



Emphasis on Public Assembly



Emphasis on Residential

Image Courtesy of DPZ & Co.



**Emphasis on
Community Recreation**



**Some combination of
the three themes**

PARTICIPANT GUIDE

The Executive Inn Property: Our Community Vision

**Public Workshop • Owensboro Sportscenter
October 10, 2009 • 8:00 am - 12:00 pm**

Steering Committee

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Sponsors

City of Owensboro
Daviess County Fiscal Court
We the People Initiative
Public Life Foundation of Owensboro
Gateway Planning
Downtown Development Corporation
We Are Downtown
Region of Opportunity Team (ROOT)
Northwest Neighborhood Alliance
Old Owensboro Neighborhood Alliance

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Workshop Goals

- to give officials a better sense of what the people want to see happen on this critical 17.5 acres along the riverfront
- to hear the ideas and views of people from all walks of life and all areas of Owensboro-Daviess County
- to come to an informed judgment on the choices available to us
- to engage the community in this dialogue in the early stages of the project before decisions are made
- to dream big and make the most of this unprecedented opportunity
- to learn from the experiences of other cities while helping to bring about a redevelopment unique to our community
- to participate in a fun, uplifting experience that brings us together as a community

Ground Rules

Speak. We want to hear from everyone. We value everyone's views. Keep your points short and to the point so there will be time to hear from everyone. Be honest. Share your views.

Listen. Let's learn from one another. Listening helps us understand where others are coming from and benefit from their expertise and perspective.

Respect. You may disagree with someone, but let's treat everyone with respect and dignity. Do not put down anyone. Honor the timeframes set forth by the moderator. Do not dominate the conversation, interrupt one another or engage in side conversations.

Deliberate. This is not a debate. This is all about becoming as informed as possible about important community choices. Try and reserve judgment until you understand all the information and perspectives. Be willing to change your mind.



Explanations & Assumptions

The hotel is scheduled to come down. It simply cannot be saved. Not one hotel operator has expressed any interest in the facility. The land is more valuable without the building. However, it may make sense to save and use the structure of the Showroom Lounge.

The development of the Executive Inn property is not part of the \$80 million Downtown “Placemaking” Plan.

There are some infrastructure (sewer) issues that could restrict some construction.

It is a given that we want whatever is built on the Executive Inn property to be successful for the long-term.



For many years, Owensboro has been accused of turning its back on the Ohio River. Our riverfront enhances our quality of life and it also makes various development projects more appealing. This is a special opportunity to make the most of the river.

In meetings and forums already held, citizens have consistently indicated that we need to preserve public access to the river whenever possible.

There appears to be a consensus that Smother’s Park and McConnell Plaza should be extended to provide a public space along the north edge of the Executive Inn property.



There also appears to be strong support for connecting Veteran’s Boulevard with First Street west of the Executive Inn property.

The downtown plan is a public-private partnership. To be truly successful, the public investment must stimulate significant private investment.

There is only a market for so much investment. No one wants the hotel property to be planted in grass for 20 years, but we also don’t want so much development to occur there that it dilutes the development potential of the core area from Frederica Street to RiverPark Center.

For a convention center to be successful in the long-term, we hope to attract several hotels within walking distance, additional restaurants, retail, etc. We may need to set aside key tracts for future projects.



Several major projects hinge on funding that has not been authorized. Whenever any single project is dropped from the plan, it can change the entire plan.

Urban designers tell us that, to maintain the street life of a city, we should not build a sea of parking around projects. Smaller lots, strategically placed parking garages and shared parking with lot owners can provide convenience without designing our downtown more for cars than for people.



EMPHASIS 1:

Public Assembly & Tourism

Some projects that fall within this theme:



Amphitheater



Restaurants



Outdoor Events Center



Water Park



Bluegrass Museum / Attractions



Carnival Rides

Dialogue Guide

Description:

This theme emphasizes public assembly facilities and projects to attract tourists. Such a plan would not be limited to those kinds of projects, but that would be the emphasis.

Possible projects:

Amphitheater, outdoor events center, bluegrass museum attractions, restaurants, water park, carnival rides, Farmer's Market, etc.

