

A stylized sign for the Fairfax Revitalization Plan. The sign is light blue with a white border and a grey shadow. At the top, the word "Fairfax" is written in a red, cursive font. Below it is a white boat with a sail. The main title "Revitalization Plan" is in large, bold, red letters. Below that, a yellow rectangular box contains the text "WOOSTER PIKE CORRIDOR" and "SEPTEMBER 2000" in black, bold, sans-serif font. The sign is flanked by green bushes at the bottom. The entire sign is set against a white background with a red, green, and yellow horizontal bar at the bottom.

*Fairfax*

# Revitalization Plan

**WOOSTER PIKE CORRIDOR**

**SEPTEMBER 2000**

HAMILTON COUNTY REGIONAL PLANNING COMMISSION

HAMILTON COUNTY OFFICE OF ECONOMIC DEVELOPMENT

**VILLAGE OF FAIRFAX  
WOOSTER PIKE CORRIDOR - REVITALIZATION PLAN**

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## **EXECUTIVE SUMMARY**

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 Wooster Pike business district. HCRPC and HCOED staff worked with a core planning committee, appointed by the Village administration, in the formulation of a series of recommendations from February to August, 2000. HCRPC provided guidance in the preparation of physical and zoning recommendations. HCOED focused on economic development recommendations. In addition to regular committee meetings, public meetings were held in March and August. Information from the public was solicited and was incorporated into the planning recommendations. The outcome of this collaborative effort is presented in the form of a Revitalization Plan for the Wooster Pike Corridor.

The community envisions the future appearance of the Wooster Pike area in the Village of Fairfax as having a consistent and unique image as a retail/office/institutional oriented corridor, with an inviting streetscape that attracts new businesses, and a pleasant and secure environment for pedestrian customers.

The Wooster Pike Revitalization Plan groups its physical recommendations under four main categories:

- 1) General Plan
- 2) Redevelopment Plan
- 3) Urban Renewal Plan
- 4) Regulations

## **STRATEGIES TO DEVELOP THE CORRIDOR'S IMAGE**

A conceptual image plan of the corridor was developed. Among the strategies to achieve that image include:

1. Adopt design review guidelines to apply to new development in the business district.
2. Adopt a zoning code which includes design review regulations.
3. Appoint an Architectural Review Officer (ARO) to review new development applications in light of the design review guidelines for the corridor. The ARO will make recommendations to the Village Planning Commission.
4. Review current zoning ordinance regarding requirements (setbacks, etc.) for commercial districts.
5. Prepare a detailed access management plan to determine the best alternatives to traffic problems.
6. Prepare a detailed sidewalk plan and allocate funds for streetscape improvement.
7. Pass a Sidewalk Construction Ordinance requiring property owners to comply with the Village's sidewalk plan.

## **GENERAL PLAN**

The study area encompasses 45 acres of land on both sides of the Wooster Pike Corridor. A Land Use Plan, Access Management Plan, Circulation Plan (both vehicular and pedestrian), and a Parking Lot Design section were developed to provide general guidelines for desired uses of the land and for major infrastructure improvements.

Suggested phasing of infrastructure improvements and estimated costs of infrastructure are provided. In addition, recommendations that address the community preferences regarding circulation and parking are included:

1. Vehicular circulation

- The new circulation pattern continues the Village’s street grid across Wooster Pike into the Southern part of the study area. It also identifies service roads in the same area.
- Cul-de-sacs on selected streets eliminate undesirable traffic on residential streets while limiting curb cuts on Wooster Pike. They allow a safer traffic circulation as well as more opportunities for parking along Wooster Pike.
- Wooster Pike becomes a three-lane street with dedicated turn lanes and a planted median. This provides continuity to the street design flowing into the Village of Mariemont.

2. Pedestrian circulation

- The proposed alignment of streets makes safer pedestrian crossings.
- The new Wooster Pike road design allows 11-foot streetscape area within existing right-of-way for sidewalks and tree lawns.
- Desirable characteristics of sidewalks are identified for the Wooster Pike corridor, including handicap accessibility, and protection for pedestrians through designated street crossings and bollards.

3. Parking

- Off-street parking is promoted. Lonsdale and Simpson Streets become consolidated access points to the businesses in the development blocks. Linked parking lots are encouraged.

## **REDEVELOPMENT PLAN**

The Wooster Pike Redevelopment Plan is a unified vision of a series of public/private improvements to promote redevelopment of blighted and underutilized properties for retail, office and institutional uses. The Plan recommends a phasing of infrastructure improvements and identifies target areas. The Plan groups its recommendations under two main categories: Redevelopment Sites and Streetscape Improvements

A site-specific redevelopment plan was prepared based on the findings of a field survey and a new circulation pattern. Buildings and/or parcels currently vacant, underutilized, or where redevelopment could occur, were analyzed. In order to promote the corridor for retail, office and institutional usage, larger parcels that better respond to zoning and industry standards are recommended. Therefore, some of the “potential redevelopment areas” identified assume that some land assembly will be required. The Plan identifies 10 potential redevelopment sites with areas that are a minimum of 1 acre.

## **ECONOMIC DEVELOPMENT RECOMMENDATIONS**

To achieve the redevelopment of the business district, HCOED recommended to target, in the short term, redevelopment efforts to the vacant sites located at the center of the corridor. The remaining redevelopment sites are to be considered at a later time. The Village was presented with three sets of tools grouped from the most to the least aggressive official’s. The first set of tools centers around the urban renewal/land acquisition process, the second set of tools focuses on other financing methods, and the last one on the preparation of marketing materials. As a result of the discussions on the potential benefits for the Village to spearhead the

redevelopment in the corridor, an Urban Renewal Plan was prepared simultaneously by Pflum, Klausmeier & Gehrum Consultants, Inc.

## **REGULATIONS**

The Village of Fairfax zoning ordinance utilizes the same regulations as the Hamilton County Zoning Resolution, which were developed for suburban and rural townships. After a thorough evaluation, it was recommended that a complete revision of Fairfax's zoning ordinance be done. The outcome is a set of regulations tailored to the small town, fully developed character of the Village. The proposed zoning code includes design guidelines for the Wooster Pike Corridor.

## 1. PURPOSE OF THE STUDY

Village officials were 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. The most affected areas were the business district in the Wooster Corridor area, and the industrial district along Red Bank Road. Village officials retained Hamilton County Regional Planning Commission and the Hamilton County Office of Economic Development to prepare a Revitalization Plan for the Wooster Pike Corridor and for the Red Bank Road Corridor.

The purpose of this study is to devise a series of recommendations that the Village can consider when looking at revitalization of the Wooster Pike business district.

## 2. THE PLANNING PROCESS

HCRPC and HCOED staff worked with a revitalization committee in the formulation of a series of recommendations from February to August, 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' presentations on key topics, and business' owners needs and opportunities assessment workshop.

As the project developed, the opportunities and constraints were evaluated, a vision for the corridor was identified, goals and strategies were sketched, plan requirements were outlined, and a conceptual plan was devised.

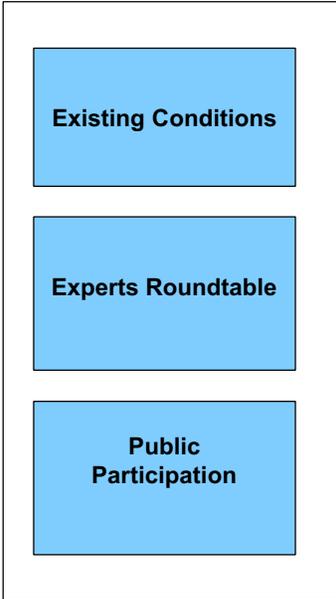
Finally, a Revitalization Plan was prepared and presented to the public and to the Village's Planning Commission for feedback on August 24. The revitalization committee met to follow up on the comments to the Plan on August 31, 2000. This document presents the revitalization committee recommendations, giving due attention to the public comments. See Exhibit 1

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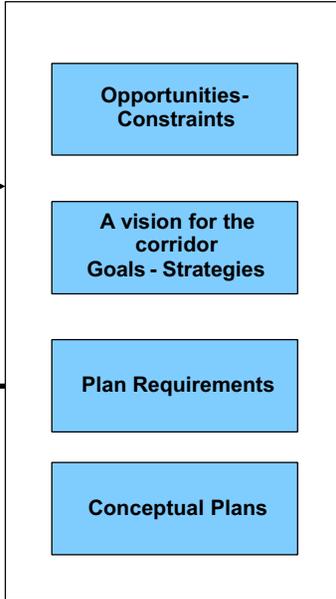
**EXHIBIT 1**

# **PLANNING PROCESS**

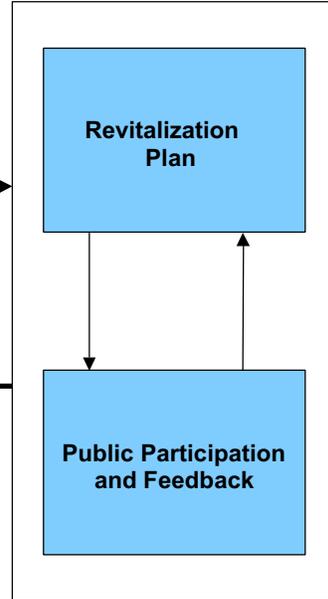
## **PHASE I: DATA COLLECTION**



## **PHASE II: ANALYSIS**



## **PHASE III: PLAN FORMULATION**



**FEBRUARY - AUGUST 2000**

All the revitalization committee meetings were open to the public. Meeting notices were regularly posted on the Village's bulletin board as well as on the Fairfax project's internet website.

Meetings followed a proposed schedule that changed slightly as the project developed. See Exhibit 2 for the meeting schedule.





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, 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.

## **5. VILLAGE OF FAIRFAX: EXISTING CONDITIONS**

### **5.1. 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. Industries located in the Red Bank Road vicinity have experienced frequent flooding. The Army Corps of Engineers is in the process of conducting a flood mitigation project for this area.

A significant portion of the industrial area in the west and northwest part of town is within the flood plain along the Duck Creek. 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 points are by 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 point is 490 ft, located in the southern part of town on the Duck Creek as it flows out of Fairfax. See map No. 2.

### **5.2. 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.

Wooster Pike has sidewalks on both sides that are handicap accessible and frequently interrupted by driveways.

Waterlines on Wooster Pike are mostly 12" diameter. The whole system was installed in 1996. See Map No. 3.

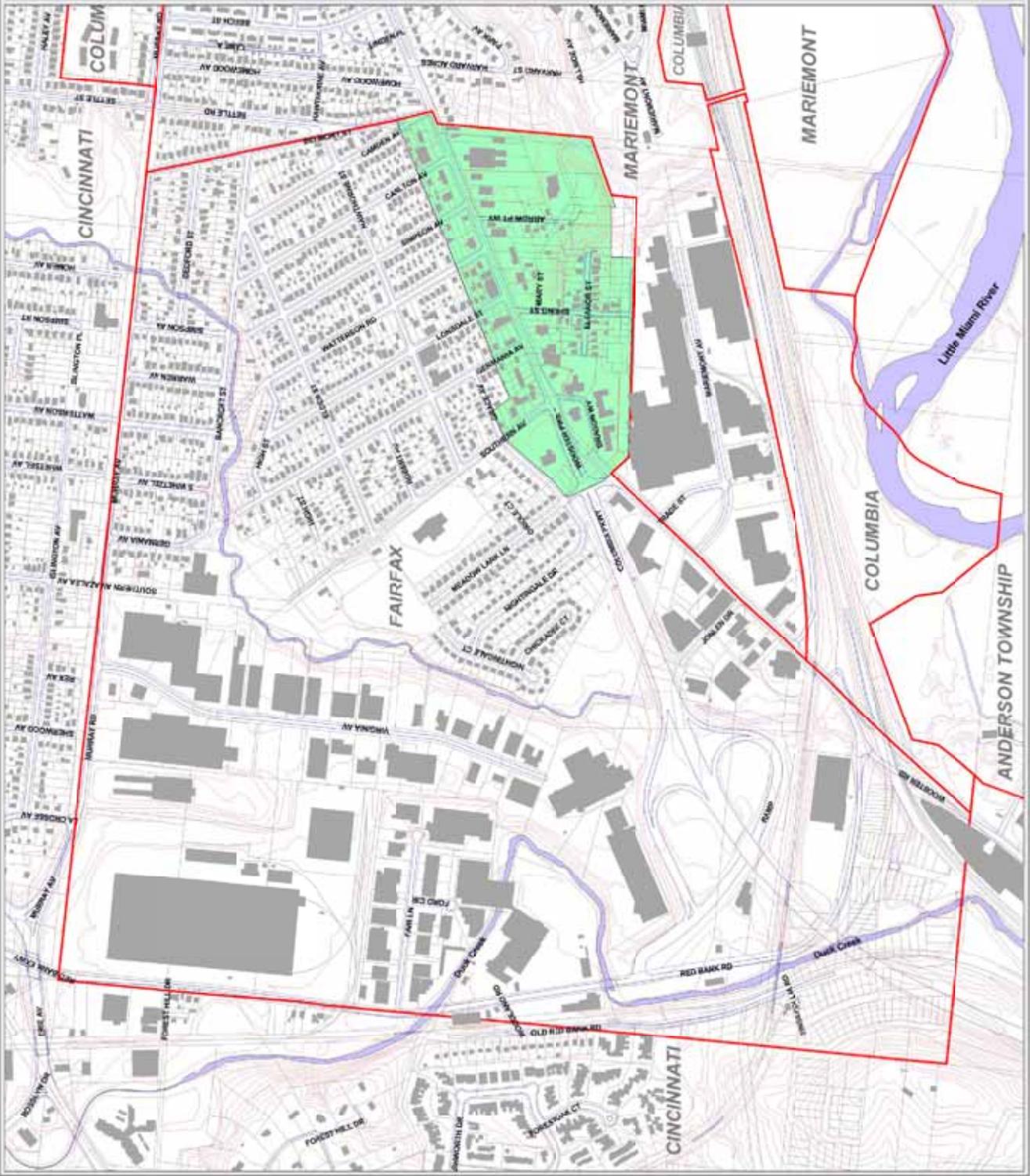
# THE VILLAGE OF FAIRFAX Topography Map

-  Wooster Pike Study Area
-  Corporation Line
-  Buildings
-  10' Contour
-  Pavement
-  Railroads
-  Rivers & Streams

NOTES:  
 1. This map was prepared by the Hamilton County Planning Commission. It is not a legal document.  
 2. The map is for informational purposes only. It is not a legal document.  
 3. The map is for informational purposes only. It is not a legal document.  
 4. The map is for informational purposes only. It is not a legal document.  
 5. The map is for informational purposes only. It is not a legal document.

Scale: 0 200 400 600 800 1000 Feet  
 Map No. 2

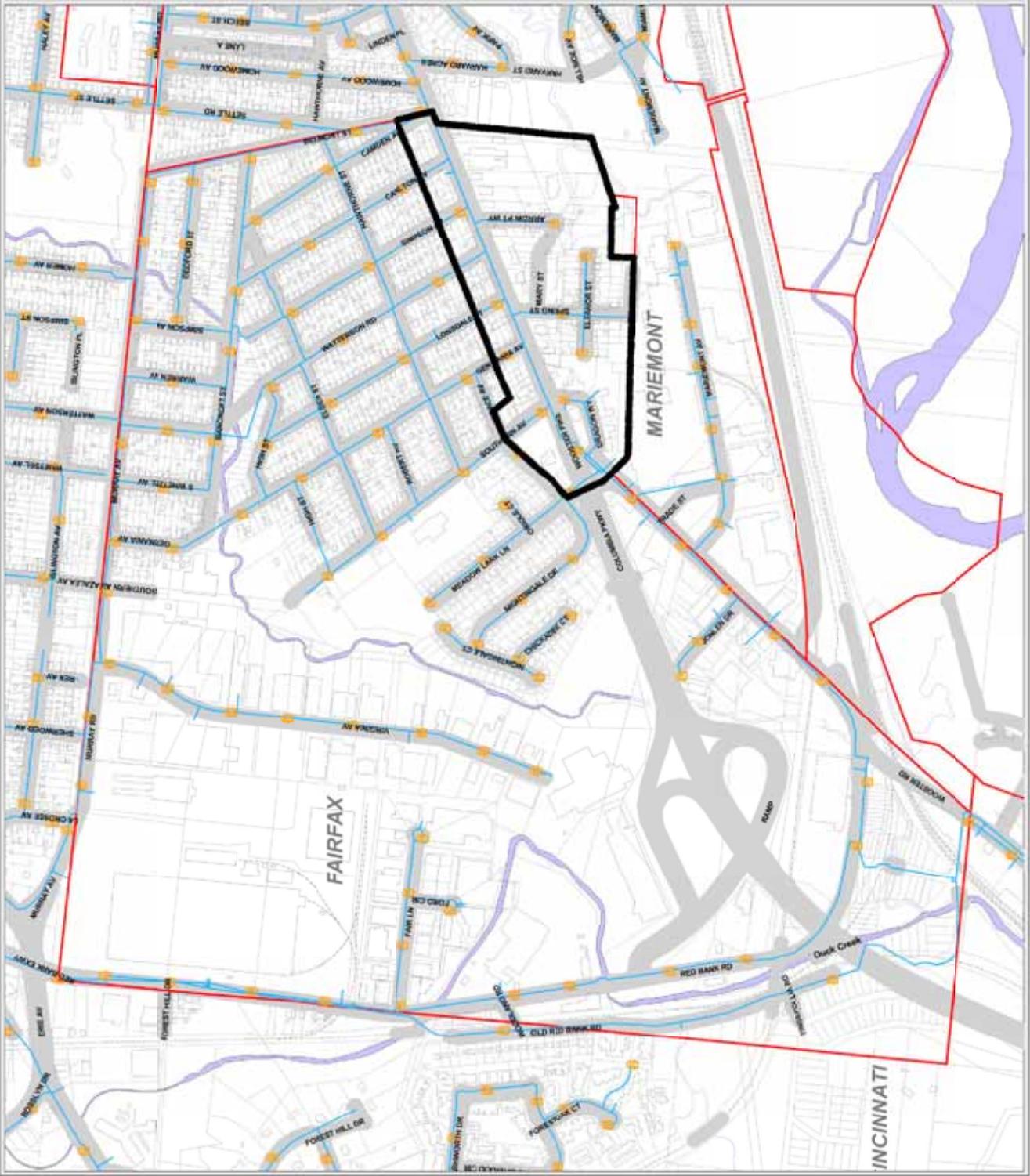
IPC THE HAMILTON COUNTY  
 Regional Planning Commission  
 SEPTEMBER 2003



# THE VILLAGE OF FAIRFAX Water Lines

-  Wooster Pike Corridor
-  Corporation Line
-  Buildings
-  Water Main
-  Parcel Line
-  Pavement
-  Railroads
-  Rivers & Streams
-  Fire Hydrant

DATE: 08/08/10  
 Author: [unreadable]  
 Reviewer: [unreadable]  
 Title: [unreadable]  
 Project: [unreadable]  
 Scale: 1" = 1000'  
 Date: 08/08/10



The sewer system is a separated sanitary and storm system installed in 1996. See Map No. 4.

### 5.3. Zoning

The zoning code for the Village of Fairfax (adopted in 1955 and last amended in 1998) is a slightly modified version of the Zoning Resolution used by Hamilton County. 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. The Wooster Pike study area falls within two categories: E-Retail businesses and C-Residence. See Map No. 5.

### 5.4. 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', and Wooster Pike is a state route with a recommended ROW of 100'. Existing ROW on Red Bank Road is approximately 30' and on Wooster Pike is 100'.

US50 (100' ROW) is a minor arterial that connects Hamilton and Clermont County, and also provides access to I-471. Traffic counts of 18,680 vehicles per day are reported by ODOT<sup>4</sup> (1994). Thirty-six percent of accidents on Wooster Pike occurred at the 6200 block (Arrow Point intersection). See Table No. 1. See Map No. 6.

