

Data Sources

- US Census Bureau
- US Census American Community Survey (ACS)
- Ohio-Kentucky-Indiana Regional Council of Government (OKI)
- Ohio Department of Development
- Projected Population data sourced from OKI Regional Council of Governments
- Data obtained from the Clermont County Auditor's Office 2022
- US Census Bureau On the Map 2019
- Clermont County GIS (shapefiles, maps)

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PIERCE
Township

www.piercetownship.org

November 18, 2022

Re: 2022 Land Use Community Survey – Executive Summary

Dear Sir/Madam,

As part of Pierce Township’s effort to properly plan for the future in Pierce Township, the Land Use Plan and subsequent survey have been launched to gain an understanding of the vision of the Township as desired by the residents. The survey was launched September 30th – October 14th. The survey was posted via QR Code flier at a number of local businesses including Kroger, Super Sam’s, Poochie’s and Biggby Coffee. The survey was also made available on the Township website, CERKL and Facebook.

A breakdown of the response profile can be found below:

- **Total Questions:** 44
- **Total Responses:** 508
- 98% of respondents were Pierce Township residents
- 23% of survey respondents work from home
- 7% of respondents work for a business located in the Township
- 34% of respondents are retired
- 49% of respondents were 55 years of age or older.
- 40% of respondents work outside of the Township
- 95% of respondents own their home
- Gender:
 - Female: 45%
 - Male: 40%
 - Prefer Not to Say/Skipped: Remainder

Staff’s interpretation of the survey is presented below, with significant information detailed per our analysis.

Summary:

Generally, respondents believe that Pierce Township is a great place to live (81%), with only (4%) in disagreement. Although, Pierce is seen as a great place to live, there is a desire to improve the commercial uses, overall aesthetic and functionality of SR 125, including from a walkability perspective.

Furthermore, building homes and neighborhoods that integrate and incorporate into the natural areas of the Township, while preserving the hills and topography are critical components for residents.

When asked how residents would like to see the Township in 10 years, respondents prioritized the following:

Safe	84%
Clean	80%
Family oriented	60%
Quiet	59%
Naturally picturesque	55%
Affordable	45%
Charming	43%

It should be noted that “suburban (29%)” was prioritized over rural (22%) and urban (3%). Further, fast paced, and bustling received 5% or fewer responses. In totality, significant priority is placed on protecting scenic areas, hillsides and corridors, indicating that the rural homes, on larger lots surrounded by natural space is generally important.

Priorities:

- 83% in favor of SR 125 corridor beautification
- 82% support more stringent stormwater regulations
- 81% in favor of more aggressive natural space conservation
- 74% in favor of creative subdivision designs > “cookie cutter designs”
- 73% of respondents are Extremely or Very Satisfied with Township Services. (4% unsatisfied)
- 70% consider designating/protecting scenic areas, hillsides and corridors as “Extremely/Very Important)
- 68% of respondents support the Township encouraging more recreational development
 - 58% Hiking Trails
 - 45% Bike Trails
 - 30% Activities for Kids
 - 25-29% Public Event Space, Playgrounds, Indoor Sports Recreation, Canoe/Kayak, Pickleball, Public Fishing Access
- Having Health and Wellness Recreation Opportunities (Extremely or Very Important 67%)
- 55% in favor of the Township encouraging new development/redevelopment
- When asked whether the Township should encourage more retail development, the response was split roughly evenly 41% in favor vs. 29% opposed and 29% neutral
- When asked whether preservation or promoting new development was more important, 58% of respondents indicated they were about the same, with many leaning to preservation of natural areas (36%).

