

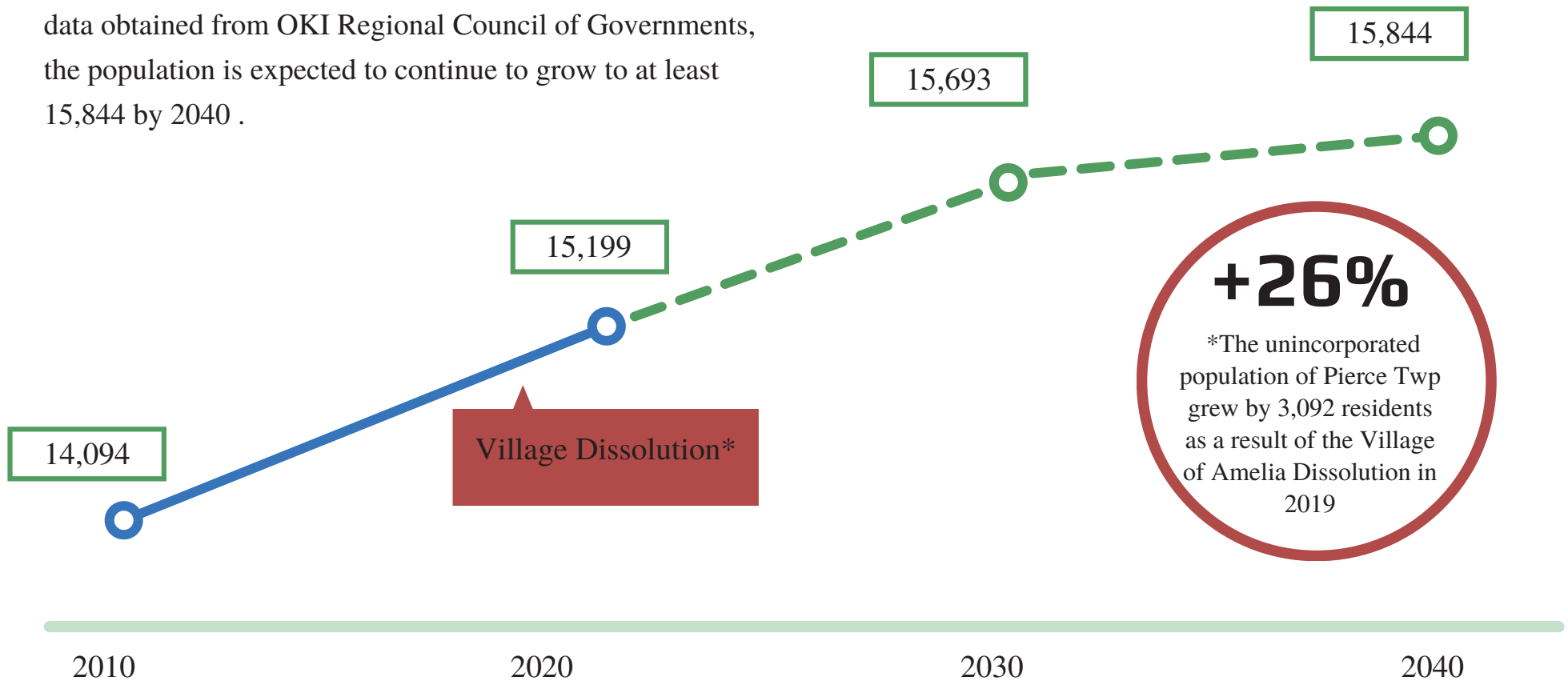


**Existing Conditions,  
Concerns and  
Opportunities**



## Population Growth 2010-2040

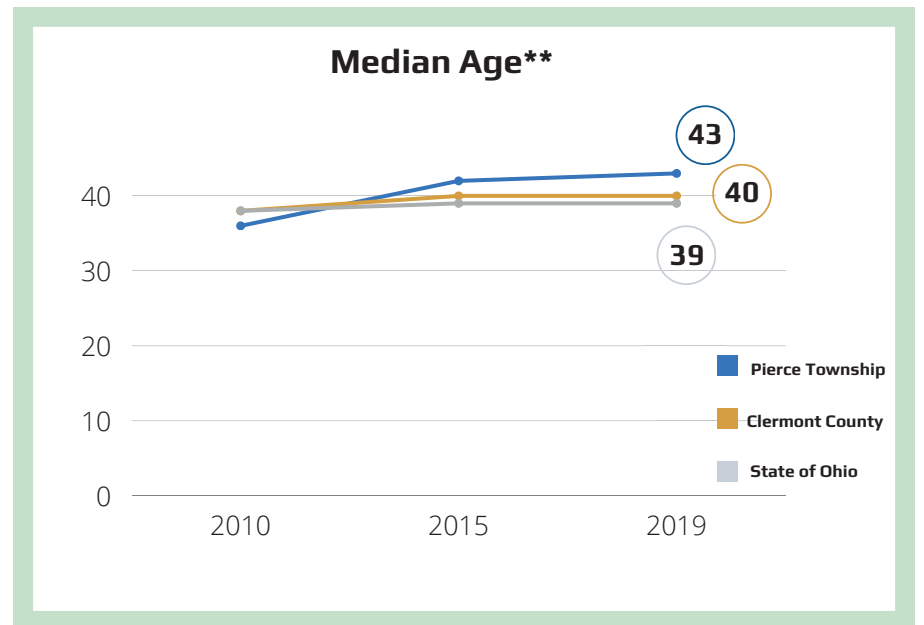
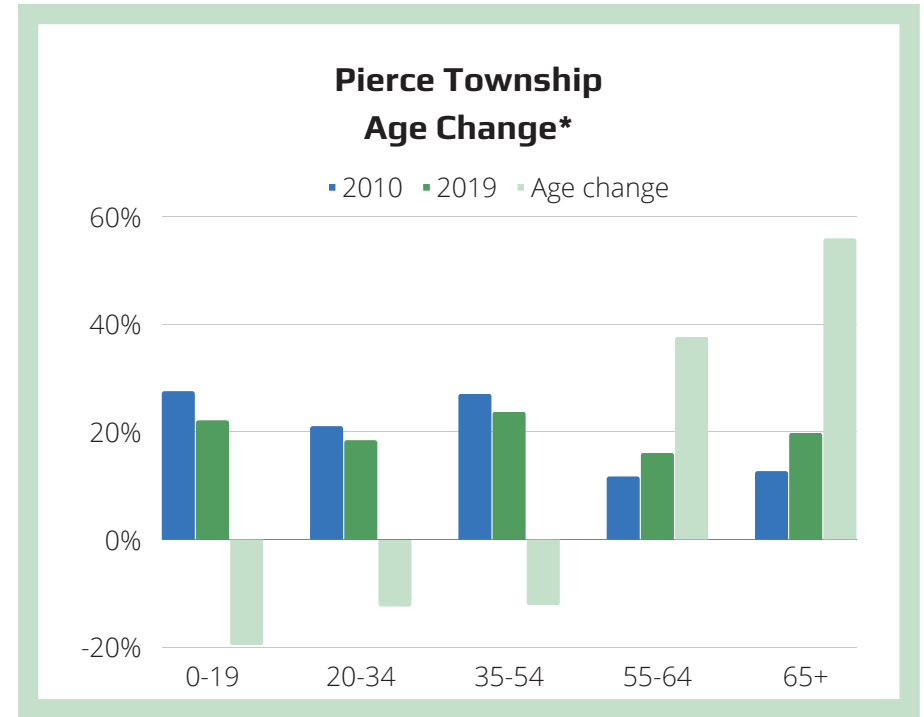
As of 2021, Pierce Township's population stands at 15,199 residents, having grown by 7.8% since 2010. According to data obtained from OKI Regional Council of Governments, the population is expected to continue to grow to at least 15,844 by 2040 .



# Population, Housing and Economics

## Age

While the Township's population has grown steadily since 2010, the greatest increases have been in all age groups 55 and older; all age brackets under the age of 55 saw a decrease in their proportion of the population. This trend is further illustrated by the fact that the median age of residents remains higher than that of both Clermont County and the State of Ohio. Based upon Census data, the median age of the population in Pierce Twp. eclipsed that of the State of Ohio and Clermont County around 2015.



# Population, Housing and Economics

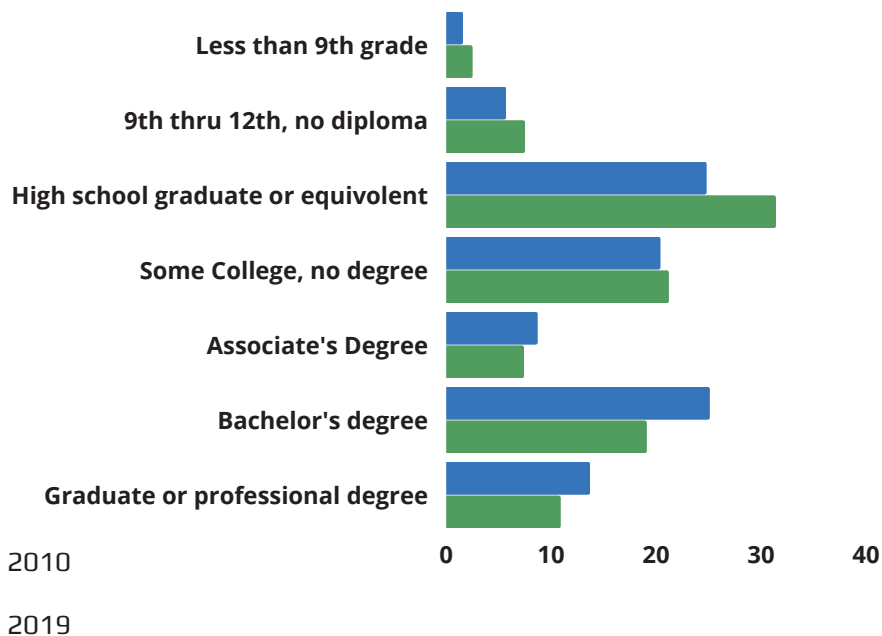
## Employment and Education

As of 2019, retail and educational services, including health care, remain the largest employment fields for residents in the Township. Growth in retail has outpaced all other fields since 2010.