**Table 1**  
**Accidents on Wooster Pike**  
**Period January – December 1999**

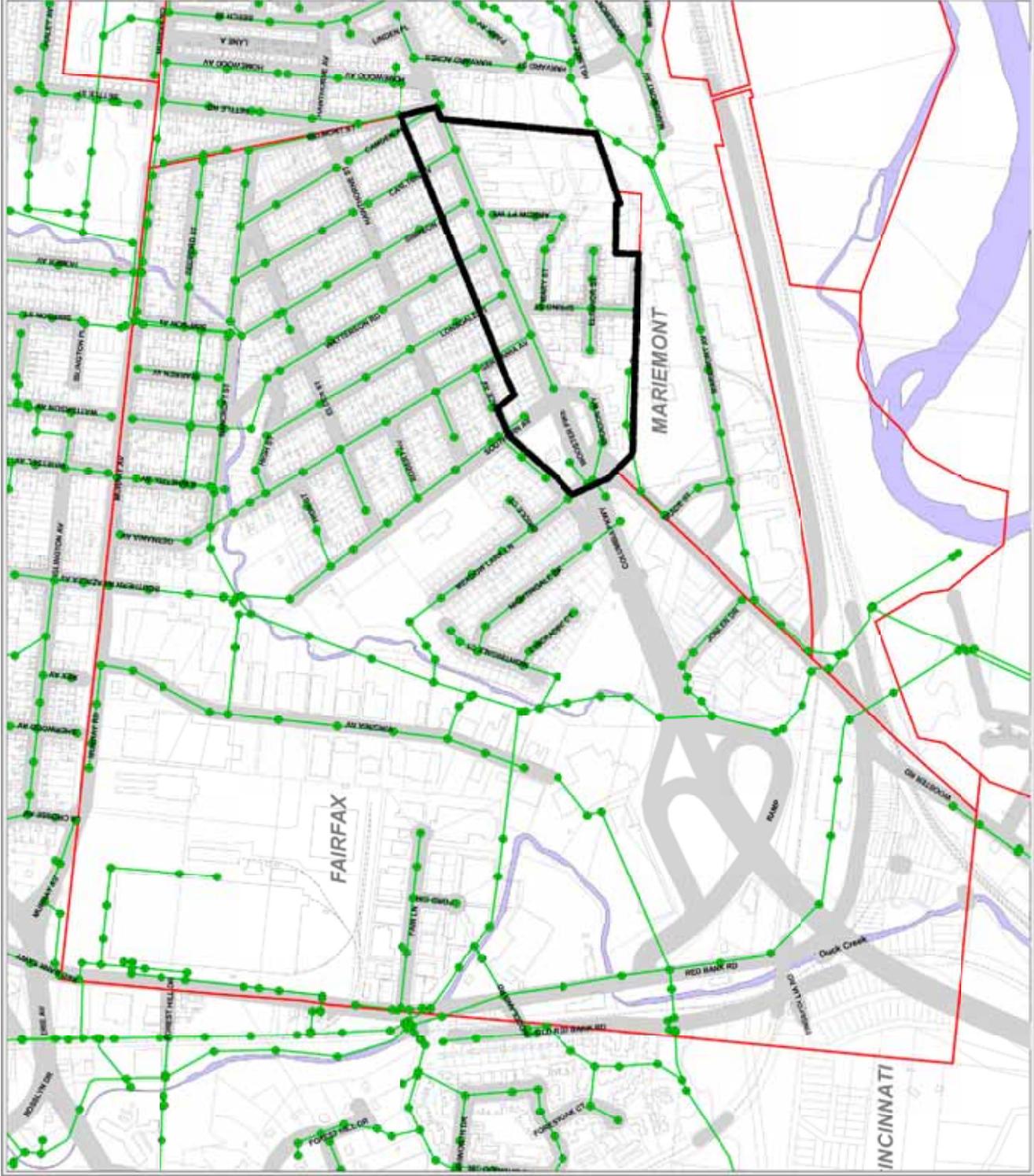
<b>Wooster Pike Block No</b>	<b>No. of accidents</b>	<b>Percentage</b>
5700	2	7%
5800	2	7%
5900	1	3%
6000	1	3%
6100	7	22.5%
6200	11	35%
6300	7	22.5%
<b>Total</b>	<b>31</b>	<b>100%</b>

Source: Village of Fairfax – Police Reports

<sup>4</sup> Ohio Department of Transportation

# THE VILLAGE OF FAIRFAX Sewer Lines

-  Wooster Pike Corridor
-  Corporation Line
-  Buildings
-  MSD Sewer Line
-  Parcel Line
-  Pavement
-  Railroads
-  Rivers & Streams
-  Manhole



2003 Update  
 This map was prepared by the Hamilton County Regional Planning Commission (RPC) for the Village of Fairfax. The RPC is a public agency created by the Hamilton County Board of Commissioners. The RPC is responsible for providing technical assistance to the Village of Fairfax and other municipalities in the region. The RPC is also responsible for the development and implementation of the Regional Growth Management Plan (RGMP). The RPC is a public agency created by the Hamilton County Board of Commissioners. The RPC is responsible for providing technical assistance to the Village of Fairfax and other municipalities in the region. The RPC is also responsible for the development and implementation of the Regional Growth Management Plan (RGMP).

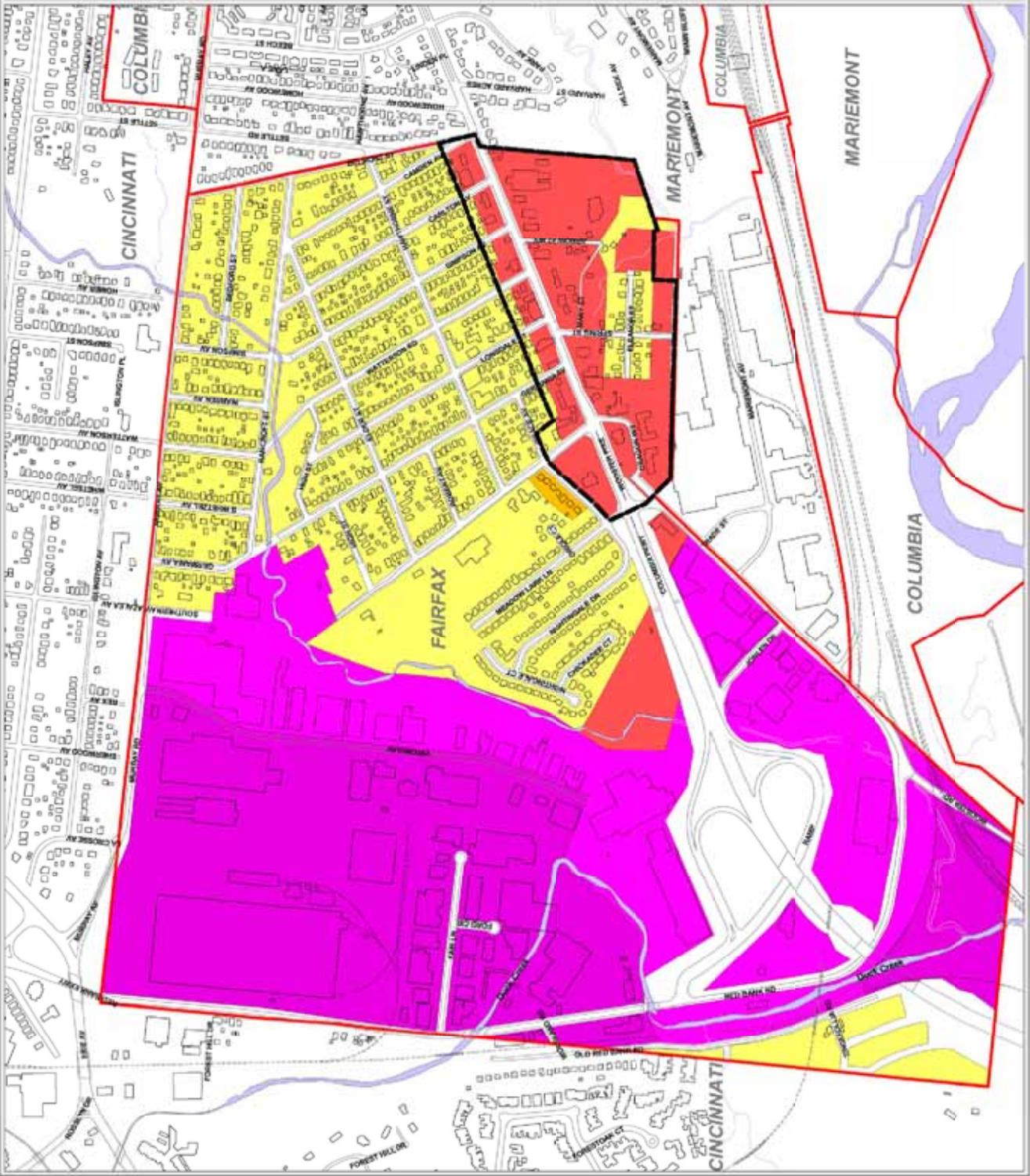
# THE VILLAGE OF FAIRFAX Zoning Map

-  Wooster Pike Corridor
-  Corporation Line
-  Buildings
-  Pavement
-  Railroads
-  Rivers & Streams

## Zoning Code

-  C - Residence
-  D - Residence
-  E - Retail Business
-  F - Light Industry
-  G - Heavy Industry

DATE: 08/01/2003  
 THE VILLAGE OF FAIRFAX ZONING MAP  
 This map is a preliminary map. It is subject to change without notice. It is not intended to be used as a legal document. It is intended to be used as a guide only. It is not intended to be used as a legal document. It is intended to be used as a guide only. It is not intended to be used as a legal document. It is intended to be used as a guide only.



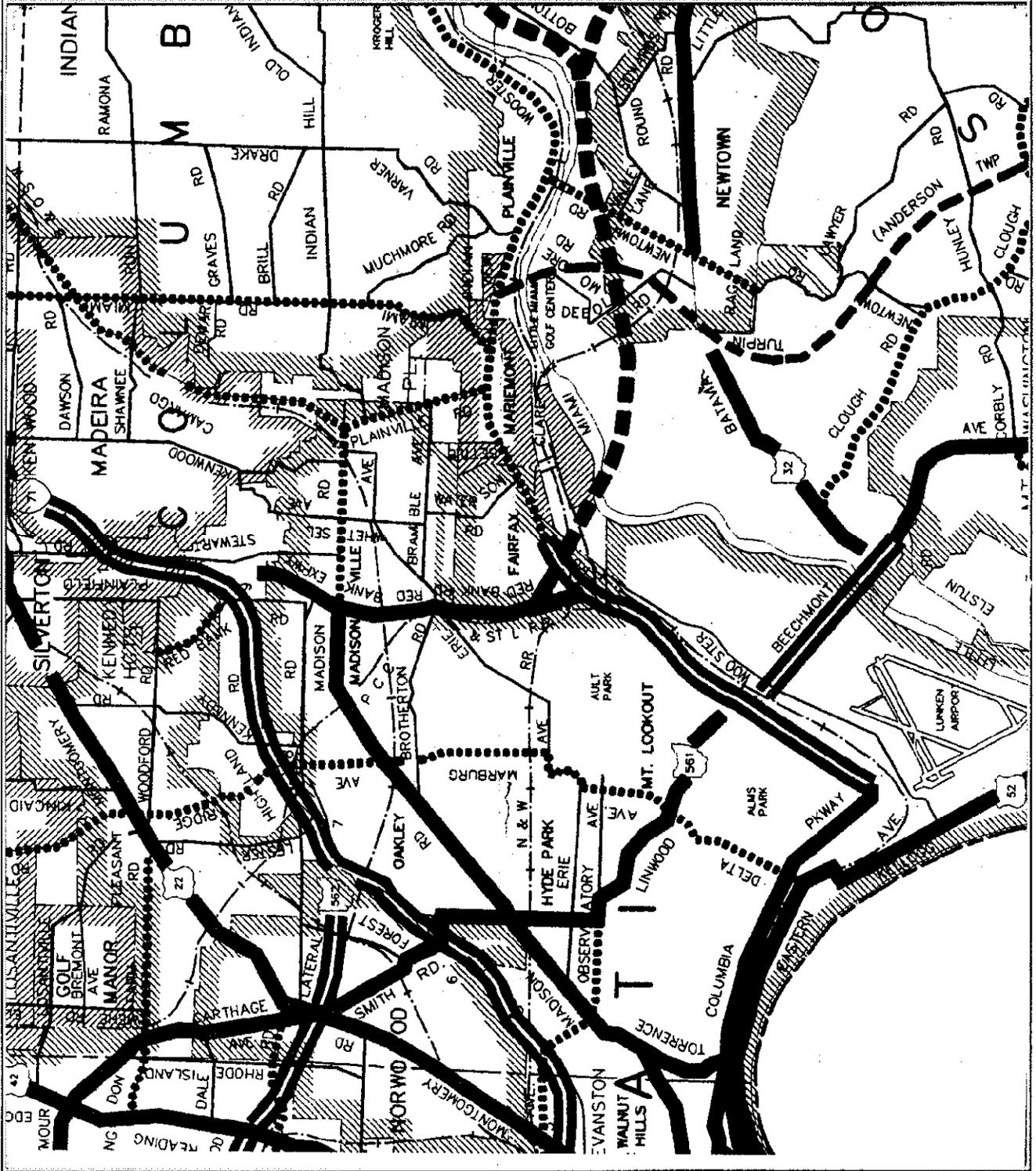
# THE VILLAGE OF FAIRFAX Thoroughfare Plan

LEGEND	
FREEWAYS	EXIST
MAJOR ARTERIALS	PROPOSED
MINOR ARTERIALS	RIGHT-OF-WAY
COLLECTORS	120'-160'
OPEN IRRIGATED AREA	120'
BOUNDARY	100'
	80'

Map No. 6

THE HAMILTON COUNTY  
Regional Planning Commission

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



## **5.5. Public Transportation**

Queen City Metro, a non-profit public service of 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. No bus route runs down Red Bank Road.

## **5.6. 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.

### 5.6.1. Retail

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

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

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%
<b>Fairfax:</b>	<b>+185% between 1972 and 1977 (no later data available)</b>

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.

### 5.6.2. Service

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

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

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%
<b>Fairfax:</b>	<b>\$1.9 million in 1972</b>

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.

### **5.6.3. Manufacturing**

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

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

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%
<b>Fairfax:</b>	<b>Payroll data suppressed in all years</b>

### **5.6.4. Wholesale**

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

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

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%
<b>Fairfax:</b>	<b>\$2.6 million in 1977</b>

See Table 2 for the Economic Trend Analysis

**TABLE 2**

**ECONOMIC TREND ANALYSIS - VILLAGE OF FAIRFAX**

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

## **5.7. Consumer Analysis – Demographics**

### **5.7.1. 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 corridors 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 Wooster Pike 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.

### **5.7.2. 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.

### **5.7.3. 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 Table 3.

While geographically Fairfax is the smallest of the study areas, it is the 3<sup>rd</sup> 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, Fairfax and all of the study areas remain decidedly Caucasian with relatively small minority populations. See Table 3.

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 3

**TABLE 3**  
**Demographic Variables in Selected Communities**

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

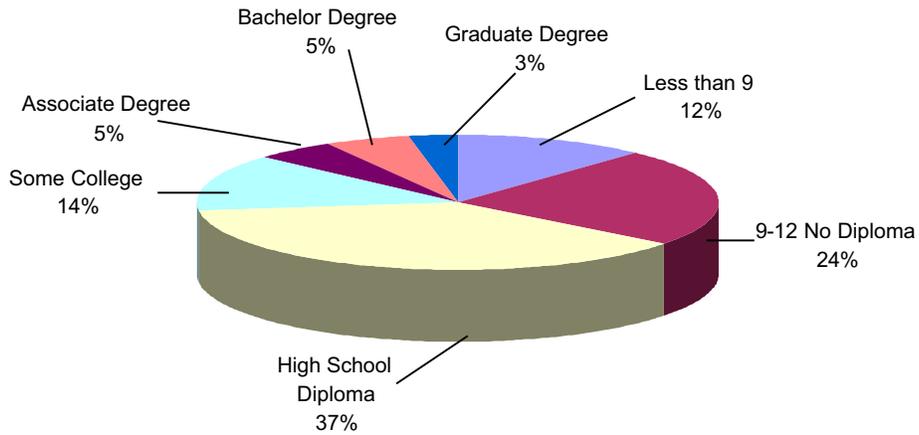
<b>Demographic Variable</b>	<b>Anderson Township</b>	<b>Mariemont</b>	<b>Fairfax</b>	<b>Newtown</b>
<b>\$30,000 - \$34,999</b>				
<b>1999 Households with Incomes \$35,000 - \$39,999</b>	591	88	55	28
<b>2004 Projected Households with Incomes \$35,000 - \$39,999</b>	412	77	48	24
<b>1999 Households with Incomes \$40,000 - \$44,999</b>	624	83	60	32
<b>2004 Projected Households with Incomes \$40,000 - \$44,999</b>	463	71	53	38
<b>1999 Households with Incomes \$45,000 - \$49,999</b>	474	66	48	40
<b>2004 Projected Households with Incomes \$45,000-\$49,999</b>	369	61	45	31
<b>1999 Households with Incomes \$50,000 - \$54,999</b>	629	83	61	45
<b>2004 Projected Households with Incomes \$50,000 - \$54,999</b>	601	68	48	26
<b>1999 Households with Incomes \$55,000 - \$59,999</b>	684	69	39	18
<b>2004 Projected Households with Incomes \$55,000 - \$59,999</b>	353	51	41	17
<b>1999 Households with Incomes \$60,000 - \$74,999</b>	1,779	191	109	77
<b>2004 Projected Households with Incomes \$60,000 - \$74,999</b>	1,537	187	98	87
<b>1999 Households with Incomes \$75,000 - \$99,999</b>	2,503	176	49	72
<b>2004 Projected Households with Incomes \$75,000 - \$99,999</b>	2,223	219	68	111
<b>1999 Households with Incomes \$100,000 - \$124,999</b>	1,583	117	24	59
<b>2004 Projected Households with Incomes \$100,000 - \$124,999</b>	1,731	117	24	59
<b>1999 Households with Incomes \$125,000 - \$149,999</b>	900	42	3	16
<b>2004 Projected Households with Incomes \$125,000 - \$149,999</b>	1,086	66	5	32
<b>1999 Households with Incomes \$150,000 - \$249,999</b>	1,543	62	3	20
<b>2004 Projected Households with Incomes \$150,000 - \$249,999</b>	2,356	84	4	49
<b>1999 Households with Incomes \$250,000 - \$499,999</b>	521	50	0	0
<b>2004 Projected Households with Incomes \$250,000 - \$499,999</b>	1,244	59	0	14
<b>1999 Households with Incomes \$500,000+</b>	232	17	0	3
<b>2004 Projected Households with Incomes \$500,000+</b>	508	35	0	3

**EXHIBIT 3**

**Educational Attainment– Village of Fairfax (1999)**

Location	Less than 9 <sup>th</sup>	9 <sup>th</sup> –12 <sup>th</sup> No Diploma	High School Diploma	Some College	Associate Degree	Bachelor Degree	Graduate Degree
Fairfax	169	338	536	195	70	76	43
Mariemont	40	124	274	444	147	698	482
Newtown	159	252	424	179	56	105	29
Anderson	773	1,94	5,78	5,36	1,99	7,23	3,42
Cincinnati	20,80	41,20	51,68	36,34	11,06	29,94	19,83

**Educational Attainment - Fairfax**



Source: Claritas, Inc., 2000.

**5.8. Tax and Revenue Analysis**

**5.8.1. Village Revenues at a Glance**

**5.8.1.1. 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 Table 4, Fairfax Revenues) and expenses incurred (see Table 5, 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.

**TABLE 4 FAIRFAX REVENUES**

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

	1997	% of T	1998	% of T	1999	% of T	2000	% of T
<b>LOCAL TAXES</b>								
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%
<b>INTERGOVERNMENTAL REVENUE</b>								
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%
<b>MISCELLANEOUS REVENUE</b>								
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%
<b>TOTAL REVENUES</b>	<b>\$2,013,174</b>	<b>100%</b>	<b>\$2,193,888</b>	<b>100%</b>	<b>\$2,048,700</b>	<b>100%</b>	<b>\$1,864,200</b>	<b>100%</b>

Source: Village Tax Budget, 2000

**TABLE 5 FAIRFAX EXPENSES**

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

	1997	% of T	1998	% of T	1999	% of T	2000	% of T
<b>SECURITY</b>								
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%
<b>PUBLIC HEALTH</b>								
Contractual Services	\$3,762	0%	\$3,546	0%	\$3,547	0%	\$3,582	0%
<b>LEISURE ACTIVITIES</b>								
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%
<b>COMMUNITY ENVIRONMENT</b>								
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%
<b>BASIC UTILITY SERVICES</b>								
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%
<b>TRANSPORTATION</b>								
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%
<b>GENERAL GOVT. - MAYOR/ADMIN.</b>								
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%
<b>TOTAL EXPENDITURES</b>	<b>\$1,751,552</b>	<b>100%</b>	<b>\$1,930,546</b>	<b>100%</b>	<b>\$2,006,937</b>	<b>52%</b>	<b>\$1,960,093</b>	<b>51%</b>
<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>	

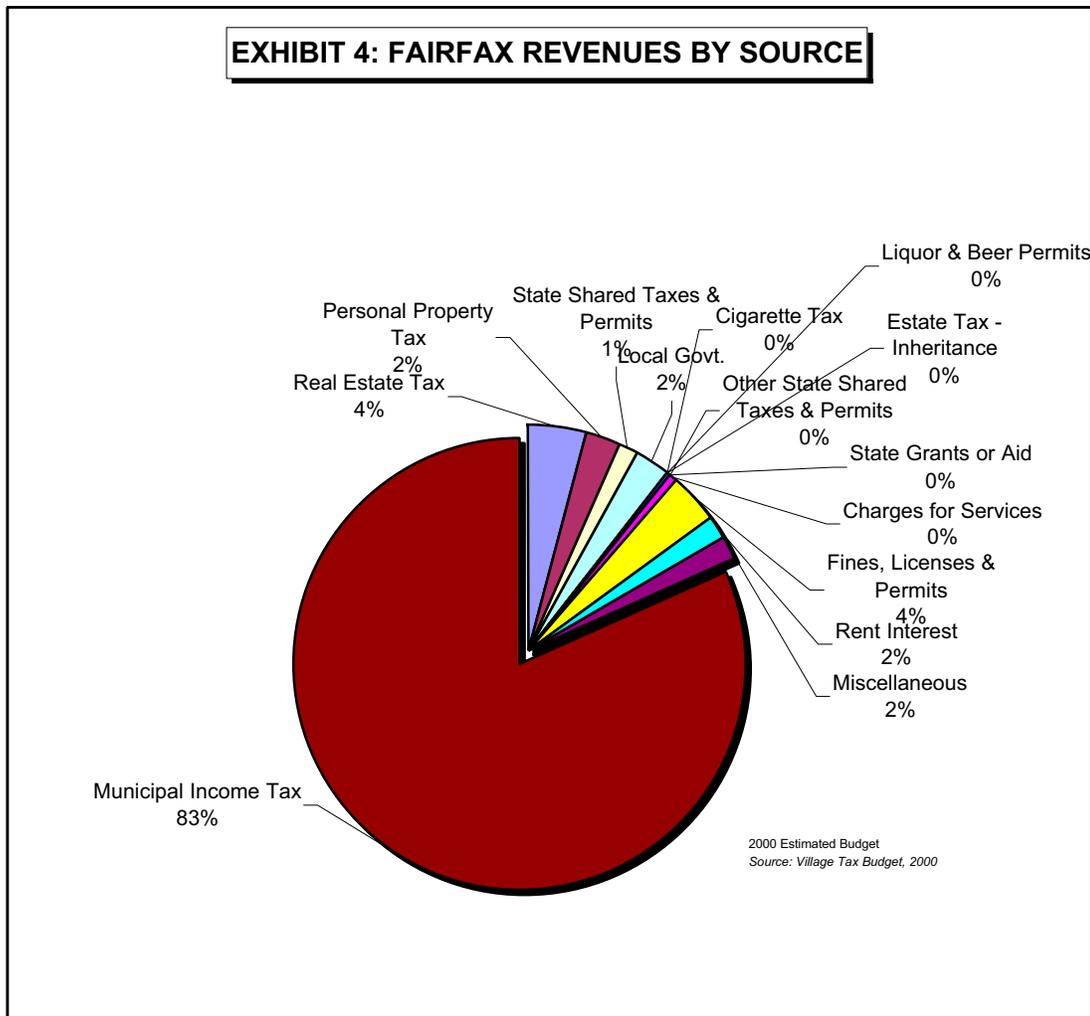
\* Workers Comp, Auditor, State Examiner, PERS, Fringe Benefits, Engineer, Police Pension, Elections, Tax Refunds, Rec Hall, Hamilton County