- Having attractive/distinctive buildings is deemed important by 58% of respondents
- 68% of respondents indicated enhanced sidewalks/crosswalks and enhancing pedestrian mobility was worth exploring

- Top 2 Code Enforcement priorities:

Vacant Buildings/Deteriorating Sites	74%
General Clutter/Debris	38%

How to Fix SR 125 (Top 3 Choices):

Add more trees and landscaping	57%
Improve/add Sidewalks/Multi-Use Paths	46%
Upgrade the road	38%

- Should SR 125 be more walkable/bikeable or more like a highway? *38% walkable/bikeable and 52% prefer a blend, 11% highway.*

Emphasize and De-Emphasize:

Emphasize:

- Housing: Larger Lot Homes, Housing Options for Older/Elderly Residents, Standard Single Family Homes, Housing that is Walkable/Bikeable to Commercial Services, Houses Surrounded by Natural Spaces
- Owner-Occupied Housing
- Uses: Casual Restaurants, Farmer’s Market, Brew Pub/Wine Bar, Upscale Restaurants, Coffee Shops/Cafes, Outdoor Recreation, Ice Cream/Candy Shop, Deli Style Sandwich Shop and Entertainment (Bowling, Mini Golf, Movies)

De-Emphasize:

- Housing: Starter Homes, Two-Family, Townhomes, Multi-Family (3 Units +),
- Rentals
- Auto Sales, Storage, AirBnB lodging, Auto Services, Fast Food

Assets and Liabilities:

Assets (29% or more respondents): Parks, Hills/Terrain, Hike/Bike Trails, River and Golf Courses

Liabilities (30% or more respondents): Commercial buildings are rundown/ugly, lack of restaurant options, traffic congestion, unwalkable, lack of entertainment, Road Design/Quality, Congestion on Roads, Traffic Safety

If you could fix, change or extend any roadways in Pierce Township, which roads would you most like to improve? (Choices Receiving 30% or more of responses)

SR 125 (Ohio Pike)	58%
White Oak/Lewis Intersection	36%
Ninemile Road	32%
Merwin Ten Mile	30%

Top 3 preferred uses of the 2.53 acre site (Maple/Oak)

Farmer's Market	57%
Restaurant	41%
Community Center	32%

Supported Use(s) of Tax Dollars:

Roadway Improvement	74%
Sidewalks (improvement/maintenance/installation)	53%
Improved Streetscaping (Curbs, trees)	51%
Code Enforcement (property cleanup etc)	46%
Multi-Use Trails	38%
Attracting/Retaining Businesses	38%
Business Façade Improvement	16%
Home Repair Grants	13%
Other (please specify)	5%*
None of the above	3%

*Other responses included:

- Street lights (4)
- Entertainment options for Families/Children (2)
- Allocating resources to support seniors (2)
- Developer incentives for more entertainment/business (2)
- School/Education (2)
- Police, Fire and EMS enhancement
- Having music or movie nights in Pierce Park

- Boat ramp
- Upscale restaurants
- Underground utilities on SR 125
- Improve internet

Thank you,

Eddie McCarthy, Planning and Zoning Administrator

Land Use Survey

This survey is part of Pierce Township's effort to better understand the needs, concerns and vision of the community. We appreciate you taking the time to help provide feedback which will help the Township guide future development in the community. This survey should take around 15 minutes to complete.

* 1. Which best describes you? (Select all that apply)

- Pierce Township Resident Business
- Owner in Pierce Township
- Non-Pierce Township Resident

2. How long have you lived in Pierce Township?

- Less Than a Year
- Between 1 and 5 Years
- Between 5 and 10 Years
- Over 10 years

3. Do you...

- Own
- Rent

* 4. Which best describes your work circumstances? (Select all that apply)

- I work for a business located in Pierce Township
- I work outside of Pierce Township
- I work from home
- I am retired
- I am a student
- Other (please specify)

* 5. Pierce Township is a great place to live.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 6. Choose the words/phrases to describe your view of what Pierce Township should be in 10 Years (Select all that apply)

- Rural
- Pretty
- Urban
- Quiet
- Suburban
- Fun
- Family oriented
- Fast paced
- Affordable
- Clean
- Bustling
- Close knit
- Charming
- Safe
- Vibrant
- Naturally picturesque
- Other (please specify)

* 7. How much do you agree or disagree with each of the following statements?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Pierce Township should encourage new development/redevelopment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pierce Township should prioritize development adjacent to land that is already developed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pierce Township should focus on beautification of the SR 125 corridor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pierce Township needs to prioritize creative subdivision developments over "cookie cutter" designs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pierce Township should promote more aggressive natural space conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pierce Township needs to encourage more retail development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pierce Township needs to encourage more recreational development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 8. Designating specific areas of Pierce Township as Rural/Agricultural is...