### Pierce Twp Resident Employment Fields\*



### Educational Attainment\*



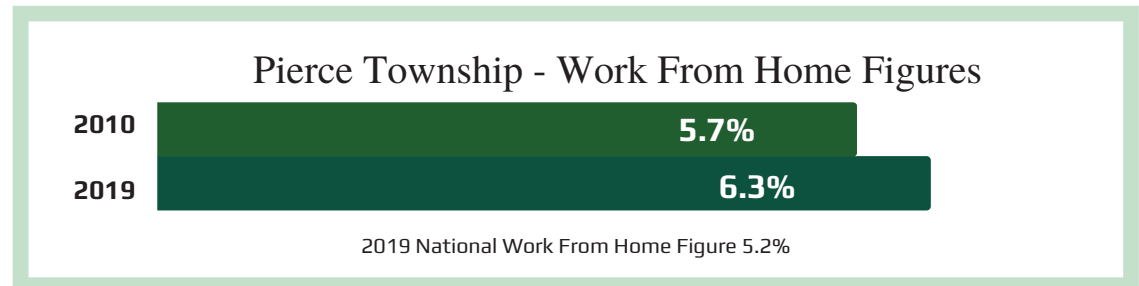
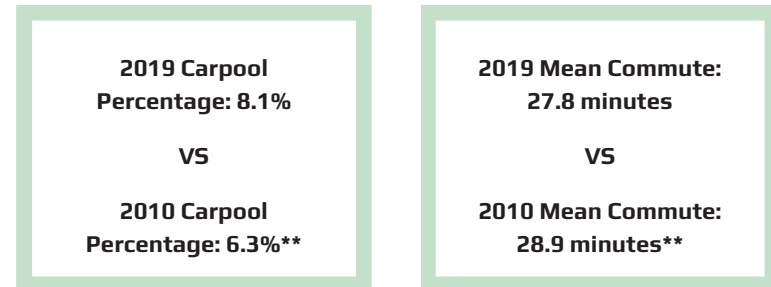
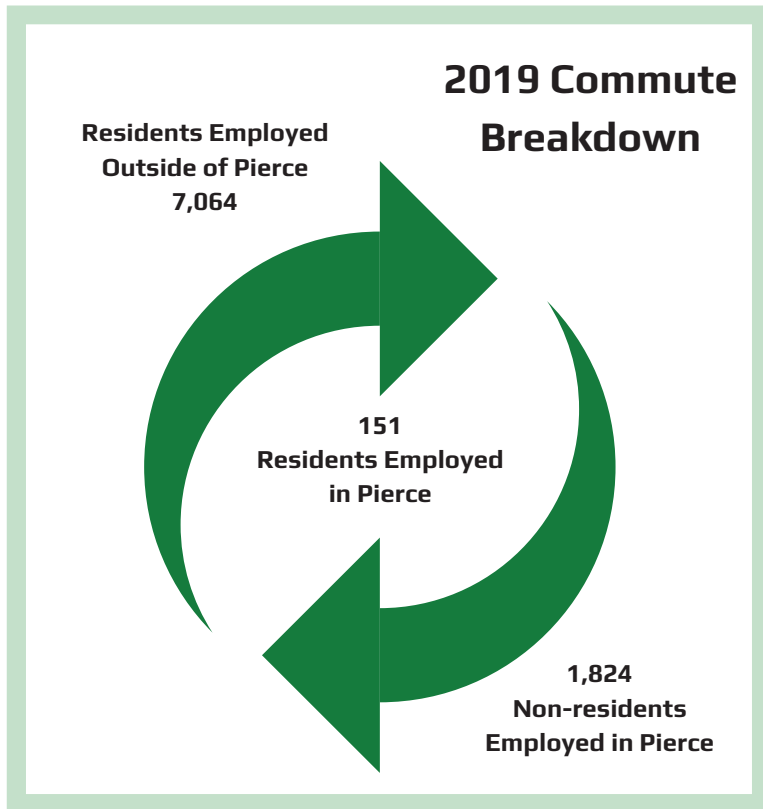
Between 2010 and 2019, the 3 lowest levels of educational attainment increased in size, while the proportion of individuals with Associates Degrees or higher all declined. While those with Associate's Degrees and higher level degrees comprise 37.4% of the population, this number has declined from around 47.5% in 2010.

# Population, Housing and Economics

## Commuting

The overwhelming majority of Pierce Township's workforce commutes out of the community for work. Despite this, the number of residents working from home has increased.

Favorably, carpooling has seen an increase, with two carpool lots in Pierce Township serving commuters, while the mean commute for those residing in the Township has seen a decrease since 2010.

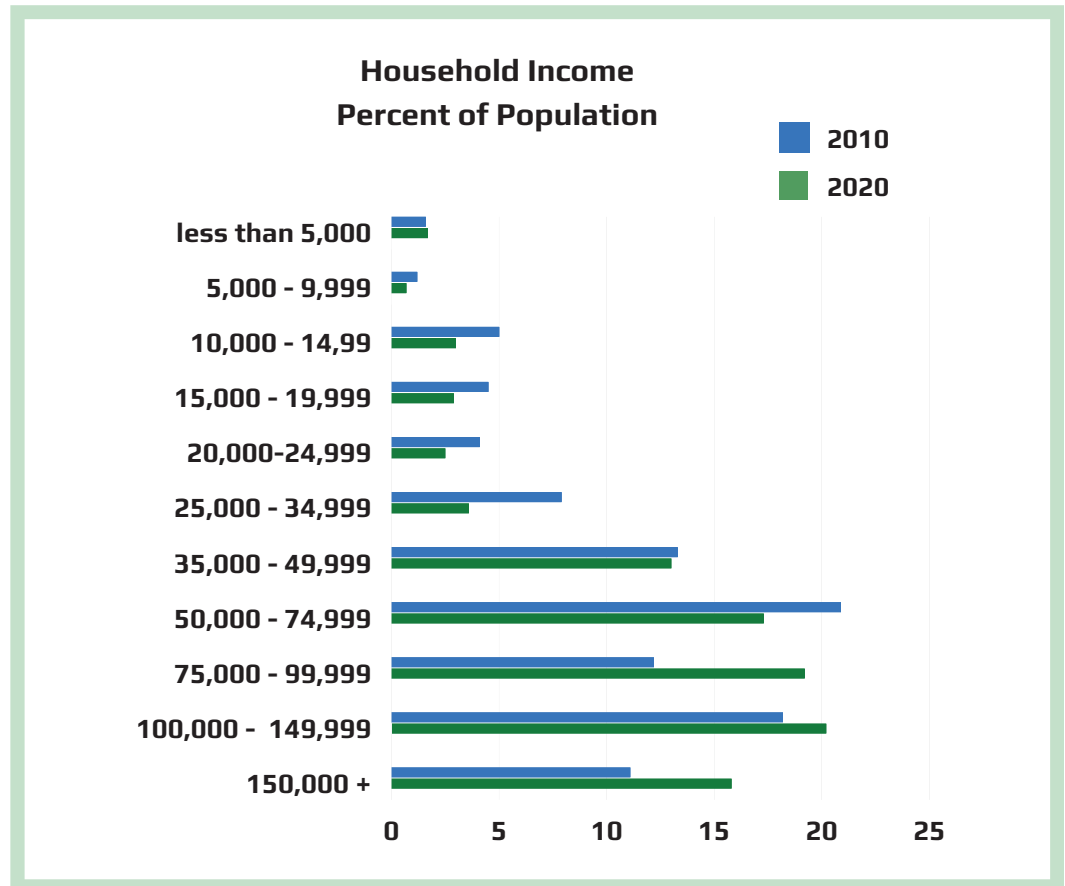
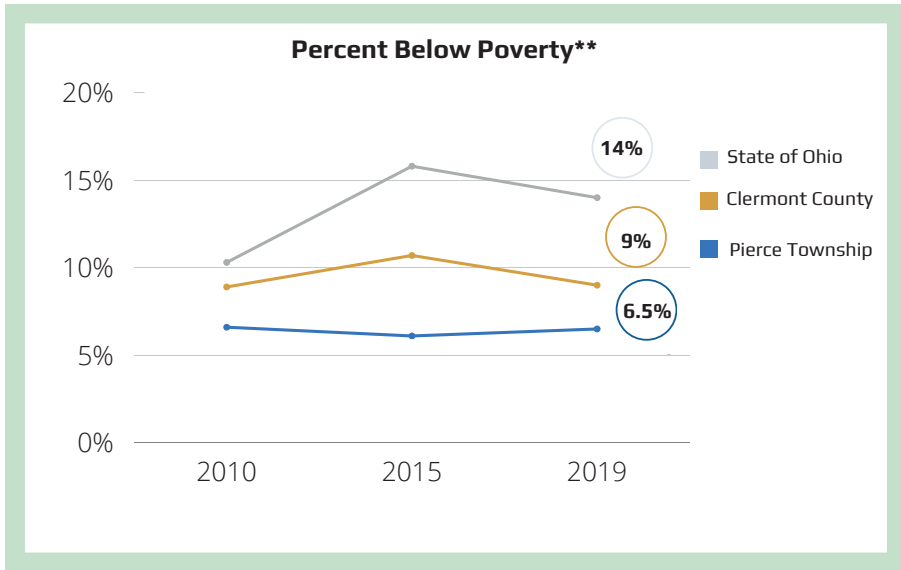


