



**Vision, Principles  
and Implementation**

# Vision



The Township will continue to be a naturally picturesque community of high quality neighborhoods that offers a seamless blend of Town and Country, with a greater emphasis on localism, pedestrian activity and recreation

## Guiding Principles

The guiding principles are the generally accepted framework guidelines illustrating how development and activity in the Township should be accommodated and facilitated. The following principles provide a general basis of the community's expectations regarding future development and illustrate where strong emphasis is placed. Gradually more intensive development must demonstrate and exemplify the guiding principles.

# Guiding Principles

## Community Focused Commercial Development

Each **node** should have a theme and be focus areas for future investments

- Emphasize pedestrian oriented commercial development in key nodes (Future Land Use Map), where each node is an independent and functional quarter of residential/commercial/public gathering spaces
- Commercial buildings are oriented closer to the sidewalk and parking placed to the rear of buildings.
- Commercial structures are constructed to be used for varied uses, rather than single use format and architecture
- Local, walkable businesses and amenities that serve Township residents are emphasized, while vehicle oriented sprawl and big box development are de-emphasized.
- Strive for shared drive access, reduction in curb cuts and shared parking
- Some increased density may be deemed appropriate when mixed with commercial areas and blends seamlessly with the Township's focus as a predominately suburban-rural single family home community
- Commercial and community areas are to be well lit, with natural surveillance encouraged along parking areas, walkways and similar to enhance safety
- High quality landscaping should be emphasized and utilized to create shaded pedestrian areas, street frontages and buffers where necessary

# Guiding Principles

## Residential and Natural Space Cohesion

- Emphasize the Township's place as a blended suburban-rural community of predominantly single family homes
- Residential areas should be designed in balance with natural space
- Housing design variety should be emphasized in both architecture and supply for varied ages groups
- Promote homeownership and sustain the owner/rental ratio balance
- Rural areas should promote even greater land, tree and hillside preservation in conjunction with riparian buffers
- Promote centralized community focused greens/commons that can serve varied age groups
- Homes should be oriented toward commons/greenspaces where appropriate
- De-emphasize long stretches of roadways without curves, trees and other natural calming features
- Cluster developments are emphasized
- Pocket neighborhoods are emphasized and offer an alternative to conventional patio home designs

**See Key  
Strategy P&H 1**

**A popular feature of many Pierce Twp neighborhoods is how well they integrate with nature, a feature of cluster style development. Deer are commonplace in many neighborhoods, including along Locust Hill Dr (pictured)**



# Guiding Principles



## Recreation, Entertainment and Community Gathering

- Public spaces should be emphasized as locations of area pride where possible
- Emphasis should be placed on indoor and outdoor activities and amenities that serve community members of various ages
- Greater focus should be placed on facilitating commercial uses and areas that offer a variety of services/entertainment including restaurants, entertainment (indoor/outdoor) and space for the community to gather and linger

## Protect and Enhance Rural Character and Hillside

- Sensitive soils, hillsides and mature vegetation should be protected and enhanced
- Designated rural and natural areas should be preserved and enhanced.
- Agricultural use, larger lot sizes and rural lifestyles are supported.
- Some small scale commercial development can be permitted but must be contextually appropriate
- Neighborhood clusters emphasizing land preservation can be promoted in areas with sufficient infrastructure

# Guiding Principles

## Manage Growth and Minimize Impacts

- Development should be facilitated in areas where infrastructure and services are available (or contiguous) and/or may be reasonably established and where the Township can afford to manage/maintain without adversely impacting service quality.
- Stormwater (quality and quantity), erosion, traffic, emergency response and similar impacts must be addressed on a context specific level, as well as on a communitywide basis.
- Special focus is placed on promoting commercial/mixed use growth in delineated node areas.
- Roadways should be studied proactively where possible and be constructed in a context appropriate manner, where traffic is calmed through design, rather than invasive measures.
- Transportation networks are functional and promote redundancy for better convenience and connectivity, while de-emphasizing drive thru style development and curb cuts
- Proactive measures to mitigate stormwater impacts shall be encouraged
- Promote enhanced landscaping and greenspaces along Right of Ways and within developments to protect residential areas and enhance the quality of life of residents

# Guiding Principles

## Clean, Orderly and Charming

- Emphasis is to be placed on reducing clutter along the SR 125 corridor and other areas
- Reducing signage clutter, outdoor storage, junk vehicles
- Improving the quality of uses in the Township
- Enhanced landscaping to both improve commercial areas and emphasize the Township's naturally picturesque qualities
- Encouraging investment and reinvestment in structures and facilities within the Township
- Emphasis to be placed on promoting quietness in rural and residential areas to the greatest extent feasible.
- Promote beautification of the SR 125 corridor

## Economic Resiliency

- Emphasis is to be placed on facilitating a diverse array of commercial and industrial uses
- Where possible, analyze the fiscal impacts of potential development on the delivery and maintenance of services
- Support complementary uses and discourage incompatible uses to create robust clusters and networks

# Guiding Principles

## Context Sensitivity

- Special care should be taken to enhance existing areas with improved designs
- To the extent possible, projects and development should be reviewed on a contextual basis, rather than a one size fits all approach and blend seamlessly with existing areas that exemplify the positive qualities of the Township
- More specific plans for unique topics and special areas (Districts) should be developed to provide more context appropriate regulation and design.

## Regional Cooperation

- Maintain and enhance relationships with neighboring communities, businesses and organizations such as Clermont County, Ohio Kentucky Indiana (OKI) and Ohio Valley Regional Development commission (OVDRC); build on shared common vision
- Coordinate regulation where appropriate to ensure cohesion (SR 125 Corridor Batavia/Pierce for example)