Potential advantages:

- will get our community back in the convention and conference business and establish us as a tourist destination – stimulating investment, creating jobs
- will build upon something that is truly unique about the culture of our area (bluegrass music); we will be the epicenter of an art form that has a worldwide following
- will add a venue for outdoor concerts, festivals, exhibitions and enable us to attract a minor league baseball team
- will increase the chances that the hotel and convention center will succeed (and attract additional hotels in the future)
- will help make downtown a bustling activity center
- will bring in the most dollars from outside our community
- other: _____
- other: _____

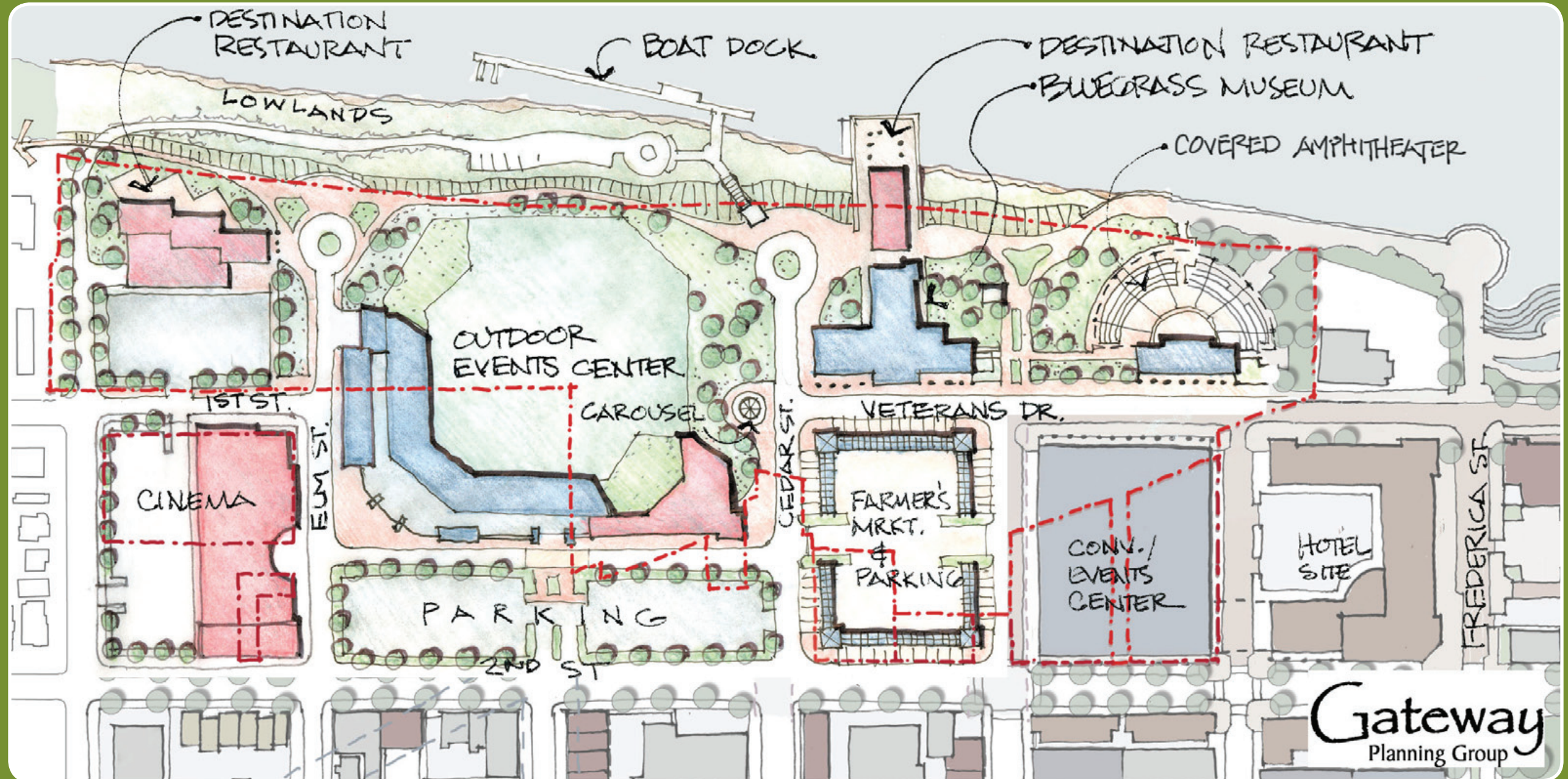
Potential disadvantages:

- will not maximize the potential for riverfront residential and office developments
- may be overly ambitious, too costly
- other: _____
- other: _____

Do you have other project ideas within this theme? If so, share them with the full group so everyone can add them to ballot #1.

SAMPLE SITE PLAN FOR EMPHASIS 1: Public Assembly & Tourism

One way in which some of these projects and attractions could be configured.



EMPHASIS 2: Residential-Urban Village Development

Some projects that fall within this theme:



Dialogue Guide

Description:

This theme emphasizes residential development and an infusion of apartments, condominiums and townhomes into a new urban village neighborhood. Many units could have river views. Some businesses (e.g., dry cleaners, drug store, café, flower shop, newsstand, etc.) could serve the neighborhood.

Possible projects:

Condominiums, apartments, river views, bike & walking paths, retail & services, linkage to English Park, Farmer’s Market, etc.

Potential advantages:

- is the best way for us to attract the most downtown residents – the key to an attractive, healthy, active and sustainable downtown neighborhood
- will bring businesses to downtown since businesses follow residential patterns
- maximizes the appeal of the riverfront
- will demonstrate how private residences and public access to the riverfront can complement one another (comparable to waterfront developments along public beaches)
- other: _____
- other: _____

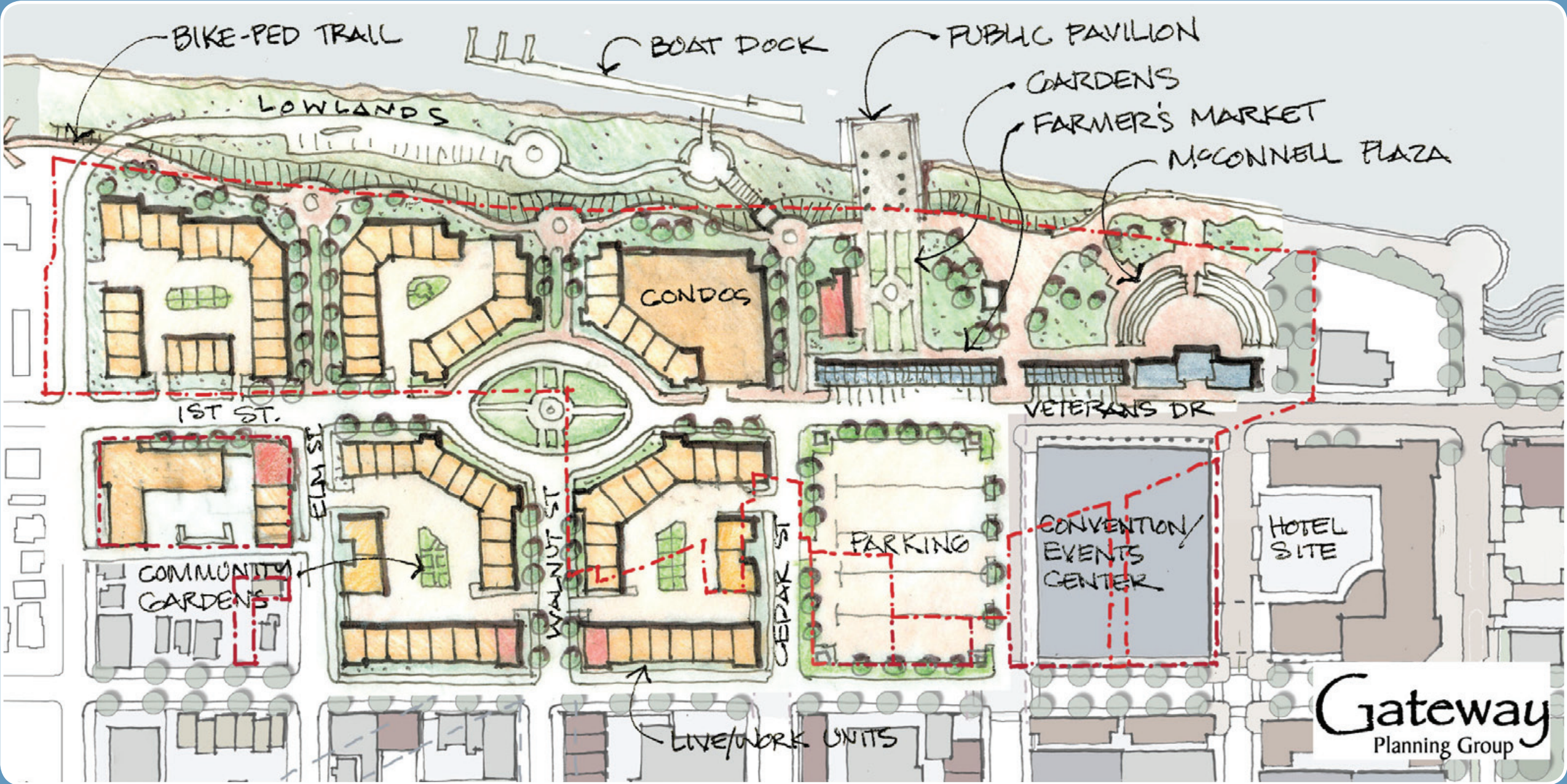
Potential disadvantages:

- hinges on a strong housing market that may not exist for some time
- will not maximize the development potential of such a large and strategically important piece of property for offices, hotels, etc.
- other: _____
- other: _____

Do you have other project ideas within this theme? If so, share them with the full group so everyone can add them to ballot #2.

SAMPLE SITE PLAN FOR EMPHASIS 2: Residential-Urban Village Development

One way in which some of these projects and attractions could be configured.



EMPHASIS 3:

Community Recreation

Some projects that fall within this theme:



Recreation Center /
YMCA



Tennis Complex



Aquatics Center



Seasonal Boat Dock



Cinema Complex



Miniature Golf

Dialogue Guide

Description:

This theme emphasizes community recreation projects that primarily serve citizens from our community and immediate region.

Possible projects:

Recreation center/YMCA, boat dock, aquatics center, tennis complex, cinema, IMAX theater, food court, miniature golf, Farmer's Market, etc.

Potential advantages:

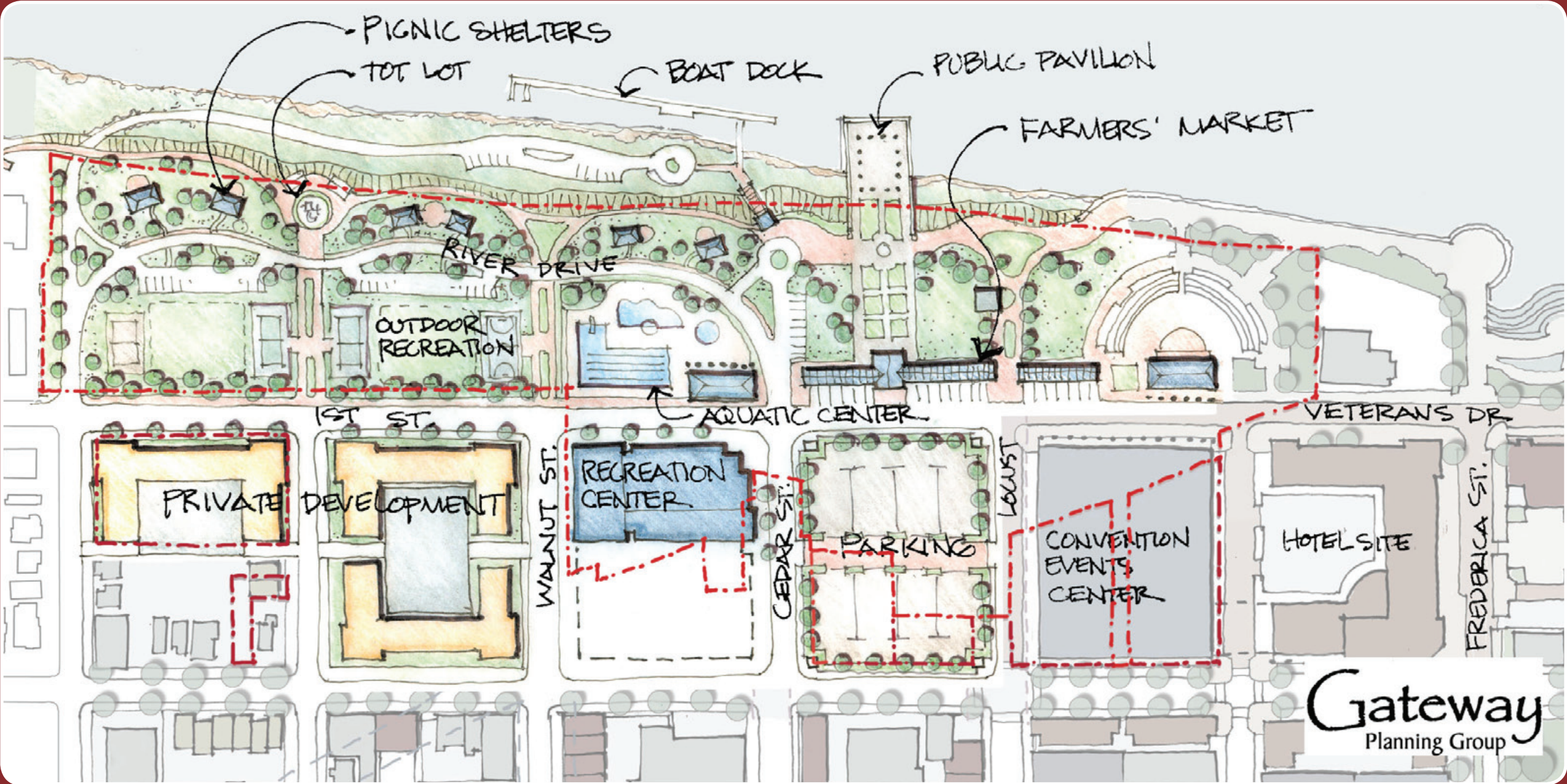
- will enable the property and the riverfront to be used by local residents
- will create a package of clustered amenities unique for a city our size
- could also attract tourists and special events: boat races, tennis tournaments, etc.
- other: _____
- other: _____

Potential disadvantages:

- will not attract as many tourists or conventions
- will not attract as many downtown residents
