

Fairfax



RED BANK ROAD CORRIDOR

ASSESSMENT

DECEMBER 2000

HAMILTON COUNTY REGIONAL PLANNING COMMISSION

HAMILTON COUNTY OFFICE OF ECONOMIC DEVELOPMENT

Village of Fairfax Red Bank Road Corridor Assessment

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EXECUTIVE SUMMARY

The imminent implementation of the Duck Creek Flood Management Control Project with the potential realignment of Red Bank Road will have an impact on the Village of Fairfax, particularly on its industrial district. The Village of Fairfax retained the services of the Hamilton County Regional Planning Commission (HCRPC) and the Hamilton County Office of Economic Development (HCOED) for the preparation of a revitalization plan for the Red Bank Road Corridor Industrial District. HCRPC and HCOED staff worked with a core planning committee, appointed by the Village administration, from February to May, 2000.

Early in the planning process it was evident that the many actors and factors playing a considerable role in capital improvement decisions on Red Bank Road, such as the Ohio Department of Transportation (ODOT), the Hamilton County Engineer's Office, the City of Cincinnati, and the Army Corps of Engineers, just to mention a few, were still evaluating alternatives and considering options, making it difficult for the revitalization committee to move forward with specific recommendations for the corridor.

At the April 13, 2000 revitalization committee meeting it was decided to hold off on additional work until the redesign of Red Bank Road could be completed. As time passed and the level of uncertainty of the final outcome in the realignment of Red Bank persisted, it was proposed by the committee and approved by Council that the studies for the Red Bank Road Corridor be limited to the assessment of existing conditions along with generalized planning visions and options. A committee to work further in the revitalization of the Red Bank Corridor will be convened by the Village officials once key factors fall into place.

The assessment showed that the Red Bank Road businesses are the single largest source of tax revenue to the Village, providing 33% or \$467,000 in tax revenues in 1999, and that manufacturing and wholesale/distribution business, especially those located in the Red Bank Distribution Center, provide the majority of revenues from this corridor. Red Bank Road businesses are an important source of tax revenue to the Village, and pending projects should minimize the impact on these businesses.

The committee, based on the analysis of existing conditions and input gathered from experts and an all-business owners workshop, developed a vision for the corridor, identified sites with potential for redevelopment, pointed out communities and corridors similar in size and or business mix that would be a competition for Red Bank Road, and showed the community's preferences for the visual environment.

The following vision statement summarizes the desired image for the corridor: "The Red Bank Road area in the Village of Fairfax will be an attractive commercial/industrial corridor served by a five-lane major thoroughfare, with a consistent streetscape that includes a bike trail, a Village gateway/entrance sign, and facilities for public transportation."

The new Village Zoning Code includes the addition of an Architectural Review Officer and a Village-wide mandatory review of all developments other than single and two-family homes. Every redevelopment in the Red Bank Road Corridor will fall in this category. The Village could institute more specific guidelines with regard to streetscape and signage for the Red Bank Road Corridor by creating an Architectural Review Overlay District in the future.

SECTION 1
THE PLANNING PROCESS

PURPOSE OF THE STUDY

Village officials have been aware of changing physical, economic and social conditions in the Village of Fairfax and surroundings. Those changes undoubtedly already have had, are having or will have an impact on the viability of the Village. Most of the public services provided by the Village for the residents are funded through income taxes. The most affected areas have been the business district in the Wooster Corridor area, and the industrial district along Red Bank Road.

The purpose of this study, therefore, is to devise a series of recommendations that Village officials can consider when looking at the revitalization of the industrial district.

The Village of Fairfax retained the services of the Hamilton County Regional Planning Commission (HCRPC) and the Hamilton County Office of Economic Development (HCOED) for the preparation of a revitalization plan for the Red Bank Road Corridor, part of the Village’s industrial district.

Due to the level of uncertainty of many capital improvement and engineering decisions that will impact the final outcome of the realignment of Red Bank Road, it was agreed by the revitalization committee, the Village Council, and the consultant team to limit the work on the Corridor to the assessment of existing conditions along with generalized planning visions and options.

THE PLANNING PROCESS

HCRPC and HCOED staff worked with the Village’s revitalization committee in the assessment of existing conditions, experts’ opinions, and public input from February to May 2000. The revitalization committee was a seventeen-member team that was appointed by the Village administration, bringing to the project a diverse set of skills and knowledge:

- | | |
|------------------|-------------------|
| Gary Banfill | Rick Patterson |
| Tom Driggers | Jack Pflum |
| Sheri Dutton | Mel Martin |
| Susan Hughes | Mike Misleh |
| Jennifer Kaminer | Ted Shannon |
| Mike Lemon | Terry Timmers |
| Charlene Metzger | Steve Vianello |
| Sue Micheli | Virmorgen Ziegler |
| John A. Neyer | |

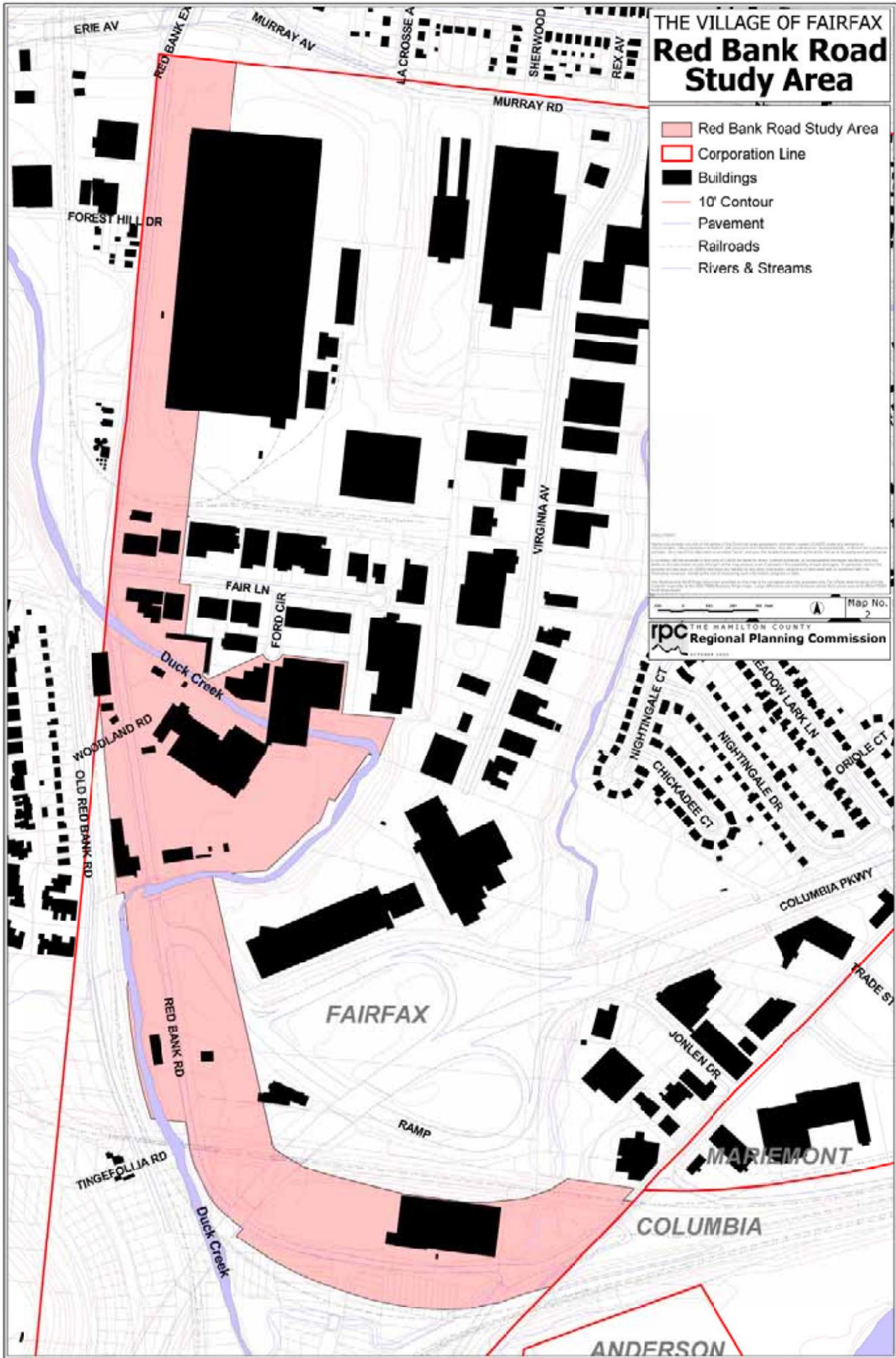
The project team, made up of the committee and the consultants, engaged in a thorough review of information that included reports on existing conditions, experts’ presentation on key topics (see Appendix 1 for minutes from the expert’s meeting), and a business owners’ needs and opportunities assessment workshop.

As the project developed, and opportunities and constraints were evaluated, the committee produced the following preliminary products:

- a vision for the corridor
- sites with potential for redevelopment
- identification of commercial corridors whose economic activities may be potential competitors
- preferences for the visual environment

THE VILLAGE OF FAIRFAX Red Bank Road Study Area

- Red Bank Road Study Area
- Corporation Line
- Buildings
- 10' Contour
- Pavement
- Railroads
- Rivers & Streams



Map No. 2
 THE HAMILTON COUNTY
 Regional Planning Commission

**SECTION 2:
VILLAGE EXISTING CONDITIONS**

HISTORY

The site of Fairfax, in the Little Miami River Valley, has historically been a favorable location for human settlements. Archaeological traces² show that many Indian tribes used the Valley. The first white settlers came to the valley as early as 1788³. In 1796 Jonathan Stites was the first white settler in the area currently known as Fairfax.

Flower and Woolen mills were important to the economy of the region in the 1800's. Fairfax continued the operation of mills until 1881.

The Wooster Turnpike was chartered in 1828 to connect with the Old National Road and continue on to Wooster and Sandusky. In 1841 it was completed to Goshen, Ohio.

Fairfax was connected to the railroad system in 1836 as part of the Cincinnati-Springfield route. Currently, the railroad tracks are owned by ConRail and Norfolk and Western Railroad.

In the early 1900's most of the lands in the Village were still woods and farms. However, gradually this area became industrialized. Historically, industrial development and other commercial activities tend to locate along major routes. Fairfax was not different from many other communities in that respect, as businesses located on Red Bank Road and Wooster Pike.

The Ford Motor Company was one of the first major companies to build on Red Bank Road. The Swallen's furniture and appliances home business overgrew its initial location. The first store opened on Old Wooster Pike, and a second one in the late 50's on Red Bank Road. The first large industrial development in Fairfax was located on Virginia Avenue. Available land east of the Ford Company favored the location of new industries.

TOPOGRAPHY AND FLOODPLAIN

The physical development of a community occurs within the constraints of natural characteristics. Although there are minor topographic contrasts in Fairfax, Duck Creek and its 100-year flood plain have proven problematic. A significant portion of the industrial area in the west and northwest part of town is within the flood plain along the Duck Creek. Industries located in the Red Bank Road vicinity have experienced frequent flooding. The adjacent land to the east border of the Duck Creek is within the 100-year flood plain boundary. The Army Corps of Engineers is in the process of conducting a flood mitigation project for this area.

The highest elevations are near the US Postal Service on Murray Road, at about 610 feet, and Ault Park in the southwest corner of Fairfax at about 680 feet. The lowest elevation is 490 ft, located in the southern part of town on the Duck Creek as it flows out of Fairfax. See map No. 3.

INFRASTRUCTURE

All Fairfax streets are constructed with an asphalt surface. Wooster Pike and the streets north of it are in overall good condition. The streets south of Wooster Pike are very narrow and generally in fair condition.

Red Bank Road has no sidewalks on either side, except for a small portion on the east side of the road, in front of the former Ford building.

² A History of the Village of Fairfax. Bicentennial Edition, 1976. Elizabeth Steele and Patricia Kuderer. Pages 2-3

³ Ibid. page 3

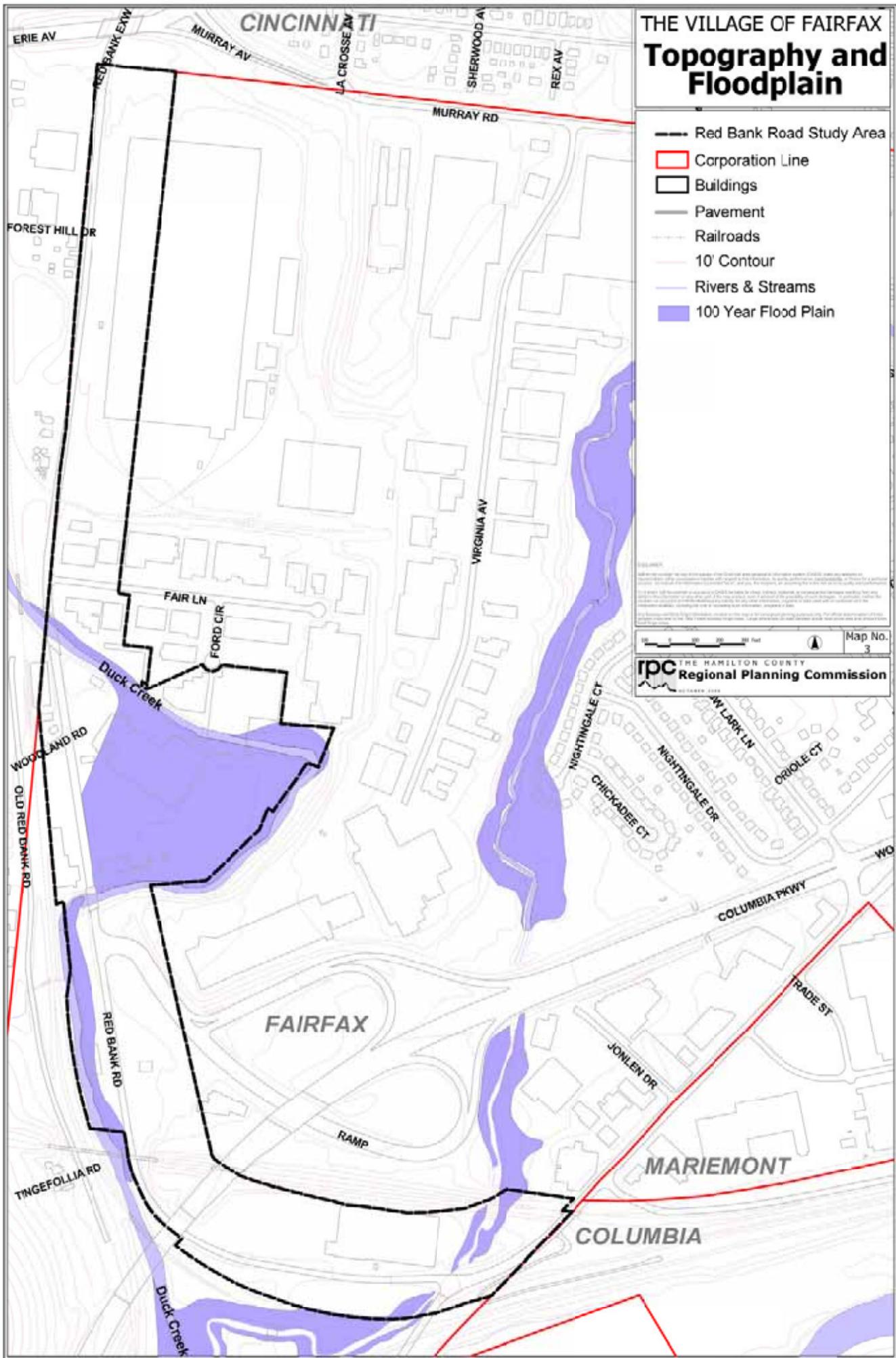
THE VILLAGE OF FAIRFAX Topography and Floodplain

-  Red Bank Road Study Area
-  Corporation Line
-  Buildings
-  Pavement
-  Railroads
-  10' Contour
-  Rivers & Streams
-  100 Year Flood Plain

THE HAMILTON COUNTY REGIONAL PLANNING COMMISSION (RPC) HAS BEEN DESIGNATED AS THE LEAD AGENCY FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE 100-YEAR FLOODPLAIN MAPS FOR THE VILLAGE OF FAIRFAX. THIS MAP IS A PRODUCT OF THE 100-YEAR FLOODPLAIN MAPPING PROJECT. THE DATA FOR THIS MAP WAS OBTAINED FROM THE U.S. ARMY CORPS OF ENGINEERS (USACE) AND THE MISSOURI DEPARTMENT OF GEOLOGY AND METEOROLOGY (DMG). THE RPC HAS CONDUCTED VISUAL CHECKS OF THE DATA AND HAS FOUND IT TO BE ACCURATE. HOWEVER, THE RPC DOES NOT WARRANT THE ACCURACY OF THE DATA OR THE RESULTS OF THE MAPPING PROCESS. THE USER OF THIS MAP ASSUMES ALL LIABILITY FOR ANY DAMAGE OR INJURY RESULTING FROM THE USE OF THIS MAP.

Map No. 3

rpc THE HAMILTON COUNTY
Regional Planning Commission



Waterlines for the Village of Fairfax are in good condition. The whole system was installed in 1996. See Map No. 4.

The sewer system is a separated sanitary and storm system installed in 1996. See Map No. 5.

ZONING

Zoning provides for orderly growth and development, and to protect the property rights of all individuals by assuring compatibility of uses and practices within districts. As part of the Wooster Pike Revitalization Plan, a new zoning code for the Village of Fairfax was adopted in November 2000. As stated in the new code, development review is required for all buildings in the Village other than single and two-family homes. The Red Bank Road study area falls within two categories: F-Light Industry and G-Heavy Industry. See Map No. 6.

