

Owensboro Riverfront District Master Plan Report



Prepared by:

EDSA
PDR

APPLIED TECHNOLOGY AND MANAGEMENT
ECONOMICS RESEARCH ASSOCIATES
THE WATERFRONT CENTER
THOMAS L. TAPP

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CHAPTER ONE

INTRODUCTION

According to Lee and Aloma Dew, the authors of *Owensboro The City on the Yellow Banks* "One cannot write, or even think, about Owensboro without including the Ohio River. Its presence is responsible for the founding of the town, and much of its history has been shaped by this powerful, fluid ribbon throbbing through time and history. The broad Ohio, curving past the high yellow banks where Bill Smothers built his cabin, symbolizes so much about Owensboro - it is the thread that runs through our history, and with strength and determination continues rolling into the future, pulling us with it."

Furthermore, the Dews continue and say; "It was the river that brought people, news, entertainment and luxuries to this town. It was also the river that brought Union gunboats, blockades, competition, challenging new ideas, and sometimes, people too willing to exploit its resources because of the river. Change is a truth of history, but the river has been our constant - always there, flowing ever onward - sometimes calm, sometimes turbulent, often the cause of adversity." It is with "tenacity" that the community and City of Owensboro have chosen to "rekindle their love for the river and what it can mean to help rejuvenate the community".

As the industrial revolution swept across our country, the dependence upon the Ohio River waned. The City grew away from its roots of the Ohio River and like so many other cities, turned their backs on the River.

Over the past fifty years, the community has developed a number of plans, with different priorities regarding the Ohio riverfront. Most recently, the City has re-committed itself to again discovering the riverfront. This commitment has included securing federal and state dollars to fund a Riverfront master planning process as well as funding for further planning and design efforts of an initial phase of development. In addition to the funding the City had secured, an up swell of grassroots support within the community was building. PRIDE, a non-for-profit organization committed to public participation, Downtown Owensboro, Inc., and other community organizations have made promoting the Riverfront Master Plan project a priority within their organizations.



The City began the solicitation and selection process for planning and design consultants in late 2000, and by Spring of 2001, had successfully selected and negotiated a contract with a team.

The Riverfront Planning Team

The City of Owensboro selected the EDSA team for the Riverfront Master Plan. Headquartered in Fort Lauderdale, Florida, EDSA assembled a multi-disciplinary team of experts.

The balance of the team of experts included:

- PDR/A Tetra-Tech Company - Civil Engineering and local liaison, located in Owensboro, Kentucky
- Applied Technology and Management (ATM) - Marina Consultants, located in Charleston, South Carolina
- Economics Research Associates (ERA) - Economic Consultants, located in Chicago, Illinois
- The Waterfront Center - Public Consensus Building Consultant, located in Washington, DC
- Thomas L. Tapp - Recreation Consultant, located in Fort Lauderdale, Florida

The EDSA team, (The Team) with the assistance of City Staff, developed a scope of services structured to culminate into a Final Master Plan for the Riverfront. This scope of services or process consisted of several steps, punctuated with periodic meetings with the community. This process responded to the main objectives of the City Leadership. The City's main objectives were:

- To build a world-class riverfront that will be enjoyed by Owensboro residents as well as citizens from surrounding regions now as well as for future generations"
- Enhance downtown, encourage private development and business, and promote Owensboro as a riverboat destination"
- To create a riverfront that "accommodates boaters, fishermen, pedestrians, and nature lovers." As well as to accommodate "our many festivals, which attract tourism."
- To seek a partnership with a team who will listen to the Owensboro Community to gain insight and understanding about what we want our riverfront to become."



Master Plan Report

This Master Plan Report includes an overview of the process, a summary of the project, and recommendations on implementation. The report is divided into the following sections or chapters:

- Introduction
- Process
- Public Consensus Building & Analysis Conclusions
- Preliminary Master Planning
- Final Master Planning
- Programming, Development Strategy and Conclusions
- Appendices



CHAPTER TWO

PROCESS

Planning Process

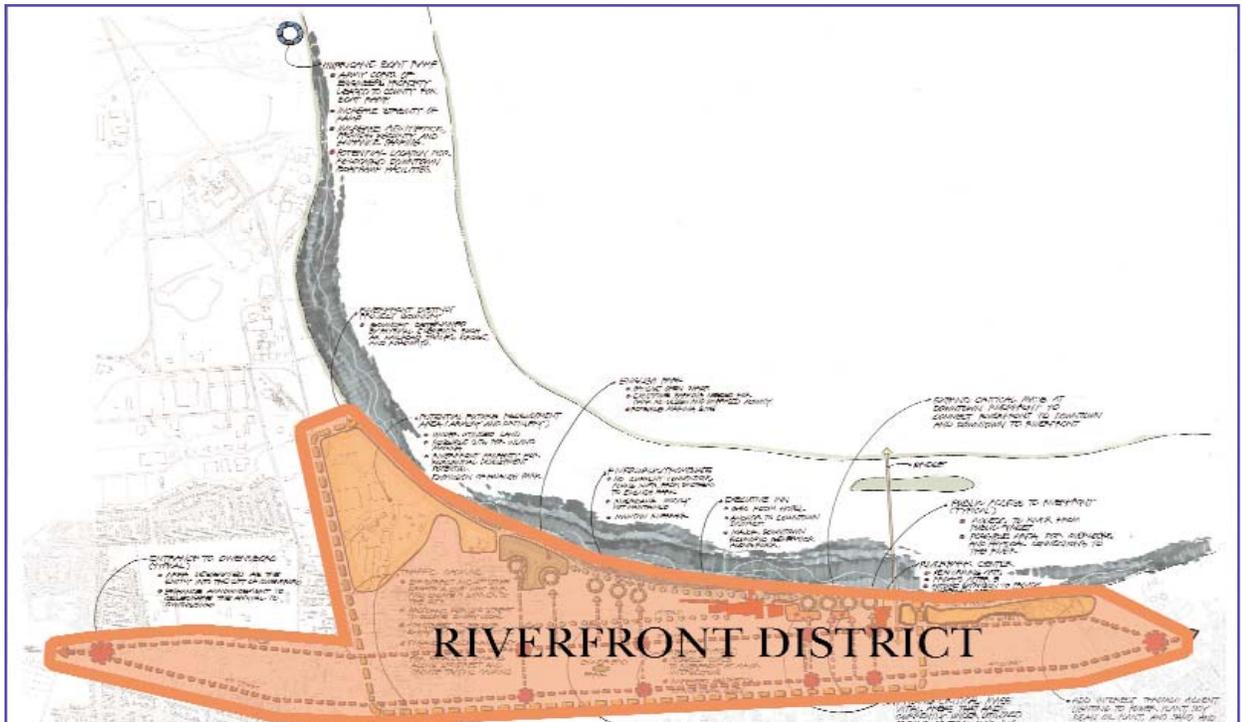
The master planning process was developed into five phases of work. The phases included:

- Public Consensus Building - Focus Groups
- Site Analysis / Market Studies
- Preliminary Master Planning
- Public Meetings/Presentations
- Final Master Planning

For the purposes of the study the Riverfront District project area was defined as:

- From the Ohio River to Highway 60 (4th Street) including the location where the roadway splits into one-way pairs on the east and west extremities of the downtown
- On the East, from the Ohio River along Crittenden to 2nd Street
- On the West, to the Railroad tracks, just west of the Distillery

The Riverfront District is defined in the following diagram.



The following is a brief description of the steps involved in the master planning process.

Public Consensus Building

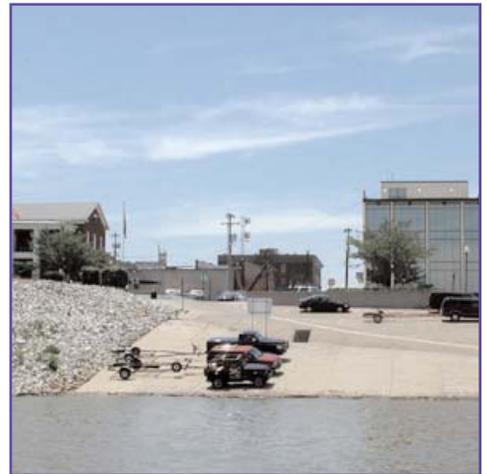
The Team initiated the public consensus building process by attending the final PRIDE workshop facilitated by Professor Henry Sanoff. This workshop was the culmination of six to eight months of public participation within the community. This public participation included public meetings and workshops, projects facilitated within the school system both at a elementary and high school level, and a variety of other methods to solicit public participation regarding the proposed riverfront development.

At the onset of the project, the Team facilitated seven different focus group meetings. A focus group consisted of a small group of individuals that represented a special interest group or user group of the riverfront. The focus groups were divided into the following categories of interested individuals:

- Home Owners
- Boaters
- Fishermen
- PRIDE Leadership
- Business men and women
- Developers
- Arts and Entertainment

Site Analysis/Market Studies

In addition to the information collected during the focus groups, it was equally important to understand the physical attributes and constraints of the project area, as well as the economic market associated with the region. The team began this process through a site walk-through and "windshield survey". The team photographed the site and surrounding area associated with the Riverfront District. The existing conditions, including, but not limited to land use, traffic, parking, roadways, views to and from the Ohio River, vegetation, and the floodplain were studied. In more detail, the team generated a Phase I Environmental Study, a Biological Study, and an Archaeological Study for the Riverfront District project area. The intent of each of these site specific studies was to determine, early in the planning process if



additional areas of study would be needed before the project could move to the next phase of work, the detailed design phase.

The Market Study was developed in order to understand the market and economic dynamics of the region. Early in the process the City had expressed desire to include a marina as part of the project. One aspect of the Market Study was to determine if this type of amenity was economically feasible. In addition, since one of the main goals of the City was to "put Owensboro on the map", the Market Study reviewed the region's market dynamics in an effort to provide input regarding the riverfront's development program.

Preliminary Master Planning

Based on the public consensus building process and the Site Analysis and Market Studies, the Team began the Preliminary Master Planning design process. The Team developed three options for the development of the Riverfront District. During this planning process the team examined the following elements and how they integrate to create a successful riverfront project:

- Civic vision and identity
- Pedestrian circulation
- Vehicular circulation
- Attractions (existing, i.e. Executive Inn, RiverPark Center)
- Land use
- Building inventory
- Boat circulation, marina selection
- Parks and open space planning
- Conceptual phasing strategies

Public Meetings/Presentations

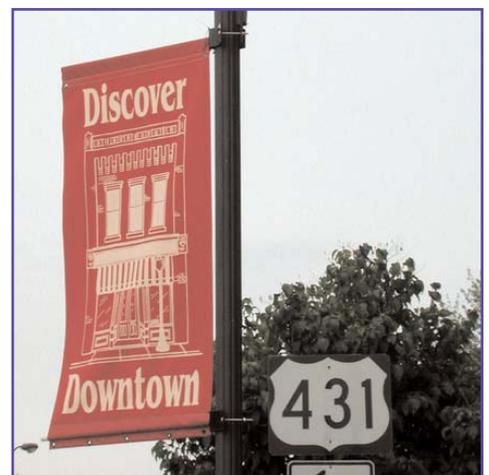
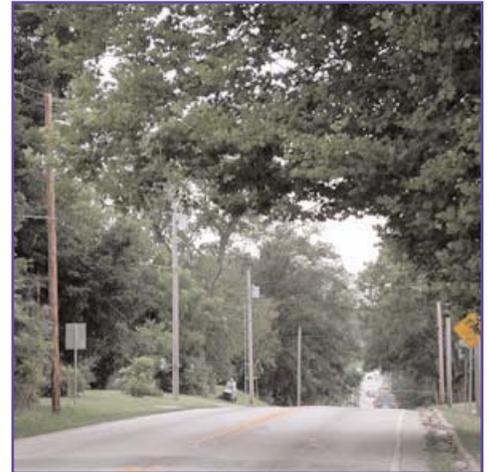
During the preliminary planning process, the Team, in conjunction with City staff, facilitated a series of meeting with local officials and community leaders. These meetings were held to facilitate discussions and review of the preliminary drawings. At the conclusion of these meetings, the Team refined the Preliminary Master Plan in preparation of the public meetings to be held to present the Master Planning options.



The Team presented the Preliminary Master Plans at various meetings, including the regularly scheduled Rooster Booster meeting, the monthly Rotary meeting and at two (2) public meetings. In addition to the meetings, the presentation was taped and televised for the public's review and comment.

Final Master Planning

Based on comments received during the public meetings and presentations, the Team refined the Preliminary Master Plan. This refined plan and supporting documents comprise the Final Master Plan Report. This document shall be used as a tool to facilitate the City's effort to garner fiscal and public support for the project. Included in this report are a series of recommendations the Team developed to facilitate the successful implementation of the Owensboro Riverfront Development District.



CHAPTER THREE

PUBLIC CONSENSUS BUILDING & ANALYSIS CONCLUSIONS

Public Participation

Part of a successful Riverfront Master Plan is to develop community support for the project. The Team was able to build upon the work of the PRIDE organization through the use of focus groups to further uncover the community's needs and concerns regarding the Riverfront Master Plan.

Each of the focus groups, as described earlier met separately with the Team and the sessions started off with a slide show of different types of waterfront projects from around the world. After review of the images, each group discussed their different needs and concerns regarding the riverfront. The focus group discussions were facilitated through the use of a scaled aerial image/plan of the existing riverfront with each group recording their thoughts on the plan. The Team then took these drawings and summarized the results.

Each of the focus groups had specific concerns, however, the top four issues or concerns regarding the riverfront development were:

1. Providing a pedestrian connection from English Park to the RiverPark Center along the riverbank and 1st Street
2. Revitalize the downtown area
3. Re-introduce marine facilities to Owensboro
4. Enhance English Park

Reproductions of the focus group's drawings can be found in the Appendix B of the report.

In addition to the focus groups the Team also reviewed the results of PRIDE's public participation process. The results from this process were very similar, with regard to revitalizing downtown, enhancing English Park, introducing marine facilities and providing walkway connections along the riverfront to English Park. A review of the specific questions and responses can be found in Appendix C of this report.



Site Analysis

In addition to the public participation, the initial steps of the planning process included analysis at various levels. These analysis included a review of the building inventory and urban patterns and land use, a review of the physical opportunities and constraints, Environmental Study, Biological Study, Archaeological Study and a Market Study. Copies of the specific environmental, biological, archaeological, and Market Study within the Riverfront District has been provided to the City of Owensboro under separate cover.

Building Inventory

One of the important aspects of the riverfront development is the current condition of the built environment and the adjacent land uses. The team reviewed and compiled a preliminary building inventory of the areas located within the project area. Included as part of this physical analysis, the team compiled a photographic inventory of the existing conditions.

The following describes the conclusions generated during the building inventory review.

- The City of Owensboro is very fortunate to already have in place the RiverPark Center and the Executive Inn. These two facilities represent two anchors for the riverfront development. The RiverPark Center currently hosts the "Friday's after Five" and continues to draw people to the riverfront from the surrounding region. The Executive Inn has undergone major renovations, and occupancy rates are on the rise. The Executive Inn also books world renowned entertainment during the weekend, which provides a strong draw to the riverfront from outside the state.
- Several buildings located along Veterans Boulevard are for sale or rent. The old Rayhill's restaurant parcel has had a difficult time since Rayhill's closed and only now, during the master planning process, has been leased for a Mexican Restaurant.

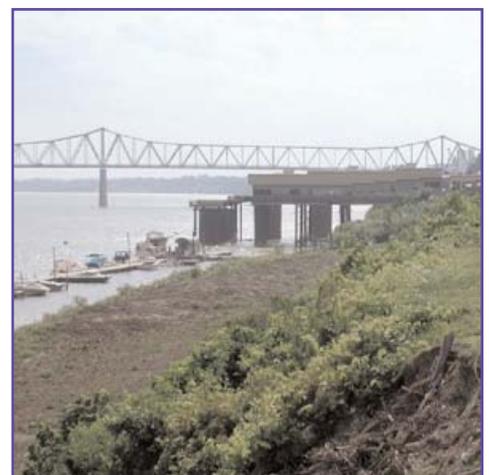


- A number of surface parking lots and/or vacant lots located along or adjacent to the Riverfront exist. The potential for development of these areas with land uses that will promote activity along the riverfront is promising.
- The green space associated with the Courthouse provides an opportunity for a much needed visual connection to the riverfront.
- The urban pattern of the downtown area associated with the RiverPark Center and the Executive Inn appears to be underdeveloped or at least underutilized.
- There is a need to strengthen visual connections to the river.
- There is a need to strengthen the pedestrian circulation to the river.
- The identity of four distinct zones emerged; 1) the downtown area between the Executive Inn and the RiverPark Center, 2) the residential area west of the Executive Inn, 3) English Park, and 4) the Industrial zone east of the RiverPark Center. Additionally, to the west of English Park there exists an industrial zone, however, other than the Fields Packing Plant, the land is underutilized. This area may present the opportunity for expansion of English Park and/or increased redevelopment through the private sector.
- The land uses east of the RiverPark Center have historically been industrial uses. These businesses have had a positive impact on the City, and are associated with the Ohio River. They present an opportunity to celebrate their existence aesthetically instead of attempting to relocate them.

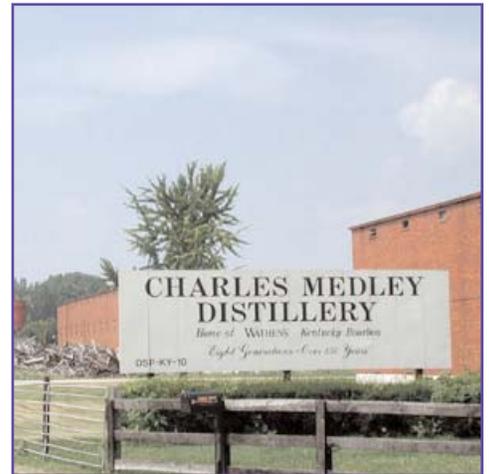


Physical Opportunities/Constraints

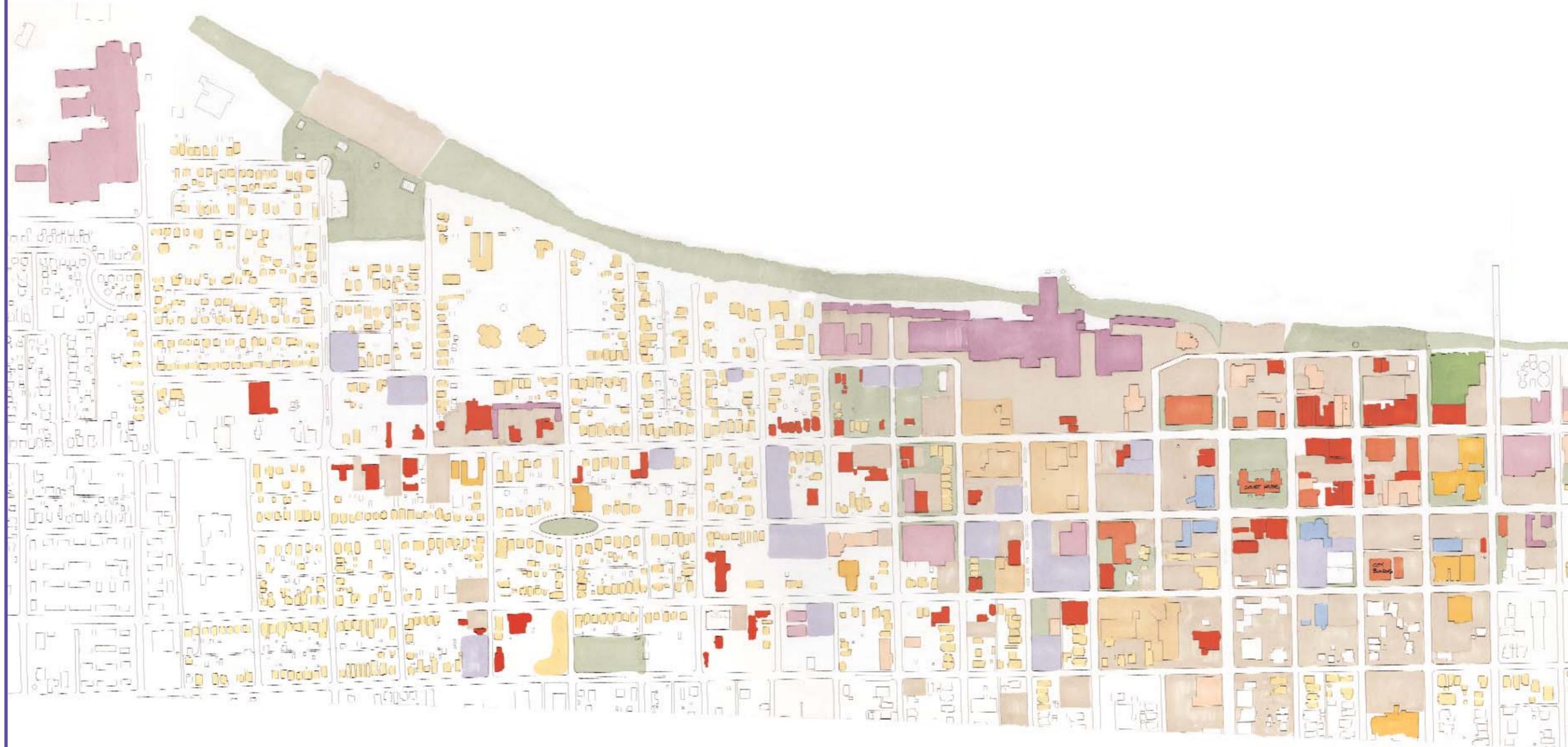
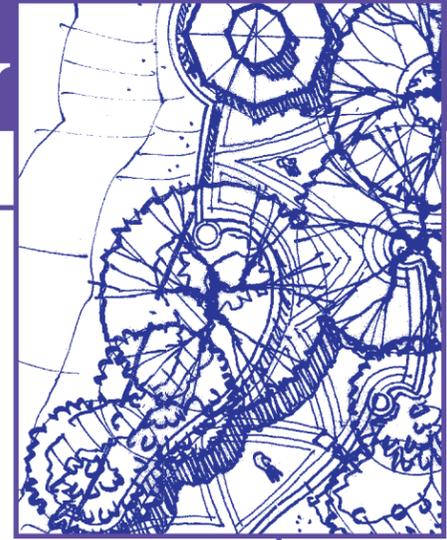
In addition to the Building Inventory, the Team visited the Riverfront District on a number of occasions, generated a photographic survey, and completed several studies in order to determine the physical opportunities associated with the Riverfront District. The following outlines the results of these analysis: (See Analysis Drawings on pages 13 & 14)



- After reviewing the project area, the Team determined the project area should extend to the east and west where highway 60 (2nd and 4th Streets) meet. These connections provide an opportunity for revitalized gateways into the City and Riverfront District.
- To the west, the railroad tracks presented a natural western boundary to the project.
- To the east, the industrial uses along the Ohio River, west of the bridge also presented a natural addition to the project, as this area has riverfront exposure, as well as being adjacent to the eastern connection into the downtown.
- The bank conditions along the riverfront vary. However, in most cases, the bank condition is a bluff, with the top of bank being approximately 30 feet above the low water level.
- The floodplain is largely alluvial soils, with the Owensboro side of the Ohio River on the outside of the bend of the river.
- The river traffic is largely river barges, which services the River Port west of downtown.
- In addition to the river traffic, during the rainy season, the river has a significant amount of debris floating down the river. Therefore, when planning for marine facilities, structure protection is an important consideration as well as maintenance.
- The bluff condition provides several different opportunities for pedestrian connections from the downtown area to English Park.
- The recreational boating season generally is from May until late fall.
- The flood plain at English Park is typically used most of the time for fishing, however, several times during the year English Park is used for festivals and large community gatherings, such as the July 4th Festival, which conflicts with fishing.
- The City Public Works Department allocates a considerable time and expense towards clearing debris from the flood plain at English Park.
- Although several streets (Daviss, Allen, St. Ann and Frederica Street) intersect with Veterans Boulevard, the connection to the riverfront, both from a visual and pedestrian circulation standpoint are not present and should be strengthened.



