

CLERMONT COUNTY - OHIO 32 CORRIDOR LAND USE VISION PLAN EXECUTIVE SUMMARY



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Preface

This Ohio 32 Corridor Land Use Vision Plan Executive Summary is a summary of the Land Use Visioning Process that occurred in the Ohio 32 Corridor of Clermont County from Fall of 1999 to the Summer of 2000. This document is a companion volume to the Clermont County Comprehensive Land Plan for the Ohio 32 Corridor. Other corridor studies are proposed to follow this one, updating the land use planning efforts of local jurisdictions throughout all of Clermont County. This document summarizes the process and results of the study, while the Clermont County Comprehensive Land Plan for the Ohio 32 Corridor presents more detailed information and strategies for implementing the recommendations that were developed during the course of this study. One topic covered within this executive summary that is not discussed in the Clermont County Comprehensive Land Plan for the Ohio 32 Corridor is conceptual access designs to improve access and circulation in various areas along the Ohio 32 corridor.

A VISION FOR THE FUTURE: Clermont's 32 Corridor Plan

As Clermont County greets its Bicentennial, the heritage and ideals of frontier beginnings forge a renewed vision upon its rich future. A heritage respectful of landscape and culture is Clermont's foundation for bold visions of carefully directed economic growth. Remembrances of The Bullskin Trail, Hopewell, Adena and Woodland Native Americans, as well as historic places along the Appalachian Road; Williamsburg, Batavia, Afton, Olive Branch, Willowville, Glen Este, Withamsville and Mt. Carmel provide opportunities for this new vision to connect to places of the past and thereby create more meaningful places to live, work, shop and recreate. This inspired plan is a collective vision of the Vision Committee. The committee is a unique group of 33 citizen planners, who together with Focus Group participants and elected officials, have authored this balanced managed growth plan. The Vision Plan is described in the following report.

Overview

The Ohio 32 Land Use Vision Plan seeks to balance the preservation of the unique character of Clermont County and its rural heritage while allowing appropriate growth and development to occur. With these goals in mind, objectives were developed to conserve the essence of the original character of Clermont County. Objectives such as the preservation and enhancement of neighborhoods and Villages, conservation of the agricultural character of the townships, and the natural features such as the hills, waterways, and forests were balanced with opportunities for new jobs and industry, commercial, public facility and residential development. Natural features such as the topography and the East Fork of The Little Miami River watershed in combination with Harsha Lake at East Fork State Park form a unique greensward system in the heart of the County. Set between small Villages and agricultural land, this greenspace connects other natural areas throughout the County, particularly, the Ohio River to the south. The Ohio 32 Corridor extensive greensward is not only a visual resource, but an economic resource as well. Ohio 32 is a vital east/west transportation corridor that links urbanized Hamilton County to Eastgate's commercial center and the east UC's Clermont College, the Clermont County Airport area, Afton and its Foreign Trade Zone, and beyond to Brown County's labor pool and destinations. All are dynamic catalysts and economic drivers for Clermont's local economy.

New development opportunities need to be respectful of topography and natural features while being cost effective to provide efficient new infrastructure. These issues are critical to Villages and Townships as the balance of development directly impacts traffic, schools, utilities, and the economic future, of not only the corridor, but the entire County. With proper consideration given to these issues and the existing land use patterns, the Vision Plan provides for all types of development to occur in the Ohio 32 corridor with appropriate relationships, buffers and access. In order to be successful, development must first begin with grass roots land use planning on the local level with the people.

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Acknowledgements

The planning team would like to thank the Vision Committee participants, Focus Area participants, elected officials and County staff listed below who generously gave of their time by attending the numerous meetings, sharing their views.

Vision Committee Members

- Danny Bare, Batavia Township Trustee
- Jim Brewer, Cinergy
- Neil Bruynis/Bob Sutton, Clermont County Agriculture Department
- Chris Clingman, Clermont County Parks Department
- Charles Clark, East Fork State Park
- Deborah Clepper, Batavia Township Trustee
- Jim Danbury, Williamsburg Township Trustee
- Duane Ferguson, Property Owner
- Kraig Gordon, Clermont County Planning Commission
- Robert Handra, Batavia Village Mayor
- Harold Herron/Jim Penrod, Jackson Township
- William Hopple III, Cincinnati Nature Center
- Jim Jurgenson/Bill Lykins, Property Owner
- Fred Kolb/John Dawes, Mercy Hospital
- Karl Kehr/Mark Bugajski, ZF
- Roger Maham, Property Owner
- Jim Mc Donough/Mick McLaughlin, Clermont College/University of Cincinnati
- Phil Montanus, Towne Properties
- Eric Partee, Little Miami Incorporated
- Paul Russell, Clermont County Planning Commission
- Angelo Santoro, Airport Industrial Park
- Mike Schottlekotte, Drees Homes
- Vic Shaffer, Milacron
- Charlie Shephard/Bill Showers, Citizens Against the Parkway
- Charles Shreve, Clermont NE School District
- Bob Smith, Midland
- Larry Sprague, Fischer Homes
- Matt Van Sant, Clermont Chamber of Commerce
- Paul Varney, Batavia School District
- Michael Ward, W. Clermont School District
- Jim Weaver, Williamsburg Village
- Linda Wuerdeman, Union Township Trustee
- Robin Wiley, Williamsburg School District

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Clermont County Planning Commission

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- Carl D. Walker
- Sam Tuten
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- Christopher Knoop
- John Bowling
- Kerry Schultze
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Robert Frazee	Jim Penrod	Linda Wuerdeman

And our thanks to others who attended these Focus Area Workshops and contributed to the land use ideas and consensus building.

1.0 Introduction

The Vision Plan process was initiated by Clermont County Commissioners to provide a forum for interested parties to formulate ideas about how the region can most effectively be developed based on the factors currently influencing the Ohio 32 Corridor. This forum allowed for the gathering and exchange of information that affects the planning efforts of local jurisdictions, property owners, businesses, environmental groups and developers.

Multiple political jurisdictions and school districts are located in this portion of Clermont County. Table 1-1 lists the jurisdictions within the Vision Plan study area.

**TABLE 1-1
JURISDICTIONS WITHIN THE OHIO 32 CORRIDOR**

Townships	Villages	School Districts
Union Township	Batavia Village	West Clermont Local (LSD)
Batavia Township	Williamsburg Village	Batavia LSD
Jackson Township		Williamsburg LSD
Williamsburg Township		Clermont Northeastern LSD

The process was structured to gain a shared assessment of the region and where it is going. It also sought to achieve the following goals:

- Gain a better understanding of the issues facing the Ohio 32 Corridor from forces internal and external to the region
- Create an effective dialogue between adjoining jurisdictions
- Result in a guide document, based on current information, that can be one of many tools used by the local jurisdictions to assist in future land use decisions

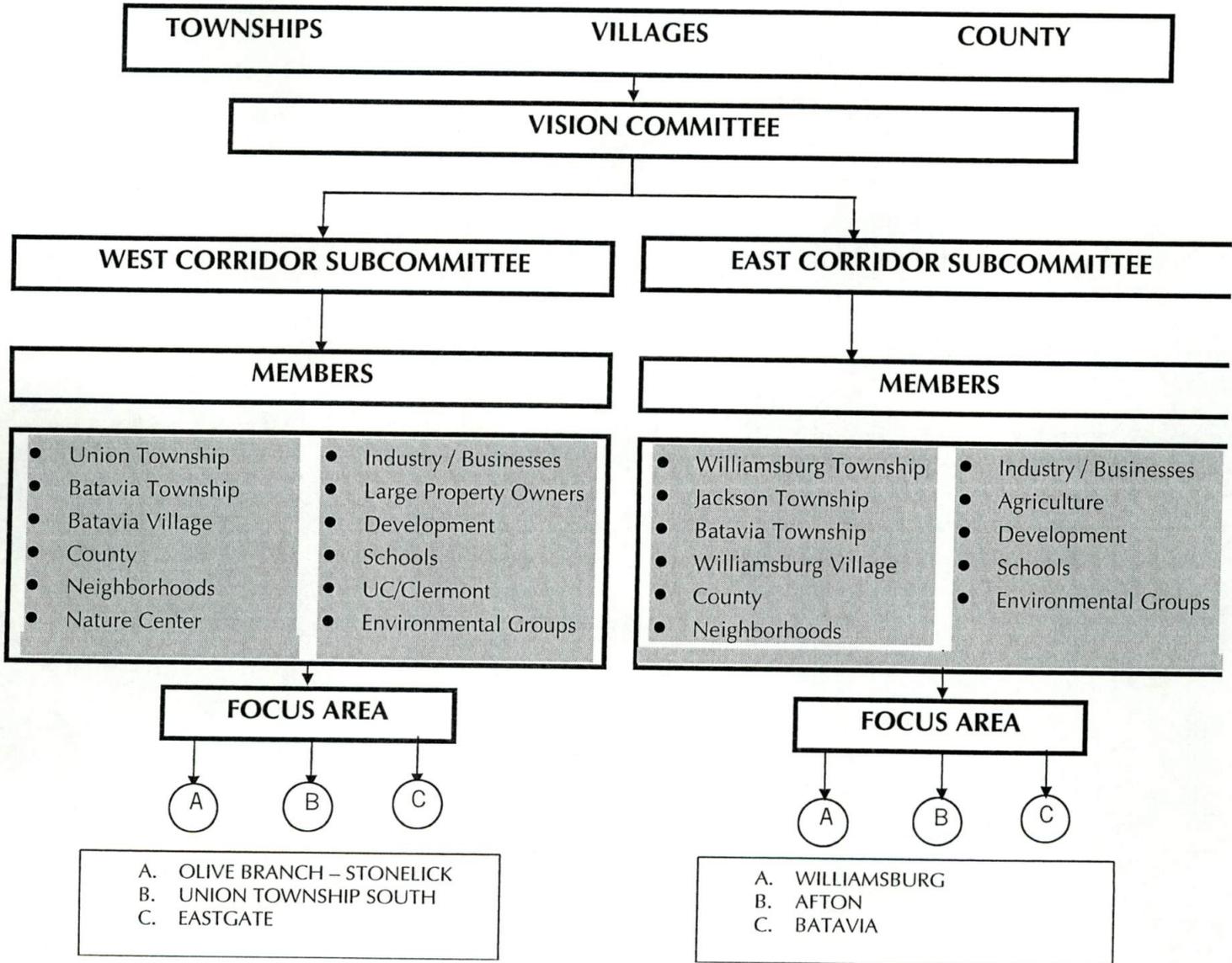
2.0 The Study Process

The methodology used in this study was that of assessing natural features; economic conditions; cultural and historic resources; existing and proposed infrastructure; existing land use, zoning, and planning documents; and generating public participation and understanding to address land use issues for the long term development of Clermont County. The following sections discuss these in more detail.

2.1 Public Involvement Process

Thirty-three (33) representatives from the townships, villages, county, school districts, environmental groups, development community, institutions, business owners, property owners and neighborhoods were selected by the County Commissioners and Planning Staff to serve on the Vision Committee. Over a period of seven (7) months, the Vision Committee met; first in educational sessions, then in working meetings and Focus Groups. Specific planning issues along the Ohio 32 corridor were examined at the Focus Area level. Vision Committee participation was expanded to include input and ideas from Focus Area participants, public informational meetings, additional meetings with townships, villages, and other interested parties. Additional information relevant to the Vision Plan was gained through conducting of a county-wide land use opinion survey. The Focus Area recommendations were then reported back to the Vision Committee for their approval. A schematic of the Vision Committee Structure is shown below in Figure 2-1.

**Figure 2-1
CLERMONT COUNTY - OHIO 32 CORRIDOR
VISION COMMITTEE STRUCTURE**



2.1.1 Corridor Goals

The Vision Committee developed the following Mission Statement and goals to guide the Ohio 32 Corridor Vision Plan.

Mission Statement

Our mission is to create a vision plan and implementation process for future development surrounding the Ohio 32 corridor that protects and enhances its neighborhoods and environmental resources, promotes growth that is fiscally sound, provides for long-term health of the Townships, Villages, School Districts and County that maximize the unique assets of the area. A cross-jurisdictional, collaborative process will be used to build consensus and create strategies for its residents, businesses and other constituencies.

SUMMARY GOAL: To Balance Fiscally Sound Development with the Protection and Enhancement the Natural, Cultural, and Community Resources of the Ohio 32 Corridor

(A) GOAL: To Promote Planned Fiscally Sound Growth

- Objectives:**
- To promote and implement a practice of sustainable development or development which manages existing resources in a way that does not compromise the future needs of the residents of the corridor communities
 - To build a strong, diverse economy which serves the needs of the entire economic range of people within the corridor.
 - To pursue a balance of housing opportunities
 - To make wise use of existing local Cultural, Natural, and Historic resources for the economic benefit of the corridor
 - To ensure that development pays an equitable share of the water, sewer, roads, schools, police, and fire services it requires
 - To build on the strengths of existing neighborhood businesses
 - To actively pursue and lobby for all forms of funding including state and federal

(B) GOAL: To Protect, Enhance and Expand Natural Resources

- Objectives:**
- To preserve, enhance, and/or create environmental and scenic resources
 - To promote and create environmental education opportunities
 - To preserve and enhance the integrity of local watersheds
 - To preserve and enhance air quality over time

(C) GOAL: To Protect and Strengthen Cultural and Historic Resources

- Objectives:**
- To preserve and enhance cultural resources
 - To preserve and enhance historic resources
 - To preserve and enhance cultural activities

(D) GOAL: To Protect, Expand, and Enhance Neighborhood Resources

- Objectives:**
- To create a "sense of place" in existing communities and as focal points of new development
 - To create and enhance neighborhood parks and open space
 - To promote patterns of development that have fewer impacts on traffic congestion.
 - To promote patterns of development that allow for the efficient provision of infrastructure and services

(E) GOAL: To Provide Adequate and Affordable Infrastructure

- Objectives:**
- To reduce traffic congestion and enhance mobility and access to the region
 - To expand and enhance affordable access to water and water treatment
 - To expand and enhance energy options
 - To expand and enhance quality of telecommunications

- To make sure costs (monetary and otherwise) of new infrastructure are equitably distributed

(F) GOAL: To Protect and Enhance the Public Services, Institutions, & Facilities

- Objectives:**
- To provide for long-term financial health of school districts
 - To ensure adequate funding of public services such as police and fire protection
 - To identify needs that are not addressed and create institutions, services and facilities to address them
 - To preserve and enhance educational resources
 - To equitably distribute the costs of providing services (i.e., schools, sewer, water)

2.2 Area Analysis

2.2.1 Natural and Man-made Features Analysis

Natural features including forests, soils, slopes, flood plains, visual resources, and agricultural land were examined along with current and planned infrastructure. A summary analysis of general suitability for land development was developed based on these physical features. This provided a basis for a general assessment of the carrying capacity of the land and therefore how best to preserve and link environmentally sensitive areas while still providing for adequate economic opportunities for residents.