THOROUGHFARE PLAN AND TRAFFIC PATTERNS

The Village of Fairfax is well served by major thoroughfares that link the community to the rest of the Greater Cincinnati area. Red Bank Road and US 50 (Columbia Parkway-Wooster Pike) intersect in Fairfax, forming a major interchange in the southwest portion of the community.

According to the Hamilton County Thoroughfare Plan Map, Red Bank Road is a county road with a recommended right-of-way (ROW) of 120 ft., and Wooster Pike is a state route with a recommended ROW of 100 ft. Existing ROW on Red Bank Road varies from 60 ft. to 70 ft. and on Wooster Pike it is 60 ft.

Red Bank Road is a major arterial⁴ that connects traffic from US32 and Beechmont Avenue, in the eastern part of the county, to I-71. Traffic counts of 13,900 vehicles per day north of Fair Lane are reported by OKI (1992). Forty-three percent of the accidents on Red Bank Road occurred at the 3600 block (Col Bank Rd. intersection). See Exhibit No. 2 and Map No. 7.

EXHIBIT No. 2
Accidents on Red Bank Road
Period January – December 1999

Red Bank Road Block No.	No. of accidents	Percentage
3300	1	3.3%
3400	0	0%
3500	2	7%
3600	13	43%
3700	3	10%
3800	4	13.3%
3900	6	20%
4000	1	3.3%
Total	30	100%

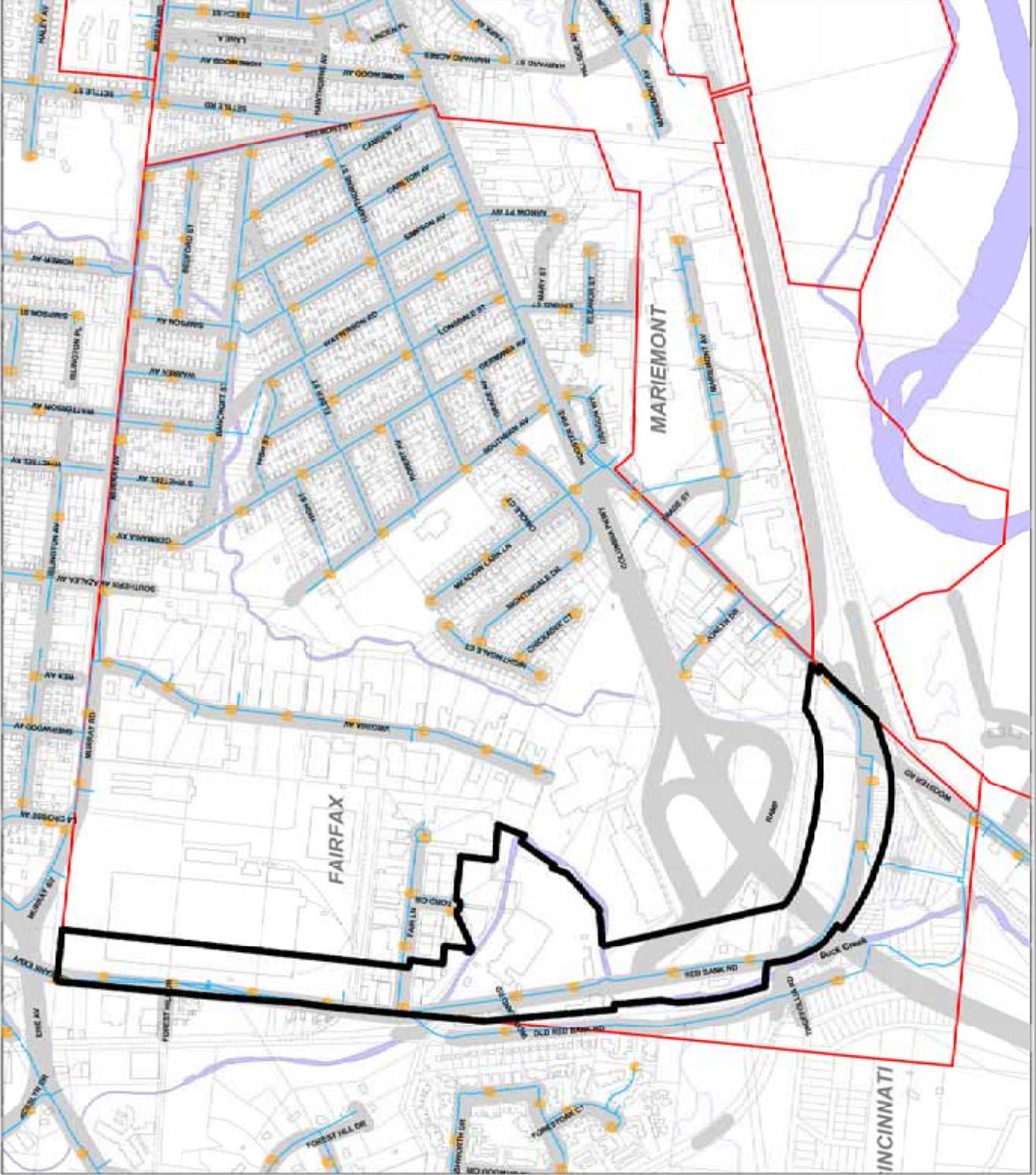
Source: Village of Fairfax – Police Reports
Prepared by HCRPC, February 2000.

⁴ Hamilton County Thoroughfare Plan Map, 1994. ROW = Right-of-Way

THE VILLAGE OF FAIRFAX Water Lines

-  Red Bank Road Corridor
-  Corporation Line
-  Buildings
-  Water Main
-  Parcel Line
-  Pavement
-  Railroads
-  Rivers & Streams
-  Fire Hydrant

NOT TO SCALE
 This map was prepared by the Hamilton County Regional Planning Commission (RPC) for the Village of Fairfax. The RPC is not responsible for the accuracy of the information shown on this map. The RPC is not responsible for the accuracy of the information shown on this map. The RPC is not responsible for the accuracy of the information shown on this map. The RPC is not responsible for the accuracy of the information shown on this map.



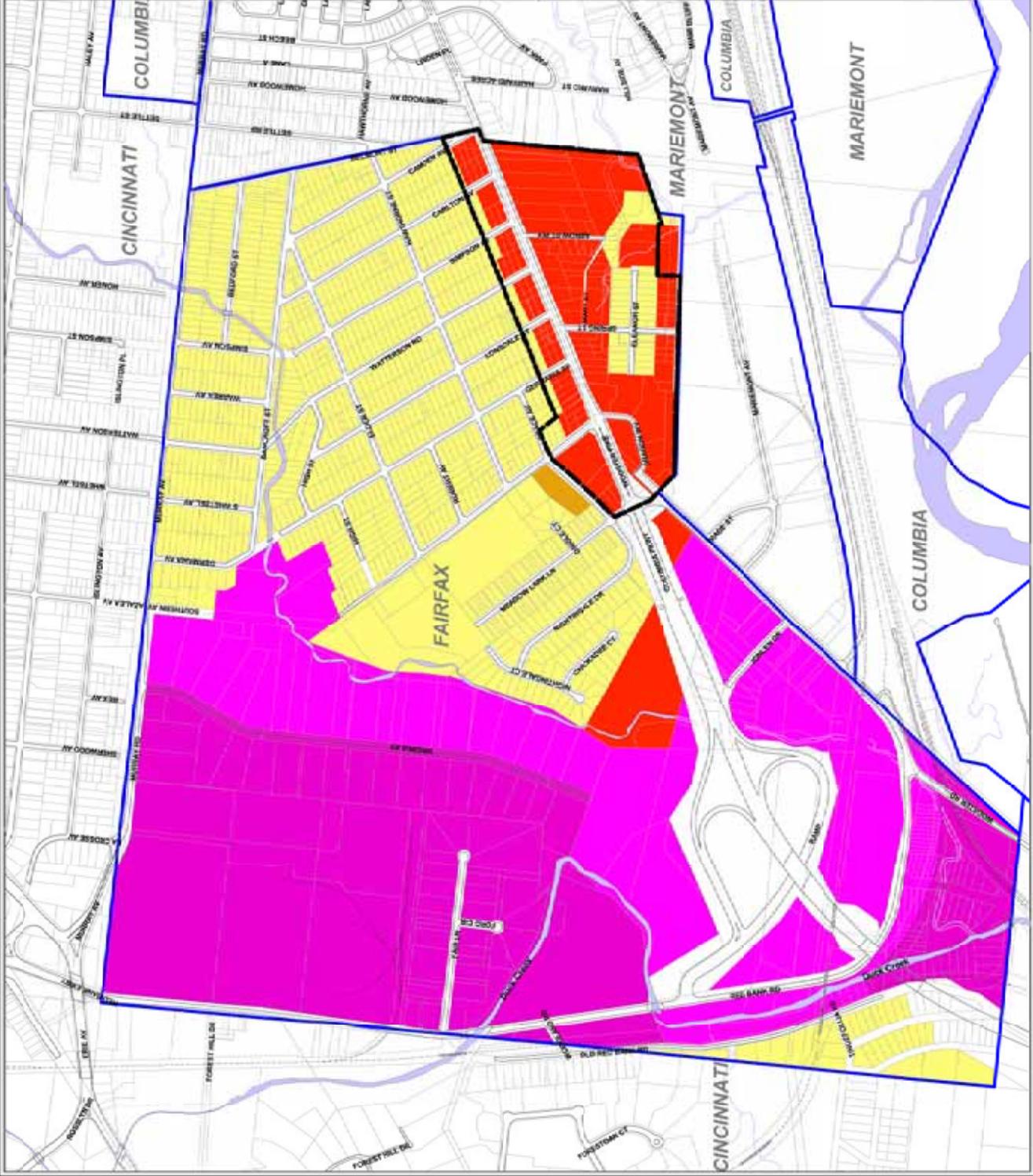
THE VILLAGE OF FAIRFAX Official Zoning Map

Zoning Districts

- C - Residence
- D - Residence
- E - Retail Business
- F - Light Industry
- G - Heavy Industry
- Architectural Review Overlay District

Legend

- Corporation Line
- Parcel Lines



NOT TO SCALE
 This map is a representation of the zoning districts in the Village of Fairfax. It is not intended to be used as a legal document. The zoning districts are subject to change without notice. The map is for informational purposes only. The map is not a guarantee of any zoning district. The map is not a guarantee of any zoning district. The map is not a guarantee of any zoning district.

THE VILLAGE OF FAIRFAX Thoroughfare Plan

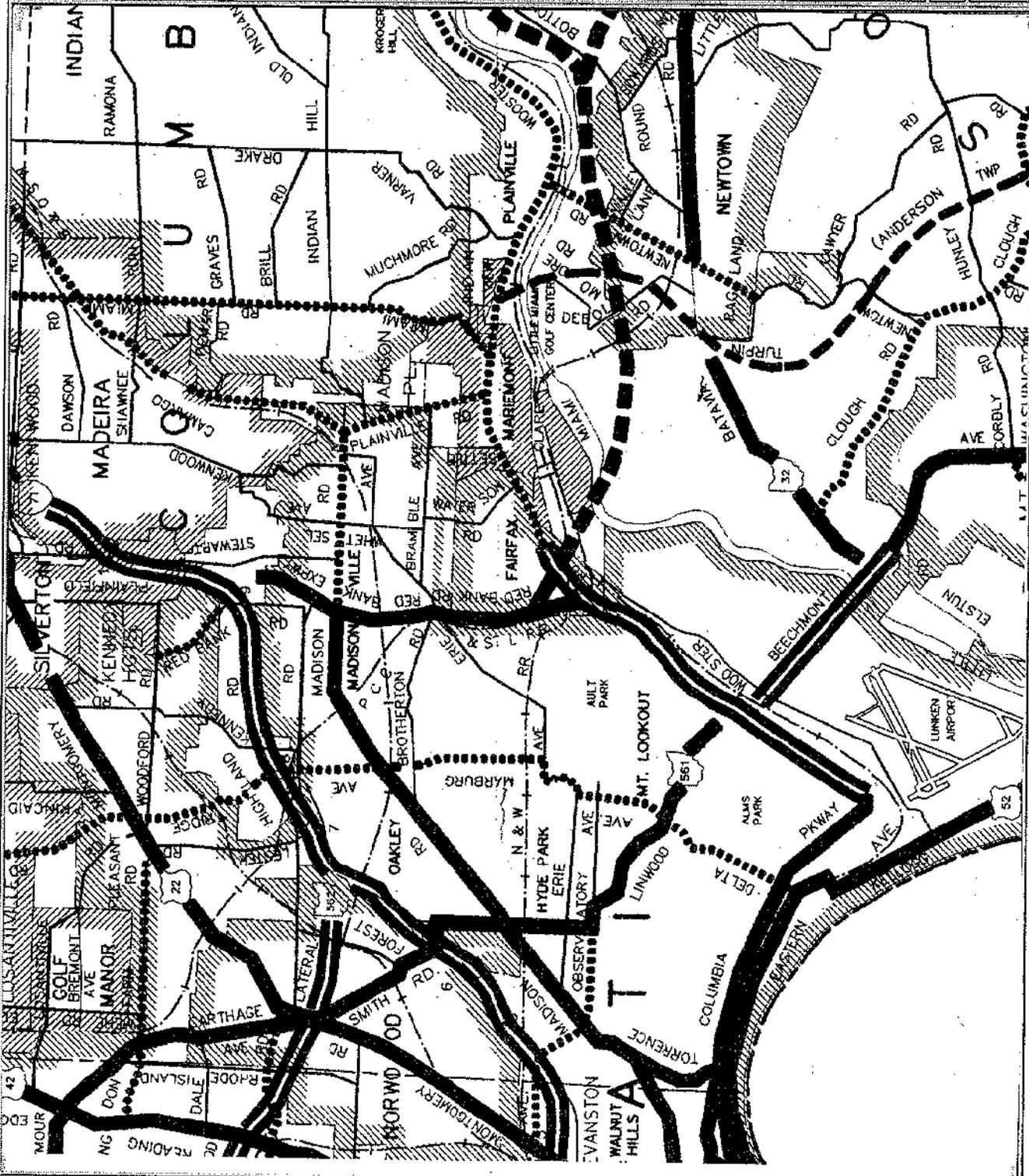
LEGEND

FREEWAYS	THRUWAY	RIGHT-OF-WAY
MAJOR ARTERIALS	120'-160'	120'-160'
MINOR ARTERIALS	100'	100'
COLLECTORS	80'	80'
DEVELOPED AREA		
BOUNDARY		

Map No. 7

THE HAMILTON COUNTY
Regional Planning Commission
JANUARY 2005

NOTE: This map was taken from the Hamilton County Thoroughfare Plan



PUBLIC TRANSPORTATION

Queen City Metro, a non-profit public service of the Southwest Ohio Regional Transit Authority, provides public transportation to the area. Buses run through Wooster Pike in Fairfax. Route 28 links the East End and downtown Cincinnati to Milford and Madeira. The Route 11 bus makes a loop around Mariemont and Fairfax before heading to downtown. Route 80 is an express bus that also runs down Wooster Pike. There are no bus routes on Red Bank Road.

ECONOMIC CONDITIONS (1972 – 1999)

Economic Census information, collected by the U.S. Census Bureau, is one source of information used to create a picture of past and current existing economic conditions in Fairfax. The Economic Census is conducted at five-year intervals and for the purposes of this report covers the years 1972, 1977, 1982, 1987 and 1992. Places included in the Economic Census must have a population of at least 2,500, and the only two periods in which Fairfax met that criterion were in 1972 and 1977.

Claritas, Inc. provided the second major source of data used in this analysis. The Hamilton County Office of Economic Development (HCOED) contracted with Claritas, Inc. for extensive demographic data on the Greater Cincinnati (13-county PMSA) area. Claritas, Inc. is nationally renowned for their work in the demographic and marketing areas and provided HCOED (via CD-ROM) the demographic data utilized in this section. Claritas, Inc. compiles this information using 1990 census data, census bi-annual projections, building and housing permits, historical migration data, etc. The information has been deemed accurate and appropriate for inclusion in this report.

Also, to demonstrate how the Village of Fairfax’s economy has changed in relation to the regional economy, *Economic Census* and Claritas data were also collected for Ohio, Hamilton County, the Greater Cincinnati region (CMSA/SMSA) and the Village of Mariemont.

It should also be noted that the following percentage rates were rounded off to the nearest percentage point. The “% Change” item is a description of the percent increase or decrease recorded from the earliest available data to the latest available data period. The aggregate payroll numbers do not take into account inflationary and other living increases, they represent the increase in total dollars.

While the lack of direct data for Fairfax makes it difficult to analyze the historical changes in the Village’s economy, the trends observed from the surrounding communities (Mariemont, Hamilton County, Greater Cincinnati, etc.) shed significant light. The observed changes in the regional economy, when combined with the analysis of Fairfax’s existing consumer base and existing economic conditions, assist in determining what types of industries will be successful in the corridor.

Retail

% Change in Total Number of Employees (1972 – 1992)

Mariemont:	+195%
Hamilton County:	+44%
Greater Cincinnati:	+93%
Ohio:	+42%
Fairfax:	-8% between 1972 and 1999

The total number of retail establishments in Fairfax fluctuated during the period 1972 and 1999, shrinking from a high of 36 retail establishments in 1972 to 33 retail establishments in 1999. At

the same time, retail employment in Fairfax had dropped from 766 retail sector employees in 1972 to 706 retail employees in 1999. The largest amount of retail sector employees in Fairfax was 892 in 1977. The large drop in employees could likely be attributed to the closing of the Swallen’s store on Red Bank Road.