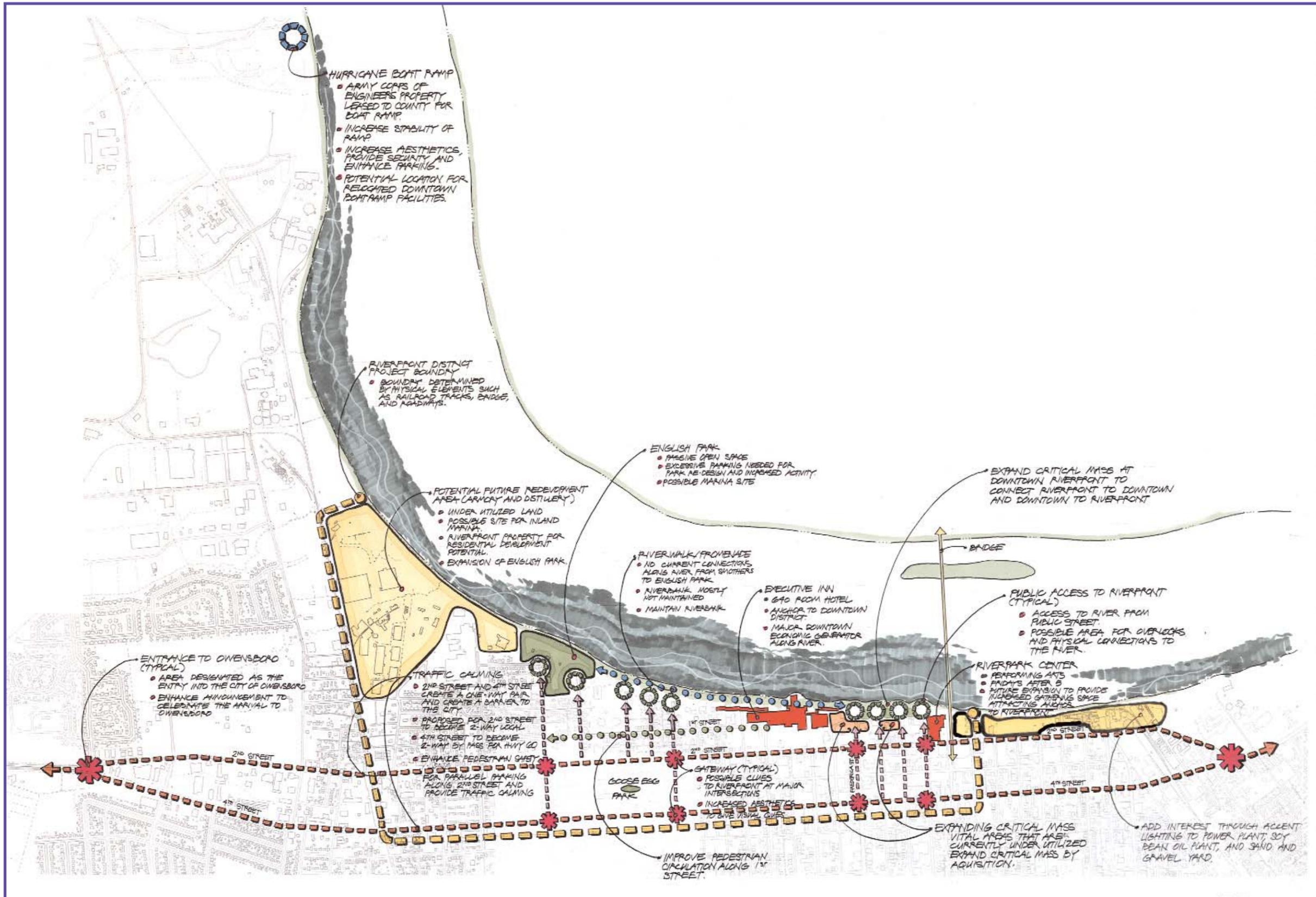
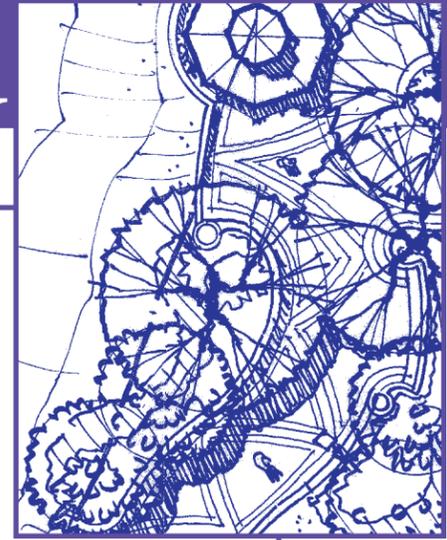
BUILDING INVENTORY



LEGEND

- OPEN SPACE
- VACANT LAND
- UNDER USED BUILDINGS
- RETAIL
- OFFICE
- WAREHOUSE / LIGHT INDUSTRY
- RESIDENTIAL
- CHURCH
- BANKS
- HOTEL / INN
- AUTO REPAIR / RETAIL
- PARKING

ANALYSIS DRAWING



- The existing boat ramp located near Frederica Street impairs the possibility of expanding the critical mass of public open space in the downtown area. Due to site constraints, the location of the boat ramp and its slope or approach to the water, land for the public purpose needs to be acquired. One possible solution would be to relocate the boat ramp.
- Due to the City's lack of property ownership in the downtown area, providing for public improvements, such as the riverfront development most likely will be hampered. The City should examine strategic acquisitions of privately held land along the riverfront in the downtown area.
- The County currently is leasing the Hurricane Island Boat Landing facility from the Corps of Engineers. This facility may provide an opportunity for an alternate location for a public boat ramp, and parking facilities.
- 2nd and 4th Street (Highway 60) within the Riverfront District are two one-way streets, with synchronized traffic lights. This currently creates a physical barrier, from a pedestrian viewpoint, to the riverfront. Vehicular traffic, including truck traffic, circulates through downtown at high speeds, which affect negatively the pedestrian environment.
- Improved pedestrian connections from 1st to the riverfront, especially along Maple, Plum and Orchard should be considered.
- The City has previously sold off the public access to the river. The Team recommends that the City maintain, within their control, all public access to the riverfront. In addition, where possible, expand public access to the riverfront through the use of pocket parks or overlooks.
- English Park is currently underutilized. It needs expanded program activities. English Park presents an opportunity for the introduction of marine facilities, while maintaining the existing restored Lock Master's building.
- If marine facilities are added to the existing English Park, the parcel west of English Park (Army Reserve parcel) may present opportunities for the expansion of English Park.
- The Triad area west of English Park may present opportunities for future private development associated with the riverfront development.



Environmental Study

As part of the Riverfront master planning process, an environmental study was prepared. This environmental assessment was performed in general accordance with sections ASTM E 157-00. The assessment was completed to identify, to the extent feasible, recognizable environmental conditions in connection with the study area that may be critical and require more detailed study. The Team completed the following activities under the scope of work:

- Study Area Reconnaissance
- Prepared list of Study Area Addresses
- Review of EDR Corridor Study Report
- Review of Historical Sanborn Fire Insurance Maps
- Report Preparation

The Team conducted an assessment of the study area to provide a preliminary investigation to assess readily apparent environmental problems. Such problems may result from past uncontrolled use, spillage, or discharge of any petroleum and/or hazardous substances. The scope of the assessment is intended to be thorough enough to determine if additional investigation, such as qualitative or quantitative contamination studies, would be prudent. However, the screening nature of the scope of work for this assessment did not incorporate exhaustive records searches or definitive subsurface sampling and analytical schemes.

This report was compiled for the sole use of the City of Owensboro, the Master Planning Team and is not intended to be distributed to or relied upon by third parties without the written permission of the Team.

The study area is located along the southern bank of the Ohio River in the City of Owensboro, Kentucky. The actual boundaries of the study area, in general, are the Ohio River to the north, Pearl Street to the east, Ewing Road to the west, and various streets to the south, including East and West 2nd Street, West 3rd Street, West 1st Street, Herr Avenue, Lock Avenue, Chesterfield Drive, and Schroth Avenue.

This study area encompassed a wide variety of land uses, which included industrial, commercial, and residential. The study area can be divided into three sections. The first section includes



primarily small typical downtown-type commercial properties with some industry, and this area is from Pearl Street on the east end to Poplar Street in the middle. The second section can be classified as primarily residential and includes areas west of Poplar Street to Dublin Lane. The third area includes the many vacant and undeveloped properties northwest of Dublin Lane. However, several large industrial operations reside in this area, and include, Field Packing Company, Charles Medley Distillery, and Owensboro Grain Company Edible Oils facility.

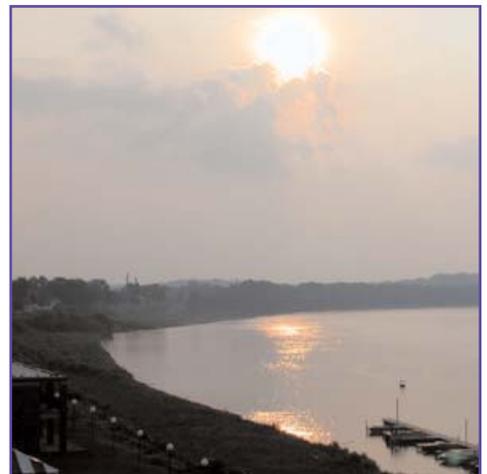
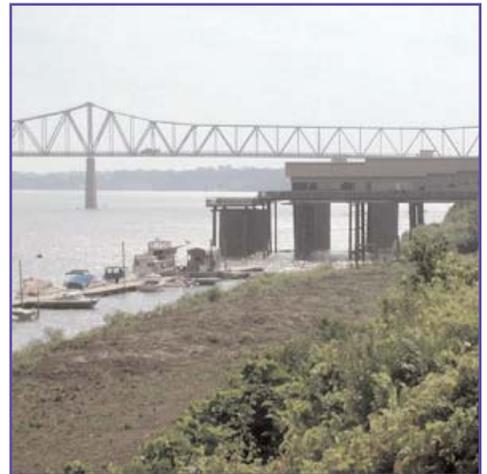
Upon completion of the environmental assessment and based upon the information herein, the Team has identified nine (9) sites within or directly adjacent to the study area that have known or suspect environmental conditions associated with their properties. These sites may or may not present actual concerns; however this can only be determined by additional investigation to assess potential impacts to soil and groundwater. These sites may be found listed in Appendix A.

More specifically, based on the above information, the Team, at this point does not see any "fatal flaws" environmentally that would preclude the City from proceeding with the development of the riverfront project, especially in light of the areas selected for redevelopment.

Biological Study

The Team also completed a preliminary biological assessment in conjunction with the Master Planning work. The biological review revealed that the primary species of concern along this area of the river include:

Source: Kentucky State Nature Preserves Commission (KSNPC)



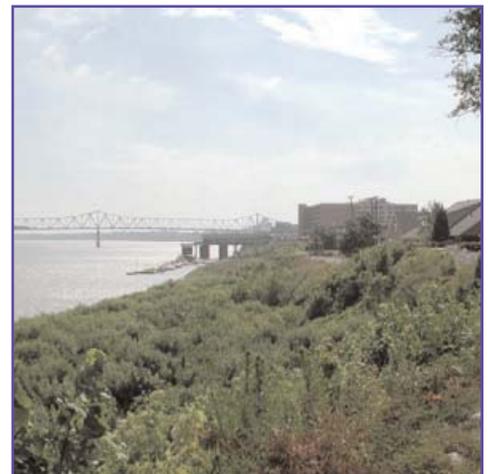
Animal Type	Name	Status (F=federal, S = state)
Freshwater mussel	Sheepnose	Special Concern (S)
	Rabbitsfoot	Threatened (S)
Bird	Bank swallow	Special Concern (S)
	Barn Owl	Special Concern (S)
Bat	Indiana Myotis	Endangered (F, S)

These animals have been documented in the vicinity of the proposed project, and therefore must be considered as plans for riverfront redevelopment proceed. Based on the results of the preliminary assessment, it is anticipated that appropriate monitoring and avoidance measures should be sufficient to protect these animals. During the permitting process, detailed studies to confirm the presence of and impacts to any of these animals may need to be conducted - some mitigative measures may be required prior to receipt of project permits. It is unlikely that threatened and endangered species or habitats would prevent furtherance of the site development program.

Archaeological Study

The Team conducted an archaeological overview for the City of Owensboro, Kentucky riverfront development project. This archaeological overview provides the City of Owensboro with information regarding the level of existing documentation relative to archaeological resources within the Riverfront District or Area of Proposed Effect (APE). This information shall provide for informed decision making relative to future regulatory compliance requirements regarding archaeological resources. The overview includes:

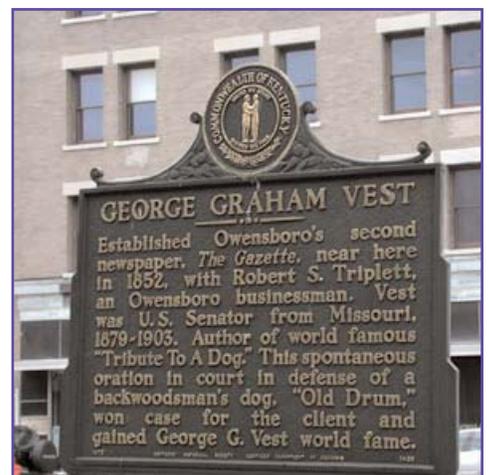
- A review of previous archaeological investigations within and near the project area
- Mapping showing those areas within the APE that have been professionally surveyed for archaeological sites
- An inventory of all known archaeological sites within the project area, along with their eligibility status with regards to the National Register of Historic Places (NRHP)



- General statements regarding the potential of the area for encountering as yet undiscovered archaeological sites within the area
- Recommendations for additional required archaeological investigations within the APE

The project APE encompasses all or portions of 20 city blocks, along with an approximate 1.3 miles of waterfront, approximately between River Miles 756 and 757.5. Within the City, the southernmost boundary is Third Street. The project border is irregular; aside from the waterfront proper, the eastern boundary is Triplett Street, and Sycamore Street bounds the area to the west. This area is mostly urban development; exceptions include English Park and Smothers Park which are greenspace. A large sand and gravel operation located east of the Ohio River Bridge is also included in the project APE.

Although this overview has shown that there are no recorded archaeological sites within the project APE, the potential for encountering significant archaeological deposits during implementation of the proposed Owensboro Waterfront Development project must be considered high. This is true for both prehistoric and historic period sites. The discovery of archaeological sites in areas along major rivers such as the Ohio is rendered more difficult due to the build-up of flood silt deposits over many centuries. Prehistoric sites are often deeply buried. This has been demonstrated in numerous places along the Ohio River, where buried sites can be found at depths of 30 feet or more. The soil survey suggests that sites may be buried as deep as six to eight feet within the project APE. The soil survey also states that the pre-urban topographic setting included low linear ridges that paralleled the Ohio River. These are known to have been particularly attractive places for prehistoric occupation, in that they were somewhat higher and drier than the surrounding floodplain. The frequency of historic period sites within the APE must also be considered high. The City of Owensboro, incorporated in 1817, undoubtedly contains many archaeological sites typical of that of any river town. Docking and warehouse facilities would be especially prevalent along the river's edge. Other site types, such as residences, churches, meeting halls, shops and industrial sites can be expected to cluster around the busy port. Although buildings have been demolished and rebuilt, below ground historic features associated with the structures may remain. This is especially true of cisterns, privies, and root cellars which typically contain a wealth of artifacts relative to the occupation of razed aboveground structures.



Based on the background research conducted for this overview study, it is recommended that the portions of the project area that have not been surveyed for archaeological resources are subject to a Phase I level archaeological investigation. Because of the existing level of development in the study area, the survey would be constrained by buildings and paved areas that prevent access to the ground. Survey efforts would encounter no such restrictions in open, vegetated areas such as parks; areas adjacent to and surrounding standing structures, including some parking lots where practical; and along the shoreline of the Ohio River. The most efficient and practical methodology to be used for this effort is backhoe trenching. However, due to the size of the project APE, the number of sites that might be expected, and the volume of artifacts that would likely be encountered, future survey efforts should be carefully designed.

This overview has shown the project APE to be largely uninvestigated, but full of archaeological potential. Based on this, the Team recommends the following:

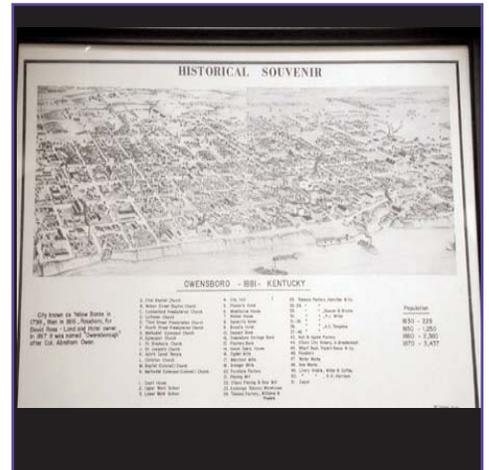
- Continue archival research including careful examination of Sanborn maps and other historic documents
- Base initial identification of potentially significant historic sites on this archival research
- Direct subsequent field work to the areas with the greatest potential
- When time constraints allow, firmly identify the development components and their locations in order to restrict sub-surface archaeological investigations to those areas that will be disturbed.

Market Study Overview

An important part of the master planning process is developing an understanding of the market and its influence on design and planning. The following information is a brief summary of the Market Study completed for the project.

The three trade areas for the riverfront development include:

- Primary Trade Area: Daviess County, which includes around 92,000 people. The downtown and riverfront area are well located and accessible to this population.



- Secondary Trade Area: The area within twenty-five (25) miles of downtown (i.e. including the Primary Trade Area) and having a population of 214,000 people.
- Tertiary Trade Area: This market is the population within fifty (50) miles of downtown (i.e. including both Primary and Secondary Trade Areas) and contains around 700,000 people.

Based on the Market Study, it is reasonable to expect that people will drive one (1) hour (50 miles) for entertainment and recreational events that could be held in a revitalized riverfront area. Within this total market area, three other issues were studied. These include:

- Population trends, which are generally stable
- Income, which is modest and growing
- Household categories, which are diverse

The primary conclusion of the Market Study is that it's current demographics and trends are generally positive for downtown Owensboro.

Downtown / Riverfront Development Opportunities

Based on the Market Study results, the Team has identified the following riverfront development opportunities. A more detailed description of analysis regarding the opportunities can be found in the Market Study previously completed for the project, and provided to the City under separate cover.

Residential

There appears to be near-term residential opportunities in downtown based on the initial market findings and real estate representative interviews. Initial priorities are probably best for renovated adaptive reuse of current office space with eventual new construction timed to follow the waterfront enhancement project.



Restaurant

The Team estimates that Daviess County residents currently spend around \$112 million dollars per year on food away from home. This number is increasing with the population and income growth in the area and represents a development opportunity for the downtown and riverfront areas. The Team has identified several appropriate locations including the former Rayhill's restaurant facility, other sites on Veterans Blvd., and a possible floating restaurant concept.

Entertainment

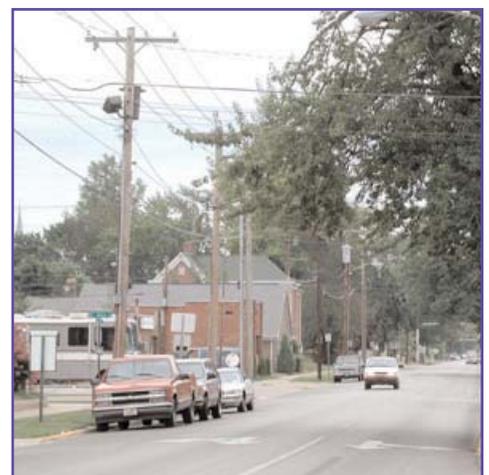
Many successful programs in comparable downtown/riverfront locations use entertainment and events as the cornerstone of their revitalization efforts. Owensboro has a very positive entertainment situation with the programs operated by the Executive Inn, River Park Center and numerous festivals. The Team's conclusion is that additional entertainment facilities and events should complement the existing programs and focus on the physical area between the Executive Inn and River Park Center.

Retail

The region appears well served by its major retail mall and two community shopping centers. Downtown opportunities currently appear to exist for specialty retail but will obviously benefit from increased riverfront and entertainment activity.

Development Issues

The Team's assessment generally describes a downtown/riverfront market environment with positive potential and no significant negatives to deal with. The one-way street traffic situation is an obvious pedestrian deterrent, but this has been addressed during the planning process. All of the development opportunities reviewed will obviously benefit from a revitalized and active waterfront area. In many ways, the river is a unique and currently underutilized downtown asset. The current economic development potential will benefit significantly from a riverfront that has a well designed, people friendly, physical environment and an active events program.



Marina Development

A core component of the waterfront development effort is the concept of a new marina project. The local meetings reinforced the local support for a marina concept that would facilitate:

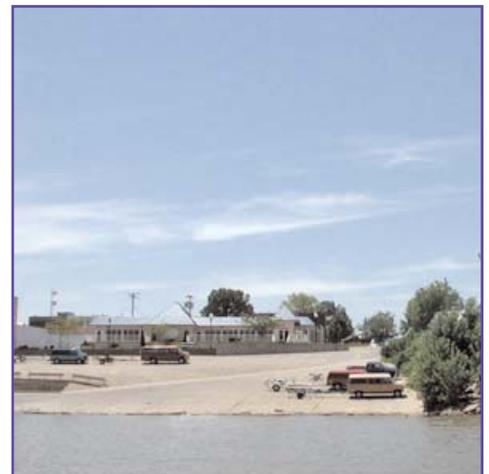
- Increased waterfront activity
- More visitors and corresponding economic benefits
- Visual benefits to adjacent real estate and waterfront visitors

The Team's assessment generally reviewed relevant marina concepts including transit facilities, full-service private marinas, public marina programs and various marina projects designed to facilitate adjacent residential and commercial development.

The Team's assessment of the Owensboro marina market identified 3,394 boats registered in Daviess County and around 11,000 registered in the seven county region. Of this total, we estimate that around 10% are 26 foot or larger (1,100 boats) and prime candidates for marina space.

The field research revealed that the prime large boat locations currently are the Kentucky Lakes Region, which includes the Land Between the Lakes area. This 170,000-acre national recreation area is around 150 miles from Owensboro. It appears that local boaters have been lured by the boating environment and the inexpensive facilities, which result from major federal and state expenditures in the area. On the Ohio River, very few marina facilities exist in the Owensboro area. The Team has assumed this is the result of the above mentioned competition and local boaters preferences.

It is important to note, although the demand does exist for a moderate marina facility of 100 plus slips, the cost associated with the construction of the marina is a quality of life issue. This is because the debt service associated with the construction cannot be offset by the revenue generated from the marina. However, based on the Market Study, the costs associated with the operation of the marina should be offset by the revenue between four (4) and five (5) years after the marina has been opened.



Marina Feasibility

One of the components identified during the public participation process was the inclusion of a marina facility as part of the Master Plan for riverfront development in Owensboro. In order to determine the feasibility of a marina facility, the Team examined the dynamics of the river or the environment, several potential sites or alternatives, the market and costs associated with a marina facility, possible phasing strategies as well as regulatory and permitting issues.

Environment

The Team investigated the opportunities for a marina component associated with the Master Plan for riverfront development in Owensboro. The first task effort evaluated the major physical and environmental features of the Ohio River and Owensboro riverfront. The most critical factors found that affect marina siting include water level fluctuations and floods, frequency of occurrence of ice and floating debris, and the level of commercial barge traffic that occurs along the river. Consideration of these primary factors leads to the requirement that a permanent (year-round) marina facility along the Owensboro riverfront be an interior, protected basin. On-river, unprotected dockage could be seasonal only and would be subject to increased scrutiny by the regulatory agencies due primarily to navigation safety concerns.

Process

Results of on-site planning charettes with City staff, interviews with representatives of local interest groups, site inspections by the planning team, review of related reports, regulatory requirements, and the experience of the planning team were all synthesized to identify three final sites for further consideration of docking facilities. Of key importance was the input from the local public who will ultimately use and promote the facility.

Alternatives

The three sites, Downtown/Smothers Park, English Park, and the Triad Industrial Park were evaluated with regard to environmental

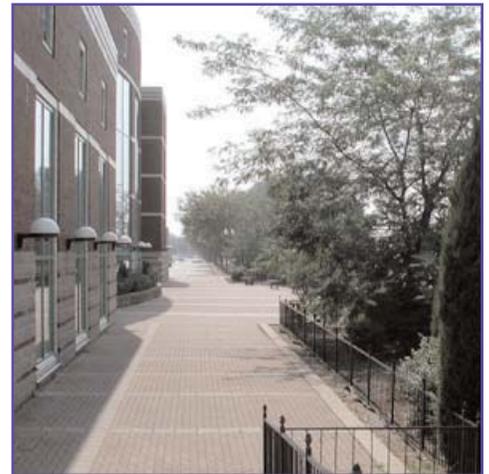


factors, physical space/capacity, flexibility, capital costs, and overall compliance with the objectives of the Master Plan. It was determined that the Downtown site could only be used for seasonal dockage, therefore direct comparisons of this alternative to the interior basins is not recommended. As well, regulatory concerns will be greater for this site due to the exposure to the open river and navigation safety issues.

Three basin alternatives were developed for English Park, based on physical area impacted and slip count, and one developed for Triad Industrial Park. Slip counts ranged from a minimum of 74 at English Park to 244 at Triad. Conceptual cost estimates for interior basin marina components (inclusive of site development and dockage) range from \$6.1M at English Park to \$14.1M at Triad. It is noted that all options reflect a similar unit cost (cost per slip) if site development costs (excavation, slope protection, etc.) are not included. Therefore, the majority of the cost differential results from the site development costs associated with high excavation quantities and entrance and bank protection enhancements.

English Park Marina

A ranking system was applied to each site alternative to determine its opportunities and constraints. English Park is the most opportunistic site for a protected marina, due to existing features which minimize excavation, provision for an off-river protected basin, and consideration of phased slips with an ultimate build out of up to 156 designated slips (nominally 30 ft length vessels) and accommodation for vessels of up to 60 ft. This site also fits into the overall goals of the Master Plan to create an "anchor" at the west limits of the proposed riverwalk. The marina would be protected from the open river by construction of a mechanically stabilized earth berm wall on top of the remnants of the Lock & Dam #46 wall fronting English Park. Excavation from the uplands would create a "double bowl" shaped basin with sloping sides from the water up to the existing upland grade. Docks would be floating, with steel pipe piles used as anchorage. Vessels would be berthed two per slip, with shared finger piers between adjacent double slips. Each berth would be provided with electrical and potable water services at a minimum, with satellite/cable TV and phone connections; an industry standard in most facilities. At a minimum, marina amenities would include a floating fuel dock and office, restrooms, laundry, and convenient parking on the



adjacent upland. Since a public boat landing is desired as part of the riverfront development, it is recommended that the existing downtown boat ramp be relocated to Hurricane Island boat landing, with specific improvements to address access and safety issues.

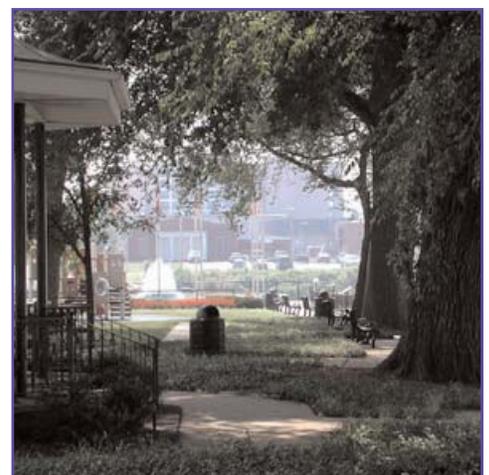
Market and Costs

The Team's Market Study addressed marina facilities in Owensboro. While the Market Study was conservative with regard to the market viability for a large marina, it did identify an upward trend in regional boater registrations as well as a modest demand for quality marina slips in the Owensboro area. The Market Study projected absorption rates of 20-40 vessels per year assuming competitive slip lease rates are offered. The results of the Market Study and the high site development costs associated with an interior basin marina at Owensboro must be weighed against the overwhelming quality of life benefit that a marina at English Park could provide. While the economics and engineering can only assign a monetary value to the marina, the project team received much positive feedback from the local interests regarding the quality of life benefits that a marina facility would bring to Owensboro. In addition, development of a first-class marina along the waterfront would add to the overall redevelopment goal to put Owensboro on the map of "destinations" along the Ohio River.