Not At All Important	Not Very Important	Somewhat Important	Very Important	Extremely Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 9. What do you consider to be the most important outdoor amenities in Pierce Township?
(Select all that apply)

- Golf Courses
- River
- Parks
- Hills and Terrain
- Athletic Fields
- Hike/Bike Trails
- Other (please specify)

* 10. What are the biggest problems facing Pierce Township? (Select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Commercial buildings are rundown/ugly | <input type="checkbox"/> Insufficient commercial services/businesses services |
| <input type="checkbox"/> Lack of entertainment options | <input type="checkbox"/> Traffic/Congestion |
| <input type="checkbox"/> Unwalkable | <input type="checkbox"/> Too expensive |
| <input type="checkbox"/> Inadequate housing options | <input type="checkbox"/> Crime |
| <input type="checkbox"/> Lack of restaurant options | <input type="checkbox"/> Poor Infrastructure |
| <input type="checkbox"/> Other (please specify) | |

* 11. What is most important regarding Pierce Township?

- Promoting new development
- Preserving natural areas
- Both are about the same level of importance

* 12. Should Pierce Township do more to attract visitors?

- Yes
- No
- Not Sure

* 13. Having exercise, health and wellness recreation opportunities in Pierce Township is...

Not At All Important	Not Very Important	Somewhat Important	Very Important	Extremely Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 14. How important is it for Pierce Township to prioritize each of the following housing options?

	Not At All Important	Not Very Important	Somewhat Important	Very Important	Extremely Important
Smaller Starter Homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two-Family Homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Larger Lot Homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing Options for Older/Elderly Residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Standard Single Family Homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing that is walkable/bikeable to commercial services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Townhomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homes surrounded by natural spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small Multi-Family (3-4 Units)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-Family (5+ Units)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 15. Owner occupied housing accounts for 81% and rentals account for 19% of housing in Pierce Township. Would you prefer...

- More owner occupied housing
- More rental housing
- Stay about the same

* 16. In the future, SR 125 (Ohio Pike) should:

- Become more pedestrian oriented and walkable/bikeable
- Become more like a highway
- A blend of the two options above

* 17. If you could change SR 125 (Ohio Pike), what would you do? (Pick up to 3)

- Put utility lines underground
- Add more trees and landscaping
- Improve building designs
- Upgrade the road
- Improve layout of sites (building, parking location etc)
- Improve/add Sidewalks/Multi-Use Paths
- Improve Signage
- Add/Change businesses
- Other (please specify)

* 18. Do you support vertical mixed use (commercial on the first floor and residential above) development along the SR 125 corridor?

- Yes
- No
- Not Sure

* 19. How important is it for buildings along SR 125 to have similar architecture or theme? (Design standards)

Not At All Important Not Very Important Somewhat Important Very Important Extremely Important

* 20. The Premier Health Site is the partially completed building east of Kroger on SR 125 next to the Glen Mary Subdivision. Which of the following do you NOT want to see on the Premier Health Site? (Select all that apply)

- Commercial/Retail
- Mixed Use/Residential/Commercial
- Office Park
- Apartments
- Other (please specify)
- Single Family Subdivision
- Government Complex
- Anything is ok as long as it is redeveloped

* 21. Which of the following is most accurate?