During this same period (1972-1992), the number of retail establishments and employees climbed for all other reference areas. The construction of shopping malls and strip centers kept pace with the increasing populations of Greater Cincinnati and Ohio.

% Change in Total Aggregate Payroll (1972-1992)

Mariemont:	+220%
Hamilton County:	+231%
Greater Cincinnati:	+341%
Ohio:	+42%
Fairfax:	+185% between 1972 and 1977 (no later data available)

Despite the drop in retail establishments and employees during the 1972-1999 period, Fairfax’s total retail sector payroll has presumably increased along with the rest of the Greater Cincinnati area. Inflation has caused rising wages in this industry, which accounts for a large percentage of the Wooster Pike corridor businesses.

Service

% Change in Number of Total Employees (1972-1992)

Mariemont:	+30%
Hamilton County:	+220%
Greater Cincinnati:	+296%
Ohio:	+222%
Fairfax:	+218% between 1972 and 1999

Total service sector employment in Fairfax increased 218% from 1972-1999, reflecting significant growth in this aspect of the economy, an increase from 214 service sector employees to 682 service sector employees. The total number of service establishments also grew dramatically, from 35 establishments in 1972 to 78 establishments in 1999. This growth in both employees and establishments reflects similar growth in the region, and is a healthy economic indicator for Fairfax.

% Change in Aggregate Payroll (1972 – 1992)

Mariemont:	+211%
Hamilton County:	+1,193%
Greater Cincinnati:	+1,400%
Ohio:	+1.063%
Fairfax:	\$1.9 million in 1972

The dramatic increases in service sector payroll are a function of the changing economy in the Greater Cincinnati area over the last two decades and are far larger than the increases in any other sector of the economy. Due to confidentiality, payroll information for Fairfax is not available.

Manufacturing

% Change in Number of Total Employees (1972-1992)

Mariemont:	N/A
Hamilton County:	-59%
Greater Cincinnati:	-40%
Ohio:	-49%
Fairfax:	1,801 employees in 1999 (historical data not available)

With respect to the number of workers employed in the manufacturing sector, Fairfax has undoubtedly seen a decrease in total manufacturing employees similar to that of the other reference areas. The manufacturing sector is not a factor in the Wooster Pike Corridor economy, and is a decreasing factor in the Red Bank Road Corridor economy. This sector still employs a significant amount of people in several business parks, and will continue to provide a significant source of income tax revenue to the Village in the immediate future.

% Change in Aggregate Payroll (1972-1992)

Mariemont:	N/A
Hamilton County:	+182%
Greater Cincinnati:	+266%
Ohio:	+153%
Fairfax:	Payroll data suppressed in all years

Wholesale

% Change in Number of Total Employees (1972-1992)

Mariemont:	-31% (between 1982 and 1992)
Hamilton County:	-21%
Greater Cincinnati:	+65%
Ohio:	+34%
Fairfax:	+326% (between 1977 and 1999)

Total wholesale sector employment in Fairfax increased 326% from 1977-1999, the strongest growth of any sector in Fairfax’s economy. This represents an increase from 198 wholesale sector employees to 843 wholesale sector employees. The total number of wholesale establishments also grew, from 23 in 1977 to 34 in 1999.

This sector may play an increasingly important role in the newly developing internet economy. As e-commerce continues to gain larger shares of business in many industries, the need for warehouse/distribution facilities with good highway access will continue to rise. The close proximity of the business parks in Fairfax to I-71 is an attractive feature to wholesale and distribution businesses.

% Change in Aggregate Payroll (1972-1992)

Mariemont:	+130% (between 1982 and 1992)
Hamilton County:	+253%
Greater Cincinnati:	+371%
Ohio:	+292%
Fairfax:	\$2.6 million in 1977

See Exhibit No. 3, Economic Trend Analysis.

EXHIBIT No. 3

ECONOMIC TREND ANALYSIS - VILLAGE OF FAIRFAX

	Year	Total Establishments #	Payroll (\$MM)	Employees #	% Change Payroll	% Change Employees
SERVICE SECTOR						
	1972	35	1.9	214		
	1977	27	D	D		
	1999	47	N/A	205		-4%
RETAIL SECTOR						
	1972	36	4.6	766		
	1977	29	8.5	892	85%	16%
	1999	33	N/A	706		-8%
MANUFACTURING SECTOR						
	1972	D	D	D		
	1977	D	D	D		
	1999	23	N/A	1,801		
WHOLESALE SECTOR						
	1972	N/A	N/A	n/a		
	1977	23	2.6	198		
	1999	34	N/A	843		326%

Ratio of employed persons age 16+ working in Fairfax vs. residing in Fairfax: 5.31

Working population: 4,664

Total private business locations: 189

Detailed Industry Information for 1999 By Sector

	Total Establishments #	Employees #
Construction	15	420
Mfg. - Nondurable	11	1362
Mfg. - Durable	12	439
Transportation	2	9
Wholesale	34	843
Retail	33	706
Finance, Insurance, Real Estate	16	51
Business & Repair Services	21	206
Personal Services	9	20
Entertainment/Recreation Serv.	4	183
Prof. & Related Health Services	6	88
Other Professional Services	22	134

N/A - Data not available.

"D" - Defined by U.S. Census Bureau as "information withheld to avoid disclosing data for select companies".

CONSUMER ANALYSIS – DEMOGRAPHICS

Purpose

The purpose behind the inclusion of this updated demographic data and social group information was to provide Fairfax officials with a better understanding of how the study corridor and the Village fit into the overall regional market in a variety of demographic areas. All of this data has been updated to include 1999 demographics and 2004 projections where available. As the Village of Fairfax makes complex decisions in reference to the Red Bank Road Corridor, it is anticipated this data may be used to attract potential developers based on predominately affluent local demographics around Fairfax. As developers gain more access to this type of data, it is critical that the Village understand the population not only within its jurisdiction, but also within its region. Decisions are made every day based on this information and Fairfax has the opportunity to utilize this information to its advantage when recruiting various types of businesses.

Each demographic variable also has been reviewed by HCOED and a summary has been provided along with the regional rankings. Regardless of whether or not Fairfax, Anderson Township, Mariemont, or Newtown were in the top 10 rankings, their position was indicated.

Methodology

Demographic data was supplied to HCOED by Claritas at four geographic levels – place, zip code, census tract and census block group. HCOED chose to present this information at the place level by providing demographic data for Fairfax, Anderson Township., Mariemont and Newtown. These other communities were selected due to their proximity to Fairfax and their potential impact on the Village, in terms of providing both potential customers and employees to Fairfax businesses.

Community Demographic Summary

The following rankings reflect the overall demographic totals for each community. Anderson Township's large population in comparison with the other areas, shows the township leading virtually every category. However, these numbers do allow for comparisons between the communities regardless of the size of the population. See Exhibit No. 4.

While geographically Fairfax is the smallest of the study areas, it is the 3^d largest in total population, slightly larger than the Village of Newtown. However, Fairfax is projected to not increase its population base from 1999-2004, while Newtown, having experienced substantial population growth from 1990-1999 (in part due to annexation), is projected for further population gains over the next five years. Fairfax also maintains the second oldest population among the study areas, behind Mariemont (which has a substantially older population than the Greater Cincinnati average).

In reference to per capita and household incomes in 1999 and 2004, though Fairfax is projected to increase its per capita income levels by 16%, the Village's income levels will remain substantially lower than its neighbors. Additionally, Fairfax has a much higher percentage of low income households than the other study areas, particularly in the less than \$20,000 range. As income levels creep into the middle and upper income brackets, the Village's ranking drops to below that of all study areas.

In terms of racial composition, Exhibit No. 4 shows that Fairfax and all of the study areas remain decidedly Caucasian with relatively small minority populations.

The majority of residents in Fairfax have a high school diploma or equivalent, which is on par with the City of Cincinnati and Newtown. See Exhibit No. 5.

EXHIBIT No. 4
Demographic Variables in Selected Communities

Demographic Variable	Anderson Township	Mariemont	Fairfax	Newtown
POPULATION				
1990 Total Population	39,939	3,118	2,029	1,589
1999 Total Population	42,051	3,012	2,083	1,865
2004 Projected Population	42,366	2,933	2,083	1,915
1990-99 % Change in Population	+5.29%	-3.4%	+2.7%	+17.37%
1999-04 Projected % Change in Population	+0.75%	-2.62%	0%	+2.68%
Total Land Area (in sq. mi.)	30.712	.85422	.76	2.322
1999 Median Age Total Population	37.1	41.5	40.0	36.1
2004 Median Age Total Population	36.7	43.3	39.9	36.9
1990 Total White Population	39,063	3,098	1,999	1,570
1999 Total White Population	40,756	2,993	2,045	1,822
1990 Total African-American Population	190	1	8	0
1999 Total African-American Population	300	2	12	0
1990 Total Asian-American Population	405	12	13	8
1999 Total Asian-American Population	573	13	19	25
1990 Total Hispanic Population	251	6	8	6
1999 Total Hispanic Population	379	3	6	17
INCOME				
1999 per Capita Income	\$35,730	\$36,127	\$16,011	\$22,274
2004 Projected Per Capita Income	\$47,953	\$44,428	\$18,663	\$30,649
Projected % Change in Per Capita Income 1999-04	+34.2%	+23.0%	+16.6%	+37.6%
1999 Average Household Income	\$102,949	\$75,147	\$39,375	\$60,203
1999 Households with Incomes < \$10,000	400	52	73	55
2004 Projected Households with Incomes < \$10,000	297	39	62	47
1999 Households with Incomes \$10,000 - \$19,999	723	99	186	96
2004 Projected Households with Incomes \$10,000 - \$19,999	619	70	153	79
1999 Households with Incomes \$20,000 - \$29,999	895	188	125	80
2004 Projected Households with Incomes \$20,000 - \$29,999	622	130	141	76
1999 Households with Incomes \$30,000 - \$34,999	494	83	59	39
2004 Projected Households with Incomes \$30,000 - \$34,999	427	93	66	24
1999 Households with Incomes \$35,000 - \$39,999	591	88	55	28
2004 Projected Households with Incomes \$35,000 - \$39,999	412	77	48	24
1999 Households with Incomes \$40,000 - \$44,999	624	83	60	32
2004 Projected Households with Incomes \$40,000 - \$44,999	463	71	53	38
1999 Households with Incomes \$45,000 - \$49,999	474	66	48	40

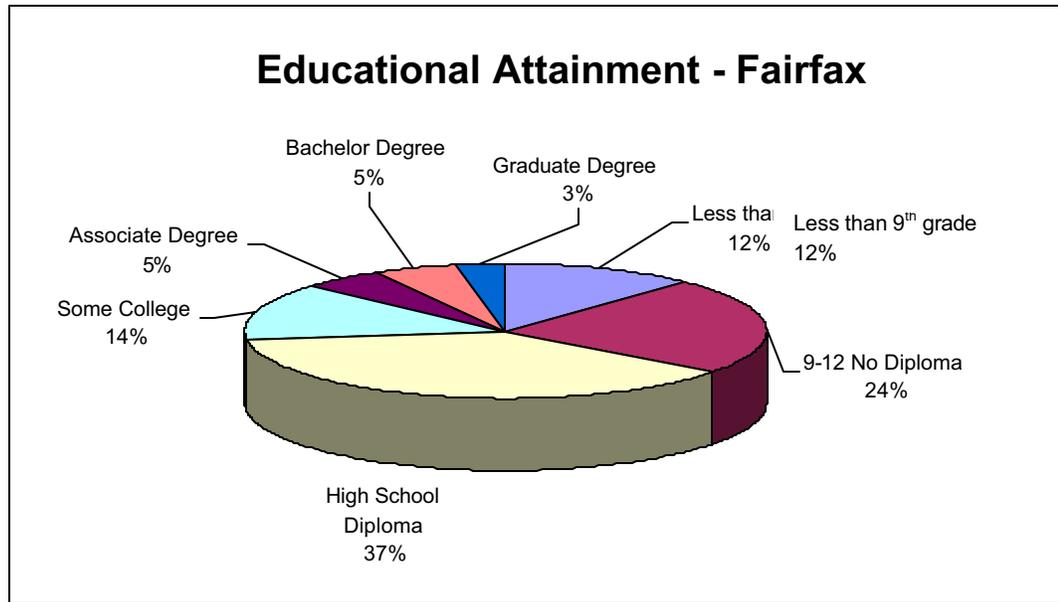
Demographic Variable	Anderson Township	Mariemont	Fairfax	Newtown
2004 Projected Households with Incomes \$45,000-\$49,999	369	61	45	31
1999 Households with Incomes \$50,000 - \$54,999	629	83	61	45
2004 Projected Households with Incomes \$50,000 - \$54,999	601	68	48	26
1999 Households with Incomes \$55,000 - \$59,999	684	69	39	18
2004 Projected Households with Incomes \$55,000 - \$59,999	353	51	41	17
1999 Households with Incomes \$60,000 - \$74,999	1,779	191	109	77
2004 Projected Households with Incomes \$60,000 - \$74,999	1,537	187	98	87
1999 Households with Incomes \$75,000 - \$99,999	2,503	176	49	72
2004 Projected Households with Incomes \$75,000 - \$99,999	2,223	219	68	111
1999 Households with Incomes \$100,000 - \$124,999	1,583	117	24	59
2004 Projected Households with Incomes \$100,000 - \$124,999	1,731	117	24	59
1999 Households with Incomes \$125,000 - \$149,999	900	42	3	16
2004 Projected Households with Incomes \$125,000 - \$149,999	1,086	66	5	32
1999 Households with Incomes \$150,000 - \$249,999	1,543	62	3	20
2004 Projected Households with Incomes \$150,000 - \$249,999	2,356	84	4	49
1999 Households with Incomes \$250,000 - \$499,999	521	50	0	0
2004 Projected Households with Incomes \$250,000 - \$499,999	1,244	59	0	14
1999 Households with Incomes \$500,000+	232	17	0	3
2004 Projected Households with Incomes \$500,000+	508	35	0	3

Prepared by HCOED, March 2000.

EXHIBIT No. 5

Educational Attainment– Village of Fairfax (1999)

Location	Less than 9 th	9 th –12 th No Diploma	High School Diploma	Some College	Associate Degree	Bachelor Degree	Graduate Degree
Fairfax Village	169	338	536	195	70	76	43
Mariemont Village	40	124	274	444	147	698	482
Newtown Village	159	252	424	179	56	105	29
Anderson Township	773	1,941	5,783	5,368	1,997	7,232	3,424
Cincinnati City	20,807	41,206	51,686	36,345	11,060	29,944	19,835



Source: Claritas, Inc., 2000.

TAX AND REVENUE ANALYSIS

Village Revenues at a Glance

Fairfax has a strong revenue stream, and an adequate cash reserve. The Village of Fairfax, through prudent spending practices and a large industrial and commercial business base, finds itself in a strong financial position as it enters the year 2000. While Fairfax’s overall revenue stream is smaller than many communities in the greater Cincinnati area, the small geographic size and relatively small population base of the Village allow it to provide a wide range of services to both residents and businesses. As an example, with a 1999 population of approximately 14,000 residents, and an estimated 1999 total revenue of \$9,490,000, Sharonville’s revenue dollars per resident are approximately \$677. The City of Cincinnati collected \$305 million in tax revenue in 1999 and had 332,000 residents, resulting in \$920 revenue dollars per resident. Fairfax’s 1999 population was 2,029 and estimated 1999 total revenue was \$2,048,000, resulting in \$1,009 revenue dollars per resident.

A review of recent revenue collected by Fairfax (see Exhibit No. 6: Fairfax Revenues) and expenses incurred (see Exhibit No. 7: Fairfax Expenses) demonstrates that the Village takes in more money than it spends on providing services and completing capital improvement projects. In 1997 and 1998, the two most recent years for which actual data is available, Fairfax collected

an average of \$260,000 more dollars than it spent. Fairfax ended 1999 with an unencumbered cash balance of approximately \$1,671,000. This type of unencumbered cash balance is typically considered a “rainy day fund” for local governments, and held in reserve for special projects or emergencies.

EXHIBIT NO. 6

FAIRFAX REVENUES

(1997-1998 Actual, 1999 Estimated, 2000 Budgeted)

	1997	% of T	1998	% of T	1999	% of T	2000	% of T
LOCAL TAXES								
Real Estate Tax	\$76,605	4%	\$95,452	4%	\$80,000	4%	\$80,000	4%
Personal Property Tax	\$58,492	3%	\$50,348	2%	\$44,000	2%	\$44,000	2%
Municipal Income Tax	\$1,587,234	79%	\$1,738,855	79%	\$1,600,000	78%	\$1,525,000	82%
INTERGOVERNMENTAL REVENUE								
State Shared Taxes & Permits	\$51,153	3%	\$53,105	2%	\$27,000	1%	\$27,000	1%
Local Government	\$22,445	1%	\$27,379	1%	\$45,000	2%	\$45,000	2%
Estate Tax - Inheritance	\$779	0%	\$0	0%	\$100	0%	\$100	0%
Cigarette Tax	\$96	0%	\$129	0%	\$100	0%	\$100	0%
Liquor & Beer Permits	\$5,151	0%	\$6,428	0%	\$5,000	0%	\$5,000	0%
Other State Shared Taxes & Permits	\$3,587	0%	\$3,630	0%	\$2,500	0%	\$3,000	0%
State Grants or Aid	\$0	0%	\$0	0%	\$75,000	4%	\$0	0%
MISCELLANEOUS REVENUE								
Charges for Services	\$9,388	0%	\$16,576	1%	\$9,000	0%	\$9,000	0%
Fines, Licenses & Permits	\$105,692	5%	\$73,613	3%	\$88,000	4%	\$68,000	4%
Rent Interest	\$38,094	2%	\$39,494	4%	\$35,000	2%	\$30,000	2%
Miscellaneous	\$54,458	3%	\$88,879	4%	\$38,000	2%	\$28,000	2%
TOTAL REVENUES	\$2,013,174	100%	\$2,193,888	100%	\$2,048,700	100%	\$1,864,200	100%

Source: Village Tax Budget, 2000

Prepared by HCOED, March 2000.

