



Newport Forward Comprehensive Plan Update

Updated Goals and Objectives

Meeting 3 Handout (4/30/20)

Updated Goals & Objectives

(based on Steering Committee input – 4.2.2020 Meeting and Committee email responses)

1. **Good Government - Accessible and Open, Fiscally Responsible**

- a) Maintain and improve ease of conducting business with City Government
- b) Maintain and improve a culture of transparency
- c) Embrace innovations (technology) with a continual quest for improvement
- d) Project a positive image
- e) Practice responsible budget management through capital planning
- f) Pursue collaboration with county and other cities

2. **Strong Vibrant Neighborhoods**

- a) Enhance quality of life
- b) Maintain and improve existing housing stock
- c) Provide all ranges of affordability in order to foster population growth
- d) Celebrate the unique identity of neighborhoods
- e) Strive to retain / preserve the existing neighborhoods (character, price, people) while balancing appropriate infill development (not replicating) redevelopment
- f) Encourage successful “corner stores”
- g) Provide neighborhood parks and quality green spaces including a robust street tree canopy
- h) Design appropriate traffic patterns to manage traffic in neighborhoods (also covered in Multi-Modal Transportation)
- i) Ensure public safety (both real and perceived)

3. **Meaningful Connections – that enhance our sense of community**

- a) Foster community activities and engagement for all ages
- b) Promote quality design and public art to enhance placemaking
- c) Increase communications and collaborations among neighborhoods and among business districts
- d) Preserve and restore historic places, landmarks and architecture
- e) Provide a compatible balance of historic / modern building types
- f) Elevate arts, cultural and entertainment sectors to foster community pride
- g) Develop and promote the City’s identity in a way that embraces its diversity yet creates a cohesive sense of the City that unites all residents and businesses.

4. **Economic Prosperity and Resilience**

- a) Maintain and strengthen attractive and vibrant business districts
- b) Encourage business growth to maintain diverse businesses
- c) Promote workforce opportunities & support services
- d) Foster collaboration with others in the region
- e) Facilitate real estate development that maximizes public benefit
- f) Promote local business’ use of technology to improve marketing and operations

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5. Well Connected Multi-Modal Transportation Network

- a) Improve and maintain infrastructure so residents of all ages can move easily throughout Newport
- b) Increase connectivity within the city and throughout the region
- c) Design complete streets that serve multiple functions and modes for all ages and abilities
- d) Embrace smart technology
- e) Enhance parking management strategies
- f) Prepare for changes resulting from transportation advances (e.g. electric cars, scooters, etc.)

6. Sustainable Environment

- a) Protect and enhance our Natural Resources including the Ohio and Licking Rivers, hillsides, and urban tree canopy (e.g. Increase tree canopy throughout all areas of the city.)
- b) Encourage smart consumption by promoting recycling and composting
- c) Reduce and manage stormwater runoff through innovative gray and green infrastructure solutions
- d) Encourage use of alternative/ renewable energy systems on new and existing structures
- e) Ensure that new development is designed in ways that respect and take advantage of natural features, such as mature trees, hillsides, and scenic views

7. Healthy Community – designed to promote and foster healthy and active lifestyles, education, etc.

- a) Preserve and enhance quality of open space assets
- b) Continue to enhance the city's parks and recreation facilities and programming for all users.
- c) Enhance connectivity and access to well-maintained parks, open spaces and other gathering places (Riverfront Commons) for all users
- d) Create attractive, and inviting bicycle, pedestrian facilities including trails (Licking River Greenway /Ohio River Trails; Jacob Spears and Greenway/Water Trail)
- e) Encourage budget allocation for capital and operation (including maintenance, staffing, programming, and fundraising for capital projects)
- f) Ensure access to food from local sources

Newport Forward Comprehensive Plan Update Goals and Objectives – Consolidated comments from Steering Committee