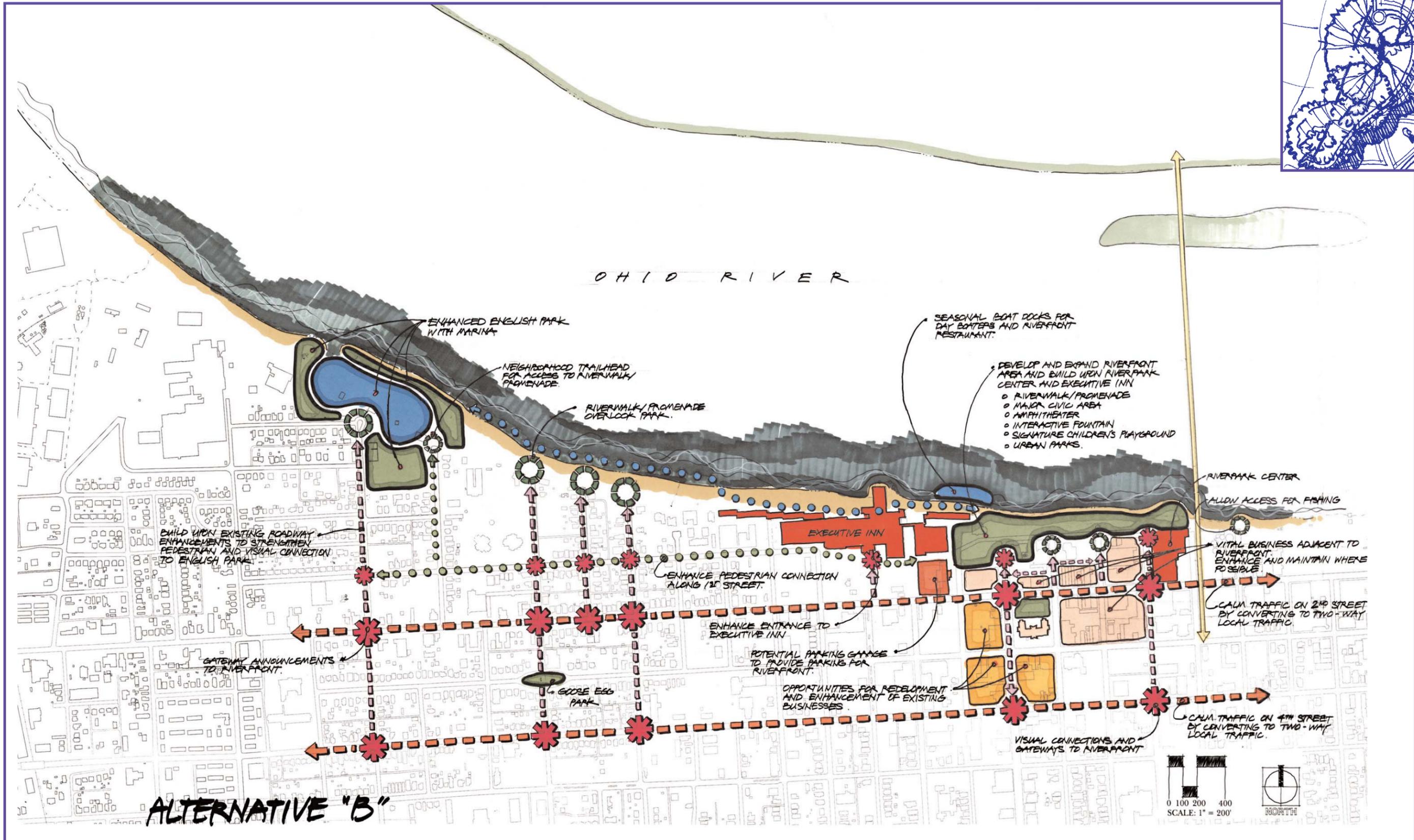
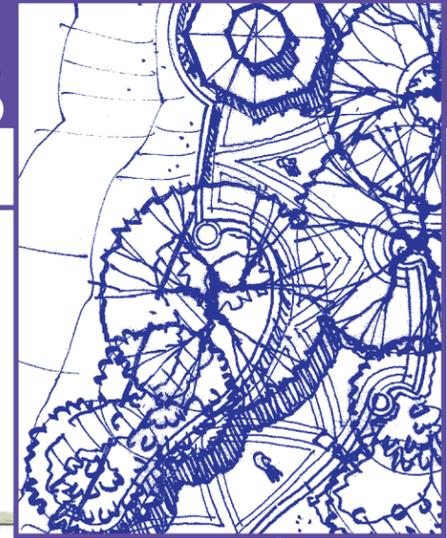
Phasing

Phasing of the marina development is limited due to the large amount of upland site development associated with the inner harbor facility proposed for English Park. The project team envisions that the entire marina basin would be constructed during Phase 1. The number of slips deemed practical would also be constructed in Phase 1 (minimum of 20-40 based on the Market Study's projected absorption rate). All of the utility upgrades and infrastructure improvements would need to be constructed in Phase 1. The number of slips should be based on the Market Study and a slip presale program.

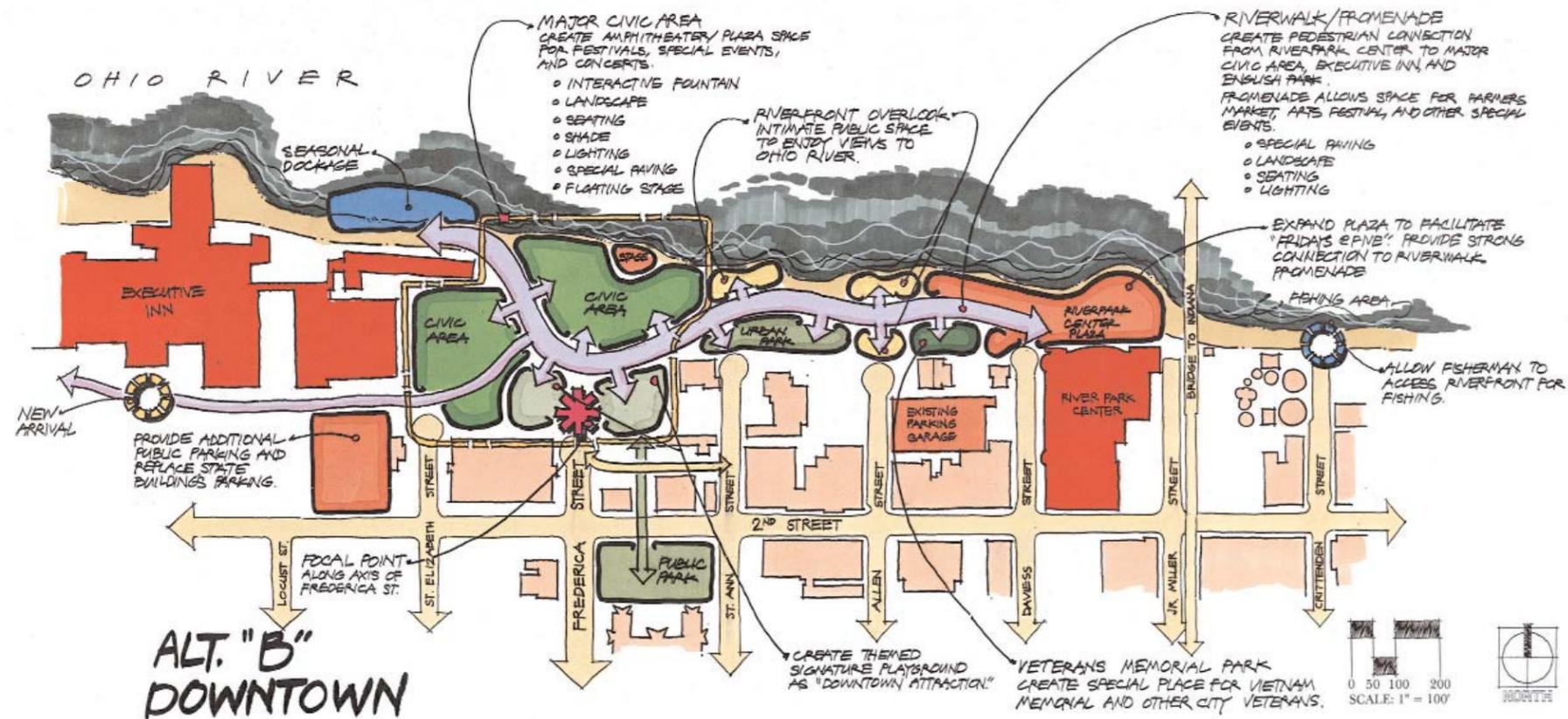
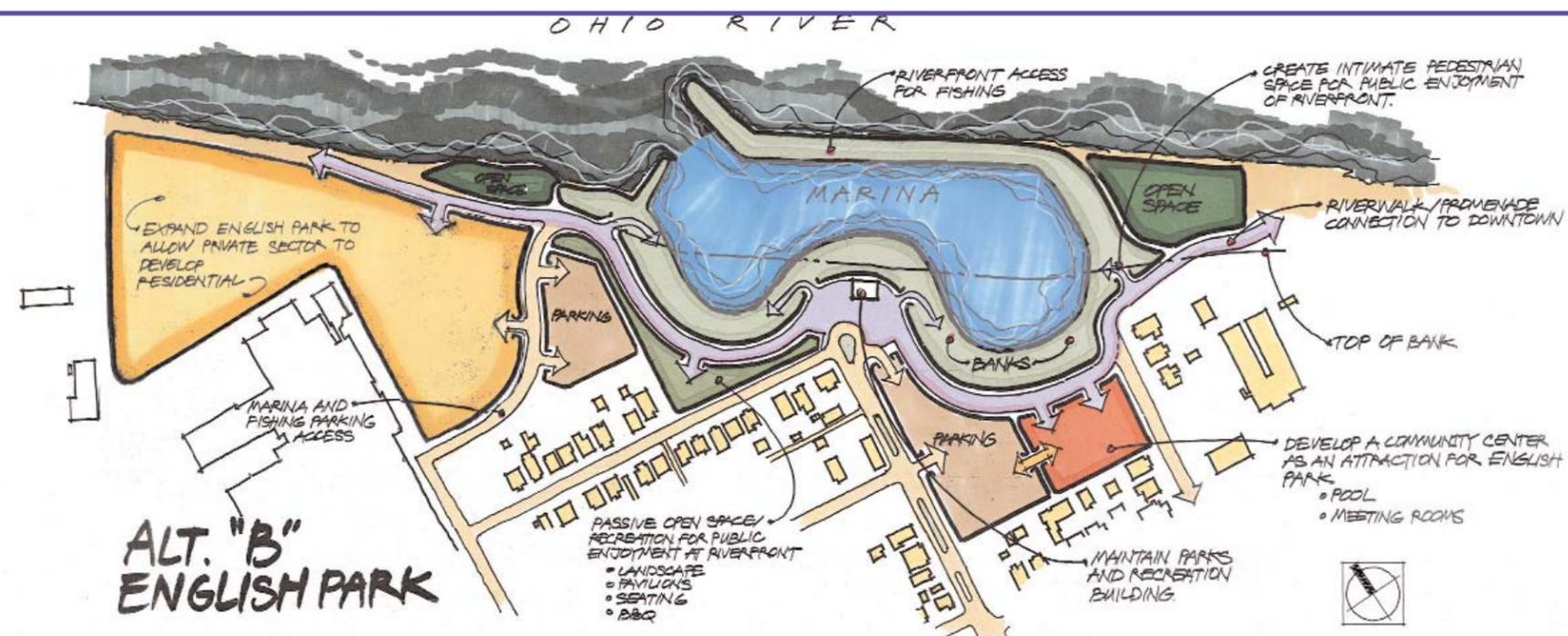
Subsequent phases would add slips as necessary to meet demands. These additions would be simplified with the selection of a modular type dock system. The City may also wish to consider dockage in the downtown area (seasonal docks along Veterans



ALTERNATIVE B



ALTERNATIVE B



Boulevard) during subsequent phases to provide (1) day dockage for local boating visitors to downtown business area and (2) attraction of regional transient boaters that may not demand the security of dockage within the protected marina basin at English Park.

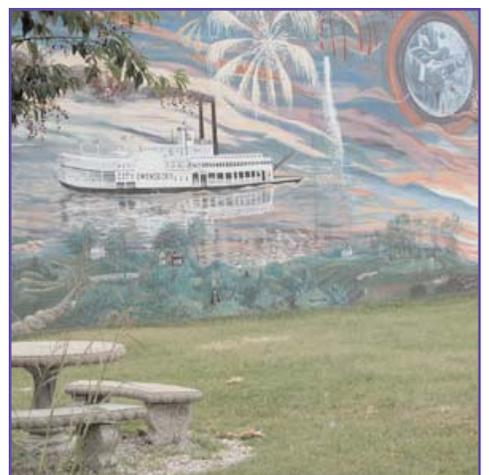
Regulatory and Permitting Issues

A regulatory review, based on meetings with the USACE and US Coast Guard, revealed the primary concerns for navigation impacts and safety, particularly for vessels entering the river from the marina (i.e., line of sight concerns) as well as the seasonal, exposed dockage Downtown which presents a higher safety risk than the interior basin marina options. Cultural and archaeological resources and potential impacts to them are acknowledged herein; however, they are discussed in a separate portion of this Master Plan document.

Site Analysis General Conclusions

At the conclusion of the above studies, the Team's general analysis conclusions include:

- The City needs to re-orient towards the Ohio riverfront
- Provide for public access and visual access to the riverfront
- Provide a pedestrian connection from RiverPark Center to English Park on the river
- Create development opportunities along the riverfront between Executive Inn and RiverPark Center
- Increase activity in English Park
- Calm traffic along 2nd and 4th Street
- Based on the information discovered during the Phase I Environmental Study, the Team does not see any "fatal flaws" environmentally that would preclude the City from proceeding with the development of the riverfront project.
- The animal species described above have been documented in the vicinity of the riverfront project. However none of the species is expected to significantly affect the proposed development. Should detailed studies identify significant habitats, some mitigative measures may be required prior to receipt of project permits.



- A full-scale archaeological survey of the project area is not recommended. However, extensive archival research is recommended with subsequent field work based on the areas where the greatest potential for archaeological finds is located.
- Current demographic trends are generally positive for downtown Owensboro
 - Population trends are generally stable
 - Income is modest and growing
 - Household categories are diverse
- The current economic development potential will benefit significantly from a Riverfront that has a well designed, people friendly, physical environment and an active events program.
- English Park is the most opportunistic site for a protected marina.
- Economically, the revenue generated from a marina facility will not cover the debt service associated with the construction of the marina. However, generally speaking, the revenue generated from the operations of the marina, over time, should cover the expense associated with operating the marina.

While completing the Site Analysis process, the Team began to develop conceptual ideas and/or principles regarding the riverfront development. These initial ideas, or principles, were refined and developed into Guiding Principles. The Guiding Principles were developed as the Team reviewed the physical conditions of the project and listened to the community through the public participation process.



CHAPTER FOUR

PRELIMINARY MASTER PLANNING

Guiding Principles

Downtown Development

- Create a "Critical Mass"
(Critical mass to be the intensity of public and private investment in the downtown riverfront area between the Executive Inn and RiverPark Center)
- Connect RiverPark Center to Executive Inn
- Commence land acquisition

Riverwalk Connection

- From RiverPark Center to English Park along river bank and 1st Street

Relocate Boat Ramp

- To inland harbor marina, Hurricane Island Boat Landing, or Riverport

Traffic Calming

- Convert 2nd and 4th Street to two-way roads
- 2nd and 4th Street to become local roadways
- Enforce truck route via Wendell Ford Expressway/East Corridor/Natcher Bridge

Provide Owensboro Marine Facilities

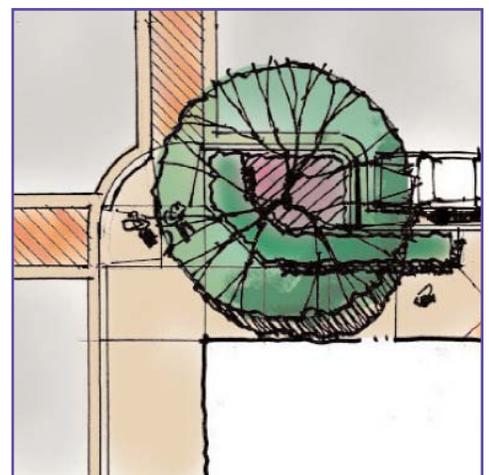
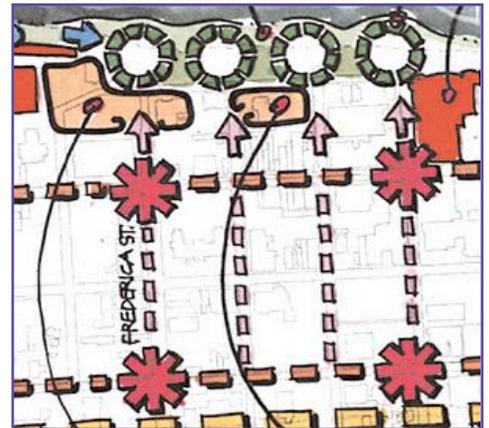
- Seasonal boat docks
- Riverboat/Dinner boat
- Inland harbor marina

Waterfront Restaurant/ Entertainment District

- Provide development incentives for waterfront restaurants and entertainment venues

Improve English Park

- Increase public activity
- Provide fishing facilities
- Provide park programming



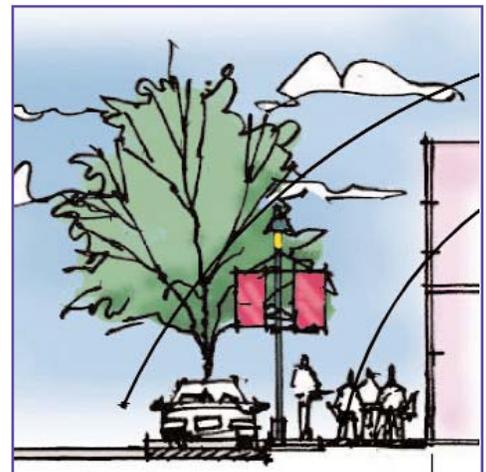
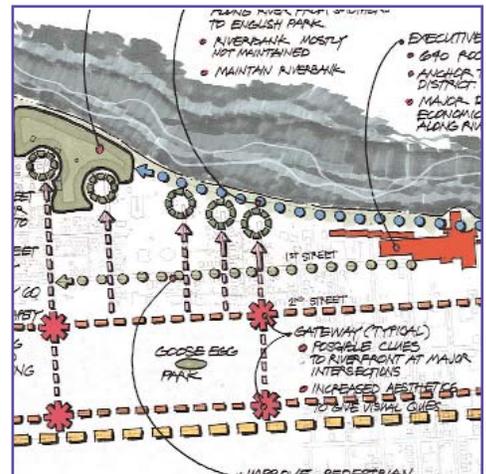
Preliminary Master Plan Options

The team developed a series of Preliminary Master Plan options for review by City staff and the public. As with the analysis, design concepts were developed for each of the three main areas; the downtown area, the pedestrian connection from downtown to English Park, and the English Park area. Three options were developed. However, the Team presented the options by indicating that the different areas within the plan could be interchanged based on feedback from the community, budget constraints and/or political or social issues.

Common Elements

Based on the Guiding Principles that were developed, each of the Preliminary Master Plan options has several common elements. These common elements include:

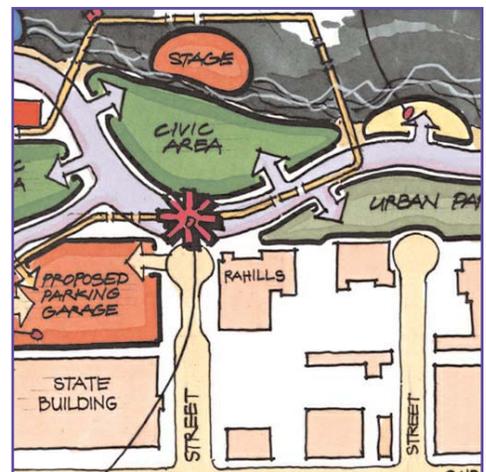
- Calming traffic on 2nd and 4th Street and converting the streets to local two-way roads.
- Creating gateways and enhancing the east and west entry points to the downtown with signage and landscape treatments.
- Expanding the visual and pedestrian connections to the riverfront along Daviess, Allen, St. Ann and Frederica Street.
- Provide a riverwalk connection from the downtown area to English Park. (See Plans & Sections of Walkway Concept p 38-40)
- Convert Veterans Boulevard to a promenade to increase and enhance pedestrian access to the river.



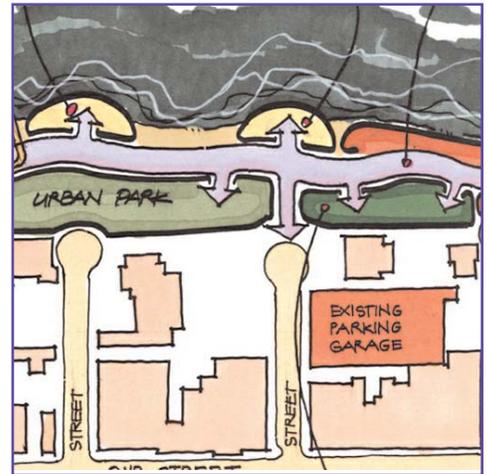
Preliminary Master Plan: Option A Downtown Area

The main components of the plan are to build upon the critical mass that exists with the RiverPark Center and the Executive Inn. These components include:

- Converting Veterans Boulevard into a pedestrian promenade with overlooks onto the river. Create cul-de-sacs at the ends of Daviess, Allen, Frederica and St. Ann Streets to promote vehicular access to river, yet develop the area to be more pedestrian friendly. Provide for Veterans memorial and seating area along promenade.
- Expanding and enhancing RiverPark Center's promenade space.



- Continuing the pedestrian promenade behind, as well as in front of the Executive Inn with a connection to English Park via the riverbank and 1st Street.
- Providing for seasonal boat dockage downtown for recreational boaters and a possible dinner boat.
- Converting the surface parking lot associated with the State Office Building to a parking garage.
- Initiating strategic land acquisition and remove boat ramp to create a major civic space downtown. This space may include an amphitheater, interactive fountain, special paving and landscaping.
- Providing improved access east of the bridge for fishing.



Riverwalk Connection/Overlooks

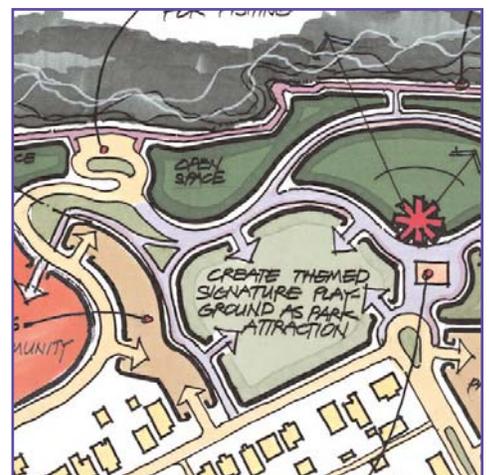
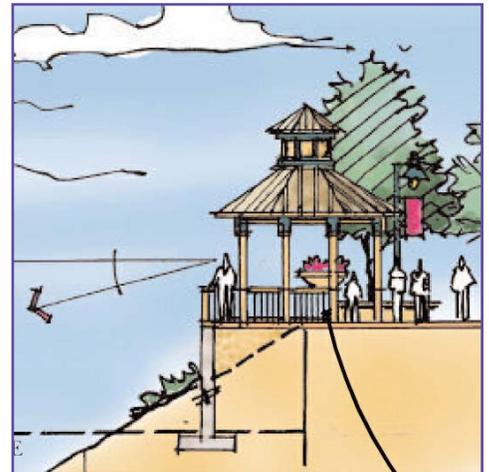
The main objective of this option was to promote pedestrian access to the river.

- Create a riverwalk connection/promenade from Downtown to English Park at a mid-bank level.
- Create overlook parks at Maple, Plum and Orchard Streets.

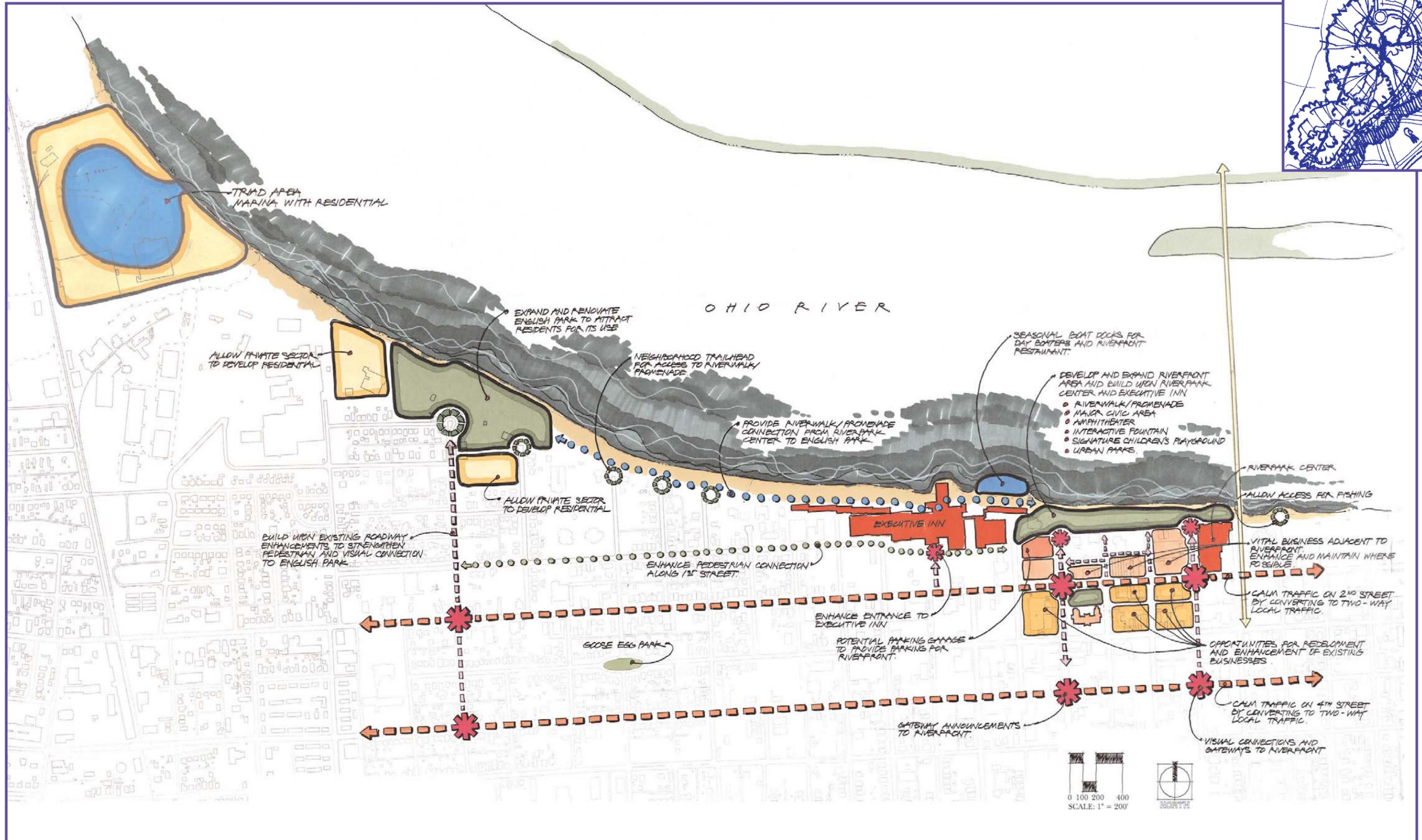
English Park Area

The main components of this plan are to expand the uses of English Park to improve the park's use.