EXHIBIT No. 7

FAIRFAX EXPENSES

(1997-1998 Actual, 1999 Estimated, 2000 Budgeted)

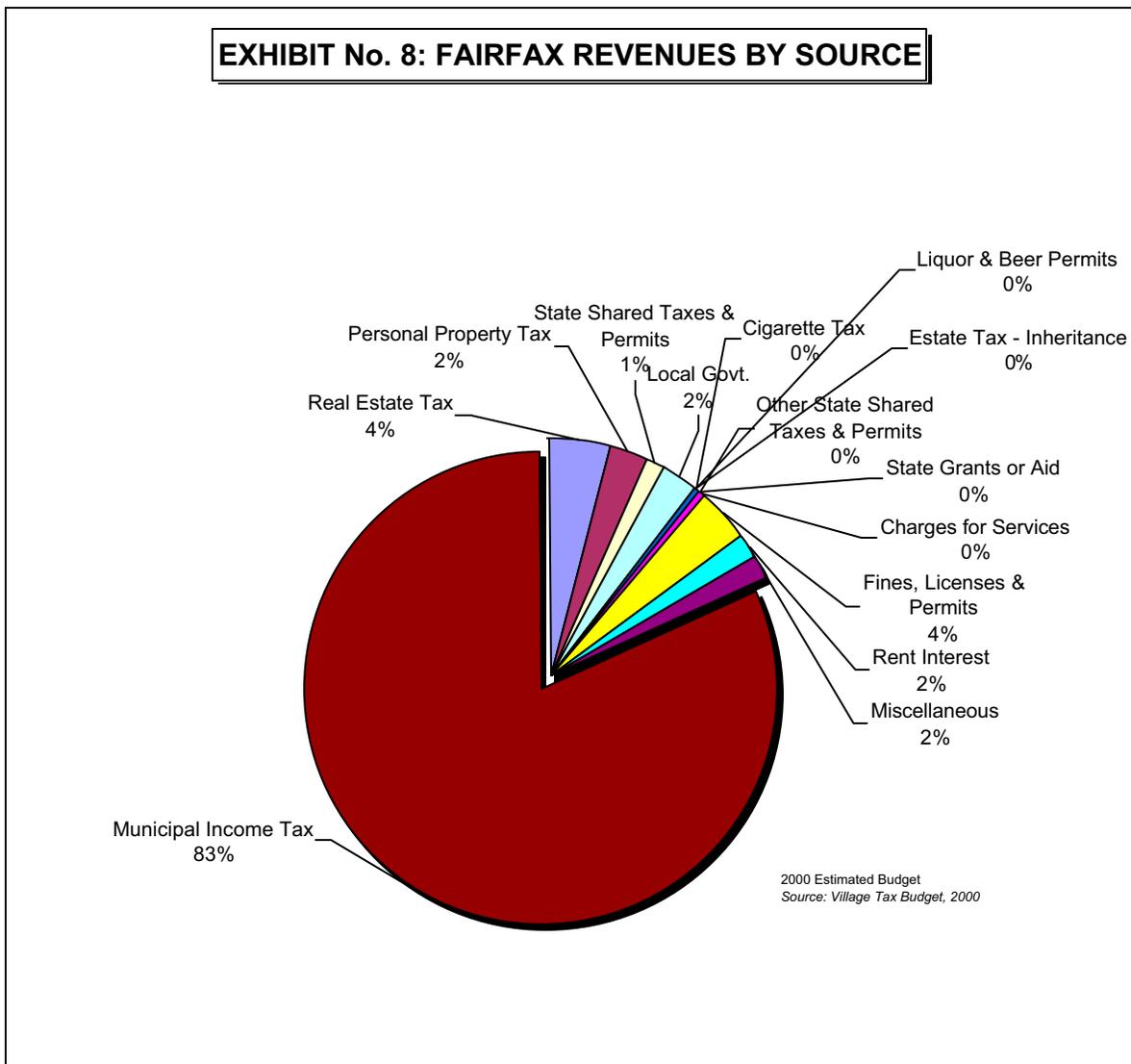
	1997	% of T	1998	% of T	1999	% of T	2000	% of T
SECURITY								
Personal Services - Police	\$394,243	23%	\$399,964	21%	\$415,000	21%	\$432,064	22%
Contractual - Fire Department	\$354,789	20%	\$354,789	18%	\$354,790	18%	\$354,790	18%
Supplies & Materials - Fire/Police	\$102,765	6%	\$79,112	4%	\$93,000	5%	\$93,000	5%
Capital Outlay - Car	\$19,000	1%	\$19,000	1%	\$20,000	1%	\$21,000	1%
PUBLIC HEALTH								
Contractual Services	\$3,762	0%	\$3,546	0%	\$3,547	0%	\$3,582	0%
LEISURE ACTIVITIES								
Personal Services	\$34,398	2%	\$30,252	2%	\$30,000	1%	\$30,488	2%
Supplies & Materials	\$35,513	2%	\$40,604	2%	\$35,000	2%	\$35,000	2%
Capital Outlay - ADA	\$0	0%	\$0	0%	\$73,000	4%	\$3,000	0%
COMMUNITY ENVIRONMENT								
Personal Services - Bldg. Official	\$24,486	1%	\$20,489	1%	\$25,000	1%	\$25,750	1%
Supplies & Materials	\$675	0%	\$558	0%	\$2,000	0%	\$2,000	0%
Capital Outlay	\$0	0%	\$0	0%	\$200	0%	\$200	0%
BASIC UTILITY SERVICES								
Personal Services	\$41,925	2%	\$42,160	2%	\$43,000	2%	\$45,320	2%
Contractual Services - Waste Collec.	\$72,650	4%	\$84,999	4%	\$90,000	4%	\$100,000	5%
Supplies & Materials	\$11,541	1%	\$3,040	0%	\$24,000	1%	\$20,000	1%
TRANSPORTATION								
Personal Services	\$55,120	3%	\$65,442	3%	\$90,000	4%	\$95,275	5%
Street Cleaning/Maint./Repair/Lights	\$17,799	1%	\$25,907	1%	\$28,000	1%	\$28,000	1%
Capital Outlay	\$0	0%	\$207,837	11%	\$130,000	6%	\$170,000	9%
GENERAL GOVT. - MAYOR/ADMIN.								
Personal Services	\$91,944	5%	\$92,127	5%	\$98,400	5%	\$101,624	5%
Contractual Services - Legal	\$53,257	3%	\$36,000	2%	\$36,000	2%	\$40,000	2%
Supplies & Materials - Mayor/Admin.	\$103,192	6%	\$114,764	6%	\$112,000	6%	\$85,000	4%
Capital Outlay - ADA	\$4,419	0%	\$30,020	2%	\$5,000	0%	\$0	0%
Other Uses of Funds*	\$330,074	19%	\$279,936	15%	\$299,000	15%	\$274,000	14%
TOTAL EXPENDITURES	\$1,751,552	100%	\$1,930,546	100%	\$2,006,937	52%	\$1,960,093	51%
<i>Source: Village Tax Budget, 2000</i>								
Revenues Over/(Under) Expenditures	\$261,624		\$263,341		\$41,762		(\$95,893)	
Beginning Unencumbered Balance	\$306,012		\$501,800		\$1,062,000 **		\$369,807	
Ending Cash Fund Balance	\$501,800		\$765,142		\$1,671,000 **		\$273,913	
<i>Est. Ending Unencumbered Fund Balance</i>	<i>\$505,795</i>		<i>\$751,639</i>		<i>\$1,671,000 **</i>		<i>\$263,913</i>	
* Workers Comp, Auditor, State Examiner, PERS, Fringe Benefits, Engineer, Police Pension, Elections, Tax Refunds, Rec Hall, Hamilton County								
** Beginning and ending unencumbered cash fund balances for 1999 are actual figures, provided by Village of Fairfax								

Prepared by HCOED, March 2000.

Earnings

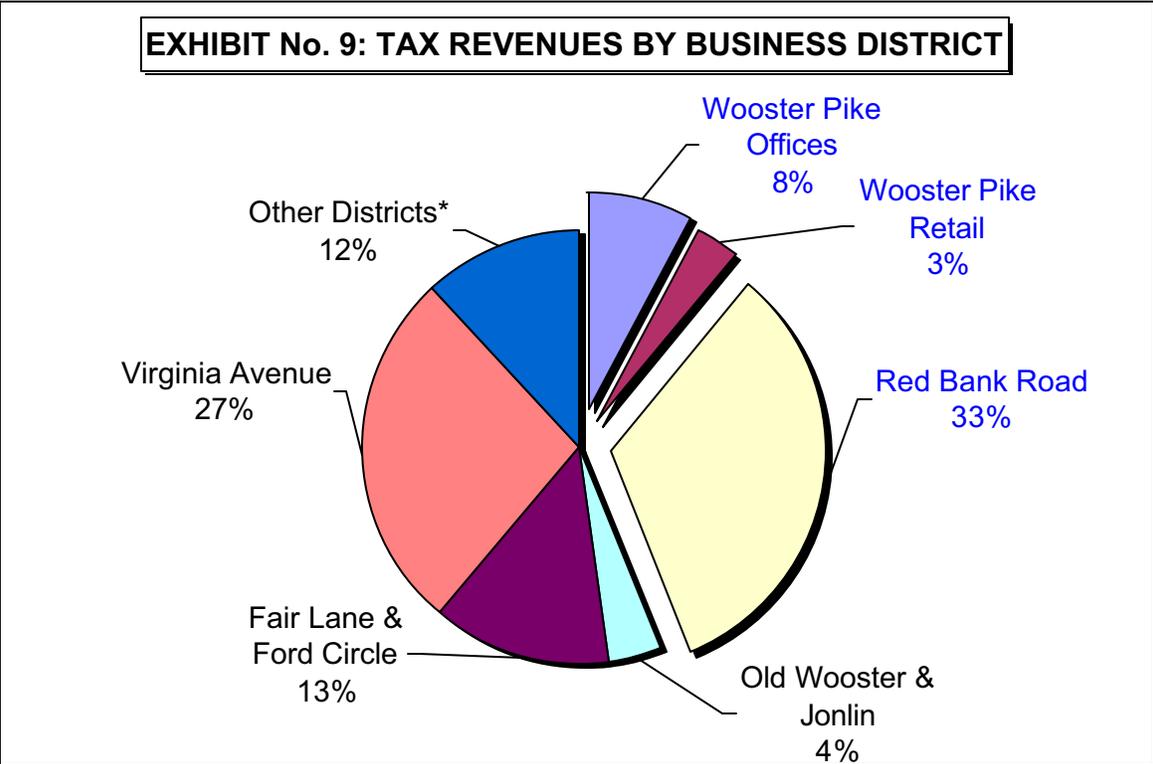
Earnings tax provides 83% of Fairfax's operating revenue. The primary source of Fairfax's operating revenue is derived from a 1.25% earnings tax imposed on residents, businesses and employees of businesses located in the Village (see Exhibit No. 8). The actual earnings tax revenue collected from employees and all businesses in Fairfax in 1999 was approximately \$1,512,000. Based on the actual total tax revenue collected in 1999 of \$1,810,000, which includes residents as well, the employees and businesses contributed 69% of the entire Village revenue source.

This significant amount of revenue contributed by the businesses and employees in Fairfax highlights the importance of maintaining healthy and viable business districts. The opportunity should be taken to make improvements to the physical landscape that will benefit existing businesses, as well as create opportunities for strategic redevelopment, while the Village is financially sound and has available reserves of cash.



Prepared by HCOED, March 2000.

A final indicator of the financial contributions provided by each businesses district is displayed in the pie chart below. While the focus of this study is the Red Bank Road and Wooster Pike corridors, knowing the impact of those districts in comparison to the other village business districts is useful. See Exhibit No. 9.



Prepared by HCOED, March 2000.
 (*) Note: Other Districts included businesses on the following streets: Camden, Lonsdale, Murray, Simpson, Watterson and Arrowpoint

Red Bank Road Corridor

Manufacturing businesses provide the bulk of earnings tax revenue in the Red Bank Road corridor as well as the entire Village. Approximately \$236,000 was collected in 1999 from the manufacturing businesses in this corridor, including Hyde Park Lumber, World Color and all of the manufacturing businesses in the Red Bank Distribution Center. Warehouse/distribution uses provided the next largest tax revenue contribution of \$118,000, and included businesses in the former Swallen’s retail store and the Red Bank Distribution Center. Approximately \$109,000 was collected from service businesses, including Baxter Architects, Red Bank Veterinary and Al Neyer, Inc. Recreation businesses located in the Cincinnati Sports Mall contributed approximately \$27,000 in earnings tax. Finally, retail businesses contributed approximately \$4,000 in earnings taxes, and included businesses located in the former Swallen’s retail store and the Red Bank Distribution Center.

Summary

The Village of Fairfax finds itself in a financially strong position as it undertakes a comprehensive revitalization program for the Red Bank Road and Wooster Pike business

districts. Based on analysis of the actual village budget in 1997-1998, the estimated budget in 1999, and projected budget in 2000, the following observations can be made:

- ❖ Fairfax has a strong revenue stream and adequate cash reserves
 - Cash reserves can be used for land acquisition, especially with respect to assembling small parcels of land for redevelopment purposes.
- ❖ Earnings tax provides 83% of Fairfax's operating revenue
 - A carefully considered strategy for maintaining healthy and viable business districts is crucial to the long-term ability for the Village to maintain a high level of services to residents and businesses.
- ❖ Red Bank Road businesses contribute 33% of the Village's earnings tax revenue
 - Businesses on Red Bank Road will be affected by future roadway projects to an uncertain extent; any planned changes should minimize the impact on the current business uses in that corridor – manufacturing, warehousing and distribution.
- ❖ Multi-tenant office buildings in the Wooster Pike corridor generate much more tax revenue per square foot than retail and service uses.
 - Redevelopment efforts in this corridor should take into account maximizing the tax revenues generated for the Village, and creating complimentary uses that will generate more activity for other businesses in the corridor.

REGIONAL PLANS

OKI Regional Bike Plan

The OKI Regional Bicycle Plan⁵ and the Cincinnati Bike Route Guide serve as the long range bicycle transportation plans for this area. Specific bicycle policies, programs and projects are coordinated with the Regional Transportation Plan, the TIP⁶, and the SIPs⁷ in order to achieve the goals of an inter-modal transportation system and to improve the region's air quality.

On-road improvements in the region depend upon knowledge of the type of roadway, the responsible agency, and the process for incorporating specific improvements into the planning process. These same factors are applicable to the planning and construction of major bicycle corridors.

The Little Miami Scenic Bike Path is the southern end of the proposed Ohio-Erie Trail. Sixty-eight miles of paved bikeway extends between Milford to Springfield, a community east of Dayton. A path is proposed from Milford (along US 50) to Lunken Airport.

See Map No. 8 for designated bicycle paths in the Fairfax area.

Eastern Corridor Transportation Plan

The Eastern Corridor Major Investment Study (MIS) was sponsored by OKI as a Comprehensive Plan for Improving Transportation in the Cincinnati Metropolitan Area. It covers nearly two hundred square miles in parts of Hamilton and Clermont Counties in Ohio and parts of Campbell County in Kentucky – the entirety of the Village of Fairfax is within the study area. The study area extends east from Downtown Cincinnati to Milford, Batavia, and Amelia and into northern Kentucky along I-275 and I-471. Since many of the roads in the Eastern Corridor are congested today, problems will intensify as development continues.