2.2.2 Summary Analysis

The Summary Analysis is a weighted composite of the information contained in the natural features map. The analysis utilized ArcView, a Geographic Information Systems program. The analysis involved construction of a matrix that combined information from soils, slope and hydrology, greenspace, cultural resources and agriculture. Four categories were identified to classify the development possibilities for the study area from this information,

Slight Limitations for Development

This classification represents land that is well suited for development and is characterized by well drained soils with low to moderate slopes.

Development with Moderate Limitations

Additional drainage, site preparation, and foundation modifications may be required for development. Constraints to development include soils that are impermeable resulting in a high seasonal water table, and soils having less than 0-1/2' depth to bedrock.

Development with Severe Limitations

Most of the land in this classification is located in the flood plain and is characterized by soils that are flood prone and/or have a high water table. Development is not impossible in this area; however, special construction measures and permits may be required.

Not Recommended for Development

This classification includes land that should not or cannot be developed. Development should not occur in the floodplain or on steep slopes. Other designations in this category include highly productive farmland, special habitat areas and valuable greenspace.

2.3 Cultural and Historic Features Analysis

In order to document the historic and prehistoric assets of the Ohio 32 Corridor so that they can be preserved and enhanced, a cultural and historic survey was undertaken by Gray & Pape, Inc. The conclusions/recommendations of the Cultural and Historic Report are presented below.

2.3.1 Scope of Work

Gray & Pape, a cultural resources consulting firm based in Cincinnati, prepared a cultural resources assessment of the State Route (SR) 32 corridor that is the subject of this Vision Plan. The assignment involved the preparation of a prehistoric and historic context assessment of Clermont County focusing on the corridor, a reconnaissance survey of the project area to determine the type and integrity of the extant resources, identification and mapping of National Register and inventoried properties, and recommendations regarding the future preservation of these resources.

2.3.2 Conclusions/Recommendations

Despite the many changes and developments over the past 200 years, Clermont County retains numerous unique resources and interesting places. The crucial challenge is retaining and enhancing these resources. The following recommendations are offered:

- Architectural Survey
- Heritage Tourism
 - Gothic Revival House Driving Tour
 - Old Roads of Clermont County Driving Tour
 - Underground Railroad and Morgan's Raid
- Williamsburg Village Main Street Program
- Batavia Village Main Street Program
- National Register Nominations
- Tunnel Mills
- Archeological Resources
- Scenic Easements
- Preservation Easements

2.4 Economic Analyses

To better focus the land use vision plan in reality and to identify current market forces and opportunities, an economic study was conducted for the Cincinnati metropolitan region and the Ohio 32 Corridor's position within the region. One market opportunity identified by this study, the potential for a conference center in Clermont County, was also specifically investigated. The return on investment (ROI) for a variety of land uses was estimated in order to ensure that the land use vision would provide sufficient economic return to support adequate and affordable provision of services such as infrastructure, fire protection, safety, and schools. These analyses are presented more fully, below.

2.4.1 Market Analysis Route 32 Vision Plan

A summary of the economic market analysis is presented below.

2.4.1.1 Regional Overview

- Metro Cincinnati has just under 2 million people, placing it 23rd in the US.
- Population growth over the last decade (1%/yr) is healthy; albeit slower than very high growth US cities.

2.4.1.2 Trends Within Metro Area

- Recent population growth has been concentrated in the suburbs.
- Future population gains are expected in locations just outside I-275, as well as downtown Cincinnati, creating a "doughnut" of growth and decline.

2.4.1.3 Real Estate Overview

- Suburban counties are using land up quickly (7,000 acres per year), although there remains a significant undeveloped land asset away from primary transportation access routes.
- Residential development parallels population gains; between 10,000 and 12,000 units are built annually, of which 20% are multifamily. Cincinnati housing is relatively inexpensive.
- Industrial space in Cincinnati totals some 220 million SF, with 7 to 8 million added annually in recent years. About 45% of this growth has been occurring in Northern Kentucky, fueled by the international airport. The vacancy rates are rising (only slightly) due to large additions. Future additions should average about 5 million SF per year.
- Hotel additions have largely occurred along I-75 and I-71 north of Cincinnati, as well as downtown Covington. Hotel development has come more slowly to Cincinnati than in other metro areas, implying there may need for more additions in spite of the slowing of the market nationally. ERA estimates this figure at 150+/- rooms per year. Office, recreational, and convention developments fuel the new additions.
- Retail stores are generally overbuilt in Cincinnati, with 1.5 million square feet in additions annually over the last decade. At the same time, several establishments and parent companies are faltering, consolidating, and restructuring. The shuffling of space continues; and will result in a continuing net increase in space.
- Office buildings are experiencing the best performance in recent history, recovering well from the early 1990s. Of the 28 million square feet in the metro area, about half is downtown. Vacancy in downtown is tighter than in the suburbs, which have been able to add new supply. Most recent developments have occurred along I-71 and in Northern Kentucky. The market should demand about 900,000 SF in average annual additions.

2.4.1.4 Clermont County Position

- Population gains and residential development in Clermont County have been concentrated in two places:
 - Union Township, near the I-275 / Route 32 interchange.
 - Miami Township, in the northeast corner of the County.
- Clermont wealth is concentrated in Miami Township; a noticeable drop in median income occurs at the Clermont / Hamilton boarder near Route 125 and Route 32. The northern portions of the county are generally more wealthy than the southern portions, with Route 32 as a notable transition.
- East Fork State Park region, a 10,000-acre natural area, is a unique asset for the region.
- The existing commercial development is primarily retail; overbuilding and unwanted traffic are issues.
- Some new hotel development is occurring.
- Several low-capital land uses currently exist (self storage, entertainment, auto dealers, etc.)
- Most commercial (office/industrial) real estate markets see the eastern edge of Cincinnati as second tier, however:

- Significant additions by local employers could spur focused development.
- Access is currently provided only by the I-275 ring; direct auto, truck, and/or transit access to Cincinnati and I-71 could alter market perspectives.
- Local institutions (UC Clermont, Mercy Hospital) could play a role in altering future development patterns.
- Potential may exist for a conference/training facility/retreat. This is subject to a more detailed assessment.

2.4.2 Conference Center Feasibility Study

Based on the above recommendation and past interest expressed in a state park lodge facility, it was determined that the feasibility of a lodge and conference center in Clermont County should be examined. The two primary locations considered in this study were the Eastgate area and the East Fork State Park.

The study found that a lodge and conference center built at East Fork State Park could be feasible in terms of not only the overall costs and benefits to the area as a whole, but also in terms of financial return to the operators of such a facility. This facility is projected to have 200 to 250 sleeping rooms, 20 cabins or suites, a banquet hall or ballroom, a restaurant, at least 5 meeting rooms, and support amenities such as nearby golf courses, tennis courts, lake related recreation, and other attractions. A conference center and meeting rooms will help to keep up occupancy and use at such facility in the generally lean late fall to early spring seasons.

Potential users of the potential State Park Lodge and Conference facilities include combined leisure/group markets with a projected occupancy estimated at 61% (30% in winter, 85% in summer). It is estimated that there would be an average of 2-3 events per week in meeting spaces. A facility of these characteristics could be expected to have gross annual operations of \$6 Million and an income of \$2 Million. The annual return potential of is projected to be 11% to 16% for 40 years depending on financing.

2.4.3 Economic and Fiscal Attributes of Land Uses

To assist in evaluating the economic viability of the land use vision plan, data sheets were developed that presented an estimate of the fiscal costs and benefits of various land uses were developed. Fiscal costs included off-site road infrastructure, schools, police, and fire. Estimated fiscal benefits included property and sales taxes. Non-fiscal (social, environmental, etc.) costs and benefits of the land uses are discussed qualitatively in the "Quality of Life" description of each land use data sheet.

Estimates on ROI for the various land uses ranged from a negative \$4,500 per acre per year (-\$4,500/acre/year) for the general category of manufactured housing to positive \$96,800 per acre per year (\$96,800/acre/year) for the general category of retail outlot development. It should be kept in mind that these fiscal returns are general estimates and are not indicative of any specific parcel of property in the county. It should also not be assumed that just because a land use does not provide a large fiscal return that these land uses are undesirable.

2.4.4 Land Use Absorption Rate Analysis

To estimate how rapidly the land designated for each use may be developed, land use absorption rates were estimated based on current market conditions. These absorption rates are considered to be relatively reliable estimates for the next five (5) years, but a variety of factors at the local, regional, national, and global level could affect them over the longer term.

Some of the local factors that could have an impact on these absorption rates include improved access from Clermont County to I-71 and the center of the metropolitan region, improvements in and expansion of infrastructure (power, sewers, roads, water, etc), independent development initiatives, and the development of transit in the region.

3.0 The Consensus Plan

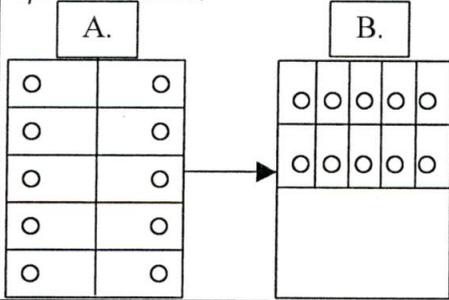
One of the overall goals at the beginning of this process was to improve the safety and access of Ohio 32. It has been recommended that Ohio 32 become a limited access highway, or freeway, in Clermont County from I-275 to the Brown County line. This means that through a system of service roads and interchanges all at-grade crossings and stoplights would be eliminated along this section of Ohio 32.

As these access improvements are slated to occur over the course of the next many years, it is even more necessary to consider how land uses might be affected along the corridor. Besides access issues, the natural constraints of the land, economic returns of various land uses, market projections, and quality of life issues were also considered. Leaving greenspaces adjacent to streams, on hillsides, in soils unsuitable to development, and in areas where it is desirable to preserve a viewshed can add value to adjacent land while preserving and enhancing the quality of the environment. Balancing land uses between residential and other uses that have a higher economic return allows communities to support local schools without placing an undue burden upon local residential property owners. Creating neighborhood centers at major crossroads can create a sense of place and community that is often lacking in suburban development. These areas of activity and higher density can serve as destinations and origins for future transit development within the region. These issues were considered while developing the consensus plan described below.

The Ohio 32 Corridor Consensus Land Use Vision Plan is composed of land use recommendations as well as conceptual recommendations to access these projected land uses. The Vision Plan also identifies specific objectives that should be undertaken to improve the overall quality of life within the corridor. First, in Section 3.1, a discussion of the land use and access aspects of the Vision Plan is presented for each of the six (6) focus areas. Afterwards, in Section 3.2, the objectives identified within the focus area groups are discussed. Each focus area plan addresses the major Corridor Goals and Objectives, and identified specific projects for implementation. All the land use and access recommendations reached consensus at the Focus Area and Vision Committee levels except where noted in the Western Corridor. Table 3-1 gives a general description of the land use designations used in the Land Use Vision Plan.

3.1 Land Use Vision Plan

The Ohio 32 Corridor Land Use Vision Plan, developed by the Ohio 32 Corridor Vision Committee, is depicted in two (2) maps (Figures 3-1 and 3-2). Table 3-1 describes each of the land uses designated within the Land Use Vision Plan. Each of the six (6) focus areas which comprise the Land Use Vision Plan are discussed individually, below.

Land Uses Type	Definition	General Characteristics
TABLE 3-1 PAGE 1 OF 2		
Agricultural/Rural Density Residential	Large parcels of land with country like characteristics containing low density detached single family housing	<ul style="list-style-type: none"> • 3-5 acres per dwelling unit
Low-Density Residential-	Single family (SF) detached housing on large lots	<ul style="list-style-type: none"> • Rugged natural rolling topography • 2 or less dwelling units per acre
Medium-Density Residential	Single family subdivisions of detached housing and attached (SF) townhouses	<ul style="list-style-type: none"> • 3 - 7 dwelling units per acre
High-Density Residential-	Typically detached or detached apartments, townhouses and condominiums	<ul style="list-style-type: none"> • 8 or more dwelling units per acre • Accessibility to major road corridor • Screened and buffered from adjacent lower intensity uses • Common parking areas, open spaces, trails
Cluster Residential-	<p>Residential development that maximizes the preservation of sensitive environmental areas and public open space while allowing higher densities on the more suitable parts of the development site. (see Arendt, Randall G., 1996. <i>Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks</i>)</p> <div data-bbox="237 1016 480 1287" style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>A. Area = 5 acres Gross density = 2/acre Net density = 2/acre</p> </div> <div data-bbox="237 1161 480 1287" style="border: 1px solid black; padding: 5px;"> <p>B. Area = 5 acres Gross density = 2/acre Net density = 4/acre</p> </div> 	<ul style="list-style-type: none"> • Density neutral – creates housing that is more densely concentrated in one part of the development while preserving permanent open space on other parts. • Total gross densities (# of dwelling units per area of the entire site) are low to medium • Total net densities (# of dwelling units per area of the site minus areas reserved for infrastructure and permanent conservation) are generally medium to high • Can work at a variety of scales (from a few acres to hundreds of acres) • Attempts to create a network of interconnected open space and natural areas • Reduces the environmental impact of development
Golf Course Residential	Clustered housing around golf course	<ul style="list-style-type: none"> • Planned large scale development • Common open space
Public Open Space	Land set aside for public use ranging from small neighborhood greens, community parks, greenways, and township and regional parks.	<ul style="list-style-type: none"> • Provides a variety of active and passive recreational opportunities for all ages • Preservation of sensitive natural areas • Should be interconnected as much as possible, rather than occurring in isolated patches
Civic Institutional	Public buildings and facilities such as schools, libraries, hospitals, police/fire stations, parks, etc.	<ul style="list-style-type: none"> • Locate as focal points in community
Mixed Use with Residential	May include residential, commercial, office, and industrial uses.	<ul style="list-style-type: none"> • Facilitates pedestrian traffic • Incorporates greenspace • Follows design guidelines • Provides buffer between residential and other land uses • Neighborhood identity.