\*\* Beginning and ending unencumbered cash fund balances for 1999 are actual figures, provided by Village of Fairfax

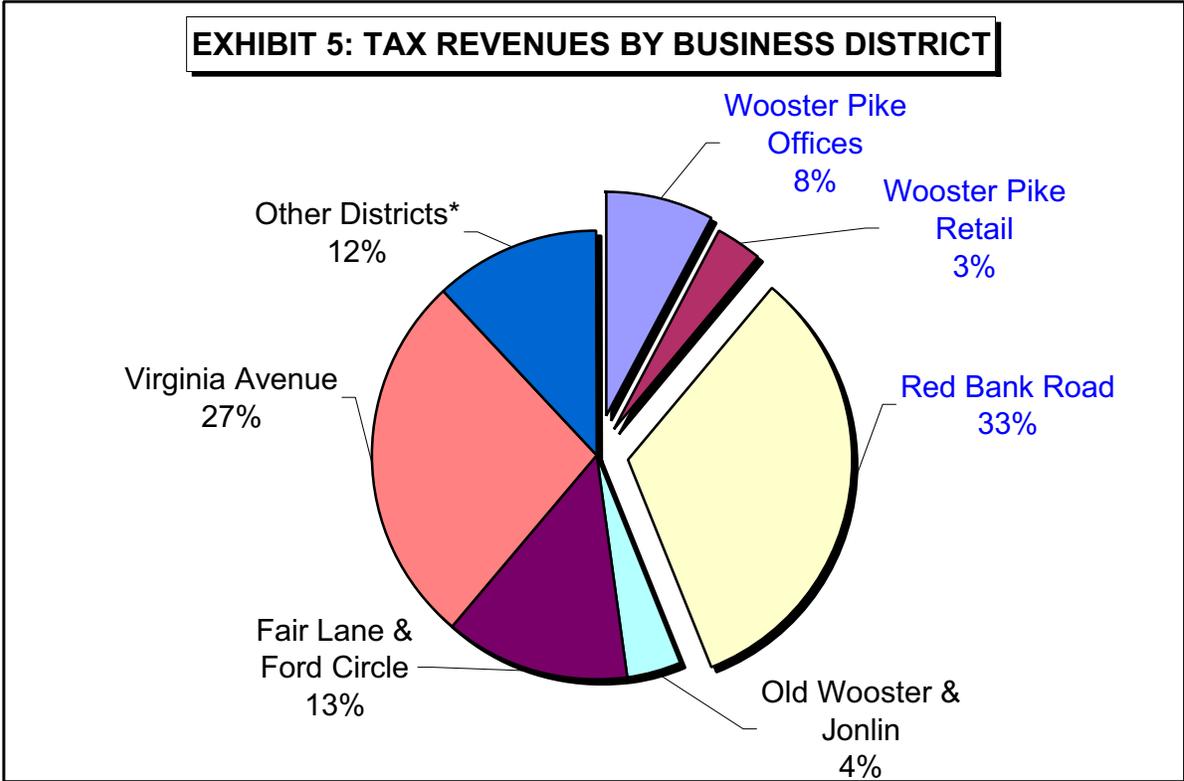
### 5.8.1.2. Earnings tax provides 83% of Fairfax's operating revenue

The primary source of Fairfax's operating revenue is derived from a 1.25% earnings tax placed on residents, businesses and employees of businesses located in the Village (see Exhibit 4, Fairfax Revenues by Source). 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.



A final indicator of the financial contributions provided by each business 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 5.



\* Other Districts included businesses on the following streets: Camden, Lonsdale, Murray, Simpson, Watterson and Arrowpoint

**5.8.2. Wooster Pike Corridor**

The office buildings on Dragon Way and Wooster Pike provide the bulk of earnings tax revenues to Fairfax in this corridor (see Map No. 7: Wooster Pike Tax Revenue Analysis). Approximately \$116,000 was collected in 1999 from the tenants in the following buildings, most of which are service businesses: Columbia Wooster Building, PPA Building, Colonial Center Building and the Dragon Way Business Center. The remaining tax revenue of approximately \$50,000 was generated in 1999 by retail and service businesses. These businesses include every operating business with frontage on Wooster Pike, beginning on the west end of the corridor with Frisch’s restaurant and ending on the east end of the corridor with the Wooster Tavern.

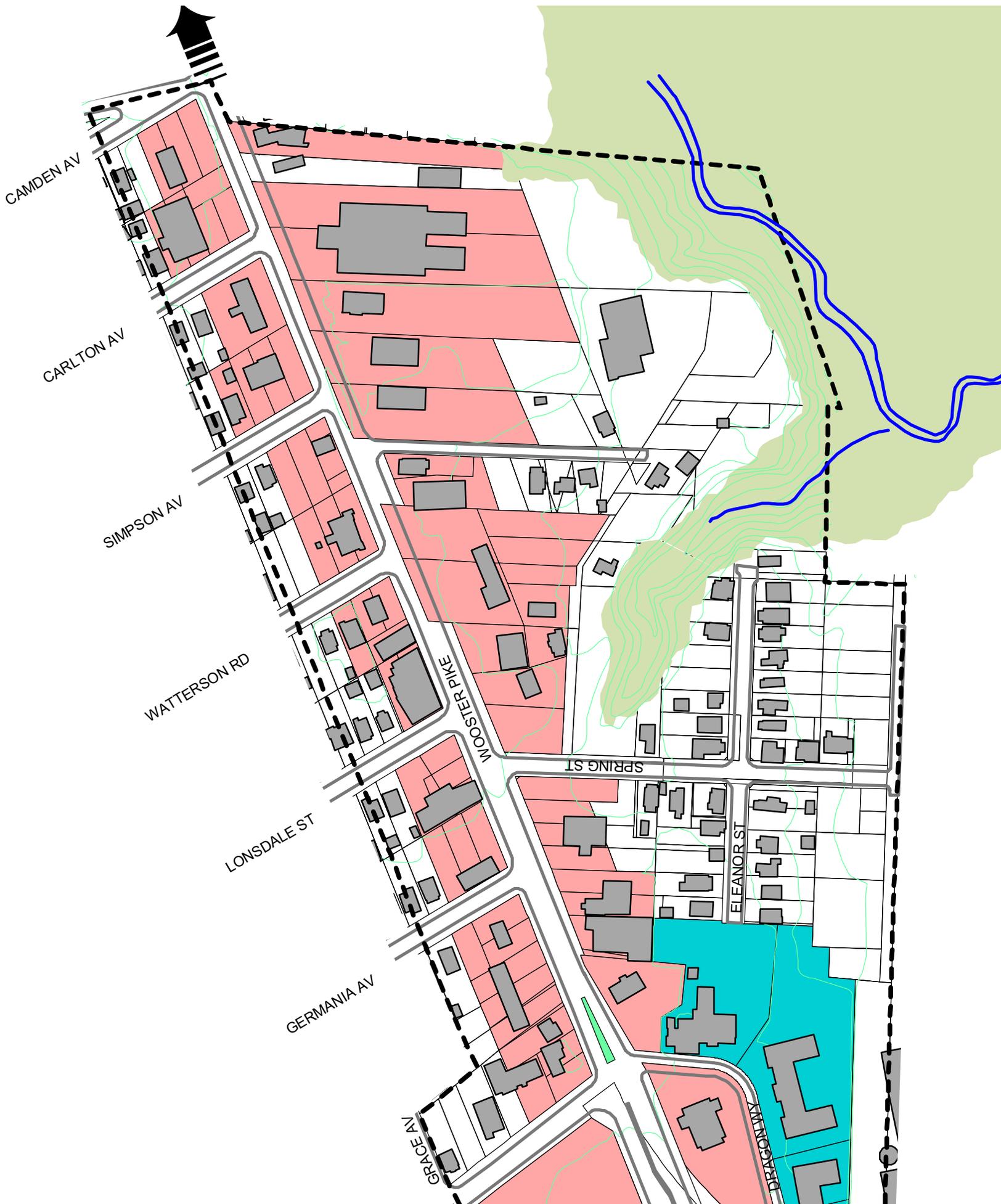
While the tax revenue generated by the tenants of each building cannot be disclosed because it may identify individual tenants, an example of the earnings disparity can be seen with the PPA Building, located at 5721 Dragon Way. The tenants in this

# Wood Tax

**LEGEND**

- (Dashed line)
- (Grey square)
- (Light green square)
- (Blue square)
- (Cyan square)
- (Red square)

DISCLAIMER:  
Map is prepared for the City of  
Woodbury, New Jersey, and is not  
intended to be used for any other  
purpose. As a result, the City of  
Woodbury, New Jersey, and the  
City of Woodbury, New Jersey,  
do not warrant the accuracy or  
completeness of the information  
contained herein. The City of  
Woodbury, New Jersey, and the  
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completeness of the information  
contained herein.



building alone generated a total of \$43,000 in tax revenue to Fairfax, which almost equals the revenues generated by every retail business in the corridor combined.

### **5.8.3. SUMMARY**

The Village of Fairfax finds itself in a financially strong position as it undertakes a comprehensive revitalization program for the Wooster Pike business district. 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.
- ❖ 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.

## **5.9. REGIONAL PLANS**

### **5.9.1. OKI Regional Bike Plan**

The OKI Regional Bicycle Plan<sup>5</sup> 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 TIP<sup>6</sup>, and the SIPs<sup>7</sup> 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 recommended bicycle paths in the Fairfax area.

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<sup>5</sup> OKI Regional Bicycle Plan , June 1993-

<sup>6</sup>Transportation Improvement Program

<sup>7</sup> State air quality plans



### 5.9.2. Eastern Corridor Transportation Plan

The Eastern Corridor Major Investment Study 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 the 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.

Some of the Plan recommendations point out improvements in the Fairfax area<sup>8</sup>:

- 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 bypass US 50 in Mariemont and Fairfax

This multi-modal study was completed in 2000 and incorporated into OKI's adopted Long Range Plan.

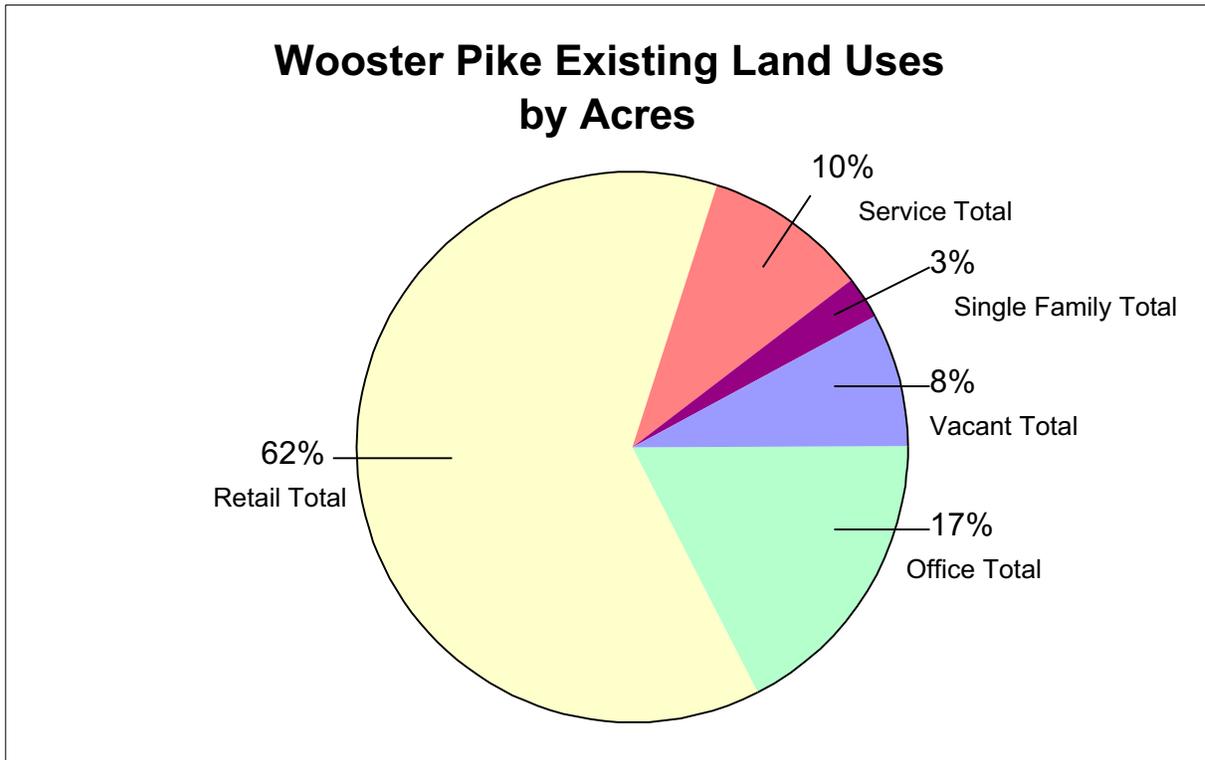
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<sup>8</sup> 2020 Vision for the Eastern Corridor. OKI Ohio-Kentucky-Indiana Regional Council of Governments. September 1999

## 6. BUSINESS DISTRICT CONDITIONS

### 6.1. Existing Land Use

EXHIBIT 6



The Wooster Pike Business Corridor in Fairfax stretches 0.86 miles between the Mariemont Corporation line and Meadowlark Lane. This corridor is characterized by small parcels and one-story buildings. Wooster Pike is an arterial connecting Eastern Hamilton County with Downtown Cincinnati. This brings considerable transient traffic through Fairfax, meaning that Fairfax is not the destination of most travelers on Wooster Pike. As a result, the corridor has transformed over the last several years into an automobile-oriented retail district. Exhibit 6 and Table 6 show 62% of the land along Wooster Pike is used for retail. There is only one residence left fronting on Wooster Pike in Fairfax. The corridor is bounded on the north and south by medium density residential neighborhoods.

**TABLE 6**  
**Wooster Pike Corridor**  
**Existing Land Uses**

Use	Total Acres	Percentage
Office Total	3.44	17.4%
Retail Total	12.38	62.6%
Service Total	1.92	9.7%
Single Family Total	0.50	2.5%
Vacant Total	1.55	7.8%
<b>Total</b>	<b>19.79</b>	<b>100.0%</b>

See Map No. 9 for the boundaries of study area and Map No. 10 for existing land uses.

### 6.2. Ownership

The 12-block study area is broken down into 151 lots. Eleven Percent of the lots are vacant. The extension of this area is approximately 33 acres including streets<sup>9</sup>. There are 56 different landowners identified in the Wooster Pike Corridor. However, 30% of the land and 52% of the property value resides with 12 landowners. There is a remarkable trend among landowners to buy adjacent properties. See table 7 and Map No. 11.

**TABLE 7**  
**Wooster Pike 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 – 0.09	4	7.1%	0.0774	0.24%	\$300	<1%
0.1 – 0.24	21	37.5%	3.3418	10.19%	\$1,466,400	13.7%
0.25 – 0.49	11	19.6%	4.4034	13.42%	\$1,851,600	17.3%
0.5 – 0.74	8	14.3%	5.2216	15.92%	\$1,819,200	17.0%
0.75 – 0.9	5	8.9%	4.7348	14.43%	\$1,912,300	17.9%
1 acre and up	7	12.5%	15.0294	45.80%	\$3,644,300	34.1%
<b>Total</b>	<b>56</b>	<b>100%</b>	<b>32.8084</b>	<b>100%</b>	<b>\$10,694,100</b>	<b>100%</b>

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

<sup>9</sup> The study area as initially delineated. At the April 13, 2000 All Business Owners meeting, the study area was expanded to include the remaining area in the southern part of the Wooster Pike Corridor. The final study area was 45.4 acres.

# THE VILLAGE OF FAIRFAX Wooster Pike Planning Area

-  Wooster Pike Study Area
-  Corporation Line
-  Buildings
-  10' Contour
-  Pavement
-  Railroads
-  Rivers & Streams

2008 Update  
The information on this map is derived from the County of Hamilton's Geographic Information System (GIS) data. It is not intended to be used for any other purpose. The user assumes all responsibility for any use of this information. The County of Hamilton is not responsible for any errors or omissions in this map. The user assumes all responsibility for any use of this information. The County of Hamilton is not responsible for any errors or omissions in this map. The user assumes all responsibility for any use of this information.

Map No. **9**



**IPC** THE HAMILTON COUNTY  
Regional Planning Commission  
SEPTEMBER 2008



THE VILLAGE OF FAIRFAX  
**Wooster Pike**  
**Land Use Map**

W Wooster Pike Study Area

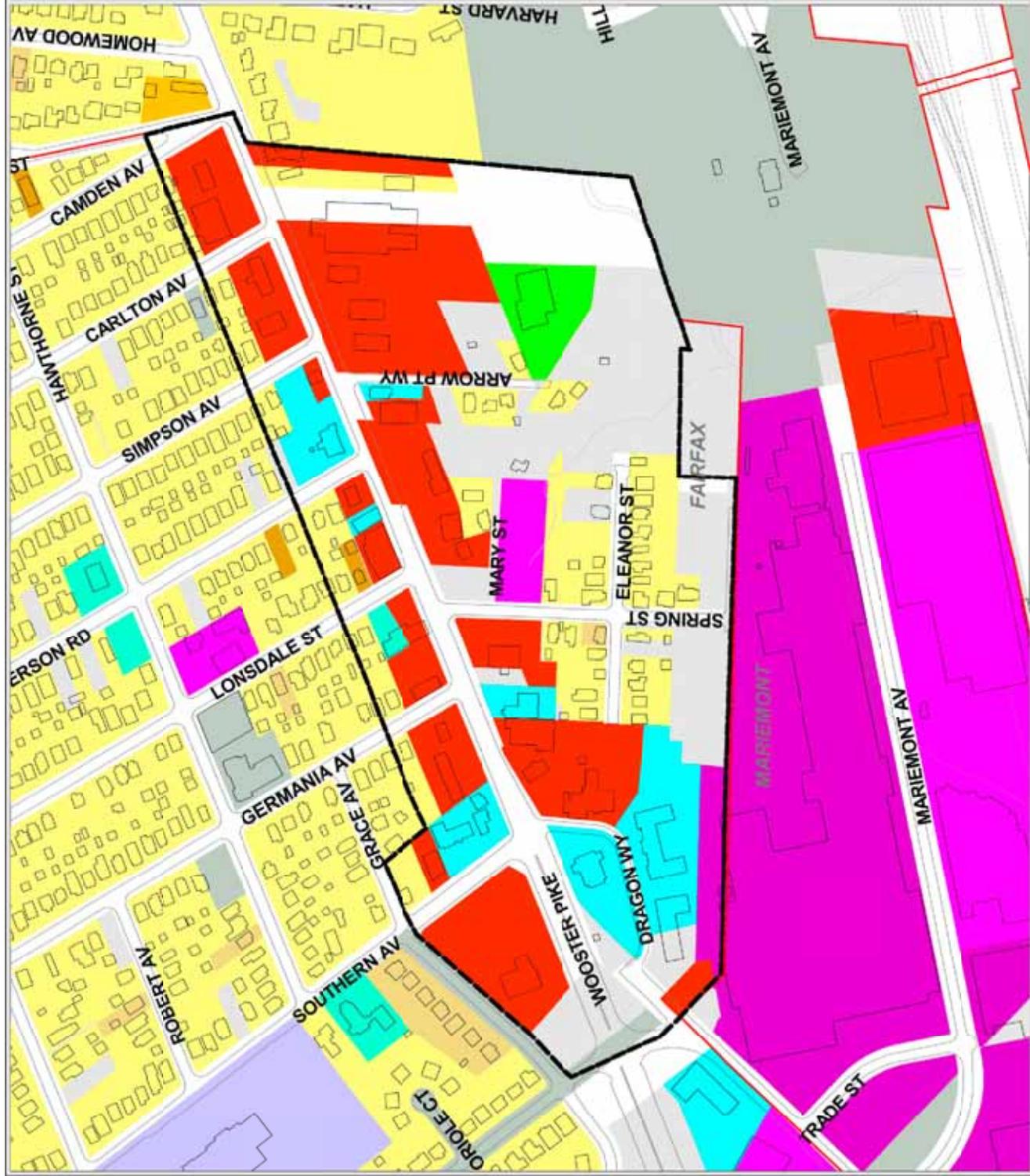
- Corporation Line
- Buildings
- Pavement
- Railroads
- Rivers & Streams

Existing Land Use:

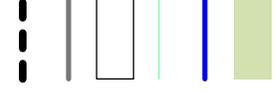
- Vacant
- Single Family
- Two Family
- Multi Family
- Office
- Public/Semi Public
- Commercial
- Light Industrial
- Heavy Industrial
- Educational
- Institutional
- N/A
- Parks & Recreation

NOTES:  
 1. This map is a general representation of the existing land use in the study area. It is not intended to be used as a legal document.  
 2. The boundaries shown on this map are approximate and are subject to change. The boundaries shown on this map are not intended to be used as a legal document.  
 3. The boundaries shown on this map are approximate and are subject to change. The boundaries shown on this map are not intended to be used as a legal document.  
 4. The boundaries shown on this map are approximate and are subject to change. The boundaries shown on this map are not intended to be used as a legal document.