# Population, Housing and Economics

## Poverty and Income

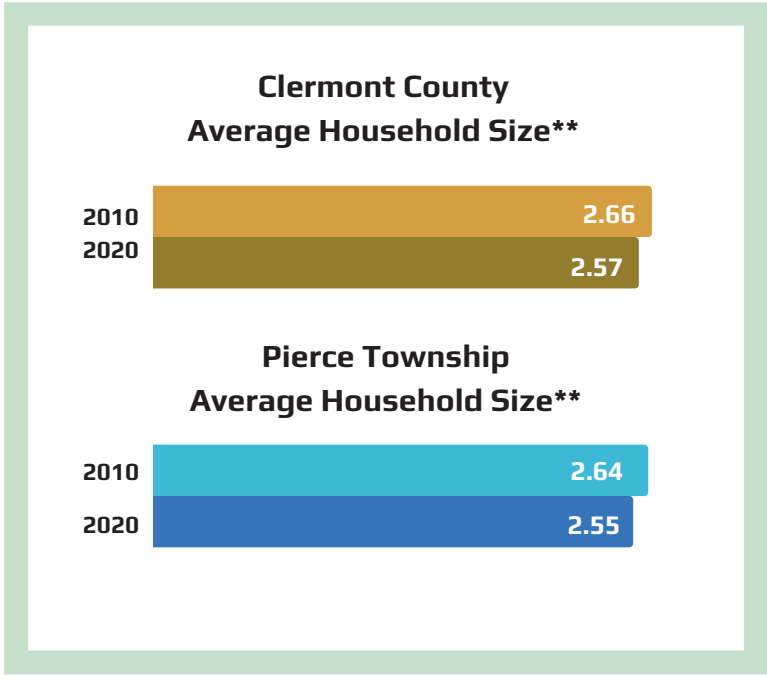
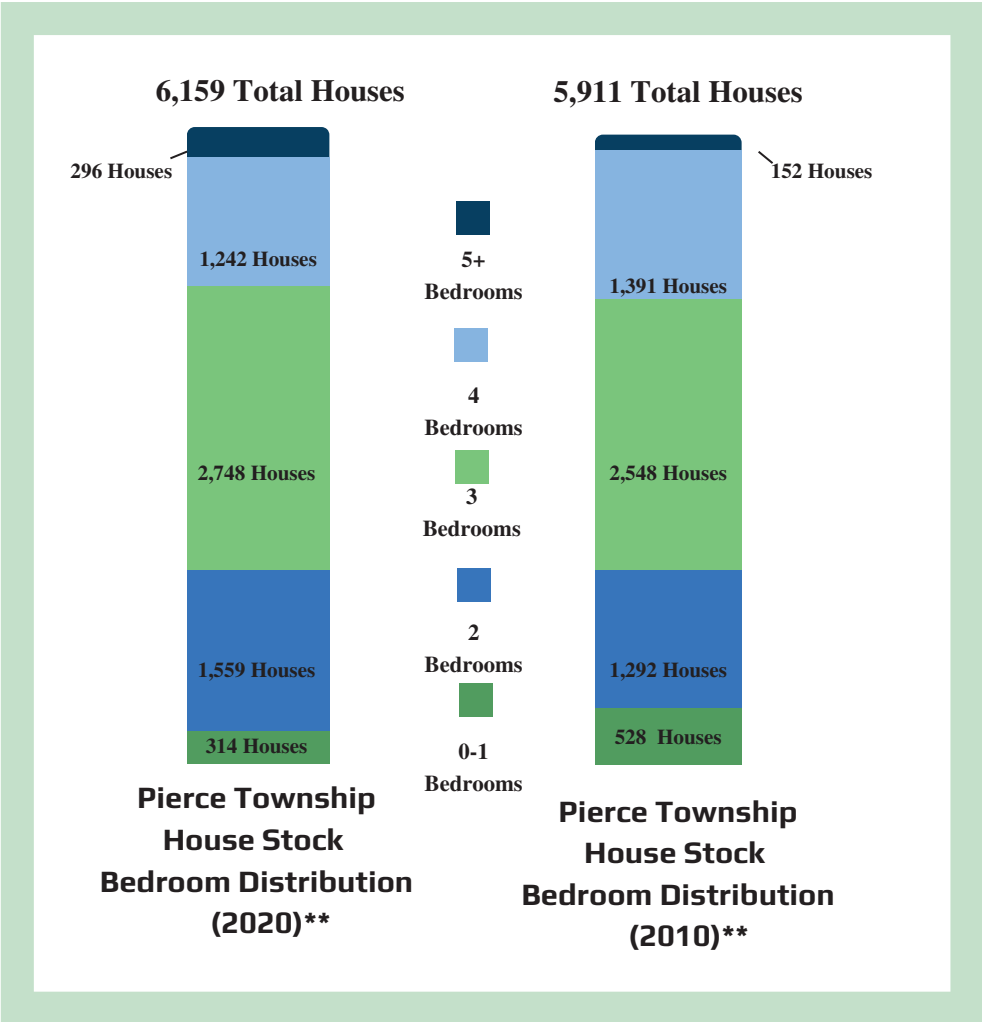
According to the US Census Bureau, poverty levels in the Township continue to remain below both the County and State of Ohio but have begun to trend higher. Further, Pierce Township's median household income as of 2020 sits at \$79,386, compared to the USA in general (\$64,994). (Inflation adjusted 2020 dollars)

The median income in the Township has risen since 2010 and it should be noted that the two lowest brackets have grown slightly as a proportion of the community, since 2010. However, households earning \$75k + have grown from 41.5% in 2010 to 55.2% in 2020 over the period as a proportion of the community.



# Household Size and Housing Stock

The Township continues to offer high quality housing options in line with demand. Over 63% of homes in Pierce are 2-3 bedroom, which accommodates the median Township household size of 2.5. Demand for smaller dwelling units (or those with fewer bedrooms) could increase, if household sizes in Pierce and/or the region continue to decline and the Township continues to see a rise in the median age of the population.



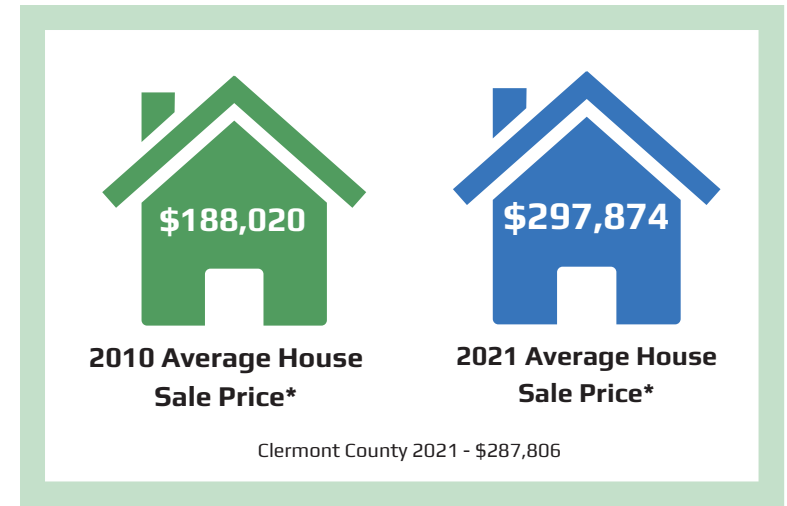
# Population, Housing and Economics

## Housing Sales and Ownership

The average sale price of homes in the Township have continued to rise significantly since 2010 and remain approximately \$10k higher on average than the County, generally.

However, according to Clermont County Auditor data, the value of residentially assessed property in the Township accounts for an outsized 87% (76% in 2010) of taxable property in the Township (County 80%).

The vast majority of dwelling units in the Township are owner occupied single family structures. The renter/owner ratio in the Township has remained steady and the proportion of renter occupied units in the Township remain below that of the County in general.



**Legendary Run, a premier neighborhood in the Township exemplifies and serves as a model for high quality residential development, natural space cohesion and amenities**



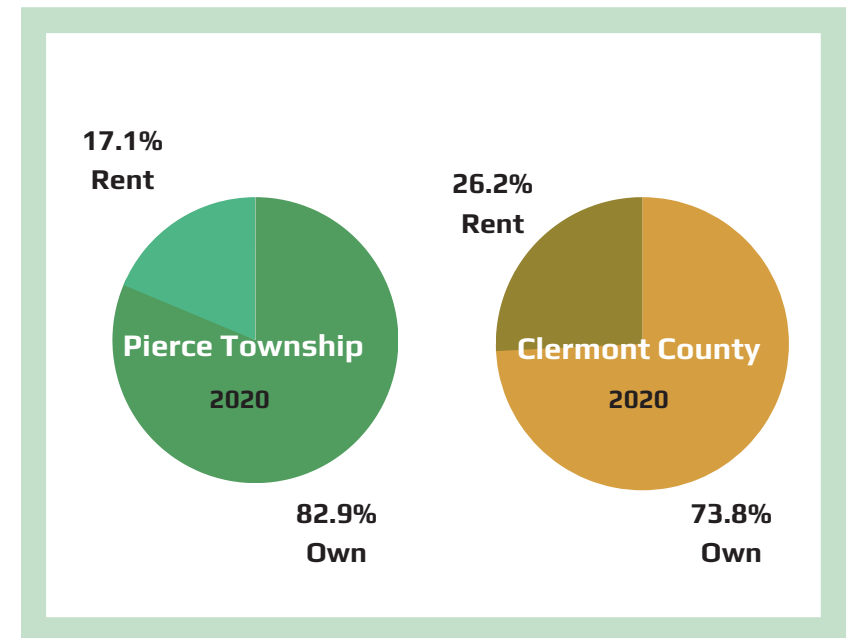


## Housing Sales and Ownership

According to the US Census Bureau data, Pierce Twp's ownership vacancy rate was estimated between 0%(2019) -.6% (2010), with rates <2% considered healthy. Similarly, rental vacancy rates appear healthy at 2.9% with 7-8% considered acceptable. (Bloomberg). Pierce Township maintains a robust homeownership rate due in large part to the high quality of the housing stock.