⁵ Ohio, Kentucky, Indiana Regional Council of Governments' Regional Bicycle Plan, June 1993

⁶ Transportation Improvement Program

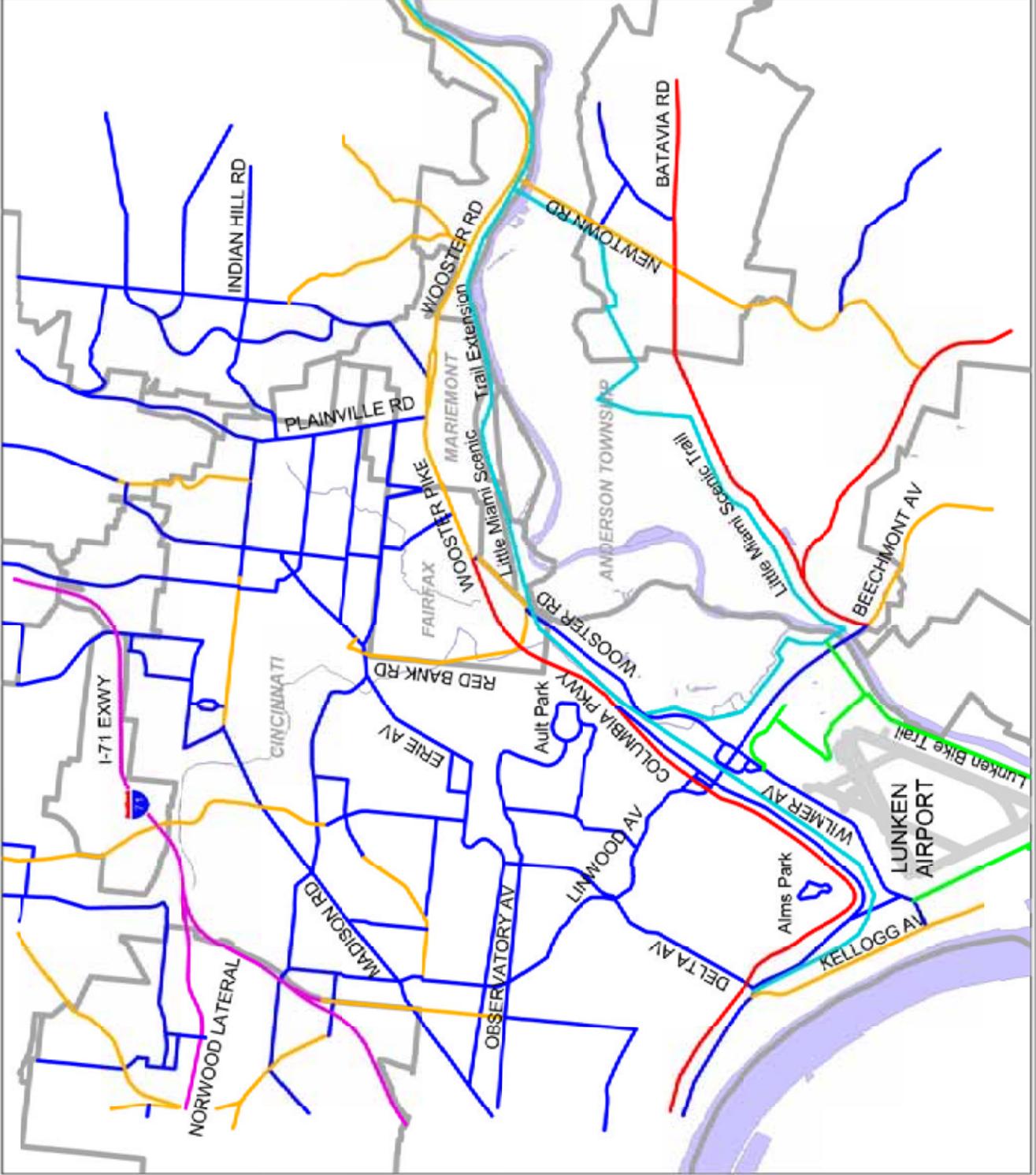
⁷ State air quality plans

THE VILLAGE OF FAIRFAX Designated Bicycle Routes

-  Corporation Line
-  Recommended Route
-  Alternate Route
-  Not Recommended
-  Expressway
-  Lunken Bike Trail
-  Proposed Little Miami Scenic Trail Alignment
-  Rivers & Streams

Source: The OKI Regional Bicycle Plan, The Cincinnati Bike Route Guide, and The Eastern Corridor Major Investment Study

Map No. 8
0 100 200 300 400 500 Feet
IPC THE HAMILTON COUNTY Regional Planning Commission
OCTOBER 2000



Some of the Plan recommendations for the Fairfax area are⁸:

- Expand capacity of the roadway network through highway widening/lane additions of Red Bank Road between Erie Avenue and US 50
- Increase frequency of existing bus service along US 50
- Expand pedestrian and bicycle facilities: extend existing path between Milford and Cincinnati
- Expand pedestrian and bicycle facilities: Erie Avenue/Little Miami Scenic Trail Connector
- Encourage local governments and transit agencies to increase the safety and convenience of bicycling and walking by providing:
 - Wide outside lanes, bike lanes, paved shoulders, and sidewalks, as part of a new roadway or upgrade projects
 - Bike racks at transit stations, park-and-ride lots, and bus stops
 - Bike racks on buses
- Expanded bus service: extend new routes in developed areas, build a busway extending bus routes between Red Bank Road/I-71 interchange and Five Mile Road/I-275 interchange along Red Bank Road, Madison Road, Plainville Road, US 50, Newtown Rd, Clough Pike, and Five Mile Road
- Busway route that bypasses US 50 in Mariemont and Fairfax
- Relocation of US 32 from Beechmont Avenue to Red Bank Road, with a new road alignment through the Village of Newtown and a new bridge over the Little Miami River.

This multi-modal study was completed in 2000 and incorporated into OKI's adopted Long Range Plan. The MIS is financed by Hamilton County, Clermont County, OKI, ODOT, SORTA, and other local jurisdictions. Since Fairfax is at a key locational juncture of the plan with regards to the I-71 Red Bank Road corridor as well as the western extension of the Wasson rail line, their involvement in the next phase of planning is essential.

Using the MIS as a basis for the overall multi-modal strategy to improve access and circulation in the area, a Land Use Vision study was initiated in December 2000 with an anticipated time span of 15 months. This study, done in two phases, seeks to develop a land use and greenspace plan that has long-term sustainability. The Land Use Vision Plan resulting from the study can then be used to evaluate a variety of multi-modal transportation options to serve the land uses developed from this process.

In order to create a useful plan that can better guide future decisions regarding transportation, the land use visioning will build upon the recommendations of the existing Eastern Corridor MIS, as well as other planning, development, and preservation initiatives. This Vision Plan would identify activity nodes and areas with high density that could support transit, provide better access for people of all socioeconomic status, adequately allow for the connection of job and residential centers, provided continuity in land use planning between Hamilton and Clermont Counties, capitalize on the potential of recommended multi-modal improvements to strengthen the central city, and make the best use of the existing transportation system, including the existing rail line as proposed in the Eastern Corridor MIS.

Duck Creek Flood Management Project

Periodical floods in the Red Bank Road area of Fairfax affect large industrial areas, with average annual losses of about \$5 million. This prompted the collaboration of the Army Corps of Engineers, the City of Cincinnati, and the Village of Fairfax, to prepare a feasibility study for the Duck Creek Flood Management Project.

⁸ 2020 Vision for the Eastern Corridor. OKI Ohio-Kentucky-Indiana Regional Council of Governments. September 1999

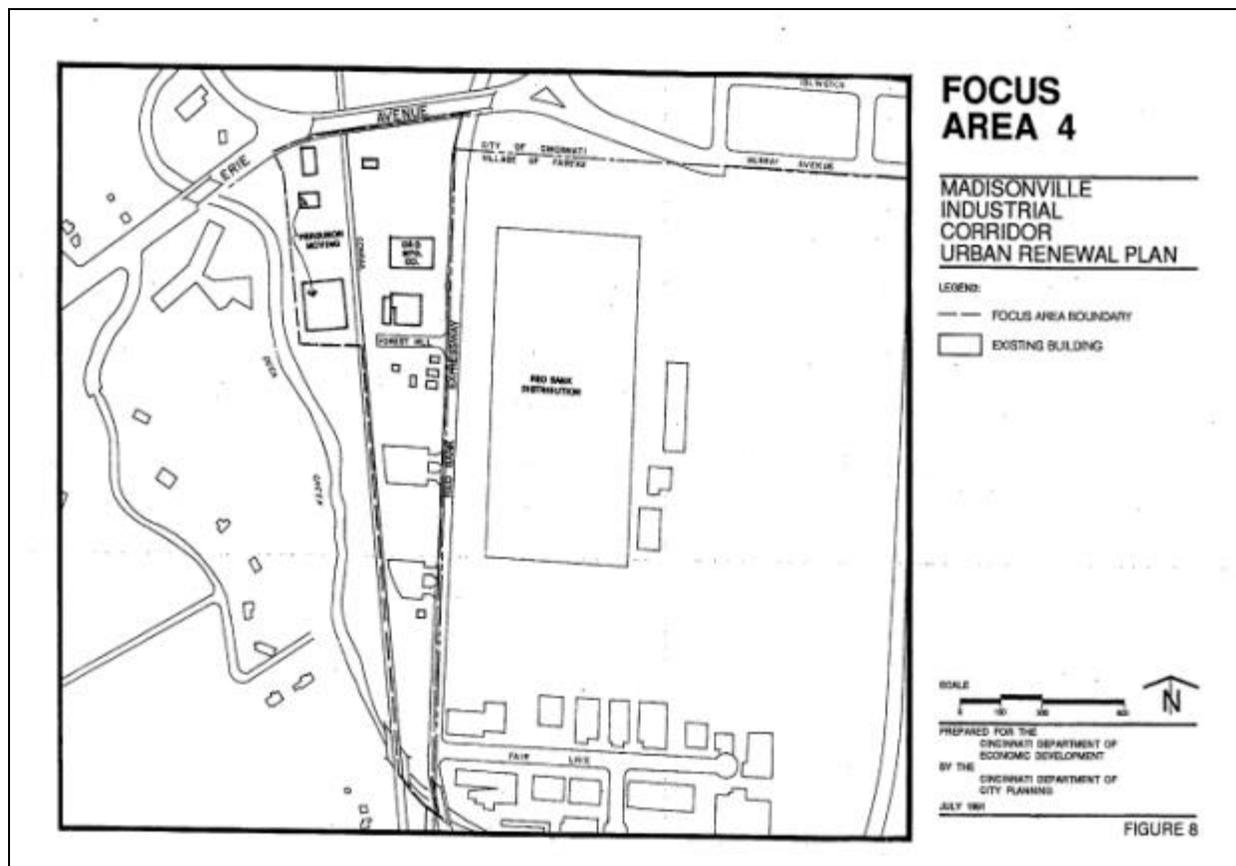
Federal funds have been allocated for the construction of several phases of the project. Fairfax's contribution to the project is in the form of land easements and utilities relocation. Cincinnati's contribution to the project is a combination of a cash (5% of the total cost of the project), easements and utilities relocation. However, unforeseen expenses in the initial stages of the study increased the overall cost of the project, and the City of Cincinnati has to appropriate additional funds for the Duck Creek Flood Management Project to continue.

Madisonville Industrial Corridor Urban Renewal Plan

Madisonville is a Cincinnati neighborhood that abuts the Village of Fairfax on its north and west borders. The Madisonville Industrial Corridor Urban Renewal Plan was prepared for the Cincinnati Department of Economic Development by the Cincinnati City Planning Department in July 1991. This document is a legal Urban Renewal Plan that was adopted (with amendments) at a Cincinnati City Council session on January 15, 1992. The City of Cincinnati has, in adopting this plan, identified the Madisonville Industrial Corridor as a "blighted area". The study area for this plan extends along Red Bank Road, from I-71 to a point near Fair Lane.

Goals of the Madisonville Industrial Corridor Urban Renewal Plan include maintaining and enhancing the industrial character of the area, decreasing the areas impacted by flood waters, improving access, using offices to buffer the industrial areas from other non-compatible uses, and upgrading the image of the area. The study area was broken up into four focus areas, and these goals were applied to develop specific recommendations for each area. The area that impacts the Village of Fairfax most directly is Focus Area 4. This area is located between Red Bank Road and the Conrail railroad right-of-way. It is bounded by the Erie Avenue overpass to the north and Fair Lane to the south. See Exhibit No. 10.

EXHIBIT No. 10



The specific recommendation made by the Madisonville Industrial Corridor Urban Renewal Plan for Focus Area 4 calls for the widening of Red Bank Road from two lanes to five lanes (four lanes of traffic and a turn lane). The plan acknowledges the fact that the eastern portion of the road is located in the Village of Fairfax and that this would have to be a joint project. The City of Cincinnati, Village of Fairfax, and Hamilton County were mentioned as possible partners for the project.

Although this is the only specific recommendation made for Focus Area 4, the overall plan has various design regulations for all city-owned properties in the urban renewal area. For instance:

- No new gas or auto service stations, institutional uses, churches, agriculture, or certain types of manufacturing uses are permitted in the area.
- Buildings should be located close to the street, with similar building height, architecture, building materials, setbacks, and color.
- Minimum setback from all lot lines is 10-feet.
- There is no restriction on the maximum floor-space-to-lot size ratio.
- Extensive landscaping is required, including areas between the street and the public right-of-way.
- Loading and garbage areas must be permanently screened from view.
- Signs will be restricted (including number, size, shape, and orientation).

Jeff Gatica of the Cincinnati Department of Economic Development is in charge of overseeing the implementation of the plan. The recommendations for areas 2 and 3 are almost fully implemented. Not as much time has been spent on areas 1 and 4 as the recommendations here were less intensive.

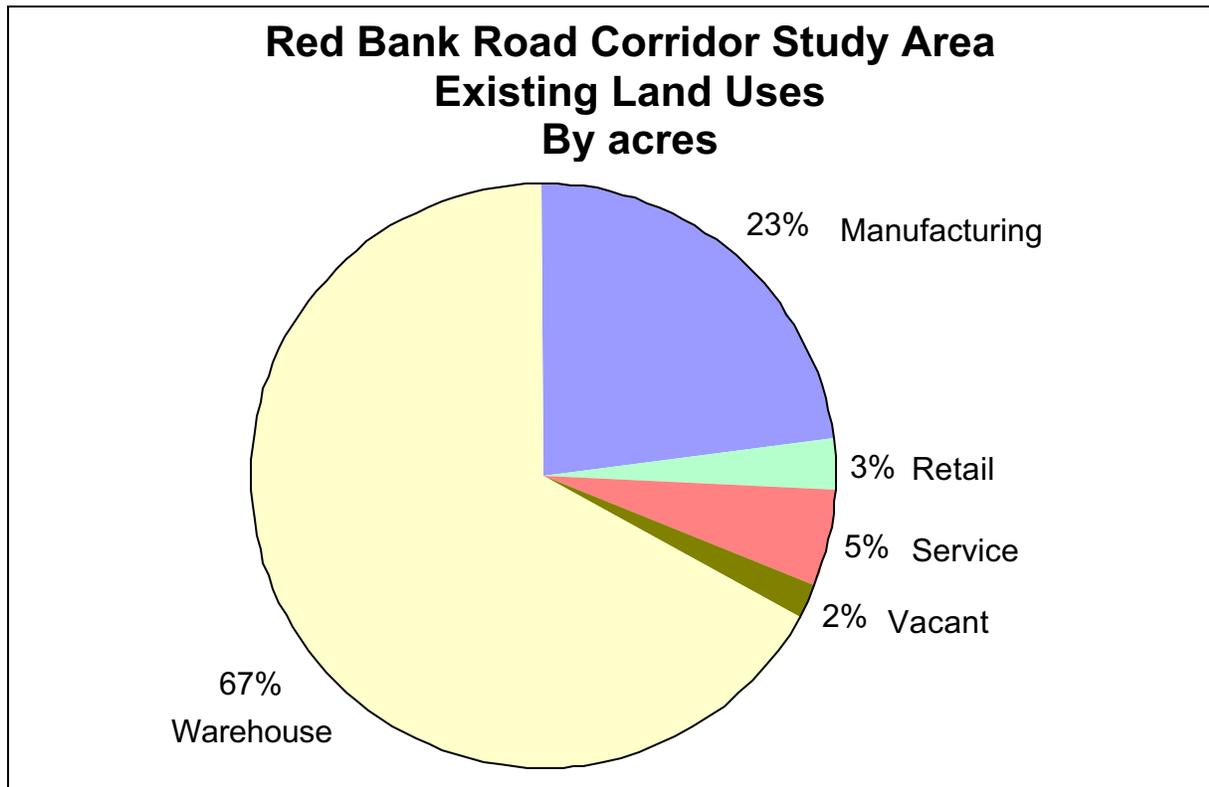
An interesting point to note about the plan is the fact that the proposed restrictions can only be applied to city-owned properties. A private company can sell their land to another private company, and this new company would not have to follow the guidelines of the Urban Renewal Plan. The city typically buys property in the Urban Renewal Area and writes these restrictions into the deed before selling the property. For this to work as planned, the city needs to buy most of the property in the area, while encouraging the remaining property owners to voluntarily participate.

In the case of Focus Area 4, the participation is up in the air. The city does not have plans to purchase property in this area, according to Mr. Gatica, while the future of Red Bank Road is undetermined. Therefore, the city does not anticipate further implementation of the plan in this area.

SECTION 3
RED BANK ROAD EXISTING CONDITIONS

EXISTING LAND USE

EXHIBIT No. 11



Source: Hamilton County Auditor's Records
Prepared by HCRPC, February 2000.

The Red Bank Road Corridor in Fairfax stretches for approximately one mile between Old Wooster Road and Murray Avenue. The study area includes the properties fronting Red Bank Road on the east side and Fair Lane (refer to map No. 2 on page 6). The area is visually dominated by the former Ford and Swallen's buildings. Almost 70% of the area is used for warehouse, while the remaining area is a mix of manufacturing, retail and service uses. See Exhibits No. 11 and 12 and Map No. 9.

EXHIBIT No. 12

**Red Bank Road Corridor – Study Area
Existing Land Uses**

Use	Total Acres	Percentage
Manufacturing	16.00	23.0%
Retail	1.94	2.8%
Service	3.78	5.4%
Vacant	1.29	1.8%
Warehouse	46.62	67.0%
Total	69.62	100.0%

Source: Hamilton County Auditor's Records
Prepared by HCRPC, February 2000.