- Create two levels of promenade along the riverbank at English park, top of bank and along the river's edge. Renovate lock wall to promote fishing.
 - Create a "fishing pass" at City Hall in an effort to register fishermen, and thereby allowing them to fish without hourly restrictions.
 - Remove old bleachers and reconfigure park open space.
 - Expand English Park into the Army reserve area and provide for more activities and programming.
 - Redevelop a new community center.
 - Create a themed signature children's play area.
 - Allow for private sector to redevelop residential in proximity to the park.
 - Develop a marina with residential at the Triad area, west of English Park.
- (See Preliminary Master Plan A on pages 31 &32)



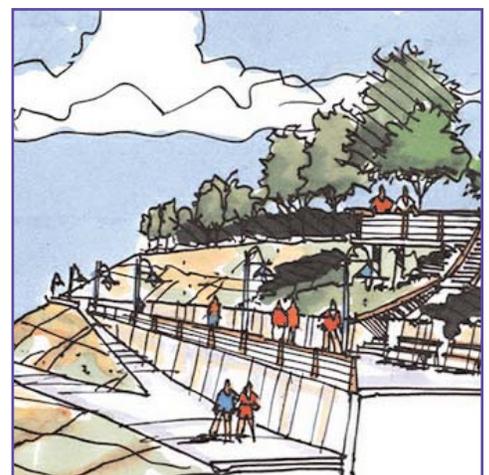
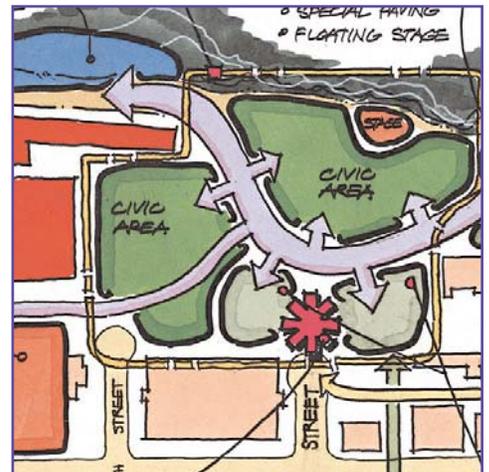
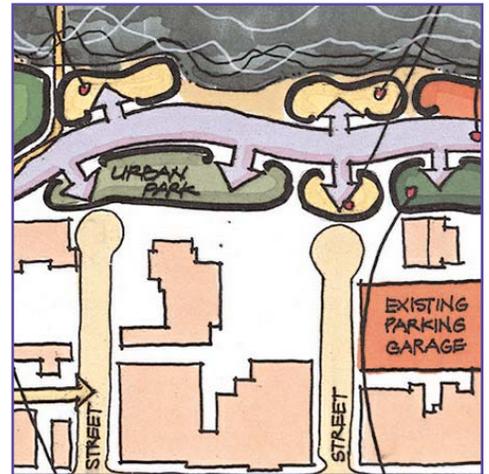
ALTERNATIVE A



Preliminary Master Plan: Option B Downtown Area

The main components of this plan are to continue to build upon the critical mass that exists with the RiverPark Center and the Executive Inn. These components include:

- Converting Veterans Boulevard into a pedestrian promenade with overlooks onto the river. Create cul-de-sacs at the ends of Daviess, Allen, Frederica and St. Ann Streets to promote vehicular access to river, yet develop the area to be more pedestrian friendly. Provide for Veterans memorial and seating area along promenade.
- Expand and enhance RiverPark Center's promenade space to facilitate "Friday's After Five".
- Promote redevelopment along Frederica Street.
- Continuing the pedestrian promenade behind and in front of the Executive Inn with a connection to English Park via the riverbank and 1st Street.
- Providing for seasonal boat dockage downtown for recreational boaters and a possible dinner boat.
- Convert the surface parking lot associated with the State Office Building to the civic space.
- Build a parking garage behind the historic County Jail building.
- Continue strategic land acquisitions in order to create a major civic space downtown. This space may include an amphitheater, interactive fountain, special paving, landscaping and themed signature playground.
- Provide improved access east of the bridge for fishing.
- Provide for visual connection from Courthouse to riverfront.



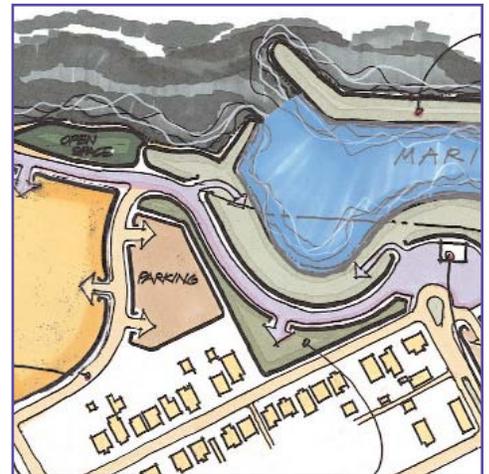
Riverwalk Connection/Overlooks

- Create a riverwalk connection/promenade from Downtown to English Park on the top of bank by the Executive Inn and a floating walkway along the residential areas.
- Create vest pocket parks at Maple, Plum and Orchard Streets with minimal parking, connections to the floating walkway and possible gazebos and seating areas.

English Park Area

The main component of this option is the inclusion of an inland harbor marina within English Park.

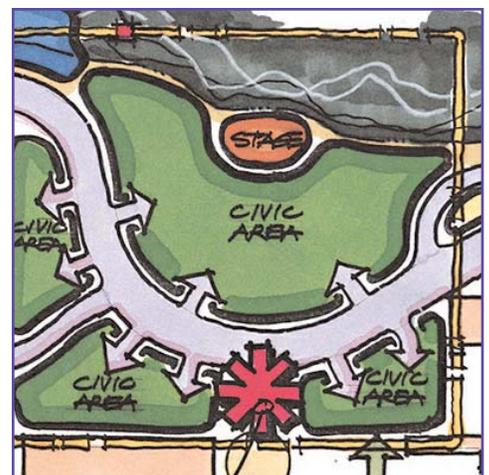
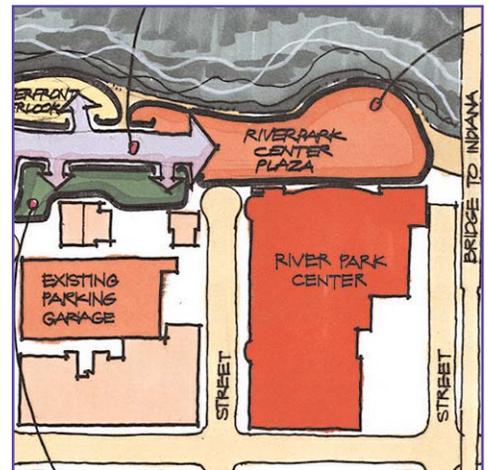
- Create an inland harbor marina in the floodplain of the park. Maintain the historic lock master's building and re-use as a Harbormaster's building.
- Create promenade on berm wall of marina and at top of bank to facilitate access for fishing and provide overlooks for visitors to enjoy the river and marina.
- Expand English Park area into Army reserve property to allow for private residential development.
- Create a "fishing pass" at City Hall in an effort to register fishermen, and thereby allowing them to fish without hourly restrictions.
- Redevelop a new community center.



Preliminary Master Plan Option C Downtown Area

The main components of this plan are to continue to build upon the critical mass that exists with the RiverPark Center and the Executive Inn and for the City to acquire strategic properties along the riverfront to accomplish this. These components include:

- Converting Veterans Boulevard into a pedestrian promenade with overlooks onto the river. Create cul-de-sacs at the ends of Daviess, Allen, Frederica and St. Ann Streets to promote vehicular access to river, yet develop the area to be more pedestrian friendly. Provide for Veterans memorial and seating area along promenade.
- Promote private redevelopment along Frederica Street.
- Expand and enhance RiverPark Center's promenade space to facilitate "Friday's After Five".
- Continuing the pedestrian promenade behind and in front of the Executive Inn with a connection to English Park via the riverbank and 1st Street.
- Providing for seasonal boat dockage downtown for recreational boaters and a possible dinner boat.
- Convert the surface parking lot associated with the State Office Building to the civic space.
- Build a parking garage behind the historic County Jail building.



- Continue strategic land acquisitions in order to create a major civic space downtown. This space may include an amphitheater, interactive fountain, special paving, and landscaping.
- Create a themed signature playground in proximity to Veterans Boulevard.
- Provide improved access east of the bridge for fishing.
- Provide for visual and pedestrian connection from Courthouse to riverfront.

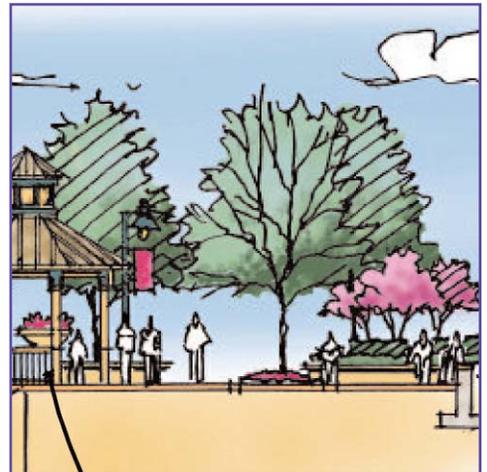
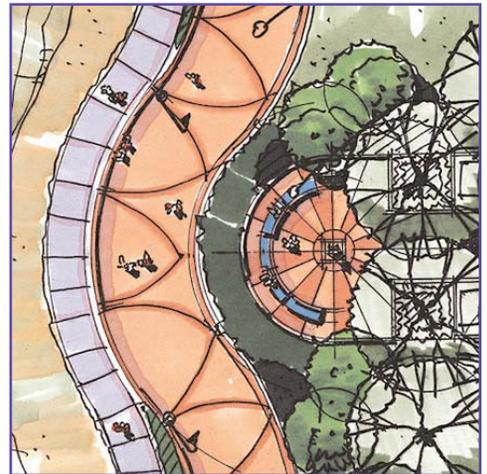
Riverwalk Connection/Overlooks

- Create a riverwalk connection/promenade from Downtown to English Park on the top of bank by the Executive Inn and a floating walkway along the residential areas.
- Create vest pocket parks at Maple, Plum and Orchard Streets with minimal parking, connections to the floating walkway and possible gazebos and seating areas.

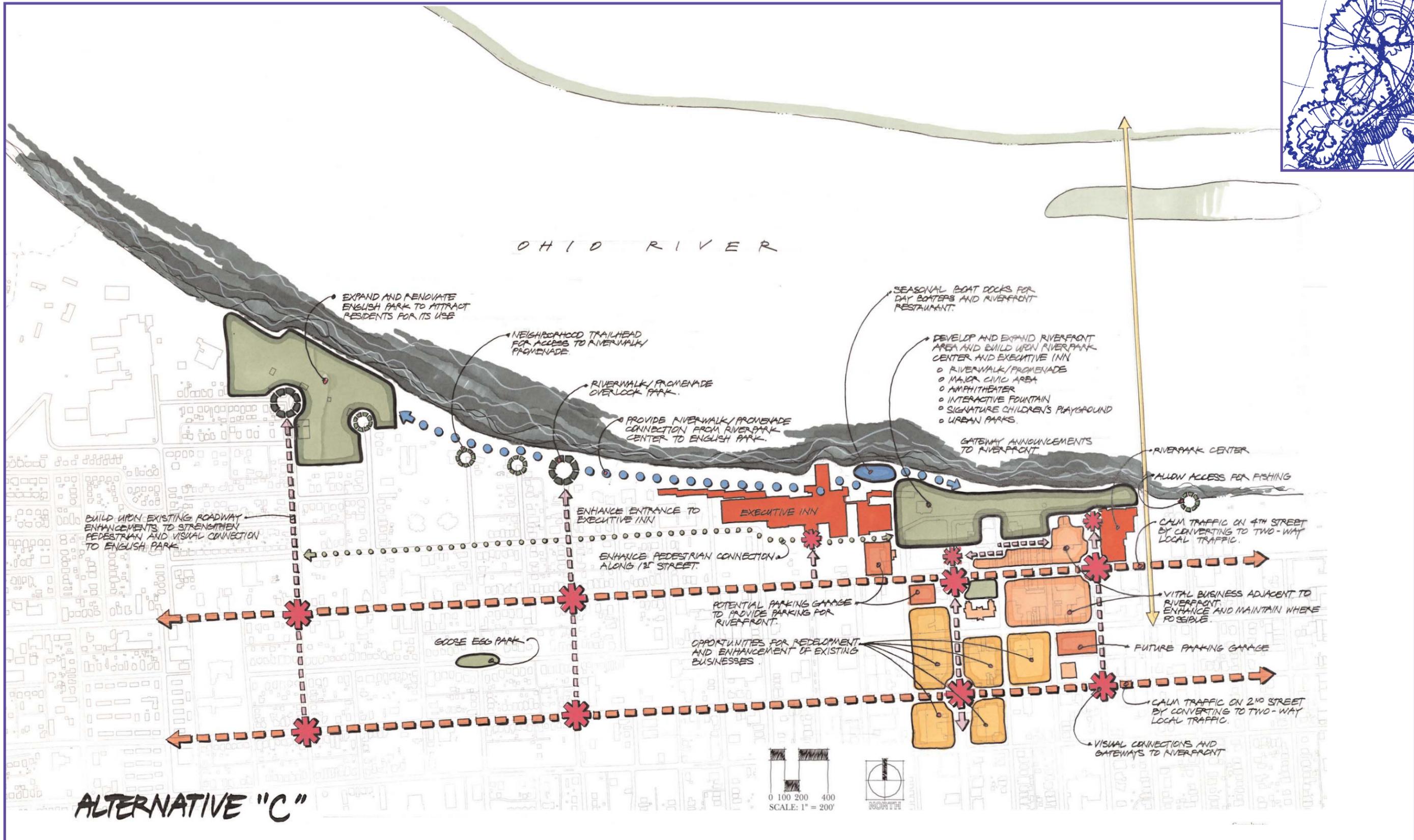
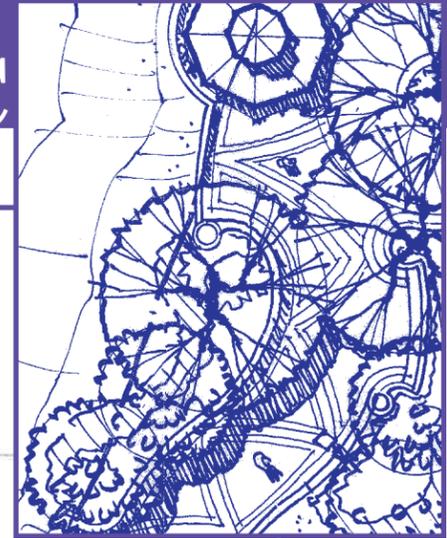
English Park Area

The main components of this plan are to expand the uses of English Park in order to improve the park's use.

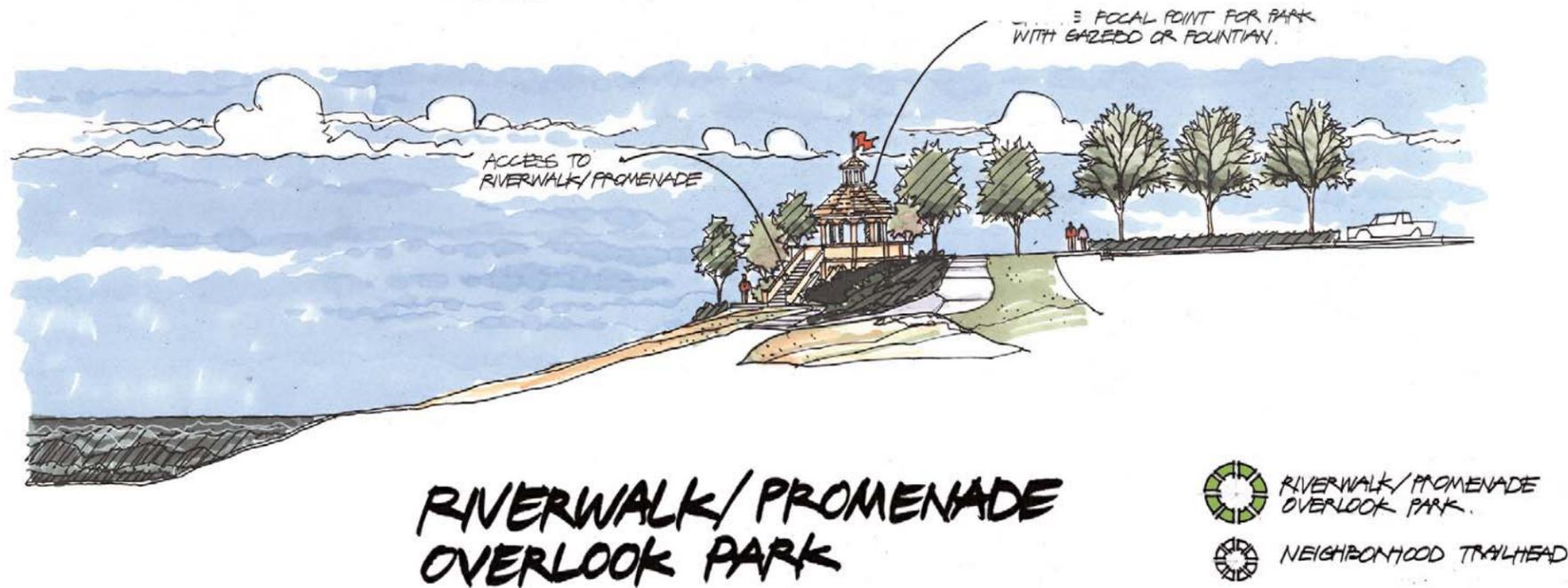
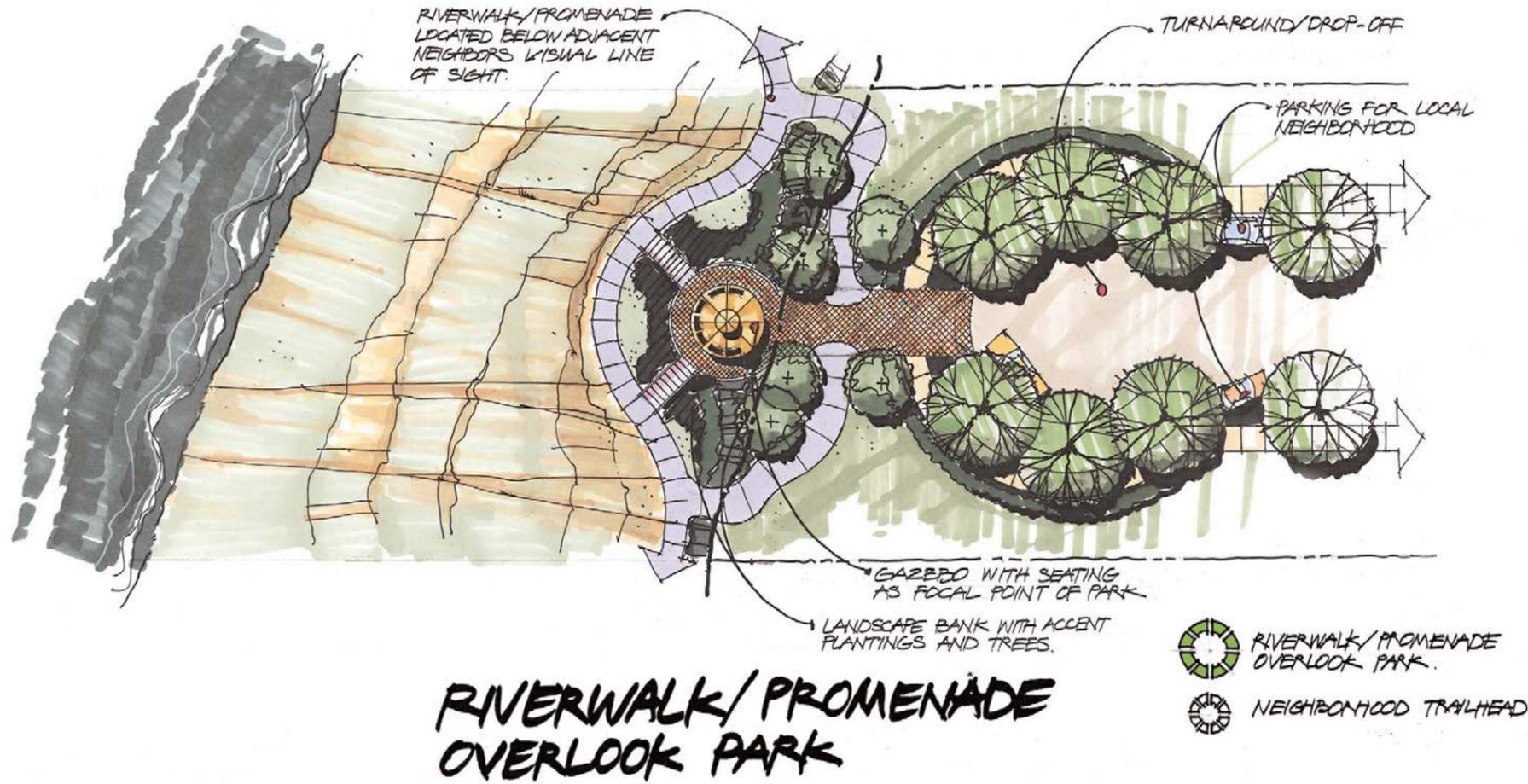
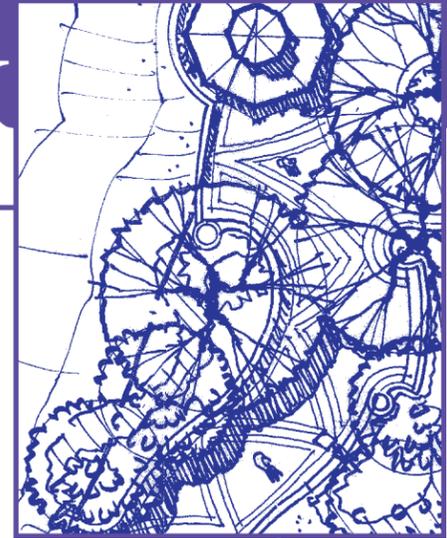
- Create two levels of promenade along the riverbank at English park, top of bank and along the river's edge. Renovate lock wall to promote fishing. Create a "fishing pass" at City Hall in an effort to register fishermen, and thereby allowing them to fish without hourly restrictions.
 - Remove old bleachers and reconfigure park open space.
 - Expand English Park into the Army reserve area and provide for more activities and programming.
 - Redevelop a new community center.
 - Create a themed signature children's play area.
- (See Preliminary Master Plan B & C on pages 36, 37, 38, 39, 40, 41, & 42)



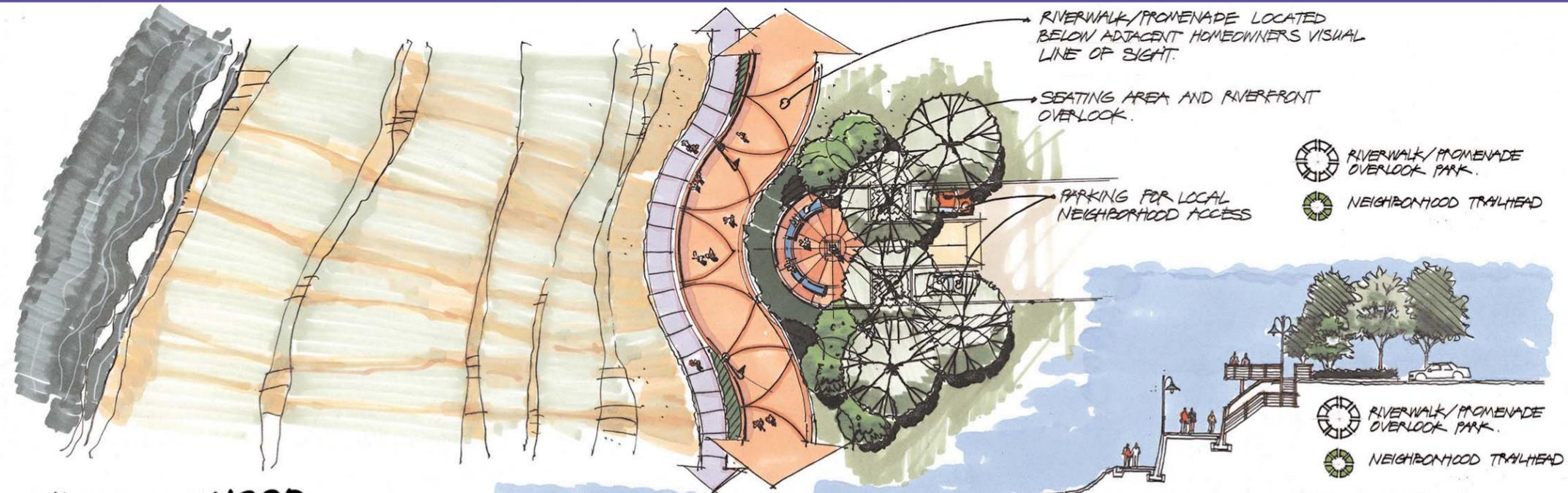
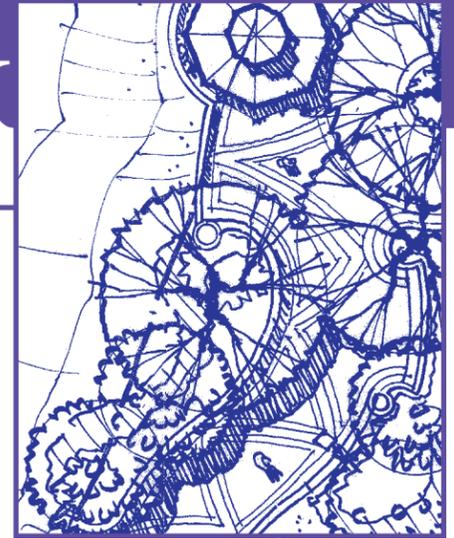
ALTERNATIVE C