### Property Ownership Comparison \*



The Township is home to numerous neighborhoods offering high quality housing, as exemplified by this home in located in the Locust Hill neighborhood (pictured)

## *Concerns*

- Residential valuations account for a disproportionate amount of the tax base (87% vs. 13% Com/Ind)
- Population declines in age groups 0-54 coupled with increases in the 55+ groups
- Declining educational attainment
- Housing for all age groups needs to be accommodated
- Rental companies purchasing single family homes and renting en masse
- Poor quality building in some areas (Multi Family on 1st floor, neighborhoods with boilerplate architecture)
- Shrinking household sizes

# Population, Housing and Economics

## Residential Development Concern Focus

*New Development in the Township should maintain a high standard of quality and de-emphasize the following*

- Potential for neighborhoods being constructed without due regard for trees and natural areas
- Potential for cookie cutter subdivision development with boilerplate architecture
- Prominent garages/short driveways
- Poor or dysfunctional open space
- Development lacking interconnectivity which can increase traffic issues elsewhere
- Dwellings from being located too "close together"



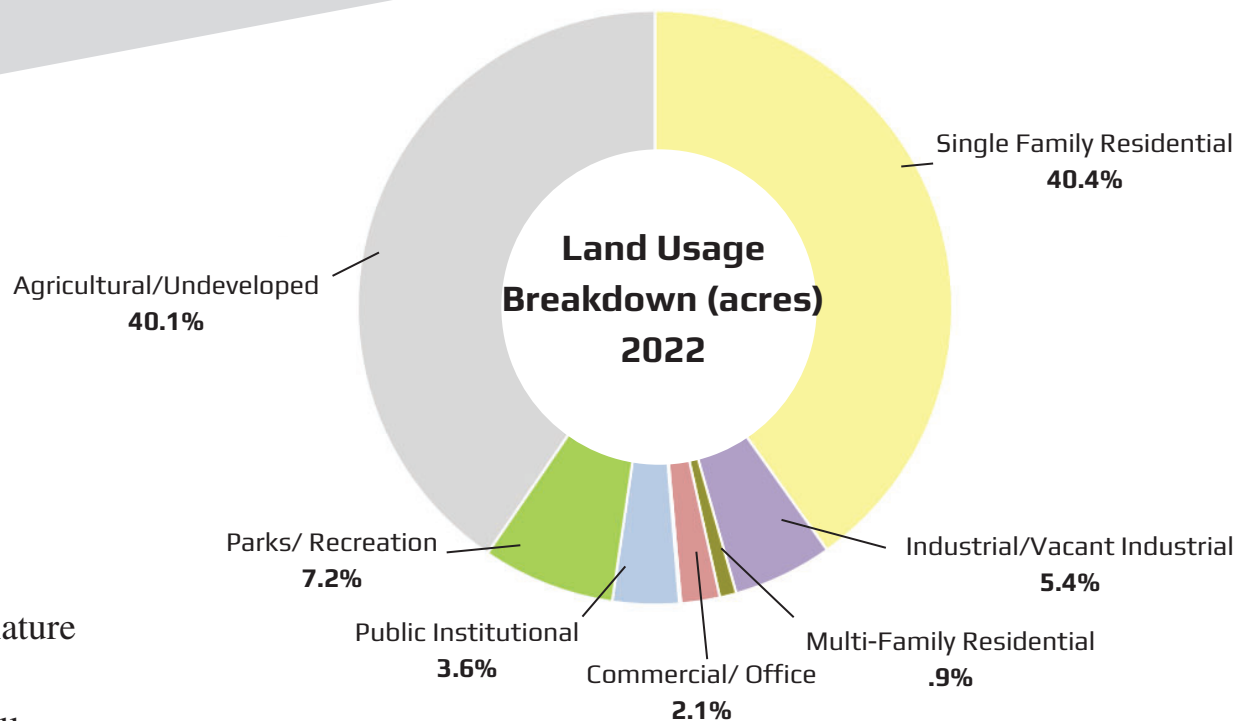
- Population growth in conjunction with smaller household sizes suggests potential option for multi-family mixed use density in SR 125 corridor vicinity (Adjacent to and connected to services/amenities) if in balance with owner/rental ratio
- Larger minimum lot size option(s) in select areas
- Potential demand for empty nester style housing
- Proximity to Cincinnati
- Branding and promotion of Pierce Township as a vibrant community
- Golf courses, parks and natural areas (Incl. Ohio River and Woodland Mound) are valuable assets in promoting the Township
- Proximity to carpooling and bus stops are an asset for new
- and existing housing
- Tax base diversification residential vs. commercial/industrial
- Build on existing high quality development

# Land Use and Design

## Existing Land Use

Pierce Township is predominantly residential in nature and serves as a bedroom community within the Cincinnati Metro Area. As a result of the 2019 Village of Amelia dissolution, the Township saw significant increases in the Agricultural/Undeveloped and Parks/Recreation property, which includes the addition of two (2) parks (Groh and Spencer Shank Park).

Commercial/Office uses predominate the nearly 5 mile stretch of SR 125 and have been developed in a linear, auto dependent fashion.



Property Usage	2013	2022	Change
Agriculture/ Undeveloped	37.3%	40.1%	+7.5%
* Industrial/ Vacant Industrial	0.2%	5.4%	+2600%
Multi-Family Residential	0.8%	0.9%	+12.5%
Commerical/Office	4.6%	2.1%	-54.4%
Mobile Home Park	0.1%	0.1%	0%
** Public Institutional	5.7%	3.6%	-36.8%
Single Family Residential	47.7%	40.4%	-15.3%
Parks/Recreation	3.4%	7.2%	+111.8%

\* Industrial/Vacant Industrial property increased in proportion due to the reclassification of property

\*\*Cemetery, Schools and Church Use(s) have been included within Public Institutional in the Table

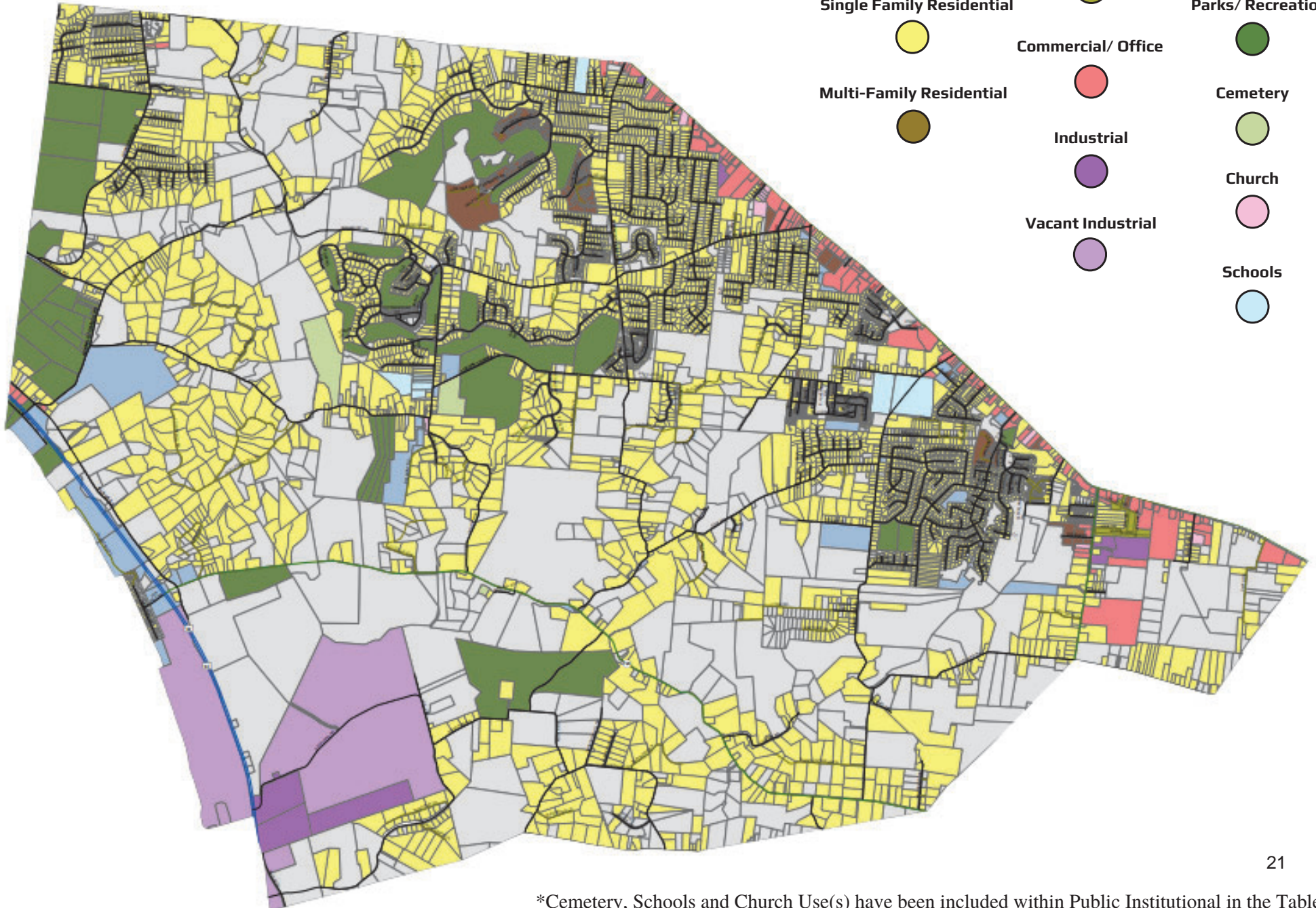


## Existing Land Use Classifications

- **Agriculture/Undeveloped:** Land utilized primarily in the production of crops or other agricultural commodities, as well large undeveloped tracts (generally 5+ acres) of land that remain outside of a development.
- **Single Family Residential:** Parcels utilized by single family and duplex uses.
- **Multi-Family Residential:** Land uses consisting of structures occupied by three (3) dwelling units or more.
- **Commercial/Office:** Land uses dedicated to commerce, including restaurants, retail, daycares and similar uses that serve the community.
- **Industrial:** Land uses involved in the assembly, manufacture and processing of raw materials, chemicals and equipment.
- **Mobile Home Park:** Site(s) occupied by dwelling structures produced off-site; these site(s) are developed in a unified manner.
- **Public Institutional:** Land uses of a public nature including government facilities, schools, churches and cemeteries, and similar uses that are generally exempt from taxation.
- **Parks/Recreation:** Land designated as public parks, including preserves and outdoor recreational facilities.