THE VILLAGE OF FAIRFAX

Red Bank Road Existing Land Use

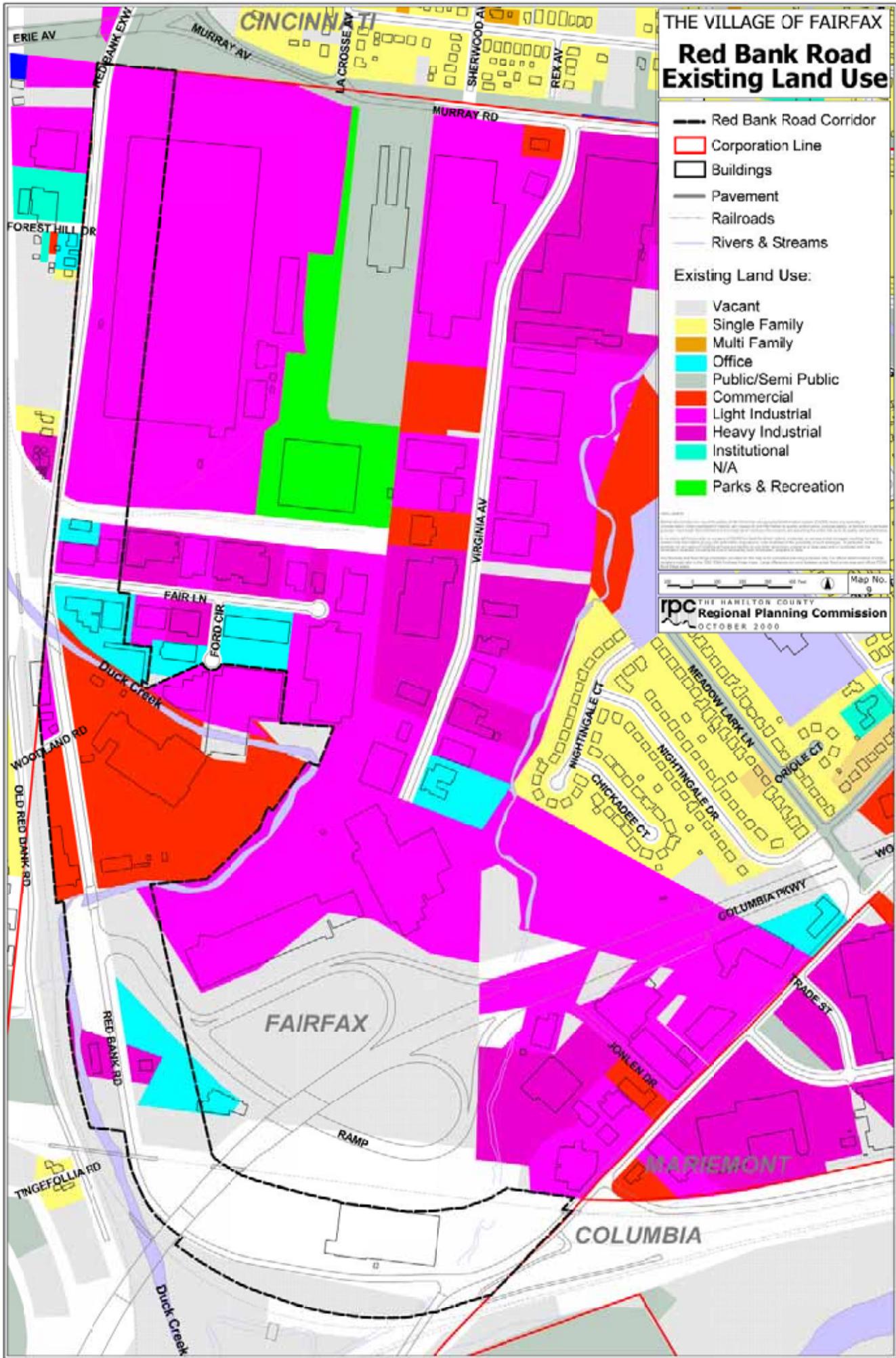
— Red Bank Road Corridor
□ Corporation Line
□ Buildings
— Pavement
— Railroads
— Rivers & Streams

Existing Land Use:

- Vacant
- Single Family
- Multi Family
- Office
- Public/Semi Public
- Commercial
- Light Industrial
- Heavy Industrial
- Institutional
- N/A
- Parks & Recreation

Map No. 1000

rpc THE HAMILTON COUNTY
Regional Planning Commission
OCTOBER 2000



OWNERSHIP

The Red Bank Road study area is approximately 70 acres. It includes only the properties with frontage on the east side of Red Bank Road and extends to a depth of approximately 300'. However, this study area did not include the properties on Fair Lane or the properties with frontage on Red Bank Road that are located in the City of Cincinnati.

For the purpose of this ownership analysis, the properties on Fair Lane were included, since their only access is through Red Bank Road. The properties located in the City of Cincinnati, in what is referred as the Focus Area 4 in the Madisonville Urban Renewal Plan, were also included, since they will be affected by any plan. The total acreage is 146 acres. Eighty-four different landowners were identified as being directly impacted by Red Bank Road. Fifty-three percent of the land is in parcels larger than 10 acres, concentrating 34% of the property value in this area on 11 property owners. Another 40% of the land is distributed in parcels between 1 and 9.9 acres. This group concentrates approximately 54% of the property value in 55 property owners. From this we can see that most property owners along Red Bank own at least 1 acre. See Exhibit No. 13 and Map No. 10.

**EXHIBIT No. 13
Property Size and Ownership**

Property size in acres	Owners Count	Owners in Percentage	Total Area in acres	Total Area in percentage	Total Property Value	Total Property Value in Percentage
0.49 acres and below	15	15.3%	2.25	1.54%	\$977,000	4.4%
0.5 – 0.9	17	17.3%	6.64	4.55%	\$1,621,000	7.3%
1.0 – 2.9	34	34.7%	21.66	14.83%	\$6,180,600	27.9%
3.0 – 9.9	21	21.4%	38.17	26.02%	\$5,777,910	26.1%
10 acres and up	11	11.2%	77.35	53.00%	\$7,573,400	34.2%
Total	84	100.0%	146.07	100.00%	\$16,567,910	100.0%

Source: CAGIS – Cincinnati Area Geographic Information System
Prepared by: Hamilton County Regional Planning Commission. 1/27/2000

PHYSICAL CHARACTERISTICS: ISSUES AND CONSTRAINTS

Public right-of-way: Issues/Constraints

The Red Bank Road Corridor is one mile long on the east side. Little if any effort has been placed into providing a visual focus to the passersby. Variable building setbacks and construction materials, uncoordinated signage, and chain-linked fencing distract the eye from the few landscaped properties.



View looking east across Red Bank Road, south of the Ford building.

Overhead lines and railroad crossing contribute to the unattractive image of the corridor

THE VILLAGE OF FAIRFAX Red Bank Road Ownership Map

- Red Bank Road Corridor
- Corporation Line
- Buildings
- Pavement
- Railroads
- Rivers & Streams

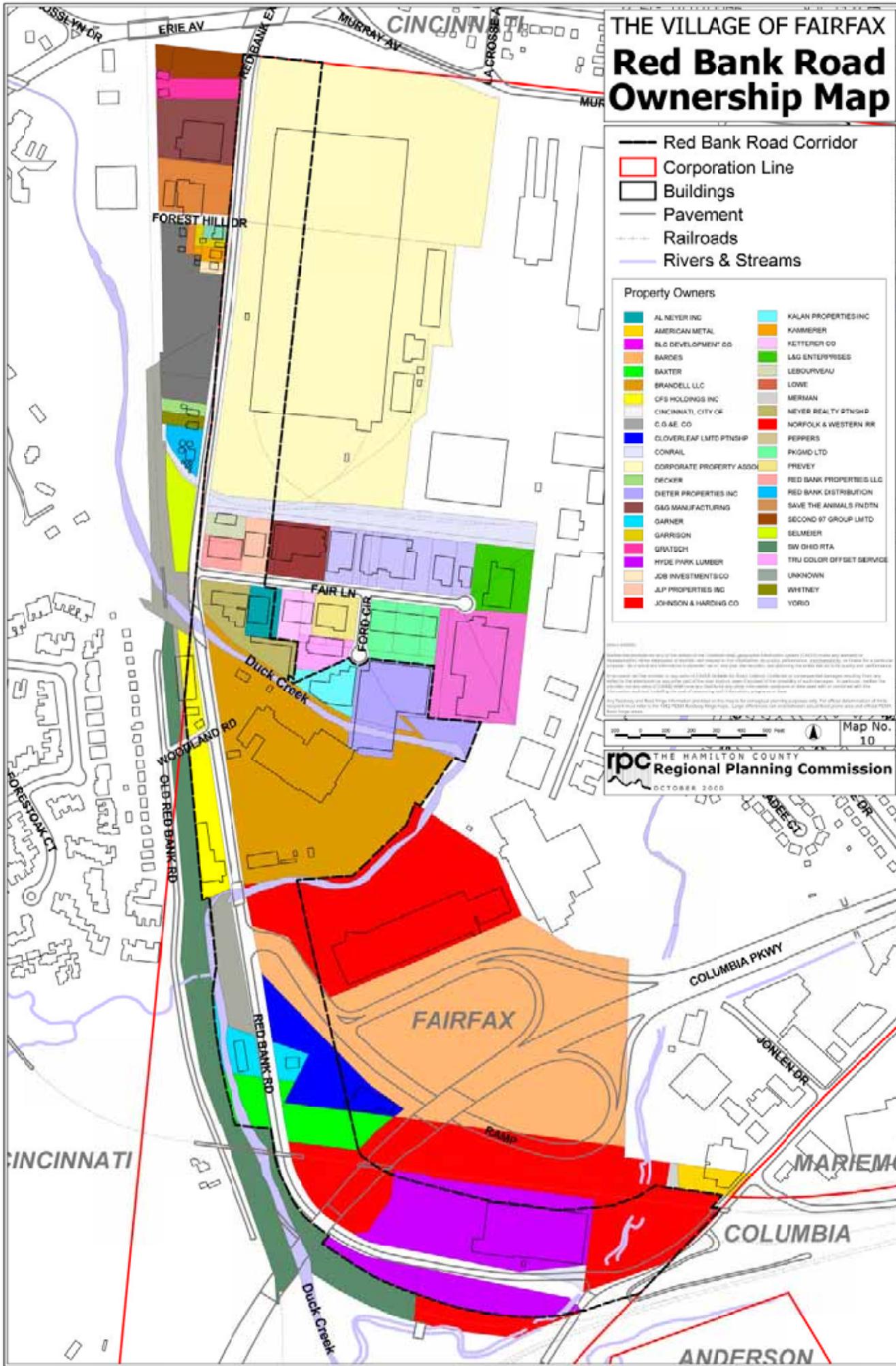
Property Owners

AL MEYER INC	KALAN PROPERTIES INC
AMERICAN METAL	KAMMERER
BLD DEVELOPMENT CO	KETTERER CO
BARDES	LAG ENTERPRISES
BAXTER	LEBOURVEAU
BRANDELL LLC	LOWE
CFS HOLDINGS INC	MERRAN
CINCINNATI, CITY OF	NEVER REALTY DIVISION
C.O.A.E. CO	NORFOLK & WESTERN RR
CLOVERLEAF LMTD PTNSHIP	PEPPERS
CONRAL	PKGM LTD
CORPORATE PROPERTY ASSOC	PREVEY
DECKER	RED BANK PROPERTIES LLC
DIETER PROPERTIES INC	RED BANK DISTRIBUTION
GAG MANUFACTURING	SAVE THE ANIMALS FNDTN
GARNER	SECOND ST GROUP LMTD
GARRISON	SELMEIER
GRATSCH	SW DHD RTA
HYDE PARK LUMBER	TRU COLOR OFFSET SERVICE
JOB INVESTMENTS CO	UNKNOWN
JLP PROPERTIES INC	WITNEY
JOHNSON & HARDING CO	YORO

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Map No. 10

rpc THE HAMILTON COUNTY
Regional Planning Commission
OCTOBER 2000





View looking south along the east side of Red Bank Road

Landscaping in the public ROW is generally absent

The 1994 Recommended Functional Classification / Thoroughfare Plan adopted by the Hamilton County Board of Commissioners identifies Red Bank Road as a major arterial. This street classification recommends a 120-ft. ROW. The northern section of Red Bank Road is divided between two political jurisdictions, with 48% of the ROW in Cincinnati. Therefore, since Fairfax and Cincinnati have their own jurisdictions over this portion of Red Bank, it is difficult to achieve the County's recommended ROW. See Map No. 11.

The Village of Fairfax is planning a Red Bank Road Improvement project. The specifics of the project have not yet been worked out, but the improved road will be expanded from two lanes to at least four, and possibly five. The City of Cincinnati is working with the Village and the Hamilton County Engineer's office is coordinating the project. Construction on Red Bank Road will not begin within the near future.

The major arterial classification indicates that the existing and/or anticipated traffic volume exceeds that of the existing road. Furthermore, according to Steve Mary from the Hamilton County Engineer's Office, current truck traffic is higher on Red Bank Road than on comparable streets. Red Bank Road has an average of 12% truck traffic; normal roads only carry 3%. It would be prudent to recognize the efforts of the Thoroughfare Committee and respect the functional classification of Red Bank Road in terms of planning for access management (impact of multiple curb cuts on traffic flow, offset streets, etc.) and other design criteria.

Major intersections: Issues/Constraints

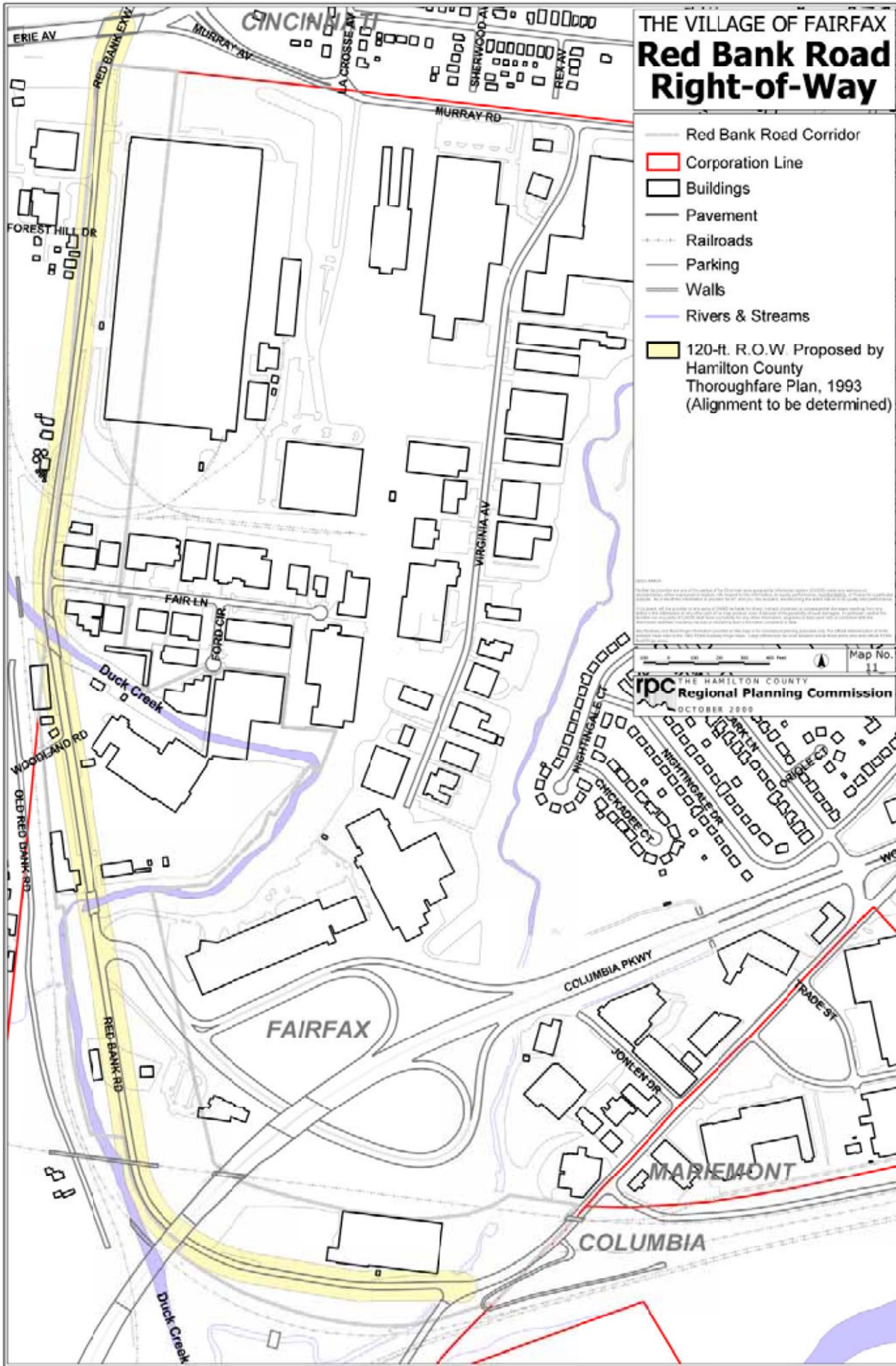
Duck Creek and the railroad tracks are a physical barrier to most of the lands located on the west side of Red Bank Road. Major intersections on the Red Bank Road Corridor are at Murray Avenue, Fair Lane and Colbank.

The three-way intersection with Old Wooster Road is furnished with a stop sign. This intersection is currently under construction to replace a bridge.

The first of two traffic lights in the Corridor is located at the Colbank /Redbank intersection. Colbank is the exit ramp from Columbia Parkway. There is a driveway 20 feet north of the intersection for the Johnson and Harding Company.

THE VILLAGE OF FAIRFAX Red Bank Road Right-of-Way

-  Red Bank Road Corridor
-  Corporation Line
-  Buildings
-  Pavement
-  Railroads
-  Parking
-  Walls
-  Rivers & Streams
-  120-ft. R.O.W. Proposed by Hamilton County Thoroughfare Plan, 1993 (Alignment to be determined)



Map No. 11
THE HAMILTON COUNTY
IPC
Regional Planning Commission
 OCTOBER 2000

The second traffic light is located on Fair Lane, a dead end street that provides access to a number of businesses. There is a driveway 20 feet to the north that provides access/egress to the northeast corner property.

