

# INNOVATE 2028

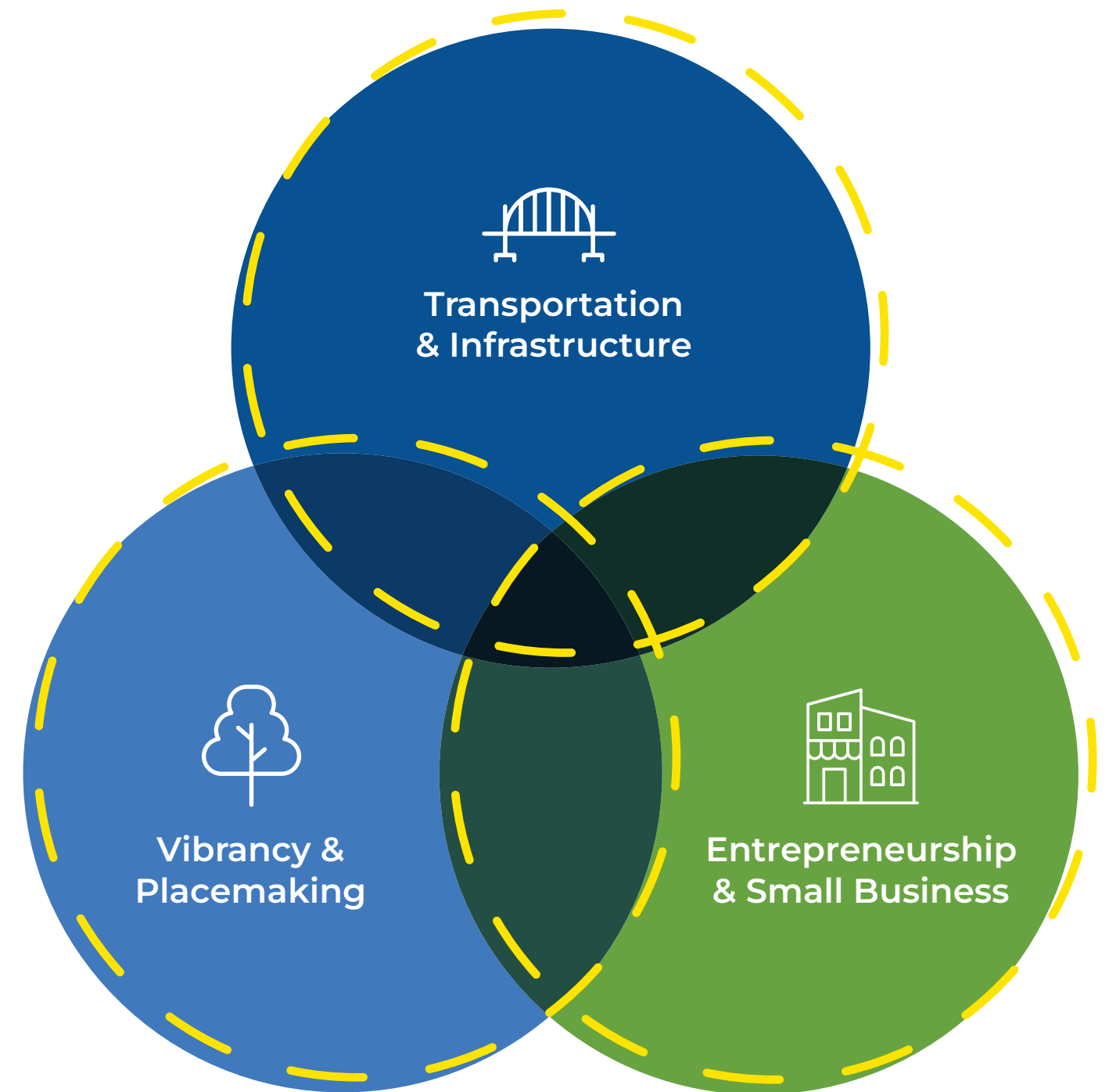
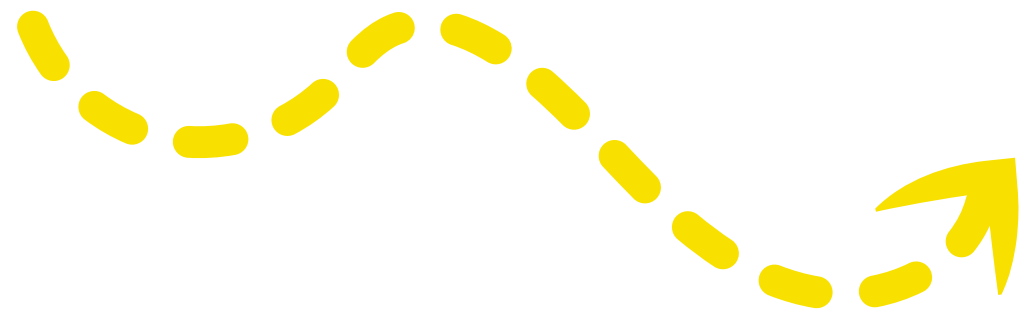
TRANSFORMING  
URBAN COMMUNITIES