Updated Goals & Objectives (based on Steering Committee input)	Steering Committee Comments (from 4/2/20 mtg and homework)
<p>1. Good Government - Accessible and Open, Fiscally Responsible</p> <p>g) Maintain <u>and improve</u> ease of conducting business with City Government</p> <p>h) Maintain <u>and improve</u> a culture of transparency</p> <p>i) Embrace innovations (technology) with a continual quest for improvement</p> <p>j) Project a positive image</p> <p>k) Practice responsible budget management through capital planning</p> <p>l) <u>Pursue collaboration with county and other cities</u></p>	<p><u>Strategies, and commentary related to the strategies:</u></p> <ul style="list-style-type: none"> • Improve communication with businesses and residents. <ul style="list-style-type: none"> ○ City needs to have better communication regarding any scheduled meetings (i.e. Facebook, list serve, website). The videos of meetings are nice, but the sound quality is poor. • Reduce response time when citizens contact the city. • Pursue synergies and increased efficiencies through collaboration with county and other cities (e.g. Dayton, Bellevue, Covington, Southgate, and Ft. Thomas); collaborate on events and attractions. • Increase marketing efforts – broadcast successes, new businesses, and local events - more, boarder advertising <ul style="list-style-type: none"> ○ Advertise and promote all events that take place in our city, large or small, in order to help draw tourists. • Create better ways to pay tickets (online or by text) making payment options easy one click pay. <p><u>General Comments, Concerns:</u></p> <ul style="list-style-type: none"> • Projecting a Positive Image seems broad and hard to measure
<p>2. Strong Vibrant Neighborhoods</p> <p>a) Enhance quality of life</p> <p>b) Maintain and improve existing housing stock</p> <p>c) Provide all ranges of affordability in order to foster population growth</p> <p>d) Celebrate the unique identity of neighborhoods</p> <p>e) Strive to retain / preserve the existing neighborhoods (character, price, people) while balancing appropriate infill development (not replicating) redevelopment</p>	<p><u>Strategies, and commentary related to the strategies:</u></p> <ul style="list-style-type: none"> • Establish good infill design guidelines in order to promote and encourage higher quality design in new construction <ul style="list-style-type: none"> ○ Review and revise existing Preservation Guidelines, and provide more resources to enforce them. ○ Look at OTR for some inspiration of appropriate infill ○ Hold developers accountable to doing so when they request investment from the city. • Establish a program to encourage people to invest in older homes by making appropriate renovations and build home ownership <ul style="list-style-type: none"> ○ Require maintenance and/or renovations that respect historic character of homes on the west side. ○ Concern that lack of property maintenance is a sign of lack of community/neighborhood pride. • Review and if necessary revise property maintenance requirements to ensure the minimum maintenance requirements are sufficient, and to save houses before they reach the point of no return <ul style="list-style-type: none"> ○ The city already focuses on property maintenance, and positive improvements are noticeable. However, this will take a continued concerted effort and a lot of time. • Increase enforcement (and perhaps fines) - City should be very strict about collecting fines for not complying.