The traffic lights at the intersection of Erie Avenue, Red Bank Road and Murray Avenue are located on Erie Avenue and Red Bank Road in the City of Cincinnati, outside of our study area. The intersection of Red Bank and Murray can be considered as the entrance to the Village from the northwest. However no distinctive characteristic is identifiable. South of the intersection of Red Bank Road and Murray Avenue, on the east side of Red Bank Road, there is a large, unattractive building protected by a chain link fence, known as the former Ford Plant. On the west side of Red Bank Road there are several single family homes.

Parking: Issues/Constraints

On-street parking is not permitted on Red Bank Road. Ample off-street parking is offered for each business. Off-street parking areas are characterized by large, uninterrupted expanses of parking between buildings and the street and also on the side of the buildings. See Map No. 12.



View from Swallen’s parking lot, looking west across Red Bank Road

Parking lots are usually unscreened from the roadway or sidewalk. Access/egress points are not clearly defined. A great number of parking lots seem deteriorated and there are no pedestrian walkways in the parking lots. However, there is an absence of pedestrian generators (uses such as restaurants, commercial stores, etc.).

Architectural Character: Issues

The industrial businesses on Red Bank Road developed over time, paying more attention to functionality rather than aesthetics. The two dominant buildings in the corridor are the former Ford plant and the former Swallen’s building, the first one built for the manufacturing of auto parts, and the second for the retail of home products. Those businesses are no longer in operation. Although some reuse has taken place, there has been no radical change to the external appearance of the buildings and surroundings.



View from Red Bank Road looking east at the old Swallen’s automotive department (now Just BMW).

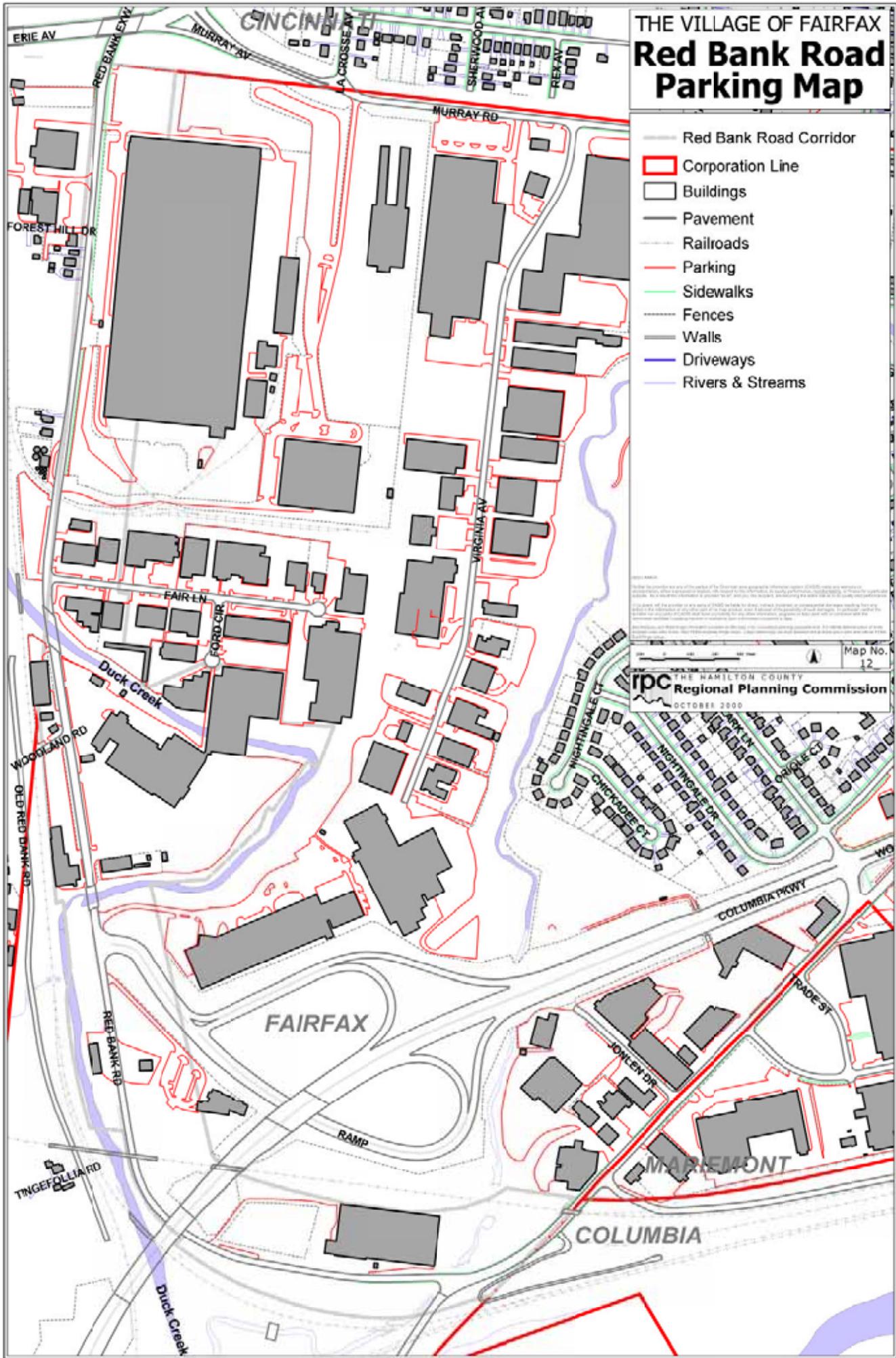
Overall there is a poor definition of the urban space in part attributable to variation in set-backs, building materials, and exposure of unfinished side walls of buildings.

THE VILLAGE OF FAIRFAX Red Bank Road Parking Map

-  Red Bank Road Corridor
-  Corporation Line
-  Buildings
-  Pavement
-  Railroads
-  Parking
-  Sidewalks
-  Fences
-  Walls
-  Driveways
-  Rivers & Streams

Map No. 12

RPC THE HAMILTON COUNTY
Regional Planning Commission
OCTOBER 2000



Vehicular Circulation and Access: Issues/Constraints

Poorly defined driveways confuse drivers and increase the number of turns, consequently increasing the potential for accidents along Red Bank Road.

Pedestrian Circulation and Access: Issues/Constraints

The Red Bank Road Corridor does not have sidewalks, except for a small section of the road as it runs past the former Ford plant. Although a bike trail is considered along Red Bank Road in the OKI Bike Plan, under existing circumstances of pavement width, heavy truck traffic, lack of sidewalks, and cyclist amenities such as benches and bicycle racks it is not a surprise that neither cyclists nor pedestrians travel this road. Workers in this area that use public transportation can utilize bus stops on Murray and Erie Avenues.

Vacant sites: Issues/Constraints

Billboards signs located on vacant sites contribute to the cluttered and ill-kept nature of the area. Vacant or under-utilized sites are generally detrimental to the appearance of the corridor.



View of billboard on the east side of Red Bank Road, south of the Colbank intersection.

Signage: Issues/Constraints

The clutter generated by signs is one of the worst features of the corridor. This is demonstrated by the largely uncontrolled number, size, shape, color, and design of the signs erected in this area. Visitor welcoming signs are not present. There are also temporary signs located in the public right-of-way.



View of Swallen's parking lot, looking south along the east side of Red Bank Road.



View of temporary signs in the right-of-way on the east side of Red Bank Road

Street Furniture: Issues/Constraints

Red Bank Road is an industrial area with pockets of retail, office, and single-family homes. This segment of Red Bank Road has no bus service and has not developed as a pedestrian-oriented corridor. There are few sidewalks in the corridor, therefore typical street furniture (benches, trash cans, bus shelters, phone booths, paper stands, etc.) are generally absent.

Landscaping: Issues/Constraints

Most businesses along the northern section of the study area do not provide any landscaping. Fair Lane and the area south of Colbank are the exceptions. This discontinuous use of landscaping causes the same disjointed look found on Wooster Pike.

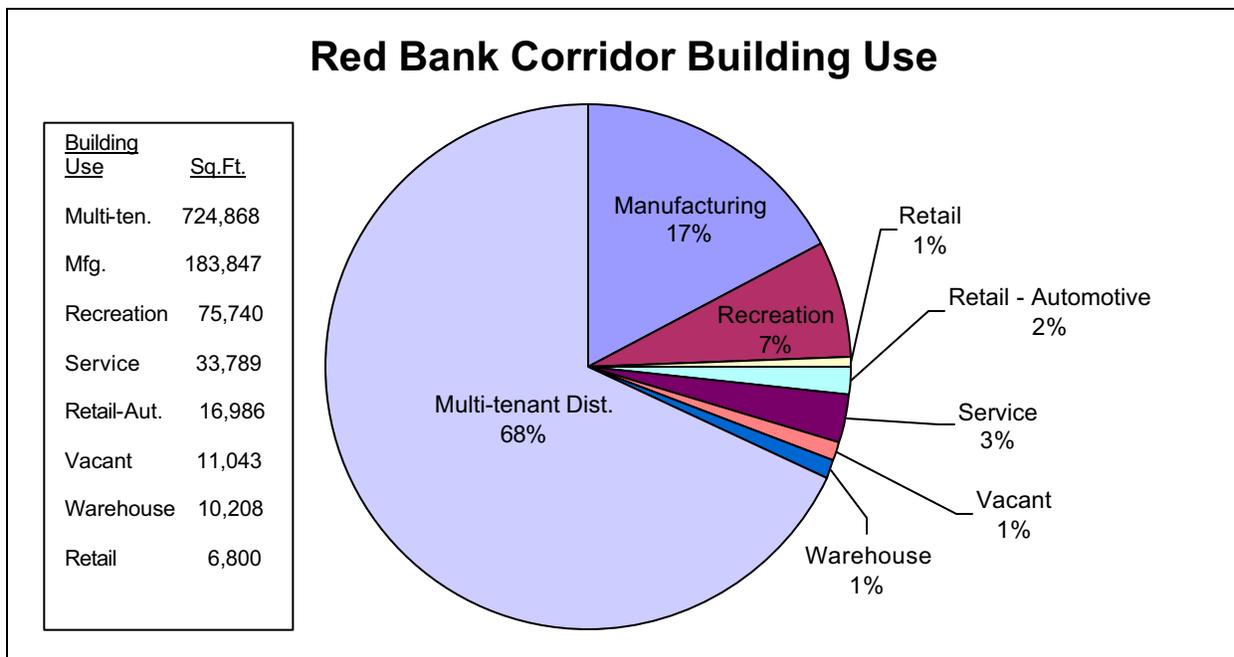
ECONOMIC ORIENTATION

The passage of time has left the Red Bank Road corridor relatively unaltered from what it was several decades ago. An examination of the 1976 edition of *A History of Fairfax* shows that not only were most of the current buildings already in existence at that time, but that some of the uses have remained unchanged. The largest economic shift in the corridor, and one that reflects the biggest change to the Greater Cincinnati area as well, is the decline in manufacturing as a source of employment for Fairfax. The former Ford plant at 4000 Red Bank Road once housed the largest employer in the Village, but is now the Red Bank Distribution Center, a thriving multi-tenant facility housing 15 manufacturing, wholesale and distribution companies.

While Red Bank Road meets the definition of a mixed-use corridor, it continues to be dominated by manufacturing and wholesale or distribution uses. The companies that do not fit in that category are relatively small in size and employment; Hertz IGB building, Red Bank Veterinary, Ooten Interior Systems and Baxter Architects. The newest addition to the corridor is the Hyde Park Lumber Company, which acquired and renovated an existing building at 3360 Red Bank Road in 1999. Hyde Park Lumber Co. is a manufacturer of wood products and brought 30 employees to that location. This type of reuse of existing buildings and sites has kept the Red Bank Road corridor relatively well occupied and a positive addition to Fairfax's revenue base.

The following pages detail the current businesses that are in the corridor, a brief summary and photographic record of the dominant types of uses, and Exhibit No. 14 detailing the businesses by sector.

EXHIBIT No. 14



Prepared by HCOED, February 2000.

MAJOR BUILDING USES SURVEY

3360 Red Bank Road – Hyde Park Lumber Company



Owner: Hyde
Park Lumber Co.

Total Square
Feet: 81,600

Year Built: 1970

Primary Use: Manufacturing

4000 Red Bank Road – Red Bank Distribution Bldg.



Owner:
Corporate
Property
Associates

Total Square
Feet: 564,868

Year Built:
1950

Primary Use: Manufacturing and Wholesale/Distribution

3700 Red Bank Road – Former Swallen's Building



Owner: Brandell, LLC

Total Square Feet:
48,461

Year Built: 1959

Primary Use: Wholesale/Distribution and Retail

**SECTION 4
PUBLIC PARTICIPATION**

NEEDS/OPPORTUNITIES ASSESSMENT

Overview

The needs assessment exercise was conducted as part of the Fairfax business and industrial districts revitalization studies. The purpose of the exercise was to get input from committee members, residents and business owners on what they see as the most relevant issues and opportunities in each corridor. The final recommendations will be based on the analysis of existing conditions, the effect of regional projects, and the community wishes and preferences.

Meetings for the Wooster Pike corridor and for the Red Bank Road Corridor were held back to back on March 30, 2000. Approximately 160 invitations were sent to residents, property owners and business owners in both corridors. Eighteen people participated in the Wooster Pike Corridor exercise. Ten people participated in the Red Bank Road exercise. The participants were divided into two groups, and the following topics were discussed:

- I. Needs Assessment Inventory – What Our Community Has to Work With
 - a. Assets – resources that can be put to work
 - b. Problems – obstacles to a better community
 - c. Needs – underlying needs, wishes and desires for the community

- II. Discovering Opportunities
 - a. Redevelopment Sites – identify vacant, underutilized sites
 - b. Comparison Communities – communities to learn from or compete with
 - c. Visual Environment – survey of specific physical/landscape preferences

- III. Vision For The Corridor

For the needs assessment inventory, participants were asked to “vote” for what the most important assets, problems and needs were. Those “votes” were cast in the form of color dots placed next to statements the participants felt were important.

For an evaluation of the visual environment preferences, participants were asked to fill in a survey that focused on physical characteristics of the corridor. There were four questions to answer: (1) what’s worth conserving?, (2) what should be changed?, (3) what new elements would you like to see?, and (4) identify model communities or corridors to compare to from a physical perspective. Each response needed to address (a) land use, (b) parking, (c) circulation, (d) streetscape, and (e) signage in the corridor.

Assessment Results

What your community has to work with

Assets: As identified by participants in the Needs/Opportunities assessment exercise, the four most important assets for the Red Bank Road Corridor are (1) traffic volume and the [potential] customers it brings to businesses located in the corridor, (2) location of Red Bank Road at the “Heart” of the Eastern Corridor connection between I-71 and US 32, (3) light rail implementation (as part of the Eastern Corridor MIS) and the potential for a station to be located in the Red Bank Road area, and (4) potential for redevelopment as a result of large lots with few owners and a central location of the Cincinnati area.

Problems: The three most pressing problems are: (1) flooding from Duck Creek, (2) inadequacy of two-lane width of Red Bank Road, and (3) lack of funds for improvements.

Needs: The top three needs are: (1) to improve the streetscape and screening, (2) to find sources of additional funding for the flood control project, and (3) to make mass transit accessible.

Discovering Opportunities

Redevelopment sites: Four different areas with potential for redevelopment were identified. They are: the former Swallen's building, the former Ford plant, the west side of Red Bank in the City of Cincinnati, and Red Bank Road itself. See Map No. 13 for the location of the sites.

Site No. 1 – Former Swallen's – issues:

- Poor access to rear building (Super-W-House)
- Use for overnight trucks
- Relocation of Duck Creek
- Status as a location/landmark
- Unknown environmental issues
- Possible use as a back-office or call center
- High cost of acquisition and/or demolition

Site No. 2 – Former Ford Plant – issues:

- Unknown environmental issues
- Large size of the site
- Demolition of all or part of the building to provide parking
- Reuse as a bus barn or light rail station
- Possible face-lift of the facade
- Very high cost of acquisition and/or demolition (owner is probably not willing to sell)

Site No. 3 – City of Cincinnati – issues:

- Space limitations due to location of Conrail rail line (not deep enough for industrial uses)
- Potential for service use, i.e. gas station
- Potential for consolidation
- Heavily impacted by Red Bank Road improvements

Site No. 4 – Red Bank Road – issues:

- Needs improvements to landscaping along road, general appearance.

Comparison communities: The communities and corridors similar in size and/or business mix that would be a competition for Red Bank Road were identified as Woodlawn- Glendale-Milford Road and Springfield Pike, Norwood - Highland Avenue, and Lockland (Moxy Trucks).

Visual environment: The survey showed a remarkable preference for maintaining industrial uses, off-street parking, and the high volume of traffic. The respondents suggested welcome signs, sidewalks connecting the business districts, and landscaping.

Vision for the Corridor

The vision for the Corridor has been developed based on the comments of the participants on what the corridor should look like in five years: "The Red Bank Road area in the Village of Fairfax will be an attractive commercial/ industrial corridor served by a five-lane major thoroughfare, with a consistent streetscape that includes a bike trail, a Village gateway/entrance sign, and facilities for public transportation."

See the detailed transcripts of the Needs/Opportunities Assessment in Appendix No. 2.

**SECTION 5
RECOMMENDATIONS**

Overview

For much of this corridor, Red Bank Road serves as the municipal boundary between the City of Cincinnati (to the west) and the Village of Fairfax (to the east). The land located in Fairfax is characterized by large tracts of land utilized for light manufacturing, warehousing, service and office uses.⁹ A substantial number of buildings along the corridor are either vacant or underutilized. The two largest of these are the former Ford plant and the former Swallen's outlet store.