Land Uses Type	Definition	General Characteristics
TABLE 3-1 PAGE 2 OF 2		
Mixed Use Non-Residential	May include commercial, office, and industrial uses.	<ul style="list-style-type: none"> • Allows for synergies between retail, commercial, office
Village/Town Center	Moderate to high intensity and density residential, commercial, office, institutional and recreational uses that serves as community center.	<ul style="list-style-type: none"> • Large sites • Development features mixture of land uses, some within same building • Sense of place
Neighborhood Center	Similar function as Village/Town Center, but on smaller scale. Includes residential, institutional, neighborhood commercial, and potentially office uses. Serves as community center of neighborhood.	<ul style="list-style-type: none"> • Lower intensity neighborhood oriented retail and service uses • Small unique sites • Located on or near main intersection. • Neighborhood identity/sense of place.
Commercial (Local Retail and Services)	General community oriented business and service uses which involve retail sales	<ul style="list-style-type: none"> • Intensity consistent with surrounding uses • Interrelated to adjacent sites: parking, access, streetscape, etc. • Serves community market • Located along major road in a relatively high traffic area
Commercial (Regional Related Retail and Services)	High intensity and density commercial and other uses that, because of geographic advantages of a particular location, serve a larger market area (e.g., shopping centers, motels, etc.)	<ul style="list-style-type: none"> • High site identity • Large acreage, generally planned as unit • Easy access • Relationship to population
Office	Professional office and service uses which is not principally retail in nature.	<ul style="list-style-type: none"> • Mid-size site • Good access • Intensity consistent with surrounding uses • Landscaped and buffered parking areas
Light Industrial	Includes professional and corporate offices, warehouse, research and development uses, flex space, and related compatible uses	<ul style="list-style-type: none"> • Planned large scale developments with own street network, common parking areas • Office building developments are generally located on small sites • Internal landscape and open space • Multiple buildings with similar architectural designs, scale
Industrial	Large-scale industrial uses involving manufacturing and processing activities. Can also include office and light industrial uses.	<ul style="list-style-type: none"> • Large development site in specific areas, buffered from residential areas and neighborhoods • Internal street network serving compatible uses.

3.1.1 Eastern Ohio 32 Corridor

The Eastern Ohio 32 Corridor was composed of three (3) focus areas: Williamsburg, Afton, and Batavia. The major aspects of the Vision Plan are presented below, individually within each focus area's respective section beginning with their vision statement.

3.1.1.1 Williamsburg Focus Area

WILLIAMSBURG FOCUS AREA VISION STATEMENT

Williamsburg Village is a charming small historic town, and a thriving regional center for regional antiquers and nature lovers who mingle in the village with local residents and East Fork State Park and nature enthusiasts.

- The Main Street is planted with beautiful trees and retains its charm through restored historic buildings, conformance with design guidelines, and streetscape furnishings.
- The shops on Main Street fulfill the range of community needs with a grocery, restaurants, dry cleaners, hardware store, shoe store, restaurants, historic society, tours, many antique and old-tyme shoppes, and much more.
- Hiking and biking trails weave through the village between housing, services and neighborhood amenities and extend outward to East Fork State Park, along the waterways, connecting all aspects of the community.
- The distinctive entrance off Ohio 32 is a welcoming gateway to the vibrant Village of Williamsburg.
- Historic markers in parks and greenways tell an interpretative history of Williamsburg Township and Village.
- The Main Street area follows urban design uniformity and has a streetscape and tree-planting program and is the civic, historic center of the village.

The Williamsburg Focus Area Vision, as described in the statement above, sought to bring a range of services and amenities, while preserving and building upon their historic and natural assets. Cognizant of the need to hold some land in reserve for maintaining a good tax base, it is recommended that land currently zoned for industrial use along the Brown County line could be expanded. An interchange at Dela Palma and Ohio 32 would improve safety and access to this area, as well as the area directly adjacent to the interchange. This area is recommended to have a mixed use component of residential, commercial, and industrial uses. The hillsides and more environmentally sensitive areas were designated for greenspace or cluster housing, which serves to preserve greenspace by allowing slightly higher development densities in the less ecologically sensitive portions of a given site. It was envisioned that an overpass at McKeever Road be created, and the area north of the overpass, at a bend in the river, would be appropriate for a golf course community, as would land adjacent to East Fork State Park. A service road connects Dela Palma and McKeever north of Ohio 32, to provide better access and circulation for local traffic after McKeever is no longer able to be accessed directly from 32. A mixture of residential, commercial, and industrial is shown adjacent to Ohio 133 and Ohio 32 interchanges. The access created by this interchange allows land uses that can contribute more to the economic base, as well as provide desired amenities to the community. To the west of this focus area, industrial land uses are designated, to infill and build on those uses already established in the Afton Focus Area (discussed below in Section 3.1.1.2).

Additionally, within this Focus Area, there was discussion of creating a better connection to the East Fork State Park through the enhancement of the entrance at Old 74 and through the use of hike and bike trails through the river valley, village, and park. The potential for an excursion train between Williamsburg and Batavia Villages was also recommended. This, in conjunction with historic preservation and a Main Street program to beautify the streetscape of Williamsburg Village could serve to enhance potential tourism opportunities in the area. A revitalized riverside business district was also recommended. Preserving Ohio 32 as a scenic corridor from the Willowville intersection (Old 74 and Ohio 32 intersection, west of Olive Branch – Stonelick) and creating gateway features around interchanges could enhance the entrance to the Township, Village, and State Park.

3.1.1.2 Afton Focus Area

AFTON FOCUS AREA VISION STATEMENT

The historic crossroads of Afton has spawned a thriving center of commerce and industry including health and wellness, international businesses, hi-tech office facilities, distribution centers and suppliers which has evolved out of the success of the Foreign Trade Zone, ZF and Milacron. Thriving mixed residential neighborhoods with commercial and office are buffered from the surrounding industrial uses by green space.

- Sufficient infrastructure such as water, sewer, roads and fiber optics support this commercial/industrial area.
- Careful layout of service roads and new connector roads with green space buffers and streetscapes situates development in the Afton area in a park-like setting.
- A major planned residential community provides housing opportunities for a variety of income, age and lifestyle groups. Clustered in the center of the new planned community is a neighborhood center with a commercial district featuring local restaurants, businesses, schools, community services, and neighborhood parks with pedestrian walking/bike paths connecting all aspects of community life.
- Greenspaces such as recreation, greenways, trails and bikeways weave throughout the neighborhoods connecting the region with a large system of county trails to East Fork State Park, Batavia, Williamsburg, and the western neighborhoods. Greenspace serves as land use buffers and preserves hillsides, streams and other sensitive areas.
- A beautiful neighborhood center located at the historic crossroads of Afton at SR 32 and SR 74 serves as a gateway to East Fork State Park and provides convenient neighborhood shopping services.
- Afton is easily accessible to East Fork State Park Lodge & Conference Center, the most successful facility of its type in Ohio.
- A full service community hospital provides primary care and specialty services.

The Afton Focus Area Vision sought to build on the strength of an existing employment base, while creating new places to live for a variety of incomes and age groups. New roads north of Ohio 32 would need to be built, along with sewers and other potential infrastructure to support this development.

Industrial and mixed-use nonresidential (industrial and commercial) land uses would occur along Ohio 32 and along the rail line south of Ohio 32. A neighborhood center is envisioned for the historic Afton crossroads of Half Acre Road and Old 32, creating a gateway to the East Fork State Park and providing services and amenities for the surrounding employment base,

residents, park visitors. Clustered housing, potentially with golf course amenities, were determined through the consensus process to be desirable adjacent to the Park.

In the northern part of the focus area, cluster housing was recommended to be an appropriate use of land along Sharp's Cutoff Road and along Ohio 276. To the northwest, preserving public open space and reducing the cost of infrastructure by having houses clustered on more developable portions of the site was recommended. The current owners of the Old White Farm proposed to develop this property as mixed use with residential, providing a range of housing prices and types. Other land uses of higher economic return would be also be located in this area, providing some increased tax base to Jackson Township. A neighborhood center at Hawley Road and Ohio 276 would serve the nearby new neighborhoods as well as the employees from local businesses.

Bike trails would connect the Villages and other destinations such as the high school and would enhance recreational and economic development opportunities. Scenic amenities such as gateway features and preserved viewsheds along the Ohio 32 corridor enhance the experience of driving through the region. Commuter rail service could be established and extended on the existing rail line running from Cincinnati through Milford's Park 50 development to serve the Afton employment base. The amount of single-track line along the river valley between Park 50 and Batavia may necessitate the laying of new track to serve this area.

3.1.1.3 Batavia Focus Area

BATAVIA FOCUS AREA VISION STATEMENT

Batavia Village is a charming small college town, and a thriving center for regional antiquers and nature lovers who mingle in the village and township with local residents and the U.C. Clermont College students.

- The Main Street is planted with beautiful trees and retains its historic charm through design guidelines and streetscape furnishings.
- The shops on Main Street fulfill the range of community needs with a grocery, restaurants, dry cleaners, hardware store, shoe store, its many antique stores, and much more.
- Hiking and biking trails weave through the township and village and extend outward to East Fork State Park and U.C. Clermont College, along the waterways, connecting all aspects of the community.
- The area is also noted as a golfing center that integrates its natural features such as slopes and streams, and offers centralized golf booking services.
- The distinctive entrance off Ohio 32 is a welcoming gateway to the vibrant Village of Batavia.
- The experience of driving through Batavia Township and Village is one of entering a special and scenic place

The Batavia Focus Area Vision, as described in the statement above, sought to bring a range of services and amenities to the area, while preserving and building upon their historic and natural assets. A reconfiguration of the Main Street interchange with Ohio 32 would enhance access to the Village. This reconfigured interchange, and the potential for connecting Ohio 132 to Haskell Lane across the East Fork would provide better access to land in the northern

part of the village, allowing commercial and industrial uses to develop there and enhance the local tax base. A continuation of Old 74 to College Drive, and an extension of College Drive to Clough Pike would improve access to the land surrounding the airport as well as to the Village of Batavia. Cluster housing is proposed for the ridge east of Batavia Village and to the southwest, while the steep slopes around the area are preserved.

A better connection between UC Clermont and the Village of Batavia should be established, perhaps through a bus shuttle service initially and perhaps then through a mechanized personal rapid transit system. A better connection to the East Fork State Park through the use of hike and bike trails, as well the potential for an excursion train between Williamsburg and Batavia Villages was again recommended. The bike trail would potentially connect to the Little Miami Bike Trail. This, in conjunction with historic preservation and a Main Street program to beautify the streetscape of Batavia Village would serve to enhance potential tourism and economic development opportunities in the area. Preserving Ohio 32 as a scenic corridor from the Willowville intersection (Old 74 and Ohio 32 intersection, west of Olive Branch – Stonelick) and creating gateway features around interchanges could enhance the entrances to the Township, Village, and State Park.

3.1.2 Western Ohio 32 Corridor

The Western Ohio 32 Corridor was composed of three (3) focus areas: Olive Branch – Stonelick, Union Township South, and Eastgate. The major aspects of the Vision Plan are presented below, individually within each focus area's respective section beginning with their vision statement.

3.1.2.1 Olive Branch – Stonelick Focus Area

OLIVE BRANCH STONELICK FOCUS AREA VISION STATEMENT

The historic hamlet of Olive Branch sits within a major development zone on the eastern fringe of Union Township near the expanded airport, industrial park, new cultural facilities, UC Clermont and green space, and is surrounded by a retirement center, office park, and residential neighborhoods. Neighborhood destination areas provide a "sense of place" and offer diverse options for various lifestyles and ages linked together by parks and green spaces.

- The airport facilitates Clermont County's commerce by serving the commercial and business needs.
- North and south of SR 32 buffered from industrial areas, planned mixed-use developments with residential neighborhoods and small commercial/retail/neighborhood businesses are clustered together with parks and schools and tie into county trails,
- Traffic flows freely to UC Clermont, Clermont County Airport and new industrial areas south and east of the airport from the new interchange, service roads, the SR 32 crossover and Old SR 74.
- Accessible greenspaces and trail ways along the East Fork of the Little Miami River and Shayler Run surround Olive Branch in a park-like setting as part of a larger countywide system that connects northwest to the Nature center and east to Batavia and Williamsburg and East Fork State Park.

