
CHAPTER 4

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

Strengths, weaknesses, opportunities, and threats of the Study Area were identified in an effort to make proactive use of positive and negative aspects inherent in the overall site. These traits are qualitative and nominal observations and conclusions which were used to reinforce or elaborate on the existing conditions, and other observations and findings, when the initial plan concepts were formulated. The traits identified include:

Strengths

- a) Substantial amount of freeway frontage.
- b) Two freeway interchanges; U.S. 42 interchange area has both local and interstate draw.
- c) Two major arterial roadways.
- d) Existing residential areas appear to be stable.
- e) Business climate for established markets appears to be stable; low turn over for local type businesses.
- f) Ewing Boulevard as an interconnection and the Government Center campus as an anchor.
- g) Many of the sub-areas can already be defined as distinct, physical neighborhoods.
- h) Recreational venues (Aquatic Center, Skatepark, Fundome, Baseball Stadium, Parks).

Weaknesses

- a) Portions of freeway frontages are underutilized or mis-utilized.
- b) There are access problems associated with the interchanges, particularly on KY 18 to the Ewing intersection; limits potential for interstate draw, but visibility may allow for regional draw.
- c) Several sites are "hidden" (Commerce Drive area, Tanners Lane/Tanners Gate, Sussex Drive).
- d) Poor design/lack of design exhibited in generally the older developments.
- e) Lack of an overall pedestrian system, although this situation is being improved over time.
- f) The two arterial roadways act as barriers within the overall area.
- g) Two single family detached residential areas immediately abut I-75.
- h) Few regional destinations.

Opportunities

- a) The Central Florence Strategic Plan Area has a unique set of qualities to provide services and attractions that are not in the immediate area – opportunity to create new markets versus saturate existing ones.
- b) Area is generally under-developed; development and redevelopment opportunities are apparent and continue to occur on a steady basis.
- c) “Hidden” sites still have good proximity to major street network and attributes necessary for uses that don’t need visibility.
- d) Potential for expansion of recreational venues (pocket parks, entertainment district built around Stadium District).

Threats

- a) General trend of business/commercial uses locating/migrating to the Houston/Turfway area.
- b) General trend of preference for newer housing in newer subdivisions outside of a central area.
- c) Population stability in immediate area.