- I obtain most of my goods/services in Pierce Township
- I obtain most of my goods/services outside of Pierce Township
- I obtain my goods and services about equally within and outside of the Township

* 22. What new businesses and commercial uses should Pierce Township promote? (Select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Small Scale Grocery | <input type="checkbox"/> Farmer's Market |
| <input type="checkbox"/> Brew Pub/ Wine Bar | <input type="checkbox"/> Large Scale Retail (Department Stores) |
| <input type="checkbox"/> Coffee Shops/ Cafes | <input type="checkbox"/> Entertainment (Bowling, Mini Golf, Movies) |
| <input type="checkbox"/> Agritourism (Farm Tourism, Agritainment) | <input type="checkbox"/> Professional Service (Law Offices, Banks) |
| <input type="checkbox"/> Youth Center/ Venue for kids/teens | <input type="checkbox"/> Airbnb Style Lodging |
| <input type="checkbox"/> Hardware/ Garden centers | <input type="checkbox"/> Ice Cream/Candy Shop |
| <input type="checkbox"/> Childcare Facilities | <input type="checkbox"/> Auto Sales |
| <input type="checkbox"/> Hotel/Motel | <input type="checkbox"/> Medical Facilities (Urgent Care, Doctor's Offices) |
| <input type="checkbox"/> Small Scale Retail | <input type="checkbox"/> Storage |
| <input type="checkbox"/> Upscale Restaurants | <input type="checkbox"/> Temporary Event Style Pop Up/Food Trucks |
| <input type="checkbox"/> Golf Shop | <input type="checkbox"/> Recreation Center/Gym |
| <input type="checkbox"/> Casual Restaurants | <input type="checkbox"/> Auto Services (Repair, Washing, Gas Stations) |
| <input type="checkbox"/> Bakery/Donut/Bagel Shop | <input type="checkbox"/> Music/Performing Arts Stage |
| <input type="checkbox"/> Service Commercial (Barber, Hair/Nail Salon, Dry Cleaner) | <input type="checkbox"/> Book Stores |
| <input type="checkbox"/> Fast Food Restaurants | <input type="checkbox"/> Deli Style Sandwich Shop |
| <input type="checkbox"/> Outdoor Recreation (Kayaking, Golfing, Pickleball) | <input type="checkbox"/> Museum/Arts |
| <input type="checkbox"/> Other (please specify) | |
-

* 23. If you could fix, change or extend any roadways in Pierce Township, which roads would you most like to improve? (Select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> White Oak/Lewis Intersection | <input type="checkbox"/> Green Road |
| <input type="checkbox"/> US 52 | <input type="checkbox"/> Hicks Place |
| <input type="checkbox"/> Pond View Drive | <input type="checkbox"/> Ninemile Road |
| <input type="checkbox"/> SR 125 (Ohio Pike) | <input type="checkbox"/> Cleveland Lane |
| <input type="checkbox"/> Arcadia Lane | <input type="checkbox"/> Merwin Ten Mile |
| <input type="checkbox"/> White Oak | <input type="checkbox"/> Cole Road |
| <input type="checkbox"/> Davis/Ninemile Intersection | <input type="checkbox"/> Wagner Road |
| <input type="checkbox"/> SR 132 | |
| <input type="checkbox"/> Other (please specify) | |

* 24. How important is being able to walk/bike from your neighborhood to businesses/services, parks or amenities in Pierce Township?

Not At All Important Not Very Important Somewhat Important Very Important Extremely Important

* 25. How important is having attractive/distinctive public spaces and buildings in Pierce Township?

Not At All Important Not Very Important Somewhat Important Very Important Extremely Important

* 26. What types of transportation options should Pierce Township explore? (Select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Sidewalks and crosswalks to enhance pedestrian mobility | <input type="checkbox"/> Electric Charging |
| <input type="checkbox"/> Enhanced bus service | <input type="checkbox"/> Park-n-ride lot/ carpool lot |
| <input type="checkbox"/> Dedicated bike lanes | <input type="checkbox"/> Bus Stop(s) |
| <input type="checkbox"/> Taxi/ Uber/ Lyft availability | |
| <input type="checkbox"/> Other (please specify) | |

None of the above

* 27. What do you consider to be the biggest transportation issues for Pierce Township?
(Select up to 3)

- | | |
|---|---|
| <input type="checkbox"/> Congestion on roads | <input type="checkbox"/> Sign clutter |
| <input type="checkbox"/> Road design/Quality (narrow and winding etc) | <input type="checkbox"/> Limited public transportation options |
| <input type="checkbox"/> Traffic safety | <input type="checkbox"/> Limited facilities for bicycles and pedestrian |
| <input type="checkbox"/> Parking availability | <input type="checkbox"/> Roadway drainage |
| <input type="checkbox"/> Poor lighting | |

* 28. Overall, how satisfied are you with the public services offered in Pierce Township
(Police, Fire, Public Works, Zoning)?