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f) Encourage successful “corner stores” g) Provide neighborhood parks <u>and quality green spaces including a robust street tree canopy</u> h) Design appropriate traffic patterns to manage traffic in neighborhoods (also covered in Multi-Modal Transportation) i) <u>Ensure public safety (both real and perceived)</u>	<ul style="list-style-type: none"> • Develop strategies to properly balance Westside preservation/ redevelopment <ul style="list-style-type: none"> ○ Make sure long-time residents are not priced out of our community. Although gentrification makes a community visually appealing, it disrupts the lives of persons that can no longer live in their own community. It also moves a potential workforce further away from the retail and service industries in those gentrified communities. • Promote both homeownership and rentals in appropriate locations. <ul style="list-style-type: none"> ○ There are many opportunities for both renters and owners in Newport; focus on appropriate locations for each. • Create development incentives to promote infill development and other neighborhood assets on empty lots. <ul style="list-style-type: none"> ○ Work with property owners and neighborhood groups to create pop up parks, gardens or general green space. ○ Consider for parking, charge a reasonable fee that will bring more revenue to our city. ○ Make sure these areas are safe. • Create a disincentive to owning vacant /undeveloped property <ul style="list-style-type: none"> ○ Speculators often sit on vacant property for years; Newport should start raising their taxes. • Create a landbank to acquire and assemble vacant properties; e.g there is limited land available for development (hillsides as obstacle); more opportunities for demolition, but not for huge development projects. • Encourage adaptive reuse of viable but vacant existing structures. <ul style="list-style-type: none"> ○ Development does not always have to be new construction. Work with what we currently have and make it better.
3. <u>Meaningful Connections – the enhance our sense of community</u> a) Foster community activities and engagement <u>for all ages</u> b) Promote quality design and public art to enhance placemaking c) Increase communications and collaborations among neighborhoods and among business districts d) <u>Preserve and restore historic places, landmarks and architecture</u> e) Provide a compatible balance of historic / modern building types f) Elevate arts, cultural and entertainment sectors to foster community pride g) Develop and promote the City’s identity in a way that embraces its diversity yet	<u>Strategies, and commentary related to the strategies:</u> <ul style="list-style-type: none"> • Encourage and support community resources that serve our community. <ul style="list-style-type: none"> ○ We have some great resources in our community such as Brighton Center, Salvation Army the Housing dept. These places are there to help in many different ways to serve our community. ○ Bring back a group similar to NCAC to get neighborhoods to work together. ○ Address the concentration of poverty and social services. ○ Guard against the potential loss of income diversity. • Develop City and Neighborhood branding to enhance gateways, streetscapes, districts. <ul style="list-style-type: none"> ○ Identify and address distinct character areas <u>and</u> opportunities for transition zones • Identify and promote ways to increase more diverse interactions, communication, and community involvement. <ul style="list-style-type: none"> ○ Address the lack of communication between neighborhoods ○ Our neighborhoods are very defined - east compared to west end. East end has a lot of community involvement, west end lacks this. • Strive for a cohesive approach to the City’s identity that is representative of all of the residents <ul style="list-style-type: none"> ○ The city is relatively small. It seems like we focus too much on neighborhood identities and less on the city’s identity overall. Need to emphasize we’re all part of the same city. • Restore the original façades of older buildings downtown.

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<p>creates a cohesive sense of the City that unites all residents and businesses.</p>	<ul style="list-style-type: none"> ○ Our downtown restaurants, bars and music venues, and little shops are distinct entertainment areas. It would be nice for people to walk in this area safely. We have some beautiful old buildings in our city. A lot of pride from the past. <p><u>General Comments, Concerns:</u></p> <ul style="list-style-type: none"> ● These could be dispersed into the other goals and have one less category. Overlaps with Strong Vibrant Neighborhoods: defined neighborhoods, historic preservation, perception of safety. ● Discrimination/prejudice – As long as there is ignorance, discrimination/prejudice will exist. This is not low-hanging fruit.
<p>4. Economic Prosperity and Resilience</p> <ul style="list-style-type: none"> a) Maintain and strengthen attractive and vibrant business districts b) Encourage business growth to maintain diverse businesses c) Promote workforce opportunities & support services d) Foster collaboration with others in the region e) Facilitate real estate development that maximizes public benefit f) <u>Promote local business' use of technology to improve marketing and operations</u> 	<p><u>Strategies, and commentary related to the strategies:</u></p> <ul style="list-style-type: none"> ● Provide a City staff person to be a liaison to community and developers. <ul style="list-style-type: none"> ○ We desperately need a Main Street coordinator/development person ● Increase the number and variety of small neighborhood retail shops. <ul style="list-style-type: none"> ○ For neighborhood retail, attract more little specialty shops (sweet shops, music stores, book store, women boutiques, specialty shops for kids and men). Shops should stay open later to attract more after-work business. ○ We need more retail “destinations”, i.e., places people go to for a specific reason. ○ If retail is going to be in the neighborhood, then it has to be unique enough to bring a steady stream of customers within a 20-mile radius. For example, Reser Bicycle Outfitters offers a range of bicycles and accessories, and has a coffee shop, which makes it a meeting place for cyclists and non-cyclist. A population of people come to Newport to visit Reser Bicycle Outfitters. ● Plan for and address the changing nature of retail - neighborhood retail vs future of retail? <ul style="list-style-type: none"> ○ With the internet, pandemics, etc., retail is drastically changing on a daily basis. ○ Develop a sustainability plan to ensure Newport businesses can compete with online shopping ● Increase the number of advanced manufacturing and IT related jobs – and other types of jobs that will provide decent wages and job security for persons in our community. <ul style="list-style-type: none"> ○ Employees in retail and service industries are currently the dominate need in Newport. However, wages from these jobs cannot support economic stability for the employees of these industries. ○ Promote training for jobs such as advanced manufacturing and IT related jobs. The type of work needed is outpacing the skill set that persons currently have. ● Recognize that workforce development begins with a solid elementary education. <ul style="list-style-type: none"> ○ The resources spent in trying to develop adults must be shifted to developing children in school to become productive adults when graduating from high school. By the time an adult realizes they need ‘development,’ it’s a very steep uphill battle to achieve success. By this time, a person has to earn an income and ‘develop.’ ● Facilitate the growth of existing businesses and provide more destinations for Newport residents. ● Evaluate current incentives and enhance/expand as needed to successfully attract new businesses and encourage growth of existing businesses.