As is evident from the vision statement above, the participants in the Olive Branch – Stonelick Focus Area sought to buffer residential neighborhoods from industrial and commercial development. Access in this area is improved through the construction of an interchange at Olive Branch – Stonelick and Ohio 32, and creating new access roads in the area. North of the interchange, a mix of residential, commercial, and potentially light industrial if deemed appropriate, would provide a tax base to support local schools, services, and infrastructure required. Low and medium density residential is proposed in many places within the focus area. Industrial land was recommended connecting from the airport toward the existing industrial uses in Union Township and below the flight line southwest from the airport. Potential neighborhood center locations were identified at the intersection of Taylor and Clough, the historic intersection of Old 74 and Olive Branch – Stonelick, north of the Olive Branch – Stonelick interchange, and at the intersection of Bach-Buxton and a new local road connecting Bach-Buxton northeast to the new Olive Branch interchange. Other conceptual access ideas include local roads north of Ohio 32, an overpass east of the interchange connecting to Old 74, a northeastward extension of the airport runway to five thousand feet (5000'), a connection of Old 74 around an extended airport runway to College Drive, an extension of College Drive to Clough Pike, and the possibility of one or two connector roads between Taylor or Amelia-Olive Branch and a new Bach-Buxton northeastern extension. A network of bike trails threads its way through the stream valleys and connects neighborhood centers, eventually connecting to the Little Miami Bike Trail.

3.1.2.2 Union Township South Focus Area

UNION TOWNSHIP SOUTH FOCUS AREA VISION STATEMENT

New communities comprised of small mixed-use neighborhood centers, with businesses and residences, are destinations with a “sense of place” for all ages and lifestyles, linked together by parks and green spaces.

- The residential neighborhoods are buffered from industry/industrial jobs that are located in areas such as Afton, the southeastern part Union Township and other areas. These industrial areas are adjacent to railroads or highways to facilitate the movement of goods and services and support the tax base that provides quality education to all age groups of the community from pre-school to senior citizens.
- Office development is situated along new north-south parkways paralleling I-275 and offers additional employment opportunities in a park like setting.
- Families enjoy the outdoors and hiking and biking along streamside trails that link neighborhood and community parks with a larger county system linking all aspects of the community together that connects northwest to the Nature center and east to Batavia and Williamsburg and East Fork State Park..
- Commercial development in a village neighborhood park-like setting along the east side of I-275 provides a good tax base and economic opportunities without adding significantly to congestion at Ohio 32 or Ohio 125. This development is designed in a manner that is sensitive to the adjacent residential area and is buffered by greenspace.
- Traffic flows freely to UC Clermont, Clermont County Airport and new industrial areas south and east of the airport from the new interchange, service roads, the SR 32 crossover and Old SR 74.

The Union Township South Focus Area participants created a vision to strengthen their economic base, while preserving residential neighborhoods. In the southeastern portion of the focus area, industrial lands are designated, extending northeast toward the airport industrial

lands. Low and medium density residential remains largely as it is currently. A mixed use designation is given to the land along the Ohio 32 Corridor in the area that is currently a vast mix of residential and commercial uses. This allows greater flexibility for local planning officials in making land use decisions to create greater coherence in the area. Neighborhood centers are envisioned for major crossroads such as Aicholtz Road and Eastgate Boulevard, Clough Pike and Gleneste-Withamsville Road, and Bach-Buxton near Clough Pike. These neighborhood centers could provide a variety of local convenience or public services, depending on their location. For example, the neighborhood center near Veteran's Memorial Park could serve recreational, senior, and civic functions. The center near Aicholtz Road could serve as a pedestrian-oriented neighborhood shopping and restaurant district, serving future office development in a park-like setting. It could also serve as a destination for a future transit connection to the west. This area east of the interchange at I-275 and Ohio 32 could also be served by a bus shuttle loop or, eventually, a mechanized personal rapid transit system.

A network of bikeways connect neighborhood centers, parks, and other destinations, is proposed connecting to the Nature Center and the Little Miami Bike Trail. Greenspace would be preserved along streams and steep hillsides, and new parks to serve a growing population could be established near Aicholz Road or elsewhere in the region.

Numerous conceptual access options addressing congestion on Ohio 32 on this area were discussed. Consensus was reached that the interchange at I-275 and Ohio 32 needs to be studied and reevaluated. At-grade crossings of Ohio 32 eliminated through the use of improved existing roads, new service roads, and overpasses.

Two (2) issues came out of discussions within this focus area unresolved; they included an interchange at I-275 near Clough Pike and an extension of Eastgate Boulevard south to Ohio 125. There was no consensus to recommend these two (2) items, but the benefits and drawbacks of each are discussed in Table 3-2.

3.1.2.3 Eastgate Focus Area

EASTGATE FOCUS AREA VISION STATEMENT

Traffic flows freely and safely on SR 32 in and through the Eastgate area eased by improvements such as overpasses, north-south routes, and alternative forms of transportation such as light rail and mass-transit. New communities comprised of small neighborhood centers with businesses create neighborhood destinations with a "sense of place" for a all ages and lifestyles, linked together by parks and green spaces.

- The Ohio 32/I-275 area is a thriving regional destination mixed-use area for specialized commercial and retail needs and entertainment.
- The residential neighborhoods are buffered from industry/industrial jobs that are located in areas such as Afton, Union Township South and other areas. These industrial areas are adjacent to railroads or highways to facilitate the movement of goods and services and support the tax base that provides quality education to all age groups of the community from pre-school to senior citizens.
- Office development is situated along new north-south parkways paralleling I-275 and offers additional employment opportunities in a park like setting.
- Families enjoy the outdoors and hiking and biking along streamside trails that link neighborhood and community parks with a larger county system linking all aspects of the community together.

- The Eastgate Mall serves as a multipurpose destination for a wide variety of age groups. Large-scale commercial is centralized in the surrounding area and traffic accessing these destinations does not impinge upon traffic going through the region.
- Commercial development in a village neighborhood park-like setting along the east side of I-275 provides a good tax base and economic opportunities without adding significantly to congestion at Ohio 32 or Ohio 125. This development is designed in a manner that is sensitive to the adjacent residential area and is buffered by greenspace.
- The Eastgate area maintains reliable and sufficient infrastructure such as water, sewer, gas, communications and roads to support the new development.

The Eastgate Focus Area participants created a vision to strengthen their economic base, while preserving residential neighborhoods. In the southeastern portion of the focus area, industrial lands are designated, extending northeast toward the airport industrial lands. Low and medium density residential remains largely as it is currently. A mixed use designation is given to the land along the Ohio 32 Corridor in the area that is currently a vast mix of residential and commercial uses. This allows greater flexibility for local planning officials in making land use decisions to create greater coherence in the area. Neighborhood centers are envisioned for major crossroads such as Aicholtz Road and Eastgate Boulevard, Clough Pike and Gleneste-Withamsville Road, and Bach-Buxton near Clough Pike. These neighborhood centers could provide a variety of local convenience or public services, depending on their location. For example, the neighborhood center near Veteran's Memorial Park could serve recreational, senior, and civic functions. The center near Aicholtz Road could serve as a pedestrian-oriented neighborhood shopping and restaurant district, serving future office development in a park-like setting. It could also serve as a destination for a future transit connection to the west. This area east of the interchange at I-275 and Ohio 32 could also be served by a bus shuttle loop or, eventually, a mechanized personal rapid transit system.

A network of bikeways connect neighborhood centers, parks, and other destinations, is proposed connecting to the Nature Center and the Little Miami Bike Trail. Greenspace would be preserved along streams and steep hillsides, and new parks to serve a growing population could be established near Aicholz Road or elsewhere in the region.

Numerous conceptual access options addressing congestion on Ohio 32 on this area were discussed. Consensus was reached that the interchange at I-275 and Ohio 32 needs to be studied and reevaluated. At-grade crossings of Ohio 32 eliminated through the use of improved existing roads, new service roads, and overpasses.

Two (2) issues came out of discussions within this focus area unresolved; they included an interchange at I-275 near Clough Pike and an extension of Eastgate Boulevard south to Ohio 125. There was no consensus to recommend these two (2) items, but the benefits and drawbacks of each are discussed below, in Table 3-2.

Table 3-2 Non-Consensus Access Issues	
PRO: Extension of Eastgate Boulevard south of Clough Pike	CON: Extension of Eastgate Boulevard south of Clough Pike
Improve traffic flow on 32 (if done in conjunction with other improvements)	Additional traffic congestion on 125
Improve access to developed and developable land west of I-275 and south of 32, and south of Clough Pike	Costs
Improve mobility of local residents	Impacts on neighborhoods
Reduction of local traffic on I-275	Impacts on local roads (more traffic on Clough Pike)
PRO: Proposed Interchange North of Clough Pike	CON: Proposed Interchange North of Clough Pike
Improve traffic flow on 32	Potential safety hazard (proximity to 32 interchange)
Improve access to developed and developable land west of I-275 and south of 32	Costs
Improve mobility of local residents	Impacts on neighborhoods
Would allow relief to 32 interchange during potential reconfiguration	Impacts on local roads (more traffic)
Reduction of local traffic on I-275	

3.2 Access Improvements

In addition to land use issues, there was also a great deal of discussion with regard to providing better access and circulation throughout the corridor and reducing traffic congestion. Some conceptual ideas about how to address these issues are presented in Figures 3-3 to 3-10. Any actual road design would be subject to further study and review. These diagrams are solely for the purposes of stimulating creative thinking about addressing traffic issues in the region.

4.0 Objectives/Action Items

Many specific objectives for implementation have been derived from discussions with the Vision Committee, Focus Area participants, and many other interested parties. A preliminary list of considerations for implementing the "action items" has been presented above. As developments occur in the area, the prioritization and feasibility of these action items may change. This section attempts to identify some of the action items that have the highest priority from current perspectives.

As mentioned above, an initial prioritization was performed by the Vision Committee in early June 2000. Part of the initial prioritization was ranking each of these objectives as to whether they required "Action Now," "Mid-term," or "Long-Term."

Those action items receiving more than eight (8) "Action Now" votes are listed below in descending order:

- Quantify power issues in Afton
- Improve 32/275 interchange
- Sanitary sewers in Afton
- Make 32 a freeway from I-275 to Old 74 (Willowville intersection)
- Set Afton road alignments north of Ohio 32
- Close dangerous intersection of Old 74 and 32, west of Batavia
- Green spaces and parks
- Upgrade Ohio 32 to freeway from I-275 to Brown Co.
- Improvements at Old 74/Ohio 32 (Willowville intersection)
- Improve Conditions of existing roads and bridges
- Install service roads north of Ohio 32 in Afton between Bauer and Half Acre Roads
- Full Main Street/Ohio 32 interchange in Batavia
- Scenic Corridor along Ohio 32 in Eastern Clermont
- Hillside/Tree preservation
- Develop transit options
- Conference Center at East Fork State Park
- Bikeways and Trails
- Emphasize transit-friendly development
- Access roads north of Olive Branch-Stonelick Interchange
- Flyover east of Olive Branch-Stonelick Interchange
- Airport Runway Extension
- Greenways/Trails Between Batavia and Williamsburg through East Fork SP
- Relocate Clough Pike, west of Batavia Village, to connect to Main Street without a railroad crossing
- Enhance Historic Character of Villages
- Interchange at Dela Palma and Ohio 32
- Extend Eastgate Boulevard south to Clough Pike
- Connect Old 74 to College Drive near UC Clermont and Batavia Village

Another part of the initial prioritization consisted of a mock resource allocation exercise in which each of the Vision Committee members were given \$30 million in "pretend dollars" to allocate among the action items as they thought would best benefit the overall corridor.

TABLE 3-3
SUMMARY OF 6-8-00 RESOURCE ALLOCATION EXERCISE

Goal	Resources Allocated (Millions of Dollars)
Improve 32/275 Interchange	79
Green Spaces and Parks	55
Sanitary Sewer Improvements in Afton	52
Upgrade 32 to freeway from I-275 to Brown Co. line	49
Power – Quantify Issues in Afton	42
Full interchange at Main Street in Batavia and improve gateway to Batavia	38
Set road alignments for new Afton Roads to serve future development	35
Service roads north of 32 in Afton between Bauer and Half Acre Roads	31
Conference Center at East Fork State Park	28
Commuter rail connection to west	28
Extend Eastgate Blvd south to Clough Pike	26
Make Rt. 32 east of I-275 a Freeway to Old 74 (Willowville intersection)	23
Improve condition of existing roads and bridges	23
Closure of 74 and 32 at grade just west of Batavia	18
Connection of Old 74 to Batavia near UC Clermont	18
Historic Character/Main Street in Villages	17
Hillside/Tree Preservation	15
Bikeways and Trails	14
Improve Half-Acre Road Gateway to Park and Rail Road Crossing	14
Improvements at Old 74/32 west of OBS (Willowville intersection)	13
Scenic Corridor along 32 in eastern Clermont Co.	12
Interchange with Dela Palma (gateway to park)	12
Airport Runway Extension	10
Connect trails/greenways to East Fork State Park	10
Develop transit options	7.5
Overpass at McKeever	7
Connector Between Batavia & Sycamore Park (ped + bikes)	6
Left turn signals and lanes on Main Street in Batavia	6
Emphasize transit-friendly development	5.5
Bach-Buxton connector to northeast toward OBS	4
E-W connector(s) between Taylor or Amelia OB and Bach-Buxton NE connector	4
Relocate Clough Pike immediately west of Batavia (eliminate RR crossing)	4
River Front Business Development in Williamsburg	3
Possible closure of Taylor north of Industrial to eliminate industrial traffic through residential area	3
Bridge at 132 and Haskell, northeast of Batavia	3
Excursion Train between Batavia and Williamsburg	3
Flyover east of OBS/32	2
Access roads north of 32 north of OBS/32	0
Upgrade N-S connections from 52 northward	0

Those action items that received more than \$10 million are listed below in descending order:

- Improve 32/275 Interchange
- Green Spaces and Parks
- Sanitary Sewer Improvements in Afton
- Freeway Status for Ohio 32 throughout Clermont County
- Power Issues in Afton
- Full Main Street Interchange in Batavia
- Set road alignments for new Afton Roads to serve future development
- Service roads north of 32 in Afton between Bauer and Half Acre
- Conference Center
- Commuter Rail Connection to West
- Extend Eastgate Blvd. South to Clough Pike
- Make Rt. 32 east of I-275 a Freeway to Old 74 (Willowville intersection)
- Improve Conditions of Existing Roads and Bridges
- Closure of Dangerous Intersection at Old 74 at Ohio 32
- Connection of Old 74 to College Drive
- Enhance Historic Character of Villages
- Hillside/Tree Preservation
- Bikeways and Trails
- Improve Half-Acre Road Gateway to Park and Rail Road Crossing
- Scenic Corridor Along Eastern Ohio 32
- Interchange at Dela Palma
- Airport Runway Extension
- Greenways/Trails Between Batavia and Williamsburg through East Fork SP

5.0 Action Agenda

In order to further strategize and implement the action items identified by the Vision Committee, it has been proposed that an Implementation Oversight Committee be formed and coordinate Implementation Subcommittees. From these prioritizations and the discussions held throughout the Land Use Vision Plan, the following implementation strategies have been developed for potential implementation focus areas. These strategies are organized in terms of either geographic or topical areas, depending which is appropriate. Some potential focus areas for implementing the action agenda items are listed below:

- Afton – Road Alignments, Sewers, and Power
- Open Space/Greenways and Trails/Parks
 - Open Space
 - Appalachian Highway Scenic Corridor
 - Other Open Space
 - East Fork Hike/Bike Trail
 - Other Hike/Bike Trails
 - Watershed Preservation
 - Parks
- Olive Branch-Stonelick/Airport.UC Clermont
- Historic Districts/Main Street Programs
 - Williamsburg Village
 - Batavia Village
- Conference Center
- Road Improvements

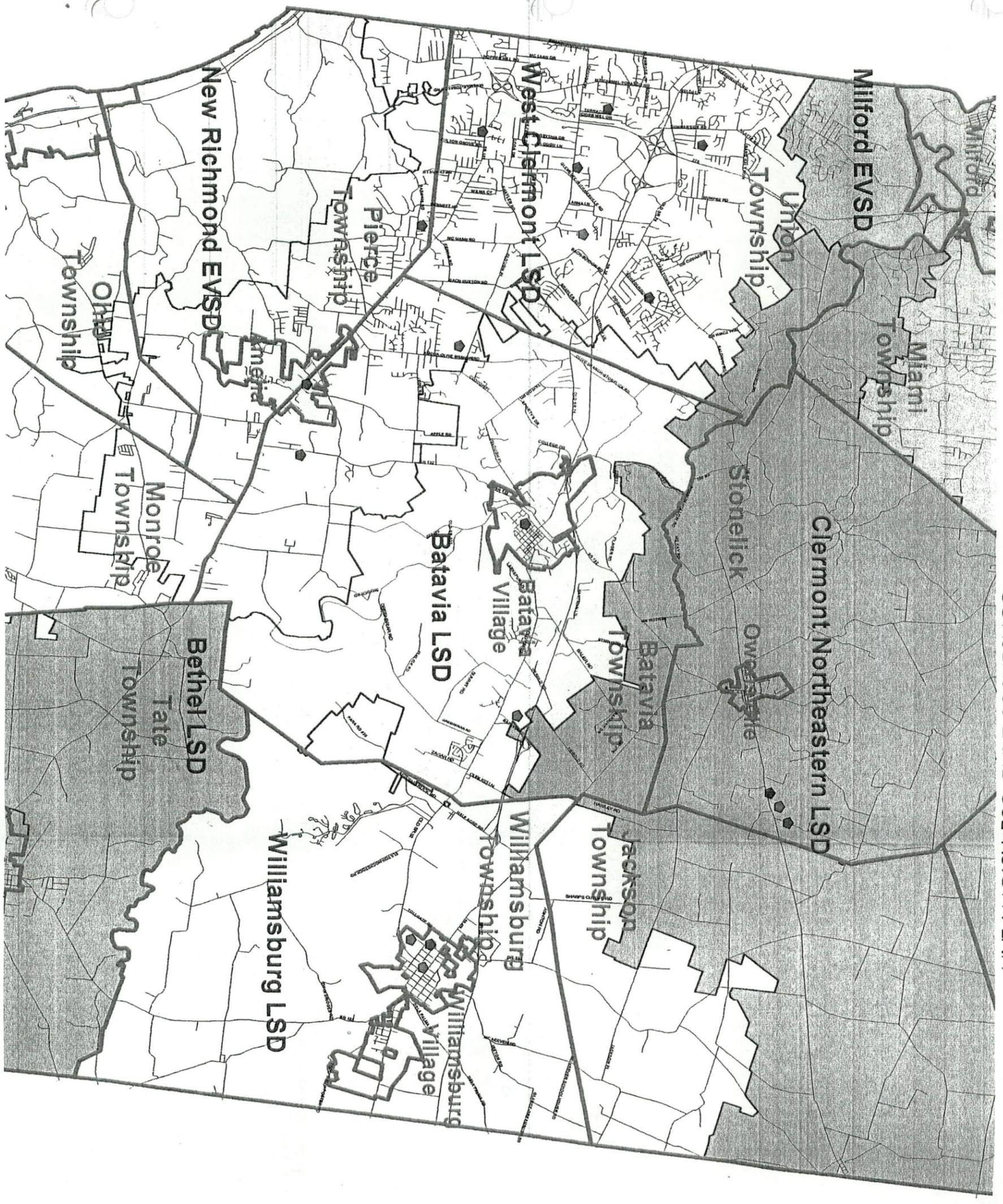
- Freeway Items
- Other roadway improvements
- Transit
- Eastgate South

This committee structure is subject to revision, but its intent is to follow through with the implementation of the action items identified in the Ohio 32 Corridor Land Use Vision Plan. Further details of the implementation strategies for these action items may be found in the document

6.0 Summary

Maintaining this Comprehensive Land Use Plan as a living document and facilitating implementation through the creation of implementation oversight committees and action sub-committees should ensure that the voices of local citizens are heard and responded to.

CLERMONT COUNTY - OHIO 32 CORRIDOR SCHOOL DISTRICTS AND LOCAL JURISDICTIONS CONSENSUS LAND USE VISION PLAN



SCHOOL DISTRICTS AND
LOCAL JURISDICTIONS
FIGURE 1-1

LEGEND

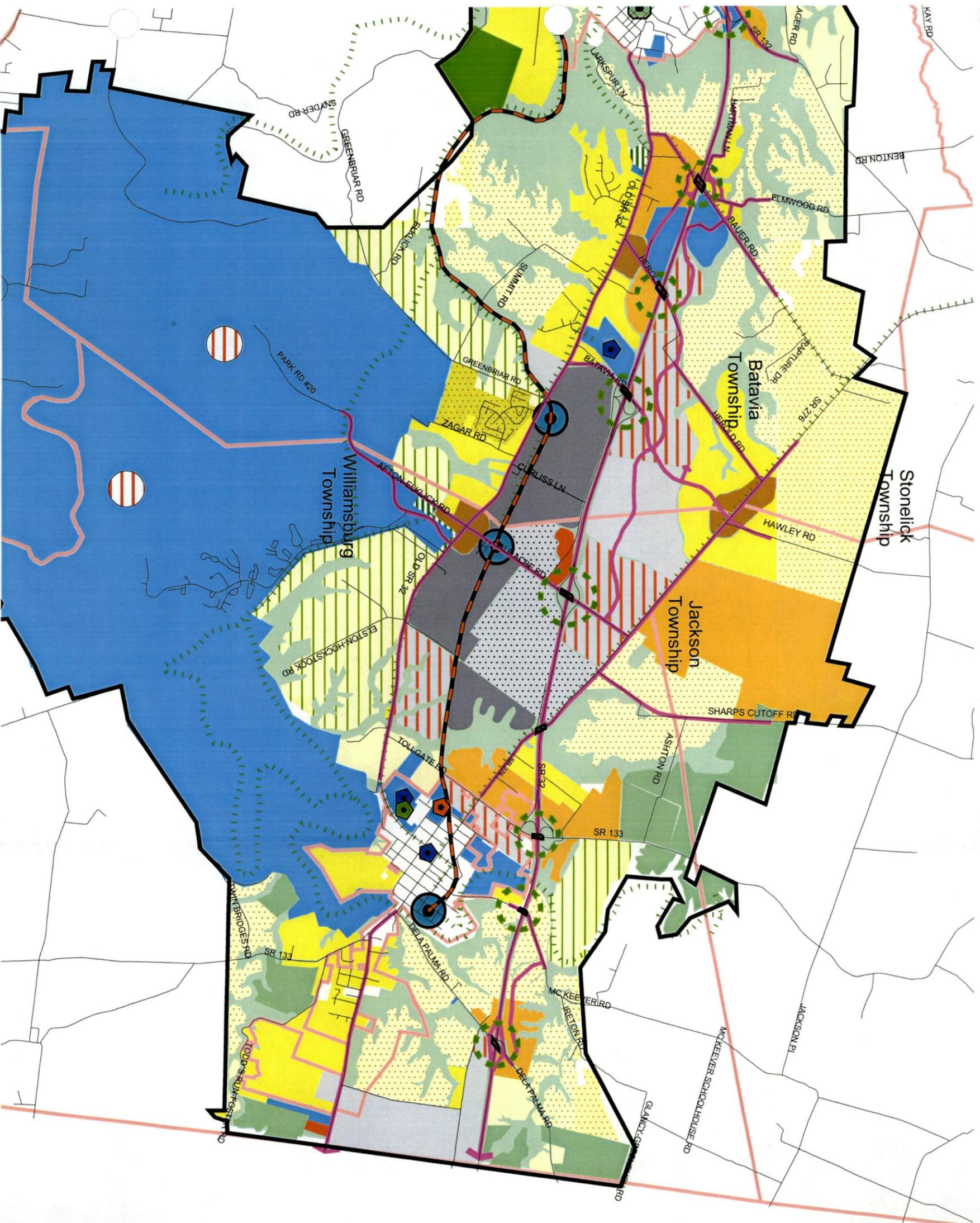
- Corridor Schools
 - ◆ Elementary
 - ◆ High School
 - ◆ Intermediate
- Political Jurisdictions
- Existing Roads
- School Districts
 - Batavia LSD
 - Bethel LSD
 - Blanchester LSD
 - CNE LSD
 - Felicity LSD
 - Forest Hills LSD
 - Goshen LSD
 - Little Miami LSD
 - Loveland City LSD
 - Milford EVSD
 - New Richmond EVSD
 - West Clermont LSD
 - Western Brown LSD
 - Williamsburg LSD

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CLERMONT COUNTY - OHIO 32 CORRIDOR
EASTERN CORRIDOR
 CONSENSUS LAND USE VISION PLAN

EASTERN CORRIDOR
 FIGURE 3-1



- LEGEND**
- Major Access Improvement Zones
 - Existing Roads
 - Potential Overpasses
 - Conceptual Access Design
 - Roads
 - Service Roads
 - Commuter Rail
 - Phase I
 - Phase II
 - Potential Hike/Bike Path Alignments
 - Potential Lodge Locations
 - Potential Airport Runway Extension
 - Proposed Land Uses
 - Agricultural
 - Airfield
 - Civic Institutional
 - Commercial
 - Existing Golf Course
 - Foreign Trade Zone
 - Light Industrial
 - Industrial
 - Low Density Residential
 - Cluster Residential
 - Golf Course/Residential
 - Medium Density Residential
 - High Density Residential
 - Mixed Use with Residential
 - Mixed Use Non-Residential
 - Neighborhood Center
 - Park or Proposed Park
 - Proposed Greenspace



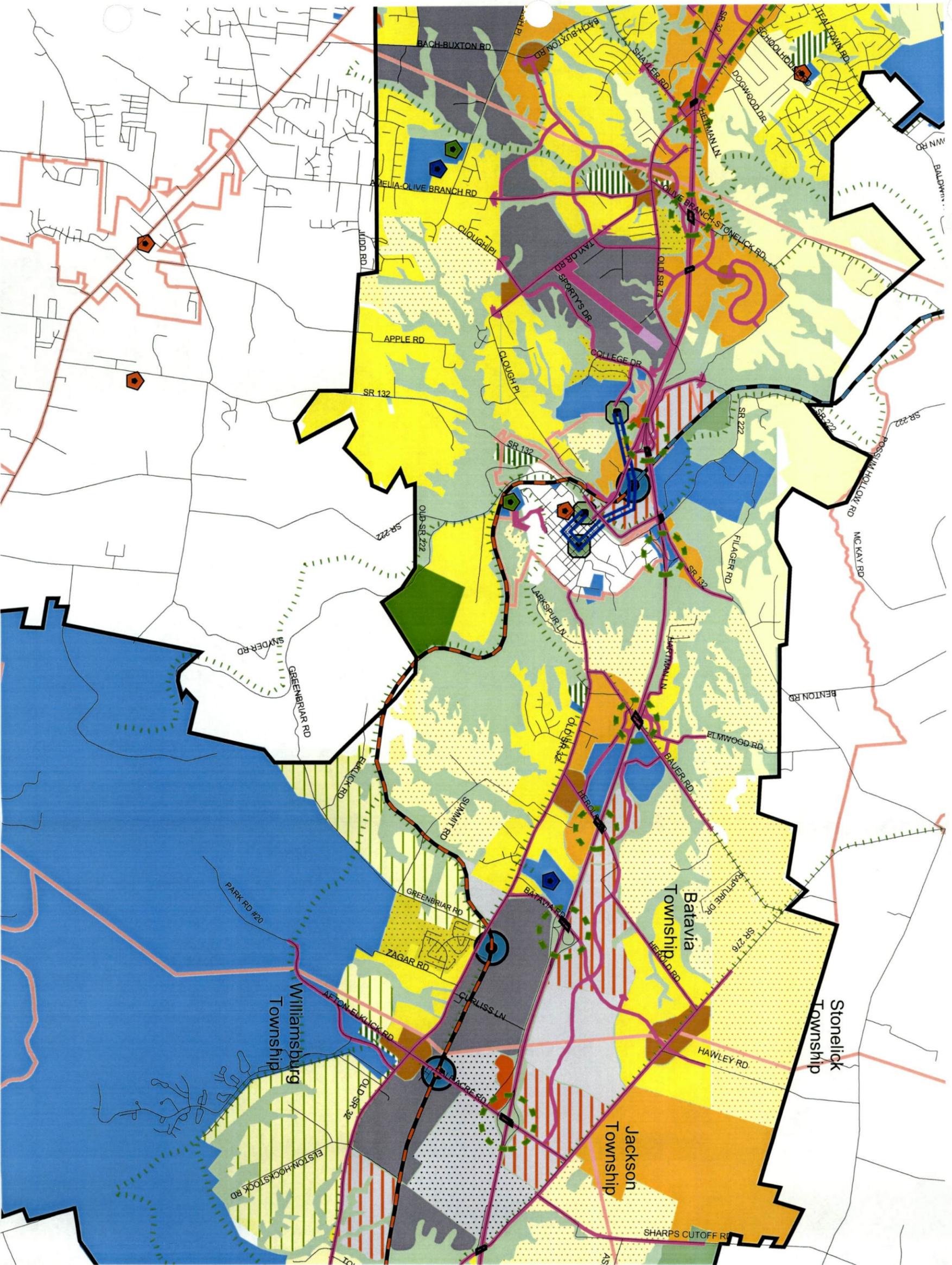
Weisner + Associates, Inc

Urban Design Land Planning
 Planning Landscape Architecture
 Economics Research Associates
 Market and Economics Planning
 Robert S. Vogt & Partners, Inc.
 Transportation Research
 Gray & Pape, Inc.
 Cultural Resources Consultants
 VIC, LLC
 Vision Implementation Group