NEIGHBORHOOD OVERLOOK



NEIGHBORHOOD OVERLOOK



NEIGHBORHOOD TRAILHEAD

NEIGHBORHOOD ACCESS TO RIVERWALK/PROMENADE

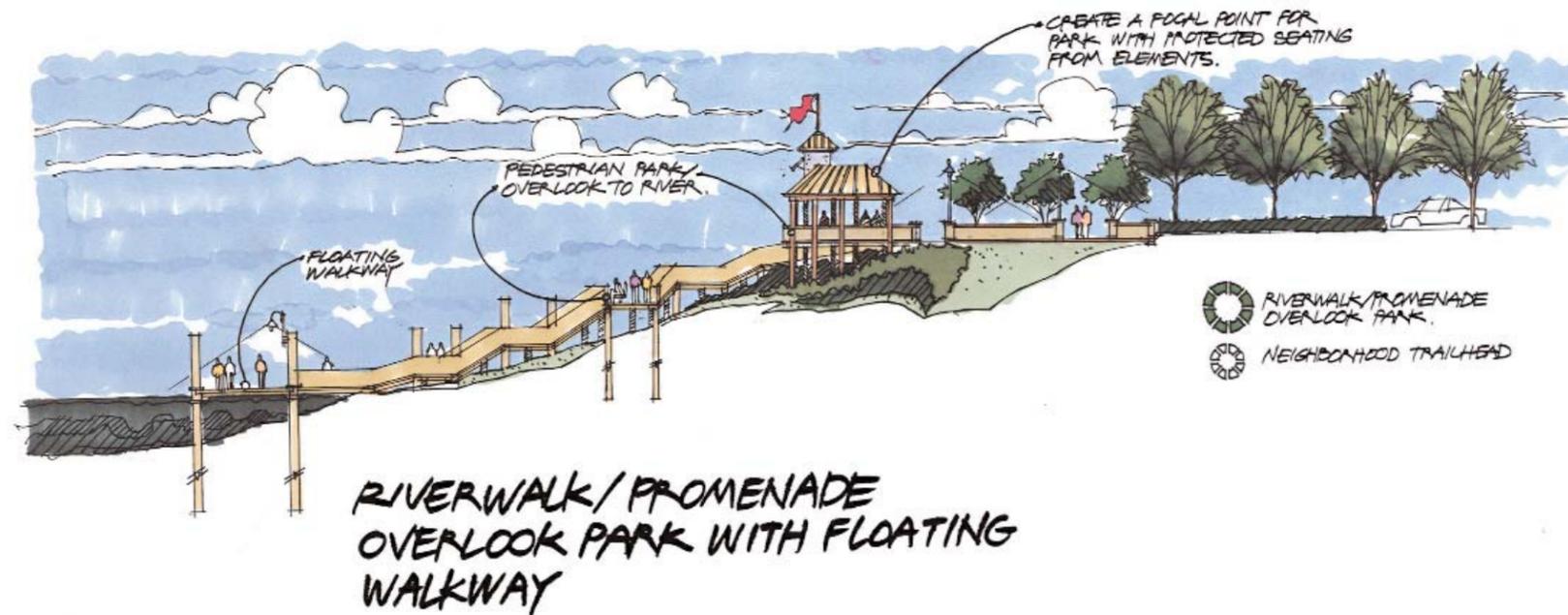
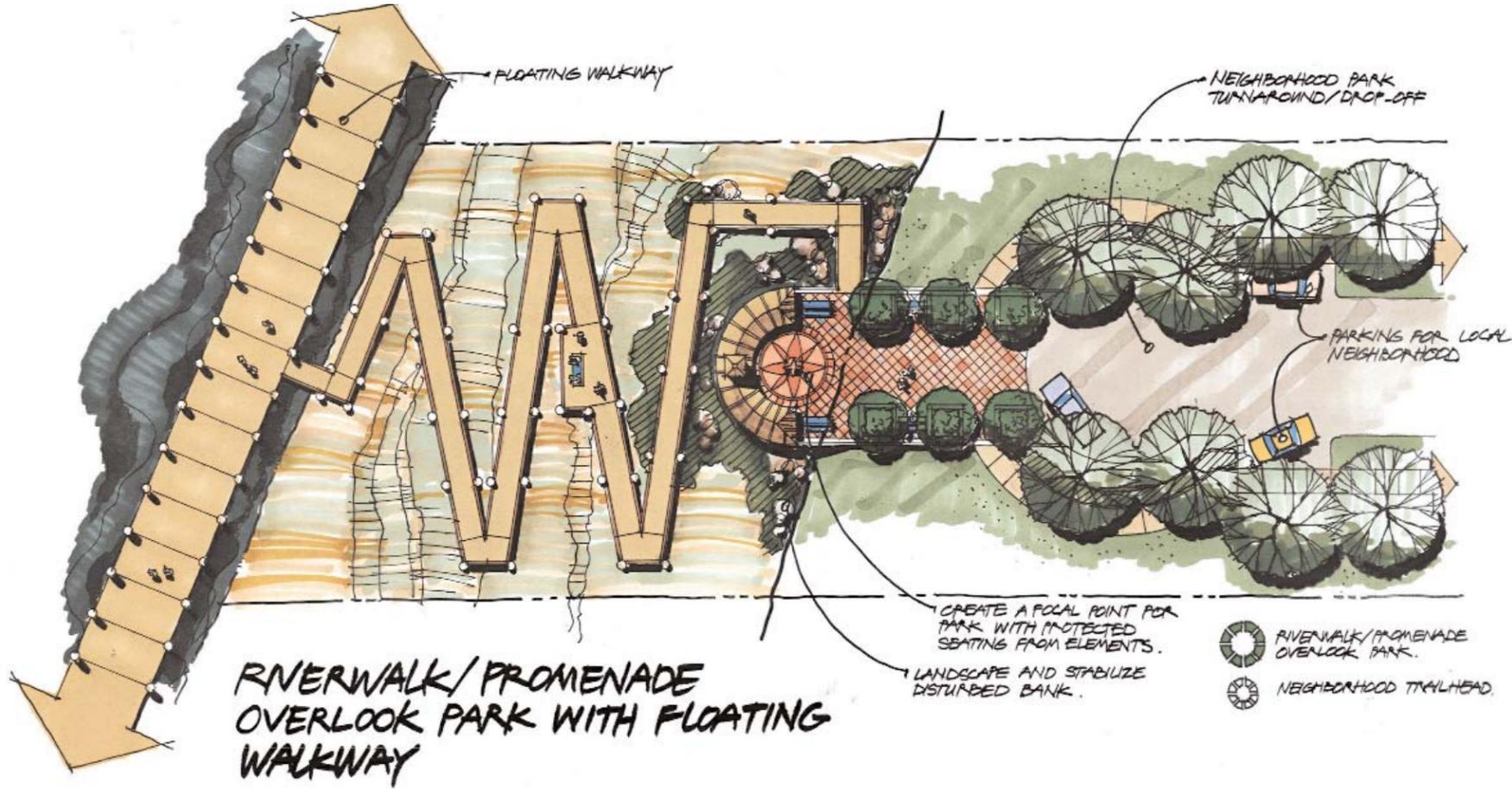


NEIGHBORHOOD TRAILHEAD



NEIGHBORHOOD TRAILHEAD WITH ACCESS

FLOATING WALKWAY



CHAPTER FIVE

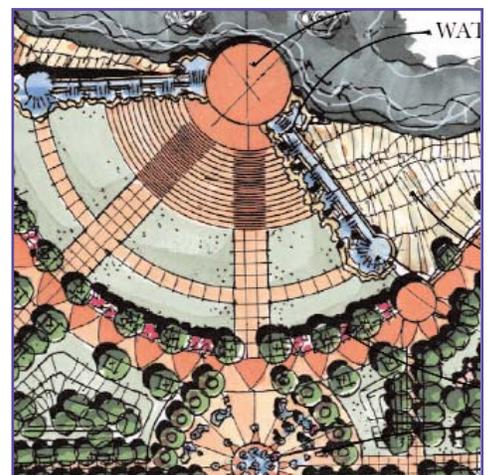
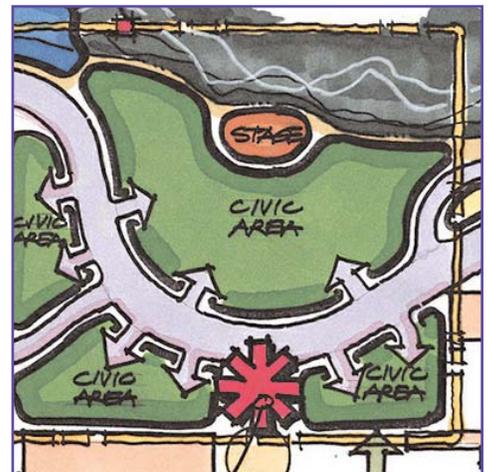
FINAL MASTER PLANNING

Final Master Plan

After comments were received from City staff and through the public process, the Team formulated the Final Master Plan and developed a strategy for implementation. The Final Master Plan includes the following elements:

Downtown Area

- Expand RiverPark Center's outdoor plaza to enhance "Friday's at Five" and other outdoor riverfront events. Connect plaza to proposed promenade.
- Create parks and overlooks along the promenade to promote access to the river and provide space for public to enjoy passive recreation space along the riverfront.
- Create and theme a signature children's play area associated with the promenade and promenade parks.
- Create a major civic area in the downtown area. Civic area to potentially include a floating stage, amphitheater, promenade connection, focal point element, landscape, fountain, shade structures, site furniture and lighting. Local focal point element and plaza along the axis of Frederica Street.
- Relocate downtown boat ramp and parking to Hurricane Island Boat Landing.
- Provide seasonal boat dockage downtown for transient recreational boaters and dinner boat.
- Promote public access for fishing by creating fishing area beneath J.R. Miller bridge. Discuss "land swap" or easement with private landowners along Crittenden Street to allow for fishing access.
- Provide connection to City's greenbelt
- Construct a parking garage incorporating the historic County Jail building to provide replacement parking for the Executive Inn, County Office Building and for public parking for the downtown riverfront area.
- Create a stronger visual connection between the courthouse and the riverfront. The County is currently



reviewing options for a farmers market located at the courthouse in an effort to bring more people downtown.

- Program the major civic space with more events.

Riverfront Walkway Connections

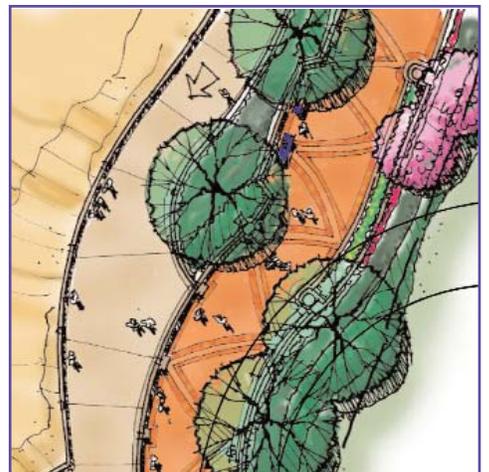
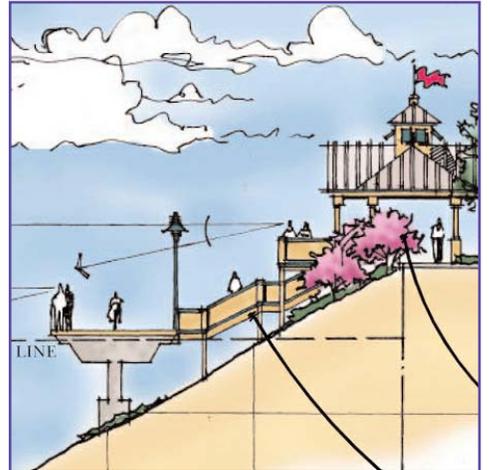
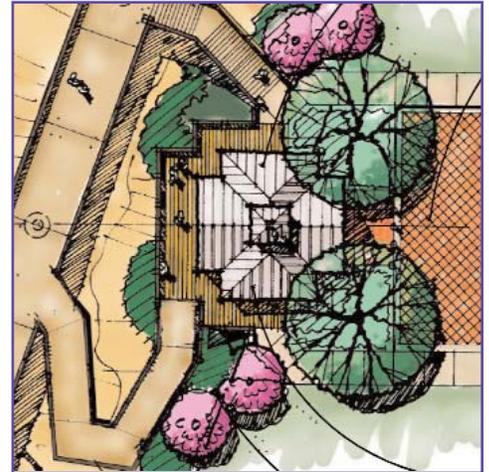
- Connect downtown riverfront promenade to English Park with walkway connection.
- Provide future connections and wayfinding signage to City's existing Greenbelt.
- Create riverfront walkway connection behind Executive Inn at top of bank and continue to English Park. Include areas for respite or overlooks along walkway. Walkway connection behind residential areas to be an elevated walkway along the bank, as opposed to a walkway at mid-bank level.
- Provide for pedestrian connections from downtown area to English Park along 1st street where possible.
- Create overlook parks at Orchard, Plum and Maple Street.

English Park

- Develop an inland harbor marina along flood plain of English Park.
- Utilize historic lockmaster building as harbormaster's building
- Provide riverfront access at top of bank and along marina berm wall.
- Create recreational open space adjacent to marina.
- Utilize marina banks for amphitheater seating for special events
- Create more opportunities for access for river fishing
- Expand English Park into Army Reserve areas.
- Provide for future connection to City Greenbelt to the west.
- Triad Area (Field Packing Company and Old Distillery lands provide opportunity for future riverfront development.

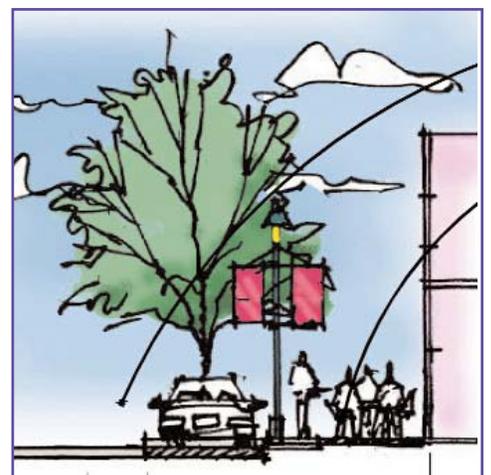
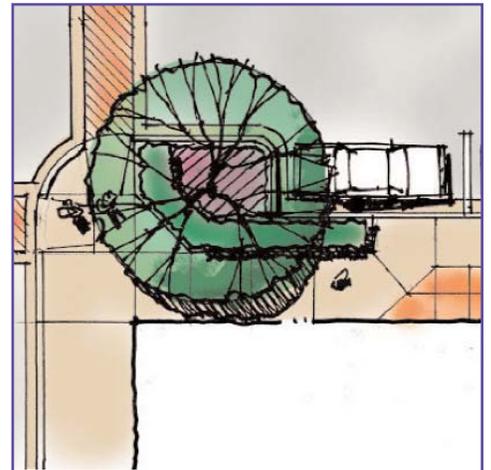
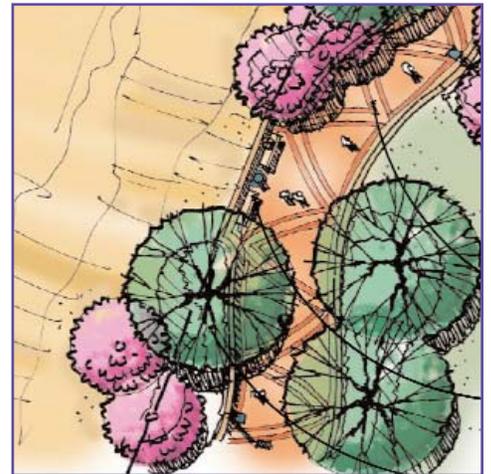
Streetscape/Roadway Elements

- At each end of Highway 60, (east and west of downtown)

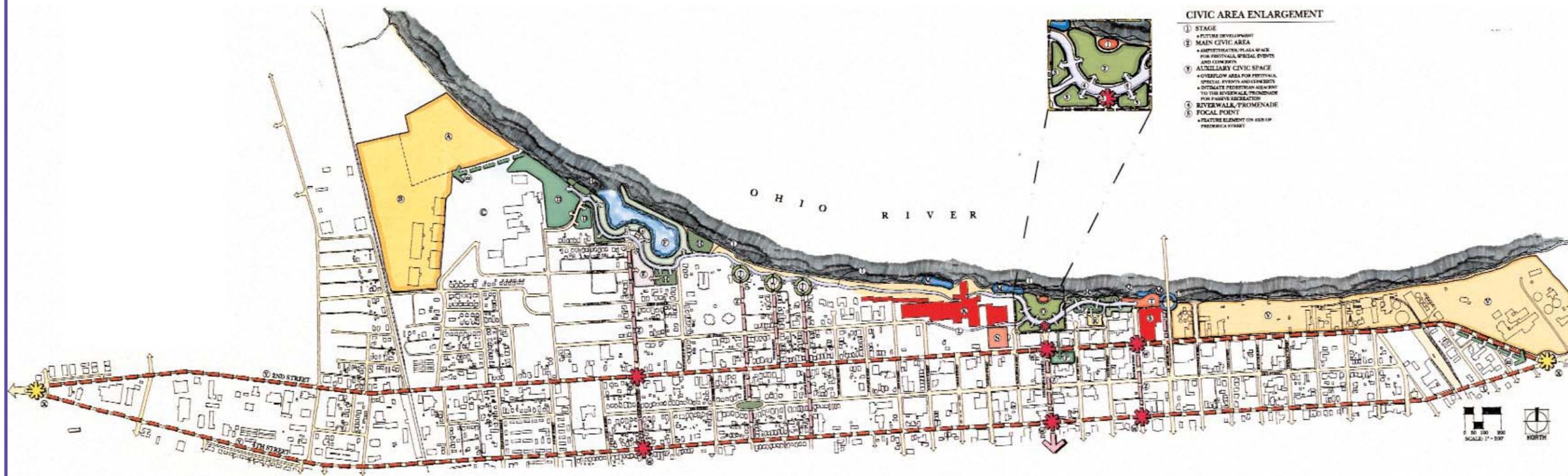
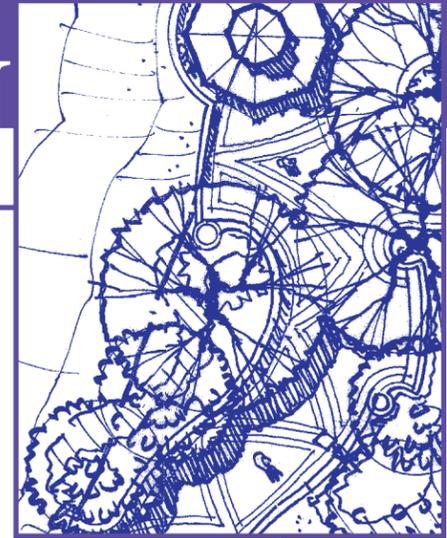


create gateways to Owensboro and the riverfront with landscape and signage.

- Utilize industrial district east of town as part of signature entrance with lighting and improved aesthetics.
- Calm traffic on 2nd and 4th Street by making them local two-way roads
- Create connection to City Greenbelt along 2nd Street by Yager Materials and Owensboro Grain.
- Implement streetscape enhancements along 2nd and 4th Street to include reconfigured parallel parking, new traffic signalization, landscape islands, special paving, lighting, and street furniture.
- Provide secondary intersection treatments at Daviess Street, Frederica Street and Hanning Street to enhance connection to the riverfront.
- Convert Veterans Boulevard into a pedestrian promenade that connects RiverPark Center to the Executive Inn and the proposed riverfront walkway.
- Create cul-de-sacs/drop-off areas at Daviess, Allen, St. Ann, and Frederica Street to enhance public access to promenade and waterfront. (See Final Master Plan Drawings on pages 46, 47, 48, 49, 50 & 51)



FINAL MASTER PLAN

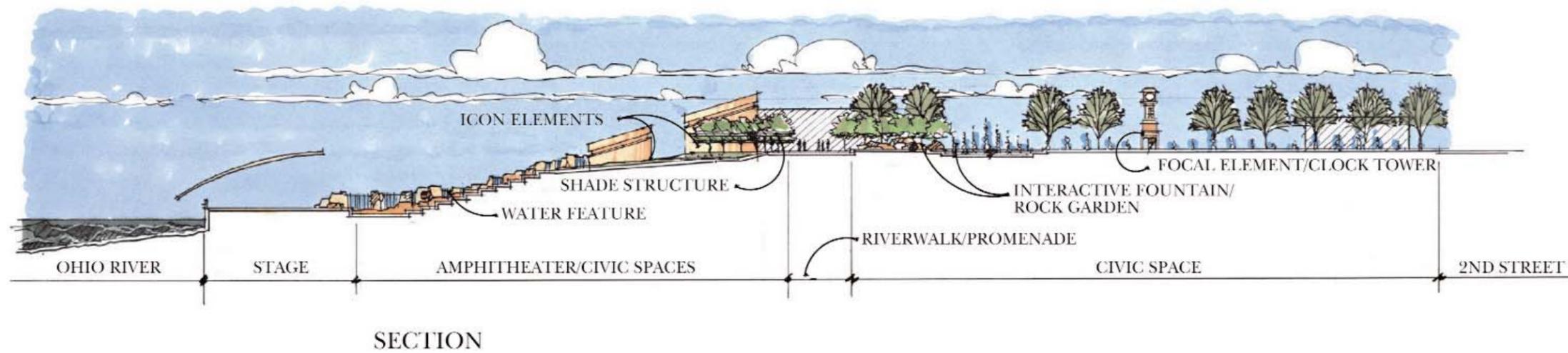
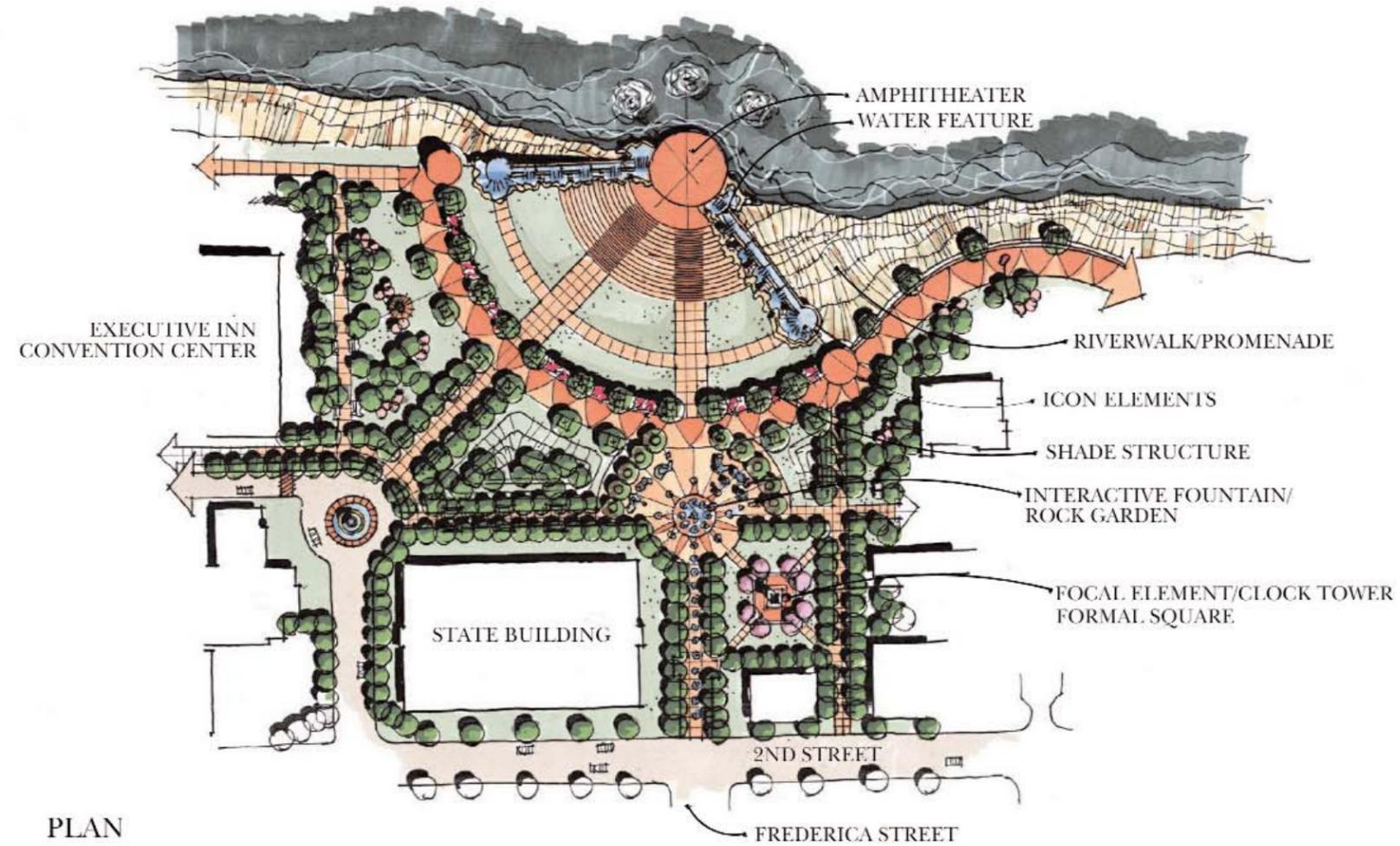
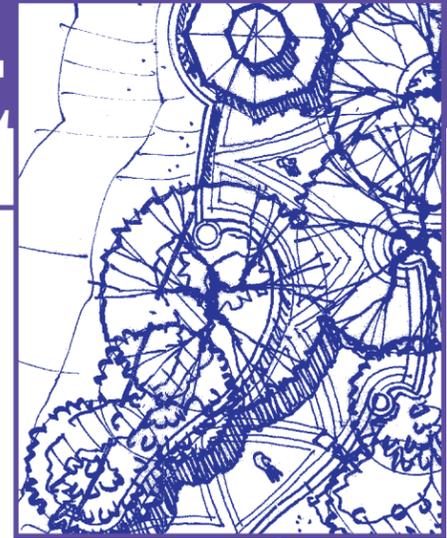