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	<ul style="list-style-type: none"> ○ Develop, increase incentives to redevelop empty storefronts and upper floors along main corridors, Combine with stricter code enforcement, and/or fees for vacant property owners. ○ Provide incentives to assist the developers to fill the occupiable spaces they are getting ready to build. ● Improve marketing of local businesses. <ul style="list-style-type: none"> ○ We could open up to more advertising for our city this might help increase revenue ○ More effectively market our local items like sending reminders for fishing and hunting licenses, providing options for automatic renewal making paying for them convenient. ● Create unique destinations to attract visitors. <ul style="list-style-type: none"> ○ The Aquarium, the future Music Venue are attractions that draw visitors. Celebrate local history. We need an attraction to set us apart from other cities. ● Facilitate shopping center redevelopment. With rise of online shopping, the future of shopping centers is in question. <ul style="list-style-type: none"> ○ Limited land available for development. Focus on redeveloping existing buildings that are currently being used for the wrong purposes. ○ Ideas for shopping center: big church, data center, Movie Theater, park or something to bring in more tax revenue. ○ Relocate Builder’s Surplus to the shopping center, and use the lot for a new Festival Park that people visit. <p><u>General Comments, Concerns:</u></p> <ul style="list-style-type: none"> ● As a small business owner I can see that we need to pay more but that cant get out of control or prices would to increase to stay in business. ● Raising taxes is extreme we already have a very high tax rate. ● No Wal-Marts unless they are contracted to have a certain portion of their staff as full-time employees for as long as they are in business.
<p>5. Well Connected Multi-Modal Transportation Network</p> <ul style="list-style-type: none"> a) Improve and maintain infrastructure so residents of all ages can move easily throughout Newport b) Increase connectivity within the city and throughout the region c) Design complete streets that serve multiple functions and modes for all ages and abilities d) Embrace <u>smart</u> technology e) Enhance parking management strategies 	<p><u>Strategies, and commentary related to the strategies:</u></p> <ul style="list-style-type: none"> ● Continue systematic maintenance and upgrades to local infrastructure ● Conduct a comprehensive transportation study. ● Provide for efficient traffic flow through Business Districts <ul style="list-style-type: none"> ○ Make Monmouth Street and York Street 2 way for better flow. Its doesn’t matter what else the City does, these corridors are not going to flourish for businesses until they’re converted back to 2-way. ● Address Commuter Corridors & Traffic congestion & safety (471/Rt8, Pavilion) <ul style="list-style-type: none"> ○ I-471 and Route 8 are a disaster at peak times. ● Expand transit/trolley/shuttle services <ul style="list-style-type: none"> ○ Use the Trolley throughout the whole city not just the riverfront, visitors could park and get around using the trolley. ○ Provide mass transit for people shopping within the Pavilion. There is no mass transit servicing the Pavilion. ○ Require new construction to accommodate multi-modal transportation. For example, Kroger in the Pavilion cannot support bus traffic. This decreases the accessibility of fresh produce to persons dependent on the bus.