Map No. 10



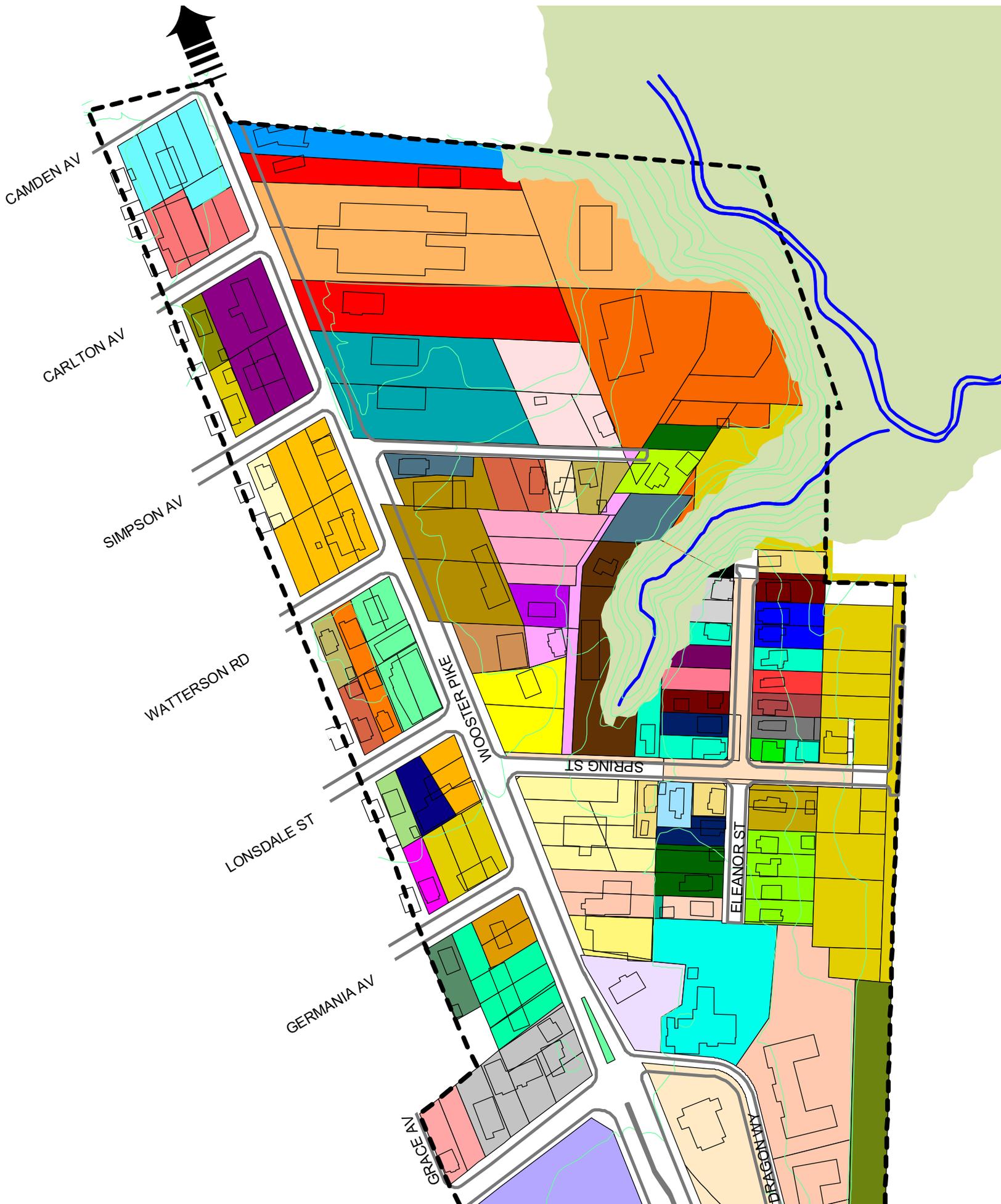
LEGEND



Proper

AKR	ART	ATV	BAK	BAE	BLK	BUT	CAJ	CALL	COLL	CRC	CUP	DOJ	DV	DUN	EIS	EKA	FAP	FIF	FRK	G &	GER	HALL	HAN	HEL	HEN	HOL	HUF	HUS	HYL	ISA	JON	JOS	KAM
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## 7. PHYSICAL CHARACTERISTICS SURVEY

### 7.1. Public Right-of-Way: Issues/Constraints

The Wooster Pike Corridor is seven blocks long on the north side. It is an auto-dominated street with large parking lots. Some landscaping is located in the existing public Right-of-Way (ROW) on the north side of Wooster Pike, but is generally absent on the south side.



Overhead lines contribute to the cluttered image of the corridor, interfering in some instances with the visibility of existing signage.

The 1994 Recommended Functional Classification / Thoroughfare Plan adopted by the Hamilton County Board of Commissioners identifies Wooster Pike as a minor arterial. This street classification requires a 100-ft. ROW, generally at the time of building construction or redevelopment. However, since Fairfax has its own jurisdiction over the portion of Wooster Pike within the Village, there is no applicability of the Thoroughfare Plan in this instance.

The minor arterial classification indicates that the existing and/or anticipated traffic volumes exceeds that of the typical collector road. It would be prudent to recognize the efforts of the Thoroughfare Committee and respect the functional classification of Wooster Pike in terms of planning to access management (impact of multiple curb cuts on traffic flow, offset streets, etc.) and other design criteria.

### 7.2. Major Intersections: Issues/constraints

Major intersections on the Wooster Pike Corridor are Wooster at Meadowlark Lane and Wooster at Watterson Road. Both intersections are provided with traffic lights. Watterson Rd. is a main through-route between the City of Cincinnati and Fairfax. The traffic light on Southern Avenue is the last one before the interchange with Red Bank Rd.

There is no distinctive characteristic identifiable at the entrance to the Village from the west. The intersection of Wooster and Meadowlark Lane contains a large parking lot at Frisch's which dominates the northeast corner, open grass and trees are located in the northwest corner, grass on the southwest corner, and grass, fences and 5/3<sup>rd</sup> parking lot on the southeast corner.

### 7.3. Parking: Issues/Constraints

Off-street parking areas are characterized by large, uninterrupted expanses of parking situated between buildings and the street.



Parking lot at Frisch's Restaurant

Parking is also provided at the side or rear of the buildings.

Parking lots are usually unscreened from the roadway or sidewalk and often encroach onto the public right-of-way.



Sidewalk on Wooster Pike at Frisch's Restaurant.

Often no allowance is given for car overhang

Access points are not clearly defined in parking lots.

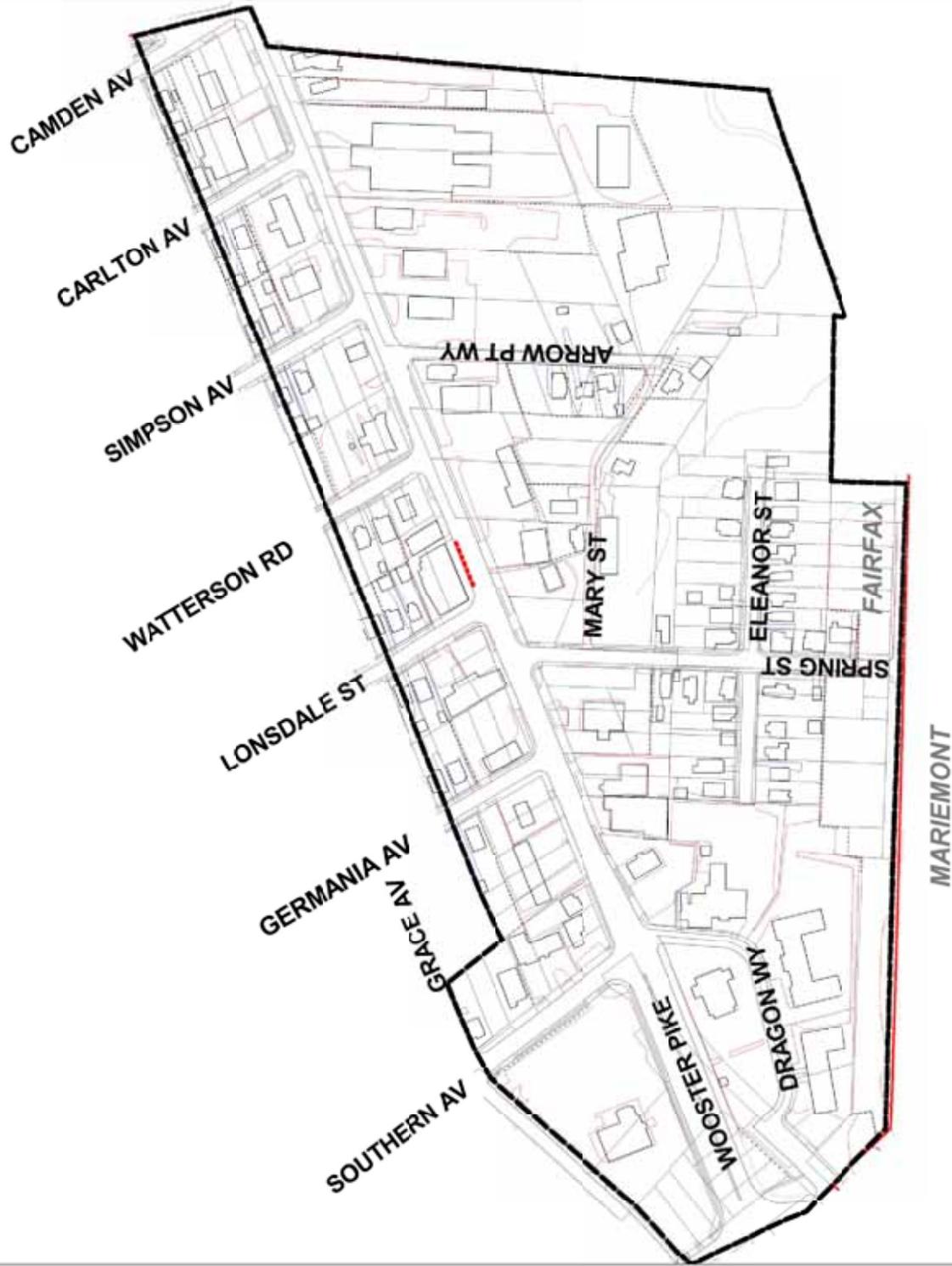
Parking lots are privately owned. See Map 12 for location of parking areas. There are roughly 793 off-street parking spaces in the study area. A great number of parking lots seem to be in good condition, without signalization. There are only 22 dedicated handicap parking spaces in the Corridor. From a total of 38 parking lots, approximately 25% of them are not properly marked.

Limited on-street parking is available on Wooster directly in front of 6002 Wooster (north side). There are no meters, but parking is not allowed on weekdays between 7:00 am and 9:00 am.

THE VILLAGE OF FAIRFAX  
**Wooster Pike  
 Parking Map**

-  Wooster Pike Study Area
-  Corporation Line
-  Buildings
-  Pavement
-  Railroads
-  Parking
-  Sidewalks
-  Fences
-  Walls
-  Driveways
-  Rivers & Streams
-  2 hour on street parking

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#### **7.4. Architectural Character: Issues/Constraints**

In an established business district, it is difficult to create a radical change in architectural character. Accordingly, there has not been a study to provide guidelines for a unique architectural character of the community in the business area. Another concern is that the corporate image and product recognition have become more important to the owner than the development of the character of the local area. Large building set-backs and numerous parking lots add to the poor definition of the commercial corridor. Variations in set-backs also result in the exposure of unfinished side walls of buildings. See Map No. 13.

#### **7.5. Vehicular Circulation and Access: Issues/Constraints**

Wooster Pike serves as a major east-west arterial street. The street goes from 110 ft. wide on Columbia Parkway in Cincinnati to 40 ft. wide in Fairfax. The shopping district is reached primarily by automobile. Large numbers of poorly defined driveways confuse drivers and increase the number of turns and the potential for accidents. Inadequately identified entranceways also disguise ownership and responsibility for the public right-of-way lands.

#### **7.6. Pedestrian Circulation and Access: Issues/Constraints**

Wooster Pike Corridor has sidewalks running the full length of the area and connecting it to the adjoining neighborhood. However, pedestrian amenities such as benches and bus shelters are lacking. Chain fences along the pike give a strange feeling to pedestrian movement. Pedestrian traffic is minimal, due to the automobile-oriented nature of the corridor and the occurrence of moving traffic directly adjacent to the sidewalks.

#### **7.7. Vacant sites**

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.

#### **7.8. Signs: Issues/Constraints**

The clutter generated by signs is one of the worst features of the corridor. This is caused by the largely uncontrolled number, size, shape, color and design of the signs erected in these areas.





The amount of signs in the corridor causes a visual clutter.



Visitor welcoming signs are lost by commercial signage.



Many signs are difficult to read because of the number of messages per sign.

## 7.9. Street Furniture: Issues/Constraints

Wooster Pike has a limited amount of street furniture. Bus stops on both sides of Wooster Pike at its intersection with Germania Avenue have benches.



The benches located here are of the concrete with wood-slat variety. However, in this entire stretch of the Wooster Pike Business Corridor, these are the only two locations with any type of street furniture. There are eight bus stops, but no bus shelters.

### 7.10. Landscaping: Issues / Constraints



Landscaping for the Wooster Pike corridor is patchy. Some businesses have very nice, professionally landscaped areas incorporated into the lot design. Some businesses have none. Given this disparity in attention paid to landscaping, there is no continuity on the street level. This contributes to the disjointed look the corridor has today.

## 8. VISION FOR THE CORRIDOR

The vision for the Wooster Pike Business District has been developed based on comments made by the participants of the March 30<sup>th</sup> public meeting. The vision identifies what the corridor should look like in five years:

*“The Wooster Pike area in the Village of Fairfax has a consistent and unique image as a retail/office oriented corridor, with an inviting streetscape that attracts new businesses, and a pleasant and secure environment for pedestrian customers.”*

The goals are to:

- Establish a consistent image of the Wooster Pike Corridor
- Expand the office/retail activities to adjacent land with complementary uses
- Increase the effect of redevelopment on property value
- Improve redevelopment potential
- Develop a compatible land use pattern

- Make the area more pedestrian friendly
- Improve access onto and off of Wooster Pike to the corridor's businesses
- Connect the business districts on both sides of Wooster Pike

The expected results include:

- A viable place where shopping, entertainment and services will occur
- A mix of retail, services and professional offices that promote extensive renovation and redevelopment
- The public and private sector investment in buildings and infrastructure
- Increase of land use density
- Improved circulation and access for vehicles, pedestrians and cyclists

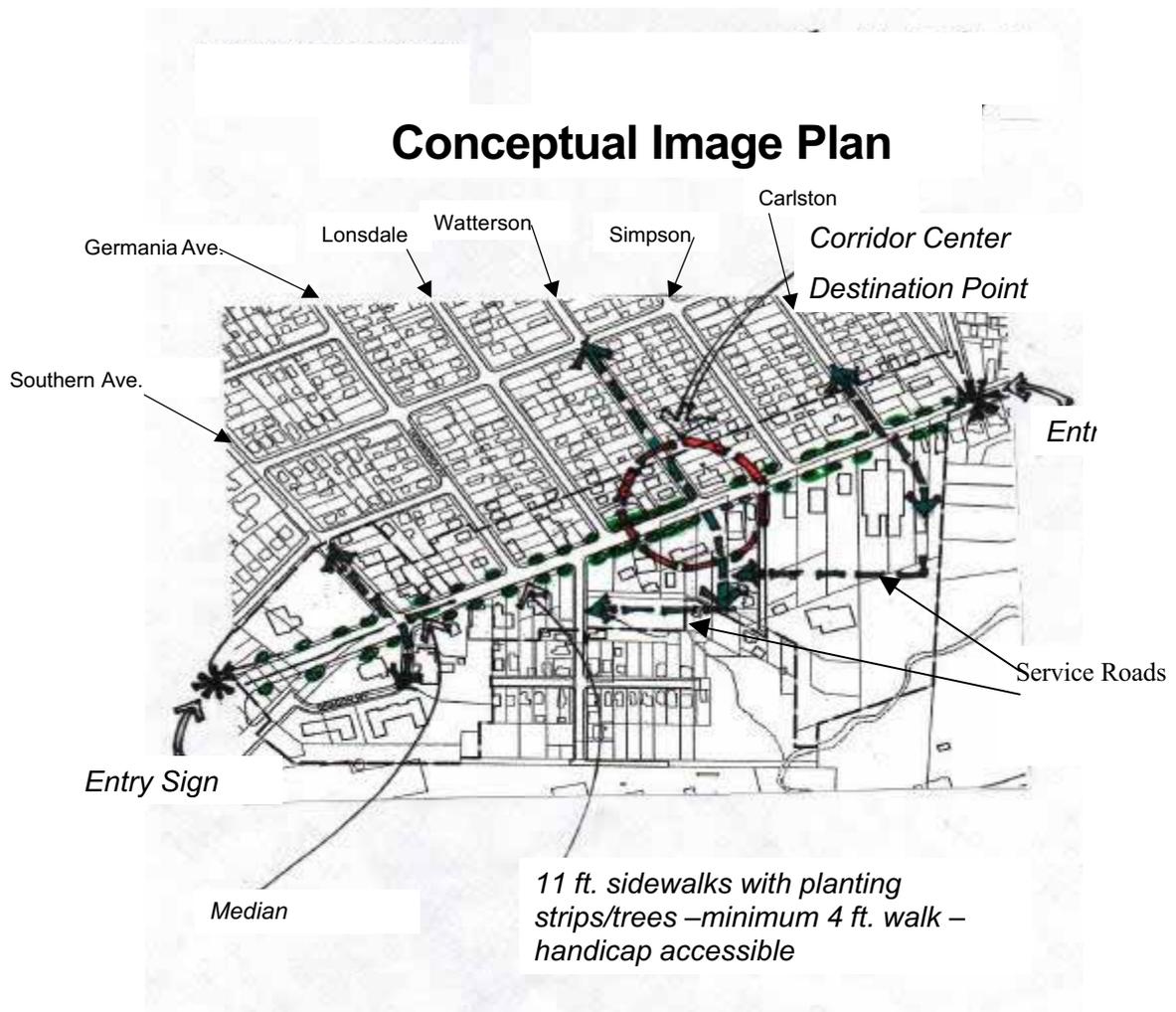
## 9. CONCEPTUAL IMAGE PLAN

In addition to meeting the goals identified for the corridor, a series of requirements were pointed out by the committee to be met by the redevelopment proposal for the Wooster Pike District. In the formulation of such a list the following elements, among others, were considered: the analysis of local and regional physical and economic conditions, the input from participants at the March 2000 meeting, and experts' opinions on infrastructure, road improvements and commercial development. Below is a list of requirements for the revitalization plan:

- Types of uses:
  - ✓ Neighborhood retail business
  - ✓ General retail/office
  - ✓ Institutional
- Circulation:
  - ✓ Pedestrian oriented
  - ✓ Clear separation between cars and pedestrian
  - ✓ Connection between north and south business district
  - ✓ Open/connect the most southern part of south side to the pike to favor redevelopment
  - ✓ Reduce the curb cuts on Wooster Pike
- Beautification:
  - ✓ No obtrusive landscape on sidewalks
  - ✓ Linked parking lots
  - ✓ Mark entrances to the Village
  - ✓ Sidewalk treatment
  - ✓ Sign consistency
- Others:
  - ✓ Favor commercial (re)development on the northern side of Wooster Pike up to a depth of 200 ft.
  - ✓ Create a destination point in the corridor
  - ✓ Height of buildings facing on Wooster Pike up to 35'
  - ✓ Building setbacks on Wooster Pike maximum of 16'
  - ✓ Promote/enforce consistent landscape/streetscape
  - ✓ Extend the study area to include the residential district on Spring and Eleanor Streets

A first step in the visualization of how all these conditions could be met are shown in Exhibit 7.

**EXHIBIT 7**



**10. BUILDING THE CORRIDOR'S IMAGE**

A coherent visual image is essential to the establishment of this district within which businesses and buildings relate physically and functionally to each other. The image should convey the message that this commercial group collectively offers attractive and complementary merchandise and services.

Rather than attempting to create such a theme from scratch, which would be difficult, artificial, and expensive, the area can achieve an unified appearance by using harmonious colors, signage, landscaping, sidewalk paving, street furniture and awnings or other accessory forms which serve both functional and decorative uses.

The following text and graphics depict examples of possible design techniques that could be used to create a coherent visual image of the commercial district of Fairfax. Some of these techniques apply to public streetscape improvements, others to improvements to be made to individual properties by their owners. The guidelines developed address issues related to:'

- Building Character and Buffers
- Building Setbacks
- Parking
- Streetscape
- Signage

As the project evolved, some of these guidelines were incorporated as regulations in the zoning ordinance, others remained to be used as architectural guidelines when reviewing site plans.

### **10.1. Building Character and Buffers**

The buildings along Wooster Pike do not exhibit a definable character or style. Another aspect of individual buildings within the district that must be considered is scale: if they are all similar in height and bulk, and setbacks, the corridor will convey a coherent image despite other differences.