CIVIC AREA ENLARGEMENT

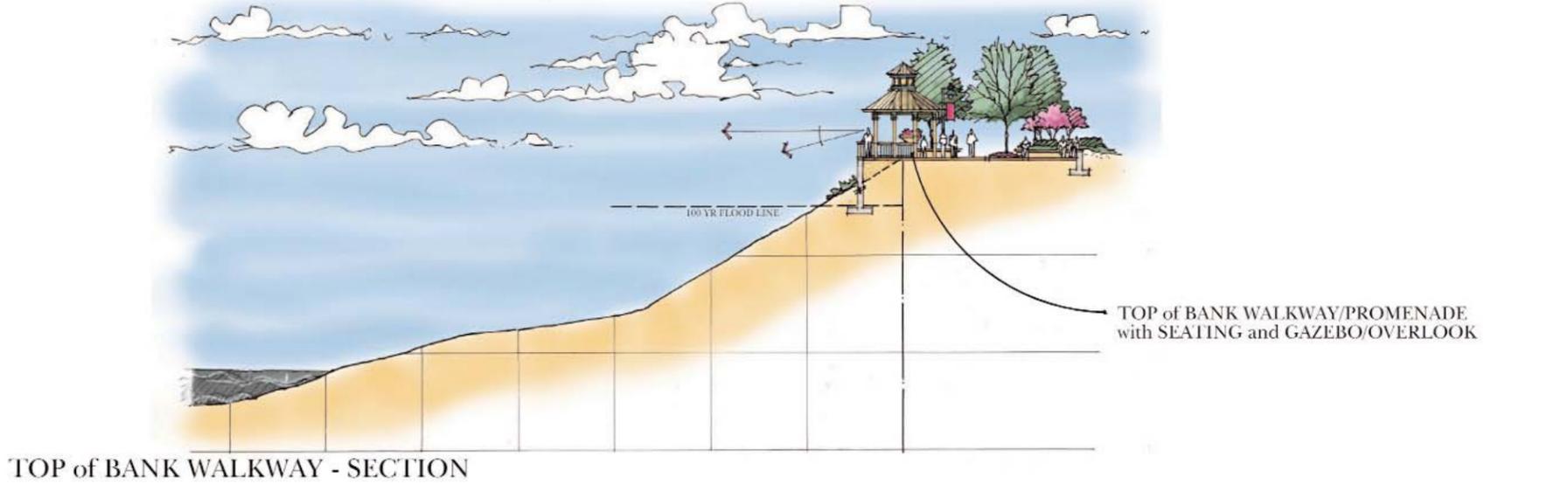
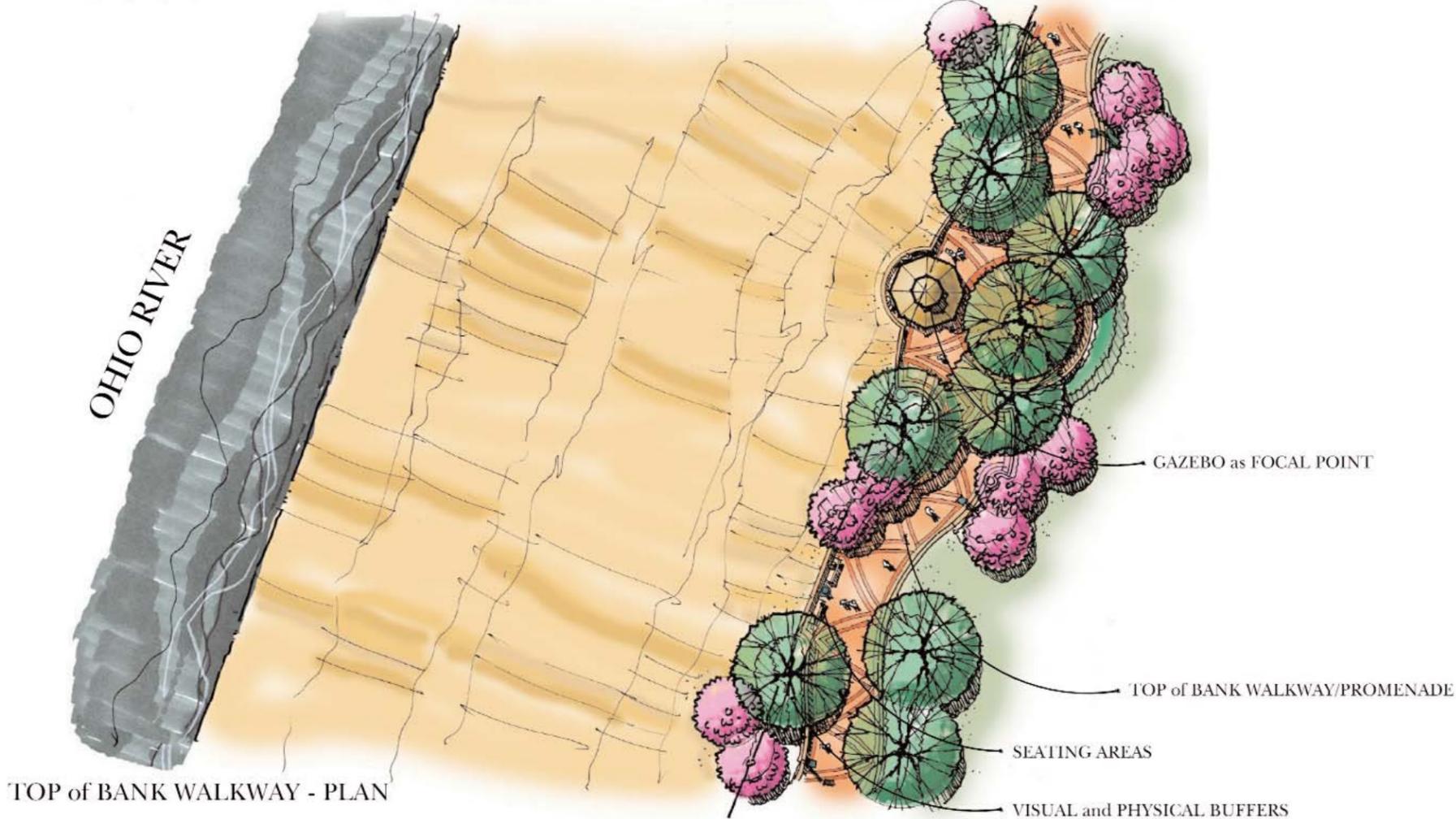
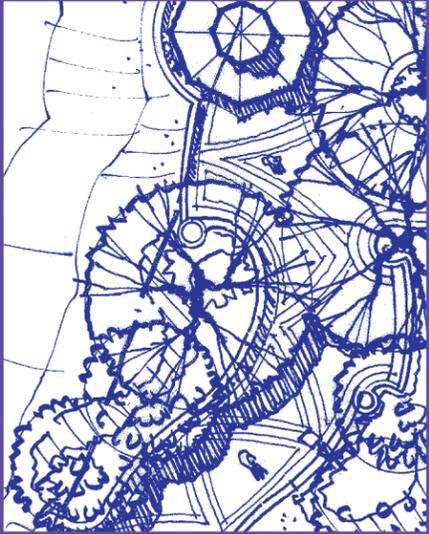
- 1 STAGE
- 2 FUTURE DEVELOPMENT
- 3 MAIN CIVIC AREA
- 4 AMPHITHEATER PLAZA SPACE FOR FESTIVALS, SPECIAL EVENTS AND CONCERTS
- 5 AUXILIARY CIVIC SPACE
- 6 OVERFLOW AREA FOR FESTIVALS, SPECIAL EVENTS AND CONCERTS
- 7 INTIMATE PEDESTRIAN RELATION TO THE RIVERWALK PROMENADE FOR PARK RECREATION
- 8 RIVERWALK PROMENADE FOCAL POINT
- 9 FEATURE ELEMENT ON AXIS OF PROMENADE STREET

LEGEND

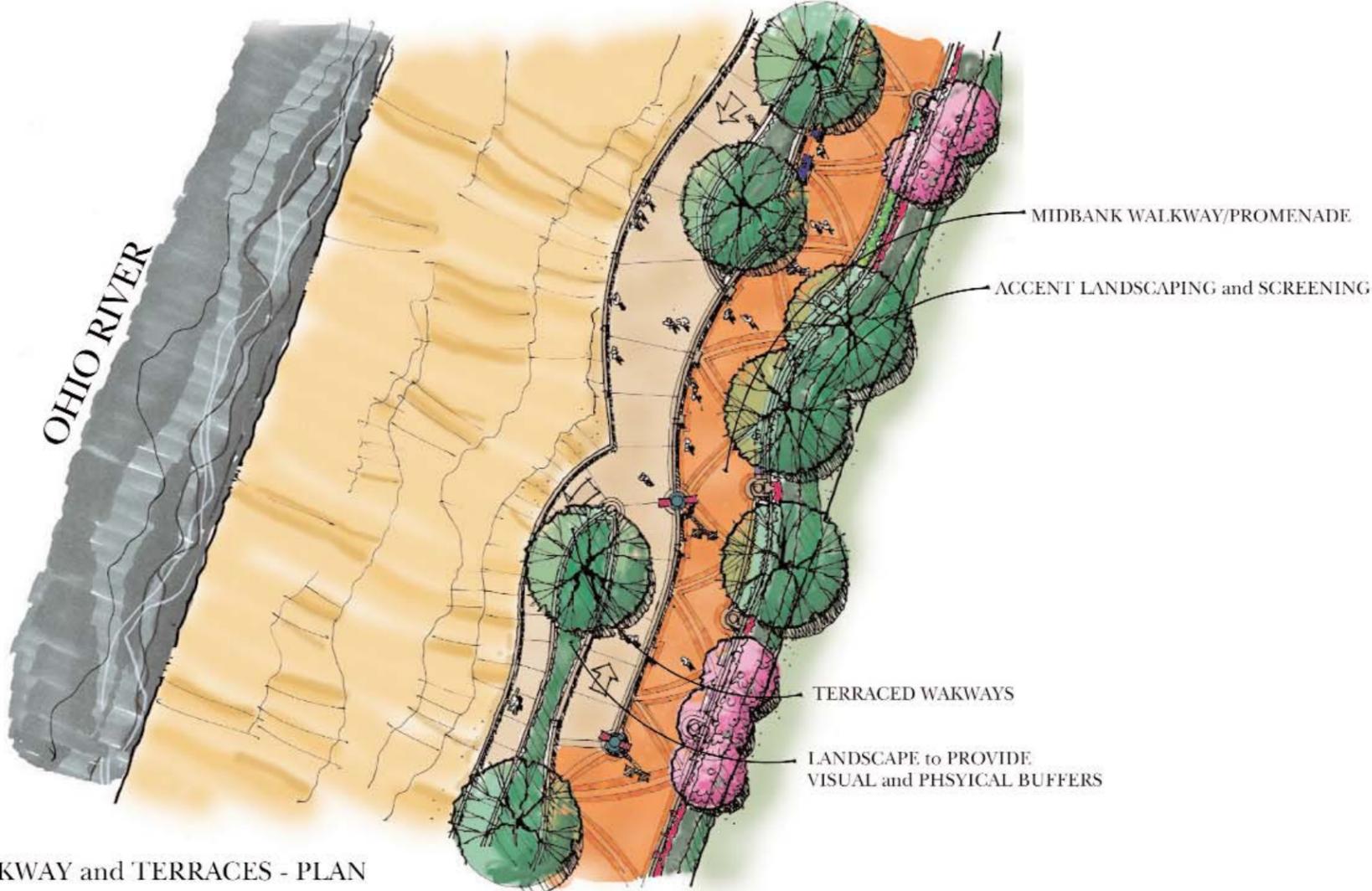
- A TRIAD AREA (Faith, Tool and Die Co.)
- B POSSIBLE FUTURE REDEVELOPMENT OLD DISTILLERIES
- C POSSIBLE FUTURE REDEVELOPMENT FIELD PACKING PLANT
- D EXPANDED ENGLISH PARK
- E POTENTIAL AREA FOR PARKS AND ACTIVE RECREATION
- F PREVIOUSLY ARMY RESERVE PROPERTY SURFACE PARKING
- G MARINA
- H MARINA BANKS
- I INTIMATE PEDESTRIAN SPACE FOR PUBLIC ENJOYMENT OF THE RIVERFRONT FOR FISHING AND VIEWING
- J AMPHITHEATER SEATING
- K OPEN SPACE
- L INTIMATE PUBLIC SPACE WITH SEATING, LANDSCAPE AND VIEWS TO THE RIVER
- M RIVERWALK/PROMENADE
- N PEDESTRIAN CONNECTION FROM RIVERPARK CENTER TO MAJOR CIVIC AREA, DEEKTIVE INN AND ENGLISH PARK
- O ALLOWS SPACE FOR FARMERS MARKET, ARTS FESTIVAL AND OTHER SPECIAL EVENTS
- P NEIGHBORHOOD OVERLOOK PARK
- Q ACCESS TO THE RIVERWALK, PROMENADE FROM NEIGHBORHOODS (SEE CHARACTER SKETCHES)
- R EXISTING EXECUTIVE INN
- S UPLAND CONNECTION FOR RIVERFRONT DISTRICT/1ST STREET CONNECTION
- T SEASONAL DOCKAGE
- U PARKING GARAGE (SEE PLEASE ONE DRAWING)
- V MAJOR CIVIC AREA (SEE MAJOR CIVIC AREA ENLARGEMENT)
- W URBAN PROMENADE PARK
- X VETERANS MEMORIAL PARK
- Y SIGNATURE THEMED PLAYGROUND
- Z EXISTING RIVERPARK CENTER
- AA EXPANDED RIVERPARK CENTER PLAZA
- AB PROVIDE STRONG CONNECTION TO RIVERWALK, PROMENADE
- AC J.R. MILLER FISHING AREA
- AD PROVIDE PUBLIC ACCESS TO RIVER FOR FISHING INDUSTRIAL DISTRICT
- AE UTILIZE INDUSTRIAL DISTRICT AS PART OF SIGNATURE ENTRANCE WITH LIGHTING AND IMPROVED ARTS/STREET INTERSECTION TREATMENT
- AF ANNOUNCE CONNECTION TO THE RIVER AT KEY INTERSECTIONS ALONG 2ND AND 4TH STREETS THROUGHOUT THE RIVERFRONT DISTRICT
- AG GATEWAY
- AH ANNOUNCE ENTRANCE, KEY POINTS TO THE RIVERFRONT DISTRICT
- AI TRAFFIC CALMING
- AJ END AND 4TH STREETS BECOME TWO-WAY STREETS WITH PARALLEL PARKING, UNDERGROUND UTILITIES, IMPROVED SIGNAGE AND LANDSCAPE
- AK STREETS/CAPE IMPROVEMENTS
- AL FUTURE GREENBELT CONNECTION



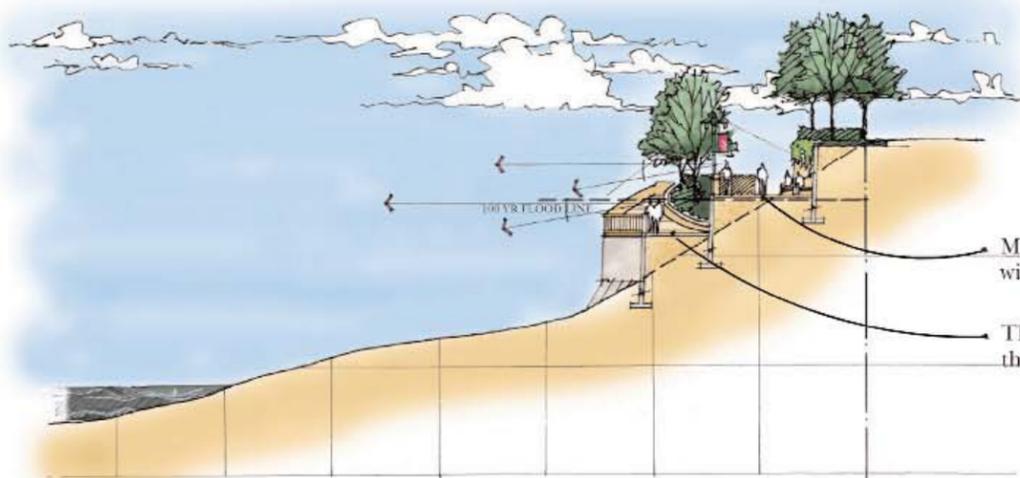
RIVERWALK/PROMENADE



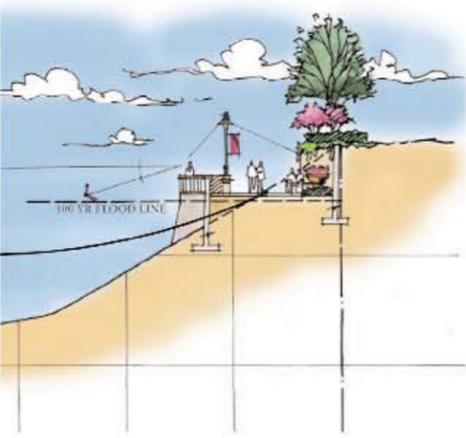
RIVERWALK/PROMENADE



MIDBANK WALKWAY and TERRACES - PLAN

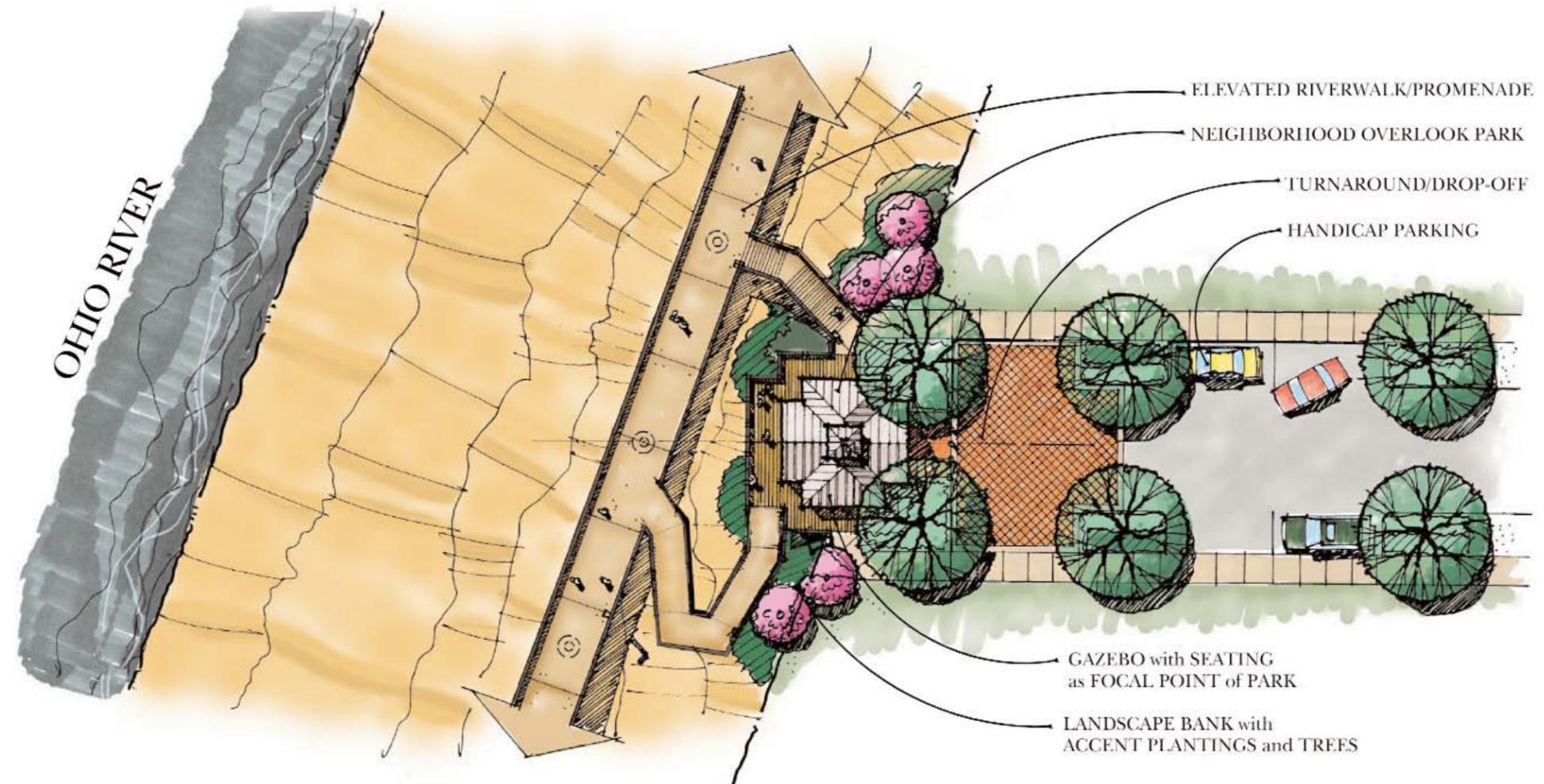


MIDBANK WALKWAY and TERRACES - SECTION

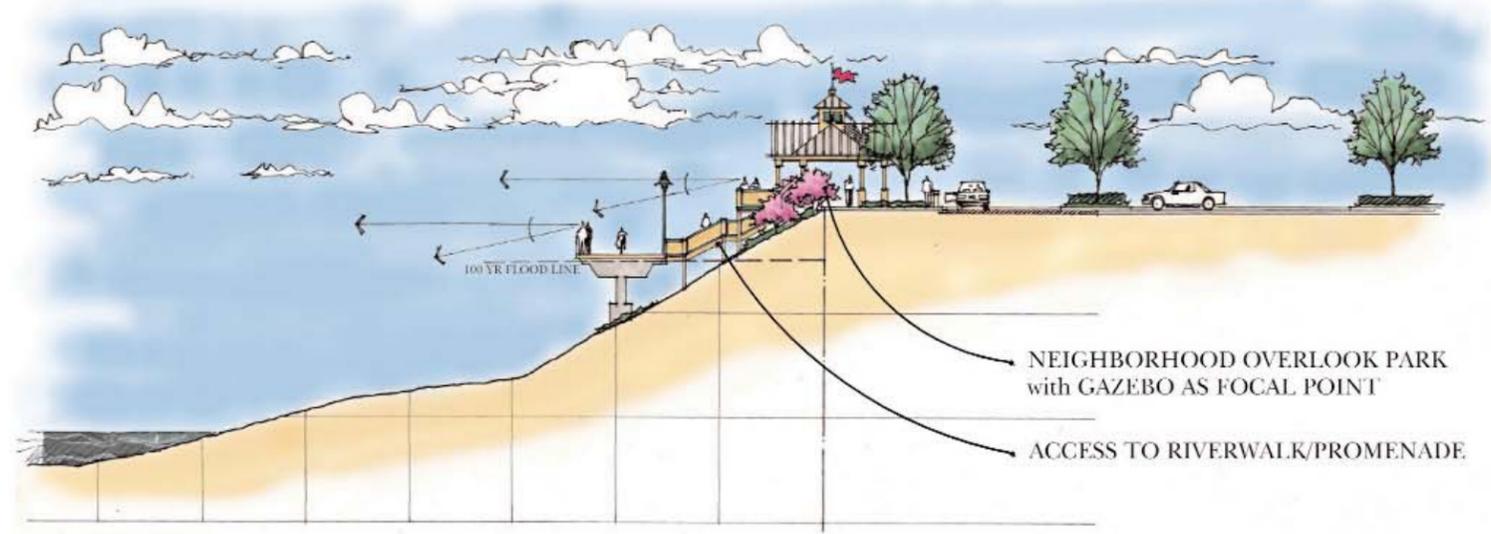


MIDBANK WALKWAY - SECTION

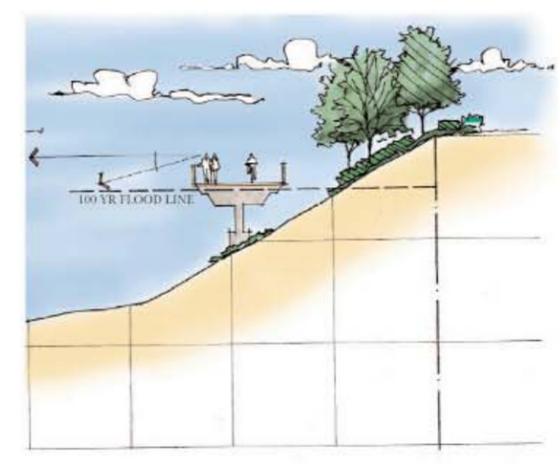
WALKWAY/PROMENADE



ELEVATED WALKWAY with NEIGHBORHOOD OVERLOOK PARK - PLAN

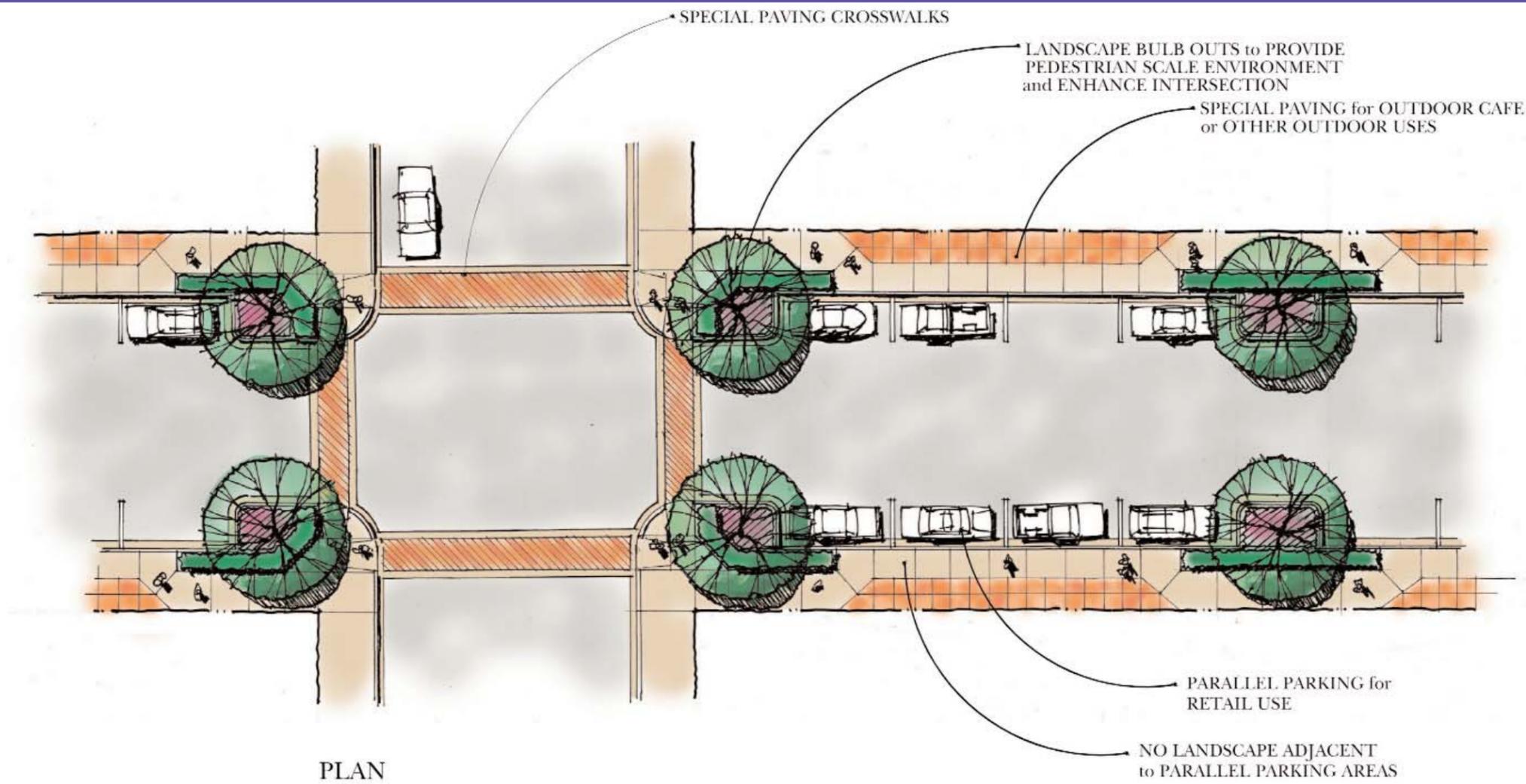
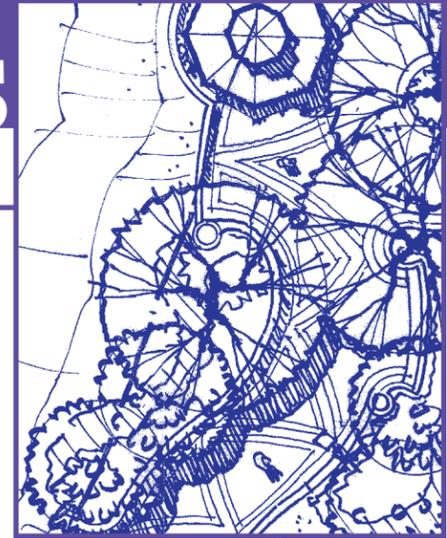


ELEVATED WALKWAY with NEIGHBORHOOD OVERLOOK PARK - SECTION

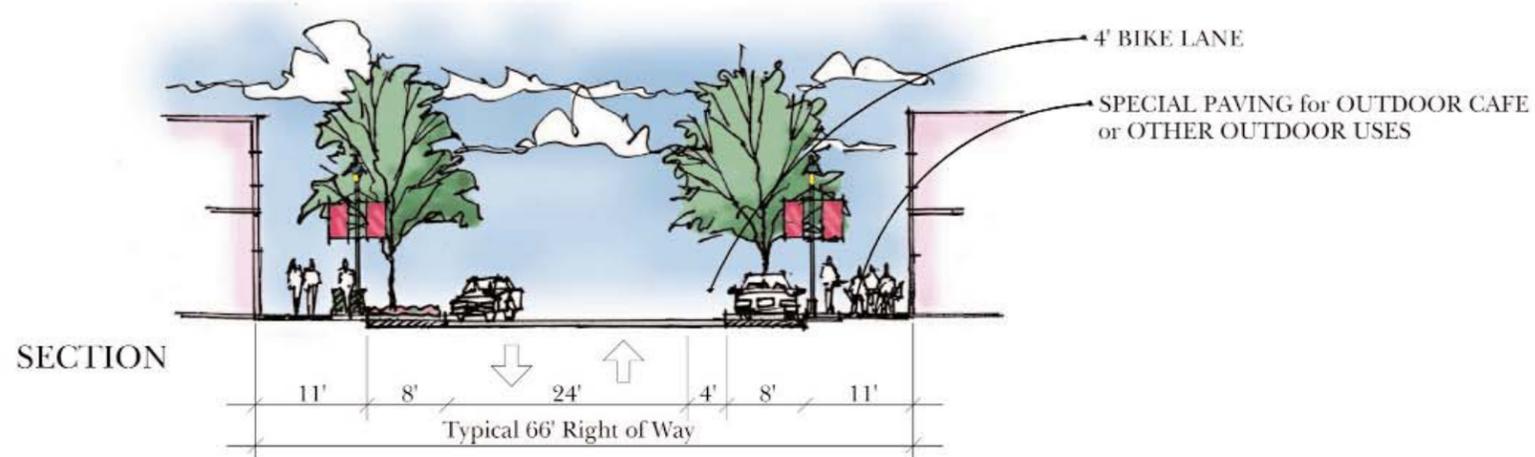


ELEVATED WALKWAY - SECTION

2ND & 4TH STREETSCAPE IMPROVEMENTS



PLAN



SECTION

CHAPTER SIX

PROGRAMMING, DEVELOPMENT STRATEGY AND CONCLUSIONS

Riverfront Programming

In addition to the physical improvements, recreational programming of the space is vital to the success of the riverfront development.

