

# Pierce Township Comprehensive Economic Plan (Draft)

September 7, 2016



# Goals of Economic Plan



## The Comprehensive Economic Plan must:

- Be Consistent with Overall Township Vision/Goals
- Emphasize Strengths of the Township
- Identify/Pursue Revenue Opportunities
- Seek Out Strategic Partnerships To Leverage Development
- Work Closely with all Township Committees and Departments to Ensure Consistent Messaging
- Construct an Investor/Developer “Tool Box”

# The Tool Box



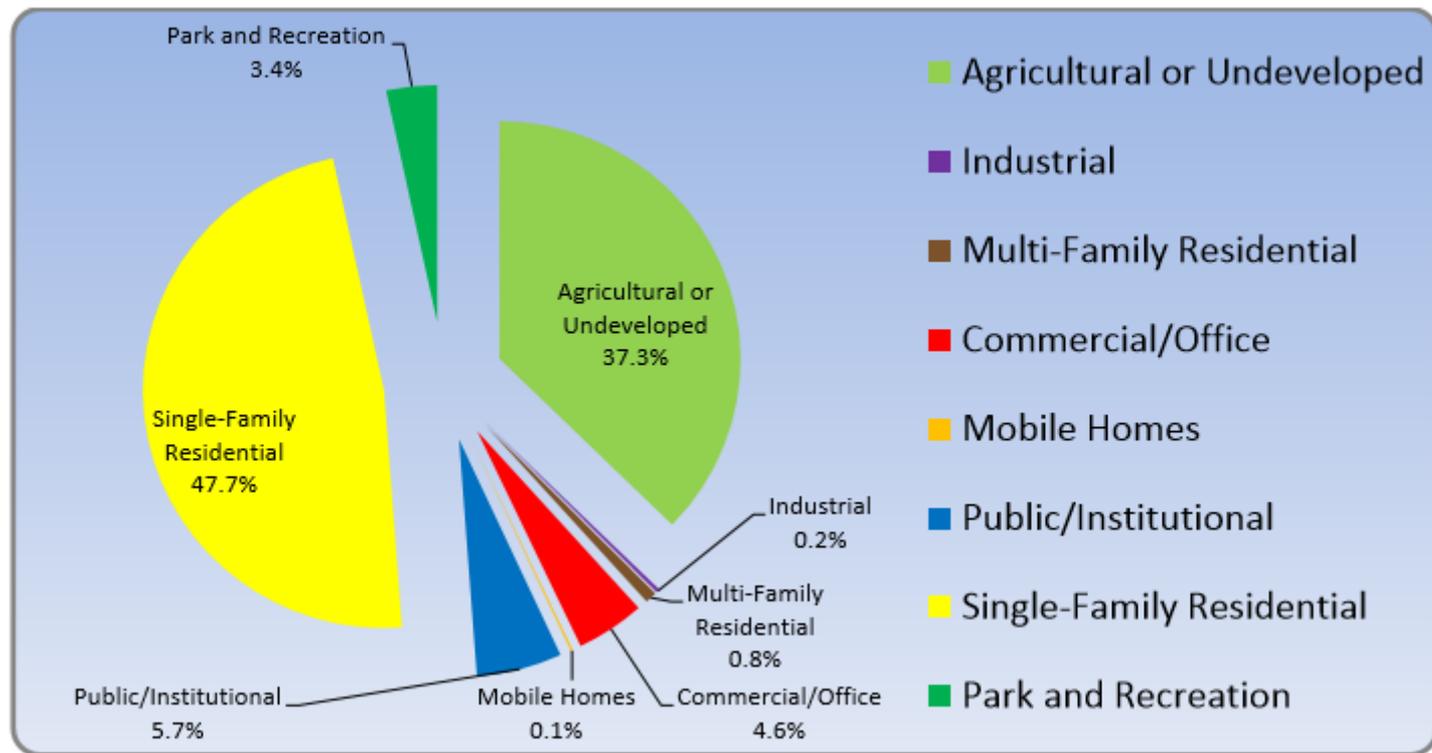
The tool box will contain a one stop shop of pertinent information about the township which will include the following:

- \* Demographics
- \* Land Use/Zoning
- \* Infrastructure (Water/Sewer)
- \* Business Profiles
- \* Asset Package containing current business resources, recreational areas and quality of life environment
- \* Access or links to useful forms