Not At All Satisfied	Not Very Satisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 29. How important is it for Pierce Township officials to work with bordering communities?

Not At All Important	Not Very Important	Somewhat Important	Very Important	Extremely Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 30. What type of code enforcement issues would you like to see Pierce Township address?
(Select Top 2)

- Weeds/Grass
 - Vacant Buildings/Deteriorating Sites
 - General Clutter/Debris
 - Building Cosmetics (paint, gutters, roof shingles etc)
 - Junk Vehicles
 - Other (please specify)
-

* 31. Which of the following recreational opportunities would you like to see more of in Pierce Township? (Select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Canoe/Kayak | <input type="checkbox"/> Bike Trails |
| <input type="checkbox"/> Hiking Trails | <input type="checkbox"/> Public Fishing Access |
| <input type="checkbox"/> Pickleball Courts | <input type="checkbox"/> Athletic Fields (soccer, baseball, football fields etc) |
| <input type="checkbox"/> Tennis courts | <input type="checkbox"/> Public Event Space |
| <input type="checkbox"/> Playgrounds | <input type="checkbox"/> Indoor Sports Recreation |
| <input type="checkbox"/> Horseback/Equestrian Trails | <input type="checkbox"/> Activities for kids |
| <input type="checkbox"/> Other (please specify) | |

* 32. Which of the following do you support using tax dollars for? (Select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Business Façade Improvement | <input type="checkbox"/> Code Enforcement (property cleanup etc) |
| <input type="checkbox"/> Sidewalk (improvement/maintenance/installation) | <input type="checkbox"/> Attracting/Retaining Businesses |
| <input type="checkbox"/> Roadway Improvement | <input type="checkbox"/> Multi-Use Trails |
| <input type="checkbox"/> Improved Streetscaping (Curbs, trees) | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Home Repair Grants | |
| <input type="checkbox"/> Other (please specify) | |

* 33. How much do you support or oppose the development of a solar farm in the Township?

Strongly Oppose	Oppose	Neither Support nor Oppose	Support	Strongly Support
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 34. Pierce Township currently owns a 2.53 acre site at the corner of Maple/Oak Street in the Amelia Neighborhood (Across from the Library). How should this site be used? (Pick up to 3)

- Shopping/Retail
- Restaurant
- Medical Office/Urgent Treatment
- Farmer's Market
- Event Space
- Government Office(s)
- Community Center
- Business Office(s)
- Other (please specify)

* 35. How important is it that Pierce Township designate/protect specific scenic areas, hillsides and corridors with stricter regulations?

Not At All Important	Not Very Important	Somewhat Important	Very Important	Extremely Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 36. How much do you support or oppose more stringent stormwater control regulations for new development(s) in order to reduce flooding?

Strongly Oppose	Oppose	Neither Support no	Support	Strongly Support
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 37. How much do you support or oppose Pierce Township attempting to preserve agricultural land?

Strongly Oppose	Oppose	Neither Support nor	Support	Strongly Support
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. What is your Gender?

- Female
- Male
- Prefer not to say

39. What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

40. On what street or area of the Township do you live?

* 41. Which of the following, if any, would you be interested in?

- Volunteering for community events
- Participating in an open house to discuss future planning and development
- Receiving a copy of the results of this survey
- None of the above

42. Please provide your email address so we can contact you with regards to items of interest from the previous question.

43. Do you have anything else you would like to share with Pierce Township?

44. How did you learn about this survey?