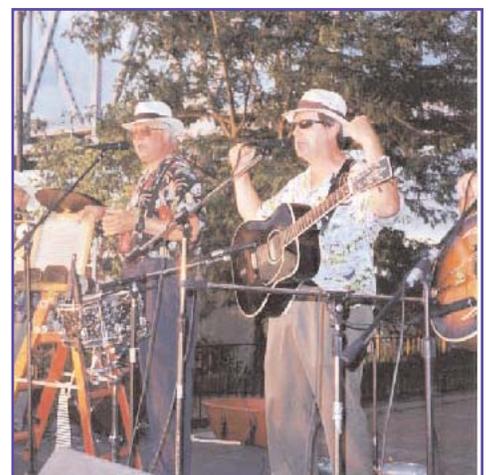
The Final Master Plan lends itself to a tremendous amount of programming opportunities that can lead to the complete resurgence of the riverfront and the downtown.

The City of Owensboro recently completed a study and survey of the parks and recreation facilities by Leisure Vision / Etc Institute. This study provides the basis for many of the recommendations the Team has developed as part of the Final Master Plan.

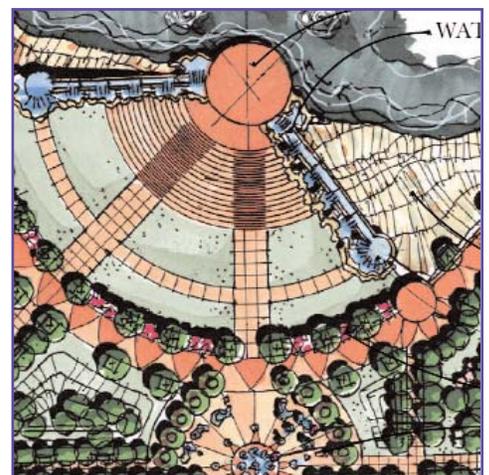
The study illustrates that participants of the survey have reacted very positively to the recreational programs currently offered with a 20% excellent rating and a 68% good rating. However, the downside of survey results illustrated that only 33% of those surveyed participated in programs offered by the city and county. Therefore it could be assumed that the community has a great potential to involve more of its citizens and visitors to public park and recreation programs.

The potential however to expand on these programs in the downtown, along the river and English Park are tremendous and would be instrumental in assisting the City reach its goals associated with the riverfront development.

There are already successful events in the area, such as the Fridays After Five, BBQ Festival, Blue Grass events, etc. However, programming needs to expand to a longer season that will add to the vitality of the downtown businesses. The Team has developed a preliminary list of possible programmatic elements for the Riverfront District. These opportunities may include:



- 4th of July
 - Fireworks, Red White & Blue boat parade.
- Annual "Find Owensboro" Treasure Hunt - Created by the local "Scouts" & Historic Society.
 - Sponsored by the local newspaper with printed clue guide.
- Art Festivals
 - To include performing arts on 2 or 3 stages. Seasonal. Sponsored by Arts Council and local banks or business.
- Auto/Cycle Shows
 - Classics, Customs, Sports, may include clubs, vendors and dealers for sponsors.
- Birthday Party for the City
 - Street Dance & Best Barbeque contest. Annual event. Sponsored by local service clubs.
- Christmas Crafts Weekend
 - For non-profits and retailers. Close streets downtown and decorate. Popular all over Germany. Lighting of the City's Tree. Outdoor decoration, workshops & supplies.
- College Rally
 - Events for local schools. Book fairs, dances, performances.
- Farmers Market
 - Saturday AM seasonal. Petting zoo. Farm Bureau, 4H, FAA.
- Fishing Tournaments
 - River Fest. Teach kids how to fish sponsored by sporting businesses, local, regional and national.
- Halloween Night
 - Sponsored by Police and Fire Department. Fun house, Kids ID program, costume parade & contest and trick or treat games & candy.
- Hydroplane Racing
 - Discussed by focus groups to bring back as annual event.
- Jazz / Blue Grass Brunch
 - One Sunday a month. Local food establishments and small jazz groups or blue grass groups. Corporate sponsors.
- Major signature playground
 - Funded by local organization such as Rotary and/or Federated Women's Club.



- Power Squadron Boating Rendezvous
 - Boat show. Businesses & boating clubs. Marine swap meet.
- Spring Plant Affair
 - Sponsored by the Garden Club. With garden shops and nurseries. How-to workshops.
- Gather at the River Swap Meet
 - Yard sales at the River. Once a year. Individuals and non-profits rent a space. Food vendors.
- Thanksgiving
 - Turkey Run. 5 K run/walk. Sponsored by schools or hospital. Santa Claus arrives. Sponsored by Chamber of Commerce.
- Walk/Run for the Cure
 - Cancer Foundation.
- Wine Festival
 - Tasting. Local merchants and distributors. Food vendors.
- Winter Carnival
 - The "Coolest Celebration" in Kentucky. Chilly Chili Cook-off. Sponsored by local grocery stores.

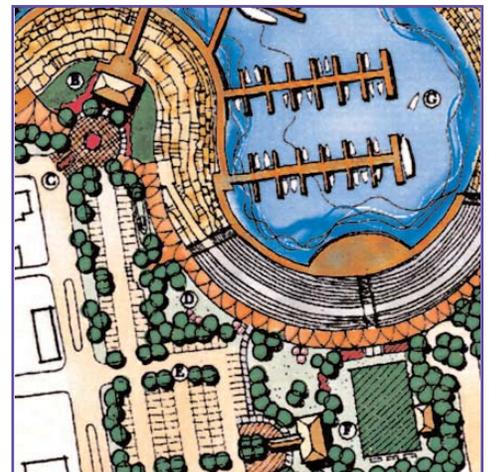


All of these kinds of activities or special events were identified in the survey by Leisure Visions/Etc. Institute as the most important kind of programs for the respondents. In addition, the Team recommends that these events be coordinated by an appointed group represented by City Parks & Recreation, RiverPark Center, downtown business, Executive Inn, Chamber of Commerce and other key individuals and organizations. An annual calendar should be developed representing all events held in this location.

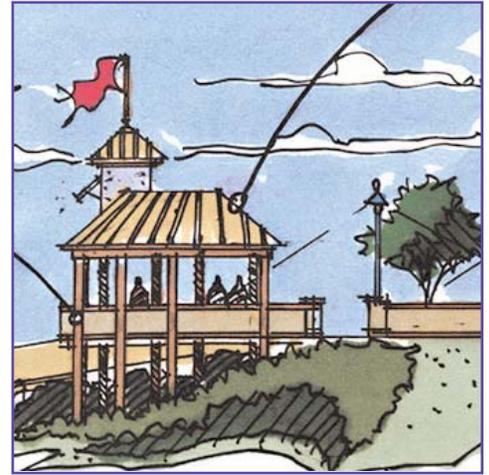


English Park Renovation and Programming

English Park provides a west anchor for the development. Currently the park is under utilized and through the public participation process, the overwhelming response from the community is to develop a full service inland marina. However, the Team does understand the importance of English Park to the community and as part of the development of the marina, renovations and possibly expansion of English Park is part of the Master Plan.

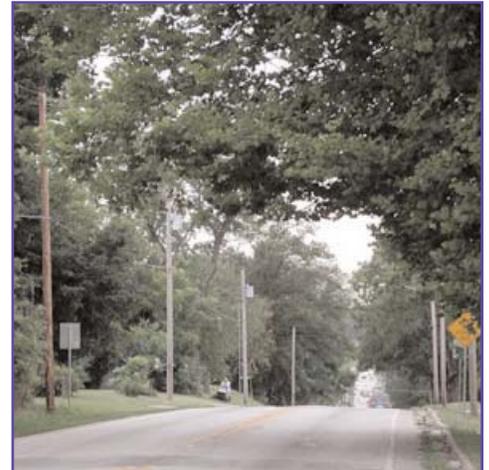


Leisure Visions/Etc. Institute identified that there is not enough recreational facilities close enough to the residents. There exists a residential community around the park, and improved facilities within English Park would begin to satisfy the community's concern. Additionally, 50% of the residents were not satisfied with the number of neighborhood parks, trails and open space within walking distance of the households. Improving English Park, implementing a Riverwalk promenade would again, begin to address the issues raised by the community. Furthermore, the Team has also recommended the City address the possibility of expanding English Park to the west through the acquisition and relocation of the Army reserve facility and provide for a connection to the City's Greenbelt.



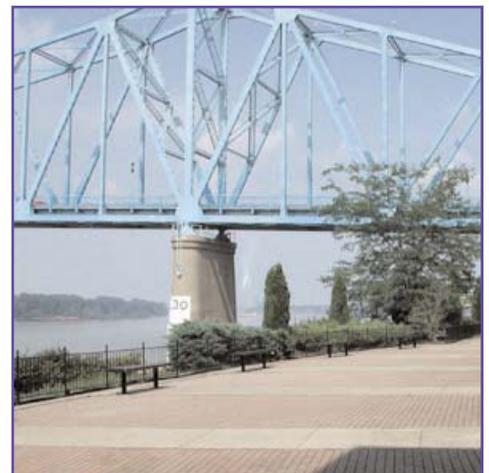
In addition the physical improvements, programming English Park is vital to its success. It is important to note that the Parks and Recreation Department provides a variety of programs that can appeal to all ages and walks of life. English Park should develop an emphasis on community-based programs that would be attended by smaller neighborhood groups. After review of the current programs, the community offers the following program suggestions:

- Self improvement classes
- Dance and exercise
- Arts and crafts
- Marine related instruction
- Power Squadron classes
- Sailing
- Boat building and restoring
- Engine repair
- Fishing instruction
- Pre-school programs
- After school sports and programs



In addition to the educational programs, the Team has reviewed the recreational opportunities and has the following recommendations regarding enhancements to the park:

- Group picnics and reunions in the new pavilion which would have restrooms, enclosed barbeque grills, and limited kitchen facilities.
- The playground needs to be located in full view of the entrance area to draw people to it and provide a secure environment for the families who use it.



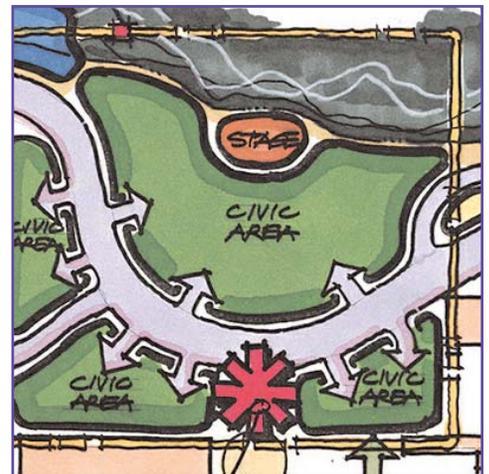
- Encourage public and private day camps to utilize relocated playground.
- Sand volleyball court should be considered.
- Fresh design, renovated facilities and innovative programming can revitalize English Park to its deserved importance as a primary recreation facility and will displace undesirable activity that may now be in the park.

Operations and Maintenance of English Park and the entire Riverfront District is of paramount importance. The Team understands that the City Public Works department takes pride in it's maintenance responsibilities. However, based on our review during the planning process, the Team has the following suggestions:

- The operations and maintenance of the parks system should continue to be a responsibility of the City, and currently the City is providing maintenance through it's Public Works Department.
- Due to its overall importance, the City should review the budget and look to provide additional funds for operations and maintenance, not only to English Park, but to the riverfront project.
- The Riverfront District should be maintained at the highest possible standards at the very beginning and continue this philosophy throughout the life of the park.
- Maintain existing policy and standard of repairing damage, vandalism, graffiti or other problems within 24 hours of being reported.
- The work week should include some maintenance staff assigned to Saturday and Sunday as a regular shift.
- The City should develop a separate Capital Improvement Plan that will set aside an annual capital budget for repair and renovation.

Downtown Comprehensive Redevelopment Strategy

In addition to the physical planning associated with the riverfront development, developing a comprehensive redevelopment strategy for the downtown and riverfront area is vital. The implementation of the physical improvements are significant for a city the size of Owensboro, however there are other issues which



should be addressed to assure that the redevelopment is successful. Addressing these issues may be costly. Experience has dictated that it is important to understand that building the quality of riverfront that has been planned will not assure that the redevelopment will occur as it should or could.

Some of the long-term issues that should be considered include:

- Acquisition of key redevelopment parcels
- Developing and implementing incentives for redevelopment
- Public/private partnerships
- Neighborhood planning
- Transportation planning
- Developing the financing for the above (Tax-increment, grants, State tax-rebates, etc.)

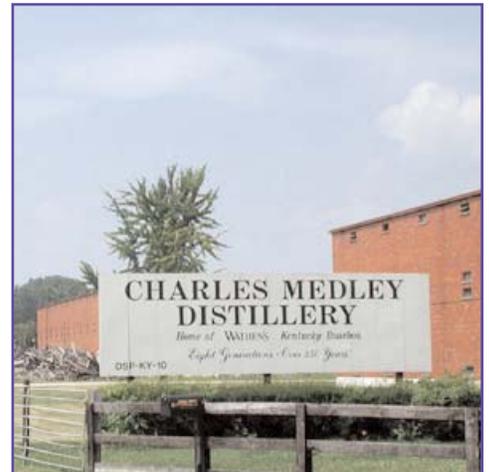
It is important for the City to consider its acquisition strategy now for the redevelopment of the future. There is no better time to buy than during the early phase of the implementation of the riverfront. As histories of other redevelopment initiatives illustrated, once initial phases of redevelopment have been implemented, the costs associated to acquisition may be too costly to lure developers back downtown to add the necessary retail, office, or residential stock.

In addition, developer incentives, such as low cost loans, property tax reductions or other financial mechanisms may need to be implemented, which in the near or middle term may impact the City's revenue.

Design and economic decisions being made today should be made in the context of an overall redevelopment strategy of the entire downtown. It is time to consider strategies for neighborhood revitalization, commercial development and the development of other activities that bring people downtown to live, work, shop, and play.

Priority Development Strategy

One of the most important aspects of developing a major public project like the Owensboro Riverfront project is to provide an early action project to continue to stimulate and grow public support for the project. Therefore, the Team has developed, based on the Final Master Plan, a Priority Development Strategy,



and a Phase I Implementation and Priority Initiatives. Phase I includes the following projects:

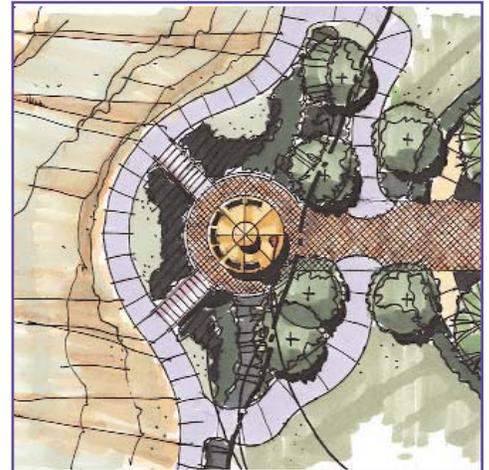
Downtown Area

- Expand and enhance RiverPark Center's plaza space for outdoor music events and programming.
- Create pedestrian promenade west of existing boat ramp that circulates around the VFW, behind the Executive Inn to English Park



Riverwalk Walkway Connections

- Connect downtown riverfront promenade with riverbank walkway to English Park.
- Riverfront promenade to include portions that are at the top of the bank, at mid-bank and are elevated.
- Riverfront promenade to include respite, overlook areas for the public's enjoyment of the riverfront.
- At the ends of Maple, Orchard and Plum Street create small overlook parks for public access to riverfront promenade.



English Park

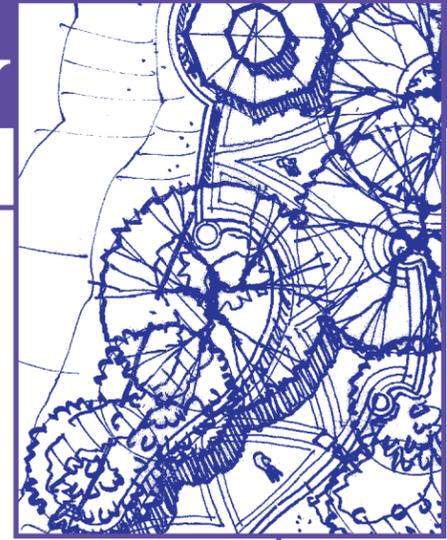
- Create inland harbor marina with approximately 130 slips.
- Utilize historic lockmaster building as Harbormaster's building
- Utilize berm wall for amphitheater seating with stage area.
- Armor berm wall and provide pedestrian connection for fishing along riverbank.



Streetscape/Roadway Elements

- Calm traffic on Highway 60 by making 2nd and 4th Street local, two-way roads.
(See Priority Development Strategy and Phase One Implementation and Priority Initiatives Plans pages 59 and 60)

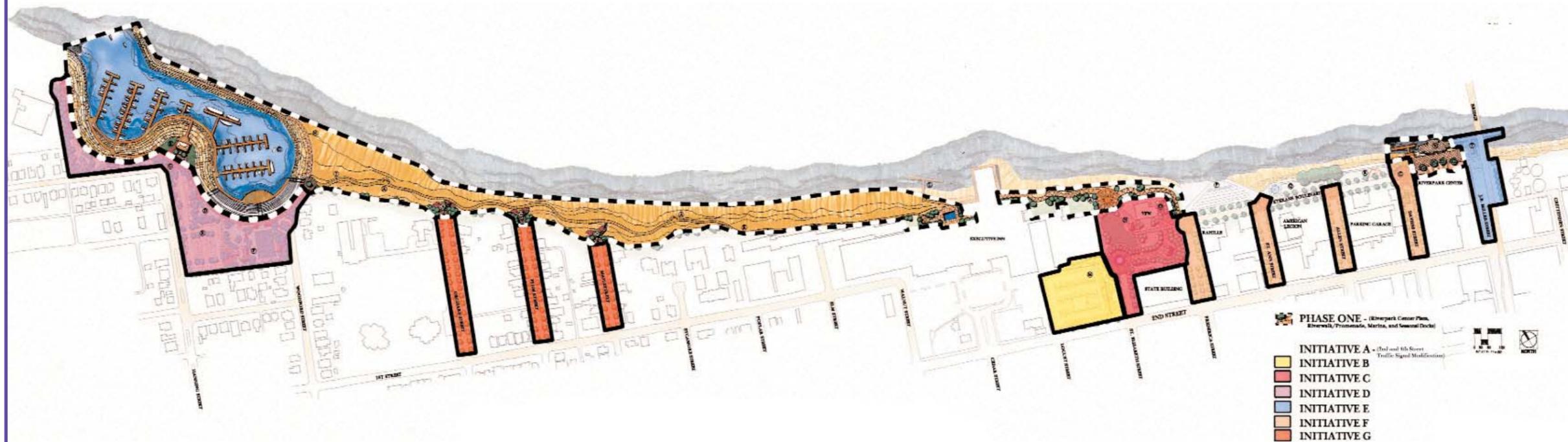
PRIORITY DEVELOPMENT STRATEGY



LEGEND

- (A)** OVERLOOK
INTIMATE SPACE TO VIEW RIVER
- (B)** PARKS AND RECREATION BUILDING
MAINTAIN BUILDING AS MARINE FACILITIES, CAFE,
OR INTERPRETATIVE CENTER
- (C)** DROP OFF/TURNAROUND
- (D)** PUBLIC OPEN SPACE
AREAS FOR GATHERING, PASSIVE RECREATION
AND STAGING AREAS FOR SPECIAL EVENTS
- (E)** SURFACE PARKING LOT
- (F)** NEIGHBORHOOD PLAYGROUND
- (G)** MARINA
AMPHITHEATER LOCATED ON BANKS FOR
SPECIAL EVENTS, PERFORMING ARTS AND VIEWING
THE MARINE ACTIVITIES
- (H)** RIVERWALK/FROMENADE
LOCATED ON MARINA BANKS, ALLOWS FOR EXTENDED
ACCESS TO THE RIVER FOR FISHING AND VIEWING
- (I)** RIVERWALK/FROMENADE
LOCATED MID-BANK TO ALLOW UNOBSTRUCTED VIEWS
AND PRIVACY TO ADJACENT PROPERTY OWNERS
PROVIDE A CONNECTION FROM EXECUTIVE INN TO
ENGLISH PARK ALONG RIVER
- (J)** NEIGHBORHOOD OVERLOOK PARK
ALLOW ACCESS FROM SURROUNDING NEIGHBORHOODS
TO THE RIVERWALK/FROMENADE
(See character studies)
- (K)** RIVERWALK/FROMENADE
LOCATED TOP OF BANK
PROVIDE A CONNECTION FROM EXECUTIVE INN TO THE
RIVERPARK CENTER
- (L)** SEASONAL DOCKAGE
- (M)** PARKING GARAGE
(See parking garage study)
- (N)** THEMED PLAYGROUND
- (O)** PARKING FOR VFW
- (P)** EXISTING BOAT RAMP
- (Q)** SMOTHERS PARK
- (R)** VETERANS MEMORIAL PARK
- (S)** EXTENDED RIVERPARK CENTER PLAZA
- (T)** J.R. MILLER FISHING AREA/SEASONAL BOAT DOCKS
ALLOW PUBLIC ACCESS TO THE RIVER FOR FISHING
AND VIEWING

PHASE ONE IMPLEMENTATION & PRIORITY INITIATIVES



- PHASE ONE - (Riverpark Center Plaza, Riverwalk/Promenade, Marina, and Seasonal Docks)**
- INITIATIVE A - (2nd and 4th Street Traffic Signal Modification)**
- INITIATIVE B**
- INITIATIVE C**
- INITIATIVE D**
- INITIATIVE E**
- INITIATIVE F**
- INITIATIVE G**

Order of Magnitude Cost Summary

As part of the master planning process, the Team developed an order of magnitude cost summary for the Phase I projects. These initial projects are:

- RiverPark Center Patio Expansion
- Riverwalk/Promenade from Frederica Street to English Park, including the overlook parks
- Executive Inn expanded seasonal docks
- English Park Marina

The costs summary associated with the above initiatives are as follows.

Patio Expansion

Demolition, hardscape, landscape structure, and civil

Subtotal \$ 750,000

Riverwalk/Promenade from Frederica Street to English Park, including Overlook Parks

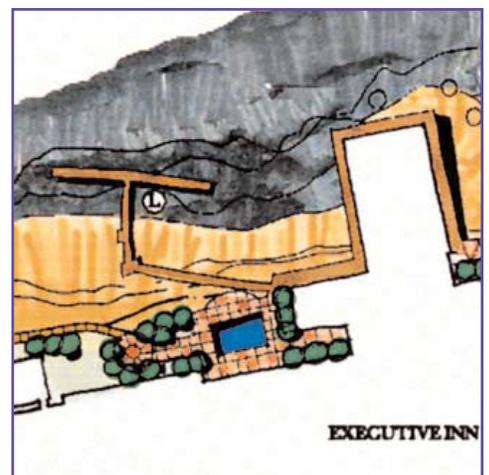
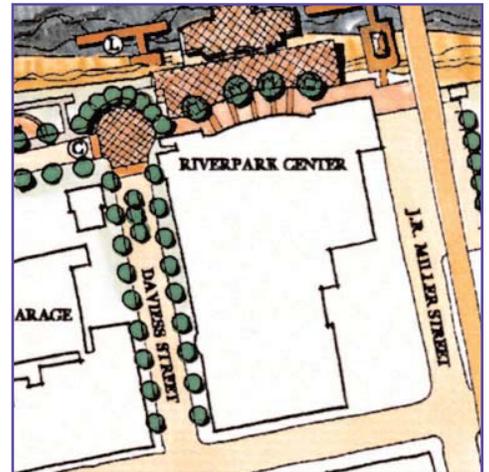
Riverbank improvements	\$1,904,000
Utilities Improvements	\$ 935,000
Riverwalk/Promenade	\$3,600,000
Landscape	\$ 178,000
Site Amenities	\$ 118,000
Site Lighting	\$ 403,000
Site Signage	\$ 280,000
Overlook Parks	\$ 420,000

Subtotal \$7,838,000

Downtown Seasonal Docks

Upland Development	
Sitework	\$ 102,000
Utilities	Not included
Waterside Development	
Marina utilities	\$ 227,000
Wetslip Marina	\$ 545,000

Subtotal \$ 874,000



English Park Marina

Upland Development

Sitework	\$6,890,000
Utilities	Not Included

Waterside Development

Marina utilities	\$ 881,000
Wetslip Marina	\$1,435,000

Subtotal **\$9,206,000**

Grand Total **\$18,668,000**

Please note, above costs are at a Master Plan level and include a 12% allocation for soft costs (except for the RiverPark Center Patio Expansion).