#### **Guidelines**

- Buildings should be used to define the corridor. Uniform and perhaps reduced setbacks would create a sense of enclosure and reduce the appearance of a highway.
- Building design should strive to maintain and reinforce the local character rather than a corporate image.
- Large, exposed blank walls should be avoided. Uniform setbacks could minimize this problem. In addition, all visible sides of a building should be finished and treated similarly to the front
- The finishes on retaining walls should be compatible with those of nearby buildings.
- Large gaps between buildings should be minimized and where they exist screening through landscaping should be attempted.
- Building entrances should be well-defined and accessible to pedestrians and the handicapped.
- Outdoor display areas should respect setback regulations (zoning).
- Where commercial uses back onto residential areas, they should be properly screened using fences or landscaping.
- Fencing should be solidly constructed, easy to maintain and compatible with adjacent buildings in terms of color and materials.
- Fence height, locations, design and materials should comply with the Village's fence ordinance.
- Service areas should be incorporated into the building design or screened from view through fencing or landscaping.

- Chain link fences and guardrails along the street present a very negative appearance and should be removed from the right-of-way. Bollards, and a tree line, or an iron fence should be used.

## **10.2. Building Setbacks**

The basic premise regarding setbacks is to protect the visibility of adjoining properties and to maintain the rhythm of facades. Although there is currently a wide variety in setbacks, it is recommended that as redevelopment occurs, it be done with consideration of visual continuity.

### **Guidelines**

- For new construction or rehabilitation involving additions, building setbacks should be no greater than 16 feet from the ROW. Refer to Map No. 13.
- Uniform and perhaps reduced setbacks would create a sense of enclosure and reduce the appearance of a highway.

## **10.3. Parking**

Parking lots for existing buildings should be combined whenever possible. This will make parking more accessible and reduce the need for multiple curb cuts along Wooster Pike. To make the corridor more pedestrian friendly, off-street parking should be placed at the sides or rear of the building.

### **Guidelines**

- Parking should be encouraged at the side or rear of buildings rather than in front. Parking areas at these locations should be well-identified from the road. Loading and delivery areas should be confined to the rear of buildings.
- Minimum landscaping requirements should be established for parking on new development. Landscaping may be employed to define access points, provide human scale and create a feeling of enclosure.
- The visual impact of parking areas, from the street, may also be softened through the use of planting. Safety factors, such as clear visibility of entranceway locations and traffic sight-lines should be respected when placing plant materials.
- Linking parking areas should be encouraged to reduce the number of turns onto and off of Wooster Pike.
- Parking layouts should facilitate the safe movement of pedestrians by providing walkways separate from automobile traffic. Pedestrian routes should be parallel to the traffic aisles, and cross roadways at the fewest possible points.
- Parking lots adjacent to pedestrian paths should be designed so that cars do not overhang the path.
- Handicapped parking at convenient locations should be provided.

## **10.4. Streetscape**

To help attract businesses, customers, and pedestrians an attractive streetscape is needed. The streetscape will begin with gateways on both ends of the corridor to announce one's arrival into the Wooster Pike Business District. These should be ground signs surrounded by landscaping.

To visually identify the area the sidewalks along Wooster Pike should be made of brick or pavers. Trees should be located along the sidewalk to insulate pedestrians from moving traffic. Areas between buildings and parking areas or sidewalks should be landscaped and sidewalks or pathways should connect the street sidewalk to the building.

New benches should be provided at the existing bus stops. Utilities should be placed underground to reduce visual clutter along the street. Lampposts should be placed to provide light and a place to hang community flags (banners).

The use of elements such as benches, waste receptacles, interlocked paved stone or concrete sidewalks, trees and lampposts are scarce or non-existent in the Wooster Pike corridor at the present time. Street furniture as part of the corridor landscape needs to be used to unify the design of the district. Installation of these materials should be required for all new construction and any building additions, or an alteration to the front façade that would necessitate removal of the existing sidewalk during construction.

### **Guidelines**

- Consistent design and materials should be used to create an underlying visual linkage for the corridor.
- Areas of pedestrian interest should have street furniture.
- If used, the style, size, and shape of benches should be consistent throughout the corridor.
- The areas between the business and the street that are not paved, should be landscaped.
- No business should have a completely paved area between it and the street.
- A planted or decorative median strip can add interest to the corridor, by reducing the perceived road width and indicating to motorists that they are entering a special area.
- Landscape with appropriate trees, shrubs and plant materials in the ROW contribute to create a strong image for the corridor.
- Areas of landscaping should be regularly maintained.
- Attractive street furniture, such as benches, bus shelters and waste receptacles should be provided at intersections, bus stops and where pedestrian activity is to be encouraged.

## **10.5. Signage**

To reduce visual clutter along the corridor signage should be made consistent. When possible signs should be placed on buildings. Freestanding signs should be monument signs close to the ground. Large billboards, freestanding or on buildings, should be removed. Tall pole signs should also be removed.

### **Guidelines**

- The size, height, type and location of all commercial signs should be comprehensively regulated. All private signs should be removed from the public ROW.
- The number of signs per property should be limited to those absolutely necessary.
- Signage should be consolidated whenever possible.
- Signs should be placed on buildings when feasible.
- Freestanding signs should be installed on a landscaped or decorative base.
- Portable signs should only be allowed in very special circumstances, for short periods of time, and should be subject to the same criteria as permanent signs.
- Signs should complement the architectural design and materials of the buildings.
- Signs and other street furniture should be integrated into the landscaping.
- Public signage should be standardized so it is not confused with commercial signage.
- Welcome signage should be provided at the entrance-ways to the community. These signs should not have to compete for the driver's attentions with commercial signs.

## **11. DESIGN REVIEW**

The guidelines proposed for the Wooster Pike Corridor have been incorporated as part of the Architectural Review Overlay District in the Zoning Code. These regulations should be applicable when a new building is proposed in the district. They should also be used when any changes on existing buildings requiring a building permit or sign permit are proposed.

The developer or property owner should be required to submit, as specified in the code, drawings and other descriptions of the proposed new structure or alteration to the Village's Architectural Review Officer (ARO).

An Architectural Review Officer's position should be created. The ARO should evaluate the design, visual appearance and relationship to its surroundings based on the criteria stated in the code, as well as the design review guidelines developed as part of the plan. The appointed ARO should make recommendations to the Planning Commission.

## **12. REVITALIZATION PLAN**

### **12.1. General Plan**

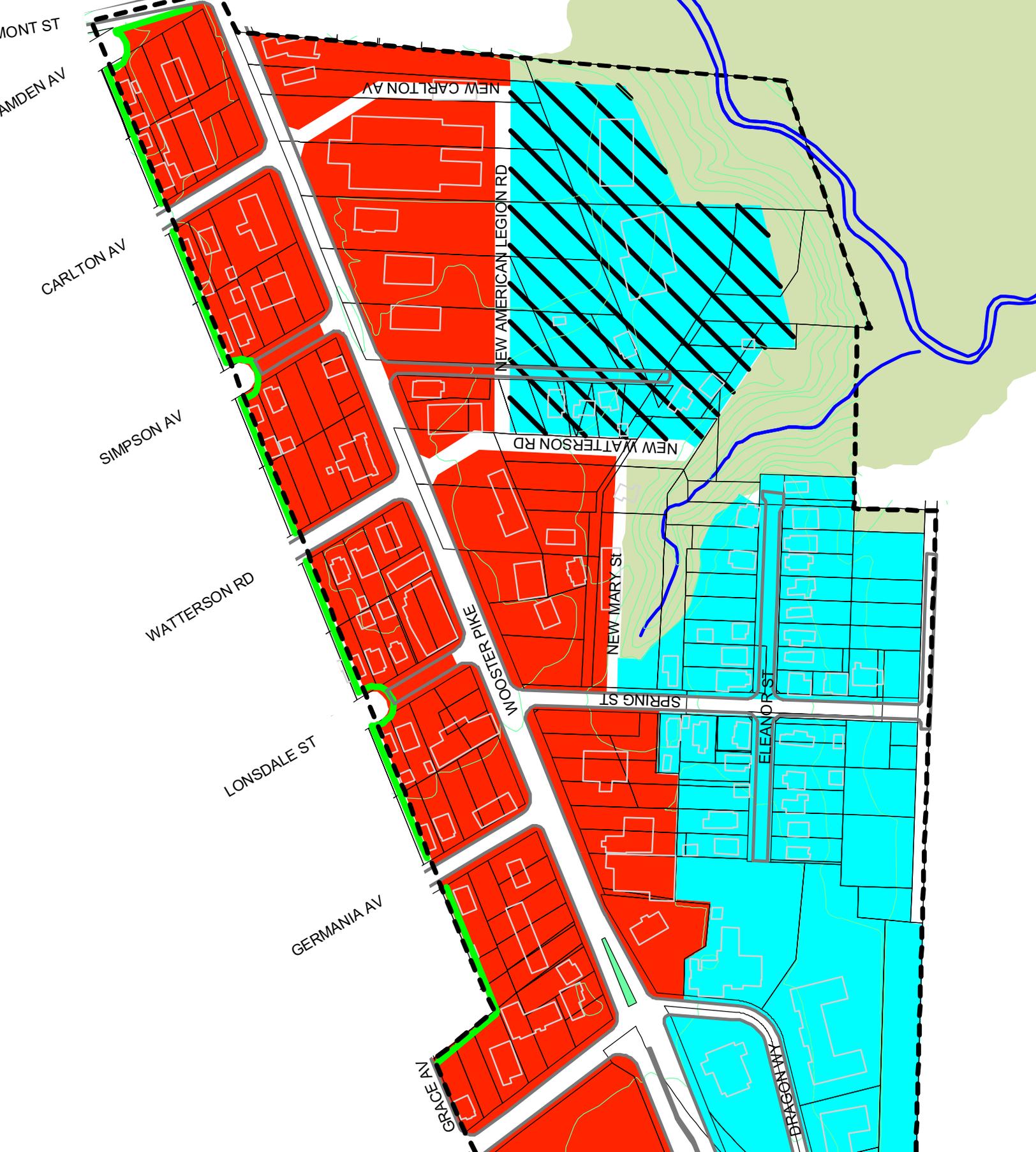
The general Plan consists of a Land Use Plan, an Access Management Plan, a Circulation Plan (vehicular and pedestrian), and a Parking Lot Design section.

### **12.2 Land Use Plan**

See Map No. 14 for the Proposed Land Use Plan

Pro

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### **12.2.1 Land Use Policies**

The goals and objectives of this land use plan are intended to be implemented primarily through the effects of zoning amendments on the development of future land use. The evaluation and approval of zoning map and text amendments should be based on the following policies:

1. Existing land use or zoning district allows uses and intensity that would be incompatible with limited lot size or other site constraints.
2. Existing land use or zoning district allows uses and intensity that would be incompatible with and detrimental to adjacent and nearby uses.
3. Existing land use or zoning district allows uses and intensity that, by itself or through cumulative effects, would be consistent with or undermine critical elements of the Land Use Plan.
4. Existing land use or zoning district creates undesirable potential for inappropriate redevelopment (on site) to more intensive uses since the district is more permissive than required for existing other appropriate and reasonable uses.
5. Existing land use or zoning district creates undesirable land use patterns since the district, being excessively restrictive, would not enable appropriate development alternatives.
6. Existing land use or zoning district creates undesirable potential for inappropriate zone amendments (off-site) for higher intensity development since the district is excessively permissive compared to adjacent zoning.
7. Existing land use or zoning district lacks standards or incentive for achieving adequate development coordination with adjacent interrelated sites.
8. Existing land use or zoning district lacks standards for allowing reasonable alternative land uses and achieving transitional uses that will effectively terminate the spread of higher intensity uses and conserve adjacent desirable land uses.
9. Existing zoning district is generally appropriate.
10. Existing land use or intensity is generally appropriate.
11. Existing land use or intensity is generally inappropriate.

The finding of conflict with any of the eleven policies may create sufficient cause for denial of a proposed zone amendment. The land use categories proposed in this report are recommended with the intent of being consistent with these policies. Accordingly, each of the policies is reflected in one of the purpose statements.

## **12.2.2. Concepts and Strategies**

The overall concept of this land use Plan is to encourage a variety of land uses and intensities at strategic locations to enable well defined character and sense of place. In order to achieve a desired character in terms of scale intensity and use, strategies were developed to assure that appropriate development of the village occurs.

### **Strategy 1**

Concentrate retail development and services along Wooster Pike.

#### **Purpose/Rationale**

- Reinforce existing trend, and improve the Village residents' access to retail establishments.
- Facilitate redevelopment of vacant sites on Wooster Pike.

### **Strategy 2**

Allow commercial redevelopment to occur up to depth of 200 ft. on the northern side of Wooster Pike.

#### **Purpose/Rationale**

- Favor commercial redevelopment while affecting the minimum number of residences.
- Maintain the small town scale (there has been some pressure from developers to expand the retail area 300 ft. to the north).

### **Strategy 3**

Expand the existing office use along Dragon Way toward the east.

#### **Purpose/Rationale**

- Reinforce existing trend, and provide the Village opportunities to increase tax base.
- The residential area is isolated from the rest of the residential area in the Village. It is a pocket of residential use surrounded by office, industrial, and service uses.

### **Strategy 4**

Favor the development of public facilities (such as a district fire station) or senior housing (institutional) and/or complementary uses in the southeastern part of the study area.

#### **Purpose/Rationale**

- There is potential for a more intense use if appropriate access is provided. Desirable options are for a senior housing facility and complementary uses, and/or a district fire/emergency center.

### **Strategy 5**

Designate approximately 4.22 acres as woodland preserve.

#### **Purpose/Rationale**

- Consistent with natural features.
- Provides buffer from industrial uses in adjacent Mariemont (Keebler Plant).

### **Strategy 6**

Provide a buffer between the commercial and residential uses identified in the Plan.

#### **Purpose/Rationale**

- Minimize the effect of retail activity into residential areas.

### **12.2.3. Proposed Land Use Categories**

The categories describe general development characteristics of a particular use, which are desirable in order to achieve a specific spatial development goal. The land use categories represent what the preferred use of the land in the Village should be, either presently, or in the near future.

#### **Retail**

Business and service uses that achieve compatibility and appropriately service to adjacent residential neighborhoods developed with a consistent theme and containing architectural, landscape, streetscape, and signage standards.

*Typically a planned development with multiple uses that are created in separate buildings or within single buildings, sharing a common image and circulation system*

#### **Office**

Office uses and related compatible uses at intensities consistent with surrounding development.

*Typically multi-story structures with a scale, massing, intensity, layout and specifications compatible with site constraints. A planned development in which uses in separate buildings or within single buildings share a common image and circulation system is encouraged.*

#### **Institutional**

Community centers, schools, churches, hospitals, educational, philanthropic, religious or charitable institutions, public buildings and similar uses, and housing facilities for the elderly.

*Typically not-for-profit uses. A planned development in which uses in separate buildings or within single buildings share a common image and circulation system is encouraged.*

#### **Woodland Preserve**

Forests or wildlife reservations, public properties and related compatible uses generally associated with the preservation of the natural environment.

*Typically natural conditions such as woodlands, steep slopes, flood plain or geological conditions that are most suitable for recreational uses.*

#### **Buffer**

Generalized indication of need for development to include appropriate buffers, setbacks, landscaping, fences or other screening elements to achieve compatibility between adjacent dissimilar uses of land, or to achieve other community goals.

### **12.3. ACCESS MANGEMENT PLAN**

In the formulation of the access management plan several elements were taken into consideration. On one hand, the Plan had to meet the goals established for the corridor as well as the concept image plan and requirements developed by the committee. On the other hand, physical considerations came into play: traffic counts (see Appendix 1), existing curb cuts, parking, right of way, traffic patterns, and observations of how other communities handle traffic. Finally, consideration was paid to the future impact of regional plans in the Fairfax area, such as the Eastern Corridor Transportation Plan, the OKI Bike Plan, and the Duck Creek Flood Management Project.

The access management plan includes a proposal for infrastructure improvements for vehicular circulation, pedestrian circulation, and an access management action plan.

#### **Short range actions**

1. Cul-de-sac at: Lonsdale, Simpson and Camden and redevelop ROW for parking and common access areas.
2. Meet with Wooster Pike north side business owners to discuss sharing of driveways, cross circulation, common parking and signage.
3. Implement traffic calming to reduce speed of traffic (safety). For example, construct a gateway entrance.
4. Paint pavement markings, signage and install pedestrian controls. Create a safe and comfortable environment for pedestrian (e.g. sidewalks, etc.)

#### **Long-range actions**

1. No left turns from Wooster Pike permitted at mid blocks.
2. Right-in/right-out permitted based on site plan review.
3. Development of north side and south side common parking areas.
4. Install two new traffic signals consistent with development area plans. Potential locations include Spring and Carlton.
5. Restripe Wooster Pike to provide for three lanes:
  - One through lane in each direction
  - Center turn lane at designated intersections
  - Center landscaped median
6. Study the opening of the new streets based on plans submitted by developers.

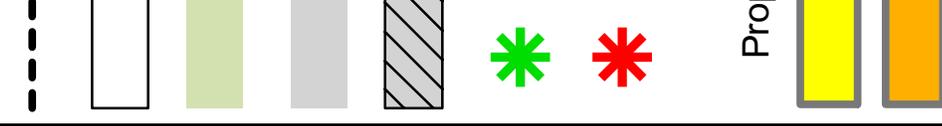
#### **12.4. Circulation: Vehicular**

One very important consideration when formulating recommendations that target vehicular circulation was deciding what the community wanted Wooster Pike to look like. After long discussions, the committee agreed that Wooster Pike should be reduced from four lanes to three lanes. No on-street parking is recommended. This alignment will not only provide continuity to the existing street design in the Village of Mariemont, but will also help the Village of Fairfax to implement its streetscape. Another objective of the circulation plan is to respond to an economic development recommendation to open lands in the southern part of the study area for redevelopment through convenient road infrastructure.

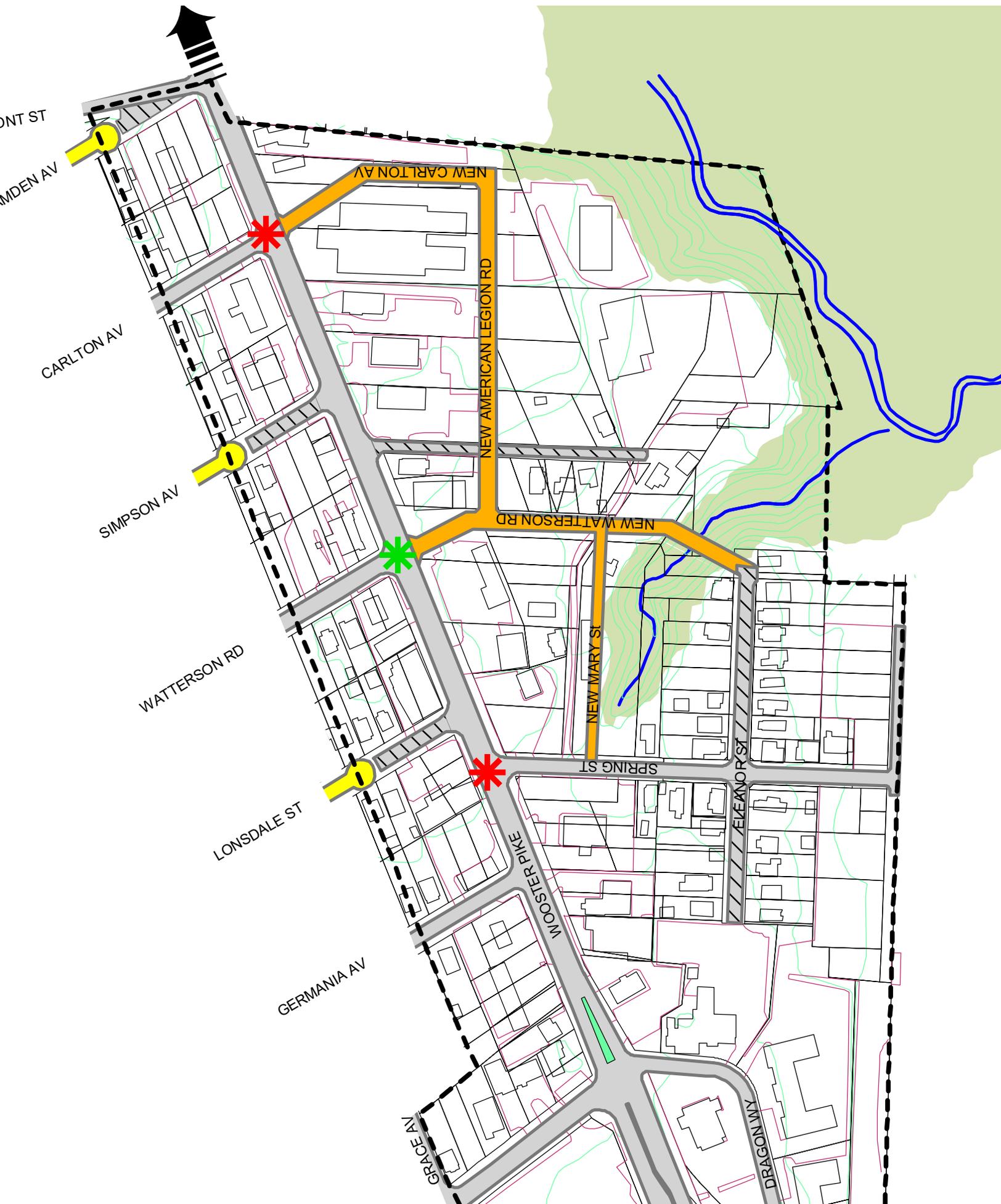
The Circulation Plan recommends:

- Extending New Watterson Road and New Carlton Avenue across Wooster Pike into the southern part of Wooster Pike to continue the Village's street grid, and promote safer pedestrian crossing.
- Adding New Mary Street and New American Legion Road, running parallel to Wooster Pike in the southern part of the study area as service roads.
- Closing Lonsdale Street and Simpson Avenue to through traffic to protect the adjacent neighborhoods from undesirable traffic generated by the commercial activities. The closed southern portions of the streets will become the main entrances for the businesses located in the northern part of the Pike.
- Evaluating the possible effects of closing Carlton Avenue.
- Closing Camden Avenue at Wooster Pike. Camden and Belmont Avenues merge right before Wooster Pike. Poor visibility, merging lanes and low traffic counts suggest the closing off of Camden Avenue as a good alternative to provide for a safer vehicular and pedestrian circulation.
- Modifications to Wooster Pike Include: (a) one through lane in each direction (12 ft. wide), (b) center turn lanes at intersections, (c) center landscaped median (10 ft. wide), and 11 ft. streetscape area for sidewalks and tree lawns.
- Combining curb cuts along the southern side of Wooster wherever possible. This allows easier entrances and exits along Wooster. The number of curb cuts along Wooster Pike should be reduced as much as possible.
- Installing two new traffic signals consistent with development area plans. Potential locations include Spring and Carlton.
- Eliminating on-street parking.