CLERMONT COUNTY - OHIO 32 CORRIDOR
WESTERN CORRIDOR
 CONSENSUS LAND USE VISION PLAN

WESTERN CORRIDOR
 FIGURE 3-4



- LEGEND**
- Land Use Vision Plan Outline
 - Major Access Improvement Zones
 - Existing Roads
 - Potential Overpasses
 - Conceptual Access Design
 - Roads
 - Service Roads
 - Non-Consensus Conceptual Access Designs
 - Potential Western Transit Alignment
 - Eastgate Personal Rapid Transit
 - Phase I
 - Phase II
 - Batavia Personal Rapid Transit
 - Computer Rail
 - Phase I
 - Phase II
 - Potential Hike/Bike Path Alignments
 - Political Boundaries
 - Airport Runway Extension
 - Proposed Land Uses
 - Agricultural
 - Airfield
 - Civic Institutional
 - Commercial
 - Existing Golf Course
 - Foreign Trade Zone
 - Light Industrial
 - Industrial
 - Low Density Residential
 - Cluster Residential
 - Golf Course/Residential
 - Medium Density Residential
 - High Density Residential
 - Mixed Use with Residential
 - Mixed Use Non-Residential
 - Neighborhood Center
 - Park or Proposed Park
 - Proposed Greenspace



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LAND USE FISCAL IMPACT ANALYSIS

Assumptions for Economic and Fiscal Attributes of Land Uses

Floor Area Ratio/Building Sizes estimates by ERA - "rules of thumb" for suburban development drawn from publications like ULI, Marshall & Swift, APA, etc.

- Retail sales per square foot based on published averages by ULI and ICSC.
- Hotel revenue per square foot is calculated using ERA market estimate of \$80 ADR at 70% occupancy.
- Commercial building values are calculated by net market revenue as determined by ERA from local brokers (\$10.50 office/\$3.25 Industrial/\$10-\$12 Retail/65c-mo. Apartment), divided by capitalization rates by UC School of Business Administration.
- Residential building values are based on MLS new construction listings and development postings.
- Land is value assumed to be 22% of building value for residential and prime retail properties, and 10% for remaining retail, commercial and industrial properties. (Fischer Homes notes a land-value ratio of 18% to 25% for residential construction.)
- Woods & Poole (REIS) estimate of Persons Per Household is 2.79. Fischer Homes notes that buyers of their single family homes average 3.0 to 3.2 persons, while townhouse buyers average 2.0 and apartment dwellers average 1.5. This accounts for families choosing homes over apartments, with singles, couples, and empty-nesters opting more often for apartments.
- Clermont County estimated the 1998 population as 174,320, with 28,384 school kids (16.28%). This ratio is applied to persons per HH for all housing types to calculate resulting enrollment.
- Jobs based on rules of thumb for square footage of building area for different land uses drawn from publications like ULI, APA, BOMA, etc. One job per residential household is assumed.
- Income for residents calculated by home value divided by 2.5. For local employees, it is based on average industry wages published for Clermont County by US Census County Business Patterns.
- Automobile trip generation estimates developed by Robert S. Vogt and Partners
- Roadways Development Costs developed by Robert S. Vogt and Partners based on development cost charges from North Vancouver, adjusted to Cincinnati by using R.S. Means cost data.
- The income tax of 1.0%, applicable only in Batavia, Williamsburg, and Clermont Northeastern School District is not applied here.
- Sales Tax based on 1.0%. - Bed tax for hotels based on 3% (1% city - 2% county)
- Real Estate property tax rates are based on an average for all of the jurisdictions in Clermont County (\$43 per \$1,000 assessed for residential \$46 per \$1,000 assessed for commercial) understanding that it varies by jurisdiction. The rate is applied to the market value times 35% (ratio of assessed to market).
- Personal property taxes are primarily collected from industrial users in addition to real estate property taxes. 1998 examples include Ford Motor (63% of property tax bill) Milacron (84%) and US Precision Lens (84%). Therefore, we conservatively increase the property tax rate for industrial land by five (5) times (1/(100% - 80%)) to account for personal property. We do not increase the rate for other commercial (retail / office) which typically has less taxable personal property.
- Services expense calculated using *Cost of Sprawl* commissioned by HUD, EPA, and others and written by RERC (current ERA partners participated in this analysis) as well as other Ohio data
- Fire and police services as basically equivalent to each other
- Operations costs approximate 10% of staffing costs
- Low density developments cost 50% more to service than more dense developments per unit
- Cincinnati Fire Department has one staff member per 445 people served
- Columbus Fire Department salaries range from \$25,958 to \$39,707 plus fringe benefits (estimated at 25%)
- Education costs per student are calculated using \$6,000 based on 1998-99 figures: Batavia (\$6,509) CNE (\$6,315), West Clermont (\$5,481), and Williamsburg (\$5,714). The state requires districts to spend at least \$4,294 for 2000-01, some districts spend up to \$12,000 a year per student. This is adjusted by 50% to account for the local contribution to the estimated cost.
- Developers are assumed to cover on-site water and sewer improvements. Off-site sewer and water expansion costs are assumed to be covered by capacity fees charged to developer.

Note: * All figures given for typical or hypothetical ranges for Clermont County. The figures do not necessarily apply to any specific property.

CLERMONT COUNTY - OHIO 32 CORRIDOR LAND USE VISION PLAN

CLERMONT COUNTY, OHIO

LAND USE FISCAL IMPACT ANALYSIS

MANUFACTURED HOMES

Property Characteristics

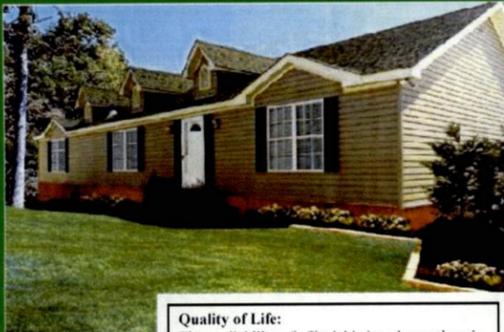
Lot Size (Acres)	0.30
Building Size (SF)	1,200
Floor Area Ratio	0.092
Desired Access	Secondary
Desired Visibility	Minimal
Land Value (per acre)	\$37,000
Building Cost (PSF)	\$41.67
Home Price (per unit)	\$61,000

Economic Impacts Per Acre

Residents	10.7
School Kids	1.7
Average Vehicle Trips	23
Jobs	3.33
Annual Wages	\$81,000 (Per Household \$24,400)

Fiscal Impacts Per Acre

Offsite Road Investment	\$9,100
Annual Tax Revenue	
Property	\$3,000
Sales	- 0 -
Annual Cost of Services	
Schools	\$5,200
Police/Fire	\$2,300
Net Annual Fiscal Impact:	Negative \$4,500
Years to Repay Initial Investment:	Does Not Repay Itself



NET ANNUAL FISCAL IMPACT

- \$4,300

YRS. TO REPAY

DOES NOT REPAY ITSELF

Quality of Life:

The availability of affordable housing options is important for the success of local employers offering lower-skill jobs. There are several of these employers in the area that benefit from the local housing stock. Small single-family homes offer these employees an ownership option, allowing them to benefit from value appreciation and tax benefits. (Mobile homes often do not enjoy the same appreciation as built-on-site or permanent manufacture homes.)

MEDIUM SINGLE FAMILY HOMES

Property Characteristics

Lot Size (Acres)	0.50
Building Size (SF)	2,000
Floor Area Ratio	0.092
Desired Access	Secondary
Desired Visibility	Minimal
Land Value (per acre)	\$55,000
Building Cost (PSF)	\$62.50
Home Price (per unit)	\$152,500

Economic Impacts Per Acre

Residents	6.4
School Kids	1.0
Average Vehicle Trips	18
Jobs	2
Annual Wages	\$122,000 (Per Household \$61,000)

Fiscal Impacts Per Acre

Offsite Road Investment	\$5,700
Annual Tax Revenue	
Property	\$4,600
Sales	- 0 -
Annual Cost of Services	
Schools	\$3,100
Police/Fire	\$1,700
Net Annual Fiscal Impact:	Negative \$200
Years to Repay Initial Investment:	Does Not Repay Itself



NET ANNUAL FISCAL IMPACT

- \$200

YRS. TO REPAY

DOES NOT REPAY ITSELF

Quality of Life:

Medium-sized suburban single-family homes are the most basic element of both suburban sprawl and the American Dream. These homes serve a large percentage of the population, and therefore are very marketable and profitable for developers. However, the byproducts of such development are rapid use of land, traffic, undermining of the tax base, expensive services and other issues. While this type of development is a mainstay in US development that has its place, it should not be the only development occurring.

FARMLAND / GREENSPACE

Property Characteristics

Lot Size (Acres)	50
Building Size (SF)	-0-
Floor Area Ratio	-0-
Desired Access	Minimal
Desired Visibility	Minimal
Land Value (per acre)	\$6,000
Building Cost (PSF)	-0-

Economic Impacts Per Acre

Residents	- 0 -
School Kids	- 0 -
Average Vehicle Trips	- 0 -
Jobs	- 0 -
Annual Wages	- 0 -

Fiscal Impacts Per Acre

Offsite Road Investment	- 0 -
Annual Tax Revenue	
Property	\$100
Sales	- 0 -
Annual Cost of Services	
Schools	- 0 -
Police/Fire	- 0 -
Net Annual Fiscal Impact:	\$100
Years to Repay Initial Investment:	Zero



NET ANNUAL FISCAL IMPACT

+ \$100

YRS. TO REPAY

ZERO

Quality of Life:

One of the community assets of suburban and rural areas is the undeveloped landscape. In terms of economic development and fiscal status, these land uses are often of minimal impact. However, many residents choose an area to live based on these assets. Ironically, this residential development creates traffic and diminishes the original attraction.

NEIGHBORHOOD SINGLE FAMILY HOMES

Property Characteristics

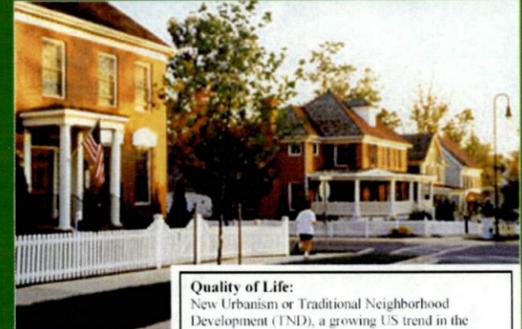
Lot Size (Acres)	0.25
Building Size (SF)	2,000
Floor Area Ratio	0.184
Desired Access	Secondary
Desired Visibility	Minimal
Land Value (per acre)	\$123,000
Building Cost (PSF)	\$70.00
Home Price (per unit)	\$170,800

Economic Impacts Per Acre

Residents	12.8
School Kids	2.1
Average Vehicle Trips	28
Jobs	4
Annual Wages	\$273,000 (Per Household \$68,320)

Fiscal Impacts Per Acre

Offsite Road Investment	\$10,900
Annual Tax Revenue	
Property	\$10,400
Sales	- 0 -
Annual Cost of Services	
Schools	\$6,300
Police/Fire	\$2,800
Net Annual Fiscal Impact:	\$1,300
Years to Repay Initial Investment:	About 8 years



NET ANNUAL FISCAL IMPACT

+ \$1,300

YRS. TO REPAY

APPROX. 8 YEARS

Quality of Life:

New Urbanism or Traditional Neighborhood Development (TND), a growing US trend in the 1990s, is modeled after older neighborhoods with smaller lots, a walking environment, and mixed-use development. A recent publication by Urban Land Institute (ULI) calculates the home value premiums for new TND properties at 4% to 25% over typical suburban homes with all other factors held constant, giving greater land value returns to property owners. The difference between TND and medium single family homes is primarily found in the siting and configuration, as well as the relationship between building size and lot size. Economically, TND offers an increase in tax base to partially offset the required residential services. Also, it leaves land resources available for other economic land uses.