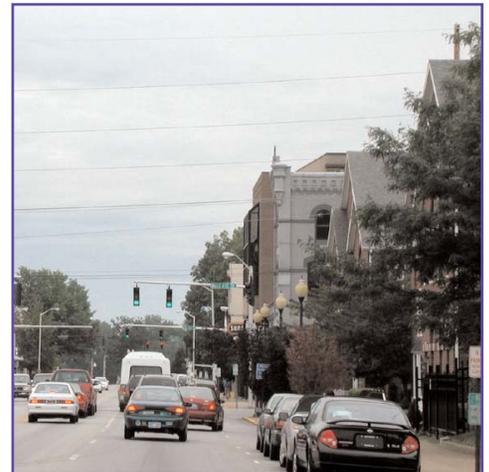
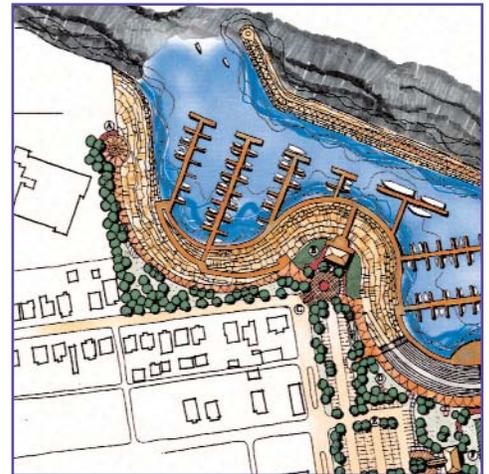
When additional funding becomes available, additional initiatives can be realized within the Riverfront District. These initiatives include:

- Initiative A: 2nd and 4th Street traffic study and signal modification.
- Initiative B: Downtown parking garage
- Initiative C: Downtown public plaza
- Initiative D: English Park upland improvements
- Initiative E: J.R. Miller Bridge fishing area/Crittenden Street Land Swap
- Initiative F: Downtown streetscape improvements
- Initiative G: Maple, Plum and Orchard streetscape enhancements

Due to limited funding sources, only a portion of the Riverfront District Master Plan will be funded for implementation at this time.

Summary

It is exciting that the City of Owensboro has embraced the riverfront development. Through the public participation that PRIDE originally initiated and the Team continued, there exists a strong grass roots support for the project. It is essential that the City builds upon this momentum and begins the design and implementation process as soon as possible after the acceptance of the Final Master Plan.



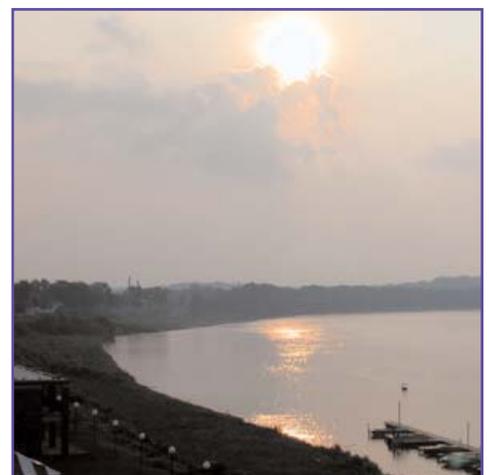
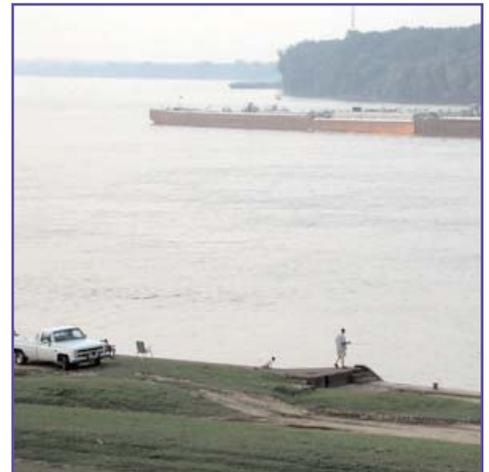
The Team heard specific concerns from the community regarding the riverfront development, which have been addressed during the planning process. These concerns were:

- Provide a connection to the parks along the riverbank and 1st Street
- Revitalize the downtown area
- Introduce marine facilities
- Enhance English Park

Each one of these concerns has been addressed in the Final Master Plan, and where possible, in the Priority Development Strategy.

As part of the Final Master Plan, the Team has developed a series of guiding principles for the riverfront development. It is essential to the success of the riverfront that each of these guiding principles is implemented. These Guiding Principles, as stated before include:

- Create a critical mass of public and private investment in the downtown area. This includes a walkway connection from RiverPark Center with private development support and will necessitate commencing land acquisition.
- Provide a Riverwalk connection from RiverPark Center to English Park along the riverbank and/or 1st Street.
- Relocate the downtown boat ramp outside of downtown.
- Calm traffic on 2nd and 4th Street by making them local two-way roads and divert the truck traffic to the Wendall Fort Expressway/East Corridor/Natcher Bridge.
- Develop Owensboro marina facilities including seasonal boat docks, inland harbor marina and a riverboat/dinner boat.
- Introduce waterfront restaurants and entertainment venues within the downtown district.
- Improve and enhance English Park to facilitate increased public activity and improving fishing facilities.



Recommendations

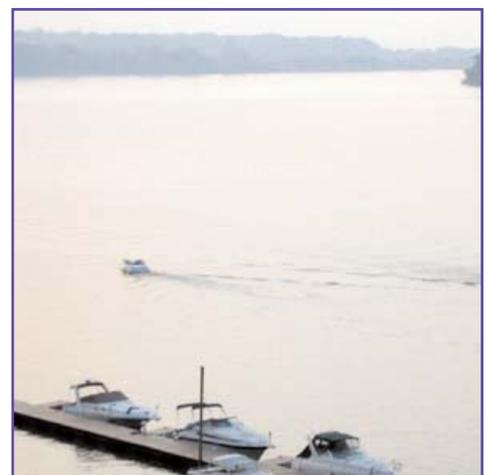
The successful implementation of the Master Plan will achieve each of these guiding principles. In addition to the physical Phase One improvements, several other initiatives should be started. These include:

- Develop a comprehensive redevelopment strategy for Downtown and the Riverfront District
- Continue to examine strategies for funding capital improvements, maintenance, and operations
- Expand and enhance programming for the riverfront and associated public spaces and parks
- Dedicate a project manager or an organization within the City for the Riverfront Development.
- Finalize Hurricane Island Boat Landing strategy.

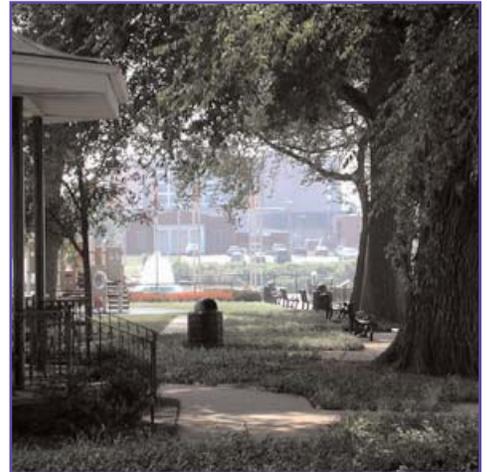
Next Steps

Implementing the riverfront project necessitates a series of actions by the City. As a result of the planning process, the Team has developed a series of “Next Steps” or recommendations for the City to pursue. These recommendations include:

- Continue to procure funding options for implementation of Phase One.
- Initiate the strategic “first project”, which includes “bricks and mortar to expand upon the grass roots support of the Riverfront Development.
- Finalize research and establish property rights along riverfront relative to the riverfront walkway.
- Reach and agreement with the Executive Inn regarding Riverfront development.
- Finalize negotiations for Phase One design services.
- Commence pre-permitting activities for Phase One.
- Finalize discussion relative to State Office Building surface parking.
- Continue discussion related to the County Jail Building/Executive Inn surface parking swap for downtown garage.
- Initiate traffic study for traffic calming on 2nd and 4th Street
- Implement Signage and Wayfinding for Riverfront District and Gateways
- Develop Riverfront Design Guidelines/Development Controls.



Through the implementation of the above recommendations, the City of Owensboro is on their way to the successful implementation of the Riverfront Master Plan.



APPENDIX A

ENVIRONMENTAL STUDY SITES

The current site name, address, and recognized environmental condition are listed below:

1 .Yager Materials

701 East Second Street

- Yager is a small quantity generator of hazardous waste and no violations exist.
- Historically had various sized above ground storage tanks on site as far back as 1950.
- Numerous above ground storage tanks and 55-gallon drums of unknown contents were observed on site.

2 .Field Packing Company, Inc.

6 Dublin Lane

- Two active Underground Storage Tanks (USTs) - one 10,000-gallon diesel & one 2,000-gallon gasoline.
- One 500-gallon unknown substance UST with an unknown installation date, was removed in 1980.

3. City of Owensboro - English Park

1 Hanning Lane

- Seven small UST's closed in place in early in 1980's. Unknown soil quality associated with tanks closed in place, and the tanks themselves are a potential concern if further development of this property is a possibility.
- Oil No 1" building associated with the US Engineers Office on 1950 Sanborn Map.

4. Shell/Quality Quick 3

501 West 2nd Street

- Three gasoline USTs (various sizes) removed prior to 1998.
- Three active 8,000-gallon gasoline USTs.

5. Don Moore Chevrolet-Cadillac

230 Cedar Street

- Two unverified removal/closures of small-unknown quantity USTs.

6. Owensboro Grain Company, Inc.

719 E. 2nd Street

- Two active exempt hazardous waste USTs.
- Four closed in place 27,000-gallon hazardous waste USTs.
- Six verified UST removals for various sized gasoline and diesel tanks.
- One closed in place diesel UST.
- Unverified removal/closure of four unknown substance 27,000-gallon USTs.
- Large quantity generator of hazardous waster violations exist.
- Eleven emergency response notification reports - no details provided.
- Plant No. 1 was located where the current RiverPark Center is, and had above ground storage tanks on site as far back as 1950.

7. Concord Custom Cleaners

218 Frederica Street

- Small quantity generator of hazardous waste and violations exist.
- Known to be under investigation from the State of Kentucky.

8. Freddy Trucking

2402 Schroth Avenue

- Unknown use, history, and contents of several above ground storage tanks and 55-gallon drums observed on site.

9. Multiple "Filling Stations" identified on Sanborn Maps

- One located at the northwest corner of Locust and West 2nd Streets on what may be part of the current Executive Inn parking lot.
- One located at the northeast corner of Elm and West 2nd Streets, which currently is known as 9th Street Auto Sales
- Two located on the south side of West 2nd Street between St. Elizabeth and Locust Streets.

APPENDIX B

FOCUS GROUP DRAWINGS AND SUMMARY

During Master Planning Process, input was collected from the public. This input was collected through Focus Group meetings, and through the efforts of PRIDE.

During the Focus Group meetings, the attendees developed a sketch with their ideas and thoughts. After the meetings the Planning Team compiled the information and created overlay drawings of these sketches. The following information are the results of these efforts.

Focus Group Input

- Process
- Waterfront Center Focus Groups
- PRIDE



Boaters

Business

Arts Communities

Home Owners

Fishermen

PRIDE (and summary of PRIDE work)

Developers



Issues	Boaters Group	Business Group	Arts Community Group	Homeowners Group	Fisherman's Group	PRIDE Group	Developers Group
Slack water marina with facilities, interest in marinas, marina improvements could be public and private, boat lockers for small boats, transient docks, fisherman co-exist with marina, provided separate access for fishing							
Remove boat ramp from downtown, relocate boat ramp to provide for festival area, add facilities to support festivals							
Walkway placed on Ohio River bank (only) to provide connection from Smothers Park to English Park							
Walkway placed on 1st. Street (only) to provide connection from Smothers Park to English Park							
Walkway placed on Ohio River bank and 1st. Street to provide connection from Smothers to English Park							
Increase residential downtown							

SUMMARY OF FOCUS GROUPS

Issues	Boaters Group	Business Group	Arts Community Group	Homeowners Group	Fisherman's Group	PRIDE Group	Developers Group
Revitalize downtown, high rise development downtown, 6-12 stories, long-term redevelopment and aquision							
Re-route traffic from 2nd Street							
Historic district, arhchitectural standards and design guidelines, increase aesthetics of streets and alleys and enhanced signage and mapping of downtown							
Overall desire to come to the river to sit, watch and meditate							
Concern over security, serenity and scenary of the river							
Increase access for fishing							
Overall enhancements to English Park							
Concern over maintenance							
Vest pocket parks along riverfront/end of streets							

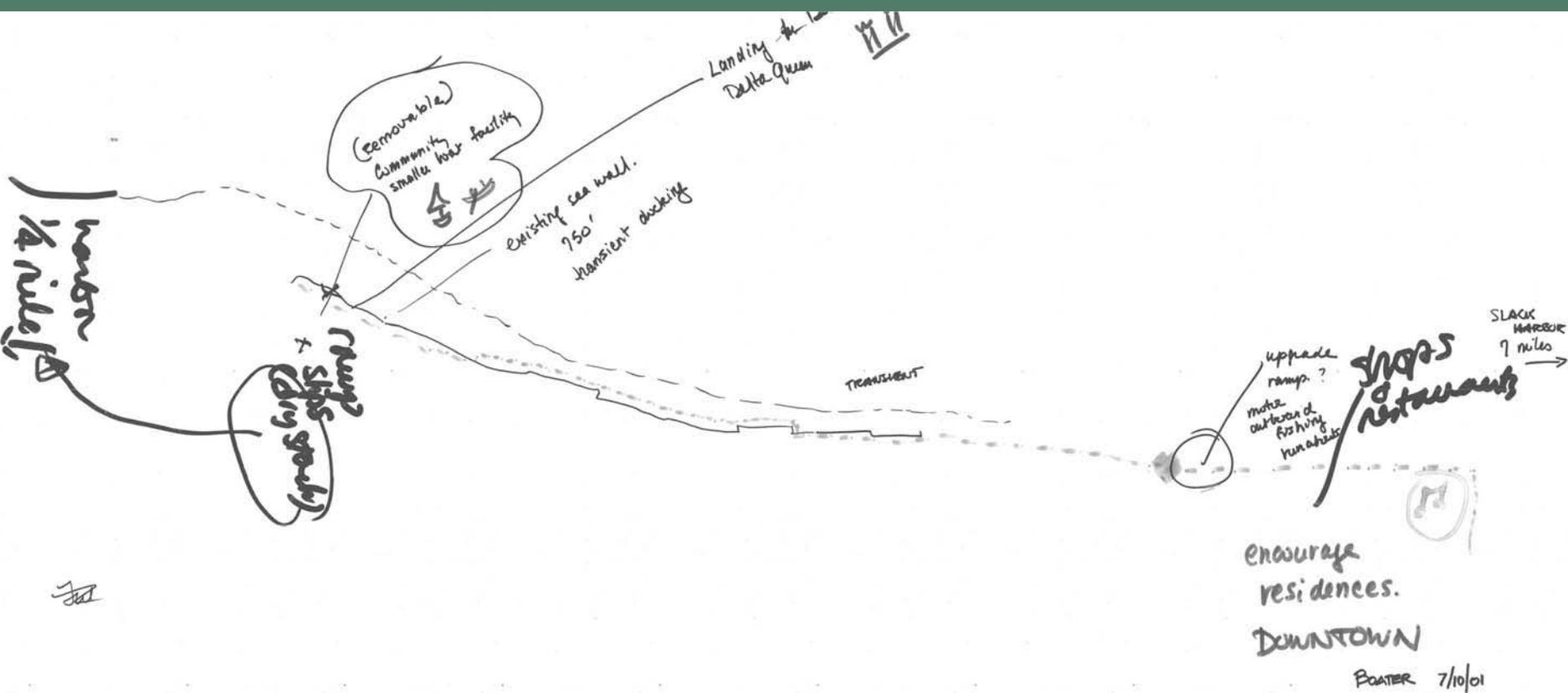
SUMMARY OF FOCUS GROUPS

Top Responses

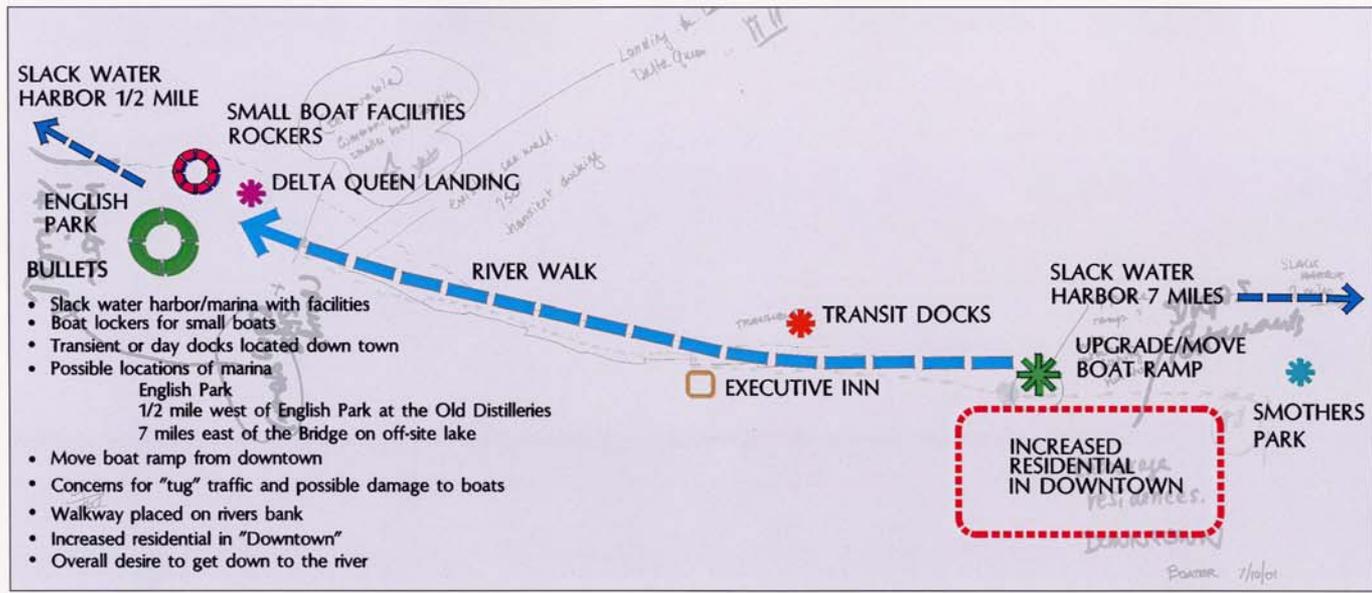
- ☀ Connection to Parks along riverbank and along 1st Street
- ☀ Revitalize downtown
- ☀ Marine facilities
- ☀ Enhance English Park



SUMMARY OF FOCUS GROUPS



Boaters



SLACK WATER HARBOR 1/2 MILE

SMALL BOAT FACILITIES ROCKERS

ENGLISH PARK

DELTA QUEEN LANDING

BULLETS

RIVER WALK

TRANSIT DOCKS

SLACK WATER HARBOR 7 MILES

EXECUTIVE INN

UPGRADE/MOVE BOAT RAMP

SMOTHERS PARK

INCREASED RESIDENTIAL IN DOWNTOWN

- Slack water harbor/marina with facilities
- Boat lockers for small boats
- Transient or day docks located down town
- Possible locations of marina
 - English Park
 - 1/2 mile west of English Park at the Old Distilleries
 - 7 miles east of the Bridge on off-site lake
- Move boat ramp from downtown
- Concerns for "tug" traffic and possible damage to boats
- Walkway placed on rivers bank
- Increased residential in "Downtown"
- Overall desire to get down to the river

LEGEND

- ★ TRANSIT DOCKS
- ENHANCEMENTS TO ENGLISH PARK
- ★ DELTA QUEEN LANDING
- ★ SMOTHERS PARK
- SMALL BOAT FACILITIES/ROCKERS
- ★ BOAT RAMP
- EXECUTIVE INN
- INCREASED RESIDENTIAL
- ACCESS TO THE RIVER
- SLACK WATER HARBOR

SUMMARY:
BOATERS GROUP
JULY 10, 2001

Slack water marina

Remove boat ramp

Walkway

Enjoy the river

Boaters

APPENDIX C

SUMMARY OF PRIDE COMMENTS AND FEEDBACK

The PRIDE organization completed a six to eight month process of collected public input with regard to the Owensboro Riverfront Development Project. The following information is a summary of this input.

Top five responses from written responses

“What would you like to do along the riverfront?”

- Gaze at the river in a safe, comfortable setting and attend festivals and concerts
- Eat/Drink overlooking the river
- Walk along the water’s edge
- See Arts and Crafts activities
- Walk from Smothers Park to English Park

“How could our riverfront be more attractive?”

- Gardens
- Attractive development along Veterans Boulevard
- Terraced river bank
- Special lighting
- Less industrial use and more commercial development or public spaces

“What would you like to see along the riverfront?”

- Restaurants and entertainment district
- Retail shops
- Condominiums or apartments
- Mixed use complex
- (Dropping way down from previous response item) Hotel

A majority of respondents would not like to see Yellowbanks Island developed as a park.

Top five responses from video tapes

“What would you like most about the riverfront as it presently exists?”

Parks (Smothers/English Park) Executive Inn, RiverPark Center
Festivals and events
Peaceful view from river

“What do you dislike about the riverfront now?”

Parks unrelated to each other
Not enough programming. short on festivals and events
Upkeep (Would like to see lots of additional rich landscaping)

“What are the main omission of the riverfront?”

Marina/Boat dock (not responsibility of government)
Parking/Restrooms

“What would you like to see on the riverfront?”

Additional food services
Retail shops
To be able to walk along water’s edge
Need a theme
Eyecatcher from river identifying Owensboro

“How should the riverfront development be financed?”

Privately (fund raising, wills, churches), commercial commitments and entertainment spots
Publicly (city, county, state, federal, riverfront tax)
Contact other successful cities

“Overall top responses”

Beauty and programming
Have a plan

APPENDIX D

MEETING MINUTES WITH ARMY CORPS OF ENGINEERS

MINUTES

TO: Bobby Whitmer, Assistant City Manager
City of Owensboro

FROM: David Weaver, PE, PLS
PDR Engineers, Inc.

RE: Owensboro Riverfront Master Plan
US Army Corps of Engineers &
United States Coast Guard

Project Review Meeting

DATE: December 10, 2001

The following reflect the minutes from the December 7, 2001 Project Review meeting.

Attendees:

NAME	REPRESENTING
Brian Bingham, PE	PDR Engineers, Inc., Tetra Tech
Lee Anne Devine, PE	US Army Corps of Engineers
LTJG Kevin Floyd	United States Coast Guard
Jerry Newell	US Army Corps of Engineers
Bill Symon	United States Coast Guard
Pat Strehl, PE	PDR Engineers, Inc., Tetra Tech
David Weaver, PE, PLS	PDR Engineers, Inc., Tetra Tech
Bobby Whitmer	City of Owensboro

The following items were discussed:

1. General Project Issues:

- a. All drawings need to show the river mile markers and the sail lines for the Ohio River. The southern bridge pier needs to be shown to delineate the sail lines.
- b. Lighting must be specifically addressed along the project. No lighting may be directed toward the river or in such a way as to distract or "blind" the river vessel operators. Evansville did a good job in addressing all the light requirements.

- c. The Navigation channel is on the Owensboro side of the river.
- d. The concept of a floating walkway had several issues that would be difficult to overcome:
- The walkway would accumulate debris, causing a maintenance problem;
 - Passing river vessels would cause a large wake and rollers that would cause the walkway to roll. The wet and rolling surface would be dangerous for pedestrians;
 - The walkway would be in a dangerous area and could be hit by passing or out-of-control vessels;
 - The liability of the previous issues would be difficult to mitigate for the City and for the USCOE and the USCG;
 - The lighting of the walkway would be difficult to accomplish to be compatible with river vessel traffic.
- e. The plan must not encourage loitering in the channel, which presents a safety issue and is a violation of federal law. This can typically happen at riverfront events such as concerts that provide a direct view of the event from the water. This can be controlled with enforceable laws and proper enforcement boats.
- f. A City/County ordinance will be needed to provide for navigation and safety rules. The ordinance should basically copy the federal laws for navigation and safety. A Marine Safety Plan should be developed and implemented. A river enforcement patrol would be necessary, including boats, equipment and officers, to enforce the ordinance. LTJG Kevin Floyd can assist.
- g. The RiverPark Center patio extension must not interfere with the navigation channel. The extension shall be limited by the southern bridge pier. The lighting of the Patio Extension must consider the issues of Item 1b.
- h. A boat dock facility was recently approved adjacent to the Executive Inn. This dock permit will not be effected by the project. Any dock structures adjacent to the Executive Inn will be the responsibility of the Executive Inn.
- i. The City's proposed transient dock must address the navigation channel. The existing permit may be open for review due to the length of time since used and the changes in navigation and safety issues since that time.
- j. A public information program for use of the Riverfront facilities would be important to implement. This outreach and education program could include TV, radio, and newspaper media coverage to inform the public of safety and courtesy issues.
- k. Proper signage needs to be in place to direct boat and pedestrian traffic along the riverfront project.
1. The representatives from the US Coast Guard and the US Army Corps deemed the project as a whole to be feasible and "permittable".

2. Marina Issues:

- a. Ingress and egress to the marina must address line of sight. It was suggested to keep the pile cell extension in line with the dam wall alignment and create an interior parallel offset wall

extension to form the entry to the marina. This would minimize the extension of the entry into the channel.

- b. A no wake zone at the marina is not enforceable by the US Coast Guard and will not apply to commercial boat traffic.
- c. A State Law will provide the only means for enforcement of a no wake zone. The enforcement must take place on a local level.
- d. The possibility of debris build up on the up river side of the marina must be addressed in the design. Filling of this void to create a tapered transition may require a containment wall. The design team shall work with the Kentucky Division of Water Quality.
- e. Backfilling of the English Park area upriver from the marina would be acceptable if the face of the containment area were protected with sheetpiles or concrete facing material.

3. US Army Corps of Engineers and US Coast Guard Recommendations:

- a. The City Officials involved in the project should take a towboat ride to gain an appreciation for the difficulties in navigating barge traffic on the Ohio River.
- b. The Army Corps recommended getting with Jane Ruhl to discuss possible assistance in obtaining funding for the project.
- c. Presenting the project to the towing industry during the preliminary design stage can help in obtaining support from the industry and can provide insight into design issues.
- d. Senior Chief Hern with the Coast Guard can provide a good local contact and source for addressing issues and making contact with the towing industry.
- e. A local loitering ordinance can be useful to reinforce federal laws.
- f. Mark Daugherty of the ACBL can provide assistance.
- g. Remember to consider wetland mitigation of some areas of the project at the marina site and the low area along the project site.
- h. Keep the US Coast Guard and the Army Corps of Engineers abreast of issues can help in facilitating design and approvals.

Please advise PDR Engineers, Inc. within five working days of any corrections or additions to the minutes.

CC: Brian Bingham, PE
Lee Anne Devine, PE
LTJG Kevin Floyd
Jerry Newell
Bill Symon
Paul Kissinger
Sam Phlegar, PE
Pat Strehl, PE

APPENDIX E

LIST OF SUPPLEMENTAL REPORTS

Owensboro Kentucky Economic Feasibility and Impact of Riverfront Development

Marina Feasibility and Siting

City of Owensboro Corridor Study Environmental Assessment

Archaeological Overview for the Proposed Owensboro Waterfront Development Project, Daviess County Kentucky

Preliminary Biological Assessment
Owensboro Waterfront Masterplan

Parking Garage Study