The area has been affected by periodic flooding from Duck Creek. The flood management control project initiated by the Corps of Engineers has expanded to include the betterment of the storm water system and road improvements. The project includes several partners: the Army Corps of Engineers, Hamilton County Engineer, the City of Cincinnati, and the Village of Fairfax. This is a complex project that has to solve not only technical problems but the coordination of different sources of funding. To this date there is not a confirmation on the alignment of the road. The implementation of this project may expand over a period of 2 to 5 years.

Red Bank Road is also considered a key element in the Eastern Corridor Major Investment Study because of its role as a connector between the eastern part of the county and I-71. The implementation of this plan may expand over a period of 10 to 20 years. The portion of the plan that impacts the Village of Fairfax most directly is the connection of US 32 to Red Bank Road. A by-product of the extension of US 32 is the Land Use Vision study. This study will start in early 2001 and is financed by Hamilton County, Clermont County, OKI, ODOT, SORTA, and other local jurisdictions. This study will look at land uses along the US32 corridor.

In sum, major changes are about to happen in the corridor. Due to the uncertainty of when they will occur, a very general conceptual approach has been taken by the Redevelopment Committee regarding physical improvements of the corridor. These should be used by the County Engineer's Office as recommendations to consider when looking at road improvements.

In evaluating the potential for the Red Bank Road Corridor, three possible scenarios are offered for the future of Red Bank Road Corridor:

Scenario 1

The new Red Bank Road alignment remains very similar to the current alignment, with at least 4 moving lanes and a fifth turn lane, and Duck Creek is channeled. This scenario also assumes the addition of a Metro bus route with stops at major employment areas.

Scenario 2

All the conditions in Scenario 1 occur plus the US 32 realignment is implemented.

Scenario 3

All the conditions in Scenarios 1 and 2 occur plus the proposed light rail line is built and a multi-modal transportation hub is implemented on Red Bank Road.

For all three scenarios there are several recommendations that will need to be taken into account by the Village of Fairfax and the planning committee in future revitalization plans for the Red Bank Road Corridor. See Exhibit No. 15 for those recommendations.

⁹ List of businesses as they locate North to South: Red Bank Distribution Center, Veterinary office, Neyer Construction, Lumber Barn, Swallen's Building, World Color, OOTEN, RER wing, Architects, Hyde Park Lumber

EXHIBIT No. 15

RECOMMENDATIONS		Scenario 1	Scenario 2	Scenario 3
MULTI-JURISDICTION AGREEMENTS AND STUDIES				
1	Pursue boundary adjustments with the City of Cincinnati to ease the Red Bank Road alignment process (perhaps along the railroad tracks).	X	X	X
2	Pursue cooperation agreement with Columbia Township for a transit station.		X	
3	Maintain involvement with the Eastern Corridor Vision Plan.	X	X	X
SPECIAL PROJECTS FOR RED BANK				
4	Evaluate the potential for an urban renewal plan for the Red Bank Road Corridor.	X	X	X
5	Study the potential for mitigation of environmental hazards in buildings/sites along Red Bank Road.	X	X	X
6	Consider the designation and implementation of a pedestrian route from Red Bank Road to Virginia Avenue.	X	X	X
7	Prepare a Sidewalk Plan. The Sidewalk Plan should provide for safety of pedestrian movement between bus stops and employment sites. Truck traffic will remain or even increase with the road improvement. Consider this potential hazard for pedestrian traffic in the sidewalk plan.	X	X	X
8	Develop and implement a Streetscape Plan, including entrance/gateway signs, signs guiding residents and passersby from Red Bank Road to downtown Fairfax, street trees, and landscaping in the public right-of-way. See Map No. 14 for signage locations.	X	X	X
9	Complete an access management plan for the Red Bank Road Corridor.	X	X	X
10	Lead the development and redevelopment in the Red Bank Road Corridor. Define what the community would like to see if the light rail and/or the multi-modal transportation facility become reality. An option for exploring alternatives is to request a University of Cincinnati-School Studio study for the following: <ul style="list-style-type: none"> • Land uses around a multi-modal station in Fairfax • Design of a light-rail station as a center of community facilities 			X
ZONING				
11	Include Architectural Review Overlay District regulations for Red Bank Road in the Village's zoning code.	X	X	X
12	Provide incentives through zoning to encourage mass transit usage.			X
13	Consider a future zone change to allow high density residential, community services, and a multi-modal transportation facility.			X

RECOMMENDATIONS		Scenario 1	Scenario 2	Scenario 3
MARKETING				
14	Capitalize on the success of the Sports Mall to promote related uses in the area.	X	X	X
15	Promote the relocation of businesses with a combination of uses including: large industrial developments, general retail/office or office park (at the former Swallen's for example), and/or a combination of flex-office and retail.	X	X	X
GENERAL				
16	Pursue agreements with the owners of the Red Bank Distribution Center (former Ford plant) and former Swallen's for a facelift of their buildings and properties.	X	X	X
17	Continue to work on implementing the bicycle trail connecting Murray Avenue to Ault Park.	X	X	X
18	Initiate conversations with SORTA for the addition of a Metro bus route on Red Bank Road with stops near major employment sites.	X	X	X
19	Evaluate the potential to get land easements for a Park & Ride site or light rail station	X	X	X

Prepared by HCRPC, October 2000.



-  Parking
-  Railroads
-  Rivers & Stream
-  Proposed Sign

2002 08/01

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0 100 200 300 400 Feet

rpc THE HAMILTON COUNTY
Regional Planning
 OCTOBER 2000

FAIR LN

FORD CIR

Duck Creek

VIRGINIA AV

OLD RED BANK RD

VILLAGE OF FAIRFAX
 Business District
 Columbia Parkway

VILLAGE OF FAIRFAX
 Columbia Parkway
 Industrial Park

RED BANK RD

VILLAGE OF FAIRFAX
 Business District

JONLEN DR

WOOSTER RD

PARKWAY

APPENDICES

FAIRFAX CORRIDOR STUDY – MEETING MINUTES
Thursday, March 2, 2000 - 7:00 PM
Village Administrative Offices

Committee Members:

Present:

Gary Banfill, Susan Hughes, Jennifer Kaminer, Mike Lemon, Charlene Metzger, Sue Micheli, John E. Neyer, Rick Patterson, Mel Martin, Ted Shannon, Terry Timmers, Virmorgan Ziegler

Absent:

Tom Driggers, Jim Pfister, Jack Pflum, Mike Misleh, Steve Vianello

Staff in Attendance:

Catalina Simon-Landivar (RPC), Todd Kinskey (RPC), Caroline Statkus (RPC), Andrew Kuchta (HCDC)

Guest Speakers:

Jeff Anderson, Dory Montazemi, John Neyer, Wesley Wimmer, Steve Mary

Observers:

Bill Knabb, Pat Haas, Jim Coopick (City of Cincinnati)

Agenda:

1. Introductions
2. Panelists presentations
3. Question and answers
4. Overview of next meeting
5. Adjourn

Agenda Item #1 Introductions

Catalina Landivar-Simon introduced the panel and explained the format of the meeting was going to be slightly different than planned. Due to prior commitments Jeff Anderson and Dory Montazemi had to leave by 7:00 pm. The questions and answers would occur immediately after every presentation.

Agenda Item #2 & 3 Presentations and Question and Answers

Brief notes of the presentations and comments follow:

Jeff Anderson:

Fairfax has the traffic counts a retail developer will look at.

Fairfax has potential for redevelopment. Key factors to consider: upgrade streetscape, landscape, and sidewalks to make the corridor more inviting for people to shop.

A (retail) developer will look at possible drive in windows, parking in the front of the lot.

Residents do not want parking abutting their properties. Buildings (the actual business) become a buffer between the residents and the traffic and other nuisances from the commercial district.

Permanent structures can be placed to screen dumpsters.

What can Fairfax do to attract developers?

The Village or its CIC can promote land assembly to obtain lots with a minimum depth of 200', better 250' depth provided 25' will be for landscape. Show this concept in a general land use plan for the corridor.

Some storefronts need to be taken out (for example the CVS site).

There is a market for a sit down restaurant, family type such as Applebee's

The corridor could be more pedestrian friendly.

Dory Montazemy:

The Eastern Corridor Transportation Plan opens many opportunities for the Village of Fairfax. The Red Bank Road improvements are an important component of the plan. No timeline of when the proposals may take form. It is however important to consider the potential in the long term plans of the Village. Milford is looking now for site requirements for a light-rail station.

John E. Neyer:

Fairfax is a built out community. The zoning district map has not been updated in a number of years. The Village needs to position itself to control cooperative development (industrial + office).

Hamilton and Evendale were cited as examples. Those communities set the guidelines for developers. In Evendale the CIC bought properties, and interviewed developers. The CIC made it clear that Evendale wanted jobs. When the city has a big equity in the deal, developers are willing to make concessions.

A CIC (Community Improvement Corporation) is the best organization within the Village to handle these issues.

Evaluate the potential for public-private partnership, Enterprise Zone (EZ), and TIF.

The potential for Red Bank Road Corridor:

The former Swallen's is a solid building on 12 acres. As a public warehousing there is not enough value added. A better use would be as "Flex Office – Warehouse".

A FlexOffice-Warehouse is an industrial product, with mid-size companies with office in the front. It results in higher job density.

Location is an asset.

The former Ford Plant is an annuity for the current owner. Because it was sold so cheap, the return on investment is very high under current conditions. Wait for a down cycle (in the economy) and seize the opportunity to do something else. In the meantime, work out deals for landscape and streetscape improvements.

Virginia Avenue industrial development, not as productive as it could be because of it has a single tenant. The Village to have more control/influence.

Wesley Wimmer

The Flood Management Project that tried to alleviate the effects of periodical flood in the Red Bank Road area was expanded including the betterment of other infrastructure. It includes sewer and road improvements. All the improvements are been worked in tandem.

Steve Mary

A culvert is being built around the former Swallen's. Red Bank Road has an average of 12% of truck traffic, normal roads only carry 3%.

48% of ROW in the City of Cincinnati.

Red Bank Road widening is proposed to 4 lanes (approximately 48' between curbs), and 5 lanes at intersections (Fairlane and Colbank). Depending on financing, and transportation plans the ROW may change.

Access management recommendations from the committee will be taken into consideration by the County Engineer.

Agenda Item #4 Overview of next meeting

The next meeting will be held at on 3/30/00 at the Village Administration Building. Due to the dissimilar character of Wooster Pike and Red Bank Road Corridors, the planning exercise will not be done simultaneously. Wooster Pike Corridor will be explored first. Red Bank Road Corridor immediately after. Every meeting is estimated to last one and a half hours. A motion was made to reconsider the meeting time for 3/30/00. It was proposed to start at 4:00 pm instead of at 6:00pm. The purpose of such a meeting time change is to allow for business managers to attend the meeting within their work hours. The Red Bank Road Corridor exercise will start at 5:30 pm. Motion was passed.

Agenda Item #5 Adjourn

Meeting adjourned at 9:00 pm.

Handouts distributed:

- Educational Attainment – Village of Fairfax (1999)
- Newspaper article: Harrison Project hits stride
- Agenda
- Discussion topics for the 3/30/00 Needs Assessment
- Review of the Madisonville Industrial Corridor Urban Renewal Plan
- Want to revive your downtown? Try Marketing
- How small cities can use marketing booklets to attract industry
- Fremont, California
- Cheney, Kansas
- Cyber Villages – New city recovery formula?
- Western North Carolina

**RED BANK ROAD CORRIDOR
TRANSCRIPTS**

Needs/ Opportunities Assessment

WHAT YOUR COMMUNITY HAS TO WORK WITH

Assets

Assets are resources that can be put to work for a stronger community. They include physical resources, skills, talents and unique characteristics.

- 1) Traffic volume – (6) (dots)
- 1) Will be “heart” of Eastern Corridor connection to US32 – (6)
- 2) Potential for future light rail and bike trail – (5)
- 3) Large lot sizes w/fewer owners, potential for redevelopment – (4)
- 3) Central location in Cincinnati area, downtown and airports – (4)
- 4) Main N/S connector, proximity to I-71 & Columbia Pkwy. – (3)
- 5) Tax Incentives are available (Enterprise Zone) – (2)

Other Responses

- Contributes to village tax base
- Cincinnati Sports Mall is a destination attraction
- Freight rail is attractive to businesses

Problems

Problems are defined as obstacles to a better community. They can be huge and fundamental or specific and detailed.

- 1) Flooding, relocation of Duck creek – (10) (dots)
- 2) Red Bank Road not wide enough – (8)
- 3) Lack of funding for improvements – (6)
- 4) Image, no consistency to buildings, hodge-podge – (4)
- 5) Fear of environmental issues, problems w/existing buildings – (2)
- 5) Traffic signal at Coldbank & Red Bank; design & timing – (2)
- 5) Not on bus route, no Park-n-Ride – (2)
- 5) Underutilized sites – (2)
- 6) Lack of sidewalks or bicycle facilities – (1)
- 6) Corporate boundary line splits corridor, Fairfax/Cincinnati – (1)
- 6) Coordination of widening; which side gets wider? – (1)

Other Responses

- Electric transmission lines are prohibitively expensive to relocate
- High traffic volume if more pedestrians would utilize corridor via bus line

Needs

Needs are defined as underlying wishes or desires for the community, which can be specific or general.

- 1) Streetscape improvements and screen parking lots – (6) (dots)
- 1) Find source of funding for Red Bank widening and Duck Creek relocation – (6)
- 2) Public mass transit that is accessible – (4)
- 2) Access management – (4)
- 3) Attract industrial development (not warehousing) – (3)
- 3) Regional planning approach on Eastern Corridor implementation – (3)
- 4) Corps of Engineers to move quickly on Duck Creek relocation – (2)
- 4) Green. More parks – (2)

Other Responses

- Swallen's redevelopment; in conjunction w/bus route or Park-n-Ride?
- Ford plant facelift or refurbishment

DISCOVERING OPPORTUNITIES

REDEVELOPMENT SITES

Refer to Map No. 13.

COMPARISON COMMUNITIES

Communities/corridors of similar size and business mix, and/or those that would be a competition.

- Woodlawn- Glendale-Milford Rd. & Springfield Pike
- Norwood- Highland Ave.
- Lockland- (Moxy Trucks)

VISUAL ENVIRONMENT

The number in parenthesis represents the number of times that option was chosen/mentioned.

Total number of surveys tabulated: 10

What's worth conserving?

Land Use

- Industrial (9)
- Commercial/Retail (4)
- Office (2)
- Institutional (1)
- Light Industrial (1)
- Multi-tenant (1)
- Residential (0)

Parking

Location:

- Off-street (9)
- On-street (0)

Parking in relation to the building:

- Rear (5)
- Front (4)
- Side (4)

Others – what else would you like to see?

- Keep spaces available (4)
- Linked parking areas (4)
- Walkways for pedestrians (4)
- Handicapped parking (4)
- Screened parking (2)

Circulation

Vehicles:

- Speed limit (5)
- Sharing driveways (3)

Pedestrian:

- Sidewalks connecting the business districts (6)
- Bus shelter (2)
- Pedestrian crossing (1)
- Benches (0)

Cyclist:

- Bike racks (3)
- Bike crossing (2)

Streetscapes

- Landscape (7)
- Trees (4)
- Lighting (4)
- Bus shelters (2)
- Telephone (2)
- Sidewalk (2)
- Bike racks (1)
- Newspaper stands (0)
- Benches (0)

Signage

- Welcome signs (6)
- Location (4)
- Number (3)
- Size (3)
- Freestanding (1)
- Banners (1)

What should be changed?

- Roadway width
- Streetscape

What new elements would you like to see?

Land Use

Uses:

- Nursing home
- Retail store, i.e.- Target, etc.
- Less public warehousing
- More owner occupied
- Using Land
- Former Swallen's property improved
- Small park
- More large businesses
- More businesses
- Office complex

Beautification:

- Get rid of the tanks
- Just fixing up building
- Sight improvements
- Develop land that looks good

Circulation:

- West- bike trail connecting Cincinnati- Murray park land
- Bike trail
- Sidewalks

Other:

- Duck Creek Flood Project completed

Parking

- Light rail park-'n-ride would make sense
- Off-street parking is inevitable- if in front of building- screening could be used
- Improve parking
- Sidewalks and bike trails
- Park-'n-ride added
- Parking area linked
- Well screened

Circulation

- Pedestrian walking trail
- Bike trail
- Sharing driveways
- Road width and traffic improvement
- Trail
- Full sidewalks- both sides
- Controlled access
- Bus route on Red Bank Rd.
- Public transportation

Streetscape

- Consistent landscaping along corridor
- Sidewalk on one side for pedestrians
- Face-lift on building
- Bike trail
- Park
- Add community signage
- Putting up more lights or better lighting
- We need to improve the looks by using streetscape- trees
- Sight improvement
- Boulevard- screen former Ford building better
- Color, urban design
- Well lit area

Signage

- Signage consistency
- More controls
- No billboards
- Set back and height consistency

Model communities/streets/corridors to compare to.

Land Use

- Evendale
- Woodlawn (2)
- Norwood's redevelopment of old GM area

Parking

None

Circulation

- Blue Ash

Streetscape

- Murray Rd.

Signage

None

VISION FOR THE CORRIDOR

WHAT SHOULD THE CORRIDOR LOOK LIKE IN 5 YEARS?

- Red Bank Rd. complete, 5 lanes
- Well landscaped, safe sidewalks, well lighted
- Bike trail connecting Murray Ave. to Ault Park
- Well done entrance/ gateway, "Welcome to Fairfax"
- Commuter rail w/ bus coordination
- Attractive Industrial/ Commercial corridor
- Ford Plant (to look like)
 - =Cincinnati Electronic Plant- Evendale
 - =Kraft Building
- W. side of street- Parking/ Bike trail
- Swallen's (redevelop)
 - Call center?
 - Park-n-Ride would help