If implemented, a total of 150 ft. of new cul-de-sacs will be constructed in a first phase at an estimated cost of \$75,000. Refer to Map No. 15 and Table 8 for more detail.



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## **12.5. Circulation: Pedestrian**

The safety of pedestrians was considered a high priority when devising this set of recommendations. The retail area along Wooster Pike should provide for safe transit of residents as well as for other pedestrian customers. The recommendations for pedestrian circulation are depicted in the Sidewalk Plan Map.

The Sidewalk Plan recommends:

- Sidewalks should be installed along the entire length of Wooster Pike and all streets within the corridor.
- Along Wooster these sidewalks and planting strips should be no less than 11' wide with at least a 4' walkway and a planting strip of 7' adjacent to the pavement.
- Sidewalks should have handicap accessible ramps.
- Crosswalks should also be installed across Wooster Pike at major intersections to provide for safe pedestrian traffic.
- When considering infrastructure improvements, the sidewalks along Wooster Pike have been deemed a priority because of their potential impact in the overall image of the corridor. They are identified as Phase I in the Sidewalk Plan.

Sidewalks along Wooster Pike extend for 8,540 ft. The estimated cost of improvement for construction of the sidewalks is \$85,400. The standard streetscape area is 11 ft. wide, including a 4ft. walk and 7 ft. planting strip. Refer to Map No. 16 and Table No. 10, Phase I Infrastructure Improvement, for more details.

## **12.6. Parking Lot Design**

One of the concerns expressed by the business community was the lack of enough parking in the corridor. The Plan recommends:

- Use the closed southern portions of Lonsdale Street and Simpson Avenue as the main entrances for the businesses located in the northern part of Wooster Pike, and off-street parking.
- Promote sharing of driveways, cross circulation and common parking and signage on the northern part of Wooster Pike.
- Encourage linked parking in the corridor.



### **13. REDEVELOPMENT PLAN**

The Wooster Pike Redevelopment Plan is a unified vision of a series of public improvements to promote redevelopment of blighted and underutilized properties for retail, offices and institutional uses. Estimated acquisition costs and infrastructure improvements are provided on Table No. 9. If implemented, the Plan estimates a total of three cul-de-sacs in the first phase, and 1800 ft. of additional roads in a second phase. The Plan recommends a phasing of infrastructure improvements as previously noted in the Circulation Plan and in the Sidewalk Plan, and identifies target areas for redevelopment. The Redevelopment Plan Map depicts graphically all these recommendations.

#### **13.1. Redevelopment Sites**

In the Wooster Pike Corridor a number of sites have been identified based on their current status as vacant, underutilized, or as areas where redevelopment could occur in the future. See map No. 17 for the building survey. Those sites have been called "potential redevelopment areas." To maximize the potential redevelopment of those sites some land assembly must be involved, in other cases a more intense use a large parcel is recommended. Refer to Map No 18 and Table No. 9.

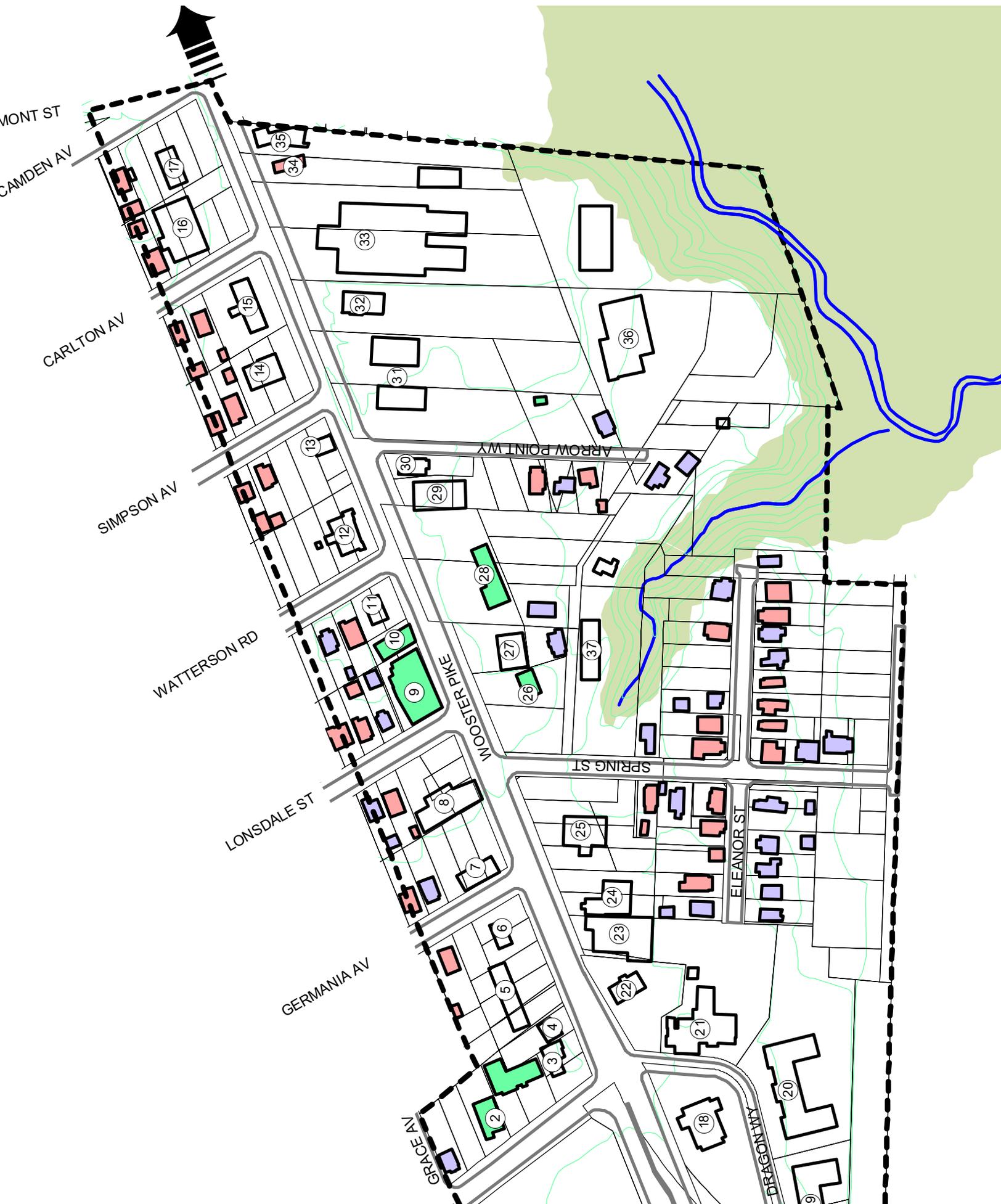
A parcel specific plan has been prepared based on a new circulation pattern. In the analysis of the proposal, cost of infrastructure improvement and acreage of new sites has been estimated.

# Wood Build

#

- Building U
1. Frisch's
  2. Vacant
  3. Samarit Center
  4. Americas Financia
  5. Car Wa
  6. Skyline
  7. Kentuck
  8. Church
  9. Vacant
  10. Vacan
  11. Diamo
  12. Provid
  13. Ramon
  14. B.P. P
  15. B.P. G
  16. Ameris
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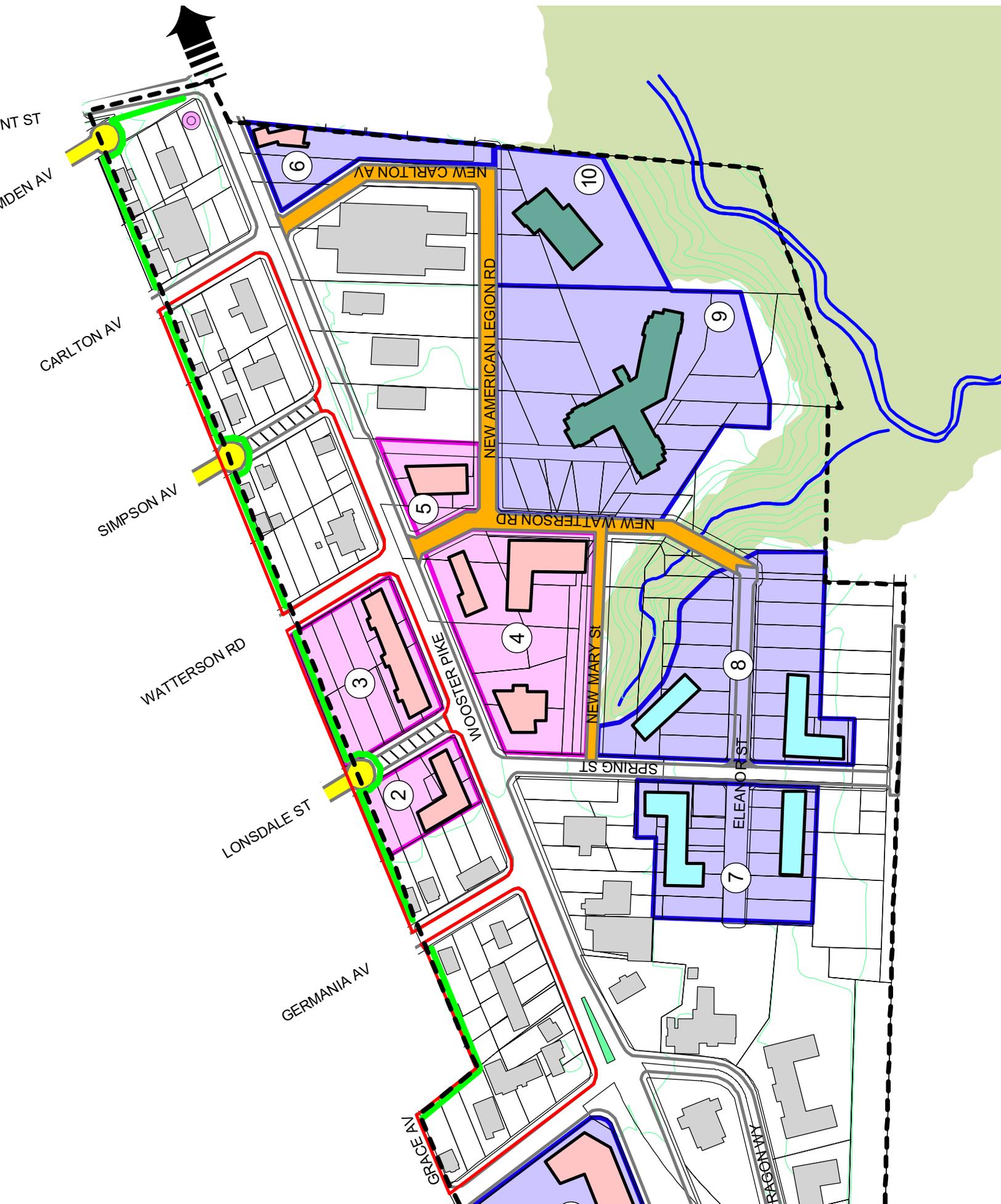
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Legend for map symbols and colors:

- (Dashed line)
- Red line
- Grey rectangle
- Pink rectangle
- Light blue rectangle
- Dark green rectangle
- Green line
- Green triangle
- Pink circle
- Light green rectangle
- Proposed (Yellow rectangle)
- Proposed (Orange rectangle)
- Diagonal lines
- Potential (Suggested) (Pink rectangle)
- Potential (Suggested) (Purple rectangle)

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Recommendations:

- Sites 2, 3, 4, and 5 are the target sites to concentrate efforts for redevelopment in the short term. Several factors were considered to make this decision: those sites are located at the center of the corridor, have the higher concentration of vacant buildings, and have been considered recently as a potential location for retail development by developers.
- Promote the redevelopment of Sites 7 and 8 for office or institutional use. These sites currently contain an island of 30 single-family homes that are surrounded by retail and industrial zoning (refer to Map No. 5). Due to the location these sites are not appropriate for retail use or industrial use.
- Promote the redevelopment of Sites 9 and 10 for office or institutional use since they do not have frontage on Wooster Pike. A specially identified use is for an elderly housing facility. These are large sites that house only two large buildings (a large garage and an underused VFW Hall) and five homes.
- Recommend moving the building closer to the street and increase the intensity of use of the land for Site 1.
- If extending Carlton Street across Wooster Pike occurs, part of the property affected by the public improvement may be used as public parking or as additional parking to the adjacent business (existing tavern).

#### **14. STREETSCAPE IMPROVEMENTS**

For an improved streetscape for the corridor, the following actions are identified:

##### **Short range actions**

1. Adopt a zoning code which includes an overlay zone district with design review guidelines.
2. Appoint an Architectural Review Officer (ARO) to review new development applications in light of the design review guidelines for the corridor. The ARO will make recommendations to the Planning Commission.
3. Paint pavement markings, install signage and pedestrian controls at intersections with traffic lights.
4. Initiate negotiations with ODOT and County Engineer for the re-stripping of Wooster Pike.
5. Construct gateway entry signs.

##### **Long range actions**

1. Prepare a detailed sidewalk plan that includes streetscape furniture and allocate funds for streetscape improvements. Refer to Map No. 16
2. Pass a Sidewalk Construction Ordinance by which property owners must comply with the Village's sidewalk plan
3. Construct sidewalks along both sides of Wooster Pike
4. Construct sidewalks along both sides of new streets on the south side of Wooster Pike as development occurs
5. Remove chain link fences and guardrails from the right of way to improve corridor's appearance, and replace them with bollards, wrought iron fencing, or a tree line if needed to create a separation between pedestrian and moving traffic
6. Use appropriate street trees (see Appendix 3), planters, or non obtrusive vegetation in the planting strips

**Table No. 8  
Summary: Revitalization Plan**

**Infrastructure Improvement**

New roads total length: 1,950 feet:  
     New roads – phase I 150 feet  
     New road – phase II 1,800 feet

	<b>Land acquisition</b>	<b>Infrastructure improvement</b>	<b>Total Cost</b>
<b>Total</b> (market value)	\$204,393	\$1,430,000	\$1,634,393
<b>Phase I</b>	\$0	\$75,000	\$75,000
<b>Phase II</b>	\$204,393	\$1,355,000	\$1,559,393

Number of property owners affected

by road expansion: 16

Sidewalks Phase I (on Wooster Pike) 4,270 ft.  
 Estimated cost (4 ft wide with 7ft planting strip) \$85,400

**Redevelopment Sites**

New Sites open for redevelopment: 4  
 Total acreage available for  
 Redevelopment with road expansion: 9.14 ac.  
 Minimum (new) lot size 0.99 ac.  
 Maximum (new) lot size 3.79 ac.  
 Total target areas: 10

**Total acreage study area** 45.4 ac.

**Land Use: Existing**

Commercial/office area 25.86 ac.  
 Residential area 9.92 ac.  
 Wood lands 4.46 ac  
 Streets 5.16 ac.

**Land Use: Proposed**

Commercial/office area 30.13 ac.  
 Institutional 4.97 ac  
 Woodlands 4.46 ac.  
 Street 5.84 ac.

**Projections**

Projected additional  
 commercial/office/institutional area 4.27 ac  
 Projected additional streets 0.68 ac

Wooster Pike Corridor Redevelopment Plan

Table No. 9

Proposed Potential Redevelopment Areas (PRA)

PRA No.	Existing land Use	Existing Zoning	Recommended Zoning	Lot frontage in ft.	Area in sq. ft.	Area in acres	Number of Owners	Market Value	Comments
1	Retail : Frisch's	Retail	Retail	490	91,875	2.11	1	\$858,300	Current Frisch's site. Prominent location. Recommendation: move the building closer to the street. Increase the size of the facilities for the operation of Frisch's and other complementary businesses (lease retail/service space). Alternative seasonal use: farmer's market.
2	Retail - Residential : church, pub	Retail	Retail	130	24,198	0.56	4	\$318,900	Recommended use: service/retail. Bring building (s) parallel to the street. Maintain a maximum setback of 16 ft.
3	Retail - Residential : vacant buildings, Diamond Digital	Retail	Retail	255	48,998	1.12	6	\$659,900	High visibility, at the center of the corridor. Bring building(s) parallel to the street. Maintain a maximum setback of 16 ft.
4	Retail: Vacant buildings Invisible Fence, two residences, part of Mary Street (private street)	Retail	Retail	375	87,240	2.00	6	\$649,200	Some fill may be necessary due to topography. Destination point. Recommended use: retail/service
5	Retail: Micas, part of Arrowpoint Street	Retail	Retail	180	20,780	0.48	3	\$0	The extension of Watterson affects the parking for this business. The portion of Arrowpoint Street adjacent to this business could compensate for the lost parking space. Market value corresponds only to the add-on to the existing lot/business. The actual acreage added on is .09 acres
6	Retail - Residential: Tavern, part of residence	Retail	Retail	170	27,403	0.63	3	\$15,392	The extension of Carlston across Wooster Pike will result in some land becoming available, possible for off-street parking for the existing business (Tavern). The actual acreage added on is .19 acres
7	Residential: Residences	Office	Office	315	70,514	1.62	8	\$215,600	Recommended use: office park. Possible extension of the Dragon Way office park.
8	Residential: Residences	Retail - Residential	Office	450	104,868	2.41	19	\$983,812	Recommended use: Office. Includes Eleanor Street
9	Retail - Residential: Woods, vacant house, American Legion Post 554	Retail	Retail - Institutional	685	165,304	3.79	12	\$541,342	American Legion and residences currently in the site. Potential relocation site for Fire Station for the consolidated district. Other suggested uses: senior housing and complementary offices.
10	Retail: Storage shed (new)	Retail	Retail - Institutional	240	57,684	1.32	3	\$54,020	With the opening of the road, owner may reconsider the use of the parcel (currently used as storage).
<b>Total</b>				698,864	16.04	65		\$ 1,794,774	
<b>Totals for new sites (7,8,9,10) (as result of road improvements)</b>				398,370	9.14	40		\$	

Wooster Pike Corridor Revitalization Plan

Table No. 10

Phase I  
Infrastructure Improvement

Street Name	Estimated Construction Costs			Estimated Land Acquisition Costs			Total Costs
	Length in ft.	Width in ft	Cost per ft/lane	Cost Estimated	Acreage	Number of Owners	
Street Closing - Cul-de-sac (3)	50	50	\$250	\$75,000	0.24	1	\$0
<b>Total</b>	50			\$75,000	0.24	1	\$0

Sidewalks	Estimated Construction Costs		
	Length in ft.	Width in ft	Cost per ft (4ft. Wide)
Sidewalks along Wooster Pike	(2) 4270	11	\$10
			\$85,400

Phase II  
Infrastructure Improvement

Street Name	Estimated Construction Costs			Estimated Land Acquisition Costs			Total Costs
	Length in ft.	Width in ft	Cost per ft/lane	Cost Estimated	Acreage	Number of Owners	
New Watterson (bridge)	190	28	each	\$500,000	0.12	4	\$6,700
New Carlton St.	380	28	\$250	\$190,000	0.24	3	\$14,402
New Watterson St.	390	28	\$250	\$195,000	0.25	5	\$21,477
New Mary St.	360	28	\$250	\$180,000	0.23	4	\$12,343
New American Legion St.	580	28	\$250	\$290,000	0.37	10	\$149,472
<b>Total</b>	1900			\$1,355,000	1.21	26	\$204,393

## **15. ECONOMIC DEVELOPMENT RECOMMENDATIONS**

The Hamilton County Office of Economic Development (HCOED) has thoroughly researched the economy of Fairfax and its neighboring communities, as well as the Greater Cincinnati region itself. Based on this research, it is HCOED's opinion that government action is required to improve the economic viability of this corridor. As indicated throughout this study, there are several major factors that indicate the corridor does not have the ability to remain self-sustainable and viable over the long term. These factors are summarized below.

### **Unbalanced Business Mix**

In the case of Wooster Pike, there is a high concentration of automobile oriented retail uses. Current businesses include Midas, BP Gasoline Station, BP Procure Garage, Superamerica Gasoline Station, Tire Discounters, Zakiras Garage, and the vacant Q-Lube site. These buildings are often single-use and prohibitively expensive to purchase for demolition and redevelopment.

### **Lack of Destination Attraction**

Related to the problem of an unbalanced business mix, a destination attraction is some type of business that will draw potential customers to patronize a wide array of complementary businesses in the corridor. In the case of Wooster Pike, a mid-scale restaurant will draw business users during the day and families at night, both groups which will patronize complementary retail businesses that are easily accessible to the restaurant. Both of these groups (businesses, users, and families) currently have little reason to stop in the corridor, other than to get gas on the way to a destination somewhere else.