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<p>f) <u>Prepare for land use and infrastructure changes resulting from transportation advances (e.g. electric cars, scooters, sharing economy)</u></p>	<ul style="list-style-type: none"> ○ Work with someone to implement a local shuttle system for seniors, etc. to get to more retail areas. ● Embrace and prioritize development of alternative modes of transportation: <ul style="list-style-type: none"> ○ Prioritize mobility suitable/desirable for urban environments like ours – bike, pedestrian, scooter, etc. ○ Make the city more pedestrian friendly, bike friendly, and less car friendly. Provide for connectivity -walkability and bike-ability (to community assets) ○ Biking and walking are great but people have to feel safe. ○ Scooter responsibility needs to be exercised. City needs to ensure a scooter is NOT a trip hazard on a sidewalk, and impound it if it is. This will give the scooter companies economic incentive to figure out how to promote scooter responsibility. ● Make sure there is enough parking in the right places. <ul style="list-style-type: none"> ○ Focus on bringing people TO Newport (not through). If there were public parking garages, this would be a lot easier. Parking is a major issue for anyone wanting to come to Newport, except at the Levee. ○ Parking is a huge problem in our city: a couple of small parking garages would be nice. ○ Parking can be a challenge during large events. ○ Having off-site parking and multilevel parking garages will help. ○ When developers submit new plans, make sure adequate parking is provided for that new structure within the plan ○ Parking –enough, too much? is all perception: ● Overhaul or eliminate parking requirements. ● Develop parking management strategies: <ul style="list-style-type: none"> ○ Require 2-3 family unit structure to provide some type of off-street parking. ○ Require all new construction be designed to accommodate buses, taxis, and ride shares. This will decrease the need to drive and park in Newport. ● Address future changes in transportation: electric charging: driverless cars; sharing economy <ul style="list-style-type: none"> ○ Expect that within the next 10 years, the number of electric cars will increase at an alarming rate. Public facilities with charging options will bring people to this city.
<p>6. Sustainable Environment</p> <p>a) Protect our Natural Resources including the Ohio and Licking Rivers, hillsides, and urban tree canopy (e.g. increase tree canopy throughout all areas of the city)</p> <p>b) Encourage smart consumption by promoting recycling and composting</p>	<p><u>Strategies, and commentary related to the strategies:</u></p> <ul style="list-style-type: none"> ● Identify dangerous trees that need maintenance and provide assistance to help property owners perform the required maintenance. Many of the existing trees in the city have become very dangerous without proper maintenance. ● Focus on increasing canopy in areas of the city that currently have lesser amount. Work to better equalize canopy across neighborhoods ● Carefully plan for hillsides: Some hillsides could be used for hiking trails but not development with out causing slides. ● Improve / update existing infrastructure. <ul style="list-style-type: none"> ○ Facilitate/support cleanup of the Ohio and Licking Rivers. Our rivers need to be cleaned up they are not in good shape. We have some flooding in the city caused by sanitary sewer lines.