- will not build upon what is unique to our community and region
- other: _____
- other: _____

SAMPLE SITE PLAN FOR EMPHASIS 3: Community Recreation

One way in which some of these projects and attractions could be configured.



EMPHASIS 4: Some Combination of Emphasis 1, 2 & 3

Dialogue Guide

Description:

This theme reflects some combination of the other emphasis areas. If the projects are feasible and can be financed, 17.5 acres may be large enough to accommodate many of the features listed in the first three emphasis areas – although some uses and activities may not be compatible.

Possible projects:

Amphitheater, outdoor events center, bluegrass museum attractions, restaurants, water park, carnival rides, etc.

Condominiums, apartments, river views, bike & walking paths, retail & services, linkage to English Park, Farmer's Market, etc.

Recreation center/YMCA, boat dock, aquatics center, tennis complex, cinema, IMAX theater, food court, miniature golf, etc.

Potential advantages:

- will maximize the property and the riverfront for multiple uses
- this could be the best option to generate activity and make the downtown come alive
- proper planning and design can overcome potential incompatible uses

Potential disadvantages:

- may be too cluttered, a hodgepodge of uses and activities
- may force incompatible activities into a concentrated area. For example, a venue that hosts rock concerts may not be compatible with housing for middle age or elderly
- may be overly ambitious, too costly

Notes

[illegible]