### **Inadequate Lot Size**

Modern retail uses, specifically those situated in a small business district such as Wooster Pike, typically need a minimum of one acre of land. Both sides of the street tend to have small, shallow lots that are much less than one acre in size and are adjacent to single-family housing. The average lot size for all parcels with frontage on Wooster Pike is 7,698 square feet, or 0.18 acre. This situation poses a problem for existing businesses by resulting in a lack of adequate parking, and makes land assembly difficult for redevelopment because of high property acquisition costs.

### **Appearance / Lack of Identity**

Wooster Pike has the potential to be a very successful retail corridor because of the high volume of traffic that flows through it, the large daytime business population in Fairfax and the affluent communities surrounding the Village. However, the corridor is currently designed as a suburban automobile-oriented business district, but has inadequate lot sizes and parking to support those types of uses. The corridor's layout is also not conducive to support a small town business district due to the lack of non-automotive retail uses, safe and attractive pedestrian circulation, and any identifiable theme or character.

## **15.1. HCOED Recommendation – A**

### **15.1.1. Land Acquisition/Developer Partnerships**

The following action items are the most aggressive of the three options recommended by HCOED, and involve substantial government intervention. These recommendations fully address all of the factors listed above that are contributing to the lack of a viable and self-sustaining business corridor.

HCOED recommends the Village of Fairfax begin exploring land acquisition strategies by utilizing programs available to municipalities and through public-private partnerships with developers. Private market forces have caused the corridor to develop into its current form, and involvement of professional developers will be necessary for the creation and implementation of a sound redevelopment plan. Communities with successful commercial development, such as Union Centre Boulevard and Rookwood Commons, have formed partnerships with developers. See Appendix No. 2 for a brief summary of recent development projects that have involved partnerships with developers and/or land acquisition by the community.

Redevelopment recommendations are outlined on Map No. 18, Wooster Pike Corridor Redevelopment Areas, and show proposed redevelopment sites in the corridor. HCOED recommends the Village of Fairfax pursue the redevelopment of sites numbered 2-5 on this map as short-term goals. A destination attraction use, such as a family restaurant or a small shopping plaza anchored by a drug store, should be considered appropriate for these sites. This type of use will act as a magnet to draw potential shoppers to the corridor and will create an environment in which other small business district establishments will be successful. HCOED recommends the adoption of zoning guidelines that will establish the characteristics of a small business district as various sites are redeveloped, specifically with respect to adopting all of the Regional Planning Commission's zoning recommendations.

Potential redevelopment sites numbered 7-8 would currently be difficult to develop as an office use due to high property acquisition costs, site preparation costs and a lack of amenities to serve office workers (see Wooster Pike Corridor Redevelopment Areas Map, sites numbered 7-8). Also, according to comments provided by developers interviewed for this study, the market for Class A office space currently favors larger sites with better street visibility and interstate access. However, as the corridor redevelops and becomes a thriving small business district with more amenities for office workers, this site may become more attractive to developers. A more realistic short-term use, also supported by developers comments, may be for an elderly nursing home facility. Sites 9-10 have also been identified as favorable for elderly housing facility or an institutional use.

It is important to note that the Village of Fairfax must enter into a formal agreement with a developer prior to acquiring any land for the uses described above. While we believe these recommendations to be sound and supported by adequate research, redevelopment efforts will not succeed without the participation of a developer (and are, in fact, legislatively required). Market conditions may change between the time this plan is adopted and actual site redevelopment occurs. The knowledge of current market conditions that a developer will possess is critical to successful redevelopment efforts.

The following pages discuss in depth the procedures Fairfax should undertake to proceed with redeveloping the corridor under *Recommendation – A*. HCOED has outlined the process of land acquisition and recommends that the Village of Fairfax pursues such action, on selected parcels after partnering with one or more experienced developers, while utilizing the community improvement corporation to encourage and manage ongoing revitalization efforts.

1. Urban Renewal/Land Acquisition
  - Step 1: Urban Renewal Plan
  - Step 2: Redevelopment Agreement
  - Step 3: Land Acquisition
2. Other Financing Methods
  - Tax Increment Financing (T.I.F.)
  - Special Improvement District (S.I.D)
3. Preparation of Marketing Material
  - Community Information and Demographics
  - Demographics of Surrounding Communities
4. Main Street Program/Chamber of Commerce

#### **15.1.1.1. Urban Renewal/Land Acquisition**

*(Source for all programs, unless otherwise listed is Ohio Department of Development, 1999.)*

Urban renewal is an economic development and planning tool utilized by a municipality to acquire and assemble “blighted” and/or underutilized properties. Once the property has been acquired by a locality, the area can be cleared (if necessary) and the land and any remaining structures sold or leased to a developer. In order to utilize this tool, a municipality must establish an urban renewal plan that accomplishes the following objectives:

- Demonstrates that the area targeted for redevelopment, in this instance the Wooster Pike Corridor or more appropriately a section of it, is considered a blighted area in accordance to state and local laws. More information on blight determination will follow later in this document.
- Establishes any infrastructure or other public improvements that are to be made in the area.
- Describes future land uses and associated densities

#### **Step 1: Urban Renewal Plan**

For an area to be designated as being blighted, the Village of Fairfax, or a designated consultant, would need to survey all the properties within a proposed urban renewal district and provide proof within the survey that the area meets the standards set forth in the definition of a blighted area. By Ohio state law, this definition is as follows:

*“Blighted area” means an area within a municipal corporation, which area by reason of the presence of a substantial number of slums, deteriorated or deteriorating structures, predominance of defective or inadequate street layout, faulty lot layout in relation to size, adequacy, accessibility, or usefulness, unsanitary or unsafe conditions, deterioration of site or other improvements, diversity of ownership, tax or special assessment*

*delinquency exceeding the fair value of the land, defective or unusual conditions to the title, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, substantially impairs or arrests the sound growth of a municipal corporation, retards the provision of housing accommodations, or constitutes an economic or social liability and is a menace to the public health, safety, morals or welfare in its present condition and use. ORC 725.01 (B)*

A typical blight determination survey, which is the main component of an Urban Renewal Plan, looks at a variety of factors when determining if an area is blighted (see “Attachment A”). These factors include:

- **Overall Structure Condition:** This would include every structure facet visible from the public right-of-way, for example, siding, doors, roofs, gutters etc.). Certain structures and properties in the Wooster Pike Corridor would fall within the blight definition based solely on overall condition.
- **Lot Size:** Per a recent study of the Reading Rd. Corridor in which HCOED was involved in the planning process, a stand-alone business typically needs a minimum of one acre (43,560 sq. ft.) to accommodate contemporary structures and parking requirements. In the instance of the Reading Rd. Corridor, a determination was made that due to the small parcels on the roadway, that ½ acre sites would accommodate certain retail and other commercial developments. However, HCOED research has concluded that similar smaller contemporary developments, such as a Don Pablo’s restaurant or a similar entity, occupy a minimum of one acre+ and such an assumption cannot be made for the Wooster Pike Corridor. Land assembly efforts should concentrate on one acre parcels or larger.
- **Diversity of Ownership:** This applies to scenarios where a single property owner owns a property surrounded by different, non-spousal property owners on adjacent properties. A multitude of property owners makes it difficult for developers to acquire properties given differing expectations on land value. Most of the properties in the corridor are owned by a variety of landowners.
- **Incompatible Land Use:** This criteria would be developed by the Village of Fairfax based on community expectations of what are acceptable land uses along the Wooster Pike Corridor. The corridor is primarily dedicated to retail land uses and would in all likelihood not be in violation of incompatible land use. Similar to incompatible land use is non-conforming land use where existing businesses do not comply with local zoning.
- **Vacancy:** This standard applies to vacant or partially vacant structures or properties. Based on an inventory conducted by HCOED during the first phase of this study, there are several vacant structures located in the corridor. The number of vacant properties in the corridor is minimal.

- **Faulty Lot Layout:** Primarily based on available land for loading and parking, this criteria identifies those properties that are not only small in size, but do not provide enough loading and parking spaces for the subject business. Numerous businesses on Wooster Pike meet this criteria.

Once the plan is complete and adopted by Village Council, the Village has the authority to use eminent domain to acquire properties at fair market value in the course of completing the Urban Renewal Project. The estimated time frame for completion of an Urban Renewal Plan for the Wooster Pike corridor is approximately one month, with an estimated cost of \$8,000 - \$15,000. Planning firms typically do this type of work. HCOED can provide Fairfax with a list of local firms for consideration, however we cannot recommend any single company.

### **Step 2: Redevelopment Agreement**

At this point Fairfax will have identified which sites are immediate priorities for redevelopment in the Business District Revitalization Study. The Village also now would have the authority to acquire properties through eminent domain proceedings as a result of a completed Urban Renewal Plan. The next step is to acquire the services of a professional developer that will acquire parcels of land, prepare the site for construction and attract the desired tenant to purchase or lease a building that the developer will construct.

Important factors to consider when selecting a developer to enter into an agreement with include:

- Developer's knowledge of the Cincinnati/Fairfax area
- Experience with retail construction
- Track record working with customers the Village is interested in attracting (i.e. chain restaurants, drug stores, etc.)
- Developer's willingness to work with the Village in marketing to the users that the Village is interested in attracting, or buy-in to the plan

A large amount of planning how the development shall take place, and exactly what parcels will be involved, must occur on the front end of the project. Since the purchase of properties is involved, the selection of developers should be able to occur in executive session, however HCOED recommends that Fairfax obtain legal advice in this matter.

Financial compensation for the developer should be limited to the customary and reasonable return on investment that is made by the construction and sale of the building to the client. Finding prospective clients and marketing the site to clients is a normal cost of business that is built into a developer's profit calculations.

Estimated time frame for the selection of a developer is 2-3 months.

### **Step 3: Land Acquisition**

With a developer agreement in place, and a specific site(s) identified for redevelopment, property acquisition can begin. The developer will ideally negotiate with the property owners and be able to acquire properties at nearly fair market value. The knowledge that their property can be acquired through eminent domain tends to make property owners more realistic in their price demands.

However, if unwilling or unrealistic owners are unable to come to an agreement, eminent domain may be required to obtain the property. Also, even if the developer is able to acquire property at near market value, the Village may have to fund demolition or other site work to make the project financially feasible for the developer.

As part of the Urban Renewal Project, Fairfax may issue general obligation bonds to pay for the following items:

- Purchase of property
- Demolition of buildings
- The construction of infrastructure and site preparation
- All fees associated with the issuance of bonds, including legal fees

An Urban Renewal Debt Retirement Fund is created, and the owner of the property signs an agreement to make urban renewal payments in lieu of real property tax payments, until the debt is retired. A separate agreement may not be needed if the developer's agreement takes into account the sale of the property to the end user, and the resulting transfer of debt retirement payments.

The real estate taxes that are created by the "tax increment" (i.e. the increase in real estate value caused by the improvements to the property) generated by a new or rehabilitated development are redirected into the Urban Renewal Debt Retirement Fund to pay down the debt. This method of funding is known as Tax Increment Financing (T.I.F.). Up to 75% of the taxes generated from value of real property improvements can be used to repay the bonds that are issued. With School Board approval, up to 100% of the new taxes generated can be used for this purpose.

Land acquired by the municipality can be conveyed to the developer through the Community Improvement Corporation without bidding out the property.

#### **Suggested Eminent Domain Process:**

- Take actions to establish public purpose for acquisition.
- Good faith attempts to negotiate the acquisition. Need supported appraisal work to support financial offers.
- In the event of failure in negotiations, authorize filing of eminent domain case.

- Notice to all property owners having interest in the property.
- Last attempts at negotiated acquisition.
- Prepare and file eminent domain petition in the trial court.
- Property owner to file a reply (+/- 30 days).
- If property owner denies the public body's right to take the property (due to failure to follow proper procedural steps or lack of public purpose), these issues are typically tried first. Trial preparation is typically a lengthy process.
- Assuming the public body wins on right to take issues, issue of property valuation is then tried. Property owner has right to compensation for value of property taken, and also to potential damages to balance of property not taken.
- A jury typically decides valuation after weighing competing evidence of appraisal experts and witnesses.
- The appraisers competence and persuasiveness with the jury is important. An appraisers valuation methods typically include:
  - Comparables: What did comparable property sell for?
  - Income Approach: Uses income generated by property to arrive at value.
  - Cost Approach: What would it cost to replace the property?
  - Damages to the Residual: If all the property is not taken.
- After determination of value, public body pays amount of award (plus court costs) and will get deed to property.

**Other Cost and/or Time Factors:**

- Relocation costs
- Environmental remediation
- Potential third party lawsuits
- Inverse condemnation
- Demolition

**15.1.1.2. Other Financing Methods: Tax Increment Financing**

Tax Increment Financing (T.I.F.) has become an accepted method of funding numerous public works projects across the country and in Greater Cincinnati. With T.I.F., real estate taxes that are created by the "tax increment" (i.e. the increase in real estate value caused by the improvements to the property) generated by a new or rehabilitated development in a defined T.I.F. district can be "captured" for reinvestment in the area around the development.

It is important to note that there are six different state statutory programs under which T.I.F. can be used, however only three of these variations apply to the Village of Fairfax. A brief summary of the three applicable T.I.F. programs is listed below, with the first option being a part of the Urban Renewal Plan discussed above. This option is the preferred recommendation of HCOED, however, if the Village does not wish to pursue completing an Urban Renewal Plan and land acquisition, T.I.F. option 2 can be used for land not owned by a municipality.

### **T.I.F. Option 1: Ohio Revised Code Chapter 725 (Urban Renewal Bonds)**

- A municipality can enter into a Development Agreement with a developer of land in an Urban Renewal Project. The improvements constructed can be exempted from real property taxation, and the owner is required to make payments in lieu of taxes to repay the cost of those improvements. The municipality can use the payments to pay debt service on Chapter 725 bonds and related expenses.
- Chapter 725 bonds can be issued to pay costs of urban renewal land acquisition, demolition and public improvements in Urban Renewal areas.
- For most projects, up to 75% of the real property taxes can be redirected through T.I.F. for up to 30 years, without School Board approval.
- With School Board approval, 100% of the real property taxes can be redirected through T.I.F. for up to 30 years.

### **T.I.F. Option 2: Ohio Revised Code Section 5709.41-5709.43**

- A municipality can acquire land involving urban redevelopment. After acquisition of title by the municipality, the increase in value of the land is declared a public purpose and is then sold or leased to a private developer. The private developer must make payments in lieu of taxes.
- Payments made by the private developer can be used for any purpose by the municipality.
- For most projects, up to 75% of the real property taxes can be redirected through T.I.F. for up to 10 years.
- With School Board approval, 100% of the real property taxes can be redirected through T.I.F. for up to 30 years. No School Board approval is required if the T.I.F. ordinance specifies that T.I.F. payments will also be made to the School Board in the amount of taxes that would have been otherwise payable to the school district.

There are several advantages to T.I.F. usage, though it can be contentious given the school district's loss of funding. Nonetheless, the advantages include:

- Similar to an Enterprise Zone Agreement, once the T.I.F. exemption has expired, the Village of Fairfax and others will realize the additional income generated by the project.
- Most new T.I.F. developments generate additional jobs for the community, which will result in added earnings taxes for Fairfax.
- Since the public improvements would be financed by the new development, the burden will not be on the Village to pay for them through increased taxes or other costly measures. The Village, however, is liable for tax repayments should the increment taxes realized from the project fall short of projections.

- A T.I.F. district typically promotes economic development in areas such as the Wooster Pike Corridor, where development has been constrained by market dynamics.

T.I.F.'s are used for a wide variety of both small and large commercial, industrial and public projects. Examples of T.I.F. districts utilized in the State of Ohio include:

- Cleveland: Rock and Roll Hall of Fame
- Sycamore Township: Kenwood Towne Center
- Berea: Cleveland Browns training facility and offices
- Youngstown: Ameritech Services Center Project
- Wooster: Buckeye Container facility
- Highland Heights: Golf course facility

### **15.1.1.3. Special Improvement District (SID)**

A Special Improvement District (SID) is a district where an assessment is made on every property and the collected funds are used in one, or combination of several, of the following areas: marketing, landscaping and streetscaping, business recruitment and retention, special community events, general maintenance, parking, or security and other public works improvements. An example of a SID is the Backstage District near the Aronoff Performing Arts Center in downtown Cincinnati.

A SID differs from most other economic development programs in that a petition of local property owners, and not the local unit of government create it. A SID can be created by a petition of:

- A minimum of 60% of the frontage property owners (for example, 60% of the land owners on Wooster Pike) or
- 75% of the total land owners in a proposed district (for example, 75% of property owners in the Wooster Pike Corridor, regardless of if they own frontage property)

All of the property owners within the SID are included in the assessment (excluding religious institutions and municipal/county governmental properties, unless they request to be included in the SID). The law excludes federal or state government properties from being included in a SID. All the properties are subsequently assessed a fixed amount of money based on individual front footage, assessed valuation, a proportion of the benefits resulting from the district or a combination of all three factors. The SID funds are then used on improvements and programs that will benefit the entire district. A non-profit board of trustees governs the SID with a minimum of five members; one of those members must be a resident of the community.

#### **15.1.1.4. Marketing Materials And Other Economic Development Recommendations**

Should the Village pursue the attraction of a restaurant or other retail use to the sites identified for redevelopment, marketing material with demographic information will be needed. Demographic sheets with important information that most retailers require has already been provided (see Appendix 2).

This type of information is used in the decision-making process for retail companies, and it is in the best interests of Fairfax to ensure that accurate information is made available. This also demonstrates a pro-business attitude on the part of the Village.

#### **15.1.1.5. Main Street Program/Chamber of Commerce**

Chambers of commerce offer many benefits to smaller business, especially those located in small business districts. A chamber is an association of business professionals, merchants and community leaders who come together for the promotion of business interests in their community. Networking opportunities between businesses, health insurance discounts and marketing the members to other businesses and the community are some of the major benefits provided by a typical chamber. However, with the relatively large amount of national chain establishments located in the Wooster Pike Corridor, it is questionable if a critical mass of membership could be achieved to support such an organization. HCOED recommends polling existing businesses to gauge their potential level of interest and participation in such an organization before attempting to form a new chamber.

An alternative to a "Fairfax only" chamber of commerce would be to form a cooperative partnership with a neighboring community's chamber of commerce, such as Mariemont and Plainville. This type of arrangement would provide many of the benefits listed above, while removing some of the burden from the Village of financially supporting a new organization. There are many examples of successful smaller regional chambers in southwest Ohio:

- Southeastern Butler County Chamber of Commerce (serves Union and Liberty Townships)
- South Metro Chamber of Commerce (serves the south Dayton communities of Miamisburg, Miami Township, Centerville, Washington Township and West Carrollton)
- Mason-Landon-Kings Chamber of Commerce

The second option the Village may wish to pursue is implementing a Main Street Program. The National Main Street Center, established in 1980, has worked with hundreds of communities across the nation to help revitalize their small business districts. The Main Street program has a specific approach that is used in creating a revitalization program, which includes the hiring of a Main Street Coordinator (see Appendix 3). Again,

Fairfax may want to consider jointly funding such a program with a neighboring community.

Downtown Ohio, Inc. is the State of Ohio Main Street Office, and can be contacted to present the benefits of implementing the program in Fairfax.

The following is a listing of Greater Cincinnati communities that have acquired properties via eminent domain, developer partnerships or some other means (source: Cincinnati Enquirer):

## **15.2. HCOED Recommendation – B**

### **15.2.1. Infrastructure Improvements/Zoning Modifications**

Due to the financial, logistical and political implications of land acquisition and eminent domain, HCOED has also identified several other less aggressive economic development programs that could be used in the Wooster Pike Corridor. The action items in this section are explained below.

- Adoption of this Business District Revitalization Study as a Land Use Plan
- Tax Increment Financing (T.I.F.)
- Community Improvement Corporation (CIC)
- Community Reinvestment Area
- Preparation of Marketing Material

Please refer to the previous section, Recommendation-A, for an explanation of action items 1-2 listed above.

### **15.2.2. Community Improvement Corporation**

A Community Improvement Corporation (CIC) is established to encourage overall economic development and growth within a community. Often a CIC is established to revitalize a particular area of a community as it allows community leaders to create a separate entity to monitor revitalization efforts. A CIC has the ability to sell and acquire properties, allowing it to act as a private corporation within the public sector realm. Additionally, a CIC can borrow money and acquire, sell or lease personal property, stocks, corporations and other investment options.

Another key aspect of a CIC, though often only used in more moderately distressed areas, is its ability to make loans to businesses and individuals that have been refused financing through traditional lending sources. A CIC must develop a revitalization plan for the proposed area and is governed by its own board of directors. The Village of Fairfax currently has an active CIC, and it would prove to be a useful entity in implementing the action items outlined in either *Recommendation – A* or *Recommendation – B*.

### **15.2.3. Community Reinvestment Area (CRA) Program**

Community Reinvestment Areas are areas of land in which property owners can receive tax incentives for investing in real property improvements. Personal property

exemptions are not granted under this program. The CRA program is a direct tax exemption program benefiting property owners who renovate existing or construct new buildings. This program permits municipalities or counties to designate areas where investment has been discouraged as a CRA to encourage revitalization of the existing structures and the development of new buildings. The program can be used as an economic development tool to encourage commercial and industrial renovation, expansion or new construction. CRA's are also used to promote historic preservation and residential construction.

There are two types of CRA's in Ohio, those in existence before 1994 and those created after 1994. The regulations governing each type vary considerably. Though in each type of CRA, it is the local legislative authority with jurisdiction over the designated area that determines the size, number of areas as well as the term and extent of the real property exemptions.

Additionally, a municipality or county must undertake a housing survey of the structures within the area proposed as a CRA. The results of the survey must support the finding that the area is one in which new construction or renovation has been discouraged.

#### **15.2.4. Ohio Linked Deposit Program**

This program assists in financing fixed assets, working capital and refinanced-debt for primarily small businesses creating or retaining jobs. The rate is 3% below the current lending rate for two years with a possible two-year extension.