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<ul style="list-style-type: none"> c) Reduce and manage stormwater runoff through innovative gray and green infrastructure solutions d) Encourage use of alternative/ renewable energy systems on new and existing structures e) Ensure that new development is designed in ways that respect and take advantage of natural features, such as mature trees, hillsides, and scenic views 	<ul style="list-style-type: none"> ○ We have a lot of old pipes that I'm sure need attention especially sanitation lines. On Monmouth Street and Dayton Street sanitary sewer lines are all connected and when one person has a clog it affects others down the line. ● Encourage education about the health and importance of our natural resources in primary and secondary schools ● Involve local youth to help plant trees in the city. This will give them something to do and a sense of ownership of the appearance of the neighborhood. ● Develop a sustainability plan that future leaders can build on. <p><u>General Comments, Concerns:</u></p> <ul style="list-style-type: none"> ● Hillsides slippages – Does the city have the funding to remedy this? ● <u>Flooding</u> – Rivers do what they are supposed to do. Flooding will continue if people continue to prevent water from seeping into the ground naturally by plugging up the ground with parking lots and building. ● <u>Health of rivers</u> – Discharged limits into rivers were recently relaxed. There will be resistance from industries if Newport has higher discharge standards than the Federal government. The water treatment industries will favor higher discharge standards. ● <u>Littering</u>. There seems to be a culture of littering, there is a lot of trash. When the weather is nice, I walk around with my red wagon and pick up trash. I won last year's Trash Bash as a single person team. ● Stop polluting and the environment will do fine. Stop tearing down the trees that we plant, reduce tree vandalism.
<p>7. <u>Healthy Community – designed to promote and foster healthy and active lifestyles, education, etc.</u></p> <ul style="list-style-type: none"> a) Preserve and enhance quality of open space assets b) Continue to enhance the city's parks and recreation facilities and programming for all users. c) Enhance connectivity and access to well-maintained parks, open spaces and other gathering places (Riverfront Commons) for all users d) <u>Create attractive, and inviting</u> bicycle, pedestrian facilities including trails (Licking River Greenway /Ohio River Trails; Jacob Spears and Greenway/ Water Trail) 	<p><u>Strategies, and commentary related to the strategies:</u></p> <ul style="list-style-type: none"> ● Highlight the positive impact that plants/trees have on public health - improve air quality, reduce heat island effect, etc. ● Enhance safety and sense of security regarding the future of riverfront and parks, recreation, access, development. <ul style="list-style-type: none"> ○ Development on the river side of the flood levee is a very risky venture. General James Taylor Park is beautiful but no one uses it. People do not want to hang out on the river without a better sense of security like across the river at Schmale Park in Cincinnati. Cincinnati has a flood wall, Newport has a levee, there is a big difference in the sense of security and safety. ○ Clean up our parks and make the parks safe. ● Enhance safety and sense of security in neighborhoods and business districts. <ul style="list-style-type: none"> ○ Address exterior lighting -neighborhood safety vs nuisance ● Improve the parks <ul style="list-style-type: none"> ○ Having walking and bike trails. I know we have trails connecting the different cities, which is very nice. ○ Overall improvement to parks/ connectivity/access/ recreational opportunities (park system map) ● Explore the potential for central park/community/ gathering space/living room <ul style="list-style-type: none"> ○ Maybe old shopping center could be redeveloped as a gathering place or venue for outdoor weddings and family reunions, another way to bring revenue into the city. The riverfront is another great place for this same theme ● Provide public restrooms at gathering places. <ul style="list-style-type: none"> ○ How can people enjoy these places if they risk being arrested for urinated or defecating behind some bushes?

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<p>e) Encourage budget allocation for capital and operation (including maintenance, staffing, programming, and fundraising for capital projects)</p> <p>f) Ensure access to food from local sources</p>	<ul style="list-style-type: none"> ○ If gathering spaces and parks cannot be people-friendly, no need to waste resources in creating them. The park looks nice until one has to poop. ● Continue to foster a task force designed to address issues related to budget allocation for capital and operation (including maintenance, staffing, programming, and fundraising for capital projects) ● Keep up police patrol in cars and on foot. Keep panhandlers at bay (sometimes they are very aggressive). The drugs are also a problem. Control both of these problems, they scare visitors away, people want to feel safe were they are. ● Address Child Care and Youth Activities: <ul style="list-style-type: none"> ○ Need more childcare places in the city - this is another opportunity for more revenue. ○ We have a lot of activities for youth, but they are not advertised very well. As a parent you have to dig for this resource. Provide more advertising help from the city. ○ Activities for youth – There are plenty of activities at home to keep youth busy: homework, and chores. When not doing these tasks, they can be the workforce that works the entry-level retail and service industry jobs. ● Education – Improve our school system in order to attract young families to our city. <i>(Not within the control of the city – will need to identify City’s role in making this happen)</i> <ul style="list-style-type: none"> ○ State of the schools make it difficult to attract/retain young facilities ○ Easier said than done, but putting more resources in the public schools is critical to attracting families to Newport. The resources need to be initially devoted to hiring more teachers, and paying them more. ○ Not everyone can afford private schools. We need more community involvement in the schools.