TOWNHOUSE / CONDOMINIUM

Property Characteristics

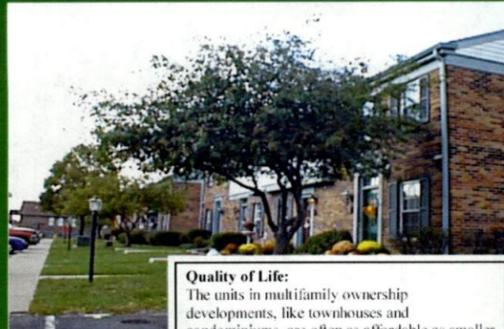
Lot Size (Acres)	0.20
Building Size (SF)	2,000
Floor Area Ratio	0.23
Desired Access	Secondary
Desired Visibility	Secondary
Land Value (per acre)	\$50,000
Building Cost (PSF)	\$50.00
Home Price (per unit)	\$110,000

Economic Impacts Per Acre

Residents	10
School Kids	1.6
Average Vehicle Trips	45
Jobs	5
Annual Wages	\$220,000 (Per Household \$44,000)

Fiscal Impacts Per Acre

Offsite Road Investment	\$13,600
Annual Tax Revenue	
Property	\$8,500
Sales	- 0 -
Annual Cost of Services	
Schools	\$4,900
Police/Fire	\$2,000
Net Annual Fiscal Impact:	\$1,600
Years to Repay Initial Investment:	About 8-9 years



NET ANNUAL FISCAL IMPACT

+ \$1,600

YRS. TO REPAY

APPROX. 8-9 YEARS

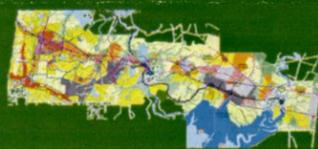
Quality of Life:

The units in multifamily ownership developments, like townhouses and condominiums, are often as affordable as smaller single-family homes. This provides another housing option for modest-income employees of local employers. Also, multifamily developments have some of the same efficiency benefits as traditional neighborhood developments (TND) while being less expensive. The trade-off is that they do not represent, to the same extent, the American dream of owning your home and are therefore not as marketable to higher-income households. Regardless, they do have the appreciation characteristics that mobile homes do not.

Assumptions for Economic and Fiscal Attributes of Land Uses

- Floor Area Ratio/building sizes estimates by ERA - "rules of thumb" for suburban development drawn from publications like ULI, Marshall & Swift, APA, etc.
- Retail rates per square foot based on published averages by ULI and ICSC.
- Hotel revenue per square foot is calculated using ERA market estimate of 580 ADR at 70% occupancy.
- Commercial building values are calculated by net market revenue as determined by ERA from local brokers (\$10.50 office/\$3.25 Industrial/\$10-\$12 Retail/65c-mo. Apartment), divided by capitalization rates by UC School of Business Administration.
- Residential building values are based on MLS new construction listings and development postings.
- Land is value assumed to be 22% of building value for residential and prime retail properties, and 10% for remaining retail, commercial and industrial properties. (Fischer Homes notes a land-value ratio of 18% to 25% for residential construction.)
- Woods & Poole (REIS) estimate of Persons Per Household is 2.79. Fischer Homes notes that buyers of their single family homes average 3.0 to 3.2 persons, while townhouse buyers average 2.0 and apartment dwellers average 1.5. This accounts for families choosing homes over apartments, with singles, couples, and empty-nesters opting more often for apartments.
- Clermont County estimated the 1998 population as 174,320, with 26,384 school kids (16.28%). This ratio is applied to persons per HH for all housing types to calculate resulting enrollment.
- Jobs based on rules of thumb for square footage of building area for different land uses drawn from publications like ULI, APA, BOMA, etc. One job per residential household is assumed.
- Income for residents calculated by home value divided by 2.5. For local employees, it is based on average industry wages published for Clermont County by US Census County Business Patterns.
- Automobile trip generation estimates developed by Robert S. Vogt and Partners
- Roadways Development Costs developed by Robert S. Vogt and Partners based on development cost charges from North Vancouver, adjusted to Cincinnati by using R.S. Means cost data.
- The income tax of 1.0%, applicable only in Batavia, Williamsburg, and Clermont Northeastern School District is not applied here.
- Sales tax based on 1.0%. - Bed tax for hotels based on 3% (1% city - 2% county)
- Real Estate property tax rates are based on an average for all of the jurisdictions in Clermont County (\$43 per \$1,000 assessed for residential \$46 per \$1,000 assessed for commercial) understanding that it varies by jurisdiction. The rate is applied to the market value times 35% (ratio of assessed to market).
- Zoning property taxes are primarily collected from industrial users in addition to real estate property taxes. 1998 examples include Ford Motor (65% of property tax bill) Milacron (84%) and US Precision Lens (84%). Therefore, we conservatively increase the property tax rate for industrial land by five (5) times (1/(100% - 80%)) to account for personal property. We do not increase the rate for other commercial (retail / office) which typically has less taxable personal property.
- Services expense calculated using Cost of Sprawl commissioned by HUD, EPA, and others and written by RERC (current ERA partners participated in this analysis) as well as other Ohio data.
- Fire and police services are basically equivalent to each other.
- Operations costs approximate 10% of staffing costs.
- Low density developments cost 50% more to service than more dense developments per unit.
- Cincinnati Fire Department has one staff member per 445 people served.
- Columbus Fire Department salaries range from \$25,958 to \$39,707 plus fringe benefits (estimated at 25%).
- Education costs per student are calculated using \$6,000 based on 1998-99 figures: Batavia (\$4,509) CNE (\$4,315), West Clermont (\$5,481), and Williamsburg (\$5,714). The state requires districts to spend at least \$4,294 for 2000-01, some districts spend up to \$12,000 a year per student. This is adjusted by 50% to account for the local contribution to the estimated cost.
- Developers are assumed to cover on-site water and sewer improvements. Off-site sewer and water expansion costs are assumed to be covered by capacity fees charged to developer.

Note: * All figures given for typical or hypothetical ranges for Clermont County. The figures do not necessarily apply to any specific property.



Mission Statement

The mission was to create a vision plan and implementation process for future development surrounding the Ohio 32 corridor that protects and enhances its neighborhoods and environmental resources, promotes growth that is fiscally sound, provides for long-term health of the Townships, Villages, School Districts and County that maximize the unique assets of the area. A cross-jurisdictional, collaborative process will be used to build consensus and create strategies for its residents, businesses and other constituencies.

Project Team

Meisner + Associates / Land Vision; Cincinnati, Ohio

RSVP, Inc. - Cincinnati, Ohio
 Gray & Pape, Inc. - Cincinnati, Ohio
 Economics Research Associates - Chicago, Illinois
 Vision Implementation Group, LLC - Cincinnati, Ohio
 Oasis Consulting Group - Cincinnati, Ohio
 Clermont County

Awards

Cincinnati Chapter, AIA 2000 Design Award



PLANNING
 URBAN DESIGN
 LAND PLANNING
 LANDSCAPE ARCHITECTURE

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CLERMONT COUNTY - OHIO 32 CORRIDOR LAND USE VISION PLAN

CLERMONT COUNTY, OHIO

LAND USE FISCAL IMPACT ANALYSIS

LARGE SINGLE FAMILY HOMES

Property Characteristics

Lot Size (Acres)	1.00
Building Size (SF)	3,000
Floor Area Ratio	0.069
Desired Access	Minimal
Desired Visibility	Minimal
Land Value (per acre)	\$55,000
Building Cost (PSF)	\$83.33
Home Price (per unit)	\$305,000

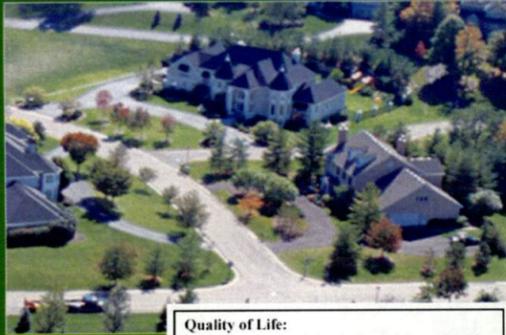
Economic Impacts Per Acre

Residents	3.2
School Kids	0.5
Average Vehicle Trips	11
Jobs	1
Annual Wages	\$122,000
(Per Household \$122,000)	

Fiscal Impacts Per Acre

Offsite Road Investment	\$3,000
Annual Tax Revenue	
Property	\$4,600
Sales	- 0 -
Annual Cost of Services	
Schools	\$1,600
Police/Fire	\$1,000
Net Annual Fiscal Impact:	\$2,000

Years to Repay Initial Investment:
About 1-2 years



NET ANNUAL FISCAL IMPACT

+ \$2,000

YRS. TO REPAY

APPROX. 1-2 YEARS

Quality of Life:
With the success of the stock market and healthy economy, there is more of a market for larger homes than in recent decades. Large homes on large lots are the desire of many American families. However, the entire area housing stock cannot consist of homes at this scale since not all households can afford them. If disbursed enough, traffic and services demands are not overwhelming. However, the rural character of the surrounding area is destroyed the most quickly by this type of development.

APARTMENTS

Property Characteristics

Lot Size (Acres)	2.00
Building Size (SF)	21,600
Floor Area Ratio	0.092
Desired Access	Primary
Desired Visibility	Secondary
Land Value (per acre)	\$94,000
Building Cost (PSF)	\$87.35
Revenue (PSF)	\$7.80

Economic Impacts Per Acre

Residents	18
School Kids	29
Average Vehicle Trips	72
Jobs	12
Annual Wages	\$300,000
(Per Household \$25,000)	

Fiscal Impacts Per Acre

Offsite Road Investment	\$26,900
Annual Tax Revenue	
Property	\$16,700
Sales	- 0 -
Annual Cost of Services	
Schools	\$8,800
Police/Fire	\$3,600
Net Annual Fiscal Impact:	\$4,300

Years to Repay Initial Investment:
About 6-7 years



NET ANNUAL FISCAL IMPACT

+ \$4,300

YRS. TO REPAY

APPROX. 6-7 YEARS

Quality of Life:
Apartment complexes are important for the current employee market at all levels. Employees change jobs and firms shift employee locations more often than they used to do, making rental units attractive to all income levels. Additionally, rental units give owners a higher land price and are often easier to develop. There are better tax implications, per unit, than other residential developments. Such development does, however, create concentrated traffic that must be accounted for.

LOW-RISE OFFICE

Property Characteristics

Lot Size (Acres)	5.00
Building Size (SF)	30,000
Floor Area Ratio	0.138
Desired Access	Primary
Desired Visibility	Secondary
Land Value (per acre)	\$68,000
Building Cost (PSF)	\$113.76
Revenue (PSF)	\$10.50

Economic Impacts Per Acre

Average Vehicle Trips	124
Jobs	30
Annual Wages	\$967,000
(Per Job \$32,229)	

Fiscal Impacts Per Acre

Offsite Road Investment	\$7,300
Annual Tax Revenue	
Property	\$12,100
Sales	- 0 -
Annual Cost of Services	
Schools	- 0 -
Police/Fire	\$5,900
Net Annual Fiscal Impact:	\$6,200

Years to Repay Initial Investment:
About 1 year



NET ANNUAL FISCAL IMPACT

+ \$6,200

YRS. TO REPAY

APPROX. 1 YEAR

Quality of Life:
Low-rise office development is a "clean" land use that has beneficial economic impacts in terms of jobs, wages, as well as fiscal (tax revenue) impacts. This development uses land up relatively quickly, due to the notable parking requirements.

MID-SIZE OFFICE

Property Characteristics

Lot Size (Acres)	5.00
Building Size (SF)	150,000
Floor Area Ratio	0.689
Desired Access	Primary
Desired Visibility	Secondary
Land Value (per acre)	\$68,000
Building Cost (PSF)	\$113.76
Total Value	\$18,770,300
Revenue (PSF)	\$10.50

Economic Impacts Per Acre

Average Vehicle Trips	444.3
Jobs	150
Annual Wages	\$4,834,000
(Per Household \$32,229)	

Fiscal Impacts Per Acre

Offsite Road Investment	\$36,300
Annual Tax Revenue	
Property	\$60,400
Sales	- 0 -
Annual Cost of Services	
Schools	- 0 -
Police/Fire	\$29,600
Net Annual Fiscal Impact:	\$30,800

Years to Repay Initial Investment:
About 1 year



NET ANNUAL FISCAL IMPACT

+ \$30,800

YRS. TO REPAY

APPROX. 1 YEAR

Quality of Life:
Office buildings, particularly mid- and high-rise structures, bring the highest concentration of jobs to a community, while being a "clean" use. Additionally, there are excellent tax benefits. Because of these factors, they are extremely sought after developments, and are often given notable tax breaks. The primary drawback to higher-density office development is the intense traffic occurring at peak times, as well as the notable parking requirements causing stormwater management challenges. The biggest issue, however, is the ability to draw these users based on the desire access and possible incentives for location.

RETAIL - SMALL "STRIP"

Property Characteristics

Lot Size (Acres)	5.00
Building Size (SF)	50,000
Floor Area Ratio	0.230
Desired Access	Primary
Desired Visibility	Primary
Land Value (per acre)	\$217,000
Building Cost (PSF)	\$98.72
Revenue (PSF)	\$10.00

Economic Impacts Per Acre

Average Vehicle Trips	830
Jobs	33
Annual Wages	\$466,000
(Per Household \$13,969)	
Retail Sales	\$2,500,000

Fiscal Impacts Per Acre

Offsite Road Investment	\$12,100
Annual Tax Revenue	
Property	\$19,400
Sales	\$25,000
Annual Cost of Services	
Schools	- 0 -
Police/Fire	\$6,600
Net Annual Fiscal Impact:	\$37,800

Years to Repay Initial Investment:
Less than 1 year



NET ANNUAL FISCAL IMPACT

+ \$3,700

YRS. TO REPAY

LESS THAN 1 YEAR

Quality of Life:
Strip shopping centers offer the convenience of shopping for a community, but they create particularly high levels of traffic. Also, the intense parking requirements create large areas of pavement affecting stormwater management.