# Land Use and Design

## Existing Land Use Map



\*Cemetery, Schools and Church Use(s) have been included within Public Institutional in the Table

## Concerns

- Commercial areas lack a sense of place and focal area(s)
- Congestion and excessive curb cuts along SR 125
- Commercial/public service areas are almost exclusively accessible by vehicle only
- Most uses along SR 125 are single use only; resulting in reduced potential tax revenues and limited service offerings
- Existing zoning needs to be reviewed in select areas(SR 132 Industrial, Davis/Hopper Hill General Business)
- Dilapidated and underutilized buildings
- Lack of a business group organization
- Township lacks adequate branding
- Lack of entertainment options for children/families



# Land Use and Design

## Commercial Development Concerns Focus

*New Development/Redevelopment in the Township should de-emphasize the following*

- Dilapidated and underutilized buildings
- Low levels of trees/landscaping
- Visual clutter along the commercial corridor
- Excessive prioritization on parking lots over pedestrian function
- Commercial vacancies
- Poor or nonexistent branding
- Designs lacking sense of place/community gathering areas
- Proliferation of auto oriented uses

### *Dilapidated and underutilized buildings*



### *General clutter, and signage/lighting scaling issues*



### *Excessive car lots and similar uses*



## Opportunities

- Population growth allows option for some density and mixed use in the SR 125 corridor vicinity
- Updated design standards for car lots
- Incentives for desired uses
- Steamboat Dr/Ohio River are potential amenities (Water Access, bike trail (US-52), river overlook)
- Updated design standards for commercial areas
- Economic Development Plan to redevelop/develop key sites such as Beckjord
- Identify catalyst commercial sites in SR 125 corridor
- SR 125 maintains heavy traffic volume
- Community branding
- Shared outcomes with Ohio Valley Regional Development Commission (OVRDC) and similar organizations
- Farmer's Market

**Leverage scenic rural areas and midwestern styles to promote development/redevelopment and branding historic Spann Convenience Store (Pictured)**





Pierce Township is bounded by two main thoroughfares along its northern (SR-125) and southern quadrants (US-52). While the Township is not home to either railway service or a highway interchange, SR-125 carries Average Annual Daily Traffic (AADT) volumes of around 30,000 trips per day.

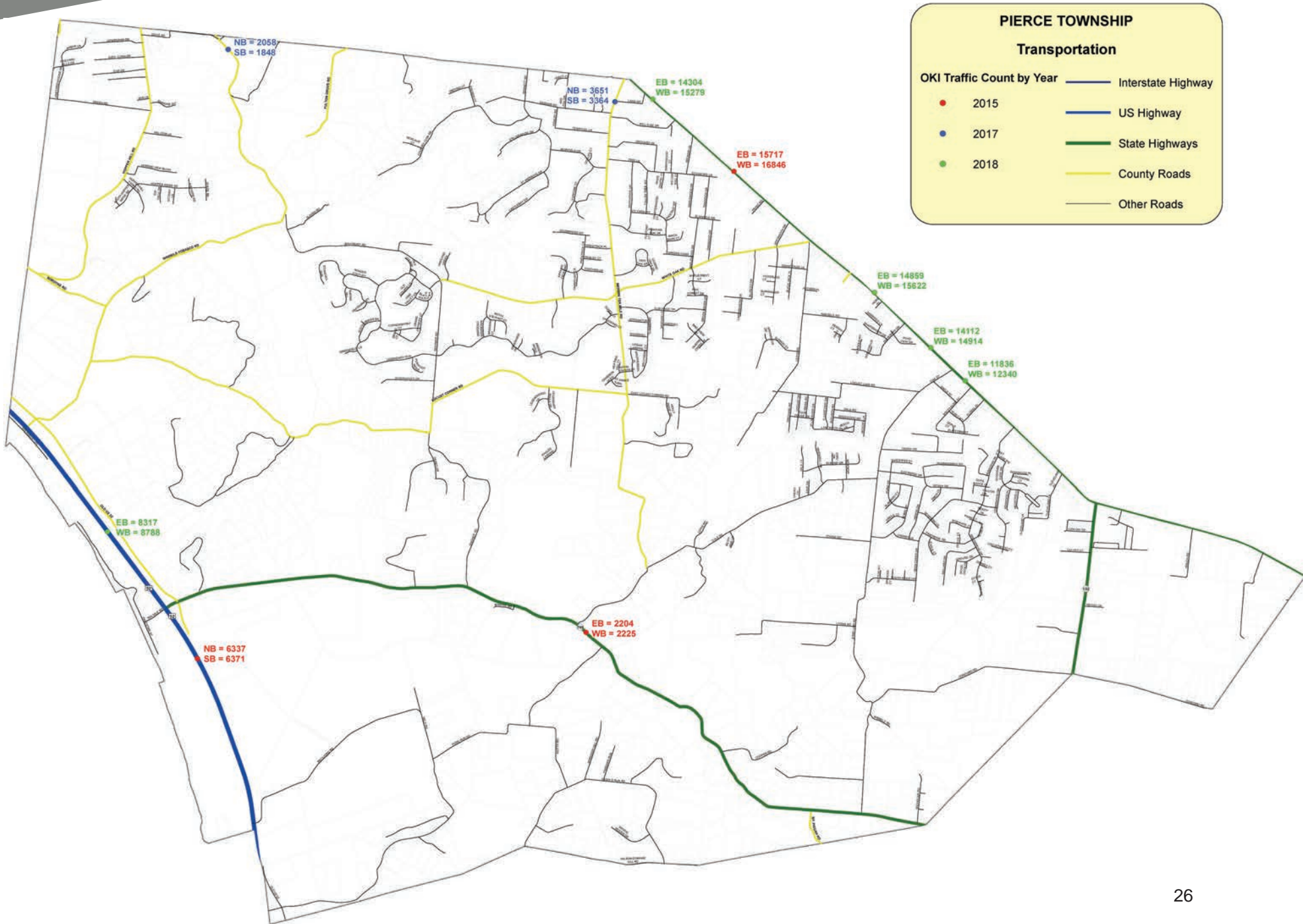
As a result of the Township's proximity to large employers in the Cincinnati metro (within 20-25 minute commute in many areas), the Township has functioned as a bedroom community for many; the Township similarly functions as a centralized hub for through traffic from central and eastern Clermont County residents who commute through the Township into Hamilton County and elsewhere on a daily basis.

Two carpool lots along SR 125 (CTC Park and Ride) are served by 4 Amelia to Cincinnati bus routes. Further, the New Richmond to Cincinnati bus route runs twice a day along US-52.

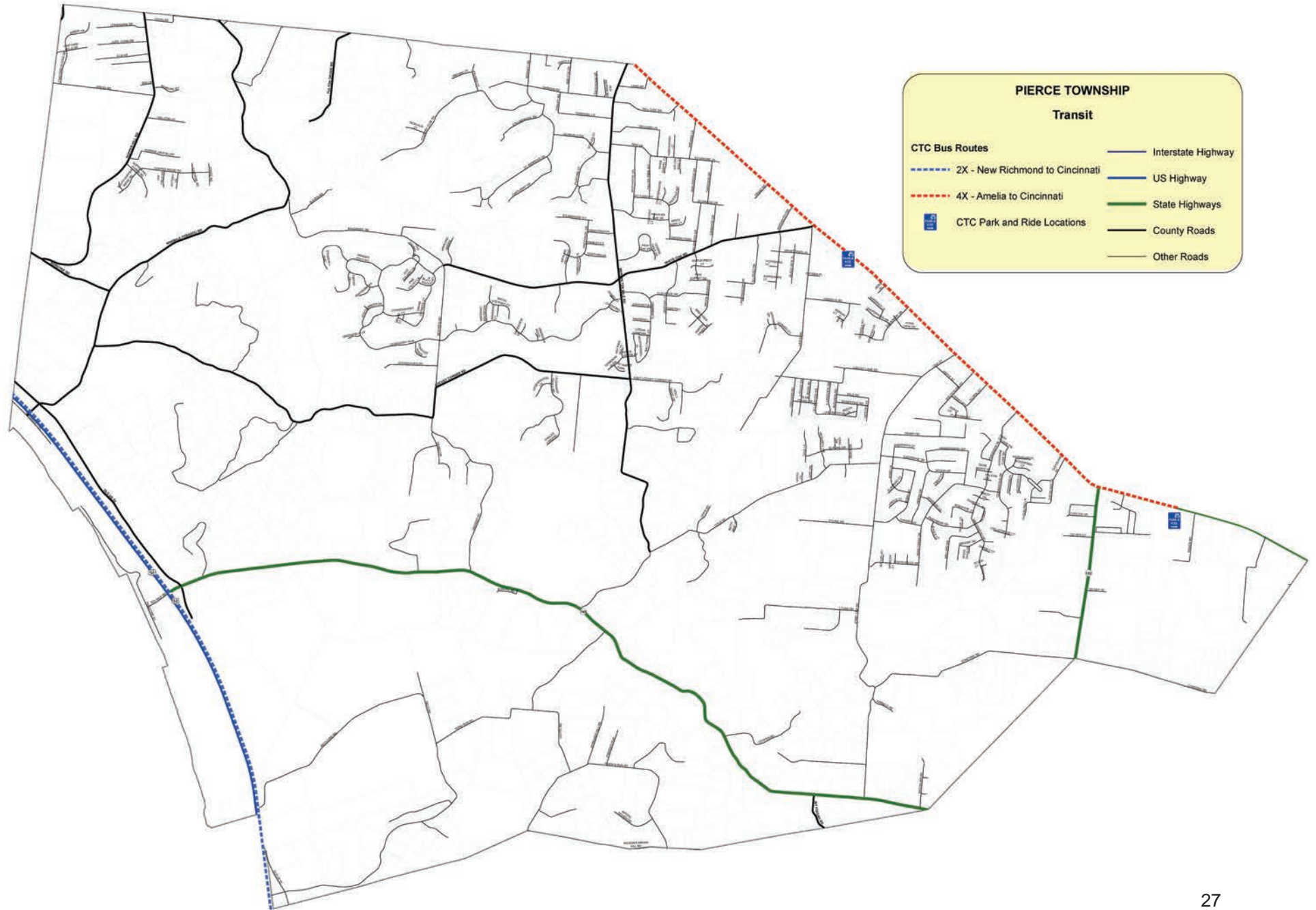
As a result of the lower density suburban style development typical of much of the Township, there are few trails and/or bike routes connecting commercial areas, or connections between residential areas and commercial services. However, the Township is home to approximately 4.5 miles of frontage along the Ohio River and two access points (Steamboat Dr and Beckjord) which presents both economic and recreational opportunity.



