against:
  - Will the final product really look as good as the proposal?
  - We should be discerning, not simply looking to make money.
  - Not the type of business we're hoping for. Not exciting or interesting.
  - Not the type of business most residents would walk to, or visit on a regular basis.

- Committee took a voice vote on whether to recommend to City Council to amend Park Hills' zoning ordinance to accommodate Mr. Nienaber's business.
  - Result: Yes.

### **PDS Rental Unit Inspection & License Program Discussion**

- Planning and Development Services (PDS) offers rental unit inspection and licenses as part of their Building Codes & Administration services.
- Committee discussed pros and cons
  - Financial implications to the city and property owners
  - How should it be implemented?
    - Use on case by case basis when deemed necessary
    - Blanket requirement for all rental units. Frequency of inspections would have to be determined.
  - Effect of implementing such program on landlords.

**Adjourn.**

**DRAFT**