


Implementation

This section delineates each topic area and outlines the recommended Goals/Policies and actions to follow in order to best achieve the vision of Township residents and address the concerns and opportunities identified. Each strategy is developed to reflect the intent of the Guiding Principles.

Key Strategies  are specific Goals determined to be of critical importance. These strategies have a more in depth explanation.

Follow the symbols to learn more about Key Concepts



**Population and
Housing**



**Land Use, Design
and Economic
Development**



Transportation



**Natural Resources
and Environment**



Public Services

Key Sites are areas identified by the Township as crucial areas for development, redevelopment or sites that are located in a unique geographical area that can have a profound impact on the community.

Land Use, Design and Economic Development

Themes: Commercial and Industrial development is to occur in a clean, orderly fashion and aesthetically pleasing manner, with primary focus on more pedestrian oriented designs focused in key node areas along SR 125.

Goals

1. **Promote commercial development in key nodes areas +**
2. **Improve design/aesthetics and remove blight +**
3. **Diversify and improve the tax base +**
4. **Build strategic relationships with the business community**

Outcome: The Township will begin working closely with the business community

Policies/Actions:

- 1.1 Craft and maintain an up to date database of business/property owners along the SR 125 Corridor
- 1.2 Involve the business community in strategic planning (small area plans/design plans et.al); consider key sites
- 1.3 Explore the creation and alignment of Special Improvement Districts (SIDs) in line with Township planning

5. **Promote agritourism and rural business**

Outcome: Rural business and agritourism will be supported in key areas and regulated effectively

Policies/Actions:

- 1.1 Develop regulations for rural and agritourism uses incl. non-asphalt parking where appropriate and (Rural Commercial Zoning District)
- 1.2 Support the formation of a Farmer's Market

Land Use, Design and Economic Development

Goal

6. Properly regulate and enable development of Industrial uses/sites to minimize impact

Outcome: The Township will foster a supportive environment for industrial development while protecting residents and sensitive areas

Policies/Actions:

- 1.1 Explore and craft light industrial and heavy industrial zoning categories
- 1.2 Craft regulations for the proper siting of solar uses such as unusable areas, rooftops, brownfield sites and areas with minimal impact on residents, nature and natural spaces. See Key Site 7
- 1.3 Priority will be placed on promoting industrial developments that are low impact and do not pose a high risk of contamination or disturbance to residents
- 1.4 Light industrial uses with low impacts and sufficient infrastructure will be supported within industrial areas in the Hamlet District
- 1.5 Consider and craft a site master plan for the Beckjord site redevelopment (Goal 3)
- 1.6 Explore key site inclusion in the Duke Site Readiness Program

Land Use, Design and Economic Development

Goal

7. Promote high quality development

Outcome: The Township will be promoted as a community of high quality development

Policies/Actions:

- 1.1 Update the Township Zoning Regulations and Zoning Maps to promote development and zoning districts that reflect recommendations in the Land Use Plan and Land Use Map for new zoning districts/zone changes and text to align with the Vision/Principles; including updated commercial districts to introduce Suburban Commercial with reduced front yard setbacks, Node Standards, Rural Commercial District and enhanced landscaping/buffering, context sensitive architectural standards, promotion of monument signage and storage standards. Remove inappropriate zoning incl. Industrial along SR 132 in accordance with the LUP, address the General Business in Hopper Hill with Rural Commercial, replace defunct PUDs
- 1.2 Craft text amendments requiring that new commercial site plans should be reviewed by the Zoning Commission, update commercial architectural and landscaping standards, formulate big box retail regulations and craft more stringent standards for auto uses and outdoor storage, including proper siting and update non-conforming standards
- 1.3 Craft and enforce design guideline guidance packets
- 1.4 New development will respect and enhance the positive character of existing established areas and integrate seamlessly with pedestrian scale
- 1.5 Encourage compatible use clusters and discourage incompatible uses
- 1.6 Site development should focus on land use efficiency
- 1.7 Monument signage and external illumination are preferred signage styles




Key Strategy

Promote commercial development in key nodes areas

Outcome: The nodes will begin to exhibit greater economic vibrancy

Policies

- Key commercial node areas (Future Land Use Map) will be focal points to live, work and play with greater emphasis on pedestrian functionality; blend of compatible uses
- Block lengths should be designed to 300-400' in length and include mid-block crossing where feasible
- Node areas to have themes and are expected to develop to a higher standard
- Architecture should be multi-use where appropriate, scaled and massed appropriately
- Corporate template and single use structures should be de-emphasized and facades should emphasize transparency and pedestrian interaction
- Signage should be the minimum necessary and scaled appropriately, so as to avoid visual clutter
- Enhanced landscaping, buffering and lighting
- Sprawling/linear auto-oriented commercial development will be de-emphasized along the SR 125 Corridor and node areas
- Parking and drive aisles are to be to the rear of sites, while pedestrian connections are emphasized
- Community gathering areas and entertainment 
- Limited multi-family can be promoted when located on the second story or above and when mixed with high priority commercial use(s)
- High Priority 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) -Survey 2022