## Road Classification Map



## Transit Map



## *Concerns*

- Congestion and excessive curb cuts on SR 125
- Deficient connectivity between neighborhoods and commercial areas, as well as recreational amenities
- Trails, Paths and Bike systems need to be inventoried
- Bike trail along US-52 lacks physical separation from high speed traffic
- Lack of sidewalk infrastructure along SR 125 results in pedestrians walking on the shoulder
- Intersections such as White Oak/Lewis and Davis/Ninemile are poorly configured
- Traffic lights can be expensive to maintain and less efficient than other designs
- Numerous north/south routes within the Township remain rural in design and are a limiting factor for growth and economic development (Ninemile Rd, Cole Rd, White Oak et.al).
- SR 125, Merwin Tenmile and Ninemile Rd have sub optimal(Tier 4) crash profiles (See Appendix A)
- The Township does not have authority over County and State maintained roadways in the community



*Pedestrian walking along the shoulder of SR 125*



## *Opportunities*

- Improving connectivity between neighborhoods and commercial areas, as well as recreational amenities can improve other portions of the transportation network by creating options for mobility
- US-52 is underutilized and provides access to Downtown Cincinnati and Interstate
- Gateway enhancement and branding
- High tension power line ROWs can become a recreational/community connectivity asset
- Roundabouts in suitable areas can be a low maintenance, safe and more convenient alternative to 4-way stops and traffic lights
- Safe routes to school and similar funding can aid in improving student and overall resident mobility
- Study roadways to determine if improvements to safety, traffic and capacity are feasible
- Greenspace trails and systems can be investigated to enhance connectivity
- Regional, national and interdepartmental collaboration regarding roadway, sidewalk and trail systems
- Demand for enhanced sidewalk and greenway trail systems

**River Access at both the Steamboat Dr boat ramp and the port at the former Beckjord facility present both recreational and economic opportunities, in addition to serving Emergency Response teams for gaining access to the river**



## Transportation Concern Focus

- Addressing rural roads, roads with geometric issues and traffic congestion
- Specific areas of concerns include: SR 125, Ninemile Road, White Oak/Lewis Intersection, Merwin Tenmile

**Traffic along SR 125, exhibiting perceived narrow lane widths and shoulders**



**Ninemile Road is an example of a rural route with some geometric constraints**





## Natural Environment

Pierce Township is typified by many rolling hills, waterways and scenic areas. While the Township's natural areas serve as a major driver of the high quality of life in the community, residents demand that special care be taken to limit impacts to steep areas, preserve vegetation and maintain the park system.

The Township is home to over 4 miles of frontage along the Ohio River, numerous acres of Woodland Mound and a diverse selection of golf courses that take advantage of the township's diverse topography and natural spaces.

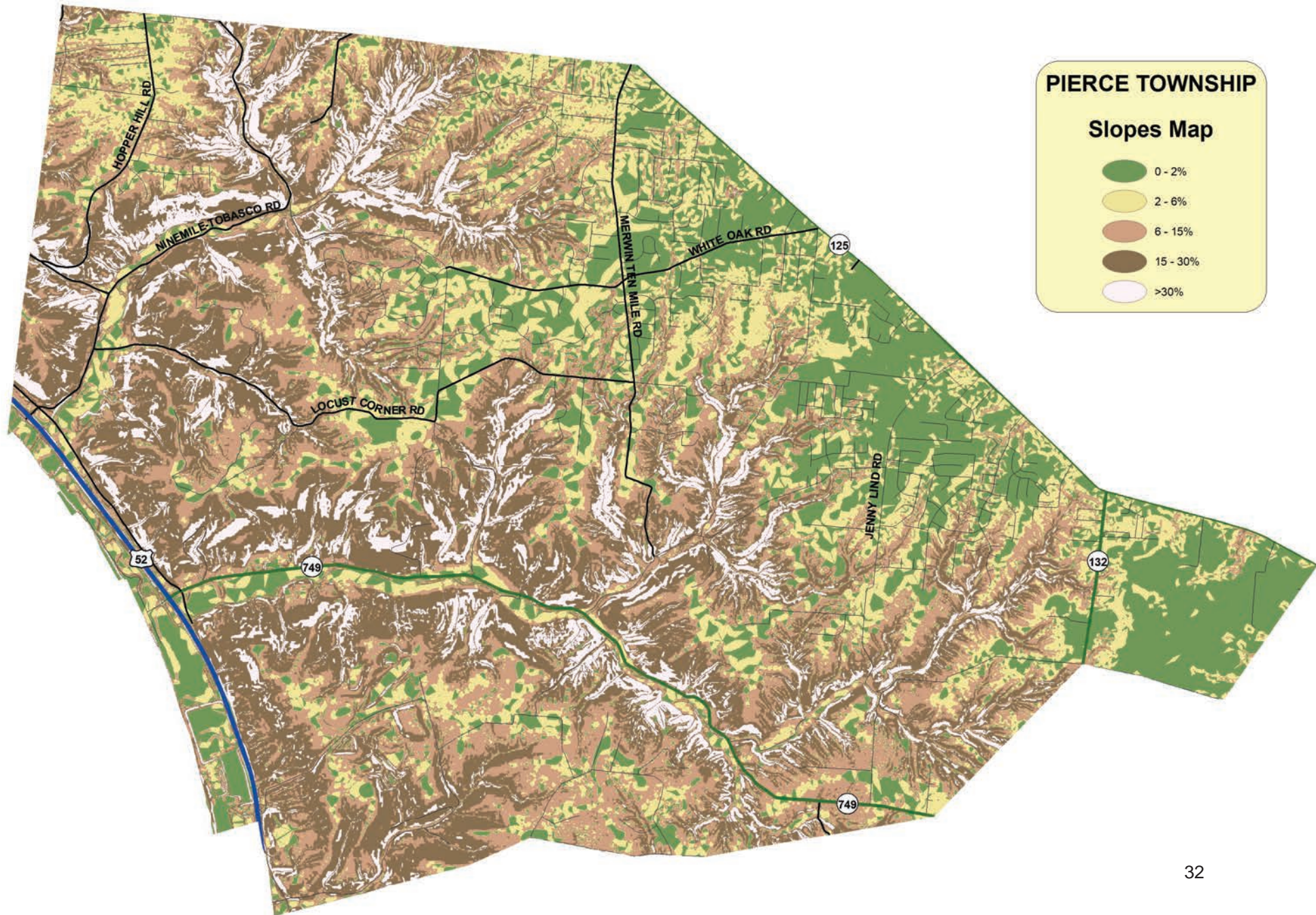
While the Township's topography, river and waterways provide benefit to the community and region, the steep contours of the hills and flooding can cause hazards and limit development in select areas.