Assumptions for Economic and Fiscal Attributes of Land Uses

Floor Area Ratio/Building Sizes estimates by ERA - "rules of thumb" for suburban development drawn from publications like ULI, Marshall & Swift, APA, etc.

- *Retail sales per square foot based on published averages by ULI and ICSC.
- *Hotel revenue per square foot is calculated using ERA market estimate of \$80 ADR at 70% occupancy.
- *Commercial building values are calculated by net market revenue as determined by ERA from local brokers (\$10.50 office/\$3.25 Industrial/\$10-\$12 Retail/\$5c-mo. Apartment), divided by capitalization rates by UC School of Business Administration.
- *Residential building values are based on MLS new construction listings and development postings.
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- *Woods & Poole (RIS) estimate of Persons Per Household is 2.79. Fischer Homes notes that buyers of their single family homes average 3.0 to 3.2 persons, while townhouse buyers average 2.0 and apartment dwellers average 1.5. This accounts for families choosing homes over apartments, with singles, couples, and empty-nesters opting more often for apartments.
- *Clermont County estimated the 1998 population as 174,320, with 28,384 school kids (16.28%). This ratio is applied to persons per HH for all housing types to calculate resulting enrollment.
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- *One job per residential household is assumed.
- *Income for residents calculated by home value divided by 2.5. For local employees, it is based on average industry wages published for Clermont County by US Census County Business Patterns.
- *Automobile trip generation estimates developed by Robert S. Vogt and Partners.
- *Roadways Development Costs developed by Robert S. Vogt and Partners based on development cost charges from North Vancouver, adjusted to Cincinnati by using R.S. Means cost data.
- *The income tax of 1.0%, applicable only in Batavia, Williamsburg, and Clermont Northeastern School District is not applied here.
- *Sales tax based on 1.0% - bed tax for hotels based on 3% (1% city - 2% county)
- *Ego-Elating property tax rates are based on an average for all of the jurisdictions in Clermont County (\$43 per \$1,000 assessed for residential \$44 per \$1,000 assessed for commercial) understanding that it varies by jurisdiction. The rate is applied to the market value times 35% (ratio of assessed to market).
- *Personal property taxes are primarily collected from industrial users in addition to real estate property taxes. 1998 examples include Ford Motor (43% of property tax bill) Milacron (84%) and US Precision Lens (84%). Therefore, we conservatively increase the property tax rate for industrial land by five (5) times (1/(100% - 80%)) to account for personal property. We do not increase the rate for other commercial (retail / office) which typically has less taxable personal property.
- *Services expense calculated using Cost of Sprawl commissioned by HUD, EPA, and others and written by RERC (current ERA partners participated in this analysis) as well as other Ohio data.
- *Fire and police services as basically equivalent to each other.
- *Operations costs approximate 10% of staffing costs.
- *Low density developments cost 50% more to service than more dense developments per unit.
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CLERMONT COUNTY - OHIO 32 CORRIDOR LAND USE VISION PLAN

CLERMONT COUNTY, OHIO

LAND USE FISCAL IMPACT ANALYSIS

INDUSTRIAL

Property Characteristics

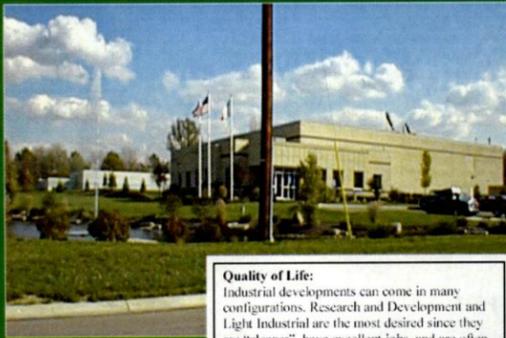
Lot Size (Acres)	5.00
Building Size (SF)	75,000
Floor Area Ratio	0.344
Desired Access	Primary
Desired Visibility	Secondary
Land Value (per acre)	\$51,000
Building Cost (PSF)	\$33.96
Revenue (PSF)	\$3.25

Economic Impacts Per Acre

Average Vehicle Trips	105
Jobs	30
Annual Wages	\$1,237,000 (Per Job \$41,222)

Fiscal Impacts Per Acre

Offsite Road Investment	\$8,500
Annual Tax Revenue	
Real Estate Property	\$9,000
Personal Property	\$36,100
Sales	- 0 -
Annual Cost of Services	
Schools	- 0 -
Police/Fire	\$5,900
Net Annual Fiscal Impact:	\$39,200
Years to Repay Initial Investment:	Less than 1 year



Quality of Life: Industrial developments can come in many configurations. Research and Development and Light Industrial are the most desired since they are "cleaner", have excellent jobs, and are often more attractive (lower floor area ratios). Manufacturing often suffers from Not In My Back Yard (NIMBY) because of the perceived and/or actual pollution, traffic, noise, and other issues. Distribution has more traffic and lower wages but less pollution. Industrial developments are essential elements of a solid tax and job base for a community, and if attractively developed, can fit in well with other land uses. They are beneficial uses for parcels that have good access, but may not have the desired visibility for office or retail uses. The large roof and parking areas do create potential stormwater management issues.

NET ANNUAL FISCAL IMPACT

+ \$39,200

YRS. TO REPAY

LESS THAN 1 YEAR

RETAIL - LARGE FORMAT

Property Characteristics

Lot Size (Acres)	10.00
Building Size (SF)	100,000
Floor Area Ratio	0.230
Desired Access	Primary
Desired Visibility	Primary
Land Value (per acre)	\$106,000
Building Cost (PSF)	\$106.16
Revenue (PSF)	\$10.00

Economic Impacts Per Acre

Average Vehicle Trips	500
Jobs	20
Annual Wages	\$279,000 (Per Job \$13,969)
Retail Sales	\$2,500,000

Fiscal Impacts Per Acre

Offsite Road Investment	\$12,100
Annual Tax Revenue	
Property	\$18,800
Sales	\$25,000
Annual Cost of Services	
Schools	- 0 -
Police/Fire	\$3,900
Net Annual Fiscal Impact:	\$39,900
Years to Repay Initial Investment:	Less than 1 year



NET ANNUAL FISCAL IMPACT

+ \$39,900

YRS. TO REPAY

LESS THAN 1 YEAR

Quality of Life: Large-format shopping centers offer the convenience of shopping for a community, and offer quality goods selection for reasonable prices. However, they create particularly high levels of traffic, as well as intense parking requirements creating large areas of pavement affecting stormwater management.

HOTEL

Property Characteristics

Lot Size (Acres)	3.00
Building Size (SF)	80,000
Floor Area Ratio	0.612
Desired Access	Essential
Desired Visibility	Primary
Land Value (per acre)	\$250,000
Building Cost (PSF)	\$93.75
Total Value	\$7,500,000
Revenue (PSF)	\$12.00
Retail Sales	\$5,250,000

Economic Impacts Per Acre

Average Vehicle Trips	311
Jobs	30
Annual Wages	\$472,000 (Per Job \$15,721)

Fiscal Impacts Per Acre

Offsite Road Investment	\$32,300
Annual Tax Revenue	
Property	\$44,300
Sales	\$22,995
Annual Cost of Services	
Schools	- 0 -
Police/Fire	\$5,900
Net Annual Fiscal Impact:	\$61,395
Years to Repay Initial Investment:	Less than 1 year



Quality of Life: Hotels do not impact the resident community significantly, although a quality hotel inventory is beneficial to the local businesses. They are important economic development land uses, however, because they bring visitors from outside of the area who purchase local goods and services. Hotels require excellent access near an interstate, as well as visibility from a major roadway.

NET ANNUAL FISCAL IMPACT

+ \$61,395

YRS. TO REPAY

LESS THAN 1 YEAR

RETAIL - OUTLOT

Property Characteristics

Lot Size (Acres)	0.75
Building Size (SF)	15,000
Floor Area Ratio	0.459
Desired Access	Essential
Desired Visibility	Essential
Land Value (per acre)	\$521,000
Building Cost (PSF)	\$118.46
Total Value	\$2,167,800
Revenue (PSF)	\$12.00

Economic Impacts Per Acre

Average Vehicle Trips	2000
Jobs	100
Annual Wages	\$1,397,000 (Per Job \$13,969)
Retail Sales	\$7,000,000

Fiscal Impacts Per Acre

Offsite Road Investment	\$24,200
Annual Tax Revenue	
Property	\$46,600
Sales	\$70,000
Annual Cost of Services	
Schools	- 0 -
Police/Fire	\$19,700
Net Annual Fiscal Impact:	\$96,800
Years to Repay Initial Investment:	Less than 1 year



NET ANNUAL FISCAL IMPACT

+ \$96,800

YRS. TO REPAY

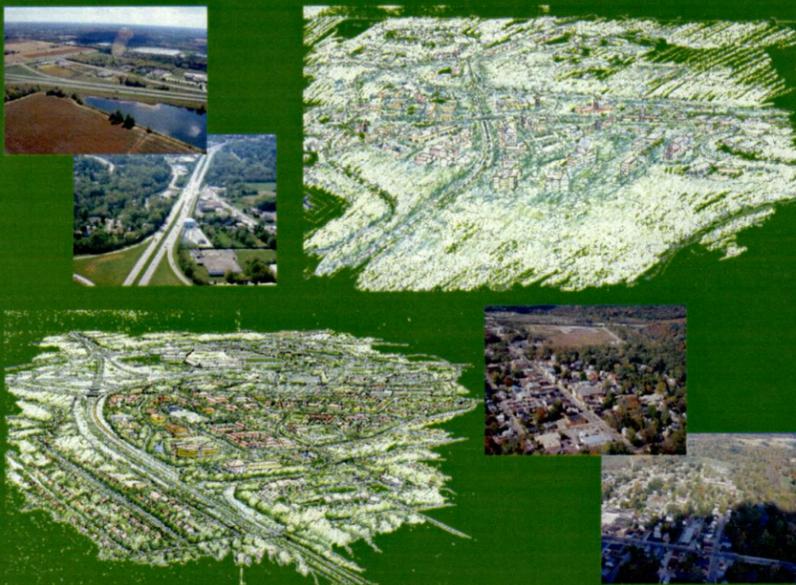
LESS THAN 1 YEAR

Quality of Life: Retail outlets, due to curb cuts, small parcels, and high trip generation, pose some of the greatest traffic management issues. Similar to strip centers, outlet developments create convenient opportunities for shopping and services. Additionally, they create some of the highest land values of any land use, although they have very specific visibility and access requirements. Not many parcels have the characteristics essential for successful outlet development.

Assumptions for Economic and Fiscal Attributes of Land Uses

- Floor Area Ratio/Building Sizes estimates by ERA - "rules of thumb" for suburban development drawn from publications like ULI, Marshall & Swift, APA, etc.
- Retail sales per square foot based on published averages by ULI and ICSC.
- Hotel revenue per square foot is calculated using ERA market estimate of \$80 ADR at 70% occupancy.
- Commercial building values are calculated by net market revenue as determined by ERA from local brokers (\$10.50 office/\$3.28 Industrial/\$10.52 Retail/45¢-mo. Apartment), divided by capitalization rates by UC School of Business Administration.
- Residential building values are based on MLS new construction listings and development postings.
- Land value assumed to be 22% of building value for residential and prime retail properties, and 10% for remaining retail, commercial and industrial properties. (Fischer Homes notes a land-value ratio of 18% to 25% for residential construction.)
- Woods & Poole (REIS) estimate of Persons Per Household is 2.77. Fischer Homes notes that buyers of their single family homes average 3.0 to 3.2 persons, while townhouse buyers average 2.0 and apartment dwellers average 1.5. This accounts for families choosing homes over apartments, with singles, couples, and empty-nesters opting more often for apartments.
- Clermont County estimated the 1998 population as 174,320, with 28,384 school kids (16.28%). This ratio is applied to persons per HH for all housing types to calculate resulting enrollment.
- Jobs based on rules of thumb for square footage of building area for different land uses drawn from publications like ULI, APA, BOMA, etc. One job per residential household is assumed.
- Income for residents calculated by home value divided by 2.5. For local employees, it is based on average industry wages published for Clermont County by US Census County Business Patterns.
- Automobile trip generation estimates developed by Robert S. Vogt and Partners.
- Roadway Development Costs developed by Robert S. Vogt and Partners based on development cost charges from North Vancouver, adjusted to Cincinnati by using A.S. Means cost data.
- The income tax of 1.0%, applicable only in Batavia, Williamsburg, and Clermont Northeastern School District is not applied here.
- Sales tax based on 1.0% - Bed tax for hotels based on 3% (1% city - 2% county)
- Real Estate property tax rates are based on an average for all of the jurisdictions in Clermont County (\$43 per \$1,000 assessed for residential \$46 per \$1,000 assessed for commercial) understanding that it varies by jurisdiction. The rate is applied to the market value times 35% (ratio of assessed to market).
- Personal property taxes are primarily collected from industrial users in addition to real estate property taxes. 1998 examples include Ford Motor (63% of property tax bill) Milacron (84%) and US Precision Lens (84%). Therefore, we conservatively increase the property tax rate for industrial land by five (5) times (1/(100% - 80%)) to account for personal property. We do not increase the rate for other commercial (retail / office) which typically has less taxable personal property.
- Services expense calculated using Cost of Spray commissioned by HUD, EPA, and others and written by RERC (current ERA partners participated in this analysis) as well as other Ohio data.
- Fire and police services as basically equivalent to each other
- Operations costs approximate 10% of staffing costs
- Low density developments cost 50% more to service than more dense developments per unit
- Cincinnati Fire Department has one staff member per 445 people served
- Columbus Fire Department salaries range from \$25,958 to \$39,707 plus fringe benefits (estimated at 25%)
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