For over 25 years, Southbank Partners has worked with our partners to promote and coordinate enhanced economic development for the creation of connected communities, vibrant riverfronts, and resilient downtowns by bringing vision to reality through a unified voice.

We successfully accomplished our goals set forth through our Imagination 2020 plan to revitalize the river cities and we are excited to embark on a bold new chapter with our partners to transform urban communities through our new strategic plan, **Innovate 2028**.

**WILL WEBER**  
SOUTHBANK PARTNERS PRESIDENT & CEO





# Transportation & Infrastructure

## Lead multi-modal interconnectivity projects between the cities

- Build the Riverwalk as part of Riverfront Commons, a 20-mile world class active destination along the Ohio River
  - » Complete the original Riverwalk path by 2026
  - » Complete the western and eastern bookends by 2030

## Prioritize greenways and blueways as the new “human highways” for urban cities

- Market and promote the Riverwalk as a safe, reliable, and essential transportation system for all walks of life
- Connect to regional destinations, city parks, and paved/ nonpaved trails

## Advocate for modernized transportation facilities and assets including:

- Transition from time based to active demand management systems
- Replace and upgrade bridges
- Fund the rehabilitation of roads

## Support multi-modal transportation connectivity throughout the urban core

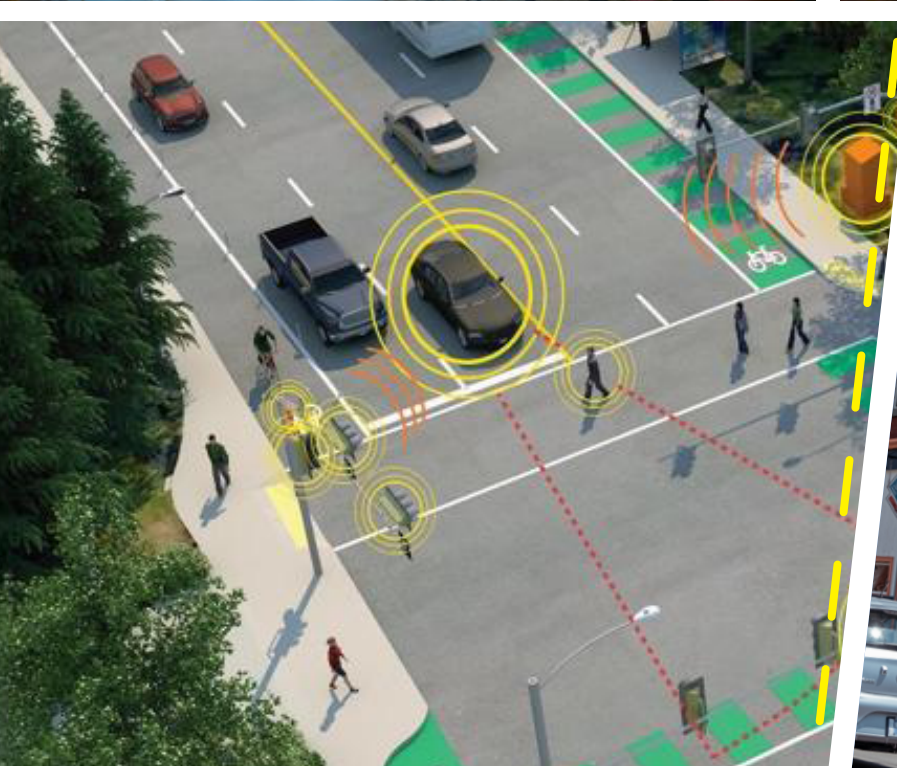
- Assess the future and long-term sustainability of public transportation such as the Southbank Shuttle
- Consolidate and upgrade TANK bus stops
- Expand private multi-modal transportation options