Action

1. Craft Small Area Plans/(Design Plans) that engage property owners and stakeholders in each node area
2. Expand the Downtown Amelia Node to include 290108.012., (Emvasom Key Site 15) and 290109.132. (Premier Key Site 2) - including rezoning to follow the Future Land Use Map
3. Craft text amendments as necessary to enforce the vision of the community and coalesce regulations and themes including deployment of overlays
4. Work with community stakeholders to formulate tool deployment plans and deploy economic development incentives to support catalysts, infrastructure, architectural designs and uses (incl. enhanced entertainment options), desired by the community, while considering the Key Sites. Specifically explore the deployment of Tax Increment Financing (TIFs), Community Reinvestments Areas (CRAs), Special Improvement Districts (SIDs) and Joint Economic Development Districts (JEDDs) as appropriate. (See LD&E 3)
5. Perform a Retail Void analysis (ArcGis) to better understand and promote the mix of potential uses in each node and deficiencies
6. Identify community gathering areas and entertainment

Identifying and enhancing community gathering areas and entertainment

The community has signaled a desire for community gathering areas and spaces for events generally, also known as third places. Areas to linger and socialize are a priority

Applicability: Commercial areas with a focus on Nodes.

- Third places are areas outside of the home and the workplace such as bookstores, coffee shops, and other public spaces that enhance civic engagement and socialization
- The Township should work with local businesses to identify public, semi public-private spaces and/or traditionally private third places (coffee shops, gyms, bookstores etc) in key node areas, with consideration of Key Sites
- The space(s) should have seating, space for activity or programmed events
- Spaces adjacent to or a part of commercial use(s) are desired
- The spaces should be designed to serve varied age groups and enable residents to linger





Key Strategy

Improve design/aesthetics and remove blight

Outcome: The Township will explore ways improve aesthetics of commercials areas

Policies

- Key Sites: (Premier and environs, 1331 and 1333 SR 125 (Towing, Auto Body Repair and Storage), 1265 & 1775 SR 125 (Excavation/Storage), Eastgate Village, 1783 SR 125 (Muenchens Site)), 19 Oak Street, 16 W Main, 14 W Main (DGRE sites)
- Improve the aesthetics of the SR 125 Corridor including facades, landscaping, signage and streetscaping (signs, widened/improved sidewalks, curbs, lighting and utility lines)
- Improve storage and use regulations to reduce outdoor storage and clutter, including adding performance standard(s) such as buffer/enhanced setbacks from ROW for storage use(s)
- Decrease Right of way clutter such as undergrounding utilities and removing non-conformities
- Improve landscaping and lighting
- Improve site layouts and prioritize pedestrian design over vehicular design 
- Promote high quality building architecture 

Action

1. Explore and craft a Property Maintenance Code
2. Create and maintain a database of properties in disrepair and or with Tax Delinquency (See LD&E 3)
3. New development should provide landscaping, particularly along sidewalks and ROW
4. Craft text amendments as necessary to implement design standards and reclassify uses appropriately (See Survey Results)
5. Explore funding and incentive programs, including voluntary program with recognition for high quality development
6. Explore and craft a Corridor Design Plan and consider community branding and coordination with bordering Townships
7. Leverage funding sources such as Tax Increment Financing (TIFs) for matching, Community Development Block (CDBG) and Special improvement Districts (SIDs) for improvements, land banking, demolition and infrastructure
8. Consider creation of an Architectural Review Board

Improve site layouts and prioritize pedestrian design over vehicular design



The Township has signaled a desire for high quality designs including site layouts, architecture and overall aesthetics. In particular, creating walkable node areas. The diagram below and numerical guides ① help illustrate desired design outcomes and approaches for future development.

Applicability:

- Commercial and mixed use areas



Promote:

- High quality building Material (Brick, Masonry, Stone etc)
- Use complementary materials
- Architecture that relates to the area, not standardized corporate templates
- Storefronts are at least 50% transparent (Glass etc)
- Storefronts are broken up with vertical and horizontal articulation, walkways every bay windows or similar 30'(+/-)
- Front lit signage
- Monument signage
- Parking is buffered and placed to the side/rear of the buildings
- Parking lots are interconnected
- Consolidated drive access (Single Point)
- Complementary pedestrian oriented uses (Restaurant - Retail - Barber - Salon - Entertainment)
- Drive aisles placed to the side and rear of the site and do not interrupt pedestrian pathways
- Landscaping along the road frontage

Improve site layouts and prioritize pedestrian design over vehicular design



1



Buildings should be adjacent to the sidewalks, not interrupted by drive aisles/parking, which are located to the side or rear of buildings. Design walkways that connect sidewalks to parking areas and entrances. Well lit and landscaped

2



Provide outdoor seating that is well lit, adjacent to the sidewalk and is covered and/or heated



Landscape pedestrian areas and neighboring lots to buffer from vehicles and parking lots. Trees and physical separation 5-6' minimum provided between the sidewalk and ROW

3



Landscape islands are a mix of trees and shrubs; pedestrian walkways are prioritized

Improve site layouts and prioritize pedestrian design over vehicular design



4



Shops centered on pedestrian areas/open space, rather than parking



Shops fronting on a wide sidewalk and parallel parking, rather than a parking lot