An eligible company must have Ohio-based headquarters and no divisions outside of the state. The company must also create one job for every \$15,000-\$25,000 received, have 150 or fewer employees, be organized for profit and be bank loan eligible from a conventional lender.

This program is typically used to fill a gap in the financing structure that currently exists for private enterprises. While low interest financing exists for larger manufacturing or office projects (i.e. SBA 504 Program), the retail/service sector, especially a smaller project, is often not able to acquire these loans.

Once a business has been approved for a loan by a conventional lender, the city would issue a certificate of deposit, for the same amount of the bank loan, with the lending institution, receiving a lower interest rate on its deposit than it would normally receive. The remaining interest is used to write down the cost (interest) that would be charged to the private enterprise.

HCOED has assisted other Hamilton County communities in setting up this type of program and could also provide support to the Village of Fairfax should it pursue such a program.

### 15.3. HCOED Recommendation – C

#### 15.3.1 Zoning Modifications

The final recommendation is the least aggressive with respect to government intervention, and largely relies upon private market forces to shape the continuing redevelopment of Wooster Pike. HCOED recommends the Village of Fairfax adopt any zoning modifications suggested by the Hamilton County Regional Planning Commission to encourage the appropriate type of redevelopment in the future. The implementation of streetscape improvements is also recommended to improve the aesthetic appearance of the corridor, as well as the establishment of gateway entrances to the Village.

### 15.4. Funding Sources

Table 11 lists some of the available financial incentives offered at the federal, state, and local levels. This should not be interpreted as an exhaustive compilation; it is rather an indication of potential sources.

**TABLE 11: Funding Sources**

Program Title	Administering Agency	Incentive	Eligibility	Minimums/maximums	Eligible Activities	Other
Urban Redevelopment Loan Program	Ohio Department of Development	Revolving Loan	Municipalities or designated nonprofit ED organizations	\$5 million maximum	Acquisition and remediation	Available to 24 designated "distressed" urban locations in state
Economic Development Administration Grants	US EDA	Grant	Local governments in counties identified by EDA as economically distressed	Usually range \$500,000 to \$1 million	Remediation and other project costs	
Voluntary Action Program Tax Abatements	Ohio Department of Taxation	Tax Abatement	Owner of property that has received covenant-not-to-sue (CNS)	10 year abatement on increases in value of property resulting from remediation		
Competitive Economic Development Program		Loan	Non-entitlement (CDBG) counties and cities	Maximum \$ 500,000	Property improvements , including remediation	Must meet benchmarks for creating jobs, primarily for low- and moderate-income persons
CDBG Funds	US HUD	Block Grant	CDBG Entitlement Communities	\$150,000 to \$5 million	Flexible; usually remediation, site assessment, and redevelopment	Must complete with other city projects for limited pool of funds
Surface Transportation Program Funds (TEA 21)	OKI	Grant	Cities, Villages, counties, townships, special districts, state & federal agencies, and nonprofit		Transportation related bicycle, pedestrian, and historic or scenic preservation projects	Must be part of a Long Range Transportation Plan

Program Title	Administering Agency	Incentive	Eligibility	Minimums/ maximums	Eligible Activities	Other
National Recreation Trails Fund Act (TEA 21)	OKI		organizations Cities, Villages, counties, townships, special districts, state & federal agencies, and nonprofit organizations	Up to 50% matching federal funds		
Ohio Main Street Program	Downtown Ohio, Inc.	Technical support	Municipalities, nonprofit organizations, and private companies		Business district revitalization	Must be willing to provide dedicated volunteers and a stable source of local funding for the program
Ohio Department of Resources' Recycle Ohio Grant	Hamilton County Solid Waste Management District	Grant		Up to \$141,000	Recycling, education, and litter prevention programs	RFP due in July, awarded in August
SBA 504 Loan	HCDC	Loan			Land, building machinery and equipment	
Ohio 166 Loan	HCDC	Loan			Land, building, machinery, and equipment for manufacturing	
SBA Microloan	HCDC	Loan			Working capital	
Enterprise Zone Tax Incentives	HCDC	Tax abatement				
Small Business Development Center	HCDC	Technical assistance				Provides assistance to small businesses
Community Reinvestment Area Program	HCDC	Tax Abatement	Municipalities or counties		Building	Must survey the area and find residences and discouragement of new construction and renovation

## 16. REGULATIONS – OVERLAY DISTRICT

Zoning is generally considered one of the most effective implementation tools for local governments to realize a development plan. In the case of Wooster Pike, the Village sought to achieve a more pedestrian oriented, safe neighborhood business district. As part of the planning process, the Wooster Pike Corridor Revitalization Committee recommended a set of design guidelines be adopted and utilized in the adoption of specific regulations to be included in the Zoning Code.

To insure the implementation of these regulations, the adoption of an architectural review overlay district is part of the proposed Zoning Code. These regulations would apply to all new construction or redevelopment projects and any major addition to existing structures. Any such project would require review by the Village's Architectural Review Officer who would advise the Village Planning Commission on the degree of compliance or recommend modifications.

The purpose of this district, which follows the study area of the Wooster Pike Corridor Revitalization Plan, is to promote the growth and development of a business district that reflects

the scale and character of a traditional neighborhood. The architectural regulations encourage design that reflects human scale and promotes pedestrian friendliness and the standards encourage quality design and promote good land use planning principles in a manner that protects and improves property values for the economic future and welfare of the Village.

## **17. IMPLEMENTATION FRAMEWORK**

### **17.1. Overview**

The implementation framework represents public guidelines for the Village of Fairfax. As such, it establishes the Village positions on a number of issues facing them today and which must continue to be addressed during the coming two decades. The implementation framework provides guidelines with respect to certain social and economic issues, especially as they affect land use. The plan also serves as an information source for developers, property owners, and the public at large. Finally, the plan provides the basis for future, more specific plans to be prepared as part of the implementation process.

Implementing the Plan requires two essential actions by the Village: first adopting the overlay district and the new Zoning Regulations, and second, utilizing the recommendations contained in the plan.

### **17.2. Plan Amendments and Update**

The Wooster Pike Corridor Redevelopment Plan has been developed to provide flexibility so that it will meet the Village's needs for at least a five-year period. The Plan should be updated every five years. This update represents a comprehensive revision of the original Plan; it retains certain guidelines and concepts introduced and implemented, but should review and modify as necessary the goals and strategies. With the adoption of this Revitalization Plan the next interim update should be completed by 2005. With each update there should be an evaluation of the effectiveness of the strategies and the extent to which they should be fine-tuned.

This Plan provides for two types of amendments: corrections, which may occur at any time during the planning period; and the update, which is recommended to take place every five years.

One of the primary objectives of the five-year update is to provide the community, developers, and individuals an opportunity to review and suggest revisions to the plan. The five year updates should be initiated by the Village.

While the Plan has been designed to provide enough flexibility to accommodate some unforeseen events, there are times when an interim amendment may be necessary. Individual property owners may request a plan amendment or the township may initiate one. The following are guidelines for amending the plan prior to the recommended five-year update.

### **17.3. Special Plans**

The Revitalization Plan is intended to guide growth on a district basis, with enough flexibility to respond to most local conditions. However, situations will arise in which more specific, localized planning efforts are needed. These special plans may be prepared in response to

the Village's desire to refine the Plan as it applies to a subarea, a major development proposal, or the construction of a major infrastructure improvement.

#### **17.4. Projections and Assumptions**

The Revitalization Plan is based on projections on population, household size, and housing units, as well as anticipated employment growth. The Plan relies on forecasts provided by the U.S. Census. Obviously, with the results of the 2000 Census approaching, if projections prove inaccurate, the plan will require adjusting. The Plan is also based on assumptions about trends, such as business/industry location, and about public investments in infrastructure. Should such assumptions not bear out, again, the Plan must be adjusted accordingly.

#### **17.5. New Issues**

Occasionally new issues emerge that the Plan does not anticipate, often in response to changes in State or Federal policy. In such situations, the goals and strategies, as well as the comprehensive plan, may require revisions.

#### **17.6. Comprehensiveness**

Although the Plan elements address issues adequately on a district scale, there may be situations in which more detailed analysis is necessary. For example, an urban design master plan, or potential development areas for new retail may be needed for successful implementation. When such plans are adopted, however, an amendment to the Revitalization Plan may be necessary.

#### **17.7. Data Updates**

The many maps and tables that support this Plan are based on the best information available at the time of preparation. This data may change to such an extent as to justify an amendment to the Plan.

#### **17.8. Phasing**

See Table 12 for recommended phasing.

**TABLE 12: Phasing**

<b>RECOMMENDATIONS</b>	<b>PERSON / ORGANIZATION TO IMPLEMENT</b>	<b>TIMEFRAME</b>
<b>REDEVELOPMENT PLAN</b>		
Adoption	Council	1 year
Update	Council – planning committee	5 years
<b>ACCESS MANAGEMENT PLAN</b>		
Cul-de-sac at: Lonsdale, Simpson and Camden and redevelop ROW for parking and common access areas.	Village	Short term
Meet with Wooster Pike north side business owners to discuss sharing of driveways, cross circulation, common parking and signage.	Village officials and business owners	Short term
Implement traffic calming to reduce speed of traffic (safety). For example construct a gateway entrance.	Village	Short term
Paint pavement markings, signage and install pedestrian controls. Create a safe and comfortable environment for pedestrian (e.g. sidewalks, etc.).	Village	Short term
No left turns from Wooster permitted at mid blocks.	Village - ODOT	Long term
Right-in/right-out permitted based on site plan review.	Village ODOT	Long term
Development of north side and south side common parking areas.	Village – developers – business owners	Long term
Install two new traffic signals consistent with development area plans. Potential locations include Spring and Carlton.	Village – ODOT – residents	Long term
Restripe Wooster to provide for three lanes: One through lane in each direction Center turn lane at intersection Center landscaped median	Village – ODOT – county engineer	Long term
Study the opening of the new streets based on concrete developers' proposal.	Village – developers	Long term
<b>PARKING</b>		
Use the closed southern portions of Lonsdale Street and Simpson Avenue as the main entrances for the businesses located in the northern part of the Pike., and off-street parking.	Village – business owners	Short term
Promote sharing of driveways, cross circulation and common parking and signage in the northern part of the pike.	Village – business associations	Short term
Encourage linked parking in the corridor.	Village – business associations	Short term

RECOMMENDATIONS	PERSON / ORGANIZATION TO IMPLEMENT	TIMEFRAME
<b>REDEVELOPMENT SITES</b>		
Concentrate efforts in the redevelopment of sites 2, 3,4, and 5.	Village – developers – business association	Short term
Promote the redevelopment of sites 7, 8, 9 and 10 for office and institutional uses.	Village – residents - developers – business associations	Long term
Recommend on site 1 (Frisch's) that the building be relocated closer to the street and the intensity of use of the land be increased.	Village – developers – business owner	Long term
If the extending Carlton Street across Wooster Pike becomes a reality, part of the property affected by the public improvement may be used as public parking or as additional parking to the adjacent business. (Tavern).	Village – resident – business owners	Long term
<b>STREETSCAPE IMPROVEMENTS</b>		
Adopt a zoning ordinance which includes an overlay zone district with design review guidelines.	Council	Short term
Appoint an Architectural Review Officer (ARO) to review new development applications in light of the design review guidelines for the corridor. The ARO will make recommendations to the Planning Commission.	Council	Short term
Construct gateway entry signs.	Village	Short term
Initiate negotiations with ODOT and County Engineer for the restripe of Wooster Pike.	Village – ODOT – county engineer	Short term
Paint pavement markings, signage and pedestrian controls at the traffic light.	Village – ODOT – county engineer	Short term
Prepare a detailed sidewalk plan that includes streetscape furniture and allocate funds for streetscape improvements.	Village – consultant	Long term
Pass a Sidewalk Construction Ordinance by which property owners must comply with the Village's sidewalk plan.	Village council	Long term

RECOMMENDATIONS	PERSON / ORGANIZATION TO IMPLEMENT	TIMEFRAME
Construct sidewalks along both sides of Wooster Pike	Village – developers	Long term
Construct sidewalks along both sides of new streets on the south side of Wooster Pike as development occurs.	Village – developers	Long term
Remove chain link fences and guardrails from the right of way to improve corridor's appearance, and replace them with bollards, wrought iron fencing, or a tree line if needed to create a separation between pedestrian and moving traffic.	Village – business owners	Long term
Use appropriate planters and non obtrusive vegetation in the planting strips.	Village – business association- business owners – developers	Long term
<b>ECONOMIC DEVELOPMENT RECOMMENDATIONS</b>		
Pursue redevelopment of sites 2-5.	Village – business association – developers – residents	Short term
Prepare marketing materials	Village	Short term
Adoption of a zoning overlay district.	Village Council	Short term
Enter into an agreement with a developer prior to acquiring land.	Village – developers – residents	Short term
Adoption of the Urban Renewal Plan.	Village Council – Consultant	Short term
Establish a Main Street Program / Chamber of Commerce.	Village Council – business association	Short term
Form a Community Improvement Corporation (CIC).	Village Council – business owners	Short term
Explore the use of Community Reinvestment Areas (CRA) and the Ohio Linked Deposit Program.	Village Council – HCDC	Short term
Approve new Zoning Code.	Village Council	Short term
Redevelopment agreement.	Village Council – developers	Short term (as needed)
Explore and utilize other financing methods (TIF, SID).	Village Council – HCDC	Long term (as needed)
Pursue redevelopment of sites 7-8 for office or elderly housing.	Village – business association – developers – residents	Long term
Pursue redevelopment for sites 9-10 for elderly housing or institutional use.	Village – business association – developers – residents	Long term
<b>ZONING – OVERLAY DISTRICT</b>		
Comprehensive Revision of Zoning Code.	Village Council	Short term
Adoption of Architectural Overlay District.	Village Council	Short term
Appointment of Architectural Review Officer.	Village Council	Short term

## APPENDIX 1

### TRAFFIC COUNTS, YEAR 2000

Two-way, weekday, average 24-hour count

1) Wooster Pike  
ADT = 20,700

Peak Hour	=	1,010 E.B. 670 W.B.	=	510 E.B. 930 W.B.
		<hr/>		<hr/>
		1680 (5:00 to 6:00 P.M.)		1440 (7:00 to 8:00 AM)

2) Germania Avenue  
ADT = 820

3) Lonsdale  
ADT = 595

4) Watterson  
ADT = 5,320

5) Simpson  
ADT = 360

6) Carlton  
ADT = 1,430

7) Camden/Settle  
ADT = 2,450

8) Wooster Pike  
Weekday ADT = 20,700  
Saturday ADT = 13,300  
Sunday ADT = 10,500

Source: Pflum, Klausmeier, and Gehrum Consultants, Inc., May 2000

## APPENDIX 2

### SUMMARY OF COMMERCIAL DEVELOPMENTS AND/OR LAND ACQUISITION PARTNERSHIPS

#### CITY OF NORWOOD

##### **Rookwood Commons**

Project: Expansion of present Rookwood Pavilion to include new Rookwood Commons site. \$60MM project will be a lifestyle shopping facility on 30 acres with a 150,000 sq. ft. office tower and 300,000 sq. ft. in new upscale retail space.

Developer(s): Cincinnati Commercial Properties/Jeffrey R. Anderson Real Estate

Project Area: 30 acres/35-40 homes and 4-5 commercial/industrial businesses have been purchased and demolished.

City Expense: \$250,000 for infrastructure improvements, potential tax incentives.

Construction Timeframe: Spring 1999-Summer 2000.

Projected Financial Impact: \$500,000 to City of Norwood primarily through an earnings tax. \$250,000 to Norwood Schools (property tax).

##### **Former General Motors Parking Lot**

Project: Development of 25-acre former General Motors' parking lot just north of the Norwood Lateral. Plans call for a 150,000 sq. ft. office building, an upscale hotel, two restaurants and a large grocery store.

Developer: Al Neyer, Inc.

Project Area: 25 acres (GM parking lot occupied 15 acres), mostly vacant land. Two commercial buildings to be demolished, no residential properties are involved. Project will require reconfiguration of Carthage Ave./Montgomery Rd. intersection.

City Expense: N/A

Construction Timeframe: Tentative

Projected Financial Impact: N/A

## **CITY OF MASON**

### **Ohio 741 Site**

Project: The City of Mason bought 105 acres off Ohio Route 741 for future industrial development. Northeast Associates of Loveland had planned to develop the site for a residential subdivision but was turned down by the city due to non-compliance with the Mason Comprehensive Plan. The city then bought the land for a comparatively low amount.

Developer: None, property now owned by city for future development.

Project Area: 105 acres east of Ohio 741 and south of Bunnel Road. The city plans to hold the property for 3-4 years until there is more industrial development in the area. The site will then be sold, assumedly for a profit, to a private developer and/or company.

City Expense: \$1.6 million (land)

Construction Timeframe: Tentative (est. 2002-2005)

Projected Financial Impact: N/A

### **Civic Complex Site**

Project: The city bought 73 acres of land, known as Westerkamm Farms, in 1998. The site will house the new Mason High School (20 acres), a recreation center with an indoor pool, and the new municipal building. The project is being cited as a positive example of city-schools cooperation as the schools will lease the land from the city. A bond issue must be approved in Spring 2000 for the high school to be built.

Developer: City of Mason

Project Area: 73 acres, 20 acres for high school and 53 acres for the recreation center and municipal building. The buildings will share a common parking lot.

City Expense: \$3.1 million (land only), \$26,000 leisure/architectural consultants

Construction Timeframe: High school 2002-03 school year (pending bond approval), recreation center 2003, no date for municipal building.

Projected Financial Impact: No tangible impact, public works project.

## **CITY OF BELLEVUE (KY)**

### **Port Bellevue**

Project: The city has just begun construction of a new commercial/office development along the Ohio River next to Newport's Riverboat Row. The two-phase project will include a seafood restaurant, steakhouse, fast food restaurant and two stories of office space. The second phase

of the development will take place east of the first phase and may include residential (condominium) units adjacent to the project.

Developer: City of Bellevue (KY)

Project Area: N/A

City expense: \$1 million (land and site clearance)

Construction Timeframe: First phase of development to open in Spring 2000, no timeframe established for phase two.

Projected Financial Impact: N/A

### **CITY OF KETTERING (OH)**

#### **Hills and Dales Center**

Project: The City of Kettering bought the former Hills and Dales shopping center after the 256,000 sq. ft. shopping center sat primarily vacant for the past three years. The city will pay Columbus-based developer MTB Corp. for the property (\$1.7 million land purchase price vs. \$3.4 million MTB paid in 1996) and will initiate a mixed-use retail and office plan that MTB created last year but for who they could not find a partner.

Developer: City of Kettering

Project Area: 22 acres off Dorothy Lane and South Dixie Highway.

City expense: \$3.8 million (\$1.7 million for shopping center/property; \$2.1 million for demolition/rebuilding). A majority of the money is expected to come from a city reserve fund.

Construction Timeframe: Initial construction planned for Spring 2000, complete build-out of property by 2010.

Projected Financial Impact: \$250,000/year in city income tax generation.

### **CITY OF CINCINNATI**

The city has utilized eminent domain in a variety of projects over recent years. These include: Paul Brown Stadium (in conjunction with Hamilton County), Fifth Third Center, PNC Center, Chemed Center, The Westin Hotel, Saks Fifth Avenue, along with several downtown market-rate housing projects. The City of Cincinnati has employed eminent domain throughout its history and has the most experience in the area given the high-profile nature of their projects.

### **CITY OF SPRINGDALE**

Project: A Hamilton County Judge recently ruled that the City of Springdale can buy five properties (2 residential/3 commercial) off Ohio 4 and Kemper Rd. due to their blighted

condition. The city wants to buy the land under a multi-block revitalization initiative, they plan to tear down the existing structures and offer the property for sale to a private developer. The project is currently being contested in court by the property owner and is expected to go to trial at the end of June, 2000.

### **CITY OF READING**

Project: The city recently earmarked a large section of its Reading Rd. Corridor as an urban renewal district, enabling the city to purchase properties that are blighted. The city hired a private planning firm to conduct a blight study and those findings were presented to a community committee comprised of elected officials, business leaders, school officials, property owners and HCOED. As of December 1999, the area had realized 2-3 new development projects.

### **CITY OF COVINGTON (KY)**

Project: The City of Covington paid \$4 million for the bankrupt Covington Landing complex in 1997, five years after the complex initially opened. Since 1997, Covington has invested an additional \$500,000 to improve the complex property and last year turned over the property management of the facility to CB Richard Ellis. Debt payments on the facility have been significantly reduced and numerous developers have reportedly been interested in buying the facility back from the city.

## APPENDIX 3

### MASTER STREET TREE LIST

Some of the most difficult growing conditions for plant material can be found in urban areas. Plants are often exposed to long periods of heat and drought, roadways salts, competition for space with above ground wiring, physical abuse and poor soil. The following trees have been tested in the Greater Cincinnati metropolitan area showing a high tolerance to such conditions.

The fruit trees need more water than the rest of the trees. Trees planted in tree wells should be provided with root basins below the sidewalk. This will give each tree an area to grow roots undisturbed, while also keeping shallow-rooting trees from damaging sidewalks. The bigger the tree planted in the well, the bigger the root basin needs to be to allow room to grow. The planting area should be around 5' square for all trees, although the small trees can thrive in planting areas as small as 3' square.

Further information can be obtained from the Cincinnati Park's Master Street Tree List, Ohio State Route 4/Hamilton Landscape Design Guidelines, "Growing Cincinnati's Downtown Forest" by David Gamstetter and John Deatrck, and the National Arbor Day Foundation's website at: [www.arborday.org](http://www.arborday.org).

Trees especially appropriate for narrow planting areas are:

- Upright European Hornbeam- *Carpinus betulus*
- Flowering Crabapple- *Malus* spp.
- Ginko- *Ginko biloba*
- Flowering Pear- *Pyrus calleryana*