## Upgrade infrastructure for continued growth

- Integrate EV Charging stations in key destination areas
- Create a regional infrastructure plan for the urban core

## Mitigate, Prevent, and Manage the impacts of flooding

- Improve watershed work, studies, and data collection
- Identify funding for solutions that reduce the risk of development in floodplains



# Vibrancy & Placemaking

Embrace technology in the public right-of-way to create smart cities, corridors, and communities that serve people and solve problems

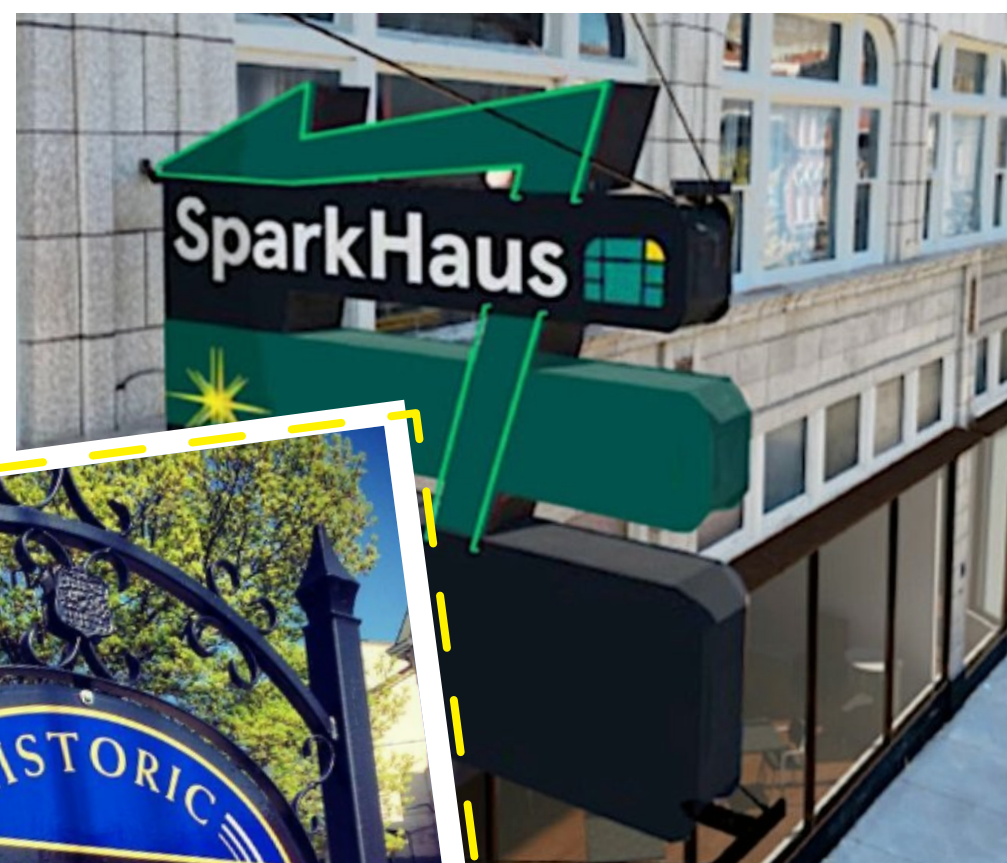
- Create US-27 Smart Corridor (27SC) – a 6-mile corridor from Newport to Highland Heights along US-27 utilizing strategic smart technology solutions

**Create and enhance third places and green spaces**

- Assist with gateway signage specific to the identity of each City area
- Promote business districts and mixed-use developments
- Support creative placemaking efforts (i.e., Purple People Bridge)
- Showcase active and passive outdoor recreation assets

**Activate underutilized spaces**

- Showcase the identity of the community at the intersection of history, culture, and entertainment that bring the community together
- Encourage interaction where it otherwise would be an afterthought (i.e., flood walls, water tanks, and alleys)



## Entrepreneurship & Small Business

### Encourage investment and development in the region

- Promote the areas for new and expanding small businesses
- Convene conversations and facilitate teamwork across city limits

### Cultivate a multi-faceted ecosystem for entrepreneurs to grow and stay

- Create a Northern Kentucky Scale-Up Ecosystem with regional partners

### Connect small businesses with resources

- Collaborate with service providers to assist growing small businesses
- Create an entrepreneurship support asset map and direct small businesses to the appropriate resource



[www.SouthbankPartners.com](http://www.SouthbankPartners.com)