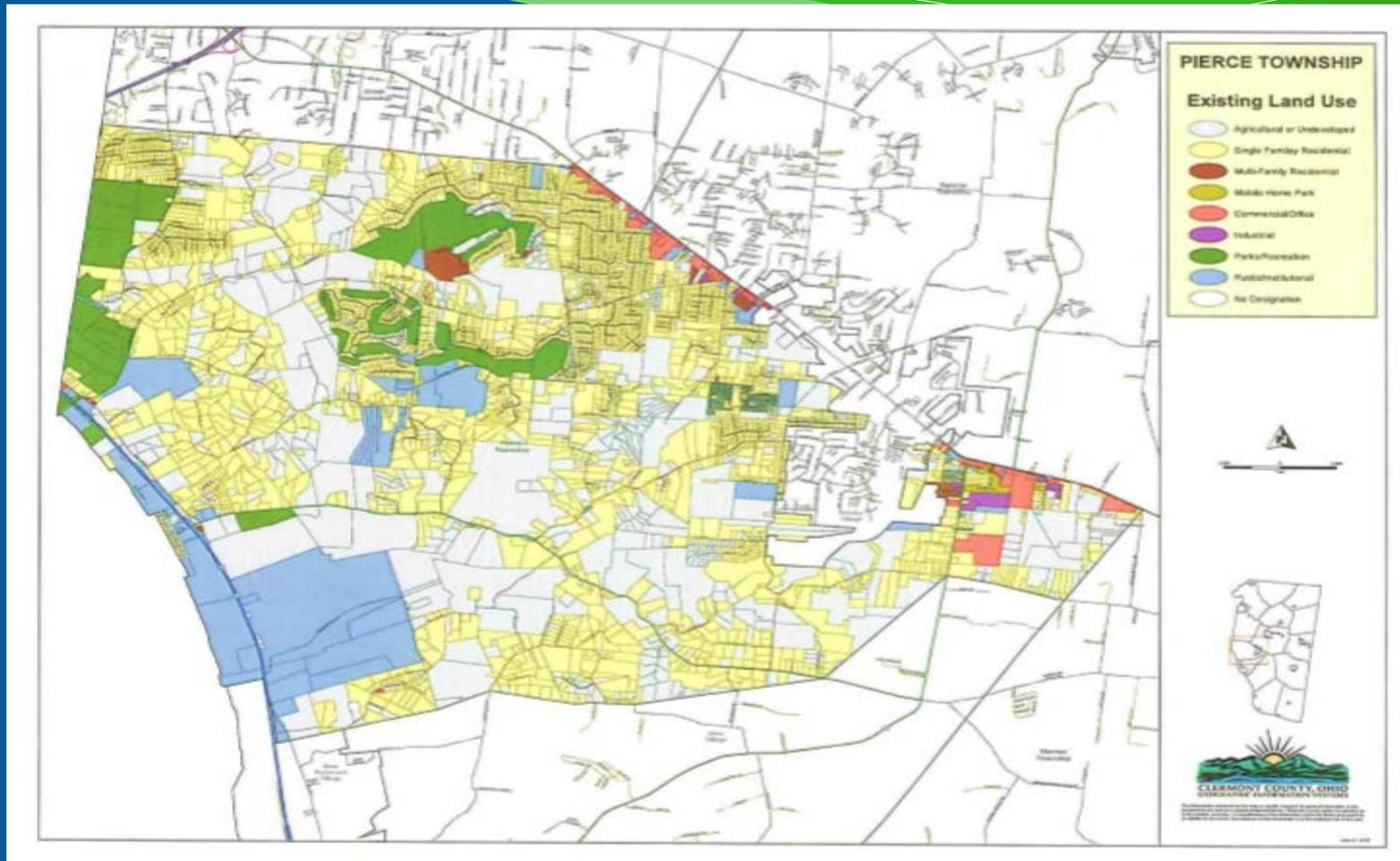
# Demographic Data



Existing Land Use Pie Chart



# Land Use/Zoning



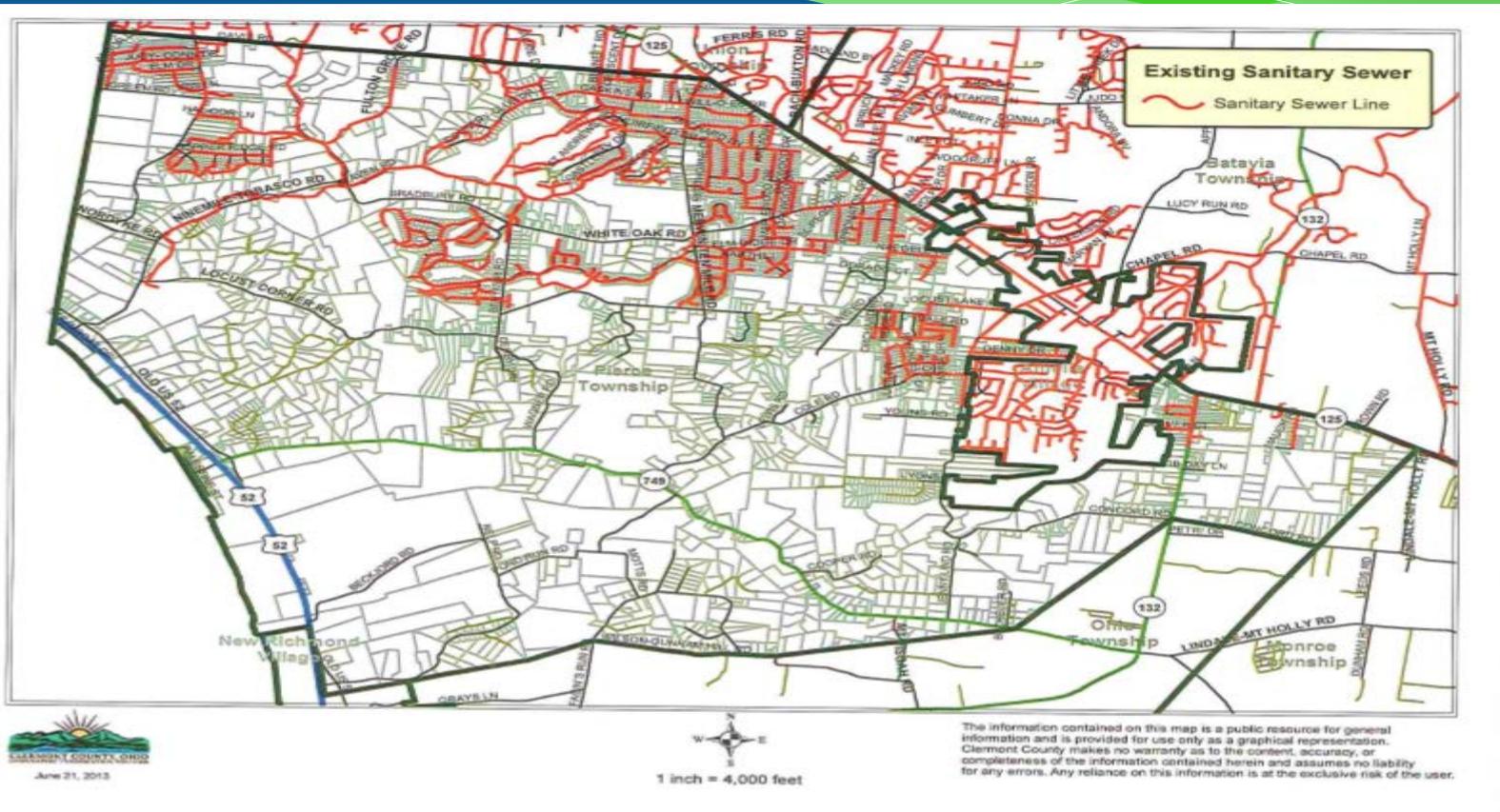
# Township Infrastructure (Public Water Availability)



1 inch = 4,000 feet

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# Township Infrastructure (Sewer Availability)



# Commercial Development Focus



## Initial Emphasis Should be Placed on the Following Three Distinct Commercial Nodes:

1. ***Entertainment District:*** State Route 125 from Merwin 10 Mile to Pierce Point
2. ***Retail District:*** State Route 125 from Pierce Point to East Boundary of Amelia
3. ***Commercial & Office District:*** State Route 125 from East Boundary of Amelia Through Hamlet to Eastern Township Boundary

# Commercial Development Tasks



- \* Create State Route 125 Redevelopment Plan which includes improving this corridor both functionally and aesthetically
- \* Create Regional Partnerships with the townships of Union and Batavia and the Village of Amelia, Clermont County CIC, Clermont Port Authority and Clermont County TID, to pursue mutually beneficial opportunities
- \* Create a Marketing Plan as a proactive outreach tool to attract potential businesses/investors

# Residential Goals



- ❖ Assist Zoning Commission to integrate new residential developments into the community that will stimulate growth in a managed fashion
- ❖ Maintain the course set with the existing land use plan and zoning resolution

# Residential Tasks



- ❖ Improve existing infrastructure-focus on roads
- ❖ Develop a capital plan for key pieces of infrastructure
- ❖ Implement Large portions of Parks Master Plan

# Recreational Development C



- ❖ Promote existing park network
- ❖ Educate public about existence of parks in township such as the township park by the river.
- ❖ Coordinate with Clermont County for joint sponsorship of events such as soccer tournaments and golf tournaments.

# Next Steps



- ❖ Conduct town hall meetings and information sessions to discuss and solicit resident and key partner input on the Economic Plan
  - Target Time Frame: 1<sup>st</sup> quarter 2017
  
- ❖ Finalize Economic Plan and Begin Implementation
  - Target Completion/Start Date: April 14, 2017

# For Action Tonight



- ❖ Approve moving forward with development of the “Tool Box”
- ❖ Approve moving forward with development of action steps needed to move the Ohio Pike/SR 125 Study forward

Both to be reported back by the November meeting of the Board of Trustees