**The Township has scenic and varied terrain offering numerous overlooks of the Ohio River**



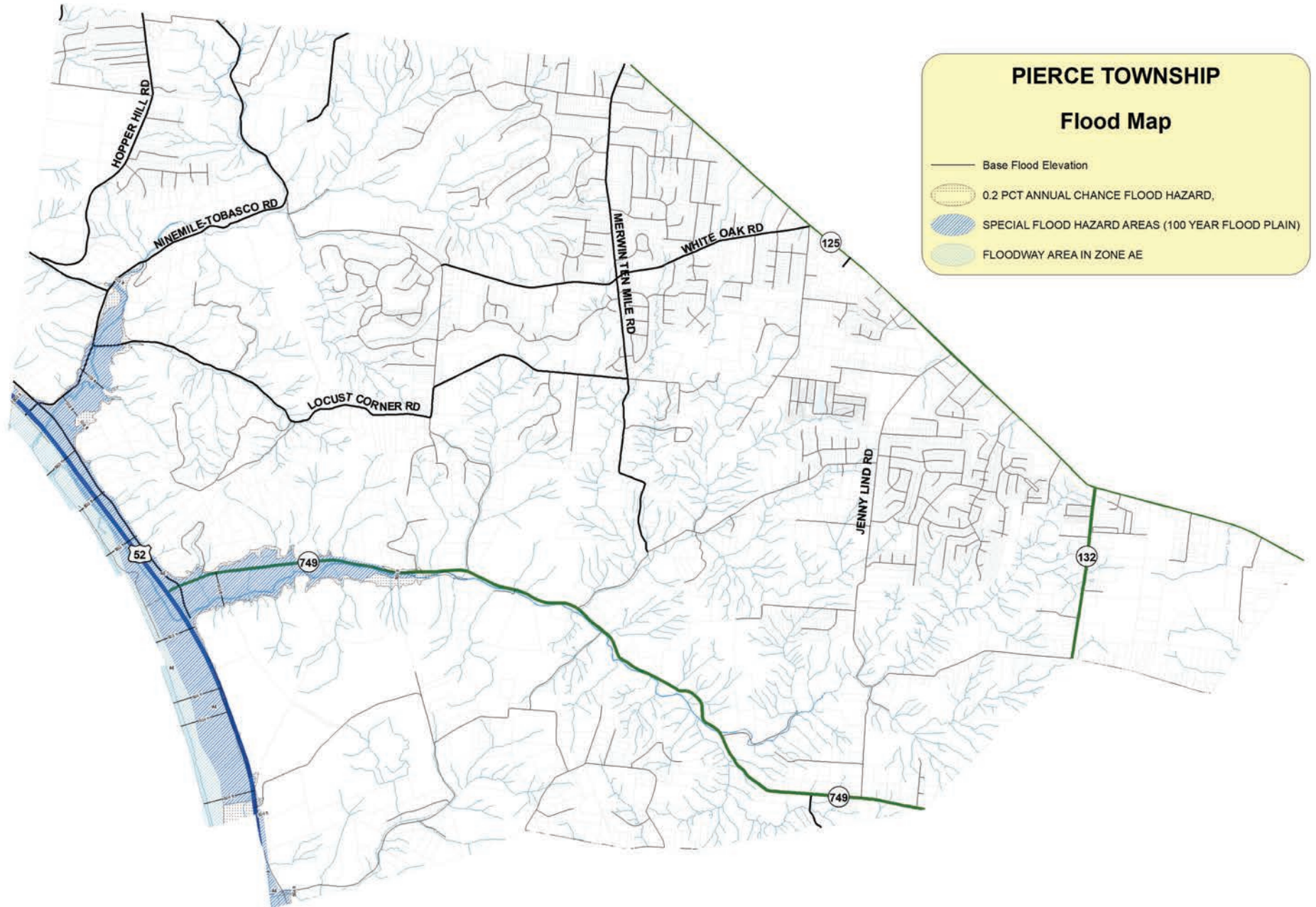


# Natural Environment





# Natural Environment



### *Concerns*

- Special Flood Hazard Areas (SFHA) can cause road closures and prevent development near river
- Flooding can also impact existing developed areas
- Topography in the southern portion of the Township limits the total developable areas
- Balancing limited development areas with protection of prime farmland and steep slopes
- Tree covered hillsides in close proximity to power lines and roadways can present a hazard (Nordyke, Ninemile)
- Valleys within the Township can experience excess erosion and flooding as areas upstream develop

### *Opportunities*

- Steamboat Dr/Ohio River and areas near Ninemile Creek are potential amenities (Water Access, bike trail, river overlook)
- Improving access along the Ohio River/feeder waterways for recreation, as well as connecting recreational assets via trail linkages
- Branding premium natural spaces and amenities such as the river, golf courses and parks
- Protection of wetlands and natural areas with strategies such as riparian buffers enhances the habitat and community from a wildlife and resident perspective
- Juxtaposition of rural with more densely populated areas positions the Township well to facilitate agritourism and markets
- Topography may be an opportunity for mountain biking (High Tension Power Line Areas provide potential ROW)
- Enhanced stormwater best management practices (BMPs) can provide density incentive and improve downstream hydrology





## Pierce Township Police Department

The Police Department (PTPD) has 18 sworn members and 2 civilian employees that provide the following services:

- Responds to calls for service
- Provides protection to Pierce Township's 15,096 residents
- Investigates criminal activity
- Embraces community-oriented policing, e.g. vacation checks, Citizens Police Academy, Junior Police Academy, daily school checks, senior wellness checks, annual Shop with an Officer program (Pictured below), a gift card for the needy program



## Pierce Township Fire Department

The Pierce Township Fire Department has 21 full-time Firefighter/ EMTs and Firefighter / Paramedics and 26 part-time Firefighter /EMTS and Firefighter/Paramedics.

- The Department provides fire and emergency medical services to both Pierce and Ohio Townships encompassing approximately 37 square miles and serving a population of 20,629 residents.
- The Pierce Township Fire Department responds to all types of fires, medical emergencies and injuries, auto accidents, hazardous materials details, flood responses, and other calls for service.
- Members are trained in various rescue skills including rope rescue, ice rescue, and water rescue. The Department provide services to approximately 5 miles of the Ohio river operating various boat equipment while collaborating with neighboring communities.
- The fire service has evolved into an all hazards type response service, bringing staff to the front line of any issue or problem our residents may encounter.



## Pierce Township Service Department

The Service Department has 12 employees that provide the following services:

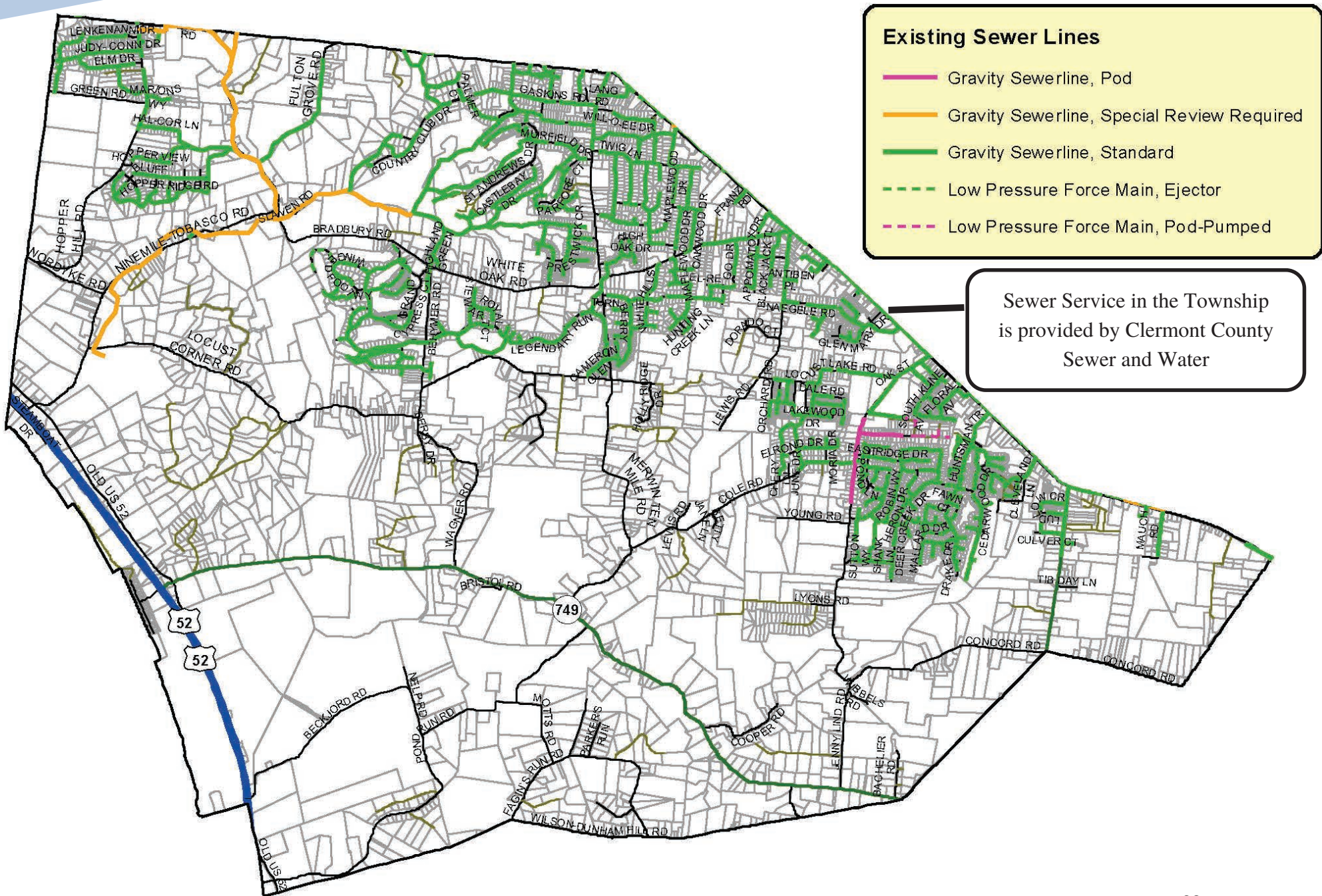
- Maintenance of 67.39 miles of road
- ROW maintenance including tree cutting, mowing, snow and ice removal, stormwater maintenance
- Maintenance and repair of Township buildings
- Cemetery maintenance
- Management of approximately 310 acres of Township Parks which is approximately 20.3 acres per 1,000 Pierce Township residents. (The National Recreation and Park Association recommends a minimum of 9.9 ac./1,000)