Alternatives to conventional strip center layouts

5



Heavily landscaped areas buffer pedestrian spaces from vehicular areas. Landscaping in front of commercial spaces should include a blend of shrubs, grasses and trees

Improve site layouts and prioritize pedestrian design over vehicular design



5



- Streetscapes that utilize wide sidewalks, bollards and landscaping.
- Sidewalks should include wide buffer zones (6'+) between edge of pavement and pedestrian paths
- Adjacent parking should be angled parallel to the roadway.
- Sites should not front directly on parking lots.
- Pedestrian areas should be community gathering spaces

Improve site layouts and prioritize pedestrian design over vehicular design



Auto Uses



Kroger Gas Station Carmel, IN



Service Station Haymarket, VA

Promote:

- Convenience shop/customer entrance situated along the ROW
- Gas Pumps and service bays placed to the rear and set back from ROWs in general
- Architecture designed to fit or enhance the community aesthetic
- Paint patterns are muted
- Gasoline canopy has a pitched roof form and matches the convenience shop
- Bays and service areas are not visible from the ROW
- Priority is placed on the primary entrance creating an active storefront
- Use of landscape walls/landscaping to buffer pumps and service bays



Promote high quality building architecture



Promote:

- Natural and varied materials (Brick, Stone, Masonry)
- Front lit signage/exterior lights
- Active and transparent facades
- Use of bulkheads, transom windows, frieze, horizontal courses, display windows and similar traditional storefront design
- Traditional architecture rather than excessively modern
- Limit the use of non-neutral paint tones
- Landscaping for shade, along pedestrian pathways and parking areas
- Varied roof forms (Gabled, Hip etc)
- Facades varied via architecture and pedestrian ways etc at least every 40-50'
- Drive-thrus are buffered and do not disrupt pedestrian paths

Avoid:

- EIFS
- Internally lit signage
- Lack of buffering/landscaping
- Excess signage (incl.window)
- Prominent drive-thru(facing ROWs) that obstruct pedestrians
- Template corporate architecture
- Single use facility design
- Paint schemes that are ostentatious and out of character for the area

Applicability:

Architecture should be reviewed on a context sensitive basis, with care taken to respect and enhance existing areas

Small Scale Commercial



Promote high quality building architecture



Small Scale Commercial



Retail/Restaurant



Bank/Office



Promote high quality building architecture



Multi-Tenant Commercial and Mixed Use



bright MILS

Varied traditional facades, awning use, mixed building material, recessed storefront(s), pedestrian scaled, offers an alternative to template multi-tenant design. Avoidance of long expanses of unvaried facades



Shopping center with landscaping and varied storefronts fronting on wide pedestrian pathways



Vertically integrated mixed use with traditional storefront architecture



Avoid long expanses of uninterrupted and unvaried facades fronting on parking lots/drive aisles

Promote high quality building architecture

Large Retail & Mixed Use



Small Office



Promote high quality building architecture



Medium-Large Office



Office sites provide shade walking trail systems that link to the Township pedestrian network and serve as an amenity

Auto Uses



Auto Service Station



Gasoline Station



Rural Commercial



- Suitable for Rural Commercial areas of the Township
- Outdoor seating
- Varied pitch roof forms and dormers
- Natural material (wood siding, cedar shake, stone) relates to rural aesthetic
- Paint blends with natural environment
- Priority on outdoor pedestrian leisure and mobility

Promote high quality building architecture



Signage



Monument Signage



Multi Tenant Signage



A-Frame Temporary Signage



Externally Illuminated Wall Sign



Key Strategy

Diversify and improve the tax base

Outcome: The Township will explore ways to begin reducing the proportion of revenues generated by residential taxes

Policies

- Key sites identified include: Beckjord, and Hamlet Industrials (SR 132 ,the Mauch property, Eastgate Mobile Home Park and the former Muenchens site)
- Encourage light industrial uses that have low impacts on noise, pollution and emissions within the Hamlet District industrial areas
- Storage and warehousing should be regulated to reduce structure visibility and increase setbacks from roadways and viewsheds
- Explore coordinating funding resources regarding infrastructure improvements, site clearance, studies and general incentives
- Ensure coordination with REDI Cincinnati and Clermont County Economic Development on listing and marketing

Action

1. Explore and craft an Economic Development Plan to further study sites, determine target uses and/or remove barriers to investment, including master planning the Beckjord site. Consideration should be given to potential key site acquisition, promoting infill and potential design build
2. Explore the formation of a Community Improvement Corporation (CIC)
3. Craft text amendments that enable greater productive use of commercial lots (smaller lot minimums, reduced setbacks, and support uses desired by the community etc (See Public Input)
4. Utilize Joint Economic Development Districts (JEDDs), potential creation of a revolving loan funds and deployment of TIFs in strategic areas and similar tools to support catalyst development, targeted redevelopment and land banking
5. Explore the creation of a retail use incentive program to promote community desired uses
6. Work with local businesses to facilitate retention, expansion and siting, including home businesses looking to re-locate along the SR 125 Corridor focusing on nodes
7. Consider crafting a strategy regarding retail incentive programming