### **Pierce Township Park features a playground, trails and learning center**





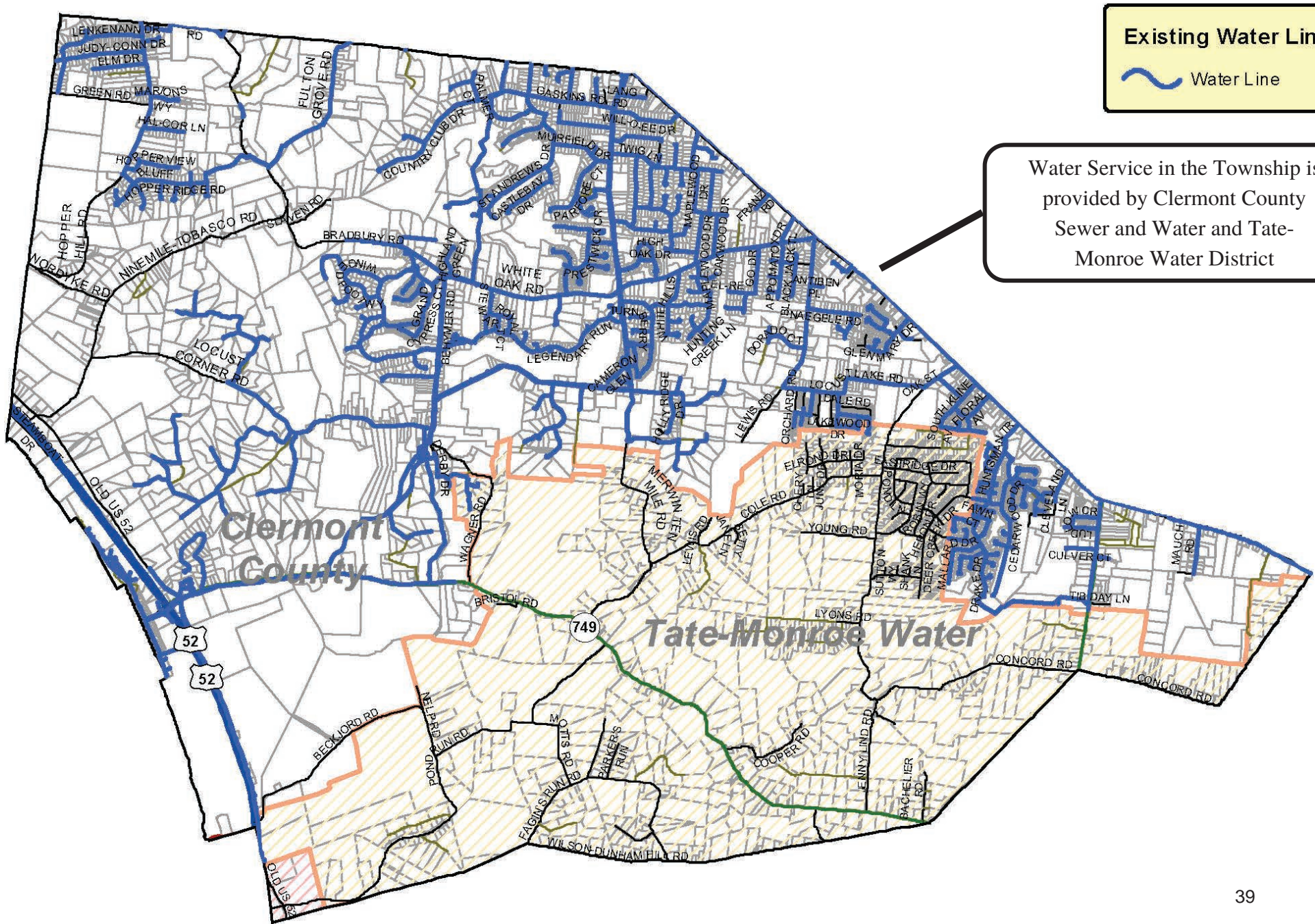
## Sewer Lines





# Public Services

## Water Lines



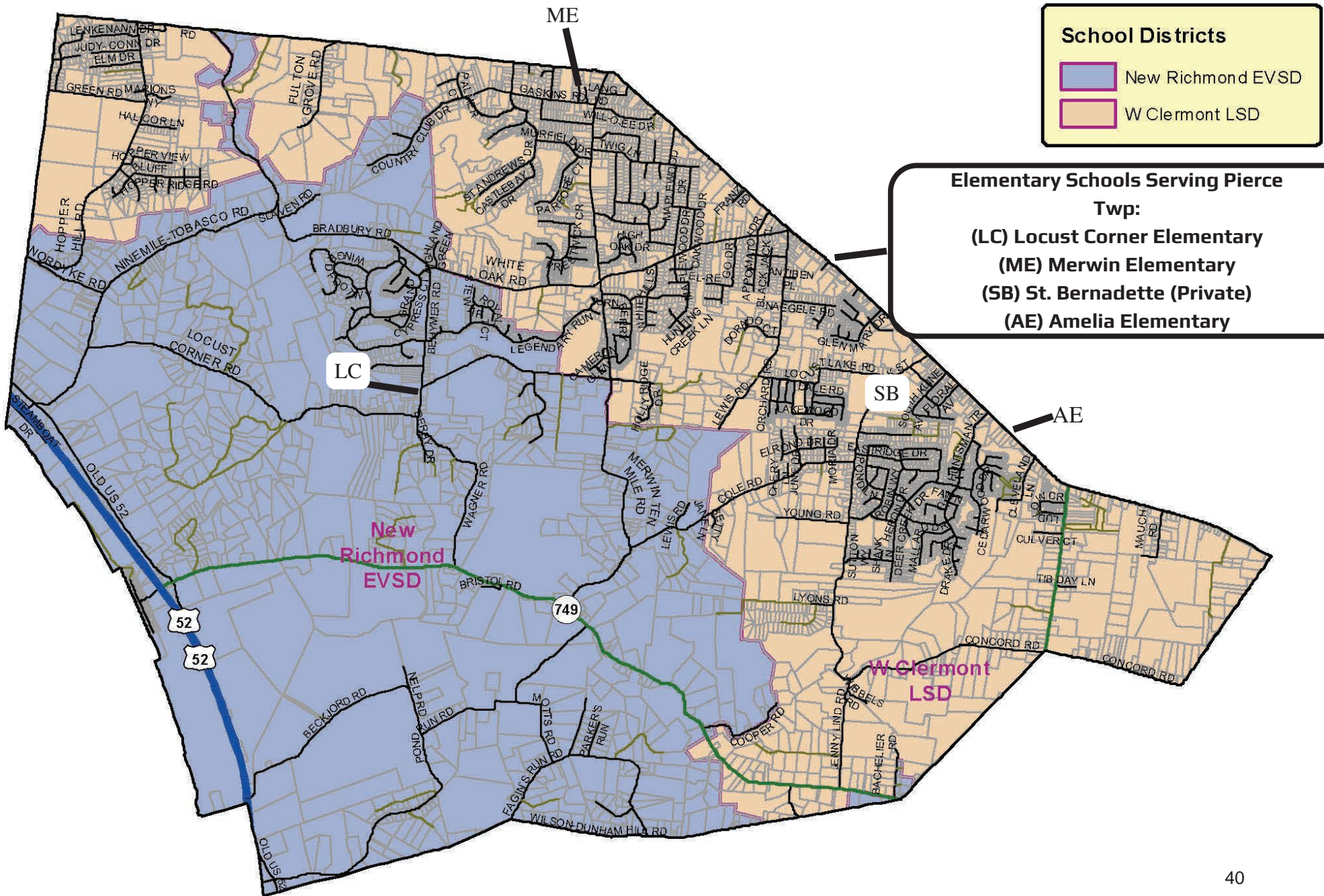
**Existing Water Lines**  
Water Line

Water Service in the Township is provided by Clermont County Sewer and Water and Tate-Monroe Water District



# Public Services

# Schools



**School Districts**

- New Richmond EVSD
- W Clermont LSD

**Elementary Schools Serving Pierce Twp:**

- (LC) Locust Corner Elementary
- (ME) Merwin Elementary
- (SB) St. Bernadette (Private)
- (AE) Amelia Elementary

## Concerns and Opportunities

### *Concerns*

- Dissolution of the Amelia Village has reconfigured the allocation and flow of Township services/resources
- Existing Township facilities' geographic location may limit the ability of the Township to respond to expanded resident demand (Fulton Grove ex.)
- Existing Township facilities have limited storage and office space
- Need additional recreational opportunities for youth and senior residents
- The Township does not have authority over County and State maintained roadways, nor water or sewer
- Flooding can inhibit emergency response access to specific Township locations; due to a limited number of access routes
- Vacant and/or derelict properties
- Sprawling/linear style commercial development stretches infrastructure and service delivery
- Water recreation increases the need for emergency response in waterways

### *Opportunities*

- Tornado/storm shelters can be considered in new/existing public facilities (See coordination with County Hazard Mitigation Plan 2020)
- Interdepartmental cooperation on development reviews and future service delivery improvement
- Safe routes to school and similar funding can aid in improving student and overall resident mobility, while reducing demands on public services (school buses etc)
- Work with adjoining jurisdictions and other distinct regional and national organizations
- Improved emergency access routes and/or future roadway extensions to support connectivity and response time
- Pursuit of funds and planning for demolition and blight removal
- Former Amelia Village area's central location may be suitable for a new fire station/public service facility

## Township Districts

The Township is home to many unique areas, each with their own set of strengths and needs. As a result, staff and the Land Use Committee have crafted a breakdown of the various districts to help understand and further analyze the Township in order to continue building a stronger future. Each area was generally delineated based off of factors such as geography, terrain, development pattern and general character.

- **Western Gateway:** Situated along the northwestern corner of the Township, the district is home to a number of scenic Appalachian gateways such as Nordyke, Ninemile and Hopper Hill, as the district sits above Ninemile Creek and a number of valleys. The district is primarily suburban residential in nature and is home to the Vineyard Woods Golf Course which sits in both Pierce and Anderson Township.
- **Hills and Farms:** The largest district (in area) in Pierce Township extends from Union and Anderson Township in the West to Ohio Township in the East. This district is characterized by rolling hills, valleys, creeks agricultural/rural development and larger lots (2 acres+) surrounded by natural spaces. The district is also home to the Pierce Preserve and Pierce Dog Park, which exemplify the unique terrain and topography which draws many to the Township. The district is primarily agricultural/rural residential in nature.

## Township Districts

- **Suburban Pierce:** Typified by its varied suburban neighborhoods mainly of .25 -.50 acre lots and above, this district is also home to two golf course communities (Stillmeadow Country club and Legendary Run Golf Course), over two miles of commercial frontage along SR 125, two elementary schools and the Pierce Township Government Offices. The district has 3 critical commercial node areas along SR 125 (Merwin, Pierce Point and Lewis/White Oak).
  
- **Amelia Neighborhood:** This neighborhood consists of a blend of the former Amelia Village and historic unincorporated Pierce Township. The district sits at the intersection of Oak St/SR 125 and includes numerous community anchors including the Post Office and Library. While the district is primarily suburban in nature, many neighborhoods were built in a slightly more dense fashion of .25 acres and below.



## Township Districts

- **Hamlet:** Serves as the eastern gateway and a major transition area before leaving the Township traveling eastward. This district is characterized by a variety of housing including multi-family, a mobile home park and a number of single family homes of varying lot sizes. Hamlet sits at an important junction within the Township as it is situated along SR 132 and SR 125. Given this neighborhoods geographic location, it is home to a number of commercial operations serving the region but has also seen the effects of economic distress.
  
- **River District:** Situated along the Ohio River, the River District is home to the former Beckjord Power Plant and a small amount of single family residential developments. US 52 bisects the district and provides through access along the river to Hamilton County, I-275 and Cincinnati. The district also houses a port, recreation/emergency boat access area and a bike trail which is a critical link in the Ohio River Way Trail.

# Township District Map

